South Dakota Triennial Highway Safety Plan
FY 2024-2026

SOUTH DAKOTA
DEPARTMENT
OF PUBLIC SAFETY

prevention ~ protection ~ enforcement

The Highway Safety Plan is provided by:

Department of Public Safety

Office of Highway Safety

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Contents

Triennial Highway Safety Plan FY24-26

Highway Safety Planning Process and Problem Identification

Data Sources

All data presented and analyzed in this report are from the Fatality Analysis Reporting System (FARS) maintained by the National Highway Traffic Safety Administration and the South Dakota Accident Records System (SDARS) maintained by the South Dakota Office of Accident Records. The South Dakota Office of Highway Safety (SDOHS) used the available 2021 FARS data and 2022 State data for setting triennial targets. In addition, citation data is based on reports from the Electronic Database for Grant Application and Reporting (EDGAR) and data points related to seat belt use or drawn from the annual Statewide Seat Belt Use Report. SDOHS also consults and coordinates with the South Dakota Department of Transportation (SDDOT) in establishing specific performance measures as they relate to certain problem areas and strategies. Performance targets for FFY2024-2026 were established by evaluating long-term trends for each of the core measures to create goals that were aggressive yet attainable. Countermeasures were chosen to target the specific problem areas that have been identified in the state. SDOHS is currently working to expand engagement and participation in the planning process.

In addition to FARS crash data, SDOHS also incorporated the analysis of the Social Vulnerability Index data to help identify potential geospatial demographic patterns in crash incidence and outcomes. This analysis will enable SDOHS to better target continued and future engagement activities.

Description of Highway Safety Problems

Given that its 895,376 residents are distributed over 77,184 square miles of terrain, South Dakota remains one of the nation's most sparsely populated states (https://www.census.gov/quickfacts/SD). The markedly rural character of South Dakota's landscape presents distinctive challenges to traffic crash prevention and management. Altogether, rural roads and highways comprise 96.0% of the 81,731 total roadway miles that crisscross the state, and in 2021, rural travel accounted for 70.7% of all vehicle miles traveled (2021 Vehicle Miles Travelled (VMT), South Dakota Department of Transportation). The difficulties associated with designing and administering effective highway safety programs across a rural geography amplify the need for well-focused, systematic planning efforts. Further, it follows that the physical dispersion of South Dakota's drivers brings about a marked need for motor vehicle transportation.

Through the lens of major traffic crash indicators, observers of highway safety outcomes in South Dakota witnessed several troubling increases across outcome measures in 2020 and 2021. Since 2019, total traffic fatalities increased from 102 to 148 in 2021. While South Dakota's population and vehicle miles traveled both increased slightly during this time, fatalities per 100 million VMTs was also significantly higher. Likewise, the number of unrestrained passenger fatalities, alcohol related fatalities, speeding related fatalities, motorcyclist fatalities and pedestrian fatalities all increased during this time frame. Specifically,

- The number of serious injuries recorded in 2021 (620) represents an increase of 19.2% from the analogous 2019 total (520).

- A total of 65 unrestrained passenger vehicle occupants were killed in traffic crashes in 2021, a 71.0% increase from 2019 (38).

- The number of fatalities arising from crashes involving at least one driver or motorcycle operator with a BAC of .08 or above increased 85.7% from 28 in 2019 to 52 in 2021.

- The number of fatalities in 2021 as a result of traffic crashes involving at least one speeding driver increased 45.8%, from 24 speeding related fatalities in 2019 to 35 in 2021.

- Motorcycles were involved in only 2.6% of traffic crashes in 2021, however motorcyclists accounted for 22 (14.9%) of all fatalities. This represents an 57.1% increase from the 14 motorcyclist fatalities in 2019.

- There were 14 pedestrian fatalities reported in 2021, double the amount from 2019 (7).

However, there have also been positive trends during this time frame. There were decreases across several measures from 2020 to 2021 including the number of fatalities arising from BAC related crashes (decreased from 49 in 2020 to 40 in 2021), the number of fatalities as a result of a crash involving at least one speeding driver (42 in 2020 to 35 in 2021), and the number of motorcyclist fatalities (27 in 2020 to 22 in 2021). There were no reported bicyclist fatalities in 2021 and saw a sharp increase in statewide estimated safety restraint usage (from 68.2% to 86.9%). Despite these successes, highway safety efforts are focused on returning to the previous trend of declines seen across nearly all of these measures prior to 2020.

This year SDOHS also merged available geographic/demographic data from the CDC Social Vulnerability Index with state crash data to identify meaningful patterns and potentially vulnerable groups within the state. While this analysis is preliminary, we were able to see that census tracts with a one standard deviation increase in the percent of Black/African American persons are more likely to experience:

- crashes with injuries;
- alcohol related crashes;
- alcohol related crashes with an injury;
- drug related crashes;
- drug related crashes with an injury;
- crashes that include a pedestrian or bicyclist;
- crashes that include pedestrians or bicyclists with serious injuries; and
- speeding related crashes.

Census tracts with a one standard deviation increases in the percent of housing cost-burdened homes (income <$75,000 and spending 30% or more of their income on housing) are more likely to experience:

- crashes of all types;
- fatal crashes;
- crashes that include a pedestrian or bicyclist; and
- crashes that include pedestrians or bicyclists with serious injuries.

Census tracts with a one standard deviation increase in the percent of persons below poverty within the tract are more likely to experience:

- crashes that include a pedestrian or bicyclist; and
- crashes that include pedestrians or bicyclists with injuries.

Census tracts with a one standard deviation increase in the percent of persons aged 65 or older in the tract are more likely to experience:

- crashes that result in serious injuries;
- alcohol related crashes;
- speeding related crashes that result in serious injuries; and
- speeding related crashes that result in fatalities.

Census tracts with a one standard deviation increase in the percent of residents that live in mobile homes are more likely to experience:

- crashes with serious injuries;
- crashes with fatalities;
- alcohol related crashes;
- alcohol related crashes with serious injuries;
- speeding related crashes;
- speeding related crashes with serious injuries;
- speeding related crashes with fatalities;
- motorcyclist crashes with serious injuries; and
- motorcyclist crashes with fatalities;

Utilizing regression explainers, a list was produced which predicts the five census tracts where we are likely to see alcohol related crashes, injuries, and/or fatalities:

- Tract 1, Minnehaha County, South Dakota
- Tract 3, Minnehaha County, South Dakota
- Tract 10.02, Minnehaha County, South Dakota
- Tract 105, Pennington County, South Dakota
- Tract 104, Pennington County, South Dakota

The five census tracts below were predicted to be the most likely to see high pedestrian crashes, injuries, and/or fatalities, all five of which are in Minnehaha County:

- Tract 4.01, Minnehaha County, South Dakota
- Tract 11.09, Minnehaha County, South Dakota
- Tract 5, Minnehaha County, South Dakota
- Tract 4.07, Minnehaha County, South Dakota
- Tract 4.05, Minnehaha County, South Dakota

Public Participation and Engagement

Triennial HSP Engagement Planning

The SDOHS actively engages with community partners to improve highway safety outcomes through the state. Public engagement efforts include outreach to affected and potentially affected communities, as well as collaboration with public and non-profit agencies to improve highway safety outcomes.

Public Engagement Goals

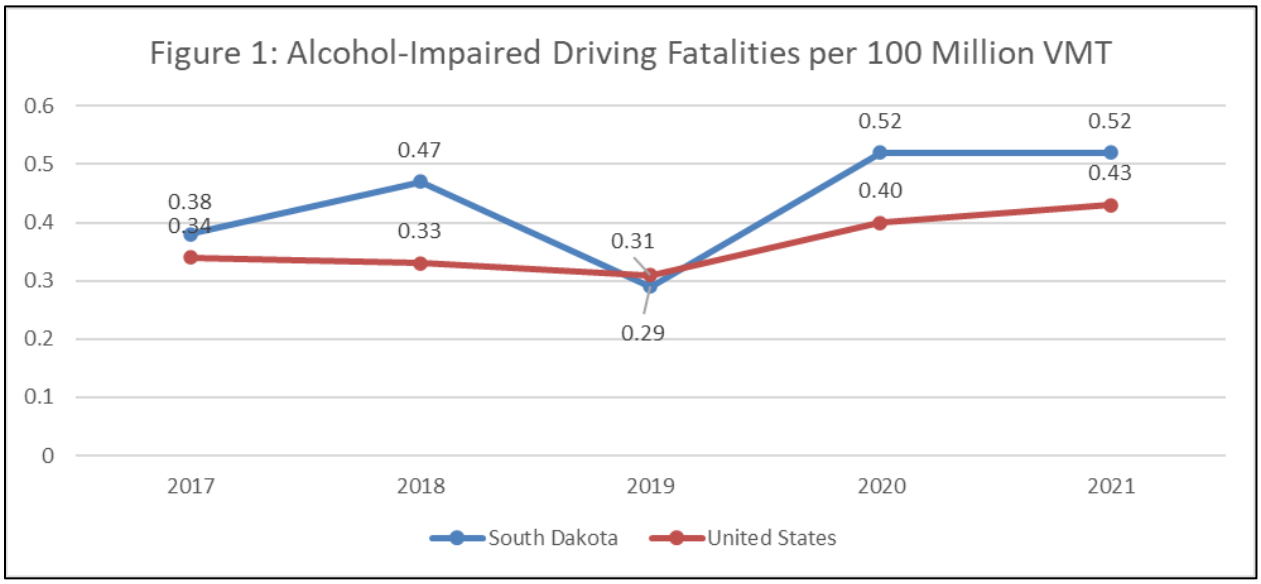
The overarching public engagement goal is to improve highway safety outcomes through effective coordination with community partners. Each of these opportunities allow SDOHS to share data and information about crash statistics as well as effective countermeasure strategies. They also allow SDOHS to gather community feedback on issues stakeholders are observing and effective practices they have identified. Information gathered through public participation and engagement efforts will assist in determining SDOHS priorities. The needs and/or resources discussed during public participation and engagement efforts will contribute to the development of program and countermeasure strategies. Under this broad goal, SDOHS has identified three specific public engagement goals for the FY24-26 Triennial Highway Safety Plan:

1. Increase the quantity and quality of engagements with community partners.
    a. Increase not only the frequency of public engagement efforts through expanded community and organization partnerships but the quality of efforts by building in more time for constructive qualitative feedback from participants and more time for subrecipients to share their experience with each other.
2. Expand engagement efforts beyond the usual partners.
    a. Utilizing available evidence about the types of crashes that are most frequent and the communities where the relative risk of these crashes is higher, the goal will be to expand engagement efforts to community partners best positioned to have the most impact on these specific concerns. This will allow SDOHS to build on recent success in expanding the number of subrecipient organizations that receive Highway Safety grant funding.
3. Improve top-down and bottom-up communication to improve understanding of highway safety risk.

a. Through all engagement efforts, SDOHS will make sure there are opportunities for participants to provide meaningful feedback based on their own experiences and perspectives rather than just providing one-way information.

Identification of Affected Communities

Current efforts to identify affected communities have largely been based on frequency of crash types and areas where we have historically seen the highest fatalities and serious injuries from crashes. For example, Figure 1 below (and Table 20 in the Performance Report) demonstrate that in 4 of the last 5 years, South Dakotas percentage of fatalities identified as alcohol related (as well as the number of alcohol related fatalities per VMT) are higher than the national average.



Similarly, the percentage of total fatalities that involved a motorcyclist in South Dakota in 2021 was 14.9% compared to a national average of 14.1% and the percentage of drivers involved in fatal crashes that were 20 and under was 10.0% in South Dakota and just 8.5% nationally.[1] These areas where South Dakota is performing worse than national averages or worse than in previous years in South Dakota, allow us to identify specific communities for outreach. As mentioned in the Description of Highway Safety Problems section, motorcycles were involved in only 2.6% of traffic crashes in 2021, however motorcyclists accounted for 22 (14.9%) of all fatalities. This represents a clear overrepresentation of motorcyclist fatalities.

Concern about motorcyclist fatalities in the state led SDOHS to meet with Jiggs Cressy, State Coordinator of A.B.A.T.E. (A Brotherhood for Awareness, Training and Education) of South Dakota on January 20th, 2023 in Pierre. Through these conversations SDOHS was able to identify countermeasure strategies that are described further below in our outcomes section. In addition to the motorcycle community, as noted on page 54 and 69, rural communities have been identified as a potentially affected community.

[1] Data from a FARS Query.

Between 2010 and 2020, South Dakota saw a population increase of 56,543 non-white people in the state, while the state's white population grew by 15,944, according to the 2020 census. The state's population of Spanish speakers increased by 75.1% in that same timeframe.[2] In 2020, the written portion of the driver license exam was made available in Spanish. There are many different languages that are spoken throughout the state. After receiving feedback from Lutheran Social Services staff and discussing what their client's highway safety needs are, obtaining a driver's license was determined to be a necessity when integrating into a new culture. Due to the language barrier, applying for and successfully obtaining a driver's license was a difficult undertaking. Lutheran Social Services discovered this need through feedback from communities that utilize other services the agency provides to immigrants. Specific languages identified included Swahili, Kirundi, Russian and Oromo. Given this information, non-English speaking individuals pursing a driver's license has been identified as a potentially affected community in South Dakota.

FARS data also shows overrepresentation of Tribal populations in fatalities in South Dakota. Please see table on American Indian fatalities under Ongoing Engagement section.

However, conceptualization of affected communities is moving beyond specific crash types to better explore geographic and demographic patterns in serious injuries and fatalities. This is described further in the ongoing engagement planning section below.

Triennial HSP Engagement Outcomes

Engagement Opportunities

The SDOHS has traditionally used multiple strategies to engage traffic safety stakeholders with its efforts to improve highway safety outcomes. First, SDOHS hosted four in-person, highway safety informational workshops March 20th-23rd, 2023 for any stakeholder or interested community to be informed of overrepresented crash data for South Dakota. They were designed to reach affected/potentially affected communities through the accessibility of location, in-person versus virtual format, and time. Affected/potentially affected communities were invited to attend the workshops. All law enforcement agencies statewide and non-profit entities with a vested interest in traffic safety received an email invitation and were encouraged to attend to learn more about the SDOHS's priority areas and the highway safety grant process. During all workshops, we provided time for an open forum. The only feedback received was an inquiry about advanced reconstructionist training for law enforcement officers. We will use the feedback to expand countermeasures in future years. Based on the timing of the feedback, SDOHS will continue with current countermeasures and projects and plan to incorporate the feedback in future years.

The second prong has been targeted outreach and coordination with identified organizations whose goals align with the SDOHS. Specifically,

- Lutheran Social Services to provide safe driving instruction to non-English speaking individuals by translating driver education curriculum into 9 different languages. By first engaging this agency, SDOHS received insight into understanding the experiences of English as a Second Language individuals and their process to receive a driver's license.

[2] https://www.argusleader.com/story/news/education/2023/01/19/south-dakotas-multilingual-population-is-growing-more-resources-are-needed/69811629007/

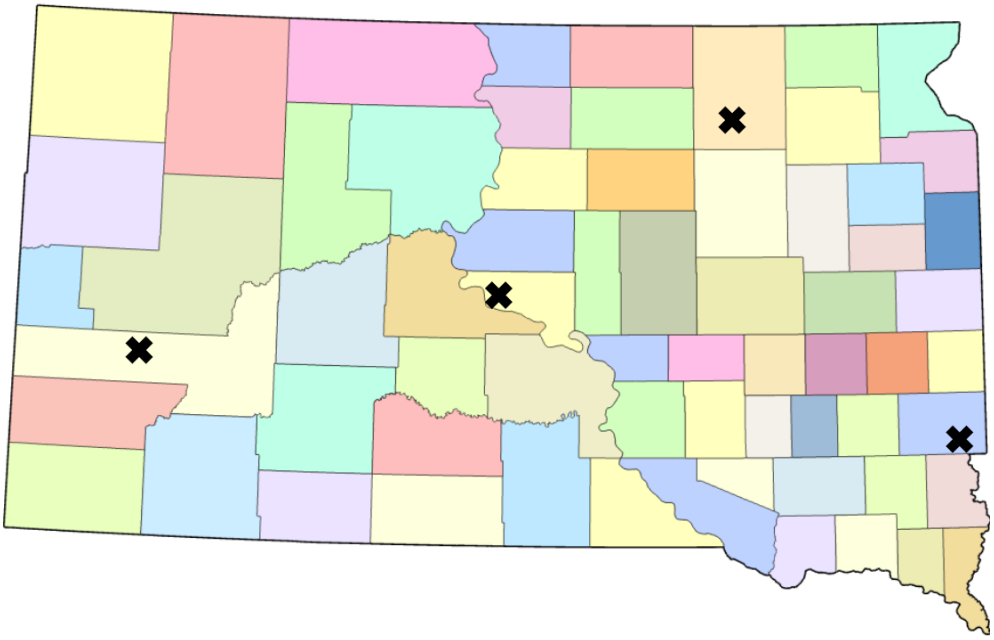
By working with leaders of this organization, we can develop inroads to offer direct support to individuals this organization serves.

- By engaging with A.B.A.T.E. of South Dakota, SDOHS received insight into understanding what motorcyclists are concerned about out on South Dakota roadways. Working with A.B.A.T.E. leadership, SDOHS was able to provide Accident Scene Management courses to bystanders in order to reduce injuries and fatalities to motorcyclists through pre-hospital first response education. The program is directed toward specific issues related to motorcycle-related crashes, including the assessment and treatment of the injured as well as how to safely administer care; and

Accessibility Measures

Information regarding highway safety informational workshops were sent to non-profit entities that serve underserved communities in South Dakota. Representatives from those non-profit entities that had potential interest in advancing traffic safety attended the workshops. SDOHS held informational workshops throughout the state in Pierre, Rapid City, Aberdeen, and Sioux Falls to ensure that at least one location would be convenient for any attendee to travel too. SDOHS also offered the highway safety informational workshop in a virtual format on March 30th to allow individuals to attend who could not make one of the in-person highway safety informational workshops.

Highway Safety Informational Workshop Locations



SDOHS met with the President and CEO of Lutheran Social Services and the Program Supervisor for the Multicultural Center on May 10th, 2023. Staff from SDOHS traveled from Pierre, SD to Sioux Falls, SD to meeting with Lutheran Social Services staff. The engagement took place at Lutheran Social Service's office at an agreed upon time that was convenient for both parties.

The State Coordinator for A.B.A.T.E. of South Dakota requested a meeting with SDOHS on January 20th, 2023 in Pierre, South Dakota to discuss the increase in motorcycle fatalities. The State Coordinator provided feedback on behalf of all A.B.A.T.E. members which is comprised of the motorcycle community.

SDOHS also tried to choose times of day and days of the week for educational opportunities that maximize participation. While SDOHS will continue a traditional approach, the recent changes in guidance as a part of the transition to the Triennial Highway Safety Plan process have inspired SDOHS to establish new goals for our public engagement efforts. The next section will outline said goals.

Engagement Results

To evaluate the effectiveness of public engagement efforts, SDOHS needs to evaluate the outcomes of those efforts. In FY23 the following diverse group of participants attended one of the four in-person highway safety informational workshops or the virtual workshop via Zoom. Tables 1 through 5 below list all participants.

Table 1: Participants on March 20, 2023 in Pierre, South Dakota	
Name with Title	**Agency**
Doreen Sanders – Accountant	SD Attorney General's Office
Ladonna Holm – Grant Coordinator	SD Attorney General's Office
Kerry Schrank – Traffic Safety Resource Prosecutor	Bachand & Hruska
Jason Erwin – Sheriff	Bennett County SO
Kevin Curtis – Deputy	Bennett County SO
Alan Dale – Sheriff	Corson County SO
Mike Varilek – Deputy Sheriff	Corson County SO
Ash Arpan – Sheriff	Dewey County SO
Kyle Nilson – Deputy Sheriff	Dewey County SO
Doug Catts – Chief	Gregory PD
Gary Nickerson – Deputy Sheriff	Hughes County SO
Justin Harmon – Office	Pierre PD
Curtis Hamburger – Sheriff	Potter County SO
Levi Broker – Deputy Sheriff	Potter County SO
Amber Leyendecker – Office Manager	SD Highway Patrol
Jason Ketterling – Major	SD Highway Patrol
Wade Oorlog – Sergeant	SD State University PD
Dustin Baxter – Deputy	Stanley County SO
Krista Kerns – Administrative Clerk	Stanley County SO

Table 2: Participants on March 21, 2023 in Rapid City, South Dakota	
Name with Title	**Agency**
Brandon Fox – Deputy	Butte County SO

Kimberly Talcott – Grant Preparer	CORE (rural communities)
Jackie McPherson – Secretary	CORE (rural communities)
Rick McPherson – CEO	CORE (rural communities)
David Clevenger – Sergeant	Custer County SO
Cory Shafer – Chief	Deadwood PD
Julie Smithson – Emergency Medical Specialist	SD Department of Health
Robert Williams – Chief	Lead PD
Tanner Tadra – Patrol	Lead PD
Kevin Rascher – Captain	Oglala Sioux Tribe – DPS (tribal communities)
Cody Seaboy	Oglala Sioux Tribe – DPS (tribal communities)
Jesse Huschle – Sergeant	Pennington County SO
David Switzer	Pennington County SO
Casey Kennick	Pennington County SO
Felicia Sauceman – Diversion Case Worker	Pennington County State's Attorney Office
Paula Wilkinson Smith – Prevention Specialist	SDSM&T
Jan Matson – Grant Specialist I	SDSM&T
Kayla Springler – Administrative Assistant	Spearfish PD
Dustin Bush – Sergeant	Spearfish PD
Brian Paulsen – Asst. Chief	Sturgis PD
Brenda O'Grady – Administrative Assistant	Summerset PD
Matt Macrander – Sergeant	Summerset PD

Table 3: Participants on March 22, 2023 in Aberdeen, South Dakota

Name with Title	Agency
Jon Lemke – Chief Deputy	Brown County SO
Kenny Wientjes – Deputy	Campbell County SO
Tad Heaton – Sheriff	Clark County SO
Lindsay Stiefel – Deputy	Clark County SO
Jeremy Wellnitz – Chief	Clark PD
Kailey Anderson – Administrator	Day County SO
Kyle Couchey – Chief Deputy	Edmunds County SO
Jonathan Waldner – Sheriff	Edmunds County SO
Nathan Sindelar – Deputy Sheriff	Faulk County SO
David Mogard – Chief	Gettysburg PD
Justin Cleveland – Asst. Chief	Groton PD
Tayt Alexander – Chief Deputy	Hamlin County SO
Tristan Molitor – Sergeant	Hamlin County SO
Phillip VanDiepen – Captain	Huron PD
Tony Aas – Chief	Lake Norden PD
Mike Morgan -	Lake Norden PD
Allie Hilgemann-Erdmann – Deputy Sheriff	McPherson County SO
Justin Jungwirth – Captain	Mobridge PD
Heidi Appel – Administrative Director	Spink County Coalition (rural communities)
Jenna Appel – Chief Deputy	Spink County SO

Steve Rehorst – Captain	Watertown PD

Table 4: Participants on March 23, 2023 in Sioux Falls, South Dakota	
Name with Title	**Agency**
Trisha VanDrongelen – Admin Deputy	Aurora County SO
Myles Runyon	Bon Homme County SO
Chris Larson – Office Manager	Brookings PD
Drew Garry – Lieutenant	Brookings PD
Korben Legaard – Officer	Canton PD
Robert Coleman	Canton PD
Denise Hanson – Finance Officer	City of Lennox
Grant Lanning – Courtroom Deputy	Davidson County SO
Christine Lau - Sheriff	Douglas County SO
Dustin Palmquist – Chief Deputy	Douglas County SO
Brandon Wingert - Sheriff	Hansen County SO
Fran Rice – Executive Director	Health Connect
Casey Roth – SD Representative	HERT Foundation
Cody Fischer – Chief Deputy	Hutchinson County SO
Craig Williams – Deputy Sheriff	Lake County SO
Will Ericksen – Chief	Lennox PD
Ben Lord – Lieutenant	Lincoln County SO
Kathy Bangasser – Grants Officer	Lutheran Social Services (ESL individuals)
Rachel Martens – SD Representative	MADD (rural communities)
Jason Coenen – Officer	Madison PD
Josh Hahn – Chief Deputy	Miner County SO
Adam Zishka – Captain	Minnehaha County SO
Joe Bosman – Captain	Minnehaha County SO
Dan Kopfman – Officer	Mitchell PD
Jacki Larson – Admin Coordinator	Mitchell PD
Ken Prorok – Chief Deputy	Moody County SO
Roxanna McKenna – Executive Director	Safety Village of SD (rural communities)
Jaime Bartell – Program Coordinator	SD EMS for Children (rural communities)
Emily Pogue – Trainer Specialist	SD EMS for Children (rural communities)
Corolla Lauck – Director	SD EMS for Children (rural communities)
Isaac Kurtz – Lieutenant	SD Highway Patrol
Betsy Odden – Administration Assistant	Sioux Falls PD
Adrian Hoesli – Officer	Tea PD
Kelly Young	Tyndall PD
Isaac Sauder – Deputy Sheriff	Union County SO
Tina Golden	Union County SO
Ryan Hough – Lieutenant	Vermillion PD
Damon Griffit – Chief	Wagner PD
Preston Crissey – Sheriff	Yankton County SO
Monty Rothenberger – Commander	Yankton PD

Table 5: Participants on March 30, 2023 in Virtual Meeting on Zoom	
Name with Title	**Agency**
Dave Kinser – Research and Development Specialist	Rapid City PD
Travis Olsen – Sergeant	Sioux Falls PD
Bailey Bindle – AD Field Engagement	South Dakota SADD (rural communities)
Ryan Decker – Secretary/Treasurer	SD Drivers Education Association
Mariah Weber – Wellness Coordinator	SDSU - Rabbit Ride
Liz Christianson – Executive Director	Watertown Boys & Girls Club

Potentially affected communities that attended the informational grant workshops include ten individuals that represented rural communities, one that represented ESL individuals and two that represented tribal communities. There was no representation from the motorcycle community that attended the workshops.

