SOUTH CAROLINA'S
HIGHWAY SAFETY AND PERFORMANCE PLAN
FFY 2016

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

July 1, 2015

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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 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 OHSJP 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, which 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!* and *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.;
- Implements an Evidence-Based Traffic Safety Enforcement Program (see Pages 47-52) to prevent traffic violations, crashes, and crash fatalities and injuries in areas most at risk for such incidents and to allocate resources according to the need based upon data analysis.

- Supports the SC Law Enforcement Network (SCLEN) system. The SCLEN 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, with the assistance of appropriate state and federal partners, the development and implementation, of the SC Strategic Highway Safety Plan.

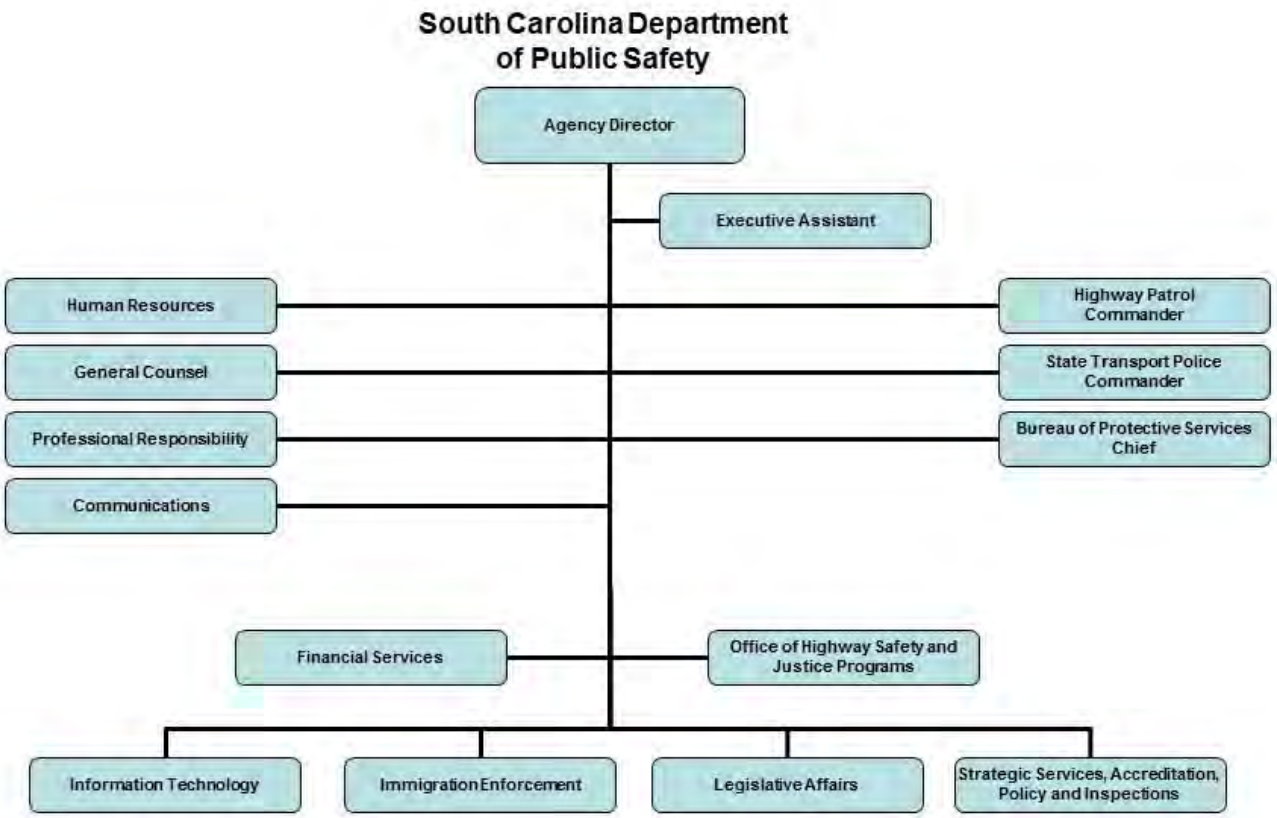
Other Special Projects, Events, and Activities Coordinated by OHSJP:

-Annual Memorial Service for Highway Fatality Victims
-Law Enforcement DUI Challenge
-DUI Enforcement Recognition/Law Enforcement DUI Challenge Ceremony
-BAT (Breath Alcohol Testing)-mobile maintenance
-South Carolina Collision and Ticket Tracking System (SCCATTS)
-Drug Recognition Expert (DRE) Training
-Standardized Field Sobriety Test (SFST) Training
-Child Passenger Safety Week (in conjunction with the SC Department of Health and Environmental Control)
-School Zone Safety Week
-Highway Safety Booth at the SC State Fair
-Families of Highway Fatalities (FHF) – advocacy, victim services

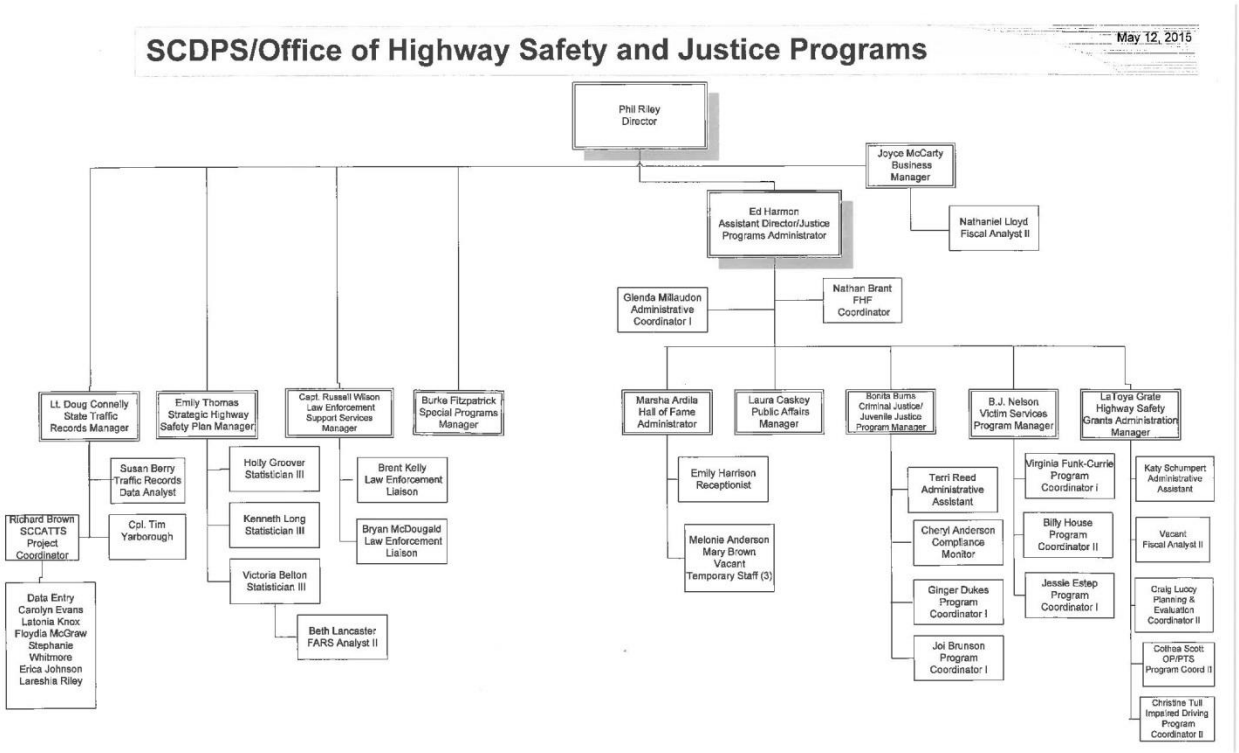
The OHSJP also spearheads three statewide committees that have been established to address major issues in highway safety: the Impaired Driving Prevention Council, the Motorcycle Safety Task Force, and the Traffic Records Coordinating Committee. OHSJP is divided into the following primary sections: **Grants 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**.

SCDPS/OHSJP ORGANIZATIONAL CHART

Listed below is a diagram that illustrates the organizational structure of the SC Department of Public Safety. The State Highway Safety Office, located within the Office of Highway Safety and Justice Programs, is a component of the Operations Division. The position of Deputy Director for the Operations Division is a direct report to the agency Director, Leroy Smith, who serves as the Governor's Representative for Highway Safety in South Carolina.



Listed below is a diagram that illustrates the organizational structure of the Office of Highway Safety and Justice Programs.



FFY 2016 Highway Safety Plan

OHSJP produces an annual Highway Safety Plan (HSP) which serves as a programmatic roadmap for educational and highway safety enforcement initiatives implemented throughout the fiscal year with Section 402 and 405 funds received from the National Highway Traffic Safety Administration (NHTSA). This HSP outlines the strategic approach South Carolina will take to address traffic-related crashes and fatalities during FFY 2016 through data-driven, evidence-based performance measures and practices.

Organization of the Plan

On July 6, 2012, The Moving Ahead for Progress in the 21st Century Act (MAP-21) was signed into law. It substantially restructured highway safety grant programs administered by NHTSA. MAP-21 requires the Highway Safety Plan (HSP) to provide for a data-driven traffic safety enforcement program to prevent traffic violations, crashes, and crash fatalities and injuries in areas of the state most at risk for such incidents. An amendment to Section 402(b) mandates the coordination of the HSP data collection and information systems with the state's Strategic Highway Safety Plan (SHSP). The overall purpose is to promote a unified approach to comprehensive transportation and safety planning and program efficiency with other Department of Transportation (DOT) agencies to align state performance targets where common measurements exist, such as fatalities and serious injuries.

Funding of eligible projects is based on nationally established priority areas and others which, with additional justification and approval from NHTSA, may be deemed as state-identified "priority areas." Priority areas for Federal FY 2016 include impaired driving countermeasures, police traffic services (speed enforcement), adjudication /prosecution, and occupant protection. Other areas eligible for funding in FFY 2016 include motorcycle safety, traffic records (statewide), and pedestrian safety.

The FFY 2016 Highway Safety Plan, as presented, gives basic information about the state, including demographic information and highway-safety-specific statistical information for the state relative to traffic fatalities over a period of time (2009-2013), which represents the most recent available final data from both a state and national level. The basic state information will include data on the state's highway safety planning process, as well as how the state went about utilizing data and performance measures to establish appropriate goals for traffic safety improvement. The Plan will then present information and data about the key emphasis areas identified as critical in improving highway safety in South Carolina. The Plan also includes Section 405 grant application documents for Impaired Driving Countermeasures, Occupant Protection, State Traffic Safety Information System Improvements, and Motorcycle Safety.

South Carolina Traffic Fatality Data

Highway safety programs have been successful. In 1966, the motor vehicle death rate in South Carolina was 7.7 fatalities per 100 million vehicle miles of travel; in 2013, the rate was 1.57 fatalities per 100 million vehicle miles of travel. The federally funded State and Community Highway Safety grant program has been a major contributor to that decline. Despite the gains, highway safety remains a significant and costly problem.

Statistical data (**Table 1** on page 7) for CY 2013 shows 767 people were killed in South Carolina traffic crashes. In the period from 2009 through 2013, the most recent release of data from the Fatality Analysis Reporting System (FARS) indicates that there were approximately 4,161 motor vehicle-related deaths in South Carolina. This resulted in an average of about 832 traffic fatalities per year over the five year period. Over this period, however, such deaths declined significantly, starting with 894 in 2009 and ending with 767 in 2013. The 2013 count represents a 9.61% decrease, when compared to the average of the prior four years (849 fatalities), and a 14.21% decrease when compared to the count in 2009. Total deaths dropped from a high of 894 in 2009 to 809 in 2010, before increasing in 2011 and 2012, and then dropping to the low point (767) of the five-year cycle in 2013.

The data in **Table 1** on page 7 show that in 2013, South Carolina accounted for 10.46% of the population in Region 4, and 12.37% of the region's traffic fatalities. South Carolina's percentage of the region's fatalities decreased by 8.95% in 2013 compared to 2009 while the State's percentage of the region's population remained stable.

A comparison of South Carolina data with the regional data (**Table 2** on page 7) and national data (**Table 3** on page 8) indicates that South Carolina's *average* VMT-based fatality rate over these five years – 2009 to 2013 – (1.70 deaths per 100 million VMT) was higher than the five-year averages for Region 4 (1.31) and the nation (1.12).

The state's population-based fatality rate (expressed as the number of deaths per 100,000 population) decreased by 11.83% in 2013, as compared to the average population-based fatality rate for the years 2009-2012. South Carolina's average population-based fatality rate (16.06 deaths per 100,000 residents) was also greater than both the regional (13.58) and the national rate (10.35).

Table 1. South Carolina Basic Data

	2009	2010	2011	2012	2013	% Change: 2009 vs. 2013	% Change: 2013 vs. prior 4-yr Avg.
Total Fatalities	894	809	828	863	767	-14.21%	-9.61%
VMT*	49,130	49,123	48,731	49,036	48,986	-0.29%	-0.039%
VMT Rate**	1.82	1.65	1.70	1.76	1.57	-13.74%	-9.38%
Population	4,589,872	4,636,312	4,697,230	4,723,723	4,774,839	4.03%	2.52%
Pop. Rate***	19.48	17.45	17.70	18.27	16.06	-17.53%	-11.83%
Pct. of Region Fatalities	13.59%	12.65%	13.17%	13.56%	12.37%	-8.95%	-6.59%
Pct. of Region VMT	10.10%	10.00%	10.05%	10.13%	****	****	****
Pct. of Region Population	10.45%	10.46%	10.45%	10.44%	10.46%	0.11%	0.09%

* Vehicle Miles of Travel (millions)
** Rate per 100 million vehicle miles
*** Rate per 100,000 population
**** 2013 VMT data not available

According to the most recent FARS data, South Carolina's traffic death rate per 100,000,000 vehicle miles traveled (VMT) of 1.57 for 2013 is approximately 44% higher than the national VMT rate of 1.09. South Carolina's 2013 VMT rate exceeded that of Alabama, Florida, Georgia and Tennessee. However, in South Carolina, the VMT rate declined by 13.74% from 2009 through 2013 while the population increased by 4.03% during that period. Thus, the population-based fatality rate declined more (-17.53%) than either actual total traffic deaths (-14.21%) or the VMT-based rate (-13.74%).

Table 2 below shows that total annual motor vehicle fatalities in Region 4 decreased by 3.22% in 2013, compared to the 2009-2012 average. Additionally, the 2013 Region 4 total fatalities decreased by 5.78% compared to the 2009 Region 4 total fatalities. The region's population increased by 2.43% while the population-based fatality rate decreased by 5.52%, each in 2013 when compared to the prior four years.

***2013 Motor Vehicle Crash Data from FARS and GES**

Table 2. Region 4 Basic Data

	2009	2010	2011	2012	2013	% Change: 2009 vs. 2013	% Change: 2013 vs. prior 4-yr Avg.
Total Fatalities	6,580	6,394	6,286	6,366	6,200	-5.78%	-3.22%
VMT*	486,042	491,202	484,703	484,024	****	****	****
VMT Rate**	1.35	1.30	1.30	1.32	1.27	-6.03%	-3.1%
Population	43,927,319	44,334,420	44,758,075	45,239,502	45,649,566	3.92%	2.43%
Pop. Rate***	14.98	14.42	14.04	14.07	13.58	-9.33%	-5.52%

* Vehicle Miles of Travel (millions)
** Rate per 100 million vehicle miles
*** Rate per 100,000 population
**** Data not available

Table 3 shows nationwide fatalities decreasing by 1.70% and population-based fatality rate decreasing by 3.48%, each in 2013 when compared to the respective 2009-2012 average. The total 2013 nationwide fatalities decreased 3.44% compared to the 2009 total nationwide fatalities. Over this same time period, the VMT-based fatality rate for the nation decreased by 2.12% while the Region 4 rate decreased by 3.1%. At the same time, the national population rate averaged over the four previous years declined 3.48% when compared to 2013, while the Region 4 population rate decreased 5.52% over the same timeframe.

Table 3. Nationwide Basic Data

	2009	2010	2011	2012	2013	% Change: 2009 vs. 2013	% Change 2012 vs. prior 4-yr Avg.
Total Fatalities	33,833	32,999	32,479	33,782	32,719	-3.44%	-1.70
VMT*	2,957	2,967	2,946	2,969	****	****	****
VMT Rate**	1.15	1.11	1.10	1.14	1.09	-10.18%	-2.12%
Population (thousands)	306,772	309,350	311,592	313,914	316,129	3.05%	1.84%
Pop. Rate***	11.05	10.67	10.42	10.76	10.35	-6.29%	-3.48%

* Vehicle Miles of Travel (billions)

** Rate per 100 million vehicle miles

*** Rate per 100,000 population

****Data not available

During this same time period, as **Table 4** on page 10 demonstrates, South Carolina saw a remarkable decrease in passenger fatalities, 36.36% when comparing 2009 (176) to 2013 (112). Unrestrained occupant fatalities reflect a 36.48% decrease when comparing 2009 (381) to 2013 (242). When comparing the 374 impaired driving fatalities in 2009 to the number of impaired driving fatalities in 2013 (335), our state experienced a 10.43% decrease in this category. Speeding fatalities were 9.2% lower in 2013 (306) than in 2009 (337). Other decreases were seen in the following categories: driver fatalities (-12.87%) and young-driver-involved fatalities (-31.16%) when comparing 2009 to 2013 statistical data.

Motorcyclist fatalities increased in South Carolina by 37.96% over the time period of 2009-2013 (from 108 in 2009 to 149 in 2013), whereas in Region 4, there was a 12.57% increase in motorcyclist fatalities, and nationally, there was a 4.45% increase. It should be noted, however, that FARS data includes moped rider fatality statistics in the motorcyclist category, whereas South Carolina state traffic data does not.

Encouragingly, older-driver-involved fatalities decreased in South Carolina by 6.06% from 2009 to 2013 (from 132 in 2009 to 124 in 2013).

Also, as shown in **Table 4** on page 10, there were 68 bicyclist fatalities in the five-year period examined in this report, with 15 occurring in 2013, representing an increase of 13.21% when compared to the average of the previous four-year period, and a 36.36% increase from the level in 2009. In Region 4, there was a 23.58% increase in bicyclist fatalities in 2013, compared to the prior four-year average. Additionally, there was a 23.38% increase in Region 4 bicyclist fatalities and an 18.31% increase in nationwide bicyclist fatalities when comparing 2009 to 2013.

The total number of pedestrian fatalities in the state increased from 2009 to 2013 (from 89 in 2009 to 109 in 2013), a 12.36% increase over the time period of 2009-2013. The number of regional pedestrian fatalities increased by 8.66% and the number of national pedestrian fatalities

increased 15.23% in 2013 compared to 2009. **Table 5** on page 11 shows that the ten cities in South Carolina with the greatest number of pedestrian fatalities during the 2009-2013 period accounted for 23.5% of such fatalities in the state during the same years. Columbia (6.6%) and Charleston (5.0%) were the cities in the state with the highest percentages during the five-year period.

Table 4. Fatalities by Type

	2009	2010	2011	2012	2013	Total 2009 - 2013	% Change: 2013 vs. 2009	% Change: 2013 vs. prior 4-yr Avg.
Total Fatalities†								
South Carolina	894	809	828	863	767	4,161	-14.21%	-9.61%
Region	6,580	6,394	6,286	6,366	6,200	31,826	-5.78%	-3.22%
U.S.	33,883	32,999	32,479	33,782	32,719	165,862	-3.44%	-1.70%
Driver Fatalities*								
South Carolina	614	553	540	589	535	2,831	-12.87%	-6.79%
Region	4,251	4,106	4,000	4,137	3,976	20,470	-6.47%	-3.58%
U.S.	21,835	21,072	20,815	21,490	20,871	106,083	-4.41%	-2.03%
Passenger Fatalities*								
South Carolina	176	151	160	137	112	736	-36.36%	-28.21%
Region	1,293	1,227	1,182	1,113	1,067	5,882	-17.48%	-11.36%
U.S.	7,097	6,761	6,256	6,436	6,111	32,661	-13.89%	-7.93%
Motorcyclist Fatalities								
South Carolina	108	101	129	146	149	633	37.96%	23.14%
Region	859	848	956	1,008	967	4,638	12.57%	5.37%
U.S.	4,469	4,518	4,630	4,986	4,668	23,271	4.45%	0.37%
Pedestrian Fatalities								
South Carolina	89	90	113	123	100	515	12.36%	-3.61%
Region	843	892	892	911	916	4,454	8.66%	3.56%
U.S.	4,109	4,302	4,457	4,818	4,735	22,421	15.23%	7.09%
Bicyclist Fatalities								
South Carolina	11	14	15	13	15	68	36.36%	13.21%
Region	154	125	165	171	190	805	23.38%	23.58%
U.S.	628	623	682	734	743	3,410	18.31%	11.44%
Impaired Driving Fatalities								
South Carolina	374	353	309	348	335	1,719	-10.43%	-3.18%
Region	2,049	1,882	1,794	1,878	1,845	9,448	-9.96%	-2.93%
U.S.	10,759	10,136	9,865	10,336	10,076	51,172	-6.35%	-1.93%
Speeding Fatalities								
South Carolina	337	288	278	322	306	1,531	-9.20%	-0.08%
Region	1,651	1,507	1,309	1,338	1,336	7,141	-19.08%	-7.94%
U.S.	10,664	10,508	10,001	10,329	9,613	51,115	-9.86%	-7.35%
Unrestrained Occupant Fatalities								
South Carolina	381	313	258	313	242	1,507	-36.48%	-23.48%
Region	2,481	2,258	2,037	2,013	1,891	10,680	-23.78%	-13.94%
U.S.	11,545	10,590	10,215	10,370	9,580	52,300	-17.02%	-10.30%
Young Driver-Involved (16-20 yrs. old) Fatalities								
South Carolina	138	123	103	127	95	586	-31.16%	-22.61%
Region	965	971	888	885	766	4,475	-20.62%	-17.39%
U.S.	5,544	4,936	4,726	4,596	4,248	24,050	-23.38%	-14.19%
Older Driver-Involved (65 or older)Fatalities								
South Carolina	132	115	122	133	124	626	-6.06%	-1.20%
Region	1,118	1,176	1,142	1,166	1,147	5,749	2.59%	-0.30%
U.S.	5,613	5,782	5,636	5,940	6,014	28,985	7.14%	4.72%

* Fatality types cross multiple categories; therefore, some fatalities contribute to multiple categories (rows) in this table.
† Total includes unknown occupant fatalities

Table 5. Pedestrian Fatalities by Top Cities

City	2009	2010	2011	2012	2013	Total 2009 – 2013 N	%
Columbia	0	4	10	14	6	34	6.6%
Charleston	8	7	5	2	4	26	5.0%
North Charleston	2	4	1	1	5	13	2.5%
Myrtle Beach	1	2	1	1	5	10	1.9%
Greenville	2	1	2	0	3	8	1.6%
Greer	0	2	2	4	0	8	1.6%
Hilton Head Island	2	0	1	2	1	6	1.2%
Irmo	0	0	2	0	4	6	1.2%
Sumter	1	1	1	1	2	6	1.2%
North Myrtle Beach	0	1	1	2	0	4	0.8%
Total Top Cities	**16**	**22**	**26**	**27**	**30**	**121**	**23.5%**
All Pedestrian Fatalities	**89**	**90**	**113**	**123**	**100**	**515**	**100%**

Major Categories of Traffic Fatalities in South Carolina

Figure 1 on the following page demonstrates categories of traffic fatalities in South Carolina from 2009 to 2013.

Driver/Operator fatalities accounted for the majority of motor vehicle-related fatalities in South Carolina, accounting for 68% of all such deaths over the five-year period, about 3.8 times as many deaths as were accounted for by passengers (18%). Such deaths declined in three of the most recent four years (-128 total), the only exception coming in 2012 (+49); this pattern left 535 *driver* deaths in 2013, 79 fewer than in 2009 (-13%) and 39 fewer than the average of the first four years (-7%). ***Passenger*** deaths also declined in three of four years (-73 total), the only exception being in 2011 (+9); this pattern left 112 *passenger* deaths in 2013, 64 fewer than in 2009 (-36%) and 44 fewer than the average of the first four years (-28%).

The next three largest categories of traffic fatalities (after *driver* deaths) shared some degree of overlapping and were *behavior related*. ***Alcohol impaired driving*** deaths averaged 344 per year, and accounted for 41% of total deaths; ***speed-related*** deaths averaged about 306 per year and accounted for 37%; ***unrestrained occupant*** deaths averaged about 301 per year and accounted for 36%. The number of fatalities associated with each of these three categories declined from 2009 through 2013.

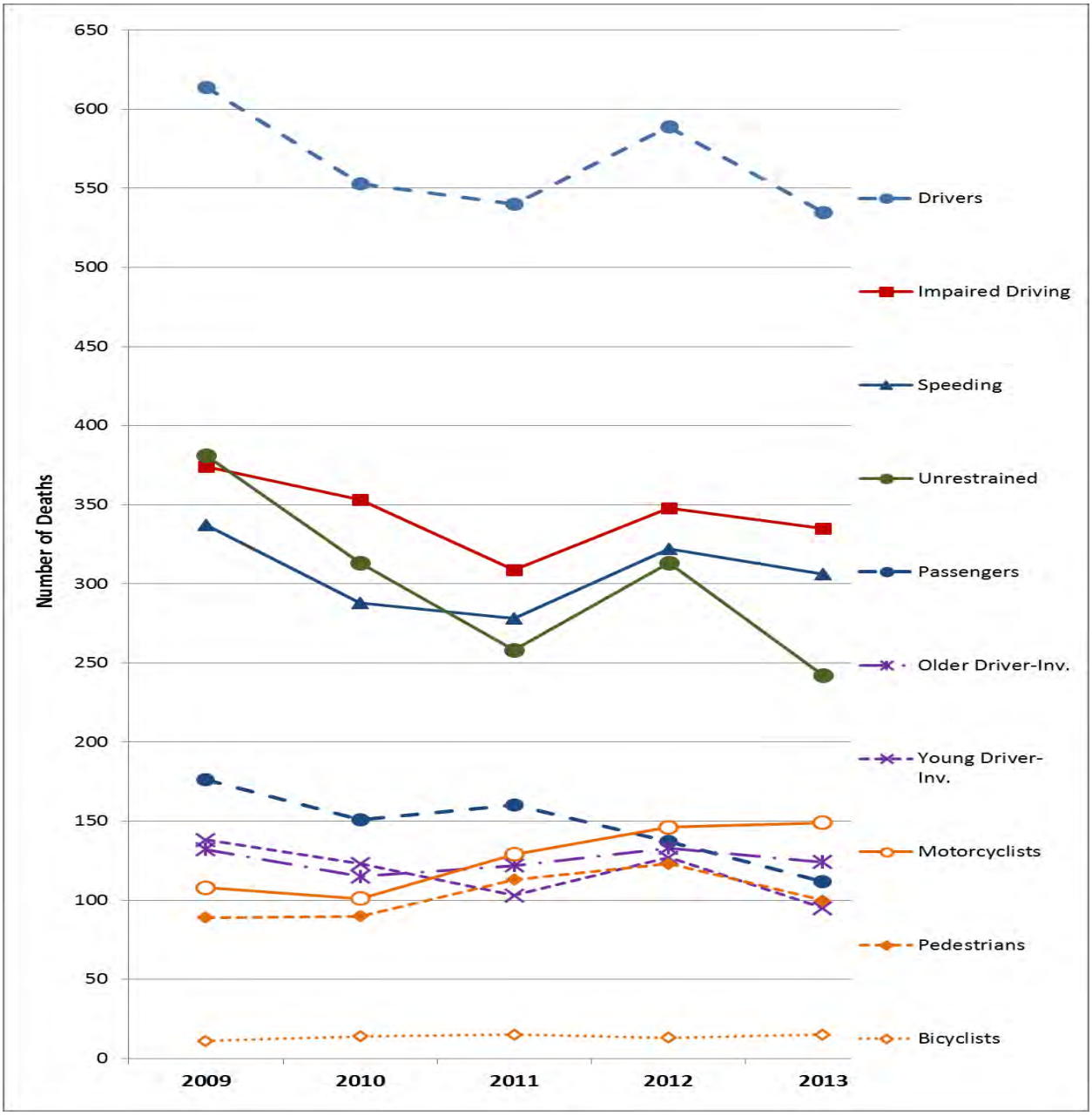


Figure 1. Traffic Fatality Trends in South Carolina: 2009 to 2013, by Category

The category of Unrestrained Occupant fatalities declined the most of all the categories listed in **Figure 1** (-36.48% from 2009 through 2013; -23.48% relative to the average of the previous four years). The net decline between 2009 and 2013 was 139 unbelted passenger deaths (see **Tables 6** [below] and **4** [page 10], and **Figures 2** [page 13] **3** [page 14], **and 4** [page 15] for unrestrained occupant deaths). South Carolina's 2009-2013 population-based unbelted fatality rate (6.44 deaths per 100,000 population) is much higher than the rates for both Region 4 (4.77) and the U.S. (3.36) as a whole during the same period.

Table 6. South Carolina Unbelted Passenger Vehicle Occupant Fatalities

	2009	2010	2011	2012	2013	% Change: 2013 vs. 2009	% Change: 2013 vs. prior 4-yr Avg.
Fatalities	381	313	258	313	242	-36.48%	-23.48%
Pop. Rate**	8.57	6.91	5.62	6.75	5.17	-39.67%	-23.84%
Pct. of Total	42.62%	38.69%	31.16%	36.27%	31.55%	-25.97%	-15.35%
Pct. of Region	15.36%	13.86%	12.67%	15.55%	12.80%	-16.67%	-11.09%
Observed Belt Use	81.5%	85.4%	86.0%	90.5%	91.7%	11.12%	6.81%

**Fatality rate per 100,000 population

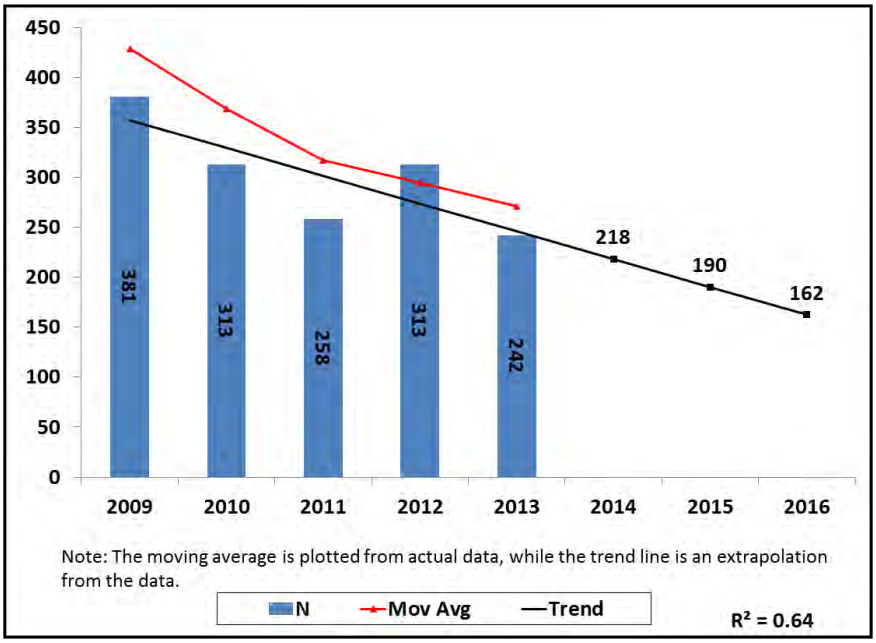


Figure 2. South Carolina Unbelted Passenger Vehicle Occupant Fatalities

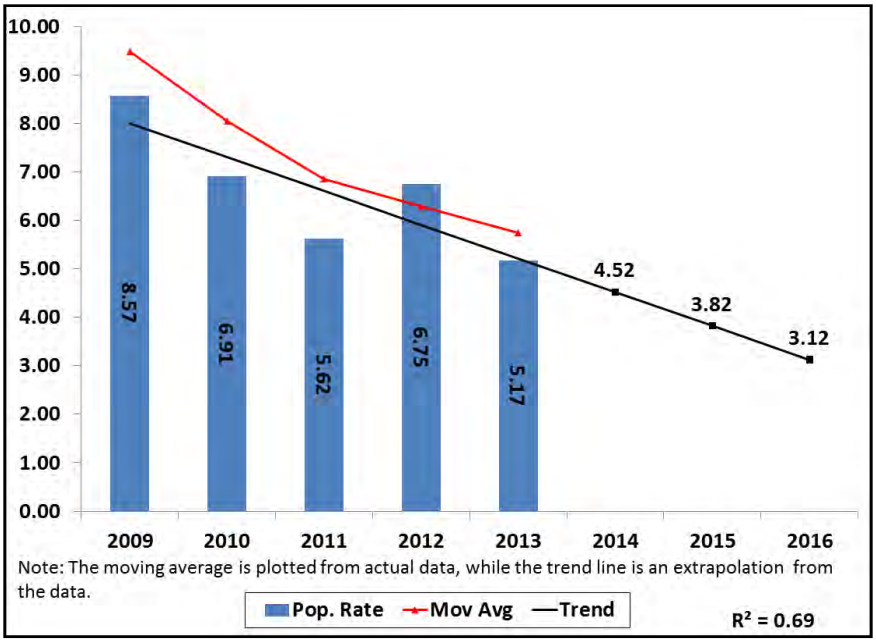


Figure 3. South Carolina Unbelted Passenger Vehicle Occupant Fatalities, Population Rate

The second largest decline among these major traffic fatality categories in South Carolina occurred in the impaired ***driving fatalities***. Impaired driving deaths showed significant decline (-10.43% from 2009 through 2013; -3.18% comparing 2013 to the average of 2009-2012). Impaired driving deaths declined steadily through 2011 (-65), increased in 2012 (+39), and then declined further in 2013 (-13). Overall, there was a net decline of 39 impaired driving deaths between 2009 and 2013 (see **Tables 7 [**below] and **4** [page 10], as well as **Figures 4** [page 15], **5** [page 15], and **6** [page 16], for impaired driving trends). South Carolina's alcohol-impaired *population-based* fatality rate followed a similar pattern as the number of fatalities, with the 2013 rate (7.02 deaths per 100,000 population) representing a 5.56% decrease when compared to the 2009-2012 average (7.43) and a 13.90% decrease when compared to the rate in 2009 (8.15). Additionally, alcohol-impaired driving fatalities made up 43.68% of total traffic fatalities in South Carolina in 2013. This is a 4.40% increase from the 41.83% of impaired driving fatalities to total traffic fatalities in 2009. Finally, the 2013 proportion represents a 7.71% increase compared to an average of the prior four year period.

Table 7. South Carolina Alcohol-Impaired Driving Fatalities

	2009	2010	2011	2012	2013	% Change: 2013 vs. 2009	% Change: 2013 vs. prior 4-yr Avg.
Fatalities	374	353	309	348	335	-10.43%	-3.18%
Pop. Rate**	8.15	7.61	6.60	7.37	7.02	-13.90%	-5.56%
Pct. of Total	41.83%	43.63%	37.32%	40.32%	43.68%	4.40%	7.11%
Pct. of Region	18.25%	18.76%	17.22%	18.53%	18.16%	-0.52%	-0.25%

**Fatality rate per 100,000 population

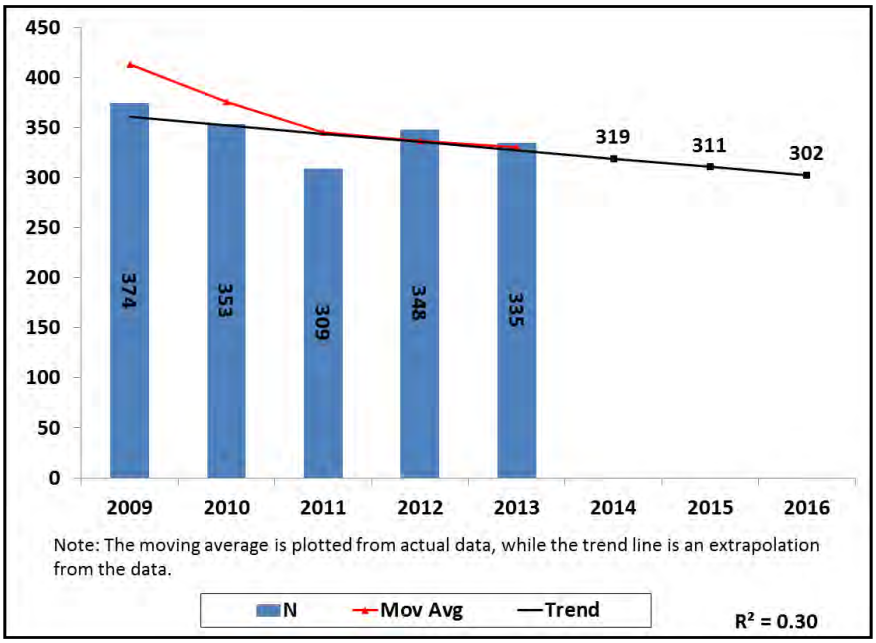


Figure 4. South Carolina Alcohol-Impaired Driving Fatalities

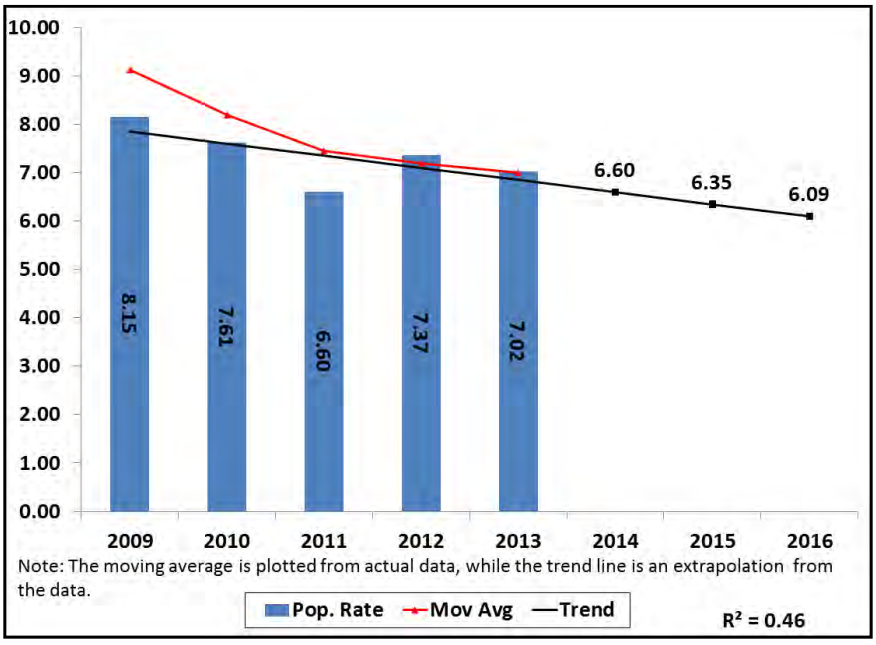


Figure 5. South Carolina Alcohol-Impaired Driving Fatalities, Population Rate

The third largest decline among these major fatality categories was in ***speed-related*** deaths. The 306 speeding-related fatalities in South Carolina in 2013 represented a slight decrease (0.08%) compared to the average of the prior four years, and a 9.20% decrease when compared to the 2009 total. The population-based fatality rate followed a similar pattern as the number of fatalities, with the highest rate in 2009 (7.34) and the lowest rate in 2011 (5.94). South Carolina's 2013 speeding-related population-based fatality rate (6.41 deaths per 100,000 population) is 2.54% lower than the 2009-2012 average (6.58) and 12.72% lower than the 2009 rate.

Table 8. South Carolina Speeding-Related Fatalities

	2009	2010	2011	2012	2013	% Change: 2013 vs. 2009	% Change: 2013 vs. prior 4-yr Avg.
Fatalities	337	288	278	322	306	-9.20%	-0.08%
Pop. Rate**	7.34	6.21	5.94	6.82	6.41	-12.72%	-2.54%
Pct. of Total	37.70%	35.60%	33.57%	37.31%	39.90%	5.84%	10.54%
Pct. of Region	20.41%	19.11%	21.24%	24.07%	22.90%	12.21%	8.54%

**Fatality rate per 100,000 population

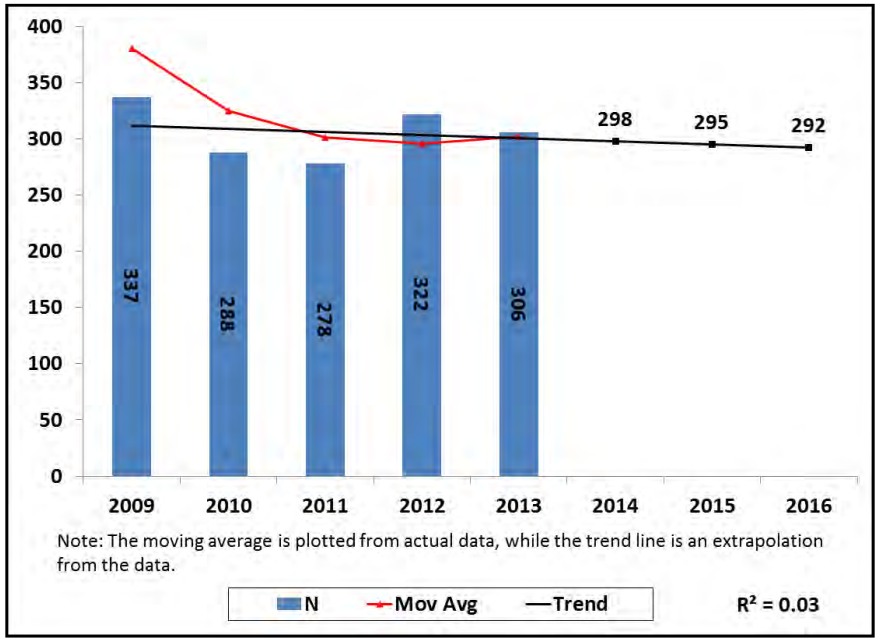


Figure 6. South Carolina Speeding-Related Fatalities

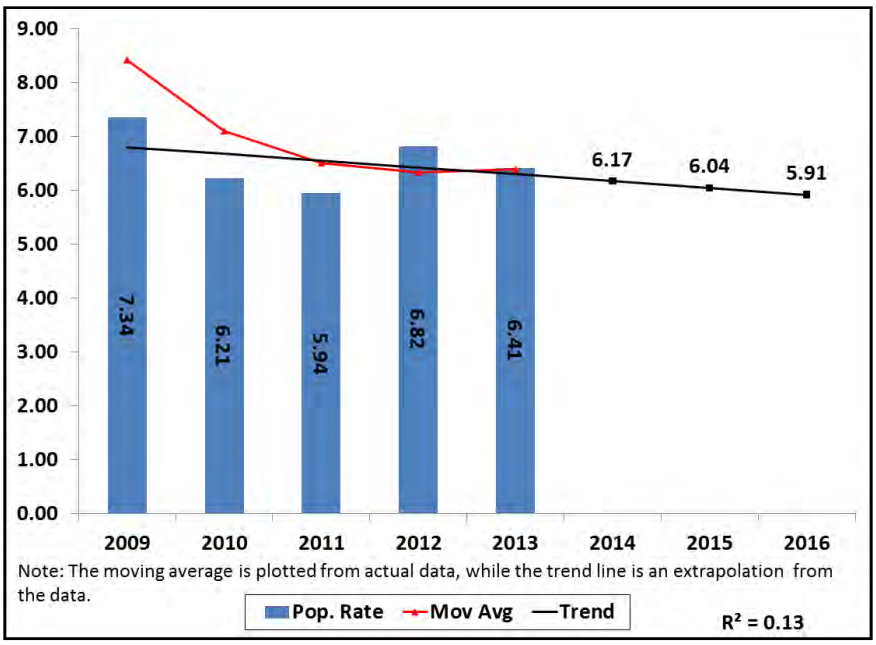


Figure 7. South Carolina Speeding-Related Fatalities, Population Rate

Mid-range Categories of Traffic Fatalities in South Carolina

Four additional fatality categories accounted for proportionately smaller numbers of deaths, each with 12% to 15% of total deaths over the five-year period. These categories (and their proportions) were ***young-driver-involved*** deaths (14%, 117 deaths annually); ***older-driver-involved*** deaths (15% of the total and about 125 deaths annually); ***motorcyclists*** (15%, 126 deaths annually); and ***pedestrians*** (12%, 103 deaths annually). Older- and young- driver-involved and pedestrian deaths all declined in 2013 as measured against a four-year average.

Two of the four mid-range traffic fatality categories experienced an overall decline in the number of deaths from 2009 to 2013. One of these categories was **young-driver involved** fatalities. The number of fatalities involving younger drivers in 2013 represented a 22.6% decrease compared to the 2009-2012 average (123), and a 31.2% decrease compared to the 2009 total. In South Carolina, the young driver-involved population-based fatality rate followed a similar pattern as the number of fatalities, with the 2013 rate (1.99 deaths per 100,000 population) representing a 24.5% decrease when compared to the prior four-year average (2.64) and a 33.8% decrease from the 2009 rate (3.01) (see **Tables 9** [page 18] and **4** [page 10]; as well as **Figures 8** [page 18] and **9** [page 19] for young driver-involved trends).

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Table 9. South Carolina Young Driver-Involved Fatalities

	2009	2010	2011	2012	2013	% Change: 2013 vs. 2009	% Change: 2013 vs. prior 4-yr Avg.
Fatalities	138	123	103	127	95	-31.16%	-22.61%
Pop. Rate*	3.01	2.65	2.20	2.69	1.99	-33.83%	-24.51%
Pct. of Total	15.44%	15.20%	12.44%	14.72%	12.39%	-19.76%	-14.38%
Pct. of Region	14.30%	12.67%	11.60%	14.35%	12.40%	-13.28%	-6.31%

* Fatality rate per 100,000 population

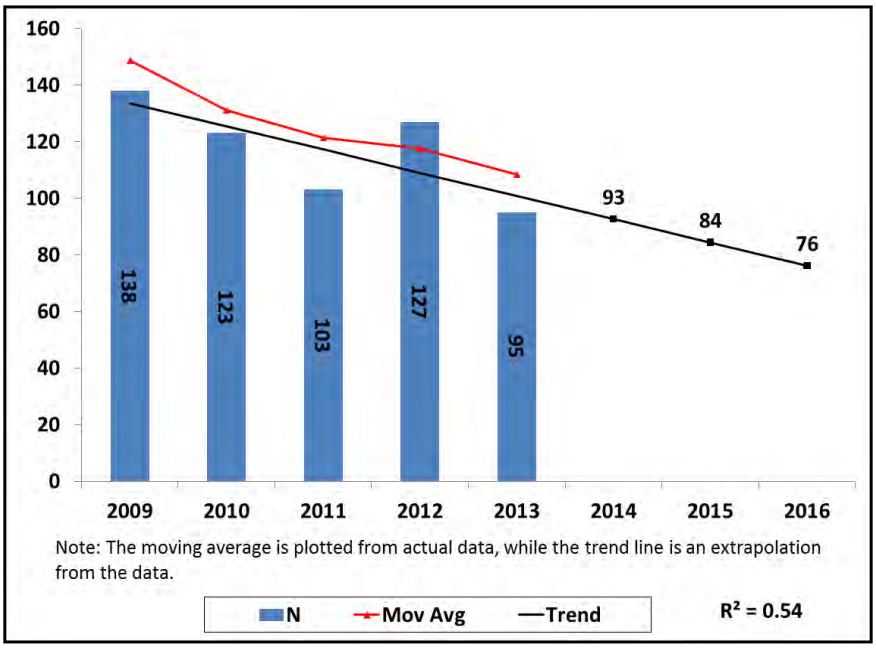

Figure 8. South Carolina Young Driver-Involved Fatalities

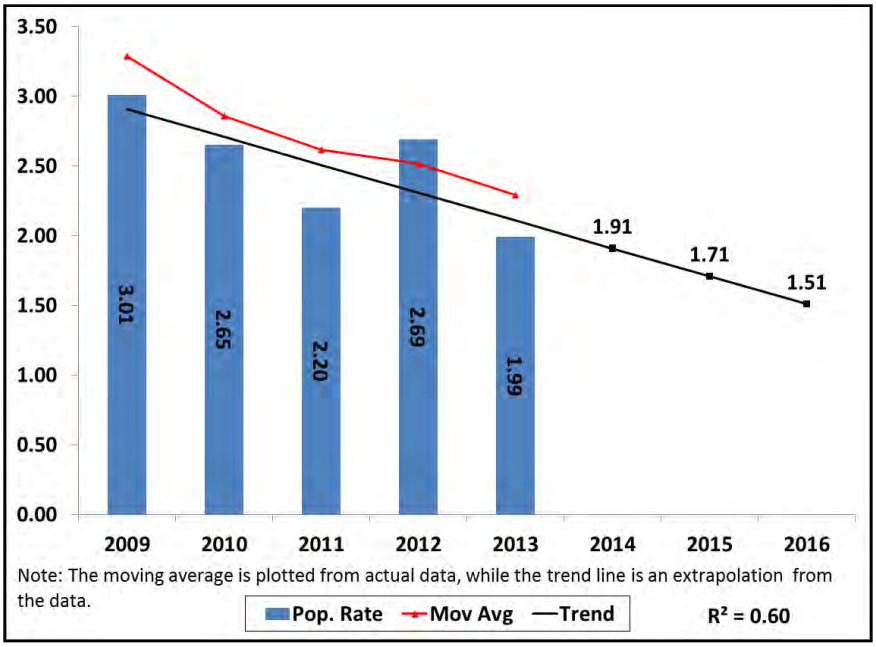

Figure 9. South Carolina Young Driver-Involved Fatalities, Population Rate

The other mid-range traffic fatality category to experience a decline in the overall number of deaths from 2009 to 2013 was ***older driver-involved fatalities***. Older-driver-involved deaths were 6.06% less frequent in 2013 than in 2009 and 1.20% less frequent than the average of the first four years. There were increases in 2010, 2011, and 2012. (See **Tables 10** [below] and **4** [page 10]; as well as **Figures 10** and **11** [page 20] for older-driver-involved trends).

Table 10. South Carolina Older Driver-Involved Fatalities

	2009	2010	2011	2012	2013	% Change: 2013 vs. 2009	% Change: 2013 vs. prior 4-yr Avg.
Fatalities	132	115	122	133	124	-6.06%	-1.20%
Pop. Rate*	2.88	2.48	2.61	2.82	2.60	-9.70%	-3.63%
Pct. of Total	14.77%	14.22%	14.73%	15.41%	16.17%	9.49%	9.30%
Pct. of Region	11.81%	9.78%	10.68%	11.41%	10.81%	-8.44%	-0.89%

* Fatality rate per 100,000 population

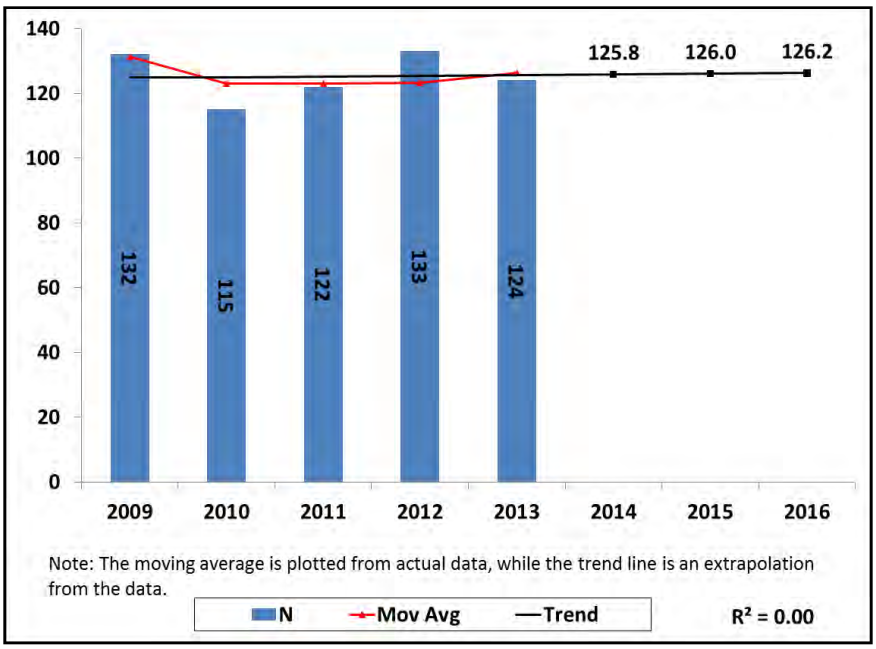

Figure 10. South Carolina Older Driver-Involved Fatalities

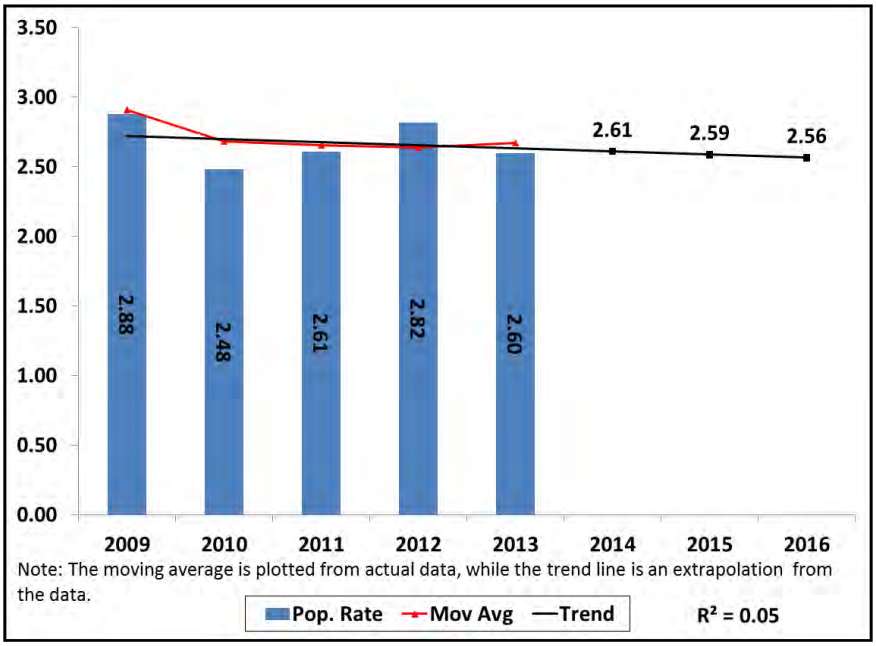

Figure 11. South Carolina Older Driver-Involved Fatalities, Population Rate

Motorcycle riders include both operators and passengers of a motorcycle. The term "motorcyclist" also includes both the operator and the passenger. **Table 11** on the following page shows that in South Carolina, the number of motorcyclist deaths increased from 2010 forward and reached its highest level in 2013. The count in 2013 (149 fatalities) represents a 23.14% increase from the average of the prior four years (121 fatalities) and a 37.96% increase from

2009. However, it should be noted that the statistical information included in these charts include moped operator deaths, as well as motorcyclist deaths. Traffic statistical data collection in the State of South Carolina distinguishes between these two categories of motorists.

Table 11. South Carolina Motorcycle Rider Fatalities

	2009	2010	2011	2012	2013	% Change: 2013 vs. 2009	% Change: 2013 vs. prior 4-yr Avg.
Fatalities	108	101	129	146	149	37.96%	23.14%
Pop. Rate*	2.43	2.23	2.81	3.15	3.18	31.03%	22.56%
Pct. of Total	12.08%	12.48%	15.58%	16.92%	19.43%	60.81%	36.23%
Pct. of Region	12.57%	11.91%	13.49%	14.48%	15.41%	22.55%	16.87%
Unhelmeted Fatalities	82	75	100	102	106	29.27%	18.11%
Pct. Unhelmeted Fatalities	75.93%	74.26%	77.52%	69.86%	71.14%	-6.30%	-4.09%

* Fatality rate per 100,000 population

Table 12 below provides data for such fatalities in Region 4. The region as a whole also saw an overall increase in motorcyclist fatalities during the five-year period, with both the number of fatalities increasing by 5.37% and the population-based fatality rate increasing by 2.86% in 2013 when compared to the respective prior four-year averages. However, 2013 showed a decrease in motorcycle fatalities as compared to the previous year. The proportion of Region 4 motorcyclist fatalities to total traffic deaths (15.60%) increased by 8.88% in 2013 as compared to the 2009-2012 average. The Region's percentage of unhelmeted fatalities declined by 3.35% versus the prior four year average. (See **Tables 12 [**below] and **4** [page 10] and **Figures 12** and **13** [page 22] for trends in motorcyclist deaths.)

Table 12. Region 4 Motorcycle Rider Fatalities

	2009	2010	2011	2012	2013	% Change: 2013 vs. 2009	% Change: 2013 vs. prior 4-yr Avg.
Fatalities	859	848	956	1008	967	12.57%	5.37%
Pop. Rate*	1.96	1.91	2.14	2.23	2.12	8.33%	2.86%
Pct. of Total	13.05%	13.26%	15.21%	15.83%	15.60%	19.47%	8.88%
Unhelmeted Fatalities	327	310	396	381	360	10.09%	1.84%
Pct. Unhelmeted Fatalities	38.1%	36.6%	41.4%	37.8%	37.2%	-2.20%	-3.35%

* Fatality rate per 100,000 population

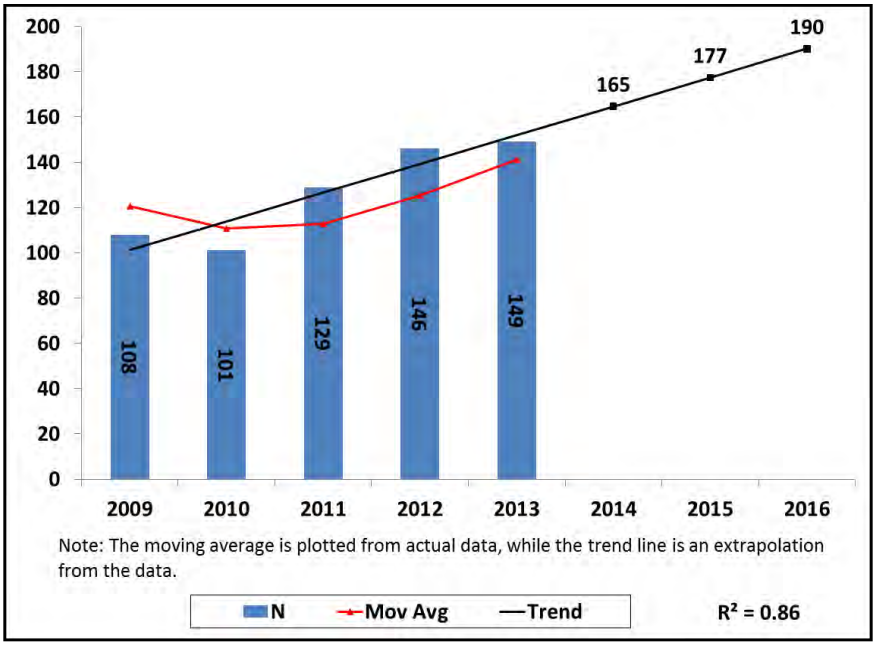

Figure 12. South Carolina Motorcycle Rider Fatalities

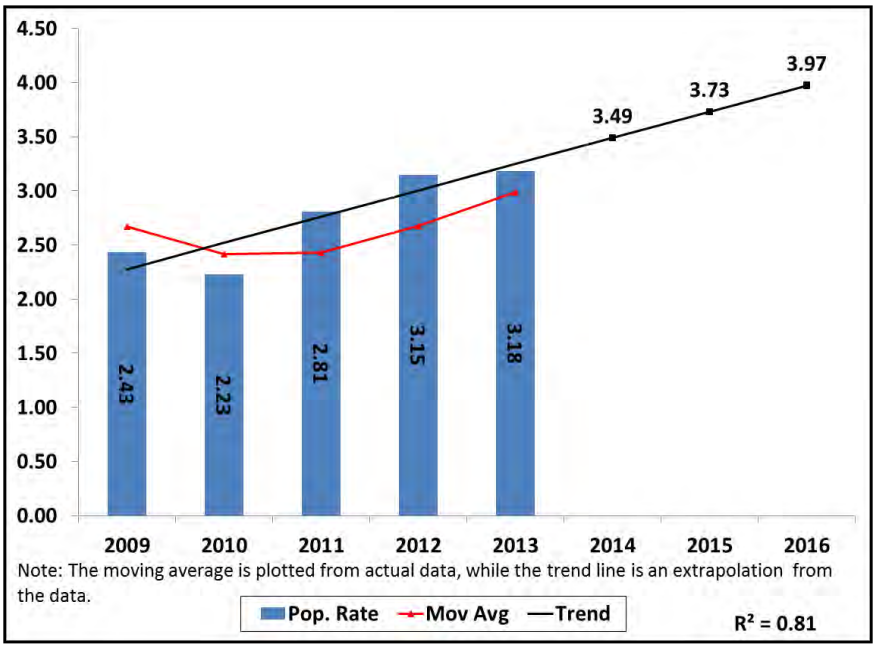

Figure 13. South Carolina Motorcycle Rider Fatalities, Population Rate

Pedestrian deaths increased from 2009 through 2012 and declined in 2013. Overall, pedestrian deaths were elevated by 12.36% when comparing 2013 with 2009 but were 3.61% lower when compared with the average of the prior four years. See **Tables 13** [below] and **4** [page 10], as well as **Figures 14** [below] and **15** [page24] for pedestrian trends.

Throughout the five years shown in **Table 13**, pedestrians accounted for, on average, 12.4% of all traffic-related deaths in South Carolina. The 2013 percentage (13.04%) represents a 6.63% increase in this index when compared to the 2009-2012 average (12.2%), and a 30.96% increase compared to the 2009 proportion.

Table 13. South Carolina Pedestrian Fatalities

	2009	2010	2011	2012	2013	% Change: 2013 vs. 2009	% Change: 2013 vs. prior 4-yr Avg.
Fatalities	89	90	113	123	100	12.36%	-3.61%
Pop. Rate*	1.94	1.94	2.41	2.60	2.09	8.01%	-5.99%
Pct. of Total	9.96%	11.12%	13.65%	14.25%	13.04%	30.96%	6.63%
Pct. of Region	10.56%	10.09%	12.67%	13.50%	10.92%	3.41%	-6.93%

* Fatality rate per 100,000 population

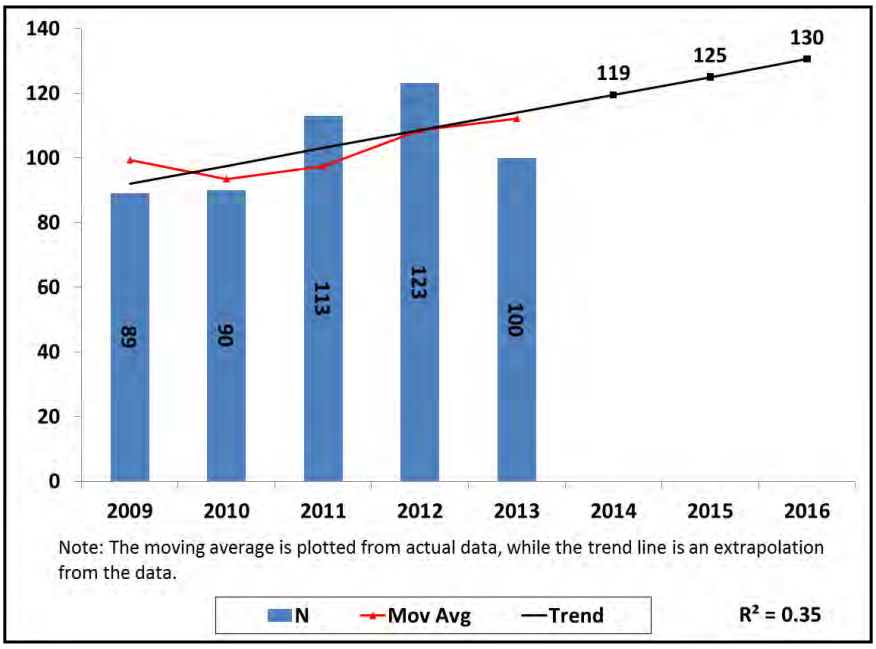

Figure 14. South Carolina Pedestrian Fatalities

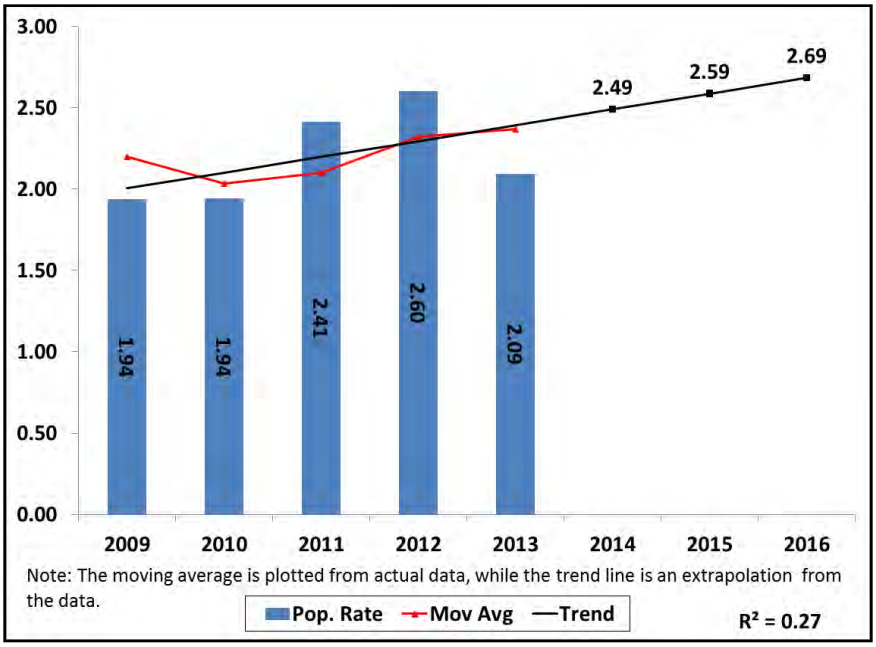

Figure 15. South Carolina Pedestrian Fatalities, Population Rate

The smallest category examined in this report was ***bicyclist deaths***, accounting for about 1.65% of all traffic-related fatalities in South Carolina over all five years (about 14 deaths annually). There was no clear pattern of change in bicyclist deaths with a high of 15 deaths in both 2011 and 2013. (See **Tables 14 [**below] and **4** [page 10] and **Figures 16** and **17** [page 25] for trends in bicyclist deaths.)

Table 14. South Carolina Bicyclist Fatalities

	2009	2010	2011	2012	2013	% Change: 2013 vs. 2009	% Change: 2013 vs. prior 4-yr Avg.
Fatalities	11	14	15	13	15	36.36%	13.21%
Pop. Rate*	0.24	0.30	0.32	0.28	0.31	31.08%	10.42%
Pct. of Total	1.23%	1.73%	1.81%	1.51%	1.96%	58.94%	25.24%
Pct. of Region	7.14%	11.20%	9.09%	7.60%	7.89%	10.53%	-8.39%

* Fatality rate per 100,000 population

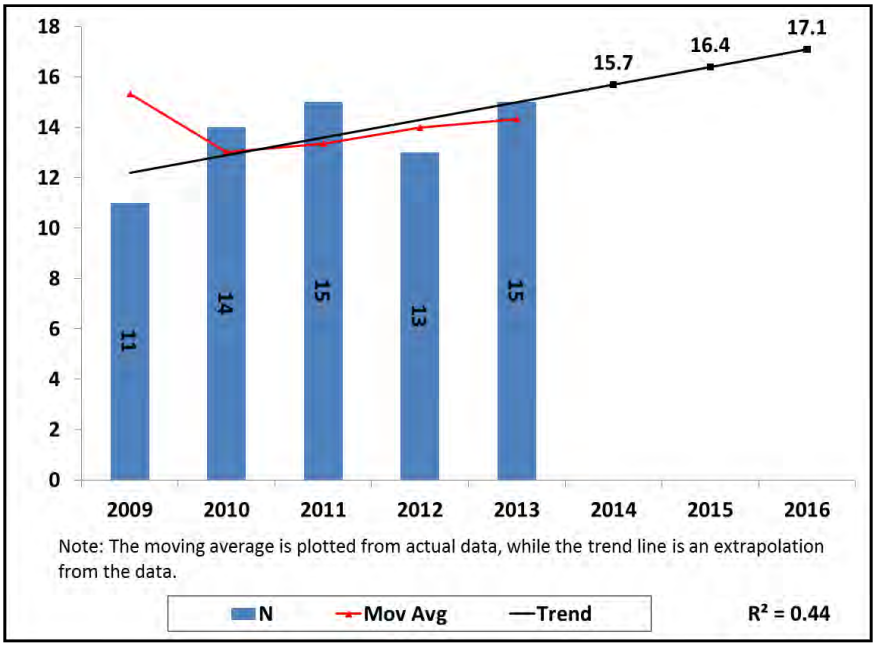

Figure 16. South Carolina Bicyclist Fatalities

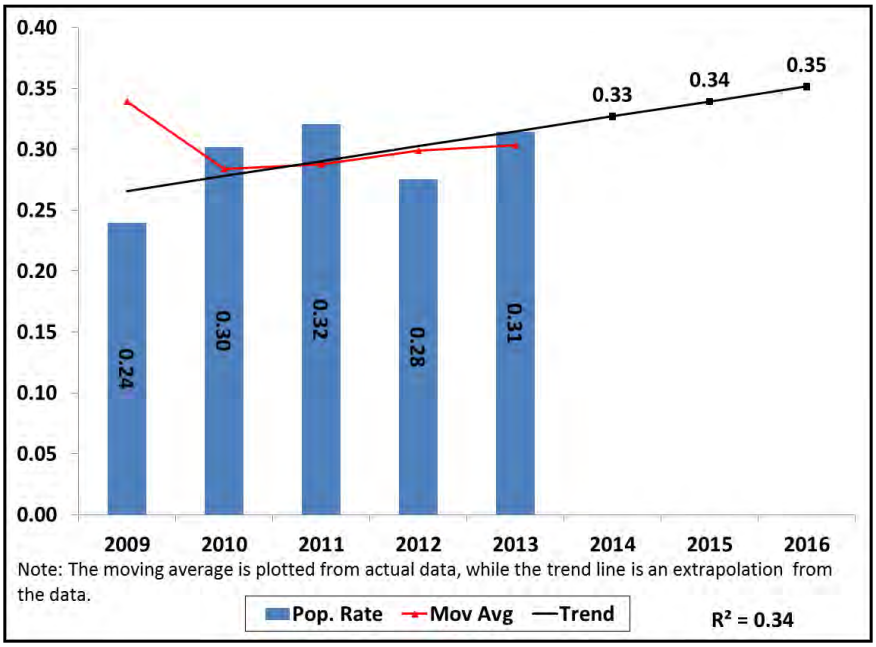

Figure 17. South Carolina Bicyclist Fatalities, Population Rate

SC Traffic Fatality Summary

Total deaths in South Carolina reached nearly 900 in 2009, dropped to nearly 800 in 2010 and averaged close to 850 in 2011 and 2012. This past year saw a significant reduction with fatalities well under 800 at 767. Overall, there was a decline of 127 deaths in comparing 2009 with 2013. It is not certain what changes in the economy or other related factors had on the more favorable results of 2013 and for this reason there is additional uncertainty whether these recent gains can be sustained or enhanced.

