

# South Dakota 2011 Highway Safety Plan



SOUTH DAKOTA  
DEPARTMENT  
OF PUBLIC SAFETY

prevention ~ protection ~ enforcement

**THE HIGHWAY SAFETY PLAN IS PROVIDED BY:**

DEPARTMENT OF PUBLIC SAFETY  
OFFICE OF HIGHWAY SAFETY  
118 WEST CAPITOL STREET  
PIERRE, SD 57501

PLAN PREPARED BY:

THE GOVERNMENT RESEARCH BUREAU  
SHANE NORDYKE, PHD, ASSISTANT DIRECTOR OF RESEARCH &  
DAN PALMER, RESEARCH ASSOCIATE  
W.O. FARBER CENTER FOR CIVIC LEADERSHIP  
THE UNIVERSITY OF SOUTH DAKOTA

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## MISSION STATEMENT

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

## BACKGROUND

The South Dakota Department of Public Safety provides oversight to the Governor's Office of Highway Safety (OHS). Initially established in 1967, the Governor's Office of Highway Safety as required by SDCL 32-13-1 administers the highway safety programs within this state and authorizes, directs, and coordinates existing and future activities of agencies of this state and its political subdivisions. This office does all things necessary for the administration of the program under the Federal Highway Safety Act of 1966 (Public Law 89-564), as amended and in effect on July 1, 1984.

<http://legis.state.sd.us/statutes/DisplayStatute.aspx?Type=Statute&Statute=32-13-1>

In support of the state statute, this office provides technical and financial assistance to state and local government agencies and community organizations to implement programs aimed at reducing the human and economic loss that results from traffic crashes.

The Office of Highway Safety strives to carry out its mission through a variety of means. Primary in this effort is public information and education as well as enforcement. OHS staff is committed to developing partnerships with agencies statewide. The list of partners includes state, local, and county law enforcement agencies, the Department of Transportation, the Department of Human Services, the Department of Social Services, the Attorney General, the Unified Judicial System, the South Dakota Chiefs of Police Association, the South Dakota Sheriff's Association, businesses, educators, volunteers, and a host of other organizations. This network of diverse backgrounds is vital to the success of highway safety in South Dakota.

Highway safety programming is focused on public outreach and education; high-visibility enforcement; utilization of new safety technology; collaboration with safety and business organizations; and cooperation with other state agencies and local governments. Program resources are directed to the following State of South Dakota highway safety priority areas: occupant protection, impaired driving, speeding (police traffic services), motorcycle safety, young driver education, and pedestrian-bicyclist safety.

## EXECUTIVE SUMMARY

On behalf of the Governor of South Dakota and the Secretary of the Department of Public Safety, the South Dakota Office of Highway Safety is pleased to submit the 2011 Highway Safety Plan (HSP). This plan articulates the state's official prospectus for improving the safety of the state's highway users. The 2011 HSP integrates discussion of data trending, priority areas, performance measures and objectives, and specific projects to be undertaken by the Office of Highway Safety through the end of FY2011. Ultimately, the overarching goal of the highway safety plan is to explicitly outline the programmatic mechanisms that will be either maintained or newly implemented for the purpose of decreasing the human and economic consequences that result from motor vehicle crashes in the State of South Dakota.

## STATEWIDE SYNOPSIS

Given that its 812,383 residents are distributed over 77,121 square miles of terrain, South Dakota remains in 2010 as it has for most of its formal existence as one of the nation's most sparsely populated states. Although the state's seemingly endless acres of prairie and farmland are coveted for their rustic charm and rolling vistas, the markedly rural character of South Dakota's landscape presents distinctive challenges to traffic crash prevention and management. Altogether, rural roads and highways comprise 96.4% of the 82,321 total roadway miles that criss-cross the state, and in 2009, rural travel accounted for 71.2% of all vehicle miles traveled. The difficulties associated with designing and administering effective highway safety programs across a rural geography amplify the need for well-focused, systematic planning efforts.

Further, it follows that the physical dispersion of South Dakota's drivers brings about a marked need for motor vehicle transportation. Not surprisingly then, South Dakota's driving population is a strikingly active one. A statewide survey conducted in 2010 by the Government Research Bureau suggests that more than 8 in 10 licensed South Dakota drivers operate a motor vehicle on a daily basis, while an additional 1 in 10 take to the roads at least once per week.<sup>1</sup> This high level of driving frequency further spurs the pressing need for effective traffic crash deterrence.

Through the lens of major traffic crash indicators, observers of highway safety outcomes witnessed a number of discouraging developments in 2009. Of the 16,993 traffic crashes reported through the South Dakota Accident Reporting System (SDARS) data system in 2009, undesirable directionalities were observed across a range of outcomes measures:

- A total of 131 traffic crash fatalities were recorded in South Dakota in 2009, up from 121 in 2008. This percentage increase of 8.3% outpaced concurrent increases in statewide population (1.0%) and vehicle miles traveled (3.19%).
- All major fatality rate measures (fatalities per VMT) rose in 2009. The overall fatality rate climbed from 1.43 in 2008 to 1.50 in 2009, flanked by increases in the rural (1.78 to 1.83) and urban (.63 to .68) fatality rates.

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<sup>1</sup> This survey, which was conducted by telephone by the Government Research Bureau [GRB] at the University of South Dakota, sampled 751 of the state's licensed drivers ages 16 and over and state ID card holders under the age of sixteen. This survey will be referred to hereafter as the 2010 Highway Safety Behaviors Survey.

- Although the number of unrestrained passenger vehicle occupants involved in traffic crashes declined 3.3% from 2008 to 2009, fatalities incurred by these occupants leapt 29.5%, from 61 in 2008 to 79 in 2009.
- The total number of crashes involving at least one driver or motorcycle operator with a BAC reading of .08 or above was 12.3% higher in 2009 than in 2008; the number of fatalities arising from such crashes increased by a daunting 34.3%.
- A total of 39 individuals were killed in 2009 as a result of traffic crashes involving at least one speeding driver, an increase of 11.4% from 2008. 79.5% of these fatalities occurred on rural roadways.
- The number of motorcyclist fatalities (16) and unhelmeted motorcyclist fatalities (14) climbed from 2008 to 2009, 6.7% and 27.3% respectively.

These developments may be seen as particularly disappointing in light of the vast gains reported during the previous year across many of the same outcome categories. In fact, the majority of the surges presented above come in opposition to the generally downward trending observed in these measures over the recent past. For example, until the uptick recorded in 2009 the statewide fatality rate had fallen every year since the early 2000s, descending from 2.43 in 2003 to 1.43 in 2008.

A number of contextual factors likely contributed to the discouraging state of traffic crash outcomes in 2009. Ostensibly, discussion of count-based traffic crash outcomes must be considered through the lens of vehicle miles traveled. The Federal Highway Administration asserts that Americans tallied 5.9 billion more vehicle miles traveled in 2009 than in 2008, an increase of 0.2%.<sup>2</sup> Likewise, statewide VMT estimates for South Dakota increased by 270 million miles from 2008 to 2009, a change of roughly 3.19%. This increase alone ushers in the natural opportunity for a rise in traffic crashes in South Dakota, along with their consequent economic and human damages.

Further enhancing the potential for increased traffic crash activity in South Dakota is the shifting of traffic use patterns that marked in-state travel in 2009. In 2008, rural VMT accounted for 69.8% of all vehicle miles traveled in South Dakota, a figure that rose to 71.2% in 2009. Innocuous as this may seem, data suggests that the crash conditions faced by motorists in rural traffic crashes are decidedly more perilous than their urban analogs. Rural fatality rates in South Dakota have historically been much higher than their urban counterparts, a trend that continued in 2009. 87.0% of 2009 traffic crash fatalities occurred on rural roadways even though such roadways accounted for only 71.2% of vehicle miles traveled. Additionally, injury-to-fatality ratios suggest that rural crashes are more likely than urban crashes to produce fatalities, all else being equal. In 2009, 20.9 injuries were recorded for each fatality in rural areas. By contrast, 194.6 injuries per fatality were recorded in urban areas. On urban roadways, 81.0% of pedestrian injury outcomes were classified as non-serious injuries, 0.0% as fatalities; to the contrary, only 35.0% of pedestrian outcomes in rural areas were non-serious injuries, while 20.0% were fatalities. In sum, the aforementioned shifting of South Dakota's already-lopsided VMT balance even further toward the side of rural travel further brings about circumstances amenable to unfavorable traffic crash outcomes.

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<sup>2</sup> Federal Highway Administration, *Historical Monthly VMT Report*. Available at <http://www.fhwa.dot.gov/policy/information/travel/tvt/history/>

It should be noted, however, that the unwelcome developments presented above do not fully capture the complete state of traffic crashes in South Dakota, as several core metrics in 2009 indicate that limited improvements have been experienced:

- The annual seat belt survey administered through OHS reported in 2009 that overall seat belt usage increased for a second straight year. The 2009 estimate of 72.1% represents an improvement of 0.3 percentage points from the 2008 rate of 71.8%.
- Total injury and serious injury figures for 2009 saw declines of 0.1% and 9.0% respectively. The number of total injuries in South Dakota has decreased in every year over the last five-year period.
- 20 drivers under the age of 21 were involved in a fatal traffic crash in 2009; no lower value has been recorded in the last five years, and this figure represents a 39.4% decline over this period.
- Pedestrian fatalities fell from 10 in 2008 to only 4 in 2009, although the small figures recorded for this metric naturally lead to seemingly erratic peaks and valleys.

This handful of quiet hurrahs notwithstanding, few would suggest that the cumulative image of traffic crash outcomes in South Dakota did not tarnish somewhat from 2008 to 2009. That the totality of 2009 performance measures presents a somewhat unsettling portrait of statewide traffic underscores the need for the continued and deliberative involvement of the Office of Highway Safety in reducing the frequency and consequences of traffic crashes in the state. Through the design, delivery, coordination, and monitoring of effective prevention strategies and countermeasures, and by working in cooperation with an alliance of statewide partners, the Office of Highway Safety seeks to vigorously pursue its mission to minimize economic and human loss resulting from traffic crashes.

In light of the dubious developments seen in 2009, and remaining firmly grounded in a data-driven decision-making orientation, the performance goals outlined in the 2011 HSP are perhaps somewhat less ambitious than those proposed in the 2010 HSP. As will be seen, only one of the thirteen separate performance goals articulated in the 2010 HSP has been met to date.<sup>3</sup> The Office of Highway Safety's performance expectations are informed by extensive analytical groundwork, and are rooted in the notion that planning efforts are best guided by the methodical consideration of all available quantitative and qualitative resources. Given that meticulous projection analyses suggest that new advances remain within reach in coming years, we enthusiastically seize the present opportunity to facilitate the enhancement of highway safety in the State of South Dakota.

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<sup>3</sup> It must be understood, however, that the performance goals established in the 2010 HSP were constructed with target date of December 31, 2010. In this light, the evaluation of 2010 performance goals offered by this report (which is based on CY2009 traffic crash data) should be seen as tentative.



## HIGHWAY SAFETY PLAN OUTLINE

As required by 23 CFR 1200, the 2011 Highway Safety Plan includes four primary elements: performance plan, highway safety plan, certification and assurances, and program cost summary. The South Dakota plan blends discussion of the performance plan and highway safety plan for the purpose of presenting a more integrative, comprehensible proposal. The 2011 plan begins with a broad data presentation organized around the core outcome and core behavior measures required as mandatory reporting items by NHTSA. Interlaced into this section are the performance goals established by the Office of Highway Safety through collaboration with external partners, as described above. Second, the plan offers program descriptions for projects related to the priority areas arising from the 2011 planning process. Finally, the plan presents a comprehensive 2011 budget summary for activities associated with enhancing highway safety vis-à-vis the highlighted priority areas. The plan also follows with a series of addendums, including the 2011 OHS Public Education Communications Plan.

# CORE OUTCOME AND BEHAVIOR MEASURES FOR 2009

## Performance Measures in Brief

### CORE OUTCOME MEASURES FOR 2009

- C1 – Number of traffic fatalities: **131**
- C2 – Number of serious injuries in traffic crashes: **842**
- C3 – Fatalities per vehicle mile traveled: **1.50**
- C4 – Number of unrestrained passenger vehicle occupant fatalities, all seat positions: **79**
- C5 – Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 or above: **47**
- C6 – Number of speeding-related fatalities: **39**
- C7 – Number of motorcyclist fatalities: **16**
- C8 – Number of unhelmeted motorcyclist fatalities: **14**
- C9 – Number of drivers age 20 or younger involved in fatal crashes: **20**
- C10 – Number of pedestrian fatalities: **4**

### BEHAVIOR MEASURES FOR 2009

- B1 – Observed seat belt use for passenger vehicles, front seat outboard occupants: **72.1%**

### ACTIVITY MEASURES FOR 2009

- A1 – Impaired Driving Citations: 7,070
- A2 – Occupant Protection Citations: 6,403
- A3 – Speed Citations: 30,907

## 2011 HIGHWAY SAFETY PERFORMANCE GOALS

- C1 – Decrease traffic fatalities 15 percent from the 2009 calendar base year figure of 131 to 112 by December 31, 2011.
- C2 – Decrease serious traffic injuries 15 percent from the 2009 calendar base year figure of 842 to 718 by December 31, 2011.
- C3 – (a) Decrease fatalities/VMT from the 2009 calendar base year rate of 1.50 to 1.29 by December 31, 2011.  
  
(b) Decrease rural fatalities/VMT from the 2009 calendar base year rate of 1.83 to 1.56 by December 31, 2011.  
  
(c) Decrease urban fatalities/VMT from the 2009 calendar base year rate of .68 to .63 by December 31, 2011.
- C4 – Decrease unrestrained passenger vehicle occupant fatalities in all seating positions 1 percent from the 2009 calendar base year figure of 79 to 78 by December 31, 2011.
- C5 – Decrease alcohol impaired driving fatalities 4 percent from the 2009 calendar base year figure of 47 to 45 by December 31, 2011.
- C6 – Decrease speeding-related fatalities 18 percent from the 2009 calendar base year figure of 39 to 32 by December 31, 2011.
- C7 – Decrease motorcyclist fatalities 6 percent from the 2009 calendar base year figure of 16 to 15 by December 31, 2011.
- C8 – Decrease unhelmeted motorcyclist fatalities 29 percent from the 2009 calendar base year figure of 14 to 10 by December 31, 2011.
- C9 – Decrease drivers age 20 or younger involved in fatal crashes 20 percent from the 2009 calendar base year figure of 20 to 16 by December 31, 2011.
- C10 – Reduce pedestrian fatalities 25 percent from the 2009 calendar base year figure of 4 to 3 by December 31, 2011.

## 2010 CORE BEHAVIOR GOALS

- B1 – Increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles 1.7 percentage points from the 2009 calendar year base year average usage rate of 72.1 percent to 73.8 percent by December 31, 2011.

**PERFORMANCE TRENDING AND GOALS**  
**Core Outcome and Behavior Measures in Detail**

C1: NUMBER OF FATALITIES FROM TRAFFIC CRASHES

**2010 Performance Goal**

**Goal Statement:** Decrease traffic fatalities 21 percent from the 2008 calendar base year figure of 121 to 96 by December 31, 2010.

**Current Value:** 131

**Current Status:** Not met

**2011 Performance Goal**

- Decrease traffic fatalities 15 percent from the 2009 calendar base year figure of 131 to 112 by December 31, 2011.

**Key Observations**

- A total of 131 traffic crash fatalities were recorded in South Dakota in 2009, up approximately 8.3% from the previous year.
- The vast majority (96.9%) of traffic crash fatalities in South Dakota in 2009 were motorists, as opposed to pedestrians.

**Recent Data**

Of the 16,993 motor vehicle traffic crashes reported in South Dakota in 2009, 112 (0.66% of total crashes) resulted in at least one fatality.<sup>4</sup> In total, 131 traffic crash fatalities were recorded in South Dakota in 2009, up approximately 8.3% from 2008. Of these fatalities, 103 (78.6%) were sustained by residents of South Dakota. The observed fatality count for 2009 interrupts the generally downward trend in traffic crash fatalities observed in South Dakota over the most recent five-year period. Yet, in the context of South Dakota's historical crash trending, the 2009 figure still represents relatively encouraging performance. Since 2005, fatalities on South Dakota roadways have decreased by 29.6%, or an average change of -7.4% per year. Further, with the exception of 2008 (121 fatalities), 2009 saw fewer traffic crash deaths in South Dakota than any year since 1985.<sup>5</sup> In 2009, 67.9% of traffic crash fatalities were drivers of motor vehicles.

Table 1 presents basic fatality counts and annual percentage changes from 2005 to 2009. Figure 1 provides a visual representation of fatalities in South Dakota over the same period, as expressed through three-year averages.

<sup>4</sup> This figure compares to 109 of 15,908 total crashes (0.69%) producing a fatality in 2008.

<sup>5</sup> Source: 2009 South Dakota Motor Vehicle Traffic Crash Summary – SD Department of Public Safety

Table 1. Annual Traffic Crash Fatalities: 2005-2009

	Fatalities	% Change
2005	186	-
2006	191	+2.7%
2007	146	-23.6%
2008	121	-17.1%
2009	131	+8.3%

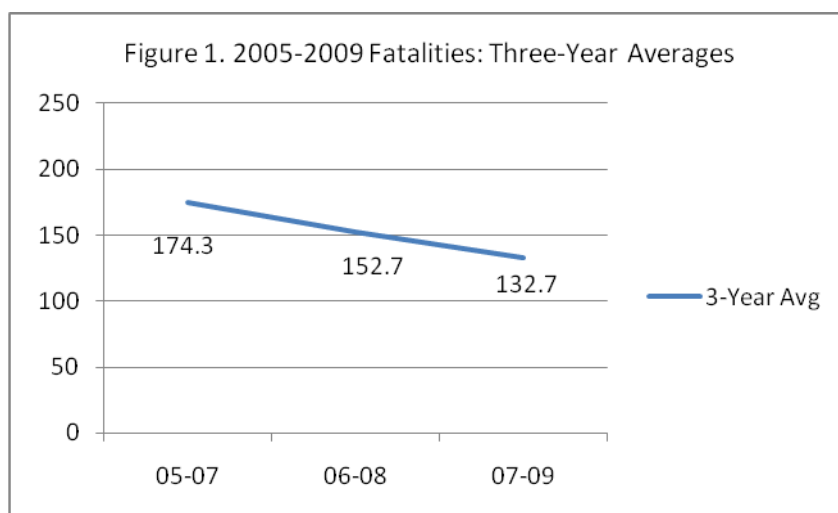


Figure 2 presents traffic crash fatalities by unit type for 2005–2009. From this data, it can be seen that the vast majority of traffic crash fatalities in South Dakota are motorists, as opposed to pedestrians. With regard to the 131 traffic crash fatalities recorded in 2009, 127 (96.9%) were motor vehicle occupants. Of these, 59 (45.0%) were either totally or partially ejected from their vehicles, and 75 (57.3%) died in vehicles in which airbags did not deploy. Of all motor vehicle occupant fatalities, 69.7% (90) were male. Front seat occupants composed 82.4% (108) of passenger vehicle occupant fatalities. Occupants aged 16-21 years accounted for 18.9% (24) of all occupant fatalities, the highest of any age group.<sup>6</sup> Finally, 87.0% (114) of 2009 traffic crash fatalities occurred on rural roadways while the remaining 13.0% (17) occurred on urban roadways. Reporting on core measure C-3 will go further in elaborating on the overwhelmingly rural nature of South Dakota’s road system, and describing the implications of this condition on traffic crash outcomes.

<sup>6</sup> Among six-year age span groups.

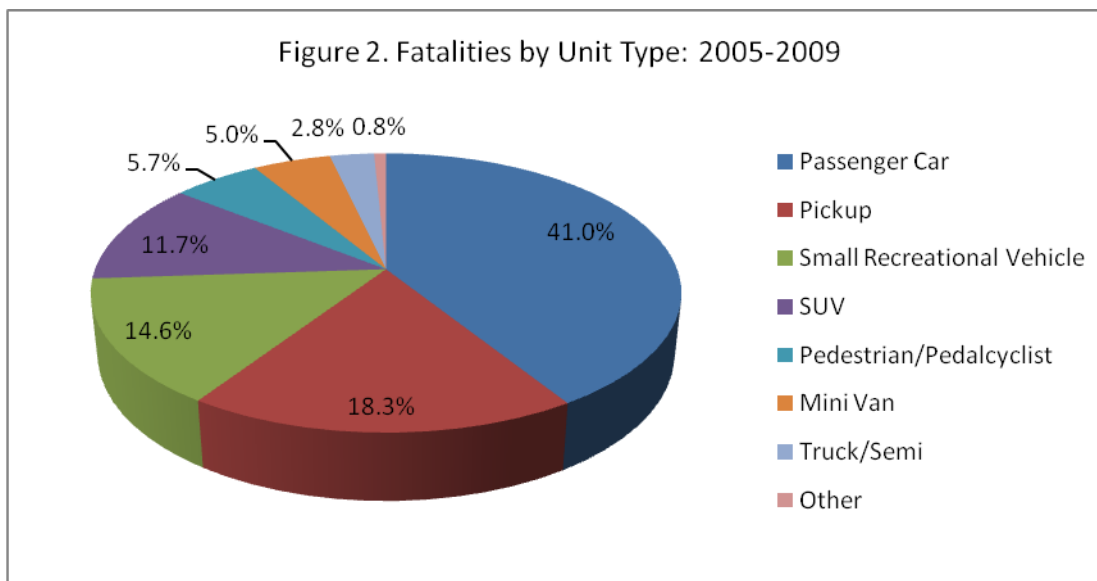


Table 2 displays calculated values for a modified per capita measure of traffic crash fatalities: total fatalities per 100,000 in-state population. This metric provides a relative indicator of fatality incidence, indexed to dynamic population counts. The figures presented in this table supply another means by which to examine trending features with respect to traffic crash fatalities in South Dakota. By this measure, the state has witnessed a 32.4% cumulative improvement in fatality outcomes over the 2005–2009 time period, even with the small spike in crash fatalities observed in 2009. This five-year reduction, whose magnitude exceeds that of the overall percentage decline in total fatalities (29.6%), is accounted for by the fact that the generally reduced number of fatalities in South Dakota since 2005 has been recorded contemporaneously with an overall increase in actual in-state population. However, the long-range improvements in fatality outcomes which can be seen by examining five-year data trends should not be used to mask the indisputable jump in fatalities observed between 2008 and 2009.

Table 2. Total Fatalities per 100,000 In-State Population: 2005-2009<sup>7</sup>

	Population Estimate	Total Fatalities	Per 100,000 Population	Annual % Change
2005	779,315	186	23.87	-
2006	787,380	191	24.26	+1.6%
2007	795,689	146	18.35	-24.4%
2008	804,194	121	15.05	-18.0%
2009	812,383	131	16.13	+7.2%

<sup>7</sup> That each of the major “per unit denominators” commonly used in traffic crash reporting (such as population counts, registered vehicle counts, and registered driver counts) are unavoidably misspecified is a well-worn topic. It is commonly acknowledged that no single per unit measure is both broadly and consistently inclusive of and only of those indexing units most relevant to the primary “numerator” measure. Indeed, population figures may be construed as a biased control factor due to the tendency for in-state fatality counts to include out-of-state motorists. However, in-state population is favored here due to its straightforward parsimony and its inter-state definitional reliability.

## C2: NUMBER OF SERIOUS INJURIES FROM TRAFFIC CRASHES

### 2010 Performance Goal

**Goal Statement:** Decrease serious traffic injuries 13 percent from the 2008 calendar base year figure of 925 to 805 by December 31, 2010.

**Current Value:** 842

**Current Status:** Not met

### 2011 Performance Goal

- Decrease serious traffic injuries 15 percent from the 2009 calendar base year figure of 842 to 718 by December 31, 2011.

