



**SOUTH CAROLINA'S
Annual Report
FFY 2013**

**Submitted by the Office of Highway Safety and Justice Programs
SC Department of Public Safety**

December 31, 2013

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Contact Information

Name: Phil Riley
Title: Director-Office of Highway Safety and Justice Programs
Agency: SC Department of Public Safety
Street: 10311 Wilson Blvd.
City: Blythewood
State: South Carolina

Phone: (803) 896-9950
Fax: (803) 896-9978
E-mail: philriley@scdps.gov
Zip Code: 29016

Name: Dr. Ed Harmon
Title: Assistant Director/Justice Programs Administrator
Office of Highway Safety and Justice Programs
Agency: SC Department of Public Safety
Street: 10311 Wilson Blvd.
City: Blythewood
State: South Carolina

Phone: (803) 896-9950
Fax: (803) 896-9978
E-mail: edharmon@scdps.gov
Zip Code: 29016

Name: Karl Boston
Title: Grants Administration Manager
Office of Highway Safety and Justice Programs
Agency: SC Department of Public Safety
Street: 10311 Wilson Blvd.
City: Blythewood
State: South Carolina

Phone: (803) 896-9950
Fax: (803) 896-9978
E-mail: karlboston@scdps.gov
Zip Code: 29016

Executive Summary

Organizational Placement and Mission of the Office of Highway Safety and Justice Programs

The Office of Highway Safety and Justice Programs (OHSJP), a division of the South Carolina Department of Public Safety (SCDPS), is responsible for carrying out activities related to the administration of an effective highway safety program. This is accomplished by developing programs and other activities throughout South Carolina. Utilizing evidence-based performance measures and strategies, the impact goal of the OHSJP is to help reduce traffic crashes, injuries and fatalities through the various programs that are spearheaded, coordinated and/or implemented by this office. Crash statistics collected by OHSJP are used to determine our progress in meeting this goal. OHSJP is recognized internally and externally as a division of SCDPS that is dedicated to informing the public about highway safety issues through educational and public outreach campaigns; administering federally funded grants to address highway safety issues; serving as a custodian of statewide collision statistics; and acting as a coordinator of highway safety activities throughout the state. The mission of the Office of Highway Safety and Justice Programs is to develop comprehensive strategies aimed at reducing the number and severity of traffic crashes on the state's streets and highways.

Major Functions of OHSJP:

- Serves as the State Highway Safety Office for South Carolina;
- Administers \$5 - \$10 million in highway safety grant funds from our Federal partner, the National Highway Traffic Safety Administration (NHTSA);
- Houses the Statistical Analysis Center for the agency. Conducts statistical research and analysis to determine the specific causes, locations, and other information regarding traffic collisions. This information is used to determine where best to allocate our grant funds and focus our enforcement/educational efforts;
- Coordinates statewide highway safety enforcement and public information and education campaigns (e.g., *Sober or Slammer!*, *Buckle Up, South Carolina. It's the law and it's enforced.*, which correspond respectively to the national *Drive Sober or Get Pulled Over* and *Click-it-or-Ticket* campaigns). Coordination includes garnering law enforcement support for these campaigns, conducting statewide press events, producing TV/radio/print ads to support the stepped-up enforcement effort, etc.;
- Supports the SC Law Enforcement Network (SCLLEN) system. The SCLLEN is subdivided into 16 separate networks (based on judicial circuit), each of which meets regularly to share and disseminate traffic safety information, coordinates joint traffic enforcement and media efforts, identifies and provides training for network members, and participates in statewide enforcement mobilization efforts.
- Coordinates the development and implementation, with the assistance of appropriate state and federal partners, of the SC Strategic Highway Safety Plan.

Other Special Projects, Events, and Activities Coordinated by OHSJP:

- Annual Memorial Service for Highway Fatality Victims
- Law Enforcement DUI Challenge
- DUI Enforcement Recognition/Law Enforcement Challenge Ceremony
- BAT (Breath Alcohol Testing) -mobile maintenance
- South Carolina Collision and Ticket Tracking System (SCCATTS)
- Drug Recognition Expert (DRE) Training
- Child Passenger Safety Week (in conjunction with the SC Department of Health and Environmental Control)
- School Zone Safety Week
- Highway Safety Booth @ SC State Fair

The OHSJP also spearheads three statewide committees that have been established to address major issues in highway safety: the Impaired Driving Prevention Council, the Motorcycle Safety Task Force and the Traffic Records Coordinating Committee. OHSJP is divided into the following primary sections: **Grants Administration; Statistical Analysis and Research; Public Affairs; Law Enforcement Support Services; Business Management; Criminal Justice Grants Programs, Juvenile Justice Grants Programs, Victims Services Grants Programs, the Statistical Analysis Center for crime and victims statistics and the SC Law Enforcement Officers Hall of Fame.**

Introduction

Statistical Summary

Despite an increase in the number of traffic fatalities in South Carolina in 2011 and 2012, following a previous steady decline since 2007, traffic fatalities are projected to decrease in the State in 2013. It is encouraging that the State's traffic fatality statistics have been trending downward since 2007, when 1,077 traffic fatalities occurred, 464 of which were alcohol-impaired driving fatalities. There were 894 people killed in traffic crashes during 2009 and 809 in 2010. The 863 fatalities in 2012 represented a 4.2% increase in fatalities compared to the 828 in 2011. Though also trending downward since 2007, South Carolina experienced a 3.53% increase in its mileage death rate during 2012 as compared to the previous year (1.70 in 2011 to 1.76 in 2012).

According to the National Highway Traffic Safety Administration (NHTSA), South Carolina experienced an increase in the number of alcohol-impaired traffic fatalities (a driver with a BAC of .08 or more involved in the collision) during 2012. NHTSA Fatality Analysis Reporting System (FARS) data indicated 309 fatalities involving an alcohol-impaired driver in 2011 and 358 in 2012, a 15.9% increase. In 2011, 37.3% of all traffic fatalities involved an alcohol-impaired driver, while that percentage rose to 41.5% in 2012.

Statistics involving vulnerable roadway users demonstrated some successes and some challenges for the State. Motorcyclist fatalities increased in 2012 by 13.2% from 129 in 2011 to 146 in 2012. The motorcyclist figures include moped data to be consistent with FARS reporting. The Statistical Analysis Center of the OHSJP projects that the 2011-2013 average number of motorcyclist fatalities will be 133, which, unfortunately, represents a 20.5% increase when compared to the 2008-2010 average of 111 motorcyclist fatalities. South Carolina experienced 123 pedestrian fatalities in 2012. This is an 8.8% increase when compared to the 113 pedestrian fatalities that occurred in 2011. However, the year 2013 is projected to show a precipitous drop for the year to an estimated 90 pedestrian fatalities for the year, a decrease of 27%. Preliminary figures show the 2011-2013 average number of pedestrian fatalities to be 109, which is a 17% increase as compared to the 2008-2010 average of 93. Bicyclist fatalities were down by one (1) from 14 in 2012 from the 15 experienced in 2011. As of early December, there have been 13 bicyclists killed in South Carolina so far in 2013. Projections for 2013 estimate the number of bicyclist deaths will remain the same as in 2012, therefore the goal of a 2% decrease will most likely not be reached.

STATEWIDE GOALS AND RESULTS

Listed in the table below are South Carolina's Highway Safety Performance Measures which were established in the 2013 Highway Safety Plan and are consistent with the performance measures developed by USDOT in collaboration with the Governor's Highway Safety Association (GHSA). The Table contains data points used to determine appropriate targets for success outlined in the Plan document. Data-driven targets for each performance measure have been established and placed in the appropriate corresponding program area within the Annual Report document.

Performance Measures	Results
To decrease the three-year (2011-2013) average number of traffic fatalities by 5%, from the baseline three-year (2008-2010) average of 875 to 831 fatalities by December 31, 2013.	Goal Not Met: The preliminary three-year average number of traffic fatalities is 837 for 2011-2013, which represents a 4.3% decrease from the 2008-2010 average.
To decrease the three-year (2011-2013) average fatality rate/100M VMT by 5%, from the baseline three-year (2008-2010) average of 1.78 to 1.69 fatality rate/100M VMT by December 31, 2013.	Goal Not Met: The preliminary three-year average fatality rate/100M VMT is 1.71 for 2011-2013, which represents a 3.9% decrease from the 2008-2010 average.
To decrease the three-year (2011-2013) average rural fatality rate/100M VMT by 5%, from the baseline three-year (2008-2010) average of 3.28 to 3.12 fatality rate/100M VMT by December 31, 2013.	This statistical information is currently unavailable.
To decrease the three-year (2011-2013) average urban fatality rate/100M VMT by 5%, from the baseline three-year (2008-2010) average of 0.33 to 0.31 fatality rate/100M VMT by December 31, 2013.	This statistical information is currently unavailable.
To decrease the three-year (2011-2013) average number of serious traffic injuries by 5%, from the baseline three-year (2008-2010) average of 3,474 to 3,300 injuries by December 31, 2013.	Goal Exceeded: The preliminary three-year average number of serious traffic injuries is 3,217 for 2011-2013, which represents a 7.4% decrease from the 2008-2010 average.
To decrease the three-year (2011-2013) average number of alcohol-impaired driving fatalities by 5% from the baseline three-year (2008-2010) average of 376 to 357 alcohol-impaired driving fatalities by December 31, 2013.	Goal Exceeded: The preliminary three-year average number of alcohol-impaired driving fatalities is 334 for 2011-2013, which represents an 11.2% decrease from the 2008-2010 average.
To decrease the three-year (2011-2013) average number of unrestrained passenger vehicle occupant fatalities in all seating positions by 10%, from the baseline three-year (2008-2010) average of 369 to 332 unrestrained passenger vehicle occupant fatalities by December 31, 2013.	Goal Exceeded: The preliminary three-year average number of unrestrained passenger vehicle occupant fatalities in all seating positions is 282 for 2011-2013, which represents a 23.5% decrease from the 2008-2010 average.
To decrease the three-year (2011-2013) average number of speeding-related fatalities by 5%, from the baseline three-year (2008-2010) average of 323 to 307 speeding-related fatalities by December 31, 2013.	Goal Exceeded: The preliminary three-year average number of speeding-related fatalities is 293 for 2011-2013, which represents a 9.3% decrease from the 2008-2010 average.

To decrease the three-year (2011-2013) average number of motorcyclist fatalities by 5%, from the baseline three-year (2008-2010) average of 111 to 105 motorcyclist fatalities by December 31, 2013.	Goal Not Met: The preliminary three-year average number of motorcyclist fatalities is 133 for 2011-2013, which represents a 20.5% increase from the 2008-2010 average.
To decrease the three-year (2011-2013) average number of unhelmeted motorcyclist fatalities by 5%, from the baseline three-year (2008-2010) average of 83 to 79 unhelmeted motorcyclist fatalities by December 31, 2013.	Goal Not Met: The preliminary three-year average number of unhelmeted motorcyclist fatalities is 99 for 2011-2013, which represents a 19.4% increase from the 2008-2010 average.
To decrease the three-year (2011-2013) average number of drivers age 20 or younger involved in fatal crashes by 10%, from the baseline three-year (2008-2010) average of 126 to 113 drivers age 20 or younger involved in fatal crashes by December 31, 2013.	Goal Not Met: The preliminary three-year average number of drivers age 20 or younger involved in fatal crashes is 114 for 2011-2013, which represents a 9.5% decrease as compared to the 2008-2010 three-year average.
To decrease the three-year (2011-2013) average number of pedestrian fatalities by 5%, from the baseline three-year (2008-2010) average of 93 to 88 pedestrian fatalities by December 31, 2013.	Goal Not Met: The preliminary three-year average number of pedestrian fatalities is 109 for 2011-2013, which represents a 16.4% increase from the 2008-2010 average.
To increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles by 1.5 percentage points from the 2012 calendar base year usage rate of 90.5% to 92% by December 31, 2013.	Goal Not Met: The preliminary calendar base year usage rate of observed seat belt use of front seat outboard occupants in passenger vehicles is 91.7% for 2013, which represents a 1.2 percentage point increase.
To increase the number of grant-funded seat belt citations issued by 5%, from 286,389 in 2011 to 300,708 in 2013.	Goal Not Met: The Statistical Analysis Center of the OHSJP predicts that the number of safety belt citations for 2013 will be 277,159, a 3.2% reduction as compared to the 2011 number.
To increase the number of grant-funded impaired driving arrests made by 5%, from 28,467 in 2011 to 29,890 in 2013.	Goal Not Met: The Statistical Analysis Center of the OHSJP predicts that the number of impaired driving arrests for 2013 will be 27,872, a 2.1% reduction as compared to the 2011 number.
To increase the number of grant-funded speeding citations issued by 5%, from 438,782 in 2011 to 460,721 in 2013.	Goal Not Met: The Statistical Analysis Center of the OHSJP predicts that the number of grant-funded speeding citations for 2013 will be 438,985, a 0.05% increase as compared to the 2011 number.

FEDERAL GRANT PROJECTS BY PROGRAM AREA

Planning and Administration Program Area

Primary activities of Program Administration include:

Administration: Includes preparation of the Highway Safety and Performance Plan and distribution and administration of federal funds to state, local, and private agencies.

Problem Identification: Includes identification of actual and potential traffic safety hazards and effective countermeasures.

Monitoring and Evaluation: Includes monitoring and evaluation of approved highway safety projects, as well as other highway safety initiatives conducted through other sources of funding, and the preparation of an annual evaluation of the Highway Safety and Performance Plan.

Public Information and Education: Includes development and coordination of numerous public awareness activities with particular emphasis on impaired driving, occupant protection, speed reduction, and other similar efforts.

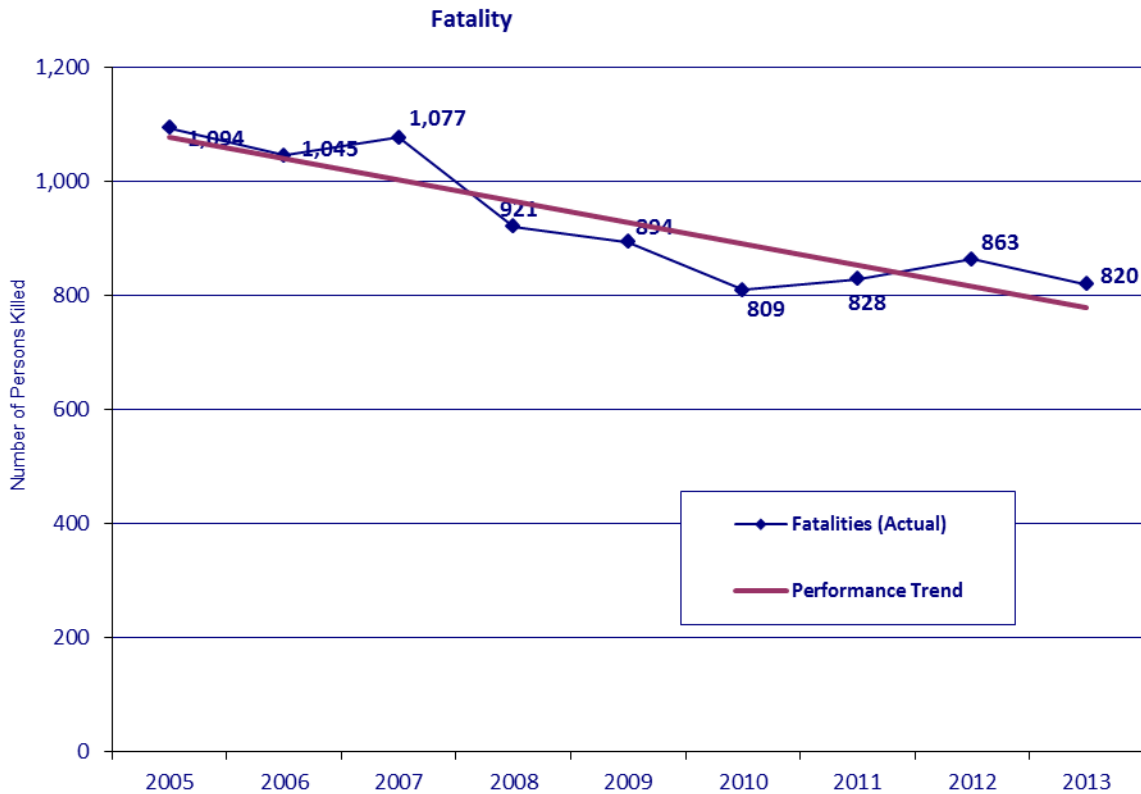
Planning and Administration Overview

Planning and Administration Program Goals:

1. To decrease the three-year (2011-2013) average number of traffic fatalities by 5%, from the baseline three-year (2008-2010) average of 875 to 831 fatalities by December 31, 2013.

Goal: Fatalities

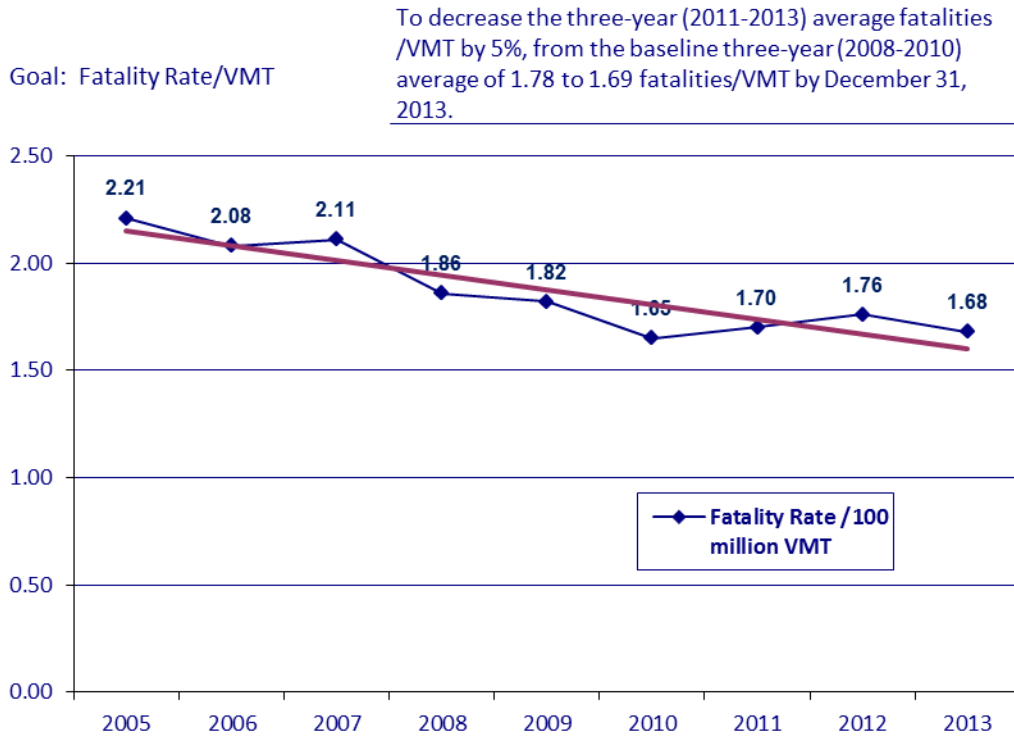
To decrease the three-year (2011-2013) average number of fatalities by 5%, from the baseline three-year (2008-2010) average of 875 to 831 fatalities by December 31, 2013.



The Statistical Analysis Center of the OHSJP projects that the 2011-2013 average number of traffic fatalities will be 837, which represents a 4.3% reduction from the 2008-2010 average of 875 fatalities. As a support objective for the above-referenced Goal, the OHSJP set the following: To decrease traffic fatalities by 5%, from 810 in 2010 to 769 by December 31, 2013. Unfortunately, the OHSJP Statistical Analysis Center predicts 820 for CY 2013, which represents a 1.0% increase.

Planning and Administration Overview

- To decrease the three-year (2011-2013) average fatality rate/100M VMT by 5%, from the baseline three-year (2008-2010) average of 1.78 to 1.69 fatality rate/100M VMT by December 31, 2013.



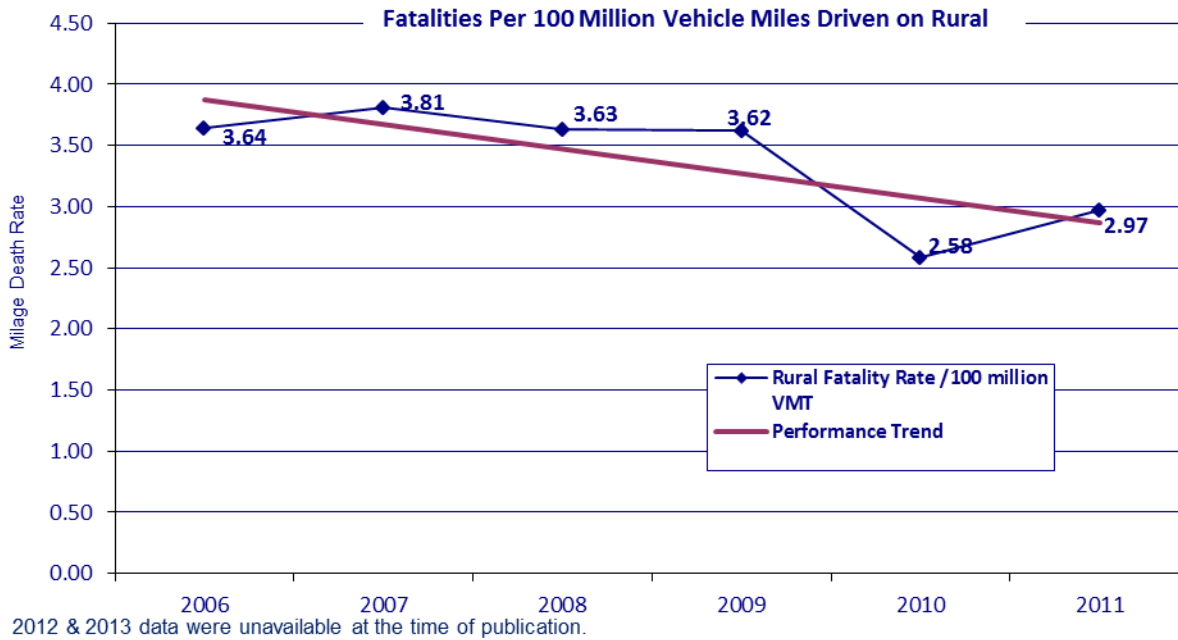
The Statistical Analysis Center of the OHSJP projects that the 2011-2013 average fatality rate/100M VMT will be 1.71, which represents a 3.9% reduction from the baseline 2008-2010 average of 1.78 fatality rate/100M VMT.

Planning and Administration Overview

3. To decrease the three-year (2011-2013) average rural fatality rate/100M VMT by 5%, from the baseline three-year (2008-2010) average of 3.28 to 3.12 fatality rate/100M VMT by December 31, 2013.

To decrease the three-year (2011-2013) average number of fatalities/VMT on Rural Roadways by 5%, from the baseline three-year (2008-2010) average of 3.28 to 3.12 fatalities /VMT by December 31, 2013.

Goal: Fatality Rate/VMT - Rural



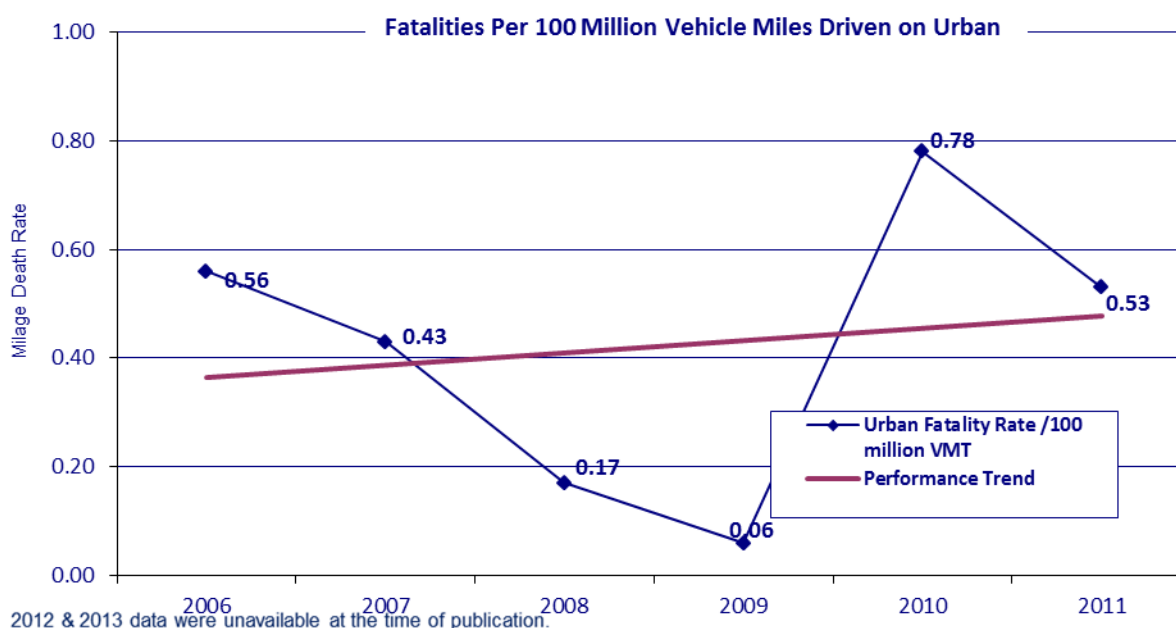
South Carolina statistical information for goal 3, as outlined above, is not currently available for the Annual Report.

Planning and Administration Overview

4. To decrease the three-year (2011-2013) average urban fatality rate/100M VMT by 5%, from the baseline three-year (2008-2010) average of 0.34 to 0.32 fatality rate/100M VMT by December 31, 2013.

Goal: Fatality Rate/VMT - Urban

To decrease the three-year (2011-2013) average number of fatalities/VMT on Urban Roadways by 5%, from the baseline three-



South Carolina statistical information for goal 4, as outlined above, is not currently available for the Annual Report.

Planning and Administration Project:

Subgrantee: SC Department of Public Safety: Office of Highway Safety and Justice Programs
Project Number: 2H13001
Project Title: Highway Safety Planning and Administration

The 402 State and Community Highway Safety Program in South Carolina is administered by the Office of Highway Safety and Justice Programs (OHSJP) of the South Carolina Department of Public Safety (SCDPS). The mission of the OHSJP includes developing and implementing comprehensive strategies aimed at reducing the number and severity of traffic crashes on the state's streets and highways. The OHSJP coordinates highway safety programming focused on public outreach and education, aggressive traffic law enforcement, promotion of new safety technologies, the integration of public health strategies and techniques, collaboration with safety and business organizations, the implementation of engineering-

Planning and Administration Overview

related countermeasures, and cooperation with state and local governments. Programming resources are directed to national and state-identified priority areas.

In order to provide the necessary planning and guidance to subgrantees, the following OHSJP staff positions were retained through the Planning and Administration grant: one (1) Director (15%), one (1) Assistant Director (20%), and one (1) Grants Administration Manager (100%). Two Senior Accountants and an Administrative Coordinator were split-funded among other internal grants.

Planning and Administration Project Summary

Activities Funded/Implemented	Results
Maintain an effective staff to administer the Highway Safety Program in South Carolina throughout the FY 2013 grant year.	In order to provide the necessary planning and guidance to subgrantees, the following OHSJP staff positions were retained through the Planning and Administration grant: one (1) Director (15%), one (1) Assistant Director (20%), and one (1) Grants Administration Manager (100%). Two Senior Accountants and an Administrative Coordinator were split-funded among other internal grants.
Prepare and submit to NHTSA the FY 2014 Highway Safety Plan for South Carolina by September 1, 2013.	The FY 2014 Highway Safety Plan for South Carolina was submitted to NHTSA on July 1, 2013.
Evaluate the effectiveness of programs and their impact upon the performance goals by preparing and submitting to NHTSA the FY 2013 Annual Report for South Carolina by December 31, 2013.	The FY 2013 Annual Report for South Carolina will be submitted to NHTSA by December 31, 2013.
Continue partnerships with the SC Department of Transportation (SCDOT).	During 2013, SCDPS and SCDOT partnered to utilize SCDOT message boards statewide during significant enforcement mobilization and public information and education efforts, including <i>Sober or Slammer!</i> , <i>Buckle up, South Carolina. It's the law and it's enforced</i> , and the statewide motorcycle safety campaign. In addition, the SCDOT continued to fund a Strategic Highway Safety Plan Manager position housed in the OHSJP and continued partnering with SCDPS in the update of the State's Strategic Highway Safety Plan. The SCDOT continued to fund Safety Improvement Teams in work zones statewide and partnered in the continued rollout of the SCCATTS electronic traffic records system statewide.
Continue providing Law Enforcement Liaison services to both state and local law enforcement agencies.	During 2013, the OHSJP continued to provide a variety of services to the State's Law Enforcement Network system, including mini-grant funding for the maintenance of the Network System statewide, assistance with Network elections processes, and training services in the context of three Law Enforcement Coordinators meetings conducted and individual Network meetings.
Conduct a Funding Guidelines Workshop to provide information to potential subgrantees on the processes and requirements involved with the submission of	A Funding Guidelines Workshop for FFY 2013 highway safety grant submissions was held on December 4, 2012.

effective highway safety grant applications.	
Coordinate statewide public information and education efforts to promote compliance with occupant protection laws and impaired driving laws.	During 2013, SCDPS conducted significant enforcement mobilization and public information and education efforts, including <i>Sober or Slammer!</i> (SOS), and <i>Buckle up, South Carolina. It's the law and it's enforced</i> (BUSC). SOS enforcement mobilization crackdowns were conducted during the Christmas/New Year's holidays of 2012-2013 and during the days leading up to the Labor Day holiday in 2013. BUSC enforcement mobilization efforts were conducted in the days leading up to the Memorial Day holiday of 2013.

