



SOUTH DAKOTA
DEPARTMENT
OF PUBLIC SAFETY

prevention ~ protection ~ enforcement

**Annual Report of NHTSA Funded
Highway Safety Programs**

Federal Fiscal Year 2020

DRIVESAFESD.COM

For information about this report, please contact:

Amanda Hossle, Director
Office of Highway Safety
SD Department of Public Safety
118 W Capitol Avenue
Pierre, SD 57501
Phone: 605 773-4949

Website: <https://dps.sd.gov/safety-enforcement/highway-safety>

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South Dakota Office of Highway Safety Overview

The South Dakota Office of Highway Safety is one of eleven agencies that are located within the South Dakota Department of Public Safety. The Highway Safety Office consists of two full-time staff members, a Director and a Management Analyst. Overall management of the highway safety program is the responsibility of the Highway Safety Director. The Management Analyst is responsible for the day-to-day activities regarding the highway safety program. In addition to two full-time staff, three part-time employees work to support local stakeholders and highway safety advocates. Two part-time Law Enforcement Liaisons assist local law enforcement agencies to improve local highway safety through enforcement and public education. The part-time Driver Education Coordinator provides coordination and support for the driver education process in South Dakota by serving as the primary point-of-contact for any school district administrator or driver education instructor.

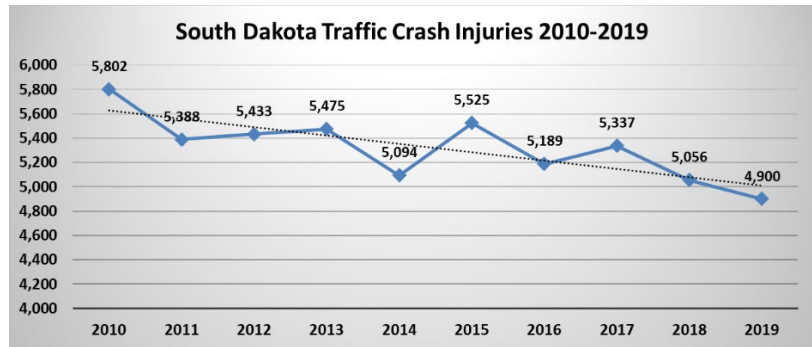
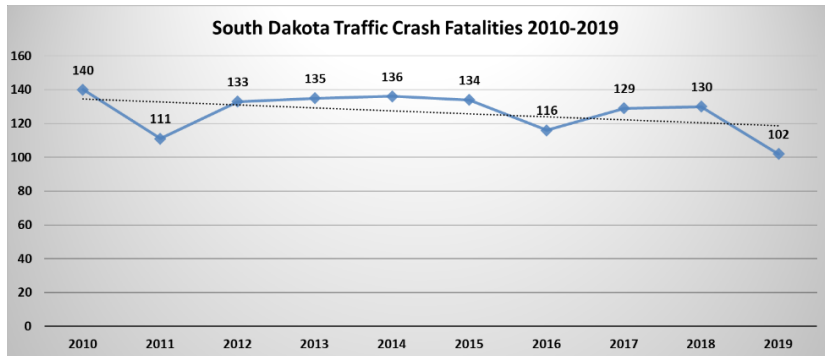
The Office of Highway Safety is committed to developing and implementing data-driven traffic safety programs designed to reduce the number of traffic crashes, injuries, and fatalities occurring on South Dakota roadways. The Office of Highway Safety supports local and state agencies as well as non-profit organizations to diminish the economic and human loss that results from traffic crashes.

The Office of Highway Safety's efforts are focused on increasing the use of seat belts by South Dakotans, reducing the incidence of impaired driving, and improving the safety of our roadways to ensure those who are injured in traffic crashes receive quick response and high quality treatment. Community efforts provide focused impact by using local resources – such as law enforcement, schools, media and safety organizations – to promote traffic safety. Additionally, the statewide motorcycle rider education program is funded by the Office of Highway Safety and administered through the South Dakota Safety Council.

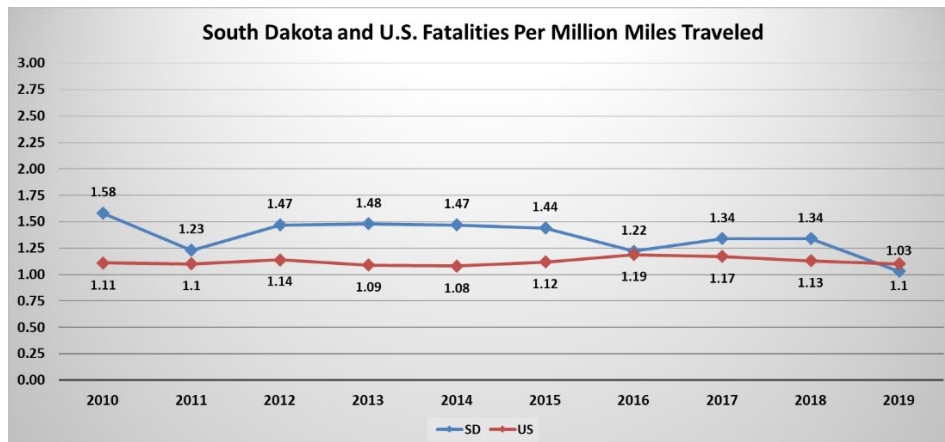
Executive Summary

This report provides information about NHTSA funded highway safety activities for FFY2020. Crash data from 2019 is the most recent one-year data available; this data shows progress for specific highway safety goals.

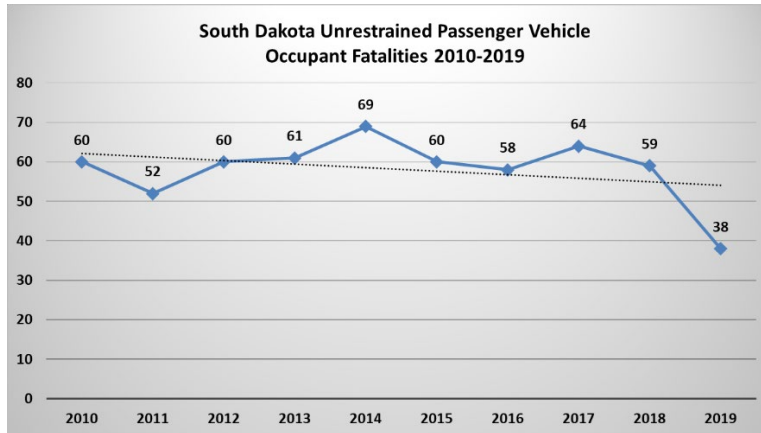
Over the past ten years, there has been an average of 17,893 reportable traffic crashes in South Dakota each year. There were 102 fatalities and 4,900 injuries as a result of traffic crashes in 2019; this is a 27.5% decrease in fatalities and a 3.2% decrease in injuries from 2018.



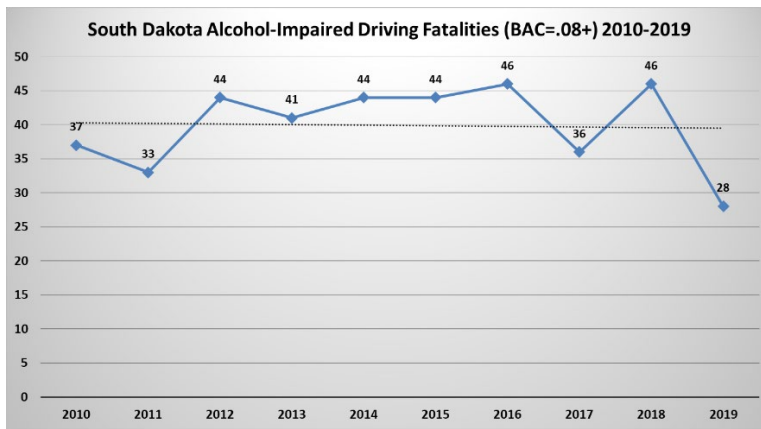
The South Dakota traffic crash fatality rate per 100 million miles traveled decreased to a rate of 1.03 in 2019 compared to 1.34 in 2018. Although South Dakota saw an increase in vehicle miles traveled and an increase in registered motor vehicles in 2019 compared to 2018, the low number of fatalities in 2019 can be attributed to the decrease in the rate. With traffic fatalities hitting a record low in 2019, South Dakota's fatality rate dipped below the national rate of 1.10 for the first time in ten years.



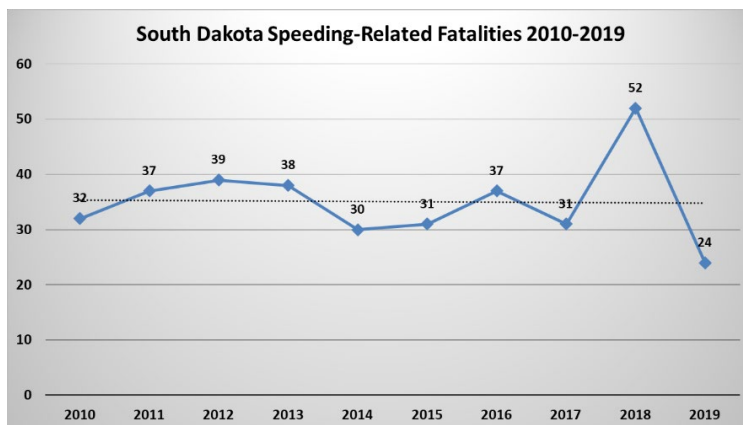
In 2019, 52.8% of the motor vehicle occupants killed in traffic crashes were not wearing seat belts. Of the 72 fatalities where seat belt use was involved, 38 were not wearing seat belts.



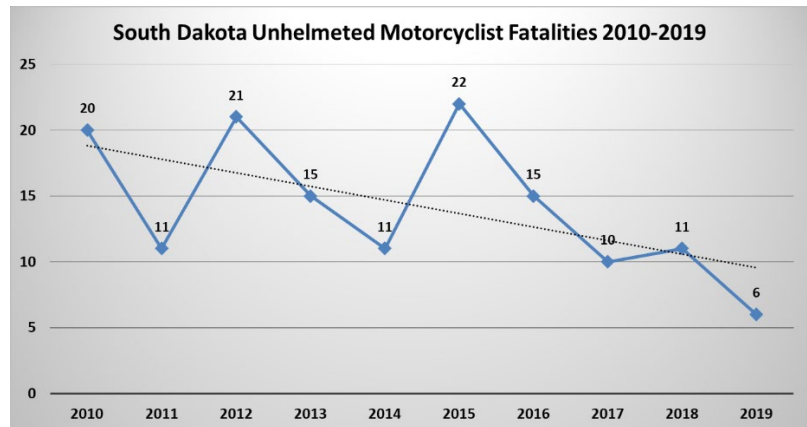
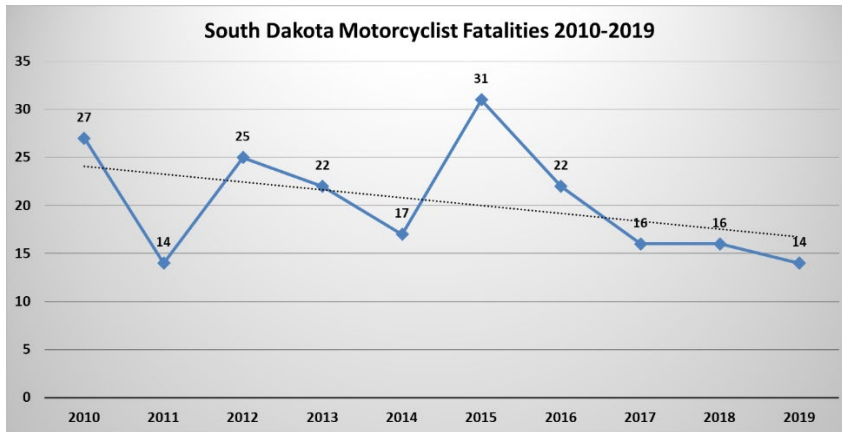
There was a total of 28 alcohol-related fatalities with a BAC=.08+ in 2019 compared to 46 in 2018. This was a 39.1% decrease from 2018 to 2019. While 28 lives lost to impaired driving is too many, this large reduction is encouraging and demonstrates the Office of Highway Safety's methods and strategies appear to have an influence on impaired driving in South Dakota.



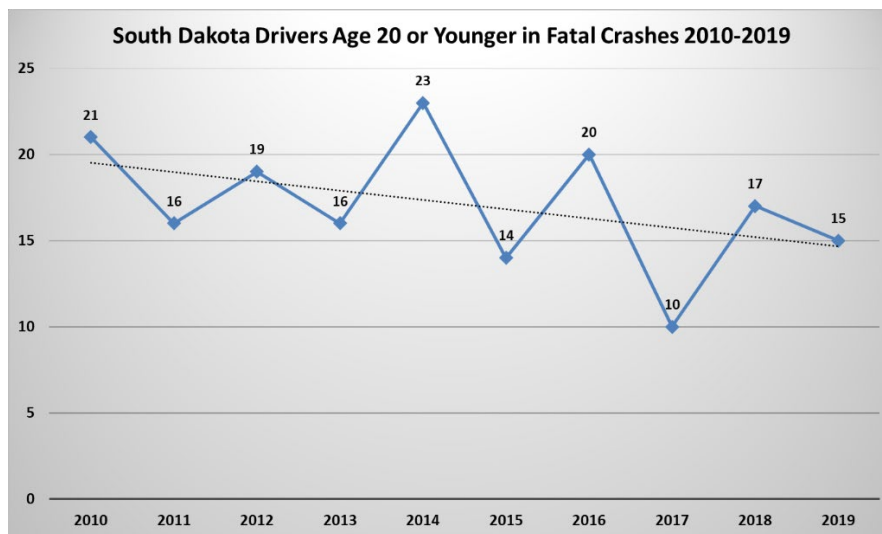
In 2019, speed was a contributing factor in 27.3% of fatal crashes, showing a decrease from 38.5% in 2018. The total number of speed-related fatalities also saw a significant decrease in 2019, trending downward from 52 in 2018 to 24.



