



SOUTH DAKOTA
DEPARTMENT
OF PUBLIC SAFETY

prevention ~ protection ~ enforcement

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

Federal Fiscal Year 2022

DRIVESAFESD.COM

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South Dakota Office of Highway Safety Overview

The South Dakota Office of Highway Safety is one of fourteen agencies that are located within the South Dakota Department of Public Safety. The Highway Safety Office consists of three full-time staff members, a Director, a Management Analyst, and a Law Enforcement Liaison. In addition to two full-time staff, two part-time employees, a Law Enforcement Liaison and Driver Education Coordinator, work to support local stakeholders and highway safety advocates. 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. The full-time and 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.

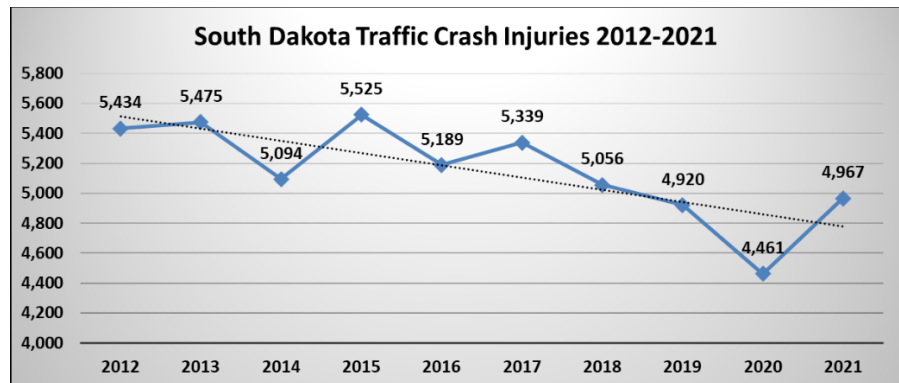
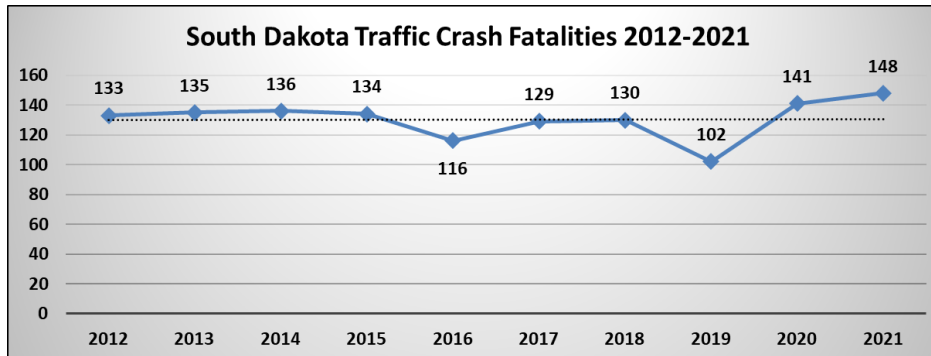
The Office of Highway Safety is committed to developing and implementing data-driven traffic safety programs designed to reduce the number of traffic crashes, injuries, and fatalities occurring on South Dakota roadways. The Office of Highway Safety supports local and state agencies as well as non-profit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

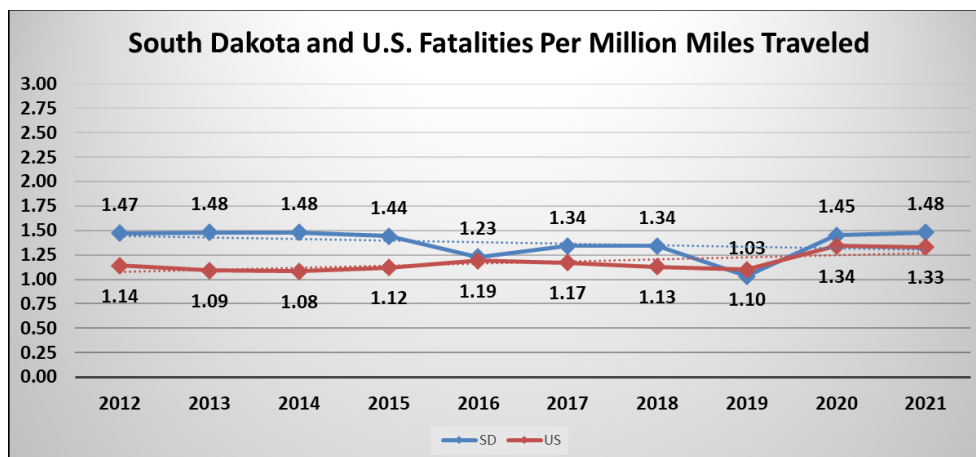
Executive Summary

This report provides information about NHTSA funded highway safety activities for FY2022. Crash data from 2021 is the most recent one-year data available; this data shows progress for specific highway safety goals.

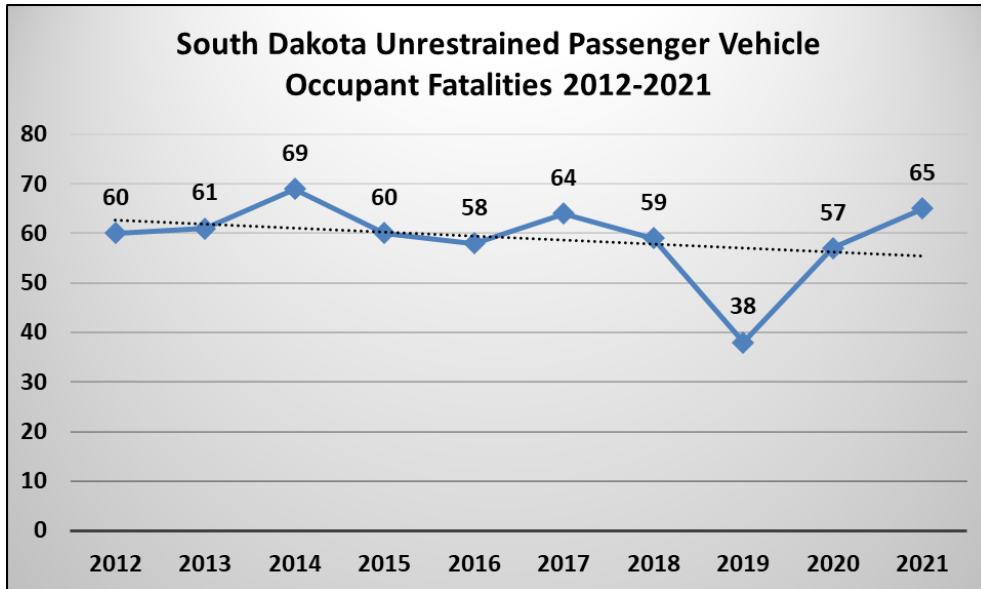
Over the past ten years, there have been an average of 18,000 reportable traffic crashes in South Dakota each year. There were 148 fatalities and 4,967 injuries as a result of traffic crashes in 2021; this is a 5.0% increase in fatalities and a 11.3% increase in injuries from 2020.



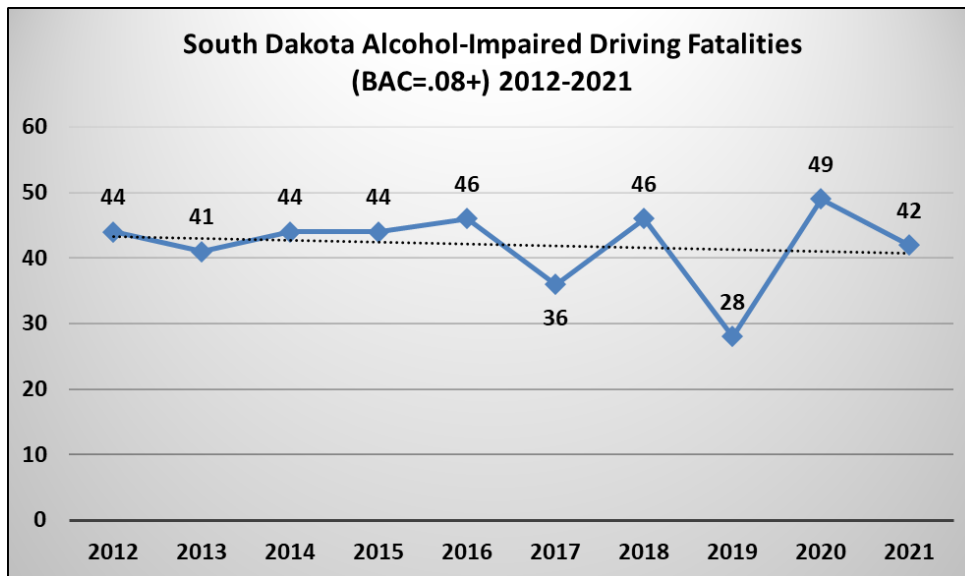
The South Dakota traffic crash fatality rate per 100 million miles traveled increased to a rate of 1.48 in 2021 compared to 1.45 in 2020. South Dakota saw an increase in vehicle miles traveled, an increase in registered motor vehicles, and a higher number of fatalities in 2021 compared to 2020, which can all contribute to the increase in the rate.