### Key Observations

- 5,703 non-fatal traffic crash injuries were sustained in 2009, 842 of which were serious or incapacitating.
- The number of serious injuries recorded in 2009 represents a 9.0% decrease from the analogous 2008 total, and further remains 28.2% lower than the baseline 2005 figure.
- When expressed through three-year averages, the numbers of both total injuries and serious injuries resulting from traffic crashes have consistently declined over the most recent five year period.
- *If the rate of decline in serious injuries observed from 2008 to 2009 persists during the 2009 to 2010 period, the original 2010 performance goal will be exceeded by the target date of December 31, 2010.*

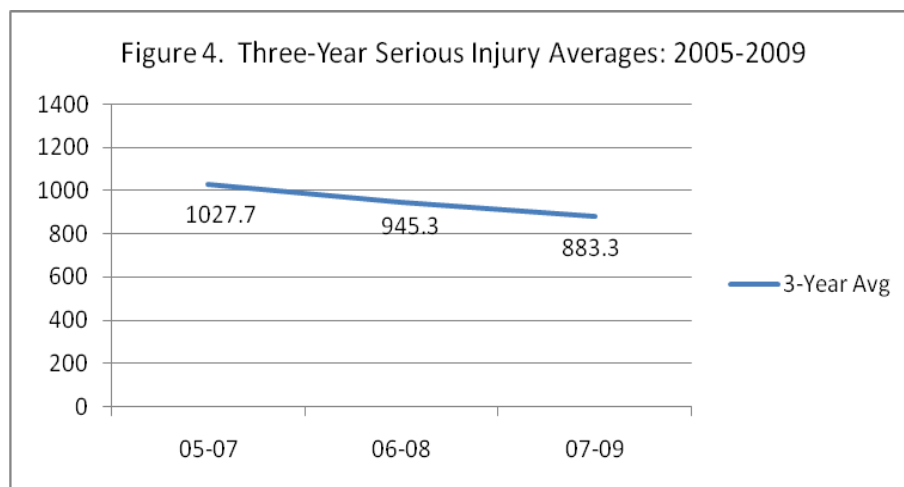
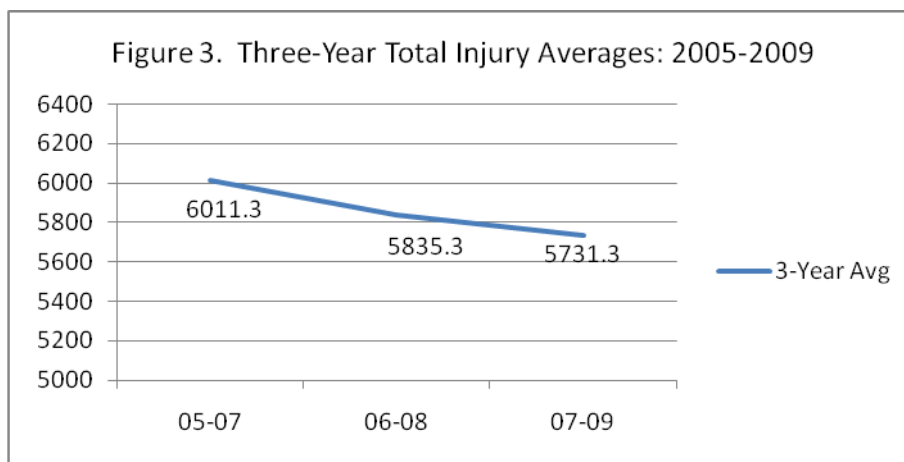
### Recent Data

A grand total of 5,834 injuries were sustained as a result of traffic crashes in 2009, 131 (2.2%) of which were ultimately fatal. Of non-fatal injuries, 842 (14.8%) were serious or incapacitating. At the same time, 24.8% (4,212) of all traffic crashes in 2009 produced either a fatality or non-fatal injury, while 3.9% (661) of all crashes resulted in a serious injury. The number of serious injuries recorded in 2009 (842) represents a 9.0% decrease from the analogous 2008 figure (925), and further remains 28.2% lower than the baseline 2005 figure (1,172), a decline that corresponds to an average annual change of -7.7% over the five year period. Similarly, the number of total annual injuries from traffic crashes has declined 8.6% since 2005, a difference that is also quantifiable as an average annual change of -2.2%.

Table 3 displays frequency counts and average annual changes for all non-fatal injuries and serious injuries from 2005–2009. Figures 3 and 4 present three-year average trend lines for total non-fatal injuries (Figure 3) and serious injuries (Figure 4).

Table 3. Annual Traffic Crash Non-Fatal Injuries, Total and Serious: 2005-2009

	Total Injuries	% Change	Serious Injuries	% Change
2005	6,237	-	1,172	-
2006	6,015	-3.6%	1,028	-12.3%
2007	5,782	-3.9%	883	-14.1%
2008	5,709	-1.3%	925	+4.8%
2009	5,703	-0.1%	842	-9.0%



Altogether, 24,261 motor vehicle occupants were involved in traffic crashes in 2009; 22.7% (5,505) of these individuals sustained an injury, 3.3% (805) of which were serious.<sup>8</sup> Of the 805 motor vehicle occupants

<sup>8</sup> The figure of 24,261 motor vehicle occupants includes only those for whom an injury status value was recorded by the reporting officer.



experiencing a serious injury, 548 (68.1%) were drivers, while 257 (31.9%) were non-drivers. In addition, 87.5% (555) of all passenger vehicle occupants experiencing a serious injury were front seat occupants. Beyond motor vehicle occupants, 13 pedalcyclists and 24 pedestrians sustained serious injuries in 2009. Males accounted for 56.1% (472) of all individuals sustaining a serious injury. Among serious injuries for which a location was recorded, 561 (66.6%) occurred on rural roadways, with 281 (33.4%) occurring on urban roadways.

### C3: FATALITIES PER VEHICLE MILE TRAVELED

#### 2010 Performance Goal

**Goal Statement (a):** Decrease fatalities/VMT from the 2008 calendar base year rate of 1.43 to 1.13 by December 31, 2010.

**Current Value:** 1.50

**Current Status:** Not met

**Goal Statement (b):** Decrease rural fatalities/VMT from the 2008 calendar base year rate of 1.78 to 1.39 by December 31, 2010.

**Current Value:** 1.83

**Current Status:** Not met

**Goal Statement (c):** Decrease urban fatalities/VMT from the 2008 calendar base year rate of .63 to .54 by December 31, 2010.

**Current Value:** .68

**Current Status:** Not met

#### 2011 Performance Goal

- (a) Decrease fatalities/VMT from the 2009 calendar base year rate of 1.50 to 1.29 by December 31, 2011.
- (b) Decrease rural fatalities/VMT from the 2009 calendar base year rate of 1.83 to 1.56 by December 31, 2011.
- (c) Decrease urban fatalities/VMT from the 2009 calendar base year rate of .68 to .63 by December 31, 2011.

#### Key Observations

- Because such a large proportion of South Dakota's roadways are located in rural areas, overall fatality rate figures are heavily influenced by traffic crashes occurring on rural roadways.
- The 2009 statewide fatality rate of 1.50 represents a 4.9% increase from that of 2008 (1.43). Although higher than in 2008, this figure amounts to an overall improvement of 34.5% since 2005.

- Considered separately, the state’s rural fatality rate of 1.83 represents a 3.1% increase from 2008, while the urban rate of 0.68 entails an 8.1% year-to-year increase. As with the statewide fatality rate, the higher 2009 figures for rural and urban fatality rates nonetheless reflect marked improvement over baseline 2005 data.
- Injury-to-fatality ratios suggest that rural crashes remain more likely than urban crashes to produce fatalities, all else being equal.

### Recent Data

South Dakota’s highway system is dominated by vastness. The state’s geographic expansiveness and sparse population combine to result in a marked reliance on travel by rural roadways. In 2009, South Dakota’s state and local governments maintained 82,321 miles of roadways, 96.4% of which (79,373) were designated by the state Department of Transportation as rural. In addition, 71.2% of all vehicle miles traveled in South Dakota occurred on rural highways and streets. Table 4 exhibits basic figures for miles of roadways and vehicle miles traveled (VMT) in South Dakota for 2009. Overall, the 8.7 million total VMT figure for 2009 represents an increase of 3.19% from the 8.5 million VMT figure for 2008.

Table 4. South Dakota Roadways and VMT: 2009

	Values	% of Total
Rural Miles	79,373	96.4%
Urban Miles	2,948	3.6%
Total Miles	82,321	100.0%
Rural VTM	6,225,662,670	71.2%
Urban VMT	2,514,864,143	28.8%
Total VMT	8,740,526,813	100.0%

Because such a large proportion of South Dakota’s roadways are located in rural areas, overall fatality rate figures are heavily influenced by traffic crashes occurring on rural roadways. Table 5 provides fatality and injury rate figures for 2005–2009, segmented by location type.<sup>9</sup> Until 2009, the total traffic crash fatality rate in South Dakota had declined steadily since 2005. Although this figure shows a lack of improvement from 2008, no year (other than 2008) in the last three decades has produced a lower statewide fatality rate. Additionally, the 2009 fatality rate (1.50) represents a 34.5% fall from the baseline 2005 figure (2.29).

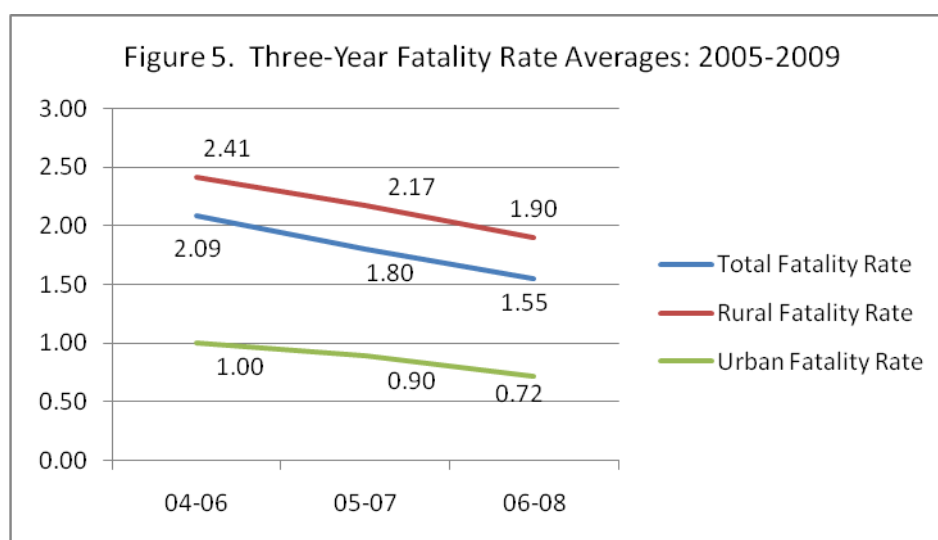
Sizable improvements from 2005 are also observed when rural and urban fatality rates are considered separately (27.1% and 27.6% reductions, respectively). Though intuitive, it is important to note explicitly that the fatality rate variation is not attributable solely to changes in the number of vehicle miles traveled. Because fatality rates are a rate measure rather than a count measure, the 3.19% increase in total VMTs from 2008 to 2009 does not account for the disproportionately higher number of fatalities per VMT recorded in 2009.<sup>10</sup>

<sup>9</sup> “Fatality rate” is defined here as the number of fatalities per 100 million vehicle miles traveled. Likewise, “injury rate” expresses the number of injuries (all severity levels, not including fatalities) per 100 million vehicle miles traveled.

<sup>10</sup> From 2008 to 2009, rural VMT increased 5.29% (5.9 million to 6.2 million VMT), while urban VMT declined 1.68% (2.6 million to 2.5 million VMT). This development suggests a major change of direction for these measures, which over the previous four-year period had shown consistent trending in the opposite directions.

Table 5. Fatality and Injury Rates by Location: 2005-2009

	Total Fatality Rate	Rural Fatality Rate	Urban Fatality Rate	Total Injury Rate	Rural Injury Rate	Urban Injury Rate
2005	2.29	2.51	0.93	76.76	47.21	157.14
2006	2.25	2.65	1.20	70.75	46.45	127.91
2007	1.72	2.09	0.87	68.17	43.50	125.79
2008	1.43	1.78	0.63	67.40	39.85	130.58
2009	1.50	1.83	0.68	65.25	38.34	131.58
% Change ('08 to '09)	+4.9%	+3.1%	+8.1%	-3.2%	-3.8%	+0.8%



Similarly, Table 5 demonstrates that figures for all three fatality rate measures and for one of the three injury rate measures increased from 2008 to 2009. Yet, because the year-to-year changes observed from 2008 to 2009 are generally slight, a downward trend across three-year averages for all fatality rates can be seen to persist (see Figure 5). As expected, rural fatality rates are substantially higher than comparable urban fatality rates for each of the last five years. The reasons for this tendency are at least partially intuitive, including but not limited to the characteristically higher allowable rates of speed on rural roadways and the increased transit time required for emergency responders to arrive at crash sites. The relationship between rural and urban fatalities can also be observed through injury-to-fatality ratios. In 2009, 20.9 injuries were recorded for each fatality in rural areas. By contrast, 194.6 injuries per fatality were recorded in urban areas.<sup>11</sup> Like the rural-urban disparities in basic fatality rates, the above injury-to-fatality ratios suggest that rural crashes are more likely than urban crashes to produce fatalities, all else being equal. This observation implies that states like South Dakota, whose distinctively rural composition produce unique geographic contexts, face unique challenges to effective traffic crash management.

<sup>11</sup> The 2009 rural injuries-to-fatalities ratio of 20.9:1 represents a 6.7% change from 2008, when the analogous ratio was 22.4:1; the 2009 urban injuries-to-fatalities ratio of 194.6:1 represents a 6.8% change from 2008, which had a ratio of 208.8:1.

## C4: NUMBER OF UNRESTRAINED PASSENGER VEHICLE OCCUPANT FATALITIES

### 2010 Performance Goal

**Goal Statement:** Decrease unrestrained passenger vehicle occupant fatalities in all seating positions 19 percent from the 2008 calendar base year figure of 61 to 49 by December 31, 2010.

**Current Value:** 79

**Current Status:** Not met

### 2011 Performance Goal

- Decrease unrestrained passenger vehicle occupant fatalities in all seating positions 1 percent from the 2009 calendar base year figure of 79 to 78 by December 31, 2011.

### Key Observations

- A total of 79 unrestrained passenger vehicle occupants were killed in traffic crashes in 2009, a leap of 29.5% from 2008.
- In 2009, 59.2% of unrestrained passenger vehicle occupants involved in a traffic crash sustained an injury, fatal or otherwise. By contrast, only 21.8% of restrained occupants suffered an injury or fatality.
- 76.9% of all unrestrained driver fatalities in 2009 were sustained by males.
- Of all passenger vehicle occupants involved in a traffic crash who were not ejected from the vehicle as a result of the crash, 80.6% wore a seatbelt and/or shoulder harness; of those who were completely ejected from the vehicle, only 0.2% wore a seatbelt and/or shoulder harness.

### Recent Data

In 2009, 25,332 passenger vehicle occupants were involved in traffic crashes, 1,855 of which were unrestrained.<sup>12</sup> Of these unrestrained occupants, 79 (4.3%) were killed, 260 (14.1%) sustained a serious injury, and 752 (40.8%) received non-serious injury. Altogether then, 59.2% of these occupants suffered an injury, fatal or otherwise.<sup>13</sup> From 2005–2009, 59.4% of unrestrained passengers involved in a traffic crash were injured or killed, and 4.2% were killed. Over the same period, only 0.2% of restrained passenger vehicle occupants involved in a traffic crash were killed. Table 6 presents crash outcome figures for all unrestrained passenger vehicle occupants in South Dakota from 2005–2009.

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<sup>12</sup> Here, “unrestrained” passengers are those not wearing a seatbelt or shoulder harness, as well as a child occupant not properly secured in a child restraint system.

<sup>13</sup> By contrast, only 21.8% of restrained passenger vehicle occupants involved in a traffic crash sustained an injury or fatality.

Table 6. Injury Outcomes of Unrestrained Passenger Vehicle Occupants: 2005-2009

	Fatalities	Serious Injuries	Other Injuries	No Injuries	Total
2005	97	339	909	896	2241
2006	117	309	977	861	2164
2007	74	279	783	839	1975
2008	61	302	782	773	1918
2009	79	262	757	757	1855
2009 (%)	4.3%	14.1%	40.8%	40.8%	100.0%
All Years (%)	4.2%	14.7%	41.4%	40.6%	100.0%

South Dakota Codified Law 32-37-1 requires passenger vehicle operators to secure all occupants under the age of five in a child restraint system. Given the practical implications of this statute, discussion of passenger vehicle restraint usage is made more productive by considering two separate age groups: ages less than five and ages five and over. From 2005–2009, 10 fatalities of passenger vehicle occupants under five years old were recorded; only two were killed having been secured properly into a child restraint device. Four of these fatalities involved children who were entirely unrestrained. In 2009 alone, two children under the age of five were killed as passenger vehicle occupants; one victim was unrestrained.

Of the 111 passenger vehicle occupants sustaining fatal injuries in 2009, 109 were age five or older. Of these, 78 (71.6%) were unrestrained. Approximately 58.9% (1,083) of all unrestrained occupants (age five and older) involved in a traffic crash sustained either a fatality or an injury. Among these unrestrained fatalities, 23 was the modal age value (six fatalities). Occupants in the 16-28 age group accounted for 40.5% of all unrestrained fatalities, and occupants of the 15-34 age group represented 49.4% of all unrestrained fatalities. Males accounted for 73.4% (58) of all unrestrained fatalities, as well as 62.2% (163) of all unrestrained serious injuries. In a related vein, 65.8% (52) of unrestrained fatalities were drivers. Cross-tabulating the preceding data, a striking 76.9% of all unrestrained driver fatalities in 2009 were male. The cumulative analogous figure for the 2005–2009 time period is 79.0%.

In 2009, 53.2% (59) of all passenger vehicle occupants sustaining a fatal injury were either partially or totally ejected from the vehicle; of those suffering all other injuries, only 2.5% were ejected either partially or totally. Of passenger vehicle occupants who were partially ejected from the vehicle during a crash, 74.2% suffered a serious injury or fatality; of those who were totally ejected from the vehicle, 71.3% sustained at a serious injury or a fatality. Finally, among those who were partially ejected, only 16.1% had been restrained properly. Of those who were totally ejected, 0.0% had been restrained properly. Table 7 presents 2005–2009 data on ejection status by restraint usage for passenger vehicle occupants only (all ages).

Table 7. Ejection Status by Restraint Usage: 2005-2009

	Not Ejected	Totally Ejected	Partially Ejected	Total
None	9.7%	93.6%	75.4%	10.6%
Belt/harness	80.6%	0.2%	18.1%	79.7%
Other, Unreported, Unknown	9.4%	5.4%	5.8%	9.3%
Youth restraint used improperly	0.0%	0.8%	0.0%	0.0%
Youth restraint used properly	0.4%	0.0%	0.7%	0.4%
Grand Total	100.0%	100.0%	100.0%	100.0%

C5: NUMBER OF FATALITIES IN CRASHES INVOLVING A DRIVER OR MOTORCYCLE OPERATOR WITH BAC OF .08 OR ABOVE

**2010 Performance Goal**

**Goal Statement:** Decrease alcohol impaired driving fatalities 22 percent from the 2008 calendar base year figure of 35 to 27 by December 31, 2010.

**Current Value:** 47

**Current Status:** Not met

**2011 Performance Goal**

- Decrease alcohol impaired driving fatalities 4 percent from the 2009 calendar base year figure of 47 to 45 by December 31, 2011.

**Key Observations**

- The total number of crashes involving at least one driver or motorcycle operator with a BAC of .08 or above was 12.3% higher in 2009 than in 2008; the number of fatalities arising from such crashes increased by 34.3%.
- The annual number of crashes involving an intoxicated driver has continued to climb steadily over the 2005-2009 period. Over the same time period, crashes involving an intoxicated driver have become a progressively larger proportion of total crashes.
- In 2009, only 57.4% of fatalities in this traffic crash category were sustained by intoxicated drivers themselves, leaving 42.6% of fatalities to be incurred by non-intoxicated drivers. The latter figure represents an increase of 22.6 percentage points from 2008.

## Recent Data

In South Dakota, it is considered a criminal offense for any driver to operate a motor vehicle while maintaining a blood alcohol content (BAC) level of .08 or higher.<sup>14</sup> Altogether, 16,993 traffic crashes were reported in 2009, 419 of which involved at least one driver with a BAC reading of .08 or above. This amounts to a rate of 2.5%, the highest such figure over the last five years. In fact, the number of traffic crashes involving intoxicated vehicle operators has slightly yet consistently ticked upward each year since 2005, and continues to become a progressively larger proportion of total traffic crashes. Table 8 shows annual figures and percentage changes for crashes involving at least one driver or motorcycle operator with a BAC reading of .08 or higher, compared to figures for total crashes.<sup>15</sup>

Table 8. BAC Accidents and Total Accidents: 2005-2009

	BAC Crashes	Total Crashes	% Total Crashes that were BAC Crashes	% Annual Change in BAC Crashes
2005	227	16,307	1.4%	-
2006	299	15,730	1.9%	+31.7%
2007	302	16,220	1.9%	+1.0%
2008	373	15,908	2.3%	+23.5%
2009	419	16,993	2.5%	+12.3%

Table 9 presents frequency counts of fatalities and injuries resulting from traffic crashes involving at least one driver with a BAC reading of .08 or higher. From 2005–2009, 233 fatalities and 380 serious injuries were sustained in crashes involving at least one operator exceeding the legal BAC limit. In 2009 alone, 47 fatalities and 80 serious injuries were reported in analogous traffic crashes. The fatality figure represents a drastic (34.3%) retreat from the analogous figure of 35 recorded in 2008.

Table 9. Injury Outcomes for Individuals Involved in BAC Crashes: 2005-2009<sup>16</sup>

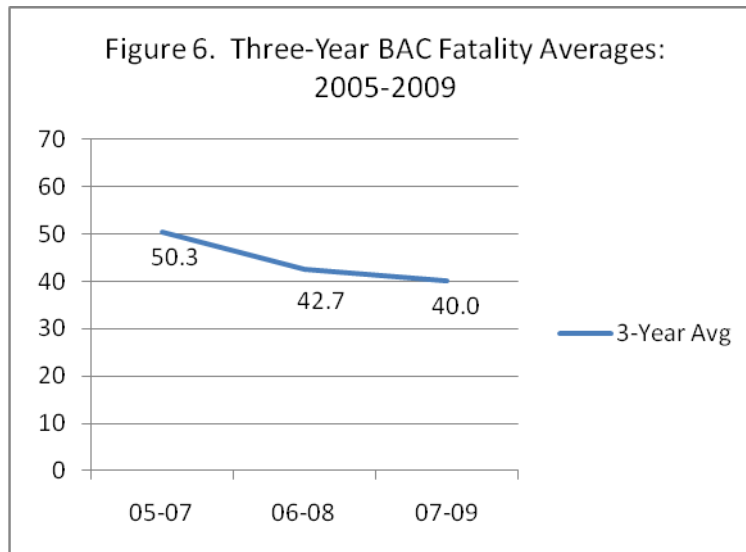
	Fatalities	Serious Injuries	Other Injuries	No Injury	Total
2005	58	74	120	143	395
2006	55	83	192	181	511
2007	38	68	152	225	483
2008	35	75	187	328	625
2009	47	80	207	363	697
2009 (%)	6.7%	11.5%	29.7%	52.1%	100.0%
All Years (%)	8.6%	14.0%	31.6%	45.7%	100.0%

To partially allay the potentially misleading influence of small tabular values, Figure 6 displays three-year averages for fatalities reported from 2005–2009. Fatalities resulting from these traffic crashes accounted for 35.9% of all fatalities recorded in 2009, compared to a 2008 figure of 28.9%.

<sup>14</sup> Drivers with a BAC level of .08 or higher will occasionally be referred to in this report as “intoxicated drivers.”

<sup>15</sup> In this table, “BAC Crashes” refer to those accidents wherein at least one driver was found to have a BAC level of .08 or higher.

<sup>16</sup> Among individuals for whom an injury status was reported (97.3% of all individuals involved in such crashes).



A total of 421 vehicle operators with a BAC level of .08 were involved in traffic crashes in 2009. 48.2% (203) of these drivers were under the age of 30, and 71.0% (299) were under the age of 40. During 2009, three pedestrian fatalities were reported in traffic crashes involving these drivers; no such fatalities were sustained by pedalcyclists. Altogether then, 93.6% of fatalities in crashes of this sort were incurred by motor vehicle occupants. By vehicle type, fatality counts were as follows (number of fatalities in parenthesis): passenger car (22), sport utility vehicle (7), light truck (6), motorcycle (5), mini-van (2), moped (1), single-unit truck (1). Of fatality victims, 27 (57.4%) were themselves drivers with a BAC level of .08 or higher. Over the last five years, 66.5% of fatalities recorded in BAC crashes were drivers with a BAC of .08 or above. Among fatalities in 2009 of drivers with a BAC of .08 or higher (27), 77.7% (21) carried an in-state driver's license; this corresponds to a five-year figure of 85.2%. Finally, among these driver fatalities, 70.4% (19) were male, 96.2% (26) failed to use appropriate safety restraint devices or other protective equipment, and 33.3% (9) were 25 years old or younger.

