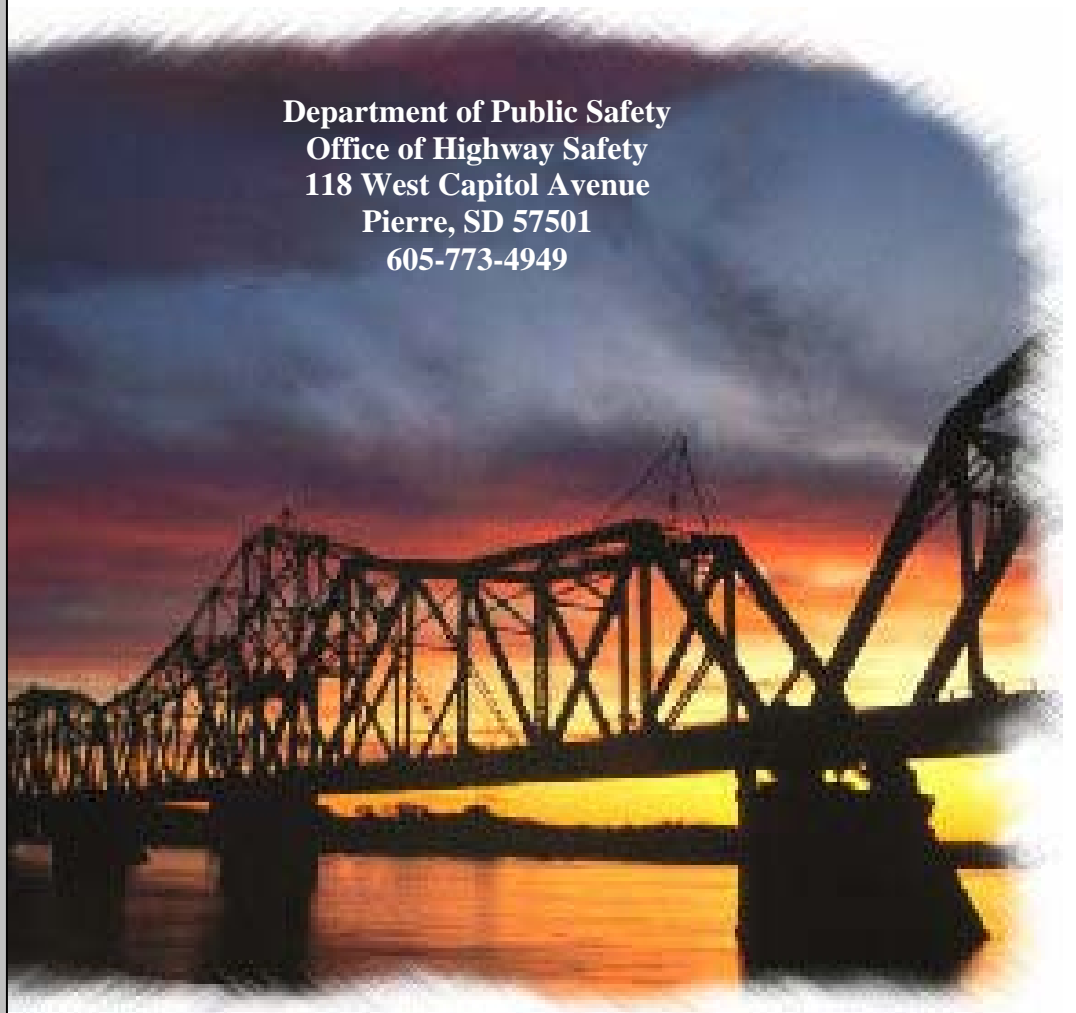


South Dakota

Department of Public Safety
Office of Highway Safety
118 West Capitol Avenue
Pierre, SD 57501
605-773-4949