The largest declines from 2009 through 2013 were in *unrestrained occupant* deaths (-36.48%), passenger fatalities (-36.36%) and young driver-involved fatalities (-31.16%). Four additional categories also saw declines in traffic fatalities: Driver Fatalities; Impaired-Driving Fatalities; Speeding Fatalities; and Older-Driver-Involved Fatalities. The remaining categories experienced increases: Motorcyclists +38%; Pedestrians +12%; and Bicyclists +36%. Note that the percentages concerning bicyclists are based on very small numbers and consequently subject to substantial volatility.

Overall, there was reasonably consistent evidence of an upward pressure on motor vehicle-related deaths in most categories through 2012. The significant overall decrease in fatalities in 2013 reversed the trend in most of these categories. This is hoped to be the beginning of a trend signaling a downward trajectory of fatalities in coming years heading toward our goal of Target Zero.

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SOUTH CAROLINA TRAFFIC FATALITY DEMOGRAPHICS

Traffic Fatalities by Age and Gender

As of January 2015, information received from the South Carolina Department of Motor Vehicles (SCDMV) shows there are 3,668,378 licensed drivers (this data includes all ages) in South Carolina who operate 4,229,277 vehicles on a roadway system of over 60,000 public road miles with a land area of 30,060. The South Carolina Department of Transportation (SCDOT) maintains over 41,000 miles of these roadways. The remaining miles are maintained by local governments, private businesses, or individuals. Of these 3,668,378 licensed drivers, 1,905,722 are female and 1,762,454 are male (202 drivers had an unknown gender). Over half of the licensed drivers in South Carolina are females; however, **Table 15** on page 28 shows that from 2009 to 2013, 1,108, or 26.5%, of the 4,161 fatalities involved females, whereas the majority of the fatalities, 3,057, or 73.5%, during this five-year period were males.

There are 264,399 licensed drivers age 20 or younger which represent approximately 7% of the 3,668,378 licensed drivers in our state. **Table 9** on page 18 indicates the number of fatalities resulting from South Carolina crashes involving young drivers (between 16 and 20 years of age) during the time period 2009-2013. In 2009, there were 138 such deaths. The number of young-driver deaths decreased in 2010 to 123, before decreasing again in 2011 to 103 deaths; the decline reversed in 2012, climbing to 127, before decreasing significantly in 2013 to 95 deaths. The 95 young-driver-involved fatalities in 2013 represent 12.4% of the total fatalities (767) that occurred in 2013. Overall, these data indicate that young-driver-involved fatalities declined 31.2% from 2009 to 2013.

There are 720,215 licensed older drivers (drivers age 65 and above) which represent approximately 20% of the 3,668,378 licensed drivers in our state. **Table 10** on page 19 indicates the number of fatalities resulting from South Carolina crashes involving an older driver. There were 132 older-driver-involved deaths in South Carolina in 2009, decreasing to 115 fatalities in 2010, before increasing by 7 to 122 in 2011 and increasing to 133 in 2012. The number in 2013 (124 fatalities) represents a decrease of 1.20% compared to the prior four-year average (125.5), and a larger decrease of 6.06% compared to the count in 2009.

Table 9 on page 18 shows the number of fatalities (all ages) resulting from South Carolina crashes involving a driver between 16 and 20 years of age. This number fluctuated throughout the 2009-2013 period, ranging from a high of 138 in 2009 to a low of 95 in 2013. The number of young-driver-involved deaths in 2013 represents a 22.6% decrease compared to the 2009-2013 average (122.7), and a 31.2% decrease compared to the 2009 total (138).

Table 10 on page 19 shows that there were 132 older-driver-involved deaths in South Carolina in 2009 with this number fluctuating throughout the five-year period but ultimately decreasing to an approximate mid-point in 2013. The 2013 total (124 fatalities) represents a 1.2% decrease compared to the prior four-year average (125.7 fatalities), and a 6.06% decrease compared to the count in 2009.

As seen in **Table 15** on the following page, from 2009 through 2013, the age groups in South Carolina with the *greatest number of fatalities per 100,000 population* were those ages 21-24,

16-20, and 25-34, in order of decreasing fatality rate. The age group constituting the *highest percentage of fatalities* was the 25-34 group (18.4%), followed by those ages 45-54 (16.8%) and those ages 35-44 (15.3%). The combination of the 16-20 age group (a five-year span) and the 21-24 age group (a four-year span) accounts for 20.2% of the state's total traffic fatalities. Region 4 and the nation followed the same pattern as South Carolina, with the 25-34 age group constituting the greatest percentage of traffic fatalities during the five-year period, followed by those ages 45-54, and then those ages 35-44.

Table 15. **Fatalities by Age Group and Gender: Totals 2009-2013**

	Fatalities by Age					Fatalities by Age and Gender					
	South Carolina			Region	U.S.	South Carolina				Region % Males	U.S. % Males
	(N=4,161)	%	Pop. Rate*	(N=31,826)	(N=165,862)	Females		Males			
Age Group			Per 100k			N	%	N	%		
<5	39	0.9%	2.60	1.1%	1.2%	16	41.0%	23	59.0%	52.5%	54.2%
5-9	34	0.8%	2.32	1.0%	1.1%	17	50.0%	17	50.0%	48.5%	55.3%
10-15	66	1.6%	3.70	1.8%	2.0%	31	47.0%	35	53.0%	59.7%	58.3%
16-20	435	10.5%	25.75	9.5%	10.3%	123	28.3%	312	71.7%	69.0%	67.8%
21-24	404	9.7%	31.41	9.6%	10.1%	99	24.5%	305	75.5%	74.3%	75.1%
25-34	767	18.4%	26.14	17.0%	17.1%	166	21.6%	601	78.4%	75.2%	74.9%
35-44	635	15.3%	20.92	14.3%	13.7%	147	23.1%	488	76.9%	72.4%	73.5%
45-54	699	16.8%	21.44	16.1%	15.5%	166	23.7%	533	76.3%	74.5%	73.7%
55-64	512	12.3%	17.99	12.7%	12.3%	124	24.2%	388	75.8%	73.4%	72.8%
65-74	296	7.1%	16.57	8.2%	7.7%	98	33.1%	198	66.9%	66.4%	65.3%
75+	264	6.3%	20.39	8.5%	8.9%	116	43.9%	148	56.1%	56.4%	56.9%
Unknown	10	0.2%	N/A	0.2%	0.2%	0	0.0%	9	90.0%	67.5%	68.3%
Total	**4,161**	**100.0%**	**18.19**	**100.0%**	**100.0%**	**1,103**	**26.5%**	**3,057**	**73.5%**	**70.7%**	**70.4%**

Highlighting is to help reader identify cells with higher numbers/percentages/population rates

*Fatality rate based on intercensal estimates (2009-2011) and vintage data (2012 and 2013)

Traffic Fatalities by Race and Hispanic Origin

Table 16 on the following page details fatalities by racial/ethnic group, which is comparatively representative of the demographic population in South Carolina. To the extent that the race of the crash victims is known, 67.7%% of South Carolina's fatalities were racially White during the 2009-2013 period, compared to 68.3% of the population throughout the same years. Blacks represented 31.8% of the state's 2009-2013 fatalities and 27.9% of the state's population. Throughout the five-year period in South Carolina, Hispanics accounted for 4.1% of all traffic-related fatalities where ethnicity is known, and 5.3% of the state's population.

Table 16. Fatalities by Race and Hispanic Origin

Race/Hispanic	South Carolina 2009	2010	2011	2012	2013	Total* 2009 – 2013 SC %	Region %	U.S. %
White	599	561	567	580	494	67.7%	N/A	N/A
Black	291	246	257	276	247	31.8%	N/A	N/A
Other	4	2	4	6	5	0.5%	N/A	N/A
Hispanic	44	38	44	24	21	4.1%	N/A	N/A
Total* Race Known	**894**	**809**	**828**	**862**	**746**	**100.00%***	**N/A**	**N/A**

*Hispanic is an ethnic, not racial, designation. Because a Hispanic fatality may be of any race, or may not have had their race recorded, Hispanic fatalities do not contribute to the "Total Race Known" calculation.

N/A: Not available.

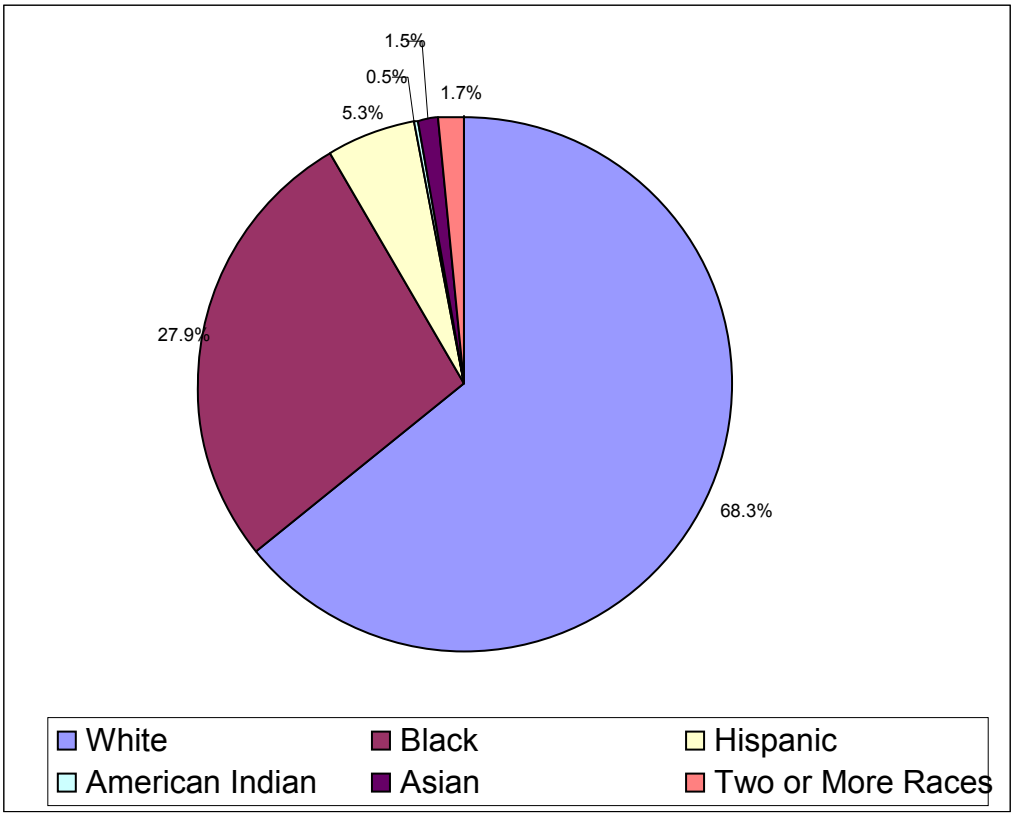


Figure 18 – SC Demographic Data-Source: US Census Bureau 2013

The United States Census Bureau in 2010 identified South Carolina's population at 4,625,364. The Census Bureau estimated that in 2014, the population would increase to 4,832,482, or 4.5%. As indicated in **Figure 18** on the previous page, the largest South Carolina racial/ethnic groups are White (68.3%) followed by Black (27.9%) and Hispanic (5.3%). From 2009-2013, the median household income of South Carolina residents was $44,779. However, 18.1% of South Carolina residents live in poverty.

Target Zero Initiative

The data presented above and the strong commitment of the Governor's Representative in South Carolina, the Director of the SC Department of Public Safety, has assisted the state in moving toward the adoption of Target Zero as its main goal in terms of traffic-related deaths. Thus, the state is gearing its highway safety efforts toward eliminating traffic fatalities rather than merely reducing them. During the last decade, several states have adopted a variety of enforcement and educational strategies with a view toward eliminating traffic fatalities on their respective roadways. This is a radical departure from the traditional goal-setting approaches adopted by states in efforts to simply reduce traffic fatalities. Though obviously not achievable overnight, the goal of zero fatalities is a noble goal and the only legitimate way to look at the issue of highway traffic fatalities in our state. The SC Department of Public Safety (SCDPS), under the leadership of Director Leroy Smith, has decided to adopt this strategy as the only legitimate way of continuing to drive down traffic fatalities in our state. During FFY 2016, "Target Zero, A Goal We Can All Live With" will continue to be incorporated into various data-driven performance strategies to move toward eliminating traffic deaths in South Carolina.

In May 2014, the SC Department of Public Safety, with the assistance of its agency contractor, Fisher Communications, developed a six-and-a-half minute video presentation relative to "Target Zero." The video was modeled after presentations prepared in other states and utilized a person-on-the-street format interviewing citizens at various recognizable venues all over the state and asking them a series of questions, including "How many traffic fatalities were there in the US last year?"; "What are the leading causes of traffic fatalities?"; "What is a reasonable goal for the reduction of traffic fatalities in SC?"; and "What is a reasonable goal for the number of traffic fatalities in your family?" The purpose of the video was to allow people interviewed to slowly come to the realization that the only legitimate goal is zero traffic fatalities, and if this is an appropriate goal for an individual's family, then it is the appropriate goal for everyone's family. The video went on to explain the "Target Zero" rationale to those interviewed and asked them how they felt about the rationale. The video concluded with those interviewed looking into the camera and saying, "I support 'Target Zero' in South Carolina." The video will be edited into four 60-second spots using the same format and concentrating on specific areas of the state. These spots will be aired, once appropriate funding is identified, in these respective areas of the state focusing on the state's four major media markets. The long version of the video is being used through social media outlets and is available on the SC Department of Public Safety's website (https://www.youtube.com/watch?v=re7aXvciMN8&feature=youtu.be).

Priority Areas

FFY 2016 priority areas for the Highway Safety Plan will focus on the following:

Impaired Driving Countermeasures: The enforcement, adjudication, education, and systematic improvements necessary to impact impaired and drugged driving. This includes programs focusing on youth alcohol traffic safety issues.

Occupant Protection: The development and implementation of programs designed to increase usage of safety belts among all age groups and proper usage of child restraints.

Police Traffic Services/Speed Enforcement: The development or enhancement of traffic enforcement programs necessary to directly impact traffic crashes, fatalities, and injuries. Speeding programs are a priority; however, these programs should also include attention to DUI enforcement and occupant protection. Priority will be given to projects with integrated enforcement strategies to effectively combat impaired driving and other aggressive driving behaviors such as speeding.

Motorcycle Safety: The development and implementation of programs to reduce the frequency of involvement of motorcycles in traffic collisions and to reduce the number of motorcycle-related crash injuries and fatalities. FARS data includes moped data; however, state data relative to motorcycle statistics does not.

Traffic Records (Statewide Emphasis): The continued development and implementation of programs designed to enhance the collection, analysis, and dissemination of collision, citation, and public contact data, increasing the capability for identifying and alleviating highway safety problems.

Young Drivers: Components of grant proposals may also include efforts to educate and improve the driving skills, attitudes, and behaviors of young drivers, ages 15-24. The state has not received project proposals requesting funding to target young driver behavior; however, campaigns, particularly *Sober or Slammer!*, focus on young drivers ages 21-34. The OHSJP will utilize paid advertising of highway safety messages at high school sports venues in the state, to include advertising on printed tickets for sporting and other special events, as well as public address announcements and program advertising.

Other Vulnerable Roadway Users

Pedestrian Safety: The development, implementation and evaluation of educational and enforcement programs that will enhance pedestrian safety, thus reducing the occurrence of pedestrian involvement in automobile crashes and the number of pedestrian fatalities occurring as a result of automobile collisions.

Bicycle Safety: The development, implementation, and evaluation of educational and enforcement programs that will enhance bicycle safety, thus reducing the occurrence of bicycle involvement in automobile crashes and the number of bicycle fatalities occurring as a result of

automobile collisions. The continuation of a statewide billboard campaign to increase public awareness of vulnerable roadway user safety issues in the state.

Moped Rider Safety: The development, implementation and evaluation of educational and enforcement programs that will enhance moped rider safety, thus reducing the occurrence of moped involvement in automobile crashes and the number of moped operator fatalities occurring as a result of automobile collisions. The continuation of a statewide billboard campaign to increase public awareness of other vulnerable roadway user safety issues in the state.

HIGHWAY SAFETY PLANNING PROCESS

As defined in the CFR 23 (1200.11), each year the state's Highway Safety Plan must include the planning process utilized by the highway safety office to obtain its source data and the processes used to identify the state's specific highway safety problems. The state must also describe highway safety performance measures, define performance targets, and develop/select evidence-based countermeasure strategies and projects to address traffic safety problems and achieve its performance targets. The state must also define the efforts used to coordinate data collection and information systems with the state's Strategic Highway Safety Plan and the outcomes from this coordination.

The state receives significant input from its Traffic Records Coordinating Committee (TRCC), which is composed of members from the SC Department of Public Safety (SCDPS), the SC Department of Transportation (SCDOT), the SC Department of Motor Vehicles (SCDMV), the SC Judicial Department (SCJD), and the SC Department of Health and Environmental Control (SCDHEC), as well as local law enforcement, in the continuous upgrading of its traffic records and data collection systems. The TRCC annually updates the state's Traffic Records Strategic Plan, which is recommended by the TRCC Working Group and approved by the TRCC Executive Group. Projects contained in the TRSP are also included in this document. The countermeasure strategies identified in this plan are performance-based and were developed with significant input from the Statistical Analysis Center, which is housed within the Office of Highway Safety and Justice Programs (OHSJP), as well as with input from a variety of councils/task forces maintained and/or participated in by the SCDPS.

The OHSJP receives input from its Motorcycle Safety Task Force, which is composed of members from SCDPS, SCDOT, the SC Technical College System, AARP, motorcycle advocacy groups, SCDMV and state and local law enforcement, in regards to its planned motorcycle safety activities for the upcoming year.

In addition, the OHSJP receives significant input from the SC Impaired Driving Prevention Council (SCIDPC), which is a multi-agency, multi-disciplinary task force, seeking to utilize a variety of approaches in attacking the DUI problem in the state and is made up of representatives from law enforcement, the criminal justice system (prosecution, adjudication and probation), driver licensing, treatment and rehabilitation, ignition interlock program, data and traffic records, public health, and communication. The OHSJP develops an Impaired Driving Countermeasures Plan annually that is approved by the SCIDPC. Activities and strategies contained in the Plan are

also contained in the HSP. The SCIDPC is composed of representatives from the following agencies (please note primary agency function(s) indicated by each listed agency):

Office of the Governor – administration, advisory;
SCDPS – law enforcement, communication, data/traffic records;
SCDOT – data/traffic records
SCDMV – driver licensing, data/traffic records, ignition interlock device program
SC Department of Corrections (SCDC) – criminal justice
SC Dept. of Alcohol and Other Drug Abuse Services (SCDAODAS) – treatment/rehabilitation/prevention, data
SC Legislature – administration, legislation
SC Department of Insurance (SCDOI) – data
SC Commission on Prosecution Coordination (SCCPC) – prosecution
SC Solicitors Association (SCSoA) – prosecution
SC Dept. of Probation, Parole and Pardon Services (SCDPPPS) – criminal justice, ignition interlock device program
SC Criminal Justice Academy (SCCJA) – law enforcement training
SC State Law Enforcement Division (SLED) – law enforcement
SC Department of Education (SCDOE) – education
SC Judicial Department (SCJD) – criminal justice, adjudication
SC Attorney General's Office (SCAGO) – criminal justice
SC Sheriffs' Association (SCSA) – law enforcement
SC Law Enforcement Officers' Association (SCLEOA) - law enforcement
SC Summary Court Judges' Association (SCSCJA) – criminal justice, adjudication
SC Campus Law Enforcement Association (SCCLEA) – law enforcement
SC Coroners' Association (SCCA) – public health, criminal justice
SC Trucking Association (SCTA) – administration, advisory
Behavioral Health Services Association (BHSA) – public health, treatment/rehabilitation
SC Victims Assistance Network (SCVAN) – advocacy, victim services
SC Mothers Against Drunk Driving (SCMADD) – advocacy, victim services
Families of Highway Fatalities (FHF) – advocacy, victim services
State Office of Victim Assistance (SOVA) – advocacy, victim assistance
American College of Emergency Physicians (ACEP) – public health
Primary Care Physician Association (PCPA) – public health
American Automobile Association (AAA) – administration, data, advocacy
Safety Council of South Carolina (SC Chapter of National Safety Council) – advocacy, data
SC Restaurant and Lodging Association (SCRLA) – administration, business/industry
Federal Highway Administration (FHWA) – advisory
National Highway Traffic Safety Administration (NHTSA) – advisory
Federal Motor Carrier Safety Administration (FMCSA) - advisory

Data Sources and Processes

OHSJP's Statistical Analysis Center collects and analyzes information concerning traffic collisions on South Carolina's roadways. OHSJP statisticians perform analysis on traffic data to determine when and where collisions are occurring, the demographics involved in collisions, and the specific causes of collisions. This information is presented to OHSJP staff to be used for the

planning and implementing of appropriate countermeasures (e.g., enforcement and education initiatives) and program development efforts to help reduce traffic collisions, injuries, and fatalities. The Statistical Analysis Center also houses staff who perform data entry services. Specifically, several fields of information from completed traffic collision reports are input by operators into the Traffic Collision Master File. Responsibilities of this section are far-ranging and encompass programming, consultation, descriptive analysis, inferential statistical analysis, report preparation, etc. The current databases maintained and used for statistical analysis are detailed below:

Traffic Collision Master File

Traffic collisions that occur in South Carolina and are investigated by law enforcement agencies are reported to the SCDPS on the Traffic Collision Report Form (TR-310), which is designed and printed by the OHSJP. Data from the TR-310 is either electronically reported or entered by data entry staff into the Traffic Records Master File. Data entered into the Traffic Records Master File are retrieved by OHSJP statisticians and used for performing statistical studies for various users, including law enforcement agencies, governmental units, attorneys, engineers, media representatives, and private users. These studies, conducted upon written request, are primarily descriptive in nature and focus on a specific traffic collision topic ranging from collisions at a specific intersection or section of roadway, to collisions during specific months in selected counties, to rankings of specific intersections in a county or jurisdiction.

South Carolina Traffic Fatality Register

The OHSJP maintains the Traffic Fatality Register as an up-to-date preliminary process of counting traffic fatalities. Comparisons with previous years through the same date are required as an ongoing assessment of traffic safety programs. Data for this file are received through the Highway Patrol Communications Office and TR-310s received from all investigative agencies. The Traffic Fatality Register is used on a daily basis to record the latest available information concerning persons who die in traffic collisions in South Carolina, including passengers, pedestrians, pedal-cyclists, etc. Through the Traffic Fatality Register, a report is generated on a daily basis and distributed to highway safety committees and program stakeholders, as well as community and constituent groups. The SCDOT, SLED, SCCJA, NHTSA Region 4 office and local law enforcement agencies are among the recipients of this critical fatality and seat belt use data distributed through our Statistical Analysis Center.

Fatality Analysis Reporting System (FARS)

FARS was established in the 1970s as a uniform system for gathering information on fatal traffic collisions in the United States. The data collected is used by a large number of organizations in government, academia and private industry to analyze a wide variety of traffic safety issues. FARS collects uniform data from each of the 50 states plus the District of Columbia and Puerto Rico. Participation is required and consists of gathering and transmitting fatal collision information to a central data center in Washington, D.C. Currently, data transmittal is performed in each state by means of a personal computer linked, via telephone lines with modems (MDE System), to the headquarters in Washington.

SAFETYNET

SAFETYNET is an automated information management system designed to support Federal and State Motor Carrier Safety Programs, by allowing monitoring of the safety performance of Interstate and Intrastate commercial motor carriers. OHSJP and the State Transport Police collaborate in maintaining this data. OHSJP uses the crash data from the Traffic Collision Master File to upload information regarding commercial vehicle activity. Data is uploaded weekly to the Motor Carrier Management Information Systems (MCMIS) to the carrier's profile nationwide.

South Carolina Collision and Ticket Tracking System (SCCATTS)

The South Carolina Collision and Ticket Tracking System (SCCATTS) is a collaborative effort among several SCDPS divisions and various external agencies created to address the shortcomings of a system that predominantly generated and processed traffic collision reports and traffic citations manually. The goal of SCCATTS is to enhance highway safety through the timely collection/analysis of, and response to, pertinent data.

HIGHWAY SAFETY PLANNING CYCLE

The diagram below illustrates graphically South Carolina's process cycle for developing the annual Highway Safety Plan.

Highway Safety Planning Process and Development

September-October

Problem ID Meeting/Discuss Priority Projects

Project Development

Funding Guidelines Preparation

Conduct Project Management Workshop

November

Funding Guidelines Preparation

Distribute Funding Guidelines/Solicitation Information

December

Conduct Funding Guidelines Workshop

Open Grants Management Information System (GMIS) for Application Submissions

Complete Internal Grant Applications

Prepare/Forward Annual Report for/to NHTSA

January

OHSJP Management Review of Internal Grant Applications/Budgets

February-March

External Grant Applications (*Due first Friday in February*)

Review Grant Applications and Prepare Summaries and Recommendations Document (*Summary of Grant Applications Received and OHSJP Recommendations for Approval or Denial of Projects*)

April

Enter Grant Budgets into the Grants Management Information System (GMIS)

May

SC Public Safety Coordinating Council Meeting (*Approval of Grant Projects*)

Prepare Highway Safety Plan (HSP)

June

Submit Highway Safety Plan to NHTSA

Problem I.D. Preparation/Planning

July/August

Project Management Workshop Preparation

Prepare Grant Awards

FFY 2016 Process to Identify South Carolina's Highway Safety Problems

Phase 1

The FFY 2016 Problem Identification process began with a Statewide Statistical Overview conducted by the Statistical Analysis Center housed within the Office of Highway Safety and Justice Programs (OHSJP) to give a picture of the highway safety problems in general in the State of South Carolina. The overview included an identification of problem or priority counties in the state regarding traffic safety issues and concerns and was presented to OHSJP Management staff and Program Area Managers. A general discussion of targeted problem areas and identification of priority areas for funding followed. The analysis utilized evidence-based traffic crash data over a five-year period showing all counties in the State of South Carolina in six statistical categories regarding fatal and severe-injury crashes (number DUI-related, percentage DUI-related, number speed-related, percentage speed-related, number alcohol- and/or speed-related, and percentage alcohol- and/or speed-related). Additional data was provided in terms of occupant protection statistics, such as statewide safety belt use, child passenger safety seat use, and unbelted occupant traffic fatalities. Information was also provided regarding traffic statistics for vulnerable roadway users (motorcyclists, moped riders, pedestrians, and bicyclists). Priority areas for highway safety initiatives for FFY 2016 were tentatively adopted as Impaired Driving Countermeasures; Occupant Protection; Police Traffic Services/Speed Enforcement; and Traffic Records (Statewide Emphasis). Other priority areas for consideration involved vulnerable roadway users and young drivers.

Phase 2

OHSJP management staff met on several occasions to determine funding priorities (programmatic and geographic) and develop a plan for project development for FFY 2016. During these meetings, OHSJP staff identified areas of the state where highway safety problems exist that are void of grant-funded projects or other efforts to reduce crashes and fatalities. The project development plan included, based on an estimate of federal funds being available in FFY 2016, soliciting quality grant applications from entities in those geographic areas where the greatest highway safety problems exist and for the type of projects that are likely to have the most impact.

It was the consensus of the OHSJP staff, based on the meetings outlined above and the review of evidence-based statewide statistical data and project development ideas and efforts, that certain types of projects were strategic to achieving the proposed performance measures by reducing the state's mileage death rate and the number of injury crashes. While project applications were considered from all nationally and state-identified program areas, the group recommended that projects considered strategic and evidence-based in reducing the number of traffic injuries and deaths on South Carolina's streets and highways be given priority consideration.

SOUTH CAROLINA PERFORMANCE MEASURES

Listed in **Table 17** on page 40 are South Carolina's Highway Safety Performance Measures which are consistent with the performance measures developed by USDOT in collaboration with the Governor's Highway Safety Association. 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 HSP document. These performance targets will allow the OHSJP to track the state's progress toward meeting each target from a specific baseline.

Justification for Performance Targets

A description of the traffic safety performance measures, corresponding goals with established performance targets, justification for the targets, and grant projects selected for South Carolina's FFY 2016 Highway Safety Plan are individually referenced by program area throughout this document. Grant projects identified for funding in this plan will be implemented through local and statewide traffic safety enforcement programs that are proven to be effective in preventing traffic violations, crashes, injuries, and fatalities in areas of South Carolina most at risk for such incidents.

PROCESS FOR SETTING TARGETS IN THE HSP

When setting targets in the HSP for the core performance measures, SC Statistical Analysis Center statisticians performed an extensive analysis of the data related to each measure. South Carolina utilized a seven-data-point graphical analysis with a five-year rolling average for all but one of the performance measures. The exception was the seatbelt use rate performance measure, which utilizes a year-to-year analysis. For all the measures, after the data points were plotted and the graphs were created, a trend line was added that could be used to predict future values. The trend lines were based on linear and non-linear equations with R-squared (best fit measure) values, the three-year predicted trend being feasible, and 2014 state preliminary data.

The statisticians then performed additional data analyses, often examining the data on an annual basis to determine the percent change from year to year. If, for example, the five-year moving average displayed a general downward trend for the total number of fatalities, but an examination of the fatality count by year revealed a significant increase in fatalities from 2011 to 2012 and 2012 to 2013 (state preliminary data), the target value from the trend line equation may have proven unfeasible. When this occurred, the statisticians, after consultation with other OHSJP staff, would adjust the target value based on additional data analyses and examination of Highway Safety projects, proposed countermeasures, and other factors unique to South Carolina which could impact the possibility of reaching a lofty target based solely on trend line data. Unique factors examined include vehicle miles traveled, population changes, economic impact, legislative roadblocks, cultural dynamics, and policy issues. South Carolina used a variety of models as part of its trend analyses. Graphical models such as linear, logarithmic, and polynomial were used to determine a best fit, often depending on the normality of data for each

performance measure. For example, a linear trend for the total number of fatalities may not have been the best fit due to the large and often unpredictable fluctuation in this figure from year to year.

Performance Targets (Annual Goals)

Annual Goals are individually listed and referenced by program area throughout the Highway Safety Plan.

Table 17. South Carolina Highway Safety Plan Performance Measures and Goals

NHTSA Core Measures		2003-2007	2004-2008	2005-2009	2006-2010	2007-2011	2008-2012	2009-2013	2016 Goal	
C-1	Traffic Fatalities	1046	1037	1006	949	906	863	832	744	-10.6%
C-2	Serious Injuries	4155	4012	3860	3722	3556	3415	3365	3100	-7.9%
C-3	Fatalities/VMT	2.10	2.07	2.01	1.90	1.83	1.76	1.70	1.49	-12.4%
	Rural	3.40	3.56	3.73	3.46	3.32	3.20	3.00	2.55	-15.0%
	Urban	0.60	0.51	0.34	0.40	0.39	0.40	0.48	0.44	-8.3%
C-4	Unrestrained Passenger Vehicle Occupants	514	498	458	411	371	335	301	235	-21.9%
C-5	Alcohol Impaired Driving Fatalities	415	417	419	402	380	357	345.0	275	-20.3%
C-6	Speed Related Fatalities	445	433	408	370	341	315	306	290	-5.2%
C-7	MC Fatalities	105	112	116	115	118	121	127	110	-13.4%
C-8	Unhelmeted MC Fatalities	79	84	86	85	89	90	93	92	-1.1%
C-9	Driver Age 20 or Younger Inv in Fatal Crashes	168	161	154	142	131	122	114	95	-16.7%
C-10	Pedestrian Fatalities	100	104	105	103	100	103	103	95	-7.8%
Additional State Measures										
C-11	Bicyclist Fatalities	17	18	16	15	15	13	14	14	0.0%
C-12	Moped Fatalities	6	8	11	13	17	22	25	20	-20.0%

A-1	Number Seatbelt Citations*	Unavail.	Unavail.	Unavail.	151,290	195,240	238,775	239,429	231,485
A-2	Number Impaired Driving Arrests*	Unavail.	Unavail.	Unavail.	15,243	19,681	24,357	25,137	24,906
A-3	Number Speeding Citations*	Unavail.	Unavail.	Unavail.	297,964	359,867	434,068	427,708	411,676

Annual Tracking		2009	2010	2011	2012	2013	2014	2016	
B-1	Observed Seatbelt Use	81.5%	85.4%	86.0%	90.5%	91.7%	90.0%	92.0%	2 percentage pts. fr 2014 baseline

PROCESS FOR DEVELOPING AND SELECTING EVIDENCE-BASED COUNTERMEASURES AND PROJECTS

Development of the Funding Guidelines

With the completion of the Problem Identification process, staff developed the *2016 Highway Safety Funding Guidelines*. This document set guidelines for the submission of grant applications for highway safety funding in accordance with the priorities established through the problem identification process and basic federal requirements of the Section 402 program. Under the new performance-based process, the guidelines stipulated that "Applicants who do not demonstrate a traffic safety problem/need will not be considered for funding." In order to place funding where the problems exist, the Guidelines further specified that "Priority consideration will be given to applicants proposing major alcohol countermeasures, motorcycle safety, occupant protection, pedestrian safety, speed enforcement, and traffic records programs within the counties identified previously as having the highest numbers and percentages of alcohol and/or speed-related traffic collisions, deaths, and injuries during the last three years." The guidelines (1) described the highway safety problems identified by OHSJP staff; (2) discussed the types of projects desired and for which priority would be given based on the problem identification process; (3) described allowable and unallowable activities/program costs; (4) discussed the areas eligible for funding; (5) provided the criteria by which applications would be reviewed and evaluated; (6) gave a checklist for completion of the grant application; (7) discussed the responsibilities of funded applicants; and (8) gave specific requirements for various types of applications submitted under the various program areas.

Solicitation Process

Once the guidelines were completed, a flyer was mailed in November 2014 to more than 250 state and local law enforcement agencies, state agencies, school districts, Project Directors of current grant projects, coroners, and Safe Kids coalitions within the state referring them to the Office of Highway Safety and Justice Programs web-site at www.scdps.gov. The web site contained the complete Funding Guidelines document, as well as a link to the online Highway Safety Grant application through the Grants Management Information System (GMIS), and instructions for the preparation of the grant application document. The application deadline was Friday, February 6, 2015, at 5:00 p.m.

Workshops for Potential Applicants

A Funding Guidelines workshop was held in Columbia on December 3, 2014, at the CSC Auditorium on the campus of the SC Department of Public Safety's headquarters site with more than 84 individuals in attendance. During the workshop, attendees were provided with an explanation of the highway safety problem in South Carolina; a description of the various program areas eligible for funding; an explanation of allowable costs; a description of the types of projects for which priority consideration would be given; a description of the criteria by which applications would be reviewed; specific instructions on the proper completion of the grant application; and a presentation on how to write a winning grant proposal. Additionally, the

workshop included a complete overview of the online grant application and instructions on how to complete and submit the application. Meeting participants came from across the state and represented all sectors of the highway safety community (engineering, education, enforcement, EMS, etc.). Participants were informed that three sample, completed grant applications would be available on the SCDPS website to assist in the preparation of their applications.

Highway Safety Strategies and Projects

Each countermeasure strategy and project South Carolina plans to implement to reach the performance targets is described utilizing Section 402 and Section 405 funding streams during the FFY 2016 grant year. The systematic data collection and analysis used in the project selection process supports the successful implementation of an evidence-based traffic safety program in this state.

Strategies for Project Selection

The deadline for Highway Safety grant applications for FFY 2016 funding was Friday, February 6, 2015, at 5:00 p.m. Grant applications moved through a multi-stage review process. The first stage of the review process involved the Grants Administration Manager, Planning and Evaluation Coordinator, Program Managers, and Senior Accountant for the Office of Highway Safety and Justice Programs reviewing and discussing the applications submitted by the due date and time. A second stage of the review process involved additional meetings to discuss grant applications in detail. Applications for continued and new highway safety activities received from state agencies, political subdivisions, and private, non-profit organizations were reviewed at both stages in accordance with the review criteria listed below:

1. The degree to which the proposal addressed a nationally or state-identified problem area. Primary consideration was granted to those projects which addressed major impaired driving countermeasures, occupant protection, speed enforcement, and traffic records programs within the counties identified previously as having the highest numbers and percentages of alcohol and/or speed-related traffic collisions, deaths, and injuries during the last three years.

2. The extent to which the proposal met the published criteria within the specific emphasis area.

3. The degree to which the subgrantee identified, analyzed, and comprehended the local or state problems. Applicants who did not demonstrate a traffic safety problem/need were not recommended for funding.

4. The extent to which the proposal sought to provide a realistic and comprehensive approach toward problem solution, including documenting coordination with local and state agencies necessary for successful implementation.

5. The assignment of specific and measurable objectives with performance indicators capable of assessing project activity.

6. The extent to which the estimated cost justified the anticipated results.

7. The ability of the proposed efforts to generate additional identifiable highway safety activity in the program area; the ability of the applicant to become self-sufficient and to continue project efforts once federal funds are no longer available.

8. The ability of the applicant to successfully implement the project based on the experience of the agency in implementing similar projects and the capability of the agency to provide necessary administrative support to the project. For continuation projects, the quality of work and the responsiveness to grant requirements demonstrated in past funding years, current or past grant performance, results of past monitoring visits, and the timeliness and thoroughness of required reports were all given consideration.

The first segment of the staffing allowed OHSJP staff to review the application against established criteria and determine the written quality of the grant application. Individual proposals were discussed based on supplemental considerations, such as current or past grant performance; success in attaining self-sufficiency (if a past subgrantee); likelihood of project to significantly reduce crashes, injuries, and fatalities; multi-jurisdictional nature of the project; letters of support from interested parties; and other factors which could affect funding consideration. Once all reviewers had completed their individual reviews, a multi-day staffing review was established.

A formal process for discussion of every application was implemented. The presenting Program Manager first outlined the highway safety problem identified in the application and discussed the approach proposed to resolve the problem. At the close of the discussion and/or information gathering, a vote of all reviewers was taken as to whether to recommend denial or approval.

The second stage of the grant review process was based on discussions among the Grants Administration Manager, Assistant Director, and Director of the OHSJP to reach a general consensus on each of the grant applications. Upon the conclusion of the two stages of staffing meetings, the third portion of the review process began. Ranking priority for projects recommended for funding was given to (1) ongoing grant applications for the overall management and administration of the Highway Safety grant program; (2) continuation grant applications; (3) new grant applications located in priority counties or addressing one of the Funding Guidelines priority areas; and (4) new grant applications which demonstrated a highway safety problem and were located outside priority counties.

Coordination of the Highway Safety Plan and the Strategic Highway Safety Plan

South Carolina completed the update of its Strategic Highway Safety Plan (SHSP) in March 2015. The updated plan, titled *"Target Zero"* (http://www.scdps.gov/docs/Target%20Zero_Final_w_Signatures_15APR15.pdf) was developed in consultation and coordination with federal, state, and local safety partners with the goal of eliminating traffic fatalities and reducing serious traffic-related injuries.

The Emphasis Areas for *Target Zero* were identified using a data-driven process and include performance measures such as the number and rate of fatalities and serious injuries. The major problem areas for SC remain similar to those identified in the 2007 SHSP with only slight changes in terminology. The nine Emphasis Areas are: Roadway Departure; Intersection and Other High-Risk Roadway Locations; Occupant Protection; Impaired Driving; Excessive Speed; Other High-Risk Drivers; Vulnerable Roadway Users; Commercial Motor Vehicles; and Safety Data Collection, Access, and Analysis. In an effort to coordinate the SHSP with the HSP, the Highway Safety Grants Administration Manager has been actively involved in many of the SHSP steering committee meetings. Data analyses performed by the SHSP Manager for the purpose of identifying the Emphasis Areas for the updated SHSP were also utilized in the setting of performance measures and targets in the FFY2016 HSP. It should be noted that a significant portion of the SHSP Manager's position is funded by the SC Department of Transportation(SCDOT); however, the SHSP Manager is located within the OHSJP. This joint effort has greatly expanded cooperation and collaboration between the SCDOT and the SCDPS. The state views the coordination of the HSP with the SHSP as an effort to build a unified state approach to highway safety.

Performance Measures Common to the HSP, SHSP and State Highway Safety Improvement Program

The performance measures that are common to South Carolina's HSP, SHSP and the state's Highway Safety Improvement Program (HSIP) are the number of Traffic Fatalities, number of Severe Traffic Injuries and the Traffic Fatality VMT Rate. The Federal Highway Administration (FHWA) and the South Carolina Department of Transportation (SCDOT) are responsible for the development of the HSIP. The SCDPS, SCDOT, FHWA, and other local, state and federal agencies and safety advocates collaborated on the creation of the Strategic Highway Safety Plan (SHSP). The state's Highway Safety Plan, though developed by the OHSJP, reflects multiple partnerships among a variety of federal, state, and local agencies. The number of Traffic Fatalities, number of Severe Traffic Injuries, and the Traffic Fatality VMT Rate performance measures are mutually identified in the HSP and SHSP with evidence-based targets within emphasis areas that were developed through extensive data analysis. **At the current time in the State of South Carolina, the performance measures for the state's HSIP have not yet been developed. Therefore, there is no document to check against to determine if targets are identical between the HSP and HSIP. However, it should be noted that the performance measures and goals contained within this HSP were mutually agreed upon by SCDPS's Office of Highway Safety and Justice Programs (OHSJP) Director, Assistant Director, and Strategic Highway Safety Plan (SHSP) Manager, the SC Department of Transportation's (SCDOT) State Safety Engineer, and the Federal Highway Administration's (FHWA) Safety and Traffic Engineer for South Carolina, all of whom serve on the state's Strategic Highway Safety Plan steering committee. The SCDOT State Safety Engineer and the FHWA-SC Safety and Traffic Engineer also are involved in the development of the Highway Safety Improvement Program for South Carolina. It is understood that the performance measures common to the state's HSP, SHSP and HSIP are and will be defined identically and appropriately aligned.**

Data Sources Consulted

Goodwin, A., Kirley, B., Sandt, L., Hall, W., Thomas, L., O'Brien, N., & Summerlin, D. (2013, April). *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices.* 7th edition. (Report No. DOT HS 811 727). Washington, DC: National Highway Traffic Safety Administration.

Analysis of Fatal Crash Data, South Carolina: 2009-2013
A Summary of Motor Vehicle Fatal Crash and Fatality Data from the Fatality Analysis Reporting System (FARS) *Sources: NHTSA Traffic Safety Fact Sheets, Research Notes, State Traffic Safety Information Web Site Footnotes, and FARS User Manual and Auxiliary Table User Manual.* National Highway Traffic Safety Administration.

South Carolina /SCDPS Crash Statistics
OHSJP Statistical Analysis Center

S.C. Strategic Highway Safety Plan (March 2015)
SCDPS and SC Department of Transportation
http://www.scdps.gov/docs/Target%20Zero_Final_w_Signatures_15APR15.pdf

HIGHWAY SAFETY PERFORMANCE PLAN

The table of NHTSA Core Outcome Measures on page 40 includes the 2016 numerical goals and targets for South Carolina which were determined by the OHSJP Statistical Analysis Center. The 2009-2013 five-year baseline average and trend line data from five-year moving averages were used to develop quantifiable and measurable highway safety performance targets with current safety levels that are data-driven and based on highway safety problems identified by the OHSJP during the problem identification process for FFY 2016. As stated earlier, justification and a description of the traffic safety performance measures, corresponding goals, and grant projects selected for South Carolina's FFY 2016 Highway Safety Plan are individually referenced by program area throughout this document.

Summary List of Program Strategies

The OHSJP staff recommended that proposals for the following projects receive priority attention for FFY 2016 Highway Safety funding:

* DUI and speeding enforcement projects focusing the traffic enforcement efforts of local and state jurisdictions, as well as multi-jurisdictional projects, on the apprehension of impaired drivers and those exceeding speed limits in the State of South Carolina. These types of projects provide support for the statewide *Sober or Slammer!* Campaign, which is South Carolina's version of the national *Drive Sober or Get Pulled Over.* Campaign. These types of projects must also have components which include Law Enforcement Network participation and participation in statewide sustained impaired driving enforcement initiatives.

* A project to fund a special DUI prosecutor to attack the problem of DUI recidivism and increase the conviction rate of DUI offenders in a judicial circuit in which there have been difficulties in obtaining DUI convictions and in which there exists a backlog of DUI cases.

* Projects to educate young drivers, ages 15-24, as to how alcohol impairs driving ability and the consequences of driving while impaired. Proposals will also be entertained for training projects for the state's judiciary and prosecutors, which provide education on how driving ability is impaired at various blood alcohol levels. Law enforcement projects should also include guidelines for conducting public safety checkpoints; the use of horizontal gaze nystagmus as a field sobriety test; the use of passive alcohol sensors for the presence of ambient alcohol during traffic stops; and DUI sentencing alternatives.

* Extensive formalized training on traffic safety issues for law enforcement officers statewide, including Drug Recognition Expert (DRE) training.

* Projects to establish or strengthen traffic enforcement units within local law enforcement agencies. Such projects must at a minimum include a comprehensive enforcement effort, including DUI enforcement, speed enforcement, and occupant protection enforcement. Such projects must also include Law Enforcement Network participation and participation in all components of statewide mobilization enforcement initiatives (occupant protection, impaired driving, speed enforcement, etc.).

* Projects to continue the automation of the state's collision and uniform traffic citation report forms, and to provide appropriate software and equipment to local law enforcement agencies for participation in the state's SCCATTS initiative.

* Statewide enforcement campaigns (*Buckle up, South Carolina. It's the law and it's enforced.*, the state's version of the national *Click-it-or-Ticket* Campaign) combining education, media, diversity outreach, and enforcement components to improve occupant restraint usage by South Carolina citizens and visitors and to attack the ever-growing impaired driving problem in the state.

* A project to maintain a Traffic Safety Resource Prosecutor in the State of South Carolina to provide training on the prosecution of traffic safety violations, predominantly DUI, occurring in the State of South Carolina and to assist in the actual prosecution of traffic safety violations statewide.

* Projects to continue in two pilot counties a DUI Court for the exclusive prosecution, adjudication and monitoring of DUI cases within the designated jurisdiction. The DUI Court concept should be modeled after the post-conviction Drug Courts in the state and made available to second and subsequent offenders, including felony DUI cases at the discretion of the participating solicitor.

* Projects to educate parents on the proper use of child safety seats and to promote the proper use of safety belts among all age groups. Projects targeting the usage of safety belts by young drivers and male drivers, ages 15-34.

* Projects addressing vulnerable roadway users, including pedestrian safety issues, moped riders, and bicyclists.

* Projects addressing the safe operation of motorcycles, encouraging voluntary compliance with helmet laws, promoting rider education, and dealing with impaired riding issues. This would include a statewide motorcycle safety campaign to alert motorists of the presence of motorcyclists on the roadways and encourage both drivers and bikers to appropriately share the roadways.

EVIDENCE-BASED TRAFFIC SAFETY ENFORCEMENT PROGRAM

For FFY 2016, the OHSJP will continue to implement an Evidence-Based Traffic Safety Enforcement Program comprising strategies that were developed after thorough review of the data and initiated to address problems identified. The Program will include efforts utilizing highway safety grant enforcement projects in priority counties in the state, law enforcement training projects, the maintenance of the SC Law Enforcement Network, the development and implementation of Target Zero Teams of SC Highway Patrol Troopers in critical areas of the state, and planned high-visibility enforcement strategies to support national mobilizations. The systematic data collection and analysis used in the project selection process supports the successful implementation of an evidence-based traffic safety enforcement program in South Carolina. The state reviews traffic data on a daily basis and will use the available data to adjust the enforcement plan as necessary. The evidence-based traffic enforcement program also reviews grant project progress on a monthly basis to determine the level of

traffic enforcement being conducted by funded projects in order to make proper adjustments in project enforcement efforts. The following sections outline these efforts in more detail.

A. Highway Safety Grant Enforcement Projects

For FFY 2016, the SC Public Safety Coordinating Council has approved twenty-two (22) traffic enforcement projects, the majority of which will be implemented, based on the availability of federal funding, in priority counties in the state as supported by our data analysis.

Of the 22 enforcement projects, fourteen (14) are police traffic services projects, which will fund a total of twenty (20) traffic officers in municipalities located in the priority counties of Richland, Charleston, Spartanburg, Anderson, York (2 projects), Greenville (2 projects), and Beaufort (2 projects), as well as a municipal enforcement project in Laurens County and individual projects in three county sheriffs' offices (Dorchester, Lancaster and Colleton counties). The projects referenced above include six second-year projects and eight first-year efforts. These projects will focus on general traffic enforcement to include speeding, DUI, and occupant restraint violations; the conducting of educational presentations to inform local communities about traffic safety problems and issues; meeting with local judges to instruct them about the projects; media contacts to share success stories and enforcement strategies with the general public; and required participation in the SC Law Enforcement Network. The counties in which approved projects are located accounted for 39% of the state's traffic fatalities during the time period 2009-2013 (See Table 20, pp.77-78).

Of the 22 enforcement projects, eight (8) are DUI enforcement projects, which will fund a total of thirteen (13) DUI enforcement traffic officers in the counties of Greenville, Lexington, Charleston (3 projects), Richland, Kershaw, and Berkeley. Of the eight projects, six will be implemented in county sheriffs' offices. The eight (8) DUI enforcement projects are located in high-risk counties that accounted for 38% of all DUI-related traffic fatalities in South Carolina in 2013 (See Table 20 - Alcohol-Impaired Driving Fatalities by County on pp. 77-78.).

The projects referenced above include four third-year projects, two second-year projects, and two first-year projects. The projects will focus exclusively on DUI enforcement and the enforcement of traffic behaviors that are associated with DUI violators; educating the public about the dangers of drinking and driving; media contacts regarding enforcement activity and results; and meeting with local judges to provide information about the projects. Project officers will be required to work schedules that are evidence-based, meaning the hours (between 3 PM and 6 AM) which FARS data demonstrates to be those during which the most DUI-related traffic fatalities occur in the state (1,563, or 88%, of the 1,785 DUI-related fatalities during the years of 2009-2013). Project officers will also work roadways that have the highest number of DUI-related crashes within their respective jurisdictions.

B. Law Enforcement Training Projects

The OHSJP will also fund two projects that provide training to law enforcement officers statewide through the SC Criminal Justice Academy. One of the two training projects implemented through the SC Criminal Justice Academy will be funded with Section 402 federal dollars and will focus on comprehensive, advanced training for traffic enforcement officers leading to a Traffic Safety Officer certification and/or a Traffic Safety Instructor Program certification. Training will not only assist officers in enhancing their knowledge and enforcement of traffic laws, but will also provide them with the skills needed to increase conviction rates of traffic law violators. The project will fund four Traffic Safety Instructors. Instructors will train officers from all over South Carolina in a variety of traffic enforcement and investigation areas, including the following:

DUI Detection and Standardized Field Sobriety Testing (32 hours, 15 classes);
DUI Detection and SFST Instructor (40 hours, 7 classes);
SFST Recertification (2 hours, online classes);
Speed Measurement Device Instructor, RADAR/LIDAR (40 hours, 2 classes);
Speed Measurement Device Operator, RADAR/LIDAR (24 hours, 3 classes);
Speed Measurement Device Recertification, RADAR and/or LIDAR (3 hours, online classes);
At-Scene Traffic Collision Investigation (80 hours, 4 classes);
Technical Traffic Collision Investigation (80 hours, 3 classes);
Traffic Collision Reconstruction (80 hours, 2 classes);
Motorcycle Collision Investigation (40 hours, 2 classes);
Pedestrian and Bicycle Collision Reconstruction (40 hours, 2 classes);
Safe And Legal Traffic Stops (SALTS) (4 hours, 15 classes);
Data Master DMT Operator Certification (8 hours, 40 classes);
Data Master DMT Operator Recertification (3 hours, online classes); and
LIDAR Operator (24 hours, 1 class).

The other training project which will be continued with the SC Criminal Justice Academy focuses on Impaired Driving Countermeasures Training for Law Enforcement and will be funded with MAP-21 Section 405d federal dollars. This project funds one State Impaired Driving Coordinator, who will expend efforts in providing training to state traffic enforcement officers in the areas of Standardized Field Sobriety Tests Instructor (3 classes); Advanced Roadside Impaired Driving Enforcement (ARIDE) (10 classes); and Drug Recognition Expert (DRE) (2 classes, 20 students). Since this project began several years ago, it has been largely responsible for increasing the number of DRE-certified officers in the state to 94 and the number of DRE-certified instructors to 14. This valuable training is provided to South Carolina's traffic enforcement officers, both state and local, at no cost.

C. SC Law Enforcement Network

The OHSJP will continue to fund, with Section 402 federal dollars, a Law Enforcement Coordination internal grant which funds two law enforcement liaisons, supervised by a SC Highway Patrol Captain assigned to the OHSJP, whose priorities are to develop and maintain the SC Law Enforcement Network (SCLEN) system. Law enforcement liaisons will work to establish and maintain relationships between OHSJP and law enforcement agencies around the state and garner law enforcement support for participation in statewide enforcement mobilization campaigns.

Joint Planning Efforts

The grant project will also provide SCLEN mini-grants to established networks around the state. The sixteen (16) established law enforcement networks correspond to the sixteen judicial circuits in the state. The mini-grants will be provided through the Law Enforcement Coordination grant to assist the networks in purchasing DUI and other types of enforcement equipment and maintenance supplies and to conduct regular meetings of their respective networks. To ensure the appropriate functioning level of each network,, the meetings occur at least bi-monthly. The networks will serve as a key component of both the 2016 Law Enforcement DUI Challenge (*Sober or Slammer!/Drive Sober or Get Pulled Over.* Sustained DUI Enforcement initiatives) and the 2016 *Buckle up, South Carolina. It's the law and it's enforced*. campaign, which corresponds to the national *Click it or Ticket* campaign. The LEN system will allow statewide coverage and implementation of law enforcement activity including multi-jurisdictional enforcement activities.

The State of South Carolina has an effective, unique way of leveraging resources through its SCLEN system. The OHSJP will continue in FFY 2016 awarding 16 grants of $28,000 each ($448,000 total) to an agency within each individual law enforcement network. Each of the 16 individual agencies serves as the Host Agency within its respective network. The grant funding will be used for specific traffic needs of the Host Agency (25%) and for the maintenance and continuation of the network (75%). The purpose of the network, as mentioned above, is to disseminate information among participating law enforcement agencies (state, local, federal) regarding important traffic safety campaigns and other issues that may impact traffic enforcement within each network, and to recruit law enforcement participation in the state's annual Law Enforcement DUI Challenge, which runs from December 1 through Labor Day of each federal grant funding year. Participation in the Challenge includes conducting at least four nights of specialized DUI enforcement activity (checkpoints/saturation patrols) during two mobilization crackdowns associated with the national NHTSA DUI enforcement blitzes (Christmas/New Year's and Labor Day holidays), as well as conducting monthly specialized DUI enforcement activity (checkpoints/saturation patrols) by every participating agency. The Challenge will also require that participating agencies deploy resources during the state's Memorial Day occupant protection mobilization, which corresponds to the national *Click It or Ticket* campaign, and focus on nighttime safety belt enforcement.

This approach has been extremely successful for a number of years in the state and typically generates the involvement of approximately 75%-80% of the state's more than 260 law enforcement agencies. This participation will generate countless hours of law enforcement involvement in major campaigns, monthly enforcement initiatives, earned and paid media exposure, and enforcement activity that results in literally hundreds of thousands of enforcement actions, including DUI arrests, speeding citations, safety belt/child passenger safety citations, fugitives apprehended, stolen vehicles recovered, and drug violators apprehended. This leveraging of resources to capture the attention and participation of law enforcement agencies statewide will continue to improve highway safety in the state and public safety in general in South Carolina.

As noted above, these initiatives are being implemented in an effort to reverse the state's high rate of DUI, speeding, and unrestrained driver and passenger fatalities and have resulted in measureable outcomes.

D. Target Zero Teams

The SC Department of Public Safety (SCDPS), utilizing Section 164 transfer funds from the SC Department of Transportation (SCDOT), will implement a three-year enforcement program running from June 1, 2015, through May 31, 2018, called Target Zero Teams. The project name is derived from the state's "Target Zero Traffic Deaths" umbrella slogan for all highway safety initiatives implemented by SCDPS.

- High Crash Corridors

The law enforcement project provides SCDPS with complete funding for three, eight-officer teams of SC Highway Patrol Troopers, which will devote full-time efforts to the selective, concentrated, and strict enforcement of the state's traffic laws along roadway corridors identified by SCDPS and SCDOT as being highest for the occurrence of fatal and severe-injury collisions within three areas of the state, the Upstate, the Midlands, and the Lowcountry. Participating Troopers will be focusing on traffic enforcement and will spend little or no time engaging in crash investigation. Roadways will be identified through statistical analysis following strategies employed successfully by other states around the country.

- Data Review and Adjustment

The partnering agencies will meet quarterly to review the lists of roadway corridors to be patrolled and to coordinate enforcement activities. SCDPS will provide weekly schedules to SCDOT of enforcement coverage. This will allow for shifting and reassignment of enforcement resources and priorities based on statistical information and enforcement successes. The partnering agreement between SCDPS and SCDOT allows for the project to be renewed for an additional two years.

The project, combining enforcement and statistical analysis, has the potential to significantly and positively impact traffic-related severe injuries and fatalities statewide.

E. Planned High-Visibility Enforcement Strategies to Support National Mobilizations

For FFY 2016, the OHSJP will implement high-visibility enforcement strategies in support of national high-visibility law enforcement mobilizations (*Click it or Ticket* and *Drive Sober or Get Pulled Over* Crackdowns) coordinated by the Secretary of Transportation. The impaired driving campaign, designated *Sober or Slammer!* in SC, will include enforcement/education initiatives around the Christmas/New Year's holidays of 2015-2016, the summer months (100 Days of Summer Heat) of 2016, and the Labor Day holiday of 2016.

OHSJP staff will work with the SCDPS Contractor to develop and implement a campaign which will target those age groups which are most affected by negative alcohol and drug-related crash statistics, particularly males in the 21-35-year age group, but will address impaired driving issues generally as well. The OHSJP will assume an overall coordination role in this project and also will utilize the skills of SCDPS spokespersons in dealing with the media and others in various promotional events. Campaign themes and storyboard concepts for TV PSAs and artwork for print ads and billboards will be developed at various times during the year relative to the specific holiday/special enforcement emphases. The Contractor will be tasked with developing and producing a specified number of radio and TV PSAs, billboards, and possibly newspaper print ads, all featuring the campaign messages. The Contractor will market test all developed products through the use of focus groups or some other appropriate technique. The Contractor will be responsible for working with media outlets, outdoor advertisers, and others to secure free advertising time and space, with emphasis on that which will most directly impact the target groups. The Contractor also will be responsible for monitoring the time and frequency of usage of TV PSAs. The *Sober or Slammer!* campaign will serve as the centerpiece for the state's Law Enforcement DUI Challenge, which will run from December 1, 2015 through Labor Day 2016 and will require participating state and local law enforcement agencies statewide to conduct at least quarterly specialized DUI enforcement initiatives (public safety checkpoints and saturation patrols) during the Challenge time period, as well as an additional four nights of specialized DUI enforcement during the two DUI enforcement mobilizations during FFY 2016.

The State of South Carolina will also conduct a Memorial Day 2016 occupant protection enforcement crackdown from May 23 to June 5, 2016, known as *Buckle up, South Carolina. It's the law and it's enforced* (*BUSC*) corresponding to the national *Click it or Ticket* campaign. The mobilization will include paid and earned media and specialized enforcement. The 2016 *BUSC* campaign media plan will follow similarly the media buy plan implemented for the 2015 *BUSC* campaign. All agencies agreeing to participate in the state's Sustained DUI Enforcement Campaign have agreed to participate in the *BUSC* efforts, including the SC Highway Patrol (SCHP), the SC State Transport Police (STP); the Law Enforcement Network system in South Carolina, which is composed of local law enforcement agencies statewide; and law enforcement highway safety subgrantees. This allows the OHSJP to cover 100% of the state's population. Enforcement efforts will once again in 2016 emphasize nighttime safety belt and child safety seat enforcement. The campaign will include elements of paid and earned media, enforcement, and

diversity outreach through television and radio PSAs which will focus on enforcement of safety belt and child passenger safety seat laws. Participating agencies have agreed to conduct special enforcement activities focusing on occupant protection violations during the *BUSC* campaign. Additionally, all Police Traffic Services subgrantees have an objective to participate in the *BUSC* campaign and have an objective specifically related to increasing occupant protection violation citations. Diversity outreach is accomplished through focusing placement of paid media on stations and during time slots that attract African American, Hispanic, youth, and rural male audiences. These demographic groups have shown statistically to have lower safety belt use rates than non-minority, urban and female counterparts. Campaign on-air messages, both radio and television, will be translated/dubbed into Spanish and aired on Hispanic television and radio stations statewide. The paid media components of this effort will include airing television and radio spots to alert the general public of the enforcement mobilization and to send the message that law enforcement in the state is serious about enforcing the state's occupant protection laws. The campaign will utilize the state's enforcement slogan, *Buckle up, South Carolina. It's the law, and it's enforced.* (*BUSC*). The OHSJP will also hold press events in key media markets of the state to enhance the effort and to alert the general public regarding the enforcement and media components of the campaign. The mobilization crackdown will be coordinated through the SC Law Enforcement Network. Saturation patrols and direct enforcement strategies will be employed to focus on occupant protection violations. South Carolina also plans to conduct pre- and post-campaign observational surveys in order to effectively evaluate the success of the program and determine the state's safety belt usage rate and pre- and post-campaign telephone surveys to gauge public awareness of the campaign and its enforcement and education messages.

PRIORITY FUNDING AREAS
FOR FFY 2016

PLANNING AND ADMINISTRATION

Overview

The state of South Carolina has seen significant reductions in a variety of traffic safety categories over the time period 2009-2013. The state has seen an overall decline in unrestrained occupant fatalities from 2009 to 2013 (-68 in 2010; -55 in 2011; +55 in 2012; and -71 in 2013). This represents a reduction of 36.48% in South Carolina compared to a 23.78% reduction in the region and a 17.02% reduction nationally (see **Table 4** on page 10; **Table 6** on page 13; and **Figures 2, 3** on pages 13-14). This likely reflects increased enforcement of the state's primary safety belt law and increasing safety belt usage rates statewide (91.7% in 2013 and 90% in 2014). The second largest decline was in alcohol-impaired driving fatalities (-21 in 2010; -44 in 2011, +39 in 2012, -13 in 2013). Despite an increase in this type of fatality in 2012, the overall downward trend resumed in 2013. South Carolina has experienced a 10.43% decline in impaired driving fatalities from 2009 to 2013 compared to a 9.96% decline for the region and a 6.35% decline nationally (see **Table 4** on page 10; **Table 7** on page 14; as well as **Figures 4** and **5** on page 15 for trends). Again, this decline likely reflects significantly increased DUI enforcement statewide and the positive results of media messaging relative to DUI issues in the state. The third largest decline was in speed-related deaths (-49 in 2010; -10 in 2011; +44 in 2012; and -16 in 2013). The state experienced 9.20% fewer such deaths in 2013 than in 2009, which was relatively in-line with the national average for that same time period (see **Table 4** on page 10; **Table 8** on page 16; as well as **Figures 6,** and **7** on pages 16-17 for trends). This area has clearly been impacted by the state's sophisticated and well-coordinated Law Enforcement Network system, which enlists approximately 200 state and local law enforcement agencies statewide in singular and multi-jurisdictional enforcement efforts and campaigns focusing on speed, occupant protection, and DUI violators and integrated enforcement efforts year-round.

Though the state has experienced the positive gains outlined above, there is still much work to be done to improve highway safety in the state and to continue to drive down traffic collisions, injuries, and deaths on the state's roadways. The state has implemented a variety of enforcement, education, EMS, and engineering efforts to address the highway safety problems that remain. The SC Strategic Highway Safety Plan (SHSP), *Target Zero*, updated in 2015, identified a number of strategies in an effort to improve highway safety in the state, including targeted conventional enforcement of traffic laws (p. 82: 1.4); increasing speed and DUI enforcement in areas identified with a high occurrence of speed- and DUI-related crashes (p. 46: 1.1,1.2; p. 82 1.4); conducting enhanced speed enforcement in work zones (p. 75: 1.2); continuing of blitz enforcement campaigns and waves (p. 83: 5.3,5.3); conducting education and awareness campaigns targeting the general public (p. 46: 3.1, 3.2); educating parents about the liability of social hosting (p. 82: 4.3); funding Drug Recognition Expert programs for law enforcement (p. 82: 3.1); aggressive enforcement of the primary safety belt law (p. 33: 2.1-2.3); conducting public safety checkpoints and saturation patrols in high-risk areas for DUI (p. 82: 1.4); and many others. These initiatives demonstrate that not only has the state, and the OHSJP in particular, taken seriously the SHSP document, but the state has used its limited federal and state resources wisely and in partnership among federal, state, and local agencies to improve traffic safety in the state.

The NHTSA-produced *Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices, Seventh Edition, 2013* stresses the importance of key emphasis areas relative to impaired driving, speed enforcement, occupant protection issues, and motorcycle and pedestrian safety. The document also outlines significant strategies and appropriate countermeasures for these traffic safety issues and problems. Many of these countermeasures have been implemented over time in the State of South Carolina, including highly effective countermeasures, such as administrative license revocation or suspension for DUI offenders (ch. 1, 1.1, p. 1-12); publicizing sobriety checkpoints (ch. 1, 2.1, pp. 1-19 to 1-20); ignition interlocks (ch. 1, 4.2, pp. 1-34 to 1-35); speed limit enforcement (ch. 3, 1.1, pp. 3-8 to 3-9); statewide primary safety belt enforcement (ch. 2, 1.1, pp. 2-12 to 2-13), short-term high-visibility belt law enforcement following the national *Click it or Ticket* model (ch. 2, 2.1, pp. 2-17 to 2-19) and communications strategies to lower belt use groups (ch. 2, 3.1, pp. 2-24 to 2-26). The state has also implemented countermeasures deemed likely to be effective, such as high BAC sanctions (ch. 1, 1.3, p. 1-15); mass media campaigns (ch. 1, 5.2, pp. 1-44 to 1-45); communications and outreach supporting enforcement (ch. 3, 4.1, p. 3-27); and sustained enforcement (ch. 2, 2.3, p. 2-22). Also, South Carolina implements countermeasures that have been deemed effective in specific situations, such as combined enforcement emphasizing nighttime safety belt enforcement (ch. 2, 2.2 pp. 2-20 to 2-21). In addition, the state has implemented countermeasures that have not been clearly demonstrated as effective overall, but may have impact in specific areas, such as child restraint distribution programs (ch. 2, 7.2, p. 2-34) and the development of inspection stations for child safety seats (ch. 2, 7.3, p. 2-35).

The following data sections outline specifically the problems being faced by the State of South Carolina in terms of highway safety issues and demonstrate the foundation upon which the state has built its response to the problems for its FFY 2016 Highway Safety Plan.

Traffic Fatalities

Pages 6-30 of this Plan contain an exhaustive analysis of South Carolina traffic fatality data. Please refer to these pages for statistical charts and narrative data regarding the significance of traffic fatality problems being experienced by the state.

Traffic Injuries

Figure S-1 on the next page contains South Carolina state statistical data which indicates there were 244,047 persons injured in collisions from 2009 through 2013. The crash data compiled by the OHSJP Statistical Analysis and Research Center indicates that the number of annual motor vehicle injuries sustained during collisions increased from 48,303 in 2009 to 50,916 in 2013. The 2013 data relative to the actual number of injuries sustained in traffic crashes represents a 5.4% increase when compared to the number of people injured in traffic collisions in 2009. When compared to the average of the four-year period 2009-2012 (48,282.8 injuries), the 2013 figure represents a 5.5% increase. Of the 244,047 people injured during a vehicle crash from 2009 to 2013, 16,833 people (**Figure S-3**, p.58), or 6.9%, sustained severe injuries as a result a crash.