Findings from the 2010 Highway Safety Behaviors Survey lend shape to the views of South Dakotans with respect to intoxicated driving. 11.1% of surveyed drivers reported having driven a motor vehicle within two hours of consuming alcoholic beverages at least once over the last 60 days. Male respondents and those respondents between the ages of 41 and 50 were *least* likely to report no instances of intoxicated driving. 76.5% of participants viewed the chances of being arrested after drunken driving as being either very likely or somewhat likely, but again, this figure was slightly lower among males (73.0%), and only 66.7% among respondents from the 41-50 age category. Taken together, survey data seems to implicate middle-aged male drivers as the highest-risk population for intoxicated driving. Yet, actual traffic crash data shows that this age group accounts for only 14.8% of fatalities suffered by drunk drivers, and is far outpaced in this category by young drivers. Among all respondents, only 56.5% of respondents reported hearing about drunken driving enforcement in the last 30 days, although a staggering 97.9% find it either strongly or somewhat important for police to enforce drunken driving laws. This final observation would appear to underscore clear public support for the continued development of improved drunken driving enforcement measures.



**2010 Performance Goal**

**Goal Statement:** Decrease speeding-related fatalities 21 percent from the 2008 calendar base year figure of 35 to 28 by December 31, 2010.

**Current Value:** 39

**Current Status:** Not met

**2011 Performance Goal**

- Decrease speeding-related fatalities 18 percent from the 2009 calendar base year figure of 39 to 32 by December 31, 2011.

**Key Observations**

- A total of 39 individuals were killed in 2009 as a result of traffic crashes involving at least one speeding driver. Although this figure represents an 11.4% increase from 2008, it nevertheless demonstrates a 37.1% improvement from the five-year high of 62 fatalities recorded in 2005.
- All speeding-related fatalities in 2009 were sustained by motor vehicle occupants; no pedestrians or pedalcyclists were killed in these traffic crashes, though one pedalcyclist was serious injured.
- 71.8% of fatalities sustained by speeding drivers occurred in speed zones of 55 miles per hour or higher, a figure that is substantially higher than the five-year cumulative rate.
- 79.5% of speeding-related fatalities occurred on rural roadways in 2009. Additionally, speeding-related fatalities per VMT were substantially higher in rural areas.

**Recent Data**

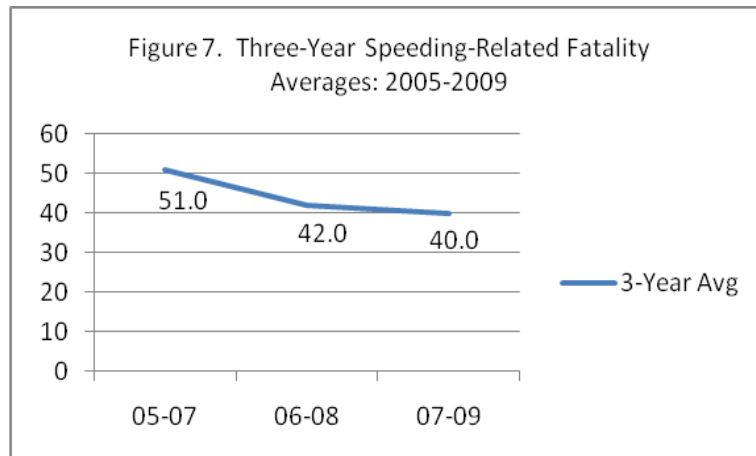
Stone-footed motor vehicle drivers pose an ongoing challenge to highway safety planners. Nearly thirty percent of South Dakota's traffic crash fatalities in 2010 were sustained in roadway incidents involving at least one speeding driver. Indeed, that many motorists knowingly and willfully elect to drive at rates higher than the posted limit would seem to challenge the use of the term "traffic *accident*." Existing data appears to suggest that South Dakotans send mixed signals with respect to the attitudes and behaviors that underlie this manner of driving. On one hand, the 2010 Highway Safety Behaviors Survey shows that South Dakotans generally support the idea of reigning in speeding drivers. 83.5% of respondents believe that speeding increases the risk of an accident, and 96.0% agree that the enforcement of speeding laws is important. Consequently, 75.4% rate the chances of being ticketed as a consequence of driving over the speed limit as either somewhat likely or very likely.<sup>17</sup> At the same time, 58.7% of respondents report having driven more than five miles per hour over the speed limit at least once in the last year.<sup>18</sup> Only 37.2% claim

<sup>17</sup> This view exists despite the observation that only 36.4% of respondents reported encountering a public message about speeding enforcement in the last 30 days.

<sup>18</sup> Among respondents ages 30 and under, 74.6% report having driven more than five miles per hour over the speed limit at least once in the last month.

to never drive faster than 70 mph in 65 mph zones, and 23.4% report never driving faster than 35 mph in 30 mph zones. In total, survey findings imply that while South Dakotans hope that speeding on the state's roadways can be reduced, this view may not inform their own driving practices.

In 2009, 2,241 traffic crashes occurred that involved at least one speeding driver (amounting to 13.2% of all reported traffic crashes), a subset of all traffic crashes involving a total of 3,641 people. Of these individuals, 39 (1.07%) sustained fatal injuries, 208 (5.7%) suffered serious but non-fatal injuries, and 871 (23.9%) received non-serious injuries. It should be noted that the above 1.07 fatality percentage represents a five-year low, and matches a slow but consistent lowering of fatalities as a percentage of all accident victims in speeding-related crashes since 2005. In absolute terms, however, the 39 speeding-related fatalities recorded in 2009 represent an 11.4% increase from the same figures for 2008 (45), though the small scale of these figures leads to interpretive tenuousness. Figure 7 smoothes the most recent five years of time series data by displaying three-year averages for speeding-related fatalities during the 2005–2009 period.



All speeding-related fatalities in 2009 were sustained by occupants of motor vehicles; no non-motorists (pedestrians and pedalcyclists) were killed, though six received an injury as a result of speeding-related crashes. Among those sustaining fatalities, the vehicle type occupancy was recorded as follows: 19 (48.7%) passenger car, 8 (20.5%) sport utility vehicle, 6 (15.4%) light truck, 5 (12.8%) motorcycle, 1 (2.6%) mini-van. Among those suffering a fatality in 2009, 71.8% were killed in speed zones with a maximum allowable speed of 55 miles per hour or higher, compared to a five-year cumulative rate of 55.54% killed in such zones. Since road surface type may be particularly likely to influence speeding-related traffic crash outcomes, basic figures are presented here. In 2009, traffic crashes on gravel and dirt roads tended to be considerably more injurious to motor vehicle occupants than did crashes on concrete, asphalt, and brick roads. While 70.3% of those involved speeding-related crashes on concrete, asphalt, or brick roadways sustained no injuries, the same could be said for only 48.5% of gravel or dirt road counterparts.

The difference in injury rates between road surface types, a discrepancy that grew wider between 2008 and 2009, would again seem to imply a broader difference in crash outcomes between rural and urban roadways. From 2005 through 2009, 82.2% of speeding-related fatalities were recorded on rural roadways. The analogous 2009 figure of 79.5% (31) was slightly higher than this five-year cumulative total, with only eight fatalities occurring in urban areas; eleven speeding-related fatalities were recorded on interstate highways (rural or urban). Table 10 places data for speeding-related fatalities in the context of vehicle miles

traveled, and further segments these figures by rural-urban crash location. Similar to the rates displayed in section C3, rural fatalities/VMT are considerably higher than their urban counterparts for all years under consideration. However, it can be seen that speeding-related urban fatalities per VMT rose 28.0% in 2009.<sup>19</sup>

Table 10. Speeding-Related Fatalities per VMT: 2005-2009<sup>20</sup>

	Total Fatalities/VMT	Rural Fatalities/VMT	Urban Fatalities/VMT
2005	0.76	0.80	0.25
2006	0.53	0.62	0.25
2007	0.54	0.69	0.20
2008	0.41	0.49	0.23
2009	0.45	0.50	0.32

## C7: NUMBER OF MOTORCYCLIST FATALITIES

### 2010 Performance Goal

**Goal Statement:** Decrease motorcyclist fatalities 17 percent from the 2008 calendar base year figure of 15 to 12 by December 31, 2010.

**Current Value:** 16

**Current Status:** Not met

### 2011 Performance Goal

- Decrease motorcyclist fatalities 6 percent from the 2009 calendar base year figure of 16 to 15 by December 31, 2011.

### Key Observations

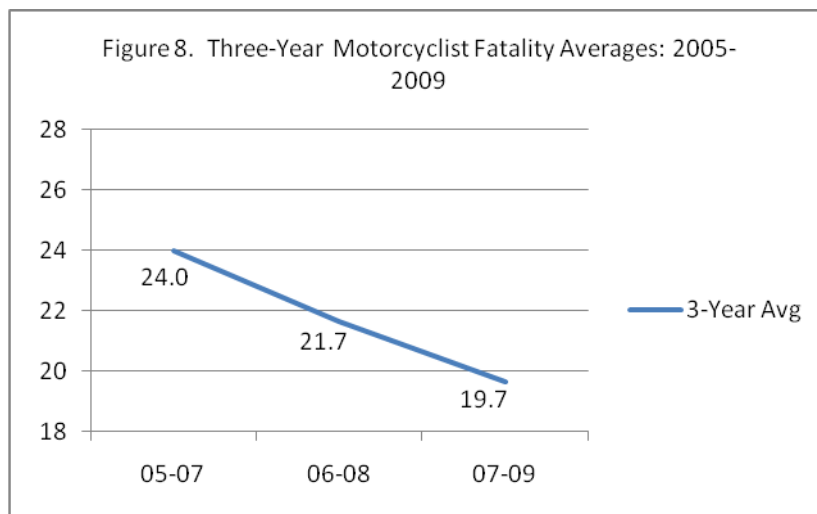
- Motorcycles were involved in only 2.9% of traffic crashes in 2009, but these accidents accounted for 12.2% of all fatalities.
- 97.5% of all injuries and fatalities sustained in traffic crashes involving motorcycles were suffered by motorcycle occupants.
- The number of motorcycle fatalities per 1000 registered motorcycles for 2009 (.255) is marginally lower than the 2008 rate (.256).
- 13 of the 16 motorcyclist fatalities recorded in 2009 were incurred by males.

<sup>19</sup> The rise in speeding-related urban fatalities per VMT from 2008 to 2009 is attributable to a slight uptick in urban fatalities (6 in 2008, 8 in 2009) concurrent with a small decline in urban VMT (2.56 billion in 2008, 2.51 billion in 2009).

<sup>20</sup> From 2005-2006, no rural-urban designation was recorded for nine speeding-related fatalities. Although these fatalities account for less than 4.0% of total fatalities over this time period, this missing data nonetheless results in underestimation of speeding-related fatalities per rural and urban VMT for these years. Figures for total speeding-related fatalities per VMT for these years are unaffected.

## Recent Data

In 2009, 495 traffic crashes involving motorcycles were reported, amounting to approximately 2.9% of all traffic crashes.<sup>21</sup> Of the 764 individuals involved in these traffic crashes, 599 (78.4%) were motorcycle occupants. A total of 508 people received non-fatal injuries as a result of these crashes, and 16 people were killed. None of the 159 individuals sustaining serious injuries as a result of motorcycle-involved traffic crashes were motorcycle occupants. In fact, 97.5% (511 of 524) of all injuries and fatalities inflicted in these crashes were sustained by motorcyclists. The above fatality count of 16, all of whom were motorcyclists, reflects 12.2% of all fatalities reported in 2009. To summarize then, motorcycles were involved in only 2.9% of traffic crashes in 2009, but these accidents accounted for 12.2% of all fatalities. Further, accidents involving motorcycles in 2009 tended to injure or kill only the motorcyclists themselves. Figure 8 displays three-year averages for motorcycle fatalities (motorcycle occupants only) for 2005-2009.



The average age of motorcyclists suffering fatal injuries was 46.7 years.<sup>22</sup> Of the 16 motorcyclist fatalities in 2009, 12 (75.0%) were age 40 or older; this is consistent with the analogous 2005–2009 figure of 73.7%. 13 (81.3%) of the motorcyclist fatalities recorded in 2009 were incurred by males, 12 of whom were operators; altogether, two motorcycle passengers were killed. Five of the 16 fatalities occurred during the three-week time span including the week prior to, the week of, and the week after the 2009 Sturgis Motorcycle Rally, although only one of these fatalities was officially recorded as rally-related. All fatalities occurred on concrete or asphalt roadways, as have 99.0% of all motorcyclist fatalities since 2005. In addition, 10 motorcyclists were killed on rural roadways, with the remaining six fatalities occurring on urban roadways. Four of the motorcyclists suffering fatal injuries were drivers with a blood alcohol content reading of .08 or above. A total of 23 injuries, fatal or non-fatal, were produced by traffic crashes involving intoxicated motorcyclists, 18 of which were sustained by intoxicated motorcyclists; all of these 18 were male. Since South Dakota does not track motorcycle vehicle miles traveled, fatality per VMT rates cannot be computed. Table 11 displays figures for an alternative rate measure: motorcycle fatalities per 1000 registered

<sup>21</sup> In sections C7 and C8, references to “motorcycles” and “motorcycle operators/occupants” also include mopeds and moped operators/occupants. For simplicity, the term “motorcycle” is used alone. In 2009, there were no moped fatalities.

<sup>22</sup> This figure represents a slight decrease from the 2008 mean age of 49.1 years; one motorcycle fatality in 2009 was sustained by an eight-year-old occupant.

motorcycles. While this metric is problematic for a number of reasons, it nonetheless supplies a relative indicator of motorcycle fatality rates.<sup>23</sup> From this table it can be seen that motorcycle fatalities, as a proportion of motorcycle registrations, have fallen substantially from 2005 to the present, and further that the 2009 figure for motorcycle fatalities per 1000 registered motorcycles represents a five-year low.

Table 11. Motorcycle Fatalities per Registered Motorcycle: 2005-2009

	Registered Motorcycles	Motorcyclist Fatalities	Fatalities per 1000 Registered Motorcycles
2005	46,383	22	0.474
2006	53,451	22	0.412
2007	58,529	28	0.488
2008	58,508	15	0.266
2009	62,735	16	0.265

## C8: NUMBER OF UNHELMETED MOTORCYCLIST FATALITIES

### 2010 Performance Goal

**Goal Statement:** Decrease unhelmeted motorcyclist fatalities 10 percent from the 2008 calendar base year figure of 11 to 10 by December 31, 2010.

**Current Value:** 14

**Current Status:** Not met

### 2011 Performance Goal

- Decrease unhelmeted motorcyclist fatalities 29 percent from the 2009 calendar base year figure of 14 to 10 by December 31, 2011.

### Key Observations

- Of the 16 motorcyclist fatalities in 2009, 14 (87.5%) were sustained by unhelmeted occupants.
- 5 of the 14 unhelmeted motorcyclist fatalities recorded in 2009 were sustained by out-of-state motorcyclists.
- Males accounted for 11 of the 14 unhelmeted motorcyclist fatalities recorded in 2009.

<sup>23</sup> Several caveats are in order with regard to the use of a fatalities-per-registered-vehicle metric. This particular measure is tenuous not only because a considerable proportion of motorcycle traffic in South Dakota stems from inter-state travel, but also because some fatalities are sustained by out-of-state motorcyclists. In fact, only 7 of the 16 motorcyclists suffering a fatality in 2009 carried a South Dakota driver's license.

**Recent Data**

Motorcycle occupants accounted for 599 (2.2%) of the 27,105 people involved in motor vehicle traffic crashes in 2009; 62.4% (374) of these riders were not wearing a helmet at the time the crash took place. This unhelmeted occupant percentage is comparable to a five-year cumulative total of 65.5%. That unhelmeted riders make up such a large percentage of motorcyclists involved in traffic crashes should perhaps come as no surprise, given that the *2009 South Dakota Statewide Seatbelt and Motorcycle Helmet Use Survey* found that helmets are used by only 35.6% of motorcyclists on South Dakota's roadways. This relatively low rate of helmet use clearly does not sit well with South Dakotans at large. The 2010 Highway Safety Behaviors Survey suggests that 73.2% of the state's licensed motor vehicle drivers feel that the state should mandate the use of helmets by motorcycle occupants.

Among unhelmeted motorcycle occupants in traffic crashes in 2009, 14 sustained fatal injuries. This figure amounts to 87.5% of all motorcyclist fatalities in 2009 (16). In total, unhelmeted motorcyclists composed 62.4% of all motorcycle occupants involved in traffic crashes in 2009, but accounted for 87.5% of fatalities. Table 12 presents comparative crash outcomes data for helmeted and unhelmeted motorcyclists from 2005-2009. This table shows that the figure for helmeted motorcyclist fatalities (2) was at a five-year low in 2009. It is also shown that, for 2009 alone as well as for the entire 2005-2009 period, helmeted riders sustain fatal injuries with slightly lower relative frequency than do unhelmeted riders, although the rates are surprisingly similar. It should be noted however that n-values in these categories may be too small to justify the formation of practical inferences based on these figures alone.

Table 12. Injury Outcomes for Unhelmeted and Helmeted Motorcycle Occupants: 2005-2009

Unhelmeted Motorcycle Occupants					
	Fatalities	Serious Injuries	Other Injuries	No Injury	Total
2005	12	145	222	68	447
2006	16	154	232	55	457
2007	21	122	241	58	442
2008	11	119	207	43	380
2009	14	102	214	44	374
2009 (%)	3.7%	27.3%	57.2%	11.8%	100.0%
All Years (%)	3.5%	30.6%	53.1%	12.8%	100.0%

Helmeted Motorcycle Occupants					
	Fatalities	Serious Injuries	Other Injuries	No Injury	Total
2005	9	57	69	20	155
2006	5	71	94	24	194
2007	7	58	92	18	175
2008	4	59	116	19	198
2009	2	56	116	26	200
2009 (%)	1.0%	28.0%	58.0%	13.0%	100.0%
All Years (%)	2.9%	32.6%	52.8%	11.6%	100.0%

The 14 unhelmeted fatalities in 2009 only included nine (64.3%) bikers carrying a South Dakota driver's license. As before, this figure is suggestive of a sizable proportion of out-of-state motorcycle traffic on South Dakota's roadways. The 40 and older age group constituted 78.6% (11) of all unhelmeted motorcyclist fatalities. 78.6% (11) of fatalities were sustained by males, and 28.6% (4) of unhelmeted motorcyclists who died were reported by law enforcement personnel to have been drinking.<sup>24</sup> Table 13 gives annual figures for unhelmeted motorcyclist fatalities per registered motorcycle from 2005-2009. Although the number of registered motorcycles in South Dakota climbed by 7.2% from 2008 (58, 508) to 2009 (62, 735), this increase was outpaced by the 27.3% spike in unhelmeted motorcycle fatalities over the same period. These changes resulted in a modestly heightened fatality rate for 2009. Again, interpretive caution is warranted due to low n-values.

Table 13. Unhelmeted Motorcycle Fatalities per Registered Motorcycle: 2005-2009

	Fatalities per 1,000 Registered Motorcycles
2005	0.26
2006	0.30
2007	0.36
2008	0.19
2009	0.22

## C9: NUMBER OF DRIVERS AGE 20 OR YOUNGER INVOLVED IN FATAL CRASHES

### 2010 Performance Goal

**Goal Statement:** Decrease drivers age 20 or younger involved in fatal crashes 16 percent from the 2008 calendar base year figure of 23 to 19 by December 31, 2010.

**Current Value:** 20

**Current Status:** Not met

### 2011 Performance Goal

- Decrease drivers age 20 or younger involved in fatal crashes 20 percent from the 2009 calendar base year figure of 20 to 16 by December 31, 2011.

### Key Observations

- 20 drivers under the age of 21 were involved in a fatal traffic crash in 2009; no lower value has been recorded in the last five years, and this figure represents a 39.4% decline since 2005.
- The number of total crashes involving at least one driver under the age of 21 was higher in 2009 than

<sup>24</sup> All four showed a BAC reading .12 or higher.

in 2008, but the number of fatal crashes involving these drivers was down.

- *If the rate of decline in young drivers involved in fatal accidents observed from 2008 to 2009 persists during the 2009 to 2010 period, the original 2010 performance goal will be exceeded by the target date of December 31, 2010.*

### Recent Data

Both popular opinion and self-reported attitude data give justification to the prevailing impression of young motorists as a dangerous driving population. According to the 2010 Highway Safety Behaviors Survey, 9% of drivers ages 30 and under admit to driving more than 35 mph in 30 mph zones "most of the time," a proportion higher than that found in any other age group.<sup>25</sup> 3.3% of young motorists report never wearing a seatbelt while driving, 27.0% believe seatbelts are as likely to cause harm as to prevent it, and 25.4% assert an ability to drive safely even after consuming multiple alcoholic drinks.<sup>26</sup> Reflecting some level of awareness of these tendencies, 59.3% of all respondents to the 2010 survey suggested that the state should increase the minimum driving age from 14 to 16, ostensibly to reduce the total number of young drivers on South Dakota's roadways.

Turning to traffic crash data, a total of 112 fatal crashes were reported in South Dakota during 2009, a subset of total traffic crashes that involved 20 drivers under the age of 21. This figure represents a five-year low for this measure. Of the above drivers, 10 were killed. Table 14 provides yearly counts and annual change figures of drivers under 21 involved in traffic crashes resulting in at least one fatality. As can be seen from the table, the number of drivers under 21 involved in fatal crashes has declined by a total of 41.1% since 2005, although it should be noted that most of this improvement occurred during a single year-to-year transition (2006 to 2007).

Table 14. Drivers Under 21 Involved in Fatal Crashes: 2005-2009

	Drivers Under 21	Annual % Change
2005	33	-
2006	34	+3.0%
2007	24	-29.4%
2008	22	-8.3%
2009	20	-9.1%
		Total Change = -39.4%

Table 15 presents additional data describing the proportional involvement of young drivers in traffic crashes in South Dakota. This table suggests that the relative level of involvement of drivers under 21 in both total crashes and fatal crashes continues to be relatively stable. Although a marginally lesser proportion of *total* crashes in 2009 included a young driver than did crashes in 2005, the proportional involvement of such drivers in *fatal* crashes has dropped by a larger absolute magnitude. It is important to observe, however, that while the proportional involvement of young drivers in these crashes has been

<sup>25</sup> Similarly, 9.5% of respondents from this age group report driving more than 70 mph in 65 mph zones "most of the time," also the highest such figure for any age group.

<sup>26</sup> Each of these figures constitutes the highest for any age group.



steady across recent years, the actual number of traffic crashes, particularly fatal crashes, has seen a marked (38.7%) decline.

Table 15. Traffic Crashes Involving Drivers Under Age 21: 2005-2009

	Total Crashes	Total Crashes Involving Driver Under 21	% of Total Crashes Involving Driver Under 21	Total Fatal Crashes	Fatal Crashes Involving a Driver Under 21	% of Fatal Crashes Involving a Driver Under 22
2005	16,307	4,361	26.7%	158	31	19.6%
2006	15,730	4,083	26.0%	172	34	19.8%
2007	16,220	4,225	26.0%	130	23	17.7%
2008	15,908	4,053	25.5%	109	21	19.3%
2009	16,993	4,206	24.8%	112	19	17.0%

Table 16 presents fatality rates, expressed as fractions of total in-state population counts, for years 2005-2009. This table indicates that 22 fatalities resulted in 2009 from traffic crashes involving a driver under 21 years old, the smallest such figure in the previous five year period. Additionally, the 2009 fatality rate of 2.71 fatalities per 100,000 in population indicates the continuation of an apparently robust downward trend in the relative incidence of traffic crash fatalities involving young drivers.

Table 16. Fatalities per 100,000 In-State Population from Crashes Involving a Driver Under 21: 2005-2009

	Population Estimate	Fatalities from Crashes Involving a Driver Under 21	Per 100,000 Population
2005	779,315	41	5.26
2006	787,380	39	4.95
2007	795,689	27	3.39
2008	804,194	23	2.86
2009	812,383	22	2.71

Of the 20 drivers under age 21 involved in fatal traffic crashes in 2009, 17 (85.0%) were from South Dakota. 11 of the 20 (55.0%) were male, and 10 of the 20 (50.0%) recorded a positive blood alcohol content reading.<sup>27</sup> 19 of the 20 drivers (95.0%) were operating a passenger vehicle, while one were driving a motorcycle. Among all passenger vehicle occupants age 21 or younger involved in traffic crashes in 2009, 27 were killed (24.3% of all passenger vehicle occupants killed) and 173 were seriously injured (27.4% of all passenger vehicle occupants receiving serious injuries). 81.5% (22 of 27) of passenger vehicle occupants age 20 or younger who were killed in 2009 were unrestrained, a total equal to 19.8% of all unrestrained passenger vehicle occupant fatalities.