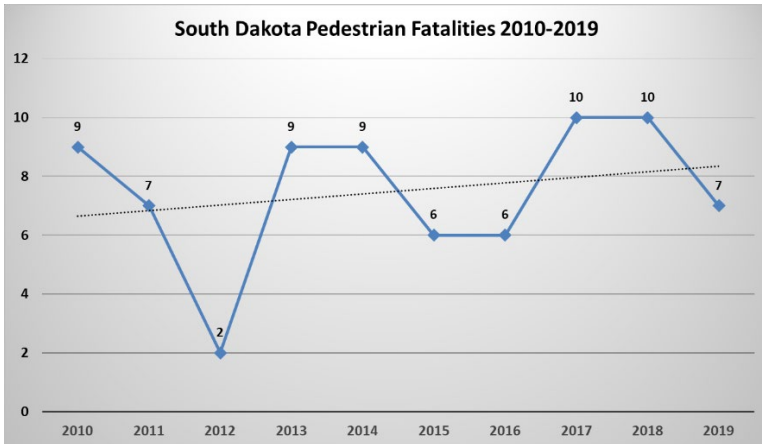
In 2019, the number of motorcycle crash fatalities decreased to 14 from 16 in 2018. Of the 14 motorcycle fatalities in 2019, 14 were drivers and there were 0 motorcycle passengers killed. The number of unhelmeted motorcyclist fatalities decreased from 11 in 2018 to 6 in 2019. Forty-three percent of the motorcyclists killed in traffic crashes did not wear a helmet compared to 69% in 2018.



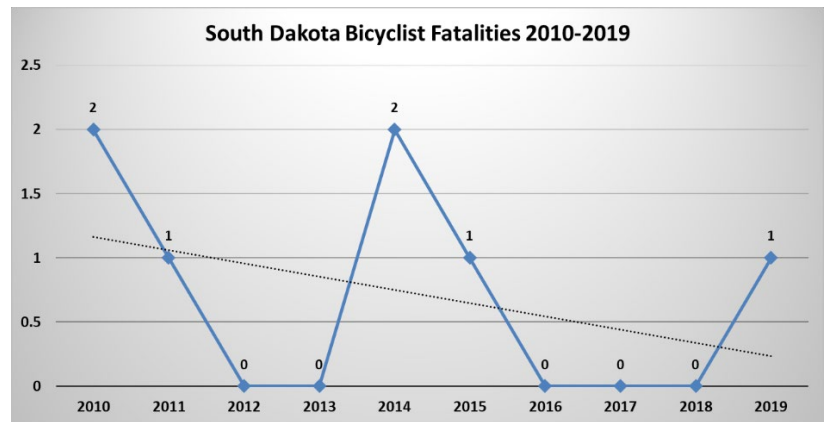
While the number of drivers age 20 and younger involved in fatal crashes has gone up and down over the years, encouragingly, the ten-year trend continues downward.



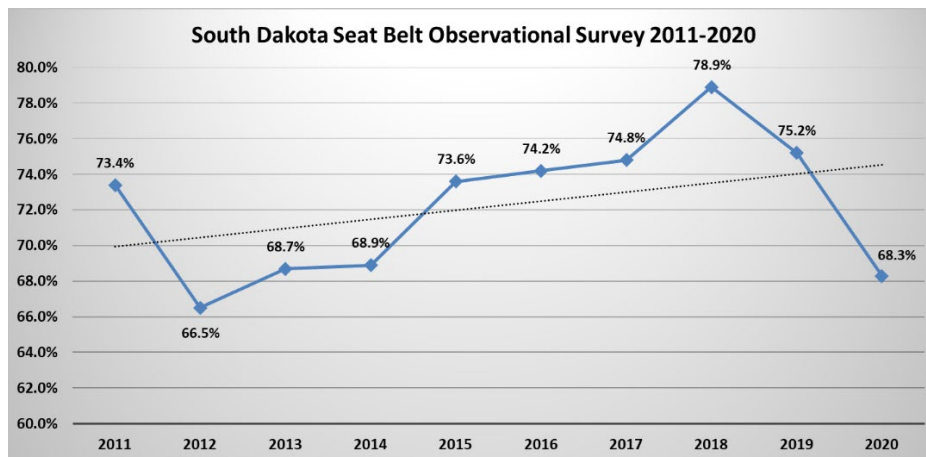
Pedestrian fatalities continue to be a small portion of all traffic related fatalities. Since 2010, the number of annual pedestrian fatalities has fluctuated around an average of 7.5 per year.



Bicyclist fatalities are highly uncommon in South Dakota. Only 7 bicyclist fatalities were recorded in the state since 2010. There was one bicyclist fatality in 2019.



The most recent certified observational seat belt survey showed a decrease in the number of people wearing seat belts, from 75.2% in 2019 to 68.3% in 2020, based on new survey methodology implemented by NHTSA.



*New survey methodology implemented by NHTSA in 2012.

Assessment of Results in Achieving Performance Targets for FFY20 and FFY19

| Performance Measure | FFY2020 | | | | | FFY2019 | | | |
|--|---------------|----------------|------------------------|------------------------------------|-----------------------------------|------------------------|----------------|--------------------------------|----------------------|
| | Target Period | Target Year(s) | Target Value FFY20 HSP | Data Source/FFY20 Progress Results | On Track to Meet FFY20 Target Y/N | Target Value FFY19 HSP | Target Year(s) | Data Source/FFY19 Final Result | Met FFY19 Target Y/N |
| C-1) Total Traffic Fatalities | 5 Year | 2016-2020 | 126.4 | 2015-2019 FARS 122.0 | Y | 127.4 | 2015-2019 | 2015-2019 FARS 122.0 | Y |
| C-2) Serious Injuries in Traffic Crashes | 5 Year | 2016-2020 | 667.4 | 2015-2019 State Data 649.2 | Y | 703.4 | 2015-2019 | 2015-2019 State Data 649.2 | Y |
| C-3) Fatalities/VMT | 5 Year | 2016-2020 | 1.28 | 2015-2019 FARS 1.270 | Y | 1.310 | 2015-2019 | 2015-2019 FARS 1.270 | Y |
| C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions | 5 Year | 2016-2020 | 62.6 | 2015-2019 FARS 55.8 | Y | 58.2 | 2015-2019 | 2015-2019 FARS 55.8 | Y |
| C-5) Alcohol-Impaired Driving Fatalities | 5 Year | 2016-2020 | 41.7 | 2015-2019 FARS 40.0 | Y | 39.6 | 2015-2019 | 2015-2019 FARS 40.0 | Y |
| C-6) Speeding-Related Fatalities | 5 Year | 2016-2020 | 34.7 | 2015-2019 FARS 35.0 | N | 35.0 | 2015-2019 | 2015-2019 FARS 35.0 | N |
| C-7) Motorcyclist Fatalities (FARS) | 5 Year | 2016-2020 | 19.6 | 2015-2019 FARS 19.8 | Y | 20.5 | 2015-2019 | 2015-2019 FARS 19.8 | N |
| C-8) Unhelmeted Motorcyclist Fatalities | 5 Year | 2016-2020 | 14.7 | 2015-2019 FARS 12.8 | Y | 15.4 | 2015-2019 | 2015-2019 FARS 12.8 | Y |
| C-9) Drivers Age 20 or Younger Involved in Fatal Crashes | 5 Year | 2016-2020 | 16.6 | 2015-2019 FARS 15.2 | Y | 15.6 | 2015-2019 | 2015-2019 FARS 15.2 | Y |
| C-10) Pedestrian Fatalities | 5 Year | 2016-2020 | 7.0 | 2015-2019 FARS 7.8 | N | 7.0 | 2015-2019 | 2015-2019 FARS 7.8 | N |
| C-11) Bicyclist Fatalities | 5 Year | 2016-2020 | 1.0 | 2015-2019 FARS 0.40 | Y | 1.0 | 2015-2019 | 2015-2019 FARS 0.40 | Y |

| | | | | | | | | | |
|--|--------|-----------|-------|------------------------|---|------|-----------|------------------------|-----|
| B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants | Annual | 2020 | 80.0 | 2020 State Survey 68.3 | N | 76.0 | 2019 | 2019 State Survey 75.2 | N |
| Distracted Driving Fatalities | 5 Year | 2016-2020 | 7.5 | 2015-2019 FARS 7.6 | Y | 7.5 | 2015-2019 | 2015-2019 FARS 7.6 | N |
| Traffic Records Completeness | Annual | 2020 | 100.0 | 2019 State Data 100.0 | Y | N/A | N/A | N/A | N/A |

FFY2020 Highway Safety Goals and Outcomes

The Highway Safety Plan for FFY2020 included the following goals. Progress on these goals is primarily shown using the five-year average of crash data from calendar years 2015-2019.

Overall Goals

C1 – Decrease the traffic fatalities five-year average to 126.4 or less for 2016-2020.

Outcome:

The number of traffic fatalities for the five-year (2015-2019) average was 122 fatalities. Based on preliminary data, South Dakota is currently on track to meet the five-year (2016-2020) average goal of 126.4.

General Assessment:

While South Dakota traffic fatalities saw a large decrease from 2018 to 2019, preliminary numbers for 2020 are showing an increase. Continued enforcement, education, and awareness is needed in order to continue to see a downward trend in the five-year average.

The Highway Safety Office funded the following programs to assist in achieving this goal.

- Community Outreach and Program Management
- Driver Education Coordinator
- Electronic Grants Management System-EDGAR
- Judicial Outreach Liaison
- Media
- Mountain Plains Evaluation-Traffic Records Coordinating Committee
- Law Enforcement Liaisons
- Planning & Administration
- Public Information Officer
- South Dakota Office of Attorney General-DCI
- South Dakota Driver Education Association
- South Dakota Office of Rural Health
- Traffic and Criminal Software (TraCS/WebTraCS)
- University of South Dakota-Government Research Bureau

C2 – Decrease the serious traffic injuries five-year average to 667.4 or less for 2016-2020.

Outcome:

The number of serious traffic injuries for the five-year (2015-2019) average was 521. Based on preliminary data, South Dakota is currently on track to meet the five-year (2016-2020) average goal of 667.4.

General Assessment:

Injury crash prevention and fatal crash prevention often go hand-in-glove and the fact that the injury crash number goal is met is good news. Both crash reduction programs, however, depend on the ongoing effort in other program areas.

It should also be noted that the higher number of serious traffic injuries allows for greater statistical allowances in data. For example, when a state has a relatively low fatality count, such as South Dakota, the addition of a small handful of fatal crashes is a statistical issue. The South Dakota Office of Highway Safety will continue to explore program opportunities to reduce injury crashes. This will have a corresponding effect on fatal crash numbers.

C3 – a) Decrease the five-year average fatalities/VMT to 1.28 or less for 2016-2020.

b) Decrease the five-year average rural fatalities/VMT to an average rate of 1.57 or less for 2016-2020.

c) Decrease the five-year average urban fatalities/VMT to an average rate of .59 or less for 2016-2020.

Outcome:

The traffic fatality rate as a function of VMT for the five-year (2015-2019) average was 1.27. Based on preliminary data, South Dakota is currently on track to meet the five-year (2016-2020) average goal of 1.28.

The rural traffic fatality rate as a function of VMT for the five-year (2015-2019) average was 1.56. Based on preliminary data, South Dakota is currently on track to meet the five-year (2016-2020) average goal of 1.57.

The urban traffic fatality rate as a function of VMT for the five-year (2015-2019) average was 0.62. Based on preliminary data, South Dakota is currently on track to meet the five-year (2016-2020) average goal of 0.59.

General Assessment:

The Office of Highway Safety has some control over this number, but this goal is almost entirely dependent on vehicle miles traveled by the motoring public. It is the common wisdom of traffic safety professionals that VMT's ebb and flow with the economy. So, while an improvement in fatality counts may be made by the Highway Safety Office, the outcome of this measure is dependent on economic factors outside the control of the state.

C4 – Decrease the unrestrained passenger vehicle occupant fatalities five-year average to 62.6 or less for 2016-2020.

Outcome:

The number of unrestrained passenger vehicle occupant fatalities for the five-year (2015-2019) average was 55.8 fatalities. Based on preliminary data, South Dakota is currently on track to meet the five-year (2016-2020) average goal of 62.6.

General Assessment:

South Dakota is a secondary enforcement state and because of that highway safety efforts need to be largely focused on educational messages and teaching the next generation the value of buckling up. NHTSA may argue that secondary enforcement doesn't mean 'zero enforcement' and South Dakota agrees. The stark reality is that enforcement is complicated as a secondary issue. Continued enforcement and education are needed in order to get the five-year average trending toward our goal.

Despite a lack of primary enforcement and a substantial fine for not wearing a seat belt, it remains the duty of the Office of Highway Safety to increase seat belt usage. This will be a continued multi-front project because of the east/west river composite of the state. Adding the nine tribes to the messaging also creates a challenge.