Planning and Administration: Budget Summary

Project Number	Subgrantee	Project Title	Budget	<u>Expenditures</u>	Budget Source
2H13001	South Carolina Department of Public Safety: Office of Highway Safety	Highway Safety Planning & Administration	\$144,637/ \$144,637	\$102,109.14/ \$102,109.14	Section 402/ State Funds
402 Total			\$144,637	\$102,109.14	
Total All Funds			\$289,274	\$204,218.28	

Alcohol Countermeasures Program Overview

Alcohol Countermeasures Program Area

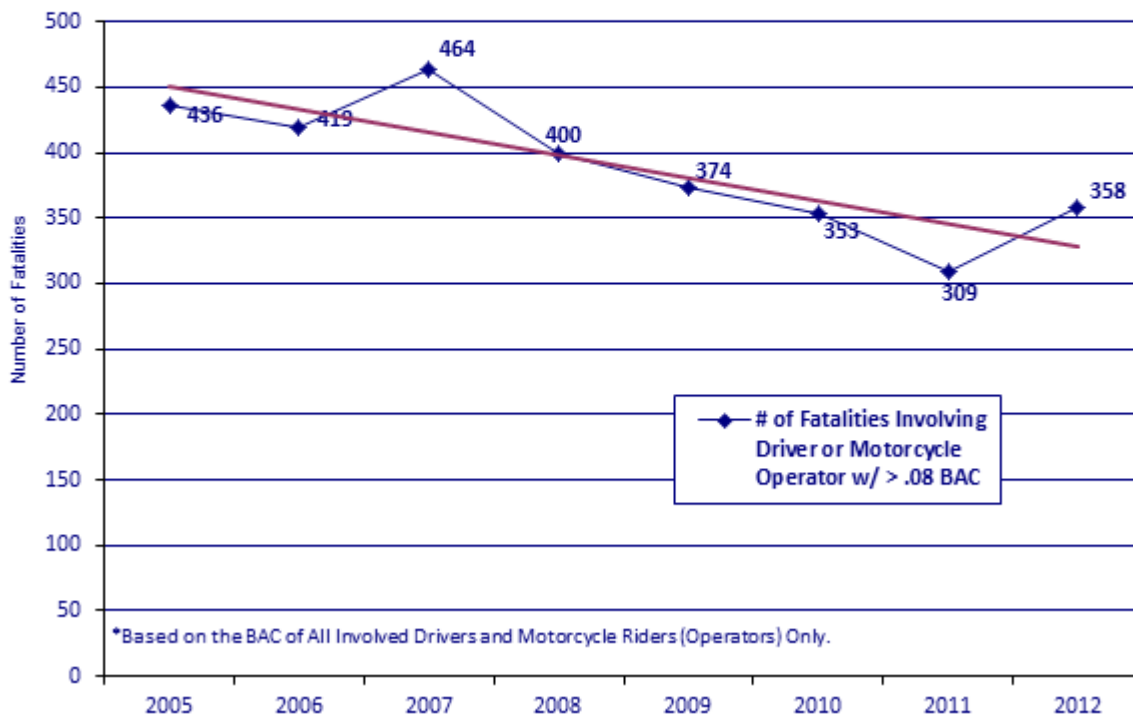
The alcohol-impaired driving countermeasures grant program in South Carolina adopts and implements effective programs to reduce traffic safety problems resulting from individuals driving while impaired by alcohol. In 2013 the State sought to implement a variety of programs and strategies attack the State's impaired driving problems to include a high-visibility law enforcement campaign, the use of sobriety checkpoints or saturation patrols, the effective utilization of media support for campaign efforts, the funding of specialized DUI enforcement and prosecutorial efforts, maintaining a statewide impaired driving task force, effective program management and the conducting of a statewide impaired driving assessment.

Alcohol Countermeasures-Program Management Goals:

1. To decrease the three-year (2011-2013) average number of alcohol-impaired driving fatalities by 5%, from the baseline three-year (2008-2010) average of 376 to 357 alcohol-impaired driving fatalities by December 31, 2013.

To decrease the three-year (2011-2013) average number of alcohol-impaired driving fatalities by 5%, from the baseline three-year (2008-2010) average of 376 to 357 alcohol-impaired driving fatalities by December 31, 2013.

Alcohol-Impaired Driving Fatalities



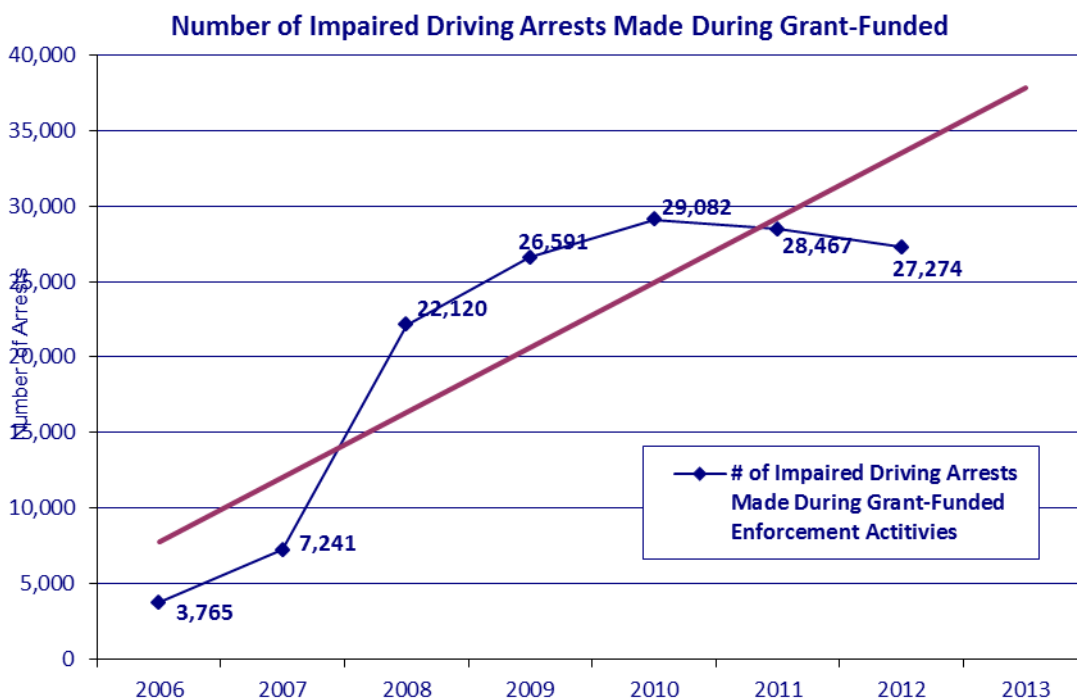
Alcohol Countermeasures Program Overview

The Statistical Analysis Center of the OHSJP projects that the 2011-2013 average number of traffic alcohol-impaired traffic fatalities will be 334, which represents an 11.2% reduction from the 2008-2010 average of 376 alcohol-impaired traffic fatalities. As a supporting Objective for the above-referenced Goal, the OHSJP set the following objective for 2013: To decrease the number of alcohol-impaired driving fatalities by 5%, from 357 fatalities in 2010 to 339 alcohol-impaired driving fatalities by December 31, 2013. According to projections for 2013 by the OHSJP Statistical Analysis Center, it is estimated that 335 alcohol-impaired driving fatalities will occur in the State in 2013, a decrease of 6.2% as compared to the 2010 figure of 357.

2. To increase the number of grant-funded impaired driving arrests made by 5%, from 28,467 in 2011 to 29,890 in 2013.

To increase the number of impaired driving arrests during grant-funded enforcement activities by 5% from 28,467 in 2011 to 29,890 in 2013.

Goal: Impaired Driving Arrests



In 2012, there were 27,274 reported grant-funded impaired driving arrests made, compared to 28,476 in 2011, which resulted in a 4.2% decrease from the 2011 number. Projections for 2013 by the OHSJP Statistical Analysis Center, indicate an estimated 27,872 grant-funded impaired driving arrests for 2013, an estimated 2.2% increase over 2012, but still 2.1% below the 2011 mark. A number of factors to include budget cuts, personnel issues, and a slight decline in the number of agencies participating in the Law Enforcement DUI Challenge likely impacted the overall citation data.

Alcohol Countermeasures Program Overview

Alcohol Countermeasures – Program Management Project

Subgrantee: SC Department of Public Safety: Office of Highway Safety and Justice Programs
Project Number: 2H13025
Project Title: Impaired Driving Countermeasures Program Management

The project continued the employment of an Impaired Driving Countermeasures Program Manager (IDCPM) (100%), an Administrative Assistant (20%), and two Senior Accountants (25% each) to administer impaired driving highway safety grants during the course of the grant year. The IDCPM coordinated the review of recommendations resulting from the 2013 Statewide Impaired Driving Assessment and was responsible for the ongoing administration of impaired driving projects funded through the Highway Safety program, including providing technical assistance, making monthly phone calls to project personnel regarding project status, desk monitoring relative to implementation schedules, and on-site monitoring, as well as responding to requests for grant revisions. Additionally, the IDCPM assisted the Public Affairs Manager of the OHSJP, who worked with the agency’s Contractor to develop and implement a statewide DUI public information and education campaign to support law enforcement DUI mobilization crackdowns during the 2012-2013 Christmas/New Year’s and 2013 Labor Day holiday time periods.

Alcohol Countermeasures-Program Management

Activities Funded/Implemented	Results
Provide at least six statewide trainings to law enforcement officers, prosecutors, and magistrates to increase effective prosecution of highway safety offenses by September 30, 2013.	The State’s Traffic Safety Resource Prosecutor (TSRP) conducted four (4) two-day regional DUI training programs during the grant year for solicitors and law enforcement officers with 205 individuals in attendance. Courses were held April 10-11, 2013 in Columbia; May 8-9, 2013 in Anderson; June 12-13, 2013 in Columbia; and July 17-18, 2013 in North Charleston. The TSRP co-presented a one-day training at the SC Department of Corrections on January 11, 2013 on proper procedure and considerations on public safety checkpoints and traffic stop-related searches to 121 prosecutors and law enforcement officers. The TSRP presented South Carolina’s DUI law and evidentiary issues at the SC Criminal Justice Academy to 31 magistrate and municipal judges on March 27, 2013 and 40 magistrate and municipal judges on July 31, 2013. In addition, the TSRP made presentations at a variety of venues on DUI law issues, most notably at the SC Court Administration’s Magistrate Intensive Training on August 19-20, 2013 to 72 magistrate and municipal judges.
Continue the DUI Law Enforcement Challenge requiring at least quarterly impaired driving enforcement initiatives combined with two major mobilization crackdowns during FY 2013.	The OHSJP continued its annual Law Enforcement DUI Challenge during FFY 2013. The Challenge ran from December 1, 2012 through Labor Day 2013. Approximately 85% of the State’s local law enforcement agencies participated in the Challenge, as well as the SC Highway Patrol and State Transport Police. The Challenge required monthly specialized impaired driving enforcement activity (saturation patrols and public safety checkpoints) on the part of participating agencies, and an additional four

	<p>nights of specialized impaired driving enforcement activity during two major DUI enforcement mobilization crackdowns during the Christmas/New Year's holidays of 2012-2013 and the days leading up to and including the Labor Day holiday of 2013. The enforcement mobilization crackdowns corresponded with the national <i>Drive Sober or Get Pulled Over</i> campaign initiatives. Participating agencies also conducted local press events and generated other types of media involvement in campaign efforts, as well as participating in State-led press events regarding the enforcement emphases. The Challenge also included monthly specialized DUI enforcement weekends led by the SC Highway Patrol during the months of March through August 2013 supported by radio advertising.</p>
<p>Conduct two public information and education campaigns to emphasize impaired driving enforcement initiatives during FY 2013.</p>	<p>The OHSJP conducted major education/media efforts to support the DUI enforcement mobilization crackdowns during the Christmas/New Year's holidays of 2012-2013 and the days leading up to and including the Labor Day holiday of 2013. Media efforts included television advertising, radio advertising (both in English and Spanish), billboard advertising and other alternative media (ice box wraps, commercial truck wraps, convenient store cooler clings and gas pump toppers). Radio advertising continued to support the specialized DUI enforcement weekends conducted from March through August by the SC Highway Patrol.</p>
<p>Maintain the Impaired Driving Prevention Council (IDPC) during FFY 2013 and conduct a minimum of two meetings a year to continue implementation of NHTSA recommendations resulting from the South Carolina Impaired Driving Assessment of 2009.</p>	<p>The State's Impaired Driving Prevention Council continued to meet during 2013. The full Council met on January 28, 2013 and August 16, 2013. The Council's Executive Committee met on July 19, 2013 and September 6, 2013. The Council continued to work on recommendations made by the State's 2009 Impaired Driving Assessment conducted by NHTSA. In addition, the Council participated significantly in the State's most recent NHTSA-led Impaired Driving Assessment conducted July 22-26, 2013. The Council has begun transitioning to the review and implementation of recommendations made during this most recent Assessment.</p>
<p>Hold a DUI Awards Ceremony honoring those law enforcement agencies and officers who have excelled in DUI enforcement during CY 2012.</p>	<p>The OHSJP hosted a DUI Awards Ceremony in April 2013 to recognize DUI enforcement achievements in CY 2012 of agencies and officers in the state.</p>

Alcohol Countermeasures Program Overview

Alcohol Countermeasures-DUI Enforcement Projects

There were ten DUI enforcement projects funded during FFY 2013. The projects funded statewide were the following:

Project Number	Agency	Grant-Funded DUI Officers
2H13008	Lexington County Sheriff's Office	2
2H13009	Charleston County Sheriff's Office	2
2H13028	Richland County Sheriff's Department	2
2H13029	SCDPS: Highway Patrol/Horry County	2
2H13031	York County Sheriff's Office	2
2H13033	Berkeley County Sheriff's Office	1
2H13034	Orangeburg Department of Public Safety	1
2H13035	Lancaster County Sheriff's Office	2
2H13030	SCDPS: Highway Patrol/Spartanburg County	2
2H13032	SCDPS: Highway Patrol/Anderson County	2

The above-referenced projects developed or enhanced DUI enforcement programs in an effort to directly impact traffic crashes, fatalities, and injuries. Specialized DUI enforcement was the priority for these enforcement projects; however, these projects also focused on other violations which, when manifested, lent themselves to a determination of possible impaired driving. There were 18 DUI enforcement officers funded through these projects. Through the diligent and committed efforts of these grant-funded officers, an impact was made in their communities, and their efforts contributed to the effectiveness of the grant program.

Alcohol Countermeasures-DUI Enforcement Projects Summary

Activities Funded/Implemented	Results
Conduct public safety checkpoints on a monthly basis throughout the grant period.	The DUI grant-funded officers collectively conducted 264 public safety checkpoints by the end of the grant period.
Have an appropriate, corresponding increase in DUI arrests due to traffic enforcement efforts by the end of the grant period.	The DUI grant-funded officers collectively made 903 DUI arrests by the end of the grant period.
Have an appropriate corresponding increase in traffic violation citations in the number of speeding citations, for failure to yield right of way, following too closely, disregarding a signal/sign, improper turn and improper lane change and other violations by the end of the grant period as a result of enforcement activities to detect impaired drivers.	16,884 traffic violation citations were written by the grant-funded officers for speeding, failure to yield right of way, following too closely, disregarding a signal/sign, improper turn and improper lane change and other violations by the end of the grant period as a result of enforcement activities to detect impaired drivers.
Comply with the provisions of SC State statute Section 56-5-6560 for reporting data on non-arrest and non-citation traffic stops to SCDPS	DUI projects reported 7,665 public contact warnings according to SC State Statute Section 56-5-6560 for reporting data on non-arrest and non-citation traffic stops to SCDPS.
Participate actively in the local Law Enforcement Networks.	Agencies receiving DUI enforcement grant projects participated in their respective local Law Enforcement Networks.
Train the DUI grant-funded officers in SFST through the SC Criminal Justice Academy.	DUI grant-funded officers who had not been previously trained in SFST received this training through the SC

	Criminal Justice Academy.
Train the DUI grant-funded officers in DUI Trial preparation through the SC Commission on Prosecution Coordination.	DUI grant-funded officers attended training in DUI Trial preparation through the SC Commission on Prosecution Coordination.
Conduct educational presentations during the grant year for schools, churches, business or civic groups on the dangers of DUI and the activities of the DUI Enforcement Team.	The DUI grant-funded officers collectively conducted 170 safety presentations during the grant year for schools, churches, and business/civic groups on the dangers of DUI and the activities of their respective DUI Enforcement Teams.
Issue press releases during the grant period.	The DUI projects collectively issued 115 press releases during the grant period.

Alcohol Countermeasures- Adjudication/Prosecution Projects

Subgrantees: Solicitor’s Offices in 15 of the 16 Judicial Circuits in South Carolina

Project Numbers:

- 2JCS1317 – 1st Circuit Solicitor’s Office – Calhoun, Dorchester, Orangeburg counties
- 2JCS1318 – 2nd Circuit Solicitor’s Office – Aiken, Bamberg, Barnwell
- 2JCS1320 – 4th Circuit Solicitor’s Office – Chesterfield, Darlington, Dillon, Marlboro
- 2JCS1321 – 5th Circuit Solicitor’s Office – Kershaw, Richland
- 2JCS1322 – 6th Circuit Solicitor’s Office – Chester, Fairfield, Lancaster
- 2JCS1323 – 7th Circuit Solicitor’s Office – Cherokee, Spartanburg
- 2JCS1324 – 8th Circuit Solicitor’s Office – Abbeville, Greenwood, Laurens, Newberry
- 2JCS1325 – 9th Circuit Solicitor’s Office – Berkeley, Charleston
- 2JCS1326 – 10th Circuit Solicitor’s Office – Anderson, Oconee
- 2JCS1327 – 11th Circuit Solicitor’s Office – Edgefield, Lexington, McCormick, Saluda
- 2JCS1328 – 12th Circuit Solicitor’s Office – Florence, Marion
- 2JCS1329 – 13th Circuit Solicitor’s Office – Greenville, Pickens
- 2JCS1330 – 14th Circuit Solicitor’s Office – Allendale, Beaufort, Colleton, Hampton, Jasper
- 2JCS1331 – 15th Circuit Solicitor’s Office – Georgetown, Horry
- 2JCS1332 – 16th Circuit Solicitor’s Office – Union, York

Project Title: Special DUI Prosecutors

Fifteen (15) Solicitor’s Offices statewide, one each in 15 of the 16 judicial circuits in the State, received grant funding during FFY 2013 to maintain the hire of a Specialized DUI Prosecutor to prosecute DUI cases in Magistrate’s Courts. In South Carolina, the arresting law enforcement officer is responsible for prosecuting his/her own DUI case(s) in Magistrate’s and municipal courts. The grant-funded specialized DUI prosecutors have relieved some of the prosecutorial duties for law enforcement officers and have made great progress. On July 1, 2013, the SC General Assembly appropriated funds for DUI prosecutors in each of the sixteen (16) Judicial Circuit Solicitor’s offices in South Carolina. As a result of this funding effort on the part of the South Carolina legislature, the Office of Highway Safety and Justice Programs (OHSJP) ended the federal assistance which funded a DUI prosecutor in the above-referenced Judicial Circuits effective June 30, 2013. Therefore, the activity reported for these projects is based on funding received for three quarters of the FFY 2013 grant year. Unexpended funds for these FFY 2013 DUI Prosecution grant project were de-obligated by the OHSJP at the end of the federal fiscal year (September 30, 2013) and will be used to fund other worthy DUI Countermeasures project efforts. During the FFY 2013 grant period, the Specialized DUI Prosecutors were responsible for disposing of 1,728 DUI-related cases. Of the 1,728 cases, the grant-funded prosecutors achieved 704 convictions. This is a remarkable achievement due to the age of some of the cases with which prosecutors dealt.

Alcohol Countermeasures Program Overview

Efforts of the Specialized DUI Prosecutors were instrumental in reducing backlogs of DUI cases, reducing the percentage of cases *nolle prossed* or dismissed, and supporting law enforcement in its efforts statewide to remove impaired drivers from the roadways, reduce exposure for traffic crashes and fatalities by these drivers, and to demonstrate for communities around the state a “no tolerance” approach to DUI in South Carolina.

Alcohol Countermeasures- Education/Training Projects

Subgrantee: South Carolina Criminal Justice Academy (SCCJA)
Project Number: 2H13026
Project Title: Impaired Driving Countermeasures Training for Law Enforcement

The project maintained the State Impaired Driving Coordinator (SIDC) to coordinate the DRE, A-RIDE and SFST impaired driver detection programs. The SIDC ensures that officers participating in the DRE, A-RIDE and SFST programs are equipped with the knowledge, tools, and training needed to detect, arrest and convict impaired drivers. Through these classes, officers are better able to detect drivers impaired by drugs and alcohol.

The SC Criminal Justice Academy (SCCJA) is the only authorized law enforcement training facility in the state. SCCJA provides basic training for all law enforcement, detention and telecommunication officers. The overall goal of this project was to continue the expansion of the Drug Recognition Expert (DRE) training program. The SIDC coordinator taught 36 classes to 962 students over the course of the grant year. This resulted in 33 officers being awarded Drug Recognition Expert certifications and 4 officers being awarded Drug Recognition Expert Instructor Certifications during this grant cycle. These new DREs have conducted over 700 DRE evaluations from October 1, 2012, thru September 30, 2013. The DRE program not only provided the officers of the State of South Carolina with the knowledge to make the appropriate charges, but also enabled the officers to work in proactive ways to reduce the collisions rates and ultimately aid in reducing the number of overall fatalities in the state.

Alcohol Countermeasures – Education/Training Impaired Driving Countermeasures Training for Law Enforcement Project Summary

Activities Funded/Implemented	Results
Coordinate DRE schools during the grant period.	The State Impaired Driver Coordinator coordinated (2) two DRE courses during the grant period, with 65 officers in attendance. Thirty-three (33) of the 65 officers received DRE certification. Two DRE Instructor courses were held, with 5 officers trained as Instructors. Four of these received DRE Instructor certifications.
Coordinate A-RIDE classes.	Nine (9) A-RIDE classes were conducted during the grant period, with 106 officers in attendance.
Coordinate SFST Instructor courses.	Three (3) SFST Instructor courses were conducted during the grant period, with 30 individuals trained as Instructors. Ten regular SFST classes were held, with 452 officers in attendance.
The State Impaired Driving Coordinator will assist the current SCCJA Traffic Safety Unit in the instruction of DataMaster DMT Training classes, FST Practitioner, SFST instructor, and	The State Impaired Driving Coordinator assisted the SCCJA Traffic Safety Unit with (5) five DataMaster DMT classes, (13) thirteen SFST Practitioner classes, (1) one SFST Instructor class, and (1) one SFST recertification class during the grant

SFST re-cert when the State Impaired Driving Coordinator's schedule permits.	period.
Track training and proficiencies of the officers participating in the DRE Program.	The State Impaired Driving Coordinator maintains the database of information on the training and practical applications of the state's 125 DREs.

Subgrantee: South Carolina Commission on Prosecution Coordination
Project Number: 2H13027
Project Title: Traffic Safety Resource Prosecutor

The project maintained the Traffic Safety Resource Prosecutor (TSRP) and the Administrative Assistant to address driving under the influence and highway safety issues 100% of the time. The TSRP provided technical assistance and legal research to prosecutors on a wide variety of legal issues, including probable cause; Standardized Field Sobriety Testing (SFST); implied consent; breath/blood testing; accusatory instruments; pretrial procedures; trial practice; and appellate practice. When requested, the TSRP served as second chair on DUI prosecutions.

The TSRP coordinated and conducted 4 two-day regional DUI training programs during the grant period entitled "Prosecuting the Impaired Driver." Program topics included: *Case law Update, Implied Consent, Effective Opening and closing Arguments, DUI Issues at Trial, A Judge's Perspective, Effective Cross-Examination and Evidence Presentation, Toxicology, Underage Drinking Trends and Prosecution, and the SC Drug Recognition Expert Program.* A total of 205 attendees were present for these regional trainings. In addition, the TSRP made presentations at a variety of venues on DUI law issues, most notably at the SC Court Administration's Magistrate Intensive Training on August 19-20, 2013 to 72 magistrate and municipal judges. Additional trainings conducted are referenced in the summary table below.

**Alcohol Countermeasures – Education/Training
Traffic Safety Resource Prosecutor Project Summary**

Activities Funded/Implemented	Results
Prepare newsletters for distribution over the grant year to prosecutors, law enforcement officers, summary court judges, and other criminal justice professional/agencies dealing with DUI and traffic safety related issues.	The TSRP distributed approximately 1,200 quarterly newsletters entitled "Behind the Wheel," to prosecutors, law enforcement officers, summary court judges, and other criminal justice professional/agencies dealing with DUI and traffic safety related issues. The TSRP additionally contributed an article regarding public safety checkpoints to the newsletter, "The Higher Standard," which is distributed to all prosecutors in the State.
Coordinate with the National District Attorneys Association /American Prosecutors Research Institute (NDAA/APRI), National Highway Traffic Safety Administration (NHTSA), National Judicial College (NJC), MADD, National Association of Prosecutor Coordinators (NAPC), and other national and state organizations during the grant cycle to obtain guest instructors, technical assistance, research data and support for these courses.	The TSRP is a member of the TSRP Yahoo group designed for all TSRPs and a few other National District Attorney Association and NHTSA personnel dealing with traffic safety issues. The TSRP has used the National law Center for impaired driving materials for presentations at the regional DUI training. The TRSP has called upon prosecutors involved in NAPC for their assistance in presentations that can be used in the trial advocacy component of the DUI trainings.
Market NDAA/APRI, NHTSA, NJC, MADD, NAPC as training resources to statewide prosecutors, law enforcement and judges.	The TSRP has disseminated NHTSA and NAPC material to prosecutors upon request. The TSRP distributed two manuals by NHTSA, "Cross Examination for Prosecutors" and "Challenges and Defenses II," to DUI prosecutors

	<p>throughout the state. These materials were marketed to NDAA/APRI, NHTSA, NJC and MADD as training resources to statewide prosecutors, law enforcement and judges. The TSRP used two videos produced by NHTSA entitled "Prosecuting the Impaired Driver: Arrest Scenario and Testimony" as part of regional trainings in Columbia and Anderson. The TSRP marketed the DVD disc and other publications through the agencies mentioned in the objective during each training.</p>
<p>Attend and present impaired driving training at state prosecutor, law enforcement and judicial conferences and seminars.</p>	<p>The TSRP coordinated and conducted 4 two-day regional DUI training programs entitled "Prosecuting the Impaired Driver" during the grant year for solicitors and law enforcement officers with 205 individuals in attendance. Courses were held April 10-11, 2013 in Columbia; May 8-9, 2013 in Anderson; June 12-13, 2013 in Columbia; and July 17-18, 2013 in North Charleston. The TSRP co-presented a one-day training at the SC Department of Corrections on January 11, 2013 on proper procedure and considerations on public safety checkpoints and traffic stop-related searches to 121 prosecutors and law enforcement officers. The TSRP presented South Carolina's DUI law and evidentiary issues at the SC Criminal Justice Academy to 31 magistrate and municipal judges on March 27, 2013 and 40 magistrate and municipal judges on July 31, 2013. In addition, the TSRP made presentations at a variety of venues on DUI law issues, most notably at the SC Court Administration's Magistrate Intensive Training on August 19-20, 2013 to 72 magistrate and municipal judges.</p>
<p>Assist in creating, sponsoring and implementing a multi-disciplinary felony DUI training for prosecutors, law enforcement and other criminal justice professionals located in NHTSA Region 4.</p>	<p>The TSRP spoke with other traffic professionals from NHTSA Region IV regarding tentative locations and dates for a combined training.</p>
<p>Prepare a registration form for the training courses and distribute to prosecutors, law enforcement and summary court judges.</p>	<p>The TSRP was approved for and prepared approximately 1,200 registration flyers for 4 two-day regional training events.</p>
<p>Prepare and distribute course announcements, select and notify attendees prior to each of the regional trainings. Select and coordinate training facilities prior to the end of the first quarter of the grant cycle.</p>	<p>The TSRP worked toward completing this objective by contacting locations for the training courses. A mailing list was distributed to law enforcement officers, prosecutors, and judges in this distribution.</p>
<p>Recruit, select, train, notify, and coordinate course instructors and presenters at least 2 months prior to the scheduled course.</p>	<p>The TSRP coordinated with instructors and presenters for the four regional trainings (Columbia (2), Anderson, and North Charleston) that were conducted during the grant year.</p>
<p>Submit course schedules, locations and invited participant rosters to the South Carolina Commission on Continuing Legal Education and the South Carolina Criminal Justice Academy before the end of the first quarter of the grant cycle.</p>	<p>The TSRP submitted proper requests for accreditation for CLE, Law Enforcement, and Judicial Education credit and submitted attendance rosters following each training to the appropriate agency.</p>
<p>Prepare a course evaluation for each training and maintain on file copies of completed course evaluations.</p>	<p>Course evaluations were provided to the attendees at the 4 two-day regional trainings and the Magistrates Intensive Training Seminar. The evaluations were shared with Court Administration and speakers in order to make any necessary changes for future trainings.</p>

Maintain a log of inquiries made by prosecutors, judges and/or law enforcement concerning criminal law, procedure and/or special problems associated with traffic related cases, particularly DUI cases.	The TSRP has maintained a log of inquiries from law enforcement personnel, judges, and prosecutors associated with traffic-related cases, particularly DUI cases.
Provide technical assistance and legal research throughout the grant cycle to prosecutors, judges and/or law enforcement agencies in the areas of detection, apprehension and prosecution of impaired drivers.	The TSRP provided technical assistance and legal research throughout the grant cycle to prosecutors, judges and/or law enforcement agencies in the areas of detection, apprehension and prosecution of impaired drivers.
Provide the manner in which the TSRP reviews and/or accepts traffic-related cases, particularly DUI cases, for either consultation and/or second chairing cases arising out of General Sessions and Magistrate court.	The TSRP developed an agreed upon protocol for the submission, review and acceptance of General Sessions-level traffic cases for consultation or second-chairing.
Develop, maintain, and update a TSRP website to include current legal issues, case law updates, course information and registration, and contact information for the TSRP office.	Currently the TSRP website is under construction. Its web address will be www.prosecution.state.sc.us when it is completed.