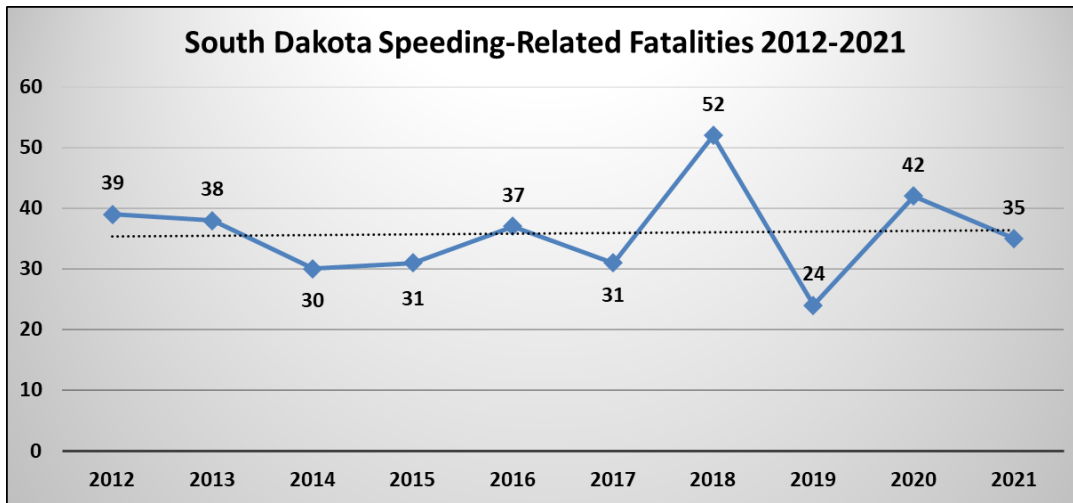
In 2021, 61.9% of the motor vehicle occupants killed in traffic crashes were not wearing seat belts. Of the 105 fatalities where seat belt use was involved, 65 were not wearing seat belts.



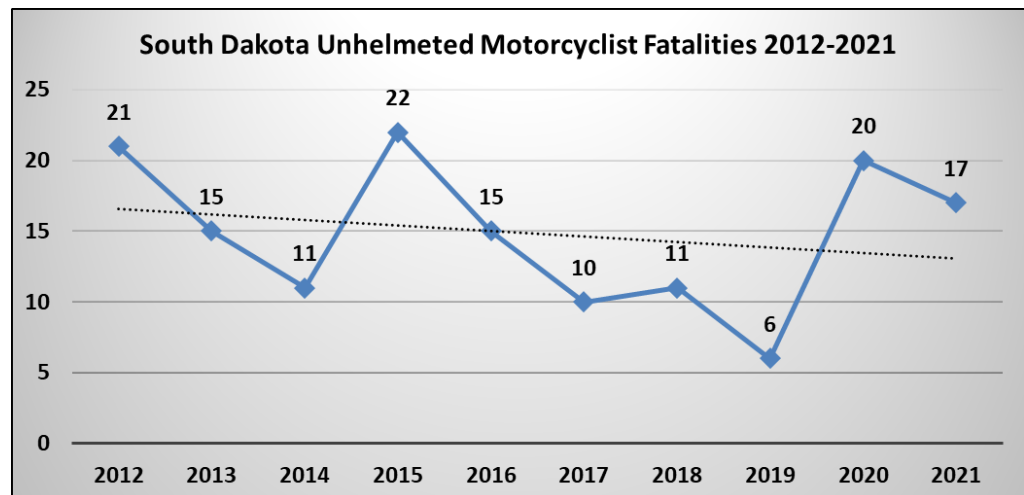
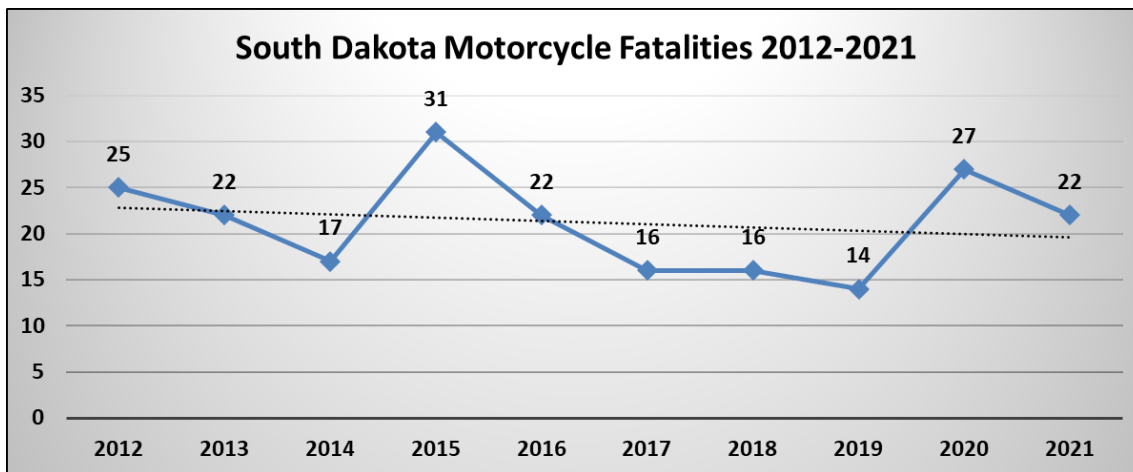
There was a total of 42 alcohol-related fatalities with a BAC=.08+ in 2021 compared to 49 in 2020. This was a 14.3% decrease from 2020 to 2021. While one life lost to impaired driving is too many, the Office of Highway Safety continues to implement methods and strategies to have an influence on impaired driving in South Dakota.



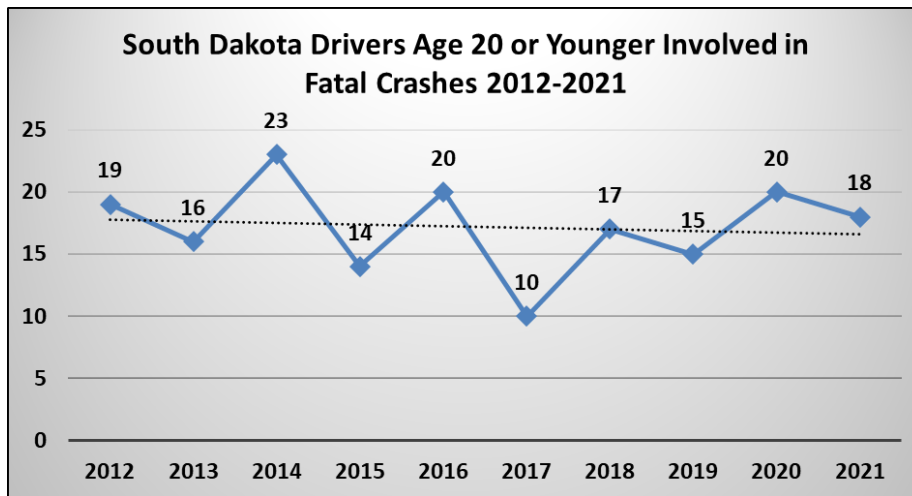
In 2021, speed was a contributing factor in 23.7% of fatal crashes, showing a decrease from 28.0% in 2020. The total number of speed-related fatalities also saw a decline in 2021, decreasing from 42 in 2020 to 35.



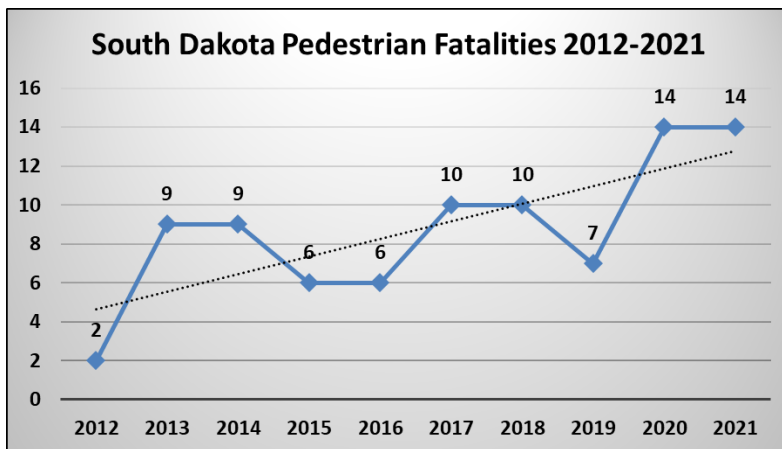
In 2021, the number of motorcycle crash fatalities decreased from 27 in 2020 to 22. Of the 27 motorcycle fatalities in 2021, 19 were drivers and 3 were motorcycle passengers. The number of unhelmeted motorcyclist fatalities decreased from 20 in 2020 to 17 in 2021. Seventy-seven percent of the motorcyclists killed in traffic crashes did not wear a helmet in 2021 compared to 74% in 2020.



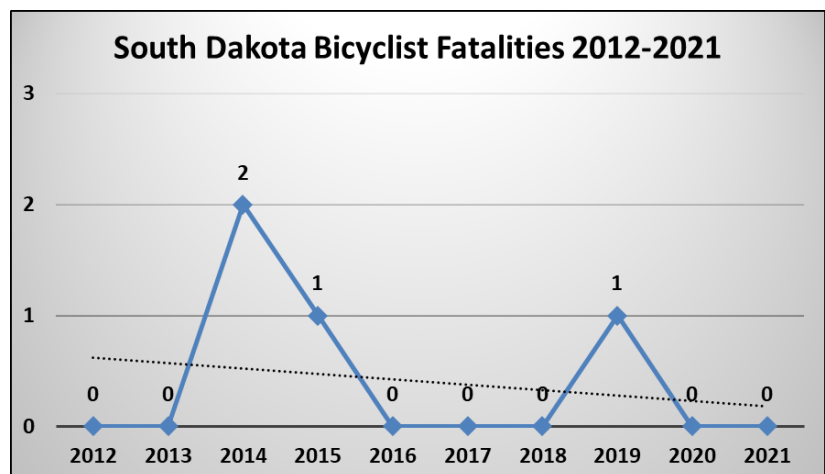
While the number of drivers age 20 and younger involved in fatal crashes has gone up and down over the years, encouragingly, the ten-year trend continues downward.