The Highway Safety Office funded the following programs to assist in achieving this goal.

- Emergency Medical Services for Children
- Law Enforcement Programs/Overtime
- Media
- Seat Belt Survey

C5 – Decrease the alcohol impaired driving fatalities five-year average to 41.7 or less for 2016-2020.

Outcome:

The number of alcohol impaired driving fatalities for the five-year (2015-2019) average was 40.0 fatalities. Based on preliminary data, South Dakota is currently on track to meet the five-year (2016-2020) average goal of 41.7.

General Assessment:

The South Dakota Office of Highway Safety strongly believes that funding a wide range of impaired driving programs will have a positive effect on fatality and injury crash numbers. The 'frontier' mentality that it is acceptable to drink and drive has been addressed in many of the Highway Safety Office's media messages.

South Dakota continues to have great success with the DUI First educational materials. These materials are an attempt by our office to standardize the curriculum of those who are charged with their first DUI and charged to attend an educational program as part of their overall sentence. This has been a statistical success.

The Highway Safety Office funded the following programs to assist in achieving this goal.

- From the H.E.A.R.T.
- Law Enforcement Programs/Overtime
- Law Enforcement Equipment
- Media
- Mountain Plains Evaluation – Impaired Driving Task Force & DUI 1st Program
- South Dakota Broadcasters Association
- South Dakota Highway Patrol Drug Recognition Expert (DRE) Training
- South Dakota School of Mines and Technology
- South Dakota State University
- Spink County Coalition
- Traffic Safety Resource Prosecutor
- University of South Dakota

C6 – Decrease the speeding related fatalities five-year average to 34.7 or less for 2016-2020.

Outcome:

The number of speeding related fatalities for the five-year (2015-2019) average was 35.0 fatalities. Based on preliminary data, South Dakota is currently not on track to meet the five-year (2016-2020) average goal of 34.7.

General Assessment:

Speed related fatalities remain a very real problem in South Dakota. The state continues to allocate resources to speed enforcement. Being a very rural state with long stretches of wide-open roadways, the ability to speed has always been an issue. Law enforcement personnel cannot effectively cover the many hundreds of square miles of state roadways simultaneously, which results in the need to educate the public of the dangers.

While South Dakota experienced a dramatic decrease in speed related fatalities in 2019, the preliminary number of speed related fatalities in 2020 have increased indicating the five-year goal will not be met. South Dakota, like many other states, experienced an increased number of motor vehicle fatalities during the COVID-19 pandemic. Many law enforcement subrecipients did not utilize highway safety grant funding in the beginning months of the pandemic due to officer safety. There is the potential South Dakota motorists saw this as an opportunity to take advantage of the posted speed limit when traveling around the state. Continued partnerships with law enforcement and increased education and awareness are needed in order to see a downward trend in the five-year average.

The Highway Safety Office funded the following programs to assist in achieving this goal.

- Law Enforcement Equipment
- Law Enforcement Programs/Overtime
- Media

C7 – Decrease the five-year average for motorcyclist fatalities to 19.6 or less for 2016-2020.

Outcome:

The number of motorcyclist fatalities for the five-year (2015-2019) average was 19.8 fatalities. Based on preliminary data, South Dakota is currently on track to meet the five-year (2016-2020) average goal of 19.6.

General Assessment:

The State of South Dakota works diligently to keep this number as low as possible, but the effort is complicated by the annual Sturgis Motorcycle Rally which brings hundreds of thousands of motorcycle enthusiasts to the state each year. Continued education and awareness aimed at both motorcycle riders and motor vehicle drivers is imperative in order to continue to see a downward trend in the five-year average.

C8 – Decrease the unhelmeted motorcyclist fatalities five-year average 14.7 fatalities or less for 2016-2020.

Outcome:

The number of unhelmeted motorcyclist fatalities for the five-year (2015-2019) average was 12.8 fatalities. Based on preliminary data, South Dakota is currently on track to meet the five-year (2016-2020) average goal of 14.7.

General Assessment:

Although the motorcycle safety and training program are funded by state funds each year, the goals cited in C7 and C8 are dependent on motorist activities from visitors to the state and citizens of South Dakota. The Office of Highway Safety has an ongoing educational website (SouthDakotaRides.com) that is actively marketed to individuals with an interest in motorcycle-related activities. Again, this activity is largely funded from state-based revenues. South Dakota has determined that the application process for §405 funds targeted for motorcycle safety to be far too cumbersome for the amount of funding provided.

C9 – Decrease the drivers age 20 or younger involved in fatal crashes five-year average to 16.6 or less for 2016-2020.

Outcome:

The number of drivers age 20 or younger involved in fatal crashes for the five-year (2015-2019) average was 15.2 fatalities. Based on preliminary data, South Dakota is currently on track to meet the five-year (2016-2020) average goal of 16.6.

General Assessment:

Speed, unbelted drivers, and alcohol use are all factors in this performance goal. The Highway Safety Office and the South Dakota Broadcasters Association deploys a campaign each year focused on getting young drivers to pledge to being safe drivers. The Driver Education Coordinator is always examining factors that are missing in South Dakota's driver education programs. Other initiatives are underway in an effort to push this number in a downward direction. Obviously, additional work needs to be done on this front, but with one of the lowest legal driving ages in the United States (14 for an instructional permit); South Dakota has significant challenges ahead.

The Highway Safety Office funded the following programs to assist in achieving this goal.

- Human Service Agency
- South Central Alcohol Task Force
- South Dakota Teen Court Association

C10 – Maintain the pedestrian fatalities five-year average of 7 fatalities or less for 2016-2020.

Outcome:

The number of pedestrian fatalities for the five-year (2015-2019) average was 7.8 fatalities. Based on preliminary data, South Dakota is currently not on track to meet the five-year (2016-2020) average goal of 7.0.

General Assessment:

Fatalities in this category are historically tribal in nature. That makes it difficult to treat the problem with an over-arching fix. Statistically speaking, South Dakota does not experience a large amount of pedestrian fatalities. Preliminary numbers for 2020 are showing an increase in pedestrian fatalities. In the coming months and year, it is imperative that educational messaging is aimed at motor vehicle drivers as well as the non-motorized population. Education and awareness are needed to increase pedestrian safety and decrease pedestrian fatalities.

The Highway Safety Office funded the following programs to assist in achieving this goal.

- Emergency Medical Services for Children

C11 – Maintain the bicyclist fatalities five-year average of 1 fatality or less for 2016-2020.

Outcome:

The number of bicyclist fatalities for the five-year (2015-2019) average was 0.40 fatalities. Based on preliminary data, South Dakota is currently on track to meet the five-year (2016-2020) average goal of 1.0.

General Assessment:

South Dakota historically has a low number of bicycle fatalities. While the Office of Highway Safety does not typically have a specific media campaign addressing bicycle safety, partnerships with subrecipients allow for targeted education and awareness.

We funded the following programs to assist in achieving this goal.

- Emergency Medical Services for Children

B1 – Increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles to 80.0% percent for 2020.

Outcome:

The certified statewide observed seat belt usage for 2020 is reported at 68.3% which is a decrease from the use rate of 75.2% in 2019. South Dakota is currently not on track to meet the annual target for 2020.

General Assessment:

South Dakota needs to make large strides in occupant protection. The Office of Highway Safety recognizes this fact and works within appropriate boundaries to make a difference. In the coming months and year, continued partnerships with law enforcement and increased education and awareness are imperative in order to see a downward trend in the five-year average. Despite a lack of primary enforcement, the Highway Safety Office recognizes the importance of continued education and awareness regarding seat belt use.

Distracted Driving Fatalities – Maintain the five-year average of distracted driving fatalities at 7.5 or less for 2016-2020.

Outcome:

The number of distracted driving fatalities for the five-year (2015-2019) average was 5.4 fatalities. Based on preliminary data, South Dakota is currently on track to meet the five-year (2016-2020) average goal of 7.5.

General Assessment:

This is the second year to assess and report on distracted driving. Often times distraction can be hard to investigate unless there is some level of self-admittance. In looking at more in-depth data, lane departure continues to be an issue on South Dakota roadways. Lane departure can be anything from running off the road to crossing the center line. The assertion can be made drivers are experiencing some level of distraction.

Traffic Records Completeness – Maintain traffic records completeness at 100% for 2020.

Outcome:

Based on preliminary data, South Dakota is currently on track to meet the annual goal of 100%.

In addition to the goals outlined above, activity measures at the end of CY2019 had the following results:

- Impaired Driving Citations: 13,061
- Occupant Protection Citations: 11,806
- Speed Citations: 34,020

FFY2020 Project Agreement Annual Report Summaries

Community Outreach and Program Management

Contact Information: Amanda Hossle
Office of Highway Safety
118 W Capitol Ave
Pierre, SD 57501

Project Numbers: 2020-04-06 and 2020-04-07

This project supported a Management Analyst to provide technical assistance to statewide and local highway safety projects. The Analyst assisted the Director of the Office of Highway Safety with writing federal grant applications, reports, project applications and agreements, project monitoring, technical assistance to project directors, and budget management.

This project was funded with Section 402 and 164AL federal funds.

Project Contribution to Highway Safety Target:

This project provides administrative oversight and support.

Driver Education Coordinator

Contact Information: Christopher Grant
118 W Capitol Ave
Pierre, SD 57501

Project Number: 2020-04-08

This project supported a Driver Education Coordinator to provide coordination and support for the driver education process in South Dakota. The Driver Education Coordinator serves as the primary point-of-contact for any school district administrator or driver education instructor. This position also works to create and maintain a comprehensive database of active driver education instructors across the state.

This project was funded with Section 402 federal funds.

Project Contribution to Highway Safety Target:

This project provides administrative oversight and support.

DUI 1st Program

Contact Information: Roland Loudenburg
Mountain Plains Evaluation
PO Box 530
201 N Main St
Salem, SD 57058

Project Number: 2020-04-09

South Dakota has implemented the South Dakota Public Safety DUI 1st Program across the state to provide consistent drinking and driving programming for DUI offenders with an emphasis on DUI 1st offenders. In FFY2020, a contract with Mountain Plains Evaluation again provided evaluation of the 1st Offender Curriculum; this evaluation measured the impact of the programs in reducing recidivism of driving under the influence.

In an attempt to reduce the number of re-offenses for first time DUI offenders, South Dakota developed a twelve hour, standardized, evidence-based curriculum for first time DUI offenders that included education and cognitive-behavioral components. A cadre of providers from across the state have been trained through 2-day certification training and annual refresher training. In addition, providers are required to implement the program consistent with outlined standards to maintain program fidelity. The providers coordinate with the courts for referral of first DUI offenders. Reduction in recidivism rates have been documented for individuals that completed the course when compared to DUI 1st Offenders that did not complete the course. A post 1st Offender course survey, one-year after the course, shows positive behavior change and recidivism rates are much lower for course participants. Additionally, a key important component of implementation of the curriculum is to ensure that all sites are implementing the model in a consistent manner across the state. The evaluators participate in project steering committee meetings, conduct site visits and monitor program implementation to assess the implementation and fidelity of the model.

In FFY2020, there were 128 DUI 1st Offender courses offered with 741 individuals that completed the course. The number of course offered, and participations dropped from previous years as a result of the impact of COVID-19 upon in person programming. The project has developed an online version of the course and agencies are starting to use this approach.

This project was funded with Section 405d-Imp federal funds.

Project Contribution to Highway Safety Target:

Individuals participating in the SD Public Safety DUI course completed a number of forms that provided information used to evaluate changed in knowledge and attitude in the form of a pre and post-test. Across all agencies and demographic groups studied, there was a significant move in the positive direction from pre-test to post-test on both knowledge and attitude questions. The average gain on the post-test was 3.2 points on knowledge questions and 5.0 points on attitude questions. Analysis of program data has documented consistent and lower recidivism rates for program participants compared to controls. Even after eight-year post arrest, program participants have a recidivism rate of 27.2% compared to 31.2% of controls, an 12.8% decrease in the recidivism rate. The trend indicates that the effect of the program diminishes with time; however even after eight years the percentage of cases that have recidivated is less than the percentage of controls that have recidivated. On average 4.9% fewer course participants recidivate than do non-participants at each year of exposure. This effect is relatively constant over time. Generally, recidivism rates by years of exposure and survival analysis showed that course participants had lower recidivism rate and a slower recidivism rate than did non-course participants.

[Emergency Medical Services for Children – Bike and Pedestrian Safety](#)

Contact Information: Corolla Lauck
EMS for Children
1400 W 22nd St
Sioux Falls, SD 57105

Project Number: 2020-02-26

This project focused on injury prevention, concentrating on bike and pedestrian safety, responding to requests for information and coordinating special events. The focus was on educating children and their care givers about safe walking and bicycling habits, routes and best practices. This project also coordinated the Don't Thump Your Melon program which provides bike safety education and bike rodeos across the state. Awareness materials including "ready-to-use" tools such as bike rodeo instruction manuals, planning events, posters, press release, brochures, community and school-based activities were provided to communities who hosted a bike rodeo.

This project is funded with Section 402 federal funds.

Project Contribution to Highway Safety Target:

The overall objective of the bicycle project was to maintain the number of bicycle fatalities at zero for FFY2020. South Dakota reported 0 bicycle fatalities. The objective for bicycle fatalities was met. The overall objective of the pedestrian project was to reduce the number of pedestrian fatalities by 20% from 11 to 9 in FFY2020. South Dakota reported 13 pedestrian fatalities in FFY2020. The objective for pedestrian fatalities was not met. COVID-19 brought challenges with campaigns & activities and altered the strategy to messaging.