SDOHS has also seen results from efforts to partner with specific community organizations. SDOHS met with the President and CEO of Lutheran Social Services and the Program Supervisor for the Multicultural Center on May 10th, 2023. Engaging with leadership and program staff allowed SDOHS to actively listen to the growing needs of immigrants and gather insight from participants in the program. Topics that were had with Lutheran Social Services involved the importance of communication in the community members native language and how important it is for members of the ESL community to obtain a driver's license. Based on the feedback from Lutheran Social Services, we plan to adjust our Community Training, Enforcement and Communication countermeasure to offer English for Driving courses which will help community members learn the English vocabulary necessary to pass and apply for a driver's license. They will also follow-up with the individuals roughly 3 months after taking the course to determine if the person passed/failed the drivers exam.

Based on the feedback from A.B.A.T.E. led SDOHS to realize that members of A.B.A.T.E. and the motorcycle community were interested in Accident Scene Management courses that provide education and training to the motorcycle community on how to render proper first aid on scene. In many cases this type of care could keep a serious injury from becoming a fatality. SDOHS then contracted with Accident Scene Management to provide the 8-hour course in two locations: April 15th (Saturday) in Rapid City (accessibility for the western part of the state) and May 13th (Saturday) in Sioux Falls (accessibility for the eastern part of the state). Holding the workshops on Saturday allowed for those that work full time to still attend the course. Attendees, who were members of the motorcycle community, advised post-crash care is an important facet of the motorcycle community as they often ride together in a group and if there is a crash, other riders are the first to see the crash occur. Learning how to handle a motorcycle crash scene or any crash scene can be a matter of life or death. This feedback demonstrates the importance of post-crash care courses and SDOHS will continue to dedicate funding to future programming. Course attendees were asked to complete a course evaluation and to provide feedback. The attendees were asked if they strongly agreed, agreed, disagreed, or strongly disagreed with the following statements:

- Identify ways to prevent further injury at a crash scene.
    - 93% strongly agreed and 7% agreed

- Describe ways to assess an injured person in order to gather information for the EMS.
    - 93% strongly agreed and 7% agreed

- Discuss how to effectively contact the EMS and give good information to 911 dispatcher and EMS when they arrive
    - 95.3% strongly agreed and 4.7% agreed

Ongoing Engagement Planning

In line with SDOHS's goals to increase the quantity, quality and diversity of public engagements, several plans have been discussed to expand on current engagement efforts. First, SDOHS hopes to increase the quality of bottom-up feedback received from community partners by adding listening sessions and focus groups to the South Dakota Tribal Transportation Safety Summit in October 2023 and informational grant training workshops in March of 2024.

According to FARS data, over the last five-year period (2016-2020), nearly 22% of American Indians were fatally injured in crashes. Information collected through the engagement process will be document and review to inform strategies and countermeasures, program, project development to reach affected populations.

Persons Killed in Fatal Crashes						
Race (Using OMB Guidelines)	Crash Year					
	2016	**2017**	**2018**	**2019**	**2020**	**Total**
White	90	91	92	83	108	464
Black	0	3	4	1	1	9
American Indian	25	35	31	16	27	134
Asian	1	0	2	0	0	3
Mixed Race	0	0	1	1	3	5
All Other Races	0	0	0	1	2	3
Total	116	129	130	102	141	618

SDOHS will also plan to collaborate with the South Dakota Department of Transportation (SDDOT) during Strategic Highway Safety Plan Stakeholder listening sessions. Both of these efforts will allow SDOHS to collect information from those on the ground about where citizens and the traveling public are seeing the most significant highway safety and driver behavior risks as well as programs that might be developed to improve outcomes. Participants in these sessions

will be able to learn from others as well. SDOHS will also continue to provide a virtual option for the informational workshops and for as many of our educational opportunities as possible to increase the accessibility of our outreach options.

Second, SDOHS is currently using available Social Vulnerability Index data to better analyze the relationships between neighborhood demographic characteristics and highway safety outcomes. This analysis will allow SDOHS to better target public engagement efforts to address the specific risks faced by communities and to target resources that face the highest relative risk. While the results are still very preliminary, SDOHS has been able to identify the five census tracts with higher relative risk for alcohol related crashes and the five tracks with the highest risk for pedestrian crashes. There will also be an evaluation as to how census tract characteristics relate to risks for specific types of crashes. For example, it was found that in South Dakota census tracts with a one standard deviation increase in the percent of persons below poverty are statistically more likely to have individuals injured in a pedestrian/pedalcyclist crash and the five census tracks most likely to experience pedestrian injuries and fatalities are all in Minnehaha County. These are communities where we can identify partners to help increase pedestrian safety. Once SDOHS has confidently identified the most meaningful patterns, there will be communication with community partners in those areas to plan future engagement activities. As future outreach opportunities are developed, SDOHS will also keep an eye toward increasing accessibility by offering opportunities for participation at different times of day and during different days of the week and offering information in different languages when appropriate for the affected communities.

Third, through the use of surveys and informal interviews, SDOHS is working to improve the assessment of our engagement activities across the board. Rather than just measuring engagement with social media posts, a direct survey with the public about their awareness of traffic safety issues and safety campaigns is currently taking place. In May 2023, a new brief public survey was initiated to ask respondents to identify the most concerning safety problems on South Dakota roadways, the most important factors related to traffic injuries and fatalities and the most impactful strategies for improving highway safety. This survey runs through September 30, 2023, and will provide a clearer picture of resident perspectives on these issues. As a part of this survey, we also gave respondents the option to provide their contact details so that we may engage them further in the future. These surveys can be completed by anyone through a cell phone with a convenient QR code.

Performance Plan

	PERFORMANCE PLAN FY24-26 Triennial Highway Safety Plan		Base Years (Historical Data)				
	Performance Measure		**2017**	**2018**	**2019**	**2020**	**2021**
C-1	**Traffic Fatalities**	FARS Annual	129	130	102	141	148
	Reduce total fatalities by 5.4% to 123 from a current safety level of 130 by December 31, 2026.	Rolling Average[3]	130.0	129.0	122.2	123.6	130.0
C-2	**Serious Injuries in Traffic Crashes**	State	649	569	520	548	620
	Reduce serious traffic injuries by 7.1% to 540.0 from a current safety level of 581.2 by December 31, 2026.	Rolling Average	742.8	690.2	646.6	595.6	581.2
C-3	**Fatalities/100M VMT**	FARS Annual	1.34	1.34	1.03	1.45	1.48
	Reduce fatality rate by 12.0% to 1.17 from a current safety level of 1.33 by December 31, 2026.	Rolling Average	1.39	1.36	1.27	1.28	1.33
C-4	**Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions**	FARS Annual	64	59	38	57	65

[3] All rolling averages are the five-year rolling average ending in the that year.

	PERFORMANCE PLAN FY24-26 Triennial Highway Safety Plan		Base Years (Historical Data)				
	Performance Measure		**2017**	**2018**	**2019**	**2020**	**2021**
	Reduce unrestrained passenger vehicle occupant fatalities, all seat positions by 4.9% to 53.8 from a current safety level of 56.6 by December 31, 2026.	Rolling Average	62.4	62.0	55.8	55.2	56.6
C-5	**Alcohol-Impaired Driving Fatalities – BAC of .08 and above**	FARS Annual	36	46	28	50	52
	Reduce alcohol-impaired driving fatalities by 8.0% to 39.0 from a current safety level of 42.4 by December 31, 2026.	Rolling Average	42.2	43.2	40.0	41.2	42.4
C-6	**Speeding-Related Fatalities**	FARS Annual	31	52	24	42	35
	Reduce speeding-related fatalities by 13.0% to 32.0 from a current safety level of 36.8 by December 31, 2026.	Rolling Average	33.4	36.2	35.0	37.2	36.8
C-7	**Motorcyclist Fatalities**	FARS Annual	16	16	14	27	22
	Reduce motorcyclist fatalities by 3.2% to 18.4 from a current safety level of 19.0 by December 31, 2026.	Rolling Average	21.6	20.4	19.8	19.0	19.0
C-8	**Unhelmeted Motorcyclist Fatalities**	FARS Annual	10	11	6	20	17
	Reduce unhelmeted motorcyclist fatalities by 3.9% to 12.3 from a current safety level of 12.8 by December 31, 2026.	Rolling Average	14.6	13.8	12.8	12.4	12.8
C-9	**Drivers Age 20 or Younger involved in Fatal Crashes**	FARS Annual	10	17	15	20	18
	Reduce drivers age 20 and younger involved in fatal crashes by 2.5% to 15.6 from a current safety level of 16.0 by December 31, 2026.	Rolling Average	16.6	16.8	15.2	16.4	16.0
C-10	**Pedestrian Fatalities**	FARS Annual	10	10	7	14	14

	PERFORMANCE PLAN FY24-26 Triennial Highway Safety Plan		Base Years (Historical Data)				
	Performance Measure		**2017**	**2018**	**2019**	**2020**	**2021**
	Reduce pedestrian fatalities by 18.2% to 9 from a current safety level of 11 by December 31, 2026.	Rolling Average	8.0	8.2	7.8	9.4	11
C-11	**Bicyclist Fatalities**	FARS Annual	0	0	1	0	0
	Maintain bicyclist fatalities at less than 1 by December 31, 2026.	Rolling Average	0.6	0.6	0.4	0.2	0.2
B-1	**Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)**	State Annual	74.80	78.90	75.20	68.20	86.9
	Increase observed seat belt use for passenger vehicles to 89% from a current safety level of 86.9% by December 31, 2026.						
P-1	**Distracted Driving Fatalities**	FARS Annual	7	6	3	6	4
	Reduce distracted driving fatalities by 3.8% to 5.0 from a current safety level of 5.2 by December 31, 2026.	Rolling Average					5.2
P-2	**Number of Law Enforcement Agencies Submitting Crash Reports Electronically**	State Annual				119	121
	Increase the number of law enforcement agencies submitting crash reports electronically to 124 by December 31, 2026.						

Performance Measure: C-1) Number of traffic fatalities (FARS)

Performance Target Justification:

2024-2026 Performance Goal

- Reduce total fatalities by 5.4% to 123 from a current safety level of 130 by December 31, 2026. To meet this target, South Dakota will need to reduce annual fatalities from 148 in 2021 to 120 in 2024, 115 in 2025, and 110 in 2026.

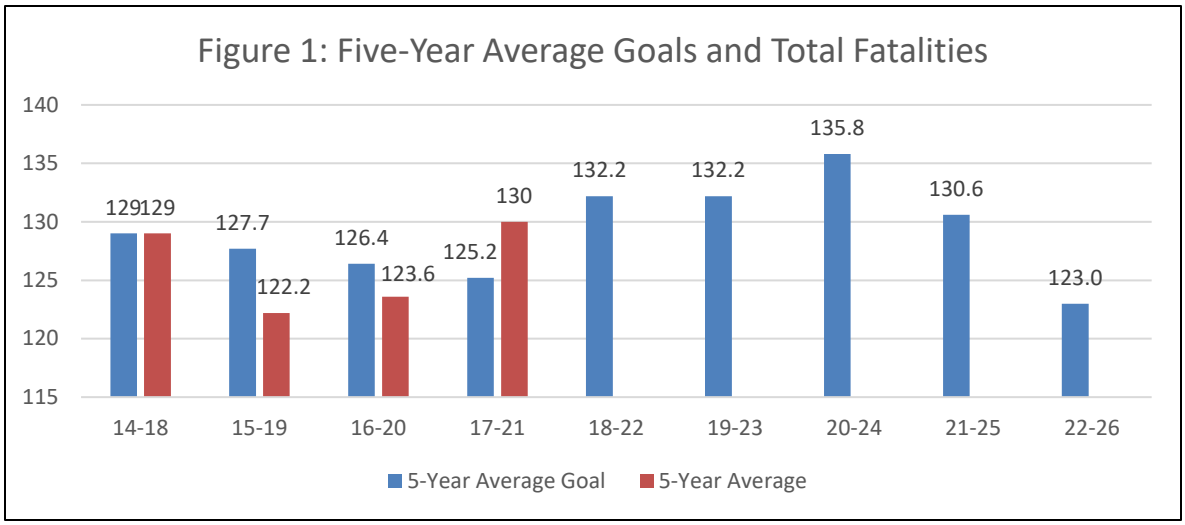
State Goal Calculations

South Dakota's goals for fatalities are based on five-year averages. The goal for each performance year was informed by historical data in order to meet goals related to longer-term trends. As can be seen in Table 8, South Dakota had achieved an impressive reduction in total fatalities from 186

fatalities in 2005 to 102 fatalities in 2019. However, as is the case with much of the nation, there has been an uptick in fatalities since 2020.

Table 8: South Dakota Highway Fatalities: 2005-2021		
	Fatalities	% Change
2005	186	-
2006	191	2.7%
2007	146	-23.6%
2008	121	-17.1%
2009	131	8.3%
2010	140	6.9%
2011	111	-20.7%
2012	133	19.8%
2013	135	2.0%
2014	136	0.7%
2015	134	-2.3%
2016	116	-14.7%
2017	129	11.2%
2018	130	0.8%
2019	102	-21.5%
2020	141	38.2%
2021	148	5.0%

Figure 1 displays the five-year average goals from 2014 to 2026. The initial increases in the five-year average goals reflect the impact the higher values in 2020 and 2021 will have on the five-year average for the coming years even as annual fatalities decrease. SDOHS feels this goal is achievable because of the ability to reduce fatalities by 16% over the prior 10-year period. Although achievable, it is recognized to be ambitious given the more recent decrease in the slope of the negative trend and the higher-than-expected fatalities in 2020 and 2021. In order to meet



our goal for FY2024-2026, SDOHS would need to decrease the five-year average for fatalities to 123 or less by December 31, 2026.

Performance Measure: C-2) Number of serious injuries in traffic crashes (State crash data files)

Performance Target Justification:

2024-2026 Performance Goal

- Reduce serious traffic injuries by 7.1% to 540.0 from a current safety level of 581.2 by December 31, 2026. To meet this target, SDOHS will need to reduce annual serious injuries from 620 in 2021 to 540 in 2024, 515 in 2025, and 505 in 2026.

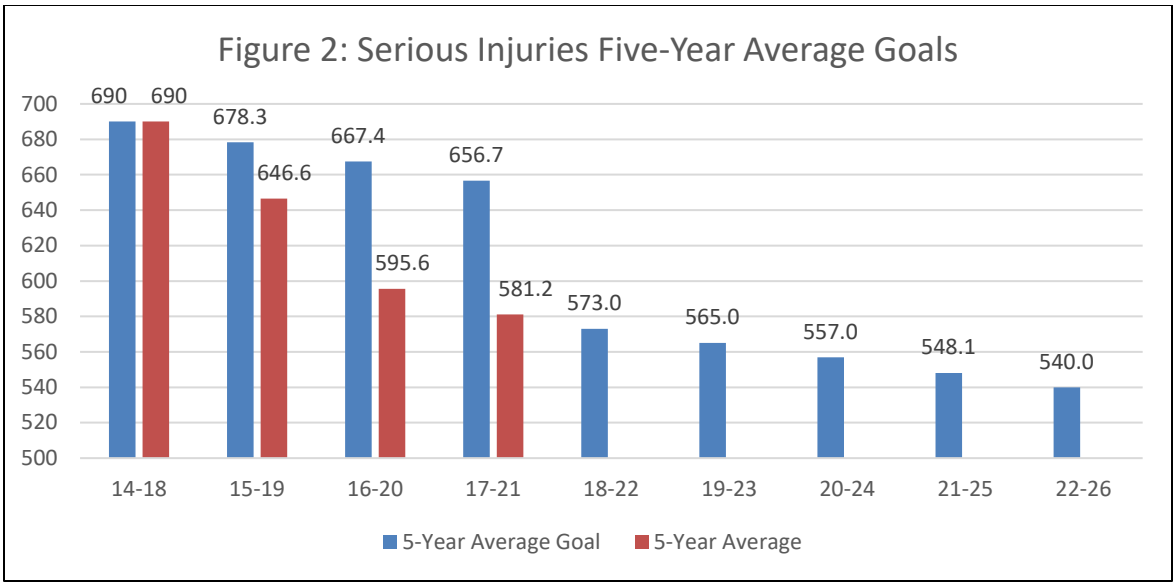
State Goal Calculations

As can be seen in Table 9 South Dakota has seen a marked decrease in the number of serious injuries, from 832 in 2013 to 620 in 2021. As was the case with fatalities, there was an increase in 2020 and 2021.

Table 9. Annual Traffic Crash Totals, Non-Fatal Injuries: 2012-2021

	Total Injuries	% Change	Serious Injuries	% Change
2012	5,431	-0.89%	810	6.60%
2013	5,597	3.06%	832	2.70%
2014	5,089	-9.08%	738	-11.30%
2015	5,525	8.60%	803	8.80%
2016	5,166	-6.90%	692	-16.00%
2017	5,448	+5.5%	649	-6.2%
2018	5,008	-8.1%	569	-12.3%
2019	4,974	-0.68%	520	-8.6%
2020	4,601	-7.50%	548	+5.4%
2021	4,962	+7.85%	620	+13.1%

Figure 2 displays the five-year averages for serious injuries as well as the five-year goals. SDOHS feels this goal is achievable because we were able to reduce fatalities by 23.5% over the prior 10-year period. Although achievable, it is recognized to be ambitious given the more recent decrease in the slope of the negative trend and the higher-than-expected fatalities in 2020 and 2021. In order to meet our goal for 2024-2026, South Dakota would need to decrease the five-year average for serious injuries to 540 or less by December 31, 2026.



Performance Measure: C-3) Fatalities/VMT (FARS, FHWA)

Performance Target Justification:

2024-2026 Performance Goals

- Reduce fatality rate by 12.0% to 1.17 from a current safety level of 1.33 by December 31, 2026. To achieve the five-year average VMT of 1.17, it would be 1.16 in 2024, 1.10 in 2025, and 1.04 in 2026. These correspond to estimated VMTs of 10,324,911,833, 10,428,160,951, and 10,532,442,560.

State Goal Calculations

The goals for fatalities per VMT are calculated directly from the state goals for fatalities, expected projections in state Vehicle Miles Traveled, and average proportion of fatalities in Urban versus Rural areas. Since 2009, the total VMT has increased at an average rate of 1.01%. Using this rate to project from 2021, the estimated VMT for calendar year 2026 is 10,532,442,560. If the goal for the five-year average of fatalities of 123 or less is reached, the fatalities per VMT will be 1.17 or lower for 2022-2026.

Performance Measure: C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)

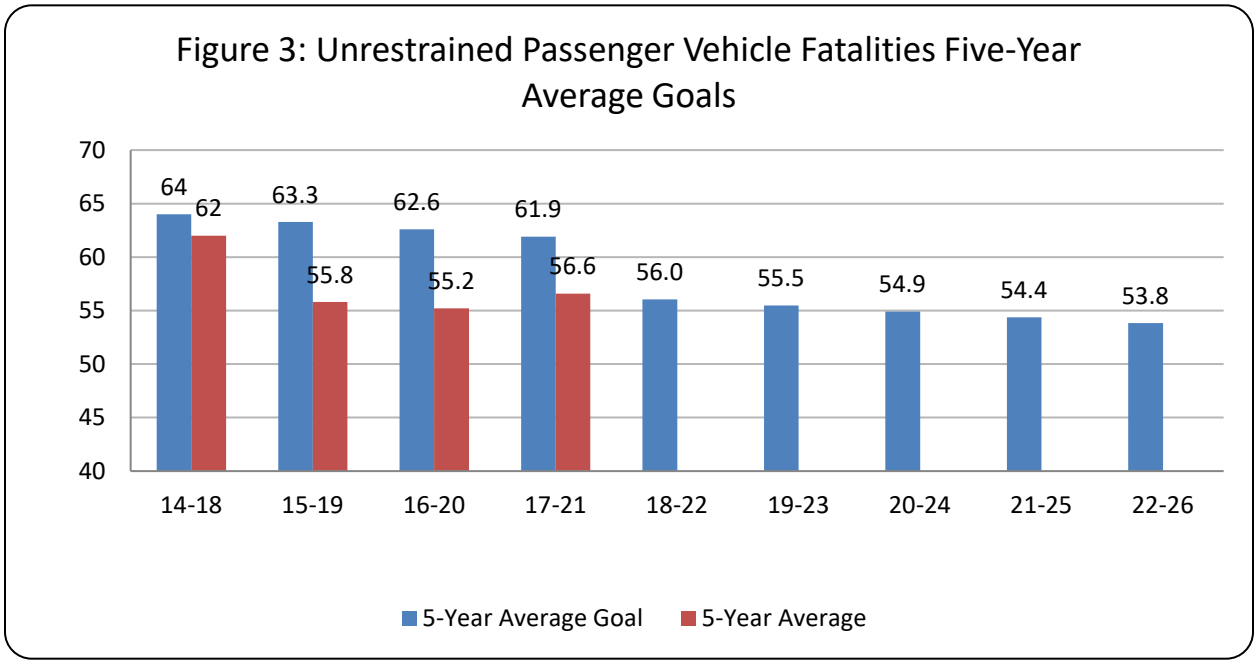
Performance Target Justification:

2024-2026 Performance Goal

- Reduce unrestrained passenger vehicle occupant fatalities, all seat positions by 4.9% to 53.8 from a current safety level of 56.6 by December 31, 2026. To meet this target, SDOHS will need to reduce annual unrestrained passenger vehicle occupant fatalities from 65 in 2021 to 54 in 2024, 50 in 2025, and 46 in 2026.