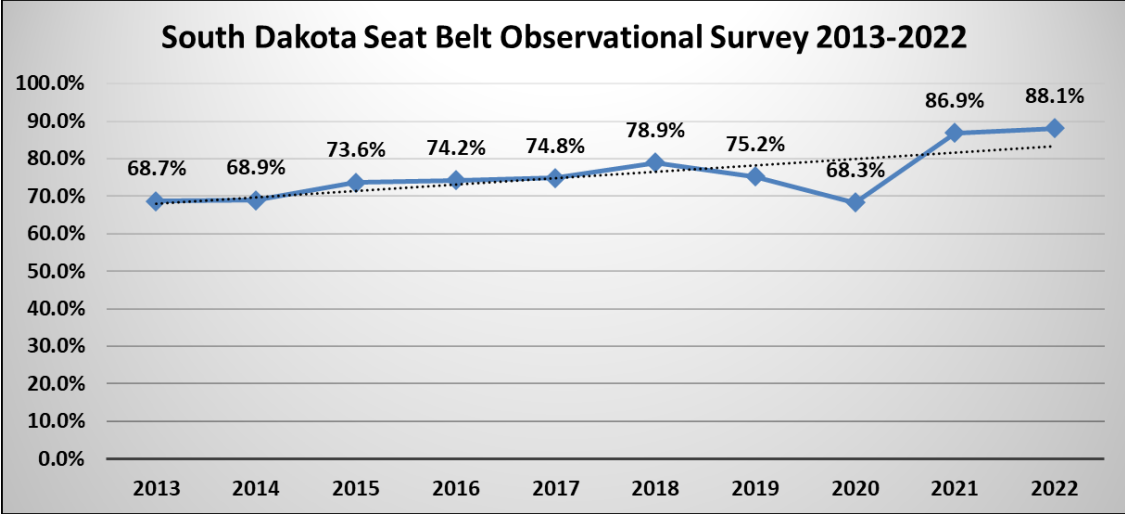
Pedestrian fatalities continue to be a small portion of all traffic related fatalities. Since 2012, the number of annual pedestrian fatalities has fluctuated around an average of 9 per year.



Bicyclist fatalities are highly uncommon in South Dakota. Only 4 bicyclist fatalities were recorded in the state since 2012. There were zero bicyclist fatalities in 2021.



The most recent certified observational seat belt survey showed an increase in the number of people wearing seat belts, from 86.9% in 2021 to 88.1% in 2022.



Assessment of Results in Achieving Performance Targets for FY22 and FY21

Performance Measure	FY2022					FY2021			
	Target Period	Target Year(s)	Target Value FY22 HSP	Data Source/FY22 Progress Results*	On Track to Meet FY22 Target Y/N	Target Value FY21 HSP	Target Year(s)	Data Source/FY21 Final Result	Met FY21 Target Y/N
C-1) Total Traffic Fatalities	5 Year	2018-2022	123.9	2017-2021 State Data 130	N	125.2	2017-2021	2017-2021 State Data 130	N
C-2) Serious Injuries in Traffic Crashes	5 Year	2018-2022	646.2	2017-2021 State Data 584	Y	656.7	2017-2021	2017-2021 State Data 584	Y
C-3) Fatalities/VMT	5 Year	2018-2022	1.21	2017-2021 State Data 1.33	In Progress	1.24	2017-2021	2017-2021 State Data 1.33	N
C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	5 Year	2018-2022	61.2	2017-2021 State Data 57	Y	61.9	2017-2021	2017-2021 State Data 57	Y
C-5) Alcohol-Impaired Driving Fatalities	5 Year	2018-2022	40.8	2017-2021 State Data 43	N	41.2	2017-2021	2017-2021 State Data 43	N
C-6) Speeding-Related Fatalities	5 Year	2018-2022	33.7	2017-2021 State Data 37	N	34.2	2017-2021	2017-2021 State Data 37	N
C-7) Motorcyclist Fatalities (FARS)	5 Year	2018-2022	19.1	2017-2021 State Data 19	Y	19.3	2017-2021	2017-2021 State Data 19	Y
C-8) Unhelmeted Motorcyclist Fatalities	5 Year	2018-2022	14.3	2017-2021 State Data 13	Y	14.5	2017-2021	2017-2021 State Data 13	Y
C-9) Drivers Age 20 or Younger Involved in Fatal Crashes	5 Year	2018-2022	16.3	2017-2021 State Data 16	Y	16.4	2017-2021	2017-2021 State Data 16	Y
C-10) Pedestrian Fatalities	5 Year	2018-2022	7.0	2017-2021 State Data 11	N	7.0	2017-2021	2017-2021 State Data 11	N
C-11) Bicyclist Fatalities	5 Year	2018-2022	1.0	2017-2021 State Data 0	N	1.0	2017-2021	2017-2021 State Data 0	Y

B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants	Annual	2022	70.0	2022 State Survey 88.1	Y	76.9	2021	2021 State Survey 86.9	Y
Distracted Driving Fatalities	5 Year	2018-2022	7.5	2017-2021 State Data 5.4	Y	7.5	2017-2021	2017-2021 State Data 5.4	Y
Number of Law Enforcement Agencies Submitting Crash Reports Electronically	Annual	2022	121	2022 State Data 121	Y	N/A	N/A	N/A	N/A

***State data used for FY2022 progress results as 2021 FARS data not available at the time of submission.**

FY2022 Highway Safety Goals and Outcomes

The Highway Safety Plan for FY2022 included the following goals. Progress on these goals is primarily shown using the five-year average of crash data from calendar years 2017-2021.

Overall Goals

C1 – Decrease the traffic fatalities five-year average to 123.9 or less for 2018-2022.

Outcome:

The number of traffic fatalities for the five-year (2017-2021) average was 130 fatalities. Based on preliminary data, South Dakota is currently not on track to meet the five-year (2018-2022) average goal of 123.9.

General Assessment:

South Dakota traffic fatalities saw a 5% increase from 2020 to 2021. Preliminary numbers for 2022 are showing a decrease of 15% compared to this time last year. Although there will be a decrease in fatalities from 2021 to 2022, this will not have a big enough effect on the five-year average to meet our goal of 123.9. Continued enforcement, education, and awareness will be imperative in order to achieve 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
- Media
- Mountain Plains Evaluation-Traffic Records Coordinating Committee
- Law Enforcement Liaisons
- Planning & Administration
- Public Information Officer
- 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 646.2 or less for the 2018-2022 time period.

Outcome:

The number of serious traffic injuries for the five-year (2017-2021) average was 584. Based on preliminary data, South Dakota is currently on track to meet the five-year (2018-2022) average goal of 646.2.

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 an average rate of 1.21 or less for 2018-2022.

(b) Decrease the five-year average rural fatalities/VMT to an average rate of 1.49 or less for 2018-2022.

(c) Decrease the five-year average urban fatalities/VMT to an average rate of 0.56 or less for 2018-2022.

Outcome:

The traffic fatality rate as a function of VMT for the five-year (2017-2021) average was 1.33. Progress results for the five-year (2018-2022) average are currently in progress.

The rural traffic fatality rate as a function of VMT for the five-year (2017-2021) average was 1.56. Progress results for the five-year (2018-2022) average are currently in progress.

The urban traffic fatality rate as a function of VMT for the five-year (2017-2021) average was 0.78. Progress results for the five-year (2018-2022) average are currently in progress.

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 – Maintain unrestrained passenger vehicle occupant fatalities, all seat positions at 61.2 or less for 2018-2022.

Outcome:

The number of unrestrained passenger vehicle occupant fatalities for the five-year (2017-2021) average was 57 fatalities. Based on preliminary data, South Dakota is currently on track to meet the five-year (2018-2022) average goal of 61.2.

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.

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

C5 – Maintain alcohol impaired driving fatalities at 40.8 or less for 2018-2022.

Outcome:

The number of alcohol impaired driving fatalities for the five-year (2017-2021) average was 43 fatalities. Based on preliminary data, South Dakota is currently not on track to meet the five-year (2018-2022) average goal of 40.8.

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. In order to reach as many drivers as possible, messaging focused on “in-moment” placements where the message can immediately impact behavior. There was also a focus on events and major holidays when there is more traffic on the roads and more drunk drivers behind the wheel.

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.

- Law Enforcement Programs/Overtime
- Law Enforcement Equipment
- Media
- Mountain Plains Evaluation – Impaired Driving Technical Assistance & DUI 1st Program
- Prosecutor’s DUI Conference
- South Dakota Broadcasters Association
- South Dakota Emergency Medical Services for Children
- South Dakota Highway Patrol Drug Recognition Expert (DRE) Training
- South Dakota School of Mines and Technology
- South Dakota State University
- Traffic Safety Resource Prosecutor
- University of South Dakota

C6 – Decrease the speeding related fatalities five-year average to 33.7 or less for 2018-2022.

Outcome:

The number of speeding related fatalities for the five-year (2017-2021) average was 36 fatalities. Based on preliminary data, South Dakota is currently not on track to meet the five-year (2018-2022) average goal of 33.7.

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.

The preliminary number of speed related fatalities in 2022 have indicated the five-year goal will not be met. 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 – Maintain motorcyclist fatalities at 19.1 or less for 2018-2022.

Outcome:

The number of motorcyclist fatalities for the five-year (2017-2021) average was 19 fatalities. Based on preliminary data, South Dakota is currently on track to meet the five-year (2018-2022) average goal of 19.1.

General Assessment:

Preliminary data for 2022 is indicating a 45% decrease in the number of motorcycle fatalities from 2021 to 2022. This has the potential to be the lowest number of motorcycle fatalities in over a decade. 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 – Maintain unhelmeted, motorcyclist fatalities at 14.3 or less for 2018-2022.

Outcome:

The number of unhelmeted motorcyclist fatalities for the five-year (2017-2021) average was 13 fatalities. Based on preliminary data, South Dakota is currently on track to meet the five-year (2018-2022) average goal of 14.3.

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 16.3 or less for 2018-2022.

Outcome:

The number of drivers age 20 or younger involved in fatal crashes for the five-year (2017-2021) average was 16 fatalities. Based on preliminary data, South Dakota is currently on track to meet the five-year (2018-2022) average goal of 16.3.

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 Driver Education Association
- Spink County Coalition

C10 – Decreased pedestrian fatalities five-year average of 7 fatalities or less for 2018-2022.

Outcome:

The number of pedestrian fatalities for the five-year (2017-2021) average was 11 fatalities. Based on preliminary data, South Dakota is currently not on track to meet the five-year (2018-2022) 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 number of pedestrian fatalities. Preliminary numbers for 2022 are showing a 35% decrease in pedestrian fatalities, however the five-year average will exceed the goal for FY2022. In 2022, nearly 75% of the pedestrian fatalities involved the pedestrian being struck in the middle of the

roadway. 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 a bicyclist fatalities five-year average of 1 fatality or less for 2018-2022.