Photo: Helmet fitting event.

Emergency Medical Services for Children – Occupant Safety

Contact Information: Corolla Lauck
EMS for Children
1400 W 22nd St
Sioux Falls, SD 57105

Project Number: 2020-02-13



The 2020 activities for SD EMS for Children's occupant safety project included "It's not fine till they're 4'9", a program developed to enhance parental/caregiver understanding of best practices in transitioning children to seatbelts and assisting with booster seats on a needs basis. A sustainable state-wide message was coordinated throughout the year, with emphasis in May to support EMS week/May mobilization and back to school.

This project is funded with Section 402 federal funds.

Project Contribution to Highway Safety Target:

The objective of this project was to reduce the number of unrestrained passenger vehicle occupant fatalities for all seating positions by 5% from 63 to 60 in FFY2020. For FFY2020, there were 60 unrestrained fatalities. The objective of this project was met.

From the H.E.A.R.T.

Contact Information: Nancy Scharenbroich
6700 E Split Rock Circle
Sioux Falls, SD 57110

Project Number: 2020-02-16

This project focused on alcohol impaired driving prevention through the use of awareness materials and public education. The message, "Get a Ride, Don't Drink and Drive", appeared on billboards across the state on main roadways and highways, drivers heard "Get a Ride, Don't Drink and Drive" on the radio as they traveled South Dakota roadways and in their homes. Public service announcements were broadcasted on the TV during the holidays and high traffic times in order to deter people from drinking and driving.

This project is funded with Section 405d-Imp federal funds.

Project Contribution to Highway Safety Target:

The mission of this project is to create a constant reminder to people they have the choice to be safe and the importance of calling someone rather than drink and drive. The objective of this project was to reduce the number of people killed in alcohol involved crashes in the state of South Dakota by 5% from 61 to 57 by FFY2020. There were 54 alcohol-related fatalities in FFY2020.

Electronic Grants Management System – EDGAR

Contact Information: Amanda Hossle
Office of Highway Safety
118 W Capitol Ave
Pierre, SD 57501

Project Numbers: 2020-04-03 and 2020-04-04

EDGAR (Electronic Database for Grant Application and Reporting) offers options for the advertisement, submittal and review of grantee proposals/applications, the creation of contracts, the disbursement of funds, the collection and retention of contract deliverables, and requests for reimbursement and post-grant reporting and evaluations. E-grant systems with automatic notifications and reminders help subrecipients stay on track with contract terms and deliverables, alert the state when documents are overdue, collect data for annual reports, and increase staff efficiencies by reducing the issuance of manual notifications from the Highway Safety Office.

This project was funded with Section 402 and 164AL federal funds.

Project Contribution to Highway Safety Target:

There are currently 110 law enforcement agencies registered with EDGAR to either manage their Highway Safety grant or report monthly traffic data. There are currently 67 state, community coalitions, and non-profit organizations registered with EDGAR.

Human Service Agency

Contact Information: Stephanie Kinnander
123 19th St NE
Watertown, SD 57201

Project Number: 2020-02-33

This project focused on reaching young drivers during two South Dakota Students Against Destructive Decisions Conferences through the "Drive to Save Lives" presentation. Based on crash statistics, it is important to reach drivers under the age of 25 early in their driving career in order to teach safe driving habits.

This project is funded with Section 402 federal funds.

Project Contribution to Highway Safety Target:

The original SADD Conferences were scheduled for March 2020, due to COVID-19, the conferences were cancelled with plans to host a SADD Training in September 2020. A virtual SADD Training occurred on September 16, 2020. Cara Filler presented "The Drive to Save Lives" to 60 participants from 17 agencies across South Dakota. The participants that viewed the presentation had positive feedback on the impact of the presentation. Many commenting on the importance of making good choices while driving and feeling empowered to speak up for their safety while in the car with someone who may not be driving safe.

Impaired Driving Task Force

Contact Information: Roland Loudenburg
Mountain Plains Evaluation
PO Box 530
201 N Main St
Salem, SD 57058

Project Number: 2020-04-11

In FFY2020, the Highway Safety Office executed a contract with Mountain Plains Evaluation to aid in coordination and convening of the Impaired Driving Task Force.

This project is funded with Section 405d-Imp federal funds.

Project Contribution to Highway Safety Target:

The South Dakota Impaired Driving Task Force is required to continue to review state impaired driving data, identify priorities, monitor project implementation, and review progress in conjunction with the Office of Highway Safety and other stakeholders across the state with a vested interest in reducing impaired driving. The South Dakota Impaired Driving Plan presents a synopsis of impaired driving indicators and statistics relevant to impaired driving in South Dakota, outlines areas of concerns,

identifies priority areas for future programming, and outlines a process upon which the South Dakota Impaired Driving Task Force can guide and inform the Office of Highway Safety in implementing and prioritizing funding for programming (that is evidence based) to reduce impaired driving in South Dakota.

Judicial Outreach Liaison

Contact Information: Office of Highway Safety
Department of Public Safety
118 W Capitol Ave
Pierre, SD 57501

Project Number: 2020-04-12

The Judicial Outreach Liaison position provides a foundation for the South Dakota Office of Highway Safety and circuit court judges to focus their outreach efforts in order to educate and mobilize support for impaired driving and other traffic safety activities. The Judicial Outreach Liaison retired in June of 2020 and at this time there are no plans to fill the position.

This project is funded with Section 405d-Imp federal funds.

Project Contribution to Highway Safety Target:

This project provides administrative oversight and support.

Law Enforcement Equipment

Contact Information: Office of Highway Safety
Department of Public Safety
118 W Capitol Ave
Pierre, SD 57501

Law enforcement agencies that identified highway safety problems through analysis of crash reports and/or citation history were invited to apply for support to purchase specific equipment to address those problems. Funding was used to support equipment purchased for the Highway Patrol, sheriff's offices, and police departments including radar units and trailers for speed enforcement (Section 402 dollars), in-car video cameras and breath testing devices (Section 405d-Imp dollars) to enhance prosecution of impaired driving cases.

Project Contribution to Highway Safety Target:

The Office of Highway Safety, using crash and citation data, determines which law enforcement agencies should be awarded grants to purchase equipment which will ultimately be used to drive down fatalities and injuries.

Law Enforcement Liaisons

Contact Information: Office of Highway Safety
Department of Public Safety
118 W Capitol Ave
Pierre, SD 57501

Project Number: 2020-04-13

Two individuals with law enforcement experience provided liaison services between the Office of Highway Safety and local law enforcement agencies. In FFY2020, the Law Enforcement Liaisons (LELs) worked with law enforcement agencies to promote targeted traffic enforcement, high visibility mobilizations, and public education. The LELs monitor grant funded activities, provide resource materials to all agencies, and monitor traffic enforcement data submitted by law enforcement agencies.

In FFY2020, the LELs were available to provide assistance to 66 county sheriff offices, 77 police departments, and 7 tribal law enforcement agencies. Of these, the following agencies received NHTSA funding in FFY2020: one state police office, 19 sheriff offices, 20 police departments, and one tribal law enforcement agency.

This project is funded with Section 402 federal funds.

Project Contribution to Highway Safety Target:

This project provides administrative oversight and support.

Law Enforcement Overtime

Contact Information: Office of Highway Safety
 Department of Public Safety
 118 W Capitol Ave
 Pierre, SD 57501

Funds were allocated for overtime to support sobriety checkpoints and saturation patrols during the national high-visibility impaired driving and seat belt mobilizations. Overtime was also used to do sustained traffic enforcement during high risk time frames identified in the project applications from law enforcement agencies. To qualify for overtime, agencies were required to identify a highway safety problem that could be addressed by enhancing traffic patrols. High-visibility enforcement deters speeding and impaired driving by convincing the public that highways are monitored, and offenders will be punished thereby reducing crashes.

Overtime was funded with Section 402 and 405d-Imp federal funds as appropriate to the activity performed.

Project Contribution to Highway Safety Target:

The Office of Highway Safety, using crash and citation data, determines which law enforcement agencies should be awarded grants to fund overtime enforcement activities which will ultimately be used to drive down fatalities and injuries. Due to the COVID-19 pandemic, law enforcements officers worked reduced overtime hours to ensure officer safety.



Lawrence and Schiller, Media Contractor

Contact Information: Jamie Hegge
Lawrence & Schiller
3932 S Willow Avenue
Sioux Falls, SD 57105

Project Numbers: 2020-04-14; 2020-04-15; 2020-04-16; 2020-04-17

Lawrence and Schiller is a full-service advertising agency that assists the Office of Highway Safety in all of its advertising, social media, and other safety messaging activities.

This contract was funded through Section 164AL and 402 federal funds and through donated bonus ad placement.

Project Contribution to Highway Safety Target:

This project focused on public messaging of safety campaigns.

Office of Rural Health/Emergency Medical Services

Contact Information: Marty Link
NEMSIS
600 E Capitol Ave
Pierre, SD 57501

Project Number: 2020-02-39

Time sensitive emergencies require immediate EMS response, recognition, and transportation to the most appropriate care facility for patient survival. Statistics show a significant increase in mortality when appropriate care is delayed for any reason for these types of events. The objective of the project was to decrease emergency response times by decreasing average ambulance chute times from 7.5 minutes in 2019 to 6.5 minutes by September 30, 2020.

This project was funded with Section 405c federal funds.

Project Contribution to Highway Safety Target:

The EMS Program has been successful in reducing the average chute time from 7.5 to 2.9 minutes by September 30, 2020. This is a significant reduction predicated on better data, improved data entry, and regular communications with ambulance services. The EMS Program has also focused much effort on working with struggling ambulance services. In recent years, the SD legislature passed new standards for EMS crew makeup. The former two EMT minimum was altered to allow for a minimum of one EMT and a driver with specific coursework. This coursework included EVOC training, confidentiality training, CPR, radio communications and agency specific training. This legislative change has allowed more workforce to participate in ambulance responses further decreasing our overall chute times.

Planning and Administration

Contact Information: Lee Axdahl/Amanda Hossle
Office of Highway Safety
118 W Capitol Avenue
Pierre, SD 57501

Project Number: 2020-04-18

Funding for this project was provided by Section 402 federal funds and state match.

Project Contribution to Highway Safety Target:

This project provides administrative oversight and support.

Public Information Officer

Contact Information: Tony Mangan/Kristi Turman
Department of Public Safety
118 W Capitol Ave
Pierre, SD 57501

Project Numbers: 2020-04-19 and 2020-04-20

The Public Information Officer (PIO) works closely with the Office of Highway Safety on media and public education activities. The PIO provides technical assistance to Office of Highway Safety projects that involve media or public education. During FFY2020, the PIO focused on messaging involving impaired driving, speeding and seat belt use. Beyond that, the PIO helped coordinate the three major highway safety campaigns including the May Seatbelt Mobilization, Labor Day Impaired Driving Mobilization, and Holiday Impaired Driving campaign and coordinated public information activities for other highway safety campaigns.

This project was funded with Section 402 and 164AL federal funds.

Project Contribution to Highway Safety Target:

This project provides administrative oversight and support.

Seat Belt Survey – Administration and Analysis

Contact Information: Upper Great Plains Transportation Institute
North Dakota State University
NDSU Dept. 2880 PO Box 6050
Fargo, ND 58108-6050

Project Number: 2020-04-22

In FFY2020, the Office of Highway Safety contracted with Upper Great Plains Transportation Institute, North Dakota State University (NDSU) to administer and analyze data for the annual seat belt survey. The survey was administered in partnership with the EMS Association, described below. The seat belt portion of the survey was administered with established guidance from NHTSA including site selection, the manual and training for observers, coding forms, and schedule for observations.

This project was funded with Section 402 federal funds.

Project Contribution to Highway Safety Target:

NDSU received the data from the SD EMS Association, described below, performed the analysis, and produced the final report on the results of the survey. In 2020, the certified seat belt usage rate in South Dakota was 68.3%, based on new survey methodology implemented by NHTSA.

Seatbelt Survey – Observational

Contact Information: Katherine Benton
SD EMS Association
9001 N Kiwanis Ave
Sioux Falls, SD 57107

Project Number: 2020-04-22

The Office of Highway Safety contracted with the SD EMS Association for the observation portion of the annual seatbelt survey. The Association provided EMT's to perform the observations at pre-determined sites and times. The data was gathered according to NHTSA protocols and provided to UGPTI for analysis (see above).

This project was funded with Section 402 federal funds.

Project Contribution to Highway Safety Target:

In 2020, the certified seat belt usage rate in South Dakota was 68.3%, based on new survey methodology implemented by NHTSA. These surveys provide a guidepost for future enforcement and messaging campaigns.

South Dakota Broadcasters Association

Contact Information: Steve Willard, President
South Dakota Broadcasters Association
106 W Capitol Ave, Suite 7
Pierre, SD 57501

Project Number: 2020-04-21

This is a nationally unique project that utilizes "paid public service announcements" placed on every broadcast station in South Dakota through the State Broadcasters Association. The contract with SDBA generates a minimum of 3 to 1 in match. In other words, for every one paid announcement, the broadcast stations place another 3+ announcements in their schedules. The match activity is well-documented by broadcast affidavits.

This project was funded with Section 164AL federal funds.