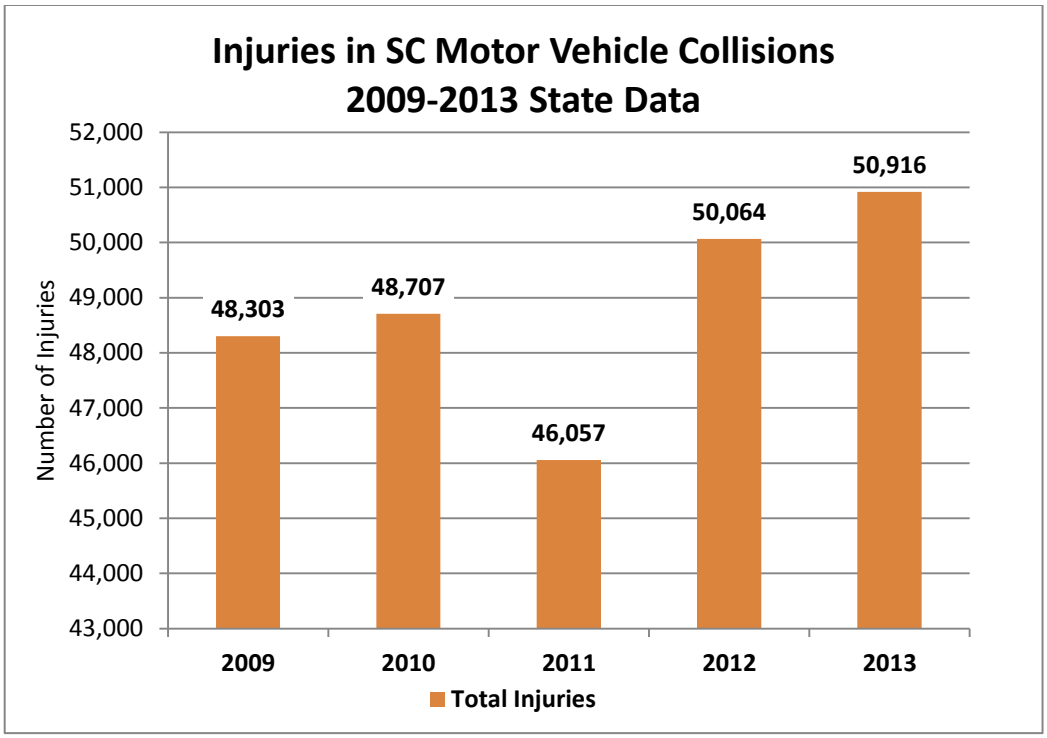


Figure S-1

Figure S-2 on the following page contains data regarding severe traffic injuries occurring in the state during the years 2009-2013. Of the 244,047 traffic-related injuries occurring during this time period, 16,833, or 6.9% were severe injuries. There were 3,263 traffic-related severe injuries in 2013, a 5.4% reduction as compared to 2009. The 2013 figure of 3,263 severe traffic-related injuries was also a 3.8% reduction as compared to the average of the years 2009-2012 (3,392.5). Increased safety belt usage throughout the state during the period 2009-2013, as well as increased traffic enforcement of occupant protection violations likely contributed to the reductions in the five-year time period.

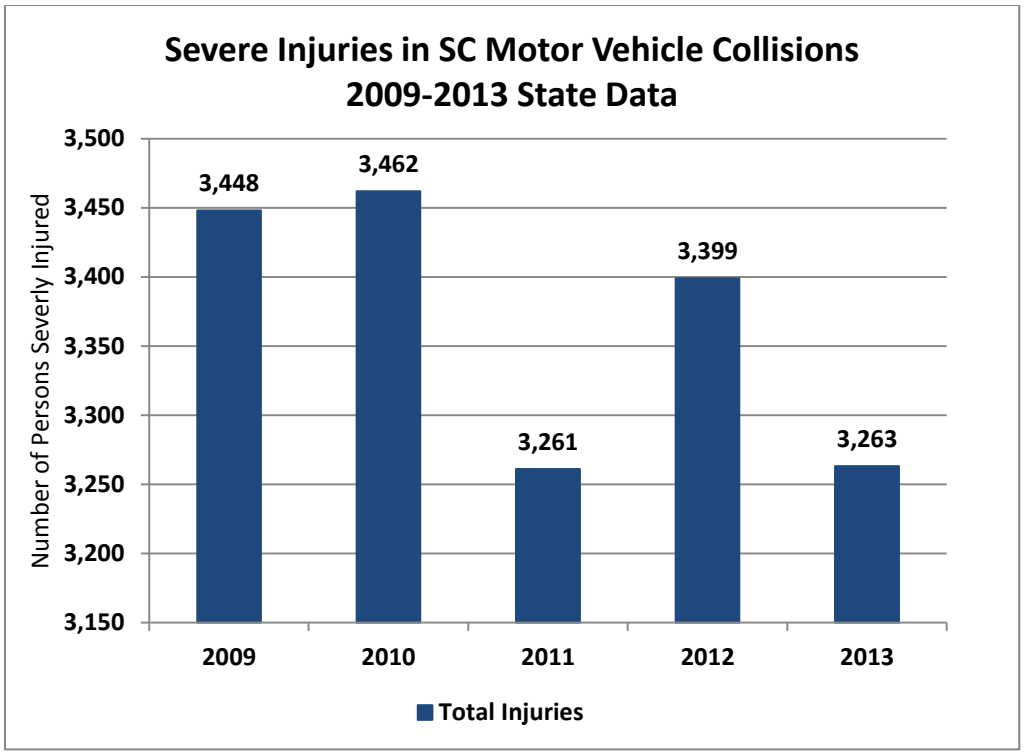


Figure S-2

Traffic Collisions

From 2009 to 2013, state statistical data listed in **Figure S-3** on the following page shows there were 537,863 vehicle collisions in South Carolina, which equates to a crash being reported every 4.89 minutes during a given calendar year. Of the 537,863 vehicle collisions reported from 2009 to 2013, 17,293 **(Figure S-4** on page 59), or 3.2%, were fatal or severe-injury crashes. From 2009 to 2013, the state has experienced a 5.95% increase in the number of reported vehicle crashes. When compared to the four-year average of traffic crashes occurring from 2009 to 2012 (106,160), the 2013 figure represents a 6.7% increase. The leading counties for fatal and severe injury crashes from 2009 to 2013 were, in decreasing order, Charleston, Horry, Greenville, Richland, Spartanburg, Berkeley, Anderson, Lexington, York, Florence, Aiken, Dorchester, Orangeburg, Beaufort, and Pickens.

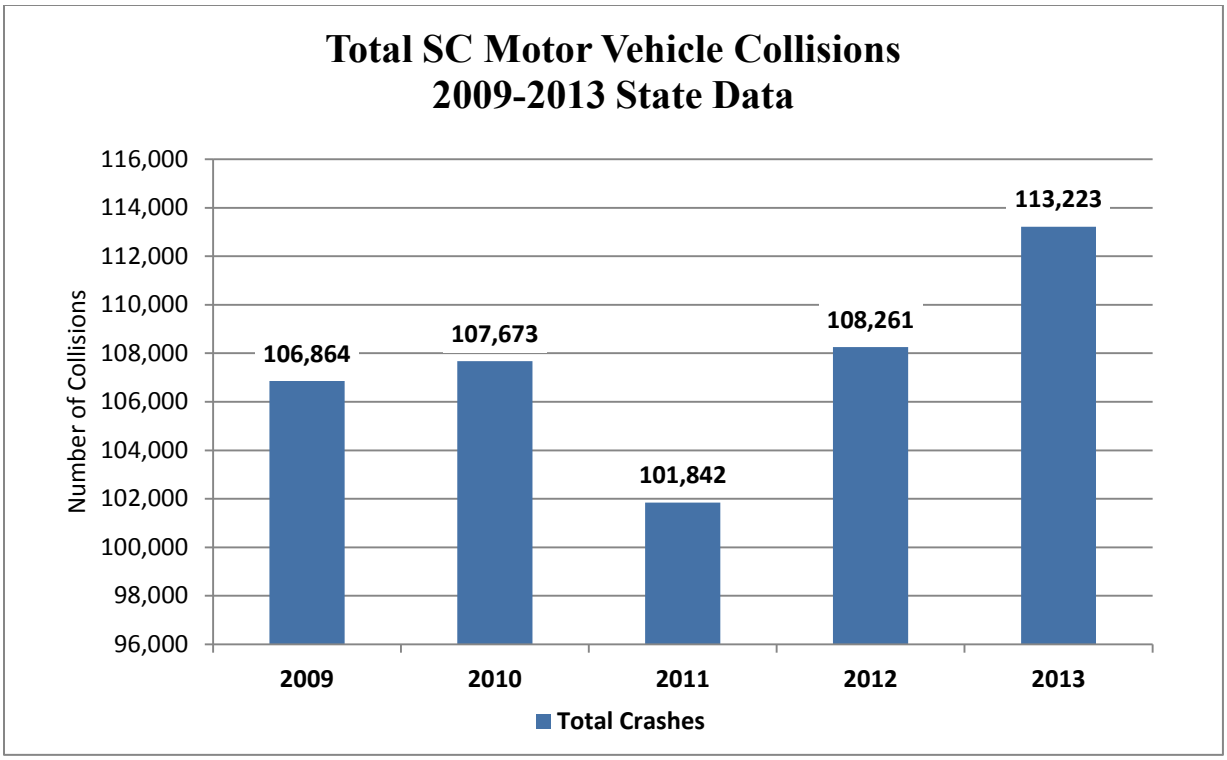

Total SC Motor Vehicle Collisions
2009-2013 State Data
Number of Collisions
116,000
114,000
112,000
110,000
108,000
106,000
104,000
102,000
100,000
98,000
96,000
106,864
107,673
101,842
108,261
113,223
2009
2010
2011
2012
2013
Total Crashes

Figure S-3

All Fatal and Severe Injury Collisions
South Carolina 2009-2013

County	2009	2010	2011	2012	2013	Total 2009 - 2013
Charleston	260	302	290	301	311	**1464**
Horry	249	269	304	322	307	**1451**
Greenville	255	275	254	305	309	**1398**
Richland	222	199	182	200	205	**1008**
Spartanburg	143	160	173	195	185	**856**
Berkeley	163	118	132	194	187	**794**
Anderson	168	136	147	164	149	**764**
Lexington	133	136	171	151	142	**733**
York	127	139	130	124	124	**644**
Florence	108	116	96	103	93	**516**
Aiken	118	120	97	73	82	**490**
Dorchester	99	99	98	113	78	**487**
Orangeburg	95	92	82	82	97	**448**
Beaufort	85	93	83	102	67	**430**
Pickens	81	101	71	88	68	**409**
Sumter	80	79	84	66	63	372
Laurens	74	61	77	67	63	342
Colleton	80	60	66	68	57	331
Greenwood	70	65	75	59	47	316
Lancaster	68	60	68	57	56	309
Georgetown	49	50	35	67	71	272
Jasper	46	59	58	50	46	259
Darlington	53	41	52	46	52	244
Kershaw	57	54	40	42	50	243
Oconee	38	48	50	58	27	221
Cherokee	49	29	46	40	39	203
Williamsburg	46	43	28	37	41	195
Newberry	36	38	31	39	36	180
Chesterfield	37	45	27	34	36	179
Chester	32	38	31	27	30	158
Clarendon	45	27	23	29	24	148
Marion	35	24	17	24	22	122
Abbeville	25	31	23	12	26	117
Dillon	19	33	18	29	16	115
Fairfield	21	18	26	28	22	115
Hampton	19	27	21	23	24	114
Barnwell	24	16	31	21	18	110
Edgefield	14	21	36	22	14	107
Marlboro	23	20	24	17	15	99
Saluda	22	18	22	22	15	99
Lee	34	15	15	16	12	92
Union	21	19	21	12	17	90
Bamberg	17	26	11	14	20	88
Calhoun	17	14	17	20	19	87
McCormick	9	9	10	5	6	39
Allendale	10	4	4	6	11	35
Total	**3,476**	**3,447**	**3,397**	**3,574**	**3,399**	**17,293**

Figure S-4

Performance Measures

NHTSA Core Measures		2003-2007	2004-2008	2005-2009	2006-2010	2007-2011	2008-2012	Baseline 2009-2013
C-1	Traffic Fatalities	1,046	1,037	1,006	949	906	863	832
C-2	Serious Injuries	4,155	4,012	3,860	3,722	3,556	3,415	3,365
C-3	Fatalities/VMT	2.10	2.07	2.01	1.90	1.83	1.76	1.70
	Rural	3.40	3.56	3.73	3.46	3.32	3.20	3.00
	Urban	0.60	0.51	0.34	0.40	0.39	0.40	0.48

Goals:

1. To decrease traffic fatalities by 10.6%, from the 2009-2013 baseline average of 832 to 744 by December 31, 2016.

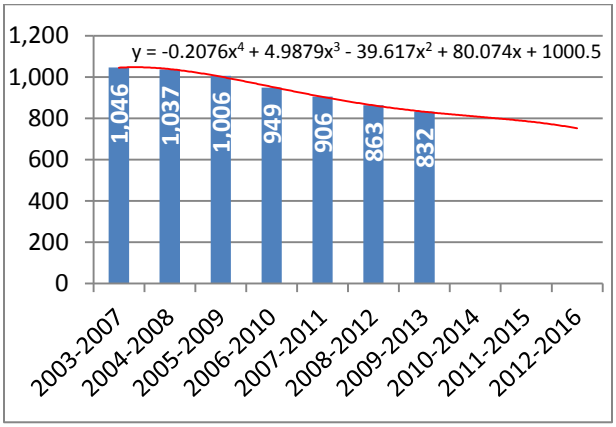
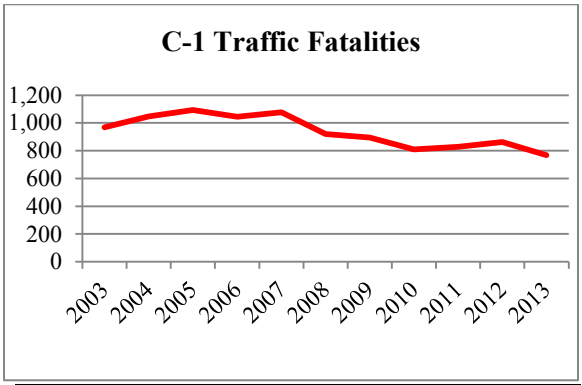


Figure C-1. South Carolina Total Traffic Fatalities, 5-Year Moving Average with Trend Analysis, 2003-2016.



Polynomial Projection = -0.2076(10^4) +4.9879(10^3)-39.617(10^2)+80.074(10) +1000.5=751

2009-2013 Average = 832

2010-2014 Average = 818

2009 = 894

2010 =809

2011 = 828

2012 = 863

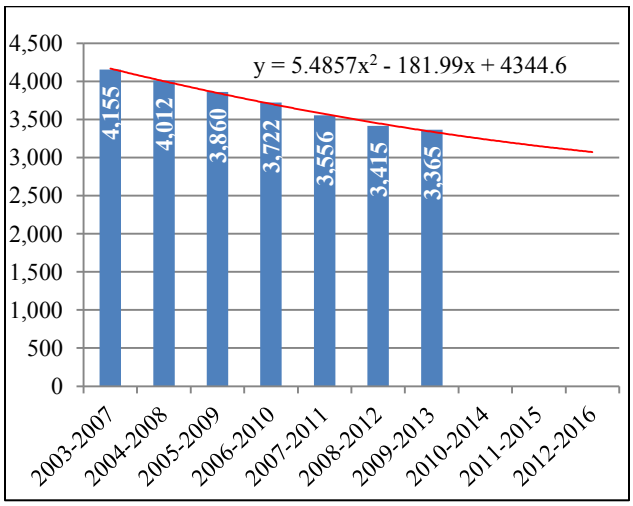
2013 = 767 (11.1% decrease from 2012)

2014 = 824 (7.4% increase from 2013, 2014 not FARS finalized)

In Figure C-1 above, the five-year moving average with a polynomial projection trend analysis, utilizing statistical data from 2003-2013, projects that South Carolina will experience a 751 five-year average for traffic fatalities by December 31, 2016. This equates to an estimated 654 annual traffic fatalities for 2016, which is a 14.7% reduction from 2013. The state preliminary data compiled by the OHSJP Statistical Analysis Center indicates that there were 823 traffic fatalities for 2014, an increase of 7.3% from 767 in 2013. The state preliminary projection for 2015 using the first four months of data indicates an increase in traffic fatalities in comparison with 2013

and 2014. Based on this preliminary state data, which shows an increase in 2014 and a potential increase in traffic fatalities for 2015, OHSJP will set a goal of 744 traffic fatalities in 2016, a 9.6% reduction in traffic fatalities by December 31, 2016 from the 2014 calendar year.

2. To decrease serious traffic injuries by 7.9%, from the 2009-2013 baseline average of 3,365 to 3,100 by December 31, 2016.



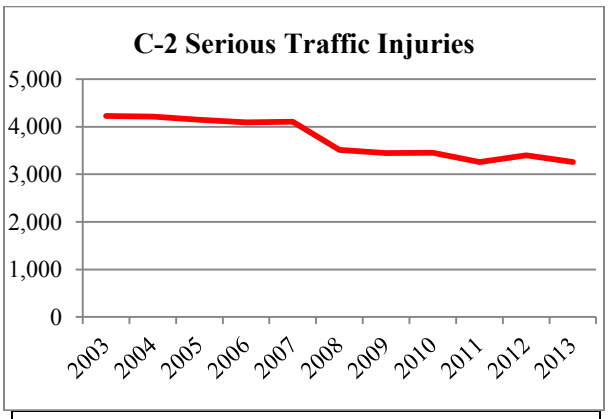


Figure C-2. South Carolina Serious Traffic Injuries, 5-Year Moving Average with Trend Analysis, 2003-2016.

Polynomial Projection = 5.4857(10^2) - 181.99(10) + 4344.6 = 3,073

2009-2013 Average = 3,364.8
2010-2014 Average = 3300.2
2009 = 3448
2010 = 3456
2011 = 3261
2012 = 3399
2013 = 3260 (4% decrease from 2012)
2014 = 3125 (4% decrease from 2013, 2014 not FARS finalized)

In Figure C-2 above, the five-year moving average with polynomial projection trend analysis, utilizing statistical data from 2003-2013, projects that South Carolina will experience a 3,073 five-year average for serious traffic injuries by December 31, 2016. This equates to an estimated 2,872 annual serious traffic injuries for 2016, which is an 11.9% reduction from 2013. The state preliminary data compiled by the OHSJP Statistical Analysis Center indicates that there were 3,125 serious traffic injuries for 2014, a decrease of 4.1% from 3,260 in 2013. The state preliminary projection for 2015 using the first four months of data indicates a decrease in serious traffic injuries in comparison with 2013 and 2014. Further analysis using preliminary 2014 data shows a further slowdown in year-to-year changes. Based on this preliminary state data in 2014 and 2015 showing a slowing in year-to-year changes, OHSJP will set a goal of 3,100 serious traffic injuries in 2016, a 0.8% reduction in serious traffic injuries by December 31, 2016, from the 2014 calendar year.

3. To decrease traffic fatalities/VMT by 12.4%, from the 2009-2013 baseline average of 1.70 to 1.49 by December 31, 2016.

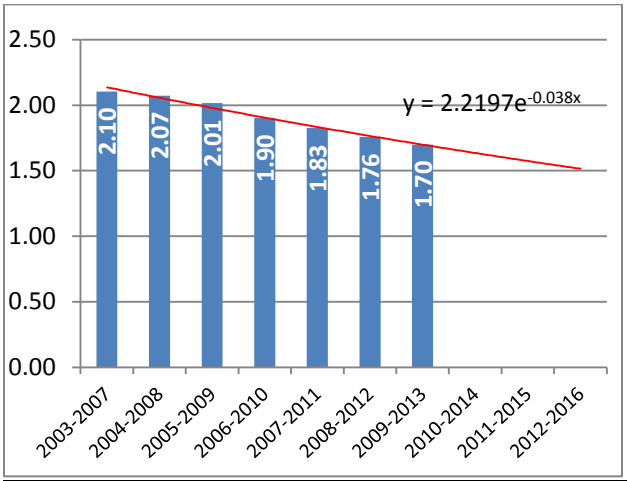
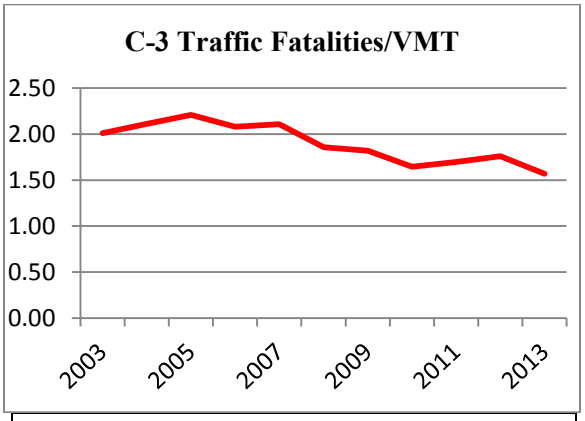


Figure C-3. South Carolina Traffic Fatalities/VMT, 5-Year Moving Average with Trend Analysis, 2003-2016.



Exponential Projection = 2.2197e^-.038(10) = 1.52

2009-2013 Average = 1.70
2010-2014 Average = 1.67
2009 = 1.82
2010 = 1.65
2011 = 1.70
2012 = 1.76
2013 = 1.57 (10.8% decrease from 2012)
2014 = 1.65 (5.1% increase from 2013, 2014 not FARS finalized)

In Figure C-3 above, the five-year moving average with an exponential projection trend analysis, utilizing statistical data from 2003-2013, projects that South Carolina will experience a 1.52 five-year average for traffic fatalities/VMT by December 31, 2016. This equates to an estimated 1.41 annual traffic fatalities/VMT for 2016, which is a 10.2% reduction from 2013. The state preliminary data compiled by the OHSJP Statistical Analysis Center indicates that there were 1.65 traffic fatalities/VMT for 2014, an increase of 5.1% from 1.57 in 2013. Based on this preliminary state data, which shows an increase in 2014, OHSJP will set a goal of 1.49 traffic fatalities/VMT in 2016, a 9.7% reduction in traffic fatalities/VMT by December 31, 2016, from the 2014 calendar year.

3-R. To decrease traffic fatalities/VMT (Rural) 15% from the 2009-2013 baseline average of 3.00 to 2.55 by December 31, 2016.

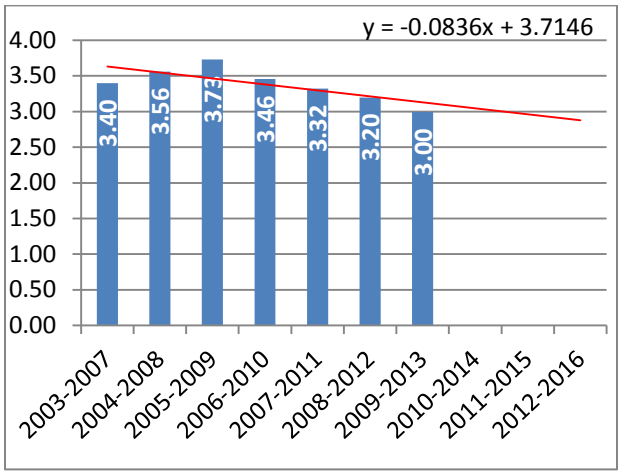
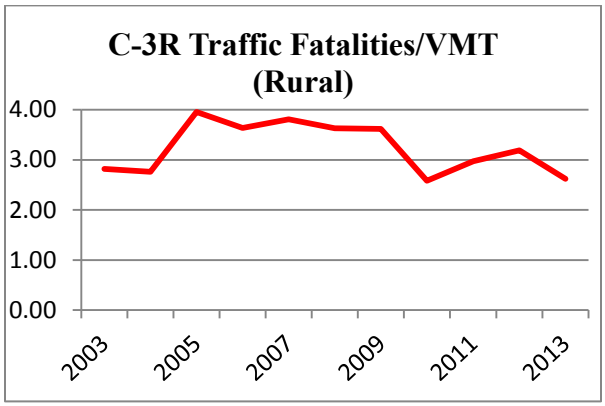


Figure C-3R. South Carolina Traffic Fatalities/VMT (Rural), 5-Year Moving Average with Trend Analysis, 2003-2016.



Linear Projection = -.0836(10) + 3.7146 = 2.88

2009-2013 Average = 3.00
2010-2014 Average = Unavailable
2009 = 3.62
2010 = 2.58
2011 = 2.97
2012 = 3.19
2013 = 2.62 (17.9% decrease from 2012)
2014 = Unavailable

In Figure C-3R (Rural) above, the five-year moving average with a linear trend analysis, utilizing statistical data from 2003-2013, projects that South Carolina will experience a 2.88 five-year average for traffic fatalities/VMT (Rural) by December 31, 2016. This equates to an estimated 2.55 annual traffic fatalities/VMT (Rural) for 2016. Based on the information available, OHSJP will set its target to a 2.55 annual traffic fatalities/VMT (Rural) by December 31, 2016.

3-U. To decrease traffic fatalities/VMT (Urban) 8.3% from the 2009-2013 baseline average of 0.48 to 0.44 by December 31, 2016.

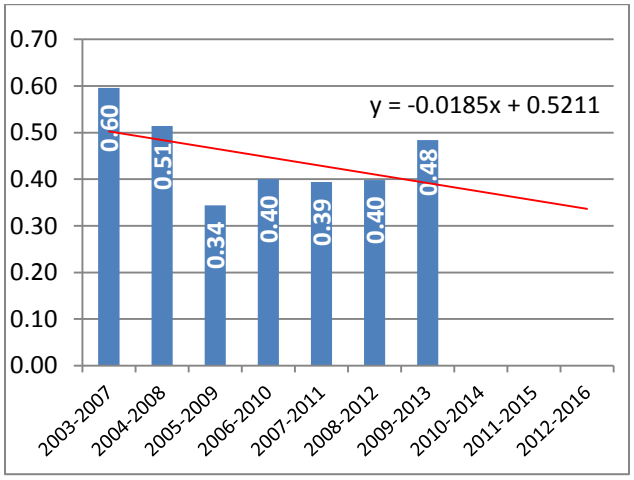
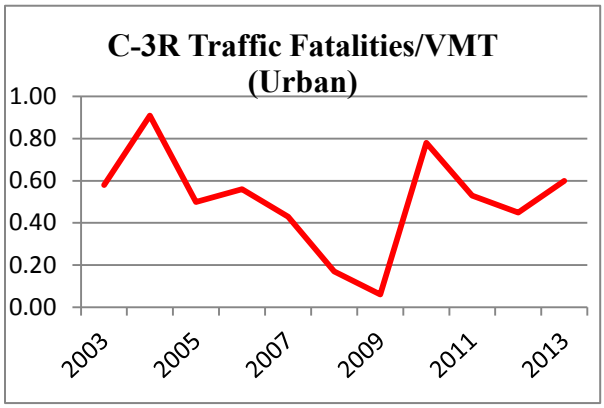


Figure C-3U. South Carolina Traffic Fatalities/VMT (Urban), 5-Year Moving Average with Trend Analysis, 2003-2016.



Linear Projection = -.0185(10) + 0.5211 = 0.34

2009-2013 Average = 0..48
2010-2014 Average = Unavailable
2009 = 0.06
2010 = 0.78
2011 = 0.53
2012 = 0.45
2013 = 0.60 (33% decrease from 2012)
2014 = Unavailable

In Figure C-3U (Urban) above, the five-year moving average with a linear trend analysis, utilizing statistical data from 2003-2013, projects South Carolina will experience a 0.34 five-year average for traffic fatalities/VMT (Urban) by December 31, 2016. This equates to an estimated 0.44 annual traffic fatalities/VMT (Urban) in 2016. Based on available information, OHJSP will set its target to a 0.44 annual traffic fatalities/VMT (Urban) by December 31, 2016.

Objectives:

1. To decrease traffic fatalities and serious injuries by implementing comprehensive strategies aimed at reducing the number and severity of traffic crashes by December 31, 2016.
2. To maintain an effective staff to administer the Highway Safety Program in South Carolina throughout the FY 2016 grant year.
3. To prepare and submit to NHTSA the FY 2017 Highway Safety Plan for South Carolina by July 1, 2016.
4. To evaluate the effectiveness of programs and their impact upon the performance goals by preparing and submitting to NHTSA the FY 2016 Annual Report for South Carolina by December 31, 2016.

Performance Indicators:

Goals:

1. A comparison of the 2009-2013 calendar base year average for traffic fatalities will be made to the most current available FARS data.
2. A comparison of the 2009-2013 calendar base year average for traffic-related serious injuries will be made to the most current available state data.
3. A comparison of the 2009-2013 calendar base year average for fatalities/VMT will be made to the most current available FARS data.
4. A comparison of the 2009-2013 calendar base year average for fatalities/VMT (Rural) will be made to the most current available FARS data.
5. A comparison of the 2009-2013 calendar base year average for fatalities/VMT (Urban) will be made to the most current available FARS data.

Objectives:

1. A comparison of the number of traffic fatalities and serious injuries from the previous year will be made to the most current available statewide and FARS databases.
2. Maintain the level of staff to effectively manage all OHSJP initiatives.
3. Submit the FY 2017 Highway Safety Plan to NHTSA by the assigned deadline.
4. Conduct program evaluations and produce annual reports on program effectiveness by the assigned deadlines.

Strategies:

1. Highway Safety staff will monitor traffic crash and other appropriate data on an on-going basis in order to make course corrections as necessary.

2. Project personnel will be trained in project management and financial management of grants in order to obtain maximum performance.

3. Highway Safety staff will conduct a Problem Identification meeting to identify highway safety problems in the state.

4. Highway Safety staff will conduct project development to encourage potential subgrantees in identified problem areas to submit grant applications and provide technical assistance.

5. Highway Safety staff will conduct a Funding Guidelines Workshop to provide information to potential subgrantees on the processes and requirements involved with the submission of highway safety grant applications and encourage the development of projects that will positively impact highway safety in the state.

6. Highway Safety staff will review all applications submitted by the established deadline and participate in the staffing process for FFY 2017 grant projects.

7. Highway Safety staff will monitor 100% of all projects funded in order to provide adequate technical assistance and to ensure compliance with grant guidelines.

8. Highway Safety staff will coordinate statewide public information and education efforts to promote compliance with occupant protection laws and impaired driving laws. An overarching theme of all campaign efforts will be utilized by the OHSJP and the SCDPS. The theme will follow a new highway safety initiative entitled, *Target Zero, A Goal We Can All Live With*. The campaign anticipates participation of more than 200 local law enforcement agencies statewide, as well as the SC Highway Patrol and the State Transport Police. Thus, the campaign will touch all citizens of the state in each of the state's forty-six (46) counties.

9. Highway Safety staff will develop/implement technical training programs as needed to support local project initiatives.

10. The OHSJP will continue to provide grant funding for the Law Enforcement Networks (LEN) to assist them in their ongoing enforcement efforts and in recruiting additional enforcement agencies to enlist in the system. The OHSJP will continue to provide training to LENs through LEN Coordinator meetings, regularly scheduled LEN meetings, and Traffic Safety Officer Certification courses.

11. Highway Safety staff will continue to provide Law Enforcement Liaison services to both state and local law enforcement agencies.

12. The OHSJP will conduct periodic surveys to track driver attitudes and awareness concerning impaired driving, safety belt use and speed issues utilizing, in part, recommended questions developed by NHTSA and GHSA.

13. The OHSJP and the SC Department of Transportation (SCDOT) will continue their strong partnership to enhance traffic safety initiatives through a variety of activities:

    a. dissemination of information to the public regarding highway safety and engineering issues through the use of variable message signs, radio stations, social web sites and presentations. The SCDOT variable message signs are used during each enforcement campaign to keep the various safety messages front and center for the target audience. In addition, the SCDOT will begin utilizing variable message signs to communicate the state's ongoing traffic fatality total combined with traffic safety messaging to increase the public's awareness of the significance of the traffic fatality problem in South Carolina.

    b. maintain a Strategic Highway Safety Plan (SHSP) Manager position housed in the OHSJP and funded by the SCDOT to maintain the state's SHSP (updated in March 2015) and to coordinate the implementation of various projects designed to impact goals in the SHSP.

    c. continue implementation of the SCCATTS project to create a fully electronic traffic records system.

d. continue the implementation of the Safety Improvement Team (SIT), funded by SCDOT, to focus on high-crash corridors.

e. utilize Section 164 transfer funds to conduct a "Target Zero" media campaign featuring television advertising, billboard advertising, and alternative advertising to include social media to promote "Target Zero" traffic fatalities concept throughout the State of South Carolina.

f. utilize Section 164 transfer funds to implement three, eight-member Target Zero Enforcement Teams in three key areas of the state (upstate, midlands and low country) to aggressively enforce traffic laws (speeding, DUI, and occupant protection, etc.) on roadway corridors identified as high-risk for fatal and severe-injury traffic crashes over the most recent five-year period.

PROJECT FUNDED:

Highway Safety Planning and Administration

Problem Identification: In South Carolina, preliminary state data from our Statistical Analysis Center indicates there were 823 traffic fatalities in 2014. This figure represents a 7.3% increase from the 767 traffic fatalities that occurred in 2013. Based on the estimated number of fatalities and an estimated 1.96% increase in vehicle miles of travel for 2014, the mileage death rate is expected to increase to 1.68 in 2014. Overall, from 2009 to 2013, fatalities decreased by 14.2% in South Carolina, compared to slightly smaller decreases of 5.78% in NHTSA Region 4 and 3.44% nationwide. Also, during the same timeframe of 2009 to 2013, state statistical data shows there were 537,863 vehicle crashes in South Carolina. In those 537,863 vehicle crashes reported from 2009 to 2013, 244,047 persons were injured. Of those 244,047 persons injured, 16,833 persons, or 6.9%, sustained severe injuries. When comparing the 106,864 vehicle crashes in 2009 to the 113,223 vehicle crashes in 2013, the state has experienced a 5.95% increase in the number of reported vehicle crashes during this five-year period.

Project Description: 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 SC Department of Public Safety (SCDPS). The mission of the OHSJP is to develop and implement comprehensive strategies aimed at reducing the number and severity of traffic crashes on the state's streets and highways. The Program Administration area will fund one [1] Grants Administration Manager at 100%, one [1] Assistant Director at 40%, and one [1] Director at 30%, thus constituting the 1.7 full-time equivalents (FTE) designated in the P&A budget. These three positions will manage the overall highway safety grants program, oversee the development and implementation of highway safety national and state mobilization/crackdown campaigns, oversee financial and programmatic monitoring of highway safety projects, and oversee the preparation and implementation of critical highway safety documents, such as the Highway Safety Plan, Annual Report, MAP-21 grant applications, and the state's Strategic Highway

Safety Plan. The Program Administration area of the OHSJP will coordinate 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, and cooperation with state and local governments. Programming resources will be directed to nationally and state-identified priority areas outlined in this document. The Program Administration area will ensure monitoring of traffic data to coordinate appropriate statewide highway safety messages to all citizens and visitors of the state. Highway safety staff members will conduct a Problem Identification meeting annually to identify highway safety problems. A Funding Guidelines Workshop will be conducted to provide information to potential subgrantees and to encourage the development of data-driven, evidence-based projects that will positively impact highway safety. Pre-work Conferences and a Project Management Course will be conducted during FFY 2016 with all Project Directors of newly awarded highway safety projects.

Program Administration will continue a sustained DUI enforcement initiative by implementing the 2016 Law Enforcement DUI Challenge known as *Sober or Slammer!* (corresponding to the national *Drive Sober or Get Pulled Over* campaign) on a statewide level utilizing strategies that have proven results. The campaign will run from December 1, 2015 through September 1, 2016. According to the *Countermeasures That Work, A Highway Safety Countermeasure Guide for State Highway Safety Offices, Seventh Edition, 2013* (Chapter 1, section 2.2), publicized saturation patrol programs and sobriety checkpoints are effective in reducing alcohol-related fatal crashes and deterring drunk driving. The state will encourage and require campaign participants to utilize these enforcement strategies in their DUI enforcement efforts statewide.

Program Administration will also continue the state's occupant protection enforcement mobilization in the time period leading up to and after the Memorial Day holiday in May 2016. The statewide campaign, known as *Buckle up, South Carolina. It's the law and it's enforced.*, will mirror the national *Click-it-or-Ticket* campaign. The 20165 campaign will once again focus on nighttime safety belt enforcement at the state and local level. This strategy will not only impact the time of day when seat belt usage rates decline, but will also result in additional DUI arrests. All major mobilizations will include outreach components that focus on the diverse population of our state.

The OHSJP will provide funding to highway safety staff and advocates to attend significant conferences and training events related to highway safety issues. Highway safety staff, other SCDPS staff, and partner agencies/groups will continue to educate and inform the citizens of the state and its visitors about the state's primary enforcement safety belt law. Highway safety staff will continue to support and assist in the further development of the Law Enforcement Network (LEN) system in the state. Sixteen (16) LENs have been formed corresponding to the sixteen judicial circuits in South Carolina. The OHSJP will continue to maintain a strong partnership with the SC Department of Transportation (SCDOT) to enhance traffic safety initiatives through a variety of activities.

The OHSJP's Planning and Administration highway safety project staff will direct the planning, development, coordination, monitoring, evaluating, and auditing of projects under the Section 402 Program. Highway safety staff are also responsible for coordinating and evaluating the

highway safety efforts among the various agencies throughout the state. The goal of the Program Administration Program Area is to generate a 5% reduction in the number of traffic fatalities and a 5% reduction in serious injuries during the grant period. Please note that this goal is an internal grant project goal for the fiscal year, thus it complements but does not match the goal for these two performance measures for the calendar year.

Countermeasures That Work: In the introductory section (page 2) of the *Countermeasures That Work, A Highway Safety Countermeasure Guide for State Highway Safety Offices, Seventh Edition, 2013*, the guide states that "…it is intended as a tool for SHSO use and does not include countermeasures for which SHSOs have little or no authority or responsibility, or that cannot be supported under typical highway safety grant programs. For example, …the guide does not include administrative or management topics such as traffic safety data systems and analyses, program planning and assessments, state and community task forces, or comprehensive community traffic safety programs."

Strategic Highway Safety Plan: South Carolina's Strategic Highway Safety Plan (SHSP) was recently updated in 2015 and given the new title of "Target Zero" to reflect the state's adoption of the national Target Zero initiative of zero traffic fatalities. The SCDPS adopted this strategy as the only legitimate way of continuing to drive down traffic fatalities in our state.
The SHSP update was conducted through a partnership approach that identifies ways to eliminate traffic fatalities and reduce serious injuries on South Carolina highways. Emphasis Areas were identified based on a detailed analysis of fatal and severe-injury crashes from 2009 to 2012. The updated SHSP includes a brief review of each Emphasis Area, followed by a list of definitive strategies designed to reduce or mitigate the severity of vehicle crashes. Each emphasis area in the SHSP cites the significance of the problem for the state and recommends engineering, education, enforcement, EMS and public policy strategies for appropriate countermeasures to address the problem.

Summary Table

Agency	County	Project Number	Budget	Number of Personnel
SC Department of Public Safety : Office of Highway Safety and Justice Programs	Statewide	PA-2016-HS-01-16	$102,203	1.7

Budget Table

Project Number	Subgrantee	Project Title	Budget	Budget Source
PA-2016-HS-01-16	**South Carolina Department of Public Safety: Office of Highway Safety**	**Highway Safety Planning & Administration**	**$102,203** **$102,203**	**State Funds** **NHTSA 402**
NHTSA 402 Total			**$102,203**	
Total All Funds			**$204,406**	

ALCOHOL COUNTERMEASURES PROGRAM AREA

Overview

The State of South Carolina has been committed to reducing the occurrence of alcohol-impaired driving and the resulting traffic crashes, injuries and fatalities. Though the state has experienced significant reductions in alcohol-impaired driving traffic fatalities in recent years, the most recent FARS data provided by the National Highway Traffic Safety Administration (NHTSA) indicates that 335 people died on South Carolina roadways in 2013 as a result of alcohol-impaired driving collisions (see **Table 7** on page 14). This raw number translates into a VMT alcohol-impaired driving fatality rate (traffic fatalities per 100 million vehicle miles traveled) for the state of 0.68, one of the highest in the nation and significantly higher than the 2013 average rate (0.41) for NHTSA Region 4 states (see **Table 7** on page 14). Please also note that certain data tables and figures included in NHTSA's *Analysis of Fatal Crash Data South Carolina: 2009-2013* do not contain VMT data. Therefore, certain VMT data may not be included throughout this document.

The SC Strategic Highway Safety Plan (SHSP), *Target Zero*, updated in 2015, identified impaired driving as one of its Emphasis Areas (pp. 79-83), citing the significance of the problem for the state and recommending engineering, education, enforcement, EMS and public policy strategies for appropriate countermeasures to attack the problem based on data-driven and evidence-based practices (pp. 82-83).

The NHTSA-produced *Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices, Seventh Edition, 2013* stresses the importance of this emphasis area and outlines significant strategies to reduce impaired driving (pp.1-4 to 1-6) and appropriate countermeasures to bring about alcohol- and drug-impaired driving reductions (pp. 1-7 to 1-68). The four basic strategies identified to reduce impaired driving are Deterrence, to include laws, enforcement, prosecution and adjudication, and offender treatment, monitoring, and control; Prevention; Communications and Outreach; and Alcohol Treatment (pp. 1-4 to 1-5).

Of the four impaired driving countermeasures strategies identified, the State of South Carolina effectively implements *Deterrence* of high quality in the area of Enforcement and Prosecution and Adjudication (pp.1-19 to 1-24). In terms of legislation, South Carolina enacted a new DUI law in February 2009. Though South Carolina's DUI law was strengthened, it remains problematic for a number of reasons and likely does not function in the state at the deterrence level outlined by the document. However, the state did make strides in harshening penalties for impaired driving and for breath test refusals associated with DUI arrests. In April 2014, South Carolina amended the ignition interlock portion of the state's DUI statutes in Act 158, which went into effect on October 1, 2014. Ignition interlock devices are now required for first-time DUI offenders who are convicted of having had blood alcohol concentrations (BACs) of 0.15% or higher. The new law is known as "Emma's Law" and is named after six-year-old Emma Longstreet, who was the state's first traffic fatality of 2012. Young Miss Longstreet was killed by a drunk driver on Sunday morning, January 1, 2012, as she and her family were traveling to church. The ignition interlock device program will be a voluntary alternative to hard suspensions for first-time DUI offenders who are convicted of having refused to submit to a breath test. First-

time DUI offenders who are convicted of having had blood alcohol concentrations (BACs) of 0.14% or lower have ignition interlock devices as an alternative to presently existing special driving privileges. Hard suspensions for subsequent DUI offenders were removed, and those persons are immediately subjected to ignition interlock requirements.

For persons mandated to obtain ignition interlock devices, the requirement no longer has a time limit. That is, under the old law a person may choose to stay suspended for three years, after which the ignition interlock requirement goes away. Under the new law, the suspension is indefinite and will only end when ignition interlock requirements have been fulfilled.

The legislation continues to allow a person who does not own a vehicle to operate an employer's vehicle without an ignition interlock device installed.

These statutory provisions placed the State of South Carolina out of compliance with USDOT Section 164 requirements for FFY 2015. It should be noted, however, that during the 2015 legislative session of the SC General Assembly, Emma's Law was amended to deal with the provisions that brought about the non-compliance with Section 164. The amended legislation will be provided to NHTSA after October 1, 2015, for a legislative review to determine the status of the state in terms of Section 164 compliance for FFY 2016.

Another strategy that South Carolina utilizes to reduce impaired driving is *Communication and Outreach*. Each year the Office of Highway Safety and Justice Programs (OHSJP), a division of the South Carolina Department of Public Safety, implements a statewide Law Enforcement DUI Challenge (*Sober or Slammer!,* modeled after and conducted with the national *Drive Sober or Get Pulled Over.* campaign). The Law Enforcement DUI Challenge combines enforcement, education, media, and diversity outreach components in an attempt to reduce impaired driving crashes, injuries, and fatalities in the state. The Challenge is conducted with the participation of state and local law enforcement agencies throughout every judicial circuit in the state. With the decline in the number of alcohol-impaired fatalities in the state over the five-year period 2009-2013, communication and outreach strategies have proven to be effective for South Carolina (pp. 1-41 and 1-44 to 1-45).

The State of South Carolina has also begun pilot projects which combine adjudication strategies with *Alcohol Treatment*. During FFY 2014 and 2015, the OHSJP provided grant funding for the development and implementation of Pilot DUI Courts in two judicial circuits in South Carolina. The state will continue funding in FFY 2016 for the implementation of the Pilot DUI Courts, which will provide for the monitoring and treatment of offenders convicted of DUI. The overall goal of the DUI Court program is a reduction in recidivism and a change in behavior for those who complete the program (pp. 1-25 to 1-36 and 1-39).

The data sections below outline specific problems that the State of South Carolina is facing in terms of alcohol-impaired driving. The information also demonstrates the foundation on which the state has built a response to the problem for the FFY 2016 Highway Safety Plan.

Traffic Fatalities

According to **Table 7** on page 14, from NHTSA's "Analysis of Fatal Crash Data for South Carolina," in 2009, there were 374 alcohol-impaired driving fatalities in South Carolina, with this number declining consecutively each year during the first three years to its lowest point of the period in 2011 (309), before increasing in 2012, but not to the levels seen in 2009 and 2010. The 335 alcohol-impaired driving fatalities in 2013 represent a decrease (3.18%) from the 2009-2012 average, and a considerable change (10.4% decrease) from the 2009 total (374). The *VMT-based* alcohol-impaired traffic fatality rate for 2013 (0.68) represented a -2.8% change from the prior four-year average and a 10.52% decrease when compared to the 2009 rate (0.76). South Carolina's alcohol-impaired *population-based* fatality rate followed a similar pattern as the number of fatalities, with the 2013 rate (7.02 deaths per 100,000 population) representing a 5.6% decrease when compared to the 2009-2012 average (7.43) and a 13.9% decrease when compared to the rate in 2009 (8.15).

The impaired driving fatality percentage of total deaths is a key index of the problem of alcohol-impaired driving fatalities. In South Carolina, this proportion increased by 7.1% in 2013 (43.7%) when compared to the average of the previous four years (40.8%) and by 4.4% in 2013 when compared to the 2009 proportion (41.8%). This suggests that different factors may have been affecting alcohol-impaired driving deaths and all other traffic-related deaths, which showed a greater decline (see **Table 1** on page 7). However, **Table 7** on page 14 indicates that South Carolina's proportion of the region's impaired deaths declined slightly in 2013 when compared to both the prior four-year average and the 2009 proportion.

Table 18 on page 74 provides impaired-driving fatality and rate data for the entire NHTSA Region 4, and **Table 19** on page 74 provides such data for the nation. Over the entire five-year period of 2009-2013, the average *VMT rate* in South Carolina (0.70 deaths per 100 million VMT) was much higher than the rate for the nation (0.34). Please note that VMT data was not available at the time this document was completed. Therefore, VMT data for NHTSA Region 4 is not included. Over the entire five-year period, the alcohol-impaired *population-based* fatality rate throughout the five years in South Carolina (7.34 deaths per 100,000 population) was much higher than the rates for both Region 4 (4.22) and the nation (3.28).

With regard to change, **Table 18** on page 74 shows that in Region 4, the number of alcohol-impaired driving fatalities decreased overall during the time period 2009-2013. The count in 2013 (1,845 deaths) represents a 2.9% decrease when compared to the 2009-2012 average (1,901 deaths) and a 10.0% decrease when compared to 2009 (2,049). During the same timeframe, Region 4's population-based fatality rate decreased by 5.2%, and the region's alcohol-impaired percent of total deaths showed little change.

Table 18. Region 4 Alcohol-Impaired Driving Fatalities

	2009	2010	2011	2012	2013	% Change: 2009 vs. 2013	% Change: 2013 vs. prior 4-yr Avg.
Fatalities	**2,049**	**1,882**	**1,794**	**1,878**	**1,845**	**-9.96%**	**-2.93%**
Pop. Rate**	**4.66**	**4.25**	**4.01**	**4.15**	**4.04**	**-13.35%**	**-5.24%**
Pct. of Total	**31.14%**	**29.43%**	**28.54%**	**29.50%**	**29.76%**	**-4.44%**	**0.30%**

Table 19 below indicates that nationwide, in 2013, alcohol-impaired deaths declined by 1.9% while VMT-based and population-based fatality rates dropped by 1.45% and 3.70%, respectively. These national declines are slightly smaller than those seen for the state, and for Region 4 in regard to population rate. The region's VMT is not available for comparison.

In 2013, the alcohol-impaired driving *percentage of total fatalities* increased in South Carolina (by 7.1%), but remained relatively stable throughout Region 4 and the US as a whole. Here again, these changes in 2013 are relative to the 2009-2012 average.

Table 19. Nationwide Alcohol-Impaired Driving Fatalities

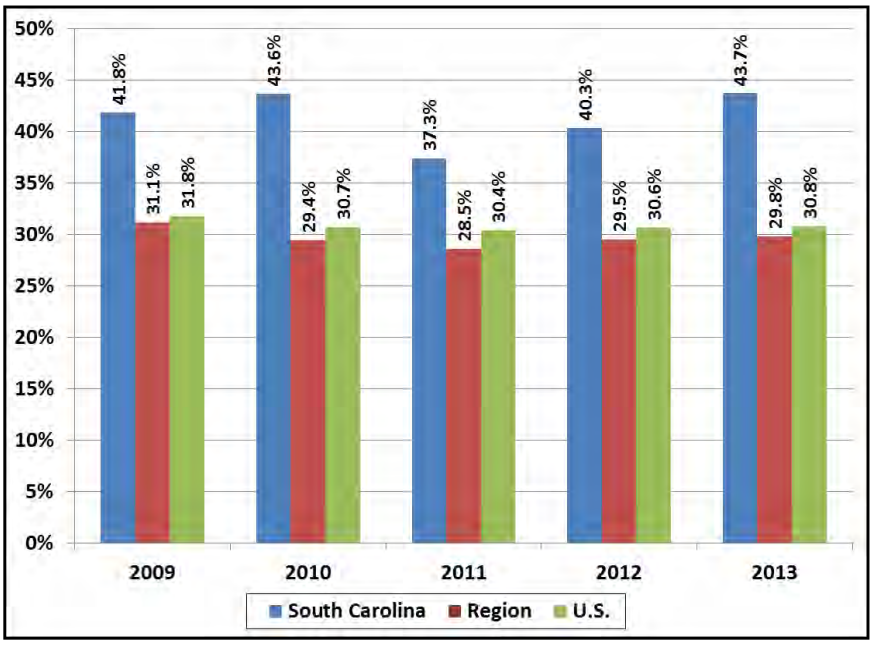
	2009	2010	2011	2012	2013	% Change: 2009 vs. 2013	% Change: 2013 vs. prior 4-yr Avg.
Fatalities	10,759	10,136	9,865	10,322	10,076	-6.35%	-1.93%
VMT Rate*	0.36	0.34	0.33	0.35	0.34	-5.6%	-1.45%
Pop. Rate**	3.51	3.28	3.17	3.29	3.19	-9.12%	-3.70%
Pct. of Total	31.75%	30.72%	30.37%	30.76%	30.80%	-3.02%	-0.23%

* Rate per 100 million miles of travel

** Rate per 100,000 population

As shown in **Figure 19** on page 75, the percentage of fatalities in South Carolina that involved alcohol-impaired driving (*alcohol-impairment-related fatalities include those in which any crash participant was impaired (BAC ≥ 0.08), while alcohol-impaired driving fatalities refer only to those resulting from impaired (BAC ≥ 0.08) drivers/motorcycle operators*) was consistently above that of the region and nation during each year in the period 2009-2013. In 2013, 43.7% of all fatalities in South Carolina were alcohol-impaired driving fatalities, much higher than the 29.8% seen for Region 4 and the 30.80% experienced nationwide.

Figure 19: Alcohol-Impaired Driving Fatalities as Percent of Total Fatalities



Alcohol-impaired driving data for South Carolina shown in **Figures 4** (page 15), and **5**(page 15) are based on NHTSA FARS data and display graphically the downward trends in South Carolina in terms of two key indices of alcohol-impaired data: alcohol-impaired driving fatalities and population-based alcohol-impaired driving fatality rate. Though the state has much work to do to improve the problem of alcohol-impaired driving, the trends displayed in these figures are encouraging.

Alcohol-Impaired Driving Fatalities: Counties

Table 20 on pp. 76-77 shows the alcohol-impaired driving fatalities by county for South Carolina. According to FARS data, in South Carolina, from 2009 to 2013, the five counties with the most alcohol-impaired driving fatalities were Greenville (116); Lexington and Richland (115 each); Horry (114); and Charleston (112). Of these five counties, the following two showed decreases in the number of 2013 deaths when compared to the respective prior four-year average: Lexington (-10.6%) and Charleston (-18.3%). Greenville (65.9%), Richland (16.9%), and Horry (1.1%) each experienced increases.

Likewise, throughout the five-year period 2009-2013, the counties with highest percentage of fatalities involving alcohol-impaired driving were Kershaw (56.9%), Chester (54.2%), Lexington (53.2%), and Hampton (50.0%) (see **Table 20** on the following pages).

Table 20. Alcohol-Impaired Driving Fatalities by County

Alcohol-Impaired Driving (A-I) Fatalities*						Total A-I Fatalities	Total Fatalities	% A-I	% Change: 2013 vs. prior 4-yr Avg.
County	2009	2010	2011	2012	2013				
Abbeville	2	2	1	3	3	**11**	**23**	**47.8%**	50.0%
Aiken	16	15	12	8	13	**64**	**138**	**46.4%**	2.0%
Allendale	2	2	0	1	1	**6**	**14**	**42.9%**	-20.0%
Anderson	9	15	13	13	13	**63**	**197**	**32.0%**	4.0%
Bamberg	2	1	1	1	0	**5**	**19**	**26.3%**	-100.0%
Barnwell	5	1	6	1	0	**13**	**30**	**43.3%**	-100.0%
Beaufort	4	13	4	8	7	**36**	**85**	**42.4%**	-3.4%
Berkeley	20	10	15	14	13	**72**	**166**	**43.4%**	-11.9%
Calhoun	5	3	2	1	2	**13**	**42**	**31.0%**	-27.3%
Charleston	24	25	20	24	19	**112**	**243**	**46.1%**	-18.3%
Cherokee	5	3	4	2	2	**16**	**52**	**30.8%**	-42.9%
Chester	6	9	3	1	7	**26**	**48**	**54.2%**	47.4%
Chesterfield	6	7	2	5	3	**23**	**54**	**42.6%**	-40.0%
Clarendon	9	5	3	3	4	**24**	**71**	**33.8%**	-20.0%
Colleton	6	7	8	8	4	**33**	**86**	**38.4%**	-44.8%
Darlington	11	5	8	7	9	**40**	**83**	**48.2%**	16.1%
Dillon	5	5	4	4	2	**20**	**53**	**37.7%**	-55.6%
Dorchester	10	5	6	8	8	**37**	**84**	**44.0%**	10.3%
Edgefield	0	2	6	2	0	**10**	**24**	**41.7%**	-100.0%
Fairfield	2	4	4	4	6	**20**	**46**	**43.5%**	71.4%
Florence	13	14	6	8	10	**51**	**143**	**35.7%**	-2.4%
Georgetown	7	3	2	7	7	**26**	**64**	**40.6%**	47.4%
Greenville	19	17	21	25	34	**116**	**297**	**39.1%**	65.9%
Greenwood	4	3	6	5	3	**21**	**44**	**47.7%**	-33.3%
Hampton	1	1	2	4	2	**10**	**20**	**50.0%**	0.0%
Horry	28	24	18	21	23	**114**	**272**	**41.9%**	1.1%

Alcohol-Impaired Driving (A-I) Fatalities*						Total A-I Fatalities	Total Fatalities	% A-I	% Change: 2013 vs. prior 4-yr Avg.
County	2009	2010	2011	2012	2013				
Jasper	6	3	7	5	2	**23**	**79**	**29.1%**	-61.9%
Kershaw	9	7	5	7	13	**41**	**72**	**56.9%**	85.7%
Lancaster	4	1	8	5	2	**20**	**67**	**29.9%**	-55.6%
Laurens	6	6	4	7	6	**29**	**83**	**34.9%**	4.3%
Lee	8	1	1	1	3	**14**	**33**	**42.4%**	9.1%
Lexington	19	20	27	28	21	**115**	**216**	**53.2%**	-10.6%
Marion	6	6	0	4	2	**18**	**47**	**38.3%**	-50.0%
Marlboro	2	2	6	1	1	**12**	**30**	**40.0%**	-63.6%
McCormick	1	1	0	2	0	**4**	**11**	**36.4%**	-100.0%
Newberry	1	2	1	6	3	**13**	**40**	**32.5%**	20.0%
Oconee	3	6	4	8	1	**22**	**62**	**35.5%**	-81.0%
Orangeburg	17	21	10	7	19	**74**	**167**	**44.3%**	38.2%
Pickens	11	8	6	5	5	**35**	**83**	**42.2%**	-33.3%
Richland	20	24	17	28	26	**115**	**239**	**48.1%**	16.9%
Saluda	0	3	1	5	1	**10**	**23**	**43.5%**	-55.6%
Spartanburg	16	16	13	23	11	**79**	**205**	**38.5%**	-35.3%
Sumter	12	9	9	5	8	**43**	**101**	**42.6%**	-8.6%
Union	3	2	1	1	0	**7**	**17**	**41.2%**	-100.0%
Williamsburg	3	3	2	5	7	**20**	**55**	**36.4%**	115.4%
York	8	12	12	11	9	**52**	**133**	**39.1%**	-16.3%
Totals	**376**	**354**	**311**	**352**	**335**	**1,728**	**4,161**	**41.5%**	**-3.8%**

Different county pictures emerge when looking at population-based alcohol-impaired fatality rates in South Carolina. The population-based fatality rates by county are shown in **Table 21** on pp. 78-79, with highlighting indicating counties with the highest rates in 2013: Fairfield (25.96), Chester (21.49), Williamsburg (21.17), Orangeburg (20.89), Kershaw (20.79), and Lee (16.35). These counties are much smaller in population than the average SC county, and it should be noted that the counties' population-based fatality rates can vary drastically from year to year, reflected in the fact that counties with the highest rates in 2013 may have had significantly smaller rates in prior years, and thus should be considered with caution. However, the state will attempt to address these counties with an enforcement strategy during FFY 2016.

Table 21. Alcohol-Impaired Driving Fatalities by County: Rate per 100,000 Population

County	2009	2010	2011	2012	2013
Abbeville	7.81	7.89	3.97	11.95	12.00
Aiken	10.09	9.34	7.47	4.91	7.92
Allendale	18.83	19.32	0.00	10.01	10.16
Anderson	4.82	8.01	6.90	6.87	6.82
Bamberg	12.48	6.27	6.26	6.34	0.00
Barnwell	22.11	4.42	26.84	4.50	0.00
Beaufort	2.50	7.98	2.43	4.76	4.07
Berkeley	11.42	5.59	8.17	7.38	6.70
Calhoun	32.75	19.83	13.21	6.71	13.28
Charleston	6.92	7.11	5.59	6.57	5.10
Cherokee	9.07	5.42	7.20	3.59	3.58
Chester	18.07	27.19	9.11	3.07	21.49
Chesterfield	12.87	15.00	4.30	10.85	6.49
Clarendon	25.76	14.31	8.64	8.73	11.64
Colleton	15.44	17.99	20.72	20.97	10.59
Darlington	16.01	7.29	11.71	10.27	13.25
Dillon	15.71	15.57	12.60	12.72	6.40
Dorchester	7.49	3.64	4.26	5.61	5.50
Edgefield	0.00	7.42	22.50	7.59	0.00
Fairfield	8.30	16.74	16.97	17.12	25.96
Florence	9.55	10.21	4.35	5.80	7.23
Georgetown	11.60	4.99	3.33	11.63	11.58
Greenville	4.25	3.75	4.55	5.35	7.17
Greenwood	5.75	4.30	8.59	7.17	4.30
Hampton	4.72	4.75	9.61	19.30	9.80
Horry	10.54	8.87	6.51	7.44	7.94
Jasper	24.76	12.03	27.78	19.36	7.51
Kershaw	14.72	11.32	8.03	11.23	20.79
Lancaster	5.31	1.30	10.27	6.32	2.49
Laurens	8.97	9.02	6.01	10.57	9.06
Lee	41.34	5.21	5.27	5.36	16.35

County	2009	2010	2011	2012	2013
Lexington	7.34	7.59	10.11	10.35	7.67
Marion	18.03	18.18	0.00	12.32	6.24
Marlboro	6.85	6.93	21.05	3.55	3.57
McCormick	9.77	9.78	0.00	20.11	0.00
Newberry	2.67	5.32	2.65	15.97	8.00
Oconee	4.06	8.07	5.38	10.72	1.33
Orangeburg	18.33	22.74	10.88	7.65	20.89
Pickens	9.23	6.71	5.02	4.18	4.17
Richland	5.26	6.22	4.37	7.11	6.51
Saluda	0.00	15.06	5.03	25.13	4.98
Spartanburg	5.65	5.62	4.53	7.97	3.78
Sumter	11.21	8.37	8.38	4.63	7.40
Union	10.31	6.93	3.49	3.54	0.00
Williamsburg	8.67	8.73	5.87	14.87	21.17
York	3.58	5.29	5.21	4.69	3.76
County Average	**8.19**	**7.64**	**6.65**	**7.45**	**7.02**

Traffic Injuries

Though still problematic, a look at state injury data shows a somewhat brighter picture as opposed to the alcohol-impaired fatality data in the previous section. According to state data, from 2009 to 2013, a total of 244,047 people were injured in motor-vehicle collisions in South Carolina. Of the 244,047 injuries, 20,318, or only 8.3%, were alcohol-impaired-driving-related. **Figure S-5** below displays graphically how total injuries compare to impaired driving-related injuries in the state from 2009 to 2013.

Figure S-5

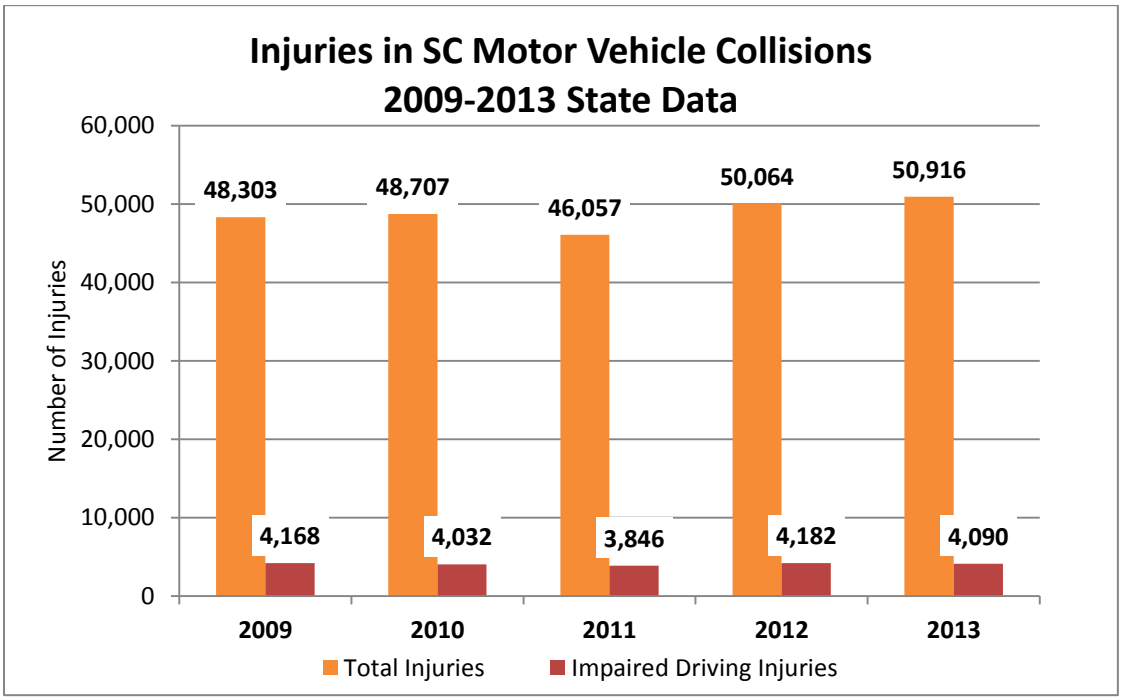
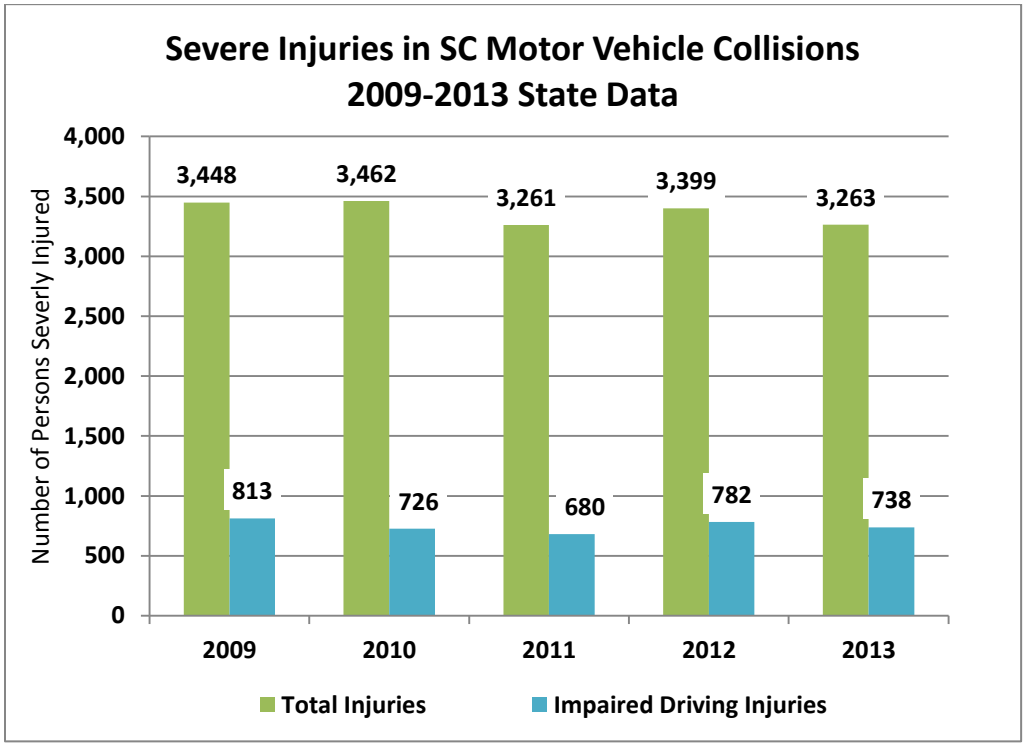


Figure S-6 below compares total severe traffic-related injuries in SC from 2009 to 2013 to those severe injuries that were the result of alcohol-impaired collisions. From 2009 to 2013, SC experienced a total of 16,833 severe traffic-related injuries. Of these 16,833 severe injuries, 3,739, or 22%, were impaired-driving-related. The state experienced a decrease (9.2%) in 2013 in impaired-driving-related severe injuries (738), as compared to the number of impaired-driving-related severe injuries in 2009 (813). The state also experienced a decrease (1.6%) in 2013 as compared to the average of the four-year period 2009-2012 (750.3 severe injuries).

Figure S-6

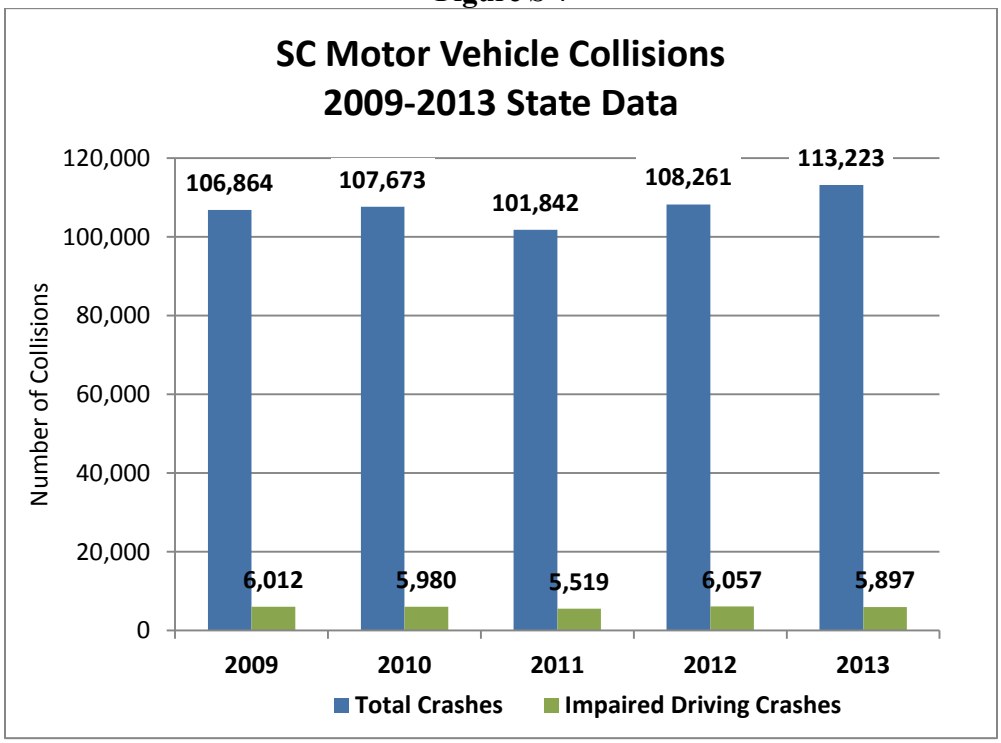


Traffic Crashes

Alcohol-Impaired Driving Collisions

According to state data, over the five-year period 2009-2013, South Carolina experienced 29,465 impaired-driving collisions. During the same period, there was a 1.9 % decrease in the number of impaired-driving collisions, from 6,012 in 2009 to 5,897 in 2013. The state experienced a greater decrease of 2.6% in the number of reported impaired-driving-related crashes from 2012 to 2013 (**Figure S-7** below). The 2013 figure of 5,897 impaired-driving-related crashes was 0.1% higher than the average number of impaired-driving-related crashes for the years 2009-2012 (5,892).