Outcome:

The number of bicyclist fatalities for the five-year (2017-2021) average was 0.2 fatalities. Based on preliminary data, South Dakota is currently not on track to meet the five-year (2018-2022) 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. Increased educational messaging and awareness are essential to increase bicycle safety and decrease bicycle fatalities.

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 70.0% by December 31, 2022.

Outcome:

The statewide observed seat belt usage for 2022 is reported at 88.1% which is an increase from the use rate of 86.9% in 2021. South Dakota is currently on track to meet the annual target for 2022. The seat belt use rate has been certified by NHTSA Headquarters.

General Assessment:

South Dakota continues 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 for distracted driving fatalities to 7.5 or less for 2018-2022.

Outcome:

The number of distracted driving fatalities for the five-year (2017-2021) average was 5.4 fatalities. Based on preliminary data, South Dakota is currently on track to meet the five-year (2018-2022) average goal of 7.5.

General Assessment:

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.

Number of Law Enforcement Agencies Submitting Crash Reports Electronically – Increase the number of law enforcement agencies that submit crash reports electronically from 119 to 121 for 2022.

Outcome:

South Dakota has met the annual goal of 121 law enforcement agencies submitting crash reports electronically.

The results achieved during FY2022 for the three required activity performance measures are listed below.

- Impaired Driving Citations: 445
- Occupant Protection Citations: 2,797
- Speed Citations: 10,693

FY2022 Project Agreement Annual Report Summaries

Community Outreach and Program Management

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

Project Numbers: 2022-04-04 and 2022-04-05

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: 2022-04-06

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: 2022-04-07

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 FY2022, 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 FY2022, there were 164 DUI 1st Offender courses offered with 926 individuals that completed the course. The number of courses offered and participations increased from the previous year following a trend toward the pre-COVID numbers.

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 several 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 3.0 points on knowledge questions and 4.9 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 26.9% compared to 30.9% of controls, an 12.9% 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% 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: 2022-02-06

SD EMS for Children (SDEMSC) promoted overall injury prevention within the state, focusing efforts toward educating motorists, bicyclists and pedestrians specifically about the rules of the road and best practices.



SDEMSC involved geographic locations identified as priority areas and statewide outreach efforts with like-minded partners to develop and foster

sustainable community safety and injury prevention campaigns and programs. SDEMSC collaborates with law enforcement, urgent care clinics, emergency departments, medical facilities, safety organizations, and school districts across SD.

SDEMSC offered injury prevention and safety solutions that were panoptic of South Dakota people. SDEMSC developed and disseminated evidence-based resources collected from reliable and credible sources to support educational programs and awareness campaigns for distribution through community safety advocates and stakeholders.

SDEMSC educated children and their care givers in safe walking and bicycling activities using best practices education. SDEMSC endorsed May Mobilization, National EMS Week, EMSC Day, National Bike and Walk to School Days and incorporated additional safety and injury prevention campaigns throughout the year.

This project is funded with Section 402 federal funds.

Project Contribution to Highway Safety Target:

The overall objective of the bicycle project was to provide a minimum of 12 safety and injury prevention educational events by September 30, 2022. This grant year, bike safety resources were shared with community members across the state for 36 educational events or as-needed disbursement with accompanying information on helmet fitting for those that did not have it. Hands-on assistance was provided for 2 fitting events. Additionally, provided content for 3 news interviews and 3 news write-ups related to bicycle safety. The objective for the bicycle project was met. The overall objective of the pedestrian project was to provide a minimum of 4 safety and injury prevention educational events by September 30, 2022. This grant year, pedestrian safety resources were shared with 5 different groups/organizations. In-person education was provided to one large group of children. Additionally, provided content for 3 news interviews and 2 news write-ups related to pedestrian safety. The objective for the pedestrian project was met.

Emergency Medical Services for Children – Impaired Driving Prevention

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

Project Number: 2022-02-08



This project focused on targeted safety messaging promoting sober driving and reducing motor vehicle crashes caused by impaired drivers. Sustained messages were promoted throughout the entire grant period. SD EMS for Children (SDEMSC) addressed at-risk audiences regarding drug/alcohol impaired driving prevention and communicated safe driving behaviors to beginning drivers which is crucial for improving the culture and attitudes in South Dakota.

Innovative statewide messaging, awareness materials, safety supplies/resources, and media outreach were disseminated to stakeholders: communities, emergency departments, EMS providers, schools, and law enforcement to foster sustainable community safety and injury prevention campaigns/ programs. Targeted safety messages promoted sober driving and reducing motor vehicle crashes caused by impaired drivers were utilized in December, July, and September.

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

Project Contribution to Highway Safety Target:

The objective of this project was to provide a minimum of 20 safety and injury prevention educational events by September 30, 2022. A total of 29 impairment safety and injury prevention in-person presentations were provided statewide. Additionally, 31 I Choose program packets were given to South Dakota educators statewide. The objective of this project was met.

Emergency Medical Services for Children – Occupant Safety

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

Project Number: 2022-02-07



This project focused on communicating safe driving behaviors to beginning drivers and care givers to alter existing entrenched negative generational behaviors by shifting general mindsets, modifies the attitude towards; seat belts save lives. Programs/campaigns included “It’s Not Fine ‘til They’re 4’9”, Choices, Chances and Decisions, Art with a Message, Protected Not Ejected and the Pediatric Safe Transport Program for EMS agencies. Targeted safety campaigns to improve seat belt use were conducted in November and May. Education and awareness components across South Dakota are essential elements for increasing proper use of occupant restraints and supporting the efforts of like-minded safety partners to improve the health and well-being of our child and adult populations.

This project is funded with Section 402 federal funds.

Project Contribution to Highway Safety Target:

The objective of this project was to provide a minimum of 20 safety and injury prevention events by September 30, 2022. This grant year, there were in-person resources and education provided to 23 Driver's Education classes and 2 childcare organizations and partnered with 9 organizations to provide information/resources to their groups. Provided 14 pediatric safe transport in-person presentations/training statewide. Additionally, 51 train the trainers for safe transport were taught to South Dakota ambulance services statewide to take back to train their own services. The objective of this project was not met.

Electronic Grants Management System – EDGAR

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

Project Numbers: 2022-04-01 and 2022-04-02

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 111 law enforcement agencies registered with EDGAR to either manage their Highway Safety grant or report monthly traffic data. There are currently 80 state, community coalitions, and non-profit organizations registered with EDGAR.

Human Service Agency

Contact Information: Dodi Haug
123 19th St NE
Watertown, SD 57201

Project Number: 2022-02-14

This project focused on reaching young drivers during two South Dakota Students Against Destructive Decisions Conferences. 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. The Students Against Destructive Decision Conference was held on March 24 in Rapid City and March 25 in Watertown. A presentation on distracted driving was presented by Steve Johnson and Jaci Good to around 250 students and school staff from across South Dakota and provided schools an opportunity to discuss resources to bring safe driving awareness to their communities.

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 drivers ages 19 and younger involved in crashes in South Dakota by 5% from 3,551 in FFY2020 to 3,374 by September 30, 2022. There were 3,788 drivers age 19 and under involved in crashes in FY2022. The objective of this project was not met.

Impaired Driving Technical Assistance

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

Project Number: 2022-04-09

In FY2022, the Highway Safety Office executed a contract with Mountain Plains Evaluation to aid in technical assistance 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.

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 164AL 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: 2022-04-10; 2022-04-22; 2022-04-23

Two individuals with law enforcement experience provided liaison services between the Office of Highway Safety and local law enforcement agencies. In FY2022, 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 FY2022, 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 FY2022: one state police office, 17 sheriff offices, 19 police departments, one University police, and one tribal law enforcement agency.

These projects were funded with Section 402 and 164AL 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 164AL 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.

Lawrence and Schiller, Media Contractor

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

Project Numbers: 2022-04-11; 2022-04-12

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.

Media

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

Project Numbers: 2022-04-03; 2022-04-08; 2022-04-25

This project is meant to raise awareness through education regarding all on Highway Safety issues. The Office of Highway Safety will use the NHTSA Communications Calendar and selected NHTSA traffic safety campaign resources in coordination with state developed public education materials. Paid TV and radio ads will be run during the national mobilizations using either NHTSA or state developed ads. These ads will be placed through the media contractor. The PIO will work with the media contractor to determine the best means to reach the target demographics.

This project was funded with Section 164AL, 402, and 405d-24/7 federal funds.

Project Contribution to Highway Safety Target:

This project focused on public messaging of safety campaigns.

Office of Rural Health/Emergency Medial Services

Contact Information: Marty Link

NEMSIS
600 E Capitol Ave
Pierre, SD 57501

Project Number: 2022-02-09

The Office of Rural Health leveraged the state's trauma system and EMS reporting to monitor on-scene times. Quarterly trauma cases are reviewed monthly and scene times are reviewed as part of these reviews. The systems continue to advocate for effective and timely scene management to decrease overall on-scene times. During these performance improvement calls, participating EMS provide context to RN, physicians, and surgeons as to the initial patient findings, treatments, and potential delays.

This project was funded with Section 405c federal funds.

Project Contribution to Highway Safety Target:

The objective of this project was to reduce on scene time from 14.56 to 14 minutes by September 30th, 2022. During FY2022, the average scene time was 15.33 minutes. Even though there was an increase in on scene time, the Office of Rural Health continue to utilize the state's trauma and EMS systems as a platform to decrease overall on scene time. Variations to scene time are impacted by several factors such as extrication, patient's location, and scene delays. The office continues to advocate timely scene times especially for high acuity patients that need immediate transportation.

Planning and Administration

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

Project Number: 2022-04-13

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.

Prosecutor's DUI Conference

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

Project Numbers: 2022-04-24

The Prosecutor's DUI Conference was held May 4th in Deadwood, SD. This training provided prosecuting attorneys the most effective methods of investigating and prosecuting impaired drivers. A total of 64 State's Attorneys were in attendance.