Project Contribution to Highway Safety Target:

This project focused on public messaging of safety campaigns.

South Dakota Driver Education Association

Contact Information: Jonathan Buck
South Dakota Driver Education Association
509 N Arch St
Aberdeen, SD 57401

Project Number: 2020-02-36

The state of South Dakota has historically experienced above-average fatality and injury rates among teen drivers. While driver education training is utilized by approximately 50% of age-eligible teens in the state, there has been limited advancement over the past 40 years in enhancing the delivery of this life skill for novice drivers. In order to reduce traffic crashes among novice drivers ages 14-18, the Association attempted to improve the delivery of driver education services to South Dakota youth through offering best practices training to driver education instructors. The annual conference sponsored by the Association was cancelled due to the COVID-19 pandemic. Many driver education classes were disrupted and/or cancelled due to COVID-19.

This project was funded with Section 402 federal funds.

Project Contribution to Highway Safety Target:

The objective of this project was to reduce the number of fatal and injury crashes involving drivers ages 14-18 statewide by 5% from 672 to 639 by September 30, 2020. The number of fatal and injury crashes involving drivers ages 14-18 in fiscal year 2020 was 639.

South Dakota Highway Patrol

Contact Information: Major Jason Husby
South Dakota Highway Patrol, Department of Public Safety
118 W Capitol Ave
Pierre, SD 57501

Project Numbers: 2020-00-91

Prior to the Sturgis Motorcycle Rally, the Highway Patrol strived to pull and parse data from 50 states as opposed to 12 of the states' NCIC returns in order to avoid the potential for discrepancies in citation data accuracy as well as record completeness. Having the ability to receive and parse from all states produced more complete and uniform data thus in return making the integration with the adjudication database more successful. Having the ability to parse data into citations not only decreased the potential for human error to improve data accuracy, it will also provided more accessibility to real time data to improve highway safety.

This project was funded with Section 402 federal funds.

Project Contribution to Highway Safety Target:

The South Dakota Highway Patrol was able to increase the number of states in which they can receive NCIC data from 12 states to 50 states. This project allowed the implementation of the data import process to produce more complete and uniform data thus in return will make the integration with the adjudication database more successful.

South Dakota Office of the Attorney General – DCI

Contact Information: Chad Mosteller
South Dakota Division of Criminal Investigation
132 Highway 14, Suite 5
Pierre, SD 57501

Project Number: 2020-02-35

As of June 2018, South Dakota had 19,046 law enforcement officers. However, for the past several years, there has been a double-digit percentage turnover within the profession, which when compounded with promotions dictate a continual need to train officers as they enter different levels of their careers. Continuing education in advanced crash investigation techniques and drunk driving enforcement is a necessity. The courses are advanced level classes not provided during the basic law enforcement academy. It is crucial to provide advanced training in the field, as there are presently no mandated requirements for traffic enforcement training after completion of the basic academy. The course needs to be taken to the officers so they can be kept current on new technology and investigative techniques.

This project was funded with Section 402 federal funds.

Project Contribution to Highway Safety Target:

The objective of this project was to provide specialized training in Event Data Recorder (EDR) Use in Crash Reconstruction – Level II and Driving Under the Influence (DUI) Instructor training for up to 30 officers in 2020. The Event Data Recorder (EDR) in Crash Reconstruction Level II class was held at the Law Enforcement Training Facility in Pierre March 2-6, 2020. Nine state law enforcement officials completed the class. Due to COVID-19, the DUI Instructor Class was cancelled.

[South Dakota School of Mines and Technology](#)

Contact Information: Mary Jo Farrington
 School of Mines and Technology
 501 E St Joseph St
 Rapid City, SD 57701

Project Number: 2020-02-40

To prevent college students from drinking and driving, this Safe Rides program provides prevention education and alternative transportation to college students. This program primarily serves four Black Hills area schools: School of Mines and Technology, National American University, Oglala Lakota College, and Western Dakota Technical Institute. The coalition did open the project to include other SD students in Rapid City attending SDSU, School of Nursing and Black Hills State University. In addition to providing safe rides, the program supported alcohol prevention public education.

This project is funded with Section 405d-Imp federal funds.

Project Contribution to Highway Safety Target:

From October 2019-February 2020, 16 informational campaigns were held at SDSMT, OLC, WDT and BHSU. Education and awareness surrounding the dangers of drinking and driving were provided to several organizations & events (fraternities, Health Fairs, athletic events, etc.), including discussing alcohol consumption, impaired driving, legal consequences, etc. to many classes.

When COVID-19 hit, the colleges shut down and turned to on-line, at home education. During the summer, college personnel worked together to develop on-line programs and events and offered many ZOOM events about making responsible choices. Many programming changes had to be made in order to adapt to the circumstances.

South Dakota State University

Contact Information: Mariah Weber
 South Dakota State University
 1440 N Campus Drive, Room 104, Box 2818
 Brookings, SD 57007

Project Number: 2020-02-23

The South Dakota State University (SDSU) Safe Rides program focused on impaired driving education for SDSU students and provided alternative transportation for students to prevent impaired driving. Program education was provided through presentations in Residential halls and in classrooms; posters, promotional messaging in the Collegian newspaper and feedback from a self-assessment tool/survey administered to freshmen. The SDSU Safe Ride program is a partnership between the SDSU Wellness Center, the SDSU Students' Association, Brookings Area Transit Authority (BATA), the South Dakota Office of Highway Safety, and the City of Brookings, offering a safe transportation alternative to SDSU students, Brookings community members, and visitors.

This project was funded with Section 405d-Imp federal funds.

Project Contribution to Highway Safety Target:

The goal of this project was to reduce the number of drivers killed or injured in alcohol involved crashes in Brookings County by 12% from 7 in FFY2018 to 6 by September 30, 2020. During FFY2020 there were 0 persons killed and 4 injured in alcohol-involved crashes in the city of Brookings. The number of riders for FFY2020 totaled 7,368, a decrease from FFY2019 by 3,302 riders. The reason for the decline was due to stopping service when the University closed due to COVID-19. The last date of ridership for spring semester was March 7th.

The number of students who attended introductory 109 alcohol class programming decreased to 2,240 students as compared to FFY2019 (2,650). Reason for the decrease – several sections of 109 classes were taken off the schedule for fall semester due to COVID and virtual learning. Education included information on alcohol awareness, Safe Ride routes, phone number, and schedule. The number of students reached with HEROH peer education programming in FFY2020 remained steady at 109 students as compared to FFY2019. Programming included information on alcohol awareness, consequences of underage drinking and impaired driving, & criminal record that will follow a person through their life in background checks for employment.

South Dakota Teen Court Association

Contact Information: Jennifer Stalley
 South Dakota Teen Court Association
 1351 N Harrison Ave
 Pierre, SD 57501

Project Number: 2020-02-25

Teen Court programs have a proven record of positively impacting youth behaviors to reduce alcohol violations among high-risk youth and provide an opportunity to interact with high-risk youth in a constructive way. Teen Courts address specific alcohol violations by youth charged with an alcohol-related crime through education and preventative services.

This project was funded with Section 405d-Imp federal funds.

Project Contribution to Highway Safety Target:

The objective of this project is to reduce underage consumption and the number of impaired drivers by completing 80% of teen court sentences with a recidivism rate of less than 15%. During this project, 75 youth were sentenced for alcohol-related violations and received alcohol prevention screening and/or education and 254 youth were sentenced for non-alcohol violations but received alcohol prevention screening and/or education. Sixty-seven youth completed sentences for alcohol-related charges and an additional 189 completed alcohol prevention screening and/or education for non-alcohol-related charges. Of the youth sentenced on alcohol-related violations during this project, 89% of the youth charged with alcohol-related offenses completed their sentences. This completion rate exceeds the project's goal. During the project, 6.8% of the youth who completed an alcohol-related sentence in the previous six months reoffended. Re-offenses include any violation, not just alcohol violations, during a six-month period. This recidivism rate meets the goals of the grant.

Spink County Coalition

Contact Information: Chessa Quenzer/Le Ann Wasmoen
111 E 6th Ave
Redfield, SD 57469

Project Number: 2020-02-42



This project utilized drunk driving education materials, resources, and equipment to reach students during educational/prevention activities, events, and presentations that increased youth and community knowledge of the dangers of driving drunk to reduce the occurrence of DUI's. An anti-drunk driving earned, and paid media campaign was implemented in Spink County. The goal was to develop and implement multiple community events that highlight the dangers of drunk driving. Education, prevention, and simulation in partnership with the Office of Highway Safety, the Spink County Sheriff's Office and Highway Patrol, was planned for roughly 500 community members and youth.

This project is funded with Section 405d-Imp federal funds.

Project Contribution to Highway Safety Target:

The goal for FFY2020 was to reduce the number of crash injuries and fatalities involving a driver or motorcycle operator with a BAC of .08 or above by 60% from 5 to 3 in FFY2020. Unfortunately, there were 9 alcohol-related injuries in FFY2020. Through the grant, the Community Awareness of Responsible

Driving (CARD), was able to implement a vivid billboard and media campaign with an anti-drinking and driving message. CARD also gave informational packets to driver's education students and hosted a youth event at the Spink County Sheriff's Office with a keynote speaker that is a paraplegic from a drunk driving crash. The grant enabled CARD to purchase a driving simulator that has amazing impaired driving simulation software. COVID-19 caused significant reductions in events that were planned throughout the summer months.

Traffic and Criminal Software (TraCS)

Contact Information: Lee Axdahl/Amanda Hossle
Department of Public Safety
118 W Capitol Ave
Pierre, SD 57501

Project Number: 2020-04-23

Traffic and Criminal Software (TraCS) enables electronic crash report submission and electronic ticketing for law enforcement. TraCS greatly reduces the time for a crash report to be entered into the state crash database and eliminates many errors in crash reporting. This results in better information in the state crash database.

This project was funded with Section 405c federal funds.

Project Contribution to Highway Safety Target:

Affinity Global Solutions is a contractor that provides TraCS training, installation and weekly maintenance for more than 110 local governmental law enforcement agencies. The web-based version of TraCS deployed across South Dakota and currently serves 109 law enforcement agencies. South Dakota is currently in the process of transitioning from TraCS to a proprietary electronic crash system called LEOS.

Traffic Records Coordinating Committee (TRCC)

Contact Information: Amanda Hossle/Roland Loudenburg
Office of Highway Safety
Department of Public Safety
118 W Capitol Ave
Pierre, SD 57501

Project Number: 2020-04-24

The Traffic Records Coordinating Committee meets regularly to discuss ways to improve the traffic record system and coordinate the factions involved. Some of the topics of discussion include integration of case data from the United Judicial System with driver licensing records as well as linking NEMSIS and trauma system data, reducing the number of unknown roads in the state roadway inventory, enforcing suspended and revoked drivers' licenses, electronic citations, and expansion of TraCS to local law enforcement.

This project was funded by Section 405c federal funds.

Project Contribution to Highway Safety Target:

This project coordinates the sharing and implementation of roadway safety data activity.

Traffic Safety Resource Prosecutor

Contact Information: Paul Bachand
Attorney General's Office
1302 E Hwy 14, Suite 1
Pierre, SD 57501

Project Number: 2020-02-17

The Traffic Safety Resource Prosecutor (TSRP) provides training, technical assistance, interagency liaison services, and expertise to prosecutors statewide, with emphasis on impaired driving cases. This assistance improves enforcement of impaired driving cases which reduces alcohol related fatalities. Impaired driving cases can be complex; having assistance available to new prosecutors is essential. Some of the legal issues that may be involved in impaired driving cases include probable cause, Standardized Field Sobriety Testing, implied consent, breath/blood testing, vehicular homicide, and adjudication including treatment and blood or electronic monitoring. The TSRP responded to numerous requests from county and city governments to provide research and assistance regarding prosecution of DUI cases in their jurisdictions.

This project was funded with Section 405d-Imp federal funds.

Project Contribution to Highway Safety Target:

The projected performance measure was to reduce the number of drivers killed in alcohol related crashes in South Dakota by 10% from 33 in fiscal year 2018 to 30 by September 30, 2020. This year, due to COVID, an annual training did not occur. For the year ending September 30, 2020 there were 30 drivers killed in alcohol related crashes in South Dakota. Work needs to continue regarding training and support for prosecutors regarding DUI cases. Additional effort will occur related to drug impaired driving with the passage of Initiated Measure 26 and Amendment A.

University of South Dakota – Government Research Bureau

Contact Information: Amanda Hossle/Dr. Shane Nordyke
USD Government Research Bureau
PO Box 530
Vermillion, SD 57069

Project Numbers: 2020-04-25 and 2020-04-26

The USD Government Research Bureau (GRB) used data provided by the Office of Highway Safety to draft the FFY2021 Highway Safety Plan. To develop the Plan, GRB analyzed data from the state crash database, the seat belt survey, and the data from the Department of Transportation.

This project was funded with Section 402 and 164AL federal funds.

Project Contribution to Highway Safety Target:

The Highway Safety Plan projects estimates of future fatalities and injuries from traffic crashes, seat belt use, and sets goals to track citation information. The Highway Safety Plan provides project descriptions that can favorably impact the performance goals as well as providing an annual budget.

University of South Dakota

Contact Information: Ben Severson
USD Student Counseling Center
Cook House 414 E Clark St
Vermillion, SD 57069

Project Number: 2020-02-22

The University of South Dakota (USD) Safe Rides program focuses on providing alternative transportation for students to prevent impaired driving. The University provided ongoing awareness and education about binge drinking, drinking and driving, as well as other alcohol-related items throughout the fall and spring semesters. Collaboration occurred with on and off campus entities to provide awareness materials throughout the year.