<sup>27</sup> In the case of these drivers, a positive blood alcohol content reading is defined as a recorded BAC level of .02 or above. The 2009 figure of 50.0% BAC-positive drivers represents a stark increase from 2008, when the analogous figure was only 26.1%.

## C10: NUMBER OF PEDESTRIAN FATALITIES

### 2010 Performance Goal

**Goal Statement:** Reduce pedestrian fatalities 55 percent from the 2008 calendar base year figure of 10 to 5 by December 31, 2010.

**Current Value:** 4

**Current Status:** Exceeded

### 2011 Performance Goal

- Reduce pedestrian fatalities 25 percent from the 2009 calendar base year figure of 4 to 3 by December 31, 2011.

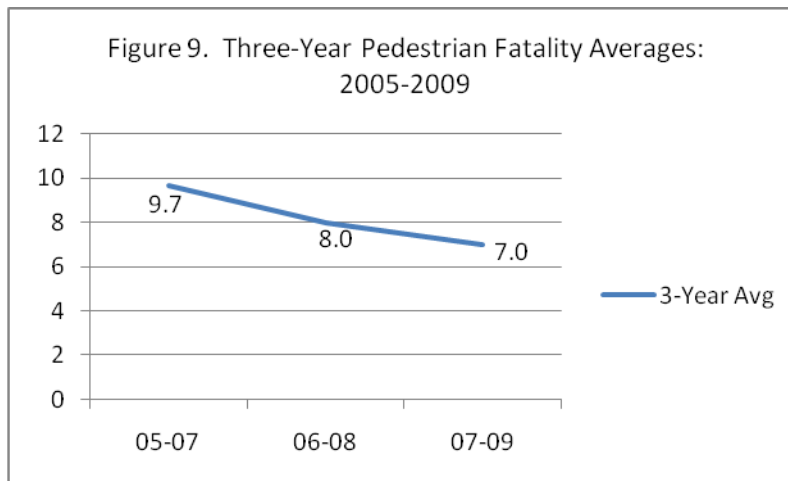
### Key Observations

- Since 2005, the number of annual pedestrian fatalities in South Dakota has fluctuated around an average of 8.6 fatalities per year; 4 were reported in 2009, down from 10 the previous year.
- As in 2008, pedestrian injury outcomes were far more dire in rural areas. While 20.0% of rural traffic crashes involving a pedestrian resulted in a pedestrian fatality, 0.0% of analogous urban crashes resulted in a pedestrian death (even though urban areas produced considerably more pedestrian-involved traffic crashes).

### Recent Data

Urban streets and roadways constituted only 3.6% of all road miles in South Dakota in 2009. Given the distinctly rural character of the state's motor vehicle infrastructure, it may be argued that opportunities for precarious pedestrian-motor vehicle interaction are relatively less plentiful in South Dakota than in more urbanized states. Indeed, pedestrian fatalities are highly uncommon in South Dakota. Only 43 pedestrian fatalities were recorded in the state from 2005 through 2009. This includes 4 such fatalities in 2009, a mark that sets a new five-year low. Since 2005, the number of annual pedestrian fatalities has fluctuated around an average of 8.6 fatalities per year; a five-year high of 15 fatalities was recorded in 2005.

Figure 9 presents trend data for pedestrian fatalities from 2005–2009, as expressed by three-year averages.



Although the picayune numeric values presented in the following discussion should discourage against generalization, detailed figures will nonetheless be reported. In 2009, 96 traffic crashes occurred that involved at least one pedestrian. These crashes resulted in 4 fatalities, 24 serious injuries, and 71 other injuries. No traffic crashes produced multiple pedestrian fatalities. All pedestrian fatalities occurred during the May through September period. The average age of pedestrians suffering a fatality was 33.0. The youngest pedestrian killed was 16, the oldest was 60. None of those killed were reported to have used alcohol immediately prior to the crash incident; all four were residents of South Dakota.

In the context of pedestrian involvement in traffic crashes, a key disparity can be observed in crash outcomes between urban and rural settings, a distinction that is likely attributable to systematic rate-of-travel differences and subsequent crash intensity. In 2009, all four reported fatalities occurred in speed zones with a maximum allowable limit of no less than 55 miles per hour. Further, all four pedestrians were killed in rural areas, while none were killed on urban roadways. By contrast, 83.2% (79 of 95) of non-fatal injuries were sustained in urban areas. On urban roadways, 81.0% of pedestrian injury outcomes were classified as non-serious injuries, 0.0% as fatalities; to the contrary, only 35.0% of pedestrian outcomes in rural areas were non-serious injuries, while 20.0% were fatalities. Taken together, these figures suggest that while urban roadways produce a far greater proportion of pedestrian injuries than do rural areas, the risk of sustaining an actual fatality (as opposed to a non-fatal injury) are much higher for pedestrians in rural areas.

Tables 17 and 18 provide tabular summaries of data regarding pedestrian fatalities and injuries by location type.

Table 17. Pedestrian Fatalities and Injuries by Location: 2009.

	Rural Roadways	Urban Roadways	Total
Fatalities (%)	100.0%	0.0%	100.0%
Fatalities (n)	4	0	4
Non-fatal Injuries (%)	16.8%	83.2%	100.0%
Non-fatal Injuries (n)	16	79	95

Table 18. Pedestrian Injury Outcomes by Location: 2009

	Fatalities	Serious Injuries	Other Injuries	Total
Rural (%)	20.0%	45.0%	35.0%	100.0%
Rural (n)	4	9	7	20
Urban (%)	0.0%	19.0%	81.0%	100.0%
Urban (n)	0	15	64	79

Finally, Table 19 displays pedestrian fatality counts indexed to statewide population figures. Although no linear pattern is apparent for this measure, it can be seen that over the five most recent years, roughly 1-2 pedestrians per 100,000 in-state population have been killed in motor vehicle crashes each year. The 2009 figure of 0.49 shows marked improvement over the 2008 figure of 1.24. In general, these rates are comparable to South Dakota's similarly-populated neighbor states.<sup>28</sup>

Table 19. Pedestrian Fatalities per 100,000 In-State Population: 2005- 2009

	Population Estimate	Pedestrian Fatalities	Per 100,000 Population
2005	779,315	15	1.92
2006	787,380	7	0.89
2007	795,689	7	0.88
2008	804,194	10	1.24
2009	812,383	4	0.49

## B1: OBSERVED SEAT BELT USE FOR PASSENGER VEHICLES, FRONT SEAT OUTBOARD OCCUPANTS

### 2010 Performance Goal

**Goal Statement:** Increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles 1.3 percentage points from the 2008 calendar year base year average usage rate of 71.8 percent to 73.1 percent by December 31, 2010.

**Current Value:** 72.1

**Current Status:** Not met

### 2011 Performance Goal

- Increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles 1.7 percentage points from the 2009 calendar year base year average usage rate of 72.1 percent to 73.8 percent by December 31, 2011.

<sup>28</sup> 2009 pedestrian fatality data from these states was not available at time of printing. 2008 pedestrian deaths per 100,000 in-state population were calculated as follows: North Dakota .94, Montana 1.14, and Wyoming 1.31. Source: FARS, US Census Bureau.

## Key Observations

- The 2009 estimate for statewide estimated safety restraint usage on all road types was 72.1%, a slight increase from 2008 (71.8%).

## Recent Data

As revealed by the 2010 Highway Safety Behaviors Survey, motorists in South Dakota appear not only to hold a generally favorable view of seatbelts, but also to use them with considerable frequency. Results from this questionnaire show that 74.8% of motorists reported wearing seatbelts "all of the time" while driving, with another 15.0% reporting seatbelt use "most of the time." 92.5% of respondents agree that they would want to be wearing a seatbelt in the event of an accident, and 69.0% disagree that seatbelts are as likely to harm vehicle occupants as to help them. Public awareness of the state's statutory parameters is also reasonably strong. Across all respondents, 91.2% reported knowing that South Dakota has a law requiring seatbelt use, although participants tended to be unsure of the law's finer points.<sup>29</sup> 75.6% of respondents recalled seeing a public message encouraging seatbelt use in the previous 30 days; the analogous figure among drivers ages 30 and under was 87.3%. Finally, a majority (50.1%) of survey participants estimated that the failure to wear a seatbelt is either somewhat likely or very likely to result in receiving a ticket from law enforcement authorities. Taken as a whole, these findings seem to portend diligent use of seatbelts by in-state motorists.

In June of 2009, the state of South Dakota conducted a statewide observational survey following methodological guidelines spelled out in NHTSA's Uniform Criteria for State Observational Surveys of Seat Belt Use. The underlying purpose of this annual survey is to observe safety restraint use of all drivers, right front passengers, and children under the age of five, traveling on rural and urban highways and interstates. Also, starting in 2009, the analytic focus of South Dakota's annual survey was expanded to include an examination of helmet use by motorcycle occupants on state roadways. The *2009 South Dakota Statewide Seatbelt and Motorcycle Helmet Use Survey Final Report*, which was prepared for and funded by the South Dakota Office of Highway Safety, serves as the primary source document for all information presented in this section.

A multi-stage cluster approach was used in order to mitigate the state's uneven population distribution. The sampling pool was thus reduced to thirty-three of the state's largest counties, which together account for roughly 85% of the total population. Also, by permission from the NHTSA regional survey design advisor, the number of sampled road segments per county was lowered to seventeen or fewer, due to limited VMT estimates in South Dakota.

From the thirteen counties selected from the sampling pool, a total of 10,284 automobile occupants and 1,034 motorcycle occupants were observed.<sup>30</sup> After weighing the four road type averages to account for VMT, the 2009 statewide estimated safety restraint use on all road types was 72.1%. This represents an increase of 0.3 percentage points from the 2008 statewide weighted estimate of 71.8%; further, this rate is significantly higher than the baseline rate of 68.8% recorded in 2005. This observed overall rate of seatbelt use also corresponds with reasonable closeness to the self-reported rates reflected in the 2010 Highway Safety Behaviors Survey. Table 20 and Figure 10 exhibit the weighted restraint use for each road type from

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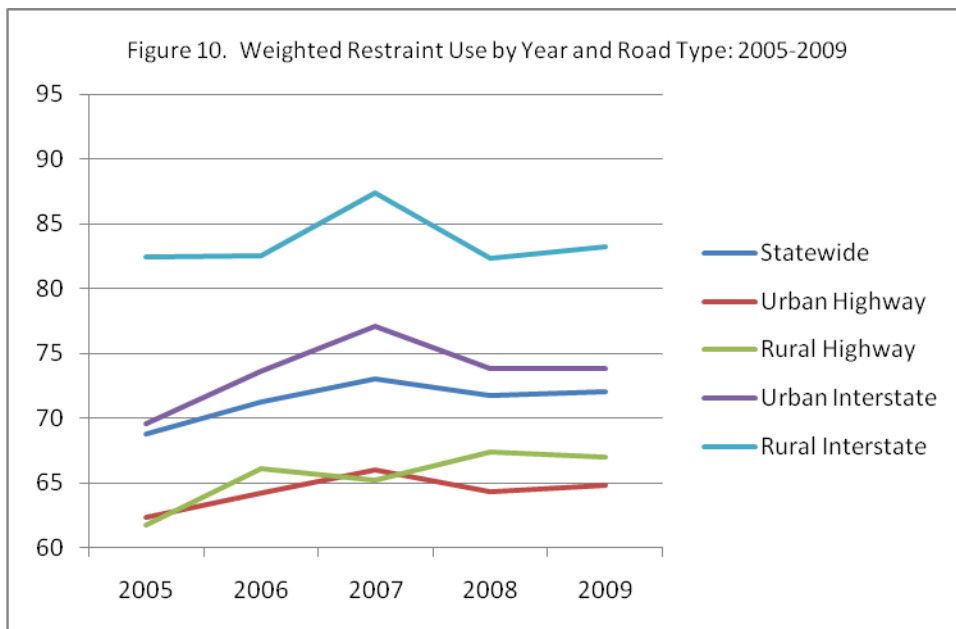
<sup>29</sup> In all, 41.2% believed that the state's seatbelt law defines the failure to wear a seatbelt as a primary offense, while 40.9% stated (rightly) that it is a secondary offense; 18.0% were uncertain.

<sup>30</sup> Usually between 11,000 and 12,000 vehicles are observed; however, due to unexpected external factors, only 9,796 motorists were observed.

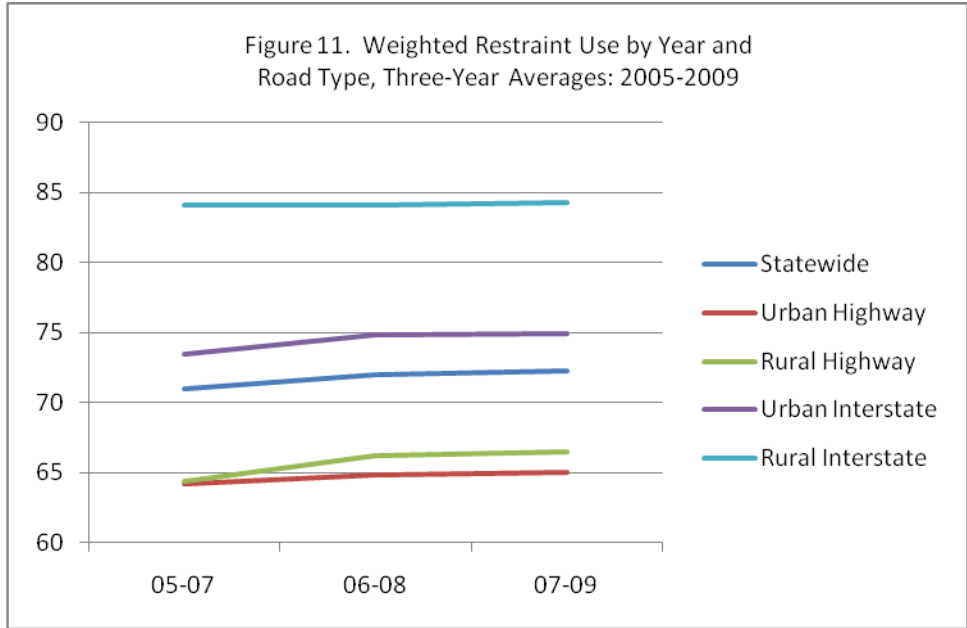
2005 through 2009.

Table 20. Weighted Restraint Use by Year and Road Type: 2005-2009

	Statewide	Urban Highway	Rural Highway	Urban Interstate	Rural Interstate
2005	68.8	62.4	61.8	69.6	82.4
2006	71.3	64.2	66.1	73.6	82.5
2007	73.0	66.0	65.2	77.1	87.4
2008	71.8	64.3	67.4	73.8	82.3
2009	72.1	64.8	67.0	73.8	83.2
% Change ('08 to '09)	+0.4%	+0.8%	-0.6%	0.0%	+1.1%



Safety restraint use on two of the four road types increased from 2008 estimates, while figures for the other two road types decreased or remained unchanged. Figure 11 exhibits the three-year moving averages from 2005 to 2009, statewide, and for each road type. This figure displays a generally flat or perhaps slightly upward slope among all reported trend lines. It should be noted that the subtle directional disagreement among recent year between Figures 10 and 11 is due to simple arithmetic properties associated with three-year moving average calculations.



South Dakota’s safety restraint usage can be examined by vehicle type and age group. As seen in Table 21, more than one quarter of vehicles observed (27.2%) were in the pickup category. Of these, only 55.2% of motorists were wearing some form of safety restraint. This is a slight increase from the 2008 figure of 54.3%, the year pickups became a separate observational category. However, seat belt usage for pickup occupants remains substantially lower than that of other vehicle types. The group including vans, minivans, and station wagons showed the highest restraint use, at 76.6%.

Table 21. Unweighted Restraint Use by Vehicle Type, 2009

	Yes	Child Restraint	None	Total
Cars	2,949 71.4%	31 0.8%	1,149 27.8%	4,129 100.0%
Vans	1,040 76.6%	15 1.1%	302 22.3%	1,357 100.0%
SUVs	1,414 70.8%	13 0.7%	570 28.5%	1,997 100.0%
Pickups	1,546 55.2%	7 0.2%	1,248 44.6%	2,801 100.0%
Total	6,949 67.6%	66 0.6%	3,269 31.8%	10,284 100.0%

Table 22 displays a breakout of unweighted restraint usage by age group. Children judged to be ages 0-4 were observed to use appropriate safety restraints at a rate of 81.5%, up slightly from the 2008 rate of 80.5%. Of children judged to be ages 5-13, 65.2% used either a seatbelt or a child restraint, down

considerably from the 2008 estimate of 73.9%. Likewise, of children judged to be age 14-17, 61.9% used a seatbelt, also a sizable drop from the 2008 rate of 67.8%. Finally, seatbelt usage for those 18 and over demonstrated a slight decrease from 2008 (70.5%) to 2009 (68.5%).

Table 22. Unweighted Restraint Use by Age Group, 2009

	Belt	Child Restraint	None	Total
0-4 years	9 9.8%	66 71.7%	17 18.5%	92 100.0%
5-13 years	58 65.2%	0 0.0%	31 34.8%	89 100.0%
14-17 years	459 61.9%	0 0.0%	282 38.1%	741 100.0%
18 years and over	6,413 68.6%	0 0.0%	2,933 31.4%	9,346 100.0%
Total	6,939 67.6%	66 0.6%	3,263 31.8%	10,268 100.0%

Helmet use by motorcycle occupants was gauged for the first time in 2009. Following the same general analytic strategy employed for measuring safety restraint use among automobile passengers, survey workers also made observational estimates of helmet use by motorcycle drivers and passengers. Altogether, the 2009 overall unweighted estimate for helmet use by motorcycle occupants is 35.6%. Drivers were found to use helmets at a rate of only 33.7%, as opposed to a rate of 42.5% among passengers. Low rates of helmet use further appear to be associated with increased age and in-state (versus out-of-state) license status. Examined by road type, helmet use was found to be highest on rural highways (41.7%), followed by urban interstates (38.9%), rural interstates (34.1%), and urban highways (28.6%).

#### OTHER ONGOING PERFORMANCE MEASURE REPORTING EFFORTS

Continuing with the 2011 Annual Report, and in strict compliance with requirements stipulated by the National Highway Traffic Safety Administration, the S.D. Office of Highway Safety will report on core activity measures A1, A2, and A3, as defined in the Traffic Safety Performance Measures for States and Federal Agencies manual. These performance measures are based respectively on the number of seatbelt citations issued, number of impaired driving arrests made, and number of speeding citations issued through grant-funded enforcement activities. Additionally, these core activity measures will supplement ongoing reporting of core outcome and core behavior measures.



## PROJECT DESCRIPTIONS FOR HIGHWAY SAFETY PRIORITY AREAS

### FFY2011 OCCUPANT PROTECTION

#### **Project#: PT-21-01**

##### **South Dakota Highway Patrol**

The Highway Patrol will provide overtime personnel hours to enforce occupant protection laws and provide public education on seatbelts and child safety seats, as well as training the officers in Child Safety Seat Inspection. The Highway Patrol will provide public education by providing rollover simulator demonstrations, distributing resource materials on occupant protection, participating in child safety seat clinics, and participating in the statewide Seat Belt Mobilization in May.

#### **Project #: OP-22-01**

##### **Project 8**

The Office of Highway Safety will partner with the Department of Social Services' (DSS) Office of Child Services to coordinate and implement the Project 8 program. Through an established statewide infrastructure, DSS will provide a coordinated statewide system of child seat safety education and inspection in South Dakota. Child safety seat inspections and seat belt awareness will be available for parents and caregivers of young children. Certified Technicians will be available in each Community Partner Agency to ensure proper installation and education. South Dakota citizens will be made aware of the importance of child passenger safety with an emphasis on booster seat usage.

#### **Project #: SA-28-01, PM-28-02**

##### **Paid Media Project (See Addendum D)**

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

Paid TV and radio ads will be run during the national mobilizations using either NHTSA or state developed ads. These ads will be placed through the media contractor. The PIO will work with the media contractor to determine the best means to reach the target demographics for occupant protection.

#### **Project #: SA-24-03**

##### **Seat Belt Survey**

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

**Project #: SA-24-01**  
**Volunteers of America**

The Office of Highway Safety will work closely with a staff person through Volunteers of America the Dakotas (VOA) to develop highway safety activity modules that will be used in communities across the state. VOA will oversee small community highway safety projects, partner with public and private schools, post-secondary institutions, and assist the general public by providing highway safety technical assistance and resource materials. In addition, the following projects will be coordinated and documented under Project #24-01 by VOA:

**Growing Up Together**

Growing Up Together is a community based coalition that actively promotes traffic safety issues including promotion of child safety seats. Growing Up Together will sponsor Kids Safe Saturday which features a car seat and seatbelt clinic. Growing Up Together will also provide occupant protection public education to the Pierre community through radio ads and other resource materials. Growing Up Together has collaborated with the Project 8 staff to provide a child restraint training for expectant parents during their regular childbirth class.

**Miss 'Click-It'**

Miss Click-It provides occupant protection educational programs to schools and youth groups. Miss Click-It uses a presentation format developed by the SMILE Association which uses "clowning" to provide a non-threatening safety message to young children. Her presentations are primarily requested by schools, but are also delivered at safety events, health fairs, and other youth events. Miss Click It will present at 40 educational events in FFY2011.

**Buckle Up Bulldogs**

A local community group, including adults and youth, will continue to focus on seatbelt promotion in Madison, SD using their "Buckle Up Bulldogs" campaign theme which will be marketed at public events, through the [www.buckleupbulldogs.org](http://www.buckleupbulldogs.org) website, and through public service announcements. The objective of this project is to raise the number of students who wear a seatbelt from 76% in 2009, 80% in 2010, to 83% in FFY2011 as measured through an observational survey.

**Washington High School**

The Conversation Can Wait- WHS Texting and Driving Awareness. Washington High School in Sioux Falls will conduct a student awareness effort on the dangers of texting while driving. Texting and driving is an especially dangerous distraction for young drivers. Through an education and awareness campaign during the fall of 2010, the students' focus on contributing to a decrease in the 6,000 distracted driver fatalities in the US.

**Project #: KH-HV-21-02****South Dakota Highway Patrol**

The South Dakota Highway Patrol typically is the lead agency for coordinating sobriety checkpoints and saturation patrols throughout the state. The Patrol will coordinate sobriety checkpoints and saturation patrols with local law enforcement agencies on designated roads based upon captured traffic related violations and crashes in support of national campaigns as well as sustained enforcement efforts. In addition to enforcement, the Highway Patrol will provide public education on impaired driving to reinforce enforcement strategies.

**Project #: J8-21-08****South Dakota Highway Patrol Drug Recognition Program**

The South Dakota highway Patrol recognizes the drug-impaired driver, as well as the drunk driver. Law enforcement training is needed. A Drug Recognition Expert School will train 20 officers, and after certification in CA or AZ, these DRE will be used in their departments around the state. In addition, the DUI Instructor course will train 15 Highway Patrol troopers, who will help other officers within their departments to enhance efforts in detecting and apprehending alcohol-drug impaired drivers.

**Project #: J8-21-05****Law Enforcement Training**

This project provides specialized training for South Dakota law enforcement officers through the state law enforcement academy in traffic enforcement strategies and investigations. In FFY2011, the training academy has selected the following areas of need for the State's law enforcement: PBT Calibration and Advanced Standardized Field Sobriety Testing. Agencies in the identified high crash, high alcohol violation counties will be targeted in the marketing of this training.

**Project #: J8-28-03****Paid Media Project (*See Addendum D*)**

To provide traffic safety public education, the Office of Highway Safety will retain the services of a professional advertising firm. The media agency will use NHTSA or state developed resources to coordinate state public information with national efforts.

Paid TV and radio ads will be run during the national mobilizations using either NHTSA or state developed ads; these ads will be placed through the media contractor. The PIO will work with the media contractor to determine the best means to reach the target demographic for impaired driving.

**Project #: SA-24-01****Volunteers of America (*Also noted in other sections*)**

As described above, an agreement between the Office of Highway Safety and Volunteers of America, Dakotas (VOA) will provide a staff person who will provide turn-key campaign toolkits and provide technical assistance to enhance local highway safety efforts including the six state universities. Assistance provided by VOA includes development of impaired driving toolkits, the campaign kits will closely follow NHTSA's communications calendar.

### **Growing Up Together**

Growing Up Together is a community based coalition that actively promotes traffic safety issues including impaired driving by youth. Growing Up Together will sponsor a “Think and Drive–Stay Alive” presentation at the Pierre High School for Central SD middle and high school students. Growing Up Together will also provide public education on impaired driving to the Pierre community through radio ads and other resource materials.