Alcohol Countermeasures – Task Force

South Carolina Impaired Driving Prevention Council (SCIDPC)

The South Carolina Impaired Driving Prevention Council (SCIDPC) continues to make progress in addressing impaired driving issues in South Carolina. The SCIDPC is comprised of representatives from the SC Department of Public Safety (Director, Office of Highway Safety and Justice Programs (OHSJP), SC Highway Patrol, State Transport Police), the South Carolina Criminal Justice Academy, the State Senate, the Governor’s Office, State Attorney General’s Office, the State House of Representatives and 20 additional Federal, State, Local and private entities. The SCIDPC has held four meetings during the FFY 2013 grant period, two of the full council and two of the SCIDPC Executive Committee. Major topics of discussions during the grant period included: the establishment of a Pilot DUI Court in up to three counties within the state; addressing legislation that limits law enforcement to one BAC test at the time of a DUI arrest; addressing the recommendations identified during the 2009 and 2013 NHTSA Impaired Driving Assessments; and visiting legislation to make the Ignition Interlock Device mandatory for first-time offenders convicted of DUI. Using the 2009 and 2013 Impaired Driving Assessments as a blueprint, the SCIDPC continued to its mission to improve impaired driving countermeasures in the state of South Carolina.

Alcohol Countermeasures Program Overview

Alcohol Countermeasures: Budget Summary

Project Number	Subgrantee	Project Title	Budget	Expenditures	Budget Source
2H13008	Lexington County Sheriff's Department	DUI and Alcohol Enforcement Team	\$149,557	\$149,557	Section 402 Alcohol
2H13009	Charleston County Sheriff's Office	Charleston County Sheriff's Office DUI Enforcement Team	\$149,842	\$149,821	Section 402 Alcohol
2H13025	SC Department of Public Safety: Office of Highway Safety	Impaired Driving Countermeasures Program Management	\$172,994/ \$391,860	\$144,419.17/ \$389,158.25	Section 410 K8/ Section 410 FR
2H13026	SC Criminal Justice Academy	Impaired Driving Countermeasures Training for Law Enforcement	\$167,532	\$149,986.67	Section 410 FR
2H13027	South Carolina Commission on Prosecution Coordination	Traffic Safety Resource Prosecutor	\$171,252	\$123,057.34	Section 410 FR
2H13028	Richland County Sheriff's Department	Impaired Driving Enforcement	\$121,285 \$2,500	\$118,917 \$1,933	Section 410 K8/ Section 402 (radar only)
2H13029	SC Department of Public Safety / Highway Patrol	SCHP Horry/Florence County DUI Enforcement Team	\$170,034	\$164,683.84	Section 410 FR
2H13030	SC Department of Public Safety / Highway Patrol	SCHP Spartanburg County DUI Enforcement Team	\$170,034	\$160,453.99	Section 410 FR
2H13032	SC Department of Public Safety/Highway Patrol	SCHP Anderson County DUI Enforcement Team	\$228,899 \$2,790	\$156,128.81 \$2,786.21	Section 410 FR/ Section 402 (radar only)
2H13031	York County Sheriff's Office	York County Sheriff's Office DUI Enforcement Team	\$247,901 \$2,800	\$200,157 \$2,981	Section 410 K8/ Section 402 (radar only)
2H13033	Berkeley County Sheriff's Office	County of Berkeley DUI Team	\$97,704 \$1,400	\$78,532 \$1,507	Section 410 K8/

					Section 402 PTS (radar only)
2H13034	Orangeburg Department of Public Safety	DUI Special Enforcement Team	\$82,059 \$2,100	\$57,615 \$2,192	Section 410 K8/ Section 402 (radar only)
2H13035	Lancaster County Sheriff's Office	DUI Enforcement Unit for Lancaster County	\$214,131 \$5,000	\$193,244 \$5,076	Section 410 K8/ Section 402 (radar only)
2JCS1317	First Circuit Solicitor's Office	First Circuit DUI Prosecution Program	\$75,000	\$66,613	Section 410 K8
2JCS1318	Second Circuit Solicitor's Office	Solicitor's Special DUI Prosecutor	\$74,807	\$59,026	Section 410 K8
2JCS1320	Fourth Circuit Solicitor's Office	DUI Prosecution	\$74,741	\$38,382	Section 410 K8
2JCS1321	Fifth Circuit Solicitor's Office	DUI Prosecution	\$73,889	\$54,169	Section 410 K8
2JCS1322	Sixth Circuit Solicitor's Office	Sixth Judicial Circuit Solicitor Special Driving Under the Influence Prosecutors	\$59,974	\$40,861	Section 410 K8
2JCS1323	Seventh Circuit Solicitor's Office	Specialized DUI Prosecutor	\$62,230	\$40,837	Section 410 K8
2JCS1324	Eighth Circuit Solicitor	DUI Prosecutor	\$75,000	\$59,831	Section 410 K8
2JCS1325	Ninth Circuit Solicitor's Office	DUI Prosecutor	\$75,000	\$66,051	Section 410 K8
2JCS1326	Tenth Circuit Solicitor's Office	DUI Prosecutor	\$75,000	\$51,137	Section 410 K8
2JCS1327	Eleventh Circuit Solicitor's Office	Special DUI Prosecutor	\$75,000	\$57,363	Section 410 K8
2JCS1328	Office of Solicitor, Twelfth Judicial Circuit	Special DUI Prosecutor	\$75,000	\$55,911	Section 410 K8
2JCS1329	13th Circuit Solicitor's Office	13 th Circuit Special DUI Prosecutor	\$75,000	\$51,610	Section 410 K8
2JCS1330	Fourteenth Circuit Solicitor's Office	Special DUI Prosecutor	\$75,000	\$55,155	Section 410 K8
2JCS1331	Fifteenth Circuit Solicitor's Office	Special DUI Prosecutor	\$75,000	\$53,671	Section 410 K8
2JCS1332	York County Solicitor's Office	York County Solicitor's Office-DUI Unit Prosecutor	\$73,785	\$57,615	Section 410 K8

K0505HK8 HV11	SCDPS - OHSJP	Law Enforcement DUI Challenge	\$1,985,616.30	\$1,313,548.52	Section 410 HV
402 Alcohol			\$299,399.00	\$299,378.00	
402 PTS			\$16,590.00	\$16,475.21	
410 FR			\$1,299,611.00	\$1,143,468.90	
410 K8			\$2,030,500.00	\$1,601,116.17	
410 HV			\$1,985,616.30	\$1,313,548.52	
Total All Funds			\$5,631,716.30	\$4,373,986.80	

Community Traffic Safety Program Overview

Community Traffic Safety Program

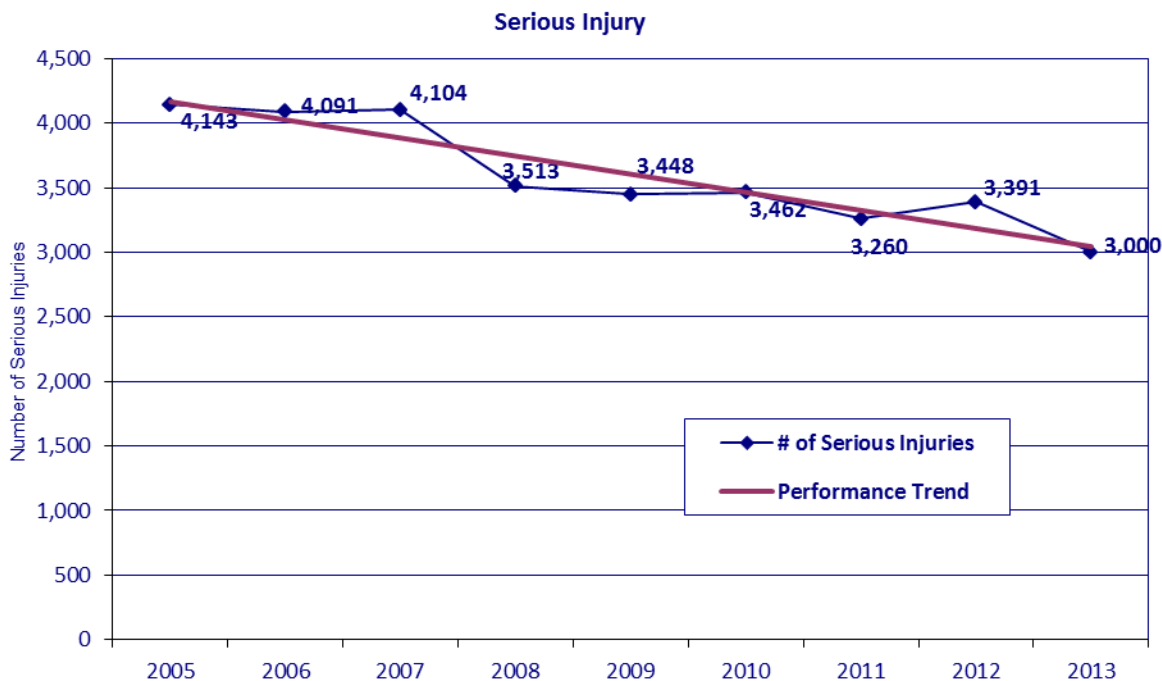
The Community Traffic Safety Program is a comprehensive grant project which focuses on the dissemination of traffic safety information in a variety of ways, including statewide campaigns, data sharing, training, special project emphases and special events that can have a significant positive impact on individual communities to improve driving behaviors and to reduce negative traffic statistics.

Community Traffic Safety Program Goals:

1. To decrease the three-year (2011-2013) average number of serious traffic injuries by 5% from the baseline three-year (2008-2010) average of 3,474 to 3,300 injuries by December 31, 2013.

Goal: Serious Injuries

To decrease the three-year (2011-2013) average number of serious traffic injuries by 5%, from the baseline three-year (2008-2010) average of 3,474 to 3,300 serious injuries by December 31, 2013.



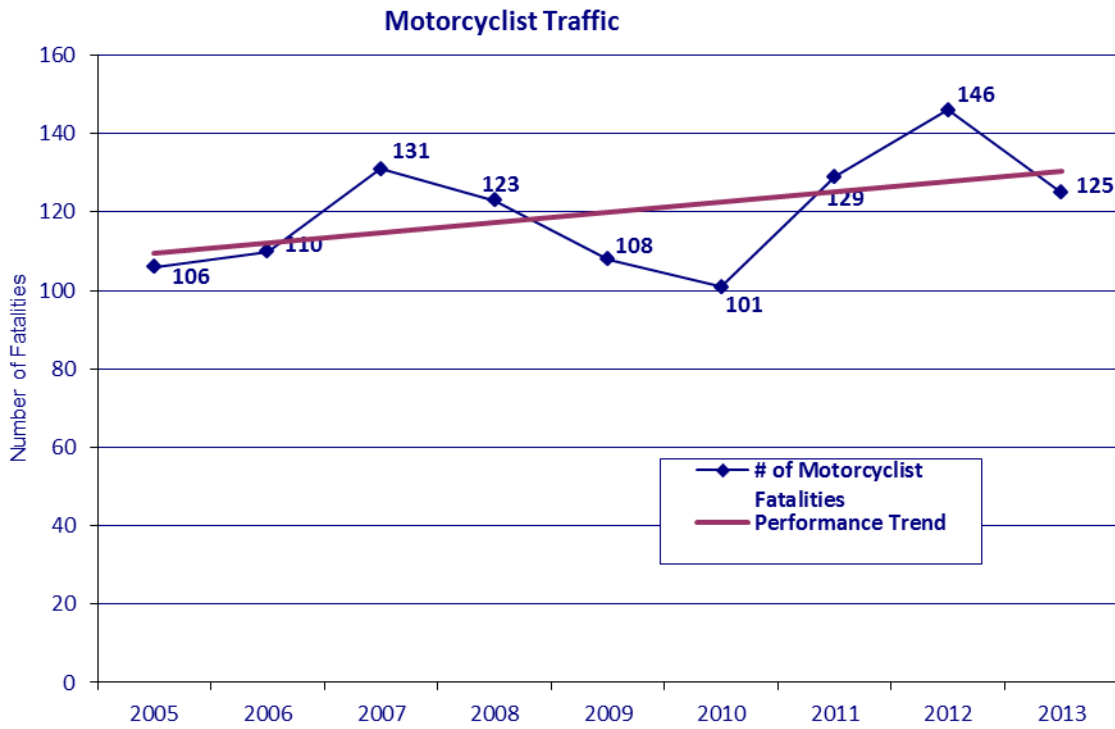
The Statistical Analysis Center of the OHSJP projects that the 2011-2013 average number of serious traffic injuries will be 3,217, which represents a 7.4% reduction from the 2008-2010 average of 3,474 serious traffic injuries. In support of the above-referenced Goal, the OHSJP established the following Objective: To decrease traffic-related severe injury crashes by 5%, from 2,840 in 2010 to 2,698 by December 31, 2013. The preliminary number of traffic-related severe injury crashes is 2,463 for 2013, which represents a 13.3% decrease.

Community Traffic Safety Program Overview

2. To decrease the three-year (2011-2013) average number of motorcyclist fatalities by 5% from the baseline three-year (2008-2010) average of 111 to 105 motorcyclist fatalities by December 31, 2013.

Goal: Motorcyclist Fatalities

To decrease the three-year (2011-2013) average number of motorcyclist fatalities by 5%, from the baseline three-year (2008-2010) average of 111 to 105 motorcyclist fatalities by December 31, 2013.



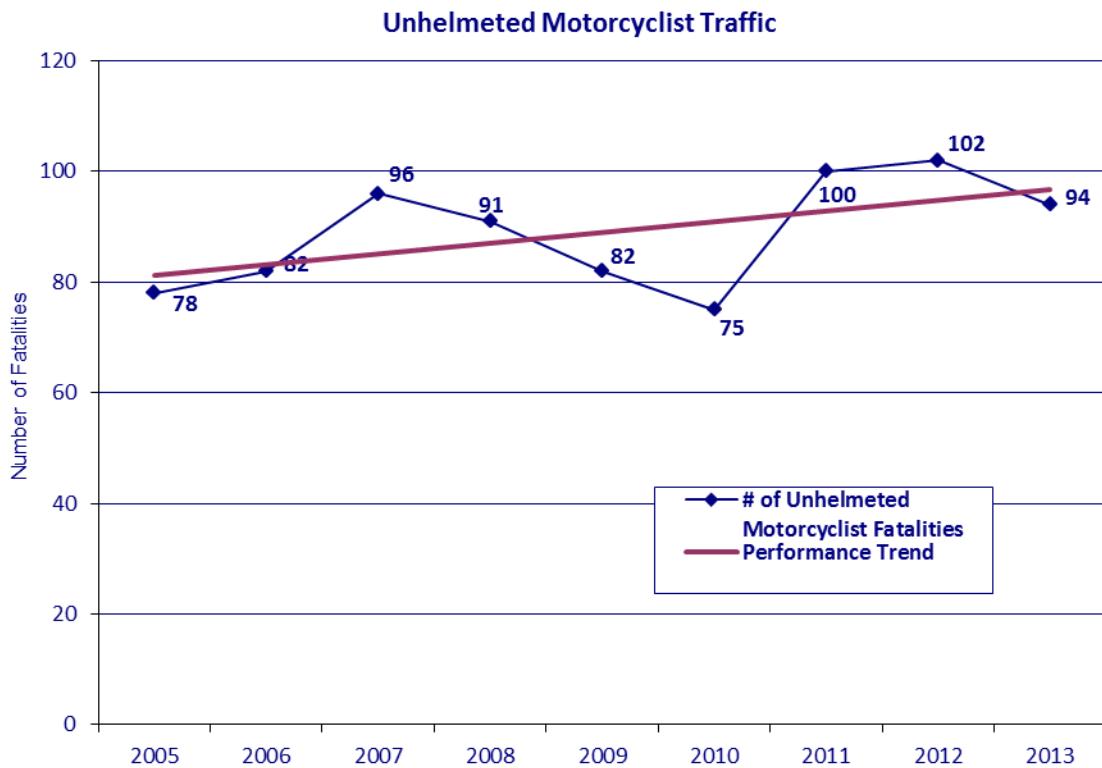
The Statistical Analysis Center of the OHSJP projects that the 2011-2013 average number of motorcyclist fatalities will be 133, which, unfortunately, represents a 20.5% increase when compared to the 2008-2010 average of 111 motorcyclist fatalities.

Community Traffic Safety Program Overview

- To decrease the three-year (2011-2013) average number of unhelmeted motorcyclist fatalities by 5% from the baseline three-year (2008-2010) average of 83 to 79 unhelmeted motorcyclist fatalities by December 31, 2013.

Goal: Unhelmeted Motorcyclist Fatalities

To decrease the three-year (2011-2013) average number of unhelmeted motorcyclist fatalities by 5%, from the baseline three-year (2008-2010) average of 83 to 79 unhelmeted motorcyclist fatalities by December 31, 2013.



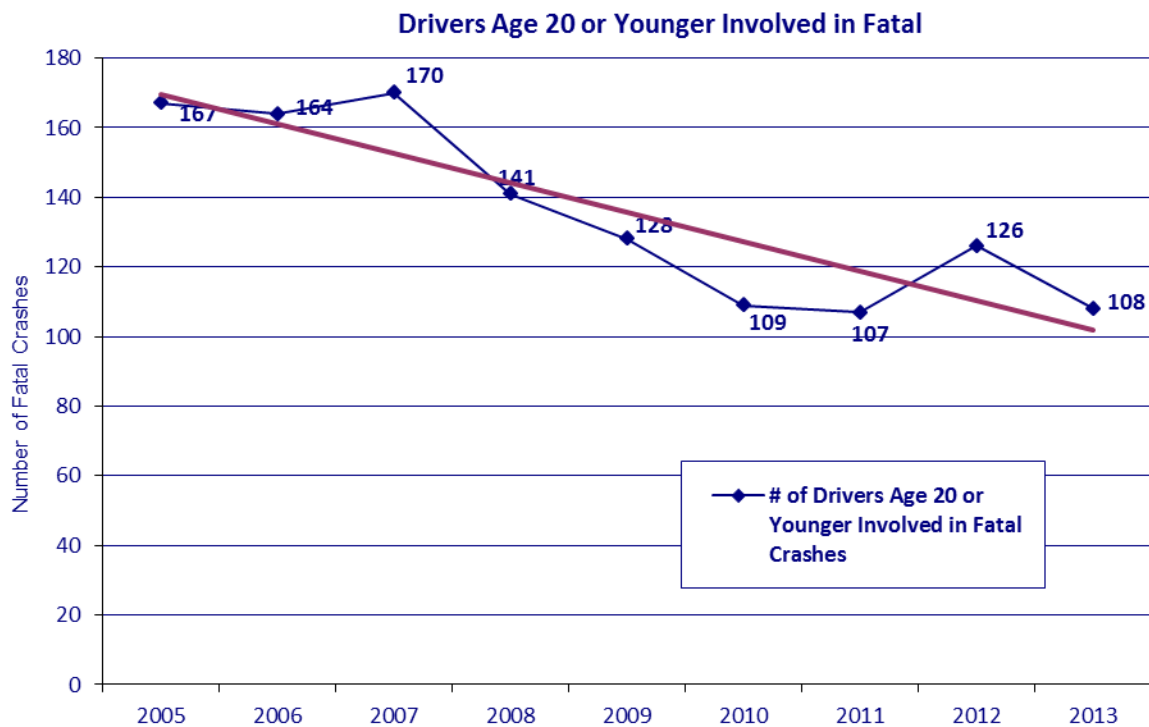
The Statistical Analysis Center of the OHSJP projects that the 2011-2013 average number of unhelmeted motorcyclist fatalities will be 99, which, unfortunately, represents a 19.4% increase when compared to the 2008-2010 average of 83 motorcyclist fatalities.

Community Traffic Safety Program Overview

- To decrease the three-year (2011-2013) average number of drivers age 20 or younger involved in fatal crashes by 10% from the baseline three-year (2008-2010) average of 126 to 113 drivers age 20 or younger involved in fatal crashes by December 31, 2013.

Goal: Drivers 20 or Under

To decrease the three-year (2011-2013) average number of drivers age 20 or younger involved in fatal crashes by 10%, from the baseline three-year (2008-2010) average of 126 to 113 drivers by December 31, 2013.



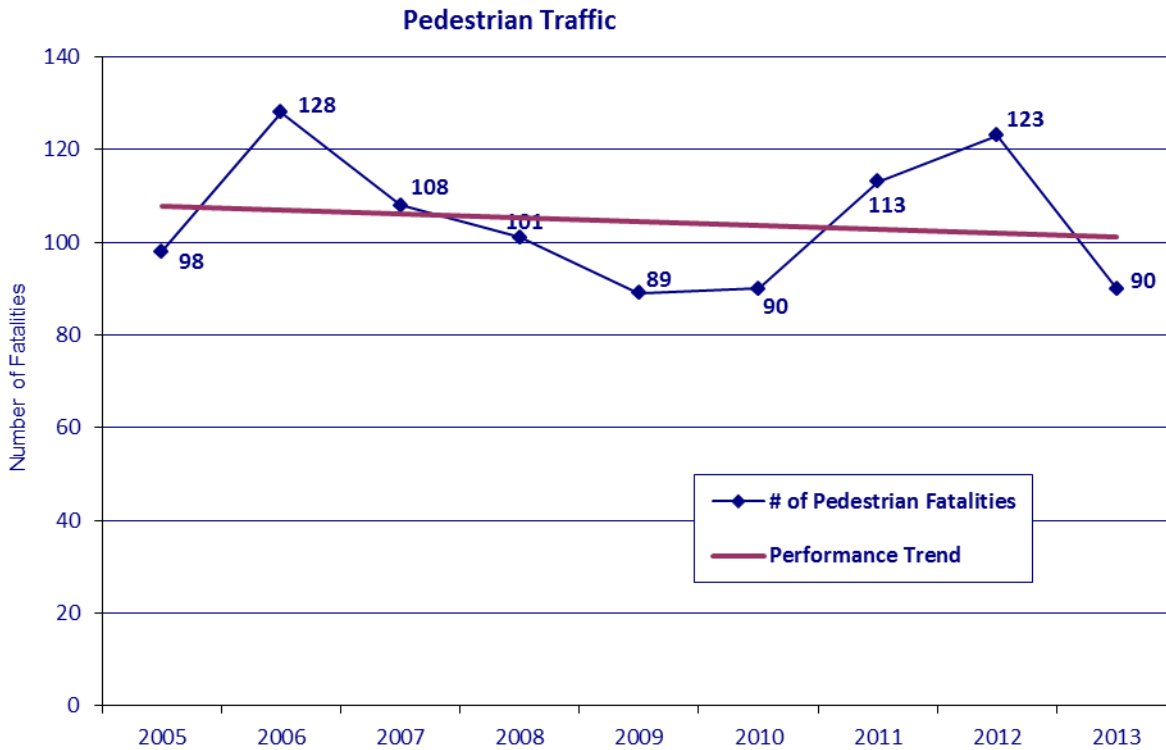
The Statistical Analysis Center of the OHSJP projects that the 2011-2013 average number of drivers age 20 or younger involved in fatal crashes will be 114, which represents a 9.5% reduction from the 2008-2010 baseline average of 126 drivers age 20 or younger involved in fatal crashes.

Community Traffic Safety Program Overview

5. To decrease the three-year (2011-2013) average number of pedestrian fatalities by 5% from the baseline three-year (2008-2010) average of 93 to 88 pedestrian fatalities.

Goal: Pedestrian Fatalities

To decrease the three-year (2011-2013) average number of pedestrian fatalities by 5%, from the baseline three-year (2008-2010) average of 93 to 88 pedestrian fatalities by December 31, 2013.



The Statistical Analysis Center of the OHSJP projects that the 2011-2013 average number of pedestrian fatalities will be 109, which, unfortunately, represents a 16.4% increase when compared to the 2008-2010 average of 93 pedestrian fatalities.

Community Traffic Safety Program Overview

Community Traffic Safety Program Project

Subgrantee: SCDPS: Office of Highway Safety and Justice Programs
Project Number: 2H13004
Project Title: Public Information, Outreach and Training

The Public Information, Outreach, and Training (PIOT) grant is a Section 402-funded project developed to improve the state's capability to support national and statewide conferences, seminars, and workshops of relevance to the Highway Safety Program and other interested traffic safety stakeholders and to upgrade the skills of those who participate. Through the project, a large number of individuals, both within and outside of the OHSJP, were sent to highway safety-related training programs during the grant period (i.e., Lifesavers Conference, SC Child Passenger Safety Summit, Traffic Records Forum, NHTSA Region 4 Colonel's Conference, and more).

OHSJP subgrantees received training through this grant project. In addition to a Project Management course for first-time Project Directors, the Program Managers and Grants Accounting staff met with the Project Directors and Financial Representatives during Pre-work Conferences. The meetings covered key aspects of project management, including data collection, procurement practices, and other needed technical information. The meetings also provided instruction on how and when to prepare budget revisions, how to complete progress reports, and how to complete reimbursement requests. Applicable federal and state regulations governing the implementation of projects were thoroughly discussed. In addition, the annual Funding Guidelines Workshop was held in December 2012 in Columbia to assist applicants in preparing applications for FFY 2013.

The project also developed and implemented an Annual Victims' Memorial Service for families of those lost in traffic fatalities in 2012, prepared a highway safety informational booth at the SC State Fair during October 2013 and provided traffic safety information to businesses and schools in South Carolina.

Additionally, during the month of December in 2012 and 2013, the SCDPS's OHSJP promoted the use of designated drivers as part of its efforts to curb drinking and driving. The campaign effort was called, *Be a SANTA – a Sober All Night Totally Awesome!* designated driver and included television and billboard advertising. This designated driver campaign by the OHSJP was focused in the Charleston area during the Christmas/New Year's holiday period of 2012-2013, and the upstate (Greenville area) for 2013-2014. The agency contractor, Fisher Communications Inc., created, produced and distributed the "Be a SANTA" television commercial spot; and designed and produced digital billboards for the campaign.

The project also continued a statewide motorcycle safety campaign from April to September 2013. The campaign included the Myrtle Beach bike rallies in May and emphasized the fourteen (14) counties with the highest number of motorcyclist fatalities in 2012. The campaign utilized the "Ride Smart" and "Share the Road" themes, as well as emphasizing the proper use of safety equipment. The campaign incorporated paid and earned media to include billboard advertising and the distribution of educational material to bikers at the Myrtle Beach rallies. In addition, the SCDPS partnered with the SCDOT to use SCDOT's variable message boards statewide utilizing the message, "Ride Smart, Drive Smart, Motorcycles are Everywhere."

The project funds one (1) Public Affairs Manager (100%), one (1) Public Affairs Coordinator (100%), one Administrative Assistant (20%), and one (1) Special Programs Manager (40%).