2008



Highway Safety Plan

Table of Contents

Table of Contents -----	2
Roadway Safety Advisory Committee Members -----	3
Mission Statement -----	4
Highway Safety Plan Executive Summary -----	5
Background -----	6
Program Areas Summary-----	8
Problem Identification -----	9
Programs:	
Alcohol and Drugs -----	18
Police Traffic Services -----	24
Occupant Protection -----	28
Emergency Response Services -----	30
Safe Communities -----	32
Motorcycle Safety -----	36
Data and Technology -----	39
Engineering -----	41
Media -----	42
Driver Education-----	48
Roadway Safety Committee-----	49
Planning and Administration-----	50
164 Alcohol Program Projects-----	52
2008 HSP Financial Budget -----	54
State Certifications and Assurances -----	56
Governor’s Representative for Highway Safety -----	63

Roadway Safety Advisory Committee Members

The following member agencies have assisted with development of the 2008 Highway Safety Plan. If you would like to be included as a participating member of this committee, please contact Roy Meyer, Director of the SD Office of Highway Safety at (605) 773-4949.

AAA South Dakota

AARP

ABATE

Associated General Contractors

Attorney General's Office

City-County Alcohol & Drug Program

City Engineers

Custom Harvesters

DARE

Department of Education

Department of Health

Department of Human Services

Department of Public Safety

Department of Revenue and Regulation

Department of Social Services

Department of Tourism and State Development

Department of Transportation

Driver Licensing

Early Childhood Connections

Emergency Education

Emergency Medical Services

Emergency Medical Services for Children

Emergency Response Agencies

Federal Highway Administration

Federal Motor Carrier Safety Administration

Gold Wing Road Riders Association

Governor's Office

Indian Health Services

Law Enforcement Training

MADD

Midamerica Motoplex

Native American Advocacy Project

National Highway Traffic Safety

Administration

Northern State University Alcohol/Drug Program

Office of Highway Safety

Outdoor Motorsports

Police Chiefs Association

Public Works Directors

SD Agri-Business Association

SD Air National Guard Safety Office

SD Association of City Commissioners

SD Association of Cooperatives

SD Association of County Highway

Superintendents

SD Association of Towns & Townships

SD Beer Wholesalers

SD Coalition for Children

SD Council of Mental Health Center, Inc.

SD Highway Patrol

SD Kids Count, University of South Dakota

SD Local Transportation Assistance Program, SDSU

SD Municipal League

SD Retail Liquor Dealers Association

SD Retailers Association

SD Safety Council

SD Sheriff's Association

SD State University

SD Trucking Association

SD Urban Indian Health

Sioux Falls Safe Kids

Sturgis Chamber of Commerce

Sturgis Motorcycle Rally Department

Unified Judicial System

University of South Dakota School of Medicine

Mission Statement

To reduce the number of motor vehicle crashes, injuries and fatalities and minimize the human and economic loss on South Dakota roadways.

2008 South Dakota Highway Safety Plan Executive Summary

South Dakota is a rural Midwest state comprised of 66 counties and 9 tribal governments. According to the 2000 census, South Dakota's population is 754,844 or 9.9 persons per square mile. With such a large land mass and small population, there are thousands of acres of wide-open spaces.

Each year South Dakota has an average of 17,000 motor vehicle crashes reported including nearly 200 fatalities and over \$80 million in property damage. The 2006 South Dakota Motor Vehicle Traffic Crash Summary describes the most current crash data available. In 2006 there were 15,730 crashes reported including 191 fatalities and \$84 million in property damage. Over the past five years, nearly 1,000 occupants were killed in motor vehicles; only 23% were restrained in a seatbelt or child safety seat.

From 2002-2006, the average fatality rate per 100 million vehicle miles traveled (VMT) in South Dakota was 2.3, compared to a national rate of 1.5. The rate of 2.3 identifies South Dakota as having one of the highest fatality rates per VMT in the nation.