This project was funded with Section 405d-Imp federal funds.

Project Contribution to Highway Safety Target:

Safe Rides was severely interrupted by COVID-19. March 2020 was the last month the program operated as USD went to an all-online approach. The Vermillion Public Transit ceased and has since drastically reduced its ridership due to the enclosed nature of the vehicles. According to SDCAT there were a total of zero USD students injured in alcohol-related traffic crashes in the city of Vermillion. A cumulative total of 2,321 rides were provided to USD students.

FFY2020 Planned Activities Not Implemented

Butte County Sheriff's Office

Contact Information: Miles Burhenn
839 5th Ave
Belle Fourche, SD 57717

Project Number: 2020-00-76

Reason project was not implemented:

Due to staffing issues and COVID-19, the Sheriff's Office was not able to utilize the awarded funding.

Butte County Sheriff's Office

Contact Information: Miles Burhenn
839 5th Ave
Belle Fourche, SD 57717

Project Number: 2020-00-82

Reason project was not implemented:

Due to staffing issues and COVID-19, the Sheriff's Office was not able to utilize the awarded funding.

Tea Police Department

Contact Information: Adrian Hoesli
PO Box 61
Tea, SD 57064

Project Number: 2020-00-45

Reason project was not implemented:

Due to COVID-19, the Police Department was not able to utilize the awarded funding.

Union County Sheriff's Office

Contact Information: Lisa Schenzel
209 E Main St, Suite 250
Elk Point, SD 57025

Project Numbers: 2020-00-38

Reason project was not implemented:

Due to COVID-19, the Sheriff's Office was not able to utilize the awarded funding.

Vermillion Police Department

Contact Information: Ryan Hough
15 Washington St
Vermillion, SD 57069

Project Number: 2020-00-24

Reason project was not implemented:

Due to COVID-19, the Police Department was not able to utilize the awarded funding.

Yankton Police Department

Contact Information: Todd Brandt
410 Walnut, Suite 102
Yankton, SD 57078

Project Number: 2020-00-20

Reason project was not implemented:

Due to COVID-19, the Police Department was not able to utilize the awarded funding.

FFY2020 Mobilization Activity

December 2019 Mobilization – Holiday Season Impaired Driving

| | State Police | County Sheriff's Offices | Police Departments |
|------------------------|--------------|--------------------------|--------------------|
| Participating Agencies | 1 | 19 | 22 |
| Reporting Agencies | 1 | 19 | 22 |

| Enforcement Activity: | |
|------------------------------|-------|
| Number of Enforcement Hours | 3,125 |
| Number of Checkpoints | 22 |
| Number of Saturation Patrols | 239 |

| Citation Information: | |
|------------------------------|-------|
| DUI Arrests | 303 |
| Drug Arrests | 802 |
| Seatbelt Citations | 517 |
| Child Safety Seat Citations | 21 |
| Speeding Citations | 4,119 |
| Felony Arrests | 503 |
| Recovered Stolen Vehicles | 57 |
| Fugitives Apprehended | 262 |
| Suspended Licenses | 267 |
| Uninsured Motorists | 654 |
| Reckless Driving | 25 |
| Other Arrests | 2,424 |

| Paid Media: | |
|--------------------|-------------|
| TV Ads | \$25,792.00 |
| Radio Ads | \$28,372.52 |
| Print Ads | \$2,112.00 |
| Billboards | \$1,282.00 |
| Other Ads* | \$3,563.94 |

*Other Ads include social media.

| Earned Media: | |
|----------------------|-----|
| Press Conferences | 1 |
| TV News Stories | 5 |
| Radio News Stories | 132 |
| Print News Stories | 13 |
| Other News Stories | 83 |

May 2020 Mobilization – Click It or Ticket

Due to the COVID-19 pandemic, NHTSA, under the CARES Act, authorized a waiver or postponement of the May 2020 National Click It or Ticket high visibility enforcement campaign.

August 2020 Mobilization – Drive Sober or Get Pulled Over

| | State Police | County Sheriff's Offices | Police Departments |
|------------------------|---------------------|---------------------------------|---------------------------|
| Participating Agencies | 1 | 18 | 22 |
| Reporting Agencies | 1 | 18 | 22 |

| Enforcement Activity: | |
|------------------------------|-------|
| Number of Enforcement Hours | 3,137 |
| Number of Checkpoints | 21 |
| Number of Saturation Patrols | 137 |

| Citation Information: | |
|------------------------------|-------|
| DUI Arrests | 324 |
| Drug Arrests | 906 |
| Seatbelt Citations | 636 |
| Child Safety Seat Citations | 68 |
| Speeding Citations | 4,963 |
| Felony Arrests | 589 |
| Recovered Stolen Vehicles | 98 |
| Fugitives Apprehended | 179 |
| Suspended Licenses | 248 |
| Uninsured Motorists | 547 |
| Reckless Driving | 40 |
| Other Arrests | 1,919 |

| Paid Media: | |
|--------------------|-------------|
| TV Ads | \$600.00 |
| Radio Ads | \$19,089.22 |
| Print Ads | \$1,008.00 |
| Billboards | \$1,370.00 |
| Other Ads* | \$4,771.91 |

*Other Ads include social media.

| Earned Media: | |
|----------------------|----|
| Press Conferences | 4 |
| TV News Stories | 0 |
| Radio News Stories | 10 |
| Print News Stories | 11 |
| Other News Stories | 29 |

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Reimbursement Info: Total: \$.00

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| Program Area | Project | Description | HCS Federal Funds Obligated | Share to Local Benefit | State/Federal Cost to Date | Federal Funds Expended | Fed Previous Amount Claimed | Fed Funds Claimed this Period |
|------------------------------------|--|-------------------------------------|-----------------------------|------------------------|----------------------------|------------------------|-----------------------------|-------------------------------|
| NHTSA | | | | | | | | |
| NHTSA 402 | | | | | | | | |
| NHTSA 402 Match | | | | | | | | |
| | MATCH-2020-00-00-00 | State Match | \$.00 | \$.00 | \$ 608,549.30 | \$.00 | \$.00 | \$.00 |
| | NHTSA 402 Match Total | | \$.00 | \$.00 | \$ 608,549.30 | \$.00 | \$.00 | \$.00 |
| | NHTSA 402 Total | | \$.00 | \$.00 | \$ 608,549.30 | \$.00 | \$.00 | \$.00 |
| 164 Transfer Funds | | | | | | | | |
| 164 Alcohol | | | | | | | | |
| | 164AL-2020-20-04-03 | Office of HS Grant Management-164AL | \$ 19,742.00 | \$.00 | \$ 19,742.00 | \$ 19,742.00 | \$ 19,742.00 | \$.00 |
| | 164AL-2020-20-04-06 | HS Community Outreach 164AL | \$ 27,847.13 | \$.00 | \$ 27,847.13 | \$ 27,847.13 | \$ 27,847.13 | \$.00 |
| | 164AL-2020-20-04-19 | HS PIO 164AL | \$ 3,587.27 | \$.00 | \$ 3,587.27 | \$ 3,587.27 | \$ 3,587.27 | \$.00 |
| | 164AL-2020-20-04-25 | HS USD Government Research 164AL | \$ 7,951.18 | \$.00 | \$ 7,951.18 | \$ 7,951.18 | \$ 7,951.18 | \$.00 |
| | 164 Alcohol Total | | \$ 59,127.58 | \$.00 | \$ 59,127.58 | \$ 59,127.58 | \$ 59,127.58 | \$.00 |
| 164 Paid Media | | | | | | | | |
| | 164PM-2020-20-04-05 | HS Alcohol Media 164AL | \$ 479,314.50 | \$ 325,673.83 | \$ 479,314.50 | \$ 479,314.50 | \$ 479,314.50 | \$.00 |
| | 164PM-2020-20-04-14 | HS Main Advertising Contract 164AL | \$ 386,103.15 | \$ 361,955.97 | \$ 386,103.15 | \$ 386,103.15 | \$ 386,103.15 | \$.00 |
| | 164PM-2020-20-04-16 | HS Other Advertising Contract 164AL | \$ 39,757.29 | \$.00 | \$ 39,757.29 | \$ 39,757.29 | \$ 39,757.29 | \$.00 |
| | 164PM-2020-20-04-21 | HS Advertising-SD Broadcasters | \$ 201,375.00 | \$ 184,708.33 | \$ 201,375.00 | \$ 201,375.00 | \$ 201,375.00 | \$.00 |
| | 164 Paid Media Total | | \$ 1,106,549.94 | \$ 872,338.13 | \$ 1,106,549.94 | \$ 1,106,549.94 | \$ 1,106,549.94 | \$.00 |
| | 164 Transfer Funds Total | | \$ 1,165,677.52 | \$ 872,338.13 | \$ 1,165,677.52 | \$ 1,165,677.52 | \$ 1,165,677.52 | \$.00 |
| FAST Act NHTSA 402 | | | | | | | | |
| Planning and Administration | | | | | | | | |
| | PA-2020-20-04-18 | HS Planning and Administration P&A | \$ 114,256.76 | \$.00 | \$ 208,328.86 | \$ 114,256.76 | \$ 114,256.76 | \$.00 |
| | Planning and Administration Total | | \$ 114,256.76 | \$.00 | \$ 208,328.86 | \$ 114,256.76 | \$ 114,256.76 | \$.00 |

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|---|---|--|-----------------------------|------------------------|----------------------------|------------------------|-----------------------------|-------------------------------|
| Occupant Protection | | | | | | | | |
| | OP-2020-20-02-13 | SDEMISC-Occupant Safety | \$37,666.51 | \$37,666.46 | \$37,666.51 | \$37,666.51 | \$37,666.51 | \$0.00 |
| | Occupant Protection Total | | \$37,666.51 | \$37,666.46 | \$37,666.51 | \$37,666.51 | \$37,666.51 | \$0.00 |
| Pedestrian/Bicycle Safety | | | | | | | | |
| | PS-2020-20-02-26 | SDEMISC-Bike and Pedestrian | \$54,928.58 | \$54,928.58 | \$54,928.58 | \$54,928.58 | \$54,928.58 | \$0.00 |
| | Pedestrian/Bicycle Safety Total | | \$54,928.58 | \$54,928.58 | \$54,928.58 | \$54,928.58 | \$54,928.58 | \$0.00 |
| Traffic Records | | | | | | | | |
| | TR-2020-20-00-91 | HS Traffic Records-Higway Patrol Data Im | \$13,350.00 | \$13,350.00 | \$13,350.00 | \$13,350.00 | \$13,350.00 | \$0.00 |
| | Traffic Records Total | | \$13,350.00 | \$13,350.00 | \$13,350.00 | \$13,350.00 | \$13,350.00 | \$0.00 |
| Accident Investigation | | | | | | | | |
| | AI-2020-20-02-35 | DUI Instructor Class & Training in Event | \$11,832.00 | \$11,832.00 | \$11,832.00 | \$11,832.00 | \$11,832.00 | \$0.00 |
| | Accident Investigation Total | | \$11,832.00 | \$11,832.00 | \$11,832.00 | \$11,832.00 | \$11,832.00 | \$0.00 |
| Community Traffic Safety Project | | | | | | | | |
| | CP-2020-20-04-07 | Office of HS Community Outreach-402 | \$41,772.90 | \$0.00 | \$41,772.90 | \$41,772.90 | \$41,772.90 | \$0.00 |
| | CP-2020-20-04-22 | HS Seatbelt Survey | \$64,520.00 | \$0.00 | \$64,520.00 | \$64,520.00 | \$64,520.00 | \$0.00 |
| | Community Traffic Safety Project Total | | \$106,292.90 | \$0.00 | \$106,292.90 | \$106,292.90 | \$106,292.90 | \$0.00 |
| Driver Education | | | | | | | | |
| | DE-2020-20-02-36 | SD Driver Education Association-SDDEA Co | \$3,263.84 | \$0.00 | \$3,263.84 | \$3,263.84 | \$3,263.84 | \$0.00 |
| | DE-2020-20-04-08 | HS Driver Education Coordinator | \$23,893.49 | \$0.00 | \$23,893.49 | \$23,893.49 | \$23,893.49 | \$0.00 |
| | Driver Education Total | | \$27,157.33 | \$0.00 | \$27,157.33 | \$27,157.33 | \$27,157.33 | \$0.00 |
| Safe Communities | | | | | | | | |
| | SA-2020-20-04-04 | Office of HS Grant Management | \$28,427.80 | \$0.00 | \$28,427.80 | \$28,427.80 | \$28,427.80 | \$0.00 |
| | SA-2020-20-04-13 | HS -Law Enforcement Liaisons | \$24,893.67 | \$0.00 | \$24,893.67 | \$24,893.67 | \$24,893.67 | \$0.00 |
| | SA-2020-20-04-20 | Highway Safety -PIO-402 | \$5,381.04 | \$0.00 | \$5,381.04 | \$5,381.04 | \$5,381.04 | \$0.00 |