Community Traffic Safety Program Overview

Community Traffic Safety Program: Public Information, Outreach and Training Project Summary

Activities Funded/Implemented	Results
Send individuals to specialized highway safety related programs by September 30, 2013.	Through the project, a large number of individuals, both within and outside of the OHSJP, were sent to highway safety-related training programs during the grant period (i.e., Lifesavers Conference, Governor’s Highway Safety Association Annual Conference, SC Child Passenger Safety Summit, , LEL Training & Guidelines Workshop and more). HSJP also hosted the 2013 annual NHTSA Region 4 Colonel’s Conference which was comprised of approximately 120 individuals from five states (South Carolina, Alabama, Georgia, Florida and Tennessee).
Promote national and state highway safety emphasis programs by announcing through the OHSJP available training opportunities during FY 2013.	OHSJP subgrantees received training through this grant project to a Project Management course for first-time Project Directors and Financial Representatives, Pre-work Conferences, and a Funding Guidelines Workshop. PIOT funds were used by the OHSJP to host a Data-Driven Approaches to Crime and Traffic Safety (DDACTS) Implementation Workshop for law enforcement officers and partners throughout the state.
Conduct a statewide motorcycle safety campaign, focusing on the fourteen (14) counties having the majority of motorcyclist fatalities and the majority of motorcyclist traffic injuries in 2012, beginning in May 2013 and running through September 30, 2013.	The OHSJP implemented a six-month long comprehensive paid media campaign that would complement enforcement efforts throughout the year and the outreach efforts conducted during the two Myrtle Beach motorcycle rallies in May. The sustained campaign kicked off in April and continued through September, with a focus on the 14 counties that experienced the highest number of motorcyclist fatalities in 2012 – Greenville, Horry, Spartanburg, Anderson, Charleston, Oconee, Lexington, Laurens, Richland, Aiken, Beaufort, Clarendon, Florence and Lancaster. The campaign theme was built upon the “Ride Smart” messaging used successfully in past campaigns which includes a “Ride Smart” logo in the shape of a motorcycle. In addition, all outreach efforts incorporated a “Share the Road” message targeting both motorists and motorcyclists
To plan and implement School Zone Safety Week events during the month of August 2013.	The Back to School efforts for 2013 included Community Relations Officers (CROs) of the SC Highway Patrol visiting elementary schools within their assigned troops. The CROs collectively visited 84 elementary schools during a 2-3 week window after school began in their respective areas. They selected rural and urban schools for their visits. At each school,

	<p>the CRO stood near the parent pick-up line after school was dismissed and distributed literature on child safety restraint usage, general restraint usage, and laws regarding what to do when approaching a stopped school bus.</p>
<p>Conduct a Traffic Victims Memorial Service for families of highway crash victims lost in the year 2012 by May 2013.</p>	<p>An Annual Victims' Memorial Service for families of those lost in traffic fatalities in 2012 was held on April 27, 2013 at Northside Baptist Church in Lexington, SC. Approximately 600 individuals from SC and surrounding states attended the service.</p>
<p>Establish and implement an Office of Highway Safety Booth/Display at selected statewide and community events during FY 2013.</p>	<p>OHSJP prepared a highway safety informational booth at the SC State Fair during October 2013 and provided traffic safety information to businesses and schools in South Carolina. OHSJP also provided informational materials relative to traffic safety which were distributed by SC highway Patrol Troopers at various regional fairs throughout the State.</p>
<p>Coordinate and implement, with the assistance of the agency contractor and appropriate Program Managers, statewide occupant protection and impaired driving mobilization campaigns throughout FY 2013.</p>	<p>OHSJP staff worked with local project personnel and law enforcement officials to implement the <i>Buckle up, SC. It's the law and it's enforced.</i> program throughout South Carolina during the Memorial Day 2013 holiday period in an effort to improve safety belt usage rates within the State. The enforcement/education campaign was successful as the State's safety belt usage rate increased from 90.5% in 2012 to 91.7% in 2013.</p> <p>The OHSJP also continued a sustained DUI enforcement initiative by implementing the 2013 Law Enforcement DUI Challenge on a statewide level utilizing strategies similar to those utilized in FFY 2012. The campaign is known as <i>Sober or Slammer!</i> and represents the state's version of the national <i>Drive Sober or Get Pulled Over.</i> initiative. The campaign ran from December 2012 through September 2013, and featured high visibility enforcement and earned media statewide, but with a focus on nineteen (19) targeted counties. The 19 focus counties are Aiken, Anderson, Beaufort, Berkeley, Charleston, Darlington, Dorchester, Florence, Greenville, Horry, Lancaster, Laurens, Lexington, Orangeburg, Pickens, Richland, Spartanburg, York, and Sumter. The campaign featured participation of more than 85% of the local law enforcement agencies statewide, as well as the SC Highway Patrol and the State Transport Police. Thus, the campaign literally touched all citizens of the state in each of the state's forty-six (46) counties. The campaign featured two major DUI enforcement crackdowns during the Christmas/New Year's 2012-2013 and Labor Day 2013 holiday periods. Participating law enforcement agencies engaged in at least quarterly specialized impaired driving enforcement activity (saturation patrols and sobriety checkpoints), as well as an additional four nights of specialized impaired driving enforcement</p>

	<p>activity during the two enforcement mobilization crackdowns. Participating law enforcement agencies seeing a reduction in Network-wide impaired driving statistics will become eligible to win significant law enforcement equipment after the completion of the campaign.</p> <p>Again in FFY 2013, the State implemented its designated driver campaign in support of the Law Enforcement DUI Challenge. The campaign effort was called, <i>Be a SANTA – a Sober All Night Totally Awesome!</i> designated driver and included television and billboard advertising. This designated driver campaign by the OHSJP was focused in the Charleston area during the Christmas/New Year’s holiday period of 2012-2013, and the upstate (Greenville area) for 2013-2014. The agency contractor, Fisher Communications Inc., created, produced and distributed the “Be a SANTA” television commercial spot; and designed and produced digital billboards for the campaign.</p> <p>Additionally, the State replaced its umbrella theme of “Highways or Dieways” with the “Target Zero” overarching theme. This theme is currently used in all major campaigns of the OHSJP, thus emphasizing the State’s commitment to not only reduce, but eliminate traffic fatalities in SC. The complete release of the concept was unveiled to the motoring public in the early months of 2013 and will continue on a larger scale in 2014. The agency has adopted, “A goal we can all live with.”, as the supporting slogan for Target Zero.</p>
<p>Conduct a statewide billboard campaign to increase public awareness of pedestrian safety issues during FFY 2013.</p>	<p>The OHSJP launched a \$40,000 billboard campaign in April 2013 to focus on safety issues related to vulnerable roadway users, particularly moped riders, bicyclists and pedestrians. The campaign targeted several focus counties that experienced high rates of deaths among vulnerable roadway groups during a four-year period from 2008 to 2012: Greenville, Horry, Charleston, Spartanburg, Lexington, Richland, Anderson, York, Florence, Sumter, Aiken and Beaufort. The campaign also supported public outreach and enforcement efforts by the SC Highway Patrol to address the increase in deaths occurring in South Carolina among these vulnerable groups. While each board focused on one vulnerable roadway group, the campaign featured a unified and cohesive series of “share the road” messages. That way, roadway users recognized the colorful billboard campaign as one theme, which is “<i>Look.</i>” The billboards, in essence, told motorists that by looking out for vulnerable roadway users and sharing the road responsibly with them, lives can be saved. A similar billboard emphasizing motorcyclists was also developed and implemented, but</p>

	was paid with other funds as part of the statewide motorcycle safety campaign in 2013.
Conduct a safety campaign in the 200 high schools in the state utilizing highway safety messages printed on tickets for athletic and other special events, and public address announcements /printed advertising at sporting events during FFY 2013.	Through the PIOT grant, a High School Ticket campaign placed a highway safety message on approximately 5,000,000 tickets printed and used by high schools statewide for sporting and other special events during the 2012-2013 and 2013-2014 academic years. The OHSJP printed four different messages throughout the year focusing on speeding, DUI, safety belt use, and distracted driving.
Conduct community outreach to alert minority citizens to the training program being conducted to educate law enforcement officials regarding the problems associated with racial profiling practices.	The program to educate law enforcement officials regarding the problems associated with racial profiling practices was completed in 2013. In pre-planning discussions it was decided that it would be appropriate to hold community meetings around the State to outline the efforts of the training. However, after further discussion, an executive decision was made not to hold these meetings and use the funds set aside to purchase much-needed equipment for law enforcement agencies statewide to purchase equipment to collect traffic stop data.

Community Traffic Safety Project: Budget Summary

Project Number	Subgrantee	Project Title	Budget	Expenditures	Budget Source
2H13004	SC Department of Public Safety: Office of Highway Safety	Public Information, Outreach and Training	\$469,060/ \$70,000/ 112,000/ \$126,000/ \$100,000		Sect. 402 CTS/ Sect. 402 MC/ Sect. 402 PM/ Sect. 1906/ Sect. 2010
402 Total			\$651,060	\$546,485.24	
2010 Total			\$126,000	\$125,837.25	
1906 Total			\$100,000	\$21,415	
Total All Funds			\$877,060	\$693,737.49	

Occupant Protection Program Overview

Occupant Protection Program Area

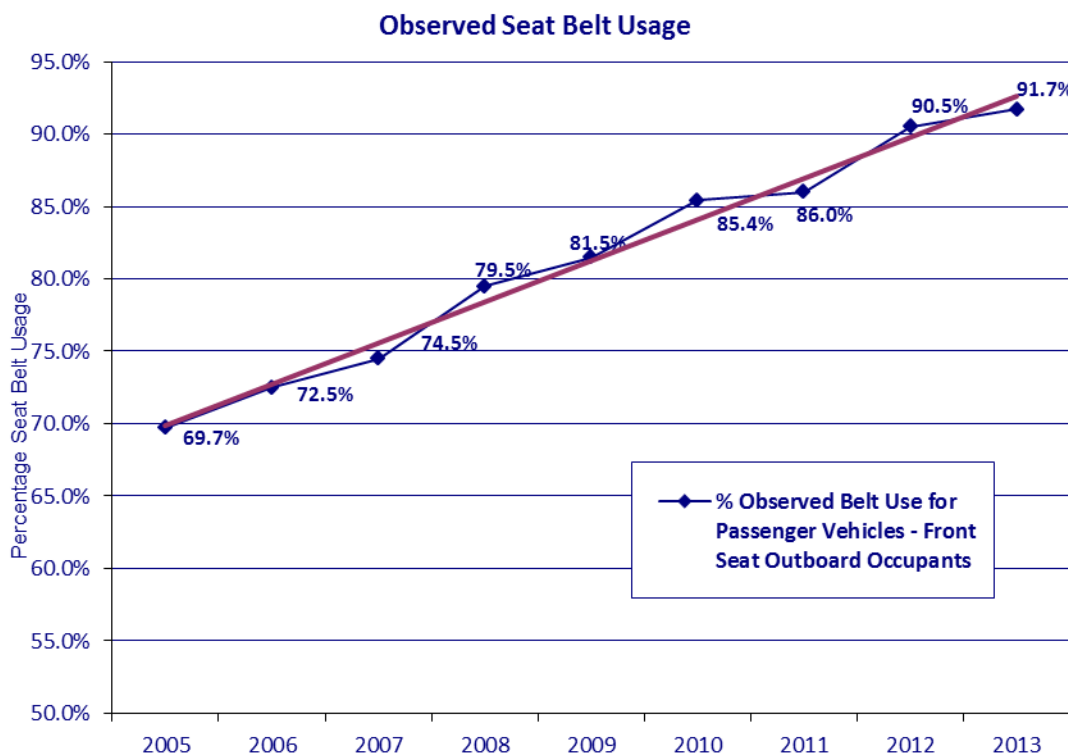
The Office of Highway Safety and Justice Programs has worked consistently to increase the usage rate of vehicle occupant protection devices by the South Carolina populace, and, thus, to save lives and reduce severe injury. Educational and enforcement strategies have paid off in recent years as the State's safety belt usage rate has climbed consistently since 2005. The State achieved a historically high rate of 91.7% in 2013. However, much work remains to be done to ensure safety on the State's roadways. The following is a synopsis of progress made in this priority area during 2013.

Occupant Protection Program Management Goals:

1. To increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles by 1.5 percentage points from the 2012 calendar base year usage rate of 90.5% to 92% by December 31, 2013.

Goal: Observed Seat Belt Use

To increase the statewide observed seat belt use of front seat outboard occupants in passenger vehicles by 1.5 percentage points from the 2012 calendar base year usage rate of 90.5% to 92% by December 31, 2013.



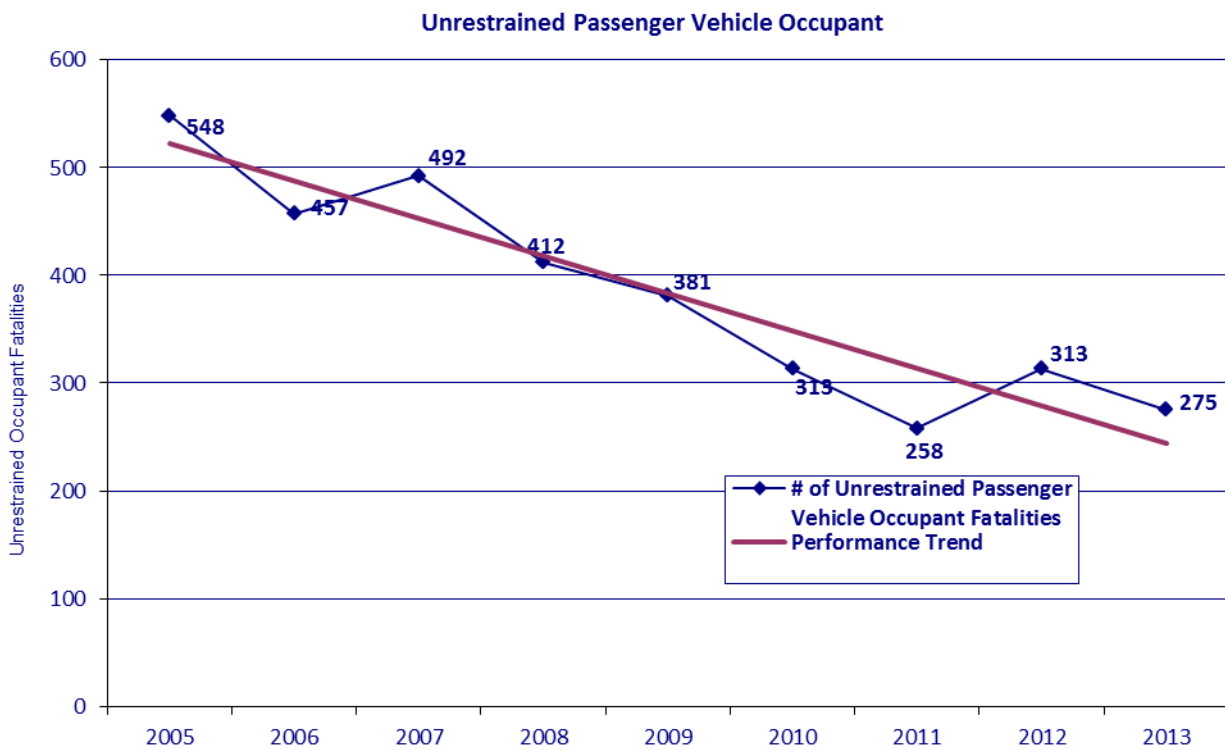
The statewide safety belt survey conducted by the University of South Carolina concluded that 91.7% of South Carolina drivers and passengers used shoulder style safety belts in June 2013. This is a historical high for the state and an increase of 1.2 percentage points over the 2012 usage rate.

Occupant Protection Program Overview

2. To decrease the three-year (2011-2013) average number of unrestrained passenger vehicle occupant fatalities in all seating positions by 5% from the baseline three-year (2008-2010) average of 369 to 332 unrestrained passenger vehicle occupant fatalities by December 31, 2013.

Goal: Unrestrained Passenger Vehicle Occupant Fatalities

To decrease the three-year (2011-2013) average number of unrestrained passenger vehicle occupant fatalities by 5%, from the baseline three-year (2008-2010) average of 369 to 332 passenger vehicle occupant fatalities by December 31, 2013.



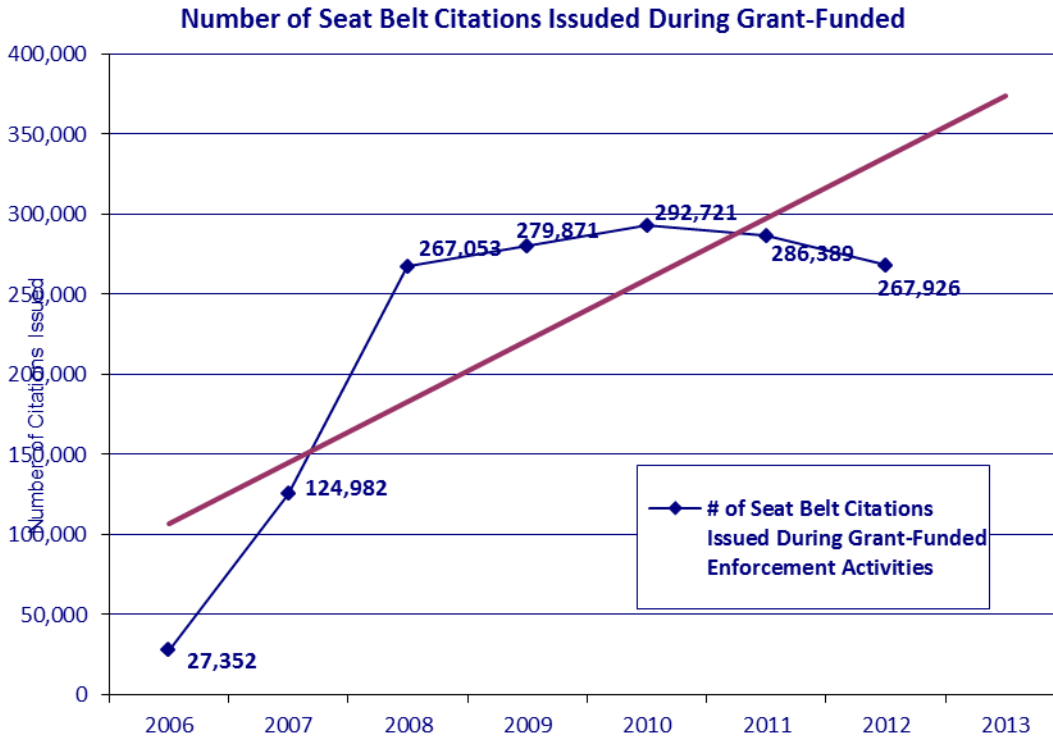
The Statistical Analysis Center of the OHSJP projects that the 2011-2013 average number of unrestrained passenger vehicle occupant fatalities in all seating positions will be 282, which represents a 23.5% reduction from the 2008-2010 baseline average of 369 unrestrained passenger vehicle occupant fatalities in all seating positions.

Occupant Protection Program Overview

- To increase the number of grant-funded seat belt citations issued by 5%, from 286,389 in 2011 to 300,708 in 2013.

Goal: Seat Belt Citations

To increase the number of seat belt citations issued during grant-funded enforcement activities by 5% from 286,389 in 2011 to 300,708 in 2013.



The Statistical Analysis Center of the OHSJP projects that the number of grant-funded seatbelt citations issued in 2013 will be 277,159, a 3.2% reduction as compared to the 2011 number. Unfortunately, South Carolina did not reach the goal of a 5% increase in grant-funded seat belt citations issued. A number of factors, including budget cuts and personnel reductions throughout local and state agencies likely contributed to this reduction.

Occupant Protection Program Overview

Occupant Protection – Program Management Project

Subgrantee: SC Department of Public Safety: Office of Highway Safety and Justice Programs
Project Number: 2H13002
Project Title: Occupant Protection Program Management

The Occupant Protection Program Management grant continued the development and implementation of occupant protection programs statewide. Specific activities of the Occupant Protection Program Manager (OPPM) included planning and coordinating special public information events during *Buckle Up, America! Week* in May 2013; planning events for the *National Child Passenger Safety Awareness Week* in September 2013; and planning, coordinating and implementing, with the assistance of the SCDPS Contractor, the *Buckle up, South Carolina. It's the law and it's enforced.* public information, education and enforcement campaign during the Memorial Day holiday of 2013. The Occupant Protection Program Manager (OPPM) continued to administer all Section 402 and Section 405 funded occupant protection programs. The OPPM was responsible for reviewing, monitoring and providing technical assistance to project personnel. The project funds one (1) OPPM (100%), one (1) Administrative Assistant (20%), and two (2) Senior Accountants (25% each).

Occupant Protection-Program Management Project Summary

Activities Funded/Implemented	Results
Conduct a paid media campaign to reach the diverse population of the state of South Carolina to address occupant restraint issues and to emphasize the importance of and to increase the use of occupant restraints in May 2013.	With the assistance of the SCDPS Contractor, OHSJP spearheaded South Carolina's high visibility Memorial Day (2013) mobilization enforcement and education campaign, <i>Buckle up, SC. It's the law and it's enforced</i> , which contributed to the state obtaining a 1.2 percentage point increase in its safety belt usage rate during 2013. The campaign is the State's equivalent to the national <i>Click it or Ticket!</i> Enforcement mobilization. The stepped-up enforcement component of the BUSC Memorial Day 2013 blitz ran from May 20 – June 2, 2013, and contained public information and education components, to include paid and earned media to position safety belt usage enforcement as a key element of the SCDPS <i>Target Zero</i> initiative. The enforcement component also emphasized night-time safety belt enforcement strategies.
To increase the number of fitting stations in the State from by December 31, 2013.	12 additional CPS Fitting Stations were established with non-traditional partners during the grant year.
To decrease the number of child traffic crash deaths for children under six by December 31, 2013.	Estimates from the OHSJP Statistical Analysis Center based on preliminary 2013 data indicate a projected MDR for motor vehicle occupants under the age of six of .011 for CY 2013. When compared to the .012 in CY 2012, this represents an 8.3% decrease in MDR for child motor vehicle occupants under the age of six for CY 2013 and a 31.3% decrease from .016 in 2011.

To conduct an outreach effort in conjunction with Child Passenger Safety Week in September 2013.	Coordinated through the SCDHEC - <i>Travel Safe S.C.</i> grant project, agency partners across the state participated in outreach efforts by conducting free safety seat inspection events. York County Safe Kids also conducted a CPS certification Training course during Child Passenger Safety Week.
Conduct special child safety seat inspection clinics to educate the public on the importance of the consistent and correct use of child safety seats and the dangers of air bags to children.	To educate the public on the importance of the consistent and correct use of child safety seats and the dangers of air bags to children, 54 child safety seat events were held during the grant year through DHEC's "Travel Safe South Carolina" statewide grant project in various locations throughout the state.
Issue an interagency agreement to secure a contractor to conduct one (1) statewide observational safety belt usage survey and accompanying telephone surveys.	The statewide safety belt survey conducted by the University of South Carolina concluded that 91.7% of South Carolina drivers and passengers used shoulder style safety belts in June 2013. This is a historical high for the state and a significant increase from last year's usage rate. In June 2012, this percent was 90.5%, which was the previous record high.

Occupant Protection - Education

Subgrantee: SC Department of Health and Environmental Control
Project Number: 2H13017
Project Title: Travel Safe South Carolina

The project maintained a program which supported efforts to prevent injuries and deaths to children and adults in South Carolina caused by motor vehicle crashes through a partnership among the SC Department of Public Safety (SCDPS), SC Department of Health and Environmental Control (SCDHEC) and various safety partners. The main focus of the project was to educate and train local law enforcement and other first responders, public health agency staff, parents and caregivers concerning Child Passenger Safety (CPS) and occupant restraint usage. Based on the results of the activities listed in the summary charts above and below, it is apparent that these grant projects contributed to meeting the highway safety targets identified in the Occupant Protection Program Area.

Occupant Protection Program Overview

Occupant Protection - Travel Safe South Carolina Project Summary

Activities Funded/Implemented	Results
Conduct presentations regarding the proper use of seatbelts and child restraint devices by September 30, 2013.	90 presentations were conducted reaching an estimated 2,163 people, regarding the proper use of seatbelts and child restraint devices by the end of the grant term.
Provide instruction for NHTSA Certified Technician classes by September 30, 2013.	21 NHTSA Certified Technician classes were conducted and 220 Technicians were trained by the end of the grant term.
Establish additional CPS Fitting Stations with non-traditional partners by September 30, 2013.	12 CPS Fitting Stations were established with non-traditional partners by the end of the grant term.
Plan and conduct educational activities in support of National Child Passenger Safety Week (September), Buckle Up, America Week (May) and Buckle Up, South Carolina Campaign.	The project staff planned and conducted educational activities in support of National Child Passenger Safety Week (February and September), Buckle Up, America Week (May) and Buckle Up, South Carolina by the end of the grant term.
Conduct or participate in a minimum of 50 child safety seat check-up events by September 30, 2013.	54 child safety seat check-up events were conducted and participated in by the end of the grant.
Participate in statewide seat belt enforcement and public information and education campaign, Buckle Up South Carolina, It's the law and it's enforced! and in the statewide DUI enforcement and public information campaign, Sober or Slammer!	DHEC fully participated in all Occupant Protection Programs to include: National Child Passenger Safety Week, National Buckle Up, South Carolina, Buckle Up America and Operation Sober or Slammer! campaigns. DHEC staff attended the SCDPS/OHSJP DUI Awards Ceremony. Provided NHTSA 405 information to SCDPS/OHSJP. Also, attended the Special Needs Training sponsored by Upstate Safe Kids and Bradshaw Motors in Greer, SC.
Distribute and properly install child safety seats (convertible) as part of the diversity outreach project.	As a component of this grant, a Diversity Outreach project which focused on Hispanic and African American populations was implemented. In order to assure proper installation and use of occupant protection restraints, DHEC staff worked in conjunction with various safety partners to promote South Carolina's Primary Enforcement Safety Belt Law and Child Passenger Safety Seat Law. In addition to SCDPS, SCDHEC staff relied heavily on South Carolina Safe Kids and the eight SCDHEC health regions that supported health departments in all forty-six counties. 402 child safety seats (convertible) were distributed and properly installed as part of the diversity outreach project.
Distribute and properly install child safety seats (booster) as part of the diversity outreach project.	As a component of this grant, a Diversity Outreach project which focused on Hispanic and African American populations was implemented. In order to assure proper installation and use of occupant protection restraints, DHEC staff worked in conjunction with various safety partners to promote South Carolina's Primary Enforcement Safety Belt Law and Child Passenger Safety Seat Law. In addition to SCDPS,

	SCDHEC staff relied heavily on South Carolina Safe Kids and the eight SCDHEC health regions that supported health departments in all forty-six counties. 142 High-Back booster seats were distributed and properly installed as part of the diversity outreach project
Distribute the Primary seat belt law in each of the DHEC health regions.	9,575 Primary seat belt law cards were distributed to all 8 DHEC health regions.
Conduct Safety Seat convenience surveys statewide.	13 Safety Seat Surveys were conducted statewide.
Conduct continuing education classes to facilitate the recertification process for CPS technicians.	5 continuing education classes were conducted to facilitate the recertification process for CPS technicians.
Conduct annual CPS Roundtable.	The annual CPS Roundtable was conducted on September 12, 2013.

Occupant Protection Program Overview

Occupant Protection - University of South Carolina Safety Belt Survey

The statewide safety belt survey conducted by the University of South Carolina in June 2013 concluded that 91.7% of South Carolina drivers and passengers used shoulder style safety belts. This is a historical high for the state and an increase of 1.2 percentage points from last year's usage rate. In June 2012, this percent was 90.5%, which was the previous record high.

The following chart shows statistical data relative to the last ten statewide safety belt surveys conducted by the University of South Carolina.

Percentage Safety Belt Use By Demographic Category

	6/04	6/05	6/06	6/07	6/08	6/09	6/10	6/11	6/12	6/13
Male	64.2	62.2	67.6	68.4	74.2	77.1	82.3	81.8	87.6	89.8
Female	75.4	78.7	79.3	84.5	85.8	87.8	90.6	89.4	93.3	93.9
Driver	66.7	70.3	73.0	74.6	79.1	81.3	86.0	86.4	90.0	91.0
Passenger	64.5	66.5	70.8	74.0	78.2	82.1	85.4	85.6	90.0	94.6
Urban	66.5	68.0	73.5	75.2	80.3	82.3	87.4	85.6	91.4	91.0
Rural	63.6	73.5	70.1	73.0	76.0	79.5	80.5	87.0	88.5	94.2
White	69.5	74.1	76.4	77.8	82.4	84.7	88.5	86.5	91.3	93.1
Non-white	56.7	58.0	63.8	67.2	70.9	74.1	80.6	82.2	87.8	87.5
Cars	69.2	72.3	75.7	77.7	81.1	84.3	86.6	88.2	92.0	92.3
Trucks	52.5	60.8	63.8	67.8	73.3	75.0	81.7	78.7	86.0	90.0
Overall	65.7	69.7	72.5	74.5	79.0	81.5	85.4	86.0	90.5	91.7

According to the statewide observational surveys conducted by the University of South Carolina's Statistical Laboratory, safety belt usage for South Carolina has increased from 90.5% in 2012 to 91.7% in 2013. Women continue to be more likely than men to use safety belts (93.9% to 89.8%); passengers were more likely than drivers to use safety belts (94.6% to 91.0%); and rural occupants used safety belts at a modestly higher rate than urban occupants (94.2% to 91.0%). White occupants had a higher rate of use than non-white occupants (93.1% to 87.5%), while car occupants were more likely to wear safety belts than truck occupants (92.3% to 90.0%).

The increases outlined above can be directly attributed to South Carolina's Memorial Day 2013 high-visibility enforcement mobilization known as *Buckle up, SC. It's the law and it's enforced* and continued efforts on the part of local law enforcement agencies and the South Carolina Highway Patrol in enforcing the State's safety belt law. Increases can also be attributed to the State's focus on nighttime safety belt enforcement beginning in 2013.

Occupant Protection Program Overview

Occupant Protection: Budget Summary

Project Number	Subgrantee	Project Title	Budget	Expenditures	Budget Source
2H13002	South Carolina Department of Public Safety: Office of Highway Safety	Occupant Protection Program Management	\$129,511/ \$525,000	\$102,912.35/ \$487,419.65	Section 402 Section 405
2H13017	SC Department of Health and Environmental Control	Travel Safe South Carolina	\$143,422	\$135,752.29	Section 402
402 Total			\$272,933	\$238,667.64	

Police Traffic Services Program Overview

Police Traffic Services (PTS) Program Area

Traffic law enforcement plays a crucial role in deterring impaired driving, increasing safety belt and child restraint usage, encouraging compliance with speed laws, and reducing other unsafe driving actions. A combination of highly visible enforcement, public information, education, and training is needed to achieve a significant impact in reducing crash-related injuries and fatalities in South Carolina.