Figure S-7



Drivers in the 20-24 year old age group made up the largest age group represented among all at-fault drivers (29,004) involved in impaired driving crashes from 2009-2013, totaling 5,289 drivers. Of the 5,289 drivers, 261, or 4.9%, were involved in a fatal impaired driving collision. The second highest age group of at-fault impaired drivers was aged 25-29 (4,633 drivers), 240, or 5.2%, of whom were involved in a fatal crash. This age group was followed by drivers aged 30-34, totaling 3,730 at-fault drivers involved in impaired driving crashes, 168, or 4.5%, of whom were involved in a fatal collision (see **Tables S-1** on page 83 and **S-2** on page 84). During the period 2009-2013, 80.9% of the at-fault drivers involved in impaired driving crashes were male, 18.7% were female, and 0.5% were gender unknown (**Table S-3** on pp. 84). In regards to ethnicity, Caucasians were the leading group of at-fault drivers involved in impaired driving collisions, composing 64.8% of the total drivers (**Table S-4** on page 85). African Americans were the next highest group, with 29.6%, followed by Hispanic drivers, who accounted for 4.6% of the total at-fault drivers involved in impaired driving crashes (0.7% and 0.3% represent other and unknown ethnicities).

Table S-1. At-Fault Drivers Involved in Impaired Driving Crashes by Age Group, State Data 2009-2013

Age Group	2009	2010	2011	2012	2013	Total
Under 15	0	7	1	0	2	10
15-19	352	380	299	323	283	1637
20-24	1114	1092	943	1078	1062	5289
25-29	936	941	862	960	934	4633
30-34	713	710	764	790	753	3730
35-39	623	606	497	576	605	2907
40-44	566	564	501	570	553	2754
45-49	585	539	508	551	486	2669
50-54	457	409	406	485	441	2198
55-59	255	246	261	267	327	1356
60-64	141	155	171	185	172	824
65-69	66	82	76	104	104	432
70+	60	66	55	54	85	320
Unknown	58	53	56	41	37	245
Total	5926	5850	5400	5984	5844	29004

Table S-2. At-Fault Drivers Involved in Impaired Driving Fatal Crashes by Age Group, State Data 2009-2013

Age Group	2009	2010	2011	2012	2013	Total
15-19	32	37	16	22	20	127
20-24	62	50	50	48	51	261
25-29	67	47	46	41	39	240
30-34	30	39	36	31	32	168
35-39	37	40	24	22	23	146
40-44	37	29	17	19	37	139
45-49	27	28	21	32	25	133
50-54	30	19	20	24	22	115
55-59	10	13	10	19	18	70
60-64	12	9	8	7	3	39
65-69	5	10	3	6	8	32
70+	7	2	4	7	8	28
Unknown	3	1	1	2	1	8
Total	359	324	256	280	287	1506

Table S-3. At-Fault Drivers Involved in Impaired Driving Fatal Crashes by Gender, State Data 2009-2013

Gender	2009	2010	2011	2012	2013	Total
Male	281	268	207	223	239	1218
Female	75	56	48	55	47	281
Unknown	3	0	1	2	1	7
Total	359	324	256	280	287	1506

Table S-4. At-Fault Drivers Involved in Impaired Driving Fatal Crashes by Ethnicity, State Data 2009-2013

Ethnicity	2009	2010	2011	2012	2013	Total
Caucasian	223	216	166	190	181	976
African American	112	88	72	76	97	445
Hispanic	21	17	15	9	7	69
Other	0	3	2	5	1	11
Unknown	3	0	1	0	1	5
Total	359	324	256	280	287	1506

Alcohol-Impaired Fatal Crashes: Blood Alcohol Content (BAC) Levels

As shown in **Table 22** below, from 2009 through 2013, the percentage of fatalities in South Carolina in which the highest BAC in the crash was 0.08 or above (46%) was higher than the percentage for Region 4 and the percentage for the US as a whole, which were identical at 35%.

Table 22. Fatalities by the Highest BAC in the Crash*

	South Carolina					Total 2009 - 2013		
	2009	2010	2011	2012	2013	SC	Region	U.S.
	(N=894)	(N=809)	(N=828)	(N=863)	(N=767)	(N=4,161)	(N=31,826)	(N=165,862)
BAC								
0.00	48%	45%	50%	49%	45%	47%	59%	59%
0.01 - 0.07	6%	7%	9%	6%	6%	7%	6%	6%
0.08+	46%	49%	42%	45%	49%	46%	35%	35%

*Data based on all crash participants.

Based on NHTSA's alcohol imputation data. Rounding may cause the sum of sub-categories to differ slightly from total values

Table 23 on the following page shows that during the five-year period 2009-2013, South Carolina's percentage of drivers involved in fatal crashes that had a BAC of 0.08 or above (30.3%) was higher than that for Region 4 (20.5%) and for the nation (21.5%). The year-by-year percentages are also displayed in **Figure 20** on page 87, as a supplement to **Table 23**. This figure draws attention to the fact that the proportion of drivers/operators involved in fatal crashes with a BAC of 0.08 or above in South Carolina was much higher than the proportion of such

drivers/operators throughout Region 4 and the nation during each of the five years observed (2009-2013).

Table 23. BACs of Drivers/Operators Involved in Fatal Crashes

	2009	2010	2011	2012	2013	Total 2009 - 2013
SC	**(N=1,152)**	**(N=1,079)**	**(N=1,086)**	**(N=1,152)**	**(N=1,027)**	**(N=5,496)**
BAC						
0.00	64.8%	62.6%	66.2%	66.1%	63.6%	64.7%
0.01-0.07	4.5%	5.2%	5.9%	4.7%	4.9%	5.0%
0.08+	30.8%	32.3%	27.9%	29.3%	31.6%	30.3%
Region	**(N=8,832)**	**(N=8,735)**	**(N=8,591)**	**(N=8,834)**	**(N=8,495)**	**(N=43,487)**
BAC						
0.00	74.2%	75.7%	76.2%	75.9%	76.0%	75.6%
0.01-0.07	4.0%	3.7%	4.0%	4.0%	3.7%	3.9%
0.08+	21.8%	20.7%	19.8%	20.1%	20.3%	20.5%
U.S.	**(N=45,337)**	**(N=44,599)**	**(N=43,840)**	**(N=45,664)**	**(N=44,574)**	**(N=224,014)**
BAC						
0.00	73.5%	74.4%	75.1%	74.9%	74.6%	74.5%
0.01-0.07	4.4%	4.1%	3.8%	3.9%	4.1%	4.1%
0.08+	22.1%	21.5%	21.2%	21.2%	21.2%	21.5%

*Based on NHTSA's alcohol imputation data. Rounding may cause the sum of sub-categories to differ slightly from total values

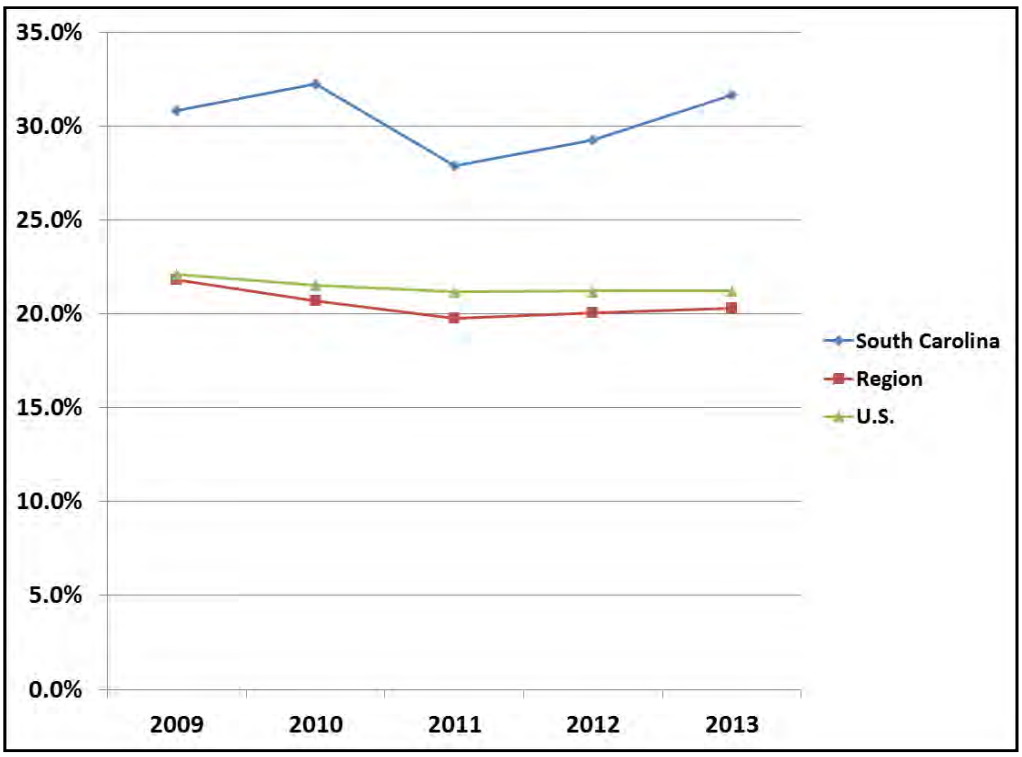


Figure 20: Percent of Drivers/Operators with BAC ≥ 0.08

Alcohol-Impaired Fatal Crashes: Month, Day, and Time

As shown in **Table 24** on p. 89**,** the three months with the greatest number of alcohol-impairment-related fatal crashes in South Carolina during the 2009-2013 period were October (176 crashes, 9.9% of total), May (174 crashes, 9.7% of total), and April (160 crashes, 9.0% of the total). In Region 4, October had the greatest number of similar crashes (9%), followed by May (8.9%), and then December (8.7%). Nationwide, the three months with the greatest percentage of such crashes were July and August (each with 9.3%), and then October (9.1%).

Alcohol-impairment-related fatal crashes were much more common on the weekends or Saturdays than on other days of the week for South Carolina, Region 4, and the US as a whole. In South Carolina, the most alcohol-impairment-related fatal crashes occurred on Saturdays (474 crashes, 26.6% of the total), followed by Sundays (360, 20.2%), and then Fridays (274, 15.4%). The same pattern was observed for Region 4 and the nation. In Region 4, the highest percentage of such crashes occurred on Saturdays (24.4%), followed by Sundays (20%), and then Fridays (15.8%). Nationally, 24% of alcohol-impairment-related fatal crashes occurred on Saturdays, 21.3% on Sundays, and 15.3% on Fridays.

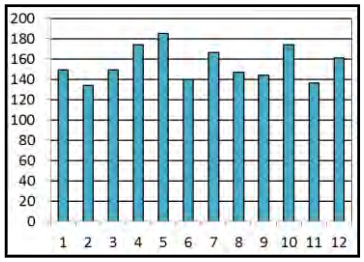
During the five years 2009-2013, alcohol-impairment-related fatal crashes were much more common after 6 p.m. and before 3 a.m. for South Carolina, Region 4, and the US as a whole. In South Carolina, the most alcohol-impairment-related fatal crashes occurred between 9 p.m. and

midnight (407 crashes, 22.8% of total), followed by midnight to 3 a.m. (400, 22.4%), and then 6 p.m. to 9 p.m. (327, 18.3%). The same pattern is seen in Region 4, where 23.6% of such crashes occurred between 9 p.m. and midnight, 23% occurred between midnight and 3 a.m., and 18.9% occurred between 6 p.m. and 9 p.m. Nationwide the pattern was slightly different, as 25% of alcohol-impairment-related fatal crashes occurred between midnight and 3 a.m., 22.1% between 9 p.m. and midnight, and 18% between 6 p.m. and 9 p.m. It should be noted that, when adding the 3 a.m. to 6 a.m. (234, 13.1%) and 3 p.m. to 6 p.m. (195, 10.9%) timeframes to the equation, 87.6% of South Carolina's alcohol-impairment-related fatal crashes occur between the hours of 3 p.m. and 6 a.m.

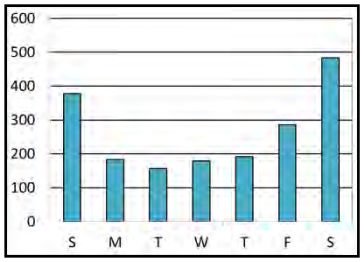
Table 24. Alcohol-Impairment-Related* Fatal Crashes by Month, Day of Week, and Time of Day: Totals 2009-2013

	South Carolina (N=1,785)		Region (N=10,370)	U.S. (N=53,776)
	N	%	%	%
MONTH				
January	136	7.6%	8.3%	7.4%
February	120	6.7%	7.7%	6.7%
March	137	7.7%	8.3%	7.8%
April	160	9.0%	8.2%	8.1%
May	174	9.7%	8.9%	8.9%
June	135	7.6%	8.4%	8.6%
July	159	8.9%	8.3%	9.3%
August	150	8.4%	8.4%	9.3%
September	156	8.7%	7.5%	8.7%
October	176	9.9%	9.0%	9.1%
November	132	7.4%	8.2%	8.3%
December	150	8.4%	8.7%	7.9%
DAY OF WEEK				
Sunday	360	20.2%	20.0%	21.3%
Monday	177	9.9%	10.0%	9.8%
Tuesday	148	8.3%	9.1%	9.0%
Wednesday	177	9.9%	9.8%	9.6%
Thursday	173	9.7%	10.9%	11.0%
Friday	274	15.4%	15.8%	15.3%
Saturday	474	26.6%	24.4%	24.0%
TIME OF DAY				
Midnight-3am	400	22.4%	23.0%	25.0
3am-6am	234	13.1%	13.7%	13.0%
6am-9am	93	5.2%	4.3%	4.4%
9am-Noon	48	2.7%	2.3%	2.5%
Noon-3pm	78	4.4%	4.2%	4.3%
3pm-6pm	195	10.9%	8.8%	9.5%
6pm-9pm	327	18.3%	18.9%	18.0%
9pm-Midnight	407	22.8%	23.6%	22.1%
Unknown	3	0.2%	1.2%	1.1%

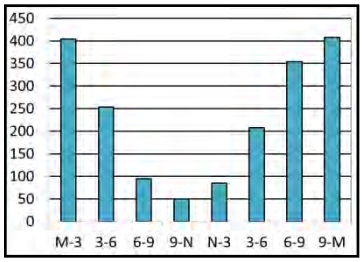
***Based on fatal crashes in which any crash participant had a BAC of 0.08 or above. Total fatal crashes may differ slightly depending on grouping (month, day, time) due to imputation method.**



By Month



By Day Sunday-Saturday



By Time from Midnight (3-hour periods)

Alcohol-Impaired Fatalities: Road Type

As shown in **Table 25** below, during the time period 2009-2013, arterial roads were associated with the largest proportion of alcohol-impaired driving fatalities in South Carolina (43.5%), followed by collector roads (39.9%). The smallest proportion of such fatalities occurred on South Carolina's local roads (3.5%). Both Region 4 and the US followed a slightly different pattern, with the greatest proportion of alcohol-impaired driving fatalities occurring on arterial roads (39% for Region 4 and 37.66% for the nation), while the smallest proportions occurred on interstates/expressways (12.67% and 14.91%, respectively).

Table 25. Alcohol-Impaired Driving Fatalities by Road Type

	South Carolina					Total 2009 - 2013		
	2009	2010	2011	2012	2013	SC	Region	U.S.
	(N=375)	(N=353)	(N=310)	(N=349)	(N=334)	(N=1,721)	(N=9,448)	(N=51,174)
Road Type								
Interstate/Expressway	23	18	38	28	24	7.61%	12.67%	14.91%
Arterial	152	188	111	161	136	43.46%	39.02%	37.66%
Collector	199	130	111	123	124	39.92%	19.90%	22.06%
Local	0	0	20	17	23	3.49%	26.75%	24.40%
Unknown	1	17	30	20	27	5.52%	1.66%	0.97%
Total	**375**	**353**	**310**	**349**	**334**	**100.00%**	**100.00%**	**100.00%**

Highlighting is to help the reader identify cells with higher numbers/percentages.

Alcohol-Impaired Fatal and Severe Injury Collisions

The Office of Highway Safety and Justice Programs's (OHSJP) Statistical Analysis and Research Section also reviewed the counties with the highest reported frequencies of fatal and severe-injury DUI-related collisions in South Carolina from 2009 to 2013. Combining DUI-related "fatal and severe-injury" data is another way that the OHSJP analyzed the impaired-driving problem in the state. During the five-year time frame 2009-2013, the counties identified as experiencing the most DUI-related fatal and severe-injury collisions were Greenville (401), Horry (314), Richland (271), Lexington (250), Spartanburg (225), Anderson (222), Berkeley (183), Charleston (182), York (168), Aiken (149), Florence (139), Orangeburg (135), Pickens (127), Laurens (119), and Sumter (100). (See **Table S-5** on pages 91-92.) The five priority counties (Greenville, Lexington, Richland, Horry, and Charleston) identified by NHTSA in **Table 20** on pp. 76-77 are all among the highlighted counties in the fatal and severe-injury DUI collision **Table S-5** below.

Table S-5: All Fatal and Severe Injury Alcohol and/or Drug Collisions, SC 2009-2013 (State Data)

County	2009	2010	2011	2012	2013	2009-2013	% DUI 2009-2013
Greenville	67	71	73	94	96	401	28.7%
Horry	57	56	53	88	60	314	21.6%
Richland	54	53	49	50	65	271	26.9%
Lexington	48	46	59	59	38	250	34.1%
Spartanburg	46	56	43	39	41	225	26.3%
Anderson	45	38	39	50	50	222	29.1%
Berkeley	43	27	32	35	46	183	23.0%
Charleston	37	47	33	32	33	182	12.4%
York	38	30	28	40	32	168	26.1%
Aiken	39	34	30	23	23	149	30.4%
Florence	35	28	20	29	27	139	26.9%
Orangeburg	35	31	23	15	31	135	30.1%
Pickens	34	32	27	15	19	127	31.1%
Laurens	22	26	23	23	25	119	34.8%
Sumter	24	24	19	15	18	100	26.9%
Lancaster	20	20	15	24	16	95	30.7%
Kershaw	28	20	7	19	20	94	38.7%
Dorchester	23	12	17	22	18	92	18.9%

Beaufort	17	19	15	18	16	85	19.8%
Darlington	19	16	15	20	14	84	34.4%
Greenwood	18	16	22	15	10	81	25.6%
Oconee	14	19	11	21	8	73	33.0%
Colleton	24	13	11	14	9	71	21.5%
Chesterfield	12	19	9	13	13	66	36.9%
Georgetown	17	12	7	13	15	64	23.5%
Williamsburg	22	12	4	12	14	64	32.8%
Cherokee	16	9	13	14	8	60	29.6%
Newberry	9	15	6	13	12	55	30.6%
Chester	12	15	9	8	7	51	32.3%
Clarendon	11	5	2	10	7	35	23.6%
Jasper	7	5	9	6	8	35	13.5%
Abbeville	6	9	3	6	10	34	29.1%
Fairfield	9	6	10	4	5	34	29.6%
Edgefield	3	4	15	6	1	29	27.1%
Marion	11	4	3	6	5	29	23.8%
Barnwell	10	3	9	2	4	28	25.5%
Lee	11	6	1	4	5	27	29.3%
Saluda	3	5	3	6	8	25	25.3%
Dillon	5	5	4	5	5	24	20.9%
Union	7	7	3	4	2	23	25.6%
Calhoun	6	4	2	2	5	19	21.8%
Marlboro	1	5	6	4	3	19	19.2%
Bamberg	4	7	4	1	2	18	20.5%
Hampton	3	3	4	5	1	16	14.0%
McCormick	1	2	3	1	2	9	23.1%
Allendale	2	2	1	1	2	8	22.9%
Total	**975**	**898**	**794**	**906**	**859**	**4,432**	

Performance Measures

Goal:

To decrease the alcohol-impaired driving fatalities by 20.1% from the 2009-2013 baseline average of 344 to 275 by December 31, 2016.

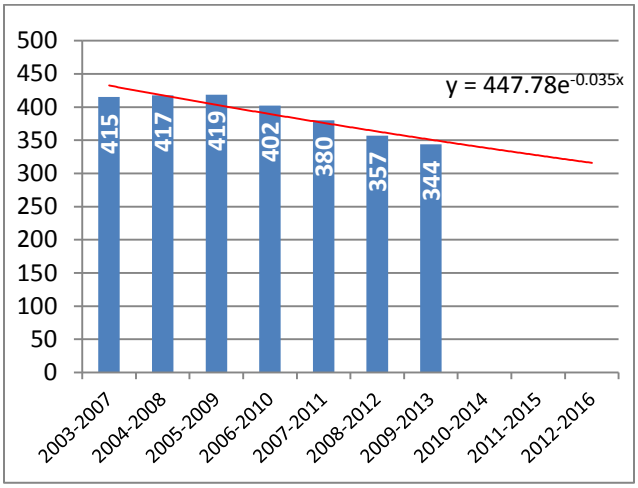
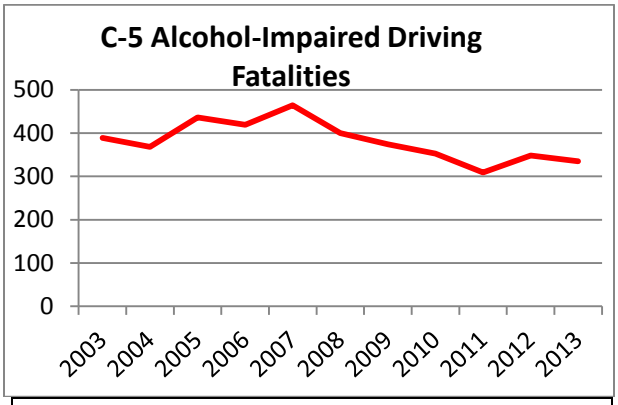


Figure C-5. South Carolina Alcohol-Impaired Driving Fatalities, 5-Year Moving Average with Trend Analysis, 2003-2016.



Exponential Projection = 447.78e^-.035(10) = 315.5

2009-2013 Average = 343.8
2010-2014 Average = 327.4
2009 = 374
2010 = 353
2011 = 309
2012 = 348
2013 = 335 (3.7% decrease from 2012)
2014 = 292 (% decrease from 2013, 2014 not FARS finalized)

In Figure C-5 above, the five-year moving average with exponential trend analysis, utilizing statistical data from 2003-2013, projects South Carolina will experience a 316 five-year average for alcohol-impaired driving fatalities by December 31, 2016. This equates to an estimated 253 annual alcohol-impaired driving fatalities for 2016, which is a 24.5% reduction from 2013. The state preliminary data compiled by the OHSJP Statistical Analysis Center indicates there were 292 alcohol-impaired driving fatalities for 2014, a decrease of 12.8% from 335 in 2013. Based on this preliminary state data, which shows a decrease in 2014 and other information, OHSJP will set a goal of 275 alcohol-impaired driving fatalities in 2016, a 5.8% reduction in alcohol-impaired driving fatalities by December 31, 2016 from the 2014 calendar year.

NHTSA uses imputation methodology to account for missing blood-alcohol content (BAC). During a review by the state on what data was getting imputed, it was found that a large number of cases with unknown officer determination existed that are possibly officer determination of no alcohol involvement. These cases were imputed as alcohol involved at a higher rate by the imputation methodology. The state is working to modify its Traffic Collision form for 2016 to provide better data on officer determination of no alcohol impairment with missing test results. These cases should be imputed as alcohol involved much less frequently than unknowns with missing test results.

South Carolina faces unique factors that are likely to negatively impact the state's ability to bring down the alcohol-impaired driving statistical numbers quickly. Some of these factors include the state's current DUI law, though stronger than previous years, still has major flaws; the expansion of alcoholic beverage sales to Sunday; and annual per capita beer consumption in the state which is significantly higher than its population rank among the fifty states.

Activity Measure A-2

Activity Measure A-2 deals with the number of impaired driving arrests made by states over time. The chart below demonstrates that the State of South Carolina has been trending upward in terms of law enforcement activity relative to DUI arrests. According to NHTSA, there is no target required for this activity measure for the FFY 2016 Highway Safety Plan. Thus, the Figure below is presented as demonstration of increased enforcement activity over the last four data points relative to this type of citation. This enforcement activity has likely contributed positively towards the state's steady decline in negative alcohol-impaired driving statistics over time and to a reduction in overall traffic fatalities over time.

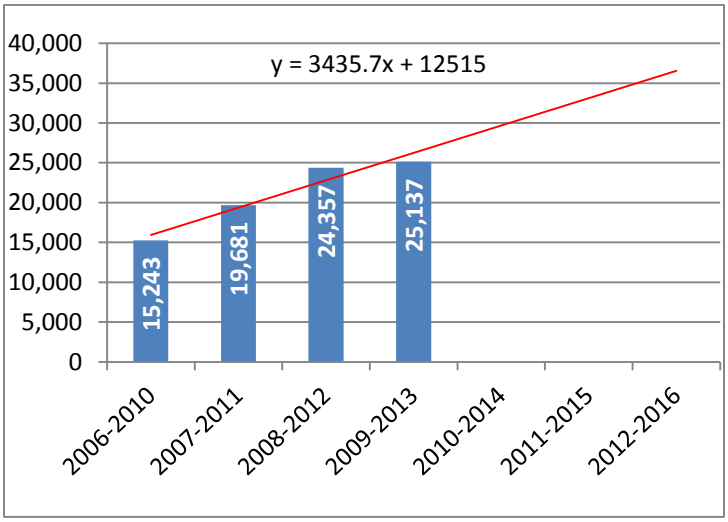


Figure A-2. South Carolina Number of Impaired Driving Arrests, 5-Year Moving Average with Trend Analysis, 2006-2016.

Objectives:

1. To provide at least six statewide trainings to law enforcement officers, prosecutors, and magistrates to increase effective prosecution of highway safety offenses, particularly DUI, by September 30, 2016.

2. To continue the Law Enforcement DUI Challenge requiring at least quarterly impaired driving enforcement initiatives combined with additional nights of enforcement activity during two major DUI mobilization crackdowns during FY 2016.

3. To conduct at least two public information and education and enforcement campaigns to emphasize impaired driving enforcement initiatives during FY 2016.

4. To maintain the South Carolina Impaired Driving Prevention Council (SCIDPC) during FFY 2016 and conduct a minimum of two meetings to continue the implementation of NHTSA's recommendations resulting from the South Carolina Impaired Driving Assessment of 2013.

The assessment report will continue to be used as a blueprint to guide the SCIDPC toward continued improvement of impaired driving countermeasure programs in South Carolina.

5. To conduct a minimum of 264 public safety checkpoints by September 30, 2016.

6. To conduct a minimum of 216 educational presentations during the grant year to schools, churches, businesses and civic groups on the dangers of DUI.

7. To have each grant-funded officer attend at least two DUI-related trainings during the grant year.

8. To issue at least 264 press releases to the local media outlets detailing the activities of the DUI Units and the police traffic services grant projects.

9. To conduct at least one (1) Drug Recognition Expert (DRE) course during the grant cycle.

10. To conduct at least eight (8) Advanced Roadside Impaired Driving Enforcement (ARIDE) trainings by the end of FFY 2016.

11. To coordinate at least two Standardized Field Sobriety Testing (SFST) Instructor trainings by September 30, 2016.

12. To reduce DUI recidivism and improve the administration of treatment to DUI offenders through the continued implementation of two Pilot DUI Courts in South Carolina by the end of the FFY 2016 grant cycle.

13. To continue a High School Ticket campaign to provide printed traffic safety messages on the front and back of event tickets (athletic contests, dances, proms, plays, etc.) issued to purchasers at approximately 90% of the state's more than 200 high schools. A portion of the tickets will have anti-DUI messaging. Approximately 5,000,000 tickets will be printed and distributed statewide during the FFY 2016 grant year reaching teens and their parents in attendance at these events.

14. To provide assistance to the South Carolina Highway Patrol (SCHP) in prosecuting DUI cases through a pilot project to fund a specialized DUI prosecutor in a county in which there have been difficulties in obtaining DUI convictions and in which there exists a backlog of DUI cases.

15. In partnership with the SC Department of Transportation and utilizing Section 164 transfer funds, the SCDPS will implement three, eight-officer Target Zero Enforcement Teams in key areas of the state during FFY 2016 to conduct aggressive traffic enforcement focusing on corridors identified as having a high occurrence of fatal and severe-injury traffic crashes. Enforcement activities will include DUI enforcement.

Performance Indicators:

Goal:

A comparison of FARS and statewide alcohol-impaired fatality and injury data will be used to measure goals and objectives.

Objectives:

1. The number of trainings conducted for law enforcement officers, prosecutors, and magistrates will be documented and kept in the grant file.

2. The 2016 Law Enforcement DUI Challenge will continue throughout the 2016 grant cycle and documentation will be maintained in the grant file.

3. Earned and paid media reports on all impaired driving campaign efforts will be maintained by the OHSJP.

4. SCIDPC meeting agendas and sign-in sheets will be maintained by the OHSJP.

5. The number of public safety checkpoints will be documented and maintained in the appropriate grant file.

6. The number of educational presentations will be documented and maintained in the appropriate grant file.

7. The number of DUI enforcement trainings attended by the grant-funded officers will be documented and maintained in the appropriate grant file.

8. The number of press releases will be tracked and maintained in the proper grant file.

9. A list of DRE course participants will be documented and placed in the grant file.

10. The number of ARIDE trainings and a list of training participants will be logged and maintained in the grant file.

11. The number of SFST instructor training courses and a list of course attendees will be documented and maintained in the grant file.

12. The OHSJP will maintain in the grant file a status of the implementation of each Pilot DUI Court and the number of participants that are enrolled in the DUI Court program.

13. The SCDPS Contractor will provide information to the OHSJP regarding the success of the High School Ticket campaign.

14. The Special DUI Prosecutor will compare the number of DUI cases prosecuted throughout the grant year to the number of cases prosecuted by State Troopers during the prior grant cycle.

15. The SCDPS Office of Highway Safety and Justice Programs will monitor enforcement activities of the Target Zero Enforcement Teams, including DUI arrest activity.

Strategies

1. The SCDPS will continue to implement a statewide Law Enforcement DUI Challenge (*Sober or Slammer!* comparable to the national *Drive Sober or Get Pulled Over* campaign) combining enforcement, education, media, and diversity outreach components to attempt to reduce impaired driving crashes, injuries, and fatalities in the state. The campaign will work through the SC Law Enforcement Network (SCLEN) system and will feature enforcement crackdowns during the Christmas/New Year's holidays of 2015-2016 and the Labor Day holiday of 2016 utilizing saturation patrols and sobriety checkpoints, along with the utilization of the state's Breath Alcohol Testing (BAT) mobile units, as key enforcement strategies. Participating agencies will conduct four nights of specialized DUI enforcement activity (checkpoints and saturation patrols) over the two-week crackdown periods in addition to at least quarterly specialized DUI enforcement activity. The campaign will also designate monthly DUI enforcement weekend emphases by the SC Highway Patrol. Local law enforcement agencies will be encouraged to participate in these weekends, which will be supported by radio advertising announcing the enforcement strategy. Reporting and evaluation will be key components within this initiative. The campaign will encourage citizens, through television, radio and alternative messaging to report drunk drivers by calling *HP (*47) to contact law enforcement about observed impaired drivers. The campaign, though implemented statewide, will focus on the priority counties which have been identified by NHTSA FARS data and South Carolina state data as having significant problems with DUI-related crashes, injuries and fatalities. Counties were chosen based on FARS data (see **Tables 20** on pp. 76-77 and **S-5** on pp. 91-92) and a combination of state and FARS data examining fatal and severe-injury alcohol-impaired data in the State of South Carolina for the time period 2009-2013. Additionally, to maintain parity by identifying a representative county within Law Enforcement Networks (4th, 6th and 14th Judicial Circuits) not represented in the top tier of counties based on FARS and state data, five counties were added to the list, bringing the total number of focus counties to twenty. Those counties are Greenville, Horry, Richland, Lexington, Spartanburg, Anderson, Berkeley, Charleston, York, Aiken, Florence, Orangeburg, Pickens, Laurens, Sumter, Lancaster, Kershaw, Dorchester, Beaufort, and Darlington, representing 82% of the state's population and approximately 77% of the state's alcohol-impaired driving fatalities over the five-year period 2009 to 2013.

   Additionally, the campaign participation with state and federal initiatives, along with proven reduction of impaired-driving collisions, will earn law enforcement agencies statewide a chance to win one equipped law enforcement vehicle and other impaired-driving equipment incentive prizes that will assist in DUI enforcement efforts. The OHSJP will fund the

enforcement activities with available highway safety federal funding, if awarded and approved.

2. DUI enforcement projects will be funded in the following counties: Charleston, Berkeley, Richland, Greenville, Lexington, and Kershaw. The projects will establish, continue, or add to existing Traffic Units in county sheriffs' offices and municipal law enforcement agencies to increase DUI enforcement in areas that are high-risk for DUI-related crashes. The OHSJP will provide each grant project with location information to assist in identifying the roadways within the respective jurisdictions on which the majority of DUI collisions are occurring. During the FFY 2016 grant cycle, each DUI enforcement grant will participate in at least 12 public safety checkpoints; have an appropriate, corresponding increase in the number of DUI arrests; conduct a minimum of 6 educational presentations on the dangers of DUI; and issue at least 12 press releases to the local media detailing the activities of the grant projects. The DUI-enforcement grants will fund a total of 13 grant-funded DUI enforcement officers.

3. DUI training courses such as SFST, DRE, ARIDE, and DUI Detection and Interrogation will continue to be provided for state troopers and local law enforcement officials.

4. The state's Traffic Safety Resource Prosecutor will coordinate at least four training programs for prosecutors, law enforcement officers, and other traffic safety professionals with an emphasis on the effective prosecution of impaired driving cases.

5. The OHSJP will maintain the statewide SC Impaired Driving Prevention Council (SCIDPC) made up of professionals from various arenas of highway safety, including law enforcement, prosecution, adjudication, advocacy and treatment/rehabilitation in an effort to combat the increasing impaired driving problems and issues in the state. The SCIDPC will continue its work toward strengthening DUI laws in the State of South Carolina and will also continue review of the 2013 Impaired Driving Assessment Final Report to develop action plans outlining areas which the state should continue to target for improvement. The recommendations of the 2013 Impaired Driving Assessment will be used as a blueprint to strengthen the Impaired Driving Countermeasures Program for South Carolina.

6. The South Carolina Law Enforcement Division (SLED) will provide technical support to local law enforcement regarding BAC testing procedures and use of the equipment and to prosecutors through courtroom testimony.

7. The OHSJP will provide funding to continue the implementation of a Pilot DUI Court in the Twelfth Judicial Circuit, composed of Florence and Marion Counties, and in the Fifth Judicial Circuit, which consists of Kershaw and Richland Counties. The Pilot DUI Courts are designed to prosecute, adjudicate, and monitor DUI cases and to reduce DUI recidivism.

8. The public will be educated about the dangers of drinking and driving through the statewide distribution of educational materials, health and safety fairs, and statewide impaired driving campaigns.

9. The OHSJP will hold a DUI Awards Ceremony honoring those law enforcement agencies and officers who have excelled in DUI enforcement during CY 2015.

10. BAC reports from Coroners and SLED will continue to be entered into a database to track BAC testing results.

11. OHSJP staff will continue to be involved with the SC Department of Alcohol and Other Drug Abuse Services's (SCDAODAS) Underage Drinking Action Group (UDAG). UDAG is dedicated to the reduction of underage drinking in the state and comprises a multi-disciplinary team of stakeholders. Participants hail from the following agencies/groups: the SC Department of Public Safety, SCDAODAS, the SC Department of Social Services, the SC Department of Transportation, Mothers Against Drunk Driving, the University of South Carolina, Clemson University, Pacific Institute for Research and Evaluation, SC Department of Education, the College of Charleston, and the SC Petroleum Marketers.

12. The OHSJP will continue to utilize the SC Department of Transportation's variable message signs during statewide highway safety campaigns to bring public awareness to motorists commuting throughout the State of South Carolina.

13. The OHSJP will continue to support the SCDAODAS's underage drinking campaign, "*Parents Who Host, Lose the Most*." The campaign is implemented at state and local levels during celebratory times such as homecoming, holidays, prom, and graduation when underage drinking parties are prevalent. *"Parents Who Host, Lose the Most"* encourages parents and the community to send a unified message that teen alcohol consumption is unhealthy, unsafe, and unacceptable.

14. The OHSJP will continue to support the National Safety Council's "Alive at 25" initiative. "Alive at 25" is designed to prevent teens from being killed in automobile crashes. The program is taught by off-duty Deputy Sheriffs and Municipal Police Officers and focuses on the behaviors and decision-making paradigms that young drivers and passengers display behind the wheel of a motor vehicle. From 2009 to 2013, an average of 81 schools and 14,120 students participated in the program each year.

15. The OHSJP will update the statewide Impaired Driving Countermeasures plan and present it to the SCIDPC for approval.

16. The OHSJP will work with Law Enforcement Liaison staff to disseminate information to Law Enforcement Networks which contain the counties identified as having the highest population-based alcohol-impaired fatality rates in 2013 (Fairfield, Chester, Williamsburg, Orangeburg, Kershaw, and Lee) in an effort to determine education and enforcement strategies which may be implemented through the Networks to assist in resolving the problem issues.

17. The OHSJP will fund a special DUI prosecutor to attack the problem of DUI recidivism and increase the conviction rate of DUI offenders in a judicial circuit in which there have been difficulties in obtaining DUI convictions and in which there exists a backlog of DUI cases.

18. The OHSJP will expand, based on available funding, its statewide *Sober or Slammer!* DUI enforcement campaign to include greater emphasis in the months of April, May and October, since these months show the highest number of DUI fatal collisions in the 2009-2013 time frame. The expansion will include enforcement and media efforts.

19. The SC Department of Public Safety will implement, with Section 164 funding, three, eight-officer Target Zero Enforcement Teams within the SC Highway Patrol that will concentrate on enforcement of traffic laws, including DUI enforcement, in three key areas of the state and focusing on highway corridors that are high-risk for fatal and severe-injury traffic crashes.

Projects to be Implemented

Administration

Problem Identification: Impaired driving continues to be the number one contributing factor in fatal crashes in South Carolina. From 2009 to 2013, the National Highway Traffic Safety Administration (NHTSA) reported that in South Carolina 1,719 persons died in collisions involving an alcohol-impaired driver with a BAC of .08 or more. According to preliminary state data, from 2009-2013 driving under the influence of alcohol or drugs was a contributing factor in at least 29,465 total collisions, resulting in at least 20,318 injuries. Additionally, over the five-year period 2009-2013, the average *VMT rate* in South Carolina (0.70 deaths per 100 million VMT) was much higher than the rate for Region 4 (0.42 deaths per 100 million VMT), and both were higher than the rate across the US (0.35 deaths).

Project Description: The project will maintain the employment of an Impaired Driving Countermeasures Program Manager (IDCPM); a percentage of an Administrative Assistant position; a percentage of two Senior Accountant positions; a percentage of one Program Coordinator II position; and a percentage of one Administrative Manager position to administer impaired driving highway safety grants during the course of the grant year. The IDCPM will assist the Public Affairs Manager (PAM) of the OHSJP to develop and implement a statewide public information and education campaign for the FFY 2016 grant period. The IDCPM will also be 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. The IDCPM will complete pertinent sections of state and federal documents to include quarterly progress reports; the Annual Report; the Highway Safety Plan; the Summaries and Recommendations; and the Impaired Driving Countermeasures grant application.

Agency	Location	Project Title	Project Number	Budget	Personnel Funded
SC Department of Public Safety: Office of Highway Safety and Justice Programs	Statewide	Impaired Driving Countermeasures Program Management	M1HVE-2016-HS-25-16 M4PEM-2016-HS-25-16 M4HVE-2016-HS-25-16 164AL-2016-HS-25-16	$1,462,192	1.92

Law Enforcement Liaisons

Problem Identification: According to FARS data collected from 2009 to 2013, South Carolina fatalities decreased from 894 in 2009 to 767 in 2013. The 2013 count represents a decrease of 11% compared to the 863 fatalities experienced in 2012. The Law Enforcement Liaisons (LEL) will work with the Law Enforcement Network (LEN) to encourage the strict enforcement of traffic laws throughout the state in priority areas. Over the entire five-year period of 2009-2013, South Carolina's alcohol-impaired driving population-based fatality rate was 7.34 fatalities per 100,000 population. FARS data also shows that in 2013, alcohol-impaired driving fatalities accounted for 43.7% of all traffic fatalities in South Carolina.

South Carolina's Speeding-Related population-based fatality rate was 6.5 fatalities per 100,000 population during 2009-2013. FARS data reports that in 2013, 39.9% of the state's traffic fatalities were speed-related. State data reported, from 2009 to 2013, 537,863 collisions (includes fatal, injury, and property-damage-only), 4,161 fatalities, 244,047 persons injured, and 16,833 serious injuries.

Project Description: The project will continue to fund two law enforcement liaisons (funded with Section 402 General Highway Safety Funds), supervised by an SC Highway Patrol Captain assigned to the OHSJP, whose priorities are to develop and maintain the Law Enforcement Network (LEN) system, to work to establish and maintain relationships between OHSJP and law enforcement agencies around the state, and gain law enforcement support for participation in statewide enforcement mobilization campaigns. The grant project will also provide LEN mini-grants to established networks around the state. The sixteen (16) networks correspond to the sixteen judicial circuits in the state. The mini-grants will be provided through the Law Enforcement Coordination grant to assist the networks in purchasing DUI and other types of enforcement equipment and maintenance supplies and to conduct regular meetings of their respective networks. The networks will serve as a key component of both the 2016 Law Enforcement DUI Challenge (*Sober or Slammer!/Drive Sober or Get Pulled Over.* Sustained DUI Enforcement initiatives) and the *Buckle up, South Carolina. It's the law and it's enforced*. campaign, which corresponds to the national *Click it or Ticket* campaign. The LEN system, which includes both state and local law enforcement agencies, will allow statewide coverage and implementation of law enforcement activity including multi-jurisdictional enforcement activities.

The Section 164 funds are being used to purchase equipment, including in-car video cameras, a pursuit vehicle, traffic vests, safety checkpoint signs, portable speed bumps, area light units, and other incentive items.

Agency	Title	County	Project Number	Budget	Personnel Funded
SC Department of Public Safety : Office of Highway Safety and Justice Programs	Law Enforcement Coordination	Statewide	164AL-2016-HS-06-16	$501,500	N/A

(CTW, Chapter 1: Sections 2.1, 2.2; Chapter 2: Sections 1.1, 1.2, 2.1, 2.2, 2.3, 3.1; Chapter 3: Sections 2.2, 2.3)

(SHSP, Page 26: 3.2; 82: 1.1)

DUI Enforcement

Problem Identification: Though South Carolina has experienced significant reductions in alcohol-impaired driving traffic fatalities in recent years, the most recent FARS data provided by the National Highway Traffic Safety Administration (NHTSA) indicates that 335 people died on South Carolina roadways in 2013 as a result of alcohol-impaired driving collisions. This raw number translates into a VMT rate (traffic fatalities per 100 million vehicle miles traveled) for the state of 0.68, one of the highest in the nation. Additionally, during 2013, there were a total of 1,027 drivers involved in fatal crashes. Of the 1,027 drivers, 324 of these drivers or operators had a BAC of .08 or greater, which accounted for 31.6% of all drivers involved in fatal crashes.

Priority counties established for the State of South Carolina for FFY 2016 in terms of alcohol-impaired driving projects are based on a combination of FARS data, state data, and efforts to maintain parity by identifying a representative county within Law Enforcement Networks (4th, 6th and 14th Judicial Circuits) not represented in the top tier of counties based on FARS and state data. Counties identified as priority include Greenville, Horry, Richland, Lexington, Spartanburg, Anderson, Berkeley, Charleston, York, Aiken, Florence, Orangeburg, Pickens, Laurens, Sumter, Lancaster, Kershaw, Dorchester, Beaufort, and Darlington.

Project Description: The DUI enforcement grant-funded officers will dedicate 100% of their time to conducting DUI enforcement efforts with a goal of preventing impaired-driving-related crashes. The grant-funded officers assigned to each DUI enforcement project will increase the number of DUI arrests by working night and weekend shifts between the hours of 3:00 p.m. and 6:00 a.m. conducting regular and saturation patrols and public safety checkpoints, which have proven to be effective countermeasures in reducing impaired driving. The grant-funded officers will be placed in problem areas known to have a high frequency of DUI-related collisions. Special interest will be placed on large-scale events, as well as prom night, sporting events, holiday break periods, and graduation week. The grant-funded officers will also participate actively in their respective Law Enforcement Networks and in all aspects of the *Sober or Slammer!* campaign, which will require additional nights of stepped-up DUI enforcement to

include saturation patrols and public safety checkpoints. The DUI officers will utilize the state's BAT-mobiles in DUI enforcement efforts when available. The grant-funded officers will be trained in SFST and DUI Trial Preparation by the end of the FFY 2016 grant cycle and will provide educational presentations to the community on the dangers of driving under the influence. Information regarding the activities of the DUI grant projects will be released to the media at least bi-monthly. The subgrantees will submit required reports detailing the progress of the grant project to the OHSJP by established deadlines.

References: South Carolina's Strategic Highway Safety Plan, 2015; pp. 79-83
Countermeasures That Work: Seventh Edition, 2013; Chapter 1: Sections 2.1, 2.2, and 2.3

Agency	County	Project Title	Project Number(s)	Budget	Personnel Funded	Public Safety Checkpoints	Educational Presentations
Charleston County Sheriff's Office	Charleston	Charleston County Sheriff's Office DUI Enforcement Team	M4HVE-2016-HS-29-16	$75,862	1	12	6
Berkeley County Sheriff's Office	Berkeley	Traffic/DUI Enforcement	M4HVE-2016-HS-28-16/PT-2016-HS-28-16	$103,602	1	12	6
Richland County Sheriff's Department	Richland	Impaired Driving Enforcement Expansion	M4HVE-2016-HS-24-1	$126,911	2	12	6
Lexington County Sheriff's Department	Lexington	Advanced Impaired Driver Enforcement	M4HVE-2016-HS-16-16	$169,539	2	12	6
City of Charleston Police Department	Charleston	City of Charleston Police DUI Enforcement Initiative	M4HVE-2016-HS-22-16	$144,194	2	12	6
Kershaw County Sheriff's Department	Kershaw	DUI Enforcement Team	M4HVE-2016-HS-21-16	$133,688	2	12	6
Town of Mount Pleasant	Charleston	DUI Enforcement and Education Program	M4HVE-2016-HS-30-16/PT-2016-HS-30-16	$251,580	2	12	6
Greenville County Sheriff's Office	Greenville	Enhanced DUI Enforcement	M4HVE-2016-HS-41-16	$56,533	1	12	6

Pilot DUI Court

Problem Identification: The percentage of total fatalities that involved alcohol-impaired driving in South Carolina was higher than the percentage for both Region 4 and the nation in 2009-2013. In 2013, alcohol-impaired driving fatalities accounted for 43.7% of all fatalities in South Carolina, compared to 29.8% for Region 4 and 30.8% for the nation. For the years 2009 through 2013, 46% of South Carolina's traffic fatalities were associated with a blood alcohol concentration of at least 0.08, which was higher than that of NHTSA Region 4 and the US as a whole (35% each). NHTSA's data show that, for the years 2009-2013, 30.3% of drivers and operators involved in fatal crashes in South Carolina had a BAC of at least 0.08. This percentage was also higher than both the percentage for Region 4 (20.5%) and the US as a whole (21.5%).

The Fifth and Twelfth Judicial Circuits submitted grant applications to the OHSJP for the continuation of Pilot DUI Courts. These Judicial Circuits contain a county or counties that have been recognized or identified as focus counties for DUI countermeasures strategy efforts for FFY 2016 based on FARS and state data. The Fifth Circuit contains Richland and Kershaw Counties, both which are focus counties for FFY 2016 DUI countermeasures. The Twelfth Circuit contains Florence and Marion Counties, and Florence is a focus county for FFY 2016 DUI countermeasures. Therefore, the Fifth and Twelfth Circuits will continue the implementation of the first Pilot DUI Courts in South Carolina.

Project Description: In an effort to reduce impaired driving fatalities and DUI recidivism, the OHSJP will fund two DUI Pilot Court Programs. The Pilot DUI Courts will be structured on a "post-adjudication track," which involves the defendant pleading guilty, and the judge allowing the defendant to complete the program while the sentence is held in "abeyance." This allows the defendant an opportunity to complete a treatment program. An offender is eligible to participate in the DUI court if he/she meets the following criteria: the defendant is a resident of one of the counties located within the Judicial Circuit; the defendant is charged with a DUI 2nd or subsequent offense, and, in some cases, Felony DUI; the defendant is willing to comply with the DUI Court Program rules; the defendant is found, through use of a screening tool, to be a person who is addicted to alcohol; the defendant is able to physically participate in treatment activities (within guidelines of the Americans with Disabilities Act); and the defendant's criminal record check discloses no prior violent felony convictions. If the defendant graduates from the DUI Court after completing twelve to eighteen months of treatment, the judge may terminate the sentence and the defendant does not serve any jail time. The DUI Court program will seek to integrate alcohol and drug treatment to break the cycle of addiction and the criminal activity that follows in its wake. The court will also ensure the delivery of other services, such as mental health and vocational/employment services, education services, housing assistance services, and family counseling services to sustain and enhance primary therapeutic interventions and reduce recidivism.

References: South Carolina's Strategic Highway Safety Plan, 2015; pp. 79-83
Countermeasures That Work: Seventh Edition, 2013; Chapter 1: Sections 3.1, 3.2, 3.3, and 3.4

Agency	Location	Project Title	Project Number	Budget	Personnel Funded
Office of Solicitor, Twelfth Judicial Circuit	Florence and Marion Counties	Pilot DUI Court	M4CS-2016-JC-40-16	$131,371	1
Fifth Circuit Solicitor's Office	Kershaw and Richland Counties	DUI Court (Pilot)	M4CS-2016-JC-39-16	$130,603	1

DUI Prosecution/Adjudication Projects

Problem Identification: The State of South Carolina has historically ranked as one of the top states in the nation for the number of impaired-driving-related fatalities. According to the most recent FARS data provided by the National Highway Traffic Safety Administration (NHTSA), 335 people died on South Carolina roadways in 2013 as a result of an alcohol-impaired driving collision. This raw number translates into a VMT rate (traffic fatalities per 100 million vehicle miles traveled) for the state of 0.68, one of the highest in the nation.

The state is also challenged with a DUI law that favors the DUI offender. Additionally, law enforcement officers, who are not trained attorneys, are required to prosecute their own DUI cases. This practice removes law enforcement officers from roadway responsibilities in actively conducting traffic enforcement and has caused a great number of DUI cases to be dismissed or pled to a lesser charge.

Project Descriptions: The South Carolina Highway Patrol's (SCHP) Berkeley County DUI Prosecution grant project will increase the DUI conviction rate in Berkeley County. The SCHP has limited resources and can benefit from Troopers spending more time in enforcement activity as opposed to preparing cases for court. The grant project will also work to reduce the backlog of DUI cases made by the SCHP in Berkeley County. The efforts of the SCHP Berkeley County DUI Prosecution grant project will ultimately reduce the number of DUI-related collisions, injuries, and fatalities occurring in Berkeley County.

The Mothers Against Drunk Driving (MADD) Court Monitoring Program will work to establish a program to monitor the prosecution of DUI-related cases. The program will work to ensure accountability of the judicial process, and increase the DUI conviction rate for the 16 Judicial Circuits in the State.

References: South Carolina's Strategic Highway Safety Plan, 2015; pp. 79-83
Countermeasures That Work: Seventh Edition, 2013; Chapter 1: Sections 3.1, 3.2, 3.3, and 4.1

Agency	Location	Project Title	Project Number	Budget	Personnel Funded
South Carolina Department of Public Safety: Highway Patrol	Berkeley County	SCDPS-SCHP Berkeley County DUI Prosecutor Program	M4HVE-2016-HS-20-16	$112,506	1
Mothers Against Drunk Driving South Carolina	Statewide	MADD SC Court Monitoring Program	M4HVE-2016-HS-23-16	$71,702	1

Training Projects

Problem Identification: The State of South Carolina has historically ranked as one of the top states in the nation for the number of impaired-driving-related fatalities. The state has also been challenged with a DUI law that favors the DUI offender. Additionally, law enforcement officers, who are not trained attorneys, are required to prosecute their own DUI cases. DUI countermeasures training programs are needed to improve the quality of the DUI cases made and to increase the DUI conviction rate for the State of South Carolina.

In the State of South Carolina, the SC Criminal Justice Academy (SCCJA) is the only authorized law enforcement training facility. The SCCJA provides basic training for all law enforcement, detention and telecommunications officers. The SCCJA will implement the Impaired Driving Countermeasures Training for Law Enforcement project.

The South Carolina Commission on Prosecution Coordination (SCCPC) is tasked with improving South Carolina's Criminal Justice System by enhancing the professionalism and effectiveness of South Carolina's Solicitors and their staff through activities such as coordination of prosecution services, education, information, association, interaction, and achieving objectives that benefit and improve the Office of the Solicitor. The SCCPC will be responsible for the administration of the Traffic Safety Resource Prosecutor program.

Project Description: The purpose of the DUI Training Projects is to provide the necessary tools for the detection, apprehension, and successful prosecution of impaired drivers. The training programs will provide knowledge and training on the DUI law and proper roadside procedures for prosecutors, judges, and law enforcement officers that will assist in making quality DUI cases, resulting in an increased number of DUI convictions statewide. The more stakeholders educated in the administration of Impaired Driving Countermeasures, the larger the number of impaired drivers that will be taken off the roadways; higher conviction rates for impaired drivers will be achieved; and the number of impaired driving crashes, injuries, and fatalities will be decreased.

References: South Carolina's Strategic Highway Safety Plan, 2015; pp. 79-83
Countermeasures That Work: Seventh Edition, 2013; Chapter 1: Sections 2.1; 2.2; 2.3; 7.1; 7.2; and 7.3

Agency	Location	Project Title	Project Number	Budget	Personnel Funded	Number of Trainings
South Carolina Criminal Justice Academy	Statewide	ID Countermeasures Training for Law Enforcement	M4HVE-2016-HS-26-16	$185,031	1	20
South Carolina Commission on Prosecution Coordination	Statewide	Traffic Safety Resource Prosecutor	M4HVE-2016-HS-27-16	$122,485	1	4

Impaired Driving Countermeasures
Project Budget Summary

Project Number	Subgrantee	Project Title	Budget	Budget Source
M4PEM-2016-HS-25-16 M4HVE-2016-HS-25-16	SC Department of Public Safety: Office of Highway Safety and Justice Programs	Impaired Driving Countermeasures	$232,192	Section 405d Impaired Driving High/Paid and Earned Media MAP-21
164PM-2016-HS-25-16	SC Department of Public Safety: Office of Highway Safety and Justice Programs	Impaired Driving Countermeasures	$1,000,000	Section 164
M1HVE-2016-HS-25-16	SC Department of Public Safety: Office of Highway Safety and Justice Programs	Impaired Driving Countermeasures	$230,000	Section 405b Occupant Protection High MAP-21
164AL-2016-HS-06-16	SC Department of Public Safety: Office of Highway Safety and Justice Programs	Law Enforcement Coordination	$501,500	Section 164
M4HVE-2016-HS-41-16	Greenville County Sheriff's Office	Enhanced DUI Enforcement	$56,533	Section 405d Impaired Driving High MAP-21
M4HVE-2016-HS-29-16	Charleston County Sheriff's Office	Charleston County Sheriff's Office DUI Enforcement Team	$75,862	Section 405d Impaired Driving High MAP-21
M4HVE-2016-HS-21-16	Kershaw County Sheriff's Department	DUI Enforcement Team	$133,688	Section 405d Impaired Driving High MAP-21

M4HVE-2016-HS-28-16	Berkeley County Sheriff's Office	Traffic/DUI Enforcement	$102,202	Section 405d Impaired Driving High MAP-21
PT-2016-HS-28-16	Berkeley County Sheriff's Office	Traffic/DUI Enforcement	$1,400	NHTSA 402
M4HVE-2016-HS-24-16	Richland County Sheriff's Department	Impaired Driving Enforcement Expansion	$126,911	Section 405d Impaired Driving High MAP-21
M4HVE-2016-HS-23-16	Mothers Against Drunk Driving South Carolina	MADD SC Court Monitoring Program	$71,702	Section 405d Impaired Driving High MAP-21
M4HVE-2016-JC-39-16	Fifth Circuit Solicitor's Office	DUI Court (Pilot)	$130,603	Section 405d Impaired Driving High MAP-21
M4HVE-2016-HS-20-16	SC Department of Public Safety: Highway Patrol	SCHP Berkeley County DUI Prosecutor Program	$112,506	Section 405d Impaired Driving High MAP-21
M4HVE-2016-HS-16-16	Lexington County Sheriff's Department	Advance Impaired Driver Enforcement (AIDE)	$169,539	Section 405d Impaired Driving High MAP-21
M4HVE-2016-HS-26-16	South Carolina Criminal Justice Academy	Impaired Driving Countermeasures Training for Law Enforcement	$185,031	Section 405d Impaired Driving High MAP-21
M4HVE-2016-HS-22-16	City of Charleston Police Department	City of Charleston Police DUI Enforcement Initiative	$144,194	Section 405d Impaired Driving High MAP-21
M4HVE-2016-HS-30-16	Town of Mount Pleasant	DUI Enforcement and Education Program	$242,108	Section 405d Impaired Driving High MAP-21
PT-2016-HS-30-16	Town of Mount Pleasant	DUI Enforcement and Education Program - Radar	$9,472	NHTSA 402
M4HVE-2016-JC-40-16	Office of Solicitor, Twelfth Judicial Circuit	Pilot DUI Court	$131,371	Section 405d Impaired Driving High MAP-21
M4HVE-2016-HS-27-16	South Carolina Commission on Prosecution Coordination	Traffic Safety Resource Prosecutor	$122,485	Section 405d Impaired Driving High MAP-21
Total All Funds			**$3,779,299**	
Section 405d			**$2,036,927**	

Impaired Driving High/Paid and Earned Media MAP-21				
Section 164			**$1,501,500**	
NHTSA 402			**$10,872**	
Section 405b Occupant Protection High MAP-21			**$230,000**	

OVERVIEW

The Public Information, Outreach and Training (PIOT) section is a vital component of the South Carolina Highway Safety grant program which addresses various highway safety emphasis areas identified in the state. South Carolina needs a comprehensive grant project that focuses on the dissemination of traffic safety information to the general public and the law enforcement community. Marketing campaigns, training for highway safety professionals and sharing information at public events are key strategies to help meet performance measures and goals related to issues with occupant protection, police traffic services, DUI, and vulnerable roadway users.

The OHSJP, through the PIOT, will continue to use a full-service marketing firm to assist with such efforts as media buying, creative production, and evaluation of campaigns. However, the OHSJP, with the help of the agency's Communications Office and SC Highway Patrol Community Relations Officers, will oversee earned media efforts, such as issuing news releases, conducting press events, and coordinating media interviews.

The marketing firm will continue to assist with campaigns such as *Sober or Slammer!* and *Buckle Up, SC. It's the law and it's enforced.* Other public information initiatives include Child Passenger Safety, Motorcycle Safety, Vulnerable Roadway Users (*Look)* and the *Be a SANTA (Sober All Night Totally Awesome) Designated Driver* winter holiday campaign.

The OHSJP will utilize the Target Zero concept as an umbrella campaign under which all of its traffic safety campaigns will coalesce. Several states have initiated Target Zero campaigns that incorporate a variety of enforcement and educational strategies with a view toward eliminating traffic fatalities on their respective roadways. The concept was unveiled in South Carolina in October 2012 at a news event conducted by the Governor's Office, which recognized accomplishments of SCDPS in the arena of traffic safety.

The logo for South Carolina's highway safety campaigns draws upon the popularity of the state flag

A South Carolina Target Zero logo was developed in 2013 to help promote the concept to the public. The OHSJP wanted a logo unique to South Carolina and looked toward the state flag. With its iconic crescent moon and palmetto tree, the South Carolina flag is a popular marketing tool used by many businesses in their logos and featured on many consumer goods, such as clothing, jewelry, cookware, sporting supplies, and home décor. The Target Zero logo uses an update of a previously used logo that features a stylized image of the state's outline and the flag's emblems. All paid media efforts – broadcast and print – feature Target Zero with the accompanying tagline, "A Target Zero message from SCDPS."

In the coming year, the OHSJP must increase efforts to reach out to underserved audiences and hard-to-reach populations. The OHSJP already incorporates Hispanic-owned media (mainly TV and radio) into its media buys. However, efforts must be made to ensure Spanish-speaking residents are getting in-depth information on printed collateral regarding traffic laws and safe driving. Additionally, the OHSJP must increase efforts to reach young men, ages 18-34 in areas where they live, work, and play. The OHSJP also will look into more ways to get its message in front of sports fans, such as taking advantage of the major NASCAR race in South Carolina at the Darlington Raceway and the abundant collegiate sports fan base in the state. The OHSJP also is doing more to incorporate the Target Zero campaign by way of social media by using SCDPS's Facebook and Twitter pages and YouTube channel.

NHTSA promotes the importance of combining high-visibility enforcement with heightened public awareness as the best way to approach key problem areas and produce behavioral change. Therefore, the OHSJP will continue to offer a media mix for enforcement-based and non-enforcement-based campaigns to meet stated goals. The OHSJP will employ key strategies to promote its mission and core message of public safety.

STRATEGIES

Several strategies identified in NHTSA's *Countermeasures That Work* are utilized in PIOT campaigns and activities with much success.

1. The OHSJP will provide funding to highway safety staff and advocates to attend significant conferences and training events related to highway safety issues. As appropriate, when information on national or state-initiated training programs becomes available, the OHSJP will forward the information to highway safety project directors, Law Enforcement Network Coordinators and Assistant Coordinators, and/or other highway safety stakeholders with direct interest in the training. If it is determined that funds are available to support requests to attend these programs, information will be included in the package outlining procedures for requesting assistance.

2 Highway Safety staff will coordinate statewide public information and education efforts to promote compliance with occupant protection laws and impaired driving laws. An overarching theme of all campaign efforts will be utilized by the OHSJP and the SCDPS. The theme will be *Target Zero*, with the tagline, "The road to Target Zero starts with you." As seen here, the billboard campaign will display or pose the question to observers, "How many traffic deaths are acceptable in your family?" thus encouraging observers not only to think zero traffic fatalities for their family members, but for all who travel on South Carolina's roadways.

In addition, the OHSJP will expand upon an existing created billboard campaign, "Look," geared toward vulnerable roadway users. The previous umbrella theme, "Highways or Dieways? The Choice Is Yours." will continue to be utilized as a supporting message when deemed necessary.

3. OHSJP will work with local project personnel and law enforcement officials to implement the *Buckle Up, SC. It's the law and it's enforced.* program throughout South Carolina during the Memorial Day 2016 holiday period in an effort to improve safety belt usage rates within the state. As referenced in the Occupant Protection Program Area section of the HSP, the NHTSA-produced Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices, Seventh Edition, 2013 (CTW) document stresses the importance of the Occupant Protection emphasis area and outlines significant strategies and appropriate countermeasures.

4. Highway Safety staff, other SCDPS staff, and partner agencies/groups will continue to educate and inform the citizenry of the state and its visitors about the state's primary enforcement safety belt law. Educational strategies will be incorporated to reach out to all citizens and visitors of the state, in particular those minority populations (African-American and Hispanic) and others (rural white males) which have traditionally shown a lower rate of safety belt and child passenger safety restraint usage than white, urban and female counterparts.

5. Staff also will continue a sustained DUI enforcement initiative by implementing the 2016 Law Enforcement DUI Challenge on a statewide level utilizing strategies similar to those utilized in FFY 2015. The campaign is known as *Sober or Slammer!* and represents the state's version of the national *Drive Sober or Get Pulled Over.* initiative. As referenced in the Impaired Driving Program Area section of the HSP, the NHTSA-produced CTW document stresses the importance of the Impaired Driving emphasis area and outlines significant strategies and appropriate countermeasures utilizing high-visibility enforcement. The campaign will run from December 2015 through September 2016, and will continue to feature high visibility enforcement and earned media statewide, but will focus on twenty (20) targeted counties (Greenville,

Artwork for DUI awareness campaign

116; Lexington and Richland, 115 each; Horry, 114; Charleston, 112; Spartanburg, 79; Orangeburg, 74; Berkeley, 72; Aiken, 643; Anderson, 63; York, 52; Florence, 51; Sumter, 43; Kershaw, 41; Darlington, 40; Dorchester, 37; Beaufort, 36; Pickens, 35; Colleton, 33; and Laurens, 29) that represent 81% of the state's population and have seen approximately 76% of the state's alcohol-impaired driving fatalities over the five-year period 2009-2013. The campaign anticipates participation of more than 200 local law enforcement agencies statewide, as well as the SC Highway Patrol and the State Transport Police. Thus, the campaign will cover each of the state's forty-six (46) counties. The campaign will once again feature two major DUI enforcement crackdowns during the Christmas/New Year's 2015-2016 and Labor Day 2016 holiday periods. Participating law enforcement agencies will engage in quarterly specialized impaired driving enforcement activity (saturation patrols and sobriety checkpoints), as well as an additional four nights of specialized impaired driving enforcement 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. The enforcement efforts also will be supported by paid and earned media, as well as messaging on the SCDPS website and social media platforms. Billboards used during the summer 2015 *Sober or Slammer!* campaign contained a strong enforcement image (see above) coupled with a message urging the motoring public to report suspected drunk drivers by contacting the SC Highway Patrol at *HP (*47).

Similar images will be posted on SCDPS web pages during both FFY 2016 crackdowns and it is anticipated they will again be part of the media mix for the Labor Day holiday period.

6. All major mobilization emphases of the OHSJP will include messages to reach the diverse population of the state. The OHSJP will incorporate into its diversity outreach strategies information gleaned from quantitative research conducted by Apter International during the FFY 2007 grant year. The Apter research sought to find answers as to why people, particularly teens, African Americans, Hispanics, and rural residents are more likely not to use appropriate occupant restraints. The research also attempted to gain clues as to why drivers take specific risks on the highways relative to drinking and driving. The somewhat startling results obtained by the research have been and will continue to be used to develop strategies to encourage behavioral change. The information will be utilized in all efforts of the OHSJP relative to enforcement mobilization strategies, particularly in terms of media outreach.

7. The OHSJP will conduct a Memorial Service for Highway Fatality Victims of 2015 during the spring of 2016. The service will be held at a church or other appropriate venue in or near Columbia. Invitations will be sent to families of highway fatality victims killed

in 2015. Law enforcement officers and other first responders will also be invited to attend.

8. The OHSJP will conduct a highway safety awareness campaign in FFY 2016 focusing on the *Target Zero* theme in an effort to increase general public awareness of traffic safety issues. While motor vehicle occupant deaths are dropping in South Carolina, impaired driving-related deaths and vulnerable roadway user fatalities continue to be problematic. The campaign will make the case that the only legitimate goal for traffic fatalities is zero. The campaign for FFY 2016 contains the components outlined in strategy no. 2 on pp. 112-113 above. The campaign will be supported by television advertising as well, focusing on the same key question posed on the billboards, "How many traffic fatalities are acceptable in your family?" Citation holders bearing this same messaging will be given to traffic violators by state and local law enforcement agencies as well.

9. The OHSJP will conduct a School Zone Safety Week emphasis during the late summer of 2016. The emphasis will involve highway safety stakeholders statewide in an effort to call the attention of the motoring public to the importance of safety in school zones. Law enforcement agencies and schools are provided information to conduct activities for School Zone Safety Week, which is to be observed during the first full week of the school calendar. The goal is to educate young children about safe walking techniques, to inform parents and caregivers about their role in ensuring that children get to school safely, and to encourage local law enforcement agencies to patrol in and around schools.

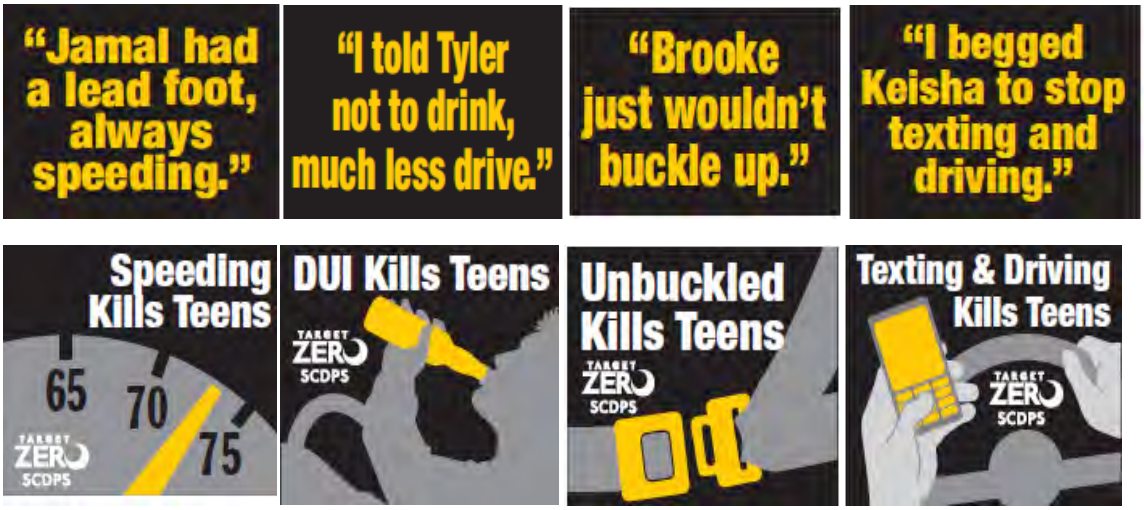
10. SCDPS, in partnership with SCDOT, will conduct a *Target Zero*-themed statewide highway safety conference in the summer of FY 2016 bringing together state and federal stakeholders from all highway safety disciplines.