The 2006 South Dakota Motor Vehicle Traffic Crash Summary identifies young drivers as being over represented in fatal and injury crashes. In 2006, 17.2% of licensed drivers were under age 25. Drivers under age 25 were involved in 48.5% of speed related crashes and 39.2% of alcohol related crashes.

Despite ongoing efforts, the number of fatalities resulting from motor vehicle crashes has increased slightly over the past several years. South Dakota is committed to aggressively coordinate and work with multiple local, state, federal and tribal agencies to implement a strategic plan that will increase the use of seatbelts, reduce drinking and driving, reduce speed related crashes, improve road design, eliminate traffic hazards, heighten public awareness, and reduce underage alcohol and drug use.

The 2008 Highway Safety Plan (HSP) is designed to enable state agencies and community organizations to develop and implement traffic safety programs that reduce motor vehicle crashes, fatalities, and injuries as much as realistically possible, thus minimizing the economic and human loss resulting from traffic crashes and the illegal use of alcohol and drugs. We recognize that achievement of quantified highway safety goals cannot be dependent on the work of one agency, but on a collaborative and ongoing effort of multiple entities. Advances in vehicle safety technology, coupled with legislation, expanded participation, public education, enforcement and engineering are all elements required to meet the projected declines in crash related fatalities and injuries on South Dakota roadways.

The 2008 HSP incorporates specific countermeasures that have the potential to reduce the fatalities and injuries caused in motor vehicle crashes. The countermeasures are categorized into ten program areas that have been identified as priority areas through analysis of South Dakota motor vehicle crash data.

- **Alcohol and Drugs**
- **Police Traffic Services**
- **Occupant Protection**
- **Emergency Response Services**
- **Safe Communities**
- **Motorcycle Safety**
- **Data and Technology**
- **Engineering**
- **Media**
- **Driver Education**

The 2008 HSP reflects goals and objectives of Governor Round's administration to enhance roadway safety and reduce the needless fatalities and injuries caused by motor vehicle crashes. By joining

together and launching a coordinated effort, we *will* see a reduction in the injuries and fatalities that rob our state of one of our most valuable resources, our citizens.

Background

The Office of Highway Safety (OHS) is part of the South Dakota Department of Public Safety. The OHS 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 OHS receives funding from two primary sources: the United States Department of Transportation, National Highway Traffic Safety Administration (NHTSA) and the Department of Justice. Multiple funding sources such as 410 alcohol funds, 164 hazard elimination, 2010 motorcycle safety, 408 data enhancement, 402 highway safety, and Department of Justice “EUDL” funds will be utilized to develop and implement the strategies, goals and objective addressed in this strategic plan. These funds provide support to local, state, tribal and other organizations to promote traffic safety on South Dakota’s roadways and to combat underage alcohol and drug use. In addition, a \$7.00 annual fee on motorcycle registrations is provided to the OHS to help support the South Dakota Safety Council Motorcycle Rider Safety program.

Over the past five years, South Dakota implemented countermeasures designed to enhance the effectiveness of our traffic safety programs. Despite these efforts, on average, a traffic crash occurs every 31 minutes, an injury nearly every hour and a fatality every 46 hours on South Dakota roadways. Entities statewide involved in traffic safety continue their struggle to develop strategies to reduce the human and financial hardship placed on our society by highway related fatalities and injuries. To be successful, we must enhance our efforts and be more effective in our method of delivering our safety programs. Part of this enhancement is to insure resources, tools, and training are in place to accomplish these goals.

The 2008 HSP was prepared as a planning document to identify a systematic approach to solving traffic problems identified through the analysis of South Dakota traffic crash data. The HSP reflects objectives for a coordinated effort between national, state, local, tribal and private entities represented on the Roadway Safety Committee. The Roadway Safety Committee acts as an advisory committee for the Office of Highway Safety (OHS). It provides support for a statewide systematic approach to reducing motor vehicle related fatalities/injuries and justifies the need for state funds and spending authority to address specific traffic safety countermeasures.