The Office of Highway Safety and Justice Programs in South Carolina has assisted over the years numerous law enforcement agencies by providing grant funds for the establishment of full-time traffic enforcement units. When traffic units are developed, they have included comprehensive enforcement and public education programs. A comprehensive traffic enforcement effort, involving such components as selective enforcement, public education activities, and accountability standards, creates a noticeable improvement in highway safety. Law enforcement agencies have not only implemented selective DUI enforcement, but also traffic speed enforcement and occupant protection enforcement. Traffic officers and deputy sheriffs have received training in radar operations and in occupant protection issues. They have then incorporated speed detection and detection of safety belt/child restraint violations as the other major components of their programs.

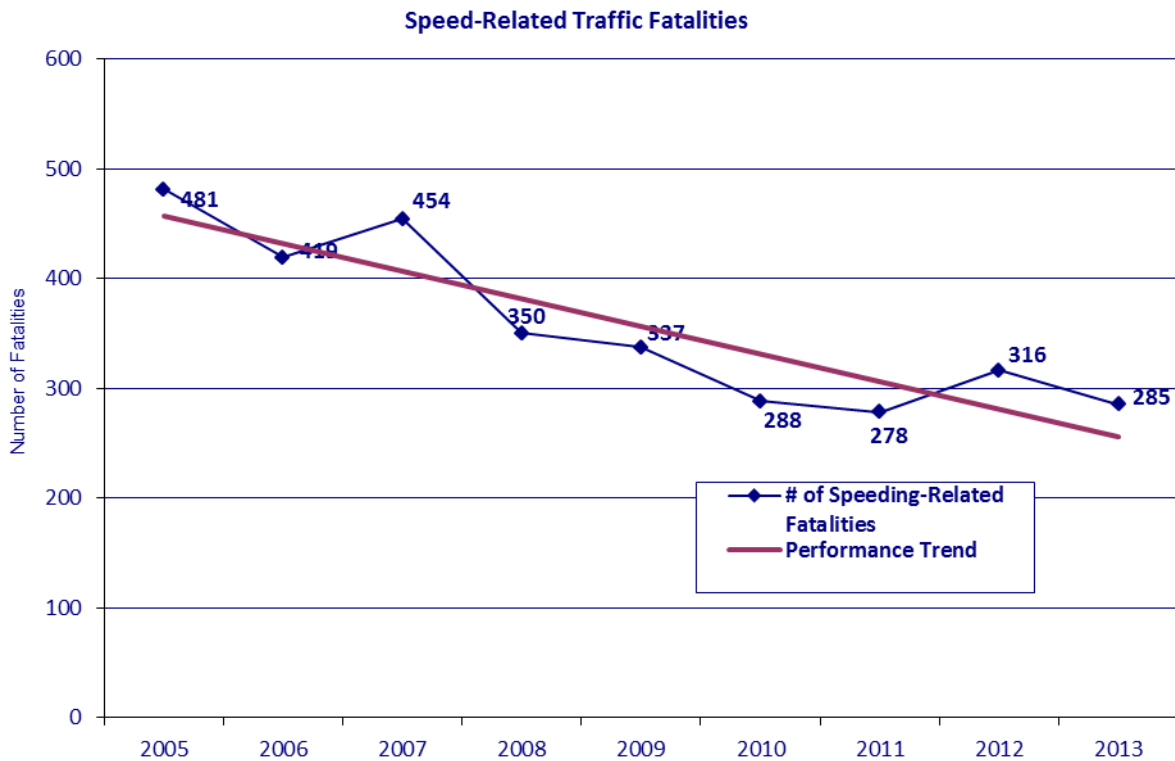
Police Traffic Services Program Overview

Police Traffic Services- Program Management Goals:

1. To decrease the three-year (2011-2013) average number of speed-related fatalities by 5%, from the baseline three-year (2008-2010) average of 323 to 307 speed-related fatalities by December 31, 2013.

Goal: Speed-Related Fatalities

To decrease the three-year (2011-2013) average number of speed-related fatalities by 5%, from the baseline three-year (2008-2010) average of 325 to 309 speed-related fatalities by December 31, 2013.



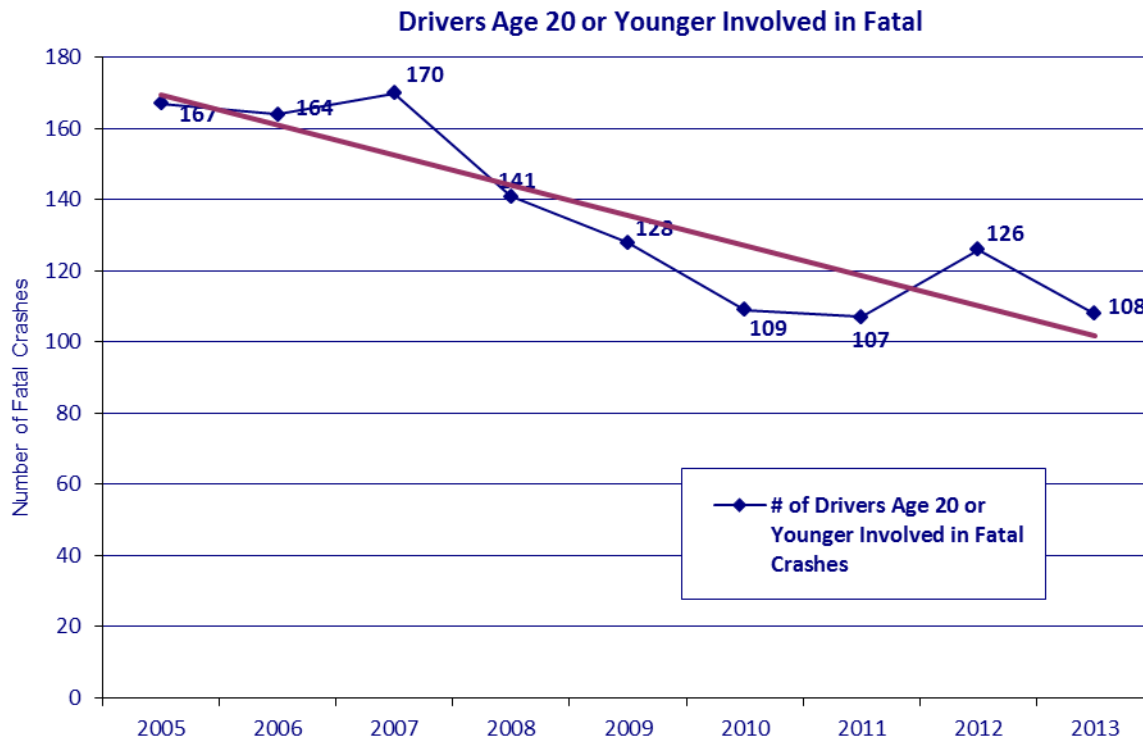
The Statistical Analysis Center of the OHSJP projects that the 2011-2013 average number of speeding-related fatalities will be 293, which is a 9.3% reduction from the CY 2008-2010 average of 323 speeding-related fatalities.

Police Traffic Services Program Overview

- To decrease the three-year (2011-2013) average number of drivers age 20 or younger involved in fatal crashes by 10%, from the baseline three-year (2008-2010) average of 126 to 113 drivers age 20 or younger involved in fatal crashes by December 31, 2013.

Goal: Drivers 20 or Under

To decrease the three-year (2011-2013) average number of drivers age 20 or younger involved in fatal crashes by 10%, from the baseline three-year (2008-2010) average of 126 to 113 drivers by December 31, 2013.



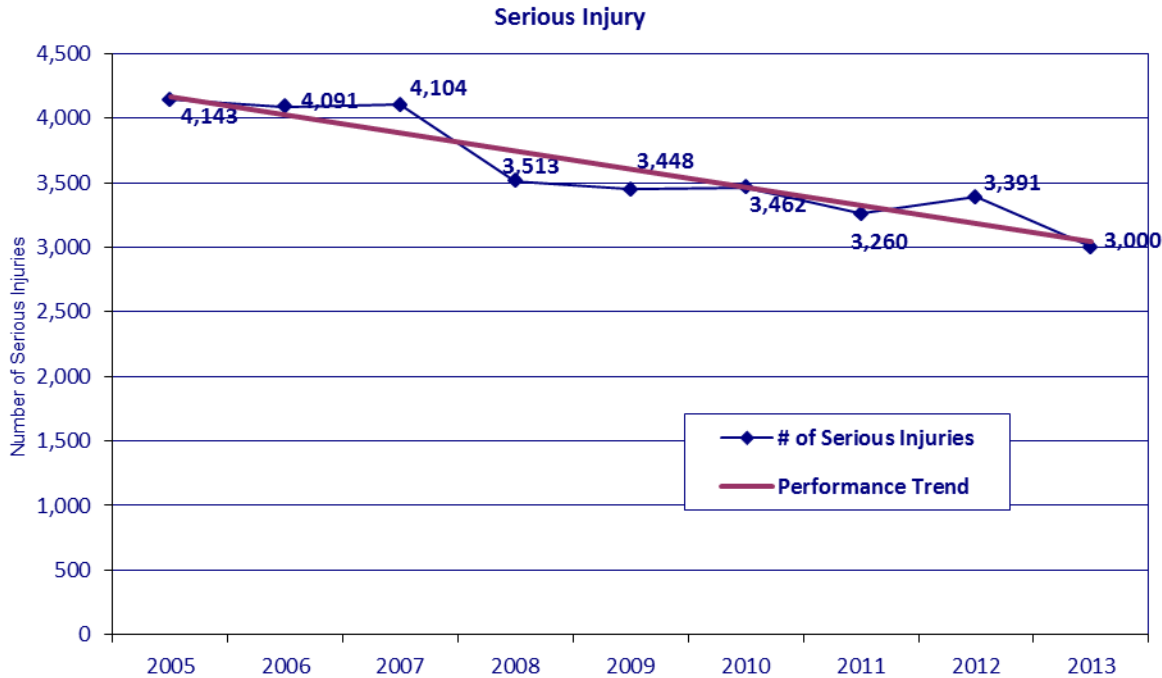
The Statistical Analysis Center of the OHSJP projects that the 2011-2013 average number of drivers age 20 or younger involved in fatal crashes will be 114, which represents a 9.5% reduction from the 2008-2010 baseline average of 126 drivers age 20 or younger involved in fatal crashes.

Police Traffic Services Program Overview

- To decrease the three-year (2011-2013) average number of serious traffic injuries by 5% from the baseline three-year (2008-2010) average of 3,474 to 3,300 by December 31, 2013.

Goal: Serious Injuries

To decrease the three-year (2011-2013) average number of serious traffic injuries by 5%, from the baseline three-year (2008-2010) average of 3,474 to 3,300 serious injuries by December 31, 2013.



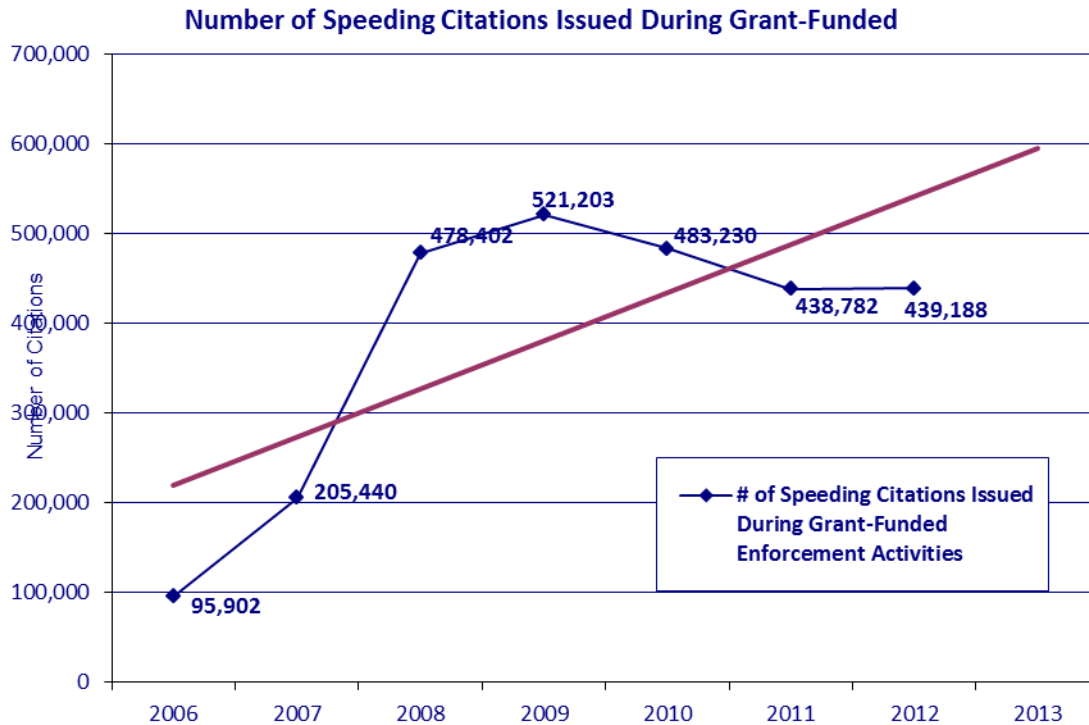
The Statistical Analysis Center of the OHSJP projects that the 2011-2013 average number of serious traffic injuries will be 3,217, which represents a 7.4% reduction from the 2008-2010 average of 3,474 serious traffic injuries.

Police Traffic Services Program Overview

- To increase the number of grant-funded speeding citations issued by 5%, from 438,782 in 2011 to 460,721 in 2013.

Goal: Speeding Citations

To increase the number of speeding citations issued during grant-funded enforcement activities by 5% from 438,782 in 2011 to 460,721 in 2013.



The Statistical Analysis Center of the OHSJP predicts that the number of grant-funded speeding citations for 2013 will be 438,985, a 0.05% increase as compared to the 2011 number. Unfortunately, South Carolina did not reach the goal of a 5% increase in grant-funded speeding citations issued. A number of factors including budget cuts, personnel issues and a slight decline in the number of agencies participating in the law enforcement challenge likely impacted the overall citation data.

Police Traffic Services Program Overview

Police Traffic Services – Program Management Project

Subgrantee: SC Department of Public Safety: Office of Highway Safety and Justice Programs
Project Number: 2H13005
Project Title: Police Traffic Services (PTS) Program Management

The Office of Highway Safety and Justice Programs has assisted over the years numerous law enforcement agencies by providing grant funds for the establishment of full-time traffic enforcement units. There is a continued need to support the establishment and enhancement of specialized traffic enforcement units in agencies statewide. While speed, impaired driving, and strong occupant protection enforcement must remain top priorities for law enforcement personnel, other hazardous driving habits that are major factors in causing traffic crashes must also be addressed through appropriate enforcement interventions. When traffic units are developed, they have included comprehensive enforcement and public education programs. A comprehensive traffic enforcement effort, involving such components as selective enforcement, public education activities, and accountability standards, creates a noticeable improvement in highway safety.

This grant project provides oversight, monitorship, project development activities and technical support for a variety of police traffic services projects statewide. The project funds one PTS Program Manager (100%), one Administrative Assistant (20%) and two (2) Senior Accountants (25% each).

Police Traffic Services - Program Management Project Summary

Activities Funded/Implemented	Results
Decrease the number of speed-related traffic fatalities by 5%, from 283 in 2010 to 269 by December 31, 2013.	The Statistical Analysis Center of the OHSJP projects that the number of speed-related traffic fatalities will be 285, which represents a 1.0% increase from the 2010 number of 283 speed-related traffic fatalities.
Decrease speed-related serious injuries by 5%, from 971 in 2010 to 922 by December 31, 2013.	The Statistical Analysis Center of the OHSJP projects that the number of speed-related serious traffic injuries will be 950 in 2013, which represents a 2% decrease from the 2010 number of 971 speed-related serious traffic injuries.
Maintain the sixteen (16) Law Enforcement Networks throughout FY 2013.	The sixteen Law Enforcement Networks were maintained throughout FY 2013.
Develop and implement PTS projects in areas where analysis of traffic collision and citation data indicates a major traffic safety problem. The PTS projects funded are located in counties identified as having a significant problem with alcohol and/or speed-related traffic collisions and fatalities.	Six PTS projects were implemented throughout South Carolina in areas that demonstrated a significant problem with the occurrence of alcohol and/or speed-related traffic collisions and fatalities which included Beaufort, Dorchester, Lexington, Richland and York counties. The following agencies were awarded PTS projects: Beaufort County Sheriff's Office, City of Columbia Police Department, Dorchester County Sheriff's Office, Lexington Police Department, South Carolina Criminal Justice Academy, Rock Hill Police Department, and the Summerville Police Department.
Law Enforcement Networks will continue to meet to	The Law Enforcement Networks, which are established

<p>share information among agencies, to disseminate information from the Office of Highway Safety and Justice Programs, and to conduct multi-jurisdictional traffic enforcement activity.</p>	<p>in the 16 judicial circuits through a coordinating host agency, continued to meet on a monthly or bi-monthly basis during the grant year to share information among agencies, to disseminate information, and to conduct multi-jurisdictional traffic enforcement activity.</p>
<p>Schedule and conduct more than 200 public safety checkpoints by police traffic services and alcohol countermeasures subgrantees during FFY 2013.</p>	<p>A total of 408 public safety checkpoints were conducted by the police traffic services and alcohol countermeasures grant-funded officers during FFY 2013.</p>
<p>Develop educational programs to accompany traffic enforcement and DUI enforcement projects to increase community awareness of traffic safety-related issues.</p>	<p>During FFY 2013, the SCDPS implemented a traffic safety initiative entitled "Target Zero." Target Zero encompasses a variety of enforcement and educational strategies with a view toward eliminating traffic fatalities on South Carolina roadways. The complete release of the concept was unveiled to the motoring public in the early months of 2013. The agency has adopted, "A goal we can all live with.", as the supporting slogan for Target Zero.</p>
<p>Require grant-funded traffic safety enforcement programs throughout the state to participate in Law Enforcement Networks established in the 16 Judicial Circuits in South Carolina.</p>	<p>All FFY 2013 traffic safety enforcement project subgrantees were compliant with the Terms and Conditions of the grant award which required grant-funded officers to actively participate in the local Law Enforcement Networks during the grant term.</p>
<p>Require grant-funded traffic safety enforcement projects to participate in statewide and national highway safety emphases and enforcement crackdown efforts.</p>	<p>Through the coordination efforts of the SCDPS Office of Highway Safety and Justice Programs, South Carolina local and state law enforcement agencies participated in the following state-wide and national mobilization campaigns: Christmas/New Year's <i>Sober or Slammer!</i> (SOS), Memorial Day <i>Buckle Up, South Carolina. It's the Law and it's Enforced!</i> (BUSC) and Labor Day SOS. The SOS mobilizations mirrored the national <i>Drive Sober or Get Pulled Over</i> mobilization crackdown, and the BUSC mobilization mirrored the national effort called <i>Click It or Ticket</i>. The OHSJP Law Enforcement Liaisons assisted with the formulation, coordination, and implementation of all of the South Carolina high visibility enforcement mobilizations.</p>
<p>Utilize Section 1906 funds to develop/implement training programs to identify racial profiling practices and how to recognize, manage and possibly prevent these practices from occurring for two distinct target audiences. The target audiences will be 1) State and local law enforcement executives and 2) State and local law enforcement supervisory personnel. The supervisory personnel trainings will also include a train-the-trainer component.</p>	<p>Training in Fair and Impartial Policing was implemented throughout the law enforcement and civilian personnel in the state. A total of 23 sessions were held with 415 attendees. Included were six Executive Level sessions; two Train-the-Trainer sessions and fifteen sessions for law enforcement supervisors. All of SC Highway Patrol Command Staff, training staff and supervisors attended with the Bureau of Protective Services, State Transport Police Command Staff and SCCJA Master Instructors. In addition, various local law enforcement agencies throughout the state participated.</p>

Police Traffic Services Program Overview

Police Traffic Services – Enforcement Projects

There were seven police traffic services enforcement projects awarded to local law enforcement agencies statewide during FY 2013. One project declined the grant award due to a budget freeze that would not allow the police department to backfill positions vacated by the grant-funded officers. Thus, six enforcement projects were funded during FFY 2013. These grant-funded projects are listed below:

Project Number	Agency	Grant-Funded Officers
2H13010	Beaufort County Sheriff's Office	1
2H13011	City of Columbia	2
2H13012	Rock Hill Police Department	2
2H13013	Dorchester County Sheriff's Office	2
2H13014	Summerville Police Department	2
2H13015	Lexington Police Department	2

The above-referenced projects developed or enhanced traffic enforcement programs necessary to directly impact traffic crashes, fatalities, and injuries. While speeding-related enforcement was a priority, these projects also were required to focus on DUI enforcement, occupant protection enforcement, other moving violations that contribute to traffic collisions and public information/education regarding traffic issues. There were eleven (11) traffic safety officers funded through these projects. Through the diligent and committed efforts of these grant-funded officers, the projects were able to make an impact in individual communities and contributed to the overall effectiveness of the grant program.

Police Traffic Services – Enforcement Projects Summary

Activities Funded/Implemented	Results
Conduct a minimum of one public safety checkpoint per subgrantee per month by September 30, 2013.	Grant-funded officers conducted 144 public safety checkpoints by September 30, 2013.
Have a corresponding, appropriate increase in citations for violations such as failure to yield right-of-way, following too closely, disregarding sign/signal, improper turn, and improper lane change by September 30, 2013, due to enhanced traffic enforcement efforts over the course of the grant period.	13,227 traffic violation citations were written by the grant-funded officers for violations such as failure to yield right of way, following too closely, disregarding a signal/sign, improper turn, improper lane change and other moving violations by the end of the grant period as a result of enforcement activities to detect impaired drivers.
Have a corresponding, appropriate increase in the number of speeding citations by September 30, 2013, due to enhanced traffic enforcement efforts over the grant period.	Grant-funded officers issued 7,571 speeding citations by September 30, 2013, due to enhanced traffic enforcement efforts over the grant period.
Have a corresponding, appropriate increase in the number of citations for safety belt and child restraint violations by September 30, 2013, due to enhanced traffic enforcement efforts over the grant period.	2,877 citations for seat belts and 223 child restraint violations were issued by September 30, 2013, due to enhanced traffic enforcement efforts over the grant period.
Conduct twelve traffic safety presentations per project or area schools, businesses, military installations, churches or civic groups by September 30, 2013.	Grant-funded officers conducted 97 traffic safety presentations to 4,157 people for area schools, businesses, military installations, churches or civic groups by September 30, 2013.
Plan and conduct special enforcement and education activities in support of national and statewide highway	The projects and the PTS Program Manager planned and conducted special enforcement and education

safety initiatives, to include BUSC (May) and National Child Passenger Safety Week (September).	activities in support of national and statewide highway safety initiatives, to include BUSC (May) and National Child Passenger Safety Week (September).
Participate actively in the local Judicial Circuit Law Enforcement Network.	All subgrantees participated in their local Judicial Circuit LENSs.
Participate in all aspects (enforcement, education and media) of the “Sober or Slammer” Sustained DUI enforcement campaign to include at least one (1) specialized DUI enforcement activity during the Christmas/ New Year’s 2012-2013 and Labor Day 2013 enforcement crackdowns.	Subgrantees participated in all aspects (enforcement, education and media) of the “Sober or Slammer” Sustained DUI enforcement campaign, including at least one (1) specialized DUI enforcement activity during the Christmas/ New Year’s 2012-2013 and Labor Day 2013 enforcement crackdowns.
Comply with the provisions of SC state statute 56-5-6560 (reporting data on non-arrest and non-citation traffic stops to the SCDPS).	The subgrantees complied with the provisions of SC state statute 56-5-6560 (reporting data on non-arrest and non-citation traffic stops to the SCDPS).

Police Traffic Services Program Overview

Police Traffic Services-Law Enforcement Coordination Project

Subgrantee: SCDPS – Office of Highway Safety and Justice Programs
Project Number: 2H13006
Project Title: Law Enforcement Coordination

The Law Enforcement Coordination Grant project continued to develop and maintain the Law Enforcement Network system, worked to establish and maintain relationships between the OHSJP and law enforcement agencies around the state, and garnered law enforcement support of and participation in statewide enforcement mobilization campaigns. The project also provided Law Enforcement Network mini-grants to established networks around the state. The networks had been established to coordinate and promote law enforcement efforts in the state, disseminate information among agencies, and provided needed training for the more than 250 agencies within the state. The project funds two (2) Law Enforcement Liaisons (100% each), one (1) Administrative Assistant (20%), two (2) Senior Accountants (25% each), and one (1) Law Enforcement Manager (15%).

Police Traffic Services - Law Enforcement Coordination Project Summary

Activities Funded/Implemented	Results
Assist in developing and implementing statewide enforcement campaigns during the course of the grant year. This includes all Target Zero efforts, such as <i>Buckle Up, South Carolina. It's the law and it's enforced.</i> ; <i>Sober or Slammer!</i> and <i>100 Days of Summer Heat</i> initiatives.	Through the coordination efforts of the SCDPS Office of Highway Safety and Justice Programs, South Carolina law enforcement began a sustained impaired driving enforcement campaign in December 2012 and concluded on Labor Day, in September 2013. Also, South Carolina local and state law enforcement agencies participated in the Labor Day <i>Sober or Slammer!</i> (SOS) mobilization crackdown, the Memorial Day <i>Buckle Up, South Carolina. It's the law and it's enforced.</i> (BUSC) mobilization, and the Christmas/New Year's SOS mobilization crackdown. The SOS DUI crackdowns mirrored the national <i>Drive Sober or Get Pulled Over.</i> mobilization, and the BUSC mobilization mirrored the national effort called <i>Click It or Ticket.</i> The OHSJP Law Enforcement Liaisons assisted with the formulation, coordination, and implementation of all of South Carolina's high visibility enforcement mobilizations.
Establish and maintain relationships among the OHSJP and state and local law enforcement agencies in the state.	The LELs provided technical and program assistance for traffic safety and enforcement to the 47 county law enforcement agencies (46 county sheriff offices and 1 county police department) and 203 state, municipal, federal, and college/university law enforcement agencies during the grant period.
Solicit participation by law enforcement agencies statewide in all mobilization campaign efforts during the course of the grant period.	The Law Enforcement Liaisons requested and secured significant participation (approximately 85% of agencies statewide) in the sustained impaired driving and high visibility enforcement mobilizations through letters, emails, face-to-face conversations and phone calls.
Continue to develop and maintain Law Enforcement Networks throughout the state.	Each of the 16 judicial circuits statewide has a law enforcement network, and all 16 Circuits comprise the SC Law Enforcement Network, or SCLN. Each LEN has a coordinating agency

	which received a small mini-grant award to fund LEN activities such as meetings, reporting and participation incentives for member law enforcement agencies, and enforcement/media activities. The Law Enforcement Liaisons attended the monthly or bi-monthly meetings held by each LEN.
Coordinate the awarding of Law Enforcement Network Coordinators in the state.	Each of the Law Enforcement Networks received a \$28,000 mini-grant. This grant was split, with 25% going to a host agency for coordinating the grant in their network, and 75% to maintain the network.
Attend at least 50% of Law Enforcement Network meetings statewide during the course of the grant year.	The LELs attended more than 50% of the LEN meetings that were held in the grant period. Attendance at the LEN meetings is an important part of the Law Enforcement Liaison's duties.
Assist in the coordination of traffic safety education for South Carolina law enforcement through the Law Enforcement Networks.	The Law Enforcement Liaisons provided technical assistance and leadership for the 16 Law Enforcement Network Coordinators throughout the grant period. Through conversations with the LEN Coordinators and Assistant Coordinators, the LELs provided assistance in obtaining speakers for the monthly or bi-monthly meetings.
Submit Quarterly Reports and a Final Narrative Report indicating project progress during the course of the grant year.	The LELs submitted Quarterly Reports and a Final Narrative Report for the FFY 2013 grant period.

Police Traffic Services - Education/Training Projects

Subgrantee: South Carolina Criminal Justice Academy (SCCJA)
Project Number: 2H13007
Project Title: Traffic Safety Officer Program

The project continued the Traffic Safety Officer certification and training program through the South Carolina Criminal Justice Academy (SCCJA) with its primary purpose being to help reduce fatalities and injuries on the state's roadways. This was accomplished by providing comprehensive, advanced traffic enforcement/investigative training to the state's traffic law enforcement officers so that these officers can more effectively enforce the state's traffic laws. Professionally trained officers help prevent collisions through a greater ability to enforce the traffic laws, thus resulting in changed driving behaviors on the part of the general public.

SCCJA also continued the Traffic Safety Instructor Program. These officers are required to complete the Traffic Safety Officer Program and also satisfactorily complete the following classes: Advanced DUI SFST Instructor and Speed Measurement Device Instructor. In addition, officers are required to successfully complete two (2) of the following courses: Motorcycle Collision Reconstruction, Pedestrian Bicycle Collision Investigation and Commercial Vehicle Collision Reconstruction.