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| | SA-2020-20-04-26 | USD Government Research-402 | \$11,926.77 | \$0.00 | \$11,926.77 | \$11,926.77 | \$11,926.77 | \$0.00 |
| | Safe Communities Total | | \$70,629.28 | \$0.00 | \$70,629.28 | \$70,629.28 | \$70,629.28 | \$0.00 |
| | Speed Enforcement | | | | | | | |
| | SE-2020-20-00-06 | Sioux Falls Police Department- Speed Enf | \$363,469.28 | \$363,199.28 | \$363,469.28 | \$363,469.28 | \$363,469.28 | \$0.00 |
| | SE-2020-20-00-08 | Edmunds County Sheriffs Office-Speed Ove | \$19,944.00 | \$19,944.00 | \$19,944.00 | \$19,944.00 | \$19,944.00 | \$0.00 |
| | SE-2020-20-00-11 | Lincoln Co Sheriff Office -Speed Enforce | \$11,622.90 | \$11,622.90 | \$11,622.90 | \$11,622.90 | \$11,622.90 | \$0.00 |
| | SE-2020-20-00-12 | Lead Police Department-Speed Overtime/Se | \$12,093.84 | \$12,093.84 | \$12,093.84 | \$12,093.84 | \$12,093.84 | \$0.00 |
| | SE-2020-20-00-13 | Gettysburg PD Speed Saturation Patrol | \$8,924.01 | \$8,924.01 | \$8,924.01 | \$8,924.01 | \$8,924.01 | \$0.00 |
| | SE-2020-20-00-16 | Groton Police Department- HS Speed Overt | \$6,457.70 | \$6,457.70 | \$6,457.70 | \$6,457.70 | \$6,457.70 | \$0.00 |
| | SE-2020-20-00-17 | Bennett County Sheriff Office-Speed Enfo | \$2,019.20 | \$2,019.20 | \$2,019.20 | \$2,019.20 | \$2,019.20 | \$0.00 |
| | SE-2020-20-00-18 | Summerset Police Department-Speed-Seatbe | \$5,367.04 | \$5,361.04 | \$5,367.04 | \$5,367.04 | \$5,367.04 | \$0.00 |
| | SE-2020-20-00-29 | Huron Police Department-Speed & Safety | \$14,435.45 | \$14,435.45 | \$14,435.45 | \$14,435.45 | \$14,435.45 | \$0.00 |
| | SE-2020-20-00-33 | Watertown Police Department-Safer Roads | \$16,039.27 | \$16,039.27 | \$16,039.27 | \$16,039.27 | \$16,039.27 | \$0.00 |
| | SE-2020-20-00-34 | Oglala Sioux Tribe - OST -Highway Safety | \$6,000.00 | \$6,000.00 | \$6,000.00 | \$6,000.00 | \$6,000.00 | \$0.00 |
| | SE-2020-20-00-36 | Mitchell Police Department-Speed Enforce | \$594.33 | \$594.33 | \$594.33 | \$594.33 | \$594.33 | \$0.00 |
| | SE-2020-20-00-40 | Minnehaha County Sheriff Office-Speed/Se | \$1,976.51 | \$1,976.51 | \$1,976.51 | \$1,976.51 | \$1,976.51 | \$0.00 |
| | SE-2020-20-00-41 | Brooking Police Department-Speed Enforce | \$7,316.00 | \$7,316.00 | \$7,316.00 | \$7,316.00 | \$7,316.00 | \$0.00 |
| | SE-2020-20-00-43 | Brookings County Sheriff Office-Traffic | \$17,500.00 | \$17,500.00 | \$17,500.00 | \$17,500.00 | \$17,500.00 | \$0.00 |
| | SE-2020-20-00-44 | Tea Police Department-FOT Speed Enforce | \$5,642.91 | \$5,642.91 | \$5,642.91 | \$5,642.91 | \$5,642.91 | \$0.00 |
| | SE-2020-20-00-46 | Hamlin County Sheriff's Office-Speed Ove | \$15,100.00 | \$15,100.00 | \$15,100.00 | \$15,100.00 | \$15,100.00 | \$0.00 |
| | SE-2020-20-00-48 | SD Highway Patrol-Traffic Enforcement Gr | \$210,747.18 | \$210,747.18 | \$210,747.18 | \$210,747.18 | \$210,747.18 | \$0.00 |
| | SE-2020-20-00-52 | Pennington County Sheriff Office-Speed/S | \$11,983.65 | \$11,983.65 | \$11,983.65 | \$11,983.65 | \$11,983.65 | \$0.00 |
| | SE-2020-20-00-53 | Day County Sheriff Office-Slow Down | \$7,784.75 | \$7,784.75 | \$7,784.75 | \$7,784.75 | \$7,784.75 | \$0.00 |
| | SE-2020-20-00-54 | Brown County Sheriff Office-Reduce Traff | \$14,295.61 | \$14,295.61 | \$14,295.61 | \$14,295.61 | \$14,295.61 | \$0.00 |

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|--------------|--|--|-----------------------------|------------------------|----------------------------|------------------------|-----------------------------|-------------------------------|
| | SE-2020-20-00-56 | Davison County Sheriff Office-Seatbelt O | \$1,062.84 | \$1,062.84 | \$1,062.84 | \$1,062.84 | \$1,062.84 | \$0.00 |
| | SE-2020-20-00-57 | Hughes County Sheriff Office-Speed Seatb | \$1,476.25 | \$1,476.25 | \$1,476.25 | \$1,476.25 | \$1,476.25 | \$0.00 |
| | SE-2020-20-00-58 | Madison Police Department-Speed Enforcem | \$3,763.80 | \$3,763.80 | \$3,763.80 | \$3,763.80 | \$3,763.80 | \$0.00 |
| | SE-2020-20-00-59 | Marshall County Sheriff Office-Speed Enf | \$5,533.38 | \$5,533.38 | \$5,533.38 | \$5,533.38 | \$5,533.38 | \$0.00 |
| | SE-2020-20-00-62 | Lake County Sheriff Office-Speed Enforce | \$8,044.00 | \$8,044.00 | \$8,044.00 | \$8,044.00 | \$8,044.00 | \$0.00 |
| | SE-2020-20-00-64 | Belle Fourche Police Department -Speed O | \$9,351.70 | \$9,351.70 | \$9,351.70 | \$9,351.70 | \$9,351.70 | \$0.00 |
| | SE-2020-20-00-67 | Box Elder Police Department-Speed /Seatb | \$17,570.96 | \$17,570.96 | \$17,570.96 | \$17,570.96 | \$17,570.96 | \$0.00 |
| | SE-2020-20-00-72 | Aurora County Sheriff Office-Speed Overt | \$1,638.09 | \$1,638.09 | \$1,638.09 | \$1,638.09 | \$1,638.09 | \$0.00 |
| | SE-2020-20-00-77 | Miller Police Department-Miller Highway | \$1,414.10 | \$1,414.10 | \$1,414.10 | \$1,414.10 | \$1,414.10 | \$0.00 |
| | SE-2020-20-00-79 | Stanley County Sheriff Office-Slow Down | \$8,507.70 | \$8,507.70 | \$8,507.70 | \$8,507.70 | \$8,507.70 | \$0.00 |
| | SE-2020-20-00-80 | North Sioux City Police Department-Traff | \$649.74 | \$649.74 | \$649.74 | \$649.74 | \$649.74 | \$0.00 |
| | SE-2020-20-00-81 | Faith Police Department-Speed Enforcemen | \$3,406.54 | \$3,406.54 | \$3,406.54 | \$3,406.54 | \$3,406.54 | \$0.00 |
| | SE-2020-20-00-83 | Hand County Sheriff Office-Speed Enforce | \$451.26 | \$451.26 | \$451.26 | \$451.26 | \$451.26 | \$0.00 |
| | Speed Enforcement Total | | \$822,183.99 | \$821,907.99 | \$822,183.99 | \$822,183.99 | \$822,183.99 | \$0.00 |
| | <i>Paid Advertising</i> | | | | | | | |
| | PM-2020-20-04-10 | HS-Generic Media-402 | \$489,142.06 | \$441,611.52 | \$489,142.06 | \$489,142.06 | \$489,142.06 | \$0.00 |
| | PM-2020-20-04-15 | HS Main Advertising Contract-402 | \$300,025.91 | \$270,712.87 | \$300,025.91 | \$300,025.91 | \$300,025.91 | \$0.00 |
| | PM-2020-20-04-17 | HS Other Advertising Contract-402 | \$101,061.46 | \$59,811.46 | \$101,061.46 | \$101,061.46 | \$101,061.46 | \$0.00 |
| | Paid Advertising Total | | \$890,229.43 | \$772,135.85 | \$890,229.43 | \$890,229.43 | \$890,229.43 | \$0.00 |
| | <i>Teen Safety Program</i> | | | | | | | |
| | TSP-2020-20-02-33 | Human Service Agency | \$2,500.00 | \$0.00 | \$2,500.00 | \$2,500.00 | \$2,500.00 | \$0.00 |
| | Teen Safety Program Total | | \$2,500.00 | \$0.00 | \$2,500.00 | \$2,500.00 | \$2,500.00 | \$0.00 |
| | FAST Act NHTSA 402 Total | | \$2,151,026.78 | \$1,711,820.88 | \$2,245,098.88 | \$2,151,026.78 | \$2,151,026.78 | \$0.00 |
| | <i>FAST Act 405c Data Program</i> | | | | | | | |
| | <i>405c Data Program</i> | | | | | | | |
| | M3DA-2020-20-02-39 | NEMSIS-Office of Rural Health | \$25,800.00 | \$0.00 | \$25,800.00 | \$25,800.00 | \$25,800.00 | \$0.00 |

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|--------------|---|--|-----------------------------|------------------------|----------------------------|------------------------|-----------------------------|-------------------------------|
| | M3DA-2020-20-04-23 | TraCS/Web TraCS | \$420,904.15 | \$0.00 | \$420,904.15 | \$420,904.15 | \$420,904.15 | \$0.00 |
| | M3DA-2020-20-04-24 | TRCC Coordinator | \$16,094.86 | \$0.00 | \$16,094.86 | \$16,094.86 | \$16,094.86 | \$0.00 |
| | 405c Data Program Total | | \$462,799.01 | \$0.00 | \$462,799.01 | \$462,799.01 | \$462,799.01 | \$0.00 |
| | FAST Act 405c Data Program Total | | \$462,799.01 | \$0.00 | \$462,799.01 | \$462,799.01 | \$462,799.01 | \$0.00 |
| | FAST Act 405d Impaired Driving Mid | | | | | | | |
| | 405d Impaired Driving Mid | | | | | | | |
| | M5X-2020-20-00-10 | Mitchell Police Department-South Central | \$6,979.75 | \$0.00 | \$6,979.75 | \$6,979.75 | \$6,979.75 | \$0.00 |
| | M5X-2020-20-00-14 | Pierre Police Department -DUI Overtime | \$798.76 | \$0.00 | \$798.76 | \$798.76 | \$798.76 | \$0.00 |
| | M5X-2020-20-00-23 | Yankton Police Department -Impaired Driv | \$236.76 | \$0.00 | \$236.76 | \$236.76 | \$236.76 | \$0.00 |
| | M5X-2020-20-00-30 | Lincoln Co Sheriff Office -Impaired Driv | \$1,993.72 | \$0.00 | \$1,993.72 | \$1,993.72 | \$1,993.72 | \$0.00 |
| | M5X-2020-20-00-35 | Brookings Police Department-Impaired | \$10,883.21 | \$0.00 | \$10,883.21 | \$10,883.21 | \$10,883.21 | \$0.00 |
| | M5X-2020-20-00-37 | Minnehaha County Sheriff Office-Impaired | \$4,696.75 | \$0.00 | \$4,696.75 | \$4,696.75 | \$4,696.75 | \$0.00 |
| | M5X-2020-20-00-39 | Vermillion Police Department-Impaired Dr | \$847.25 | \$0.00 | \$847.25 | \$847.25 | \$847.25 | \$0.00 |
| | M5X-2020-20-00-42 | Brookings County Traffic Enforcement-Alc | \$10,000.00 | \$0.00 | \$10,000.00 | \$10,000.00 | \$10,000.00 | \$0.00 |
| | M5X-2020-20-00-47 | SD Highway Patrol-Alcohol Related Crash | \$232,471.21 | \$0.00 | \$232,471.21 | \$232,471.21 | \$232,471.21 | \$0.00 |
| | M5X-2020-20-00-50 | Pennington County Sheriff Office-Impaire | \$4,237.01 | \$0.00 | \$4,237.01 | \$4,237.01 | \$4,237.01 | \$0.00 |
| | M5X-2020-20-00-60 | Summerset Police Department-Impaired Dri | \$838.86 | \$0.00 | \$838.86 | \$838.86 | \$838.86 | \$0.00 |
| | M5X-2020-20-00-65 | Box Elder Police Department-Impaired Dri | \$11,057.88 | \$0.00 | \$11,057.88 | \$11,057.88 | \$11,057.88 | \$0.00 |
| | M5X-2020-20-00-66 | Belle Fourche Police Department -DUI Imp | \$2,724.38 | \$0.00 | \$2,724.38 | \$2,724.38 | \$2,724.38 | \$0.00 |
| | M5X-2020-20-00-70 | Whitewood Police Department-Impaired Dri | \$5,091.37 | \$0.00 | \$5,091.37 | \$5,091.37 | \$5,091.37 | \$0.00 |
| | M5X-2020-20-00-73 | Day County Sheriff Office-Project 08 | \$8,933.95 | \$0.00 | \$8,933.95 | \$8,933.95 | \$8,933.95 | \$0.00 |
| | M5X-2020-20-00-74 | Turner County Sheriff Office-Impaired Dr | \$5,810.70 | \$0.00 | \$5,810.70 | \$5,810.70 | \$5,810.70 | \$0.00 |
| | M5X-2020-20-02-16 | Get a Ride- From the Heart | \$16,289.00 | \$0.00 | \$16,289.00 | \$16,289.00 | \$16,289.00 | \$0.00 |
| | M5X-2020-20-02-22 | Safe Rides-USD Student Counseling | \$10,372.03 | \$0.00 | \$10,372.03 | \$10,372.03 | \$10,372.03 | \$0.00 |