This project was funded with Section 405d-24/7 federal funds.

Project Contribution to Highway Safety Target:

Continued training and education are necessary in order for prosecutors to effectively prosecute impaired driving cases.

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: 2022-04-17

In FY2022, 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 2022, the seat belt usage rate in South Dakota was 88.1%.

Seatbelt Survey – Observational

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

Project Number: 2022-04-17

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 2022, the seat belt usage rate in South Dakota was 88.1%. 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: 2022-04-16

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: Gerald Johnson
South Dakota Driver Education Association
509 N Arch St
Aberdeen, SD 57401

Project Number: 2022-02-13

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 Driver Education Instructor’s Conference was held in Pierre on March 18-19, 2022. There were 34 driver education instructors from all over the state that attended the conference. Conference presenters spoke on a variety of topics including brain injuries, impaired and distracted driving were also provided. In addition to the conference, curricular resources were provided to multiple driving instructors.

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 648 in FY2020 to 616 by September 30, 2022. The number of fatal and injury crashes involving drivers ages 14-18 in FY2022 was 689.

South Dakota School of Mines and Technology

Contact Information: Duane Kavanaugh
School of Mines and Technology
501 E St Joseph St
Rapid City, SD 57701

Project Number: 2022-02-18

To prevent college students from drinking and driving, the driving safety prevention program offered small group programming and advertised with brochures, posters, website, and tabling events at various colleges. Orientation and small groups provided understanding of alcohol potency, driving impairment, BAC calculation, legal/educational/financial and health harm, and options for pre-planning safe rides home. The School of Mines reinstated their partnership with Rapid Taxi to offer college students from four different campuses safe rides home.

This project is funded with Section 164AL federal funds.

Project Contribution to Highway Safety Target:

The objective of this project was to increase the number of educational prevention programs by 100% (from 11-22) and the number of students utilizing Safe Rides Program by 20% (from 40-48). In the second two quarters there was an increase in prevention publication including social media platforms and at sporting events at SD Mines. These addressed safe alcohol and other drug use and alternatives to use. Efforts included social media campaigns and advertising at sporting events including the Safe Ride Program. The Safe Rides program took part in the Wellness Fairs on the South Dakota Mines and Western Dakota Tech college campus. SD Mines Wellness Fair had 300 attendees, of which 90% (270) were students. During the fiscal year, the University was able to re-institute the Safe Rides Program following the pandemic. There were 8 users of the safe ride program in the fiscal year. This took some time to get back up and running due in part to the local taxi company struggling to have drivers available and the University getting the program reestablished and information out to the students on the different campuses.

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: 2022-02-12

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 164AL federal funds.

Project Contribution to Highway Safety Target:

The goal of this project was to reduce the number of alcohol related crashes in the City of Brookings by 10% from 11 in FFY2020 to 10 by September 30, 2022. During FY2022 (October 1, 2021-September 30, 2022) there were 13 total alcohol-involved crashes in the city of Brookings with 0 deaths and 6 injuries. The number of alcohol related crashes in FY2022 were greater than the project's goal of 10.

The Rabbit Ride program transported a total of 21,343 riders during FY2022 – the most rides provided in a single year during the program’s 16 years of service. The Rabbit Ride program continues to utilize an app for riders to request rides on demand. Riders are able to request pick up and drop off locations, track the bus, etc. This app continues to decrease wait times and increase communication to riders.

The number of students who attended rabbit Ride/alcohol awareness educational presentations (residence halls, alcohol related lectures, new student orientation, etc.) decreased to 1,120 students from FY2020 (3,745). The decrease is due to the reduction of first year seminar courses offered on campus. Education included information on alcohol awareness, consequences of underage drinking and impaired driving, Rabbit Ride app, schedule and contact information.

Spink County Coalition

Contact Information: Heidi Appel
111 E 6th Ave
Redfield, SD 57469

Project Number: 2022-02-21

This project utilized the driving simulators to provide youth programming of safe driving instruction presentations and events. Partner with the South Dakota Highway Patrol, Spink County Sheriff Office, Redfield Park and Recreation to host youth events focused on safe driving to reduce youth crashes. Presentations were made at driver's education classes in the county to aid new driver's in understanding how important it is to drive safe. The driving simulators were utilized at all youth and community events; National Night Out, driver's education classes, and the 4th of July celebration to reduce distracted and impaired driving. To spread safe driving messages further in the community, a new billboard was constructed. and many social media posts from Drive Safe SD and our local Sheriff's Office were shared on the CARD and Spink County Coalition's Facebook pages.

This project is funded with Section 402 federal funds.

Project Contribution to Highway Safety Target:

This project’s goal was to increase youth safe driving education/events in Spink County from 4 to 6 by September 30, 2022. This objective was met as 8 events were completed and several other activities were promoted throughout the year. Partnerships with the Sheriff's Office, school, driver's ed instructors, and community partners were utilized to spread greater awareness and increase efficacy of our messages. Our events provided consistent messaging and efforts to increase youth driving skills and decrease unsafe practices like speeding, distracted driving, impaired driving, and inexperienced driving.

Traffic and Criminal Software (TraCS)

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

Project Number: 2022-04-18

Traffic and Criminal Software (TraCS) and the Law Enforcement Officer System (LEOS) enables electronic crash report submission and electronic ticketing for law enforcement. TraCS and LEOS

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 and LEOS training, installation and weekly maintenance for more than 110 local governmental 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 Kurth/Roland Loudenburg
Office of Highway Safety
Department of Public Safety
118 W Capitol Ave
Pierre, SD 57501

Project Number: 2022-04-19

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 LEOS 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.

University of South Dakota – Government Research Bureau

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

Project Numbers: 2022-04-20 and 2022-04-21

The USD Government Research Bureau (GRB) used data provided by the Office of Highway Safety to draft the FY2023 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.

FY2022 Planned Activities Not Implemented

Aurora County Sheriff's Office

Contact Information: Jody Hauge
401 N Main Street
Plankinton, SD 57368

Project Number: 2022-00-35

Reason project was not implemented:

Due to staffing issues, the Aurora County Sheriff's Office was not able to utilize the awarded funding.

Public Information Officer

Contact Information: Tony Mangan
Department of Public Safety
118 W Capitol Avenue
Pierre, SD 57501

Project Numbers: 2022-04-14 and 2022-04-15

Reason project was not implemented:

NHTSA funding was not needed to support the Public Information Officer.

Rapid City Police Department

Contact Information: Dave Kinser
300 Kansas City Street
Rapid City, SD 57701

Project Number: 2022-00-21 and 2022-00-32

Reason project was not implemented:

Due to staffing issues, the Rapid City Police Department was not able to utilize the awarded funding.

University of South Dakota

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

Project Number: 2022-02-19

Reason project was not implemented:

Due to staffing issues with the Vermillion Public Transit, the University of South Dakota was not able to utilize the awarded funding.

FY2022 Mobilization Activity

December 2021 Mobilization – Holiday Season Impaired Driving

	State Police	County Sheriff's Offices	Police Departments
Participating Agencies	1	17	22
Reporting Agencies	1	16	21

Enforcement Activity:	
Number of Enforcement Hours	1,349
Number of Checkpoints	18
Number of Saturation Patrols	164

Citation Information:	
DUI Arrests	316
Drug Arrests	412
Seatbelt Citations	703
Child Safety Seat Citations	34
Speeding Citations	4,044
Felony Arrests	357
Recovered Stolen Vehicles	78
Fugitives Apprehended	187
Suspended Licenses	234
Uninsured Motorists	495
Reckless Driving	23
Other Arrests	2,108

Paid Media:	
TV Ads	\$39,082.23
Radio Ads	\$28,792.10
Print Ads	\$1,135.00
Billboards	\$0.00
Other Ads*	\$2,787.49

*Other Ads include social media.

Earned Media:	
Press Conferences	0
TV News Stories	4
Radio News Stories	10
Print News Stories	8
Other News Stories	66

May 2022 Mobilization – Click It or Ticket

	State Police	County Sheriff's Offices	Police Departments
Participating Agencies	1	17	24
Reporting Agencies	1	16	24

Enforcement Activity:	
Number of Enforcement Hours	2,008
Number of Checkpoints	14
Number of Saturation Patrols	428

Citation Information:	
DUI Arrests	252
Drug Arrests	464
Seatbelt Citations	993
Child Safety Seat Citations	66
Speeding Citations	4,740
Felony Arrests	379
Recovered Stolen Vehicles	55
Fugitives Apprehended	206
Suspended Licenses	232
Uninsured Motorists	411
Reckless Driving	25
Other Arrests	1,723

Paid Media:	
TV Ads	\$5,834.00
Radio Ads	\$5,775.01
Print Ads	\$4,758.00
Billboards	\$0.00
Other Ads*	\$772.95

Earned Media:	
Press Conferences	2
TV News Stories	3
Radio News Stories	20
Print News Stories	5
Other News Stories	48

August 2022 Mobilization – Drive Sober or Get Pulled Over

	State Police	County Sheriff's Offices	Police Departments
Participating Agencies	1	15	23
Reporting Agencies	1	15	23

Enforcement Activity:	
Number of Enforcement Hours	1,694
Number of Checkpoints	15
Number of Saturation Patrols	141

Citation Information:	
DUI Arrests	327
Drug Arrests	718
Seatbelt Citations	966
Child Safety Seat Citations	44
Speeding Citations	3,082
Felony Arrests	521
Recovered Stolen Vehicles	82
Fugitives Apprehended	234
Suspended Licenses	261
Uninsured Motorists	596
Reckless Driving	28
Other Arrests	1,169

Paid Media:	
TV Ads	\$5,572.18
Radio Ads	\$17,648.67
Print Ads	\$43.00
Billboards	\$0.00
Other Ads*	\$6,255.91

*Other Ads include social media.