State Goal Calculations

Figure 3 displays the five-year averages as well as goals for unrestrained passenger vehicle fatalities. If these goals are met, the five-year average for unrestrained passenger vehicle fatalities would decrease 13.2% in this timeframe. SDOHS feels this goal is achievable because we were able to reduce fatalities by 25.6% over the previous 10-year period. It is ambitious given the more recent flattening of the trend line. In order to meet our goal for 2014-2026, South Dakota would need to reduce the five-year average for unrestrained passenger vehicle occupant fatalities to 53.8 or less.



Performance Measure: C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)

Performance Target Justification:

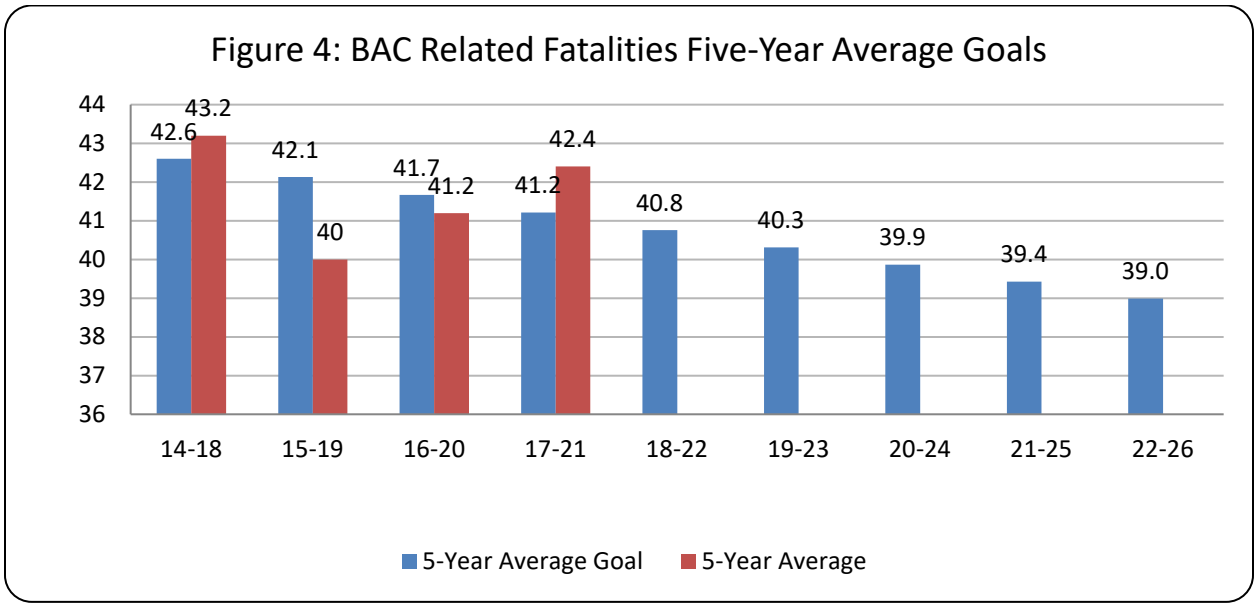
2024-2026 Performance Goal

- Reduce alcohol-impaired driving fatalities by 8.0% to 39.0 from a current safety level of 42.4 by December 31, 2026. To meet this target, SDOHS will need to reduce annual alcohol-impaired driving fatalities from 52 in 2021 to 39 in 2024, 35 in 2025, and 31 in 2026.

State Goal Calculations

In 2019, South Dakota had 28 alcohol-impaired driving fatalities, less than half of the 58 fatalities that occurred in 2005. However, like other measures, there was a sizable increase during 2020 and 2021. Figure 4 displays the five-year average goals for BAC related fatalities as well as current figures. If met, the five-year average for BAC related fatalities would decrease 9.3% over this time frame. This goal is achievable given our recent progress in reducing these outcomes and ambitious

given the effect the recent upticks will continue to have on our five-year averages. In order to meet our goal for 2024-2026, SDOHS would need to decrease the five-year average for BAC related fatalities to 39.0 or less.



Performance Measure: C-6) Number of speeding-related fatalities (FARS)

Performance Target Justification:

2024-2026 Performance Goal

- Reduce speeding-related fatalities by 13.0% to 32.0 from a current safety level of 36.8 by December 31, 2026. To meet this target, SDOHS will need to reduce annual speeding-related fatalities from 35 in 2021 to 32 in 2024, 31 in 2025, and 30 in 2026.

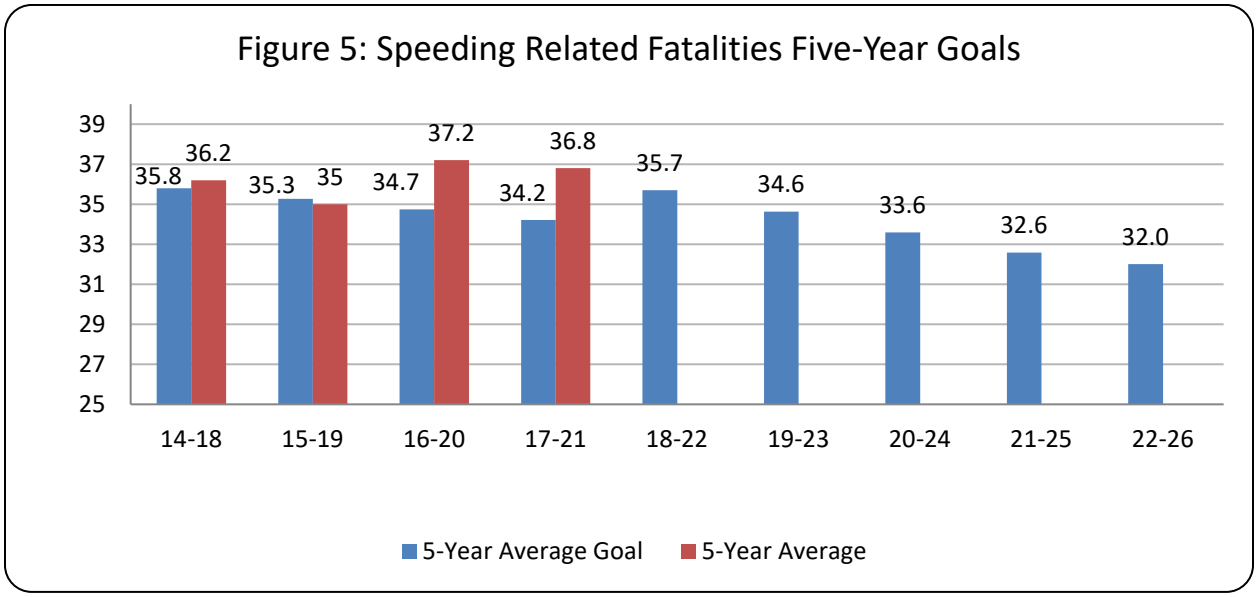
State Goal Calculations

As can be seen in Table 10, speeding related fatalities have fluctuated from year to year. In 2014 and 2019 there were relatively low figures for speeding related fatalities. However, as was the case for other measures, there was an increase in 2020, though it decreased again a bit in 2021. This lack of a clear directional trend makes it more difficult to determine reasonable goals.

Table 10. Speeding-Related Fatalities: 2012-2021	
2012	39
2013	38
2014	30
2015	31
2016	37
2017	31

2018	52
2019	24
2020	42
2021	35

Figure 5 displays the five-year goals for the number of speeding-related fatalities from 2014 to 2026 as well as current five-year averages. The recent increase in speeding-related fatalities caused an adjustment to the goals accordingly. If met, the five-year average for speeding-related fatalities would decrease 4.1% over this time frame. This goal is achievable given previous decreases that has been able to occur and ambitious given the higher-than-expected fatalities in 2020 and 2021. In order to meet our goal for 2014-2026, SDOHS would need to decrease the five-year average for speeding related fatalities to 32.0 or less.



Performance Measure: C-7) Number of motorcyclist fatalities (FARS)

Performance Target Justification:

2024-2026 Performance Goal

- Reduce motorcyclist fatalities by 3.2% to 18.4 from a current safety level of 19.0 by December 31, 2026. To meet this target, SDOHS will need to reduce annual motorcyclist fatalities from 22 in 2021 to 18 in 2024, 17 in 2025, and 16 in 2026.

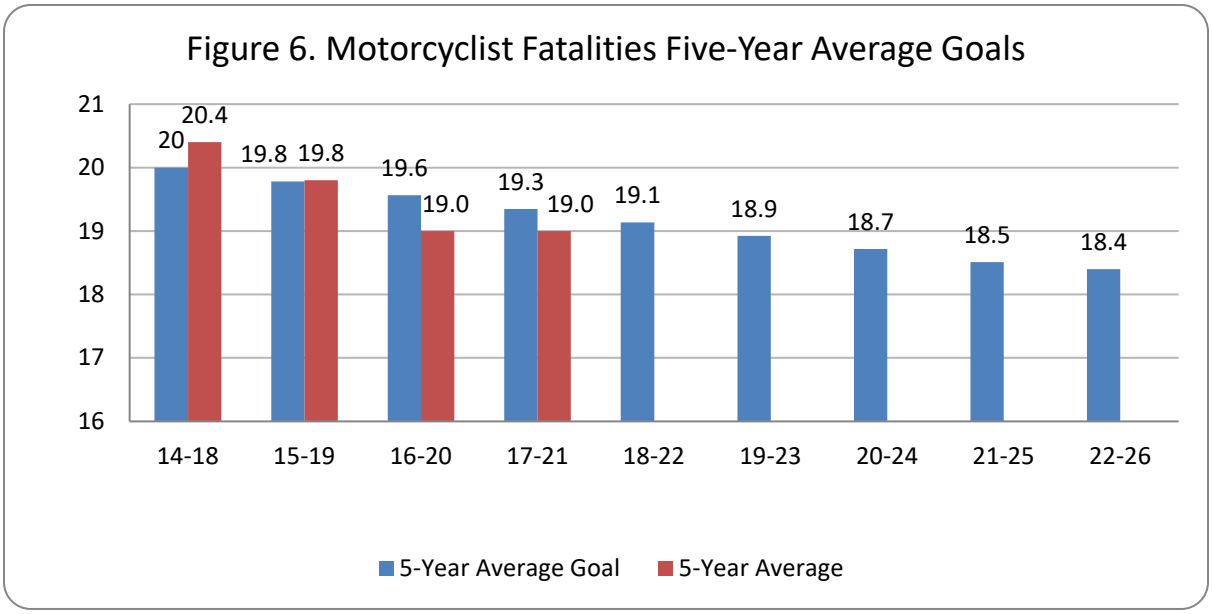
State Goal Calculations

As can be seen in Table 11, motorcycle fatalities figures had been under 20 per year from 2017-2019. However, in 2020 they increased as did most of the other fatality measures.

Table 11. Motorcycle Fatalities: 2012-2021	
2012	25
2013	22
2014	17

2015	31
2016	22
2017	16
2018	16
2019	14
2020	27
2021	22

Figure 6 displays the five-year goals for the number of motorcyclist fatalities from 2014 to 2026 as well as current five-year averages. If met, the five-year average for motorcyclist fatalities would decrease 9.8% over this time frame. This goal is achievable given the lower values for motorcyclist fatalities that occurred from 2017-2019 and ambitious given the increase we saw in 2020. In order to meet the goal for 2024-2026, SDOHS would need to decrease the five-year average for motorcyclist fatalities to 18.4 or less.



Performance Measure: C-8) Number of unhelmeted motorcyclist fatalities (FARS)

Performance Target Justification:

2024-2026 Performance Goal

- Reduce unhelmeted motorcyclist fatalities by 3.9% to 12.3 from a current safety level of 12.8 by December 31, 2026. To meet this target, SDOHS will need to reduce annual unhelmeted motorcyclist fatalities from 17 in 2021 to 12 in 2024, 11 in 2025, and 11 in 2026.

State Goal Calculations

For the purposes of establishing a goal, unhelmeted motorcyclist fatalities must be considered as a subset of motorcyclist fatalities. For the last five years, unhelmeted motorcyclists incur 67% of

motorcyclist fatalities in South Dakota. Since the five-year average goal for overall motorcyclist fatalities for the 2024-2026 time period is 18.4 or less, the corresponding figure for unhelmeted motorcyclist fatalities will be 12.3 or less.

Performance Measure: C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)

Performance Target Justification:

2024-2026 Performance Goal

- Reduce drivers age 20 and younger involved in fatal crashes by 2.5% to 15.6 from a current safety level of 16.0 by December 31, 2026. To meet this target, SDOHS will need to reduce the annual number of drivers age 20 and younger involved in fatal crashes from 18 in 2021 to 16 in 2024, 15 in 2025, and 14 in 2026.

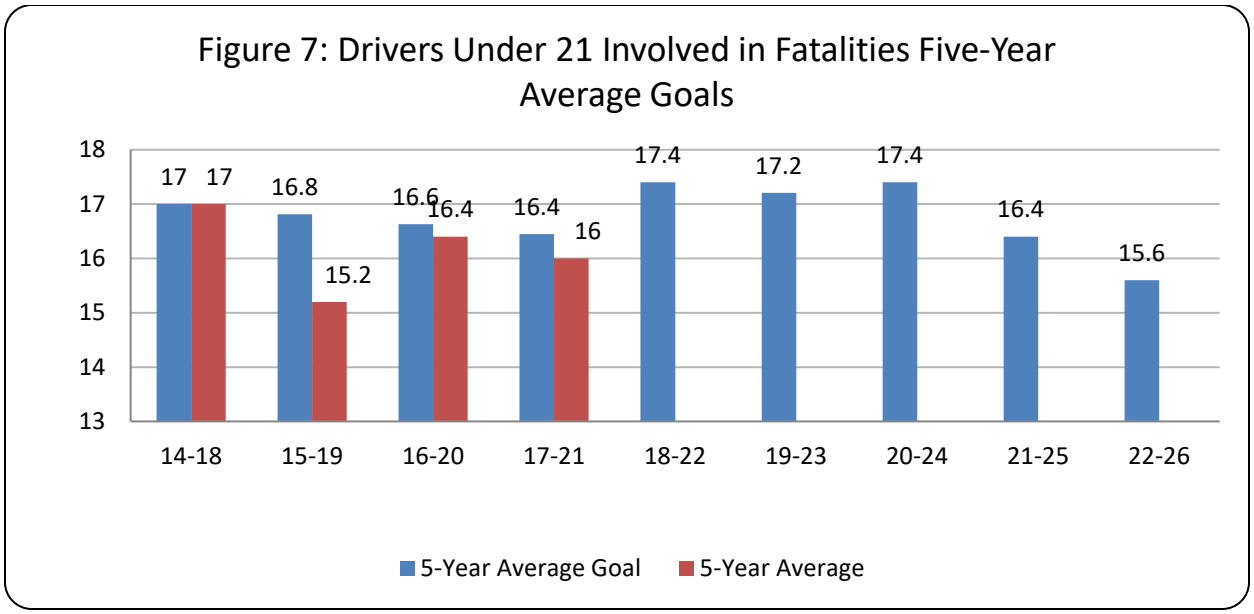
State Goal Calculations

As can be seen in Table 12, the annual number of drivers under 21 involved in fatal crashes fluctuates around 20 drivers per year. In 2017, there was a low of 10 drivers and in 2014 South Dakota saw as many as 23.

Table 12: Drivers Under 21 Involved in Fatal Crashes: 2012-2021

	Drivers Under 21	Annual % Change
2012	19	18.8%
2013	16	-15.8%
2014	23	43.8%
2015	14	-39.1%
2016	20	42.9%
2017	10	-50.0%
2018	17	+70.0%
2019	15	-11.7%
2020	20	+33.3%
2021	18	-10.0%

Figure 7 displays the five-year goals for the number of drivers age 20 or younger involved in fatal crashes from 2014 to 2026 as well as current five-year averages. The goals through 2024 allow for an expected increase in the five-year average due to higher values in 2020 and 2021. If met, the five-year average for drivers under 21 involved in fatalities would decrease 8.2% over this period. This goal is both achievable and ambitious given previous successes and current values. In order to meet the goal for 2024-2026, SDOHS would need to decrease the five-year average for the number of drivers 20 or younger involved in fatal crashes to 15.6 or less by December 31, 2026.



Performance Measure: C-10) Number of pedestrian fatalities (FARS)

Performance Target Justification:

2023 Performance Goal

- Reduce pedestrian fatalities by 18.2% to 9 from a current safety level of 11 by December 31, 2026. To meet this target, SDOHS will need to reduce the annual number of pedestrian fatalities from 14 in 2021 to 9 in 2024, 8 in 2025, and 7 in 2026.

State Goal Calculations

The number of pedestrian fatalities in South Dakota is so small that analysis of statistical differences or the creation of projections is inappropriate. However, as can be seen in Table 15, there is a recent notable increase in the number of pedestrian fatalities. The goal is to return to previous low values for this figure. In order to meet the goal for 2024-2026, SDOHS would need to decrease the five-year average for the number of pedestrian fatalities to 9 or less by December 31, 2026.

Performance Measure: C-11) Number of bicyclists fatalities (FARS)

Performance Target Justification:

2024-2026 Performance Goal:

- Maintain bicyclist fatalities at less than 1 by December 31, 2026. To meet this goal the number of bicyclist fatalities would remain at 1 or fewer for 2024, 2025, and 2026.

State Goal Calculations

The number of bicyclist fatalities in South Dakota is so small that analysis of statistical differences or the creation of projections is inappropriate. While South Dakota will continue to strive to reduce the likelihood of bicyclist fatalities, given the vastness of our state and large VMT, permanently

sustaining zero bicyclist fatalities for every year would be an unrealistic goal. As such, the goal for the 2022-2026 five-year average is simply to maintain the already miniscule 1 fatality or less per year.

Performance Measure: B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)

Performance Target Justification:

2024-2026 Performance Goal

- Increase observed seat belt use for passenger vehicles, front seat outboard occupants to 89.0% from a current safety level of 86.9% by December 31, 2026. To meet this target, SDOHS will need to increase the annual seat belt use rate from 86.9% in 2021 to 88.1% in 2024, 88.7% in 2025, and 89.0% in 2026.

State Goal Calculations

The current goal for 2026 is based on the sizable increase we saw in seatbelt usage over the past year as well as the longer-term trends in seatbelt usage. SDOHS hopes to increase the observed statewide seat belt use of front seat outboard occupants in passenger vehicles to 89.0% or above through by December 31, 2026. This as both an aggressive and achievable goal given our previous average seatbelt use.

Performance Measure: P-1) Distracted Driving Fatalities (FARS)

Performance Target Justification:

2024-2026 Performance Goal

- Reduce distracted driving fatalities by 3.8% to 5.0 from a current safety level of 5.2 by December 31, 2026. To reach this goal the number of fatalities attributed to distracted driving would need to be five or fewer for 2024, 2025, and 2026.

State Goal Calculations

The number of fatalities resulting from distracted driving is a relatively new outcome measure for us. Based on the available FARS data, the current five-year average for distracted driving fatalities is 5.2. The last five years of data, included in Table 13, reveal that the number of fatalities attributed to distracted driving is relatively low in South Dakota.

Table 13: Distracted Driving Fatalities: 2017-2021

	Distracted Driving Fatalities	Annual % Change
2017	7	
2018	6	-14.3%
2019	3	-50.0%
2020	6	+100.0%
2021	4	-33.3%

The goal is to decrease this average by 3.8% to 5.0 by December 31, 2026. Given there is only

five years of data for this measure, we have chosen a modest performance goal. As more data is aggregated, SDOHS will develop more systematic goals for this measure.

Performance Measure: P-2) Law Enforcement Agencies Submitting Crash Reports Electronically

Performance Target Justification:

2024-2026 Performance Goal

- Increase the number of law enforcement agencies submitting crash reports electronically to 124 by December 31, 2026.

Primary performance attribute: Timeliness

Core traffic records data system to be impacted: TraCS/LEOS

State Goal Calculations:

The traffic records performance measure is intended to measure success in the Traffic Records program area of accuracy, timeliness and completeness. The goal of the Traffic Records program area is to improve traffic records systems as measured by the attributes – accuracy, timeliness, completeness, uniformity, accessibility and integration of traffic records. There are currently 123 of our 132 law enforcement agencies that submit crash reports electronically. The goal is to increase the number of agencies submitting crash reports electronically to 124 by December 31, 2026.

Countermeasure Strategy for Programming Funds

In order to address the traffic safety challenges on South Dakota's roadways, the Highway Safety Office completes a robust problem identification process and hosts four in-person highway safety informational workshops throughout the state of South Dakota. Data analysis is completed to determine geographically where traffic fatalities are occurring and what contributing circumstances were involved. Outreach efforts to State and local traffic safety communities are utilized to target areas with persistent traffic safety issues. State and local traffic safety communities statewide are invited to attend annual workshops to discuss priority areas and the Highway Safety grant process. Representatives from those non-profit entities that had potential interest in advancing traffic safety attended the workshops. Solicitation of applications and projects is completed through a statewide grant application period, to identify projects that are data driven, evidence based and employ countermeasure strategies. Applications are reviewed by Highway Safety Office staff. Applications are evaluated on their ability to impact statewide and local problem areas, as identified in the Description of Highway Safety Problems section, and also supported by local data; and their ability to impact performance measures and performance targets.

Program areas

Program Area: Distracted Driving

Description of Highway Safety Problems

According to available FARS data for 2021, South Dakota had 4 fatal crashes and 4 fatalities that were recorded as the result of a distracted driver. This is a 33.3% decrease from the 6 crashes we had in 2020. The 2022 Distracted Driving in South Dakota Handheld Cell Phone Use report found 329 of 17,081 drivers were distracted by cell phones, for a total of 1.9%. Individually, 194 drivers were observed talking on the phone for a rate of 1.1%. Texting was observed less frequently, with 135 drivers equaling 1.1%.

Countermeasure Strategies

- Media (Paid and Earned)-DD

Countermeasure Strategy: Reduce distracted driving through Media (Paid and Earned)

Problem and Link between Problem and Strategy

Public outreach through educational media campaigns have always been an accepted component of Highway Safety plans nationwide. Because of the expansive area of the state, public media campaigns are often the most effective method to reach drivers and other roadway users.

Performance Target and Link between Strategy and Target

C-1: Reduce totals fatalities by 5.4% from 130 to 123 by 2026.

P-1: Distracted Driving Fatalities: Reduce distracted driving fatalities by 3.8% from 5.2 to 5.0 by 2026.

The accepted countermeasure strategy provides direct linkage with all roadway users in the state. The data provides the office with direction on messaging, demographics, and targeted individuals and communities.

List of Countermeasures and Justification

This is a widely accepted countermeasure strategy, and SDOHS agrees with NHTSA on its effectiveness. NHTSA's published research on distracted driving has demonstrated the criticality of this program area.

Considerations to Determine Projects

The consideration used to fund the strategy is based upon the 2022 Distracted Driving in South Dakota Handheld Cell Phone Use report.

Planned activities in countermeasure strategy

- Media Non-Alcohol

Planned Activity: Media Non-Alcohol

Planned Activity Description

To educate the public on various Highway Safety issues, the Office of Highway Safety will contract with a professional advertising firm to develop and place pertinent educational messages.

The media contractor 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.

Intended Subrecipients

Lawrence & Schiller
Non-Alcohol Media

Funding

Use of federal funds for this planned activity are listed on page 50.

Program Area: Impaired Driving (Drug and Alcohol)

Description of Highway Safety Problems

The number of fatalities arising from crashes involving at least one driver or motorcycle operator with a BAC of .08 or above increased 4.0% from 50 in 2020 to 52 in 2021. In 2021, 65% of fatalities (34) involving at least one driver or motorcycle operator with a BAC of .08 or above were sustained by intoxicated drivers themselves. In South Dakota, it is considered a criminal offense for any driver to operate a motor vehicle while maintaining a blood alcohol content (BAC) level of .08 or higher. (Drivers with a BAC level of .08 or higher will occasionally be referred to in this report as "intoxicated drivers."). Of the 148 fatalities were reported in 2021, 52 of which involved at least one driver with a BAC reading of .08 or above. In other words, 35.1% of all crashes involved at least one driver with a BAC of .08 or higher.