### **Project #: J8-20-08 Department of Health**

South Dakota has a need to provide an increasing number of alcohol blood tests. Increases in the number of active Drug Recognition Experts (DRE) in the state have correspondingly increased the demands placed upon the Department of Health as they examine samples of suspect drivers. New chemical compounds and substances that are difficult to identify increases demand for equipment and personnel. This project provides a partial staff member employed by the Department of Health which will greatly impact the identification of impaired drivers and provide the evidentiary material to aid in the prosecution of those individuals.

### **Project #: J8-21-07 Rapid City PD – DUI**

Intoxicated drivers are still a major health hazard to the citizens of Rapid City resulting in a significant number of alcohol related fatal crashes. To reduce alcohol related fatalities and injuries in Rapid City, the Office of Highway Safety will support two full-time officers who will be dedicated to enforcing impaired driving. The Rapid City DUI officers will work with county and state law enforcement as well as provide public education through TV, radio, and billboards. The DUI officers will work with community organizations such as prevention educators, retailers, schools, and MADD.

Over the past three years, this project has reduced the number of alcohol related crashes in Rapid City from 8.5% of all crashes in 2006 to 7.8% of all crashes in 2009. The number of people injured in alcohol related crashes has decreased from 72 people in 2006 to 42 in 2009. There were 2 fatalities within Rapid City in 2006, 0 fatalities in 2007, 1 fatality in 2008, and 1 fatality in 2009.

### **Project #: 164-AL-20-04 Traffic Safety Resource Prosecutor (TSRP)**

The Traffic Safety Resource Prosecutor (TSRP) will provide judicial training and critical technical support to South Dakota’s prosecutors to effectively prosecute traffic safety violations, primarily impaired driving. The TSRP is a contracted resource through the Office of the Attorney General. The TSRP acts as a liaison between the Office of Highway Safety, the Attorney General, and the judicial system. The TSRP will provide judicial training on DUI enforcement techniques, sentencing, and intervention strategies. In addition, the TSRP will provide support for DUI prosecution to local communities.

### **Project #: 164-AL-20-01, 164-PM-20-02 Parents Matter**

Parents Matter started in 2006 as a pilot project in SE South Dakota in response to 13 youth who were killed in alcohol related traffic crashes in the spring of 2006. Since its inception, the number of youth who were killed in alcohol related traffic crashes has decreased 46% to six in 2008.

Prairie View Prevention involves schools, community groups, and parents in a campaign which is launched during the spring prom/graduation activity season. The premise of Parents Matter is parents can make a

difference by talking to their kids about alcohol and the effects of alcohol when operating a motor vehicle. Parents Matter has a chapter in the Pierre area and in FFY2010, a chapter started in Rapid City.

Prairie View Prevention will coordinate statewide activities for Parents Matter including development of media, public education, town hall meetings, educational material and innovative resources to provide public awareness and give parents the tools needed to reduce alcohol use. The Governor's Office, Attorney General's Office, Department of Human Services, and the Department of Public Safety have partnered to promote Parents Matter.

### **Higher Education Based Alcohol and 'Safe Ride' Projects**

- The University of South Dakota (USD)      **Project #: 164-AL-20-06**
- South Dakota State University (SDSU)      **Project #: 164-AL-20-05**
- School of Mines and Technology (SDSM&T)      **Project #: 164-AL-20-07**

There are over 32,000 young people enrolled in South Dakota's public colleges and universities. Research has shown that binge drinking is highest among 18-24 year olds and is shockingly high with anywhere from 40-60% of college students admitting to binge drinking. Safe Ride programs are in place to reduce the number of impaired drivers. The Safe Rides projects will provide alcohol prevention activities in addition to alternate transportation; prevention activities may include alcohol and impaired driving education presentations, distribution of alcohol prevention resource materials, and collaboration with local bar and restaurant owners.

Because students are constantly "turning over", this project will provide impaired driving intervention for "new" students every year, as well as students returning to school. Each Safe Rides school measures progress independently. The number of impaired driving arrests has decreased 6% from 2007 to 2008 at SDSU; the number of students at USD that reported driving impaired was reduced from 66% in 2007 to 44% in 2008; and SDSM&T will evaluate their efforts to coordinate impaired driving reduction efforts among four post-secondary schools in the Rapid City area in 2011.

### **Project #: 164-AL-26-01 Mountain Plains Evaluation**

Nationally, approximately one-third of DUI first offenders will have a second offense. The South Dakota DUI First Offender Program was designed as an effort to reduce the recidivism rate of first time DUI offenders. The program includes a standardized 12 hour curriculum developed specifically for South Dakota through collaboration between the Council of Substance Abuse Directors and the Change Company. Thirteen core substance abuse treatment agencies located across the state will implement the curriculum in FFY2011. This program through its intense follow up has demonstrated that a 'control' group in South Dakota will likely re-offend 16% of the time while the 'cases' under control of the program showed a 10.7% recidivism rate. This project supports Mountain Plains Evaluation to analyze the alcohol prevention system currently implemented in South Dakota and to track DUI first offense violations.

## FFY2011 POLICE TRAFFIC SERVICES PROJECTS

Funds will be provided to agencies for equipment and personnel overtime required to perform alcohol, Speed, and occupant protection enforcement in keeping with the rules that govern the funding source. Funded agencies will be include but not be limited to counties with the highest alcohol, speed, and poor occupant protection crashes.

### **Law Enforcement Agencies Participating in FFY2011**

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#### ***State Law Enforcement***

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Highway Patrol Enforcement & Public Ed    Highway Patrol DRE Training

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#### ***Police Departments***

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Aberdeen PD	Mobridge PD
Belle Fourche PD	Parkston PD
Box Elder PD	Pierre PD
Brookings PD	Rapid City DUI Enforcement
Corsica PD	Selby PD
Elk Point PD	SDSU PD
Groton PD	Sioux Falls PD
Lead PD	USD PD
Lemmon PD	Wagner PD
Madison PD	
Miller PD	
Mitchell PD	

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#### ***Sheriff's Offices***

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Bon Homme Co SO	Lake Co SO
Brookings Co SO	Lawrence Co SO
Brown Co SO	Lincoln Co SO
Butte Co SO	Marshall Co SO
Davison Co SO	Minnehaha Co SO
Day Co SO	Pennington Co SO
Douglas Co SO	Stanley Co SO
Edmunds Co SO	Sully Co SO
Hamlin Co SO	Turner CO SO
Hand Co SO	Union Co SO
Jackson Co SO	

**Police Departments:**

**Project #: PT-27-01**

**Aberdeen Police Department**

Aberdeen has a university, a college and three high schools in the city limits. The department amplifies enforcement during Gypsy Days, Brown County Fair, school events and holidays. Officers are also tasked with underage drinking parties, drinking and driving, and educating the public on seatbelt usage and speeding issues. Equipment need: a new mobile speed sign will be used in high-risk roadway areas to monitor traffic. Data would be downloadable for analysis.

**Project #: PT-27-02**

**Belle Fourche Police Department**

Speed along with drinking driver complaints, have resulted in the need for more saturation patrols and sobriety checks, for the Belle Fourche PD. The use of video cameras and radar equipment to aid in the detection and prosecution of speeding or impaired drivers is paramount to highway safety in and through Belle Fourche.

**Project #: PT-27-04**

**Box Elder Police Department**

Rapid City, Ellsworth Air Force Base, and I-90 border the area of Box Elder. The area hosts approximately 3 million visitors yearly. Speed, DUI, occupant restraint issues, as well as drug/alcohol related offenses are in the forefront of their PD's workload.

**Project #: PT-27-05**

**Brookings Police Department**

Multi-Program Enforcement Initiative: This project addresses the program areas of speed, occupant protection, and impaired driving. Local census data indicates the media age of Brookings is between 15 and 24, and is home to South Dakota State University. Youth is over-represented in crash data statewide. Officers will work on an overtime basis to address applicable traffic laws throughout the school year.

**Project #: PT-27-09**

**Corsica Police Department**

The Corsica PD works closely with the Douglas County Sheriff's Office and the SD Highway Patrol in saturation patrols. This working relationship, along with updated equipment, and visibility factor have kept the speed and alcohol related accidents on the decline. Occupant protection is also being addressed by this department.

**Project #: PT-27-14**

**Elk Point Police Department**

Speeding, going by or entering the Elk Point Jefferson School, is a concern for the Elk Point PD as citizen complaints are numerous. More visibility and enforcement by the law are paramount to keep traffic accidents to a minimum. Volunteers from the school are used to record commercials on the radio to

address safety belt usage, as well as the department visiting the school and distributing handouts on the importance of seatbelt compliance. Saturation patrols are set for May seatbelt mobilization, as well as the major holidays or events when the number of impaired drivers statistically increases.

**Project #: PT-27-15**  
**Groton Police Department**

Two major highways intersect the town of Groton, and records indicate numerous DUI's, speeding, drugs, seat belt violations and other arrests in the area. Enhancing the peak hours with officer visibility, speed board usage, as well as check points and saturation patrols will help curb these violations. Education through the media as well as Driver Education Class information is also planned by the PD.

**Project #: PT-27-21**  
**Lead Police Department**

The city of Lead borders Deadwood, where legalized gambling draws 2 million people annually, and is a thoroughfare for 400,000 motorcyclists going to Sturgis for the annual Sturgis Rally. Along with the skiers and snowmobiler's who traverse the mountainous terrain, Lawrence County has been in the top 10 counties in SD for speed related crashes, as well as speed related fatal crashes. National mobilizations, high visibility saturation patrols, radar usage, public safety media articles, along with seatbelt surveys and continual contacts, warnings and/or citations are needed in the area.

**Project #: PT-27-22**  
**Lemmon Police Department**

The lack of personnel to work traffic enforcement along a stretch of Hwy US 12 which runs through the city, along the playground of the Lemmon Elementary School, is pressing for this police department. Seatbelt compliance is an issue, showing a 71% usage total, but they are not being used on a regular basis. Education of the young on the dangers of not buckling up, as well as speed enforcement around the school and residential area after school dismissal, will be amplified.

**Project #: PT-27-24**  
**Madison Police Department**

Madison is the home of DSU, which adds 2,400 to the population of 6,540. An area where the citizens find driving under the influence of alcohol, speeding, and/or driving without proper safety restraints, socially acceptable, leaves the Madison PD needing to step up their duties. By adding strict enforcement for speeding, along with public education of the necessity of safety belt and child restraint usage, the area will show an increase in its citizens' safety.

**Project #: PT-27-26**  
**Miller Police Department**

Miller PD states that drinking and driving, speed and non-compliance of seatbelt usage, are their main problems. US Highway14 and SD Highway 45 run through the city of Miller and approximately 4,000 vehicles pass through this area on a daily basis. Speed monitoring as well as high visibility of officers should remind the motoring public that speed, driving and alcohol usage, as well as the need for seatbelt/child



restraint is of importance to the Miller PD, and its citizens. Equipment need: a fixed speed analysis system used to monitor high-traffic count at the school highway location and determine enforcement activities.

**Project #: PT-27-28**  
**Mitchell Police Department**

Speed Enforcement Project. There are “hot spots” for speeding according to the Mitchell PD. An increase of officer visibility in these “zones” and the number of contacts between motorists and officers will influence these statistics. The city of Mitchell has a population of 15,000 people; Dakota Wesleyan University and Mitchell Technical School add approximately 900 students. The department is made up of 29 full time officers providing 24 hours service, as well as running a regional 911 center that covers six counties. The use of radar will reinforce the speed issue also, along with the issuance of citations, not only for speeding by the use of seatbelts and passenger restraints. DUI will be affected with the high visibility of the officers and keep Mitchell safer.

**Project #: PT-27-29**  
**Mobridge Police Department**

The 3,500 population of Mobridge grows dramatically throughout the year due, especially to its proximity to the Missouri River. The Standing Rock Indian Reservation borders Mobridge as does Highway 12. Vacation destinations along the river, as well as fishing tournaments, baseball, basketball tourneys and concerts draw large crowds. Drug arrests went from 5 in 2007 to 22 in 2009, and seatbelt warnings went from 60 in 2007 to 54 in 2009. Speeding, and the high volume of traffic in the area, reminds the Mobridge PD of the need for more officer visibility and public education on safety.

**Project #: PT-27-30**  
**Parkston Police Department**

Parkston has two major state highways running through it- SD Hwy 37 and Hwy 44. Even though the town is not large, it has seen numerous DUI arrests, speeding citations/warnings, and many seatbelt citations/warnings in the past year. Underage drinking, DUI, seatbelt, as well as other enforcement issues are increased during high traffic events: street dances, festivals, all school reunions.

**Project #: PT-27-32**  
**Pierre Police Department**

The number one problem for the city of Pierre is full time traffic enforcement. With Pierre being the state capitol of South Dakota, the PD had over 33,000 calls for service in 2009, divided among 18 patrol officers. The police department has increased their productivity through overtime grants and each year the data shows improvements in speeding warnings and citations, child seat and seatbelt citations. There has also been a decrease in reportable crashes. Traffic checkpoints, deploying these officers during national mobilizations and campaigns, along with public safety announcements and press releases, especially at the beginning and end of the school year, and during holidays, are a focus of this department.

**Project #: J8-21-07**  
**Rapid City Police Department**

DUI Program: Rapid City is the second largest city in South Dakota. The area is the main vacation destination for many South Dakotans, as well as US and foreign travelers. Add to this the draw to the area for sporting, business and concert events, and this volume of drivers makes the job of the RC PD difficult. Intoxicated drivers are still a major health hazard to the citizens of Rapid City. An aggressive DUI enforcement campaign will continue to address the intoxicated drivers of Rapid City. Two full time sworn officers will work on the task of DUI enforcement and education.

**Project #: PT-27-33**  
**SDSU Campus Police**

The South Dakota State University PD has the task of patrolling the campus roadways in Brookings and minimizes the human and economic loss from motor vehicle crashes, injuries and fatalities. The special events such as Hobo Days, two graduations, and the influx yearly of underage students add to the departments need for additional officers' hours. Underage drinking and speed reduction enforcement will be upped with these extra hours.

**Project #: SE-27-34**  
**Selby Police Department**

A high volume of traffic on Highway 12/83 going through Selby typically exceeds the speed limit by 10 mph. An overpass into the city is located near a fast food drive in, making it nearly impossible for a speeding motorist to see pedestrians or vehicles going to or from the drive in. The new police chief and only officer in Selby will make speed awareness a priority, as well as promoting safety, zero tolerance of unrestrained children and front seat passengers and drivers under 18. The Selby PD will also participate in saturation patrols to help educate the public on the hazards of drinking and driving in this rural area.

**Project #: PT-27-35**  
**Sioux Falls Police Department**

Careless Causes Crashes III: The Sioux Falls PD covers over 73 miles and serves 157,000 people. Sioux Falls continues to have the busiest streets and intersections in the state. Drivers under the influence and speed are the two areas which the department continually addresses. Improperly installed and non-use of safety restraints are also problems faced by the SFPD. Overtime hours are used by numerous officers who are assigned to the traffic section to specifically work traffic functions on a daily basis, from DWI, speed-seatbelt enforcement, as well as car seat clinics and teen presentations in an ongoing public education program.

**Project #: PT-27-40**  
**USD Police Department**

The University of South Dakota police officers in Vermillion, SD, patrol the 274 acre campus and city streets and State Highways that surround the University. USD houses 9617 students and 1700 employees, and is located in the city limit of Vermillion, which has a population of 9700 people. Use and abuse of alcohol in the college setting, as well as the city of Vermillion, is considered normal behavior. The USD PD try to maintain the safety of all individuals in and around USD by monitoring and enforcing other traffic related

offenses such as speed violations, seatbelt violations, equipment violations, and investigations of criminal activities. Enforcement education is also important, as well as saturation patrols, especially during the weekends of increased alcohol related events, such as Move In Weekend, Dakota Days and Tailgating during football games. Equipment need: 2 Digital Video Recorders to be used to record evidence during alcohol-related enforcement activities.

**Project #: SE-27-41**  
**Wagner Police Department**

Wagner is a community of 1675 people in Charles Mix County. It is the largest community within the boundaries of the Yankton Sioux Indian Reservation, where 35% of the residents are Native American. Drug and alcohol abuse rates are high in this area and compound during the Labor Day weekend when alcohol consumption and driving under the influence increase. More monitoring devices are needed by the police department to expedite the prosecution of the offenders. The Wagner Police Department will initiate two traffic safety awareness presentations to the Wagner Public School on the importance of wearing seatbelts, as well as impaired driving.

**Sheriff's Departments:**

**Project #: PT-27-03**  
**Bon Homme County Sheriff's Office**

The Bon Homme County Sheriff's Office is located in Tyndall, SD. In calendar year 2009 the department saw 15 speed related accidents. In 2010, the department enforced 135 speeding citations, and 155 speeding warning citations were issued. The first half of 2010 shows the enforcement of 49 speeding citations and 75 speeding warnings. Reducing the number of speed related crashes by upping the enforcement is planned. Conducting speed enforcement campaigns will not only address the speeding issues, but also address the occupant protection and impaired driving issues. Participation in at least 3 major federal mobilization events and public education of safety issues is planned. One Radar Unit is needed for the enforcement of speed.

**Project #: PT-27-06**  
**Brookings County Sheriff's Office**

In 2009 Brookings County had a total of 565 crashes and of those, 169 people were injured. Twenty-three of those were alcohol related and one was drug related. There were two fatalities relative to this statistic. Brookings Co. has several lakes which are problem areas for underage drinking. SDSU draws 12,000 students to the area, and school functions such as HOBBO Days, St. Patrick's Day Crawl are events where drinking and driving occur. Extra patrolling is planned for higher officer visibility during those peak times. The Brookings County Sheriff's Office has 7 full-time deputies and two part time deputies, whose duties are traffic enforcement.

**Project #: PT-27-07**  
**Brown County Sheriff's Office:**

The Sheriff's Office will vigorously enforce speed laws on an overtime basis to achieve a record of zero fatalities. Vehicle speed, inattention to roadway conditions, and failure to yield played a role in the 2009 crash experience. Brown Country is home to Aberdeen, the third largest city in South Dakota. It draws

students to NSU, Presentation College, as well as numerous high schools, etc. Speed enforcement overtime is an issue with this sheriff's office. This department in partnership with the SD Highway Patrol, conducts numerous sobriety checkpoints and mobilizations. Participation in local child seat belt rodeos and their deputy sheriffs have been trained in proper use of child restraints.

**Project #: PT-27-08**

**Butte County Sheriff's Office:**

Butte County is located in the NW part of the state, encompassing 2500 square miles. Excessive speed and careless driving on secondary roads is the main complaint heard, along with increased accidents on these roads. Secondary road usage amplifies when the bars close also. Seatbelt usage in the area has shown an increase in compliance, while driver impaired related crashes is still high. Alcohol consumption was a factor in the 62% alcohol-related fatalities in Butte County in the past three years. The Sheriff's Office, Belle Fourche Police Department and the South Dakota Highway Patrol will team up on compliance checks and saturation patrols. Safety presentations on seatbelt usage and its importance will be given by this office. Overtime wages will be used for speed enforcement and alcohol enforcement.

**Project #: PT-27-10**

**Davison County Sheriff's Office:**

Davison County has 432 square miles with Mitchell being the largest city in the county. Mitchell draws many tourists and visitors to the Corn Palace, and the events in that facility: Corn Palace Stampede Rodeo, Bull Bash, Corn Palace Week Festival, and Dakota Fest. Street dances as well as golf tournaments, along with the Corn Palace traffic pose problems with traffic and alcohol violations. At the time of citations, this Department will include seatbelt handouts to help inform the driving public of the need for safety restraints. The department has a limited staff of deputies who are employed by other agencies and only work on Fridays and Saturdays. Overtime need is crucial for the peak hours of speeding in the Davison County area.

**Project #: SE-27-11**

**Day County Sheriff's Office**

The Day County Sheriff's Office consists of a sheriff, a deputy sheriff, two deputies, and one part-time certified reserve officer, who serve a population of 5,667 people in 8 communities. The population is spread over 1091 sq. miles with the summer months tripling the population with the lake cabins in the county. Day County has US Hwy 12 as well as SD Hwys 25 and 27 running through it.

**Project #: PT-27-12**

**Douglas County Sheriff's Office:**

The Douglas County Sheriff's Office has complaints of speeding on local county roads, underage drivers, as well as alcohol consumption complaints. The officers do go out on routine patrol to enforce these violations, when time permits. Serving warrants and civil process papers, along with routine calls take up the normal work hours. To aggressively enforce the speeding, underage drivers, seatbelt compliance and motorcycle helmet violations, this sheriff's office has need for overtime assistance, in car video cameras and a radar unit.

**Project #: PT-27-13**

**Edmunds County Sheriff's Office:**

The Ipswich, SD based sheriff's office serves a population of 4300. The county has approximately 1146 square miles, and also has a large lake community within the county. US Hwy 12 runs from the east border to the west border, as well as SD Hwys 45, 47, 247 and 253. This force consists of one sheriff and three full time certified officers. Through education, such as the necessity of seatbelt use, impaired driving issues and checkpoints and saturations, this office's goals are to save lives. Their need is for equipment to help with the safety issues of the increased population in the county, as well as overtime hours for visibility and coverage.

**Project #: SE-27-16**

**Hamlin County Sheriff's Office:**

Hamlin County has 538 square miles between two major cities, Watertown and Brookings. One interstate system I-29, one federal highway US 81, and three state highway systems SD 21, 22 and 28 are included in Hamlin County, as well as county roads, township roads and city streets. The population of the county is 5800, with an influx of tourists and summer lake residency on Lake Poinsett. There were 137 accidents in 2009, down by 6% from 2008. Speeding issues were also down for the same time period. Hamlin County has stepped up patrol on speed enforcement with a 57% increase since 2008. A need for a speed monitor trailer that collects information on times and severity of speed violations will help Hamlin County continue to decrease the number of crashes related to alcohol and speed. Public education through brochures, posting enforcement actions in the media, using website information to impart information on drunk driving, as well as seatbelt usage to students is also planned. Participation in four saturation patrols during the National Mobilization and five saturation points outside of the national period will also be implemented. Equipment need: A mobile system would be used to monitor high-risk and complaint areas to determine enforcement activities.

**Project #: PT-27-17**

**Hand County Sheriff's Office**

Hand County covers 1410 square miles with five communities in that county, as well as 4 communities that border it. State, county and gravel roads, as well as township roads comprise this county. Three state recreation spots attract additional traffic. Problems encountered by the one sheriff and one full time deputy are people who drink and drive, speed and not wearing their seatbelts. More visibility to the public, getting impaired drivers off of the road, reducing vehicle crashes, and enforcing the traffic laws are needed. Overtime funds are sought to increase speed violation contacts, seatbelt contacts, saturation patrols, as well as alcohol enforcement. Public education in the form of public speaking engagements at service clubs and schools, and participation in the National Highway Safety Mobilizations and checkpoints will be added to the Hand County Sheriff's duties.

**Project #: PT-27-18**

**Jackson County Sheriff's Office**

The Jackson County Sheriff's Office has seen an increase of speeding, DUI, alcohol and drug impaired drivers from FY2008 by approximately 56%. In FY2009, there were 115 crashes in Jackson County. Eighteen were related to speeding, 4 involved alcohol or drug usage, and 2 were fatalities. Lowering these statistics by stepping up enforcement is planned. Speed enforcement on state highways during Memorial Day, 4<sup>th</sup> of

July, Labor Day, etc. and the school zone during the school year, will be added. Saturation patrols conducted on interstate and secondary highways in Jackson County and drug interdiction stops are planned. Extra hours of overtime are needed for the sheriff and deputy sheriff for alcohol enforcement, speeding enforcement and drug interdiction hours.

**Project #: PT-27-19**

**Lake County Sheriff's Office:**

Lake County has seen an increase in population from further development of Lakes Madison, Brandt and Herman, as well as the influx of students into Madison, who attend DSU. Prairie Village also draws visitors for its summer festivities. Increased visibility from the Sheriff's Office, as well as help from the Madison Police Department, SD Highway Patrol, and SD Game, Fish, and Parks personnel, have helped target certain areas where a high number of speeding citations occur, as well as complaints of unsafe driving, and even deaths from other vehicle crashes. Lake County SO has concentrated on the speeding issues, which have brought about more awareness of alcohol use and seatbelt non-compliance. An increase in overtime hours is needed to increase citations and warnings.