11. Highway Safety staff will continue a statewide Motorcycle Safety Campaign in 2016 that will focus on increasing the awareness of motorists in passenger vehicles regarding the presence of motorcyclists on the highways. The *Look* campaign, with its focus on vulnerable roadway users, will be used to alert motorists of the presence of motorcyclists and urge everyone to "share the road." The campaign may include as secondary messaging the need for motorcyclists to wear protective gear while riding, including helmets (often referred to as *Ride Smart)*. The campaign, though statewide, will focus on counties having the majority of motorcyclist fatalities and motorcyclist traffic injuries during the preceding year. This campaign will target the months of the year and locations that are most likely to see a significant number of motorcyclists on the roads.

12. The OHSJP also will provide funding and coordination for a Highway Safety booth/display to be used at various statewide events, including the SC State Fair. As mentioned, the 2015 State Fair exhibit will feature the *Look* and *Target Zero* campaigns, as well as the BATmobile breath alcohol testing mobile unit. Additionally, fair patrons will have access to information on other major traffic safety issues in South Carolina, especially drunk driving, safety belt usage, speeding, and distracted driving.

13. The OHSJP will utilize paid advertising of highway safety messages at high school sports venues in the state. This will include advertising on printed tickets for sporting and other special events, public address announcements during these sporting events, and program

advertising at these sporting events. About 5 million tickets are expected to be printed and used by most high schools across South Carolina. The tickets to be distributed during the 2015-2016 school year complement the brightly-colored images used in the *Look* campaign and focus on issues related to teenage drivers, as illustrated below.



14. Speed-related collisions continue to be a problem in South Carolina. Furthermore, public perception on the issue of speeding is information that is already captured in OHSJP's attitudinal surveys. The Target Zero Enforcement Teams, which will be implemented during FFY 2016 with Section 164 funding from the SC Department of Transportation, will feature three, eight-person teams of SC Highway Patrol Troopers, who will focus their enforcement activity in three major areas of the state (upstate, midlands, and low country). Troopers will be working roadways that are high-risk for traffic fatalities and severe injuries. The major enforcement focuses will be speeding, DUI, and occupant protection violations.

15. The OHSJP will continue to seek opportunities to form partnerships with other highway safety stakeholder groups, including Operation Lifesaver, National Safety Council, MADD, AAA, and others.

16. The texting/driving PI&E media campaign that was developed and implemented during FFY 2015 utilizing paid media to highlight the new ban on texting and driving in South Carolina will continue during FFY 2016.

17. The OHSJP will add questions to its Attitudinal Survey to gauge public awareness of the Target Zero Enforcement Teams and Target Zero media messaging.

ATTITUDINAL SURVEYS

SCDPS uses several mechanisms to determine the effectiveness of its major PIOT campaigns, including telephone surveys of South Carolina drivers conducted before and after the campaigns. While recognizing that a reduction in collisions or an increase in safety belt usage can be

attributed to a variety of factors, including enforcement and societal trends, attitudinal surveys show campaigns are necessary components to overall traffic safety efforts. Surveys help identify shifts in awareness, positions and behaviors that can be attributed to the campaigns. As an example, the post-survey for the 2014-2015 Christmas/New Year's *Sober or Slammer!* campaign showed nearly nine out 10 respondents were aware of one or more elements of SCDPS's DUI enforcement campaign. Among those who saw or heard elements of the campaign, most were aware of the main points of the message: stopping DUI and conveying the penalties and consequences. Additionally, the survey showed television (82%) continues to be the dominant source of campaign exposure among respondents, followed by billboards (46%), and radio (36%). This information influences decisions on how best to spend campaign media funds. The OHSJP will consider incorporating awareness of SCDPS's social media efforts in future surveys.

The 2014-2015 Christmas/New Year's holiday *Sober or Slammer!* DUI enforcement period was supported by a paid media campaign featuring an existing TV spot – the "Fighting Together" video showing law enforcement officers around the state pledging together to crack down on impaired driving. This spot was supplemented by the "Be a S.A.N.T.A. (Sober All Night Totally Awesome) Designated Driver" video, which was placed statewide but focused on upstate audiences.

Following are results from the attitudinal survey conducted in January 2015 for the winter DUI campaign that incorporates NHTSA's recommended set of core survey questions. A total of 400 residents constituted the group of survey respondents. (Please note: SC opted to use 30 days as the time frame for its questions based on NHTSA's allowing of states to choose either a 30-day or 60-day range.)

Question 1: In the past 30 days, how many times have you driven a motor vehicle within 2 hours after drinking alcoholic beverages? When asked about specific behaviors relative to driving after drinking, 40% say they did not consume an alcoholic beverage within the past 6 months and an additional 51% say they did not drive within two hours of drinking.

Question 2: In the past 30 days, have you read, seen or heard anything about alcohol impaired driving (or drunk driving) enforcement by police? Awareness of and support for the DUI enforcement campaign continues to be strong. Study respondents were asked if they have seen or heard anything about alcohol impaired driving enforcement by police in general, not linked to specific campaigns by name. Overall, 54% of respondents say they have. This is up significantly compared to the "pre" campaign period when 39% identified awareness.

Question 3: What do you think the chances are of someone getting arrested if they drive after drinking? Findings identify some division regarding the perceived likelihood of someone being caught/arrested if they drive after drinking. According to the respondents 34% believed a person who drives after drinking is highly likely to be arrested while 31% thought that it is somewhat likely. Still, nearly three out of four respondents (74%) agree that law enforcement is making a big effort to crack down on drinking and driving in South Carolina.

The 2015 *Buckle Up, SC.* campaign featured an existing TV commercial to support stepped-up enforcement efforts by the SC Highway Patrol and local law enforcement agencies. The spot features a father, driving with his son, being issued a seat belt citation. It then demonstrates the father making the choice to buckle up, as well as a split screen view of him not buckling up. The consequences of his "split decisions" are displayed as they are involved in a collision shortly thereafter. An additional night-time *BUSC* TV commercial was aired, which featured two actual SC Highway Patrol troopers demonstrating a nighttime traffic stop for a safety belt violation. In the public service announcement, two unbelted motorists drive through a well-lighted area. This allows one trooper to have a clear view and call in the violation to another trooper who makes the traffic stop.

SURVEY RESULTS

The following are survey results from an attitudinal survey conducted between April 27 and May 3, 2015 among 400 South Carolina residents prior to the safety belt enforcement mobilization of 2015. (Please note: SC opted to use 30 days as the time frame for its questions based on NHTSA's allowing of states to choose either a 30-day or 60-day range.)

Question 1: How often do you use safety belts when you drive or ride in a car, van, sport utility vehicle, or pick up?
According to the 2015 pre-campaign survey, a large majority of drivers in South Carolina wear their safety belts all the time (90.5%). This compares to 91.6% in the 2014 pre-campaign survey. There were reported differences in shoulder belt usage by type of primary vehicle. According to the 2015 pre-survey, among those whose primary vehicle was a sport utility vehicle, 78.5 percent reported wearing their shoulder belt all the time, compared to 70.3% of those whose primary vehicle was a pickup truck and 74.6% whose primary vehicle was a van or mini-van. The wide-spread use of seat belts among South Carolinians is also evident in the responses to the question on the last time respondents did not wear their seat belt when driving. In the pre-campaign survey, the percentage who said the last time they did not wear a safety belt was a year or more ago was 82.5%. Furthermore, 97.7% of respondents were aware of the state law that requires motorists to wear safety belts in the 2015 pre-campaign survey.

Question 2: What do you think the chances are of getting a ticket if you don't wear your safety belt?
In the pre-campaign 2015 survey, the percentages of those answering the question about the likelihood of getting a ticket if you don't wear your safety belt were as follows: very likely, 39.9%;somewhat likely, 29.3%; somewhat unlikely, 11.1%; and very unlikely, 17.8%.

Question 3: In the past 30 days, have you read, seen or heard something about seat belt law enforcement by police?
In the pre-campaign survey of 2015, 22% of respondents said that they had read, seen or heard about safety belt law enforcement. The response rate should increase significantly in the post-campaign 2015 survey.

Performance Measure

Goal:

To decrease the number of drivers age 20 and under involved in fatal collisions by 16.7% from the 2009-2013 baseline average of 114 to 95 by December 31, 2016.

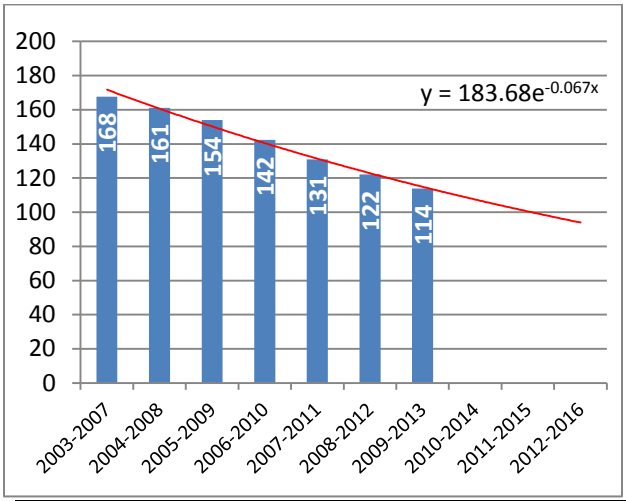
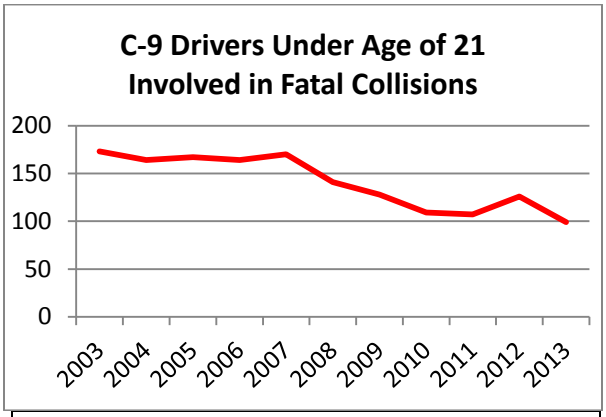


Figure C-9. South Carolina Drivers Age 20 and under Involved in Fatal Collisions, 5 Year Moving Average with Trend Analysis, 2003-2016.



Exponential Projection = 183.68e^-.067(x) = 94

2009-2013 Average = 113.8
2010-2014 Average = 112
2009 = 128
2010 = 109
2011 = 107
2012 = 126
2013 = 99 (21.4% decrease from 2012)
2014 = 119 (20.2% increase from 2013, 2014 not FARS finalized)

In Figure C-9 above, the five-year moving average with exponential trend analysis, utilizing statistical data from 2003-2013, projects South Carolina will experience a 94 five-year average for drivers age 20 and under involved in fatal collisions by December 31, 2016. This equates to an estimated 74 drivers age 20 and under involved in fatal collisions for 2016, which is a 25.3% decrease from 2013. The state preliminary data compiled by the OHSJP Statistical Analysis Center indicates that there were 119 drivers age 20 and under involved in fatal collisions for 2014, an increase of 20.2% from 99 in 2013. Based on this preliminary state data which shows an increase in 2014 and an overall slowing of the decrease in data in the past few years, OHSJP has set a goal of 95 drivers age 20 and under involved in fatal collisions in 2016, a 20% decrease from the 2014 preliminary calendar year.

PROJECT TO BE IMPLEMENTED:

Problem Identification: South Carolina remains one of the top five states in the nation in the severity of its motor vehicle crashes, as evidenced by statistical data. The state must provide funding for projects that will attempt to change the negative traffic statistics that are adversely affecting South Carolina's citizens and visitors to the state. South Carolina's average mileage

death rate (MDR) of 1.70 for the past five years (2009-2013) is one of the highest in the nation; about 66% higher than the national MDR of 1.115 (2009-2013 average). The top contributing factors for total traffic crashes in 2012 include (1) driving too fast for conditions, (2) failure to yield right of way, (3) following too closely, (4) driver inattention, and (5) improper lane change/usage. A reduction in the state's mileage death rate must be effected, and the economic loss associated with vehicle crashes must also reflect a downward trend. In order to make a difference in these negative traffic statistics in the state, the Office of Highway Safety must fund creative projects that can have a wide effect on all of the various problem areas contributing to highway injuries and fatalities.

Final traffic statistics for South Carolina indicate that during 2013, 113,223 traffic collisions were reported. This represents a 4.6% increase from 2012, when 108,261 collisions were reported. Collisions in 2013 resulted in 767 fatalities and approximately 50,000 non-fatal injuries. The number of traffic deaths was 11.1% lower in CY 2013 than in 2012, when 863 people were fatally injured in South Carolina traffic collisions. The estimated economic loss to the state from traffic crashes was nearly $3 billion. This total cannot possibly reflect the human toll exacted in pain and suffering.

Project Description: The project will retain the services of a grant-funded Public Affairs Manager, to work in conjunction with Program Managers and assist a paid Contractor in the development of statewide enforcement and educational campaigns. The project will use grant funds for specialized training and conferences for a variety of highway safety professionals (law enforcement, sub-grantees, OHSJP staff, etc.) throughout the state. The project also will partially fund a Special Programs Manager, a Planning and Evaluation Coordinator, an Administrative Manager, a Business Manager, and an Administrative Assistant to provide some administrative functions of the public information, outreach, and training highway safety grant.

Agency	Location	Project Title	Project Number	Budget	Personnel Funded
SC Department of Public Safety: Office of Highway Safety and Justice Programs	Statewide	Public Information, Outreach and Training	SA-2016-HS-04-16 M9MA-2016-HS-04-16 PS-2016-HS-04-16	$999,822	1.82

Community Traffic Safety: Budget Summary

Project Number(s)	Subgrantee	Project Title	Budget	Budget Source
SA-2016-HS-04-16	South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs	Public Information, Outreach and Training	$879,822	NHTSA 402
PS-2016-HS-04-16	South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs	Public Information, Outreach and Training Pedestrian/Billboard Campaign	$40,000	NHTSA 402
M9MA-2016-HS-04-16	South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs	Motorcyclist Awareness Campaign	$80,000	Section 405f Motorcyclist Awareness MAP-21
Total All Funds			**$999,822**	
NHTSA 402			$919,822	
Section 405f Motorcyclist Awareness MAP-21			$80,000	

MOTORCYCLE SAFETY PROGRAM AREA

Overview

Motorcycle safety is an issue that remains of great concern in the State of South Carolina. The most recent FARS data (see **Table 11** on page 21) provided by the National Highway Traffic Safety Administration (NHTSA) indicates that 149 people died on South Carolina roadways in 2013 as a result of motorcycle collisions. In South Carolina, the motorcyclist *percentage of total* traffic-related deaths increased each successive year in the period from a low of 12.1% in 2009 to a high of 19.4% in 2013. The 2013 percent of total represents a 36.2% increase when compared to the 2009-2012 average (14.3%) and a considerable increase (60.8%) compared to 2009. Over all five years, South Carolina motorcyclists made up 13.7% of motorcyclist deaths in Region 4.

Motorcycle safety was an area identified in the Vulnerable Roadway Users Emphasis Area in the recently updated SHSP, *Target Zero*, citing the significance of the problem for the state and recommending engineering, education, enforcement, EMS, and public policy strategies for appropriate countermeasures to attack the problem (pp. 47-51). Appropriate strategies were identified in the SHSP and were based on data-driven and evidence-based practices.

Motorcycle safety was also an area identified in the NHTSA-produced *Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices, Seventh Edition, 2013*. The document stresses the importance of this emphasis area and outlines significant strategies and appropriate countermeasures for motorcycle safety (pp. 5-1 to 5-25). Efforts relative to motorcycle safety in SC have utilized countermeasures deemed by this document as having limited evidence in terms of improving motorcycle safety, such as strengthening motorcycle licensing requirements (Chapter 5, Section 3.1, pp. 5-17 to 5-19); motorcycle rider training (Chapter 5, Section 3.2, pp. 5-20 to 5-21); helmet use promotion (Chapter 5, Section 1.2, p. 5-10); Communications and Outreach: Conspicuity and Protective Clothing (Chapter 5, Section 4.1, pp. 5-22 to 5-23); and Communications and Outreach: Other Driver Awareness of Motorcyclists (Chapter 5, Section 4.2, p. 5-24). Though the document indicates limited evidence in terms of effectiveness, with SC having no universal helmet law and a strong legislative lobby against such a law, these types of efforts are essential to the state if it is to address the problem of motorcycle safety.

The state has launched a very successful statewide motorcycle safety effort in 2015 which will continue in 2016. The FFY 2015 campaign, though statewide, focuses on the seventeen counties in South Carolina with the highest number of motorcyclist fatalities from CY 2014 (see **Table S-6** on the following page). These seventeen counties accounted for 87.4% of the state's motorcyclist fatalities in CY 2014. The campaign utilizes paid and earned media including a variety of educational elements to alert motorists to the presence of motorcyclists, to encourage bikers and drivers to share the road appropriately, and to encourage motorcycle riders to use proper protective equipment. The 2016 campaign will focus on those counties with the highest number of motorcyclist fatalities occurring in CY 2015. A more detailed explanation of the FFY 2016 campaign is included in the "**Strategies"** portion of this section of the Plan below.

Table S-6 – Motorcyclist Fatalities and Collisions by Top Counties – State Data CY 2014

County	Motorcyclists Killed	Motorcycle Collisions
Horry	10	334
Greenville	3	209
Charleston	7	204
Richland	8	153
Spartanburg	6	123
Lexington	9	109
Anderson	3	92
York	3	88
Aiken	6	86
Berkeley	3	73
Marion	3	12
Pickens	3	59
Laurens	3	31
Florence	3	56
Dillon	2	6
Marlboro	2	9
Oconee	2	41

SCDPS/OHSJP June 17, 2015

The following data sections outline specifically the problems being faced by the State of South Carolina in terms of motorcycle safety and demonstrate the foundation upon which the state has built its response to the problem for its FFY 2016 Highway Safety Plan.

Traffic Fatalities

According to FARS data (please note that FARS data includes moped riders in its motorcyclist fatality statistical information, while SC state data for motorcyclist crashes, injuries, and fatalities does not), in the period 2009-2013:

- In South Carolina, the percentages of fatalities that were motorcyclists remained below those for both the region and the nation during the first two years of the period (2009 and 2010), but rose above both the region and the nation thereafter. In 2013, 19.4% of South Carolina's traffic fatalities were motorcyclists, compared to 15.6% in Region 4, and 14.3% nationwide (**Figure 21** on page 125).

- The majority of motorcycle fatal crashes in South Carolina (59.0%), Region 4 (56.8%), and the nation (56.8%), occurred on Fridays, Saturdays, and Sundays. The highest proportions of motorcycle fatal crashes occurred on Saturdays in each of these three jurisdictions. Across the state and region, the majority of motorcyclist fatal crashes occurred between the hours of 3 p.m. and midnight (62.9% and 55.9%, respectively); and across the nation, the majority of such crashes occurred between the hours of noon and 9 p.m. (57.1%) (**Table 26** on page 127).

- During the five-year period, the majority of motorcyclist fatalities were between the ages of 25 and 54 in South Carolina (64.0%), Region 4 (59.9%), and the US as a whole (61.8%). Over 90% of motorcyclist fatalities in South Carolina (92.3%), Region 4 (91.4%), and the nation (90.6%) were male (**Table 27** on p. 128).

- South Carolina law requires helmet use of riders under the age of 21. From 2009 through 2013, 73.5% of South Carolina's motorcyclist fatalities were *not* using a helmet. This percentage is substantially higher than the percentage of nonuse seen for Region 4 (38.2%) and for the US as a whole (40.9%) during the same years (**Table 28** on page 129).

- During the 2009-2013 period in South Carolina, 50.8% of all fatally injured motorcycle operators who were tested for BAC had a BAC of at least 0.01. This percentage is higher than that seen for Region 4 (42.8%) and higher than that seen for the US as a whole (38.8%) (**Table 29** on page 130).

- In fatal crashes involving motorcycles in South Carolina, 57.7% of motorcycle operators had at least one driver factor reported, versus 46.9% of the operators of other vehicles. Throughout the five years, *driving too fast* was the most commonly reported driver factor for motorcyclists in South Carolina (34.2%). For the operators of other vehicles, *failure to yield* (28.8%) was the most reported driver factor by far (**Table 30** on page 131).

As seen in **Figure 21** below, the percentages of fatalities that were motorcyclists in South Carolina were below those of Region 4 and the nation during the first two years of the time period 2009-2013, but rose above both from 2011-2013. In 2013, 19.4% of fatalities in South Carolina were motorcyclists, compared to 15.6% in Region 4, and 14.3% nationwide.

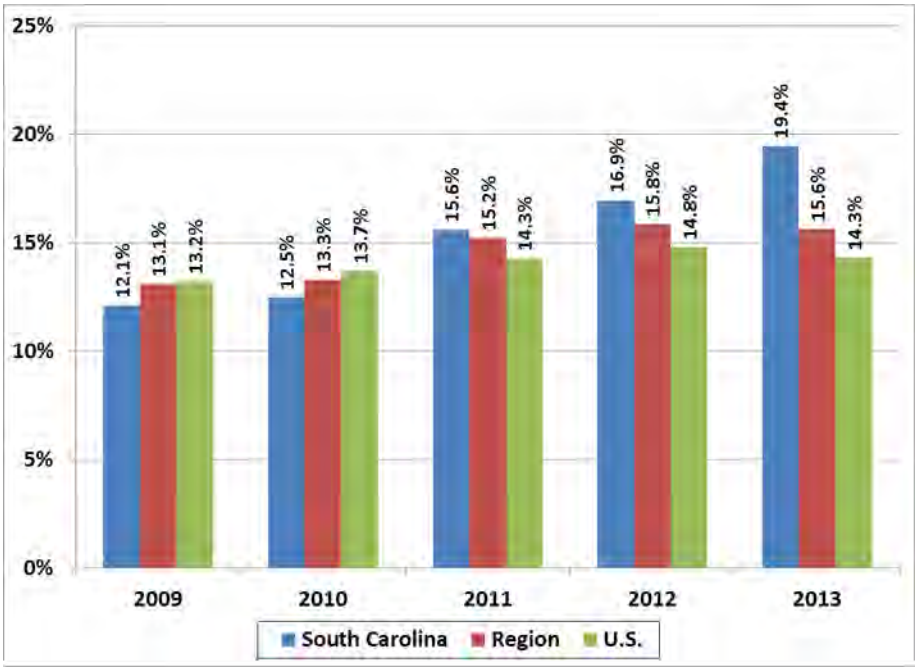


Figure 21. Motorcyclist Fatalities as Percent of Total Fatalities

As **Table 26** on p. 127 shows, the months with the most motorcycle fatal crashes in South Carolina from 2009 to 2013 were May (90 crashes, 14.6% of total), August (74 crashes, 12.0% of total), and July (72 crashes, 11.7%). Across Region 4, the top three months for motorcycle fatal crashes during the 2009-2013 period were May (10.2%), April (9.9%), and then August (9.7%). Nationally, the months with the most motorcycle fatal crashes from 2009-2013 were August (13.3%), July (12.7%), and June (12.4%).

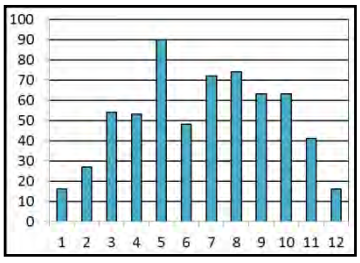
On a day-by-day basis, South Carolina had the highest frequency of motorcycle fatal crashes were seen on Saturdays (155 crashes, 25.1% of total), Sundays (121 crashes, 19.6%), and Fridays (88 crashes, 14.3%). The same pattern was observed in Region 4, where 22.1% of motorcycle fatal crashes occurred on a Saturday, 19.4% on a Sunday, and 15.3% on a Friday. Likewise, the highest percentage of motorcycle fatal crashes nationally occurred on Saturdays (22.7%), Sundays (18.8%), and Fridays (15.3%).

In South Carolina, the three-hour windows in which the most motorcycle fatal crashes occurred were 6 p.m. to 9 p.m. (136 crashes, 22.0% of total), 3 p.m. to 6 p.m. (135 crashes, 21.9% of total), and 9 p.m. to midnight (117 crashes, 19.0% of total). Slightly different patterns emerged

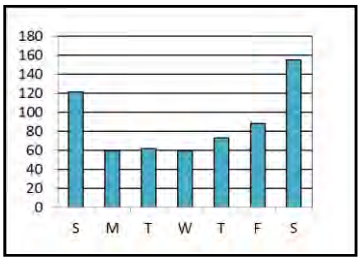
for Region 4 and for the nation. In Region 4, the top three-hour windows were: 3 p.m. to 6 p.m. (20.2%), 6 p.m. to 9 p.m. (19.5%), and then 9 p.m. to midnight (16.2%). Nationally, 21.3% of such crashes occurred from 3 p.m. to 6 p.m., 19.7% from 6 p.m. to 9 p.m., and 16.1% from noon to 3 p.m.

Table 26. Motorcycle Fatal Crashes by Month, Day of Week, and Time of Day: Totals 2009-2013

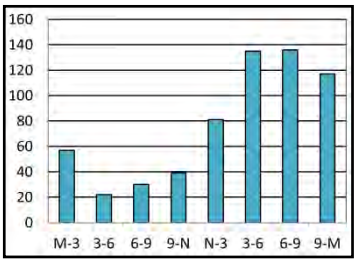
	South Carolina (N=617)		Region (N=4,526)	U.S. (N=22,632)
	N	%	%	%
MONTH				
January	16	2.6%	5.6%	3.1%
February	27	4.4%	5.4%	3.4%
March	54	8.8%	9.1%	6.4%
April	53	8.6%	9.9%	9.1%
May	90	14.6%	10.2%	11.5%
June	48	7.8%	9.4%	12.4%
July	72	11.7%	9.6%	12.7%
August	74	12.0%	9.7%	13.3%
September	63	10.2%	9.5%	11.4%
October	63	10.2%	9.5%	8.5%
November	41	6.6%	7.1%	5.3%
December	16	2.6%	5.1%	2.8%
DAY OF WEEK				
Sunday	121	19.6%	19.4%	18.8%
Monday	59	9.6%	9.7%	10.1%
Tuesday	62	10.0%	9.8%	9.9%
Wednesday	59	9.6%	11.2%	11.2%
Thursday	73	11.8%	12.4%	12.0%
Friday	88	14.3%	15.3%	15.3%
Saturday	155	25.1%	22.1%	22.7%
Unknown	0	0.0%	0.0%	0.0%
TIME OF DAY				
Midnight-3am	57	9.2%	10.5%	9.5%
3am-6am	22	3.6%	4.2%	4.0%
6am-9am	30	4.9%	5.9%	5.6%
9am-Noon	39	6.3%	8.7%	9.0%
Noon-3pm	78	13.2%	14.2%	15.9%
3pm-6pm	135	21.9%	20.2%	21.3%
6pm-9pm	136	22.0%	19.5%	19.7%
9pm-Midnight	117	19.0%	16.2%	14.2%
Unknown	0	0.0%	0.7%	0.6%



By Month



By Day Sunday-Saturday



By Time from Midnight (3-hour periods)

As shown in **Table 27** below, during the five-year period, 2009 to 2013, in South Carolina, the 35-44 age group made up a plurality of motorcyclist fatalities (22.0%), followed by the 45-54 age group (21.3%), and the 25-34 age group (20.7%). In Region 4, the 45-54 age group accounted for the most motorcyclist fatalities (20.5%), followed by those ages 25-34 (20.3%) and those ages 35-44 (19.1%). For the US as a whole, the 45-54 age group made up the plurality as well (22.2%), followed by the 25-34 age group (20.3%), and the 35-44 (19.3%) age group.

Males constituted a much larger percentage of South Carolina's 2009-2013 motorcyclist fatalities than did females (92.3% versus 7.7%), a proportion comparable to those for Region 4 (91.4% male) and the nation (90.6% male) during the same timeframe.

Table 27. Motorcyclist Fatalities by Age Group and Gender: Totals 2009-2013

Fatalities by Age					Fatalities by Age and Sex					
	South Carolina		Region	U.S.	South Carolina				Region	U.S.
	(N=633)	%	(N=4,638)	(N=23,271)	Females		Males		% Males	% Males
Age Group					N	%	N	%		
< 16	6	0.9%	0.5%	0.4%	1	16.7%	5	83.3%	87.5%	83.7%
16-20	36	5.7%	5.7%	4.9%	4	11.1%	32	88.9%	90.2%	90.3%
21-24	49	7.7%	10.5%	9.8%	4	8.2%	45	91.8%	92.6%	93.5%
25-34	131	20.7%	20.3%	20.3%	10	7.6%	121	92.4%	94.4%	93.0%
35-44	139	22.0%	19.1%	19.3%	14	10.1%	125	89.9%	88.0%	88.7%
45-54	135	21.3%	20.5%	22.2%	9	6.7%	126	93.3%	90.7%	88.1%
55-64	97	15.3%	15.8%	16.3%	4	4.1%	93	95.9%	91.7%	90.5%
65-74	27	4.3%	6.3%	5.4%	3	11.1%	24	88.9%	92.8%	93.5%
75+	13	2.1%	1.3%	1.3%	0	0.0%	13	100.0%	95.2%	96.3%
Unknown	0	0.0%	0.0%	0.0%	0	N/A	0	N/A	0.0%	66.7%
Total	**633**	**100.0%**	**100.0%**	**100.0%**	**49**	**7.7%**	**584**	**92.3%**	**91.4%**	**90.6%**

*Highlighting is to help the reader identify cells with higher numbers/percentages.

As shown in **Table 28** on the following page, throughout the five years 2009-2013, 25.4% of South Carolina's motorcyclist fatalities used a helmet, a number substantially lower than the percentage of helmet use seen for Region 4 (59.6%) and the US as a whole (56.6%). In South Carolina, each age group, with the exception of the 16-20 age group, demonstrated helmet use under 40%. However, state law requires helmet use by riders under the age of 21 only.

Table 28. Motorcyclist Fatalities by Age Group and Helmet Use*: Totals 2009-2013

Age Group	Motorcyclist Fatalities	Helmet Used		Helmet Not Used	
		N	%	N	%
<16	6	1	16.7%	5	83.3%
16-20	36	18	50.0%	18	50.0%
21-24	49	16	32.7%	32	65.3%
25-34	131	26	19.8%	103	78.6%
35-44	139	25	18.0%	113	81.3%
45-54	135	28	20.7%	106	78.5%
55-64	97	33	34.0%	64	66.0%
65+	40	14	35.0%	24	60.0%
Unknown	0	0	N/A	0	N/A
SC**	633	161	25.4%	465	73.5%
Region	4,638	2,765	59.6%	1,774	38.2%
U.S.	23,271	13,163	56.6%	9,528	40.9%

*Helmet use percentage based on total fatalities.

**South Carolina law requires helmet use of all motorcyclists under the age of 21

Table 29 on the following page shows that 61.8% of South Carolina motorcycle operator fatalities ages 45 to 54 who were tested for BAC had a positive BAC, the highest percentage of any age group during the 2009-2013 period. Overall, 50.8% of motorcycle operator fatalities in South Carolina who were tested for BAC had a positive BAC, a percentage higher than that seen for both Region 4 (42.8%) and for the nation (38.8%). In South Carolina, speed was cited as a factor in 50.0% of motorcycle operator fatalities aged less than 16, the highest percentage of any group. Overall, 40.1% of South Carolina's motorcycle operator fatalities were involved a crash in which speed was a factor, a percentage higher than that of Region 4 (28.4%) and that of the nation (38.5%) during the same years.

Table 29. Motorcycle Operator Fatalities, Alcohol Involvement and Speed: Totals 2009-2013

Age Group	MC Operator Fatalities	BAC ≥ 0.01*			Speeding Involved**	
		# Tested	# ≥ 0.01	%	#	%
<16	4	4	1	25.0%	2	50.0%
16-20	29	22	6	27.3%	14	48.3%
21-24	47	44	17	38.6%	21	44.7%
25-34	124	99	57	57.6%	61	49.2%
35-44	131	108	60	55.6%	58	44.3%
45-54	131	102	63	61.8%	44	33.6%
55-64	93	73	32	43.8%	25	26.9%
65+	39	28	8	28.6%	15	38.5%
Unknown	0	0	0	N/A	0	N/A
SC	598	480	244	50.8%	240	40.1%
Region	4,361	2,921	1,249	42.8%	1,240	28.4%
U.S.	21,765	16,965	6,583	38.8%	8,385	38.5%

* Based on actual state BAC data

**Refers to entire crash event.

Table 30 on the following page shows the operator factors for fatal crashes involving motorcycles in South Carolina. During the 2009-2013 period, 57.7% of motorcycle operators and 46.9% of other operators had at least one factor reported. The most commonly reported factor for South Carolina's motorcycle operators was *driving too fast* (34.2%) and *failure to keep in proper lane* (8.1%). For other operators, *failure to yield* (28.8%) was by far the most common factor reported for fatal crashes involving motorcycles.

Table 30. Fatal Crashes Involving Motorcycles: Operator Factors

	2009		2010		2011		2012		2013		Total 2009 - 2013	
	MC (N=118)	Other Op (N=62)	MC (N=107)	Other Op (N=53)	MC (N=129)	Other Op (N=63)	MC (N=149)	Other Op (N=84)	MC (N=149)	Other Op (N=96)	MC (N=652)	Other Op (N=358)
Factors	%*	%*	%*	%*	%*	%*	%*	%*	%*	%*	%*	%*
None reported	33.1%	61.3%	52.3%	52.8%	40.3%	47.6%	48.3%	45.2%	38.3%	58.3%	42.3%	53.1%
One or more factors reported	66.9%	38.7%	47.7%	47.2%	59.7%	52.4%	51.7%	54.8%	61.7%	41.7%	**57.7%**	**46.9%**
Top Factors**												
Driving too fast for conditions and/or in excess of posted speed limit	36.4%	8.1%	30.8%	11.3%	34.9%	4.8%	32.2%	7.1%	36.2%	7.3%	**34.2%**	7.5%
Failure to remain in proper lane	7.6%	1.6%	6.5%	0.0%	13.2%	1.6%	2.7%	1.2%	10.7%	4.2%	8.1%	2.0%
Inattentive (2006-2009), Distracted (2010 and later), Careless (2012)***	0.0%	0.0%	0.0%	0.0%	1.6%	4.8%	0.7%	1.2%	0.0%	0.0%	0.5%	1.1%
Operating vehicle in erratic, reckless manner	7.6%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%
Operator inexperience	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Failure to yield	6.8%	22.6%	0.0%	30.2%	3.9%	27.0%	2.7%	38.1%	4.0%	25.0%	3.5%	**28.8%**

*Driver may have multiple factors reported. Highlighting is to help reader distinguish MC operator percentages from Other operator percentages.

Percentages based on **total operators/drivers at the vehicle level. 'None reported' includes instances in which a violation, driver factor, distraction, or speeding was marked as 'Unknown', 'Not Reported', or where data are missing.

***Prior to 2010, Inattentive was a single element—Inattentive/Careless (Talking, Eating, Car Phones, etc.). In 2010, many individual factors that had been subsumed the Inattentive element were broken out into their own separate categories, as Distraction became an entirely new table in FARS. In 2012, Careless was added as a new variable.

Table 11 on page 21 shows that in South Carolina, the *number of motorcyclist deaths* decreased during the first two years of the time period 2009-2013, but then increased thereafter to its highest level in 2013. The count in 2013 (149 fatalities) represents a 23.14% increase from the average of the prior four years (121 fatalities) and a 37.96% increase from the 2009 total (108).

South Carolina's *population-based motorcyclist death rate* followed a similar pattern as the number of fatalities. The 2013 rate (3.18 deaths per 100,000 population) represented a 22.6% increase when compared to the 2009-2012 average (2.60), and a 31.0% increase when compared to 2009 (2.43). The population-based motorcyclist death rate in South Carolina for all five years (2.70 deaths per 100,000 residents) is higher than both the regional rate (2.07) and national rate (1.49) during the same timeframe.

Unhelmeted motorcyclists accounted for 82 of South Carolina's motorcyclist fatalities in 2009. *Unhelmeted* motorcyclist fatalities were at a low in 2010 (75) with this number increasing each successive year thereafter to a high of 106 fatalities in 2013. The count in 2013 represents an 18.1% increase from the 2009-2012 average (90 fatalities) and a 29.3% increase from the number in 2009. As a percentage of all motorcyclist deaths in the state, unhelmeted motorcyclists accounted for approximately 73.5% during the 2009-2013 period, with the 2013 proportion (71.1%) representing a 4.1% *decrease* compared to the prior four years (74.2%) and a 6.3% decrease from the 2009 proportion (75.9%).

Table 12 on page 21 provides data for unhelmeted fatalities in Region 4. The number of motorcyclist fatalities fluctuated across the region during the five-year period, but ultimately increased over the timeframe. The 2013 total (967 deaths) represents a 5.4% increase when compared to the 2009-2012 average (918), and a 12.6% increase compared to the 2009 count (859). The population-based fatality rate followed a similar pattern as the number of fatalities, increasing by 2.9% in 2013 (2.12 per 100,000 persons) when compared to the 2009-2012 average (2.06). The regional *motorcyclist percent of total deaths* increased as well, by 8.9% in 2013 (15.6%) compared to the 2009-2012 average (14.3%). The region's number of unhelmeted deaths increased slightly during the five-year period (by 1.8% in 2013 when compared to the 2009-2012 average), while the region's proportion of motorcyclist fatalities that were unhelmeted *decreased* by 3.4% during the same timeframe.

As seen in **Table 31** on the following page, nationally, the *number of motorcyclist fatalities* and the *population-based fatality rate* showed minimal change in 2013 when compared to the 2009-2012 average. Additionally, the nation's motorcyclist percent of total deaths increased slightly. During the same timeframe (2009-2013), the number of unhelmeted deaths in the U.S. decreased slightly (3.4%). Also, the nation's proportion of unhelmeted motorcyclist deaths decreased slightly (3.7%).

Table 31. Nationwide Motorcycle Rider Fatalities

	2009	2010	2011	2012	2013	% Change: 2013 vs. 2009	% Change: 2013 vs. prior 4-yr Avg.
Fatalities	4,469	4,518	4,630	4,986	4,668	4.45%	0.37%
Pop. Rate*	1.46	1.46	1.49	1.59	1.48	1.36%	-1.45%
Pct. of Total	13.19%	13.69%	14.26%	14.76%	14.27%	8.17%	2.11%
Unhelmeted Fatalities	1,915	1,868	1,852	2,039	1,854	-3.19%	-3.36%
Pct. Unhelmeted Fatalities	42.85%	41.35%	40.00%	40.89%	39.72%	-7.31%	-3.72%

* Fatality rate per 100,000 population

Traffic Injuries

Unlike FARS data for motorcyclist fatalities, South Carolina does not include moped riders in its calculation of motorcyclist injuries. As seen in Figure S-8, preliminary figures for 2013 show that there were 1,871 persons injured in motorcycle crashes in South Carolina, as compared to 1,528 in 2009, a19.1% increase. Additionally, the total for 2013 is higher (6.2%) than the average number of motorcyclist crash injuries in the four years prior (2009-2012; 1,761.5). From 2009-2013, motorcycle crashes have represented 3.7%, or 8,917, of all traffic crash injuries (244,047) in South Carolina (see **Figure S-1** on page 56 and **Figure S-8 on the following page**).

In terms of severe motorcycle collision injuries, in 2013, SC had a total of 408 such traffic injuries, a 13% increase from the 361 in 2009 (see **Figure S-8 on the following page**). The 2013 figure represented a decrease (12.8%) over the figure in 2012 (468), but an increase (1.43%) when comparing the 2013 figure with the average number of severe motorcycle collision injuries for the time period 2009-2012 (402.25). These severe injuries constituted almost 12% of all serious traffic injuries in the state for 2009-2013 (16,833), while in 2013 they constituted 14.3% of all severe traffic injuries (3,263).

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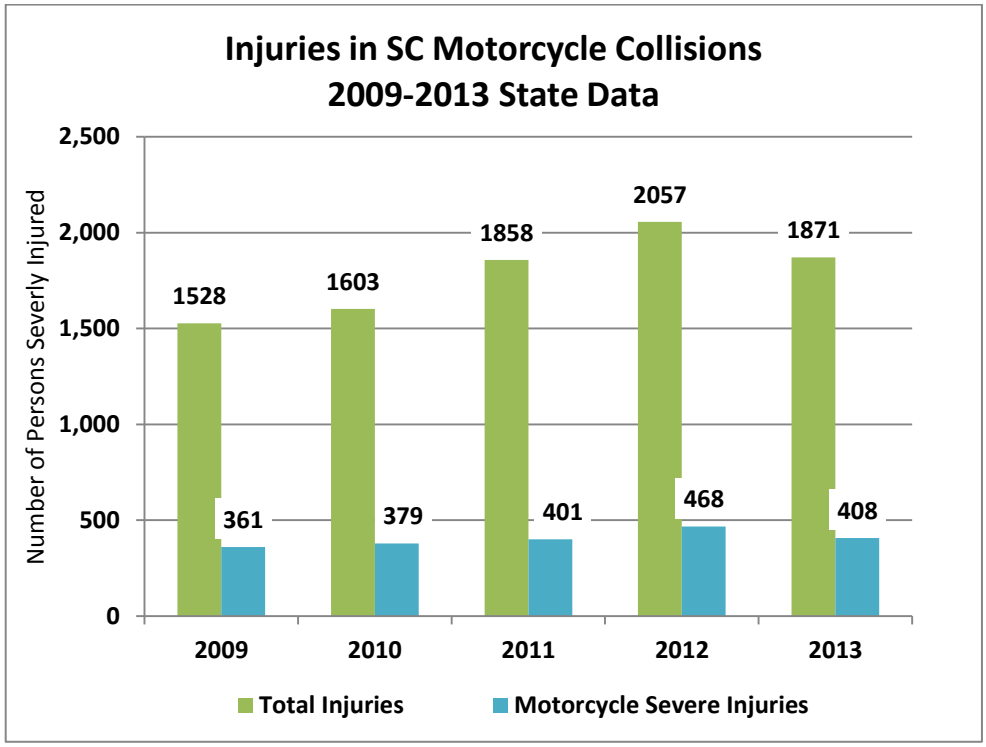


Figure S-8. Injuries in SC Motorcycle Collisions 2009-2013 State Data

Traffic Collisions

Unlike FARS data, South Carolina does not include mopeds in its calculation of motorcycle fatal collisions, or in its state calculations of all collisions. As seen in **Figure S-9** on the following page, motorcycle collisions have increased in South Carolina from 1,719 in 2009 to 2,108 in 2013, an increase of nearly 23%. The 2013 figure represents a decrease over the 2012 figure (2,269) of 7.1% and an increase of 6.5% over the average number of motorcycle collisions for the four-year period 2009-2012 (1,980). From 2009 to 2013, motorcycle crashes (10,028), have represented a small percentage (1.9%) of all traffic crashes (537,863) in South Carolina. There were 1,055 collisions involving impaired motorcyclists in 2009-2013, which represents 10.5% of total motorcycle crashes. Also, during the same time period, serious-injury motorcycle collisions represented 1,920, or 19.2%, of total motorcycle crashes (10,028). The number of serious-injury motorcycle collisions increased in 2013 (390) when compared to the 2009 figure (338) by 15.4%. The 2013 figure represents a decrease over the 2012 figure (449) of 13.1%. The 2013

figure of 390 severe-injury motorcycle collisions also represents a slight increase (2%) over the 2009-2012 average number of serious injury motorcycle crashes (382.5).

Figure S-9

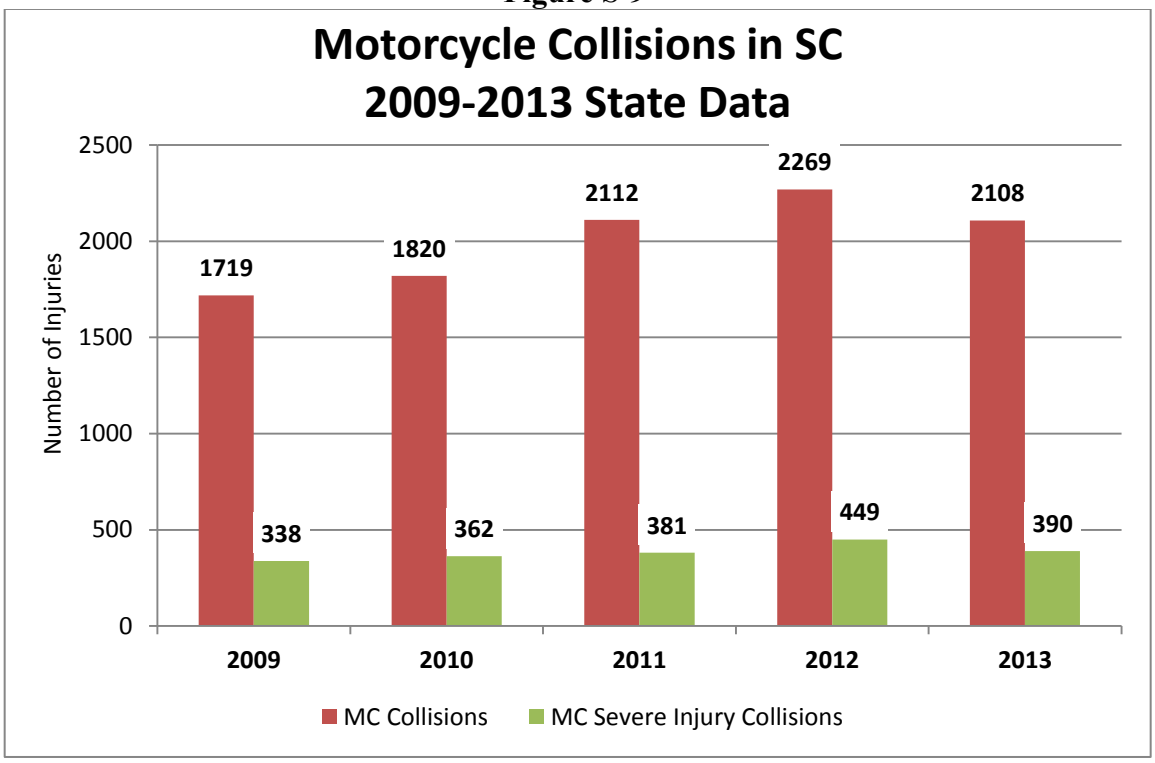


Table S-7 on page 136 contains information on the top eleven contributing factors for motorcycle collisions in South Carolina from 2009 to 2013. These factors are driving too fast for conditions, failed to yield right-of-way, driver under the influence, distracted/inattention, animal in the road, improper lane usage/change, following too closely, other improper action (driver), aggressive operation of vehicle, disregard signs/signals, and ran off the road.

Table S-7

South Carolina Collisions Involving A Motorcycle

2009-2013 Data

Primary Contributing Factors	Collision Type			Total Collisions	Persons Killed	Persons Injured
	Fatal	Injury	Property Damage Only			
Driving Too Fast for Conditions	97	2127	522	2746	98	2429
Failed To Yield Right of Way	92	1690	422	2204	93	2096
Driver Under Influence	118	675	56	849	123	832
Distracted/Inattention	11	365	150	526	12	426
Animal In Road	21	384	58	463	22	425
Improper Lane Usage/Change	2	290	136	428	2	333
Followed Too Closely	0	245	152	397	0	297
Other Improper Action (Driver)	11	210	121	342	11	249
Aggressive Operation of Vehicle	32	235	50	317	34	264
Disregarded Signs/Signals/Etc.	9	141	39	189	10	178
Ran Off Road	21	137	29	187	21	152

Performance Measures

Goals:

1. To decrease the motorcyclist fatalities* by 13.4% from the 2009-2013 baseline average of 127 to 110 by December 31, 2016.

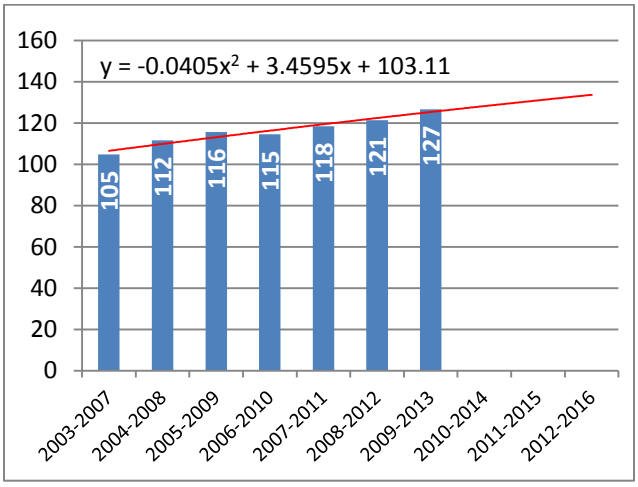
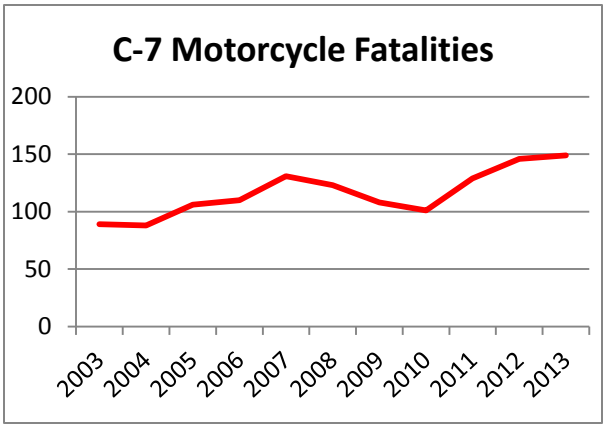


Figure C-7. South Carolina Motorcycle Fatalities, 5-Year Moving Average with Trend Analysis, 2003-2016.

**Moved operators and motorcyclists are included in the FARS count of motorcyclist fatalities.*



Polynomial Projection = -.0405(10^2) + 3.4595(10)+103.11 = 133.7

2009-2013 Average = 126.6

2010-2014 Average = 128.6

2009 = 108

2010 = 101

2011 = 129

2012 = 146

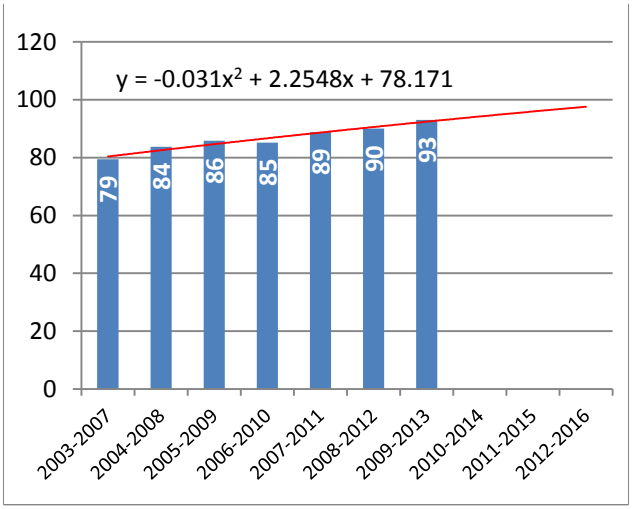
2013 = 149 (2.1% increase from 2012)

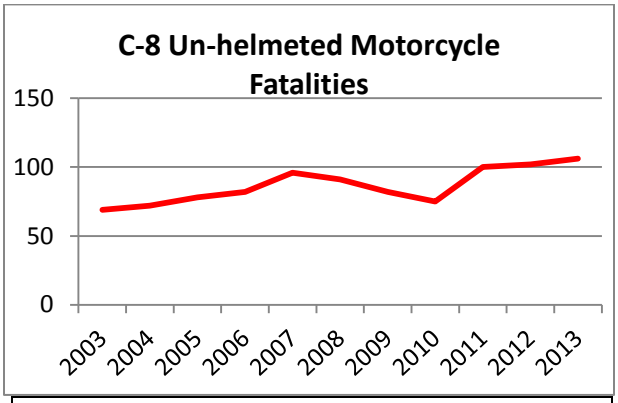
2014 = 118 (20.8% decrease from 2013, 2014 not FARS finalized)

In Figure C-7 on Page 138, the five-year moving average with polynomial trend analysis, utilizing statistical data from 2003-2013, projects South Carolina will experience a 133.7 five-year average for motorcyclist fatalities by December 31, 2016. This equates to an estimated 143 annual motorcyclist fatalities for 2016, which is a 4% reduction from 2013. The state preliminary data compiled by the OHSJP Statistical Analysis Center indicates there were 118 motorcyclist fatalities (includes moped operators) for 2014, a decrease of 20.8% from 149 in 2013. Based on this preliminary state data which shows a decrease in 2014, OHSJP will set a goal of 110 motorcyclist fatalities in 2016, a 6.8% reduction in motorcyclist fatalities by December 31, 2016, from the 2014 calendar year. Even though the five-year average model shows an increase in the five-year average, OHSJP is working hard to turn the annual motorcycle fatalities trend downward.

It should be noted that there are factors in South Carolina that may have impact, both negatively and positively on the selected target. From a negative perspective, the state has a helmet law that only pertains to individuals under the age of 21. In addition, the state endures tremendous legislative lobby efforts from advocacy groups, such as ABATE, which have been successful in their attempts to prevent a universal helmet law from being enacted. From the positive side, a recent move by the SC Department of Motor Vehicles (SCDMV) has potentially improved motorcycle safety in the state. Supported by the South Carolina Motorcycle Safety Task Force, the SCDMV began on June 3, 2013, the implementation of an existing policy which had previously not been enforced. The SCDMV is no longer issuing automatic renewals of motorcycle beginner's permits, but is requiring that individuals seeking permit renewals must make an effort to pass the motorcycle operator skills test in order to receive a motorcycle endorsement on their driver's license. SC decided to emphasize its existing policy to prevent motorcyclists from continuously renewing their beginner permits rather than applying for a motorcycle license. The SC Motorcycle Safety Task Force believes that this policy implementation exerts some pressure among the riding community to seek motorcycle safety training in order to acquire skills necessary for passing the SCDMV motorcycle rider skills test. Also from a negative perspective, the state has little legislation on mopeds and operators. Currently, mopeds require no registration and operators require no license or insurance. The state has seen steady increases in moped operator fatalities. From the positive side, legislators are aware of the growing issue and are reviewing new bills regarding mopeds and moped operators.

2. To decrease the un-helmeted motorcyclist fatalities* by 1.1% from the 2009-2013 baseline average of 93 to 92 by December 31, 2016.





Polynomial Projection = -.031(10^2) + 2.2548(10) + 78.171 = 97.6

2009-2013 Average = 93

Figure C-8. South Carolina Un-helmeted Motorcycle Fatalities*, 5-Year Moving Average with Trend Analysis, 2003-2016.

2010-2014 Average = 96.4
2009 = 82
2010 = 75
2011 = 100
2012 = 102
2013 = 106 (3.9% increase from 2012)
2014 = 99 (6.6% decrease from 2013, 2014 not FARS finalized)

In Figure C-8 above, the five-year moving average with polynomial trend analysis, utilizing statistical data from 2003-2013, projects South Carolina will experience a 97.6 five-year average for un-helmeted motorcyclist fatalities by December 31, 2016. This equates to an estimated 108 annual un-helmeted motorcyclist fatalities for 2016, which is a 1.9% increase from 2013. The state preliminary data compiled by the OHSJP Statistical Analysis Center indicates there were 99 un-helmeted motorcyclist fatalities (includes moped operators) for 2014, a decrease of 6.6% from 106 in 2013. Based on this state data which shows a general increase in prior years and other information, OHSJP will set a goal of 92 un-helmeted motorcyclist fatalities in 2016, a 13.2% reduction in un-helmeted motorcyclist fatalities by December 31, 2016 from the 2013 calendar year.

The State of South Carolina does not have a universal helmet law. Additionally, advocacy groups, such as ABATE, have strong legislative grass-roots lobbying efforts in place to prevent the passage of legislation that would change existing helmet laws. This presents challenges in improving motorcycle safety in general and in saving motorcyclists' lives on the highways in particular. Other states that have a universal helmet law are experiencing a decrease in un-helmeted motorcyclist fatalities. With no legislation in place to require the use of helmets for individuals 21 and over, it is expected that this problem will continue to be a challenge in SC to keeping un-helmeted motorcycle fatalities down.

Objectives:

1. To conduct a statewide public information and education paid media campaign to educate and increase the awareness of motorists and motorcyclists about motorcycle safety issues during the months of April through September 2016 focusing on the counties in SC that had the highest number of motorcyclist fatalities during CY 2015.

2. To continue the work of the Motorcycle Safety Task Force during FFY 2016 to review and analyze motorcycle safety statistical information, make recommendations for improvement of motorcycle safety in the state, and develop action plans to implement projects that will reduce motorcyclist crashes, injuries, and fatalities in the state.

Performance Indicators:

Goals:

1. A comparison of the 2009-2013 calendar base year average for motorcyclist fatalities will be made to the most current available FARS data.

2. A comparison of the 2009-2013 calendar base year average for unhelmeted motorcyclist fatalities will be made to the most current available FARS data.

Objectives:

1. Documentation of the implementation of a paid media campaign delivering the "Ride Smart" message will be maintained in the form of a final report in the grant file.

2. Documentation of the meetings, minutes, and activities of the Motorcycle Safety Task Force will be maintained by the OHSJP.

Strategies:

The following strategies will be implemented to achieve established goals and objectives:

1. A successful motorcycle safety public information and education campaign which began in FFY 2007 and was continued through FFY 2015 will be continued during FFY 2016 in Horry County during the month of May 2016 as part of two major motorcycle rallies (Myrtle Beach Bike Rally and Atlantic Beach Bikefest), if the rallies are held. Some of the safety materials distributed at these rallies will include the encouragement of wearing protective gear while riding a motorcycle.

2. The State of South Carolina in FFY 2016 will again launch a statewide motorcycle safety awareness program utilizing federal funding modeled after campaign efforts in 2014 and 2015. The primary feature of the "Ride Smart" campaign will involve "Share the Road" messaging to increase motorist awareness of the presence of motorcyclists on the roadways and sharing the road appropriately with these vehicles (utilizing MAP-21 Section 405f

Motorcycle Safety funds). As a secondary messaging component, the campaign also encourages motorcycle operators to utilize appropriate safety gear when riding (utilizing Section 402 funds).

The goals of the campaign are to (1) reduce the numbers of crashes, injuries, and fatalities involving motorcyclists; and to (2) educate and increase the safety awareness of motorists and motorcyclists. The campaign will utilize radio public service announcements, outdoor advertising, printed educational materials, SC Department of Transportation variable message signs, and displays placed and distributed at motorcycle rallies and events.

The campaign will use a five-month-long comprehensive paid media campaign that will complement enforcement efforts throughout the year and the outreach efforts conducted during the Myrtle Beach Bike Week and Atlantic Beach Bike Fest motorcycle rallies in May 2016. The campaign, though statewide, will focus on counties that sustained the highest number of motorcyclist fatalities during CY 2015.

The campaign theme will build upon the "Ride Smart" messaging used successfully by South Carolina in past bike rally campaigns. In addition, all outreach efforts will incorporate a "Share the Road" message targeting both motorists and motorcyclists. The message will be aimed at increasing motorist awareness of motorcyclists traveling on the state's roadways. The campaign will also continue a new billboard campaign launched in 2013 based simply on the word "LOOK." The campaign as a whole focuses on all vulnerable roadway users (pedestrians, motorcyclists, bicyclists, and moped riders). The billboards, samples of which may be seen in the Community Traffic Safety Project section of the state's Highway Safety Plan, encourage observers to "LOOK: Share the Road. Save a Life." The billboards use vivid colors against a black background and are very visually compelling. Individual billboards focusing exclusively on motorcyclists will also be used, predominantly in priority counties during the statewide campaign event, which encourage motorists to "LOOK for Motorcyclists. Share the Road. Save a Life."

The contractor will also produce a radio spot with a "Share the Road" message to air during the five-month safety campaign. All billboard and radio advertising will incorporate the SCDPS "Target Zero Traffic Fatalities" umbrella theme.

The campaign budget will be $130,000, which will fund the "Share the Road" component to increase awareness of the presence of motorcyclists on the roadways (utilizing $80,000 of Section 405f funding) and safety messaging for motorcyclists, encouraging the use of safety gear (utilizing Section 402 funds).

3. The Motorcycle Safety Task Force will continue to meet and form partnerships with various state, federal, and local agencies, as well as community groups to develop and implement strategies to reduce the number of motorcycle crashes, fatalities, and injuries.

4. In partnership with the SCDOT, the OHSJP will again secure the use of variable message signs around the state in designated time periods during the motorcycle safety campaign effort. These message signs will be utilized in May, July, and September 2016. The

alternating messages to be shown on the message boards are, "Ride Smart. Motorcycles are Everywhere." and "Drive Smart. Motorcycles are Everywhere." This messaging has been made available to this campaign at no cost. This has proven extremely valuable to the campaign effort, as hundreds of thousands of motorists will be exposed to campaign messaging while they are in the act of driving and/or riding.

5. The state will continue a project funded in 2015 to provide motorcycle safety training statewide based on the "Intersections" curriculum developed by the American Association of Retired Persons (AARP).

6. The OHSJP will explore, through the Motorcycle Safety Task Force and its law enforcement contacts, methods for implementing specialized traffic enforcement activity relative to motorcyclists to coincide with current educational efforts, with a view toward implementation in South Carolina. If implemented, the effort will focus on high-risk locations for motorcycle fatalities.

(CTW, Chapter 5: Sections 3.1, 3.2, 4.1 and 4.2) (SHSP, pp. 47-51)

NOTE: No specific grant applications for motorcycle safety projects were received for FFY 2016 funding. However, funds have been placed in the Public Information, Outreach, and Training internal grant administered by the Office of Highway Safety and Justice Programs to conduct a statewide motorcycle safety campaign using MAP-21 Section 405f Motorcycle Safety and Section 402 funds.

Motorcycle Safety: Budget Summary

Project Number(s)	Subgrantee	Project Title	Budget	Budget Source
M9MA-2016-HS-04-16	**South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs**	**Motorcyclist Awareness Campaign**	**$80,000**	**Section 405f Motorcyclist Awareness MAP-21**
Total All Funds			**$80,000**	
Section 405f Motorcyclist Awareness MAP-21			**$80,000**	

OCCUPANT PROTECTION PROGRAM AREA

Overview

The State of South Carolina has made significant strides in improving safety belt usage rates since the passage and enactment of a primary enforcement safety belt law in 2005 (see **Figure S-10** below).

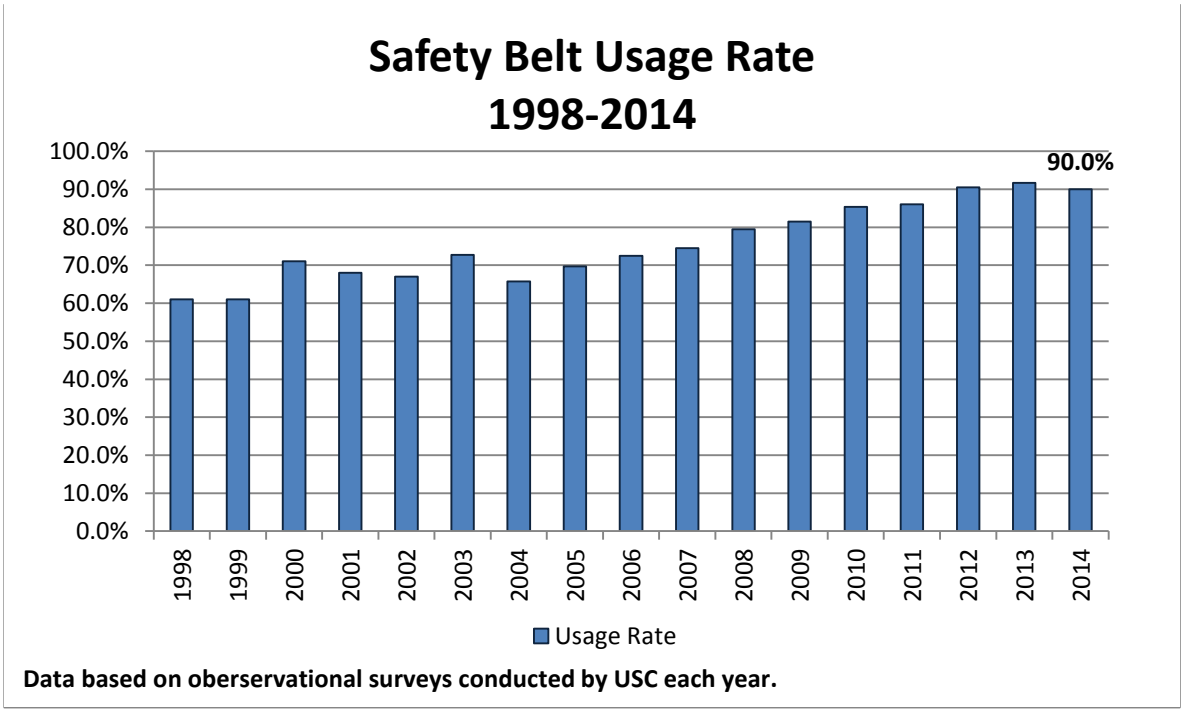


Figure S-10

At the time of the enactment of the law, the state's observed safety belt usage rate stood at 69.7% statewide. According to a June 2014 statewide safety belt survey conducted by the University of South Carolina, the state's usage rate currently stands at 90%. Though there was a slight decline in the seat belt usage rate from 2013 to 2014, South Carolina has made significant improvements since the enactment of its primary enforcement seat belt law in 2005. The state remains committed to increasing restraint usage in an effort to reduce motor vehicle crash injuries and fatalities, particularly in the light of the state's relatively high unbelted fatality rate (see **Table 6** on page 13).

South Carolina's focus for occupant protection is to increase the safety belt usage rate from 91.7% in 2013 to 92% in 2016. The state will seek to bring about this increase through a continued educational program alerting the state's citizens, particularly minority groups who lag behind their non-minority counterparts in belt usage rates, to the primary enforcement safety belt

law and through the continuing of a Memorial Day safety belt and child passenger safety seat enforcement mobilization which conforms to the national *Click it or Ticket* model. The state also desires to see correct child passenger safety seat usage increase. Based on informal surveys conducted at seat check events around the state, only about 15% of child safety seats in use are installed correctly. Programs will train NHTSA Child Passenger Safety technicians and instructors, conduct child passenger safety restraint checkups, create fitting stations, conduct educational presentations and emphasize child passenger safety seat use and enforcement during the statewide Memorial Day occupant protection enforcement mobilization.

Occupant Protection was an area of concern identified as a component in the SC Strategic Highway Safety Plan (SHSP), *Target Zero*, developed in 2015, within its *Emphasis Area: Unrestrained Motor Vehicle Occupants* (pp. 28-33), citing the significance of the problem for the state and recommending engineering, education, enforcement, and EMS strategies for appropriate countermeasures to attack the problem in this section. Over time the state has implemented a variety of the recommendations offered by the SHSP, including the conducting of special education efforts for population groups with lower than average restraint use rates, educating motorists regarding the primary enforcement safety belt law, conducting child restraint inspection events throughout the state, training law enforcement personnel and firefighters as Child Passenger Safety Technicians, aggressively enforcing the primary safety belt law, and conducting a statewide occupant protection enforcement mobilization during and around the Memorial Day holiday each year to coincide with national enforcement mobilizations.

Occupant Protection was also an area identified in the NHTSA-produced *Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices, Seventh Edition, 2013* stressing the importance of this emphasis area and outlining significant strategies and appropriate countermeasures for occupant protection issues (pp. 2-1 to 2-35).The state currently complies with countermeasures deemed highly effective by the document, such as statewide primary safety belt enforcement (pp. 2-12 to 2-13), short-term high-visibility belt law enforcement following the national *Click it or Ticket* model (pp. 2-17 to 2-19), and communications strategies to lower belt use groups (pp. 2-24 to 2-26). Also, South Carolina implements countermeasures that have been deemed effective in specific situations, such as combined enforcement emphasizing nighttime safety belt enforcement (pp. 2-20 to 2-21), and those that have been deemed likely to be effective, such as sustained enforcement (p. 2-22). In addition, the state has implemented countermeasures that have not clearly been demonstrated as effective overall, but may have impact in specific areas, such as child restraint distribution programs (p. 2-34) and the development of inspection stations for child safety seats (p. 2-35).

As indicated above, the State of South Carolina has seen a steady increase in statewide safety belt use rates since the passage and enactment of a primary safety belt law, from 69.7% in 2005 to 90% in 2014. **Figure 22** on page 145 demonstrates this increase as compared to the national rate for the time period 2009-2013, but does not include the data from 2014, which was captured by an observational survey conducted by the University of South Carolina in a statewide survey conducted after the annual Memorial Day occupant protection enforcement mobilization in June 2014. As seen below, South Carolina's observed seat belt usage rate was lower than the national rate for the first year of the 2009-2013 time period, edged slightly higher in 2010, and by 2013

was 4.7 percentage points higher than the national average rate. Observed seat belt use rates in South Carolina ranged from a low of 81.5% in 2009 to a high of 91.7% in 2013. The national rate during the 2009-2013 time period ranged from a low of 84% in 2009 to a high of 87% in 2013.