Countermeasure Strategies

- Community Training, Enforcement and Communication-IMP
- High Visibility Enforcement-IMP
- Highway Safety Office Program Management-IMP
- Judicial Related Education or Activity-IMP
- Media (Paid and Earned)-IMP

Countermeasure Strategy: Reduce impaired driving through Community Training, Enforcement and Communication

Problem and Link between Problem and Strategy

In 2021, 6.0% of all crashes involved at least one driver with a BAC of .08 or higher. In 2021, there were 4,859 crashes that involved at least one driver under the age of 21, 18 of which were fatal. 21 fatalities resulted from these crashes, a slight increase (5.0%) from the 20 fatalities sustained in 2020. Community training, enforcement and communication have proven to be an effective combination to decrease impaired driving.

Performance Target and Link between Strategy and Target

C-5: Reduce alcohol impaired driving fatalities by 8.0% from 42.4 to 39.0 by 2026.

C-9: Reduce drivers age 20 or younger involved in fatal crashes by 2.5% from 16.0 to 15.6 by 2026.

Community training, enforcement and communication are necessary to achieve significant and lasting increases in the reduction of impaired driving. These programs keep drinking drivers off of South Dakota roadways, create continuing education, and generate community outreach activities to prevent problem drivers from getting behind the wheel. Impaired driving related fatalities represent a significant portion of South Dakota's total traffic fatalities. These are well-accepted alternatives and previously approved activities to remove problem drivers from the roadways.

List of Countermeasures and Justification

Chapter 1 – 5.5.4 Alternative Transportation (CTW 3 ★)

Chapter 1 – 6.6.3 Alcohol Vendor Compliance Checks (CTW 3 ★)

Chapter 1 – 7.7.1 Enforcement of Drug-Impaired Driving (CTW 3 ★)

Considerations to Determine Projects

The consideration used to fund the strategy is based upon traffic safety data, impacted locations, solicitation of proposals and grant applications. Future Public Participation & Engagement (PP&E) activities will assist with determining appropriate project locations and potential local partners. Based on Uniform Guideline No. 8 for Impaired Driving, Prevention, states that highway safety program should include an impaired driving component that addresses highway safety activities related to impaired driving, including community-based programs.

Planned activities in countermeasure strategy

- Alternative Transportation
- Prevention and Interdiction
- Law Enforcement Training

Planned Activity: Alternative Transportation

Planned Activity Description

Provide support to remove drinking drivers from the roads by offering alternative transportation for a safe ride home. Provide ongoing awareness and education about binge drinking, drinking and driving, as well as other alcohol-related items. Universities will collaborate with on and off campus entities to provide awareness materials throughout the year.

Intended Subrecipients

South Dakota School of Mines and Technology
South Dakota State University
University of South Dakota: Student Counseling Center

Funding

Funding Source	Estimated 3-Year Funding
405d Impaired Driving Mid	$600,000.00

Planned Activity: Prevention and Interdiction

Planned Activity Description

Planned activities include providing education on dangers of alcohol and teach skill set on decision making as they relate to impairment. Statewide messaging that focuses on the reduction of impaired drivers. Awareness materials, safety supplies/resources, and media outreach will be created and disseminated to community, school, and law enforcement stakeholders. Perform alcohol compliance check at the retail level.

Intended Subrecipients

Mitchell Police Department (South Central Alcohol Task Force)
South Dakota EMS for Children

Funding

Funding Source	Estimated 3-Year Funding
164 Alcohol	$21,000.00
405d Impaired Driving Mid	$429,000.00

Planned Activity: Law Enforcement Training

Planned Activity Description

Law enforcement training will be provided to all interested law enforcement agencies across the state in Advanced Roadside Impaired Driving Enforcement (ARIDE) and Drug Recognition Expert (DRE) training.

Intended Subrecipients

South Dakota Highway Patrol

Funding

Funding Source	Estimated 3-Year Funding
405d Impaired Driving Mid	$660,000.00

Countermeasure Strategy: Reduce impaired driving through High Visibility Enforcement

Problem and Link between Problem and Strategy

In 2021, 6.0% of all crashes involved at least one driver with a BAC of .08 or higher. In 2021, there were 4,859 crashes that involved at least one driver under the age of 21, 18 of which were fatal. 21 fatalities resulted from these crashes, a slight increase (5.0%) from the 20 fatalities sustained in 2020. High visibility enforcement has been proven to be effective to decrease impaired driving. Our countermeasure strategy will, to the extent possible, be driven by geographically based areas where enforcement activities should be targeted.

Performance Target and Link between Strategy and Target

C-5: Reduce alcohol impaired driving fatalities by 8.0% from 42.4 to 39.0 by 2026.

C-9: Reduce drivers age 20 or younger involved in fatal crashes by 2.5% from 16.0 to 15.6 by 2026.

High visibility enforcement and sobriety checkpoints are necessary to achieve significant and lasting increases in the reduction of impaired driving. Impaired driving related fatalities represent a significant portion of South Dakota's total traffic fatalities. Choosing a location that has a high-volume traffic area and is supported by crash data will assist in the detection and apprehension of the impaired driver. The purpose is for the motoring public to see law enforcement enforcing the traffic laws. This helps create general deterrence and voluntary compliance of laws.

List of Countermeasures and Justification

Chapter 1 – 2.2.1 Publicized Sobriety Checkpoints (CTW 5 ★)

Chapter 1 – 2.2.2 High-Visibility Saturation Patrols (CTW 4 ★)

Considerations to Determine Projects

The consideration used to fund the strategy is based upon traffic safety data, impacted locations, solicitation of proposals and grant applications. Based on Uniform Guideline No. 8 for Impaired Driving, Criminal Justice System-Enforcement, states that States should conduct frequent, highly visible, well publicized, and fully coordinated impaired driving (including zero tolerance) law enforcement efforts throughout the State, especially in locations where alcohol related fatalities most often occur.

Planned activities in countermeasure strategy

- Impaired Driving High Visibility Enforcement

Planned Activity: Impaired Driving High Visibility Enforcement

Planned Activity Description

Law enforcement agencies will increase impaired driving enforcement in order to reduce the number of fatal and serious injury traffic crashes, reduce crashes involving intoxicated drivers, and increase the number of DUI arrests. Funds used for this planned activity will include funding for overtime, travel, in-car cameras, and breath testing devices.

Intended Subrecipients

Intended subrecipients consist of law enforcement agencies specifically Highway Patrol, police departments, and sheriff's offices.

Funding

Funding Source	Estimated 3-Year Funding
405d Impaired Driving Mid	$1,275,000.00
164 Alcohol	$1,185,000.00

Countermeasure Strategy: Reduce impaired driving through Highway Safety Office Program Management-IMP

Problem and Link between Problem and Strategy

In 2021, 6.0% of all crashes involved at least one driver with a BAC of .08 or higher. In 2021, there were 4,859 crashes that involved at least one driver under the age of 21, 18 of which were fatal. 21 fatalities resulted from these crashes, a slight increase (5.0%) from the 20 fatalities sustained in 2020. The linkage is knowing where our traffic safety issues are in the state and how best to apply efforts from geographic partners for effective enforcement and community outreach.

Performance Target and Link between Strategy and Target

C-5: Reduce alcohol impaired driving fatalities by 8.0% from 42.4 to 39.0 by 2026.

C-9: Reduce drivers age 20 or younger involved in fatal crashes by 2.5% from 16.0 to 15.6 by 2026.

Highway Safety Office Program Management is necessary to provide technical resources to traffic safety partners that work to achieve significant and lasting increases in the reduction of impaired driving.

List of Countermeasures and Justification

The projects or activities funded in this area will provide the Office of Highway Safety with the most accurate data, data analysis, and community outreach activities possible. This also provides support for law enforcement agencies through our LEL program - and this creates a linkage of our knowledge to these partners.

Considerations to Determine Projects

The consideration used to fund the strategy is based on a long-term practice in previous highway safety efforts and generally accepted activities in past years. Based on Uniform Guideline No. 8 for Impaired Driving, Program Management and Strategic Planning, an effective impaired driving program should establish procedures to ensure that program activities are implemented as intended.

Planned activities in countermeasure strategy

- Personnel Support-IMP
- Administrative and Contractual-IMP
- Impaired Driving Technical Assistance (Regulatory Requirement)-IMP

Planned Activity: Personnel Support-IMP

Planned Activity Description

In South Dakota, many communities and safety advocates collaborate to promote safety and injury prevention. The Office of Highway Safety will provide technical assistance to highway safety initiatives statewide. Funds will support a Management Analyst and travel expenses to increase skills and knowledge necessary to support evidence-based programs.

A full-time Law Enforcement Liaison (LEL) will assist local law enforcement agencies in the Western, North Central, and Southeast parts of the state to improve local highway safety through enforcement and public education. The LEL will encourage agencies to actively enforce traffic laws identified with alcohol, speed, and occupant protection, participate in trainings, and be involved with national mobilizations including high visibility enforcement.

Intended Subrecipients

Law Enforcement Liaison (FT)
Community Outreach

Funding

Funding Source	Estimated 3-Year Funding
164 Alcohol	$228,960.00

Planned Activity: Administrative and Contractual-IMP

Planned Activity Description

Electronic grant management solutions offer options for the advertisement, submittal, and review of subrecipient 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. The USD Government Research Bureau will assist in drafting the triennial Highway Safety Plan and the Annual Grant Application.

Intended Subrecipients

Agate Software
University of South Dakota, Government Research Bureau

Funding

Funding Source	Estimated 3-Year Funding
164 Alcohol	$139,500.00

Planned Activity: Impaired Driving Technical Assistance (Regulatory Requirement)-IMP

Planned Activity Description

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.

Intended Subrecipients

Impaired Driving Technical Assistance (Mountain Plains Evaluation)

Funding

Funding Source	Estimated 3-Year Funding
405d Impaired Driving Mid	$94,500.00

Countermeasure Strategy: Reduce impaired driving through Judicial Related Education or Activity

Problem and Link between Problem and Strategy

In 2021, 6.0% of all crashes involved at least one driver with a BAC of .08 or higher. Judicial related education or activity have proven to be an effective combination to decrease impaired driving. Effective application of judicial-related options such as DUI First programs and training prosecutors on how to effectively prosecute impaired driving cases all have their place in reducing recidivism in South Dakota drivers. Reducing recidivism creates an inherently safer roadway system.

Performance Target and Link between Strategy and Target

C-5: Reduce alcohol impaired driving fatalities by 8.0% from 42.4 to 39.0 by 2026.

Judicial related education or activity are necessary to achieve significant and lasting increases in the reduction of impaired driving. It is well-established by NHTSA that activities such as training prosecutors have a place in roadway safety.

List of Countermeasures and Justification

Chapter 1 – 3.3.1 DWI Courts (Traffic Safety Resource Prosecutor) (CTW 4 ★)

Chapter 1 – 4.4.1 Alcohol Problem Assessment and Treatment (CTW 4 ★)

Considerations to Determine Projects

The rationale for these strategies comes from historically approved strategies in previous highway safety plans. Based on Uniform Guideline No. 8 for Impaired Driving, Criminal Justice System-Prosecution, states should help coordinate and deliver training and technical assistance to prosecutors handling impaired driving cases. In addition to prosecution, Uniform Guideline No. 8 for Impaired Driving, Program Evaluation and Data, states should conduct several different types of evaluations to effectively measure progress, to determine program effectiveness, to plan and implement new program strategies, and to ensure that resources are allocated appropriately.

Planned activities in countermeasure strategy

- Judicial Assistance

Planned Activity: Judicial Assistance

Planned Activity Description

South Dakota has implemented the South Dakota Public Safety DUI First Program across the state to provide consistent drinking and driving programming for DUI offenders with an emphasis on DUI 1st offenders. 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 will participate in project steering committee meetings and conduct site visits and monitor program implementation to assess the implementation and fidelity of the model.

Continued training and education are necessary in order for prosecutors to effectively prosecute impaired driving cases. Training will provide prosecuting attorneys the most effective methods of investigating and prosecuting impaired drivers.

Intended Subrecipients

DUI 1st Program
Prosecutor's DUI Conference

Funding

Funding Source	Estimated 3-Year Funding
405d Impaired Driving Mid	$154,500.00
405d 24-7 Sobriety	$304,500.00

Countermeasure Strategy: Reduce impaired driving through Media (Paid and Earned)

Problem and Link between Problem and Strategy

In 2021, 6.0% of all crashes involved at least one driver with a BAC of .08 or higher. In 2021, there were 4,859 crashes that involved at least one driver under the age of 21, 18 of which were fatal. 21 fatalities resulted from these crashes, a slight increase (5.0%) from the 20 fatalities sustained in 2020. Mass media campaigns consisting of intensive communication and outreach regarding alcohol impaired driving using traditional and digital radio, television, print, social, and other mass media, both paid and/or earned have proven to be an effective combination to decrease impaired driving.

Performance Target and Link between Strategy and Target

C-5: Reduce alcohol impaired driving fatalities by 8.0% from 42.4 to 39.0 by 2026.

C-9: Reduce drivers age 20 or younger involved in fatal crashes by 2.5% from 16.0 to 15.6 by 2026.

Mass media campaigns are necessary to achieve significant and lasting increases in the reduction of impaired driving. Public outreach through educational media campaigns have always been an accepted component of Highway Safety plans nationwide. Because of the expansive area of the state, public media campaigns are often the most effective method to reach drivers and other roadway users.

List of Countermeasures and Justification

Chapter 1 – 5.5.2 Mass Media Campaigns (CTW 3 ★)

Considerations to Determine Projects

The consideration used to fund the strategy is based upon traffic safety data, impacted locations, solicitation of proposals and grant applications. Future Public Participation & Engagement (PP&E) activities will assist with determining a specific target audience when developing messages and delivery methods that are appropriate and effective toward the audience and goal. Based on Uniform Guideline No. 8 for Impaired Driving, Communication Program, recommends States develop and implement a comprehensive communications program.

Planned activities in countermeasure strategy

- Media-Alcohol

Planned Activity: Media-Alcohol

Planned Activity Description

To educate the public on impaired driving, the Office of Highway Safety will contract with a professional advertising firm to develop and place pertinent educational messages. The media contractor will use the NHTSA Communications Calendar and selected NHTSA traffic safety campaign resources in coordination with state developed public education materials.

Intended Subrecipients

South Dakota Broadcasters Association
Lawrence and Schiller
Alcohol Media

Funding

Funding Source	Estimated 3-Year Funding
164 Alcohol	$6,000,000.00

Program Area: Motorcycle Safety

Description of Highway Safety Problems

Motorcycles were involved in only 2.6% of traffic crashes in 2021, however motorcyclists accounted for 22 (14.9%) of all fatalities. Of the 22 motorcyclist fatalities sustained in traffic crashes involving motorcycles in 2021, 19 (86.4%) were motorcycle operators. Of the 22 motorcyclist fatalities in 2021, 16 (72.7%) were age 40 or older and 15 (68.2%) were males. Nearly half of the fatalities (45.5%) occurred during the three-week time span including the week prior to, the week of, and the week after the 2021 Sturgis Motorcycle Rally (August 6-15, 2021).

Of the 22 motorcyclist fatalities in 2021, 17 (77.3%) were sustained by unhelmeted motorcyclists. Males accounted for 64.7% (11) of the unhelmeted motorcyclist fatalities recorded in 2021. The percentage of motorcyclist fatalities that were unhelmeted increased slightly from 74.1% in 2020 to 77.4% in 2021.

Countermeasure Strategies

- High Visibility Enforcement-MC
- Media (Paid and Earned)-MC

Countermeasure Strategy: Reduce motorcycle fatalities through High Visibility Enforcement-MC

Problem and Link between Problem and Strategy

Motorcycles were involved in only 2.6% of traffic crashes in 2021, however motorcyclists accounted for 22 (14.9%) of all fatalities. Of the 22 motorcyclist fatalities in 2021, 17 (77.3%) were sustained by unhelmeted motorcyclists. High visibility enforcement has been proven to be effective to decrease impaired driving. Our countermeasure strategy will, to the extent possible, be driven by geographically based areas where enforcement activities should be targeted.

Performance Target and Link between Strategy and Target

C-7: Reduce motorcyclist fatalities by 3.2% from 19.0 to 18.4 by 2026.

C-8: Reduce unhelmeted motorcyclist fatalities by 3.9% from 12.8 to 12.3 by 2026.

High visibility enforcement and sobriety checkpoints are necessary to achieve significant and lasting increases in the reduction of impaired driving. Impaired driving related fatalities represent a significant portion of South Dakota's total traffic fatalities. Choosing a location that has a high-volume traffic area and is supported by crash data will assist in the detection and apprehension of the impaired driver. The purpose is for the motoring public to see law enforcement enforcing the traffic laws. This helps create general deterrence and voluntary compliance of laws.

List of Countermeasures and Justification

Chapter 1 – 2.2.1 Publicized Sobriety Checkpoints (CTW 5 ★)

Chapter 1 – 2.2.2 High-Visibility Saturation Patrols (CTW 4 ★)

Considerations to Determine Projects

The consideration used to fund the strategy is based upon traffic safety data, impacted locations, solicitation of proposals and grant applications. Based on Uniform Guideline No. 8 for Impaired Driving, Criminal Justice System-Enforcement, states that States should conduct frequent, highly visible, well publicized, and fully coordinated impaired driving (including zero tolerance) law enforcement efforts throughout the State, especially in locations where alcohol related fatalities most often occur.

Planned activities in countermeasure strategy

- Impaired Driving High Visibility Enforcement

Planned Activity: Impaired Driving High Visibility Enforcement

Planned Activity Description

Law enforcement agencies will increase impaired driving enforcement in order to reduce the number of fatal and serious injury traffic crashes, reduce crashes involving intoxicated drivers, and increase the number of DUI arrests. Funds used for this planned activity will include funding for overtime, travel, in-car cameras, and breath testing devices. Law enforcement agencies will take part in all mandatory national mobilizations as well as conduct sobriety checkpoints and saturation patrols throughout the grant year.

Intended Subrecipients

Intended subrecipients consist of law enforcement agencies specifically Highway Patrol, police departments, and sheriff's offices.

Funding

Use of federal funds for this planned activity are listed on page 37.

All other key components of the comprehensive motorcycle safety program, including media, education and training are state funded.

Program Area: Non-motorized (Pedestrians and Bicyclist)

Description of Highway Safety Problems

There have been 57 pedestrian fatalities recorded in the state from 2017 through 2021; this includes 14 such fatalities in 2021, the same number as 2020. This is despite the fact that the number of crashes involving pedestrians actually decreased slightly, hence a higher proportion of total crashes involving pedestrians resulted in fatalities. In 2021, 102 pedestrians were involved in traffic crashes. These crashes resulted in 14 pedestrian fatalities, 31 serious injuries, and 53 other injuries. Bicycle fatalities are highly uncommon in South Dakota. A total of 8 bicyclist fatalities have been

recorded in the state since 2005. There were zero bicyclist fatalities in 2021. Since 2005, the five-year average of bicyclist fatalities has remained at 1 fatality or less per year.

Countermeasure Strategies

- Community Training, Enforcement and Communication-B&P

Countermeasure Strategy: Reduce non-motorized fatalities through Community Training, Enforcement and Communication-B&P

Problem and Link between Problem and Strategy

There were 14 pedestrian fatalities reported in 2021, the same number as 2020. There were no bicyclist fatalities reported in 2021. Since 2005, the five-year average of bicyclist fatalities has remained at 1 fatality or less per year. Community training, enforcement and communication have proven to be an effective combination to decrease non-motorized fatalities.

Performance Target and Link between Strategy and Target

C-10: Reduce pedestrian fatalities by 18.2% from 11 to 9 by 2026.

C-11: Maintain bicyclist fatalities at less than 1 by 2026.

Community training, enforcement and communication are necessary to achieve a reduction of non-motorized fatalities. These programs educate bicyclists, pedestrians, as well as motor vehicle drivers on the importance of bicycle and pedestrian safety and generate community outreach activities to prevent bicycle and pedestrian fatalities and injuries.

List of Countermeasures and Justification

Chapter 9 – 1.1.4 Cycling Skills Clinics, Bike Fairs, Bike Rodeos (CTW 1 ★)

Chapter 9 – 1.1.3 Bicycle Safety Education for Children (CTW 2 ★)

Chapter 9 – 3.3.2 Promote Bicycle Helmet Use With Education (CTW 2 ★)

Considerations to Determine Projects

The consideration used to fund the strategy is based upon traffic safety data, impacted locations, solicitation of proposals and grant applications. Based on Uniform Guideline No. 14 for Pedestrian and Bicycle Safety, Communication and Outreach Program, States should encourage extensive community involvement in pedestrian and bicycle safety education by involving individuals and organizations outside the traditional highway safety community.

Planned activities in countermeasure strategy

- Communication and Outreach Campaign-B&P

Planned Activity: Communication and Outreach Campaigns-B&P

Planned Activity Description

Planned activities include promoting overall injury prevention within the state, focusing efforts toward educating motorists, bicyclists, and pedestrians about the rules of the road and best practices. Geographic locations will be identified as priority areas and continue statewide outreach efforts with like-minded partners to develop and foster sustainable community safety and injury prevention campaigns and programs.

Intended Subrecipients

South Dakota EMS for Children
Safety Village of South Dakota

Funding

Funding Source	Estimated 3-Year Funding
NHTSA 402	$497,652.00

Program Area: Occupant Protection (Adult and Child Passenger Safety)

Description of Highway Safety Problems

A total of 65 unrestrained passenger vehicle occupants were killed in traffic crashes in 2021, a 12.1% increase from 2020 (58). In 2021, 58.2% of unrestrained passenger vehicle occupants involved in a traffic crash sustained an injury, fatal or otherwise. A substantial majority (72.3%) of all unrestrained driver fatalities in passenger vehicles in 2021 were sustained by males.

In 2021, 22,248 passenger vehicle occupants were involved in traffic crashes, 1,234 of which were unrestrained. Of these unrestrained occupants whose injury status was known, 65 (5.3%) were killed, 131 (10.6%) sustained a serious injury, and 466 (37.8%) received other injuries.

Countermeasure Strategies

- Community Training, Enforcement and Communication-OP
- High Visibility Enforcement-OP
- Highway Safety Office Program Management-OP
- Media (Paid and Earned)-OP

Countermeasure Strategy: Reduce unrestrained passenger vehicle occupant fatalities through Community Training, Enforcement and Communication-OP

Problem and Link between Problem and Strategy

A total of 65 unrestrained passenger vehicle occupants were killed in traffic crashes in 2021, a 12.1% increase from 2020 (58). In 2021, 58.2% of unrestrained passenger vehicle occupants involved in a traffic crash sustained an injury, fatal or otherwise. Community training, enforcement and communication have proven to be an effective combination to decrease unrestrained passenger vehicle occupant fatalities.

Performance Target and Link between Strategy and Target

C-4: Reduce unrestrained passenger vehicle occupant fatalities by 4.9% from 56.6 to 53.8 by 2026.

Community training, enforcement and communication are necessary to achieve significant and lasting reductions in the number of unrestrained passenger vehicle occupant fatalities.