**Project #: PT-27-20**

**Lawrence County Sheriff's Office**

Lawrence County and the Northern Black Hills play host to millions of visitors yearly, which leads to a high volume of drivers on the mountainous roads and highways. This county ranks in the top 3 counties that have the most speed related crashes for the past few years. An increase in speed enforcement would have a direct affect on the number of crashes, as well as generating more contacts with alcohol and drug impaired drivers, removing them from the roadways. Additional overtime will be used during the Sturgis Motorcycle Rally and during the specific hours and areas that pose the highest possibility of contacting aggressive and speeding drivers.

**Project #: PT-27-23**

**Lincoln County Sheriff's Office:**

Canton, SD is headquarters for the Lincoln County Sheriff's Office. This office is committed to the safety of the motoring public by reducing the number of impaired drivers (alcohol and drugs) and speed related crashes. This office patrols 323.23 miles of roads, including Interstate 29, as well as state, county and township roads. 120 hours of patrol service is also done with the city of Harrisburg, population of 4000. Lincoln County is the third fastest growing county in SD and has a population of 41,217, a 70.7% increase since 2000. It also is one of the top 10 more dangerous counties in SD for vehicle crashes. Alcohol detection and speed enforcement, along with saturation patrols, sobriety checkpoints and contact with impaired drivers or underage subjects suspected of consuming alcoholic beverages, is needed in Lincoln County. While enforcing the traffic and vehicle laws of this state, the office will impart information on the safety factors of seatbelt use.

**Project #: PT-27-25**

**Marshall County Sheriff's Office:**

The Marshall County Sheriff's Office is the only law enforcement agency in Marshall County. This county consists of 7 communities and 3 Native American housing developments, along with rural farms, making up a population of 5000 people. The county is 900 square miles in size. Three state parks and 30 active lakes

draw many who have year round and seasonal cabins. DUI arrests have gone from 9 in 2008 to 21 in 2009. The Sheriff and five certified officers cover 94 miles of state highway, 156 miles of paved county roads, 168 miles of graveled roads, and 652 miles of gravel township roads. There are 20 miles of Bureau of Indian Affairs gravel and paved roads also. Speed enforcement and DUI enforcement are the areas where overtime hours are needed. Seatbelt citations have gone down from 40 in 2008 to 22 in 2009.

**Project #: PT-27-27**

**Minnehaha County Sheriff's Office:**

The Minnehaha County Sheriff's office is located in Sioux Falls, SD, and it monitors two interstate highway systems, five state highways, several county highways and city streets. The largest city in South Dakota is in Minnehaha County providing a venue for many state and regional events; sporting as well as conferences, along with concerts. Traffic related violations grow as the population grows. One problem area for this office is the high risk of underage alcohol use, along with impaired driving and speed. School Resource Officers are used to conduct presentations to parents and youth on the dangers of high-risk behavior including underage alcohol use, impaired driving, speeding and the lack of seat belt use. Overtime for additional hours of work during high traffic times and sobriety check points, as well as extra help in the jail in staffing due to higher rate of arrests is needed. Equipment need: a mobile system to be used to monitor high-risk and complain areas to determine and reinforce enforcement activities.

**Project #: PT-27-31**

**Pennington County Sheriff's Office:**

The Pennington County Sheriff's Office covers 2789 square miles. Approximately 1959 miles are rural, non-interstate roads and Forest Service roads. This county hosts 3 million visitors each year. Summer months are busy with vacationers and Sturgis Rally participants. In 2009, SD reported 25,329 traffic crashes; in the same reporting period, Pennington County saw 2,227 reportable crashes or 8.79% of the total crashes. The county continues to be in the top 10 counties in motor vehicle crashes. Underage consumption is another area identified where there is a need for enforcement and education. In 2009, deputies issued 269 citations for minors consuming and will continue to aggressively target the impaired driver. Increasing written warning/citations for safety belt and child safety seat infractions is also on their agenda. Equipment and overtime are needed to get these numbers under control.

**Project #: PT-27-36**

**Stanley County Sheriff's Office:**

Stanley County has a population of 3000 or more people and covers 1,521 square miles, which includes part of the Lower Brule Indian Reservation. There are four major highways that go through the county, linking Ft. Pierre to Interstate 90, and to the state capitol of Pierre. Over 70% of the crashes occur in a 15 mile radius of the city of Ft. Pierre. Major events in the area bring in many rodeo fans, as well as fishermen, campers and these events increase the need for speed enforcement, DUI enforcement and also underage drinking enforcement. Traffic crashes have decreased from 2008 to 2009. The totals indicate the increase in enforcement for speeding and DUI enforcement are paying off. The use of the newly purchased speed enforcement trailer is also sending a strong message to drivers in the area. Attached to the speed trailer are signs addressing the "Buckle Up" message. Overtime for the Sheriff, four full time uniformed officers, and one part time officer is needed for the various enforcement issues. Equipment need: a digital camera to use to record evidence during speed and alcohol-related enforcement activities.

**Project #: PT-27-37**  
**Sully County Sheriff's Office**

Most traffic crashes occur within the Sully County jurisdiction on US Highway 83 and SD Highway 1804. The Onida, SD based sheriff's office has an objective to work traffic enforcement to lower the number of crashes, with an emphasis on DUI detection and apprehension. Zero tolerance is the method of enforcement for DUI offenses and underage drinking offenses. Equipment is needed to attain this objective.

**Project #: SE-27-38**  
**Turner County Sheriff's Office**

The Turner County Sheriff's Office has found a direct correlation between heightened DUI enforcement and a decrease in accidents involving alcohol. Prosecution of DUI cases needs to be more streamlined according to the Parker, SD Sheriff. To facilitate the Turner County Sheriff's Office in decreasing the alcohol impaired driving public, updating of equipment is necessary.

**Project #: PT-27-39**  
**Union County Sheriff's Office**

Union County has a resident population of 13,962 and encompasses 460 square miles. Major roads are Interstate 29 and Highways 46, 48, and 50. In 2009, the county had 239 total crashes, with five being fatalities and 62 being injury crashes. Speeding was mostly to cause for these accidents. The Elk Point, SD sheriff's office will use overtime hours to up the speed enforcement activities (saturations) throughout the year.

FFY2011 IMPAIRED DRIVING PROJECTS

**Project #: 164-AL-20-09**  
**DUI/Vehicular Crimes Prosecutor**

Minnehaha County is the smallest county in SD, yet has the largest population. The State's Attorney's office employs 21 full-time prosecutors, and two public defender offices exist in the county employing 25 attorneys. DUI-Drug cases has seen an increase, or 23% of the total filed in SD. Of the 2311 filings in Minnehaha Co., 720 DUIs were dismissed. This demonstrates the need for a dedicated DUI prosecutor in Minnehaha County to address and lower the dismissal rate of cases. One dedicated prosecutor for a three year plan is needed, with TSRP assistance

**Project # : K8-HV-21-02**  
**South Dakota Highway Patrol**

Highway Patrol Crash Reduction Project: The South Dakota Highway Patrol will focus on high intense, high visibility speed enforcement in high traffic areas. Saturation patrols, sobriety checkpoints, and public education, will be used to deter the drunken driving problem in South Dakota.



**Project #: J8-21-08**  
**South Dakota Highway Patrol DRE School**

The South Dakota Highway Patrol recognizes the drug-impaired driver, as well as the drunk driver. Law enforcement training is needed. A Drug Recognition Expert School will train 20 officers, and after certification in CA or AZ, these DRE will be used in their departments around the state. In addition, the DUI Instructor Course will train 15 Highway Patrol troopers, who will help other officers within their departments to enhance efforts in detecting and apprehending alcohol-drug impaired drivers.

**Police Departments:**

**Project #: J8-27-01**  
**Aberdeen Police Department**

Aberdeen Police Department: Aberdeen has a university, a college and three high schools in the city limits. The department amplifies enforcement during Gypsy Days, Brown County Fair, school events and holidays. Officers are also tasked with underage drinking parties, drinking and driving, speeding, and educating the public on seatbelt usage.

**Project #: J8-27-02**  
**Belle Fourche Police Department**

Speed, along with drinking driver complaints, has resulted in the need for more saturation patrols and sobriety checks, for the Belle Fourche PD. The use of video cameras and radar equipment to aid in the detection and prosecution of speeding or impaired drivers is paramount to highway safety in and through Belle Fourche.

**Project #: J8-27-04**  
**Box Elder Police Department**

Rapid City, Ellsworth Air Force Base, and I-90 border the area of Box Elder. The area hosts approximately 3 million visitors yearly into the Black Hills region. Speed, DUI, occupant restraint issues, as well as drug/alcohol related offenses are in the forefront of their police department's workload.

**Project #: J8-27-05**  
**Brookings Police Department**

Multi-Program Enforcement Initiative: This project addresses the program areas of speed, occupant protection, and impaired driving. Local census data indicates the media age of Brookings is between 15 and 24, and is home to South Dakota State University. Youth is over-represented in crash data statewide. Officers will work on an overtime basis to address applicable traffic laws throughout the school year.

**Project #: J8-27-26**  
**Miller Police Department**

Miller PD states that drinking and driving, speed and non-compliance of seatbelt usage, are their main problems. US Highway 14 and SD Highway 45 run through the city of Miller and approximately 4000 vehicles pass through this area on a daily basis. Speed monitoring as well as high visibility of officers should remind

the motoring public that speed, driving and alcohol usage, as well as the need for seatbelt/child restraint is of importance to the Miller PD, and its citizens.

**Project #: J8-27-30**

**Parkston Police Department**

Parkston has two major state highways running through it- SD Hwy 37 and Hwy 44. Even though the town is not large, it has seen numerous DUI arrests, speeding citations/warnings, and many seatbelt citations/warnings in the past year. Underage drinking, DUI, seatbelt, as well as other enforcement issues are increased during high traffic events: street dances, festivals, all school reunions.

**Project #: J8-27-33**

**SDSU Campus Police**

The South Dakota State University PD has the task of patrolling the campus roadways in Brookings and minimizes the human and economic loss from motor vehicle crashes, injuries and fatalities. The special events such as Hobo Days, two graduations, and the influx yearly of underage students add to the departments need for additional officers' hours. Underage drinking and speed reduction enforcement will be upped with these extra hours.

**Project #: J8-27-34**

**Selby Police Department**

A high volume of traffic on Highway 12/83 going through Selby typically exceeds the speed limit by 10 mph. An overpass into the city is located near a fast food drive in, making it nearly impossible for a speeding motorist to see pedestrians or vehicles going to or from the drive in. The new police chief and only officer in Selby will make speed awareness a priority, as well as promoting safety, zero tolerance of unrestrained children and front seat passengers and drivers under 18. The Selby PD will also participate in saturation patrols to help educate the public on the hazards of drinking and driving in this rural area.

**Project #: PT-27-35**

**Sioux Falls Police Department**

The Sioux Falls PD covers over 73 miles and serves 157,000 people. Sioux Falls continues to have the busiest streets and intersections in the state. Drivers under the influence and speed are the two areas which the department continually addresses. Improperly installed and non-use of safety restraints are also problems faced by the SFPD. Overtime hours are used by numerous officers who are assigned to the traffic section to specifically work traffic functions on a daily basis, from DWI, speed-seatbelt enforcement, as well as car seat clinics and teen presentations in an ongoing public education program.

**Project #: PT-27-40**

**USD Police Department**

The University of South Dakota police officers in Vermillion, SD, patrol the 274 acre campus and city streets and State Highways that surround the University. USD houses 9617 students and 1700 employees, and is located in the city limit of Vermillion, which has a population of 9700 people. Use and abuse of alcohol in the college setting, as well as the city of Vermillion, is considered normal behavior. The USD PD try to maintain the safety of all individuals in and around USD by monitoring and enforcing other traffic related

offenses such as speed violations, seatbelt violations, equipment violations, and investigation of criminal activities. Enforcement education is also important, as well as saturation patrols, especially during the weekends of increased alcohol related events, such as Move In Weekend, Dakota Days and Tailgating during football games.

**Project #: PT-27-41**

**Wagner Police Department**

Wagner is a community of 1675 people in Charles Mix County. It is the largest community within the boundaries of the Yankton Sioux Indian Reservation, where 35% of the residents are Native American. Drug and alcohol abuse rates are high in this area and compound during the Labor Day weekend when alcohol consumption and driving under the influence increase. More monitoring devices are needed by the police department to expedite the prosecution of the offenders.

The Wagner Police Department will initiate two traffic safety awareness presentations to the Wagner Public School on the importance of wearing seatbelts, as well as impaired driving.

**Sheriff's Departments:**

**Project #: J8-27-06**

**Brookings County Sheriff's Office:**

In 2009 Brookings County had a total of 565 crashes and of those, 169 people were injured. Twenty-three of those were alcohol related and one was drug related. There were 2 fatalities also. Brookings County has several lakes in the area where the problem is underage drinking. SDSU draws 12,000 students to the area, and school events are ripe for underage drinking and driving. Overtime hours for extra enforcement to cover DUI interdiction and saturation patrols are needed, as well as a sworn full time deputy for speed enforcement.

**Project #: J8-27-08**

**Butte County Sheriff's Office:**

Butte County is located in the NW part of the state, encompassing 2500 square miles. Excessive speed and careless driving on secondary roads is the main complaint heard, along with increased accidents on these roads. Secondary road usage amplifies when the bars close also. Seatbelt usage in the area has shown an increase in compliance, while driver impaired related crashes is still high. Alcohol consumption was a factor in the 62% alcohol-related fatalities in Butte County in the past three years. The Sheriff's Office, Belle Fourche Police Department and the South Dakota Highway Patrol will team up on compliance checks and saturation patrols. Safety presentations on seatbelt usage and its importance will be given by this office. Overtime wages will be used for speed enforcement and alcohol enforcement.

**Project #: J8-27-12**

**Douglas County Sheriff's Office:**

The Douglas County Sheriff's Office has complaints of speeding on local county roads, underage drivers, as well as alcohol consumption complaints. The officers do go out on routine patrol to enforce these violations, when time permits. Serving warrants and civil process papers, along with routine calls take up the normal work hours. To aggressively enforce the speeding, underage drivers, seatbelt compliance and

motorcycle helmet violations, this sheriff's office has need for overtime assistance, in car video cameras and a radar unit.

**Project #: J8-27-17**

**Hand County Sheriff's Office**

Hand County covers 1410 square miles with five communities in that county, as well as 4 communities that border it. State, county and gravel roads, as well as township roads comprise this county. Three state recreation spots attract additional traffic. Problems encountered by the one sheriff and one full time deputy are people who drink and drive, speed and not wearing their seatbelts. More visibility to the public, getting impaired drivers off of the road, reducing vehicle crashes, and enforcing the traffic laws are needed. Overtime funds are sought to increase speed violation contacts, seatbelt contacts, saturation patrols, as well as alcohol enforcement. Public education in the form of public speaking engagements at service clubs and schools, and participation in the National Highway Safety Mobilizations and checkpoints will be added to the Hand County Sheriff's duties.

**Project #: J8-27-18**

**Jackson County Sheriff's Office:**

The Jackson County Sheriff's Office has seen an increase of speeding, DUI, alcohol and drug impaired drivers from FY 2008 by approximately 56%. In FY2009, there were 115 accidents in Jackson County. Eighteen were related to speeding, 4 involved alcohol or drug usage, and 2 were fatalities. Lowering these statistics by stepping up enforcement is planned. Speed enforcement on state highways during Memorial Day, 4<sup>th</sup> of July, Labor Day, etc. and the school zone during the school year, will be added. Saturation patrols conducted on interstate and secondary highways in Jackson County and drug interdiction stops are planned. Extra hours of overtime are needed for the sheriff and deputy sheriff for alcohol enforcement, speeding enforcement and drug interdiction hours.

**Project #: J8-27-19**

**Lake County Sheriff's Office:**

Lake County has seen an increase in population from further development of Lakes Madison, Brandt and Herman, as well as the influx of students into Madison, who attend DSU. Prairie Village also draws visitors for its summer festivities. Increased visibility from the Sheriff's Office, as well as help from the Madison Police Department, SD Highway Patrol, and SD Game, Fish, and Parks personnel, have helped target certain areas where a high number of speeding citations occur, as well as complaints of unsafe driving, and even deaths from other vehicle crashes. Lake County SO has concentrated on the speeding issues, which have brought about more awareness of alcohol use and seatbelt non-compliance. An increase in overtime hours is needed to increase citations and warnings.

**Project #: J8-27-23**

**Lincoln County Sheriff's Office:**

Canton, SD is headquarters for the Lincoln County Sheriff's Office. This office is committed to the safety of the motoring public by reducing the number of impaired drivers (alcohol and drugs) and speed related crashes. This office patrols 323.23 miles of roads, including Interstate 29, as well as state, county and township roads. 120 hours of patrol service is also done with the city of Harrisburg, population of 4000. Lincoln County is the third fastest growing county in SD and has a population of 41,217, a 70.7% increase

since 2000. It also is one of the top 10 more dangerous counties in SD for vehicle crashes. Alcohol detection and speed enforcement, along with saturation patrols, sobriety checkpoints and contact with impaired drivers or underage subjects suspected of consuming alcoholic beverages, is needed in Lincoln County. While enforcing the traffic and vehicle laws of this state, the office will impart information on the safety factors of seatbelt use.

**Project #: J8-27-25**

**Marshall County Sheriff's Office:**

The Marshall County Sheriff's Office is the only law enforcement agency in Marshall County. This county consists of 7 communities and 3 Native American housing developments, along with rural farms, making up a population of 5000 people. The county is 900 square miles in size. Three state parks and 30 active lakes draw many who have year round and seasonal cabins. DUI arrests have gone from 9 in 2008 to 21 in 2009. The Sheriff and five certified officers cover 94 miles of state highway, 156 miles of paved county roads, 168 miles of graveled roads, and 652 miles of gravel township roads. There are 20 miles of Bureau of Indian Affairs gravel and paved roads also. Speed enforcement and DUI enforcement are the areas where overtime hours are needed. Seatbelt citations have gone down from 40 in 2008 to 22 in 2009.

**Project #: J8-27-31**

**Pennington County Sheriff's Office:**

The Pennington County Sheriff's Office covers 2789 square miles. Approximately 1959 miles are rural, non-interstate roads and Forest Service roads. This county hosts 3 million visitors each year. Summer months are busy with vacationers and Sturgis Rally participants. In 2009, SD reported 25,329 traffic crashes; in the same reporting period, Pennington County saw 2,227 reportable crashes or 8.79% of the total crashes. The county continues to be in the top 10 counties in motor vehicle crashes. Underage consumption is another area identified where there is a need for enforcement and education. In 2009, deputies issued 269 citations for minors consuming and will continue to aggressively target the impaired driver. Increasing written warning/citations for safety belt and child safety seat infractions is also on their agenda. Equipment and overtime are needed to get these numbers under control.

**Project #: PT-27-36**

**Stanley County Sheriff's Office:**

Stanley County has a population of 3000 or more people and covers 1,521 square miles, which includes part of the Lower Brule Indian Reservation. There are four major highways that go through the county, linking Ft. Pierre to Interstate 90, and to the state capitol of Pierre. Over 70% of the crashes occur in a 15 mile radius of the city of Ft. Pierre. Major events in the area bring in many rodeo fans, as well as fishermen, campers and these events increase the need for speed enforcement, DUI enforcement and also underage drinking enforcement. Traffic crashes have decreased from 2008 to 2009. The totals indicate the increase in enforcement for speeding and DUI enforcement are paying off. The use of the newly purchased speed enforcement trailer is also sending a strong message to drivers in the area. Attached to the speed trailer are signs addressing the "Buckle Up" message. Overtime for the Sheriff, four full time uniformed officers, and one part time officer is needed for the various enforcement issues.

**Project #: PT-27-37**

**Sully County Sheriff's Office:**

Most traffic crashes occur within the Sully County jurisdiction on US Highway 83 and SD Highway 1804. The Onida, SD based sheriff's office has an objective to work traffic enforcement to lower the number of crashes, with an emphasis on DUI detection and apprehension. Zero tolerance is the method of enforcement for DUI offenses and underage drinking offenses. Through the use of checkpoints for impaired drivers and speed enforcement campaigns this county will continue to lower the number of traffic crashes. Equipment is needed to attain this objective.

**Project #: PT-27-38**

**Turner County Sheriff's Office:**

The Turner County Sheriff's Office has found a direct correlation between heightened DUI enforcement and a decrease in crashes involving alcohol. Prosecution of DUI cases needs to be more streamlined according to the Parker, SD Sheriff. To facilitate the Turner County Sheriff's office in decreasing the alcohol impaired driving public, updating of equipment is necessary.

2011 HIGHWAY SAFETY ADDITION TO LAW ENFORCEMENT REQUESTS

**Project #: PT-21-01, J8-21-03**

**South Dakota Highway Patrol**

The Highway Patrol will provide statewide enforcement of traffic safety laws; provide public education and safety training. Training will include Driving under the Influence, Standard Field Sobriety Testing, and Child Passenger Safety/Car seat technician training. The Highway Patrol will participate in public education efforts such as Alive @ 25 and Parents Matter and will provide incentives to reinforce strategies leading toward behavior change. Support will include personnel overtime, equipment, travel, and other direct costs.

**Project #: PT-21-04**

**Traffic Enforcement Training**

Through a partnership agreement with the South Dakota Law Enforcement Training Academy, South Dakota will provide training in the following:

- Advanced Standardized Field Sobriety Testing December 2010
- Computerized Data Recorder analysis April 2011
- REFRESHER training in Computerized Data Recorder analysis April 2011
- Accident Reconstruction May 2011

The Office of Highway Safety will provide eight regional Field Sobriety Testing trainings across the state in FFY11. This will provide an opportunity for small agencies to attend SFST training; training materials used will be the most current materials available from NHTSA/IACP.

**Project #: PT-21-06**

**Law Enforcement Liaison Program**

Part-time Law Enforcement Liaisons will assist local law enforcement agencies to improve local highway safety through enforcement and public education. The LELs will encourage agencies to actively enforce traffic laws identified with alcohol, speed, and occupant protection, participate in trainings, and be involved with national mobilizations including high visibility enforcement.

**Project #: PT-21-09, J8-21-09**

**Pine Ridge Oglala Sioux Tribe Department of Public Safety**

The Pine Ridge Indian Reservation encompasses both Shannon County and half of Jackson County in South Dakota. In 2009, in Shannon and Jackson County combined, 301 crashes were reported with speed as a contributing factor. There were 13 fatalities, of these 69% were alcohol related. These are all increases from 2008 statistics. The Pine Ridge Department of Public Safety will deploy officers on overtime to enforce impaired driving, speed, and occupant protection laws. In 2009 In the Pine Ridge Village, a seatbelt survey showed 13% of drivers wore a seatbelt, while 9% of passengers wore one; this is 68% lower than the national average. A minimum of 4 saturation patrols/checkpoints during national mobilizations as well as a minimum of 4-6 high visibility events during the remainder of the year will be conducted. Equipment need: a speed monitor trailer-mobile system to monitor high-risk and high-fatality stretches of roadway to reinforce tribal police enforcement activities.

FFY2011 MOTORCYCLE SAFETY PROJECTS

**Project #: MC-25-01, K6-25-02**

**South Dakota ABATE**

ABATE will coordinate the Share the Road marketing and educational campaign for motorists through the use of paid and earned media. ABATE will produce and distribute a map of roads in the Black Hills indicating skill rating for motorcyclists in an effort to reduce motorcycle crashes and injuries on hazardous roadway segments.

**South Dakota Safety Council**

Motorcycle training courses are funded by a state motorcycle education fee collected at the time of motorcycle registration. The South Dakota Safety Council offers basic and experienced rider courses across the state. Please see <http://www.southdakotasafetycouncil.org/motorcycle> for more information. (State funded project)

**Paid Media**

The media contractor will develop and place motorcycle safety messaging in FFY11 in collaboration with the Share the Road campaign as managed by ABATE. These messages will be provided through billboards and radio ads; the ads will promote motorcycle safety riding, encourage training, and safety equipment.

**Project #: PT-21-01****Highway Patrol – Alive at 25**

This young driver intervention program will zero in on drivers between the ages of 16 and 24 – the group most likely to be involved in fatal motor vehicle crashes. This highly interactive four-hour program teaches young drivers how to take control of situations by taking responsibility for their own driving behavior. Alive at 25 teaches young adults that:

- People in their age group are more likely to be hurt or killed in a vehicle crash.
- Inexperience, distractions, and peer pressure cause unique driving hazards.
- Speeding, alcohol, and “party drugs” greatly increase their risk of injury or death.
- As a driver or passenger, they can greatly reduce their risk by taking control.
- Committing to changing their driving behavior makes personal, legal and financial sense.