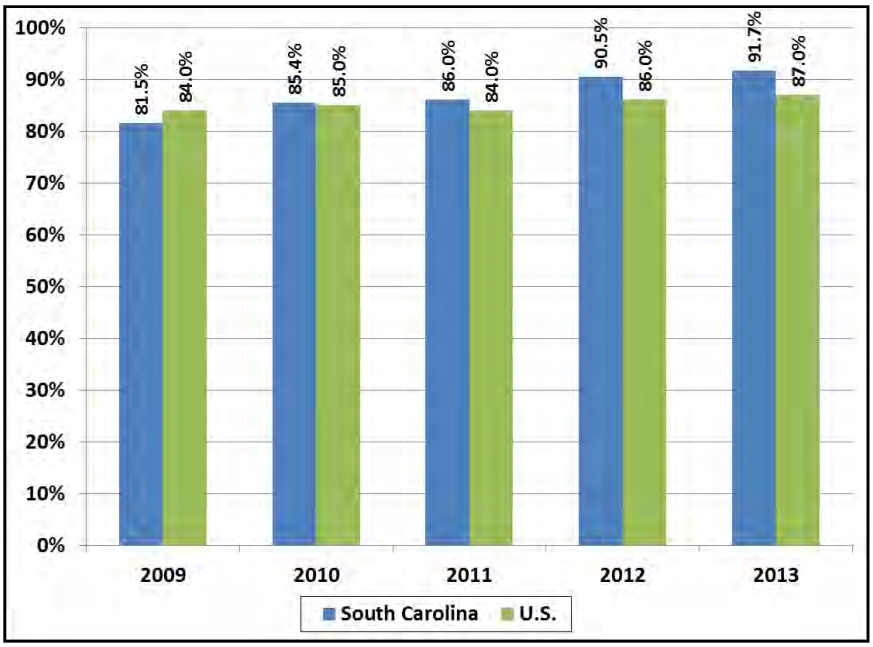


Figure 22. Observed Seat Belt Usage Rates, 2009-2013

As seen in **Table S-8** on page 146, surveys conducted by the University of South Carolina continue to show that, even though great strides have been made in all demographic categories, males and minority groups lag behind females and non-minority groups in safety belt use in the State of South Carolina. The lack of safety belt usage among males, African-Americans, and Hispanics is a major factor that has a negative impact on the statewide average usage rate. Obviously, there remains a need to continuously educate the public as to the benefits of safety belt usage.

Table S-8
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	6/14
Male	64.2	62.2	67.6	68.4	74.2	77.1	82.3	81.8	87.6	89.8	88.3
Female	75.4	78.7	79.3	84.5	85.8	87.8	90.6	89.4	93.3	93.9	91.6
Driver	66.7	70.3	73.0	74.6	79.1	81.3	86.0	86.4	90.0	91.0	89.9
Passenger	64.5	66.5	70.8	74.0	78.2	82.1	85.4	85.6	90.0	94.6	89.3
Urban	66.5	68.0	73.5	75.2	80.3	82.3	87.4	85.6	91.4	91.0	89.0
Rural	63.6	73.5	70.1	73.0	76.0	79.5	80.5	87.0	88.5	94.2	93.1
White	69.5	74.1	76.4	77.8	82.4	84.7	88.5	86.5	91.3	93.1	91.6
Non-white	56.7	58.0	63.8	67.2	70.9	74.1	80.6	82.2	87.8	87.5	85.1
Cars	69.2	72.3	75.7	77.7	81.1	84.3	86.6	88.2	92.0	92.3	90.7
Trucks	52.5	60.8	63.8	67.8	73.3	75.0	81.7	78.7	86.0	90.0	86.9
Overall	65.7	69.7	72.5	74.5	79.0	81.5	85.4	86.0	90.5	91.7	90.0

The following data sections outline specifically the problems being faced by the State of South Carolina in terms of occupant protection and demonstrate the foundation upon which the state has built its response to the problems for its FFY 2016 Highway Safety Plan.

Traffic Fatalities

Traffic fatalities are the most severe consequence of motor vehicle collisions. According to NHTSA FARS data, motor vehicle crashes are the leading cause of death for Americans for age 4 and for every age from 11 through 27. In 2013, traffic crashes claimed 32,719 lives nationally (see **Table 3** on page 8) and caused more than 2.31 million people to be injured. However, fatality numbers have shown a steady decline, with 2013 figures being 1.7% lower than the average of traffic fatalities for the years 2009-2012. FARS data also indicate that population-based fatality rates declined during the time period of 2009-2013.

Table 2 on page 7 shows that total annual motor vehicle fatalities in Region 4 decreased by 3.22% in 2013, compared to the 2009-2012 average, and the population-based fatality rate dropped by 5.52%.

The data in **Table 1** on page 7 show that in 2013, South Carolina accounted for 10.5% of the population in Region 4 and 12.4% of the region's traffic fatalities. South Carolina's proportion of the region's population increased slightly throughout the period observed, while the state's proportion of the region's traffic fatalities decreased by 6.6% in 2013 when compared to the prior four-year average (13.2%) and by 9.0% in 2013 when compared to 2009 (13.6%).

A comparison of South Carolina data with the regional data (**Table 2**) and national data (**Table 3** indicates that South Carolina's 2009-2013 population-based fatality rate (17.8 per 100,000 persons) was higher than both the regional rate (14.21) and the national rate (10.65) during the same years.

Though the demonstrated increase in safety belt use in South Carolina has likely contributed significantly to the state's downward trend in traffic fatalities since 2007, the state continues to have a problem with unbelted traffic fatalities.

Table 6 on page 13 shows the numbers and rates of unbelted passenger vehicle occupants (i.e. occupants of passenger cars, light trucks, and vans) killed in South Carolina from 2009 through 2013. The number of unbelted passenger-vehicle-occupant fatalities was at its highest level in 2009 (381 fatalities) and its lowest level in 2013 (242), with some fluctuation in between. The 2013 count represents a 23.5% decrease compared to the 2009-2012 average (316 deaths) and a 36.5% decrease from the 2009 total.

South Carolina's 2009-2013 population-based unbelted fatality rate (6.6 deaths per 100,000 population) is much higher than the rates for both Region 4 (4.77) and the US (3.36) as a whole during the same years. In South Carolina, observed safety belt use increased during the five years (a 6.8% increase in 2013 when compared to the 2009-2012 average). In 2009, observed seat belt usage was at its lowest level (81.5%) during the five-year period and increased each successive year to its high in 2013 (91.7%).

In South Carolina, unbelted fatalities represented 42.6% of all traffic-related deaths in 2009, with this proportion ultimately decreasing throughout the period. The value in 2013 (31.6%) represents a 15.4% decrease when compared to the prior four-year average (37.3%) and a 26.0% decrease when compare to the proportion in 2009. During the 2009-2013 period, South Carolina represented 14.1% of all unbelted fatalities in Region 4, with this proportion ultimately decreasing by 11.1% in 2013 (12.8%) when compared to the 2009-2012 average (14.4%), and by 16.7% when compared to the proportion in 2009 (15.4%).

According to FARS data, in South Carolina, restraint use among fatally injured passenger-vehicle occupants was below that of the region during each of the five years for all crashes as well as night crashes (those occurring between 8 p.m. and 4 a.m.) with the exception of 2011, during which the proportion for the state (for all crashes) was slightly higher than that for the region and the nation. In every year, in every jurisdiction (state, region, nation), restraint use among fatally injured passenger vehicle occupants in crashes occurring at night was lower than restraint use as a whole (**Table 32** below). The 2013 restraint use percentage for fatally injured passenger vehicle occupants in South Carolina represents a 9.6% increase compared to the average of the previous four years (40.05%). Region 4 and the US as a whole also saw increases in this index (a 4.7% increase and a 4.4% increase, respectively). The 2013 percentage of restraint use at night for fatally injured occupants in South Carolina (26.4%) represents an 8.65% decrease when compared to the 2009-2012 average (28.9%). In comparison, Region 4 experienced a 3.08% increase in the percentage of restraint use at night for fatally injured occupants in 2013, and the nation experienced a 2.6% increase.

Though the state saw a decrease in the percentage of restraint use at night for fatally injured occupants, local law enforcement agencies participating in the SC Law Enforcement Network system continue to conduct nighttime safety belt enforcement strategies. It should be noted that the SC Highway Patrol (SCHP), the state's largest law enforcement body, implemented a nighttime safety belt enforcement initiative as part of the 2015 Memorial Day occupant protection mobilization. Continued safety belt enforcement efforts by state and local law enforcement should yield positive results relative to unbelted fatalities.

Table 32. Restraint Use of Fatally-Injured Passenger Vehicle Occupants

	2009	2010	2011	2012	2013
Restraint Used					
South Carolina	37.0%	39.6%	45.3%	38.3%	43.9%
Region	39.4%	42.6%	43.3%	43.9%	44.3%
U.S.	43.5%	44.8%	44.4%	44.7%	46.3%
Restraint Used Night*					
South Carolina	25.4%	26.2%	35.2%	28.8%	26.4%
Region	28.3%	31.5%	32.0%	31.6%	31.8%
U.S.	32.2%	32.3%	33.3%	33.6%	33.7%

Restraint use percentage based on all fatalities

*In crashes that occurred between 8 pm and 4 am.

In South Carolina, according to **Table 33** below, the age groups with the highest percentages of non-use among fatally injured passenger vehicle occupants during the 2009-2013 period were: ages 21-24 (64.2% unrestrained), ages 25-34 (63.6% unrestrained), and ages 16-20 (59.5% unrestrained). In fact, throughout the 2009-2013 period, only those under the age of 5 and those ages 65 and older demonstrated restraint use over 50%. As shown in **Table 33**, restraint use was much more common among the younger and older age groups in South Carolina, with 67.7% of fatally injured occupants ages 75 and older, 64.7% of those ages 65-74, and 55.9% of those under age 5 using restraints. South Carolina's primary safety belt law applies to occupants ages 6 and older in all seats.

Table 33. Fatally-Injured Passenger Vehicle* Occupants, Restraint Use by Age Group: Totals 2009-2013

Age Group	Occupant Restraint Usage			
	N	Used	Not Used	Unknown
<5	34	55.9%	32.4%	11.8%
5-9	24	41.7%	54.2%	4.2%
10-15	46	34.8%	52.2%	13.0%
16-20	358	33.8%	59.5%	6.7%
21-24	316	28.2%	64.2%	7.6%
25-34	552	30.1%	63.6%	6.3%
35-44	385	37.7%	56.1%	6.2%
45-54	396	38.6%	53.5%	7.8%
55-64	321	50.2%	44.5%	5.3%
65-74	215	64.7%	28.8%	6.5%
75+	213	66.7%	26.3%	7.0%
Unknown	6	16.7%	50.0%	33.3%
SC**	2,866	40.5%	52.6%	6.9%
Region	20,870	42.6%	51.2%	6.2%
U.S.	109,947	44.7%	47.6%	7.7%

* Automobiles, SUVs, and Pickup Trucks

** South Carolina's primary seat belt law applies to those ages 6 and older in all seats.

Table 34 (see below) breaks down the percentage of restraint use (where restraint use is known) of fatally injured passenger vehicle occupants by vehicle type. In South Carolina, from 2009-2013, 48.6% of fatally injured occupants of Cars used their restraints, a percentage lower than the percentages seen for both Region 4 (53.3%) and the US as a whole (55.2%) during the same years. In South Carolina, 35.1% of fatally injured occupants of Pickups used their restraints, higher than that seen for Region 4 (30.1%), and slightly higher than that seen for the nation (35%). For the Other (including SUV) vehicle category, 39.2% of fatally injured occupants used their restraints in South Carolina, a percentage lower than both the regional (40.2%) and the national (43.9%) percentages.

In terms of change, for the Car vehicle category, the percentage of restraint use by fatally injured occupants in South Carolina increased by 8.9% in 2013 when compared to the average of the previous four years. During the same timeframe, restraint use for the Pickup category increased by 12.1% statewide, and restraint use for the Other (incl. SUV) category increased by 5.3%. Across Region 4, a 3.2% increase was seen for restraint use among fatally injured occupants of Cars, and the Pickups category and the Other vehicles category increased as well (a 9.3% increase and an 11.6% increase, respectively). The national proportion of fatally injured occupants using restraints also increased for each category in 2013 (compared to the respective 2009-2012 average), by 4.3% for Cars, 8% for Pickups, and 5.5% for Other vehicles.

Table 34. Restraint Use* of Fatally Injured Occupants by Passenger Vehicle Type

	2009	2010	2011	2012	2013	Total 2009 - 2013	% Change: 2013 vs. Prior 4-yr Avg.
Cars							
South Carolina	44.3%	48.4%	53.5%	46.0%	52.3%	48.6%	8.9%
Region	49.8%	54.1%	53.5%	54.6%	54.7%	53.3%	3.2%
U.S.	53.9%	55.7%	54.5%	54.9%	57.1%	55.2%	4.3%
Pickup							
South Carolina	28.0%	39.6%	36.6%	35.0%	39.0%	35.1%	12.1%
Region	26.9%	31.5%	29.4%	31.0%	32.5%	30.1%	9.3%
U.S.	32.5%	35.0%	35.2%	35.2%	37.2%	35.0%	8.0%
Other (incl. SUV)							
South Carolina	39.4%	34.4%	47.1%	34.8%	41.0%	39.2%	5.3%
Region	36.8%	36.0%	43.5%	42.1%	44.2%	40.2%	11.6%
U.S.	42.7%	43.2%	43.9%	44.2%	45.9%	43.9%	5.5%

* Where restraint use is known

In 2013 in South Carolina, as indicated in **Table S-9** below, 534 automobile and truck occupants were totally ejected from the vehicles in which they were riding during traffic crashes, and of those, 106, or 19.9%, were killed. In addition, 152 were partially ejected, and 27 of those, or 17.7%, were killed. Of the 274,154 occupants not ejected, 356, or 0.13%, were killed. Estimates indicate that, of the 498 occupant fatalities with known restraint usage in 2013, 251 (50.4%) were not restrained, and 218 (43.8%) were restrained. According to NHTSA, from 2009 to 2013 there were 2,668 fatalities in which the restraint use was known in South Carolina. Of this number, 1,265, or 52.6%, were unrestrained.

Table S-9. **Ejection Status of Motor Vehicle Occupants by Injury Type, 2013 - SC**

	Injury Type						
Ejection Status	Fatal	Incap	Non-Incap	Possible Injury	Not Injured	Total	Percent
Not Ejected	362	2,161	9,240	34,491	227,900	274,154	97.77%
Partially Ejected	27	37	16	25	47	152	0.05%
Totally Ejected	106	188	132	57	51	534	0.19%
N/A or Unknown	3	23	35	215	5,285	5,561	1.98%
Total	498	2,409	9,423	34,788	233,283	280,401	100.00%

As indicated in **Table S-10** below, in South Carolina during the period 2009-2013, there were 3,016 individuals totally ejected from the vehicles in which they were riding during traffic crashes, and of those, 640, or 21.2%, were killed. In addition, 936 were partially ejected, and 208 of those, or 22.2%, were killed. Of the 1,280,950 occupants not ejected, 2,067, or 0.16%, were killed.

Table S-10. Ejection Status of Motor Vehicle Occupants by Injury Type, 2009-2013 - SC

	Injury Type						
Ejection Status	Fatal	Incap	Non-Incap	Possible Injury	Not Injured	Total	Percent
Not Ejected	2,067	11,321	48,272	159,924	1,059,366	1,280,950	98.07%
Partially Ejected	208	213	145	127	243	936	0.07%
Totally Ejected	640	1,053	673	357	293	3,016	0.23%
N/A or Unknown	11	127	293	1,245	19,563	21,239	1.63%
Total	2,926	12,714	49,383	161,653	1,079,465	1,306,141	100.00%

County data shows interesting trends in terms of unbelted traffic fatalities, particularly at night. As shown in **Table 35**, for the years 2009 through 2013, 63.78% of South Carolina's passenger vehicle occupant fatalities that occurred at night were unrestrained. The following six counties accounted for the highest percentages of unrestrained nighttime passenger vehicle occupant fatalities: Greenville (83 fatalities, 59.4% unrestrained); Charleston (63 fatalities, 55.56% unrestrained); Richland (70 fatalities, 71.43% unrestrained); Lexington (64 fatalities, 65.63% unrestrained); Berkeley (59 fatalities, 59.32% unrestrained); and Horry (55 fatalities, 70.91% unrestrained). Of the 46 counties in the state, Abbeville, Cherokee, and McCormick counties had less than 50.0% of all night-time fatalities unrestrained (12 fatalities, 33.33% unrestrained, 15 fatalities, 26.67% unrestrained, and 3 fatalities, 33.33% unrestrained, respectively).

Table 35. Unrestrained Passenger Vehicle Occupant Fatalities at Night* By County

County	2009	2010	2011	2012	2013	Total	Total Passenger Vehicle Occupant Fatalities at Night*	% Unrestrained
Abbeville	2	1	0	1	0	**4**	**12**	**33.33%**
Aiken	4	6	7	1	9	**27**	**39**	**69.23%**
Allendale	1	1	0	1	0	**3**	**4**	**75.00%**
Anderson	5	5	6	10	3	**29**	**45**	**64.44%**
Bamberg	2	0	0	1	1	**4**	**6**	**66.67%**
Barnwell	3	1	0	0	0	**4**	**8**	**50.00%**
Beaufort	1	4	4	2	3	**14**	**26**	**53.85%**
Berkeley	14	4	3	4	10	**35**	**59**	**59.32%**
Calhoun	4	3	0	0	1	**8**	**10**	**80.00%**
Charleston	11	7	6	6	5	**35**	**63**	**55.56%**
Cherokee	1	0	2	0	1	**4**	**15**	**26.67%**
Chester	2	4	1	0	0	**7**	**13**	**53.85%**
Chesterfield	2	7	1	3	0	**13**	**14**	**92.86%**
Clarendon	7	2	1	0	2	**12**	**19**	**63.16%**
Colleton	1	2	2	4	1	**10**	**17**	**58.82%**
Darlington	6	0	3	4	8	**21**	**27**	**77.78%**
Dillon	0	6	2	2	0	**10**	**13**	**76.92%**
Dorchester	4	2	3	2	3	**14**	**25**	**56.00%**
Edgefield	0	2	3	0	0	**5**	**10**	**50.00%**
Fairfield	3	1	0	0	2	**6**	**11**	**54.55%**

Florence	10	4	0	1	5	**20**	**29**	**68.97%**
Georgetown	2	1	1	1	5	**10**	**15**	**66.67%**
Greenville	13	3	8	10	15	**49**	**83**	**59.04%**
Greenwood	1	2	1	2	2	**8**	**11**	**72.73%**
Hampton	0	0	2	1	3	**6**	**6**	**100.00%**
Horry	12	8	5	6	8	**39**	**55**	**70.91%**
Jasper	1	0	7	2	1	**11**	**24**	**45.83%**
Kershaw	5	3	3	2	1	**14**	**25**	**56.00%**
Lancaster	5	2	1	2	0	**10**	**16**	**62.50%**
Laurens	4	2	1	3	1	**11**	**20**	**55.00%**
Lee	3	0	0	1	2	**6**	**7**	**85.71%**
Lexington	10	6	4	11	11	**42**	**64**	**65.63%**
Marion	5	7	0	1	0	**13**	**13**	**100.00%**
Marlboro	0	0	1	0	0	**1**	**2**	**50.00%**
McCormick	1	0	0	0	0	**1**	**3**	**33.33%**
Newberry	0	0	1	4	2	**7**	**14**	**50.00%**
Oconee	3	4	3	4	1	**15**	**20**	**75.00%**
Orangeburg	7	8	4	8	5	**32**	**49**	**65.31%**
Pickens	3	2	3	3	6	**17**	**23**	**73.91%**
Richland	8	15	6	7	14	**50**	**70**	**71.43%**
Saluda	0	1	0	3	0	**4**	**7**	**57.14%**
Spartanburg	5	10	5	5	2	**27**	**42**	**64.29%**
Sumter	4	1	3	1	3	**12**	**17**	**70.59%**
Union	3	0	0	0	0	**3**	**4**	**75.00%**
Williamsburg	2	1	1	3	3	**10**	**11**	**90.91%**
York	1	4	3	6	2	**16**	**30**	**53.33%**
Totals	**181**	**142**	**107**	**128**	**141**	**699**	**1,096**	**63.78%**

*Between 8 p.m. and 4 a.m.

Table 36 on pp. 154-155 shows the population-based fatality rate by county and year, for unrestrained fatally injured passenger vehicle occupants at night, with highlighting indicating the eight counties with the highest population-based rates in 2013.

Table 36. Unrestrained Fatally-Injured Passenger Vehicle Occupant Fatalities at Night* by County: Rate per 100,000 Population

County	2009	2010	2011	2012	2013
Abbeville	7.81	3.95	0.00	3.98	0.00
Aiken	2.52	3.74	4.36	0.61	5.48
Allendale	9.42	9.66	0.00	10.01	0.00
Anderson	2.68	2.67	3.18	5.28	1.57
Bamberg	12.48	0.00	0.00	6.34	6.48
Barnwell	13.27	4.42	0.00	0.00	0.00
Beaufort	0.63	2.45	2.43	1.19	1.75
Berkeley	8.00	2.24	1.63	2.11	5.15
Calhoun	26.20	19.83	0.00	0.00	6.64
Charleston	3.17	1.99	1.68	1.64	1.34
Cherokee	1.81	0.00	3.60	0.00	1.79
Chester	6.02	12.09	3.04	0.00	0.00
Chesterfield	4.29	15.00	2.15	6.51	0.00
Clarendon	20.03	5.72	2.88	0.00	5.82
Colleton	2.57	5.14	5.18	10.48	2.65
Darlington	8.73	0.00	4.39	5.87	11.78
Dillon	0.00	18.68	6.30	6.36	0.00
Dorchester	2.99	1.45	2.13	1.40	2.06
Edgefield	0.00	7.42	11.25	0.00	0.00
Fairfield	12.46	4.19	0.00	0.00	8.65
Florence	7.35	2.92	0.00	0.72	3.61
Georgetown	3.31	1.66	1.67	1.66	8.27
Greenville	2.91	0.66	1.73	2.14	3.16
Greenwood	1.44	2.87	1.43	2.87	2.87
Hampton	0.00	0.00	9.61	4.82	14.70
Horry	4.52	2.96	1.81	2.13	2.76
Jasper	4.13	0.00	27.78	7.74	3.76
Kershaw	8.18	4.85	4.82	3.21	1.60
Lancaster	6.63	2.60	1.28	2.53	0.00

County	2009	2010	2011	2012	2013
Laurens	5.98	3.01	1.50	4.53	1.51
Lee	15.50	0.00	0.00	5.36	10.90
Lexington	3.86	2.28	1.50	4.07	4.02
Marion	15.03	21.21	0.00	3.08	0.00
Marlboro	0.00	0.00	3.51	0.00	0.00
McCormick	9.77	0.00	0.00	0.00	0.00
Newberry	0.00	0.00	2.65	10.65	5.33
Oconee	4.06	5.38	4.03	5.36	1.33
Orangeburg	7.55	8.66	4.35	8.75	5.50
Pickens	2.52	1.68	2.51	2.51	5.01
Richland	2.10	3.89	1.54	1.78	3.51
Saluda	0.00	5.02	0.00	15.08	0.00
Spartanburg	1.76	3.51	1.74	1.73	0.69
Sumter	3.74	0.93	2.79	0.93	2.77
Union	10.31	0.00	0.00	0.00	0.00
Williamsburg	5.78	2.91	2.93	8.92	9.07
York	0.45	1.76	1.30	2.56	0.84
Totals	**3.94**	**3.06**	**2.29**	**2.71**	**2.95**

*Between 8 p.m. and 4 a.m.

For children 0-19, motor vehicle crashes are the leading cause of injury-related deaths in South Carolina. Analyzing teen driver data shows challenging statistics for this age group relative to safety belt use, particularly in terms of traffic fatalities in the state from 2009 to 2013. As shown in **Table S-11** on the following page and **Figure 23** on page 156, state data from 2009 to 2013 indicates that drivers between the ages of 15 and 19 were involved in 104,523 traffic collisions, or 19.4% of the total number of collisions during that time period. The number of collisions involving a teen driver has decreased 13.2% from 2009 to 2013. When comparing 2013's collision numbers to the average number of collisions from 2009 to 2012 (21,082), the state experienced a 4.4% decrease in the number of collisions involving a teen driver. Also shown in **Table S-11** on the following page and **Figure 23** on page 156 are the number of fatalities that occurred when a teen driver was involved in the crash. There were a total of 586 such fatalities from 2009 to 2013.

Table S-11. South Carolina Collisions (Involving Teen Drivers Age 15-19) – SC

Year	Total Collisions	Involving a Teen Driver (age 15-19)	Percent	Number of Fatalities involving a Teen Driver
2009	106,864	23,285	21.79%	138
2010	107,673	21,584	20.05%	123
2011	101,838	19,384	19.03%	103
2012	108,273	20,075	18.54%	127
2013	113,223	20,195	17.84%	95
Total	**537,871**	**104,523**	**19.43%**	**586**

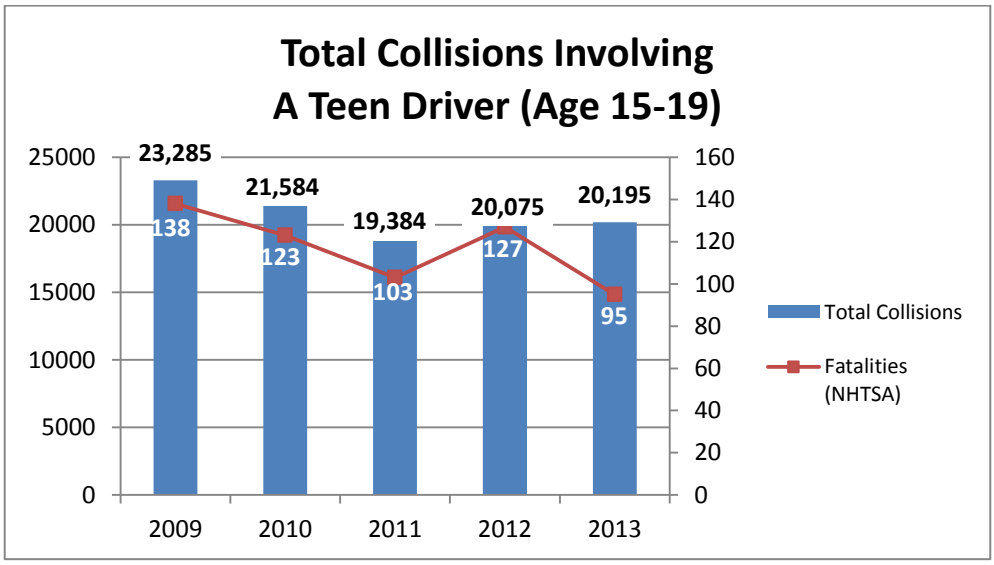


Figure 23. Total Collisions and Fatalities Involving a Teen Driver (Age 15-19), 2009-2013 State Data and FARS

Restraint usage among fatally injured persons in traffic crashes in which a teen was driving is shown in **Table S-12** and **Figure S-11** on the following page. There were 97,219 crashes that involved a teen driver in which restraint devices were used from 2009 to 2013. These collisions resulted in the deaths of 253 persons. The number of fatalities in which the person was restrained decreased 20% in 2013, compared to the average number of fatalities from 2009 to 2012 (52.75).

Conversely, there were 2,504 collisions that involved a teen driver in which restraint devices were not used, resulting in the deaths of 186 persons. The number of traffic fatalities in which a restraint device was not used has decreased 20% in 2013 compared to the average number of this type of fatalities from 2009 to 2012 (38.75).

Table S-12. Collisions Involving a Teen Driver (Age 15-19) and Restraint Usage - SC

	Restrained Occupants		Unrestrained Occupants	
Year	Collisions	Fatalities	Collisions	Fatalities
2009	21742	61	565	44
2010	20240	48	523	45
2011	18159	39	471	27
2012	18878	63	475	39
2013	18200	42	470	31
Total	97,219	253	2,504	186

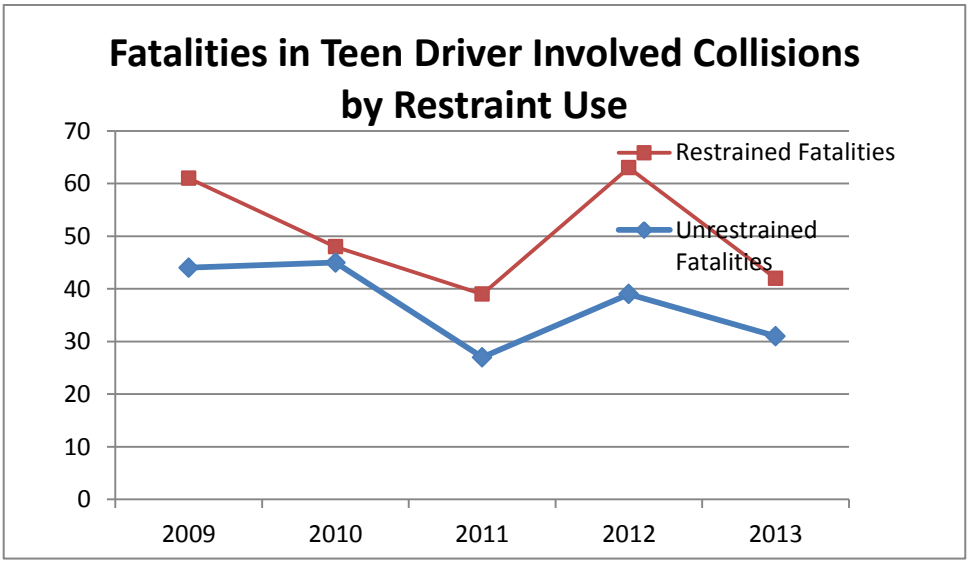


Figure S-11. Fatalities in Teen Driver Involved Collisions by Restraint Use, 2009-2013

After analyzing the traffic data relative to the use of appropriate restraints by children, there is a slightly more promising outlook for the state than the teen driver information pictured above. During the calendar years 2009-2013, 51,687 children under six years of age were motor vehicle occupants involved in traffic crashes in South Carolina. During this five-year period, 49,954 of those children were restrained by a safety restraint device (see **Figure S-12** on page 148). These figures indicate that approximately 96.6% of children involved in 2009-2013 traffic crashes in

South Carolina were utilizing some sort of safety restraint device. During the five-year period, 38 occupants under the age of six were killed in traffic crashes. However, informal surveys conducted at seat check events by the SC Department of Health and Environmental Control (SCDHEC) indicate that proper usage of child safety seats is less than 15% in South Carolina. These statistics indicate a continued need for the development and implementation of occupant restraint programs statewide, since misuse of safety seats may result in death or serious injury to a child.

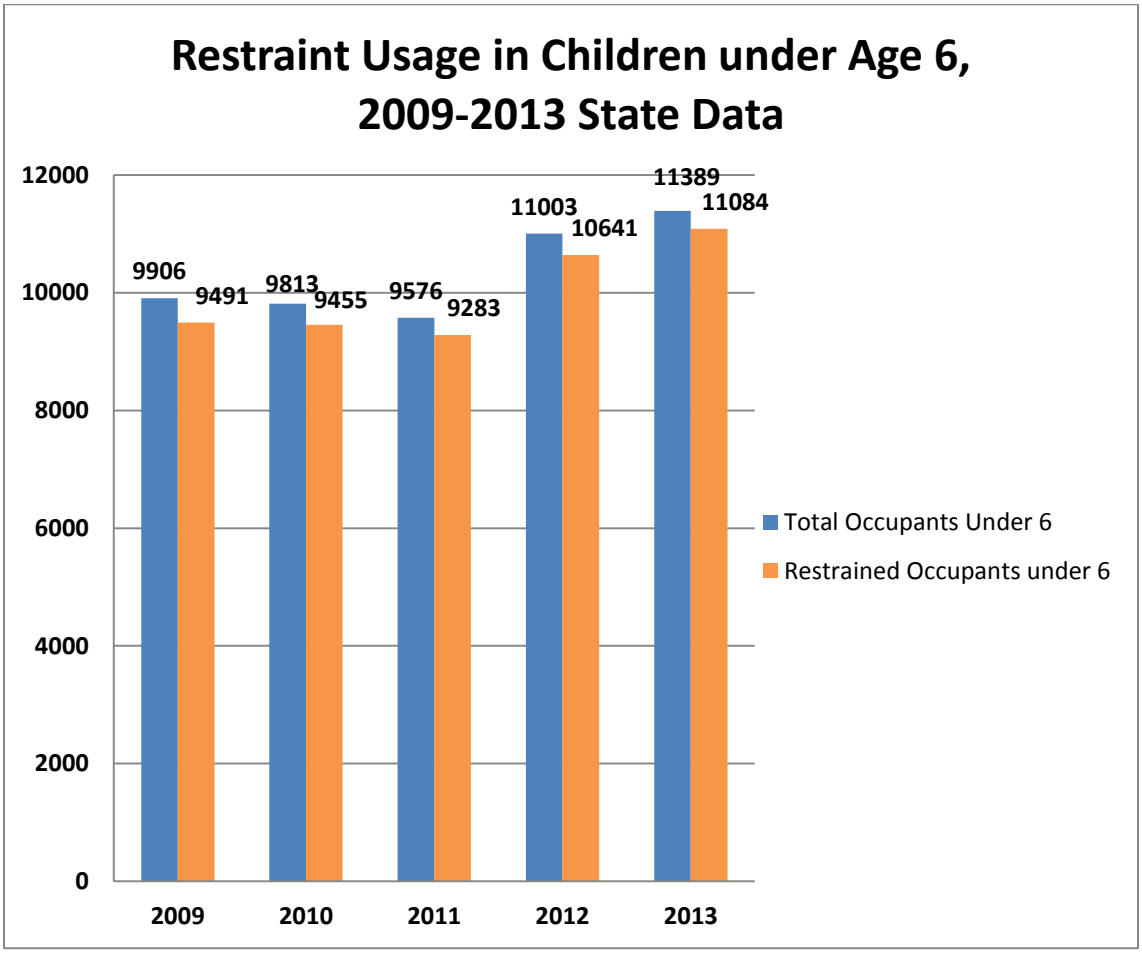


Figure S-12

Traffic Injuries

The statistical data listed in **Figure S-3** on page 58 shows that in 2013 there were 113,223 motor vehicle crashes in South Carolina, which equates to a crash being reported every 4.89 minutes during the year. State data in Figure 22 for 2013 also indicates that there were 50,916 reported traffic injuries during the year, compared to 48,303 reported in 2009. State data in **Figure S-1** on page 56 shows an increase of 5.4% in total traffic-related injuries in 2013, from 48,303 total injuries in 2009 to 50,916 in 2013. The 2013 figure was also more (5.5%) than the average of the

four prior years 2009-2012 (48,282.8). The number of total injuries in 2013 increased by 1.7% compared to the number of total injuries in 2012.

Statistical data listed in **Table S-13** below shows that during the five-year period from 2009 to 2013 in South Carolina, there were 1,305,466 motor vehicle occupants (i.e. occupants of passenger cars, trucks, vans, and SUVs) involved in collisions. Of these, 224,109 were injured, and 14,499 of those injured, or only 6.47% of those injured, were unrestrained**.**

Table S-13. Passenger Vehicle Occupant Injuries and Restraint Usage - SC

Year	Total MV Occupants	Total Occupants Injured	Injured Occupants Unrestrained	Percent Injured Unrestrained
2009	254,002	44,703	3,190	7.14%
2010	256,667	44,663	2,907	6.51%
2011	247,485	42,159	2,771	6.57%
2012	266,911	45,466	2,784	6.12%
2013	280,401	47,118	2,847	6.04%
Total	1,305,466	224,109	14,499	6.47%

Figure S-13 gives a graphic representation of the information contained in **Table S-13** above for the total number of passenger vehicle occupants injured and the percentage unrestrained during collisions from 2009 to 2013.

Figure S-13. Injured Passenger Vehicle Occupants in SC Traffic Collisions and Restraint Status, 2009-2013

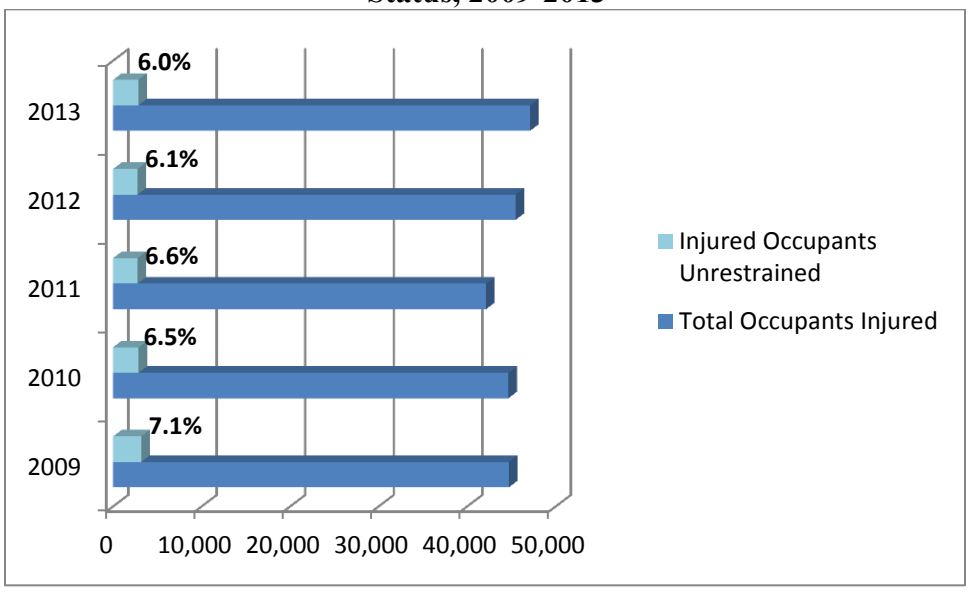


Table S-14 below displays information related to passenger vehicle occupants under the age of six involved in passenger vehicle collisions who sustained injuries. During the calendar years 2009-2013, 51,687 children under six years of age were passenger vehicle occupants involved in traffic collisions in South Carolina. Of those children, 8,202, or 15.9%, suffered some type of injury. Of the 8,202 injured, only 487, or 5.94%, were unrestrained.

Table S-14. **Passenger Vehicle Occupants under Age Six, Injuries and Restraint Usage - SC**

Year	Under 6 MV Occupants	Under 6 injured	Under 6 Injured Unrestrained	% Unrestrained
2009	9,906	1,576	116	7.36%
2010	9,813	1,735	89	5.13%
2011	9,576	1,441	72	5.00%
2012	11,003	1,749	104	5.95%
2013	11,389	1,701	106	6.23%
Total	51,687	8,202	487	5.94%

Traffic Collisions

There were 537,863 total traffic collisions in South Carolina from 2009 to 2013. This total includes fatal collisions, injury collisions, and property-damage-only collisions. State data in **Figure S-3** on page 58 show an increase of 4.6% in total collisions from 2012 (108,261) compared to 2013 (113,223). The 2013 figure represents an increase of 5.95% as compared to 2009 and an increase of 4.6% as compared to the average of the previous four years of 2009-2012 (106,160). From 2009 to 2013, the 537,863 total collisions occurring in SC involved 1,305,466 passenger vehicle occupants (see **Table S-15** below). Of those total occupants, 26,387, or only 2%, were unrestrained. These figures indicate that approximately 98% of the total occupants involved in traffic crashes during this time period were utilizing some sort of safety restraint device.

Table S-15. Total Passenger Vehicle Occupants in SC Crashes and Restraint Status 2009-2013 - SC

Year	Total MV Occupants	Total Unrestrained
2009	254,002	5,722
2010	256,667	5,350
2011	247,485	5,347
2012	266,911	5,191
2013	280,401	4,777
Total	1,305,466	26,387

During the calendar years 2009-2013 (see **Table S-16** below), 51,687 children under six years of age were passenger vehicle occupants involved in traffic crashes in South Carolina. During this five-year period, 49,954 of those children were restrained by a safety restraint device. These figures indicate that approximately 96.65% of children involved in 2009-2013 traffic crashes were utilizing some sort of safety restraint device.

Table S-16. **Passenger Vehicle Occupants under Age Six in SC Crashes and Restraint Use 2009-2013 - SC**

Year	Under 6 MV Occupants	Under 6 Number Restrained	Under 6 Injured Unrestrained
2009	9,906	9,491	116
2010	9,813	9,455	89
2011	9,576	9,283	72
2012	11,003	10,641	104
2013	11,389	11,084	106
Total	51,687	49,954	487

PERFORMANCE MEASURES

1. To increase observed seatbelt usage rate by 0.3 percentage points from the 2013 calendar base year of 91.7% to 92% by December 31, 2016.

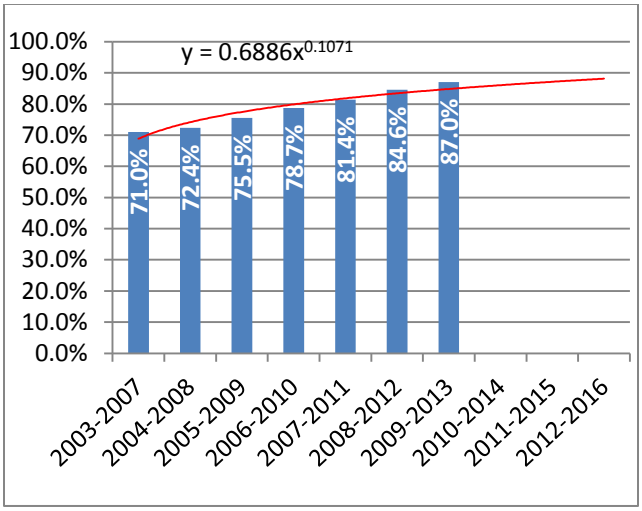
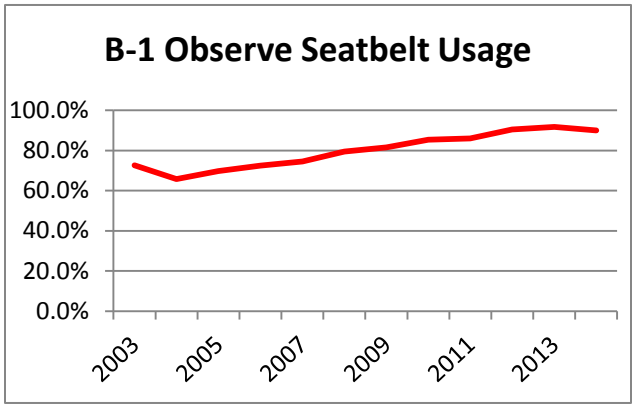


Figure B-1. South Carolina Observed Seatbelt Usage Rate, 5 Year Moving Average with Trend Analysis, 2003-2016.



Power Projection = .6886(10^.1071) = 88.1%

2009-2013 Average = 87.0%
2010-2014 Average = 88.7%
2009 = 81.5%
2010 = 85.4%
2011 = 86.0%
2012 = 90.5%
2013 = 91.7%
2014 = 90.0%

In **Figure B-1** above, the five-year moving average with power trend analysis, utilizing statistical data from 2003-2013, projects South Carolina will experience an 88.1% five-year average observed seatbelt usage rate by December 31, 2016. This equates to an estimated 90.9% observed seatbelt usage rage in 2016. The annual seatbelt observational study indicated a 90.0% observed seatbelt usage rate for 2014, a decrease of 1.7 percentage points from 91.7% in 2013. Based on this state data, which shows an increase in 2013 and a decrease in 2014, OHSJP will set a goal of 92% observed seatbelt usage rate in 2016, a 0.2 percentage point increase in observed seatbelt usage rate by December 31, 2016 from the 2014 calendar year. The state has chosen a more ambitious goal than projected given the success of 2012 and 2013. This is a small increase given the difficulties in any survey to obtain the last 10% increase, which is seen in prior years with a low percentage point increase compared to the previous years.

2. To decrease unrestrained motor vehicle occupant fatalities by 21.9% from the 2009-2013 baseline average of 301 to 235 by December 31, 2016.

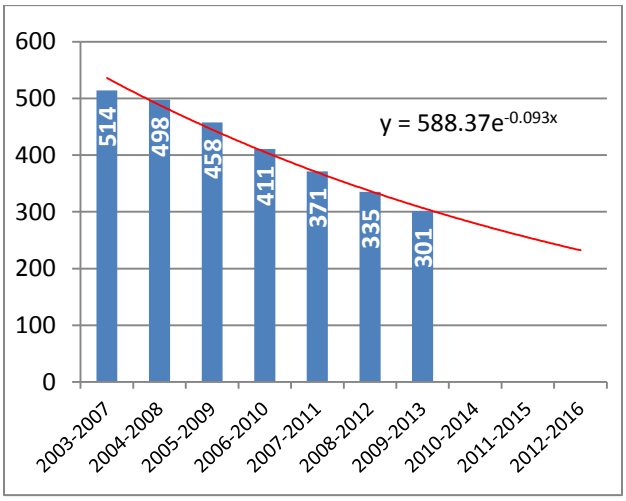
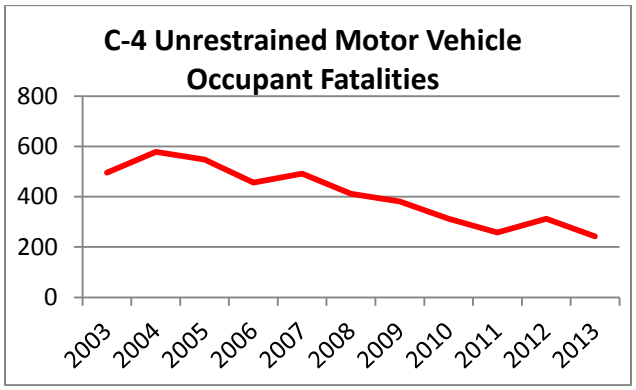


Figure C-4. South Carolina Unrestrained Motor Vehicle Occupant Fatalities, 5-Year Moving Average with Trend Analysis, 2003-2016.



Exponential Projection = 588.37e^-.093(10) = 232.1

2009-2013 Average = 301.4
2010-2014 Average = 280.4
2009 = 381
2010 = 313
2011 = 258
2012 = 313
2013 = 242 (22.7% decrease from 2012)
2014 = 276 (14% increase from 2013, 2014 not FARS finalized)

In **Figure C-4** above, the five-year moving average with exponential trend analysis, utilizing statistical data from 2003-2013, projects South Carolina will experience a 232.1 five-year average for unrestrained motor vehicle occupant fatalities by December 31, 2016. This equates to an estimated 145 unrestrained motor vehicle occupant fatalities for 2016, which is a 40.1% decrease from 2013. The state preliminary data compiled by the OHSJP Statistical Analysis Center indicates that there were 276 unrestrained motor vehicle occupant fatalities for 2014, an increase of 14% from the 242 in 2013. Based on this preliminary state data which shows an increase in 2014 and a general slowing of changes between the past few years, OHSJP has set a goal of 235 unrestrained motor vehicle occupant fatalities in 2016, a 14.9% decrease in unrestrained motor vehicle occupant fatalities by December 31, 2016 from the 2014 calendar year.

With continued nighttime safety belt enforcement efforts on a significantly larger scale in 2015 and 2016 (SC Highway Patrol along with increased participation in this type of effort by local law enforcement), the state should be able to see the number of unrestrained traffic fatalities begin to diminish.

Activity Measure A-1

Activity Measure A-1 deals with the number of seatbelt citations issued by states over time. The chart below demonstrates that the State of South Carolina has been trending upward in terms of law enforcement activity relative to safety belt citations. According to NHTSA, there is no target required for this activity measure for the FFY 2016 Highway Safety Plan. Thus, **Figure A-1** below is presented as a demonstration of the increased enforcement activity over the last four data points relative to this type of citation. This enforcement activity has likely had a positive contribution towards the state's steady increase in safety belt usage and reduction in traffic fatalities over time.

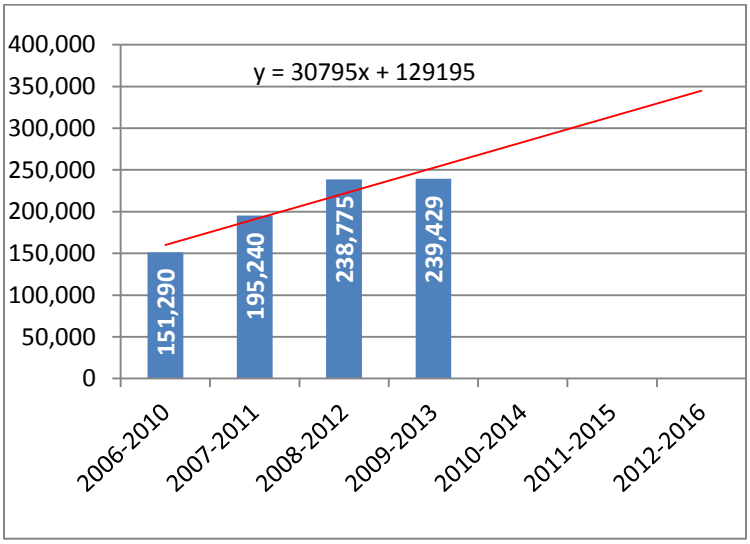


Figure A-1. South Carolina Number of Seatbelt Citations Issued, 5-Year Moving Average with Trend Analysis, 2006-2016.

Objectives:

1. To conduct special public information events during *Buckle Up, America!* Week in May 2016.
2. To increase the number of fitting stations from 80 to 85 by December 31, 2016.
3. To decrease the number of child deaths for children under six by 25%, from 4 in 2013 to 3 by December 31, 2016.
4. To conduct an outreach effort in conjunction with Child Passenger Safety Week in September 2016.
5. To continue to expand nighttime safety belt and child passenger safety seat enforcement efforts statewide.
6. To conduct the annual Memorial Day occupant protection enforcement mobilization blitz modeled after the national *Click it or Ticket* Campaign.

Performance Indicators:

Goals:

1. Statewide observational survey data will be compiled and analyzed to determine if the belt usage goal has been achieved.
2. A comparison of the 2009-2013 calendar base year average for unrestrained traffic fatalities will be made to the most current available FARS data.

Activity Measure:

The number of grant-funded seat belt citations issued in FFY 2016 will be examined and compared to the previous year.

Objectives:

1. A final report on the paid media campaign conducted during May 2016 will be maintained.
2. Documentation of the number of fitting stations in South Carolina will be maintained in the grant files.
3. A comparison of the number of child deaths from the previous year will be made to the most current available FARS data.
4. Documentation of all activities in support of Child Passenger Safety Week will be maintained in the grant files.
5. Documentation of nighttime occupant protection enforcement efforts will be maintained by the OHSJP.
6. After-action enforcement reports of campaign enforcement activity will be maintained by the OHSJP.

Strategies:

The following strategies will be implemented to achieve established goals and objectives:

1. The Office of Highway Safety and Justice Programs (OHSJP) staff will issue an interagency agreement to secure a contractor to conduct pre-campaign and post-campaign observational safety belt surveys and pre-campaign and post-campaign telephone surveys associated with the state's *Buckle up, South Carolina. It's the law and it's enforced.* statewide Memorial Day occupant protection mobilization in 2016 to be modeled after the national *Click it or Ticket* campaign. The surveys will be conducted in accordance with NHTSA guidelines.

2. OHSJP staff, other SCDPS staff, and partner agencies/groups will continue a statewide education initiative to inform the citizenry of the state and its visitors about the state's primary enforcement safety belt law. The legislation became effective December 9, 2005. The educational strategies employed in this effort will inform citizens and visitors of the law and emphasize the life-saving potential of the legislation.

3. The Occupant Protection/Police Traffic Services Program Manager, working with funded projects, will plan and coordinate special public information events during the national safety belt enforcement mobilization, National Child Passenger Safety Week, and any other national or regional traffic safety campaigns.

4. Trainings will be offered by SCDHEC staff, such as the 8-hour hands-on CPS training, to those agencies and organizations wanting basic information on child passenger safety. Education on child passenger safety will be provided to foster care parents, SC Department of Social Services staff, schools, church organizations, and state and local enforcement agencies.

5. Information encouraging compliance with the state's occupant protection laws will be disseminated through media advisories, alerts, press releases, and other related publicity.

6. Special child safety seat inspection clinics will be conducted 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.

7. A high-visibility statewide enforcement and education campaign (*Buckle up, SC. It's the law and it's enforced.*) will be conducted around the Memorial Day holiday of 2016, modeled after the national *Click it or Ticket* mobilization to emphasize the importance of and to increase the use of occupant restraints. The campaign will include paid and earned media, increased enforcement activity by state and local law enforcement agencies, and diversity outreach elements in order to increase safety belt and child restraint use among the state's minority populations, and it will focus on nighttime safety belt enforcement to attempt to reduce unrestrained traffic fatalities and injuries especially during nighttime hours.

8. A project to increase child safety and booster seat use among the state's minority populations will be continued. Training materials will be translated into Spanish so that seat recipients may understand the importance of correct installation of occupant restraint hardware. A corresponding effort will be made to increase safety belt use among the state's Hispanic population.

9. In an effort to reach teenage drivers in SC, the OHSJP will continue a program campaign focusing on messaging printed on tickets for high school events across the state. The campaign places a highway safety message on front and back of approximately 5,000,000 tickets printed and used by high schools statewide for sporting and other special events, including proms, dances, and plays. During the 2014-2015 academic year, the OHSJP printed four different messages throughout the year focusing on speeding, DUI, safety belt use, and distracted driving. The message on the tickets reached students at events after which they were most likely to engage in risky driving behavior, such as football and basketball games, proms, concerts, etc. In addition, the message on the tickets was also put in front of parents of teenagers and other adults who attended many of these events, thus reminding them of teen traffic safety problems in the state. Given the success of the High School Ticket program, the OHSJP will continue this program for the 2015-2016 academic year incorporating traffic safety messaging once again focusing on occupant protection, DUI, speeding, and distracted driving.

10. The state will continue to support the efforts of the SC Chapter of the National Safety Council in implementing its "Alive at 25" program in school districts throughout the state aimed at improving the driving behaviors of teenagers. The program has an emphasis on occupant protection issues for teens.

11. The state will continue to provide funding to certify and re-certify SC Highway Patrol Troopers as Child Passenger Safety Technicians and Instructors.

12. The state will work with the SC Department of Health and Environmental Control to facilitate the development of fitting stations statewide and the distribution of safety belt use information through local county health departments, particularly in counties (Greenville, Charleston, Richland, Lexington, Berkeley, and Horry) identified by FARS data for 2009-2013 as problematic for nighttime unrestrained traffic fatalities.

13. The state will disseminate information to local law enforcement agencies through the SC Law Enforcement Network system about the problems with nighttime unbelted traffic fatalities in the counties listed in Strategy #12 above to encourage increased enforcement activity in these locations in an attempt to assuage these types of traffic fatalities.

14. The OHSJP will continue to participate in the Child Passenger Safety Advisory Council during FFY 2016. The South Carolina Child Passenger Safety Advisory Board was created in August 2011 as a result of the Occupant Protection Assessment conducted in 2009. Members of the Board were chosen to represent the state as well as special interests regarding child passenger safety. The current board members include representatives from:

    S.C. Department of Health and Environmental Control
    S.C. Department of Public Safety
    Midland Safe Kids
    Children's Trust of South Carolina
    AnMed Medical Center/Anderson Safe Kids
    Piedmont EMS
    Irmo Fire Marshall
    Newberry County Sheriff's Office
    Columbia Police Department
    Lexington County Sheriff's Department
    Britax
    Palmetto Richland Hospital
    S.C. Department of Transportation

    The Board, along with other members from various Safe Kids coalitions, law enforcement agencies, and fire departments from across the state, formally meets twice a year to address the recommendations from the 2009 assessment along with other items of interest for CPS. Since the formation of this group, two major projects have been successfully executed. The first was to make the check-off forms used during seat checks universal in order to be able to capture more concrete state data on the misuse of child safety seats. After several meetings

with various law enforcement agencies and Safe Kids coalitions, the format of the forms has been agreed upon, and they are in the process of being distributed throughout the state. The Board agreed that another problem within our state was the drop-off and pick-up procedures for children at elementary schools. To address this issue, DHEC is working in conjunction with officials from schools across the state. DHEC staff members conduct informal surveys, at the request of a school, to see if children are in proper occupant restraints when being dropped-off/picked-up from school, and if they are properly positioned within the vehicle. Additionally, surveys will examine whether or not adult occupants are properly utilizing safety belts when dropping off and picking up children at school. After a survey is conducted, DHEC staff members will offer to meet with school officials to discuss their findings. Furthermore, DHEC volunteers to make presentations to school PTO and PTA associations to share the findings after a survey is completed. For the week following an informal survey, safety information is distributed to parents and children. DHEC staff offer to return to schools to conduct post-surveys as well. Post survey results are discussed with school officials to offer suggestions for improvements and verify if corrective measures have been taken. Also, DHEC partners with the SC Department of Transportation and Safe Routes to School to provide school safety assessments when requested. These assessments focus on identifying and removing any potential hazards school children could encounter while travelling to and from school. Typical recommendations for improvements include cleaning sidewalks by removing any accumulated debris, repairing broken sidewalks, and increasing signage around school zones encouraging parents to buckle up their children and refrain from cellphone use. Lastly, the creation of a "Buckle up Zone" at schools is a beneficial recommendation that serves to provide an area outside of the pick-up line for parents to have time to stop and make sure their children are properly restrained before leaving school property.

15. OHSJP will take part in and assist with a one-day child passenger safety summit in September 2016. This one-day conference, held in Columbia, will feature special speakers and trainers on the most up-to-date information regarding safety regulations, manufacturer updates, and equipment training. This training will offer continuing education units so that child passenger safety technicians can maintain their certification and continue to serve thousands of families through car seat safety. This is an annual event and draws over 100 CPS professionals from across the state.

16. OHSJP will continue to promote its "Target Zero" campaign to eliminate traffic fatalities as an umbrella campaign under which occupant protection improvement efforts will coalesce.

*(CTW, Chapter 2: Sections 1.1, 2.1, 2.2, 3.1, and 3.2) (SHSP, page 33)

PROJECTS TO BE IMPLEMENTED:

Administration

Problem Identification: South Carolina has maintained its high statewide safety belt usage rate of 90% in 2014. Additionally, based on observational surveys conducted by the University of South Carolina, males and minority citizens continue to lag behind their female and non-minority counterparts in terms of belt usage (**Table S-8** on page 146). Despite the gains in seat belt usage rates, the state continues to have a problem with unbelted traffic fatalities, particularly at night (see **Table 35** on pp. 152-153).

Project Type: Efforts to improve occupant protection issues in the State of South Carolina with the resulting improvement in traffic collisions, injuries, and fatalities must have a coordination or administrative component. The project will attempt to increase safety belt and child safety seat usage during the project period through the continued coordination of occupant protection programs statewide. The project will fund an Occupant Protection/Police Traffic Services Program Manager (OP/PTSPM) who will be involved in planning and coordinating special public information events during *Buckle Up, America!* Week in May 2016, and the National Child Passenger Safety Awareness Week in September 2016. The OP/PTSPM will also assist in 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 2016. The OP/PTSPM will continue to administer all Section 402- and Section 405b-funded occupant protection programs. The OP/PTSPM will also be responsible for reviewing and monitoring grant projects and providing technical assistance to project personnel. The OP/PTSPM will also prepare the Occupant Protection sections of the annual Summaries and Recommendations for Highway Safety Projects, the Funding Guidelines document, the Highway Safety Plan, and the Annual Evaluation Report by the required deadlines. The OP/PTSPM will work with the South Carolina Department of Health and Environmental Control to coordinate Child Safety Seat (CSS) Presentations and Child Passenger Safety (CPS) Technician training classes. The OP/PTSPM will implement a comprehensive approach to increase the overall safety belt usage rate statewide from 90% to 92%. The OP/PTSPM will be available to provide education to the public on occupant protection through presentations at health fairs, special interest groups, and businesses. The OP/PTSPM will oversee the increasing of permanent fitting stations within South Carolina by the end of the grant year. (CTW, Chapter 2: Sections 1.1, 2.1, 2.2, 3.1, and 3.2) (SHSP, page 33)

Agency	County	Project Number(s)	Budget	Number of Personnel
SC Department of Public Safety : Office of Highway Safety and Justice Programs	Statewide	OP-2016-HS-02-16 M2HVE-2016-HS-02-16 M1HVE-2016-HS-02-16	$596,530	1.42

Education and Safety Seat Distribution

Problem Identification: Statewide across the five-year period, 79.4% of night-time passenger vehicle occupant fatalities were unrestrained. In the counties of Marion and Hampton, 100% of passenger vehicle occupant fatalities at night were unrestrained, although there were comparatively few night fatalities in these two counties across the five-year period (13 and 6, respectively). Other than the two mentioned above, the counties with the highest percentages of unrestrained nighttime fatalities were Calhoun (10 nighttime fatalities, 80% unrestrained); Chesterfield (14 nighttime fatalities, 92.86% unrestrained); and Williamsburg (11 nighttime fatalities, 90.91% unrestrained (see **Table 35** on pp. 152-153).

During the calendar years 2009-2013, 51,687 children under six years of age were motor vehicle occupants involved in traffic crashes in South Carolina. During this five-year period, 49,954 of those children were restrained by a safety restraint device (see **Table S-14** on page 160. These figures indicate that approximately 96.65% of children involved in 2009-2013 traffic crashes in South Carolina were utilizing some sort of safety restraint device. However, informal surveys conducted at seat check events by the SC Department of Health and Environmental Control (SCDHEC) indicate that proper usage of child safety seats is less than 15% in South Carolina. During the five-year period, 38 occupants under the age of six were killed in traffic crashes. These statistics indicate a continued need for the development and implementation of occupant restraint programs statewide, since misuse of safety seats may result in death or serious injury to a child.

Project Type: The project will maintain a program which will support 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 stakeholders. The main focus of the project will be to educate and train local law enforcement and other first responders, public health agency staff, and parents/caregivers concerning Child Passenger Safety (CPS) and occupant restraint usage. Community education will be conducted through the following channels: media, localized training, and safety seat check-up events throughout the state. Research confirms that safety belt use remains low among African Americans, and the non-use or misuse of seat belts is emerging as a significant public health issue among Hispanics. A Diversity Outreach project will target Hispanic and African American populations. In order to assure proper installation and use of occupant protection restraints, SCDHEC staff will work in conjunction with various safety partners to promote South Carolina's Primary Seat Belt Law and Child Passenger Safety Seat Law. Other than SCDPS, SCDHEC staff will rely heavily on South Carolina Safe Kids and the eight SCDHEC health regions that support health departments in all forty-six counties. The project will focus on counties identified by NHTSA FARS data as having a problem with unbelted traffic fatalities, particularly at night (Greenville, Charleston, Richland, Lexington, Berkeley, and Horry). In conjunction with SCDPS, SCDHEC staff will train community partners in a variety of agencies to become certified child passenger safety technicians. In addition, the project hopes to train at least six (6) Certified Technician Instructors. SCDHEC will employ two full-time Certified Technician Instructors to adequately train local law enforcement and other first responders, child care providers, state public health agency staff,

and interested community members. The project will support and participate in national and state emphases which seek to increase all forms of vehicle occupant protection use, to include *Buckle up, America!* Week in May 2016; *Buckle Up, South Carolina. It's the Law and It's Enforced.* safety belt enforcement and education campaign during Memorial Day 2016; and Child Passenger Safety Week in September 2016. The project will also provide staff to serve as the state contacts for National Safe Kids in terms of CPS certification issues and will continue to coordinate diversity outreach efforts with the Office of Highway Safety and Justice Programs, as well as providing continued oversight of the statewide CPS Advisory Council.

*(CMW, Chapter 2: Sections 1.1, and 7.3)

Agency	County	Project Number	Budget	Number of Personnel	Safety Presentations	Seat Checks	CPS Technician Classes
SC Department of Health and Environmental Control	Statewide	OP-2016-HS-17-16	$147,960	2	50	50	18

Occupant Protection: Budget Summary

Project	Subgrantee	Project Title	Budget	Budget

Number(s)				Source
OP-2016-HS-02-16	South Carolina Department of Public Safety: Office of Highway Safety	Occupant Protection Program Management	$96,530	NHTSA 402
M2HVE-2016-HS-02-16	South Carolina Department of Public Safety: Office of Highway Safety	Occupant Protection Program Management	$102,461	Section 405b OP Low MAP-21
M1HVE-2016-HS-02-16	South Carolina Department of Public Safety: Office of Highway Safety	Occupant Protection Program Management	$397,539	Section 405b OP High MAP-21
OP-2016-HS-17-16	SC Department of Health and Environmental Control	Operation Safe Ride SC	$147,960	NHTSA 402
NHTSA 402 Total			$244,490	
Section 405b OP Low MAP-21 Total			$102,461	
Section 405b OP High MAP-21 Total			$397,539	
Total All Funds			$744,490	

POLICE TRAFFIC SERVICES PROGRAM AREA

Overview

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.

Such efforts have contributed to statistical improvement over the 2009-2013 timeframe in South Carolina. According to FARS data (see **Table 8** on page 16), in South Carolina for 2009-2013, each of the speeding-related indices (i.e., fatalities and population-based death rate) was at its highest level in 2009 and decreased to its lowest level in 2013 with some fluctuation in between. Thus, progress is being made. However, when comparing these indices to Region 4 (see **Table 37** on page 174) and to the nation (see **Table 38** on page 175), it is obvious that South Carolina has a great deal of work to do to improve speeding-related statistics.

The Office of Highway Safety and Justice Programs (OHSJP) has assisted numerous law enforcement agencies by providing grant funds for the establishment of full-time traffic enforcement units. When PTS traffic units are developed, they have included comprehensive enforcement efforts relative to speeding, DUI, occupant protection, and other traffic laws. It should be noted that on many occasions a speed violation results in a more severe violation, such as driving under suspension, DUI, or other serious criminal violations. A comprehensive traffic enforcement effort, involving such components as selective enforcement, public education activities, and accountability standards, creates a noticeable improvement in highway safety. Traffic officers and deputy sheriffs have received training in radar operations, Standardized Field Sobriety Testing, Drug Recognition Expert, advanced DUI detection, ARIDE, and in occupant protection issues.

Traffic safety enforcement programs throughout the state will participate in Law Enforcement Networks established in the 16 Judicial Circuits in South Carolina. They will participate in statewide and national highway safety campaigns and enforcement crackdown programs. During these campaigns and programs, enforcement strategies such as DUI checkpoints, saturation patrols, occupant restraint enforcement, and corridor projects that emphasize speed enforcement will be utilized. Law Enforcement Networks will continue to meet to share information among agencies, to disseminate information from the Office of Highway Safety and Justice Programs, and to conduct multi-jurisdictional traffic enforcement activity.

The SC Strategic Highway Safety Plan (SHSP), *Target Zero*, updated in 2015, identified work zone safety as an Emphasis Area under the broader category of Intersection and Other High-Risk Roadway Locations (pp.71-75) and Speeding-Related Collisions (pp. 42-46) as its own Emphasis Area, citing the significance of the problem for the state and recommending engineering,

education, enforcement, EMS, and public policy strategies for appropriate countermeasures to attack the problem.

The South Carolina Police Traffic Services (PTS) projects have implemented a variety of recommendations offered by the SHSP. These recommendations include the continuation of a Safety Improvement Team (SIT) program funded by the South Carolina Department of Transportation (SCDOT), utilizing South Carolina Highway Patrol (SCHP) Troopers to conduct specialized work zone enforcement to reduce work zone speeding-related fatalities and the coordination of enforcement blitzes and activities through Law Enforcement Networks by the OHSJP Law Enforcement Liaisons (LEL). Additionally, billboard advertising and media announcements featuring the popular "Let 'em Work, Let 'em Live" Campaign continue to be utilized across South Carolina. In addition, the state has addressed speed- and alcohol-impaired crashes, injuries, and fatalities through strategies suggested in the SHSP (pp. AA 9-10). Some of these strategies include conducting regular and well-publicized traffic safety checkpoints, coordinating multi-agency checkpoints, conducting enhanced speed enforcement in work zones, targeting speed enforcement within individual police jurisdictions, encouraging cooperation among regional highway safety partners to identify target locations and times for stepped-up enforcement, and supporting national, regional, and state DUI enforcement efforts through educational campaigns aimed at the driving public.

South Carolina PTS projects will also use sections of the National Highway Traffic Safety Administration (NHTSA)-produced *Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices, Seventh Edition, 2013* (CTW) to reduce speeding-related collisions, injuries, and fatalities.

The projects funded under the PTS grants will use appropriate countermeasures outlined in this document and demonstrated to be highly effective (CTW in Chapter 3: Section 1.1, [pp. 3-8 to 3-9]). Some of these countermeasures include the enforcement of speed limits through the use of laser speed measuring equipment and video cameras, (CTW, Chapter 3: Section 2.3, [pp. 3-19 to 3-21]) and Communications and Outreach Supporting Enforcement (CTW, Chapter 3: Section 4.1, [p. 3-27]). PTS grant projects will also use countermeasures outlined in the document that have proven successful in DUI enforcement (pp. 1-19 to 1-24) and occupant restraint enforcement. An example of this type of combined enforcement would be to emphasize nighttime safety belt enforcement (pp. 2-20 to 2-21), while conducting a sustained enforcement effort (p. 2-22) simultaneously.

The following data sections outline specifically the problems being faced by the State of South Carolina in terms of speed-related collisions and fatalities and demonstrate the foundation upon which the state has built its response to the problem for its FFY 2016 Highway Safety Plan.

Traffic Fatalities

According to FARS data, a speeding-related fatality is defined as one that occurred in a crash in which a driver was charged with a speeding-related offense, or in which an officer indicated that

racing, driving too fast for conditions, or exceeding the posted speed limit was a contributing factor.