List of Countermeasures and Justification

Chapter 2 – 6.6.1 Strategies for Older Children (CTW 3 ★)

Chapter 2 – 6.6.2 Strategies for Child Restraint and Booster Seat Use (CTW 3 ★)

Considerations to Determine Projects

The consideration used to fund the strategy is based upon traffic safety data, impacted locations, solicitation of proposals and grant applications. Future Public Participation & Engagement (PP&E) activities will assist with determining appropriate project locations and potential local partners. Based on Uniform Guideline No. 20 for Occupant Protection, Outreach Program, states that highway safety programs should incorporate a variety of outreach programs to achieve statewide community involvement. These programs educate motor vehicle drivers on the importance of wearing a seat belt and generate community outreach activities to increase seat belt usage across the state of South Dakota.

Planned activities in countermeasure strategy

- Communication and Outreach Campaigns

Planned Activity: Communication and Outreach Campaigns

Planned Activity Description

The planned activity associated with this strategy includes providing educational and awareness materials/resources compiled from a variety of local and national sources. Statewide messaging will address proper occupant restraint use for all ages. Awareness materials, safety supplies/resources, and media outreach will be created and disseminated to community, school, and law enforcement stakeholders. Educational materials will address local traffic safety issues to help meet the target/objective and work toward a reduction in unrestrained killed/injured occupants. Assisting rural and frontier ambulance services in meeting national standards by placing pediatric safety equipment and training will support existing goals and objectives for many of our current health initiatives. 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.

Intended Subrecipients

South Dakota EMS for Children

Funding

Funding Source	Estimated 3-Year Funding
NHTSA 402	$655,194.00

Countermeasure Strategy: Reduce unrestrained passenger vehicle occupant fatalities through High Visibility Enforcement

Problem and Link between Problem and Strategy

A total of 65 unrestrained passenger vehicle occupants were killed in traffic crashes in 2021, a 12.1% increase from 2020 (58). In 2021, 58.2% of unrestrained passenger vehicle occupants involved in a traffic crash sustained an injury, fatal or otherwise. High visibility enforcement has been proven to be effective in reducing unrestrained passenger vehicle occupant fatalities. The countermeasure strategy will, to the extent possible, be driven by geographically based areas where enforcement activities should be targeted.

Performance Target and Link between Strategy and Target

C-4: Reduce unrestrained passenger vehicle occupant fatalities by 4.9% from 56.6 to 53.8 by 2026.

High visibility enforcement is necessary to achieve significant and lasting increases in the reduction of unrestrained passenger vehicle occupant fatalities. Unrestrained fatalities represent a significant portion of South Dakota's total traffic fatalities. Choosing a location that has a high-volume traffic area and is supported by crash data will assist law enforcement on where to deploy resources that will make the biggest impact. The purpose of high visibility enforcement is for the motoring public to see law enforcement enforcing the traffic laws. This helps create general deterrence and voluntary compliance of laws.

List of Countermeasures and Justification

Chapter 2 – 2.2.1 Short-Term, High-Visibility Seat Belt Law Enforcement (CTW 5 ★)

Chapter 2 – 2.2.3 Sustained Enforcement (CTW 3 ★)

Considerations to Determine Projects

The consideration used to fund the strategy is based upon traffic safety data, impacted locations, solicitation of proposals and grant applications. Future Public Participation & Engagement (PP&E) activities will assist with determining appropriate project locations and potential local partners. Based on Uniform Guideline No. 20 for Occupant Protection, Enforcement Program, states that each State should conduct frequent, high visibility enforcement efforts. High visibility enforcement coupled with educating motor vehicle drivers on the importance of wearing a seat belt can increase seat belt usage across the state of South Dakota.

Planned activities in countermeasure strategy

- Occupant Protection High Visibility Enforcement

Planned Activity: Occupant Protection High Visibility Enforcement

Planned Activity Description

Law enforcement agencies will increase occupant protection enforcement in order to reduce the number of fatal and serious injury traffic crashes and reduce crashes involving unrestrained drivers. Funds used for this planned activity will include funding for overtime, radar units, LIDAR units, and speed trailers. Law enforcement agencies will take part in all mandatory national mobilizations as well as conduct saturation patrols throughout the grant year.

Intended Subrecipients

Intended subrecipients consist of law enforcement agencies, specifically Highway Patrol, police departments, and sheriff's offices.

Funding

Funding Source	Estimated 3-Year Funding
NHTSA 402	$3,600,000.00

Countermeasure Strategy: Reduce unrestrained passenger vehicle occupant fatalities through Highway Safety Office Program Management-OP

Problem and Link between Problem and Strategy

A total of 65 unrestrained passenger vehicle occupants were killed in traffic crashes in 2021, a 12.1% increase from 2020 (58). In 2021, 58.2% of unrestrained passenger vehicle occupants involved in a traffic crash sustained an injury, fatal or otherwise. This linkage provides information to the state on its seatbelt usage and geographic anomalies.

Performance Target and Link between Strategy and Target

C-4: Reduce unrestrained passenger vehicle occupant fatalities by 4.9% from 56.6 to 53.8 by 2026.

An annual statewide seat belt use survey in accordance with 23 CFR Part 1340 is a requirement under Section 402.

List of Countermeasures and Justification

Based on Uniform Guideline No. 20 for Occupant Protection, Data and Program Evaluation, each state should access and analyze reliable data for problem identification and program planning.

Considerations to Determine Projects

The annual statewide seat belt use survey is a requirement under Section 402.

Planned activities in countermeasure strategy

- Seatbelt Survey (Regulatory Requirement)

Planned Activity: Seatbelt Survey (Regulatory Requirement)

Planned Activity Description

An annual observational seatbelt survey will be provided through a contract with a state university research team. The seatbelt survey project will follow guidelines provided by NHTSA.

Intended Subrecipients

North Dakota State University, Upper Great Plains Transportation Institute (report)
South Dakota EMS Association (observational)

Funding

Funding Source	Estimated 3-Year Funding
NHTSA 402	$309,000.00

Countermeasure Strategy: Reduce unrestrained passenger vehicle occupant fatalities through Media (Paid and Earned)-OP

Problem and Link between Problem and Strategy

A total of 65 unrestrained passenger vehicle occupants were killed in traffic crashes in 2021, a 12.1% increase from 2020 (58). In 2021, 58.2% of unrestrained passenger vehicle occupants involved in a traffic crash sustained an injury, fatal or otherwise. This linkage provides information to the state on its seatbelt usage and geographic anomalies in addition to direction on messaging, demographics, and targeted individuals and communities. Mass media campaigns consisting of intensive communication and outreach regarding the importance of seat belt use using traditional and digital radio, television, print, social, and other mass media, both paid and/or earned have proven to be an effective combination to increase seat belt usage.

Performance Target and Link between Strategy and Target

C-4: Reduce unrestrained passenger vehicle occupant fatalities by 4.9% from 56.6 to 53.8 by 2026.

Mass media campaigns are necessary to achieve significant and lasting decreases in unrestrained passenger vehicle occupant fatalities. Public outreach through educational media campaigns have always been an accepted component of Highway Safety plans nationwide. Because of the expansive area of the state, public media campaigns are often the most effective method to reach drivers and other roadway users.

List of Countermeasures and Justification

Chapter 2 – 3.3.1 Supporting Enforcement (CTW 5 ★)

Considerations to Determine Projects

The consideration used to fund the strategy is based upon traffic safety data, impacted locations, solicitation of proposals and grant applications. Future Public Participation & Engagement (PP&E) activities will assist with determining a specific target audience when developing messages and delivery methods that are appropriate and effective toward the audience and goal. Based on Uniform Guideline No. 20 for Occupant Protection, Communication Program, recommends States develop and implement a comprehensive communications program.

Planned activities in countermeasure strategy

- Media Non-Alcohol

Planned Activity: Media Non-Alcohol

Planned Activity Description

To educate the public on various Highway Safety issues, the Office of Highway Safety will contract with a professional advertising firm to develop and place pertinent educational messages. The media contractor will use the NHTSA Communications Calendar and selected NHTSA traffic safety campaign resources in coordination with state developed public education materials.

Intended Subrecipients

Lawrence & Schiller
Non-Alcohol Media

Funding

Funding Source	Estimated 3-Year Funding
NHTSA 402	$3,000,000.00

Program Area: Program Admin and Support

Description of Highway Safety Problems

Of the 19,461 motor vehicle traffic crashes reported in South Dakota in 2021, 131 (0.67% of total crashes) resulted in at least one fatality. In total, 148 traffic crash fatalities were recorded in South Dakota in 2021, a 5.0% increase from 141 in 2020. Federal funding for this program area is intended to support the administrative activities involved with administering the federal grant funding to reduce fatalities & injuries on state roadways, as well as funding training for law enforcement officers.

Countermeasure Strategies

- Community Training, Enforcement and Communication-402
- Highway Safety Office Program Management-402

Countermeasure Strategy: Reduce fatalities through Community Training, Enforcement and Communication-402

Problem and Link between Problem and Strategy

In total, 148 traffic crash fatalities were recorded in South Dakota in 2021, a 5.0% increase from 141 in 2020. Community training, enforcement and communication have proven to be an effective combination to decrease traffic fatalities.

Performance Target and Link between Strategy and Target

C-1: Reduce fatalities by 5.4% from 130 to 123 by 2026.

Community training, enforcement and communication are necessary to achieve significant and lasting decreases in the number of traffic fatalities. This strategy focuses on advanced law enforcement training. Law enforcement training contributes directly to better law enforcement activities and reporting. Roadway fatalities can be reduced through a better understanding of what caused a crash. Accurate crash reporting is learned from activities such as this.

List of Countermeasures and Justification

Advanced law enforcement training in the area of crash investigation and impaired driving detection are crucial to reducing overall fatalities. Crash reporting and impaired driving detection are bolstered by training.

Considerations to Determine Projects

The consideration used to fund the strategy is based upon traffic safety data, impacted locations, solicitation of proposals and grant applications. Based on Uniform Guideline No. 18 for Motor Vehicle Crash Investigation and Incident Reporting, states need accurate crash report data for planning, evaluating, and furthering highway safety program goals.

Planned activities in countermeasure strategy

- Law Enforcement Training

Planned Activity: Law Enforcement Training

Planned Activity Description

This planned activity involves providing specialized training in pedestrian/cyclist traffic crash investigation and advanced impaired driving detection training opportunities to law enforcement officers throughout South Dakota.

Intended Subrecipients

Attorney General's Office – South Dakota Division of Criminal Investigation

Funding

Funding Source	Estimated 3-Year Funding
NHTSA 402	$57,339.36

Countermeasure Strategy: Reduce fatalities through Highway Safety Office Program Management-402

Problem and Link between Problem and Strategy

In total, 148 traffic crash fatalities were recorded in South Dakota in 2021, a 5.0% increase from 141 in 2020. The linkage is knowing where our traffic safety issues are in the state and how best to apply efforts from geographic partners for effective enforcement and community outreach.

Performance Target and Link between Strategy and Target

C-1: Reduce fatalities by 5.4% from 130 to 123 by 2026.

Highway Safety Office Program Management is necessary to provide technical resources to traffic safety partners that work to achieve significant and lasting decreases in traffic fatalities.

List of Countermeasures and Justification

The projects or activities funded in this area will provide the Office of Highway Safety with the most accurate data, data analysis, and community outreach activities possible. This also provides support for law enforcement agencies through our LEL program - and this creates a linkage of our knowledge to these partners.

Considerations to Determine Projects

The consideration used to fund the strategy is based on a long-term practice in previous highway safety efforts and generally accepted activities in past years. An effective highway safety program should establish procedures to ensure that program activities are implemented as intended.

Planned activities in countermeasure strategy

- Administrative and Contractual-402
- Personnel Support-402

Planned Activity: Administrative and Contractual-402

Planned Activity Description

Electronic grant management solutions offer options for the advertisement, submittal, and review of subrecipient 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. The USD Government Research Bureau will assist in drafting the triennial Highway Safety Plan and the Annual Grant Application.

Intended Subrecipients

Agate Software
University of South Dakota, Government Research Bureau

Funding

Funding Source	Estimated 3-Year Funding
NHTSA 402	$313,500.00

Planned Activity: Personnel Support-402

Planned Activity Description

In South Dakota, many communities and safety advocates collaborate to promote safety and injury prevention. The Office of Highway Safety will provide technical assistance to highway safety initiatives statewide. Funds will support a Management Analyst and travel expenses to increase skills and knowledge necessary to support evidence-based programs.

A part-time Law Enforcement Liaison (LEL) will assist local law enforcement agencies in the Northeast part of the state to improve local highway safety through enforcement and public education. The LEL will encourage agencies to actively enforce traffic laws identified with alcohol, speed, and occupant protection, participate in trainings, and be involved with national mobilizations including high visibility enforcement.

A full-time Law Enforcement Liaison (LEL) will assist local law enforcement agencies in the Western, North Central and Southeast parts of the state to improve local highway safety through enforcement and public education. The LEL will encourage agencies to actively enforce traffic laws identified with alcohol, speed, and occupant protection, participate in trainings, and be involved with national mobilizations including high visibility enforcement.

Intended Subrecipients

Community Outreach
Law Enforcement Liaison (FT)
Law Enforcement Liaison

Funding

Funding Source	Estimated 3-Year Funding
NHTSA 402	$661,440.00

Program Area: Speed Management

Description of Highway Safety Problems

A total of 35 individuals were killed in 2021 as a result of traffic crashes involving at least one speeding driver, a 16.7% decrease from the 42 speeding related fatalities in 2020. 100% of speeding-related fatalities in 2021 were sustained by motor vehicle occupants; none of these

fatalities were pedestrians. 88.5% of speeding-related fatalities in 2021 occurred on rural roadways. In 2021, 1,560 traffic crashes occurred that involved at least one speeding driver (8.0% of all reported traffic crashes); a total of 2,485 people were involved. Of these individuals, 35 (1.4%) sustained fatal injuries, 100 (4.0%) suffered serious but non-fatal injuries, and 546 (22.0%) received non-serious injuries.

Countermeasure Strategies

- High Visibility Enforcement-SP
- Media (Paid and Earned)-SP

Countermeasure Strategy: Reduce speed related fatalities through High Visibility Enforcement-SP

Problem and Link between Problem and Strategy

A total of 35 individuals were killed in 2021 as a result of traffic crashes involving at least one speeding driver, a 16.7% decrease from the 42 speeding related fatalities in 2020. High visibility enforcement has been proven to be effective in the area of impaired driving and seat belt use. Speeding high visibility enforcement is no different and is strategy that can be used to reduce speed related fatalities. Our countermeasure strategy will, to the extent possible, be driven by geographically based areas where enforcement activities should be targeted.

Performance Target and Link between Strategy and Target

C-6: Reduce speed related fatalities by 13.0% from 36.8 to 32.0 by 2026.

High visibility enforcement is necessary to achieve significant and lasting decreases in the number of speed related fatalities. Speed related fatalities represent a significant portion of South Dakota's total traffic fatalities. Choosing a location that has a high-volume traffic area and is supported by crash data will assist in the detection of speeding and aggressive drivers. The purpose is for the motoring public to see law enforcement enforcing the traffic laws. This helps create general deterrence and voluntary compliance of laws.

List of Countermeasures and Justification

Chapter 3 – 2.2.2 High Visibility Enforcement (CTW 2 ★)

Speeding is an overlooked and dangerous driving behavior that has been a norm for South Dakota drivers for many years. In recent years, this has been an increasing trend nationwide and South Dakota will utilize any strategy that is proven to be effective to play a part in decreasing speed related fatalities. Because South Dakota does not have a primary seat belt law, integrating speed enforcement into related highway safety priorities like seat belt enforcement, can assist law enforcement in enforcing the secondary seat belt law that is currently in state statute.

Considerations to Determine Projects

The consideration used to fund the strategy is based upon traffic safety data, impacted locations, solicitation of proposals and grant applications. Based on Uniform Guideline No. 19 for Speed

Management, Enforcement Countermeasures, states enforcement is critical to achieve compliance with speed limits.

Planned activities in countermeasure strategy

- Speeding High Visibility Enforcement

Planned Activity: Speeding High Visibility Enforcement

Planned Activity Description

Law enforcement agencies will increase speed enforcement in order to reduce the number of fatal and serious injury traffic crashes and reduce crashes involving speeding drivers. Funds used for this planned activity will include funding for overtime, radar units, LIDAR units, and speed trailers. Law enforcement agencies will take part in all mandatory national mobilizations as well as conduct saturation patrols throughout the grant year.

Intended Subrecipients

Intended subrecipients consist of law enforcement agencies, specifically Highway Patrol, police departments, and sheriff's offices.

Funding

Funding Source	Estimated 3-Year Funding
NHTSA 402	$3,600,000.00

Countermeasure Strategy: Reduce speed related fatalities through Media (Paid and Earned)-SP

Problem and Link between Problem and Strategy

A total of 35 individuals were killed in 2021 as a result of traffic crashes involving at least one speeding driver, a 16.7% decrease from the 42 speeding related fatalities in 2020. This linkage provides information to the state on its seatbelt usage and geographic anomalies in addition to direction on messaging, demographics, and targeted individuals and communities. Mass media campaigns consisting of intensive communication and outreach regarding the importance of following the speed limit and slowing down using traditional and digital radio, television, print, social, and other mass media, both paid and/or earned have proven to be an effective combination to decrease speed related fatalities.

Performance Target and Link between Strategy and Target

C-6: Reduce speed related fatalities by 13.0% from 36.8 to 32.0 by 2026.

Mass media campaigns are necessary to achieve significant and lasting decreases in speed related fatalities. Public outreach through educational media campaigns have always been an accepted component of Highway Safety plans nationwide. Because of the expansive area of the state, public media campaigns are often the most effective method to reach drivers and other roadway users.

List of Countermeasures and Justification

Chapter 3 – 4.4.1 Communications and Outreach Supporting Enforcement (CTW 3 ★)

Considerations to Determine Projects

The consideration used to fund the strategy is based upon traffic safety data, impacted locations, solicitation of proposals and grant applications. Future Public Participation & Engagement (PP&E) activities will assist with determining a specific target audience when developing messages and delivery methods that are appropriate and effective toward the audience and goal. Based on Uniform Guideline No. 19 for Speed Management, Communication Program, recommends States develop and implement a comprehensive communications program.

Planned activities in countermeasure strategy

- Media Non-Alcohol

Planned Activity: Media Non-Alcohol

Planned Activity Description

To educate the public on various Highway Safety issues, the Office of Highway Safety will contract with a professional advertising firm to develop and place pertinent educational messages. The media contractor will use the NHTSA Communications Calendar and selected NHTSA traffic safety campaign resources in coordination with state developed public education materials.

Intended Subrecipients

Lawrence & Schiller
Non-Alcohol Media

Funding

Use of federal funds for this planned activity are listed on page 50.

Program Area: Traffic Records

Description of Highway Safety Problems

Most of the South Dakota's reportable crashes are received by the Office of Highway Safety/Accident Records. The goal of the Traffic Records program area is to improve traffic records systems as measured by accuracy, timeliness, completeness, uniformity, accessibility, and integration of traffic records. In 2021 there were 121 out of 132 law enforcement agencies that submitted their crash reports electronically. In 2022, we were able to raise this to 123. South Dakota continues to modernize and create shared traffic records systems. Such activities include expansion of electronic crash submission systems across all law enforcement agencies in the state. A complete traffic records system is necessary for identifying the locations and causes of crashes, for planning and implementing countermeasures, and for evaluating highway safety programs and improvements.

Countermeasure Strategies

- Highway Safety Office Program Management-Data
- Traffic Records System Improvements

Countermeasure Strategy: Reduce fatalities through Highway Safety Office Program Management-Data

Problem and Link between Problem and Strategy

Traffic safety would be impacted by the ability of roadway safety partners being able to share data more quickly, ideally in real-time, to determine such factors as DUI charges, crash involvement, and registered vehicle ownership. South Dakota is currently working to improve the timeliness of crash data and application to other databases.

Performance Target and Link between Strategy and Target

C-1: Reduce fatalities by 5.4% from 130 to 123 by 2026.

Highway Safety Office Program Management is necessary to provide technical resources to traffic safety partners that work to achieve significant and lasting increases in the reduction of traffic fatalities.

List of Countermeasures and Justification

The projects or activities funded in this area will provide the Office of Highway Safety with the most accurate data, data analysis, and community outreach activities possible.

Considerations to Determine Projects

The consideration used to fund the strategy is based on a long-term practice in previous highway safety efforts and generally accepted activities in past years. Based on Uniform Guideline No. 10 for Traffic Records, Traffic Records System Management, a data-driven process ensures that all opportunities to improve highway safety are identified and considered for implementation. A Traffic Records Coordinating Committee (TRCC) includes members who are collectors and users of traffic records related data that share in the goal of reducing traffic fatalities.

Planned activities in countermeasure strategy

- TRCC (Regulatory Requirement)

Planned Activity: TRCC (Regulatory Requirement)

Planned Activity Description

To provide support to the South Dakota Office of Highway Safety to aid in coordination and facilitation of the Traffic Records Coordinating Committee.

Intended Subrecipients

Mountain Plains Evaluation (Traffic Records Coordinating Committee Coordinator)

Funding

Funding Source	Estimated 3-Year Funding
405c Data program	$109,500.00

Countermeasure Strategy: Reduce fatalities through Traffic Records System Improvements

Problem and Link between Problem and Strategy

In 2021 there were 121 out of 132 law enforcement agencies that submitted their crash reports electronically. In 2022, we were able to raise this to 123. Improving traffic records systems attributed the timeliness, accuracy, completeness, uniformity, integration, and accessibility of State crash, driver, vehicle, roadway, citation and adjudication, and injury surveillance databases are needed to inform qualitative traffic safety decisions. Traffic safety would be impacted by the ability of roadway safety partners being able to share data more quickly, ideally in real-time, to determine such factors as DUI charges, crash involvement, and registered vehicle ownership. South Dakota is currently working to improve the timeliness of crash data and application to other databases.

Performance Target and Link between Strategy and Target

C-1: Reduce fatalities by 5.4% from 130 to 123 by 2026.

P-2: Increase the number of law enforcement agencies submitting crash reports electronically to 124 by 2026.

Traffic Records System Improvements is necessary for identifying the locations and causes of crashes, for planning and implementing countermeasures, and for evaluating highway safety programs and improvements.

List of Countermeasures and Justification

The projects or activities funded in this area are necessary for identifying the locations and causes of crashes, for planning and implementing countermeasures, and for evaluating highway safety programs and improvements. Data improvements are needed for data that meets overall quality of safety data across the six core databases.

Considerations to Determine Projects

The consideration used to fund the strategy is based on a long-term practice in previous highway safety efforts and generally accepted activities in past years. Based on Uniform Guideline No. 10 for Traffic Records, Traffic Records System Information Quality, traffic records information should be maintained in a form that is of high quality and readily accessible to stakeholders who have a vested interest in reducing traffic safety crashes.

Planned activities in countermeasure strategy

- Traffic Records Projects

- Data Systems Improvements

Planned Activity: Traffic Records Projects

Planned Activity Description

The timeliness, accuracy, and uniformity of the crash reporting system will be improved with electronic crash reporting. Using electronic reporting decreases the time it takes an officer to complete a crash report and decreases the time it takes for the record to become part of the state crash record system. This project will continue to allow law enforcement agencies to electronically submit crash reports and to update and maintain crash report data collection systems.

Intended Subrecipients

Affinity Global Solutions (Crash Report Data Collection Systems)

Funding

Funding Source	Estimated 3-Year Funding
405c Data Program	$1,200,000.00

Planned Activity: Data Systems Improvements

Planned Activity Description

Enhancing the survivability of crashes through expedient access to emergency medical care and preventing secondary crashes through traffic incident management (TIM) is vital to addressing the post-crash care aspect of the Safe Systems Approach. Planned activities include conducting EMS leadership webinars promoting the use of TIM with high acuity motor vehicle crash patients, coordinating with trauma coordinators on regional performance improvement case reviews measuring the effectiveness of patient care, and evaluating post event responses involving TIM to determine overall satisfaction with the technology and patient care.