**Project #: 164-AL-24-02****Department of Human Services – Community Based Prevention**

The Community Based Prevention project provides alcohol prevention education to communities through the South Dakota Prevention Network. The Prevention Network has contract staff in nearly every county in the state providing grassroots alcohol prevention education. This project will provide contractual services for prevention network specialists in the top ten alcohol impaired crash counties. Impaired driving toolkits will be developed by Volunteers of America (described in other sections of this plan), approved by the Office of Highway Safety, and distributed to South Dakota Prevention Network.

**Project #: SA-24-01****Volunteers of America**

Volunteers of America, Dakotas will develop highway safety activity modules that can be used in communities across the state and coordinate highway safety prevention efforts in local communities. The following objectives will be addressed through this project:

- Develop highway safety public education toolkits that coordinate with the NHTSA Communications Calendar.
- Provide public education toolkits and technical assistance to schools and communities through the South Dakota Prevention Network.
- Coordinate traffic safety activities in the Sioux Falls and surrounding area communities.
- Provide technical assistance to local highway safety projects as shown below:



**Project #: PS-24-04****EMSC/Don't Thump Your Melon Bike Safety**

South Dakota Emergency Medical Services for Children (SDEMSC) will facilitate the planning and implementation of the highway safety/injury prevention safety tent at the Sioux Empire Fair in August 2010. More than 20 partners will work to provide 5,000 individuals with bike safety, seat belt and child seat information, and impaired driving educational demonstration. More than 475 volunteer hours will be provided during the event to provide injury prevention and safety activities. More than \$6,500 in educational materials and volunteer hours are donated annually by partnering agencies to support this effort.

EMSC will provide bike safety information across the state through the Don't Thump Your Melon program. This project will provide a bike safety brochure, eight bike rodeos, and assist with procuring bike helmets for kids. Bike rodeos are a community event using volunteers to provide bike safety stations that teach kids bike safety including signaling, turning, balance, helmet safety, and rules of the road. Please see the website [www.sdemsc.org/dytm](http://www.sdemsc.org/dytm) for more information. While the EMSC primary emphasis is on bicycle safety, information on pedestrian activity is also referenced.

**Safe Routes to School Program**

The Office of Highway Safety will collaborate with the Department of Transportation's Safe Routes to School Program on mutual pedestrian and bike safety projects. The Safe Routes coordinator is a member of the Roadway Safety Committee.

**PROJECT DESCRIPTIONS FOR ADDITIONAL AREAS**

In FFY2011, the Office of Highway Safety will continue to support and coordinate a multi-agency, statewide Traffic Records Coordinating Committee (TRCC) which is committed to improving the timeliness, accuracy, completeness, uniformity, integration, and accessibility of the safety data for highway safety purposes at the local, state, and national levels. Traffic records data provide the basis for defining, managing, and evaluating traffic safety activities and performance.

**Project #: K9-26-03****Traffic and Criminal Software (TraCS)**

The timeliness of the crash reporting system will be improved with electronic crash reporting. Using electronic reporting decreases the time it takes an officer to complete a crash report and decreases the time it takes for the record to become part of the state crash record system. Electronic reporting will be implemented incrementally: the State Highway Patrol implemented TraCS electronic reporting in 2007 and local law enforcement agencies will implement electronic reporting as interface software, equipment, and training becomes available in FFY2011.

**Project #: K9-26-04**

**National Emergency Medical Services Information System (NEMSIS)**

This project will provide technical assistance for the South Dakota NEMSIS database system. The NEMSIS project started in FFY08 and periodic updates and maintenance of the new system will be needed. NEMSIS will contain information from traffic citations, crashes, EMS services, and trauma data in one system. States will be able to use the NEMSIS data to address traffic crashes problems, evaluate patient care, develop treatment protocols, and analyze performance of EMS agencies.

**Project #: K9-26-05**

**Traffic Records Assessment**

Section 408 mandated a Traffic Records Assessment program every 5 years In the State of South Dakota.

**Project #: RS-30-01**

**Roadway Safety Committee**

The Roadway Safety Committee is representative of the multitude of agencies actively involved in traffic safety. The Committee will meet semi-annually to discuss ways to improve traffic safety including priority planning, highway safety public education campaigns, engineering, law enforcement, emergency medical services, occupant protection, impaired driving, motorcycle safety and training, and community involvement in traffic safety.

**Project #: EM-23-01**

**EMS Training**

Annually, approximately 7,000 ambulance calls are in response to motor vehicle, motorcycle, pedestrian, all terrain vehicle, or bicycle injuries. In FFY2011, the Office of Emergency Medical Services will train new ambulance personnel, re-certify first responder personnel, provide defensive driving courses for responders, provide basic trauma and pre-hospital trauma life support courses as well as recertify EMT-Basic's. South Dakota's training follows the guidelines of the 1994 DOT-EMT-Basic and DOT 40 hour First Responder curriculum.

Funds will be provided for EMS provider training and EMS staff development training and travel to enhance the knowledge and training of EMS staff through attendance and participation in annual conferences and training seminars such as National Council of State EMS Directors, National Council of State EMS Training Coordinators and Lifesavers.

**Project #: 164-HE-32-01**

**DOT Hazard Elimination**

The Hazard Elimination Project is administered by the SD Department of Transportation

## DUI COURT

### **Project #: J8-20-03**

#### **Stop DUI**

This project is based on a national DUI Court model to reduce DUI recidivism rates. This judicially supervised program is evidence-based and typically produces a success rate of 70% or more. Felony DUI cases must qualify and be willing to participate in the program to stay out of prison. In FFY2009, seven clients are participating in the 12 month program. In FFY2011 fifteen clients will participate in lieu of incarceration.

## DRIVER ATTITUDE AND AWARENESS SURVEY

### **Project #: OP-26-02**

The Office of Highway Safety will conduct a statewide attitude and awareness survey in July 2011 that will include but not be limited to impaired driving, occupant protection, and speeding. At a minimum, 500 people will be surveyed using a standard set of questions; guidance will be provided by GHSA and NHTSA for this survey.

## COMMUNITY OUTREACH/MANAGEMENT

### **Project #: SA-24-05**

#### **Safe Communities**

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

## PLANNING AND ADMINISTRATION

### **Project #: PA-31-01**

#### **P & A**

This project provides the necessary staff time and expenses that are directly related to the planning, development, coordination, monitoring, auditing, public information and evaluation of projects including the development of the South Dakota Highway Safety Plan and Annual Reports. Staff and percentage of time supported through Planning and Administration include: the Director of Highway Safety 98% and Fiscal Manager 80%. Funding is provided to support program staff salaries, benefits, travel to highway safety related trainings, and office expenses. The Director of the Office of Highway Safety has the overall responsibility for meeting program requirements and supervises program staff for the Office of Highway Safety/Accident Records.

The Secretary of the SD Department of Public Safety, the Governor's Representative for Highway Safety, has the overall responsibility for the coordination of South Dakota's Traffic Safety Program. The Governor's Representative is the liaison between the Governor's Office and the Legislature, local and state agencies, and various councils and boards throughout the state.

U.S. DOT policy requires that federal participation in Planning and Administration (P&A) activities shall not exceed 50% of the total cost of such activities or the applicable sliding scale rate (54.88% for South Dakota) in accordance with 23 USC 120. The federal contribution for P&A cannot exceed 10% of the total 402 funds the state receives. Accordingly, state funds have been budgeted to cover 45.12% of P&A costs.

#### PUBLIC INFORMATION OFFICER

**Project #: SA-28-04**

The Department of Public Safety Public Information Officer will coordinate highway safety media developed and placed by a contractor which may include using NHTSA and/or state developed ad material; develop and distribute public service announcements and press releases; work with local highway safety projects by assisting with development and placement of media and messaging; and provide technical assistance to the Office of Highway Safety as needed.

#### USD GOVERNMENT RESEARCH BUREAU

**Project #: SA-24-03**

The USD Government Research Bureau will draft a Highway Safety Plan for 2012 using statistical analysis of crash data; the Plan will include short and long term goals, a summary of planned projects, and a budget for 2012. The USD Government Research Bureau will deliver a report assessing performance of 2010 objectives against articulated objectives.

**2011 HIGHWAY SAFETY PLAN BUDGET SUMMARY**

**2011 HSP FINANCIAL BUDGET**

<b>PROGRAM AREA</b>	<b>PROJECT #</b>	<b>PROJECT NAME</b>	<b>402 Funds</b>	<b>408 Funds</b>	<b>410 Funds</b>	<b>2010 Funds</b>	<b>164 Funds</b>
<b>IMPAIRED DRIVING</b>							
164-AL	20-01	Parents Matter-Prairie View					\$ 75,700
164-PM	20-02						\$ 80,000
J8	20-03	Stop DUI			\$ 171,695		
164-AL	20-04	Traffic Safety Resource Pros					\$ 138,000
164-AL	20-05	SDSU Safe Ride					\$ 62,722
164-AL	20-06	USD Safe Ride					\$ 31,735
164-AL	20-07	SDSMT Safe Ride					\$ 49,962
J8	20-08	DOH BAC Testing			\$ 50,000		
164-AL	20-09	Minnehaha Co DUI Prosecutor					\$ 67,640
164-AL	26-01	Mountain Plains Evaluation					\$ 145,000
<b>ENFORCEMENT</b>							
PT	21-01	SDHP Crash Reduction	\$ 263,277				
K8HV	21-02	SDHP Crash Reduction			\$ 89,250		
J8	21-03	SDHP Crash Reduction			\$ 89,250		
PT	21-04	Traffic Enforcement Training	\$ 37,585				
J8	21-05	Traffic Enforcement Training			\$ 4,689		
PT	21-06	Law Enforcement Liaisons	\$ 70,000				
J8	21-07	Rapid City DUI Program			\$ 147,828		
J8	21-08	SDHP DRE School			\$ 75,465		
PT	21-09	Oglala Sioux Tribe	\$ 43,326				
J8	21-09	Oglala Sioux Tribe			\$ 75,000		
PT	27-01	Aberdeen PD	\$ 15,200				
J8	27-01	Aberdeen PD			\$ 2,400		
PT	27-02	Belle Fourche PD	\$ 10,500				
J8	27-02	Belle Fourche PD			\$ 10,100		
PT	27-03	Bon Homme SO	\$ 2,000				
PT	27-04	Box Elder PD	\$ 9,500				
J8	27-04	Box Elder PD			\$ 13,000		

PT	27-05	Brookings PD	\$ 14,600				
J8	27-05	Brookings PD			\$ 3,000		
PT	27-06	Brookings SO	\$ 7,000				
J8	27-06	Brookings SO			\$ 21,700		
PT	27-07	Brown SO	\$ 32,000				
PT	27-08	Butte SO	\$ 5,100				
J8	27-08	Butte SO			\$ 700		
PT	27-09	Corsica PD	\$ 8,200				
PT	27-10	Davison SO	\$ 9,100				
SE	27-11	Day SO	\$ 4,300				
PT	27-12	Douglas SO	\$ 14,100				
J8	27-12	Douglas SO			\$ 2,200		
PT	27-13	Edmunds SO	\$ 16,400				
K9	27-13	Edmunds SO		\$ 7,600			
PT	27-14	Elk Point PD	\$ 6,000				
PT	27-15	Groton PD	\$ 14,000				
SE	27-16	Hamlin SO	\$ 6,500				
PT	27-17	Hand SO	\$ 8,200				
J8	27-17	Hand SO			\$ 2,500		
PT	27-18	Jackson SO	\$ 2,500				
J8	27-18	Jackson SO			\$ 3,800		
PT	27-19	Lake SO	\$ 8,200				
J8	27-19	Lake SO			\$ 4,000		
PT	27-20	Lawrence SO	\$ 19,100				
PT	27-21	Lead PD	\$ 4,600				
PT	27-22	Lemmon PD	\$ 9,100				
PT	27-23	Lincoln SO	\$ 5,500				
J8	27-23	Lincoln SO			\$ 10,100		
PT	27-24	Madison PD	\$ 8,000				
PT	27-25	Marshall SO	\$ 10,000				
J8	27-25	Marshall SO			\$ 4,600		
PT	27-26	Miller PD	\$ 13,701				
PT	27-27	Minnehaha SO	\$ 40,000				
PT	27-28	Mitchell PD	\$ 8,100				
PT	27-29	Mobridge PD	\$ 5,600				
PT	27-30	Parkston PD	\$ 1,400				
J8	27-30	Parkston PD			\$ 2,400		
PT	27-31	Pennington SO	\$ 11,100				
J8	27-31	Pennington SO			\$ 8,300		
PT	27-32	Pierre PD	\$ 6,400				
PT	27-33	SDSU Campus PD	\$ 4,100				
J8	27-33	SDSU Campus PD			\$ 4,100		
SE	27-34	Selby PD	\$ 2,600				
J8	27-34	Selby PD			\$ 2,000		
PT	27-35	Sioux Falls PD	\$ 17,300				
PT	27-35	Sioux Falls PD			\$ 8,300		
PT	27-36	Stanley SO	\$ 13,300				

PT	27-36	Stanley SO			\$ 2,600		
PT	27-37	Sully SO			\$ 7,100		
SE	27-38	Turner SO	\$ 2,900				
PT	27-38	Turner SO			\$ 2,400		
PT	27-39	Union SO	\$ 4,300				
PT	27-40	USD			\$ 5,000		
SE	27-41	Wagner PD	\$ 1,400				
PT	27-41	Wagner PD			\$ 3,300		
<b>OCCUPANT PROTECTION</b>							
OP	22-01	Project 8	\$ 338,627				
OP	26-02	Seat Belt Survey	\$ 30,000				
<b>MOTORCYCLE SAFETY</b>							
MC	25-01	ABATE	\$ 45,759				
K6	25-02	ABATE				\$ 50,000	
<b>YOUNG DRIVERS</b>							
SA	24-01	Volunteers of America	\$ 110,300				
164-AL	24-02	DHS Prevention Program					\$ 106,250
<b>PEDESTIAN &amp; BICYCLE SAFETY</b>							
PS	24-04	SDEMSC Bike Safety	\$ 41,960				
<b>TRAFFIC RECORDS</b>							
K9	26-03	TraCS		\$ 500,000			
K9	26-04	NEMISIS		\$ 30,000			
K9	26-05	Traffic Records Assessment		\$ 40,000			
<b>ADDITIONAL AREAS</b>							
EM	23-01	EMS Training	\$ 249,975				
SA	24-03	USD Business Research	\$ 20,000				
SA	24-05	Safe Communities	\$ 75,000				
SA	28-01	Media Campaigns	\$ 100,000				
PM	28-02	Media Campaigns	\$ 200,000				
J8	28-03	Media Campaigns			\$ 200,000		
SA	28-04	Public Information Officer	\$ 75,000				
RS	30-01	Roadway Safety Committee	\$ 15,000				
PA	31-01	P&A	\$ 100,000				
164-HE	32-01	DOT Hazard Elimination					\$ 5,000,000
		<b>TOTALS</b>	<b>\$ 2,197,710</b>	<b>\$ 577,600</b>	<b>\$ 1,026,777</b>	<b>\$ 50,000</b>	<b>\$ 5,757,009</b>

## **STATE CERTIFICATIONS AND ASSURANCES**

Failure to comply with applicable Federal statutes, regulations and directives may subject State officials to civil or criminal penalties and/or place the State in a high risk grantee status in accordance with 49 CFR 18.12.

Each fiscal year the State will sign these Certifications and Assurances that the State complies with all applicable Federal statutes, regulations, and directives in effect with respect to the periods for which it receives grant funding. Applicable provisions include, but not limited to, the following:

- 23 U.S.C. Chapter 4 - Highway Safety Act of 1966, as amended
- 49 CFR Part 18 - Uniform Administrative Requirements for Grants and Cooperative Agreements to State and Local Governments
- 23 CFR Chapter II - (§§1200, 1205, 1206, 1250, 1251, & 1252) Regulations governing highway safety programs
- NHTSA Order 462-6C - Matching Rates for State and Community Highway Safety Programs
- Highway Safety Grant Funding Policy for Field-Administered Grants

### **Certifications and Assurances**

#### **Section 402 Requirements**

The Governor is responsible for the administration of the State highway safety program through a State highway safety agency which has adequate powers and is suitably equipped and organized (as evidenced by appropriate oversight procedures governing such areas as procurement, financial administration, and the use, management, and disposition of equipment) to carry out the program (23 USC 402(b) (1) (A));

The political subdivisions of this State are authorized, as part of the State highway safety program, to carry out within their jurisdictions local highway safety programs which have been approved by the Governor and are in accordance with the uniform guidelines promulgated by the Secretary of Transportation (23 USC 402(b) (1) (B));

At least 40 per cent of all Federal funds apportioned to this State under 23 USC 402 for this fiscal year will be expended by or for the benefit of the political subdivision of the



State in carrying out local highway safety programs (23 USC 402(b) (1) (C)), unless this requirement is waived in writing;

This State's highway safety program provides adequate and reasonable access for the safe and convenient movement of physically handicapped persons, including those in wheelchairs, across curbs constructed or replaced on or after July 1, 1976, at all pedestrian crosswalks (23 USC 402(b) (1) (D));

**The State will implement activities in support of national highway safety goals to reduce motor vehicle related fatalities that also reflect the primary data-related crash factors within the State as identified by the State highway safety planning process, including:**

- **National law enforcement mobilizations,**
- **Sustained enforcement of statutes addressing impaired driving, occupant protection, and driving in excess of posted speed limits,**
- **An annual statewide safety belt use survey in accordance with criteria established by the Secretary for the measurement of State safety belt use rates to ensure that the measurements are accurate and representative,**
- **Development of statewide data systems to provide timely and effective data analysis to support allocation of highway safety resources.**

(23 USC 402 (b)(1)(E));

**The State shall actively encourage all relevant law enforcement agencies in the State to follow the guidelines established for vehicular pursuits issued by the International Association of Chiefs of Police that are currently in effect. (23 USC 402(I)).**

#### **Other Federal Requirements**

Cash drawdowns will be initiated only when actually needed for disbursement. 49 CFR 18.20

Cash disbursements and balances will be reported in a timely manner as required by NHTSA. 49 CFR 18.21.

The same standards of timing and amount, including the reporting of cash disbursement and balances, will be imposed upon any secondary recipient organizations. 49 CFR 18.41.

Failure to adhere to these provisions may result in the termination of drawdown privileges.

The State has submitted appropriate documentation for review to the single point of contact designated by the Governor to review Federal programs, as required by Executive Order 12372 (Intergovernmental Review of Federal Programs);

Equipment acquired under this agreement for use in highway safety program areas shall be used and kept in operation for highway safety purposes by the State; or the State, by formal agreement with appropriate officials of a political subdivision or State agency, shall cause such equipment to be used and kept in operation for highway safety purposes 23 CFR 1200.21

The State will comply with all applicable State procurement procedures and will maintain a financial management system that complies with the minimum requirements of 49 CFR 18.20;

#### **Federal Funding Accountability and Transparency Act**

The State will report for each **sub-grant** awarded:

- Name of the entity receiving the award;
- Amount of the award;
- Information on the award including transaction type, funding agency, the North American Industry Classification System code or Catalog of Federal Domestic Assistance number (where applicable), program source;
- Location of the entity receiving the award and the primary location of performance under the award, including the city, State, congressional district, and country; , and an award title descriptive of the purpose of each funding action;
- A unique identifier (DUNS);
- The names and total compensation of the five most highly compensated officers of the entity if-- of the entity receiving the award and of the parent entity of the recipient, should the entity be owned by another entity;
  - (i) the entity in the preceding fiscal year received—
    - (I) 80 percent or more of its annual gross revenues in Federal awards; and(II) \$25,000,000 or more in annual gross revenues from Federal awards; and(ii) the public does not have access to information about the compensation of the senior executives of the entity through periodic reports filed under section 13(a) or 15(d) of the Securities Exchange Act of 1934 (15 U.S.C. 78m(a), 78o(d)) or section 6104 of the Internal Revenue Code of 1986;
- Other relevant information specified by the Office of Management and Budget in subsequent guidance or regulation.

The State highway safety agency will comply with all Federal statutes and implementing regulations relating to nondiscrimination. These include but are not limited to: (a) Title VI of the Civil Rights Act of 1964 (P.L. 88-352) which prohibits discrimination on the basis of race, color or national origin (and 49 CFR Part 21); (b) Title IX of the Education Amendments of 1972, as amended (20 U.S.C. §§ 1681-1683, and 1685-1686), which prohibits discrimination on the basis of sex; (c) Section 504 of the Rehabilitation Act of 1973, as amended (29 U.S.C. §794) and the Americans with Disabilities Act of 1990 (42

USC § 12101, *et seq.*; PL 101-336), which prohibits discrimination on the basis of disabilities (and 49 CFR Part 27); (d) the Age Discrimination Act of 1975, as amended (42U.S.C. §§ 6101-6107), which prohibits discrimination on the basis of age; (e) the Drug Abuse Office and Treatment Act of 1972 (P.L. 92-255), as amended, relating to nondiscrimination on the basis of drug abuse; (f) the comprehensive Alcohol Abuse and Alcoholism Prevention, Treatment and Rehabilitation Act of 1970(P.L. 91-616), as amended, relating to nondiscrimination on the basis of alcohol abuse of alcoholism; (g) §§ 523 and 527 of the Public Health Service Act of 1912 (42 U.S.C. §§ 290 dd-3 and 290 ee-3), as amended, relating to confidentiality of alcohol and drug abuse patient records; (h) Title VIII of the Civil Rights Act of 1968 (42 U.S.C. §§ 3601 *et seq.*), as amended, relating to nondiscrimination in the sale, rental or financing of housing; (i) any other nondiscrimination provisions in the specific statute(s) under which application for Federal assistance is being made; The Civil Rights Restoration Act of 1987, which provides that any portion of a state or local entity receiving federal funds will obligate all programs or activities of that entity to comply with these civil rights laws; and, (k) the requirements of any other nondiscrimination statute(s) which may apply to the application.

**The Drug-free Workplace Act of 1988(41 U.S.C. 702);**

The State will provide a drug-free workplace by:

- a. Publishing a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited in the grantee's workplace and specifying the actions that will be taken against employees for violation of such prohibition;
- b. Establishing a drug-free awareness program to inform employees about:
  1. The dangers of drug abuse in the workplace.
  2. The grantee's policy of maintaining a drug-free workplace.
  3. Any available drug counseling, rehabilitation, and employee assistance programs.
  4. The penalties that may be imposed upon employees for drug violations occurring in the workplace.
- c. Making it a requirement that each employee engaged in the performance of the grant be given a copy of the statement required by paragraph (a).
- d. Notifying the employee in the statement required by paragraph (a) that, as a

condition of employment under the grant, the employee will --

1. Abide by the terms of the statement.
  2. Notify the employer of any criminal drug statute conviction for a violation occurring in the workplace no later than five days after such conviction.
- e. Notifying the agency within ten days after receiving notice under subparagraph (d) (2) from an employee or otherwise receiving actual notice of such conviction.
- f. Taking one of the following actions, within 30 days of receiving notice under subparagraph (d) (2), with respect to any employee who is so convicted -
1. Taking appropriate personnel action against such an employee, up to and including termination.
  2. Requiring such employee to participate satisfactorily in a drug abuse assistance or rehabilitation program approved for such purposes by a Federal, State, or local health, law enforcement, or other appropriate agency.
- g. Making a good faith effort to continue to maintain a drug-free workplace through implementation of paragraphs (a), (b), (c), (d), (e), and (f) above.

### **BUY AMERICA ACT**

The State will comply with the provisions of the Buy America Act (49 U.S.C. 5323(j)) which contains the following requirements:

Only steel, iron and manufactured products produced in the United States may be purchased with Federal funds unless the Secretary of Transportation determines that such domestic purchases would be inconsistent with the public interest; that such materials are not reasonably available and of a satisfactory quality; or that inclusion of domestic materials will increase the cost of the overall project contract by more than 25 percent. Clear justification for the purchase of non-domestic items must be in the form of a waiver request submitted to and approved by the Secretary of Transportation.

### **POLITICAL ACTIVITY (HATCH ACT).**

The State will comply, as applicable, with provisions of the Hatch Act (5 U.S.C. §§1501-1508 and 7324-7328) which limit the political activities of employees whose principal employment activities are funded in whole or in part with Federal funds.