The 2008 HSP will be utilized as a problem identification document, planning document, federal grant request, state budget document and a South Dakota Highway Safety Strategic Plan. As a problem identification and planning document, it identifies contributing factors and a systematic approach to solving traffic problems identified through analysis of South Dakota traffic and crash data. As a federal grant request document, it follows the appropriate federal guidelines and procedures in accordance with the Common Rule and applicable federal regulations. As a state budget document, it identifies, prioritizes and justifies the need for state funds and expenditure authority based on data analysis. As a South Dakota Highway Safety Strategic Plan, it provides for a statewide systematic approach to reducing fatalities and injuries caused by motor vehicle crashes on South Dakota roadways.

Historically, previous strategies resulted in significant improvements, but we acknowledge achievement of quantified goals is dependent not on the work of one agency, but on the collaborative and ongoing efforts of a multitude of governmental and private entities involved in improving highway safety. By incorporating advances in vehicle safety technology, coupled with legislation, expanded partnerships, public education, enforcement and engineering, a decline in the number of fatalities and injuries caused by motor vehicle crashes is a reality.

South Dakota must maintain a transportation infrastructure that provides a safe movement of people on our roadways. Despite past efforts, we continue to see too many motor vehicle fatalities. Young drivers remain over represented in fatal and injury crashes; we are also seeing an increase in distracted and aggressive drivers. Driving under the influence of drugs/alcohol and excessive speed continue to be the top two factors in motor vehicle crashes on SD roadways. Other prominent factors contributing to crash and fatality rates include low safety belt use, vehicle rollovers, driver inexperience, hazardous road conditions and ejections. South Dakota also faces the realization that rural crashes often occur in remote areas causing delays in discovery and delivery of emergency service to the victim. To achieve our projected goals of reducing rural crashes, fatalities and injuries, we need to focus on rural communities and identify strategies to target the high risk groups within these communities and insure emergency response is accessible in a timely manner. While efforts have been valiant, we need to do better.

The contents of the 2008 Highway Safety Plan incorporate statewide participation in the development and implementation of countermeasures that address the following ten program areas, included in these areas are **seven priority areas** identified by the National Highway Safety Traffic Safety Administration and Federal Highway Administration:

- **Alcohol and Drugs**
- **Police Traffic Services**
- **Occupant Protection**
- **Emergency Response Services**
- **Safe Communities**
- **Motorcycle Safety**
- **Data and Technology**
- **Engineering**
- **Media**
- **Driver Education**

The 2008 HSP reflects future goals and objectives for enhancing roadway safety and provides for a statewide systematic approach to reduce the needless fatalities and injuries caused by motor vehicle crashes.

The 2008 problem identification document is incorporated into the 2008 HSP.

Equipment purchases under this plan shall be made using the federal definition of equipment, "...tangible, non-expendable, personal property has a useful life of more than one year and an acquisition cost of \$5,000 or more per unit."

South Dakota will continue to provide an annual report evaluating the effectiveness of the Highway Safety Program. Evaluation of each project and program area will be accomplished by providing data and information regarding the progress toward statewide highway safety goals and objectives.

Program Areas

South Dakota will work to improve highway safety by focusing on the following identified areas and key objectives.

Alcohol and Drugs	Discourage alcohol and drug abuse as socially acceptable behavior, create community partnerships, identify and target high risk populations, and enhance media campaigns.
Police Traffic Services	Increase high visibility enforcement efforts, coordinate a strategic enforcement plan statewide, and continue media support for enhanced public awareness.
Occupant Protection	Enhance public awareness of child safety restraints, promote local inspection clinics, increase seat belt compliance.
Emergency Response Services	Develop and promote an Emergency Response Safety program specific to the needs of South Dakota, encourage public awareness, maintain local emergency training, and improve emergency response capabilities.
Safe Communities	Enhance community participation and strengthen coalitions with law enforcement agencies.
Motorcycle Safety	Promote motorcycle training courses, provide public education, enhance motorcycle hazard awareness projects, and coordinate motorcycle hazard awareness in engineering practices.
Data and Technology	Evaluate data systems, develop a statewide data collection system to track trends and high-risk behavior more strategically, and develop a data site accessible by the public.
Engineering	Identify and evaluate potential hazards and maintain safety standards on the road.
Media	Provide sustained media to support highway safety strategies.
Driver Education	Develop and promote safe driver training programs for all age groups and promote safe driving practices.