Intended Subrecipients

South Dakota Department of Health, Office of Rural Health

Funding

Funding Source	Estimated 3-Year Funding
405c Data Program	$100,000.00

Program Area: Young Drivers

Description of Highway Safety Problems

18 drivers under the age of 21 were involved in a fatal traffic crash in 2021, a 10.0% decrease from the 20 drivers in 2020. 21 fatalities resulted from crashes where drivers under the age of 21 were involved. These fatalities include 7 of the drivers under the age of 21 themselves.

Of the 18 drivers under the age of 21 involved in fatal traffic crashes in 2021, 7 of them (38.9%) suffered fatal injuries; 9 (50.0%) were male; and 3 (16.7%) recorded a positive blood alcohol content reading. (In the case of these drivers, a positive blood alcohol content reading is defined as a recorded BAC level of .02 or above.) Of all drivers under the age of 21 involved in fatal traffic crashes, 13 of the 18 drivers (72.2%) were operating a passenger car, 4 (22.2%) were operating SUVs and 1 (5.6%) was operating a light truck.

Countermeasure Strategies

- Driver Education
- School Programs

Countermeasure Strategy: Reduce drivers age 20 or younger involved in fatal crashes through Driver Education

Problem and Link between Problem and Strategy

18 drivers under the age of 21 were involved in a fatal traffic crash in 2021, a 10.0% decrease from the 20 drivers in 2020. 21 fatalities resulted from crashes where drivers under the age of 21 were involved. Driver education plays a major role in teaching young drivers the rules of the road and the importance of being safe drivers. Good driving habits contribute to a reduction in roadway fatalities and injuries.

Performance Target and Link between Strategy and Target

C-1: Reduce fatalities by 5.4% from 130 to 123 by 2026.

C-9: Reduce drivers age 20 or younger involved in fatal crashes by 2.5% from 16.0 to 15.6 by 2026.

Driver education plays a significant role in teaching young drivers the importance of safe driving. Instilling safe driving behaviors to young drivers can assist in achieving significant and lasting decreases of roadway fatalities, specifically for drivers age 20 and younger. These programs consist of proving technical resources and training to driver education instructors throughout the state. The demand of driver education has increased dramatically, and the number of instructors is struggling to keep up. By providing technical resources and training, the goal is to retain instructors and equip them with the necessary knowledge needed to instruct South Dakota youth drivers.

List of Countermeasures and Justification

Chapter 6 – 2.2.1 Pre-Licensure Driver Education (CTW 2 ★)

Young drivers are inexperienced and are prone to risky behavior which can both be contributing factors to crashes and injuries. Driver education is another tool in the toolkit that drivers can utilize to become safer drivers.

Considerations to Determine Projects

The consideration used to fund the strategy is based upon traffic safety data, impacted locations, solicitation of proposals and grant applications. Future Public Participation & Engagement (PP&E) activities will assist with determining appropriate project locations and potential local partners. Based on Uniform Guideline No. 4 for Driver Education, Program Management, states should provide training and technical assistance to instructors of drive education to ensure consistency and quality.

Planned activities in countermeasure strategy

- Driver Education Coordinator
- Driver Education

Planned Activity: Driver Education Coordinator

Planned Activity Description

The Driver Education Coordinator will provide coordination and technical assistance 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 who has questions and create and maintain a comprehensive database of active driver education instructors across the state.

Intended Subrecipients

Driver Education Coordinator

Funding

Funding Source	Estimated 3-Year Funding
NHTSA 402	$127,200.00

Planned Activity: Driver Education

Planned Activity Description

The Association will offer best practices training to driver education instructors through an annual conference sponsored by the SD Driver Education Association, forming a committee to study the efficacy of establishing nationally recognized driver education standards in South Dakota, and by forming a committee to study the efficacy of recommending various national classroom and behind-the-wheel curriculums to South Dakota driver education instructors.

Intended Subrecipients

South Dakota Driver Education Association

Funding

Funding Source	Estimated 3-Year Funding
NHTSA 402	$82,770.00

Countermeasure Strategy: Reduce drivers age 20 or younger involved in fatal crashes through School Programs

Problem and Link between Problem and Strategy

18 drivers under the age of 21 were involved in a fatal traffic crash in 2021, a 10.0% decrease from the 20 drivers in 2020. 21 fatalities resulted from crashes where drivers under the age of 21 were involved. Young drivers are inexperienced when it comes to operating a vehicle and are more likely to participate in risky driving behavior. This strategy works to tie the educational aspect and roadway safety impact together in a way that improves young driver safety.

Performance Target and Link between Strategy and Target

C-1: Reduce fatalities by 5.4% from 130 to 123 by 2026.

C-9: Reduce drivers age 20 or younger involved in fatal crashes by 2.5% from 16.0 to 15.6 by 2026.

Good driving habits contribute to a reduction in roadway fatalities and injuries. Most of these habits are learned at an early age and teen safety programs play a role in teaching good driving habits.

List of Countermeasures and Justification

Chapter 1 – 6.6.5 Youth Programs (CTW 2 ★)

Chapter 2 – 7.7.1 School-Based Programs (CTW 3 ★)

Considerations to Determine Projects

The consideration used to fund the strategy is based upon traffic safety data, impacted locations, solicitation of proposals and grant applications. Future Public Participation & Engagement (PP&E) activities will assist with determining appropriate project locations and potential local partners. School-based programs are contained within numerous Uniform Guidelines.

Planned activities in countermeasure strategy

- Teen Safety Programs

Planned Activity: Teen Safety Programs

Planned Activity Description

In order to reach those young drivers, these planned activities plan to provide students and family members across South Dakota with lifesaving information from EMT and first responders; including the effects of alcohol impairment on driving safety, and the lifesaving benefits of seat belt use. Utilize a LX49C Full Cab Virtual Trainer and Virtual Driving Essentials experience for trainings, education, and simulated driving scenarios. Refers youth who go through teen court for a traffic related offense to complete Alive at 25. Engage current South Dakota SADD chapters and work to add additional chapters while conducting peer-to-peer traffic safety events at a school or

community level. Offer educational safe driving events during driver's education classes in Spink County.

Intended Subrecipients

Community Organized Resources for Educating our Youth (C.O.R.E.)
Lawrence County Teen Court
SADD, Inc.
Spink County Coalition

Funding

Funding Source	Estimated 3-Year Funding
NHTSA 402	$1,050,000.00

Program Area: Community Traffic Safety

Description of Highway Safety Problems

Of the 19,461 motor vehicle traffic crashes reported in South Dakota in 2021, 131 (0.67% of total crashes) resulted in at least one fatality. In total, 148 traffic crash fatalities were recorded in South Dakota in 2021, a 5.0% increase from 141 in 2020.

Countermeasure Strategies

- Community Training, Enforcement and Communication-CP

Countermeasure Strategy: Reduce fatalities through Community Training, Enforcement, and Communication-CP

Problem and Link between Problem and Strategy

In total, 148 traffic crash fatalities were recorded in South Dakota in 2021, a 5.0% increase from 141 in 2020. Community training, enforcement and communication have proven to be an effective combination to decrease overall traffic fatalities. This strategy contains well-accepted practices and the continuation of educating both post-crash stakeholders and the citizens of South Dakota on the importance of safe driving behaviors is imperative.

Performance Target and Link between Strategy and Target

C-1: Reduce fatalities by 5.4% from 130 to 123 by 2026.

Community training, enforcement and communication are necessary to achieve significant decreases in overall traffic fatalities. Good driving habits contribute to a reduction in roadway fatalities and injuries. These programs will assist in training tow and recovery personnel in the dangers of working while on the side of the highway, provide safe driving instruction to at non-English speaking individuals, and provide community outreach events on the importance of safe driving behaviors.

List of Countermeasures and Justification

Chapter 1 – 6.4 Other Minimum Legal Drinking Age 21 Law Enforcement (CTW 3 ★)

Providing safe driving instruction to non-English speaking individuals in southeast South Dakota are driving vehicles without the proper education, testing and licensing due to language barriers. Translating driver education classroom curriculum into different languages will assist immigrants prepare to get their driver's license.

Considerations to Determine Projects

The consideration used to fund the strategy is based upon traffic safety data, impacted locations, solicitation of proposals and grant applications. Future Public Participation & Engagement (PP&E) activities will assist with determining appropriate project locations and potential local partners. Based on Uniform Guideline No. 16 for Management of Highway Incidents, states the importance removing remnants of wreckage and debris resulting from motor vehicle crashes in a quick and safe manner.

Planned activities in countermeasure strategy

- Communication and Outreach Campaigns
- Highway Emergency Responder Training

Planned Activity: Communication and Outreach Campaign

Planned Activity Description

Planned activities include providing community events and community outreach prevention activities on the importance of not driving while impaired, wearing a seat belt and the dangers of distracted driving. Awareness materials and media outreach will be created and disseminated to community, school, and law enforcement stakeholders. Provide safe driving instruction to non-English speaking individuals. Many non-English speaking individuals living in the Sioux Falls area are driving vehicles without the proper education, testing and licensing due to language barriers.

Intended Subrecipients

Health Connect of South Dakota
Lutheran Social Services – Multi-Cultural Center

Funding

Funding Source	Estimated 3-Year Funding
NHTSA 402	$166,149.00

Planned Activity: Highway Emergency Responder Training

Planned Activity Description

Provide training to tow and recovery personnel in South Dakota in Traffic Incident Management and equipment proficiency in light and heavy duty and provide hybrid and electric vehicle training. Through partnership with Avera, Sanford, and Monument Simulation in Motion partners, EMS agencies will receive high-fidelity training on how to safely extricate a patient from a battery powered vehicle. This initiative would allow for patient simulators to present with a trauma scenario where law enforcement officials would help manage a patient's bleeding while awaiting an EMS response. This type of simulation helps build confidence and inter-agency collaboration for the benefit of saving lives due to MVCs.

Intended Subrecipients

Highway Emergency Responder Training Foundation
South Dakota Department of Health – Office of Rural Health

Funding

Funding Source	Estimated 3-Year Funding
NHTSA 402	$422,610.00

Evidence-Based Traffic Safety Enforcement Program (TSEP)

- Impaired Driving High Visibility Enforcement
- Occupant Protection High Visibility Enforcement
- Speeding High Visibility Enforcement

Crash Analysis

The State of South Dakota routinely scrutinizes vehicular crash data for locations and demographics at risk. Further, the Office of Highway Safety, through its sister agency, the Office of Accident Records, meets regularly to find a "common thread" analysis where we can address traffic safety issues. Resources include the FARS database, the South Dakota Accident Records System (SDARS), and other databases which feed our South Dakota Crash Analysis Tool (SDCAT). This isn't just an annual exercise to assemble the HSP, it is an ongoing effort to strategically assign financial and human resources to high-risk areas.

Deployment of Resources

The State of South Dakota uses the resources and data outlined to fund available resources in high-risk areas. It should be noted that the South Dakota Office of Highway Safety works closely with the South Dakota Highway Patrol and other local law enforcement agencies which choose to voluntarily participate in this federal grant program. The South Dakota Office of Highway Safety has no direct supervisory authority over these agencies, however, and as such can only suggest such activities as high visibility enforcement, etc. It should be noted that where problem areas exist, we attempt to find the appropriate law enforcement or other agency to address the risk.

Effectiveness Monitoring

The State of South Dakota, as part of its online grant application and reporting system (EDGAR) requests that subrecipients outline enforcement strategies in their application for funding. If the subrecipient is accepted for funding, it is required to report on a monthly basis, in our EDGAR system how its enforcement strategies are working to reduce the risk of roadway injury and death. This is most often the case for law enforcement agencies. Such regular reporting offers the Office of Highway Safety the ability to make mid-course corrections in the grant program activities.

National Mobilizations and High-Visibility Enforcement (HVE) Strategies

South Dakota intends to implement activities in support of national highway safety goals to reduce motor vehicle related fatalities that also reflect the primary data related crash factors within the State, as identified by the State highway safety planning process, including participation in the national high-visibility law enforcement mobilizations. Traffic safety enforcement is listed and used throughout South Dakota's program areas as an effective countermeasure to unsafe driving behavior.

The planned high-visibility enforcement strategies to support the national mobilizations shall include not less than three mobilization campaigns in each fiscal year to reduce alcohol-impaired or drug-impaired operation of motor vehicles and increase use of seatbelts by occupants of motor vehicles. This is achieved through statewide law enforcement projects which requires law enforcement agencies to participate in three mandatory events per year, a mobilization which coincides with Click it or Ticket and two Impaired Driving mobilizations.

Performance Report

PERFORMANCE REPORT FY24-26 Triennial Highway Safety Plan					
Performance Measure:	**Target Period**	**Target Year(s)**	**Target Value FY23 HSP**	**Data Source/ FY23 Progress Results**	**On Track to Meet FY23 Target**
C-1 Traffic Fatalities	5 years	2019-2023	122.7	2017-2021 FARS 130.0	No
C-2 Serious Injuries in Traffic Crashes	5 years	2019-2023	635.9	2017-2021 State Data 581.2	Yes
C-3 Fatalities/VMT	5 years	2019-2023	1.20	2017-2021 FARS 1.33	No
C-4 Unrestrained Passenger Vehicle Occupant Fatalities	5 years	2019-2023	60.6	2017-2021 FARS 56.6	Yes
C-5 Alcohol-Impaired Driving Fatalities	5 years	2019-2023	40.3	2017-2021 FARS 42.4	In-Progress
C-6 Speeding-Related Fatalities	5 years	2019-2023	33.2	2017-2021 FARS 36.8	In-Progress
C-7 Motorcyclist Fatalities	5 years	2019-2023	18.9	2017-2021 FARS 19.0	Yes
C-8 Unhelmeted Motorcyclist Fatalities	5 years	2019-2023	14.2	2017-2021 FARS 12.8	Yes
C-9 Drivers Age 20 or Younger Involved in Fatal Crashes	5 years	2019-2023	16.1	2017-2021 FARS 16.6	Yes
C-10 Pedestrian Fatalities	5 years	2019-2023	7.0	2017-2021 FARS 11.0	No

C-11 Bicyclist Fatalities	5 years	2019-2023	1	2017-2021 FARS 0.2	Yes
B-1 Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants	Annual	2023	80.0%	2022 State Survey 88.1%	Yes
P-1 Distracted Driving Fatalities	Annual	2019-2023	7.5	2017-2021 FARS 5.2	Yes
P-2 Law Enforcement Agencies Submitting Crash Reports Electronically	Annual	2023	122	2022 State Data 123	Yes

Performance Measure: C-1) Number of traffic fatalities (FARS)

On track to meet target: No

2023 Performance Goal: Decrease the traffic fatalities five-year average to 122.7 or less for 2019-2023.

Current Value (2017-2021): *123.6*

Key Observations from 2021 Data

- In total, 148 traffic crash fatalities were recorded in South Dakota in 2021, a slight increase from 141 in 2020.
- Similar to previous years, the vast majority (90.0%) of traffic crash fatalities in South Dakota in 2021 were motorists, as opposed to pedestrians or pedalcyclists.

Recent Data

Of the 19,461 motor vehicle traffic crashes reported in South Dakota in 2021, 131 (0.67% of total crashes) resulted in at least one fatality. In total, 148 traffic crash fatalities were recorded in South Dakota in 2021, a 5.0% increase from 141 in 2020. Given the higher than anticipated levels of fatalities in 2020 and 2021, we would need to see unrealistic reductions in our annual values for 2022 and 2023 to meet our previous goal. We will adjust this goal accordingly going forward. Continued enforcement, education, and awareness will be imperative in order to achieve a downward trend in the five-year average.

As was the case in previous years, the majority of fatalities were vehicle operators; in 2021, 104 fatalities (70.3%) of all traffic crash fatalities, were operators of motor vehicles.

Table 14 presents basic fatality counts and annual percentage changes from 2017 to 2021. Figure 9 provides a visual representation of fatalities in South Dakota over the same period, as expressed through five-year averages.

Table 14: Annual Traffic Crash Fatalities: 2017-2021		
	Fatalities	% Change
2017	129	+11.2%
2018	130	+0.01%
2019	102	-21.5%
2020	141	+38.2%
2021	148	+5.0%

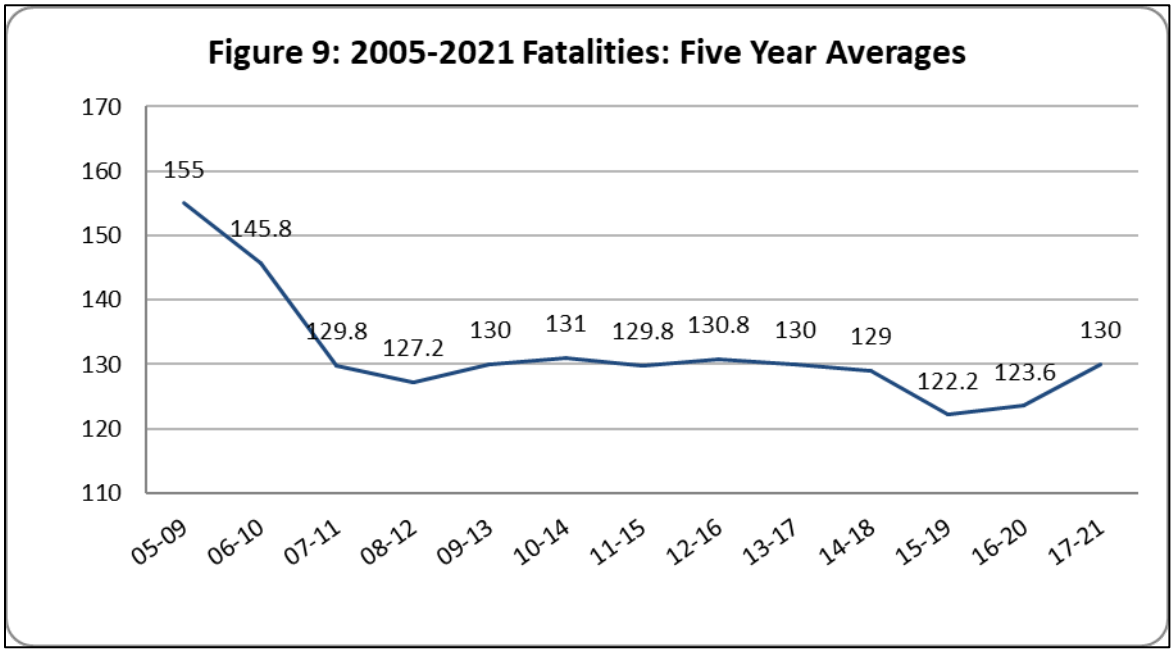


Figure 10 presents traffic crash fatalities by unit type for 2021. From this data, it can be seen that the vast majority of traffic crash fatalities in South Dakota are motorists, as opposed to pedestrians or pedalcyclists. With regard to the 148 traffic crash fatalities recorded in 2021, 134 (90.5%) were motor vehicle occupants with the largest percentages coming from passenger cars (41.2%), SUVs (15.5%), and motorcycles (14.9%). Occupants and operators aged 20-29 years accounted for 18.2% (27) of all occupant fatalities, the highest of any 10-year age span group. Also, 96 of the fatalities (64.9%) occurred on roads where the speed limit was 55 or greater. Finally, 82.4% (122) of 2021 traffic crash fatalities occurred on rural roadways while the remaining 18.6% (26) occurred on urban roadways. Reporting on core measure C-3 will go further in elaborating on the overwhelmingly rural nature of South Dakota's road system and describing the implications of this condition on traffic crash outcomes.

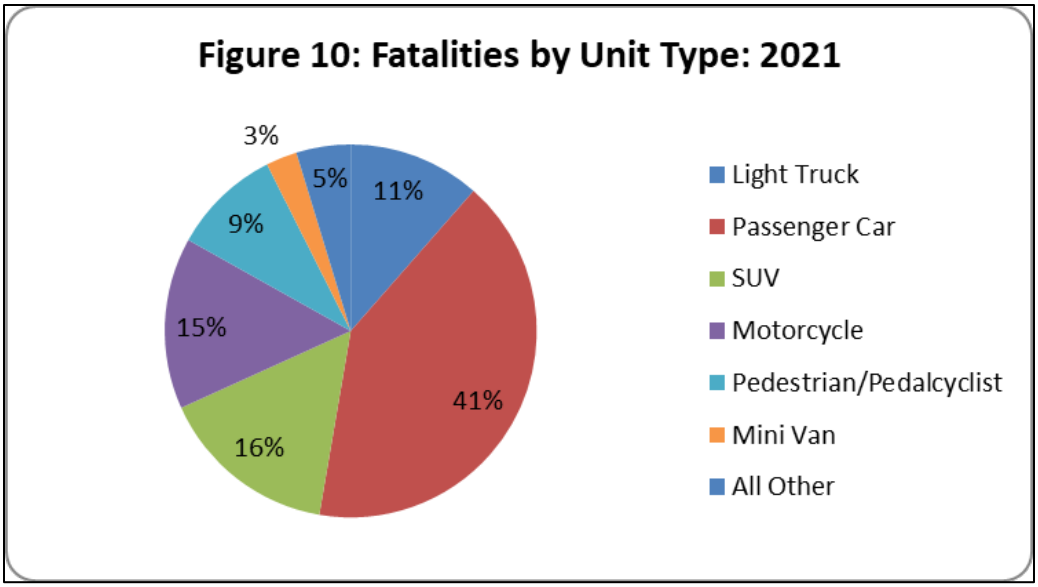


Table 15 displays calculated values for a modified per capita measure of traffic crash fatalities: total fatalities per 100,000 in-state population. This metric provides a relative indicator of fatality incidence, indexed to dynamic population counts. The figures presented in this table supply another means by which to examine trending features with respect to traffic crash fatalities in South Dakota. By this measure, the state fatality rate increased 3.9% last year and has witnessed a 31.8% cumulative improvement in fatality outcomes since 2006.

Table 15: Total Fatalities per 100,000 In-State Population: 2006-2021

	Population Estimate	Total Fatalities	Per 100,000 Population	Annual % Change
2006	787,380	191	24.26	--
2007	795,689	146	18.35	-24.4%
2008	804,194	121	15.05	-18.0%
2009	812,383	131	16.13	7.2%
2010	814,180	140	17.20	6.6%
2011	824,082	111	13.47	-21.7%
2012	833,354	133	15.96	18.5%
2013	844,877	135	15.98	0.1%
2014	853,175	136	15.94	-0.2%
2015	858,469	134	15.49	-2.8%

2016	865,454	116	13.40	-13.5%
2017	869,666	129	14.83	10.7%
2018	882,235	130	14.74	-0.7%
2019	884,659	102	11.53	-21.8%
2020	886,667	141	15.90	+37.9%
2021	895,367	148	16.53	+3.9%

Performance Measure: C-2) Number of serious injuries in traffic crashes (State crash data files)

On track to meet target: Yes

2023 Performance Goal: Reduce serious traffic injuries five-year average at 635.9 or less for 2019-2023.

Current Value (2017-2021): 581.2

Key Observations from 2021 Data

- A total of 5,110 injuries were sustained as a result of traffic crashes in 2021. The number of serious injuries recorded in 2021 represents an increase of 13.1% from the analogous 2020 total. Of the 4,962 non-fatal traffic crash injuries sustained in 2021 620 (12.5%) were considered serious or incapacitating.

Recent Data

A total of 5,110 injuries were sustained as a result of traffic crashes in 2021, 148 (2.9%) of which were ultimately fatal. Of the 4,962 non-fatal injuries, 620 (12.5%) were serious or incapacitating. The number of serious injuries recorded in 2021 (620) represents a 13.1% increase from the same figure in 2020 (548).

Table 16 displays frequency counts and average annual changes for all non-fatal injuries and serious injuries from 2017–2021. Figures 3 and 4 present five-year average trend lines for total non-fatal injuries (Figure 11) and serious injuries (Figure 12), both of which have continually decreased since the 2005-2009 time-period.