### **CERTIFICATION REGARDING FEDERAL LOBBYING**

Certification for Contracts, Grants, Loans, and Cooperative Agreements

The undersigned certifies, to the best of his or her knowledge and belief, that:

1. No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.
2. If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions.
3. The undersigned shall require that the language of this certification be included in the award documents for all sub-award at all tiers (including subcontracts, subgrants, and contracts under grant, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, U.S. Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

### **RESTRICTION ON STATE LOBBYING**

None of the funds under this program will be used for any activity specifically designed to urge or influence a State or local legislator to favor or oppose the adoption of any specific legislative proposal pending before any State or local legislative body. Such activities include both direct and indirect (e.g., "grassroots") lobbying activities, with one exception. This does not preclude a State official whose salary is supported with NHTSA funds from engaging in direct communications with State or local legislative officials, in accordance with customary State practice, even if such communications urge legislative officials to favor or oppose the adoption of a specific pending legislative proposal.

## **CERTIFICATION REGARDING DEBARMENT AND SUSPENSION**

### **Instructions for Primary Certification**

1. By signing and submitting this proposal, the prospective primary participant is providing the certification set out below.
2. The inability of a person to provide the certification required below will not necessarily result in denial of participation in this covered transaction. The prospective participant shall submit an explanation of why it cannot provide the certification set out below. The certification or explanation will be considered in connection with the department or agency's determination whether to enter into this transaction. However, failure of the prospective primary participant to furnish a certification or an explanation shall disqualify such person from participation in this transaction.
3. The certification in this clause is a material representation of fact upon which reliance was placed when the department or agency determined to enter into this transaction. If it is later determined that the prospective primary participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default.
4. The prospective primary participant shall provide immediate written notice to the department or agency to which this proposal is submitted if at any time the prospective primary participant learns its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
5. The terms *covered transaction*, *debarred*, *suspended*, *ineligible*, *lower tier covered transaction*, *participant*, *person*, *primary covered transaction*, *principal*, *proposal*, and *voluntarily excluded*, as used in this clause, have the meaning set out in the Definitions and coverage sections of 49 CFR Part 29. You may contact the department or agency to which this proposal is being submitted for assistance in obtaining a copy of those regulations.
6. The prospective primary participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency entering into this transaction.
7. The prospective primary participant further agrees by submitting this proposal that it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion-Lower Tier Covered Transaction," provided by the department or agency entering into this covered transaction, without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions.

8. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the list of Parties Excluded from Federal Procurement and Non-procurement Programs.

9. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.

10. Except for transactions authorized under paragraph 6 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default.

Certification Regarding Debarment, Suspension, and Other Responsibility Matters-  
Primary Covered Transactions

(1) The prospective primary participant certifies to the best of its knowledge and belief, that its principals:

(a) Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded by any Federal department or agency;

(b) Have not within a three-year period preceding this proposal been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State or local) transaction or contract under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of record, making false statements, or receiving stolen property;

(c) Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (Federal, State or Local) with commission of any of the offenses enumerated in paragraph (1)(b) of this certification; and

(d) Have not within a three-year period preceding this application/proposal had one or more public transactions (Federal, State, or local) terminated for cause or default.

(2) Where the prospective primary participant is unable to certify to any of the Statements in this certification, such prospective participant shall attach an explanation to this proposal.

#### Instructions for Lower Tier Certification

1. By signing and submitting this proposal, the prospective lower tier participant is providing the certification set out below.
2. The certification in this clause is a material representation of fact upon which reliance was placed when this transaction was entered into. If it is later determined that the prospective lower tier participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.
3. The prospective lower tier participant shall provide immediate written notice to the person to which this proposal is submitted if at any time the prospective lower tier participant learns that its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
4. The terms *covered transaction*, *debarred*, *suspended*, *ineligible*, *lower tier covered transaction*, *participant*, *person*, *primary covered transaction*, *principal*, *proposal*, and *voluntarily excluded*, as used in this clause, have the meanings set out in the Definition and Coverage sections of 49 CFR Part 29. You may contact the person to whom this proposal is submitted for assistance in obtaining a copy of those regulations.
5. The prospective lower tier participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency with which this transaction originated.
6. The prospective lower tier participant further agrees by submitting this proposal that it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion -- Lower Tier Covered Transaction," without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions. (See below)
7. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its



principals. Each participant may, but is not required to, check the List of Parties Excluded from Federal Procurement and Non-procurement Programs.

8. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.

9. Except for transactions authorized under paragraph 5 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.

Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion -- Lower Tier Covered Transactions:

1. The prospective lower tier participant certifies, by submission of this proposal, that neither it nor its principals is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal department or agency.

2. Where the prospective lower tier participant is unable to certify to any of the statements in this certification, such prospective participant shall attach an explanation to this proposal.

#### POLICY TO BAN TEXT MESSAGING WHILE DRIVING

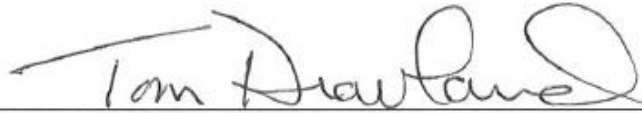
In accordance with Executive Order 13513, Federal Leadership On Reducing Text Messaging While Driving, and DOT Order 3902.10, Text Messaging While Driving, States are encouraged to:

- (1) Adopt and enforce workplace safety policies to decrease crashes caused by distracted driving including policies to ban text messaging while driving—
  - a. Company-owned or –rented vehicles, or Government-owned, leased or rented vehicles; or
  - b. Privately-owned when on official Government business or when performing any work on or behalf of the Government.
- (2) Conduct workplace safety initiatives in a manner commensurate with the size of the business, such as –
  - a. Establishment of new rules and programs or re-evaluation of existing programs to prohibit text messaging while driving; and

- b. Education, awareness, and other outreach to employees about the safety risks associated with texting while driving.

**ENVIRONMENTAL IMPACT**

The Governor's Representative for Highway Safety has reviewed the State's Fiscal Year highway safety planning document and hereby declares that no significant environmental impact will result from implementing this Highway Safety Plan. If, under a future revision, this Plan will be modified in such a manner that a project would be instituted that could affect environmental quality to the extent that a review and statement would be necessary, this office is prepared to take the action necessary to comply with the National Environmental Policy Act of 1969 (42 USC 4321 et seq.) and the implementing regulations of the Council on Environmental Quality (40 CFR Parts 1500-1517).



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**Governor's Representative for Highway Safety**

*SOUTH DAKOTA*

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**State or Commonwealth**

*FFY2011*

**For Fiscal Year**

*AUG 24, 2010*

**Date**

## ADDENDUM A

### EMERGENCY MEDICAL SERVICES

The Office of Emergency Medical Services provides mandatory refresher training for 3,559<sup>(1)</sup> currently certified EMT personnel in South Dakota. The Office of EMS also provides initial training for over 400 persons annually in EMT-Basic. South Dakota recognizes four levels of Emergency Medical Technicians. Training provided is outlined as follows:

1. **EMT Basic Level**

1,117 – Recertification <sup>(2)</sup>	@ 15 hours each	=	16,755 hours
469 – New EMT-Basic	@ 120 hours each	=	56,280 hours

2. **ALS (Advanced Life Support includes Intermediate Levels 85 & 99)**

207 – Int. 85 & Int. 99 Recertification	@ 72 hours each <sup>(3)</sup>	=	14,904 hours
41 - Int. 85 & Int. 99 New ALS	@ 72 hours each <sup>(4)</sup>	=	2,952 hours

3. **Paramedic Level**

35 – New	@ 1,800 hours each	=	63,000 hours
321 – Recertification	@ 36 hours each <sup>(5)</sup>	=	11,556 hours

**TOTAL TRAINING HOURS ACROSS LEVELS 165,447**

To determine the value of volunteer training hours, the EMS Program used data from the non-profit Independent Sector organization to establish a hourly wage for the State of South Dakota<sup>(6)</sup>. The most recent data available is from calendar year 2008 and the rate for South Dakota (including wage and fringe benefits) is \$14.90 per hour. Using this hourly rate, the value of the volunteered training hours is:

$$165,447 \text{ Hours (x) } \$14.90 \text{ (=) } \underline{\$ 2,465,160}$$

When the Office of Emergency Medical Services training budget (80%) is added to the volunteer training hours, the total value is increased is as follows:

$$80\% \text{ of Training Budget } \$498,993 \text{ (+) Volunteer Hours } \$2,465,160 \text{ (=) } \underline{\$ 2,964,153}$$

To determine a proportionate share of EMS training as it relates to motor vehicle collision responses, the total training budget number of \$ 2,964,153 is multiplied by .139 as determined in the table below.

$$\mathbf{\$2,964,153 \quad (x) \quad .139 \quad (=) \quad \underline{\$ 412,017}}$$

According to this calculation, South Dakota’s proportionate share would be \$412,017 which is well above the **\$249,976** request for assistance in the FFY2011 Highway Safety Plan.

	2000	2001	2004	2005	2009
Total number of EMS Response for Services (only calls responded to, not total 911 calls received)	49,012	47,515	38,619	36,399	31,742
Total motor vehicle collision responses	7,262	6,634	4,740	4,563	5,134
Percent of motor vehicle responses compared to total number of response for services	14.8%	14.0%	12.3%	12.5%	16.1%
Average Motor Vehicle Collision Responses	13.9% of EMS Response Calls				

Notes:

- (1) South Dakota has 3,559 currently certified EMT personnel. This is a gross number and it includes those who may not train or recertify as reflected below. Classification of EMT levels can be found at the following web site:  
[http://dps.sd.gov/emergency\\_services/emergency\\_medical\\_services/default.aspx](http://dps.sd.gov/emergency_services/emergency_medical_services/default.aspx) .
- (2) Basic recertification includes course assistance from Sanford Health system which is a training partner of the Office of Emergency Medical Services. EMS pays for this training. The number of new and recertifying personnel can be found at the following web site:  
<http://www.state.sd.us/bfm/budget/rec11/Public%20Safety.pdf> on 14-4 (Page Four).
- (3) These hours reflect the actual hours to recertify at 72 hours every two years.
- (4) These hours reflect the actual hours to gain new certification at 72 hours for initial certification.
- (5) Hours to recertify at the Paramedic level.
- (6) The hourly rate for volunteer services information can be found at:  
[http://www.independentsector.org/programs/research/volunteer\\_time.html](http://www.independentsector.org/programs/research/volunteer_time.html) .

## ADDENDUM B

### EQUIPMENT REQUEST

The Office of Highway Safety is requesting approval for the following equipment which will be purchased during FFY2011. Upon approval and purchase, the equipment will be added to the capital asset/equipment inventory.

Agency	Equipment Request	Cost/Unit
Aberdeen PD Project # 27-01	Speed Sign - A new mobile speed sign would be used in historically high-risk roadway areas to monitor traffic. Data would be downloadable for analysis.	\$5,000 ttl
Hamlin County SO Project # 27-16	Speed Monitor Trailer – A mobile system would be used to monitor high-risk and complaint areas to determine enforcement activities.	\$8,065 ttl
Miller PD Project # 27-26	(2) Speed Signs and (1) Computer – Fixed speed analysis system used to monitor high-traffic count school highway location and determine enforcement activities.	\$9,445 ttl
Minnehaha County SO Project # 27-27	Speed Monitor Trailer – A mobile system would be used to monitor high-risk and complaint areas to determine and reinforce enforcement activities.	\$8,065 ea
Stanley County SO Project # 27-36	Digital Camera – Used to record evidence during speed and alcohol related enforcement activities.	\$5,020 ea
USD Project # 27-40	(2) Digital Video Recorders – Used to record evidence during alcohol related enforcement activities.	\$5,500 ea
Oglala Sioux Tribe Project # 21-09(402)	Speed Monitor Trailer – A mobile system would be used to monitor high-risk and high-fatality stretches of roadway to reinforce tribal police enforcement activities.	\$8,065 ea

## ADDENDUM C

### ROADWAY SAFETY ADVISORY COMMITTEE

The 2011 Highway Safety Plan is submitted in cooperation and with the assistance of the following Roadway Safety Committee member agencies.

AAA of South Dakota	National Highway Traffic Safety Administration
AARP	Northern State University Alcohol/Drug Program
ABATE of South Dakota	Office of Highway Safety
Associated General Contractors	Outdoor Motorsports
Attorney General's Office	Public Works Directors
City-County Alcohol & Drug Program	SD Agri-Business Association
City Engineers	SD Air National Guard Safety Office
Custom Harvesters	SD Association of City Commissioners
DARE	SD Association of Cooperatives
Department of Education	SD Association of County Highway Superintendents
Department of Health	SD Association of Towns & Townships
Department of Human Services	SD Beer Wholesalers
Department of Public Safety	SD Coalition for Children
Department of Revenue and Regulation	SD Council of Mental Health Center, Inc.
Department of Social Services	SD Highway Patrol
Department of Tourism and State Development	SD Kids Count, University of South Dakota
Department of Transportation	SD Local Transportation Assistance Program, SDSU
Driver Licensing	SD Municipal League
Early Childhood Connections	SD Police Chiefs Association
Emergency Education	SD Retail Liquor Dealers Association
Emergency Medical Services	SD Retailers Association
Emergency Medical Services for Children	SD Safety Council
Emergency Response Agencies	SD Sheriff's Association
Federal Highway Administration	SD State University
Federal Motor Carrier Safety Administration	SD Trucking Association
Gold Wing Road Riders Association	SD Urban Indian Health
Governor's Office	Sioux Falls Safe Kids
Indian Health Services	Sturgis Chamber of Commerce
Law Enforcement Training	Sturgis Motorcycle Rally Department
MADD	Unified Judicial System
Midamerica Motoplex	University of South Dakota School of Medicine
Native American Advocacy Project	

## ADDENDUM D

### OFFICE OF HIGHWAY SAFETY PUBLIC EDUCATION COMMUNICATIONS PLAN

Priority areas for the SD Office of Highway Safety are shown below in two categories: Major Fatality & Injury Contributing Factors and Special Populations. Public Education will be used to benefit highway safety in each priority area.

The Office of Highway Safety uses recommendations provided by NHTSA's Office of Communications and Consumer Information including the guidance, NHTSA National Communications Plan. The Office of Highway Safety will use NHTSA developed ads, which have national brand status, and will develop public education ads and resource materials specific to South Dakota.

South Dakota will focus on three national mobilizations (May—Occupant Protection; Memorial Day—Impaired Driving; and Labor Day—Impaired Driving) and provide sustained impaired driving and occupant protection messaging, including motorcycle safety, throughout the year in keeping with NHTSA's Communication Calendar.

Efforts to reach the public with information during national mobilizations will include earned media (PSAs, letters to the editor, etc.) and paid TV, radio, print, and billboard advertisements. Local efforts may include earned and paid media, presentations, youth group activities, and other activities.

A media agency on contract with the Office of Highway Safety will provide recommendations for ad placement, implement ad placement for paid media, and develop public education materials as needed under the direction of the Office of Highway Safety and the Department of Public Safety Public Information Officer.

#### **Major Fatality & Injury Contributing Factors**

##### 1. Impaired Driving Public Education

###### ***State level:***

To enhance impaired driving public education, the Office of Highway Safety will use planner resources available on [www.stopimpaireddriving.org](http://www.stopimpaireddriving.org) and [www.trafficsafetymarketing.gov](http://www.trafficsafetymarketing.gov).

Paid TV, radio, and billboard ads will run during the mobilizations using either NHTSA or state developed ads; these ads will be placed through the media contractor. The PIO will work with the media contractor to determine the best means to reach the target demographic and whether to use an enforcement or public education message.

The Department of Public Safety, Public Information Officer (PIO) generates earned media by providing public service announcements (PSAs) and press releases in the region where the activity is planned before to enhance the effect of upcoming checkpoints provided by the state Highway Patrol.

The media contractor has developed the "Act Civilized. Call a DD." campaign to provide public education on impaired driving. This campaign includes TV, radio, billboards, rack cards, posters, and incentives as well as

a website that people can sign up to receive alternate transportation information and text messages regarding checkpoints in their county and other traffic safety messages.

Paid radio ads are used to supplement earned media to ensure the public is informed about upcoming checkpoints. PSAs and/or press releases are used to inform the public about the results of the checkpoints after special events such as holidays.

Templates of radio and public service announcements will be provided by the PIO to local law enforcement agencies to promote prevention of impaired driving during impaired driving mobilizations or other events.

The PIO assists the Safe Communities coordinator with development of toolkits provided to the SD Prevention Network. The toolkits contain public education materials and other resources for 8-10 highway safety campaigns that coordinate with NHTSA's communications calendar; several toolkits focus on impaired driving.

One statewide project, Parents Matter, is provided through a contractor. Parents Matter uses a media contractor to develop materials directed at parents, encouraging them to talk to their kids about drinking and driving. Parents Matter has developed a video on DVD to distribute on disk to parents and runs ads on TV and radio as paid advertisement and as public service announcements. This campaign focuses on prom/graduation in the spring and homecoming festivities in the fall.

The state Highway Patrol awarded a "Saved by the Belt" award during the May mobilization to someone whose life was saved by wearing a seatbelt; this award event story is offered as a news release to the newspaper network and TV stations.

In addition, the PIO will provide news releases on crash statistics involving impaired drivers in an annual summary, after impaired driving mobilizations, holidays, and upon request.

The Office of Highway Safety provides written materials (rack cards) to provide public education on drinking and driving to the state Highway Patrol, local law enforcement agencies, and others upon request.

***Local level:***

All grantees are required to provide public education relative to their project objectives. Grantees may provide public education through paid media, development or purchase and distribution of resource material, public service announcements, presentations, or other means.

All funded local law enforcement agencies are encouraged to provide public education, earned or paid, which may include public service announcements to local print or radio stations regarding upcoming checkpoints, compliance checks, mobilization activities, or as a prevention message. Agencies may request assistance from the PIO as needed.

The PIO assists the Safe Communities coordinator with development of toolkits provided to the SD Prevention Network; several toolkits will focus on impaired driving. The toolkits contain public education materials and other resources for several impaired driving campaigns that coordinate with NHTSA's communications calendar and are designed for community based groups to adopt and use.

Sustained messaging on impaired driving will be provided through local projects such as restroom poster ads, advertisement for safe rides programs, and other local efforts.



A strong educational message about the dangers of impaired driving and the positive social norm of not driving with impaired is focused on youth through project agreements with programs that work in schools, youth correction programs, Teen Court, and other youth organizations. These messages to youth are provided through TV and radio ads, school curricula, and other youth activities.

## 2. Occupant Protection

### ***State Level:***

To enhance occupant protection public education, the Office of Highway Safety will use planner resources available on [www.buckleupamerica.org](http://www.buckleupamerica.org) and [www.trafficsafetymarketing.gov](http://www.trafficsafetymarketing.gov).

Paid TV and radio ads will be run during the national occupant protection mobilization using either NHTSA or state developed ads; these ads will be placed through the media contractor. The PIO will work with the media contractor to determine the best means to reach the target demographic.

South Dakota does not have a primary seatbelt law; the Office of Highway Safety will use the “Feed the Habit. Buckle Up.” campaign theme which is a state developed campaign. To remind people to buckle up, a sustained seatbelt message is provided through TV and radio ads, rack cards, posters, billboards, and incentives provided to local groups, law enforcement agencies, and others upon request.

The PIO assists the Safe Communities coordinator with development of toolkits provided to the SD Prevention Network, colleges, and law enforcement. The toolkits contain public education materials and other resources for 8–10 highway safety campaigns that coordinate with NHTSA’s communications calendar.

Through a project agreement with the Office of Highway Safety, the statewide Project 8 Governors Highway Safety Seat Program provides child safety seat education to parents and provides car seats to low-income families. Project 8 distributes posters and runs print ads to advertise child seat clinics and checkpoints. Project 8 has developed a brochure on child safety seats; the brochure is distributed widely through state agencies and child seat partners.

### ***Local Level:***

All grantees are required to provide public education relative to their project objectives. Grantees may provide public education through paid media, development or purchase and distribution of resource material, public service announcements, presentations, or other means.

Feed the Habit. Buckle Up. is promoted during the national mobilization each year by 12–15 local groups through a shoulder tap/air freshener campaign manned by local youth. Many local youth groups do seatbelt checks in May.

## 3. Speed

### ***State Level:***

There are no national campaigns on speed. The Office of Highway Safety provides written materials (rack cards) to provide public education on speed to the state Highway Patrol, local law enforcement agencies, and others upon request.

Most public education on speed is provided at the local level; the PIO will assist local agencies to develop speed related public education materials such as PSAs.

**Local Level:**

Since all grantees are required to provide public education relative to their project objectives, some grantees may provide information on the hazards and effects of speed. Generally, public education on speed is provided by local law enforcement agencies in combination with enforcement efforts such as speed boards and targeted patrols.

**Special Populations**

4. Motorcycles

Motorcycle safety involves two groups: motorcycle riders and other motorists. Communication with both groups is essential to impart safety information.

**State Level:**

The Office of Highway Safety provides safety education to motorcyclists through public education messaging via paid ads developed by a media contractor or NHTSA and motorcycle training courses provided by the SD Safety Council. Paid ads that promote safety equipment and cautious riding include TV, radio, and billboards. The motorcycle training courses provide information on safety equipment as well as knowledge and skills needed to safely operate a motorcycle.

Paid media will be focused in the top ten counties for motorcycle crashes and will include a safety equipment campaign developed by the media contractor. In addition, the “Act Civilized” impaired driving campaign will be adapted for motorcycle ads to provide public education on impaired motorcycle riding. The safety equipment campaign promotes helmets and leathers including boots and full gloves.

Other motorists are provided with safety messaging through paid advertising using media developed by a contractor or by using NHTSA’s Share the Road ads to educate other motorists regarding safety for motorcyclists. These ads have been supported through a grant provided to ABATE or coordinated by the PIO and placed by the media contractor before and during the spring national motorcycle safety campaign. Motorcycle safety information is included in all drivers’ license manuals, encouraging safety equipment usage to motorcyclists and encouraging motorist to watch for motorcyclists.

**Local Level:**

With support from the Office of Highway Safety, South Dakota ABATE has developed and distributed an annual road skills map brochure for the Black Hills in anticipation of the annual Sturgis Motorcycle Rally; over 40,000 maps are distributed annually.

The Office of Highway Safety works in conjunction with the SD Safety Council to promote the training courses through local motorcycle associations, such as ABATE chapters, and motorcycle dealers.

5. Young Drivers

**State Level:**

Young drivers are one of the primary focus group for drinking & driving public education messaging through the Parents Matter campaign described above.

Statewide earned media has been generated through TV and radio via press release to promote Alive at 25 which is a defensive driving course offered statewide by the South Dakota Department of Public Safety and the South Dakota Safety Council. Alive at 25 is a proven program designed to increase safe driving behavior in young adults aged 14–24.

***Local Level:***

Young drivers are the primary focus group for public education messaging through the Safe Communities/SD Prevention Network toolkits described above. The toolkits follow the NHTSA communications calendar; several campaigns are on drinking & driving and seatbelts.

6. Pedestrian and Bicycle Riders

***State Level:***

The Office of Highway Safety provides bike safety information through a statewide contract with Emergency Medical Services for Children (EMSC). EMSC provides bike safety information through written materials with a Don't Thump Your Melon campaign theme. EMSC provides helmets, promotional items, and bike safety presentations at bike rodeos, county fairs, law enforcement agencies, and others upon request.

***Local Level:***

Bike and pedestrian safety information is provided to local communities through the Safe Communities/SD Prevention Network toolkits described above. The toolkits follow the NHTSA communications calendar; several campaigns are on drinking and driving and seatbelts.

## ADDENDUM E

### 2010 HSP ERRATA

Since the time of its printing, a limited number of typographical and analytic flaws have been detected in the 2010 HSP. The following list identifies and makes appropriate corrections to these errors.

- Owing to a data querying misspecification, the 2010 HSP section describing core performance measure C4 lists the total number of unrestrained passenger vehicle occupants sustaining a fatality in 2008 as 60. The more accurate figure of 61 has been introduced in the current HSP. The use of this same querying improvement marginally affects several other figures in the C4 time series. Higher-validity figures are used consistently in the 2011 HSP.
- The text in the second paragraph of the section on core performance measure C6 should be rephrased as "a maximum allowable speed of 55 miles per hour *or higher*."
- The total number of motorcyclist fatalities in 2006 cited in several time series data tables (see discussion of core performance measure C7) in the 2010 HSP was misstated as 23, rather than the correct figure of 22. This error has been corrected in the 2010 HSP.
- In several instances, but primarily in the section describing core performance measure C9, the number of drivers under the age of 21 involved in fatal crashes in 2008 is presented as 23. Due to a data coding correction in the South Dakota Accident Reporting System database, this number has been revised to 22. This change is reflected in all relevant discussion in the 2011 HSP.
- In the same section (C9), the number of passenger vehicle occupants age 20 or younger sustaining a fatality should be restated as "77.8% (14 of 18)."