Police Traffic Services Program Overview

Police Traffic Services - Traffic Safety Officer Program Project Summary

Activities Funded/Implemented	Results
Utilize the grant-funded TSO Instructors to provide training classes in the field of Traffic Collision Reconstruction, DUI Detection, and Breath Testing Certification. The TSO Instructors will continue to provide more proactive training to officers in pedestrian, motorcycle, commercial vehicles, court procedures, and DUI-related issues.	The subgrantee provided the Speed Measurement Device course, which reduced the number of training hours required by condensing the formerly separate RADAR and LIDAR classes into one class. The subgrantee provided 14 training classes in the field of Traffic Collision Reconstruction, 83 DUI Detection and Breath Testing Certification courses and 32 law enforcement training classes, including Safe and Legal Traffic Stops (SALTS) and courtroom procedures.
Provide additional training for the TSO Instructors by attending conferences and approved seminars, which enable the TSO Instructors to develop additional classes and/or update current classes.	The Traffic Safety Unit awarded 26 new officers Traffic Safety Officer certification awards. Six new Traffic Safety Instructor Certifications were awarded. The projected number of new TSO's was not met. Many officers were not able to attend the TSO conference to complete qualifications due to work schedules.
Schedule, conduct, and track the 119 training classes offered by the CJA during the grant period.	The South Carolina Criminal Justice Academy updated all classes and provided 115 training classes to 3,456 students across the state of South Carolina. Due to Data Master being taught to all new law enforcement officers leaving the Academy, the demand for classes have decreased.

SCDPS/OHSJP/Contractual Services - Fair and Impartial Policing

Agencies are recognizing that even the best law enforcement officers may at times manifest bias, and therefore, even the best of agencies must be proactive in order to achieve and maintain fair and impartial policing. The Fair and Impartial Policing Training for Law Enforcement Executives, which was implemented in 2012 and completed in 2013, presents what is known about human biases and provides guidance for promoting fair and impartial policing through policy, training, supervision/accountability, leadership, recruitment/hiring, outreach to diverse communities, and measurement. Training in Fair and Impartial Policing was implemented throughout the law enforcement and civilian personnel in the state utilizing the skill and expertise of the United States Investigative Services and led by Dr. Lori Fridell of the University of South Florida, a noted expert in the field of fair and impartial policing.

A total of 23 sessions were conducted with 415 attendees, mostly law enforcement officers. Included were six Executive Level sessions, two Train-the-Trainer sessions and fifteen sessions for law enforcement supervisors. All of SC Highway Patrol Command Staff, training staff and supervisors attended with the Bureau of Protective Services, State Transport Police Command Staff and SCCJA Master Instructors. In addition, various local law enforcement agencies throughout the state participated. The consultant also provided DVDs of training sessions so that the training may be replicated in years to come in the State.

Police Traffic Services Program Overview

Police Traffic Services (PTS)/Speed Enforcement Program Area: Budget Summary

Project Number	Subgrantee	Project Title	Budget	Expenditures	Budget Source
2H13005	SC Department of Public Safety: Office of Highway Safety	Police Traffic Services (PTS) Program Management	\$116,440/ \$136,956.26	\$101,910.53/ \$136,956.26	Section 402/ Sect. 1906
2H13006	SC Department of Public Safety: Office of Highway Safety	Law Enforcement Coordination	\$761,442	\$637,793.63	Section 402
2H13007	SC Criminal Justice Academy	Traffic Safety Officer Program	\$377,613	\$329,257.16	Section 402
2H13010	Beaufort County Sheriff's Office	Beaufort County Traffic Enforcement Team	\$83,337	\$77,985	Section 402
2H13011	Columbia Police Department	Enhancement of Traffic Division	\$132,473	\$107,525	Section 402
2H13012	City of Rock Hill	City of Rock Hill Traffic Enforcement Unit Continuation	\$132,801	\$119,476	Section 402
2H13013	Dorchester County Sheriff's Office	Dorchester County Traffic Enforcement Unit	\$159,738	\$132,187	Section 402
2H13014	Summerville Police Department	Traffic Enforcement Unit Enhancement	\$123,257	\$120,473	Section 402
2H13015	Lexington Police Department	Town of Lexington Enhancement of Traffic of Police Traffic Services	\$154,946	\$141,056	Section 402
2H13016	West Columbia Police Department	West Columbia Traffic Safety Project	\$155,814	\$0 (did not accept grant award)	Section 402
1906 Total			\$136,956.26	\$136,956.26	
402 Total			\$2,281,421	\$1,767,663.32	
Total All Funds			\$2,281,557.97	\$1,904,619.58	

Traffic Records Program Overview

Traffic Records and Data Program Area

Timely, accurate, and efficient collection and analysis of appropriate traffic records data have always been essential to highway safety and are critical in the development, implementation, and evaluation of appropriate countermeasures to reduce traffic collisions and injuries. There are many users of these data. Law enforcement utilizes the data for the deployment of enforcement units. Engineers use data to identify roadway hazards, while judges utilize data as an aid in sentencing. Prosecutors use traffic records data to determine appropriate charges to levy against drivers in violation of traffic laws and ordinances. Licensing agencies utilize data to identify problem drivers, and emergency response teams use data to improve response times. Health care organizations use data to understand the implications of patient care and costs, and legislators/public officials use data to pass laws and to set public policy.

Traffic collision data are the focal point of the various record systems that must be accessed to identify highway safety problems. The management approach to highway safety program development embraces the concept of implementing countermeasures directed at specific problems identified through scientific, analytical procedures. The results of any analytical process are only as valid and credible as the data used in analysis. Therefore, an effective safety program is dependent on an effective traffic records system.

Traffic Records and Data Program - Program Management

Subgrantee: SC Department of Public Safety: Office of Highway Safety and Justice Programs
Project Number: 2H13003
Project Title: Traffic Records Improvements

The Traffic Records Improvement grant project furthers the development, coordination and implementation of the South Carolina Collision and Ticket Tracking System (SCCATTS) project along with a number of traffic records projects outlined in the South Carolina Traffic Records Strategic Plan (TRSP). The project funds one (1) SCCATTS Program Manager (100%), one (1) SCCATTS Operations Manager (50%), one (1) State Traffic Records Coordinator (70%), and one (1) Special Programs Manager (20%).

Traffic Records and Data Program – Traffic Records Improvements Project Summary

Activities Funded/Implemented	Results
Complete the following Section 408 Project: SCCATTS Interface to SCDMV and SCJD (includes UTT revision and citation numbering aspect) for citations by September 30, 2013.	The Uniform Traffic Ticket was successfully redesigned in December of 2012. The draft was approved by the SC Attorney General’s Office in late February of 2013. Currently, members of SCDPS, SCDMV, and SCJD are creating the technical specifications for the transfer of citation data between the state agencies.
Complete the following Section 408 Project: Data Cube Project with Office of Research and Statistics of the State’s Budget and Control Board by September 30, 2013.	This project was not completed as a result of the Budget and Control’s Board failure to utilize an outside contractor to conduct the work.
Increase the number of electronically submitted collision reports from 60% of the total number of	The total percentage of electronically produced collision reports has increased to 78%.

collision reports to 80% of the total number of collisions reports by September 30, 2013.	
Increase from 40% of vehicle identification numbers captured to 70% by September 30, 2013.	70.35% of all vehicle identification numbers are being captured through the SCCATTS collision reporting capability.
Increase from 0% to 10% the number of electronic citation reports captured by September 30, 2013.	Currently, none of the citation reports are being collected electronically by SCDPS. The TRCC: UTT Subcommittee is currently drafting specifications for the electronic interfaces required to transmit data between state agencies. The SCDPS vendor for the eCitation effort is currently finalizing a revision of the UTT. However, the SC Highway Patrol has begun the submission of ePublic Contact reports (warnings issued) to the SCCATTS repository.
Create local agency Records Management System (RMS) interfaces for the 14 local law enforcement agencies which have already gone live with SCCATTS collision reporting and an additional 20 local law enforcement agencies which will be going live with SCCATTS collision reporting during FFY 2013, by September 30, 2013.	No local law enforcement agency has been interfaced for the transfer of data. There were a few procurement issues which subsequently delayed the process of this project for several months. OHSJP staff is drafting a Request for Proposal to address this effort.
Provide SCCATTS hardware (laptop computers, barcode scanners and in-car printers) and training to local law enforcement agencies to allow their participation in the SCCATTS reporting initiative.	SCDPS and SCDOT have agreed on a strategy to provide necessary equipment to local law enforcement agencies for their participation in the SCCATTS initiative. The strategy hinges on the number of collisions being worked annually by respective agencies. The provision of equipment and accompanying training has been ongoing during 2013. Section 1906 and SCDOT funds are being utilized to purchase equipment for the electronic capture of traffic stop data (Section 1906) and for collision reporting (SCDOT).

Traffic Records Program Area: Budget Summary

Project Number	Subgrantee	Project Title	Budget	Expenditures	Budget Source
2H13003	South Carolina Department of Public Safety: Office of Highway Safety	Traffic Records Improvements	\$262,504/ \$550,000/ \$272,000	\$224,636.55/ \$491,473.05/ \$358,380.94	Section 406/ Section 408/ Sect. 1906
K0501406 H006	SCDPS	Traffic Records Upgrade (SCCATTS)	\$90,342	\$90,342	Section 406
402 Total			\$0	\$0	
406 Total			\$352,846	\$314,978.55	
408 Total			\$550,000	\$491,473.05	
1906 Total			\$272,000	\$358,380.94	
Total All Funds			\$1,174,846	\$1,164,832.54	

ATTITUDINAL SURVEY RESULTS

Impaired Driving

In the past 30 days, have you read, seen or heard anything about alcohol impaired driving (or drunk driving) enforcement by police?

	Pre		Post	
	<u>N</u>	<u>Percent</u>	<u>N</u>	<u>Percent</u>
Yes	299	72.8	312	77.9
No	110	26.8	82	20.6
Don't know	2	0.4	6	1.5

A large percentage of respondents were aware of alcohol impaired driving or drunk driving enforcement by police. The percentage who had read, seen or heard anything in the past 30 days about this effort by police was 72.8% in the pre-campaign survey and 77.9% post-campaign.

What do you think the chances are of someone getting arrested if they drive after drinking?

	Pre		Post	
	<u>N</u>	<u>Percent</u>	<u>N</u>	<u>Percent</u>
Always	72	17.6	99	24.8
Most of the time	168	41.0	134	33.7
Half of the time	119	29.0	112	28.1
Rarely	51	12.3	53	13.3
Never	1	0.1	1	0.1

Those surveyed generally believed that someone who drives after drinking is likely to get arrested. The percentage who believed that a person who drives after drinking will always be arrested was 17.6% in the pre-campaign and 24.8% in the post-campaign survey; 41.0% (pre-) and 33.7% (post-) thought they would be arrested most of the time; 29.0% (pre-) and 28.1% (post-) said they would be arrested about half the time; 12.3% (pre-) and 13.3% (post-) felt they would rarely be arrested; and only 0.1% in both the pre- and post-campaign surveys believed they would never be arrested

Safety Belts

How often do you use safety belts when you drive or ride in a car, van, sport utility vehicle or pick up truck?

	Pre		Post	
	<u>N</u>	<u>Percent</u>	<u>N</u>	<u>Percent</u>
Always	352	86.5	356	88.8
Most of the time	33	8.1	30	7.4
Half of the time	8	2.0	6	1.5
Rarely	13	3.3	6	1.6
Never	1	0.2	3	0.8

South Carolina drivers report a high level of usage of safety belts. Over 87% of those interviewed in both the pre-campaign and post-campaign survey report that they always use seat belts, while only 0.5% report that they never use them.

In the past 30 days, have you read, seen or heard anything about seat belt law enforcement by police?

	Pre		Post	
	<u>N</u>	<u>Percent</u>	<u>N</u>	<u>Percent</u>
Yes	71	17.3	157	39.3
No	337	82.1	242	60.5
Do not know	2	0.6	1	0.2

In the pre-campaign survey, 17.3% said that they had read, seen or heard anything about seat belt law enforcement by police. This percentage increased significantly to 39.3% in the post-campaign survey.

What do you think the chances are of getting a ticket if you don't wear your safety belt?

	Pre		Post	
	<u>N</u>	<u>Percent</u>	<u>N</u>	<u>Percent</u>
Always	79	19.4	78	19.7
Most of the time	121	30.0	130	32.9
Half of the time	100	24.7	91	23.2
Rarely	96	23.7	84	21.4
Never	9	2.3	11	2.8

Public perceptions of the likelihood of being stopped by the police for not wearing a safety belt did not change between the pre- and post-campaign surveys. In the pre- and post- surveys the percentages who said the chances of getting a ticket if you don't wear your safety belt were as follows: always, 19.4% and 19.7%; most of the time, 30.0% and 32.9%; half of the time, 24.7% and 23.2%; rarely 23.7% and 21.4%; and never, 2.3% and 2.8%.

Speeding

On a local road with a speed limit of 30 mph, how often do you drive faster than 35 mph?

	Pre		Post	
	<u>N</u>	<u>Percent</u>	<u>N</u>	<u>Percent</u>
Always	27	6.5	14	3.5
Most of the time	66	16.1	88	22.1
Half of the time	69	16.9	81	20.4
Rarely	186	45.5	132	33.0
Never	61	15.5	84	21.1

In terms of driving above the speed limit, the percentages in the pre- and post-campaign surveys who said that they always drove above 35 miles per hour on a local road with a speed limit of 30 MPH were 6.5% and 3.5%; drove above 35 MPH most of the time, 16.1% and 22.1%; did so about half the time, 16.9% and 20.4%; rarely drove above this speed, 45.5% and 33.0%; and never drove above 35 MPH on a local road with a speed limit of 30 MPH, 15.0% and 21.1%.

On a local road with a speed limit of 65 mph, how often do you drive faster than 70 mph?

	Pre		Post	
	<u>N</u>	<u>Percent</u>	<u>N</u>	<u>Percent</u>
Always	16	3.9	4	1.1
Most of the time	59	14.4	70	17.5
Half of the time	65	15.8	55	13.7
Rarely	144	35.1	150	37.5
Never	126	30.8	121	30.1

A number of South Carolina drivers also report driving above the speed limit on a road with a speed limit of 65 miles per hour. The percentages who said they drove above 70 miles per hour on such on a road (pre- and post-campaign) were as follows: always, 3.9% and 1.1%; most of the time, 14.4% and 17.5%; half of the time, 15.8% and 13.7%; rarely, 35.1% and 37.5%; and never, 30.8% and 30.1%

In the past 30 days, have you read, seen or heard anything about speed enforcement by police?

	Pre		Post	
	<u>N</u>	<u>Percent</u>	<u>N</u>	<u>Percent</u>
Yes	180	44.1	174	43.6
No	225	55.2	213	53.2
Do not know	3	0.7	13	3.3

Slightly less than 45% of those surveyed in both the pre- (44.1%) and post-campaign (43.6%) surveys reported that they had seen, heard, or read anything in the past 30 days about speed enforcement by police

What do you think the chances are of getting a ticket if you drive over the speed limit?

	Pre		Post	
	<u>N</u>	<u>Percent</u>	<u>N</u>	<u>Percent</u>
Always	36	8.9	44	11.2
Most of the time	132	32.4	126	31.9
Half of the time	159	39.2	147	37.1
Rarely	77	19.0	76	19.1
Never	2	0.6	3	0.7

Drivers' perceptions of their chances of getting a ticket if they drive over the speed limit are much lower than the perceived likelihood that a person who drives after drinking alcohol will get arrested. Pre-campaign, 8.9% thought they would always get a ticket if they were speeding; this percentage increased, but not significantly, to 11.2% in the post-campaign survey.

STATEWIDE BILLBOARD CAMPAIGN

Billboard advertising remains an effective method for reaching motorists and other roadway users where they are highly likely to see a message – while traveling on roadways.

Vulnerable Roadway Users

Through the agency contractor, the Office of Highway Safety and Justice Programs (OHSJP) launched a highway safety media campaign for 2013 using billboards to focus on safety issues related to vulnerable roadway users, particularly moped riders, bicyclists and pedestrians. The campaign targeted several focus counties that experienced high rates of deaths among vulnerable roadway groups during a four year period from 2008 to 2012: Greenville, Horry, Charleston, Spartanburg, Lexington, Richland, Anderson, York, Florence, Sumter, Aiken and Beaufort. The campaign supported public outreach and enforcement efforts by the SCHP to address the increase in deaths occurring in South Carolina among these vulnerable groups. While each billboard focuses on one vulnerable roadway group, the campaign features a unified and cohesive series of “share the road” messages. Structuring the campaign in this manner helped roadway users to recognize the colorful billboards within the campaign as one theme, which is “*Look.*” The billboards, in essence, tell motorists that by looking out for vulnerable roadway users and sharing the road responsibly them, lives can be saved. The billboards also incorporated the agency’s Target Zero initiative.

Motorcycle Awareness

Through the agency contractor, the OHSJP launched a highway safety media campaign for 2013 using billboards to focus on safety issues related to motorcycles which featured the Ride Smart slogan and a Share the Road message. The campaign supported public outreach and enforcement efforts by the SCHP to address the increase in motorcycle deaths occurring in South Carolina. While the “*Look*” campaign billboards focused primarily on vulnerable roadway users, particularly moped riders, bicyclists and pedestrians, the campaign featured a unified and cohesive series of “share the road” messages which also included motorcycle awareness (funded with motorcycle safety funds). The sustained campaign kicked off in April and ran through September, with a focus on the 12 counties that experienced the highest number of motorcycle fatalities in 2012 – Greenville, Horry, Charleston, Spartanburg, Lexington, Richland, Anderson, York, Florence, Aiken, Berkeley and Dorchester.

Billboard Campaign: Budget Summary

Project Number	Subgrantee	Project Title	Budget	Expenditures	Budget Source
2H13004	SC Department of Public Safety: Office of Highway Safety	Public Information, Outreach and Training	\$40,000	\$39,791.60	Sect. 402 CTS
402 Total			\$40,000	\$39,791.60	
Total Funds			\$40,000	\$39,791.60	

Federal Funds Expended on Projects

NUMBER	Project Code	PROJECTS AWARDED FOR FY13	FED.FUNDS AWARDED	EXPENDITURES	TOTAL
			TO PROJECTS	PRIOR CLAIMS	EXPEND. REIMB.
PLANNING & ADMINISTRATION			GRANT		
2H13001	hs-01-13	HWY. SAFETY PLANNING & ADM.	\$ 144,637.00	\$ 101,451.29	\$ 101,451.29
		HWY SAFETY P & A STATE MATCH	144,637.00	101,451.29	101,451.29
			-	-	-
			\$ 144,637.00	\$ 101,451.29	\$ 101,451.29
402 ALCOHOL					
2H13008	hs-08-13	Lexington County Sheriff's Office	\$ 149,557.00	117,806.00	117,806.00
2H13009	hs-09-13	Charleston County Sheriff's Office	149,842.00	149,821.00	149,821.00
					-
			\$ 299,399.00	\$ 267,627.00	\$ 267,627.00
OCCUPANT PROTECTION					
2H13002	hs-02-13	SCDPS OCCUPANT PROT. MGR	\$ 129,511.00	\$ 102,638.71	\$ 102,638.71
2H13017	hs-17-13	SCDHEC - Travel Safe South Carolina	143,422.00	\$ 105,517.43	105,517.43
			-	-	-
			\$ 272,933.00	\$ 208,156.14	\$ 208,156.14
POLICE TRAFFIC SERVICES					
2H13005	hs-05-13	P.T.S. PROGRAM MANAGEMENT	\$ 116,440.00	\$ 99,164.08	\$ 99,164.08
2H13006	hs-06-13	Law Enforcement Coordination	761,442.00	514,977.53	514,977.53
2H13007	hs-07-13	CJA - Traffic Safety Officer	377,613.00	243,528.45	243,528.45
2H13010	hs-10-13	Beaufort County Sheriff's Office	83,337.00	58,242.00	58,242.00
2H13011	hs-11-13	City of Columbia Police Department	132,473.00	107,525.00	107,525.00
2H13012	hs-12-13	Rock Hill Police Department	132,801.00	88,968.00	88,968.00
2H13013	hs-13-13	Dorchester County Sheriff's Office	159,738.00	99,904.00	99,904.00
2H13014	hs-14-13	Summerville Police Department	123,257.00	90,482.00	90,482.00
2H13015	hs-15-13	Lexington Police Department	154,946.00	104,979.00	104,979.00
2H13016	hs-16-13	W. Columbia Police Department	155,814.00		-
2H13028	hs-28A-13	Richland County Sheriff's Department	2,500.00	1,933.00	1,933.00
2H13031	hs-31-13	York County Sheriff's Office	2,800.00	2,981.00	2,981.00
2H13032	hs-32-13	SCHP Anderson - Radar	2,790.00	2,786.21	2,786.21
2H13033	hs-33-13	Berkeley Co. SO - Radar	1,400.00	1,507.00	1,507.00
2H13034	hs-34-13	Orangeburg City - Radar	2,100.00	2,192.00	2,192.00
2H13035	hs-35-13	Lancaster County - Radar	5,000.00	5,076.00	5,076.00
			-	-	-
			\$ 2,214,451.00	\$ 1,424,245.27	\$ 1,424,245.27
COMMUNITY TRAFFIC SAFETY PROJECTS					
2H13004	hs-04-13	PUBLIC INFORMATION OUTREACH	\$ 607,158.55	483,316.27	\$ 483,316.27
		402 PAID MEDIA	122,486.45		-
			\$ 729,645.00	\$ 483,316.27	\$ 483,316.27
NOT CURRENTLY ALLOCATED TO A PROJECT					\$ -
NHTSA 402 Total			\$ 3,661,065.00	\$ 2,484,795.97	\$ 2,484,795.97

Federal Funds Expended on Projects

NUMBER	Project Code	PROJECTS AWARDED FOR FY13	FED.FUNDS AWARDED TO PROJECTS	EXPENDITURES PRIOR CLAIMS	TOTAL EXPEND. REIMB.
OCCUPANT PROTECTION 405					
restricted 2H13002	hs-pm-op	SCDPS OCCUPANT PROT. MGR 10	\$ 525,000.00	\$ 53,800.00	\$ 53,800.00
			-	-	-
			\$ 525,000.00	\$ 53,800.00	\$ 53,800.00
		NOT CURRENTLY ALLOCATED TO A PROJECT	\$ 30,761.77		
		NHTSA 405 Total	\$ 555,761.77	\$ 53,800.00	\$ 53,800.00
NH 406 TRAFFIC RECORDS 206 & 2009					
2H13003	HD-09	406 SCCATTS (2009)	\$ 224,636.55	\$ 121,976.97	\$ 121,976.97
K4TR-2013-HS-04-06		406 Funds-Traffic Records-2006 NOT ALLOCATED	\$ 90,342.00	90,342.00	90,342.00
			-	-	-
			\$ 314,978.55	\$ 212,318.97	\$ 212,318.97
		NHTSA 406 Total	\$ 314,978.55	\$ 212,318.97	\$ 212,318.97
408 DATA PROGRAM Funds					
	hs-04-08	408 Funds	\$ 501,486.51	\$ 50,231.23	\$ 50,231.23
			-	-	-
			\$ 501,486.51	\$ 50,231.23	\$ 50,231.23
		NOT CURRENTLY ALLOCATED TO A PROJECT	518,826.82		
		NHTSA 408 Total	\$ 1,020,313.33	\$ 50,231.23	\$ 50,231.23
410 ALCOHOL					
2H13025	hs-25-13	IMPAIRED DRIVING COUNTERMEASURES	\$ 172,994.00	\$ 113,241.41	\$ 113,241.41
2H13028	hs-28-13	Richland County SO	121,285.00	\$ 95,601.00	95,601.00
2H13031	hs-31-13	York County SO	247,901.00	\$ 168,035.00	168,035.00
2JCS1317	hs-17-13	First Circuit Solicitor's Office	75,000.00	\$ 66,613.00	66,613.00
2JCS1318	hs-18-13	Second Circuit Solicitor's Office	74,807.00	\$ 59,026.00	59,026.00
2JCS1320	hs-20-13	Fourth Circuit Solicitor's Office	74,741.00	\$ 38,382.00	38,382.00
2JCS1321	hs-21-13	Fifth Circuit Solicitor's Office	73,889.00	\$ 54,169.00	54,169.00
2JCS1322	hs-22-13	Sixth Circuit Solicitor's Office	59,974.00	40,861.00	40,861.00
2JCS1323	hs-23-13	Seventh Circuit Solicitor's Office	62,230.00	\$ 40,837.00	40,837.00
2JCS1324	hs-24-13	Eighth Circuit Solicitor's Office	75,000.00	\$ 59,831.00	59,831.00
2JCS1325	hs-25-13	Ninth Circuit Solicitor's Office	75,000.00	\$ 66,051.00	66,051.00
2JCS1326	hs-26-13	Tenth Circuit Solicitor's Office	75,000.00	\$ 51,137.00	51,137.00
2JCS1327	hs-27-13	Eleventh Circuit Solicitor's Office	75,000.00	\$ 57,363.00	57,363.00
2JCS1328	hs-28-13	Twelfth Circuit Solicitor's Office	75,000.00	\$ 55,911.00	55,911.00
2JCS1329	hs-29-13	Thirteenth Circuit Solicitor's Office	75,000.00	\$ 51,610.00	51,610.00
2JCS1330	hs-30-13	Fourteenth Circuit Solicitor's Office	75,000.00	\$ 55,155.00	55,155.00
2JCS1331	hs-31-13	Fifteenth Circuit Solicitor's Office	75,000.00	\$ 53,671.00	53,671.00
2JCS1332	hs-32-13	Sixteenth Circuit Solicitor's Office	73,785.00	\$ 57,615.00	57,615.00
2H13033	hs-33-13	Berkeley County S.O.	97,704.00	\$ 39,408.00	39,408.00
2H13034	hs-34-13	Orangeburg City DPS	82,059.00	\$ 45,703.00	45,703.00
2H13035	hs-35-13	Lancaster County S.O.	214,131.00	\$ 148,380.00	148,380.00
			-	-	-
			\$ 2,030,500.00	\$ 1,418,600.41	\$ 1,418,600.41
		NOT CURRENTLY ALLOCATED TO A PROJECT	\$ 1,197,837.92		
		NHTSA 410 Total	\$ 3,228,337.92	\$ 1,418,600.41	\$ 1,418,600.41

Federal Funds Expended on Projects

NUMBER	Project Code	PROJECTS AWARDED FOR FY13	FED.FUNDS AWARDED TO PROJECTS	EXPENDITURES PRIOR CLAIMS	TOTAL EXPEND. REIMB.
		410 FATALITY RATE			
k8fr	hs-25-12	Fatality Rate - Impaired Driving Grant	\$ 391,860.00	\$ 239,158.25	\$ 239,158.25
	41-0F-R0	Fatality Rate -			-
2H13026	hs-26-13	Criminal Justice Academy - DRE	167,532.00	\$ 135,827.51	135,827.51
2H13027	hs-27-13	SC Commission on Pros. Coord: TSRP	171,252.00	\$ 89,868.33	89,868.33
2H13029	hs-29-13	HP: DUI Horry/Florence	170,034.00	\$ 147,678.09	147,678.09
2H13030	hs-30-13	HP: DUI Spartanburg County	170,034.00	\$ 159,945.85	159,945.85
2H13032	hs-32-13	HP Anderson	\$ 228,899.00	\$ 155,196.55	155,196.55
			\$ 1,299,611.00	\$ 927,674.58	\$ 927,674.58
NOT CURRENTLY ALLOCATED TO A PROJECT			\$ 490,636.98		
NHTSA 410 FR Total			\$ 1,790,247.98	\$ 927,674.58	\$ 927,674.58
		410 HIGH VISIBILITY			
K8HV-2013-41-0H-V0		High Visibility	\$ 1,985,616.30	\$ 537,972.59	\$ 537,972.59
			\$ 1,985,616.30	\$ 537,972.59	\$ 537,972.59
NHTSA 410 HV Total			\$ 1,985,616.30	\$ 537,972.59	\$ 537,972.59
		2010 MOTORCYCLE Funding			
2H13004		P.I.O.T. - PAID MEDIA	\$ 126,000.00	\$ -	\$ -
			126,000.00	\$ -	\$ -
NOT CURRENTLY ALLOCATED TO A PROJECT			\$ 155,257.83		
NHTSA 2010 Total			\$ 281,257.83	\$ -	\$ -
		1906 PROHIBIT RACIAL PROFILING			
restricted	1906-PI	PIOT GRANT-OUTREACH TRAINING	\$ 21,415.00	\$ 21,415.00	\$ 21,415.00
	1906-MG	SCCATTS GRANT- EQUIPMENT	358,380.94	\$ 1,273.03	\$ 1,273.03
	1906-PT	PTS GRANT-FAIR AND IMPARTIAL TRAINING	136,956.26	\$ 136,956.26	\$ 136,956.26
			-	-	-
			\$ 516,752.20	\$ 159,644.29	\$ 159,644.29
REMAINING AWARD AMOUNT IS ONLY \$516,752.20					
NHTSA 1906 Total			\$ 516,752.20	\$ 159,644.29	\$ 159,644.29
TOTAL NHTSA & Incentive Funds			\$ 13,354,330.88	\$ 5,845,038.04	\$ 5,845,038.04

PAID MEDIA REPORTS

Impaired Driving Countermeasures

Media Buy Summary for 2012-2013 Christmas/New Years' *SOS* campaign (Television)
Flight Dates: December 12-16; 20-23; 24-25; 27-30; 31 2012