Table 16: Annual Traffic Crash Totals, Non-Fatal Injuries: 2017-2021				
	Total Injuries	% Change	Serious Injuries	% Change
2017	5,448	+5.5%	649	-6.2%
2018	5,008	-8.1%	569	-12.3%

2019	4,974	-0.68%	520	-8.6%
2020	4,601	-7.50%	548	+5.4%
2021	4,962	+7.85%	620	+13.1%

Figure 3. Five-Year Total Injury Averages: 2005-2021

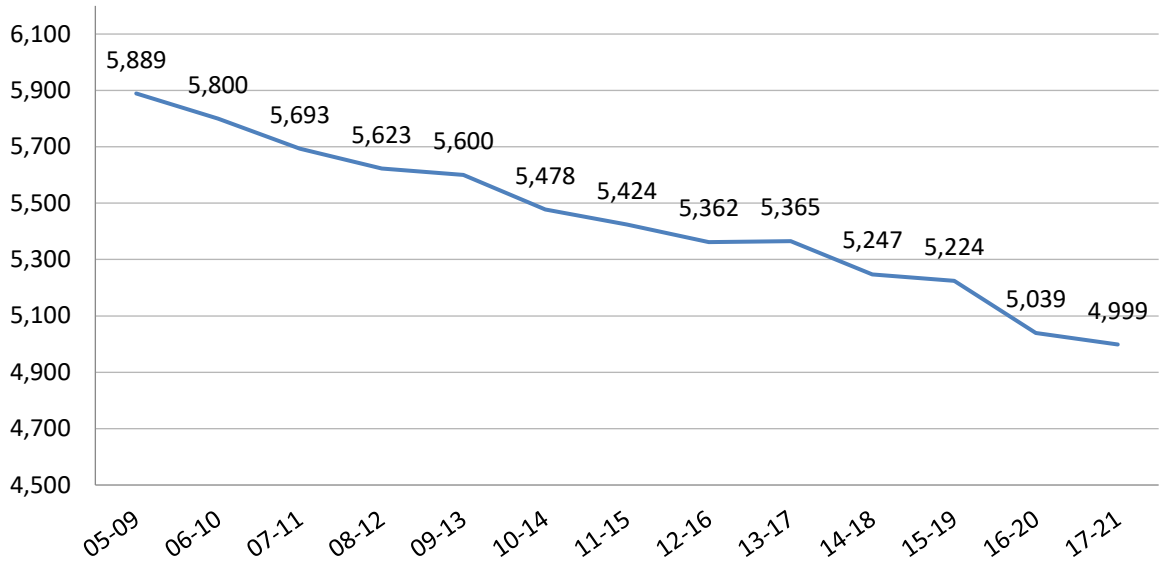
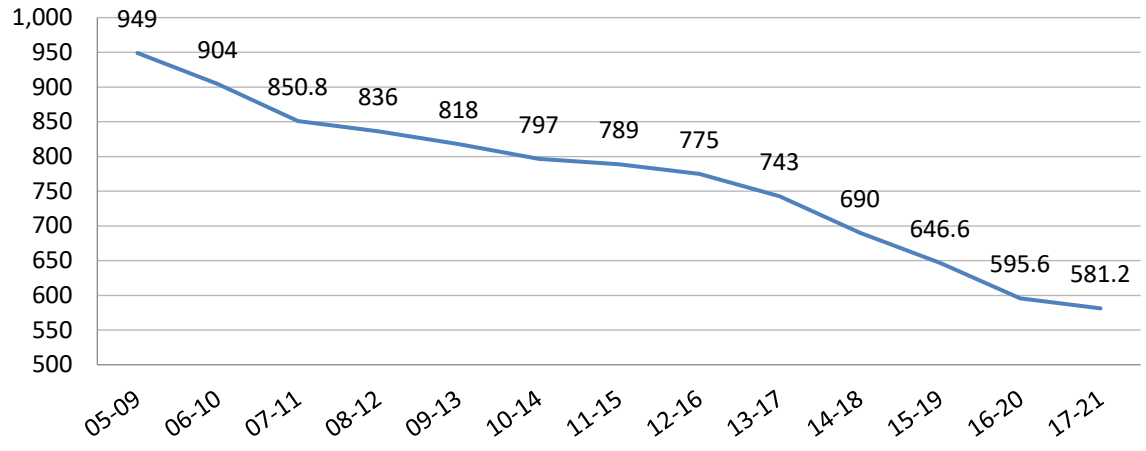


Figure 4. Five-Year Serious Injury Averages: 2005-2021



Performance Measure: C-3) Fatalities/VMT (FARS, FHWA)

On track to meet target: No

2023 Performance Goals: Reduce fatalities/100 MVMT to 1.20 for 2019-2023.

Current Value (2017-2021): *1.48*

Key Observations from 2021 Data

- Since such a large proportion of South Dakota's roadways are located in rural areas, overall fatality rate figures are heavily influenced by traffic crashes occurring on rural roadways.

- The 2021 statewide fatality rate of 1.48 is 2.1% higher than the rate in 2020. The rural fatality rate increased 7.5% from 1.6 in 2020 to 1.72 in 2021. The urban fatality rate decreased 20.7% from 1.11 to 0.88. The most recent five-year average fatality rate is still 27.7% lower than the 2005-2009 average.

- Injury-to-fatality ratios suggest that rural crashes remain more likely than urban crashes to produce fatalities, all else being equal.

Recent Data

South Dakota's highway system is dominated by vastness. The state's geographic expansiveness and sparse population combine to result in a marked reliance on travel by rural roadways. In 2021, South Dakota's state and local governments maintained 81,732 miles of roadways, 96.0% of which (78,455) were designated by the state Department of Transportation as rural. In addition, 70.7% of all vehicle miles traveled in South Dakota occurred on rural highways and streets. Table 17 exhibits basic figures for miles of roadways and vehicle miles traveled (VMT) in South Dakota for 2021. Overall, the 10 billion total VMT figure for 2021 represents an increase of 3.1% from the 9.7 billion VMT figure for 2020. Continued enforcement, education, and awareness will be imperative in order to achieve a downward trend in the five-year average.

Table 17. South Dakota Roadways and VMT: 2021

	Values	% of Total
Rural Miles	78,455.09	95.99%
Urban Miles	3,276.66	4.01%
Total Miles	81,731.75	100%
Rural VMT	7,080,091,217	70.65%
Urban VMT	2,941,166,487	29.35%

Total VMT	10,021,257,703	100%

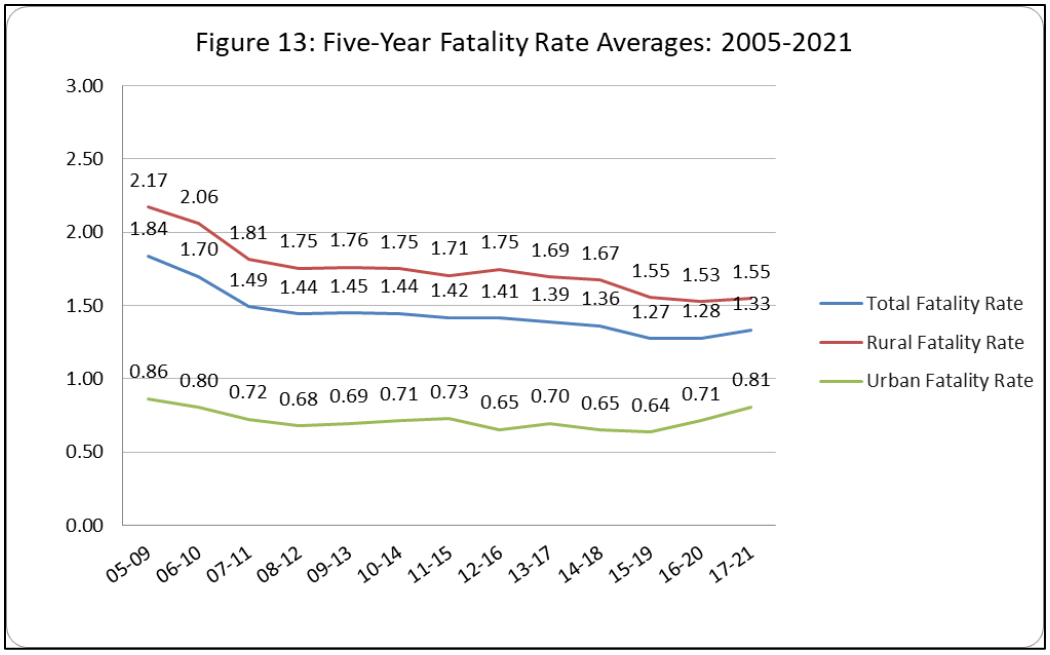
Since such a large proportion of South Dakota's roadways are located in rural areas, overall fatality rate figures are heavily influenced by traffic crashes occurring on rural roadways. Table 18 provides fatality figures for 2017–2021, segmented by location type. ("Fatality rate" is defined here as the number of fatalities per 100 million vehicle miles traveled.)

Table 18. Fatality and Injury Rates by Location: 2017-2021*

	Total Fatality Rate	Rural Fatality Rate	Urban Fatality Rate
2017	1.34	1.61	0.69
2018	1.34	1.72	0.44
2019	1.03	1.21	0.6
2020	1.45	1.60	1.11
2021	1.48	1.72	0.88
% Change ('20 to '21)	+2.07%	+7.50%	-20.72%

* Rural + Urban fatalities/injuries may not add to total, because some crash reports include no rural/urban designation.

Figure 13 demonstrates a mostly downward trend across five-year averages for total, rural, and urban fatality rates since the initial 2005-2009 average. As expected, average rural fatality rates are substantially higher than comparable urban fatality rates for each of the last twelve time periods. The reasons for this tendency are at least partially intuitive, including but not limited to the characteristically higher allowable rates of speed on rural roadways and the increased transit time required for emergency responders to arrive at crash sites.



Performance Measure: C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)

On track to meet target: Yes

2023 Performance Goal: Maintain unrestrained passenger vehicle occupant fatalities, all seat positions at 60.6 or less for 2019-2023.

Current Value (2017-2021): 56.6

Key Observations from 2021 Data

- A total of 65 unrestrained passenger vehicle occupants were killed in traffic crashes in 2021, a 14.0% increase from 2020 (57).
- In 2021, 58.2% of unrestrained passenger vehicle occupants involved in a traffic crash sustained an injury, fatal or otherwise.
- A substantial majority (72.3%) of all unrestrained driver fatalities in passenger vehicles in 2021 were sustained by males.

Recent Data

In 2021, 22,248 passenger vehicle occupants were involved in traffic crashes, 1,234 of which were unrestrained. (Here, "unrestrained" passengers are those not wearing a seatbelt or shoulder harness, as well as a child occupant not properly secured in a child restraint system. The restraint usage status was unknown for 1,989 individuals.) Of these unrestrained occupants whose injury status was known, 65 (5.3%) were killed, 131 (10.6%) sustained a serious injury, and 466 (37.8%)

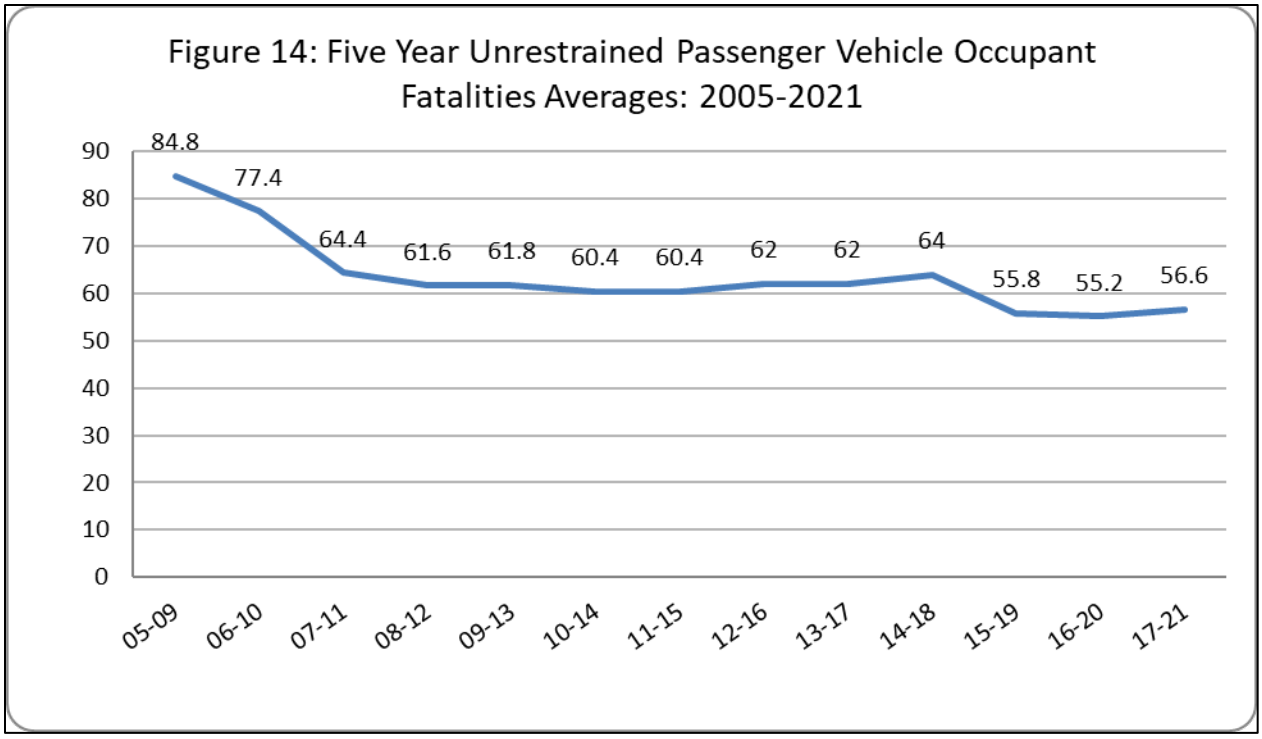
received other injuries. ("Other" injuries include those recorded as having "possible" injuries.) Altogether then, 58.2% of these occupants suffered an injury, fatal or otherwise.

Table 19 presents crash outcome figures for all unrestrained passenger vehicle occupants in South Dakota from 2017–2021. Figure 14 presents five-year averages from 2005 to 2021 of unrestrained passenger vehicle occupant fatalities.

Table 19. Injury Outcomes of Unrestrained Passenger Vehicle Occupants: 2017-2021*

	Fatalities	Serious Injuries	Other Injuries	No Injuries	Total
2017	64	163	565	527	1319
2018	59	220	610	555	1444
2019	38	145	570	565	1318
2020	57	156	439	479	1,132
2021	65	131	466	571	1,233
2021 (%)	5.3%	10.6%	37.8%	46.3%	100.0%
All Years (%)	4.4%	12.6%	41.1%	41.8%	100.0%

*Passenger vehicle includes Cargo Van (10,000 pounds or less), light truck, mini-van, passenger van with seats for 8 or less including driver, passenger car, single unit truck (10,000 pounds or less) van/bus with seats for 9-15 people including driver and SUVs. ((https://www.fhwa.dot.gov/policy/ohpi/vehclass.htm)



South Dakota Codified Law 32-37-1 requires passenger vehicle operators to secure all occupants under the age of five in a child restraint system. Given the practical implications of this statute, discussion of passenger vehicle restraint usage is made more productive by considering two separate age groups: ages less than five and ages five and over. In 2021, no children under the age of five were killed as passenger vehicle occupants. Five children under the age of five suffered serious injuries; only one of these children was unrestrained. Among unrestrained passenger vehicle occupants 5 or older, 65 sustained fatal injuries, ("Unrestrained" includes those who used no restraint or youth restraint system used improperly.) Of these, 47 (72.3%) of them were male.

Of the 121 passenger vehicle occupants who were partially or totally ejected from the vehicle during a crash, 70.1% (86) suffered a serious injury or fatality. Among the 15 individuals who were partially ejected and whose restraint status was known, 33.3% or five individuals had been restrained; 66.6% (10) were unrestrained. The restraint status was unknown for 1 individual. All of those who were totally ejected were unrestrained, though the restraint status is unknown for 6 of those individuals totally ejected. Table 20 presents 2021 data on ejection status by restraint usage for passenger vehicle occupants only (all ages).

Table 20. Ejection Status by Restraint Usage: 2021

	Not Ejected	Partially Ejected	Totally Ejected	Total
None	4.9%	94.3%	62.5%	5.4%
Belt/harness	86.2%	0.0%	31.3%	85.7%

Other, Unreported, Unknown	8.7%	5.7%	6.3%	8.7%
Youth restraint used improperly	0.0%	0.0%	0.0%	0.0%
Youth restraint used properly	0.2%	0.0%	0.0%	0.2%
Grand Total	100.0%	100.0%	100.0%	100.0%

Performance Measure: C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)

On track to meet target: In Progress

2023 Performance Goal: Maintain alcohol impaired driving fatalities at 40.3 or less for 2019-2023.

Current Value (2017-2021): 42.4

Key Observations from 2021 Data

- The number of fatalities arising from crashes involving at least one driver or motorcycle operator with a BAC of .08 or above increased 4.0% from 50 in 2020 to 52 in 2021.

- In 2021, 65% of fatalities (34) involving at least one driver or motorcycle operator with a BAC of .08 or above were sustained by intoxicated drivers themselves.

Recent Data

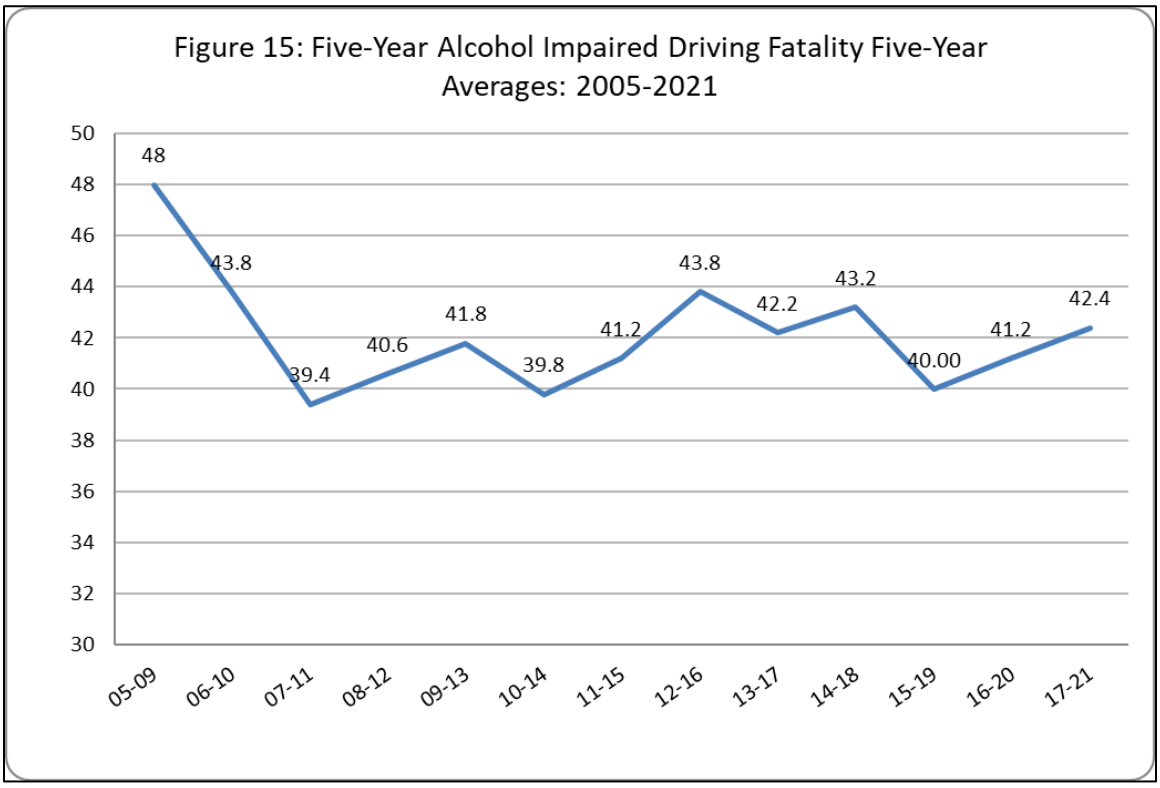
In South Dakota, it is considered a criminal offense for any driver to operate a motor vehicle while maintaining a blood alcohol content (BAC) level of .08 or higher. (Drivers with a BAC level of .08 or higher will occasionally be referred to in this report as "intoxicated drivers."). As can be seen in Table 21, 148 fatalities were reported in 2021, 52 of which involved at least one driver with a BAC reading of .08 or above. In other words, 35.1% of all crashes involved at least one driver with a BAC of .08 or higher. The analogous national figure is only 31%. Similarly, South Dakota has a higher alcohol impaired fatalities rate per 100 million VMT than (.52) than the national average (.43). Despite the recent increases in 2020 and 2021, if we see expected reductions in 2022 and 2023, we will still be able to meet our current goal to reduce alcohol impaired driving fatalities to 40.3 or less by 2023.

Table 21 shows annual figures and percentage changes for crashes involving at least one driver or motorcycle operator with a BAC reading of .08 or higher, compared to figures for total crashes.

Table 21: Alcohol Impaired Driving Fatalities for South Dakota and US		
Year	Total Fatalities in all Crashes	Alcohol-Impaired Driving Fatalities (BAC = .08+)

			Number	Percent	Per 100 Million VMT
2017	South Dakota	129	36	28%	0.38
	US	37,473	10,880	29%	0.34
2018	South Dakota	130	46	35%	0.47
	US	36,835	10,710	29%	0.33
2019	South Dakota	102	28	28%	0.29
	US	36,355	10,196	28%	0.31
2020	South Dakota	141	50	36%	0.52
	US	39,007	11,718	30%	0.40
2021	South Dakota	148	52	35%	0.52
	US	42,939	13,384	31%	0.43

Figure 15 displays five-year averages for fatalities reported from 2005–2021.



Performance Measure: C-6) Number of speeding-related fatalities (FARS)

On track to meet target: In Progress

2023 Performance Goal: Reduce the speeding related fatalities five-year average to 33.2 for 2019-2023.

Current Value (2017-2021): 36.8

Key Observations from 2021 Data

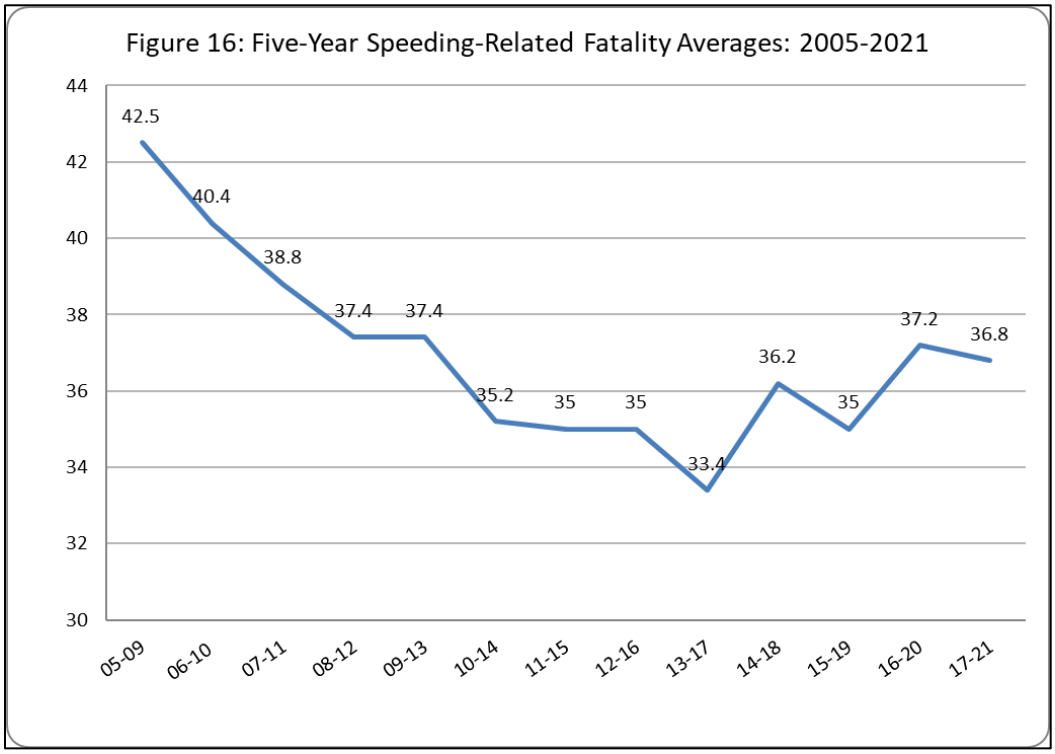
- A total of 35 individuals were killed in 2021 as a result of traffic crashes involving at least one speeding driver, a 16.7% decrease from the 42 speeding related fatalities in 2020.