Earned Media:	
Press Conferences	0
TV News Stories	5
Radio News Stories	17
Print News Stories	10
Other News Stories	46

**U.S. Department of Transportation National Highway Traffic Safety Administration
Federal Reimbursement Voucher**

State: South Dakota

Page: 1

2022-FINAL

Report Date: 12/27/2022

Reimbursement Info: Total: \$.00

Posted: 12/23/2022

Claim Period: 09/29/2022 - 09/30/2022

Posted in DELPHI: 12/23/2022

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								
164 Transfer Funds								
164 Alcohol								
	164AL-2022-22-00-02	Brookings County Sheriffs Office	\$10,000.00	\$.00	\$10,000.00	\$10,000.00	\$10,000.00	\$.00
	164AL-2022-22-00-03	Mitchell Police Department-SCATF	\$5,304.18	\$.00	\$5,304.18	\$5,304.18	\$5,304.18	\$.00
	164AL-2022-22-00-11	Day County Sheriff's Office	\$1,242.08	\$.00	\$1,242.08	\$1,242.08	\$1,242.08	\$.00
	164AL-2022-22-00-12	Belle Fourche Police Department	\$2,075.61	\$.00	\$2,075.61	\$2,075.61	\$2,075.61	\$.00
	164AL-2022-22-00-14	Lennox Police Department	\$2,564.66	\$.00	\$2,564.66	\$2,564.66	\$2,564.66	\$.00
	164AL-2022-22-00-17	Turner County Sheriff's Office	\$8,881.51	\$.00	\$8,881.51	\$8,881.51	\$8,881.51	\$.00
	164AL-2022-22-00-24	Oglala Sioux Tribe-DPS	\$9,091.00	\$.00	\$9,091.00	\$9,091.00	\$9,091.00	\$.00
	164AL-2022-22-00-29	Summerset Police Department	\$644.27	\$.00	\$644.27	\$644.27	\$644.27	\$.00
	164AL-2022-22-00-33	Spink County Sheriff's Office	\$15,869.29	\$.00	\$15,869.29	\$15,869.29	\$15,869.29	\$.00
	164AL-2022-22-00-40	SDSU Police Department	\$9,008.57	\$.00	\$9,008.57	\$9,008.57	\$9,008.57	\$.00
	164AL-2022-22-00-44	Lincoln County Sheriff's Office	\$7,037.07	\$.00	\$7,037.07	\$7,037.07	\$7,037.07	\$.00
	164AL-2022-22-00-45	Minnehaha County Sheriff's Office	\$5,065.00	\$.00	\$5,065.00	\$5,065.00	\$5,065.00	\$.00
	164AL-2022-22-00-47	Box Elder Police Department	\$10,847.20	\$.00	\$10,847.20	\$10,847.20	\$10,847.20	\$.00
	164AL-2022-22-00-54	Watertown Police Department	\$10,809.48	\$.00	\$10,809.48	\$10,809.48	\$10,809.48	\$.00
	164AL-2022-22-00-55	Pennington County Sheriff's Office	\$6,197.82	\$.00	\$6,197.82	\$6,197.82	\$6,197.82	\$.00
	164AL-2022-22-00-62	Brookings Police Department	\$4,363.67	\$.00	\$4,363.67	\$4,363.67	\$4,363.67	\$.00
	164AL-2022-22-02-12	South Dakota State University	\$60,372.00	\$.00	\$60,372.00	\$60,372.00	\$60,372.00	\$.00
	164AL-2022-22-02-18	South Dakota School of Mines and Technol	\$5,102.82	\$.00	\$5,102.82	\$5,102.82	\$5,102.82	\$.00
	164AL-2022-22-04-01	Agate-164	\$44,140.64	\$.00	\$44,140.64	\$44,140.64	\$44,140.64	\$.00
	164AL-2022-22-04-03	Alcohol Media-164AL	\$555,656.06	\$.00	\$555,656.06	\$555,656.06	\$555,656.06	\$.00
	164AL-2022-22-04-04	Community Outreach-164AL	\$32,997.17	\$.00	\$32,997.17	\$32,997.17	\$32,997.17	\$.00
	164AL-2022-22-04-11	Main Advertising Contract-164AL	\$310,288.37	\$.00	\$310,288.37	\$310,288.37	\$310,288.37	\$.00
	164AL-2022-22-04-16	SD Broadcasters	\$201,425.00	\$.00	\$201,425.00	\$201,425.00	\$201,425.00	\$.00
	164AL-2022-22-04-20	USD Government Research-164	\$8,449.56	\$.00	\$8,449.56	\$8,449.56	\$8,449.56	\$.00
	164AL-2022-22-04-23	Law Enforcement Liaison-164AL	\$23,119.34	\$.00	\$23,119.34	\$23,119.34	\$23,119.34	\$.00
	164 Alcohol Total		\$1,350,552.37	\$540,220.95	\$1,350,552.37	\$1,350,552.37	\$1,350,552.37	\$.00
	164 Transfer Funds Total		\$1,350,552.37	\$540,220.95	\$1,350,552.37	\$1,350,552.37	\$1,350,552.37	\$.00
FAST Act NHTSA 402								
Planning and Administration								
	PA-2022-22-04-13	P & A	\$97,054.62	\$.00	\$97,054.62	\$97,054.62	\$97,054.62	\$.00

Planning and Administration		\$97,054.62	\$0.00	\$97,054.62	\$97,054.62	\$97,054.62	\$0.00
Total							
Occupant Protection							
OP-2022-22-00-04	Huron Police Department	\$19,476.00	\$19,476.00	\$19,476.00	\$19,476.00	\$19,476.00	\$0.00
OP-2022-22-00-10	Davison County Sheriff's Office	\$3,776.53	\$3,776.53	\$3,776.53	\$3,776.53	\$3,776.53	\$0.00
OP-2022-22-00-15	Marshall County Sheriff's Office	\$2,181.50	\$2,181.50	\$2,181.50	\$2,181.50	\$2,181.50	\$0.00
OP-2022-22-00-18	Lead Police Department	\$7,277.84	\$7,277.84	\$7,277.84	\$7,277.84	\$7,277.84	\$0.00
OP-2022-22-00-22	Hughes County Sheriff's Office	\$10,886.31	\$10,886.31	\$10,886.31	\$10,886.31	\$10,886.31	\$0.00
OP-2022-22-00-23	Spink County Sheriff's Office	\$2,403.52	\$2,403.52	\$2,403.52	\$2,403.52	\$2,403.52	\$0.00
OP-2022-22-00-26	Vermillion Police Department	\$4,452.66	\$4,452.66	\$4,452.66	\$4,452.66	\$4,452.66	\$0.00
OP-2022-22-00-38	Gettysburg Police Department	\$5,687.97	\$5,687.97	\$5,687.97	\$5,687.97	\$5,687.97	\$0.00
OP-2022-22-00-50	Yankton Police Department	\$8,548.00	\$8,548.00	\$8,548.00	\$8,548.00	\$8,548.00	\$0.00
OP-2022-22-00-51	South Dakota Highway Patrol	\$263,960.00	\$263,960.00	\$263,960.00	\$263,960.00	\$263,960.00	\$0.00
OP-2022-22-00-53	Stanley County Sheriff's Office	\$8,334.72	\$8,334.72	\$8,334.72	\$8,334.72	\$8,334.72	\$0.00
OP-2022-22-00-59	Butte County Sheriff's Office	\$3,076.55	\$3,076.55	\$3,076.55	\$3,076.55	\$3,076.55	\$0.00
OP-2022-22-00-61	Deadwood Police Department	\$12,240.28	\$12,240.28	\$12,240.28	\$12,240.28	\$12,240.28	\$0.00
OP-2022-22-02-07	SD EMS for Children	\$54,247.19	\$0.00	\$54,247.19	\$54,247.19	\$54,247.19	\$0.00
OP-2022-22-04-17	Seatbelt Survey	\$73,250.00	\$0.00	\$73,250.00	\$73,250.00	\$73,250.00	\$0.00
Occupant Protection Total		\$479,799.07	\$352,001.88	\$479,799.07	\$479,799.07	\$479,799.07	\$0.00
Pedestrian/Bicycle Safety							
PS-2022-22-02-06	SD EMS for Children	\$51,601.02	\$0.00	\$51,601.02	\$51,601.02	\$51,601.02	\$0.00
Pedestrian/Bicycle Safety Total		\$51,601.02	\$0.00	\$51,601.02	\$51,601.02	\$51,601.02	\$0.00
Driver Education							
DE-2022-22-02-13	SD Driver Education Association	\$8,703.25	\$0.00	\$8,703.25	\$8,703.25	\$8,703.25	\$0.00
DE-2022-22-04-06	Driver Education Coordinator	\$20,850.65	\$0.00	\$20,850.65	\$20,850.65	\$20,850.65	\$0.00
Driver Education Total		\$29,553.90	\$0.00	\$29,553.90	\$29,553.90	\$29,553.90	\$0.00
Safe Communities							
SA-2022-22-02-14	Human Service Agency	\$7,700.00	\$0.00	\$7,700.00	\$7,700.00	\$7,700.00	\$0.00
SA-2022-22-02-21	Spink County Coalition	\$18,638.78	\$0.00	\$18,638.78	\$18,638.78	\$18,638.78	\$0.00
SA-2022-22-04-02	Agate-402	\$65,669.46	\$0.00	\$65,669.46	\$65,669.46	\$65,669.46	\$0.00
SA-2022-22-04-05	Community Outreach-402	\$49,499.59	\$0.00	\$49,499.59	\$49,499.59	\$49,499.59	\$0.00
SA-2022-22-04-10	Law Enforcement Liaison	\$40,394.66	\$0.00	\$40,394.66	\$40,394.66	\$40,394.66	\$0.00
SA-2022-22-04-21	USD Government Research-402	\$12,674.34	\$0.00	\$12,674.34	\$12,674.34	\$12,674.34	\$0.00
SA-2022-22-04-22	Law Enforcement Liaison-402	\$34,655.60	\$0.00	\$34,655.60	\$34,655.60	\$34,655.60	\$0.00
Safe Communities Total		\$229,232.43	\$0.00	\$229,232.43	\$229,232.43	\$229,232.43	\$0.00
Speed Enforcement							
SE-2022-22-00-05	Brookings County Traffic Enforcement Spe	\$23,145.06	\$23,145.06	\$23,145.06	\$23,145.06	\$23,145.06	\$0.00
SE-2022-22-00-06	Pierre Police Department	\$1,647.65	\$1,647.65	\$1,647.65	\$1,647.65	\$1,647.65	\$0.00
SE-2022-22-00-07	Belle Fourche Police Department	\$5,754.77	\$5,754.77	\$5,754.77	\$5,754.77	\$5,754.77	\$0.00
SE-2022-22-00-08	Summerset Police Department	\$4,352.82	\$4,352.82	\$4,352.82	\$4,352.82	\$4,352.82	\$0.00
SE-2022-22-00-09	Day County Sheriff's Office	\$709.51	\$709.51	\$709.51	\$709.51	\$709.51	\$0.00
SE-2022-22-00-13	Lennox Police Department	\$2,895.60	\$2,895.60	\$2,895.60	\$2,895.60	\$2,895.60	\$0.00
SE-2022-22-00-16	Hamlin County Sheriff's Office	\$15,306.53	\$15,306.53	\$15,306.53	\$15,306.53	\$15,306.53	\$0.00
SE-2022-22-00-19	SDSU Police Department	\$7,121.52	\$6,107.63	\$7,121.52	\$7,121.52	\$7,121.52	\$0.00
SE-2022-22-00-20	Canton Police Department	\$6,486.24	\$6,486.24	\$6,486.24	\$6,486.24	\$6,486.24	\$0.00
SE-2022-22-00-25	Lake County Sheriff's Office	\$3,678.57	\$3,678.57	\$3,678.57	\$3,678.57	\$3,678.57	\$0.00