Cable System	Total Cost	Cash Spots	Bonus Spots	Total Spots	Number of Subscribers
Charter Media Upstate	\$ 6,757.50	200	200	400	244,751
Time Warner Cable	\$ 6,556.05	261	261	522	185,111
ATT&T Uverse Columbia, SC	\$ 785.40	107	107	214	20,314
Time Warner Camden	\$ 496.40	135	135	270	5,530
Time Warner Newberry	\$ 496.40	135	135	270	3,715
Comcast Cable Charleston	\$ 5,414.50	161	161	322	150,200
Knology Cable Charleston	\$ 1,275.00	289	800	1089	20,631
Time Warner Florence/ Myrtle Beach	\$ 5,882.85	281	281	562	173,000
Farmers Telephone Cable/Florence	\$ 680.00	194	194	388	15,200
ATT&T Uverse Columbia, SC	\$ 785.40	107	107	214	20,314
Time Warner Rock Hill	\$ 3,100.80	195	195	390	60,867
Comcast Aiken	\$ 1,870.00	200	200	400	21,744
Comcast Bluffton	\$ 1,700.00	94	94	188	27,321
Time Warner /HHI	\$ 1,870.85	310	310	620	22,272
Comcast Beaufort	\$ 637.50	50	50	100	12,311
Comcast Islands of Beaufort	\$ 474.30	21	32	53	4,109
Northland Greenwood	\$ 785.40	132	90	222	27,820
Northland Clemson/Seneca	\$ 785.40	132	90	222	27,778
Total:	\$ 40,353.75	3004	3442	6446	1,042,988

2012 Be a SANTA Designated Driver Campaign

**Media Buy Summary for 2012 Be a SANTA Designated Driver Media Buy (Television)
Flight Dates: December 1-14, 2012**

Station	Cost	Cash Spots	Bonus Spots	Total Spots	M 18-34 GRPs	CPP	Reach %	Freq.
WCSC-TV	\$ 4,080.00	50	50	100	217.1	\$ 18.79	66.7	4.1
WCBD-TV	\$ 2,210.00	24	24	48	82.7	\$ 34.95	46.3	1.7
WTAT-TV	\$ 3,910.00	30	30	59	145.1	\$ 28.70	52.4	3.9
WCIV-TV	\$ 2,949.50	65	65	130	150	\$ 19.66	41.5	4.4
WMMP-TV	\$ 510.00	8	15	23	24.4	\$ 20.90	16.5	1.6
TOTAL	\$ 13,659.50	177	184	360				
Florence/Myrtle Beach								
WFXB-TV	\$ 3,570.00	28	50	78	162.8	\$ 21.93	63.4	2.4
WBTW-TV	\$ 4,267.00	28	28	56	169.2	\$ 25.22	61.2	3.3
WPDE-TV	\$ 3,400.00	33	33	66	145.1	\$ 28.70	47.0	2.8
WWMB-TV	\$ 510.00	10	10	20	21.8	\$ 23.39	10.6	2.1
TOTAL	\$ 11,747.00	99	121	220				
Charleston Cable System								
Comcast Cable Charleston	\$ 3,213.00	103	103	206				
Knology Cable Charleston	\$ 1,700.00	290	164	454				
Charleston Market Totals	\$ 4,913.00	393	267	660				
Florence/Myrtle Beach	\$ 4,122.50	440	440	880				

2013 St. Patrick's Day Sober or Slammer Campaign

**Media Buy Summary for 2013 St. Patrick's Day DUI Media Buy (Radio)
DUI Enforcement Radio Campaign Part I
Flight Dates: March 11-17, 2013**

Station	Cost	Paid Spots	Bonus Spots	Total Spots	GRPs M 18-34	CPP	Reach %	Freq.
Columbia:								
WARQ-FM	\$ 612.00	30	30	60	58.8	\$ 10.41	14.2	4.5
WMFX-FM	\$ 586.50	30	30	60	46.8	\$ 12.53	9.8	4.7
WHXT-FM	\$ 501.50	30	30	60	119.5	\$ 4.20	30.5	3.9
WWDM-FM	\$ 1,224.00	28	28	56	72.5	\$ 16.88	18.2	4.0
WCOS-FM	\$ 828.75	27	27	54	57.9	\$ 14.31	13.6	4.0
WNOK-FM	\$ 824.50	32	32	64	74.9	\$ 11.01	21.2	3.5
WNKT-FM	\$ 1,015.75	38	38	76	67.8	\$ 14.98	14.6	3.9
Totals:	\$ 5,593.00	215	215	430	498.2	\$ 11.23		
Charleston:								
WYBB-FM	\$ 1,122.00	46	46	92	112.6	\$ 9.96	19.3	5.6
WEZL-FM	\$ 833.85	25	25	50	50.5	\$ 16.51	11.3	4.8
WRFQ-FM	\$ 510.85	31	31	62	57.1	\$ 8.95	11.4	3.0
WSSX-FM	\$ 855.10	23	23	46	56.6	\$ 15.11	15.6	3.6
WWWZ-FM	\$ 844.90	23	23	46	104.9	\$ 8.05	20.9	5.1
WSXT-FM	\$ 1,084.60	38	38	76	74.8	\$ 14.50	13.0	8.7
WCKN-FM	\$ 352.75	31	31	62	40.1	\$ 8.80	7.2	3.1
Totals:	\$ 5,604.05	217	217	434	496.6	\$ 11.28		
Greenville/ Spartanburg:								
WHZT-FM	\$ 680.00	40	40	80	63	\$ 10.79	16.7	3.9
WJMZ-FM	\$ 1,283.50	36	36	72	81.4	\$ 15.77	12.0	4.8
WROQ-FM	\$ 820.25	25	25	50	43	\$ 19.08	10.4	3.5
WFBC-FM	\$ 1,033.60	26	26	52	53.8	\$ 19.21	16.4	3.0
WTPT-FM	\$ 809.20	28	28	56	98.8	\$ 8.19	20.8	3.6
WECS-FM	\$ 1,037.00	23	23	46	59.3	\$ 17.49	13.4	4.8
WSSL-FM	\$ 994.50	27	27	54	62.7	\$ 15.86	16.9	3.4
Totals:	\$ 6,658.05	205	205	410	462	\$ 14.41		
Myrtle Beach:								
WKZQ-FM	\$ 493.00	29	29	58	99.6	\$ 4.95	25.1	3.8
WYAV-FM	\$ 685.95	30	30	60	51.9	\$ 13.22	11.8	2.9

WDAI-FM	\$ 579.70	25	25	50	85.4	\$ 6.79	17.8	6.4
WRXZ-FM	\$ 161.50	19	19	38	52.7	\$ 3.06	10.4	5.4
WWXM-FM	\$ 633.25	25	25	50	67.1	\$ 9.44	21.8	3.0
WGTR-FM	\$ 646.00	22	22	44	55.4	\$ 11.66	13.3	4.1
WRNN-FM	\$ 680.85	27	27	54	44.1	\$ 15.44	9.9	2.3
Totals:	\$ 3,880.25	177	177	354	456.2	\$ 8.51		
Florence:								
WEGX-FM	\$ 726.75	24	24	48	84.6	\$ 8.59	16.0	5.4
WZTF-FM	\$ 306.00	22	22	44	48.6	\$ 6.30	13.1	3.8
WYNN-FM	\$ 860.20	29	29	58	140.5	\$ 6.12	25.6	4.8
WMXT-FM	\$ 612.00	36	36	72	54.9	\$ 4.18	11.5	2.9
Totals:	\$ 2,504.95	111	111	222	328.6	\$ 6.58		
Beaufort/HHI								
WUBB-FM	\$ 793.90	43	43	86	159.2	\$ 4.99	23.4	4.9
WFXH-FM	\$ 828.75	26	26	52	85.9	\$ 9.65	14.5	3.9
Totals:	\$ 1,622.65	69	69	138	245.1	\$ 6.62		
Aiken/Augusta								
WKXC-FM	\$ 1,211.25	23	23	46	63.6	\$ 19.04	21.5	3.6
Rock Hill/ Charlotte								
WRFX-FM	\$ 1,275.00	37	37	74	76.6	\$ 16.64	18.7	4.1
WRHM-FM	\$ 1,071.00	36	36	72				
	\$ 2,346.00	73	73	146	76.6	\$ 16.64	18.7	4.1
TOTALS:	\$ 29,420.20	1090	1090	2180	2626.9	\$ 11.11		

2013 Prom/Spring DUI Sober or Slammer Campaign

**Media Buy Summary for 2013 Prom/Spring DUI Media Buy (Radio)
DUI Enforcement Radio Campaign Part I
Flight Dates: April 15-21, 2013**

Station	Cost	Paid Spots	Bonus Spots	Total Spots	GRPs M 18-34	CPP	Reach %	Freq.
Columbia:								
WARQ-FM	\$ 612.00	30	30	60	58.8	\$ 10.41	14.2	4.5
WMFX-FM	\$ 586.50	30	30	60	46.8	\$ 12.53	9.8	4.7
WHXT-FM	\$ 501.50	30	30	60	119.5	\$ 4.20	30.5	3.9
WWDM-FM	\$ 1,224.00	28	28	56	72.5	\$ 16.88	18.2	4.0
WCOS-FM	\$ 828.75	27	27	54	57.9	\$ 14.31	13.6	4.0
WNOK-FM	\$ 824.50	32	32	64	74.9	\$ 11.01	21.2	3.5
WNKT-FM	\$ 1,015.75	38	38	76	67.8	\$ 14.98	14.6	3.9
Totals:	\$ 5,593.00	215	215	430	498.2	\$ 11.23		
Charleston:								
WYBB-FM	\$ 1,122.00	46	46	92	112.6	\$ 9.96	19.3	5.6
WEZL-FM	\$ 833.85	25	25	50	50.5	\$ 16.51	11.3	4.8
WRFQ-FM	\$ 510.85	31	31	62	57.1	\$ 8.95	11.4	3.0
WSSX-FM	\$ 855.10	23	23	46	56.6	\$ 15.11	15.6	3.6
WWWZ-FM	\$ 844.90	23	23	46	104.9	\$ 8.05	20.9	5.1
WSXT-FM	\$ 1,084.60	38	38	76	74.8	\$ 14.50	13.0	8.7
WCKN-FM	\$ 352.75	31	31	62	40.1	\$ 8.80	7.2	3.1
Totals:	\$ 5,604.05	217	217	434	496.6	\$ 11.28		
Greenville/ Spartanburg:								
WHZT-FM	\$ 680.00	40	40	80	63	\$ 10.79	16.7	3.9
WJMZ-FM	\$ 1,283.50	36	36	72	81.4	\$ 15.77	12.0	4.8
WROQ-FM	\$ 820.25	25	25	50	43	\$ 19.08	10.4	3.5
WFBC-FM	\$ 788.80	26	26	52	53.8	\$ 14.66	16.4	3.0
WTPT-FM	\$ 809.20	28	28	56	98.8	\$ 8.19	20.8	3.6
WECS-FM	\$ 1,037.00	23	23	46	59.3	\$ 17.49	13.4	4.8
WSSL-FM	\$ 994.50	27	27	54	62.7	\$ 15.86	16.9	3.4
Totals:	\$ 6,413.25	205	205	410	462	\$ 13.88		
Myrtle Beach:								
WKZQ-FM	\$ 493.00	29	29	58	99.6	\$ 4.95	25.1	3.8
WYAV-FM	\$ 685.95	30	30	60	51.9	\$ 13.22	11.8	2.9
WDAI-FM	\$ 579.70	25	25	50	85.4	\$ 6.79	17.8	6.4
WRXZ-FM	\$ 161.50	19	19	38	52.7	\$ 3.06	10.4	5.4
WWXM-FM	\$ 633.25	25	25	50	67.1	\$ 9.44	21.8	3.0
WGTR-FM	\$ 646.00	22	22	44	55.4	\$ 11.66	13.3	4.1

WRNN-FM	\$ 680.85	27	27	54	44.1	\$ 15.44	9.9	2.3
Totals:	\$ 3,880.25	177	177	354	456.2	\$ 8.51		
Florence:								
WEGX-FM	\$ 726.75	24	24	48	84.6	\$ 8.59	16.0	5.4
WZTF-FM	\$ 306.00	22	22	44	48.6	\$ 6.30	13.1	3.8
WYNN-FM	\$ 676.60	29	29	58	140.5	\$ 6.12	25.6	4.8
WMXT-FM	\$ 270.00	27	27	54	54.9	\$ 8.36	11.5	2.9
Totals:	\$ 1,979.35	102	102	204	328.6	\$ 7.62		
Beaufort/HHI								
WUBB-FM	\$ 793.90	43	43	86	159.2	\$ 4.99	23.4	4.9
WFXH-FM	\$ 828.75	26	26	52	85.9	\$ 9.65	14.5	3.9
Totals:	\$ 1,622.65	69	69	138	245.1	\$ 6.62		
Aiken/Augusta								
WKXC-FM	\$ 1,211.25	23	23	46	63.6	\$ 19.04	21.5	3.6
Rock Hill/ Charlotte								
WRFX-FM	\$ 1,275.00	37	37	74	76.6	\$ 16.64	18.7	4.1
WRHM-FM	\$ 1,071.00	36	36	72				
Totals:	\$ 2,346.00	73	73	146	76.6	\$ 16.64	18.7	4.1
TOTALS:	\$ 28,649.80	1081	1081	2162	2626.9	\$ 11.11		

2013 Graduation DUI Sober or Slammer Campaign

**Media Buy Summary for 2013 Graduation DUI Media Buy (Radio)
DUI Enforcement Radio Campaign Part I
Flight Dates: May 20-26, 2013**

Station	Cost	Paid Spots	Bonus Spots	Total Spots	GRPs M 18-34	CPP	Reach %	Freq.
Columbia:								
WARQ-FM	\$ 612.00	30	30	60	58.8	\$ 10.41	14.2	4.5
WMFX-FM	\$ 586.50	30	30	60	46.8	\$ 12.53	9.8	4.7
WHXT-FM	\$ 501.50	30	30	60	119.5	\$ 4.20	30.5	3.9
WWDW-FM	\$ 1,224.00	28	28	56	72.5	\$ 16.88	18.2	4.0
WCOS-FM	\$ 828.75	27	27	54	57.9	\$ 14.31	13.6	4.0
WNOK-FM	\$ 824.50	32	32	64	74.9	\$ 11.01	21.2	3.5
WNKT-FM	\$ 595.00	23	23	46	40.5	\$ 14.69	12.1	2.7
Totals:	\$ 5,172.75	200	200	400	470.9	\$ 10.98		
Charleston:								
WYBB-FM	\$ 1,122.00	46	46	92	112.6	\$ 9.96	19.3	5.6
WEZL-FM	\$ 833.85	25	25	50	50.5	\$ 16.51	11.3	4.8
WRFQ-FM	\$ 510.85	31	31	62	57.1	\$ 8.95	11.4	3.0
WSSX-FM	\$ 855.10	23	23	46	56.6	\$ 15.11	15.6	3.6
WWWZ-FM	\$ 844.90	23	23	46	104.9	\$ 8.05	20.9	5.1
WSXT-FM	\$ 1,084.60	38	38	76	74.8	\$ 14.50	13.0	8.7
WCKN-FM	\$ 352.75	31	31	62	40.1	\$ 8.80	7.2	3.1
Totals:	\$ 5,604.05	217	217	434	496.6	\$ 11.28		
Greenville/ Spartanburg:								
WHZT-FM	\$ 680.00	40	40	80	63.0	\$ 10.79	16.7	3.9
WJMZ-FM	\$ 1,283.50	36	36	72	81.4	\$ 15.77	12.0	4.8
WROQ-FM	\$ 820.25	25	25	50	43.0	\$ 19.08	10.4	3.5
WFBC-FM	\$ 1,033.60	26	26	52	53.8	\$ 19.21	16.4	3.0
WTPT-FM	\$ 809.20	28	28	56	98.8	\$ 8.19	20.8	3.6
WECS-FM	\$ 1,037.00	23	23	46	59.3	\$ 17.49	13.4	4.8
WSSL-FM	\$ 994.50	27	27	54	62.7	\$ 15.86	16.9	3.4
Totals:	\$ 6,658.05	205	205	410	462.0	\$ 14.41		
Myrtle Beach:								
WKZQ-FM	\$ 493.00	29	29	58	99.6	\$ 4.95	25.1	3.8
WYAV-FM	\$ 685.95	30	30	60	51.9	\$ 13.22	11.8	2.9
WDAI-FM	\$ 579.70	25	25	50	85.4	\$ 6.79	17.8	6.4
WRXZ-FM	\$ 161.50	19	19	38	52.7	\$ 3.06	10.4	5.4
WWXM-FM	\$ 633.25	25	25	50	67.1	\$ 9.44	21.8	3.0
WGTR-FM	\$ 646.00	22	22	44	55.4	\$ 11.66	13.3	4.1

WRNN-FM	\$ 680.85	27	27	54	44.1	\$ 15.44	9.9	2.3
Totals:	\$ 3,880.25	177	177	354	456.2	\$ 8.51		
Florence:								
WEGX-FM	\$ 726.75	24	24	48	84.6	\$ 8.59	16.0	5.4
WZTF-FM	\$ 306.00	22	22	44	48.6	\$ 6.30	13.1	3.8
WYNN-FM	\$ 676.60	29	29	58	140.5	\$ 4.82	25.6	4.8
WMXT-FM	\$ 270.00	27	27	54	54.9	\$ 4.18	11.5	2.9
Totals:	\$ 1,979.35	102	102	204	328.6	\$ 6.02		
Beaufort/HHI								
WUBB-FM	\$ 793.90	43	43	86	159.2	\$ 4.99	23.4	4.9
WFXH-FM	\$ 828.75	26	26	52	85.9	\$ 9.65	14.5	3.9
Totals:	\$ 1,622.65	69	69	138	245.1	\$ 6.62		
Aiken/Augusta								
WKXC-FM	\$ 1,211.25	23	23	46	63.6	\$ 19.04	21.5	3.6
Rock Hill/ Charlotte								
WRFX-FM	\$ 1,275.00	37	37	74	76.6	\$ 16.64	18.7	4.1
WRHM-FM	\$ 1,071.00	36	36	72				
Totals:	\$ 2,346.00	73	73	146	76.6	\$ 16.64	18.7	4.1
Grand Totals:	\$ 28,473.35	1066	1066	2132	2599.6	\$ 10.95		

2013 Summer Fun DUI Sober or Slammer Campaign

**Media Buy Summary for 2013 Summer Fun Media Buy (Radio)
DUI Enforcement Radio Campaign Part II
Flight Dates: June 17- 23, 2013**

Station	Cost	Paid Spots	Bonus Spots	Total Spots	GRPs M 18-34	CPP	Reach %	Freq.
Columbia:								
WARQ-FM	\$ 612.00	30	30	60	58.8	\$ 10.41	14.2	4.5
WMFX-FM	\$ 586.50	30	30	60	46.8	\$ 12.53	9.8	4.7
WHXT-FM	\$ 501.50	30	30	60	119.5	\$ 4.20	30.5	3.9
WWDM-FM	\$ 1,224.00	28	28	56	72.5	\$ 16.88	18.2	4.0
WNOK-FM	\$ 850.00	25	25	50	68	\$ 11.01	21.8	3.9
WNKT-FM	\$ 850.00	30	30	60	67.8	\$ 14.98	3.2	3.7
	\$ 4,624.00	173	173	346	433.4	\$ 10.67		
Charleston:								
WYBB-FM	\$ 833.00	31	31	62	79.6	\$ 10.46	18.3	4.2
WEZL-FM	\$ 764.15	22	22	44	48.6	\$ 15.72	10.9	4.8
WSSX-FM	\$ 722.50	18	18	36	49.5	\$ 14.60	15.2	3.3
WWWZ-FM	\$ 719.10	19	19	38	87.7	\$ 8.20	22.4	4.4
WSXT-FM	\$ 799.00	23	23	46	64.1	\$ 12.46	13.0	3.9
WCKN-FM	\$ 476.00	28	28	56	56.1	\$ 8.48	10.1	5.5
	\$ 4,313.75	141	141	282	385.6	\$ 11.19		
Greenville/ Spartanburg:								
WHZT-FM	\$ 680.00	40	40	80	63.0	\$ 10.79	16.7	3.9
WJMZ-FM	\$ 935.00	36	36	72	54.0	\$ 17.31	11.1	4.1
WFBC-FM	\$ 780.30	24	24	48	54.6	\$ 14.29	16.4	3.1
WTPT-FM	\$ 759.90	24	24	48	83.4	\$ 9.11	19.0	4.4
WESC-FM	\$ 1,037.00	23	23	46	59.3	\$ 17.49	13.4	4.8
WSSL-FM	\$ 994.50	27	27	54	62.7	\$ 15.86	16.9	3.4
	\$ 5,186.70	174	174	348	377.0	\$ 13.76		
Myrtle Beach:								
WKZQ-FM	\$ 459.00	27	27	54	102.6	\$ 4.47	22.4	4.5
WYAV-FM	\$ 548.25	24	24	48	44.1	\$ 12.43	10.8	3.0
WDAI-FM	\$ 552.50	25	25	50	86.6	\$ 6.38	19.4	5.1
WWXZ-FM	\$ 161.50	19	19	38	52.7	\$ 3.06	10.4	5.4
WWXM-FM	\$ 633.25	25	25	50	67.1	\$ 9.44	21.8	3.0
WGTR-FM	\$ 646.00	22	22	44	55.4	\$ 11.66	13.3	4.1
	\$ 3,000.50	142	142	284	408.5	\$ 7.35		
Florence:								
WEGX-FM	\$ 726.75	24	24	48	84.6	\$ 8.59	16.0	5.4

WZTF-FM	\$ 306.00	22	22	44	48.6	\$ 6.30	13.1	3.8
WYNN-FM	\$ 872.10	27	27	54	132.3	\$ 6.59	22.7	4.4
WMXT-FM	\$ 425.00	25	25	50	50.8	\$ 8.37	11.5	3.0
	\$ 2,329.85	98	98	196	316.3	\$ 7.37		
Beaufort/HHI								
WFXH-FM	\$ 465.80	24	24	48	107.1	\$ 4.35	22.5	5.2
WUBB-FM	\$ 828.75	26	26	52	85.9	\$ 9.65	14.5	3.9
	\$ 1,294.55	50	50	100	193	\$ 6.71		
Aiken/Augusta								
WEKL-FM	\$ 374.85	15	15	30	34.7	\$ 11.80	11.7	2.9
WPRW-FM	\$ 552.50	16	16	32	46.2	\$ 11.96	17.2	3.0
WKXC-FM	\$ 850.00	24	24	48	65.2	\$ 13.04	28.7	3.6
	\$ 1,777.35	55	55	110	146.1	\$ 12.17		
Rock Hill/ Charlotte								
WRHM-FM	\$ 862.75	29	29	58				
TOTALS:	\$ 23,389.45	862	862	1724				

2013 July 4th DUI Sober or Slammer Campaign

**Media Buy Summary for 2013 July 4th Media Buy (Radio)
DUI Enforcement Radio Campaign Part II
Flight Dates: July 1-7, 2013**

Station	Cost	Paid Spots	Bonus Spots	Total Spots	GRPs M 18-34	CPP	Reach %	Freq.
Columbia:								
WARQ-FM	\$ 612.00	30	30	60	58.8	\$ 10.41	14.2	4.5
WMFX-FM	\$ 586.50	30	30	60	46.8	\$ 12.53	9.8	4.7
WHXT-FM	\$ 501.50	30	30	60	119.5	\$ 4.20	30.5	3.9
WWDM-FM	\$ 1,224.00	28	28	56	72.5	\$ 16.88	18.2	4.0
WNOK-FM	\$ 850.00	25	25	50	68.0	\$ 11.01	21.8	3.9
WNKT-FM	\$ 850.00	30	30	60	67.8	\$ 14.98	3.2	3.7
Totals:	\$ 4,624.00	173	173	346	433.4	\$ 10.67		
Charleston:								
WYBB-FM	\$ 833.00	31	31	62	79.6	\$ 10.46	18.3	4.2
WEZL-FM	\$ 764.15	22	22	44	48.6	\$ 15.72	10.9	4.8
WSSX-FM	\$ 722.50	18	18	36	49.5	\$ 14.60	15.2	3.3
WWWZ-FM	\$ 719.10	19	19	38	87.7	\$ 8.20	22.4	4.4
WSXT-FM	\$ 799.00	23	23	46	64.1	\$ 12.46	13.0	3.9
WCKN-FM	\$ 476.00	28	28	56	56.1	\$ 8.48	10.1	5.5
Totals:	\$ 4,313.75	141	141	282	385.6	\$ 11.19		
Greenville/ Spartanburg:								
WHZT-FM	\$ 680.00	40	40	80	63.0	\$ 10.79	16.7	3.9
WJMZ-FM	\$ 935.00	36	36	72	54.0	\$ 17.31	11.1	4.1
WFBC-FM	\$ 780.30	24	24	48	54.6	\$ 14.29	16.4	3.1
WTPT-FM	\$ 759.90	24	24	48	83.4	\$ 9.11	19.0	4.4
WESC-FM	\$ 1,037.00	23	23	46	59.3	\$ 17.49	13.4	4.8
WSSL-FM	\$ 994.50	27	27	54	62.7	\$ 15.86	16.9	3.4
Totals:	\$ 5,186.70	174	174	348	377.0	\$ 13.76		
Myrtle Beach:								
WKZQ-FM	\$ 459.00	27	27	54	102.6	\$ 4.47	22.4	4.5
WYAV-FM	\$ 548.25	24	24	48	44.1	\$ 12.43	10.8	3.0
WDAI-FM	\$ 552.50	25	25	50	86.6	\$ 6.38	19.4	5.1
WRXZ-FM	\$ 161.50	19	19	38	52.7	\$ 3.06	10.4	5.4
WWXM-FM	\$ 633.25	25	25	50	67.1	\$ 9.44	21.8	3.0
WGTR-FM	\$ 646.00	22	22	44	55.4	\$ 11.66	13.3	4.1
Totals:	\$ 3,000.50	142	142	284	408.5	\$ 7.35		
Florence:								
WEGX-FM	\$ 726.75	24	24	48	84.6	\$ 8.59	16.0	5.4

WZTF-FM	\$ 306.00	22	22	44	48.6	\$ 6.30	13.1	3.8
WYNN-FM	\$ 872.10	27	27	54	132.3	\$ 6.59	22.7	4.4
WMXT-FM	\$ 425.00	25	25	50	50.8	\$ 8.37	11.5	3.0
Totals:	\$ 2,329.85	98	98	196	316.3	\$ 7.37		
Beaufort/HHI								
WFXH-FM	\$ 465.80	24	24	48	107.1	\$ 4.35	22.5	5.2
WUBB-FM	\$ 828.75	26	26	52	85.9	\$ 9.65	14.5	3.9
Totals:	\$ 1,294.55	50	50	100	193	\$ 6.71		
Aiken/Augusta								
WEKL-FM	\$ 374.85	15	15	30	34.7	\$ 11.80	11.7	2.9
WPRW-FM	\$ 552.50	16	16	32	46.2	\$ 11.96	17.2	3.0
WKXC-FM	\$ 850.00	24	24	48	65.2	\$ 13.04	28.7	3.6
Totals:	\$ 1,777.35	55	55	110	146.1	\$ 12.17		
Rock Hill/								
Charlotte								
WRHM-FM	\$ 862.75	29	29	58				
Grand Totals:	\$ 23,389.45	862	862	1724				

2013 Labor Day Sober or Slammer Campaign

**Media Buy Summary for 2013 Labor Day Media Buy (Radio)
DUI Enforcement Radio Campaign Part II
Flight Dates: August 5-11, 2013**

Station	Cost	Paid	Bonus	Total	GRPs	CPP	Reach	Freq.
		Spots	Spots	Spots	M 18-34		%	
Columbia:								
WARQ-FM	\$ 612.00	30	30	60	58.8	\$ 10.41	14.2	4.5
WMFX-FM	\$ 586.50	30	30	60	46.8	\$ 12.53	9.8	4.7
WHXT-FM	\$ 501.50	30	30	60	119.5	\$ 4.20	30.5	3.9
WWDM-FM	\$ 1,224.00	28	28	56	72.5	\$ 16.88	18.2	4.0
WNOK-FM	\$ 850.00	25	25	50	68.0	\$ 11.01	21.8	3.9
WNKT-FM	\$ 850.00	30	30	60	67.8	\$ 14.98	3.2	3.7
Totals:	\$ 4,624.00	173	173	346	433.4	\$ 10.67		
Charleston:								
WYBB-FM	\$ 833.00	31	31	62	79.6	\$ 10.46	18.3	4.2
WEZL-FM	\$ 764.15	22	22	44	48.6	\$ 15.72	10.9	4.8
WSSX-FM	\$ 722.50	18	18	36	49.5	\$ 14.60	15.2	3.3
WWWZ-FM	\$ 719.10	19	19	38	87.7	\$ 8.20	22.4	4.4
WSXT-FM	\$ 799.00	23	23	46	64.1	\$ 12.46	13.0	3.9
WCKZN-FM	\$ 476.00	28	28	56	56.1	\$ 8.48	10.1	5.5
Totals:	\$ 4,313.75	141	141	282	385.6	\$ 11.19		
Greenville/ Spartanburg:								
WHZT-FM	\$ 680.00	40	40	80	63.0	\$ 10.79	16.7	3.9
WJMZ-FM	\$ 935.00	36	36	72	54.0	\$ 17.31	11.1	4.1
WFBC-FM	\$ 780.30	24	24	48	54.6	\$ 14.29	16.4	3.1
WTPT-FM	\$ 759.90	24	24	48	83.4	\$ 9.11	19.0	4.4
WESC-FM	\$ 1,037.00	23	23	46	59.3	\$ 17.49	13.4	4.8
WSSL-FM	\$ 994.50	27	27	54	62.7	\$ 15.86	16.9	3.4
Totals:	\$ 5,186.70	174	174	348	377.0	\$ 13.76		
Myrtle Beach:								
WKZQ-FM	\$ 459.00	27	27	54	102.6	\$ 4.47	22.4	4.5
WYAV-FM	\$ 548.25	24	24	48	44.1	\$ 12.43	10.8	3.0
WDAI-FM	\$ 552.50	25	25	50	86.6	\$ 6.38	19.4	5.1
WRXZ-FM	\$ 161.50	19	19	38	52.7	\$ 3.06	10.4	5.4
WWXM-FM	\$ 633.25	25	25	50	67.1	\$ 9.44	21.8	3.0
WGTR-FM	\$ 646.00	22	22	44	55.4	\$ 11.66	13.3	4.1
Totals:	\$ 3,000.50	142	142	284	408.5	\$ 7.35		
Florence:								
WEGX-FM	\$ 726.75	24	24	48	84.6	\$ 8.59	16.0	5.4