- 100% of speeding-related fatalities in 2021 were sustained by motor vehicle occupants; none of these fatalities were pedestrians.

- 88.5% of speeding-related fatalities in 2021 occurred on rural roadways.

Recent Data

In 2021, 1,560 traffic crashes occurred that involved at least one speeding driver (8.0% of all reported traffic crashes); a total of 2,485 people were involved. Of these individuals, 35 (1.4%) sustained fatal injuries, 100 (4.0%) suffered serious but non-fatal injuries, and 546 (22.0%) received non-serious injuries. This means that 23.6% percent of South Dakota's traffic crash fatalities were sustained in roadway incidents involving at least one speeding driver. None of the speeding-related fatalities in 2021 were pedestrians and 88.6% (31) occurred on rural roadways. Figure 16 displays the five-year averages for speeding-related fatalities during the 2005–2021 period.



Performance Measure: C-7) Number of motorcyclist fatalities (FARS)

On track to meet target: Yes

2023 Performance Goal: Reduce the motorcyclist fatalities five-year average to 18.9 or less for 2019-2023.

Current Value (2017-2021): 19.0

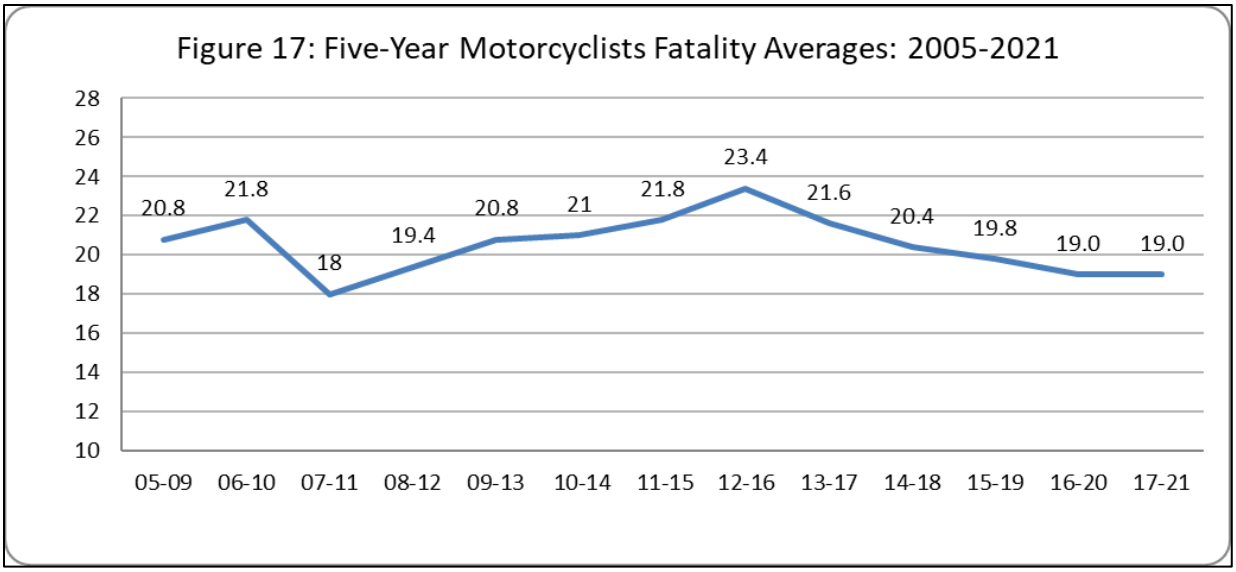
Key Observations from 2021 Data

- Motorcycles were involved in only 2.6% of traffic crashes in 2021, however motorcyclists accounted for 22 (14.9%) of all fatalities.
- Of the 22 motorcyclist fatalities sustained in traffic crashes involving motorcycles in 2021, 19 (86.4%) were motorcycle operators.
- Nearly half of the fatalities (45.5%) occurred during the three-week time span including the week prior to, the week of, and the week after the 2021 Sturgis Motorcycle Rally (August 6-15, 2021).

Recent Data

In 2021, 499 traffic crashes involving motorcycles were reported, amounting to approximately 2.6% of all traffic crashes. (In sections C7 and C8, references to "motorcycles" and "motorcycle operators/occupants" also include mopeds and moped operators/occupants. For simplicity, the term "motorcycle" alone is used.). Of the 22 motorcyclist fatalities, 92.5% (25) were motorcycle operators. Despite only being involved in 2.6% of traffic crashes in 2021, motorcyclists accounted for 14.9% of all fatalities. Figure 17 displays five-year averages for motorcyclist fatalities for 2005-2021.

Of the 22 motorcyclist fatalities in 2021, 16 (72.7%) were age 40 or older and 15 (68.2%) were males. Nearly half of the fatalities (45.5%) occurred during the three-week time span including the week prior to, the week of, and the week after the 2021 Sturgis Motorcycle Rally (August 6-15, 2021). Of the 22 motorcyclists that were killed, 8 (36.4%) were licensed in South Dakota and only one (4.5%) of the motorcycle operators suffering fatal injuries had a blood alcohol content reading of .08 or above.



Performance Measure: C-8) Number of unhelmeted motorcyclist fatalities (FARS)

On track to meet target: Yes

2023 Performance Goal: Reduce the unhelmeted motorcyclist fatalities five-year average to 14.2 or less for 2019-2023.

Current Value (2017-2021): 12.8

Key Observations from 2021 Data

- Of the 22 motorcyclist fatalities in 2021, 17 (77.3%) were sustained by unhelmeted motorcyclists.
- 10 of the 17 unhelmeted motorcyclist fatalities (58.8%) recorded in 2021 were sustained by out-of-state motorcyclists.
- Males accounted for 64.7% (11) of the unhelmeted motorcyclist fatalities recorded in 2021.

Recent Data

Table 22 presents comparative crash outcomes data for helmeted and unhelmeted motorcyclists from 2017-2021. The percentage of motorcyclist fatalities that were unhelmeted increased slightly from 74.1% in 2020 to 77.4% in 2021. It should be noted, though, that the low n-values in these categories may be too small to justify the formation of practical inferences based on these figures alone.

The 22 unhelmeted fatalities in 2021 included 7 motorcyclists (41.1%) carrying a South Dakota driver's license. Males accounted for 64.7% (11) of the unhelmeted motorcyclist fatalities recorded in 2021, a lower proportion than in previous years.

Table 22. Injury Outcomes for Unhelmeted and Helmeted Motorcycle Occupants: 2017-2021*					
Unhelmeted Motorcycle Occupants					
	Fatalities	Serious Injuries	Other Injuries	No Injury	Total
2017	10	73	156	43	282
2018	11	89	118	51	269
2019	6	70	122	39	237
2020	20	89	173	34	316
2021	17	96	168	49	330
2021 (%)	5.15%	29.09%	50.91%	14.85%	100.00%
All Years (%) 2005-2021	4.10%	28.63%	52.41%	14.85%	100.00%
Helmeted Motorcycle Occupants					
	Fatalities	Serious Injuries	Other Injuries	No Injury	Total
2017	6	59	108	36	209
2018	4	49	101	41	195
2019	6	32	91	36	165
2020	5	40	124	40	209
2021	5	55	137	49	246
2021 (%)	2.03%	22.36%	55.69%	19.92%	100.00%
All Years (%) 2005-2021	2.89%	27.95%	54.89%	15.31%	100.00%
* In cases where the helmet status of the motorcyclist was unknown, they are not included in this table.					

Performance Measure: C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)

On track to meet target: Yes

2023 Performance Goal: Reduce the drivers age 20 or younger involved in fatal crashes five-year average to 16.1 or less for 2019-2023.

Current Value (2017-2021): 16.0

Key Observations from 2021 Data

- 18 drivers under the age of 20 were involved in a fatal traffic crash in 2021, a 10.0% decrease from the 20 drivers in 2020.

- 21 fatalities resulted from crashes where drivers under the age of 21 were involved. These fatalities include 7 of the drivers under the age of 21 themselves.

Recent Data

In 2021, there were 3,940 crashes that involved at least one driver under the age of 21, of those18 were fatal. A total of 21 fatalities resulted from these crashes, a slight increase (5.0%) from the 20 fatalities sustained in 2020.

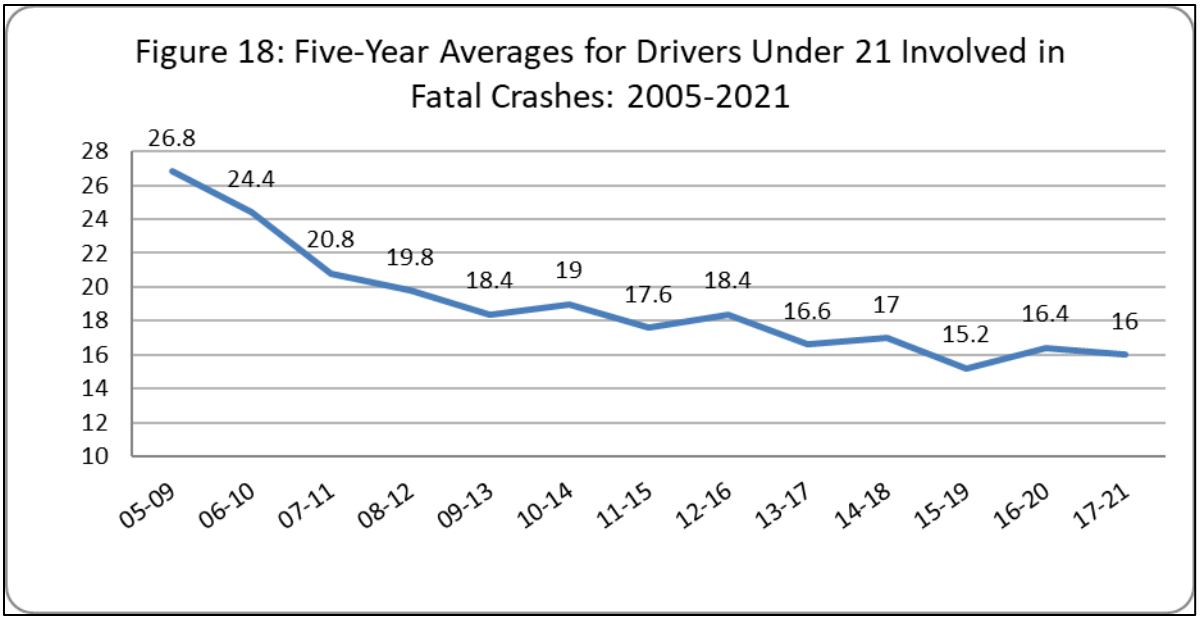
Table 23 provides yearly counts and annual change figures of drivers under 21 involved in traffic crashes resulting in at least one fatality. As can be seen from the table, 18 drivers under 21 were involved in fatal crashes in 2021, a slight decrease (10.0%) since 2020 (20).

Table 23: Drivers Under 21 Involved in Fatal Crashes: 2017-2021

	Drivers Under 21	Annual % Change
2017	10	-50.0%
2018	17	+70.0%
2019	15	-11.7%
2020	20	+33.3%
2021	18	-10.0%

Of the 18 drivers under the age of 21 involved in fatal traffic crashes in 2021, 7 of them (38.9%) suffered fatal injuries; 9 (50.0%) were male; and 3 (16.7%) recorded a positive blood alcohol content reading. (In the case of these drivers, a positive blood alcohol content reading is defined as a recorded BAC level of .02 or above.) Of all drivers under the age of 21 involved in fatal traffic crashes, 13 of the 18 drivers (72.2%) were operating a passenger car, 4 (22.2%) were operating SUVs and 1 (5.6%) was operating a light truck.

Figure 18 provides a slightly different perspective on fatalities involving drivers under the age of 21 through the lens of five-year averages. As is illustrated in this figure, the five-year averages have declined slowly, but steadily over this period.



Performance Measure: C-10) Number of pedestrian fatalities (FARS)

On track to meet goal: No

2023 Performance Goal: Reduce pedestrian fatalities to a five-year average of 7 fatalities or less for 2019-2023.

Current Value (2017-2021): *11*

Key Observations from 2021 Data

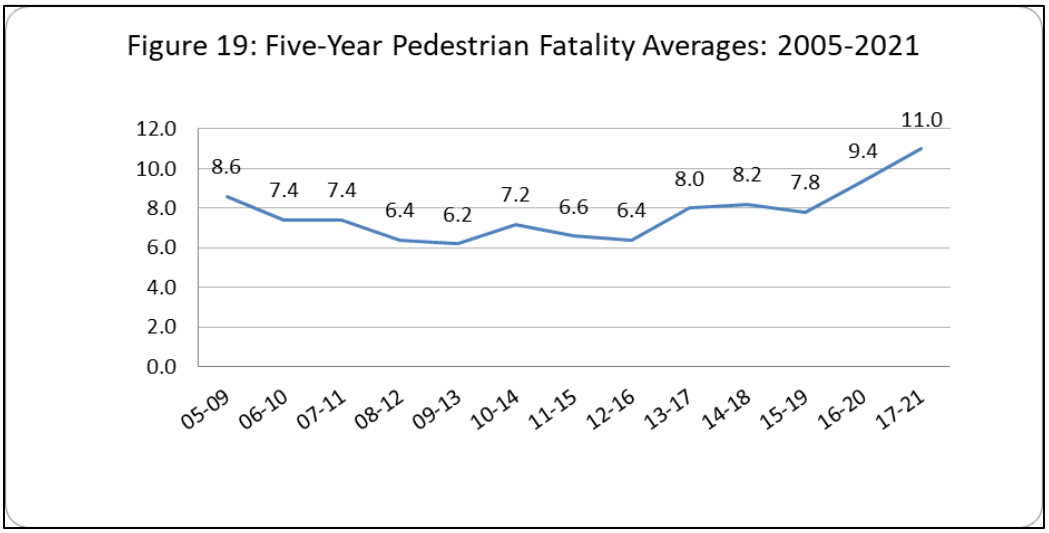
- Since 2005, the number of annual pedestrian fatalities in South Dakota has fluctuated around an average of 6-8 fatalities per year. There were 14 pedestrian fatalities reported in 2021, the same number as 2020.

Recent Data

Pedestrian fatalities are highly uncommon in South Dakota. Only 57 pedestrian fatalities were recorded in the state from 2017 through 2021; this includes 14 such fatalities in 2021, the same number as 2020. This is despite the fact that the number of crashes involving pedestrians actually decreased slightly, hence a higher proportion of total crashes involving pedestrians resulted in fatalities. In 2021, 102 pedestrians were involved in traffic crashes. These crashes resulted in 14 pedestrian fatalities, 31 serious injuries, and 53 other injuries. Seven of the pedestrian fatalities (50.0%) had reported blood alcohol contents of higher than .08 at the time of the crash.

Since 2005, the number of annual pedestrian fatalities has fluctuated around an average of 6-8 fatalities per year with the current five-year average for 2017-2021 at 9.4 pedestrian fatalities. Given the high values for pedestrian fatalities in 2020 and 2021, it is unlikely we will meet our previous goal for the 2019-2023 time-period. Figure 19 presents trend data for pedestrian fatalities

from 2005–2021, as expressed by five-year averages. Education and awareness are needed to increase pedestrian safety and decrease pedestrian fatalities.



Finally, Table 24 displays pedestrian fatality counts indexed to statewide population figures. Although no linear pattern is apparent for this measure, in the five most recent years, roughly 1-2 pedestrians per 100,000 in-state population have been killed in motor vehicle crashes each year. The 2021 figure of 1.56 shows a slight decrease from the 2020 figure of 1.58.

Table 24. Pedestrian Fatalities per 100,000 In-State Population: 2017-2021

	Population Estimate	Pedestrian Fatalities	Per 100,000 Population
2017	869,666	10	1.15
2018	882,235	10	1.13
2019	884,659	7	0.79
2020	886,667	14	1.58
2021	895,367	14	1.56

Performance Measure: C-11) Number of bicyclists fatalities (FARS)

On track to meet target: Yes

2023 Performance Goal: Maintain a bicyclist fatalities five-year average of 1 fatality or less for 2019-2023.

Current Value (2017-2021): *0.2*

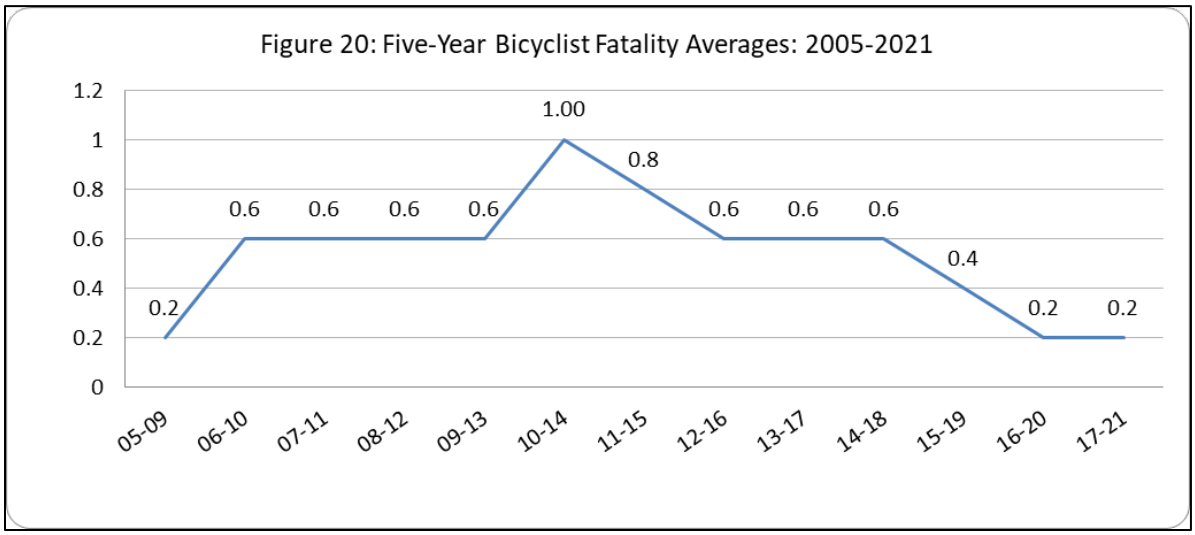
Key Observations from 2021 Data

- The number of annual bicyclist fatalities in South Dakota is consistently very low. There were no bicyclist fatalities reported in 2021.

Recent Data

Bicycle fatalities are highly uncommon in South Dakota. Only 8 bicyclist fatalities have been recorded in the state since 2005. There were zero bicyclist fatalities in 2021. Since 2005, the five-year average of bicyclist fatalities has remained at 1 fatality or less per year.

Figure 20 presents trend data for bicyclist fatalities from 2005–2021, as expressed by five-year averages. Given the very low number of fatalities per year though, the changes in the averages are a bit misleading. Since most years have zero fatalities, any one year with a fatality can inflate the averages for the entire time it is included in the average.



Of the 66 total bicyclists involved in crashes in 2021, 4 (6.1%) sustained serious injuries, 48 (72.7%) were male, 36 (54.5%) were over the age of 20, and a majority, 49 (74.3%) were not wearing a helmet.

Finally, Table 25 displays bicyclist fatality counts indexed to statewide population figures. Although no linear pattern is apparent for this measure, over the five most recent years no more than one bicyclist has ever been killed in a year, and, in general, there are very few bicyclist fatalities.

Table 25. Bicycle Fatalities per 100,000 In-State Population: 2017-2021

	Population Estimate	Bicycle Fatalities	Per 100,000 Population
2017	869,666	0	0.00
2018	882,235	0	0.00

2019	884,659	1	0.11
2020	886,667	0	0.00
2021	895,367	0	0.00

Performance Measure: B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)

On track to meet target: Yes

2023 Performance Goal: Maintain statewide observed seat belt use of front seat outboard occupants in passenger vehicles at 80% or above by December 31, 2023.

Current Value: 86.9%

Recent Data

In June of 2021, the South Dakota Office of Highway Safety contracted with the Upper Great Plains Transportation Institute to conduct a statewide observational survey following methodological guidelines spelled out in NHTSA's Uniform Criteria for State Observational Surveys of Seat Belt Use. The underlying purpose of the annual survey is to observe safety restraint use of all drivers, right front passengers, and children under the age of five traveling on rural and urban highways and interstates. The 2021 report, *Seatbelt Use in South Dakota, June 2021* serves as the primary source document for all information presented in this section.

From the sixteen counties selected from the sampling pool, a total of 30,691 automobile occupants were observed during the week of June 14-20, 2021. After weighing averages to account for VMT, the 2021 statewide estimated safety restraint use on all road types was 86.9%. This represents a sizable increase of 18.7 percentage points from the 2020 statewide weighted estimate of 68.2%. Table 26 exhibits the observed restraint use figures for 2017-2021.

Table 26. Observed Restraint Use by Year 2017-2021	
2017	74.8%
2018	78.9%
2019	75.2%
2020	68.2%
2021	86.9%

% Change 2020-2021	+18.7%

Performance Measure: P-1) Distracted Driving Fatalities (FARS)

On track to meet target: Yes

2023 Performance Goal: Maintain the five-year average for distracted driving fatalities to 7.5 or less for 2019-2023.

Current Value: 5.2

Recent Data

This is our fifth year to assess and report on distracted driving. According to available FARS data for 2021, we had 4 fatal crashes in 2021 that were recorded as the result of a distracted driver. This is a 33.3% decrease from the 6 crashes we had in 2020. (Given the low numbers of fatalities each year, caution is warranted in interpreting percentage decreases and increases.) Those fatal crashes resulted in 4 fatalities. Table 27 displays the results for these first four years of data. Caution is advised in interpreting the percentage changes as the overall numbers are very small. As we have more data on this measure, we will begin to track and report on five-year averages as well as more nuanced patterns for this measure.

Table 27: Total Fatal Crashes and Fatalities Involving Distracted Drivers*

	Fatal crashes	Fatalities
2017	7	7
2018	5	6
2019	3	3
2020	6	6
2021	4	4
% Change from 2020-2021	-33.3%	-33.3%
*Data retrieved using a FARS Query		

Performance Measure: P-2) Law Enforcement Agencies Submitting Crash Reports Electronically

On track to meet target: Yes

2023 Performance Goal: Increase the number of law enforcement agencies that submit crash reports electronically from 121 to 122 for 2023.

Current Value: 123

Recent Data

Most of the South Dakota reportable crashes are received by the Office of Highway Safety/Accident Records. The goal of the Traffic Records program area is to improve traffic records systems as measured by accuracy, timeliness, completeness, uniformity, accessibility, and integration of traffic records. In 2021 there were 121 out of 132 law enforcement agencies that submitted their crash reports electronically. In 2022, we were able to raise this to 123.