SE-2022-22-00-28	Mitchell Police Department	\$184.20	\$184.20	\$184.20	\$184.20	\$184.20	\$184.20	\$184.20	\$184.20	\$0.00
SE-2022-22-00-31	Whitewood Police Department	\$4,035.48	\$4,035.48	\$4,035.48	\$4,035.48	\$4,035.48	\$4,035.48	\$4,035.48	\$4,035.48	\$0.00
SE-2022-22-00-34	Groton Police Department	\$10,494.86	\$10,168.28	\$10,494.86	\$10,494.86	\$10,494.86	\$10,494.86	\$10,494.86	\$10,494.86	\$0.00
SE-2022-22-00-39	Lincoln County Sheriff's Office	\$11,745.60	\$11,745.60	\$11,745.60	\$11,745.60	\$11,745.60	\$11,745.60	\$11,745.60	\$11,745.60	\$0.00
SE-2022-22-00-41	Sioux Falls Police Department	\$385,185.82	\$385,185.82	\$385,185.82	\$385,185.82	\$385,185.82	\$385,185.82	\$385,185.82	\$385,185.82	\$0.00
SE-2022-22-00-42	Madison Police Department	\$5,074.12	\$5,074.12	\$5,074.12	\$5,074.12	\$5,074.12	\$5,074.12	\$5,074.12	\$5,074.12	\$0.00
SE-2022-22-00-46	Minnehaha County Sheriff's Office	\$17,157.00	\$8,628.36	\$17,157.00	\$17,157.00	\$17,157.00	\$17,157.00	\$17,157.00	\$17,157.00	\$0.00
SE-2022-22-00-48	Box Elder Police Department	\$14,945.10	\$0.00	\$14,945.10	\$14,945.10	\$14,945.10	\$14,945.10	\$14,945.10	\$14,945.10	\$0.00
SE-2022-22-00-56	Pennington County Sheriff's Office	\$11,167.14	\$11,167.14	\$11,167.14	\$11,167.14	\$11,167.14	\$11,167.14	\$11,167.14	\$11,167.14	\$0.00
SE-2022-22-00-57	Edmunds County Sheriffs Office	\$19,646.55	\$19,646.55	\$19,646.55	\$19,646.55	\$19,646.55	\$19,646.55	\$19,646.55	\$19,646.55	\$0.00
SE-2022-22-00-60	Roberts County Sheriff's Office	\$13,065.73	\$13,065.73	\$13,065.73	\$13,065.73	\$13,065.73	\$13,065.73	\$13,065.73	\$13,065.73	\$0.00
SE-2022-22-00-63	Brookings Police Department	\$8,636.94	\$8,636.94	\$8,636.94	\$8,636.94	\$8,636.94	\$8,636.94	\$8,636.94	\$8,636.94	\$0.00
Speed Enforcement Total		\$572,436.81	\$547,622.60	\$572,436.81	\$572,436.81	\$572,436.81	\$572,436.81	\$572,436.81	\$572,436.81	\$0.00
<i>Paid Advertising</i>										
PM-2022-22-04-08	Generic Media-402	\$291,153.14	\$180,150.17	\$291,153.14	\$291,153.14	\$291,153.14	\$291,153.14	\$291,153.14	\$291,153.14	\$0.00
PM-2022-22-04-12	Main Advertising Contract-402	\$504,175.00	\$431,422.05	\$504,175.00	\$504,175.00	\$504,175.00	\$504,175.00	\$504,175.00	\$504,175.00	\$0.00
Paid Advertising Total		\$795,328.14	\$611,572.22	\$795,328.14	\$795,328.14	\$795,328.14	\$795,328.14	\$795,328.14	\$795,328.14	\$0.00
<i>NHTSA 402 Match</i>										
MATCH-2022-22-01-00	Total Match	\$0.00	\$0.00	\$730,132.39	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
NHTSA 402 Match Total		\$0.00	\$0.00	\$730,132.39	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
FAST Act NHTSA 402 Total		\$2,255,005.99	\$1,511,196.70	\$2,985,138.38	\$2,255,005.99	\$2,255,005.99	\$2,255,005.99	\$2,255,005.99	\$2,255,005.99	\$0.00
<i>FAST Act 405c Data Program</i>										
<i>405c Data Program</i>										
M3DA-2022-22-02-09	Office of Rural Health/EMS-NEMESIS	\$25,800.00	\$0.00	\$25,800.00	\$25,800.00	\$25,800.00	\$25,800.00	\$25,800.00	\$25,800.00	\$0.00
M3DA-2022-22-04-18	TraCS/WebTraCS	\$465,215.00	\$0.00	\$465,215.00	\$465,215.00	\$465,215.00	\$465,215.00	\$465,215.00	\$465,215.00	\$0.00
M3DA-2022-22-04-19	TRCC Coordinator	\$11,341.10	\$0.00	\$11,341.10	\$11,341.10	\$11,341.10	\$11,341.10	\$11,341.10	\$11,341.10	\$0.00
405c Data Program Total		\$502,356.10	\$0.00	\$502,356.10	\$502,356.10	\$502,356.10	\$502,356.10	\$502,356.10	\$502,356.10	\$0.00
FAST Act 405c Data Program Total		\$502,356.10	\$0.00	\$502,356.10	\$502,356.10	\$502,356.10	\$502,356.10	\$502,356.10	\$502,356.10	\$0.00
<i>FAST Act 405d Impaired Driving Mid</i>										
<i>405d Impaired Driving Mid</i>										
M5X-2022-22-00-49	Vermillion Police Department	\$665.13	\$0.00	\$665.13	\$665.13	\$665.13	\$665.13	\$665.13	\$665.13	\$0.00
M5X-2022-22-00-52	South Dakota Highway Patrol	\$302,286.88	\$0.00	\$302,286.88	\$302,286.88	\$302,286.88	\$302,286.88	\$302,286.88	\$302,286.88	\$0.00
M5X-2022-22-02-08	SD EMS for Children	\$82,076.70	\$0.00	\$82,076.70	\$82,076.70	\$82,076.70	\$82,076.70	\$82,076.70	\$82,076.70	\$0.00
M5X-2022-22-04-07	DUI 1st Program	\$37,861.03	\$0.00	\$37,861.03	\$37,861.03	\$37,861.03	\$37,861.03	\$37,861.03	\$37,861.03	\$0.00
M5X-2022-22-04-09	Impaired Driving Technical Assistance	\$15,938.14	\$0.00	\$15,938.14	\$15,938.14	\$15,938.14	\$15,938.14	\$15,938.14	\$15,938.14	\$0.00
405d Impaired Driving Mid Total		\$438,827.88	\$0.00	\$438,827.88	\$438,827.88	\$438,827.88	\$438,827.88	\$438,827.88	\$438,827.88	\$0.00
<i>405d Mid Drug and Alcohol Training</i>										
FDMDATR-2022-22-00-43	South Dakota Highway Patrol-DRE	\$74,469.41	\$0.00	\$74,469.41	\$74,469.41	\$74,469.41	\$74,469.41	\$74,469.41	\$74,469.41	\$0.00
405d Mid Drug and Alcohol Training Total		\$74,469.41	\$0.00	\$74,469.41	\$74,469.41	\$74,469.41	\$74,469.41	\$74,469.41	\$74,469.41	\$0.00
FAST Act 405d Impaired Driving Mid Total		\$513,297.29	\$0.00	\$513,297.29	\$513,297.29	\$513,297.29	\$513,297.29	\$513,297.29	\$513,297.29	\$0.00
<i>FAST Act 405d 24-7 Sobriety</i>										
<i>405d 24-7 Drug and Alcohol Training</i>										
F24DATR-2022-22-04-24	Prosecutor's DUI Conference	\$23,604.77	\$0.00	\$23,604.77	\$23,604.77	\$23,604.77	\$23,604.77	\$23,604.77	\$23,604.77	\$0.00

F24DATR-2022-22-04-25 Alcohol Media-405d (24/7)	\$20,000.00	\$.00	\$20,000.00	\$20,000.00	\$20,000.00	\$.00
405d 24-7 Drug and Alcohol Training Total	\$43,604.77	\$.00	\$43,604.77	\$43,604.77	\$43,604.77	\$.00
FAST Act 405d 24-7 Sobriety Total	\$43,604.77	\$.00	\$43,604.77	\$43,604.77	\$43,604.77	\$.00
NHTSA Total	\$4,664,816.52	\$2,051,417.65	\$5,394,948.91	\$4,664,816.52	\$4,664,816.52	\$.00
Total	\$4,664,816.52	\$2,051,417.65	\$5,394,948.91	\$4,664,816.52	\$4,664,816.52	\$.00

FY2022 Social and Digital Media

SNOW MEANS SLOW.
SAFE DRIVING SAVES LIVES. DRIVESAFESD.COM

THE CHANCE OF A FATAL INJURY
IN THE FRONT SEAT OF A CAR IS
REDUCED BY 45%
WHEN WEARING A SEAT BELT.