Table 8 on page 16 indicates that speeding-related fatalities from 2009 to 2013 were at their highest level during 2009 (337 fatalities) before decreasing to their lowest level in 2011 (278 fatalities). The 306 speeding-related fatalities in South Carolina in 2013 represent a 9.2% decrease when compared to the 2009 total. South Carolina's population-based fatality rate followed a similar pattern as the number of speeding-related fatalities, with the highest rate in 2009 (7.34) and the lowest rate in 2011 (5.94). South Carolina's 2013 speeding-related population-based fatality rate (6.41 deaths per 100,000 population) is 2.5% lower than the 2009-2012 average (6.58) and 12.7% lower than the 2009 rate.

In South Carolina, each of the speeding-related indices (i.e., fatalities and population death rate) was at its highest level in 2009 and at its lowest level in 2011.

In 2009, 37.7% of all traffic fatalities in South Carolina were speeding-related. This proportion declined to a low of 33.6% in 2011, but then increased to a high of 39.9% in 2013. The 2013 percentage represents an increase of 10.5% compared to the average of the previous four years (36.1%). Additionally, the 2013 proportion of speeding-related fatalities to total traffic fatalities increased by 5.8% when compared to this same proportion for 2009. During the five-year period (2009-2013), South Carolina accounted for an average of 21.4% of the speeding-related fatalities in Region 4. The 2013 proportion (22.9% of Region 4 speeding-related fatalities) is 8.5% higher than the prior four-year average (21.1% of Region 4 speeding-related fatalities), and 12.2% higher than the 2009 proportion (20.4% of Region 4 speeding-related fatalities). **Table 37** below shows that from 2009 to 2013, the number of Region 4 speeding-related fatalities followed a pattern similar to that seen for the state. Both localities experienced a declining trend in speeding-related fatalities in the first three years of the period followed by a slight increase in 2012. Overall, the number of speeding-related fatalities in 2013 (1,336) represents a 7.94% decrease when compared to the average of the prior four years (1,451). During the same timeframe, the population-based death rate also decreased throughout the region (by 10.1%). The proportion of 2013 speeding-related fatalities to total traffic-related fatalities in Region 4 decreased by 4.88% when compared to the average of the prior four years. Additionally, the 2013 proportion of Region 4 speeding-related fatalities to total traffic-related fatalities decreased by 14.1% in comparison to this same proportion in 2009.

Table 37. Region 4 Speeding-Related Fatalities

	2009	2010	2011	2012	2013	% Change: 2009 vs. 2013	% Change: 2013 vs. prior 4-yr Avg.
Fatalities	1,651	1,507	1,309	1,338	1,336	-19.08%	-7.94%
Pop. Rate**	3.76	3.40	2.92	2.96	2.93	-22.13%	-10.13%
Pct. of Total	25.09%	23.57%	20.82%	21.02%	21.55%	-14.12%	-4.88%

As shown in **Table 38** below, speeding-related fatalities decreased throughout the US as a whole (7.35%) in 2013 when compared to the prior four-year average. The population-based fatality rate decreased nationally as well, falling by 9.0% during the same timeframe. The nation's speeding-related percentage of total deaths averaged 30.8% from 2009 through 2013, with this proportion decreasing by 5.7% in 2013 when compared to the 2009-2012 average.

Table 38. Nationwide Speeding-Related Fatalities

	2009	2010	2011	2012	2013	% Change: 2009 vs. 2013	% Change: 2013 vs. prior 4-yr Avg.
Fatalities	10,664	10,508	10,001	10,329	9,613	-9.86%	-7.35%
Pop. Rate**	3.48	3.40	3.21	3.29	3.04	-12.52%	-9.03%
Pct. of Total	31.47%	31.84%	30.79%	30.58%	29.38%	-6.65%	-5.74%

Figures 6 (page 16) and **7** (page 17) were taken from the *Analysis of Fatal Crash Data, South Carolina: 2009-2013* document provided by NHTSA. These figures demonstrate that South Carolina experienced an overall downward trend in two key traffic indices, total speeding-related fatalities and total speeding-related fatality population-based rate, during the period of 2009-2013.

As shown in **Figure 24** on the following page, South Carolina's percentage of fatalities that were speeding-related remained greater than that of Region 4 and the nation during the entire 2009-2013 period. In 2013, 39.9% of South Carolina's total traffic fatalities were speeding-related, compared to 21.5% for Region 4 and 29.4% nationwide.

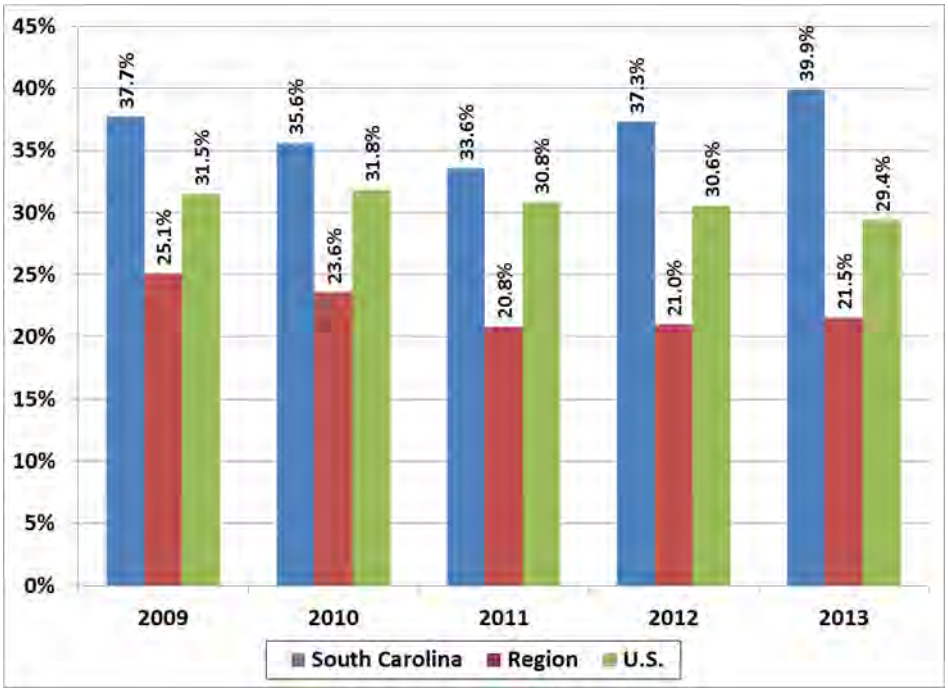


Figure 24. Speeding-Related Fatalities as a Percentage of Total Traffic Fatalities

According to FARS, from 2009 to 2013, the counties accounting for the highest percentages of the speeding-related fatalities in South Carolina for the years 2009 through 2013 were: Greenville (6.7%); Horry (5.9%); Richland (5.7%); Charleston (5.1%); Spartanburg (4.9%); Lexington (4.6%); and Anderson (4.5%) (see **Table 39** on pp.177-178).

As shown in **Table 39** on pp. 177-178, the counties with the most speeding-related fatalities from 2009 to 2013 were: Greenville (103); Horry (91); Richland (88); Charleston (78); Spartanburg (75); Lexington (71); and Anderson (69). Three of these seven counties experienced a decrease in the number of speeding-related fatalities in 2013 when compared to the prior four-year averages: Charleston (-27.3%); Spartanburg (-38.5%); and Anderson (-32.2%). The other four counties saw an increase in speeding-related fatalities during 2013 when compared to the prior four-year average: Greenville (21.5%); Horry (12.7%); Richland (77.0%); and Lexington (35.8%).

Table 39. Speeding-Related Fatalities by County

Speed-Related Fatalities						Total 2009 - 2013		% Change: 4 vs. prior 4-yr Avg.
County	2009	2010	2011	2012	2013	N	%	
Abbeville	0	4	2	4	4	**14**	**0.9%**	60.0%
Aiken	10	15	11	3	9	**48**	**3.1%**	-7.7%
Allendale	0	2	0	0	2	**4**	**0.3%**	300.0%
Anderson	18	9	12	20	10	**69**	**4.5%**	-32.2%
Bamberg	2	1	4	1	1	**9**	**0.6%**	-50.0%
Barnwell	2	1	5	3	1	**12**	**0.8%**	-63.6%
Beaufort	3	5	5	5	3	**21**	**1.4%**	-33.3%
Berkeley	14	12	5	9	11	**51**	**3.3%**	10.0%
Calhoun	3	2	0	1	1	**7**	**0.5%**	-33.3%
Charleston	11	20	18	17	12	**78**	**5.1%**	-27.3%
Cherokee	9	2	7	6	4	**28**	**1.8%**	-33.3%
Chester	4	5	0	0	6	**15**	**1.0%**	166.7%
Chesterfield	6	6	2	5	3	**22**	**1.4%**	-36.8%
Clarendon	8	2	8	3	4	**25**	**1.6%**	-23.8%
Colleton	3	4	4	10	5	**26**	**1.7%**	-4.8%
Darlington	10	3	9	9	11	**42**	**2.7%**	41.9%
Dillon	3	4	2	3	2	**14**	**0.9%**	-33.3%
Dorchester	10	6	5	8	5	**34**	**2.2%**	-31.0%
Edgefield	0	3	4	4	0	**11**	**0.7%**	-100.0%
Fairfield	3	6	7	6	6	**28**	**1.8%**	9.1%
Florence	11	10	4	9	11	**45**	**2.9%**	29.4%
Georgetown	2	2	2	7	5	**18**	**1.2%**	53.8%
Greenville	16	17	19	27	24	**103**	**6.7%**	21.5%
Greenwood	6	3	7	6	5	**27**	**1.8%**	-9.1%
Hampton	0	1	0	3	3	**7**	**0.5%**	200.0%
Horry	22	21	16	12	20	**91**	**5.9%**	12.7%

Speed-Related Fatalities						Total 2009 - 2013		% Change: 4 vs. prior 4-yr Avg.
County	2009	2010	2011	2012	2013	N	%	
Jasper	2	3	7	3	3	**18**	**1.2%**	-20.0%
Kershaw	11	7	6	6	9	**39**	**2.5%**	20.0%
Lancaster	10	6	10	3	2	**31**	**2.0%**	-72.4%
Laurens	12	9	7	9	5	**42**	**2.7%**	-45.9%
Lee	12	1	1	1	1	**16**	**1.0%**	-73.3%
Lexington	11	12	11	19	18	**71**	**4.6%**	35.8%
Marion	6	2	2	6	3	**19**	**1.2%**	-25.0%
Marlboro	4	2	4	1	1	**12**	**0.8%**	-63.6%
McCormick	1	0	0	3	0	**4**	**0.3%**	-100.0%
Newberry	2	2	5	6	3	**18**	**1.2%**	-20.0%
Oconee	4	7	5	8	3	**27**	**1.8%**	-50.0%
Orangeburg	22	13	4	8	12	**59**	**3.9%**	2.1%
Pickens	12	8	7	8	8	**43**	**2.8%**	-8.6%
Richland	18	13	11	19	27	**88**	**5.7%**	77.0%
Saluda	0	1	3	4	0	**8**	**0.5%**	-100.0%
Spartanburg	13	17	22	13	10	**75**	**4.9%**	-38.5%
Sumter	6	2	5	5	9	**27**	**1.8%**	100.0%
Union	4	3	0	1	1	**9**	**0.6%**	-50.0%
Williamsburg	5	3	3	7	10	**28**	**1.8%**	122.2%
York	6	11	7	11	13	**48**	**3.1%**	48.6%
Totals	**337**	**288**	**278**	**322**	**306**	**1,531**	**100.0%**	**-0.1%**

South Carolina's speeding-related population-based fatality rate decreased 2.54% in 2013 (6.41 fatalities per 100,000 population) compared to the average of the previous four years (6.58). The counties with the highest speeding-related population-based fatality rates during the 2009-2013 period (see **Table 40** on pp. 179-180) were Fairfield (24.73); Lee (16.93); Williamsburg (16.49); Clarendon (14.42); Jasper (14.19); and Colleton (13.52). It should be noted that the population-based fatality rates can vary drastically from year to year and thus should be considered with caution.

Table 40. Speeding-Related Fatalities by County: Rate per 100,000 Population

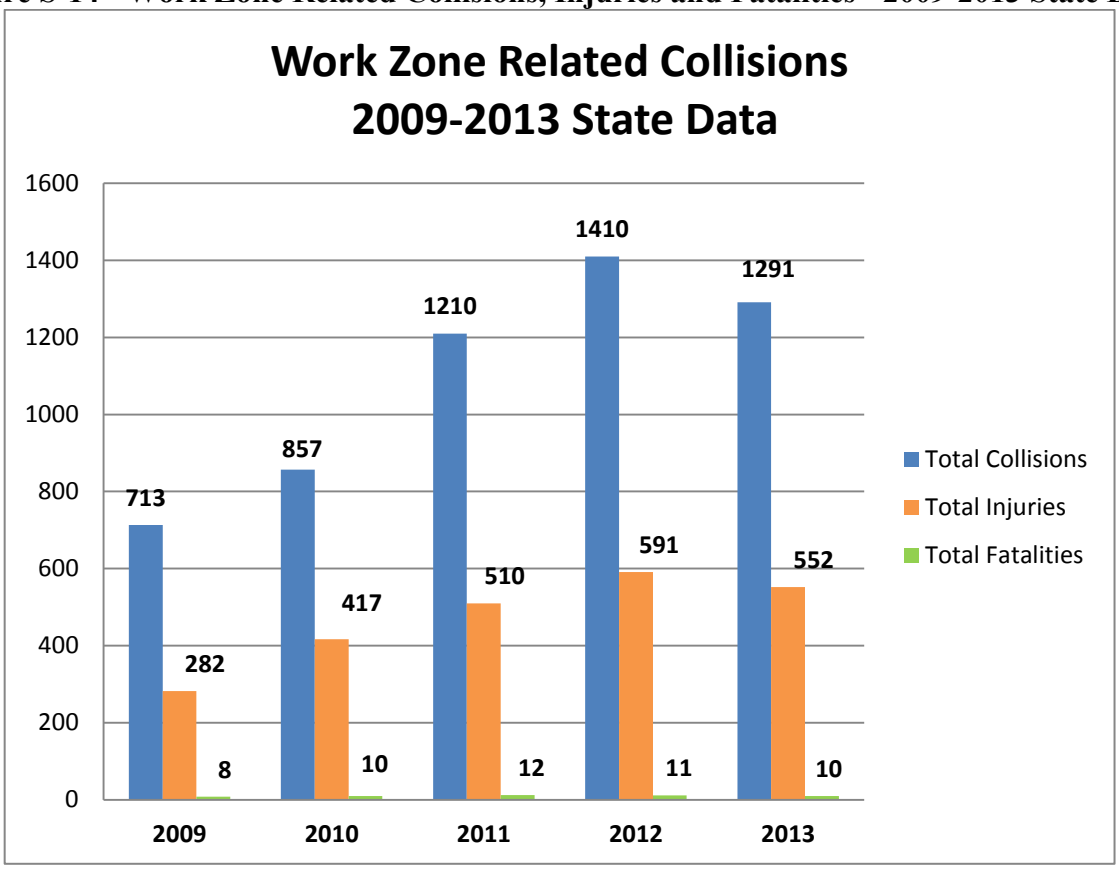
County	2009	2010	2011	2012	2013
Abbeville	0.00	15.79	7.95	15.94	16.00
Aiken	6.31	9.34	6.85	1.84	5.48
Allendale	0.00	19.32	0.00	0.00	20.33
Anderson	9.65	4.81	6.37	10.56	5.25
Bamberg	12.48	6.27	25.04	6.34	6.48
Barnwell	8.85	4.42	22.36	13.51	4.52
Beaufort	1.88	3.07	3.04	2.98	1.75
Berkeley	8.00	6.71	2.72	4.74	5.67
Calhoun	19.65	13.22	0.00	6.71	6.64
Charleston	3.17	5.69	5.03	4.66	3.22
Cherokee	16.32	3.61	12.60	10.78	7.16
Chester	12.04	15.11	0.00	0.00	18.42
Chesterfield	12.87	12.86	4.30	10.85	6.49
Clarendon	22.90	5.72	23.04	8.73	11.64
Colleton	7.72	10.28	10.36	26.21	13.23
Darlington	14.55	4.37	13.18	13.21	16.19
Dillon	9.43	12.45	6.30	9.54	6.40
Dorchester	7.49	4.36	3.55	5.61	3.44
Edgefield	0.00	11.13	15.00	15.18	0.00
Fairfield	12.46	25.12	29.70	25.68	25.96
Florence	8.08	7.29	2.90	6.52	7.95
Georgetown	3.31	3.33	3.33	11.63	8.27
Greenville	3.58	3.75	4.12	5.77	5.06
Greenwood	8.62	4.30	10.02	8.60	7.17
Hampton	0.00	4.75	0.00	14.47	14.70
Horry	8.28	7.77	5.79	4.25	6.90
Jasper	8.25	12.03	27.78	11.61	11.27
Kershaw	17.99	11.32	9.63	9.62	14.40
Lancaster	13.26	7.80	12.84	3.79	2.49
Laurens	17.94	13.53	10.52	13.59	7.55

County	2009	2010	2011	2012	2013
Lee	62.01	5.21	5.27	5.36	5.45
Lexington	4.25	4.56	4.12	7.03	6.58
Marion	18.03	6.06	6.09	18.49	9.35
Marlboro	13.70	6.93	14.03	3.55	3.57
McCormick	9.77	0.00	0.00	30.17	0.00
Newberry	5.35	5.32	13.26	15.97	8.00
Oconee	5.42	9.41	6.72	10.72	4.00
Orangeburg	23.72	14.08	4.35	8.75	13.20
Pickens	10.07	6.71	5.85	6.69	6.68
Richland	4.73	3.37	2.83	4.82	6.76
Saluda	0.00	5.02	15.09	20.11	0.00
Spartanburg	4.59	5.97	7.67	4.50	3.44
Sumter	5.61	1.86	4.65	4.63	8.32
Union	13.75	10.39	0.00	3.54	3.57
Williamsburg	14.44	8.73	8.80	20.82	30.24
York	2.68	4.85	3.04	4.69	5.43
County Average	**7.34**	**6.21**	**5.94**	**6.82**	**6.41**

Work Zone Fatalities

FARS data for work zone fatalities in the time period 2009-2013 are currently problematic, with totals not matching state data reliably. **Figure S-14** on the following page indicates that from 2009 to 2013 work zone fatalities increased (25%) in 2013 as compared to 2009. The fatality number for 2013 is slightly lower (2.44%) than the average number of fatalities for the previous four years, 2009-2013 (10.25). It should be noted that with fatality numbers this small, significant percentage increases can be seen with a relatively small increase in the raw data.

Figure S-14 - Work Zone Related Collisions, Injuries and Fatalities - 2009-2013 State Data



It should be noted, however, that the state is addressing this traffic safety issue through a project funded by the South Carolina Department of Transportation (SCDOT). In June 2006, the South Carolina Highway Patrol (SCHP) was awarded a three-year grant for $1,750,000 from the SCDOT to reduce work zone speeding-related fatalities. Thus, the Safety Improvement Team (SIT) Campaign was implemented. The project has been successful in holding the line on work zone fatalities and has been maintained annually at the same level of funding beyond the initial three-year project grant. The SCHP strategically places a team of officers in, near, and around high-priority work zones for increased visibility and speed enforcement. Each of four enforcement teams composed of six Troopers, supervised by a Corporal work in four distinct regions of the state (Upstate, Midlands, Lowcountry, and Pee Dee).

Traffic Injuries

State data in **Figure S-1** on page 56 show an increase of 5.4% in total traffic-related injuries, from 48,303 total injuries in 2009 to 50,916 in 2013. The 2013 figure was also more (5.5%) than the average of the four prior years 2009-2012 (48,282.8). The percentage of total injuries in 2013 increased by 1.7% compared to the number of total injuries in 2012.

Table S-17 below shows the number of speed-related crash injuries for the State of South Carolina for the years 2009-2013. Of the 50,916 total traffic-related injuries reported in 2013, 15,464, or 32.6%, occurred in speeding-related collisions. Similar to the fluctuations in the total traffic-related injuries since 2009, the percentage of traffic-related injuries that occurred in speeding-related collisions has also varied, from 30.2% in 2009 to 32.6% in 2013. Injuries in speeding-related traffic crashes increased from 14,573 in 2009 to 16,580 in 2013, an increase of 13.8%. Additionally, the percentage of traffic-related injuries that occurred in speeding-related crashes increased slightly, from 30.9% in 2012 to 32.6% in 2013. On average, for the years 2009-2013, injuries occurring in speeding-related traffic crashes accounted for 30.6% of all traffic-related injuries. The 2013 figure for speeding-related crash injuries (16,580) is also 14.2% higher than the average for speeding-related crash injuries (14,518.75) from 2009 to 2012.

Table S-17. Speeding-Related Crashes in South Carolina
2009 – 2013 - SC

	Crash Type					
YEAR	Fatal	Injury	Property Damage Only	Total Collisions	Persons Killed (FARS)	Persons Injured
2009	310	9,615	22,763	32,688	337	14,573
2010	278	9,126	21,868	31,272	288	13,870
2011	232	9,269	21,171	30,672	278	14,154
2012	267	10,200	22,531	32,998	322	15,478
2013	278	10,820	25,453	36,551	306	16,580

State data in **Figure S-2** on page 57 show a decrease of 5.4% in total serious traffic-related injuries, from 3,448 serious injuries in 2009 to 3,263 in 2013. Serious traffic injuries in 2013 increased by 1.6% compared to the number of serious injuries in 2012 (3,399). The 2013 figure represents a decrease of 3.8% when compared to the average number of serious traffic injuries for the years 2009-2012 (3,392.5).

In **Figure S-15** on the following page, state data from 2009-2013 show that the number of serious injuries occurring in speeding-related collisions decreased 3.3% in South Carolina, from 1,060 serious injuries in speeding-related collisions in 2009 to 1,025 in 2013. The 2013 figure also represents a 2.8% increase when compared to the average number of serious injuries in speeding-related crashes for the four years 2009-2012 (997). Of the 3,263 total traffic-related serious injuries reported in 2013, 1,025, or 31.4%, occurred in speeding-related collisions. In 2013, total traffic-related serious injuries decreased from 2009; however, the percentage of traffic-related serious injuries that occurred in speeding-related collisions increased, from 30.7% in 2009 to 31.4% in 2013. Serious injuries in speeding-related traffic crashes increased from 996 in 2012 to 1,025 in 2012, an increase of 2.9%, while the percentage of traffic-related serious injuries that occurred in speeding-related crashes increased from 29.3% in 2012 to 31.4% in 2013.

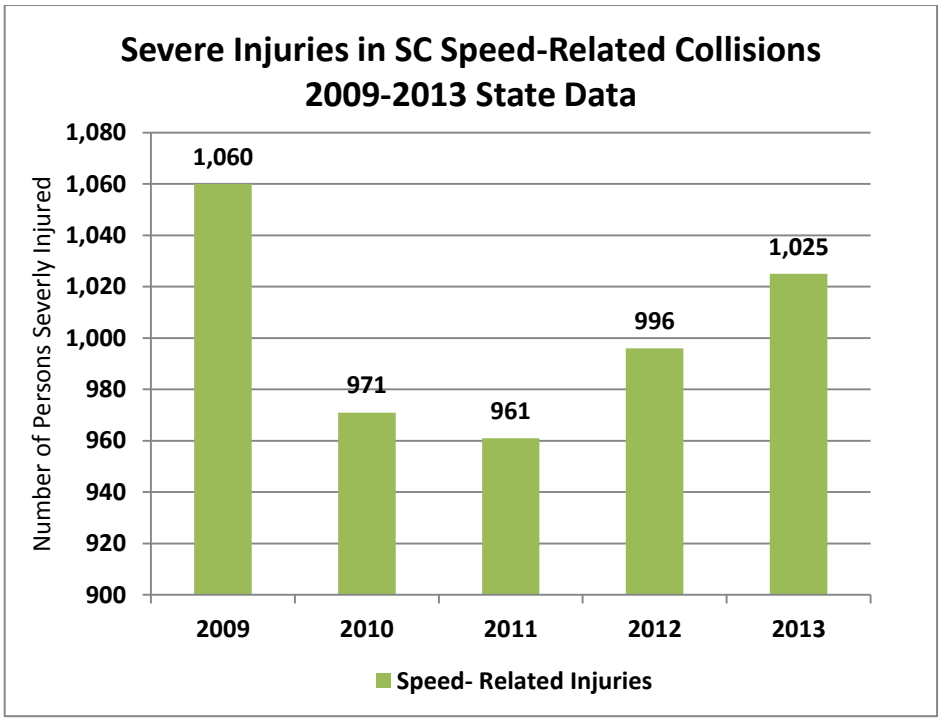


Figure S-15

Traffic Collisions

There were 537,863 total traffic collisions in South Carolina from 2009 to 2013 (see **Figure S-3** on page 58). This total includes fatal collisions, injury collisions, and property-damage-only collisions. There was an increase of 4.6% in total collisions from 2012 (108,261) to 2013 (113,863). The 2013 figure represents an increase of 5.95% as compared to 2009 and an increase of 6.7% as compared to the average of the previous four years of 2009-2012 (106,160).

There were 164,198 total speeding-related traffic collisions in South Carolina from 2009 to 2013 (see **Figure S-16** on the following page). Speeding-related collisions accounted for 30.5% of total traffic crashes in the state. In 2013, speeding-related crashes increased by 10.7% as compared to 2012, from 33,055 in 2012 to 36,551 in 2013. The 2013 figure also represents an 11.8% increase as compared to the 2009 figure (32,688) and an increase of 14.5% when compared to the average number of speeding-related collisions (31,912) for the four-year period 2009-2012.

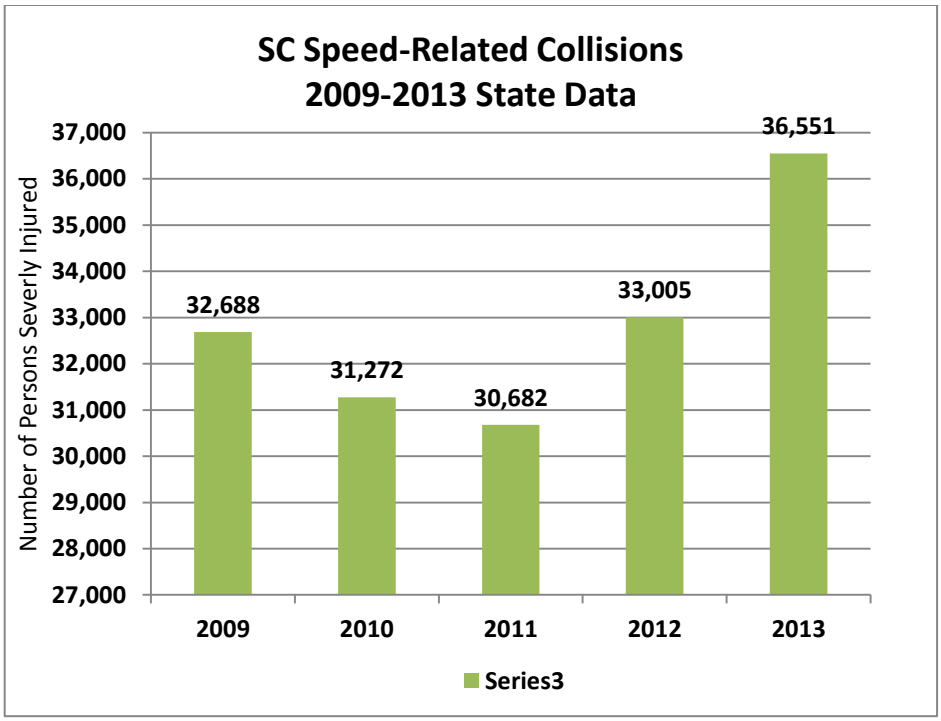


Figure S-16

Preliminary state data displays that there were 5,481 work-zone-related collisions in South Carolina from 2009 to 2013. These collisions resulted in 51 fatalities and 2,352 persons injured. Types of work-zone-related collision include shoulder/median work, lane shift/crossover, intermittent/moving work, lane closures, and other areas that may be in or around the actual work zone.

Figure S-14 on page 181 shows that work-zone-related collisions and injuries are on the increase during the time period 2009-2013. Both injuries and collisions increased significantly in 2013 as compared to 2009 figures. According to state data, work-zone-related collisions have increased by 81.1% from 2009 to 2013, with 713 total collisions in 2009 and 1,291 total collisions in 2013. Injuries as a result of work-zone-related collisions have also risen by approximately 32%, from 282 persons injured in 2009 to 552 persons injured in 2013. It should be noted, however, that the numbers in these types of collisions are relatively small when compared to total collisions, injuries, and fatalities. Therefore, percentages can be affected significantly with relatively minor raw number increases. However, the state takes each collision, injury, and fatality seriously and will continue enforcement efforts, with funding provided by SCDOT, of the SCHP SIT to address work zone traffic safety issues in the state.

Another method for analyzing significant traffic data in South Carolina is compiling information on speeding-related fatal collisions and speeding-related severe-injury collisions. This allows the state to compare this data set with raw numbers of speeding-related fatalities in counties statewide and population-based fatality rates statewide in an effort to determine areas where the most serious speeding-related collisions occur and to identify county locations which may benefit from increased traffic enforcement efforts. **Table S-18** (Speed/Too Fast for Conditions

Fatal and Severe Injury Collisions, South Carolina, 2009-2013) on pp. 185-186, lists all counties in the state and the raw numbers of speeding-related fatal and serious-injury collisions occurring in the counties for the time period 2009-2013. Counties in red represent the top fifteen counties in the state for these types of collisions.

Speed/Too Fast for Conditions Fatal and Severe Injury Collisions
South Carolina 2009-2013

County	2009	2010	2011	2012	2013	2009-2013	% Speed 2009-2013
Abbeville	12	11	10	9	16	58	49.6%
Aiken	48	43	29	14	24	158	32.2%
Allendale	4	1	2	2	6	15	42.9%
Anderson	59	47	43	55	54	258	33.8%
Bamberg	8	8	6	5	7	34	38.6%
Barnwell	8	3	8	4	4	27	24.5%
Beaufort	15	18	19	25	15	92	21.4%
Berkeley	49	37	35	56	64	241	30.4%
Calhoun	5	4	5	6	8	28	32.2%
Charleston	51	75	83	68	68	345	23.6%
Cherokee	20	12	16	18	17	83	40.9%
Chester	10	13	8	8	13	52	32.9%
Chesterfield	16	14	7	12	11	60	33.5%
Clarendon	20	8	11	9	10	58	39.2%
Colleton	23	18	18	26	17	102	30.8%
Darlington	20	15	19	20	27	101	41.4%
Dillon	7	16	4	8	1	36	31.3%
Dorchester	37	19	37	40	19	152	31.2%
Edgefield	5	11	16	9	6	47	43.9%
Fairfield	6	7	11	14	13	51	44.3%
Florence	30	36	15	21	25	127	24.6%
Georgetown	10	10	7	24	22	73	26.8%
Greenville	69	84	55	72	81	361	25.8%
Greenwood	28	28	29	21	26	132	41.8%
Hampton	5	11	5	14	12	47	41.2%
Horry	71	68	76	75	75	365	25.2%
Jasper	7	16	17	13	20	73	28.2%
Kershaw	20	21	15	10	14	80	32.9%
Lancaster	29	15	18	13	16	91	29.4%
Laurens	32	24	38	30	37	161	47.1%
Lee	16	2	7	6	4	35	38.0%
Lexington	33	29	44	57	62	225	30.7%
Marion	9	3	8	12	6	38	38.4%

Marlboro	9	8	8	4	9	38	97.4%
McCormick	5	5	4	3	2	19	15.6%
Newberry	16	15	11	21	20	83	46.1%
Oconee	9	20	18	13	11	71	32.1%
Orangeburg	39	27	17	28	32	143	31.9%
Pickens	33	33	29	27	24	146	35.7%
Richland	87	55	47	56	62	307	30.5%
Saluda	8	8	12	14	5	47	47.5%
Spartanburg	40	51	61	51	51	254	29.7%
Sumter	20	21	20	18	23	102	27.4%
Union	12	8	10	6	9	45	50.0%
Williamsburg	14	17	18	15	16	80	41.0%
York	40	35	29	45	47	196	30.4%
Total	**1,114**	**1,030**	**1,005**	**1,077**	**1,111**	**5,337**	

Table S-18

Performance Measures

Goals:

1. To decrease speeding-related fatalities by 5.2% from the 2009-2013 baseline average of 306 to 290 by December 31, 2016.

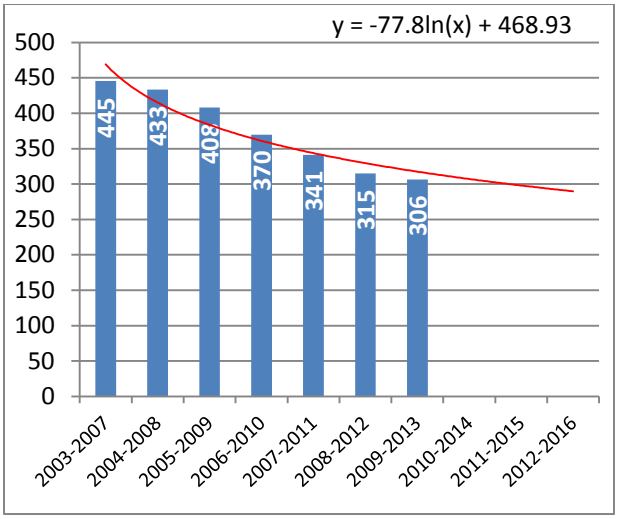
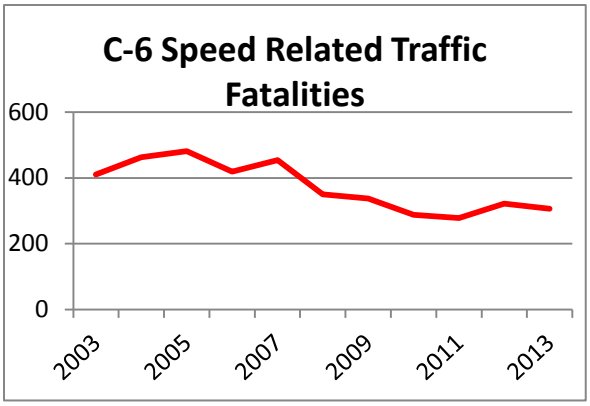


Figure C-6. South Carolina Speed Related Traffic Fatalities, 5-Year Moving Average with Trend Analysis, 2003-2016.



Logarithmic Projection = -77.8ln(10) + 468.93 = 289.8

2009-2013 Average = 306.2
2010-2014 Average = 298
2009 = 337
2010 = 288
2011 = 278
2012 = 322
2013 = 306 (5% decrease from 2012)
2014 = 296 (3.3% decrease from 2013, 2014 not FARS finalized)

In Figure C-6 above, the five-year moving average with a logarithmic projection trend analysis, utilizing statistical data from 2003-2013, projects South Carolina will experience a 289.8 five-year average for speeding-related traffic fatalities by December 31, 2016. This equates to an estimated 237 annual speeding-related traffic fatalities for 2016, which is a 22.5% decrease from 2013. The state preliminary data compiled by the OHSJP Statistical Analysis Center indicate that there were 296 speeding-related traffic fatalities for 2014, a decrease of 3.3% from 306 in 2013. Based on this preliminary state data which shows a smaller decrease in 2013 and 2014, OHSJP has set a goal of 290 speeding-related traffic fatalities in 2016, a 2% decrease in speeding-related traffic fatalities by December 31, 2016 from the 2014 calendar year.

OHSJP set a more realistic goal based on the slow change in the data over the past few years than what the trend line analysis projected. This seems in line with other critical factors in the State of South Carolina which may impact traffic safety as a whole and speeding-related fatalities in particular. These factors included dwindling state and local resources resulting in fewer law enforcement officers available to conduct traffic enforcement on a regular basis,

increasing vehicle miles traveled, increasing vehicle registrations and licensed drivers, and highway infrastructure problems in the state.

Activity Measure A-3

Activity measure A-3 relates to the number of speeding citations issued in South Carolina. The National Highway Traffic Safety Administration (NHTSA) does not require a target to be established for this activity measure; however, the data below demonstrates that the state is experiencing an upward trend in regards to speeding citations issued.

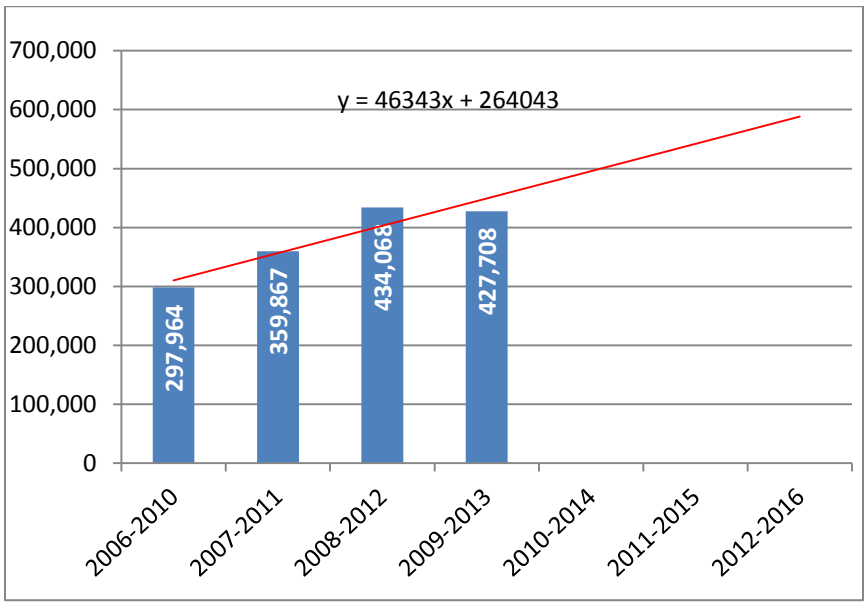


Figure A-3. South Carolina Number of Speeding Citations Issued, 5-Year Moving Average with Trend Analysis, 2006-2016.

Objectives:

1. Police Traffic Services (PTS) projects will continue to provide funding to Law Enforcement partners statewide to implement effective traffic enforcement strategies and activities.

2. Grant-funded PTS projects will conduct a minimum of 168 public safety checkpoints by September 30, 2016.

3. Grant-funded PTS projects will conduct a minimum of 84 traffic safety presentations by September 30, 2016.

4. Grant-funded PTS projects will have an appropriate, corresponding increase in the number of 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, 2016, due to enhanced traffic enforcement efforts over the course of the grant period.

5. Grant-funded PTS projects will have an appropriate, corresponding increase in the number of speeding citations by September 30, 2016, due to enhanced traffic enforcement efforts over the course of the grant period.

6. Grant-funded PTS projects will have an appropriate, corresponding increase in the number of citations for safety belt and child restraint violations by September 30, 2016, due to enhanced traffic enforcement efforts.

7. Grant-funded PTS projects will have an appropriate, corresponding increase in DUI arrests by September 30, 2016, due to enhanced traffic enforcement efforts over the course of the grant period.

8. Grant-funded PTS project agencies will participate actively in their respective local Judicial Circuit Law Enforcement Networks.

9. Grant-funded PTS projects will participate in all aspects (enforcement, education, and media) of the *Sober or Slammer!* Sustained DUI enforcement campaign, corresponding to the national *Drive Sober or Get Pulled Over* DUI crackdown. The participation includes at least one (1) specialized DUI enforcement activity (checkpoints and/or saturation patrols) at least quarterly during the Sustained DUI enforcement campaign and an additional four nights of specialized DUI enforcement activity (checkpoints and/or saturation patrols) during each of two DUI enforcement crackdown blitzes during the year (Christmas/ New Year's 2015-2016 and Labor Day 2016).

10. Grant-funded PTS projects will fully participate in the *Buckle up, South Carolina. It's the law and it's enforced*. state-wide occupant protection enforcement mobilization, corresponding to the national *Click it or Ticket* campaign, during and around the Memorial Day holiday of 2016.

Performance Indicators:

Goal:

The OHSJP will continue to analyze traffic statistical data to monitor progress toward the target set for speeding-related fatality reduction for December 31, 2016.

Activity Measure:

Numbers of speeding citations issued statewide will continue to be monitored.

Objectives:

1. Appropriate grant files will be maintained by the OHSJP on each PTS project during the FFY 2016 grant year to include financial, programmatic, and monitoring information.

2. The grant-funded PTS projects will maintain a log of public safety checkpoints conducted during the FFY 2016 grant year and will submit this information to the OHSJP.

3. The grant-funded PTS projects will maintain a log of traffic safety presentations conducted during the FFY 2016 grant year to include location, audience, and attendance. This information will be submitted to the OHSJP.

4. The grant-funded PTS projects will maintain a record of traffic citations issued during the FFY 2016 grant year for violations such as failure to yield right-of-way, following too closely, disregarding sign/signal, improper turn, and improper lane change. This information will be submitted to the OHSJP.

5. The grant-funded PTS projects will maintain a record of speeding citations issued during the FFY 2016 grant year and will submit this information to the OHSJP.

6. The grant-funded PTS projects will maintain a record of seat belt and child restraint violation citations issued during the FFY 2016 grant year and will submit this information to the OHSJP.

7. The grant-funded PTS projects will maintain a record of DUI arrests made during the FFY 2016 grant year and will submit this information to the OHSJP.

8. The grant-funded PTS projects will document the participation of their respective agencies in their local Judicial Circuit Law Enforcement Networks during FFY 2016 and will submit this documentation to the OHSJP.

9. The grant-funded PTS projects will provide the OHSJP with documentation of their full participation in the state's Sustained DUI enforcement initiative during FFY 2016.

10. The grant-funded PTS projects will provide the OHSJP with documentation of their full participation in the state's occupant protection enforcement mobilization during FFY 2016.

Strategies:

1. PTS projects will be developed and implemented in areas where analysis of traffic collision and citation data indicates a major traffic safety problem. The PTS projects funded are located in counties (Anderson, Beaufort, Charleston, Dorchester, Lexington, Richland, Spartanburg, and York) identified as having a significant problem with speed-related traffic collisions, serious injuries, and fatalities.

2. According to NHTSA FARS data, the following counties had high speeding-related population-based fatality rates in 2013: Fairfield, Lee, Williamsburg, Clarendon, Jasper, and Colleton. These counties are sparsely populated so even a small number of speed-related traffic fatalities can cause these traffic fatality rates to vary drastically. The state understands the need to address these counties and will provide information about the high population-based fatality rate to the respective LENs in which these counties are located in order to encourage and increase traffic enforcement activities in these jurisdictions.

3. Law Enforcement Networks will continue to meet to share information among agencies, to disseminate information from the Office of Highway Safety and Justice Programs, and to conduct multi-jurisdictional traffic enforcement activity.

4. A minimum of 168 public safety checkpoints will be scheduled and a minimum of 84 traffic safety presentations will be conducted by Police Traffic Services subgrantees in the following counties: Anderson, Beaufort, Charleston, Colleton, Dorchester, Greenville, Lancaster, Laurens, Richland, Spartanburg, and York.

5. Traffic safety enforcement units will be continued and established in sheriff's offices in priority counties.

6. Educational programs will be developed to accompany traffic enforcement and DUI enforcement projects to increase community awareness of traffic-safety-related issues.

7. Traffic safety enforcement programs throughout the state will participate in Law Enforcement Networks established in the 16 Judicial Circuits in South Carolina.

8. Traffic safety enforcement projects will participate in statewide and national highway safety campaigns, enforcement mobilizations, and crackdown programs.

9. A continuation grant project will focus on the Traffic Safety Officer curriculum in the state and continue a Traffic Safety Instructor program, which will include providing instruction in the following classes: Detection and Standardized Field Sobriety Testing (SFST), DUI Detection and SFST Instructor; SFST Recertification; Speed Measurement Device Instructor, RADAR/LIDAR; Speed Measurement Device Operator, RADAR/LIDAR; Speed Measurement Device Instructor, LIDAR; Speed Measurement Device Operator, LIDAR; Speed Measurement Device Recertification; RADAR and/or LIDAR; At-Scene Traffic Collision Investigation; Technical Traffic Collision Investigation; Traffic Collision

Reconstruction; Motorcycle Collision Investigation; Pedestrian and Bicycle Collision Reconstruction; Safe And Legal Traffic Stops (SALTS); Courtroom Preparation and Testifying in Traffic Cases; Data Master DMT Operator Certification; and Data Master DMT Operator Recertification.

10. The OHSJP will continue the Data-Driven Approaches to Crime and Traffic Safety (DDACTS) initiative in thirteen select jurisdictions around the state during FFY 2016. The OHSJP will also consider conducting an additional DDACTS regional workshop during FFY 2016.

11. The state will continue a project that was begun in 2006 to increase traffic enforcement in work zones. In June 2006, South Carolina Highway Patrol (SCHP) was awarded a three-year grant for $1,750,000 from the South Carolina Department of Transportation (SCDOT) to reduce work zone speeding-related fatalities. Thus, the Safety Improvement Team (SIT) Campaign was implemented. The project was successful and has continued each year with funding at the same level from SCDOT beyond the initial three-year project. SCHP strategically places teams of six Troopers in, near, and around high-priority work zones for increased visibility and speed enforcement. The four teams, led by a Corporal, work in four regions (Upstate, Midlands, Lowcountry, and Pee Dee regions). From June 1, 2014 through May 31, 2015, the SCHP SIT issued 17,081 speeding citations, arrested 7 people for DUI, and issued 1,514 occupant restraint violations utilizing this enforcement strategy. The SIT Campaign is highly effective and will continue in FFY 2016.

12. The SCDPS will implement, with Section 164 transfer funding from the SC Department of Transportation, three, eight-officer Target Zero Enforcement Teams within the SC Highway Patrol that will concentrate on enforcement of traffic laws, including DUI, speed, and occupant protection enforcement in three key areas of the state and focusing on highway corridors that are high-risk for fatal and severe-injury traffic crashes.

Projects To Be Implemented

Administration

Problem Identification: Speeding is one of the leading contributors in fatal traffic crashes in South Carolina. According to NHTSA's Fatality Analysis Reporting System (FARS), during the five-year period 2009-2013, the percentage of speeding-related fatalities as compared to total traffic fatalities, in South Carolina ranged from a high of 37.7% in 2009 to a low of 33.6% in 2011. There were 337 speeding-related fatalities in 2009 and 306 in 2013. Also, FARS data shows that the counties accounting for the highest percentages of the speeding-related fatalities in South Carolina for the years 2009 through 2013 were Greenville, Horry, Richland, Charleston, Spartanburg, Lexington, and Anderson. State data reports that there were 3,448 serious injuries as a result of traffic collisions in 2009. The number decreased by 5.4% to 3,263 serious injuries in 2013. State data shows that South Carolina's overall speeding-related fatalities decreased by 12%, from 340 fatalities in 2009 to 299 fatalities in 2013. Serious injuries in speeding-related

collisions were reduced by 3.3%, from 1,060 serious injuries in 2009 to 1,025 in 2013. Speeding-related collisions went from 32,688 in 2009 to 36,551 in 2013, an increase of 11.8%. Speeding citations decreased from 476,523 in 2009 to 406,293 in 2013.

Project Description: The Office of Highway Safety and Justice Programs (OHSJP) will fund a Police Traffic Services (PTS) project which will include an Occupant Protection/Police Traffic Services Program Manager (OP/PTSPM) who will assist in establishing funding priorities and strategies for implementing assigned Police Traffic Services projects. The OP/PTSPM will develop selected projects for funding with prospective applicants and prepare the PTS section of the annual Highway Safety Plan. The OP/PTSPM will administer assigned grant-funded projects to include scheduling/conducting on-site monitoring, monthly desk monitoring, and providing technical assistance to project directors. The OP/PTSPM will give law enforcement agencies the ability to start effective selective traffic enforcement programs (STEPs), including training relative to, speed enforcement, DUI enforcement, and enforcing occupant restraint laws. The OP/PTSPM will review the grants' goals and objectives and focus task activity towards the accomplishment of the goals and objectives. The OP/PTSPM will work with the Law Enforcement Liaisons to alert the LEN circuits of the importance of assisting the OHSJP in its efforts to reduce speeding-related collisions, injuries, and fatalities in the State of South Carolina. The OP/PTSPM will coordinate with the Grants Administration Manager and Assistant Director of OHSJP to develop appropriate strategies for traffic enforcement to be included in the annual Highway Safety Funding Guidelines document and the Highway Safety Plan, and to complete assigned portions of the Summaries and Recommendations document.

Agency	Title	County	Project Number	Budget	Personnel Funded
SC Department of Public Safety : Office of Highway Safety and Justice Programs	Police Traffic Services	Statewide	PT-2016-HS-05-16	$91,250	**1.42**

CTW: In the Introduction Section of *Countermeasures That Work: A Highway Safety Countermeasure Guide For State Highway Safety Offices, Seventh Edition, 2013 (CTW)* on (p. 2), in "*What's not included*," the document states that "this guide does not include administrative or management topics such as traffic safety data systems and analyses, program planning and assessments, state and community task forces, or comprehensive community traffic safety programs." The Police Traffic Services Administration Project falls under this area of what's not included. However, South Carolina recognizes several sections in the CTW that outline countermeasures proven to be effective which can be used by the funded PTS projects in addressing speeding-related collisions, injuries, and fatalities. These countermeasures are cited in the Police Traffic Services Enforcement Section of this document.

Law Enforcement Liaisons

Problem Identification: According to FARS data collected from 2009 to 2013, South Carolina fatalities decreased from 894 in 2009 to 767 in 2013. The 2013 count represents a decrease of

11.12% compared to the 863 fatalities experienced in 2012. The Law Enforcement Liaisons (LELs) will work with the Law Enforcement Network (LEN) to enforce traffic safety throughout the state in priority areas. Over the entire five-year period, 2009-2013, South Carolina's alcohol-impaired driving population-based fatality rate was 7.3 fatalities per 100,000 population. FARS data also shows that in 2013, alcohol-impaired driving fatalities accounted for 43.68% of all traffic fatalities in South Carolina.

South Carolina's Speeding-Related population-based fatality rate was 6.5 fatalities per 100,000 population during 2009-2013. FARS data continues to report that in 2013, 39.9% of the state's traffic fatalities were speed-related. State data reported, from 2009-2013, 537,863 collisions (includes fatal, injury, and property-damage-only), 4,161 fatalities, 244,047 persons injured, and 16,833 serious injuries.

Project Description: The project will continue to fund two Law Enforcement Liaisons, supervised by a SC Highway Patrol Captain assigned to the OHSJP, whose priorities are to develop and maintain the Law Enforcement Network (LEN) system, to work to establish and maintain relationships between OHSJP and law enforcement agencies around the state, and gain law enforcement support for participation in statewide enforcement mobilization campaigns. The Law Enforcement Coordination internal grant project will also provide LEN mini-grants to the sixteen (16) Law Enforcement Networks established around the state. The sixteen networks correspond to the sixteen judicial circuits in the state. The mini-grants will assist the networks in purchasing DUI and other types of traffic enforcement equipment and maintenance supplies, and into conducting regular meetings of their respective networks. The networks will serve as a key component of both the 2016 Law Enforcement DUI Challenge (*Sober or Slammer!/Drive Sober or Get Pulled Over.* Sustained DUI Enforcement initiatives) and the *Buckle up, South Carolina. It's the law and it's enforced*. campaign, which corresponds to the national *Click-it-or-Ticket* campaign. The LEN system, which includes both state and local law enforcement agencies, will allow statewide coverage and implementation of law enforcement activity, including multi-jurisdictional enforcement activities.

Agency	Title	County	Project Number	Budget	Personnel Funded
SC Department of Public Safety : Office of Highway Safety and Justice Programs	Law Enforcement Coordination	Statewide	PT-2016-HS-06-16	$773,353	**3.07**

(CTW, Chapter 1: Sections 2.1, 2.2; Chapter 2: Sections 1.1, 1.2, 2.1, 2.2, 2.3, 3.1; Chapter 3: Sections 2.2, 2.3)

(SHSP, Page 26: 3.2; 82: 1.1)

Traffic Safety Officer Training

Problem Identification: The grant-funded Traffic Safety Officer Program provides training to local law enforcement officers throughout the state at the South Carolina Criminal Justice Academy (SCCJA). This gives local agencies an in-state resource for law enforcement training instead of costly out-of-state training opportunities. Educational programs are developed to accompany traffic enforcement and DUI enforcement projects. The Academy has provided traffic-safety-specific training to local agencies for several years. In 2013, the Academy trained 725 SFST practitioners and 951 more in 2014. While statistics have shown a trend reduction in traffic fatalities from 2009 to 2013, well-trained traffic enforcement officers remain an essential aspect of helping to reduce the number of traffic-related crashes, injuries, and fatalities through a variety of enforcement strategies.

Project Description: SCCJA conducts the Traffic Safety Officer (TSO) Certification program and other extensive law enforcement training programs through the Academy with the primary purpose of reducing fatalities and injuries on the state's roadways. SCCJA provides comprehensive traffic enforcement/investigative training to the state's traffic law enforcement officers. Officers trained in the collision investigation courses will be able to determine the cause(s) of motor vehicle collisions and cite the party(ies) responsible with the appropriate charge(s). Professionally trained officers will also be able to convict violators at a higher rate, which will in turn help to deter traffic infractions. The Traffic Safety Program will provide professional training to the law enforcement officers of South Carolina in the following classes: At-Scene Collision Investigation, Technical Collision Investigation, Traffic Collision Reconstruction, Data Master DMT Operator Certification, Data Master DMT Operator Recertification, Advanced DUI and Standardized Field Sobriety Testing (SFST), Standardized Field Sobriety Testing (SFST) Recertification, Speed and Measurement Device Operator Program, Speed Measurement Device Instructor Program, Safe and Legal Traffic Stops (SALTS), Motorcycle Collision Reconstruction, Pedestrian/Bicycle Collision Reconstruction, and Commercial Vehicle Collision Reconstruction. SCCJA will track and schedule 98 training classes during the FFY 2016 grant year.

Agency	Title	County	Project Number	Budget	Number of Funded Officers	Classes
SCCJA	Traffic Safety Officer Program	Statewide	PT-2016-HS-07-16	$395,898	4	98

(SHSP, page 82.)

Police Traffic Services Enforcement

Problem Identification: The counties with the most speeding-related traffic fatalities from 2009-2013 were Greenville, Horry, Richland, Charleston, Spartanburg, Lexington, and Anderson. Three (Charleston, Spartanburg, and Anderson) of these seven counties experienced a decrease in the number of speeding-related traffic fatalities in 2013 when compared to the prior four-year average. The other four counties (Greenville, Horry, Richland, and Lexington) saw an increase in the number of speeding-related traffic fatalities in 2013 when compared to the prior four-year average. State data reports that there were 3,448 serious injuries as a result of traffic collisions in 2009. This number decreased by 5.4% to 3,263 serious injuries in 2013. State data shows that South Carolina's overall speeding-related fatalities decreased by 12%, from 340 fatalities in 2009 to 299 fatalities in 2013. Serious injuries in speeding-related collisions were reduced by 3.3%, from 1,060 serious injuries in 2009 to 1,025 in 2013. Speeding-related collisions went from 32,688 in 2009 to 36,551 in 2013, an increase of 11.8%. Speeding citations decreased from 476,523 in 2009 to 406,293 in 2013.

Project Description: PTS projects will be developed and implemented in those 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 speed-related traffic collisions, serious injuries, and fatalities. This includes county sheriffs' offices and municipal law enforcement agency projects identified by the supporting data. The projects will fund law enforcement officer personnel, travel, equipment, and other allowable items. Traffic safety enforcement programs throughout the state will participate in Law Enforcement Networks established in the 16 Judicial Circuits in South Carolina. They will participate in statewide and national highway safety campaigns and enforcement crackdown/mobilization programs. These campaigns include DUI crackdowns, occupant protection mobilizations, focused roadway corridor speed enforcement, and combined enforcement activity, to include nighttime safety belt enforcement. The PTS projects will conduct traffic safety presentations to increase community awareness of traffic safety-related issues and issue press releases of the projects' activities. Law Enforcement Networks will continue to meet and share information among agencies, to disseminate information from the Office of Highway Safety and Justice Programs, and to conduct multi-jurisdictional traffic enforcement activities.

The OHSJP will provide funded agencies with traffic corridor information relative to their respective agencies, which will allow them to focus on roadways where collisions, injuries, and traffic fatalities are occurring.

(CTW, Chapter 1: Sections 1.2, 2.1, 2.2, 2.3, 2.4; Chapter 2: Sections 1.1, 1.2, 2.1, 2.2, 2.3, 3.1; Chapter 3: Sections 2.2, 2.3)

(SHSP, Pages 46; 82-83)

FFY 2016 PTS Funded Projects

Agency	Title	County	Project Number	Budget	Number of Funded Officers	Check-points	Press Releases
Anderson PD	City of Anderson PD Traffic Enforcement Unit	Anderson	PT-2016-HS-12-16	$124,385	2	12	12
Columbia PD	FY 2014 Enhancement of Traffic Division (Year 2)	Richland	PT-2016-HS-08-16	$132,717	2	12	12
Dorchester Sheriff's Office	Dorchester County Traffic Enforcement Unit	Dorchester	PT-2016-HS-10-16	$85,830	1	12	12
Rock Hill PD	Enhancement of the City of Rock Hill Traffic Enforcement Unit	York	PT-2016-HS-09-16	$69,776	1	12	12
Bluffton PD	Bluffton Traffic Enforcement Program	Beaufort	PT-2016-HS-19-16	$238,598	2	12	12
Laurens Police Department	Traffic Enforcement Officer/Police Traffic Services	Laurens	PT-2016-HS-31-16	105,873	1	12	12
City of Beaufort	City of Beaufort Traffic Enforcement Team	Beaufort	PT-2016-HS-15-16	$134,430	1	12	12
City of York	City of York Traffic Enforcement Unit	York	PT-2016-HS-32-16	$117,564	1	12	12
Lancaster County Sheriff's Office	Traffic Enforcement Unit	Lancaster	PT-2016-HS-33-16	$257,331	2	12	12
Colleton County Sheriff's Office	Colleton County Traffic Enforcement Unit	Colleton	PT-2016-HS-34-16	$193,164	2	12	12
Simpsonville Police Department	Simpsonville Police Department Traffic Unit	Greenville	PT-2016-HS-14-16	$108,217	1	12	12
Mauldin Police Department	Mauldin Police Department Traffic Safety Team (MPDTST)	Greenville	PT-2016-HS-11-16	$118,577	1	12	12
North Charleston PD	North Charleston Specialized Enforcement Team	Charleston	PT-2016-HS-13-16	$151,975	2	12	12
Spartanburg Public Safety Department	City of Spartanburg's Collision Reduction	Spartanburg	PT-2016-HS-18-16	$63,833	1	12	12
Total		14 Grants		$1,902,270	20	168	168

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

Project Number	Subgrantee	Project Title	Budget	Budget Source
PT-2016-HS-05-16	SC Department of Public Safety: OHSJP	Police Traffic Services (PTS) Program Management	$91,250	NHTSA 402
PT-2016-HS-06-16	SC Department of Public Safety: OHSJP	Law Enforcement Coordination	$773,353	NHTSA 402
PT-2016-HS-12-16	City of Anderson Police Department	City of Anderson Police Department Traffic Enforcement Unit	$124,385	NHTSA 402
PT-2016-HS-08-16	Columbia Police Department	FY2014 Enhancement of Traffic Division (Year 3)	$132,717	NHTSA 402
PT-2016-HS-10-16	Dorchester County Sheriff's Office	Dorchester County Traffic Enforcement Unit	$85,830	NHTSA 402
PT-2016-HS-09-16	City of Rock Hill	Enhancement of the City of Rock Hill Traffic Enforcement Unit	$69,776	NHTSA 402
PT-2016-HS-19-16	Bluffton Police Department	Bluffton Traffic Enforcement Program	$238,598	NHTSA 402
PT-2016-HS-31-16	Laurens Police Department	Traffic Enforcement Officer/Police Traffic Services	$105,873	NHTSA 402
PT-2016-HS-07-16	SC Criminal Justice Academy	Traffic Safety Officer Program	$395,898	NHTSA 402
PT-2016-HS-15-16	City of Beaufort	City of Beaufort Traffic Enforcement Team	$134,430	NHTSA 402
PT-2016-HS-32-16	City of York	City of York Traffic Enforcement Unit	$117,564	NHTSA 402
PT-2016-HS-33-16	Lancaster County Sheriff's Office	Traffic Enforcement Unit	$257,331	NHTSA 402
PT-2016-HS-34-16	Colleton County Sheriff's Office	Colleton County Traffic Enforcement Unit	$193,164	NHTSA 402
PT-2016-HS-14-16	Simpsonville Police Department	Simpsonville Police Department Traffic Unit	$108,217	NHTSA 402
PT-2016-HS-11-16	Mauldin Police Department	Mauldin Police Department Traffic Safety Team (MPDTST)	$118,577	NHTSA 402
PT-2016-HS-13-16	City of North Charleston	North Charleston Specialized Enforcement Team	$151,975	NHTSA 402
PT-2016-HS-18-16	Spartanburg Public Safety Department	City of Spartanburg's Collision Reduction Through Enforcement and Education	$63,833	NHTSA 402
402 Total			$3,162,771	

TRAFFIC RECORDS PROGRAM AREA

Overview:

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 collision records system.

The South Carolina Department of Public Safety (SCDPS) is the state agency charged with the overall responsibility for maintenance of traffic records. The original Traffic Records System (TRS) was developed during the late 60s and early 70s in compliance with criteria established by the National Highway Traffic Safety Administration (NHTSA). A major systems upgrade began in 1985 and was completed in 1988 with the assistance of highway safety grant funding. The upgrade project was guided by a Traffic Records Steering Committee consisting of the managers of the various data files. The system was expanded in 1993 to collect additional data regarding truck and bus collisions and to incorporate data fields identified nationally as being critical for states to collect in the same manner. The state's traffic records system is the vehicle used for the recording and storing of traffic records data and functions as an information decision system. Since 1988, local units of government have been able to receive tabulated and raw data upon request. The SCDPS currently employs a statistical research manager, two statisticians, and one Fatality Analysis Reporting System (FARS) analyst to perform analyses of traffic collision data.

Prior to restructuring of South Carolina's state government in 1993, the state's TRS was housed in the South Carolina Department of Highways and Public Transportation. The system included driver files, vehicle files, the police-reported collision data, and the roadway characteristics file. Currently, the traffic collision master file is housed and maintained by the SC Department of Public Safety; the driver license and vehicle registration files are housed and maintained by the SC Department of Motor Vehicles (SCDMV); the roadway characteristics file is housed and maintained by the SC Department of Transportation (SCDOT); the Emergency Medical Response data is housed with the SC Department of Health and Environmental Control

(SCDHEC); and the citation/adjudication data is housed with the SC Judicial Department (SCJD).

South Carolina has established a two-tiered Traffic Records Coordinating Committee (TRCC):

> ***The TRCC Executive Group*** oversees new policies and approves projects designed to improve the SC Traffic Records System. This group ensures that planned projects align with the priorities of their respective agencies, as well as the Traffic Records Strategic Plan. Each member of this Group is responsible for designating the appropriate TRCC Working Group members.
>
> ***The TRCC Working Group*** consists of technical and managerial persons designated by members of the TRCC Executive Group. The Working Group represents those entities responsible for the various components that constitute the Traffic Records System (TRS) in South Carolina.

The TRCC includes representation from the state agencies responsible for components of the TRS, along with representatives of local law enforcement who were selected by the South Carolina Law Enforcement Network. South Carolina's TRCC Executive Group was re-organized at a meeting in September 2007 and continues to meet on at least an annual basis. At the 2007 meeting, the TRCC Executive Group also charged the TRCC Working Group with the development of the state's *Traffic Records Strategic Plan for Traffic Records Improvements* and helping to coordinate the State's 2009 Section 408 grant submission. In 2013, the Section 408 Funding stream was discontinued after the implementation of the Moving Ahead for Progress in the 21st Century (MAP-21) transportation authorization, which allows states to apply for Section 405c funding for state traffic safety information system improvements. The requirement for having a state TRCC remains. This being the case, the TRCC Executive Group required:

- Participation in the strategic planning update meetings by designated TRCC Working Group members. The Working Group must meet a minimum of 3 times per year.

- Discussion of future traffic records improvement projects by the TRCC Working Group. The TRSP is a "living" document, and must be updated on a regular basis.

- Submission of an annual *Traffic Records Strategic Plan for Traffic Records Improvements (*TRSP) by the TRCC Working Group. The final approval of the *Plan* is required and conducted by the TRCC Executive Group.

- Communication to the TRCC Executive Group as to the processes for prioritization of current, immediate, and distant future projects for possible implementation.

In addition, each of the state agencies with custodial responsibilities for one or more of the traffic records system components agreed to provide needed information to the TRCC Working Group

for the Section 405c grant submission including budget, project justification information, and documentation of state contributions to projects' costs and staffing.

The state's TRSP was originally developed by the TRCC Working Group and subsequently approved by the TRCC Executive Group at a meeting held on June 4, 2009. Since then, the plan has been updated at least annually, with the FY 2015-2016 version being approved by the TRCC Executive Group on June 16, 2015.

South Carolina was originally awarded Section 408 grant funds beginning August 2009 and had received them annually through 2012. After the passing of the MAP-21 legislation the state has received Section 405c funds from 2013 through 2015. The state has continued to seek assistance in terms of evaluating its Traffic Records System, to include assistance from NHTSA in conducting the most recent Statewide Traffic Records Assessment for South Carolina, which was completed in January 2012. The TRSP helps South Carolina spend limited resources wisely, thus getting the largest benefit for the investment of money and staff time. A strategic plan is a way for South Carolina to ensure that new efforts are aimed squarely at needed improvements to data and system processes, and that resources are allocated in a systematic manner. In addition, as situations change and South Carolina reacts to new opportunities or requirements, the strategic plan can help to put those changes and opportunities into context. It is easier to judge impact when the state knows the direction it is heading, and what resources are required to get there. For that reason, it is also acknowledged that a strategic plan is a "living" document. It cannot remain static, but must be updated frequently to account for changes in budgets, revised priorities, new opportunities, and emerging needs. When a plan is kept fresh, it serves as an integral part of the management of the traffic records system in general and for each of the particular components of that system.

Demonstrated Progress

To qualify for MAP-21 funding under the State Traffic Safety Information System Improvements Grants Program, the traffic records system has to demonstrate quantitative improvement in at least one of the data attributes of completeness, accuracy, timeliness, uniformity, accessibility, and integration on a yearly basis. The state demonstrates quantitative improvement in the past 12 months with the SC Traffic Records interim progress report. During the course of the fiscal year, the Traffic Records section prepares an interim progress report that identifies the traffic records system impact area, the performance measure that is identified, and the narrative of the improvement. The demonstration of progress actually began under SAFETEA-LU as a requirement for grant funds for Section 408 Traffic Records section grant funding. Below are the ways South Carolina has demonstrated progress over the last 5 years.

FY 2011 – Demonstrated Progress

- Software Pilot of South Carolina Collision and Ticket Tracking System (SCCATTS)

  Within the Crash system, South Carolina demonstrated quantitative improvement in the areas of timeliness and completeness through the field deployment pilot of the SCCATTS software to the SC Highway Patrol. Relative to quantitative improvement

in timeliness, there was a significant decrease from 35 or more days to only 5 days for the processing of a collision report and availability of the crash data in the state collision file. In the area of completeness, the vehicle identification number (VIN) was able to be collected, moving from a baseline of 3 vehicles available to over 200.

- EMS Electronic Reporting Support

  The SC EMS data system increased the number and percentage of EMS providers using the new electronic field data collection system. In June of 2009, only 32 (15%) of the 212 EMS agencies in South Carolina utilized the electronic field data collection system. However, in 2010 the number of EMS agencies increased to 196 (92%).

- SCDMV Barcoding of the Vehicle Registration Project

  Within the Traffic Records System, a deficiency was identified relevant to the accuracy of the Vehicle Identification Number (VIN) within the collision master file, as well as with the data transmitted to the South Carolina Department of Motor Vehicles (SCDMV). It was determined that law enforcement officers manually entering a VIN on the form frequently recorded incorrect information. This project assisted in correcting this deficiency by placing a bar code on each vehicle registration card. The bar code allows law enforcement agencies with bar code scanner equipment to populate the VIN and all essential registered owner information from the vehicle registration card.

FY 2012 – Demonstrated Progress

- SC Judicial Department Case Management System

  South Carolina's Judicial Department has a statewide Case Management System that handles approximately 1.5 million cases annually statewide, with approximately 80% of those cases being traffic-related. During the period from May 2011 to April 2012, South Carolina demonstrated quantitative improvement by increasing the number of participating counties from 44 (98%) to 46 (100%) that are "live" on the Statewide Case Management System.

- EMS Runtimes and the Fatality Analysis Reporting System (FARS)

  NHTSA requires the reporting of the EMS time data field as part of its FARS database. The Office of Highway Safety and Justice Programs collaborated with the South Carolina Department of Health and Environmental Control (SCDHEC) to link essential, identifiable information for each fatality to a FARS number. In the Crash system, South Carolina demonstrated quantitative improvement by increasing the percentage of matches within FARS from 0% of 809 fatality records (2011) to 33% of 823 fatality records (2012).

- SCCATTS Interface to SCDMV Project

  This project created an interface between SCDMV and SCCATTS. This will ensure that SCDMV can accept collision and citation data (including dispositions) from SCCATTS. The SCCATTS software is capable of providing data in any specified format. Systematic changes were made to enable the SCDMV system to accept the electronic data from SCCATTS and also update the driver's record.