WZTF-FM	\$ 306.00	22	22	44	48.6	\$ 6.30	13.1	3.8
WYNN-FM	\$ 872.10	27	27	54	132.3	\$ 6.59	22.7	4.4
WMXT-FM	\$ 425.00	25	25	50	50.8	\$ 8.37	11.5	3.0
Totals:	\$ 2,329.85	98	98	196	316.3	\$ 7.37		
Beaufort/HHI								
WFXH-FM	\$ 465.80	24	24	48	107.1	\$ 4.35	22.5	5.2
WUBB-FM	\$ 828.75	26	26	52	85.9	\$ 9.65	14.5	3.9
Totals:	\$ 1,294.55	50	50	100	193	\$ 6.71		
Aiken/Augusta								
WEKL-FM	\$ 374.85	15	15	30	34.7	\$ 11.80	11.7	2.9
WPRW-FM	\$ 552.50	16	16	32	46.2	\$ 11.96	17.2	3.0
WKXC-FM	\$ 850.00	24	24	48	65.2	\$ 13.04	28.7	3.6
Totals:	\$ 1,777.35	55	55	110	146.1	\$ 12.17		
Rock Hill/								
Charlotte								
WRHM-FM	\$ 862.75	29	29	58				
Grand TOTALS:	\$ 23,389.45	862	862	1724				

2013 Spanish Language Radio Sober or Slammer Campaign

**Media Buy Summary for 2013 Spanish Radio SOS campaign
DUI Enforcement Radio Campaign Part II**

Flight Dates: March 11-17; April 15-21; May 20-26; June 17-23; July 1-7, August 5-11, 2013

Station	Cost	Bonus Spots	Paid Spots	Total Spots
St. Patrick's Day:				
WCEO-AM	\$ 612.00	36	36	72
WOLI-FM	\$ 1,007.75	36	36	72
WAZS--AM	\$ 612.00	36	36	72
WLQB-FM	\$ 408.00	48	48	96
WMXZ-FM	\$ 340.00	36	44	80
Totals:	\$ 2,979.75	192	200	392
Prom/Spring DUI:				
WCEO-AM	\$ 612.00	36	36	72
WOLI-FM	\$ 1,007.25	36	36	72
WAZS-AM/WZJY-AM	\$ 612.00	36	36	72
Totals:	\$ 2,231.25	108	108	216
Graduation DUI:				
WCEO-AM	\$ 612.00	36	36	72
WOLI-FM	\$ 1,007.25	36	36	72
WAZS-AM/WZJY-AM	\$ 612.00	36	36	72
Totals:	\$ 2,231.25	108	108	216
Summer Fun DUI:				
WCEO-AM	\$ 680.00	40	40	80
WOLI-FM	\$ 960.50	34	34	68
WAZS-AM/WZJY-AM	\$ 612.00	36	36	72
Totals:	\$ 2,252.50	110	110	220
July 4th DUI:				
WCEO-AM	\$ 680.00	36	36	72

WOLI-FM	\$ 960.50	34	34	68
WAZS-AM/WZJY-AM	\$ 612.00	36	36	72
Totals:	\$ 2,252.50	106	106	212
Labor Day DUI:				
WCEO-AM	\$ 680.00	40	40	80
WOLI-FM	\$ 960.50	34	34	68
WAZS-AM/WZJY-AM	\$ 612.00	36	36	72
Totals:	\$ 2,252.50	110	110	220
Grand Totals:	\$ 14,199.75	734	742	1,476

2013 Labor Day Sober or Slammer Campaign

**Media Buy Summary for 2013 Labor Day Media Buy (Television)
Flight Dates: August 14-18; 21-25; August 28 - September 2, 2013**

Station	Cost	Cash Spots	Bonus Spots	Total Spots	M 18-34 GRPs	CPP	Reach %	Freq
Columbia:								
WACH-TV	\$ 12,750.00	70	71	141	145.2	\$ 87.81	64.2	4.0
WLTX-TV	\$ 11,356.00	33	33	66	117.9	\$ 96.32	53.7	2.4
WIS-TV	\$ 11,900.00	41	41	82	80.4	\$ 148.01	47.4	2.3
WOLO-TV	\$ 6,876.50	44	36	80	75.8	\$ 90.72	39.4	1.9
WZRB-TV	\$ 1,870.00	32	20	52	33.8	\$ 53.33	15.3	3.1
WKTC-TV	\$ 2,125.00	64	64	128	73.8	\$ 28.79	13.8	4.1
Totals:	\$ 46,877.50	284	265	549	526.9	\$ 88.97		
Charleston:								
WTAT-TV	\$ 10,200.00	42	42	84	105.2	\$ 161.39	46.1	3.0
WCSC-TV	\$ 10,421.00	38	38	76	154.8	\$ 67.45	68.7	3.0
WCBD-TV	\$ 8,500.00	51	40	91	84	\$ 101.19	39.8	1.9
WCIV-TV	\$ 7,650.00	54	55	109	128.8	\$ 54.72	51.2	3.1
WMMP-TV	\$ 2,103.75	28	28	472	39.8	\$ 37.84	28.1	2.0
Totals:	\$ 38,874.75	213	203	416	512.6	\$ 422.59		
Greenville/ Spartanburg:								
WHNS-TV	\$ 14,637.00	42	62	104	100.3	\$ 142.52	49.4	2.5
WLOS-TV	\$ 11,050.00	33	33	66	81.9	\$ 134.92	44.2	2.2
WYFF-TV	\$ 12,796.75	50	50	100	112	\$ 114.26	33.3	2.1
WSPA-TV	\$ 13,906.00	27	45	72	96	\$ 144.85	40.5	3.0
WYCW-TV	\$ 3,400.00	57	57	114	77.6	\$ 45.58	18.4	5.1
WMYA-TV	\$ 3,400.00	40	51	91	55.2	\$ 61.59	32.6	2.2
Totals:	\$ 59,189.75	249	298	547	523	\$ 643.72		
Florence/ Myrtle Beach:								
WPDE-TV	\$ 7,675.50	62	60	62	178.7	\$ 42.95	42.3	4.1
WFXB-TV	\$ 7,650.00	59	43	59	204.9	\$ 28.38	62.1	3.5
WMBF-TV	\$ 5,377.95	70	30	70	74.4	\$ 72.28	36.9	3.0
WBTW-TV	\$ 9,923.75	40	30	40	133.2	\$ 74.50	51.2	2.4
WWMB-TV	\$ 2,018.75	30	30	30	63	\$ 32.04	25.7	4.1
Totals:	\$ 32,645.95	261	193	261	654.2	\$ 49.90		

2013 Labor Day Sober or Slammer Campaign

Media Buy Summary for 2013 Labor Day SOS campaign

Cable System	Total Cost	Cash Spots	Bonus Spots	Total Spots
TW Columbia	\$ 13,600.00	484	514	998
TWC Camden & Newberry	\$ 1,530.00	360	360	720
Comcast Charleston	\$ 10,200.00	318	318	636
Viamedia Charleston	\$ 2,210.00	384	476	860
Charter Media GSA	\$ 13,600.00	495	495	990
AT&T Uverse GSA	\$ 2,550.00	320	320	640
Northland Oconee	\$ 1,785.00	150	150	300
Northland Greenwood	\$ 1,785.00	150	150	300
TW Myrtle Beach Cable	\$ 11,475.00	410	411	821
FTC Myrtle Beach Cable	\$ 2,180.25	242	285	527
HTC Horry County Cable	\$ 2,123.30	133	118	251
TW Rock Hill	\$ 6,426.00	180	180	360
TW Hilton Head Island	\$ 1,360.00	222	223	445
Bluffton & Beaufort	\$ 4,930.00	331	331	662
Aiken & North Augusta	\$ 5,100.00	402	402	804
Total:	\$ 80,854.55	4581	4733	9314

Spanish Language	Total Cost	Cash Spots	Bonus Spots	Total Spots
Timewarner Galavision & Telemundo, ESPND	\$ 1,927.80	236	236	472
Viamedia (Univision)	\$ 688.50	138	133	271
Charter Media (Univision, Telemundo)	\$ 3,570.00	170	170	340
WNXG (Telemundo)	\$ 3,230.00	126	126	252
TOTALS:	\$ 9,416.30	670	665	1335

Buckle Up, SC! It's the law and it's enforced. Campaign

**Media Buy Summary for 2013 BUSC Campaign
Flight Dates: May 13-27, 2013**

Station	Cost	Cash Spots	Bonus Spots	Total Spots	GRPs M 18-34	CPP	Reach %	Freq
Columbia:								
WACH-TV	\$ 10,187.25	54	55	109		\$ 65.60	46.2	3.3
WLTX-TV	\$ 8,708.25	47	47	94	123	\$ 70.80	45.7	4.1
WIS-TV	\$ 11,687.50	33	33	66	150.2	\$ 77.81	57.9	2.8
WOLO-TV	\$ 6,226.25	55	55	110	112.6	\$ 55.30	44.5	2.4
WZRB-TV	\$ 1,717.00	51	51	102	78.8	\$ 22.36	19.3	3.6
WKTC-TV	\$ 1,700.00	89	75	164	67.4	\$ 25.72	15.6	4.2
	\$ 40,226.25	329	316	645	687.3	\$ 73.90		
Charleston:								
WTAT-TV	\$ 7,223.50	60	60	120	212	\$ 34.12	60.3	4.4
WCSC-TV	\$ 8,920.75	58	58	116	184.6	\$ 70.80	60.1	3.6
WCBD-TV	\$ 5,525.00	34	34	68	100.8	\$ 54.81	42.4	2.2
WCIV-TV	\$ 6,086.00	45	45	90	131.7	\$ 48.15	57.5	3.3
WMMP-TV	\$ 1,385.50	30	60	90	105.3	\$ 13.16	28.3	5.2
	\$ 29,140.75	227	257	484	734.4	\$ 39.68		
Greenville/Spartanburg								
WHNS-TV	\$ 14,059.00	74	80	154	276.9	\$ 50.77	65.3	4.2
WLOS-TV	\$ 11,781.00	45	45	90	120.2	\$ 98.01	55.3	2.9
WTYFF-TV	\$ 7,480.00	28	48	76	101.4	\$ 73.77	40.1	2.4
WSPA-TV	\$ 9,354.25	48	43	91	110.4	\$ 84.73	40.6	2.8
WYCW-TV	\$ 2,125.00	71	71	142	87.6	\$ 24.26	16.1	7.2
WMYA-TV	\$ 2,380.00	56	56	112	55.7	\$ 42.73	21.2	4.0
	\$ 47,179.25	322	343	665	752.2	62.72		
Florence/Myrtle Beach:								
WPDE-TV	\$ 7,233.50	51	51	102	166.2	\$ 43.52	62.6	3.5
WFXB-TV	\$ 7,225.00	56	140	196	180.9	\$ 39.94	58.0	4.1
WMBF-TV	\$ 2,562.75	35	35	70	67.3	\$ 38.08	33.4	2.0
WBTW-TV	\$ 6,625.00	54	52	106	186.2	\$ 38.80	62.3	3.9
WMMP-TV	\$ 1,870.00	66	60	126	116.9	\$ 16.00	27.4	4.5
	\$ 25,516.25	262	338	600	717.5	\$ 35.56		
TOTALS:	\$ 142,062.50	1140	1254	2394	2891.4			

Buckle Up, SC! It's the law and it's enforced. Campaign

Media Buy Summary for 2013 BUSC Campaign

Television (Spanish Language)

Spanish Language Station	Total Cost	Cash Spots	Bonus Spots	Total Spots
Timewarner (Galavision Telemundo, ESPND)	\$ 851.70	217	217	434
Viamedia (Univision)	\$ 197.20	98	45	143
Charter Media (Univision, Telemundo)	\$ 2,137.75	230	230	460
WAZS-TV	\$ 2,295.00	117	100	217
WNXG (Telemundo)	\$ 1,891.25	108	108	216
TOTALS:	\$ 7,372.90	770	700	1470

Buckle Up, SC! It's the law and it's enforced. Campaign

Media Buy Summary for 2013 BUSC Campaign

Television (Cable Stations):

Cable Stations	Total Cost	Cash Spots	Bonus Spots	Total Spots	Number of Subscribers
Charter Media Upstate	\$ 6,799.15	301	301	602	160,266
Time Warner Columbia	\$ 8,024.00	265	265	530	185,111
Time Warner Camden	\$ 238.00	140	140	280	6,300
Time Warner Newberry	\$ 238.00	140	140	280	5,200
Comcast Cable Charleston	\$ 6,375.00	323	323	646	150,200
Viamedia/Knology Cable Charleston	\$ 1,283.50	282	876	1158	20,631
Time Warner Florence/Myrtle Beach	\$ 6,970.00	428	428	856	173,000
Time Warner Rock Hill	\$ 3,825.00	293	293	586	56,821
Comcast Aiken	\$ 3,400.00	443	443	886	19,600
Comcast Bluffton	\$ 2,099.50	180	180	360	27,321
Time Warner Hilton Head	\$ 1,275.00	323	327	650	22,272
Comcast Beaufort	\$ 1,048.90	110	110	220	12,311
Comcast Islands of Beaufort	\$ 595.00	100	100	200	4,109
Northland Greenwood	\$ 1,105.00				10,731
Northland Oconee/Pickens	\$ 1,105.00				11,778
AT&T Uverse - Upstate	\$ 1,698.30	201	201	402	31,755
FTC Cable – Florence/Myrtle Beach	\$ 1,147.50	294	294	588	15,200
Time Warner Cable - Statewide	\$ 851.70	217	217	434	
TOTALS	\$ 48,078.55				

Buckle Up, SC! It's the law and it's enforced. Campaign

Media Buy Summary for 2013 BUSC Campaign

Radio

Stations	Cost	Cash Spots	Bonus Spots	Total Spots
Greenville/Spartanburg	\$4,850.10	146	171	317
Charleston	\$4,292.50	187	204	391
Columbia	\$5,635.50	192	232	424
Myrtle Beach	\$3,929.55	188	186	374
Florence	\$2,502.40	104	104	208
Aiken/Augusta	\$1,037.00	28	28	56
Beaufort/Hilton Head Island	\$958.80	44	44	88
Orangeburg/Sumter	\$2,006.00	160	160	320
Rock Hill	\$1,071.00	36	36	72
TOTALS	\$26,282.85	1,085	1,165	2,250

Radio (Hispanic)

Station	Cost	Paid Spots	Bonus Spots	Total Spots
Charleston:				
WAZS-AM/WZJY-AM	\$714.00	42	42	84
Columbia:				
WCEO-FM	\$680.00	40	40	80
Upstate SC:				
WOLI-FM	\$1,763.75	64	64	128
TOTALS	\$3,157.75	146	146	292

Motorcycle Safety

Media Buy Summary for 2013 Bike Week/Bike Fest: Motorcycle Safety Campaign Flight Dates; May 13-May 28, 2013 Campaign Overview

Station:	Cash Spots	Bonus Spots	Total Spots	Cost	GRPs M 18-34	CPP	Reach %	Freq
WGTR-FM	73	73	146	\$ 1,813.05	198.5	\$ 10.32	19.5	9.9
WWXM-FM	69	69	138	\$ 1,581.00	187.4	\$ 9.21	26.1	7.4
WRXZ-FM	51	51	102	\$ 595.00	98	\$ 6.07	10.2	9.6
WYNA-FM	73	73	146	\$ 1,119.45	132.4	\$ 8.46	9.8	13.3
WKZQ-FM	81	81	162	\$ 1,211.25	234.6	\$ 5.16	18.9	11.7
WMYB-FM	81	81	162	\$ 1,660.05	208.3	\$ 7.97	12.3	8.7
WRNN-FM	60	60	120	\$ 1,501.10	110	\$ 13.65	9.4	7.3
WYAV-FM	81	81	162	\$ 1,874.25	219.3	\$ 8.55	16.4	11.7
WDAI-FM	67	67	134	\$ 1,657.50	196	\$ 8.46	18.3	8.9
WLFF-FM	73	73	146	\$ 1,372.75	112.5	\$ 12.20	10.9	9.4
WSEA-FM	22	22	44	\$ 338.30	32.4	\$ 10.44	8.2	1.7
Total:	731	731	1462	\$ 14,723.70	1729.4			

Motorcycle Safety

Media Buy Summary for 2013 SCDPS Motorcycle Safety Campaign Flight Dates; April 22- May 8; July 22-August 4; September 16-29, 2013 Campaign Overview

Campaign	Total	Paid	Cash	Total
	Cost	Spots	Spots	Spots
Flight 1	\$ 25,488.10	902	1032	1934
Flight 2	\$ 25,488.10	902	1032	1934
Flight 3	\$ 25,488.10	902	1032	1934
TOTALS:	\$ 76,464.30	2706	3096	5802

Spanish Language Campaign	Total	Paid	Cash	Total
	Cost	Spots	Spots	Spots
Flight 1	\$ 1,734.00	102	102	204
Flight 2	\$ 1,734.00	102	102	204
Flight 3	\$ 1,734.00	102	102	204
TOTALS:	\$ 5,202.00	306	306	612

CAMPAIGN TOTALS:	\$ 81,666.30	3012	3402	6414
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Media Buy Summary for Flight 1 (April 22 –My 8, 2013): Motorcycle Safety Campaign

Station:	Total	GRPs	CPP	Reach	Freq	Paid	Cash	Total
	Cost	M 18-34		%		Spots	Spots	Spots
Columbia:								
WARQ-FM/WMFX-FM	\$ 1,130.50	103.4	\$ 10.93	14.8	6.8	42	42	84
WWDN-FM	\$ 1,530.00	143.0	\$ 10.70	24.4	5.7	40	50	90
WNOK-FM	\$ 1,275.00	152.8	\$ 8.34	30.8	5	54	108	162
WCOS-FM	\$ 1,275.00	105.0	\$ 12.14	23.3	4.5	54	108	162
	\$ 5,210.50	504.2	\$ 10.33			190	308	498
Charleston:								
WXST-FM	\$ 1,303.90	140	\$ 9.31	22.3	5.5	42	42	84
WSSX-FM	\$ 1,317.50	113	\$ 11.66	24.1	4.7	25	25	50
WWWZ-FM	\$ 1,275.00	139.8	\$ 14.60	15.2	3.3	25	25	50

WYBB-FM	\$ 892.50	104	\$ 8.88	19.2	4.6	40	40	80
WEZL-FM	\$ 1,358.30	94.8	\$ 14.33	12.2	6.1	50	50	100
	\$ 6,147.20	591.6	\$ 10.39			182	182	364
Greenville/Spartanburg:								
WTPT-FM	\$ 1,354.90	92.8	\$ 14.60	17.5	5.3	42	42	84
WFBC-FM	\$ 1,380.40	91.2	\$ 15.14	14.6	4.2	44	44	88
WJMZ-FM	\$ 1,445.00	121.4	\$ 11.90	16.7	7.3	40	40	80
WESC-FM	\$ 1,530.00	104	\$ 14.71	14.7	6.9	50	50	100
	\$ 5,710.30	409.4	\$ 13.95			176	176	352
Myrtle Beach:								
WGTR-FM	\$ 1,054.00	114	\$ 9.25	22.3	6.2	36	36	72
WWXM-FM	\$ 731.00	44.1	\$ 12.43	10.8	3.0	38	44	82
WDAI-FM	\$ 897.60	86.6	\$ 6.38	19.4	5.1	38	40	78
WMYB-FM	\$ 161.50	52.7	\$ 3.06	10.4	5.4	40	40	80
	\$ 2,844.10	297.4	\$ 9.56			152	160	312
Florence:								
WYNN-FM	\$ 1,190.00	193.0	\$ 6.17	23.5	6.4	40	40	80
WEGX-FM	\$ 994.50	109.0	\$ 9.12	18	6.9	38	42	80
	\$ 2,184.50	302.0	\$ 7.23			78	82	160
Beaufort/HHI:								
WFXH-FM	\$ 1,105.00	206.2	\$ 5.36	27.2	6.8	40	40	80
Aiken/Augusta:								
WXKC-FM	\$ 1,215.50	150.2	\$ 13.04	17.8	4.9	42	42	84
			\$ 8.09					
Rock Hill/Charlotte:								
WRHM-FM	\$ 1,071.00					42	42	84
TOTALS:	\$ 25,488.10	2,461.00	\$ 10.36			902	1032	1934

Media Buy Summary for Flight 2 (July 22 – August 4, 2013): Motorcycle Safety Campaign

Station:	Total	GRPs	CPP	Reach	Freq	Paid	Cash	Total
	Cost	M 18-34		%		Spots	Spots	Spots
Columbia:								
WARQ-FM/WMFX-FM	\$ 1,130.50	103.4	\$ 10.93	14.8	6.8	42	42	84
WWDN-FM	\$ 1,530.00	143.0	\$ 10.70	24.4	5.7	40	50	90
WNOK-FM	\$ 1,275.00	152.8	\$ 8.34	30.8	5	54	108	162
WCOS-FM	\$ 1,275.00	105.0	\$ 12.14	23.3	4.5	54	108	162
	\$ 5,210.50	504.2	\$ 10.33			190	308	498

Charleston:								
WXST-FM	\$ 1,303.90	140	\$ 9.31	22.3	5.5	42	42	84
WSSX-FM	\$ 1,317.50	113	\$ 11.66	24.1	4.7	25	25	50
WWWZ-FM	\$ 1,275.00	139.8	\$ 14.60	15.2	3.3	25	25	50
WYBB-FM	\$ 892.50	104	\$ 8.88	19.2	4.6	40	40	80
WEZL-FM	\$ 1,358.30	94.8	\$ 14.33	12.2	6.1	50	50	100
	\$ 6,147.20	591.6	\$ 10.39			182	182	364
Greenville/Spartanburg:								
WTPT-FM	\$ 1,354.90	92.8	\$ 14.60	17.5	5.3	42	42	84
WFBC-FM	\$ 1,380.40	91.2	\$ 15.14	14.6	4.2	44	44	88
WJMZ-FM	\$ 1,445.00	121.4	\$ 11.90	16.7	7.3	40	40	80
WESC-FM	\$ 1,530.00	104	\$ 14.71	14.7	6.9	50	50	100
	\$ 5,710.30	409.4	\$ 13.95			176	176	352
Myrtle Beach:								
WGTR-FM	\$ 1,054.00	114	\$ 9.25	22.3	6.2	36	36	72
WWXM-FM	\$ 731.00	44.1	\$ 12.43	10.8	3.0	38	44	82
WDAI-FM	\$ 897.60	86.6	\$ 6.38	19.4	5.1	38	40	78
WMYB-FM	\$ 161.50	52.7	\$ 3.06	10.4	5.4	40	40	80
	\$ 2,844.10	297.4	\$ 9.56			152	160	312
Florence:								
WYNN-FM	\$ 1,190.00	193.0	\$ 6.17	23.5	6.4	40	40	80
WEGX-FM	\$ 994.50	109.0	\$ 9.12	18	5.9	38	42	80
	\$ 2,184.50	302.0	\$ 7.23			78	82	160
Beaufort/HHI:								
WFXH-FM	\$ 1,105.00	206.2	\$ 5.36	27.2	6.8	40	40	80
Aiken/Augusta:								
WXKC-FM	\$ 1,215.50	150.2	\$ 13.04	17.8	4.9	42	42	84
			\$ 8.09					
Rock Hill/Charlotte:								
WRHM-FM	\$ 1,071.00					42	42	84
TOTALS:	\$ 25,488.10	2,461.00	\$ 10.36			902	1032	1934

Media Buy Summary for Flight 3 (September 16 -29, 2013): Motorcycle Safety Campaign

Station:	Total	GRPs	CPP	Reach	Freq	Paid	Cash	Total
	Cost	M 18-34		%		Spots	Spots	Spots
Columbia:								
WARQ-FM/WAFX-FM	\$ 1,130.50	103.4	\$ 10.93	14.8	6.8	42	42	84
WWDN-FM	\$ 1,530.00	143.0	\$ 10.70	24.4	5.7	40	50	90
WNOK-FM	\$ 1,275.00	152.8	\$ 8.34	30.8	5	54	108	162

WCOS-FM	\$ 1,275.00	105.0	\$ 12.14	23.3	4.5	54	108	162
	\$ 5,210.50	504.2	\$ 10.33			190	308	498
Charleston:								
WXST-FM	\$ 1,303.90	140	\$ 9.31	22.3	5.5	42	42	84
WSSX-FM	\$ 1,317.50	113	\$ 11.66	24.1	4.7	25	25	50
WWWZ-FM	\$ 1,275.00	139.8	\$ 14.60	15.2	3.3	25	25	50
WYBB-FM	\$ 892.50	104	\$ 8.88	19.2	4.6	40	40	80
WEZL-FM	\$ 1,358.30	94.8	\$ 14.33	12.2	6.1	50	50	100
	\$ 6,147.20	591.6	\$ 10.39			182	182	364
Greenville/Spartanburg:								
WTPT-FM	\$ 1,354.90	92.8	\$ 14.60	17.5	5.3	42	42	84
WFBC-FM	\$ 1,380.40	91.2	\$ 15.14	14.6	4.2	44	44	88
WJMZ-FM	\$ 1,445.00	121.4	\$ 11.90	16.7	7.3	40	40	80
WESC-FM	\$ 1,530.00	104	\$ 14.71	14.7	6.9	50	50	100
	\$ 5,710.30	409.4	\$ 13.95			176	176	352
Myrtle Beach:								
WGTR-FM	\$ 1,054.00	114	\$ 9.25	22.3	6.2	36	36	72
WWXM-FM	\$ 731.00	44.1	\$ 12.43	10.8	3.0	38	44	82
WDAI-FM	\$ 897.60	86.6	\$ 6.38	19.4	5.1	38	40	78
WMYB-FM	\$ 161.50	52.7	\$ 3.06	10.4	5.4	40	40	80
	\$ 2,844.10	297.4	\$ 9.56			152	160	312
Florence:								
WYNN-FM	\$ 1,190.00	193.0	\$ 6.17	23.5	6.4	40	40	80
WEGX-FM	\$ 994.50	109.0	\$ 9.12	18	5.9	38	42	80
	\$ 2,184.50	302.0	\$ 7.23			78	82	160
Beaufort/HHI:								
WFXH-FM	\$ 1,105.00	206.2	\$ 5.36	27.2	6.8	40	40	80
Aiken/Augusta:								
WXKC-FM	\$ 1,215.50	150.2	\$ 13.04	17.8	4.9	42	42	84
			\$ 8.09					
Rock Hill/Charlotte:								
WRHM-FM	\$ 1,071.00					42	42	84
TOTALS:	\$ 25,488.10	2,461.00	\$ 10.36			902	1032	1934

2013 Spanish Language Radio SCDPS Motorcycle Campaign

Media Buy Summary for 2013 Spanish Radio SCDPS Motorcycle Campaign
Flight Dates: April 22- May 8; July 22 – August 8; September 16- 29, 2013

Spanish Language Campaign	Station	Total	Paid	Bonus	Total
Flight 1		Cost	Spots	Spots	Spots
	WCEO-AM	\$ 578.00	34	34	68
	WDAB-AM	\$ 578.00	34	34	68
	WAZS-AM	\$ 578.00	34	34	68
TOTALS:		\$ 1,734.00	102	102	204

Spanish Language Campaign	Station	Total	Paid	Bonus	Total
Flight 2		Cost	Spots	Spots	Spots
	WCEO-AM	\$ 578.00	34	34	68
	WDAB-AM	\$ 578.00	34	34	68
	WAZS-AM	\$ 578.00	34	34	68
TOTALS:		\$ 1,734.00	102	102	204

Spanish Language Campaign	Station	Total	Paid	Bonus	Total
Flight 3		Cost	Spots	Spots	Spots
	WCEO-AM	\$ 578.00	34	34	68
	WDAB-AM	\$ 578.00	34	34	68
	WAZS-AM	\$ 578.00	34	34	68
TOTALS:		\$ 1,734.00	102	102	204