SEAT BELTS SAVE LIVES.
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ENJOY THE DRIVE. NOT YOUR FINAL DESTINATION.

SPEED KILLS
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DRIVE SAFE SD Apr 27 · 🌐

Hundreds of pedestrians, cyclists and riders are killed every year because of distracted drivers. Don't risk it.
[#DriveSafeSD](#) [#Motorcycle](#) [#DontRiskIt](#) [#SafeDriving](#)

DON'T DRIVE DISTRACTED

Boost this post to reach up to 265 more people if you spend \$14. **Boost post**

511 56 comments 101 shares

DON'T CRASH! THE PARTY YOU COULD WIN \$20K

Take a two-minute safe driving quiz and you could win \$10,000 for yourself plus another \$10,000 for a school-sponsored activity or program.

To enter, visit LESSONLEARNEDSD.COM or scan the QR Code below!

ENTER BY APRIL 30

LESSON LEARNED

FPO

DRIVESAFESD.COM + **Holiday**

GET A FREE CAR WASH

YOU KEEP IT SOBER. WE'LL KEEP YOU CLEAN.

The first 350 people to sign up for our safe driving emails get a free car wash from Holiday Stationstores. Hurry before they're gone!

SCAN THE QR CODE TO SIGN UP.

SCAN THE QR CODE TO SIGN UP.

BROUGHT TO YOU BY THE SOUTH DAKOTA OFFICE OF HIGHWAY SAFETY

DRIVE SAFE SD Oct 1, 2021 · 🌐

October is National Pedestrian Safety Month. From September to February, over 30% of pedestrian fatalities occur between 6:00 p.m. and 8:59 p.m. As t... See more

NATIONAL PEDESTRIAN SAFETY MONTH

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435 20 comments 94 shares

SAFE DRIVING SAVES LIVES



Slow down. Buckle up.
Ditch the distractions.

LEARN MORE

DRIVESAFESD.COM

DON'T SKIP THE CLICK

SEAT BELTS SAVE THOUSANDS
OF LIVES EVERY YEAR.
BUT ONLY IF YOU WEAR IT.

MAKE IT CLICK

DRIVESAFESD.COM

2022 SD CRASH FATALITIES

44

FATALITIES

as of 7/1/2022

20	NO SEAT BELT
11	SEAT BELT
13	OTHER

SAFE DRIVING SAVES LIVES

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RIDE OR DIE?

THE CHOICE IS YOURS

SOUTHDAKOTARIDES.COM

Drive Safe SD
Aug 5

In 2021, speeding contributed to nearly one quarter of all fatal crashes in South Dakota. Leave the thrill rides at the fair, not behind... See more

A THRILL THAT DOESN'T KILL

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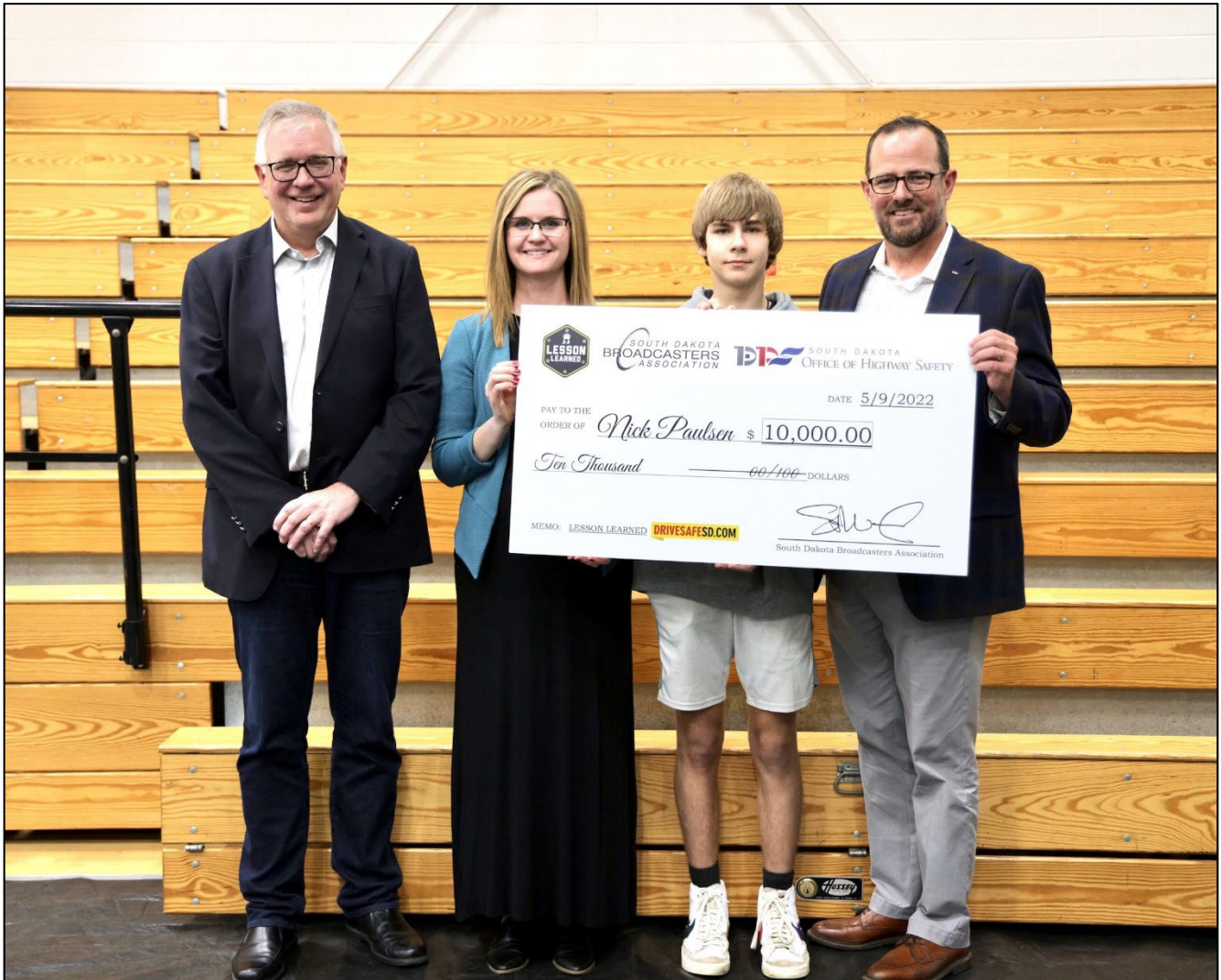
336 19 comments 35 shares

MOVE OVER. IT'S THE LAW.

Vehicles on the shoulder need space. DRIVESAFESD.COM

FY2022 Events and Campaigns

From April 1st to April 30th, the Office of Highway Safety and the South Dakota Broadcasters Association ran the Lesson Learned SD campaign for the sixth year in a row. The Lesson Learned program is a way to encourage young drivers to start using the habits that will help make them safe drivers. Participants answered safe driving questions on the Lesson Learned SD website and were entered into the drawing. There were 3,374 students that participated from 142 South Dakota high schools. The winning student won \$10,000 and another \$10,000 for the school, courtesy of the South Dakota Broadcasters Association.



The South Dakota Office of Highway Safety attended the 605 Summer Classic in Sioux Falls on June 25th and the 605 Black Hills Classic in Spearfish on September 10th, sponsored by 605 Magazine. Both Classics are outdoor Beer & Music Festivals. The Office of Highway Safety partnered with Get n Go gas stations, to give away two \$100 gas cards. Entry to the contest consisted of signing up for safe driving emails through DriveSafeSD.com. This process was a huge success and we saw a large increase to our email database.



DRIVESAFESD.COM + GET-N-GO

WIN A \$100 GAS CARD



Safe driving should be rewarded. Sign up for safe driving emails from the South Dakota Office of Highway Safety and be entered to win one of two \$100 gift cards courtesy of Get-n-Go.

SCAN THE QR CODE TO ENTER



SCAN THE QR CODE TO ENTER

Brought to you by the South Dakota Office of Highway Safety. No purchase necessary. See official rules at www.drivesafesd.com/605.



The annual Sturgis Motorcycle Rally was held August 5th-14th. Over 505,000 motorcycle enthusiasts traveled to Sturgis, SD. The South Dakota Office of Highway Safety utilized various out-of-home media tactics in order to educate motorists and motorcyclists the importance of driving and riding safe. Gas station clings, gas nozzles, and pump toppers were strategically placed at gas stations along popular routes to Sturgis. Digital billboards displaying real-time Rally fatalities were used to remind drivers and riders to be safe on the roadways.



The Office of Highway Safety's DriveSafeSD.com logo was all over the golf course at the Sanford International which was held September 16th-18th.



A top priority of the Office of Highway Safety is to promote safe driving, and overall, decrease the number of crash related fatalities in South Dakota. An important part of that mission is educating and developing safe driving habits by connecting with drivers in creative and unexpected ways. To bring awareness to the dangers of distracted driving, the South Dakota Office of Highway Safety wanted to educate the motoring public about the dangers of cell phone use and other distractions while driving. We partnered with a South Dakota artist to create a visual piece to help publicize the dangers of distracted driving. The display is over 4 ½ feet tall and 6 feet wide and features 250 recycled cell phones that were placed within coffins that represent the 250 drivers killed or injured in distracted driving related crashes in 2021. Pictured below is Cabinet Secretary for the Department of Public Safety, Craig Price, next to the distracted driving display.