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|--------------|---|--|-----------------------------|------------------------|----------------------------|------------------------|-----------------------------|-------------------------------|
| | M5X-2020-20-02-23 | South Dakota State University-Safe Ride | \$28,357.98 | \$.00 | \$28,357.98 | \$28,357.98 | \$28,357.98 | \$.00 |
| | M5X-2020-20-02-25 | Underage Drinking Prevention Project-SD | \$25,000.00 | \$.00 | \$25,000.00 | \$25,000.00 | \$25,000.00 | \$.00 |
| | M5X-2020-20-02-40 | Driving Safety Prevention Program-SD Sch | \$4,723.74 | \$.00 | \$4,723.74 | \$4,723.74 | \$4,723.74 | \$.00 |
| | M5X-2020-20-02-42 | Spink County Coalition-Community Awarene | \$21,295.98 | \$.00 | \$21,295.98 | \$21,295.98 | \$21,295.98 | \$.00 |
| | M5X-2020-20-04-09 | DUI 1st Program | \$24,115.87 | \$.00 | \$24,115.87 | \$24,115.87 | \$24,115.87 | \$.00 |
| | M5X-2020-20-04-11 | Impaired Driving Task Force | \$24,660.32 | \$.00 | \$24,660.32 | \$24,660.32 | \$24,660.32 | \$.00 |
| | M5X-2020-20-04-12 | Judicial Outreach Liaison | \$10,563.57 | \$.00 | \$10,563.57 | \$10,563.57 | \$10,563.57 | \$.00 |
| | 405d Impaired Driving Mid Total | | \$472,980.05 | \$.00 | \$472,980.05 | \$472,980.05 | \$472,980.05 | \$.00 |
| | 405d Mid Drug and Alcohol Training | | | | | | | |
| | FDMDATR-2020-20-02-17 | Traffic Safety Resource Prosecutor | \$42,099.20 | \$.00 | \$42,099.20 | \$42,099.20 | \$42,099.20 | \$.00 |
| | 405d Mid Drug and Alcohol Training Total | | \$42,099.20 | \$.00 | \$42,099.20 | \$42,099.20 | \$42,099.20 | \$.00 |
| | FAST Act 405d Impaired Driving Mid Total | | \$515,079.25 | \$.00 | \$515,079.25 | \$515,079.25 | \$515,079.25 | \$.00 |
| | FAST Act 405d 24-7 Sobriety | | | | | | | |
| | 405d 24-7 Sobriety | | | | | | | |
| | F24X-2020-20-00-49 | Highway Patrol- DRE Grant | \$60,479.44 | \$.00 | \$60,479.44 | \$60,479.44 | \$60,479.44 | \$.00 |
| | 405d 24-7 Sobriety Total | | \$60,479.44 | \$.00 | \$60,479.44 | \$60,479.44 | \$60,479.44 | \$.00 |
| | FAST Act 405d 24-7 Sobriety Total | | \$60,479.44 | \$.00 | \$60,479.44 | \$60,479.44 | \$60,479.44 | \$.00 |
| | NHTSA Total | | \$4,355,062.00 | \$2,584,159.01 | \$5,057,683.40 | \$4,355,062.00 | \$4,355,062.00 | \$.00 |
| | Total | | \$4,355,062.00 | \$2,584,159.01 | \$5,057,683.40 | \$4,355,062.00 | \$4,355,062.00 | \$.00 |

FFY2020 Social and Digital Media

IT'S RIDING SEASON.
SHARE THE ROAD · LOOK ALIVE



SEE MORE

EVERY DRIVE. EVERY RIDE.



IT'S RIDING SEASON.
LOOK ALIVE



SEE MORE

DRIVE SAFE SD

It's motorcycle season and there are a lot of riders coming to South Dakota. Let's make them feel welcome and safe. Watch for bikers, keep your distance, share the road—and we'll all get there safely.



DRIVESAFESD.COM

20 562 Comments 311 Shares

Like Comment Share

DRIVE SAFE SD

Not wearing a helmet is like riding with death. Come to the Rally, but be smart. Put on a helmet and stay safe.

WEAR A HELMET
#SURVIVESTURGIS



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Like Comment Share

RIDING GEAR?
THAT'S A GOOD LOOK.



SOUTHDAKOTARIDES.COM

I'VE ONLY HAD A COUPLE SO I'M FINE.
 I'VE DONE IT BEFORE.
 I ONLY LIVE A FEW BLOCKS AWAY.
 I KNOW THESE ROADS LIKE THE BACK OF MY HAND.
 I'LL DRIVE SLOW.
 I DON'T WANT TO BOTHER ANYONE WITH A CALL TONIGHT.
 I CAN'T LEAVE MY CAR HERE OVERNIGHT.



NO EXCUSE JUSTIFIES DRIVING IMPAIRED.
 CALL A RIDE AND SAVE A LIFE.

DRIVESAFESD.COM

BROUGHT TO YOU BY THE SOUTH DAKOTA OFFICE OF HIGHWAY SAFETY

DRIVE SAFE SD Drive Safe SD

Your 4th of July might look a little different this year. But the danger of drinking and driving is the same as ever. Plan a sober ride home.



20 562 Comments 311 Shares

Like Comment Share

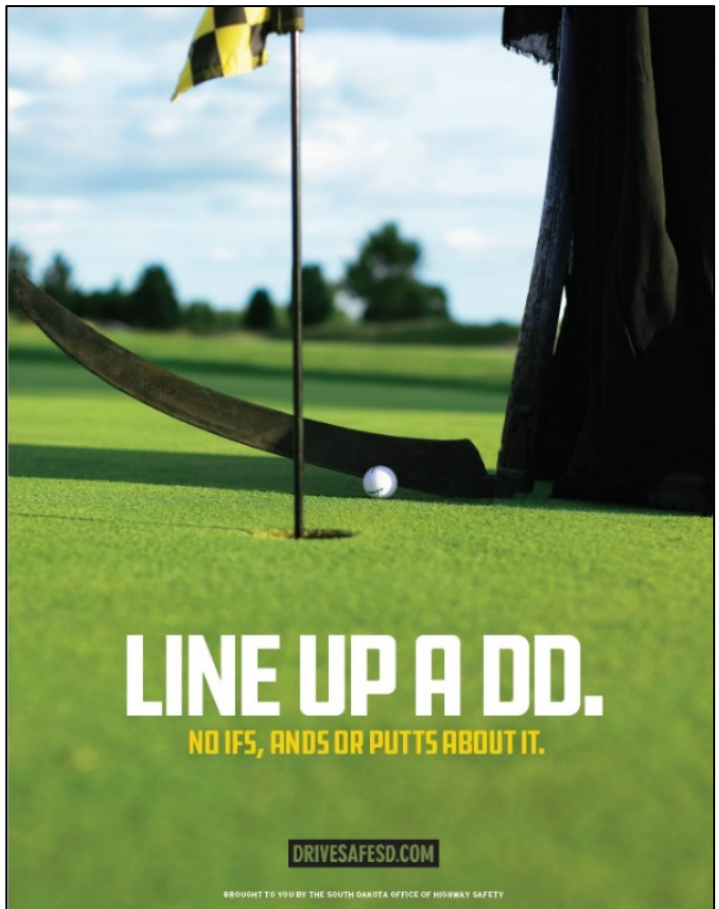
DRIVE SAFE SD Drive Safe SD

Don't drop the ball this New Year's Eve. Plan a DD and get home safe.



20 562 Comments 311 Shares

Like Comment Share



LINE UP A DD.
 NO IFS, ANDS OR PUTTS ABOUT IT.

DRIVESAFESD.COM

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DRIVE SAFE SD Drive Safe SD Sponsored Like Page

Don't let winter driving leave you skating on thin ice. Slow your speed, leave extra space and always wear your seat belt.

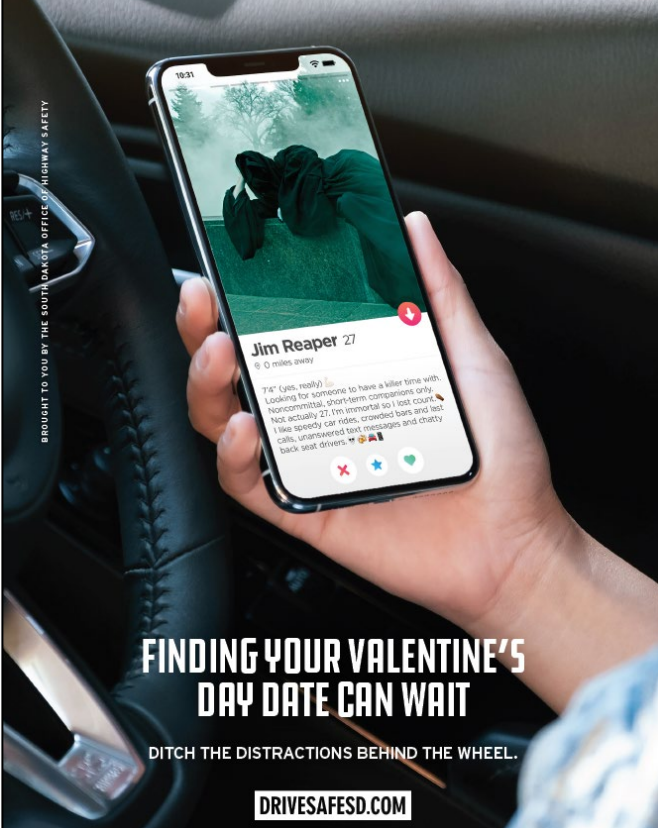


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BROUGHT TO YOU BY THE SOUTH DAKOTA OFFICE OF HIGHWAY SAFETY



FINDING YOUR VALENTINE'S DAY DATE CAN WAIT

DITCH THE DISTRACTIONS BEHIND THE WHEEL.

DRIVESAFESD.COM

BROUGHT TO YOU BY THE SOUTH DAKOTA OFFICE OF HIGHWAY SAFETY



DON'T LET DEATH PAINT A DANGEROUS PICTURE.

SLOW DOWN AND DRIVE THE SPEED LIMIT.

DRIVESAFESD.COM

DRIVE SAFE SD Drive Safe SD

How do you ensure the force is with you? Buckle up, put your phone down and drive the speed limit.



MAY THE FOURTH BE WITH YOU

DRIVESAFESD.COM

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Like Comment Share

FFY2020 Events and Campaigns



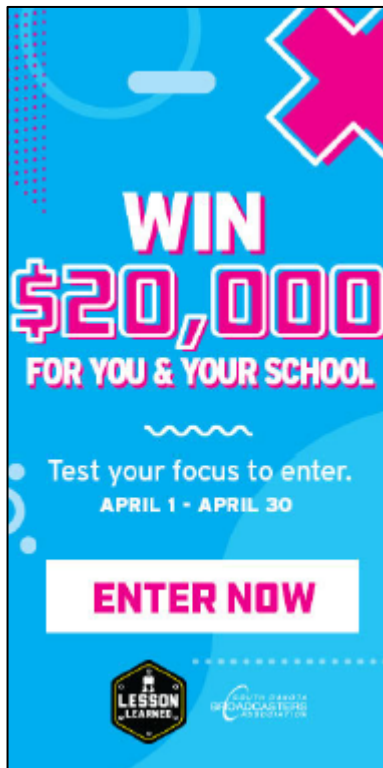
The South Dakota Office of Highway Safety attended the Sioux Empire On Tap Craft Beer Festival in February of 2020. Information on how to get home safely was distributed to those that attended the event.



SAFE RIDE RESOURCES
Plan a sober ride and beat Death - don't cheat it.

BEST TAXI 605.496.3751 **YELLOW CAB** 605.336.1616
AAA TAXI 605.310.6600 **UBER** Uber.com **LVFT** Lyft.com

DRIVESAFESD.COM
 f t i @DriveSafeSD



The South Dakota Office of Highway Safety designed the Lesson Learned program to educate young drivers about the importance of learning safe driving habits that they can carry out through the rest of their lives. The South Dakota Broadcasters Association is a huge partner in which they provide a cash prize of \$10,000 to a student and \$10,000 to the winner's choice of school activity/group. This is the fifth year for the program.

A combination of digital audio and video, mobile display banners, and social media/banners were deployed to promote the campaign. Schools administrators received school kits that contained posters, email templates for the students and parents, and social media templates to encourage young drivers to participate.



August 2020 marked the 80th Anniversary of the Sturgis Motorcycle Rally. The South Dakota Office of Highway Safety partnered with Fox KTTW, Black Hills Harley Davidson and J&L Harley Davison to promote a helmet giveaway. In honor of the 80th anniversary, our partners gave away cash vouchers to 80 individuals to purchase a motorcycle helmet. Although attendance was down, roughly 365,000 people traveled to Sturgis, SD for the event.

The Office of Highway Safety was at Black Hills Harley Davidson for a few days during the event to promote the helmet giveaway.



The Office of Highway Safety's DriveSafeSD.com logo was all over the golf course at the Sanford International which was held September 11th-13th.