- Purchase of Hardware for Local Law Enforcement for Collision Reporting

  This effort provided a means to purchase and distribute 99 mobile data terminals using Section 408 funds. The equipment purchased is authorized to be used for agencies that investigate collisions so the state can receive more timely, accurate, and complete data. The state purchased an additional 250 units in November 2013.

FY 2013 – Demonstrated Progress

- SC-DMV Collision Data Interface

  In April 2012, SCDPS and SCDMV collaborated to create an interface that transmits the collision data, and also transmits a PDF copy of the report. From April 2012 to January 2013, approximately 73,000 reports received from the SCDPS system were electronically processed through SCDMV. The collision report processing time from the date of report acceptance to date of availability was decreased from an average of 35 days to an average of less than 3 days, which is a significant improvement in timeliness. The processing time referenced is from the date that SCDMV received, or accepted, the report to the date that the report processing has been completed and the data has been posted to the driver record. With the advantage of electronic submission, reports are at times immediately processed.

- Uniform Traffic Ticket (UTT) Revision Project

  This project revised the uniform traffic citation to take advantage of features available in e-Citation systems. The citation was due for a revision, and the advent of electronic citation issuance meant that some efficiency could be gained from restructuring the citation to have a more logical flow. The authored changes were completed in December 2012, and the revised UTT form was approved for use by the SC Attorney General's Office in February 2013.

- TRCC Coordinator Project

  This project established a full-time Traffic Records Coordinator position within the Office of Highway Safety and Justice Programs (OHSJP) that functions as the point of contact and organizer for all Traffic Records. The Coordinator also dedicates time to ensure the traffic safety community is aware of the available datasets. The Traffic Records Coordinator champions the agency's efforts for the proper creation and retention of traffic records. The position of Traffic Records Coordinator is necessary for many of the ongoing projects that originate in the OHSJP. The position is dedicated to successfully moving the state forward while continuing to understand the needs of all involved with the Traffic Records management system.

*FY 2014 – Demonstrated Progress**

- Increase of VINs in Collision Master File

  Within the Crash system, South Carolina demonstrated a quantitative improvement by increasing the number of VINs within the collision master file. From collision dates Apr 1, 2012 to March 31, 2013, there were 196,372 vehicle units entered into the collision data file. Of those 196,372 units, 112,274 or 57.17% contained VINs. For the measurable year from Apr 1, 2013 to March 31, 2014, there were 188,284 vehicle units entered into the collision data file. Of those 133,942 units, 133,942 or 71.14% contained VINs**.**

*FY 2015 – Demonstrated Progress**

- Increase of VINs in Collision Master File

  Within the Crash system, South Carolina demonstrated a quantitative improvement by increasing the number of VINs within the collision master file. From collision dates April 1, 2013 to March 31, 2014, there were 206,238 vehicle units entered into the collision data file. Of those 206,238 units, 137,389 or 66.62% contained VINs. From collision dates April 1, 2014 to March 31, 2015, there were 192,252 vehicle units entered into the collision data file. Of those 192,252 units, 159,422 or 82.92% contained VINs.

  *Please note that when the FY2014 report was sent on or around April 7, 2014 the number of units reported was 188,284. This figure was preliminary in nature, as indicated in last year's interim progress report, and was updated when this year's figures were provided. While SC continues to receive a majority of its collision reports electronically, we still receive a small percentage of handwritten reports that must be keyed into our database. The increase in reports from the FY2014 time period is most likely due to the additional reports received and then

keyed into our database after the Interim Progress Report was sent last year. Also, there may have been a small number of electronically received reports that were still in the review process and may not have been approved and exported to our datasets before last year's report was sent.

Performance Measures

Goals:

1. Create a citation database to improve the timeliness, accuracy, completeness, uniformity, accessibility, and data integration of citation records collected by the state.

2. Develop an interface with the new citation database to improve data sharing between law enforcement, courts, and SCDMV.

3. Enhance collision data collection techniques to improve accuracy, completeness, and uniformity, and increase MMUCC compliance.

4. Continue to address all major recommendations contained in the *2012 Traffic Records Assessment*. This year's priority emphasis will focus on the Citation Data Component.

5. Implement additional projects outlined within the 2015-2016 South Carolina Traffic Records Strategic Plan.

Objectives:

1. Develop a web-based citation database to collect citations issued by law enforcement from various electronic reporting systems utilized across the state by July 2016.

2. Interconnect the citation database among law enforcement, SCDPS, SCJD, and SCDMV for information sharing in order to decrease the number of days required to receive adjudication records from 30-45 days to 10 days by January 2017.

3. Several projects are included in the 2015-2016 TRSP to enhance data collection techniques and add additional data elements for TRS Collision, Roadway, Injury Surveillance, Driver and Vehicle components.

4. Projects in the 2015-2016 TRSP for the citation database initiative will specifically address the five major recommendations for the "Citation Data Component" contained in the *2012 TRS Assessment*.

5. The TRCC Working group will continue to monitor programs/projects to ensure that they are being implemented and completed in a timely manner.

Performance Indicators

1. Initiate a pilot test of the citation database collection of citation data beginning in July 2016 and continuing through December 2016.

2. Begin the transfer of citation data from law enforcement though the central database to the SCJD's *Case Management System* and return posted citation/adjudication data for retrieval by SCDMV.

3. Implement new collection techniques and measure the increase in completeness and accuracy of collision data elements received.

4. Indicate the major recommendations completed with the implementation of the citation database/interface by July 2016.
5. Identify the TRS projects deemed complete from the 2015-2016 TRSP.

Strategies

1. **The implementation of Citation Data Interfaces among the SCJD, SCDPS, and SCDMV – A Section 405c Grant Project:**

   This is a joint project among SCDPS, SCJD, and SCDMV to ensure that the courts records system can receive data from and send data to a central citation database. The project will develop e-Citation interface requirements for court records management. The courts' case management system will need to be able to accept data from the citation database and post disposition information back to the system for SCDMV acceptance.

2. **The continued implementation of the South Carolina Collision and Ticket Tracking System (SCCATTS)**:

   The South Carolina Collision and Ticket Tracking System has developed into the primary electronic reporting system for the state's law enforcement community. Currently sixty-five (65) local law enforcement agencies and the SC Highway Patrol submit collision reports electronically through SCDPS to SCDMV.

   This system also functions as a decision support tool that will provide more accurate and meaningful data for analysis. Upon its completion some of the benefits attained will be as follows:

   - **Law Enforcement**: Decreased time spent by troopers/officers in the field writing collision reports and tickets. Accuracy and integrity of data, coupled with the access to large amounts of information, will be significant as well.

- **Office of Highway Safety and Justice Programs**: Virtual elimination of key-stroke data-entry process of collision data. The immediate availability and improved accuracy of collision and ticket data.

- **Citizens**: Reduced time of delay in the completion of routine field tasks and administrative functions by law enforcement officers. There will also be an increase in the availability of officers to perform other duties through a reduction in time to issue citations and investigate traffic collisions. Also, citizens will ultimately benefit from the enhancement of highway safety, resulting from the availability of timely and accurate information.

Other entities throughout the state, such as local governments, state and federal agencies, and private organizations that address highway safety will benefit as well from the SCCATTS initiative.

Roughly $1.6 million in FFY 2006 Section 406 Funds were used to procure a vendor to develop the electronic reporting solution. A vendor (Visual Statement) was selected in June of 2008 to develop electronic versions of the TR-310, Uniform Traffic Ticket, Public Contact Form, and Size and Weight Citation. The solution was tested in November 2009 and was deemed complete in January of 2010. The SCDPS has been using the software as its primary means of creating collision reports since January 1, 2012. The Public Contact/Warning electronic form was released to the South Carolina Highway Patrol (SCHP) for e-reporting in November 2013 and subsequently released to all users of the SCCATTS application in March 2014. The SCHP and sixty-five (65) local law enforcement agencies are now using the software as a means to collect collision and public contact/warning data. This combination has allowed the state to increase its electronic collection of collision reports from 70% in 2013-2014 to 80% for 2014-2015. The OHSJP Traffic Records section continues to make a concerted effort to make local agencies aware of the software solution and deploy it to all agencies that are willing to use the application.

3. The revision of the TR-310 collision form and enhancement of collision component databases collection techniques to increase MMUCC compliance.

The TRCC Working Group established a sub-group composed of law enforcement and collision records stakeholders to review and revise the South Carolina Collision TR-310 Report form. The purpose of this review will be to increase the number of MMUCC elements collected through collision reporting and clarify other elements to improve the quality of the data collected.

Several additional projects within the TRSP focus on the quality of data collected for the Roadway Components of the TRS. These projects specifically address collision location, speed limit data, and roadway/shoulder data elements collected on the TR-310. In addition to improving the quality of this data the projects will address enhancing the current SCCATTS application to automate the collection process of this data for law enforcement from SCDOT map data contained in the application.

PROJECT TO BE IMPLEMENTED

Administration

Problem Identification: South Carolina continues to rank in the top percentile for number of traffic-related deaths relative to population and vehicle miles traveled. The state has made great strides in its collection of data for collision, roadway, injury surveillance, driver, and vehicle components through the implementation of SCCATTS. However, the state is lacking a centralized citation/adjudication database, which is vital for analytical identification for traffic safety initiatives to combat the high fatality rate. The majority of law enforcement agencies maintain separate databases for citation data reported through local courts for adjudication. The citation/adjudication component of the state's TRS is a manual process and the databases are not linked to provide the accessibility, uniformity, and completeness needed to properly use the data for highway safety improvements.

Project Description: The state will shift its priority from improving traffic records data collection to focus upon the collection of citation/adjudication data elements. In a collaborated effort among SCDPS, SCJD, SCDMV, and local law enforcement stakeholders, the state will begin the process of developing a centralized citation database and interface. This project will allow the state to interconnect stakeholders' databases to share data collection for detailed analysis. The project will also lay a foundation for a DUI-tracking system in the state.

Additional 2015-2016 TRSP projects will enhance areas of the state's TRS in all core components to improve highway safety.

Agency	Location	Project Title	Project Number	Budget	Personnel Funded
SC Department of Public Safety: Office of Highway Safety and Justice Programs	Statewide	Traffic Records Program Management	TR-2016-HS-03-16 K9-2016-HS-03-16 M3DA-2016-HS-03-16	$2,274,896	3.073

Project Budget Summary

Project Number	Subgrantee	Project Title	Budget	Budget Source
K9-2016-HS-03-16	SC Department of Public Safety: Office of Highway Safety and Justice Programs	Traffic Records	$221,100	Section 408 SAFETEA-LU
TR-2016-HS-03-16	SC Department of Public Safety: Office of Highway Safety and Justice Programs	Traffic Records	$53,796	NHTSA 402
M3DA-2016-HS-03-16	SC Department of Public Safety: Office of Highway Safety and Justice Programs	Traffic Records	$2,000,000	Section 405c Data Program Funds MAP-21
Total All Funds			**$2,274,896**	
Section 408 SAFETEA-LU			**$221,100**	
NHTSA 402			**$53,796**	
Section 405c Data Program Funds MAP-21			**$2,000,000**	

OTHER VULNERABLE ROADWAY USERS

Overview

The State of South Carolina has addressed the problem area of motorcycle safety in a previous section of the Highway Safety Plan. However, equally important are the other subgroups which make up the category of vulnerable roadway users. Each year the State of South Carolina experiences traffic crashes, injuries and fatalities which involve individuals whose modes of transportation involve means other than four-wheeled vehicles. These individuals choose to negotiate roadways on foot (pedestrians), or by the mechanism of two-wheeled vehicles (mopeds, bicycles and motorcycles). Unfortunately, each year these most vulnerable of roadway users contribute, sometimes through no fault of their own, to the negative traffic statistics experienced by the state. For the purposes of this section, and since motorcyclist fatalities are emphasized in another section of this Plan, the designation "Other Vulnerable Roadway Users" will refer to moped riders, bicyclists and pedestrians.

In 2013 alone, the State of South Carolina experienced 100 pedestrian fatalities, 15 bicyclist fatalities and 24 moped-rider fatalities. Collectively, these vulnerable roadway users accounted for 139, or 18%, of the state's reported 767 traffic-related fatalities. Each year from 2009 to 2013, pedestrian fatalities were almost on a par with motorcyclist fatalities, with a total of 513 during the five-year period, as compared to 512 for motorcyclists (This figure subtracts the 123 moped deaths during that time period, which NHTSA FARS data includes with its motorcyclist death totals.).

Though overall traffic fatalities are trending downward in South Carolina, vulnerable roadway users' fatality statistics are about the same for the five-year period 2009-2013, or trending upward, particularly in terms of percentage of overall traffic fatalities.

The state's Strategic Highway Safety Plan (SHSP), *Target Zero*, updated in 2015, identified Vulnerable Roadway Users as its own Emphasis Area (pages 47-66) citing the significance of the problem for the state and recommends engineering, education, enforcement, EMS and public policy strategies for appropriate countermeasures to attack the problem.

The NHTSA-produced *Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices, Seventh Edition, 2013* (CTW) contains specific chapters on motorcyclists, pedestrians and bicyclists, but no specific documentation about appropriate countermeasures for moped rider safety, although aspects of motorcyclist safety countermeasures would clearly be applicable to this category as well. The State of South Carolina has implemented certain efforts over time, predominantly of an educational nature, in terms of addressing bicyclist and pedestrian traffic safety issues, such as elementary-age child pedestrian training, deemed likely effective (Chapter 8, Section 2.1, pp. 8-13 to 8-15); child school bus training, deemed undetermined in terms of effectiveness (Chapter 8, Section 2.3, p. 8-18); impaired pedestrians: communications and outreach, deemed undetermined in terms of effectiveness (Chapter 8, Section 3.1, p. 8-19); conspicuity enhancement, deemed likely effective

(Chapter 8, Section 4.3, p. 8-26); *Share the Road* awareness programs, limited evidence of effectiveness (Chapter 9, Section 4.2, p. 9-31); and bicycle safety education for bicycle commuters, limited evidence of effectiveness (Chapter 9, Section 2.2, p. 9-20).

The following data paints a picture of other vulnerable roadway users in the State of South Carolina in terms of the status of this category relative to the overall traffic safety problems experienced in the state.

BICYCLISTS

Traffic Fatalities

According to FARS data, in 2013 there were 15 bicyclist fatalities in South Carolina motor vehicle crashes. Although these 15 fatalities accounted for only 2.0% of the total fatalities for the state for 2013, the increase in bicyclist fatalities since 2009 has alerted highway safety professionals to the continued need for education and engineering solutions for bicyclists in the state.

As seen in **Table 14** on page 24, there were 68 bicyclist fatalities in the five-year period from 2009 to 2013, with 15 occurring in 2013, representing a 13.2% increase when compared to the average of the previous four-year period, and a 36.3% increase from the level in 2009. In Region 4, in 2013, bicyclist fatalities increased by 23.58% (see **Table 41** below) when compared to the prior four-year average. This percentage change is significantly higher than the percentage increase in such fatalities seen nationwide (an 11.44% increase) during the same timeframe (see **Table 42** below).

Table 41. Region 4 Bicyclist Fatalities

	2009	2010	2011	2012	2013	% Change: 2013 vs. 2009	% Change: 2013 vs. prior 4-yr Avg.
Fatalities	154	125	165	171	190	23.38%	23.58%
Pop. Rate*	0.35	0.28	0.37	0.38	0.42	18.72%	20.64%
Pct. of Total	2.34%	1.95%	2.62%	2.69%	3.06%	30.94%	27.69%

* Fatality rate per 100,000 population

Table 42. Nationwide Bicyclist Fatalities

	2009	2010	2011	2012	2013	% Change: 2013 vs. 2009	% Change: 2013 vs. prior 4-yr Avg.
Fatalities	628	623	682	734	743	18.31%	11.44%
Pop. Rate*	0.20	0.20	0.22	0.23	0.24	14.81%	9.42%
Pct. of Total	1.85%	1.89%	2.10%	2.17%	2.27%	22.52%	13.37%

* Fatality rate per 100,000 population

Throughout the last five years, South Carolina's average population-based bicyclist fatality rate (0.29 deaths per 100,000 population) was lower than the Region 4 average population-based bicyclist fatality rate (0.36). However, the average population-based bicyclist fatality rates for South Carolina and Region 4 were both higher than the national average rate (0.22) during the same timeframe. South Carolina's rate in 2013 (0.31) was 10.42% higher than the prior four-year average (0.29), and 31.08% higher than the 2009 rate (0.24). In contrast, Region 4 experienced a 20.64% increase in the 2013 population-based bicyclist fatality rate (0.42 deaths per 100,000 population) when compared with the 2009-2012 average (0.35), and a 18.72% increase when comparing 2013 to 2009 (0.35 deaths). Nationwide, the population-based bicyclist fatality rate increased by 9.42% in 2013 (0.24) compared to the 2009-2012 average (0.22) and increased more significantly (14.81%) when compared to the rate in 2009 (0.20).

Throughout the five years (2009-2013), South Carolina bicyclist fatalities (68) accounted for 8.4% of the Region 4 bicyclist fatalities (805). This proportion decreased in 2013 (7.89%), by 8.39% when compared to the prior four years' average (8.76%), and increased by 10.53% when compared to the 2009 proportion (7.14%). **Figures 16** (see page 25) and **17** (see page 25) show bicyclist fatalities trending slightly upward in South Carolina as projected through 2016 and remaining relatively stable in terms of the population-based fatality rate through 2016.

Traffic Injuries

Based on state data, bicyclist traffic injuries declined over the time period 2003-2011, before increasing in 2012 and 2013. **Table S-19** below shows that total bicyclist traffic injuries in the state for the five-year period was 2,272, or 0.93% of the total traffic injuries in the state for the time period (244,047). Total bicyclist injuries decreased in 2013 (452) as compared to 2009 (465) by 2.8%. Bicyclist injuries decreased 7.6% in 2013 (452) from 2012 (489) and were 0.66% lower than the average number of bicyclist injuries for the period 2009-2012 (455).

Table S-19. Bicyclists by Injury Type - SC

Year	Non-Severe Injuries	Severe Injuries	Total Bicyclists Injured*
2009	387	78	465
2010	387	74	461
2011	335	70	405
2012	419	70	489
2013	401	51	452
TOTAL	1,929	343	2,272

*Does not include fatally injured bicyclists

Bicyclists also experienced a high percentage of serious injuries (17.8% over the five-year time period (2009-2013), as compared to total bicyclist injuries in the same time frame, sustained during collisions with motor vehicles. As seen in **Table S-20** below in 2009, bicyclists experienced 78 serious traffic-related injuries. The number of serious injuries has decreased each year since 2009, to 51 in 2013. The number of severe injuries in 2013 was 34.6% lower than in in 2009, and 30.1% lower than the average number of bicyclist serious traffic-related injuries for 2009-2012 (73).

Table S-20. Bicyclist Serious Injuries in Traffic Crashes - SC

	2009	2010	2011	2012	2013	Total
South Carolina	78	74	70	70	51	343

Traffic Collisions

According to state data, SC experienced 2,504 total traffic collisions involving bicyclists during the time period 2009-2013. **Table S-21** below shows that, during the five-year period, the state has experienced variation in the number of bicyclist collisions. In 2013, the state's number of bicyclist collisions decreased almost 10% compared to the previous year (2012, 539 collisions), and was 4.3% lower than it was in 2009. In 2013, the state's number of bicyclist collisions was 3.17% less than the average number of bicyclist collisions (504) for the four-year period 2009-2012.

Table S-21. Total Bicycle Collisions by Year, 2009-2013 - SC

Year	Collision Type			Total Collisions
	Fatal	Injury	Property Damage Only	
2009	13	464	33	510
2010	14	455	41	510
2011	16	407	34	457
2012	14	490	35	539
2013	15	445	28	488
TOTAL	72	2,261	171	2,504

Table S-22 on the following page and continued on page 215 presents the number of fatal and severe-injury bicycle-related collisions from 2009-2013 by county. Charleston, Horry, Richland, and Beaufort counties had the highest occurrences of bicyclist fatal and severe-injury collisions during this time period, with 72, 50, 28, and 25, respectively.

Table S-22. Bicycle Fatal and Severe Injury Collisions by County, 2009-2013 – SC

County	Year					Total
	2009	2010	2011	2012	2013	
Abbeville	0	0	1	0	0	1
Aiken	2	4	2	2	2	12
Anderson	5	2	1	2	3	13
Bamberg	0	1	0	1	0	2
Barnwell	0	0	1	0	0	1
Beaufort	3	8	3	6	5	25
Berkeley	5	0	2	3	3	13
Calhoun	0	1	0	0	0	1
Charleston	17	20	12	11	12	72
Chester	0	0	0	0	0	0
Chesterfield	0	2	1	0	0	3
Clarendon	2	0	2	1	1	6
Colleton	0	2	0	2	0	4
Darlington	2	1	3	2	0	8
Dillon	0	1	1	1	0	3
Dorchester	4	5	2	2	2	15
Edgefield	0	0	2	1	0	3
Fairfield	0	0	0	1	1	2
Florence	0	1	2	3	2	8
Georgetown	3	3	2	4	3	15
Greenville	6	4	4	8	2	24
Greenwood	1	0	1	2	1	5
Hampton	0	1	0	0	1	2
Horry	9	4	12	12	13	50
Jasper	0	0	1	0	0	1
Lancaster	2	1	1	0	0	4
Laurens	1	0	0	1	0	2
Lee	0	1	0	1	0	2
Lexington	4	2	3	2	0	11
McCormick	0	1	0	0	1	2
Marion	1	2	1	0	0	4
Marlboro	0	2	0	0	2	4
Newberry	1	0	1	0	1	3
Oconee	2	0	0	0	0	2
Orangeburg	3	0	0	1	2	6
Pickens	1	2	3	0	0	6
Richland	4	6	8	9	1	28

Saluda	0	1	0	0	1	2
Spartanburg	1	1	4	2	1	9
Sumter	4	4	3	1	1	13
Union	0	0	1	0	1	2
Williamsburg	2	1	0	0	0	3
York	5	4	5	4	1	19

MOPED OPERATORS

Traffic Fatalities

According to SC state data (the state's fatality data does not include mopeds as a subset of motorcycles) (see **Table S-23** below), in 2013 there were 24 moped operator fatalities as a result of motor vehicle collisions in South Carolina. These 24 fatalities accounted for more than 3% of the total fatalities for the state that year. While there had been a significant increase in the number of moped fatalities since 2008, in 2013, moped-operator traffic fatalities decreased by 46.7% as compared to 2012 and 14.3% as compared to the average number of moped operator traffic fatalities for the four-year period 2009-2012 (28).

Table S-23. South Carolina Fatalities and Moped Operator Fatalities

	2009	2010	2011	2012	2013	Total
Total Fatalities	894	809	828	863	767	4,161
Moped Fatalities	18	21	28	45	24	136
Percent of Total	2.0%	2.6%	3.4%	5.2%	3.1%	3.3%

Recent legislative inquiries prompted South Carolina to conduct an in-depth analysis of the drivers who were killed while riding a moped during the time period 2010 to 2013. The state researched the driver's license status of deceased moped operators at the time of the fatal collision in which they were involved. **Table S-24** on the following page represents the findings of the analysis. Of the 54 total deceased moped drivers during the designated time frame, 22, or almost 41%, had a suspended license for a prior conviction of driving under the influence.

Table S-24. Moped Driver Fatalities* with Suspended License, 2010 – 2013 - SC

Suspension Reason	Number of Drivers
Driving Under the Influence**	22
Driving Under Suspension	17
Controlled Substance	12
No Insurance	11
Failure to Pay Ticket	6
Implied Consent	2
Point Suspension	2
Reckless Driving	1

**Includes suspension for "Unlawful Alcohol Concentration."

Traffic Injuries

According to state data, moped operators/riders received 3,154 injuries in traffic crashes during the period 2009-2013 (does not include fatally injured moped operators/riders), representing about 1.3% of all traffic-related injuries during the time period (244,047). Traffic injuries are on the rise for moped operators, with 474 such injuries occurring in 2009 and 725 such injuries occurring in 2013, an increase of almost 53%. This attests, in part, to the rapid rise in moped use across the state during this economically challenging five-year period.

Table S-25 below shows total moped riders involved in traffic collisions by injury severity. Severe injuries among moped riders increased from 2009 to 2013, with 96 such injuries occurring in 2009 as compared to 147 in 2013, an increase of 53.1%. The 2013 figure also represents an increase in 2013 of 9.3% as compared to the average number of moped-rider traffic severe injuries for the four-year period 2009-2012 (134.5).

Table S-25. Moped Operators/Riders by Injury Severity – SC

Year	Not Injured	Non Incapacitating	Severe	Killed
2009	97	378	96	18
2010	81	445	135	21
2011	134	491	147	28
2012	111	577	160	45
2013	116	578	147	24
Total	539	2,469	685	136

As depicted in **Table S-26** below, the top six counties for moped-operator fatal and severe-injury collisions accounted for more than 52.5% of the total. These counties were Horry, Greenville, Charleston, Richland, Spartanburg, and Anderson.

Table S-26. Moped Fatal and Severe Injury Collisions – SC

County	2009	2010	2011	2012	2013	Total	Cumulative Percent of Total
Horry	10	19	27	35	29	120	15.9%
Greenville	10	24	16	18	23	91	28.0%
Charleston	11	9	20	17	12	69	37.1%
Richland	5	8	6	14	10	43	42.8%
Spartanburg	4	6	5	11	14	40	48.1%
Anderson	8	10	9	4	2	33	52.5%

Traffic Collisions

According to state data, traffic collisions involving moped operators have also increased each year from 2009 to 2012 before decreasing in 2013 (see **Table S-27** below). The 3,462 total collisions represent only 0.64% of the state's 537,863 total traffic collisions during the 2009-2013 time period. In 2013, the state experienced 783 such collisions, a 47.5% increase as compared to the number of collisions in 2009 (531). In 2013, the number of moped-operator traffic collisions decreased by 3.3% as compared to 2012. The 2013 figure was also 16.9% higher than the average number of moped-operator collisions for the four-year period 2009-2012 (669.75).

Table S-27. Moped Collisions by Year, 2009-2013 - SC

Year	Collision Type			Total Collisions
	Fatal	Injury	Property Damage Only	
2009	18	437	76	531
2010	21	539	58	618
2011	24	603	93	720
2012	39	689	82	810
2013	24	684	75	783
TOTAL	126	2,952	384	3,462

Table S-28 below shows that in South Carolina during the period 2009-2013, the greatest concentration of moped-involved collisions occurred between 3 p.m. and 6 p.m. (848, or 24.5%), the same time period as the greatest number of fatal crashes (31, or 25.2%).

Table S-28. Moped Collisions by Time of Day, 2009-2013 – SC

Time of Day	Total Crashes	Fatal Crashes
12:01AM - 3:00AM	206	10
3:01AM - 6:00AM	86	5
6:01AM - 9:00AM	147	3
9:01AM - Noon	318	6
12:01PM - 3:00PM	598	19
3:01PM - 6:00PM	848	31
6:01PM - 9:00PM	769	19
9:01PM - Midnight	492	30
Total	3,464	123

PEDESTRIANS

Traffic Fatalities

The State of South Carolina is experiencing a pedestrian safety problem of almost equal magnitude to the challenges being faced with motorcycle safety. **Table 13** on page 23 shows the number and rate of pedestrian deaths in South Carolina, both of which increased considerably throughout the 2009-2013 period. Overall, the 2013 total (100 fatalities) is 3.61% lower than the prior four-year average (104 fatalities), and 12.36 % higher than the 2009 total (89 fatalities).

Throughout the five years (2009-2013) shown in **Table 13** on page 23, pedestrian fatalities accounted for, on average, 12.4% of all traffic-related deaths in South Carolina. The 2013 percentage of South Carolina pedestrian fatalities to total traffic fatalities (13.04%) represents a 6.63% increase in this index when compared to the 2009-2012 average (12.25%), and a 30.96% increase compared to the 2009 proportion (9.96%).

South Carolina pedestrian fatalities accounted for 11.56% of all Region 4 pedestrian deaths throughout the 2009-2013 period, with the percentage in 2013 (10.92%) representing a decrease of 6.93% when compared to the prior four years (11.71%).

The state's population-based pedestrian fatality rate decreased in 2013 (2.09 deaths per 100,000 population) by 5.99% when compared to the prior four-year average (2.22). Over all five years, South Carolina's average population death rate for pedestrians (2.20) was higher than that seen for Region 4 (1.99) and for the US as a whole (1.44).

Table 43 below shows that pedestrian fatalities also increased across Region 4 by 3.56% in 2013 (916 deaths) when compared to the average of the prior four years (885). The Region 4 fatality rate (2.01 fatalities per 100,000 residents) increased slightly in 2013 (by 1.10%) compared to the previous four-year average. Additionally, the proportion of Region 4 pedestrian fatalities to

Region 4 total traffic fatalities increased by 7.01% compared to an average of the previous four years. Finally, throughout the 2009-2013 time period, pedestrians accounted for 12.4% of South Carolina's traffic-related fatalities, 14.0% of the region's traffic-related deaths, and 13.5% of the nation's traffic-related deaths.

Table 43. Region 4 Pedestrian Fatalities

	2009	2010	2011	2012	2013	% Change: 2013 vs. 2009	% Change: 2013 vs. prior 4-yr Avg.
Fatalities	**843**	**892**	**892**	**911**	**916**	**8.66%**	**3.56%**
Pop. Rate*	**1.92**	**2.01**	**1.99**	**2.01**	**2.01**	**4.56%**	**1.10%**
Pct. of Total	**12.81%**	**13.95%**	**14.19%**	**14.31%**	**14.77%**	**15.32%**	**7.01%**

* Fatality rate per 100,000 population

Table 44 below indicates that nationwide, pedestrians accounted for an average of 4,484 deaths annually during the 2009-2013 period. Total pedestrian fatalities increased in 2013 (4,735 fatalities) by 7.09 % when compared to the 2009-2012 average (4,422). Additionally, the 2013 nationwide population-based fatality rate for pedestrian fatalities (1.50) increased by 5.15% as compared to the previous four-year average (1.42). In the US, pedestrians accounted for an average of 13.5% of all 2009-2013 traffic-related fatalities. The 2013 proportion of pedestrian fatalities to total traffic fatalities (14.47%) represented an 8.95% increase when compared to the prior four-year average (13.29%).

Table 44. Nationwide Pedestrian Fatalities

	2009	2010	2011	2012	2013	% Change: 2013 vs.2009	% Change: 2013 vs. prior 4-yr Avg.
Fatalities	4,109	4,302	4,457	4,818	4,735	15.23%	7.09%
Pop. Rate*	1.34	1.39	1.43	1.53	1.50	11.82%	5.15%
Pct. of Total	12.13%	13.04%	13.72%	14.26%	14.47%	19.33%	8.95%

*Fatality rate per 100,000 population

As shown in **Table 45** on page 221, the months with the greatest number of pedestrian fatal crashes in South Carolina were October (71 crashes, 13.9% of total), December (52 crashes, 10.2%), and November (51 crashes, 10.0%). For Region 4, the most pedestrian fatal crashes occurred in December (487 crashes, 11.1%), November (463 crashes, 10.6%), and October (445 crashes, 10.2%). Nationwide, the most such crashes occurred in December (2,424 crashes, 11.0% of total), November (2,306 crashes, 10.4%) and October (2,250 crashes, 10.2%).

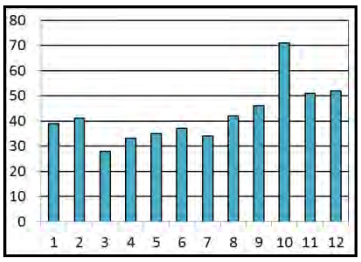
The days of the week with the most pedestrian fatal crashes in South Carolina were Saturdays (103 crashes, 19.8% of the total), Fridays (79 crashes, 15.5% of total), and Wednesdays (73 crashes, 14.3% of total). For Region 4, the most pedestrian crashes occurred on Saturdays (799

crashes, 18.3% of total), followed by Fridays (745 crashes, 17.1% of total), and then Thursdays (612 crashes, 14.0% of total). At the national level, the most pedestrian fatal crashes occurred on a Saturday (3,847 crashes, 17.4% of total), followed by Fridays (3,595 crashes, 16.3% of total), and then Sundays (3,095 crashes, 14.0% of total).

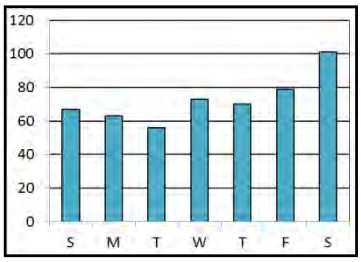
Throughout the five-year period in South Carolina, the three-hour windows in which the most pedestrian fatal crashes occurred were 6 p.m. to 9 p.m. (141 crashes, 27.7% of total), 9 p.m. to midnight (138 crashes, 27.1% of total), and then midnight to 3 a.m. (63 crashes, 12.4% of total). Region 4 experienced the most fatal pedestrian crashes between a three hour-window from 6 p.m. to 9 p.m. (1,226 crashes, 28.1% of total), then from 9 p.m. to midnight (1,120 crashes, 25.6% of total), and from midnight to 3 a.m. (515 crashes, 11.8% of total). Nationwide, the largest number of pedestrian fatal crashes occurred from 6 p.m. to 9 p.m. (5,579 crashes, 25.3% of total), then from 9 p.m. to midnight (4,877 crashes, 22.1% of total), and from midnight to 3 a.m. (2,664 crashes, 12.1% of total).

Table 45. Pedestrian Fatal Crashes by Month, Day of Week, and Time of Day: Totals 2009-2013

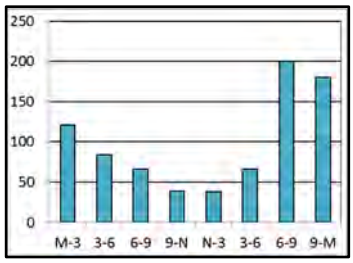
	South Carolina (N=509)		Region (N=4,368)		U.S. (N=22,077)	
	N	%	N	%	N	%
MONTH						
January	39	7.7%	416	9.5%	1903	8.6%
February	41	8.1%	350	8.0%	1701	7.7%
March	28	5.5%	341	7.8%	1742	7.9%
April	33	6.5%	324	7.4%	1536	7.0%
May	35	6.9%	298	6.8%	1533	6.9%
June	37	7.3%	288	6.6%	1460	6.6%
July	34	6.7%	313	7.2%	1637	7.4%
August	42	8.3%	286	6.5%	1657	7.5%
September	46	9.0%	357	8.2%	1928	8.7%
October	71	13.9%	445	10.2%	2250	10.2%
November	51	10.0%	463	10.6%	2306	10.4%
December	52	10.2%	487	11.1%	2424	11.0%
DAY OF WEEK						
Sunday	67	13.2%	570	13.0%	3095	14.0%
Monday	63	12.4%	570	13.0%	2831	12.8%
Tuesday	56	11.0%	504	11.5%	2823	12.8%
Wednesday	73	14.3%	568	13.0%	2877	13.0%
Thursday	70	13.8%	612	14.0%	3009	13.6%
Friday	79	15.5%	745	17.1%	3595	16.3%
Saturday	101	19.8%	799	18.3%	3847	17.4%
TIME OF DAY						
Midnight-3am	63	12.4%	515	11.8%	2664	12.1%
3am-6am	60	11.8%	410	9.4%	2118	9.6%
6am-9am	37	7.3%	359	8.2%	1997	9.0%
9am-Noon	18	3.5%	219	5.0%	1201	5.4%
Noon-3pm	19	3.7%	182	4.2%	1258	5.7%
3pm-6pm	32	6.3%	313	7.2%	2267	10.3%
6pm-9pm	141	27.7%	1226	28.1%	5579	25.3%
9pm-Midnight	138	27.1%	1120	25.6%	4877	22.1%
Unknown	1	0.2%	24	0.5%	116	0.5%



By Month



By Day Sunday-Saturday



By Time from Midnight (3-hour periods)

As **Table 5** on page 11 shows, the ten cities in South Carolina with the greatest number of pedestrian fatalities during the 2009-2013 period accounted for 23.5% of such fatalities in the state during the same years. Columbia (6.6%) and Charleston (5.0%) were the cities in the state with the highest percentages during the five-year period from 2009 to 2013.

As shown in **Table 46** below, throughout the 2009-2013 period in South Carolina, those ages 45-54 constituted the plurality of pedestrian fatalities (23.7%), followed by those ages 35-44 (16.5%), and then those ages 25-34 (14.4%). In Region 4, those ages 45-54 constituted the plurality of pedestrian fatalities as well (22.2%), followed by those ages 55-64 (15.0%), and then those ages 35-44 (14.5%). Nationally, those ages 45-54 accounted for the plurality of pedestrian fatalities (19.3%), followed by those ages 55-64 (15.0%) and then those ages 25-34 (14.0%). Persons ages 65 and older accounted for 13.2% of the pedestrian fatalities in South Carolina, 16.5% across Region 4, and 19.2% nationwide. Males accounted for 73.2% of South Carolina's pedestrian fatalities throughout 2009-2013, a percentage slightly higher than that seen across the region (70.2%), and the nation (69.0%).

Table 46. Pedestrian Fatalities by Age Group and Gender: Totals 2009-2013

Fatalities by Age					Fatalities by Age and Sex					
	South Carolina		Region	U.S.	South Carolina				Region % Males	U.S.% Males
	(N=515)	%	(N=4,451)	(N=22,418)	Females		Males			
Age Group					N	%	N	%		
<5	5	1.0%	1.5%	2.0%	0	0.0%	5	100.0%	61.8%	61.2%
5-9	7	1.4%	1.6%	1.6%	3	42.9%	4	57.1%	51.4%	61.8%
10-15	13	2.5%	2.6%	2.7%	6	46.2%	7	53.8%	62.6%	59.5%
16-20	34	6.6%	5.1%	5.7%	15	44.1%	19	55.9%	71.7%	69.9%
21-24	32	6.2%	6.5%	6.9%	8	25.0%	24	75.0%	70.0%	72.6%
25-34	74	14.4%	13.6%	14.0%	16	21.6%	58	78.4%	72.1%	71.8%
35-44	85	16.5%	14.5%	13.3%	18	21.2%	67	78.8%	68.8%	70.2%
45-54	122	23.7%	22.2%	19.3%	35	28.7%	87	71.3%	72.7%	72.8%
55-64	71	13.8%	15.0%	15.0%	16	22.5%	55	77.5%	76.5%	71.6%
65-74	37	7.2%	8.1%	9.0%	8	21.6%	29	78.4%	69.3%	64.8%
75+	31	6.0%	8.4%	10.2%	12	38.7%	19	61.3%	59.3%	58.5%
Unknown	4	0.8%	0.8%	0.5%	0	0.0%	3	75.0%	73.0%	75.0%
Total	**515**	**100.0%**	**100.0%**	**100.0%**	**137**	**26.6%**	**377**	**73.2%**	**70.2%**	**69.0%**

Highlighting is to help reader identify cells with higher numbers/percentages

As **Table 47** below shows, 47.74% of South Carolina's pedestrian fatalities with a known BAC had a BAC of 0.08 or higher, a percentage slightly lower than that seen for Region 4 (47.88%). The US (37.95%) had a much lower percentage of this type of pedestrian fatalities than the state or Region 4. In South Carolina, the age group with the largest proportion of pedestrian fatalities with a BAC of 0.08 or higher was the 35-44 age group (64.79%). Across the region, the highest proportion of such fatalities was in the 35-44 age group as well (61.96%). Nationwide, the highest proportion of pedestrian fatalities was associated with those ages 25-34 (52.10%) where BAC was known.

Table 47. Pedestrian Fatalities by Age Group with BAC: Totals 2009-2013

Age Group	South Carolina		0.08 or greater	Region 0.08 or greater	U.S. 0.08 or greater
	N ≥ 0.08	N	N=201 of 421*	N=1,241 of 2,592*	N=5,900 of 15,547*
<16	**0**	**13**	0.00%	1.20%	2.39%
16-20	**8**	**29**	27.59%	28.57%	26.99%
21-24	**11**	**28**	39.29%	45.11%	51.79%
25-34	**37**	**64**	57.81%	55.33%	52.10%
35-44	**46**	**71**	64.79%	61.96%	49.05%
45-54	**54**	**102**	52.94%	59.46%	50.62%
55-64	**33**	**60**	55.00%	48.99%	35.85%
65+	**10**	**50**	20.00%	18.13%	9.63%
Unknown	**0**	**4**	50.00%	70.59%	52.31%
Total	**199**	**421**	**47.74%**	**47.88%**	**37.95%**

*Persons with known BACs

Traffic Injuries

According to state data (see **Table S-29** on page 224), the State of South Carolina experienced 4,133 traffic-related injuries in the years 2009-2013 involving pedestrians. Of these injuries, 919, or 22.2%, were severe injuries. The number of pedestrian injuries has fluctuated in recent years, with the state in 2013 experiencing 14.3% more pedestrian traffic injuries than occurred in 2009. The 2013 figure of 880 total pedestrian traffic injuries represents a slight decrease (4%) from 2012's number of 917. The 2013 figure represents an increase of 8.2% as compared to the average number of pedestrian traffic injuries for the four-year period 2009-2012 (813.25). Serious pedestrian traffic injuries also appear to be trending upward. The 2013 figure for serious pedestrian traffic injuries (218) is 44.4% higher than the 2009 figure of 151. The 2013 figure is also higher (5.3%) than the 2012 figure, as well as 24.4% higher than the average number of serious pedestrian traffic fatalities for the four-year period 2009-2013 (175.25).

Table S-29. Pedestrians by Injury Severity – SC

Year	Not Injured	Non Incapacitating	Severe	Killed
2009	42	619	151	89
2010	42	686	165	90
2011	41	537	178	113
2012	42	710	207	123
2013	40	662	218	99
Total	207	3,214	919	514

As depicted in Table **S-30** below, the top six counties for fatal and severe-injury pedestrian collisions accounted for more than 50% of the total. These counties were Charleston, Horry, Richland, Greenville, Spartanburg, and Lexington.

Table S-30. Pedestrian Fatal and Severe Injury Collisions - SC

County	2009	2010	2011	2012	2013	Total	Cumulative Percent of Total
Charleston	29	32	32	28	42	163	11.80%
Horry	24	22	35	32	39	152	22.80%
Richland	21	29	25	37	30	142	33.00%
Greenville	22	22	22	39	33	138	43.00%
Spartanburg	8	14	13	21	19	75	48.40%
Lexington	9	9	16	11	14	59	52.70%

Traffic Collisions

According to state data, South Carolina experienced 4,609 total traffic collisions involving pedestrians during the time period 2009-2013 (see **Table S-31** on page 225). Total collisions involving pedestrians were trending downward until 2012, when 1,037 collisions involving pedestrians occurred, a 26.9% increase from the previous year's (2011) total of 817 crashes. The 2013 figure of 960 was also 10.3% higher than the figure for 2009 (870) and 5.2% higher than the average number of traffic collisions involving pedestrians for the four-year period 2009-2013 (912.25).

Table S-31. Pedestrian Collisions by Year, 2009-2013 - SC

Year	Collision Type			Total Collisions
	Fatal	Injury	Property Damage Only	
2009	88	750	32	870
2010	93	803	29	925
2011	112	681	24	817
2012	121	890	26	1,037
2013	100	832	28	960
TOTAL	514	3,956	139	4,609

Performance Measures

Goals:

Performance Measure for Pedestrian Fatalities

1. To decrease pedestrian traffic fatalities by 7.8% from the 2009-2013 baseline average of 103 to 95 by December 31, 2016.

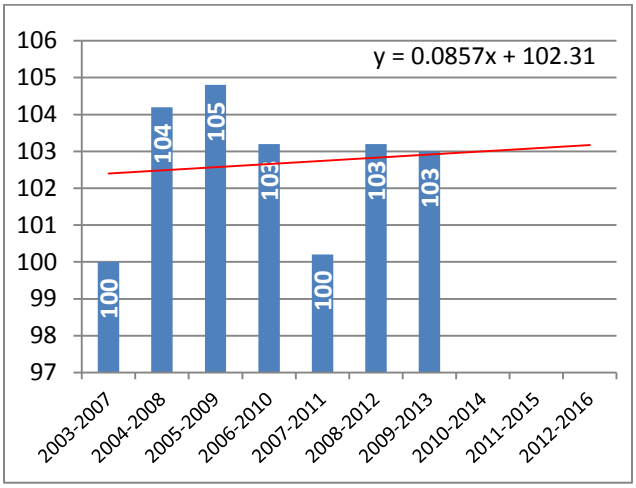
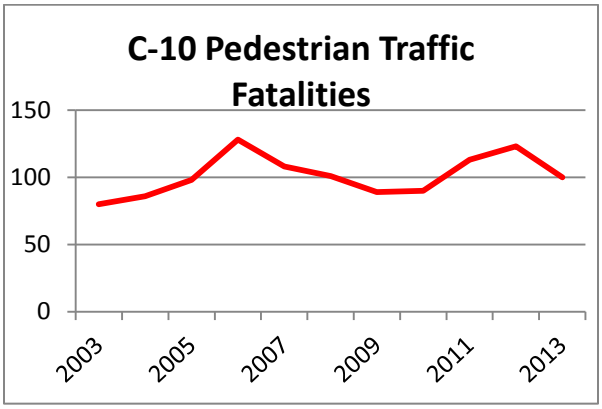


Figure C-10. South Carolina Pedestrian Traffic Fatalities, 5-Year Moving Average with Trend Analysis, 2003-2016.



Linear Projection = .0857(10) + 102.31 = 103.2

2009-2013 Average = 103.0
2010-2014 Average = 106.8
2009 = 89
2010 = 90
2011 = 113
2012 = 123
2013 = 100 (18.7% decrease from 2012)
2014 = 108 (8% increase from 2013, 2014 not FARS finalized)

In Figure C-10 above, the five-year moving average with linear trend analysis, utilizing statistical data from 2003-2013, projects South Carolina will experience a 103.2 five-year average for pedestrian fatalities by December 31, 2016. This equates to an estimated 113 annual pedestrian fatalities for 2016, which is a 13% increase from 2013. The state preliminary data compiled by the OHSJP Statistical Analysis Center indicate that there were 108 pedestrian fatalities for 2014, an increase of 8% from 100 in 2013. Based on the general downward trend in 2013 and 2014 after several previous years of increases, OHSJP has set a goal of 95 pedestrian fatalities in 2016, a 12% decrease in pedestrian fatalities by December 31, 2016, from the 2014 calendar year.

Performance Measure for Bicyclist Fatalities

Additional State Measure		2009	2010	2011	2012	2013	Total
C-11	Bicyclist Fatalities	11	14	15	13	15	68

2. To decrease bicyclist traffic fatalities by 0% from the 2009-2013 baseline average of 14 to 14 by December 31, 2016.

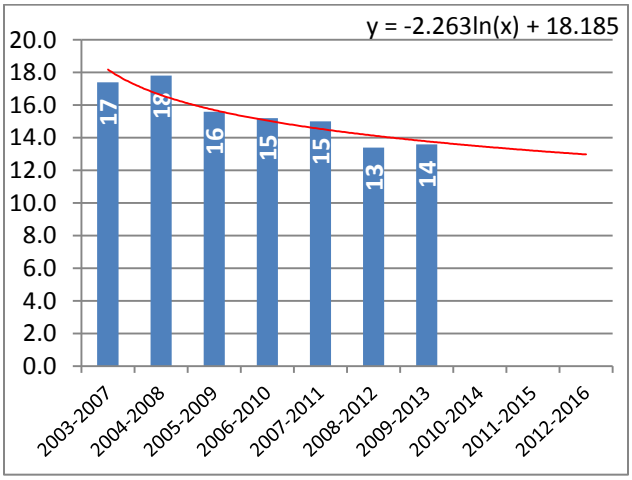
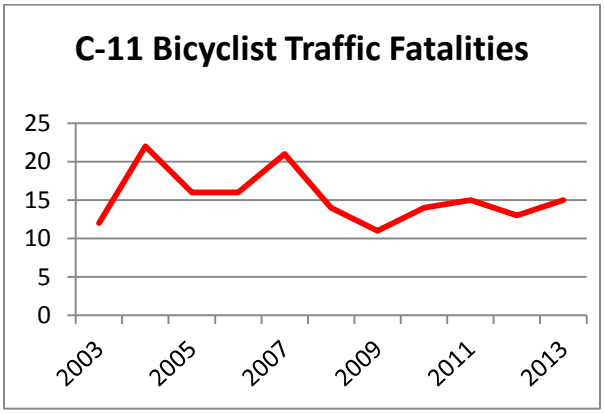


Figure C-11. South Carolina Bicyclist Traffic Fatalities, 5-Year Moving Average with Trend Analysis, 2003-2016.



Logarithmic Projection = -2.263ln(10) + 18.185 = 13

2009-2013 Average = 14
2010-2014 Average = 14.2
2009 = 11
2010 = 14
2011 = 15
2012 = 13
2013 = 15 (15.4% increase from 2012)
2014 = 14 (6.7% decrease from 2013, 2014 not FARS finalized)

In Figure C-11 above, the five-year moving average with logarithmic projection trend analysis, utilizing statistical data from 2003-2013, projects South Carolina will experience a 13 five-year average for bicyclist traffic fatalities by December 31, 2016. This equates to an estimated 14 annual bicyclist traffic fatalities for 2016, which is a 6.7% decrease from 2013. The state preliminary data compiled by the OHSJP Statistical Analysis Center indicate that there were 14 bicyclist traffic fatalities for 2014, a decrease of 6.7% from 15 in 2013. Based on the small number of fatalities and stabilization of the number of fatalities in the past few years, OHSJP has set a goal of 14 bicyclist traffic fatalities in 2016, a 0% change in bicyclist traffic fatalities by December 31, 2016, from the 2014 calendar year.

Performance Measure for Moped Fatalities

Additional State Measure		2009	2010	2011	2012	2013	Total
C-12	Moped Fatalities	18	21	23	38	23	123

3. To decrease moped traffic fatalities by 20.0% from the 2009-2013 baseline average of 25 to 20 by December 31, 2016.

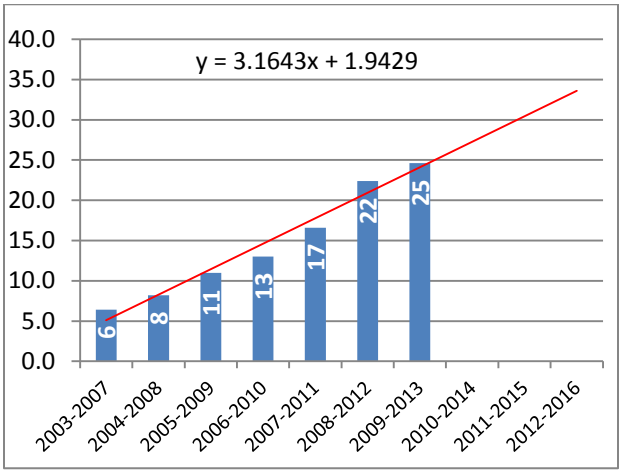
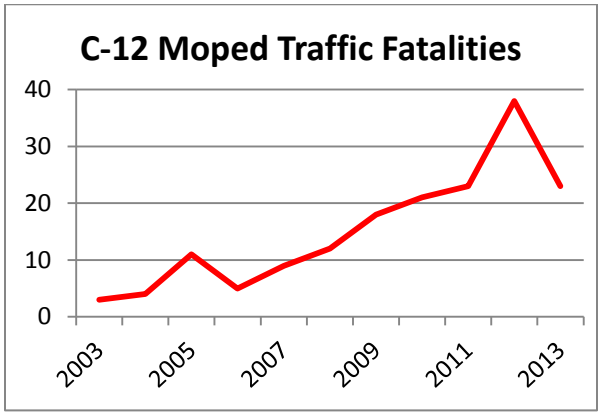


Figure C-12. South Carolina Moped Traffic Fatalities, 5-Year Moving Average with Trend Analysis, 2003-2016.



Linear Projection = 3.1643(10) + 1.9429 = 33.6

2009-2013 Average = 24.6
2010-2014 Average = 27.6
2009 = 18
2010 = 21
2011 = 23
2012 = 38
2013 = 23 (39.5% decrease from 2012)
2014 = 33 (43.5% increase from 2013, 2014 not FARS finalized)

In Figure C-12 above, the five-year moving average with linear projection trend analysis, utilizing statistical data from 2003-2013, projects South Carolina will experience a 33.6 five-year average for moped traffic fatalities by December 31, 2016. This equates to an estimated 39 annual moped traffic fatalities for 2016, which is a 69.6% increase from 2013. The state preliminary data compiled by the OHSJP Statistical Analysis Center indicate that there were 33 moped traffic fatalities for 2014, an increase of 43.5% from 23 in 2013. OHSJP has set a goal of 20 moped traffic fatalities in 2016, a 39.4% decrease in moped traffic fatalities by December 31, 2016, from the 2014 calendar year. The state has chosen a more ambitious target than projected based on potential legislation being currently reviewed. This may be too ambitious given the economic factors that have driven many in our state to seek alternative, less expensive modes of transportation. Current state laws do not require moped operators to obtain a driver's license. However, the state has begun a very compelling vulnerable roadway users billboard campaign that it hopes will have a positive impact on the rising negative traffic statistics associated with moped operators.

Objectives:

1. To maintain a statewide billboard campaign effort during FFY 2016 to alert motorists of the presence of other vulnerable roadway users on the roadways of the state.

2. To work with Law Enforcement Liaisons of the OHSJP to provide safety information about other vulnerable roadway users to LENs around the state which include counties identified by statistical data to have a high occurrence of other-vulnerable-roadway-user fatal and serious-injury collisions.

3. To prepare a graphic display to be used at a major event in FFY 2016 that will attract a large numbers of visitors; the display will focus on other vulnerable roadway users, and distribute educational information about other-vulnerable-roadway-user safety.

Performance Indicators:

Goals:

The OHSJP will review and compare traffic statistical data regarding bicyclists, moped operators, and pedestrians relative to 2012-2014 statistical data to determine if goal targets are being met.

Objectives:

1. The OHSJP will maintain records of financial and programmatic information relative to the statewide billboard campaign, to include locations of billboard advertising purchased.

2. OHSJP staff will attend Law Enforcement Network meetings in areas which include target counties for the dissemination of safety information about other vulnerable roadway users

and to encourage law enforcement agencies to implement enforcement and educational strategies in these counties to improve other-vulnerable-roadway-user safety.

3. The OHSJP will maintain financial and programmatic records relative to the chosen major event at which the graphic display will be used and educational information disseminated.

Strategies:

1. The Office of Highway Safety and Justice Programs (OHSJP) will launch a billboard campaign in April 2016 to focus on safety issues related to vulnerable roadway users, particularly moped riders, bicyclists and pedestrians. The campaign will target several focus counties that experienced high rates of deaths and serious injuries among vulnerable roadway groups during the five-year period from 2009 to 2013: Greenville, Horry, Charleston, Spartanburg, Lexington, Richland, Anderson, York, Florence, Sumter, Aiken, Orangeburg and Beaufort. The campaign will support 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 will focus on one vulnerable roadway group, the campaign features a unified and cohesive series of "share the road" messages. That way, roadway users recognize the compellingly colorful billboard campaign as one theme, which is "Look." The theme encourages motorists to simply pay attention and "look" for these vulnerable roadway users when they are negotiating the roadways. The billboards, in essence, tell motorists that by looking out for vulnerable roadway users and sharing the road responsibly with them, lives can be saved. (Boards focusing on motorcycles also feature the same theme and logo, but funding for the boards will be taken from another source.)

2. The OHSJP staff will develop during FFY 2016 a presentation on vulnerable roadway users to present at LEN meetings around the state in those Judicial Circuits in which the priority counties for the above-referenced billboard campaign are located. The presentation will contain a variety of information about vulnerable roadway users, including statistical information regarding traffic crashes, injuries, and fatalities featuring locations, time, and demographic data.

3. OHSJP staff will utilize a graphic display to be used at the SC State Fair in October 2015 (FFY 2016) featuring information about vulnerable roadway users and will disseminate information to hundreds of thousands of visitors about this critical traffic safety demographic group. SC Department of Public Safety staff will host the booth and engage the general public in conversation about this and other traffic safety issues.

Agency	Title	County	Project Number	Budget
SCDPS	Public Information, Outreach and Training (*Pedestrian, Moped, and Bicyclist Billboard Campaign*)	Statewide	**PS-2016-HS-04-16**	$40,000

PERFORMANCE REPORT

Report on Meeting Targets for Performance Measures

Listed below is a program level performance report of the state's success in meeting the core performance targets identified in the 2015 HSP for each program area.

C-1: To decrease the number of traffic fatalities by 16.3% from 2008-2012 baseline average of 863 to 722 fatalities by December 31, 2015.

There were 767 traffic fatalities in South Carolina in 2013. Preliminary state data indicate 824 traffic fatalities for 2014, a 7.4% increase. As of May 27, 2015, traffic fatalities for the state are up 14.9% when compared to the same time period in 2014 (302 in 2014, 347 in 2015), which may make the 2015 goal of 722 fatalities difficult to achieve.

C-2: To decrease the number of serious traffic injuries by 6% from the 2008-2012 baseline average of 3,415 to 3,210 serious traffic injuries by December 31, 2015.

State data show the number of serious traffic injuries in 2013 was 3,263. Preliminary figures indicate a decrease (3.8%) in serious injuries during 2014, to 3,138. Based on these recent figures, the state anticipates meeting its goal of 3,210 serious traffic injuries in 2015.

C-3: To decrease the fatality rate/100M VMT by 13.1% from the 2008-2012 baseline average of 1.76 to 1.53 fatality rate/100M VMT by December 31, 2015.

The fatality rate for 2013 in SC was 1.57. The estimated rate for 2014 is 1.68. The state anticipates the approximate an increase in the number of fatalities for the year 2015 as compared to 2014. Therefore, the target of a 1.53 fatality rate/100M VMT may be difficult to achieve.

C-3: To decrease the rural fatality rate by 3.1% from the 2008-2012 baseline average of 2.93 to 2.84 fatalities by December 31, 2015.

The rural fatality rate for 2013 in SC was 3.62, 17.9% lower than in 2012; the rural fatality rate for 2014 is unavailable at this time.

C-3: To decrease the urban fatality rate by 9.4% from the 2008-2012 baseline average of 0.32 to 0.29 fatalities by December 31, 2015.

The urban fatality rate for 2013 in SC was 0.60, a 33.3% increase from the previous year; the urban fatality rate for 2014 is unavailable at this time. Starting in 2013, the state began working with its partner agency, the South Carolina Department of Transportation, to better classify rural and urban fatalities. Therefore, it is anticipated that the number of urban fatalities may increase as the state becomes better able to locate fatal crashes in the state.

C-4: To decrease the number of unrestrained passenger vehicle occupant fatalities in all seating positions by 24.2% from the 2008-2012 baseline average of 335 to 254 unrestrained passenger vehicle occupant fatalities by December 31, 2015.

There were 242 unrestrained passenger vehicle occupant fatalities in 2013. Preliminary state data reveal an increase during 2014 to 275 unrestrained passenger vehicle occupant fatalities. This 13.6% increase from 2013 to 2014 may make it difficult for the state to reach its target of 254 unrestrained passenger vehicle occupant fatalities by the end of 2015.

C-5: To decrease the number of alcohol-impaired driving fatalities by 16% from the 2008-2012 baseline average of 357 to 300 alcohol-impaired driving fatalities by December 31, 2015.

The number of alcohol-impaired driving fatalities for SC in 2013 was 335, a 3.7% decrease from 2012. The state is optimistic that it can reach the goal of 300 alcohol-impaired driving fatalities by the end of 2015.

C-6: To decrease the number of speed-related fatalities by 5.1% from the 2008-2012 baseline average of 314 to 298 speed-related fatalities by December 31, 2015.

Speed-related fatalities totaled 306 in 2013 and preliminary state data show a total of 296 speed-related fatalities occurred during 2014, a 3.3% reduction. The preliminary 2014 figure points to a strong possibility of meeting the goal of 298 speed-related fatalities by the end of 2015.

C-7: To decrease the number of motorcycle fatalities by 0.8% from the 2008-2012 baseline average of 121 to 120 motorcyclist fatalities by December 31, 2015.

Preliminary state data reveal 118 motorcyclist fatalities (figure includes moped operators) during 2014, a 20.8% decrease from 2013, when there were 149 motorcycle fatalities (figure includes moped operators). In spite of this most recent decrease, preliminary figures for 2015 indicate motorcycle fatalities are up 11 deaths and the state may experience difficulty in meeting the goal of 120 motorcycle fatalities by 2015.

C-8: To decrease the number of unhelmeted motorcycle fatalities by 1.1% from the 2008-2012 baseline average of 90 to 89 unhelmeted motorcycle fatalities by December 31, 2015.

The number of unhelmeted motorcyclist fatalities in SC was 106 in 2013 and 99 in 2014 (preliminary state data, figure includes moped operators), representing a 6.6% decrease. However, preliminary 2015 figures indicate an increase in the total number of unhelmeted motorcycle fatalities and the state may have difficulty meeting the 2015 goal of 89 unhelmeted motorcycle fatalities.

C-9: To decrease the number of drivers are 20 or younger involved in fatal crashes by 19.7% from the 2008-2012 baseline average of 122 to 98 drivers age 20 or younger involved in fatal crashes by December 31, 2015.

There were 99 drivers age 20 or younger involved in fatal crashes in 2013. Preliminary state data present 118 drivers involved in fatal crashes who were age 20 or younger in 2014, a

19.2% increase. In recognition of this most recent increase in the number of drivers age 20 or younger involved in fatal crashes, the state anticipates difficulty in meeting the goal of 98 drivers age 20 or younger involved in fatal crashes in 2015.

C-10: To decrease the number of pedestrian fatalities by 4.9% from the 2008-2012 baseline average of 103 to 98 pedestrian fatalities by December 31, 2015.

There were 100 pedestrian fatalities in 2013 and preliminary state data for 2014 indicate 108 pedestrian fatalities. Although pedestrian fatalities dropped almost 20% from 2012 to 2013, the more recent increase in 2014 (8%) may make it difficult for the state to reach 98 pedestrian fatalities in 2015.

C-11: To decrease bicyclist fatalities 7.7% from the 2008-2012 baseline average of 13 to 12 by December 31, 2015.

There were 15 bicyclist fatalities in 2013 and preliminary state data for 2014 indicate the same number of bicyclist fatalities for 2014. Through May 26, 2015, the state had experienced a preliminary number of 8 bicyclist fatalities compared to 5 the previous year. With more than half the year remaining, the state is not optimistic it will meet its goal of 12 bicyclist fatalities in 2015.

C-12: To decrease moped fatalities 9.1% from the 2008-2012 baseline average of 22 to 20 by December 31, 2015.

There were 23 moped operator fatalities in 2013, and preliminary state data for 2014 indicate 32 such fatalities. Through May 26, 2015, the state had experienced a preliminary number of 14 moped operator fatalities. With six months still remaining in the year, the goal of 20 moped fatalities for 2015 seems unlikely.

B-1: To increase the statewide observed seat belt use rate of front seat outboard occupants in passenger vehicles by 1.5 percentage points from the 2013 calendar baseline usage rate of 91.7% to 92.0% by December 31, 2015.

A statewide survey conducted by the University of South Carolina in June 2014 indicated a safety belt usage rate for South Carolina of 90.0% for 2014. While this slight reduction from the previous year (91.7% in 2013) is discouraging, the state remains optimistic that it will meet its goal of 92% in 2015.

A-1: Seat belt citations issued.

Final figures from 2013 indicate that 228,878 seat belt citations were issued during that year. Preliminary data for 2014 show a reduction (13.4%) in the number of seat belt citations issued during 2014, to 198,178.

A-2: Impaired driving arrests made.

The final number of impaired driving arrests made during grant-funded enforcement activities in 2013 was 23,977, a 4.1% decline from 2012 (24,998). The number of arrests decreased again from 2013 to 2014 (3.8%), in which 23,064 arrests are estimated.

A-3: Speeding citations issued.

Final figures from 2013 indicate 406,293 speeding citations were issued during the year. Preliminary data for 2014 show a 2.4% decrease in the number of speeding citations issued for the year, to 396,363.

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

Region 4
Alabama, Florida, Georgia,
South Carolina, Tennessee

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61 Forsyth Street, S.W.
Suite 17T30
Atlanta, GA 30303-3104
Phone: 404-562-3739
Fax: 404-562-3763

August 28, 2015

Honorable Nikki R. Haley
Office of the Governor
1205 Pendleton Street
Columbia, South Carolina 29201

Dear Governor Haley:

We have reviewed South Carolina's fiscal year 2016 Highway Safety Plan (HSP), as received on July 1, 2015. Based on this submission, we find your State's HSP to be in compliance with the requirements of 23 CFR Part 1200 and the HSP is approved.

Specific details relating to the plan will be provided to your State Representative for Highway Safety, Director Leroy Smith.

We look forward to working closely with the South Carolina Office of Highway Safety and Justice Programs (SC OHSJP) and its partners to meet our mutual goals of reduced fatalities, injuries and crashes on South Carolina's roads.

If you would like any additional information on South Carolina's HSP review, please feel free to contact me at (404) 562-3766 or carmen.hayes@dot.gov. We look forward to working with the SC OHSJP and its partners on the successful implementation of this plan.

Sincerely,

Carmen N. Hayes
Regional Administrator

cc:
Leroy Smith, Director, South Carolina Department of Public Safety
Phil Riley, Director, Office of Highway Safety and Justice Programs
Emily O. Lawton, Division Administrator, South Carolina FHWA
Maggi Gunnels, Associate Administrator, NHTSA

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

Region 4
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South Carolina, Tennessee

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August 28, 2015

Leroy Smith, Director
Department of Public Safety
10311 Wilson Blvd
P.O. Box 1993, Bldg. C, 4th Floor
Blythewood, South Carolina 29016-1993

Dear Director Smith:

We have reviewed South Carolina's Fiscal Year 2016 Highway Safety Plan (HSP), as received on July 1, 2015. Based on this submission, we find your State's HSP to be in compliance with the requirements of 23 CFR Part 1200 and the HSP is approved.

This determination does not constitute an obligation of Federal funds for the fiscal year identified above or an authorization to incur costs against those funds. . The obligation of Section 402 program funds will be effected in writing by the NHTSA Administrator at the commencement of the fiscal year identified above. However, Federal funds reprogrammed from the prior-year HSP (carry-forward funds) will be available for immediate use by the State on October 1, 2015. Reimbursement will be contingent upon the submission of an updated HS Form 217 (or the electronic equivalent) and an updated project list, consistent with the requirement of 23 CFR §1200.15(d), within 30 days after either the beginning of the fiscal year identified above or the date of this letter, whichever is later.

In our review of the documents submitted, we identified the proposed purchase of equipment with an acquisition cost of $5,000 or more. Approval is provided for the purchase of the equipment with Federal funds as noted in the attachment. This approval is contingent upon the State following equipment and monitoring related regulations as noted in 49 CFR §18.32 and 18.40, and CFR §1200.31.

The efforts of the personnel of the South Carolina Office of Highway Safety and Justice Programs (SC OHSJP) in the development of the FY 2016 highway safety program are very much appreciated. We look forward to working with the SC OHSJP and its partners on the successful implementation of this plan.

We appreciate South Carolina's efforts to reduce traffic deaths, injuries, and economic costs by implementing Click It or Ticket and by participating in the national Drive Sober or Get Pulled Over campaign.

Further, we congratulate South Carolina on its accomplishments in advancing our traffic safety mission; however, there is more work to do. As stewards of public funds, it is critical that we continue to fulfill our shared responsibility of using these limited safety dollars in the most effective and efficient manner.

To that end, I pledge our continued support to you and look forward to achieving our mutual goals of reduced fatalities, injuries, and crashes on South Carolina's roads.

If we can be of assistance to you in achieving your traffic safety goals, please do not hesitate to contact us.

Sincerely,

Carmen N. Hayes
Regional Administrator

Enclosure

cc:
Phil Riley, Director, Office of Highway Safety and Justice Programs
Ed Harmon, Assistant Director, Office of Highway Safety and Justice Programs
Emily O. Lawton, Division Administrator, South Carolina FHWA
Maggi Gunnels, Associate Administrator, NHTSA

FFY 2016 Highway Safety
Equipment $5000
and above

HSP - Attachment 1

Grant No.	Subgrantee	Equipment	Cost of Equipment Requested for Approval	Actual Equipment Cost	Funding Source
164AL-2016-HS-06-16	South Carolina Department of Public Safety	(1) Police Vehicle @ $27,000 each	$27,000		Section 164
M4HVE-2016-HS-30-16	Town of Mount Pleasant	(2) Police Vehicles @ $28,000 each	$56,000		MAP-21 405d
		(2) Vehicle In-Car Cameras @ $5,731 each	$11,462		MAP-21 405d
M4HVE-2016-HS-28-16	Berkely County Sheriff's Office	(1) Police Vehicle @ $26,000 each	$26,000		MAP-21 405d
PT-2016-HS-15-16	City of Beaufort	(1) Police Vehicle @ $24,292 each	$24,292		NHTSA 402
		(1) Mobile In-Car Radio @ $6,000 each	$6,000		NHTSA 402
		(1) Hand-Held Radio @ $5,850 each	$5,850		NHTSA 402
PT-2016-HS-14-16	Simpsonville Police Department	(1) Police Vehicle @ $29,750 each	$29,750		NHTSA 402
		(1) In-Car Video Camera @ $5,500 each	$5,500		NHTSA 402
PT-2016-HS-11-16	Mauldin Police Department	(1) Police Vehicle w/Keyless Entry @ $24,000 each	$24,000		NHTSA 402
PT-2016-HS-31-16	Laurens Police Department	(1) Police Vehicle @ $24,100 each	$24,100		NHTSA 402
		(1) In-Car Video System @ $5,000 each	$5,000		NHTSA 402