Problem Identification

To address the problem identification task, highway safety crash data is organized into specific classifications that can be consistently evaluated. Through a cooperative effort by the Governor's Highway Safety Association (GHSA) and NHTSA, certain data elements have been identified that are utilized to measure the effectiveness of highway safety strategies throughout the United States.

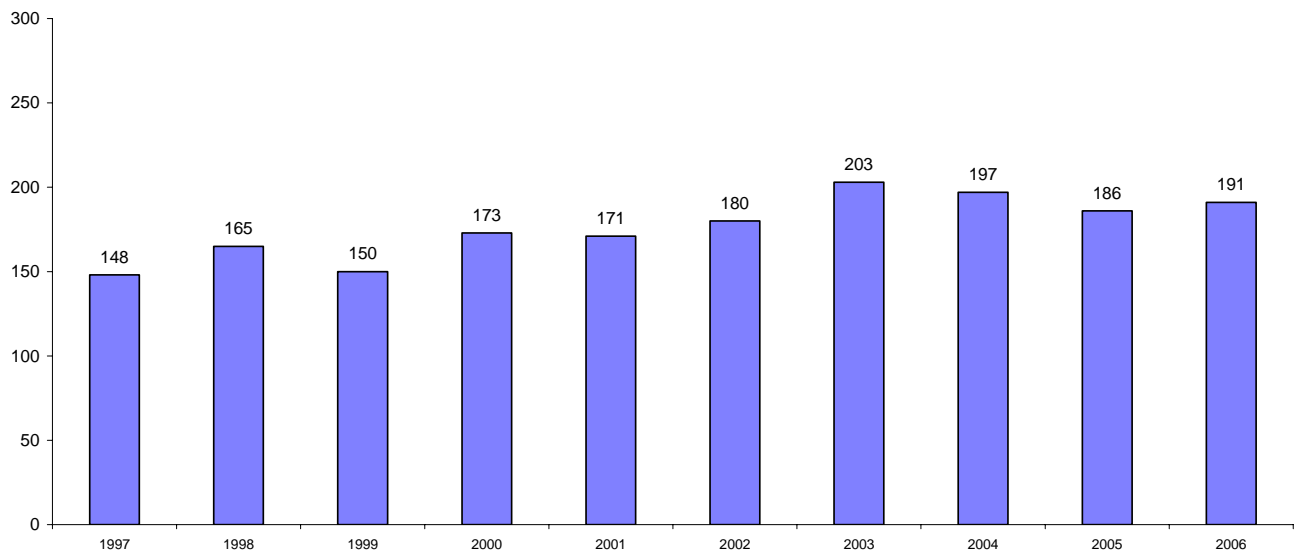
Data is analyzed to prioritize and define highway safety strategies, which in turn, will be used to identify the high priority areas within states to allow the implementation of state and national safety strategies. Specific uniform data fields are reported nationwide to assist in identifying and evaluating strategic safety countermeasures and establish best practices that will enhance states ability to reduce motor vehicle fatalities and injuries. Analysis of data will assist in the development of an effective highway safety plan.

The following provides descriptions and graphs that identify current data trends, highway safety goals, and strategies to achieve those goals. The following areas will be described: fatalities, fatality rate (VMT), alcohol related fatalities, speed related fatalities, seatbelt use rate, and fatalities ejected from the vehicle.

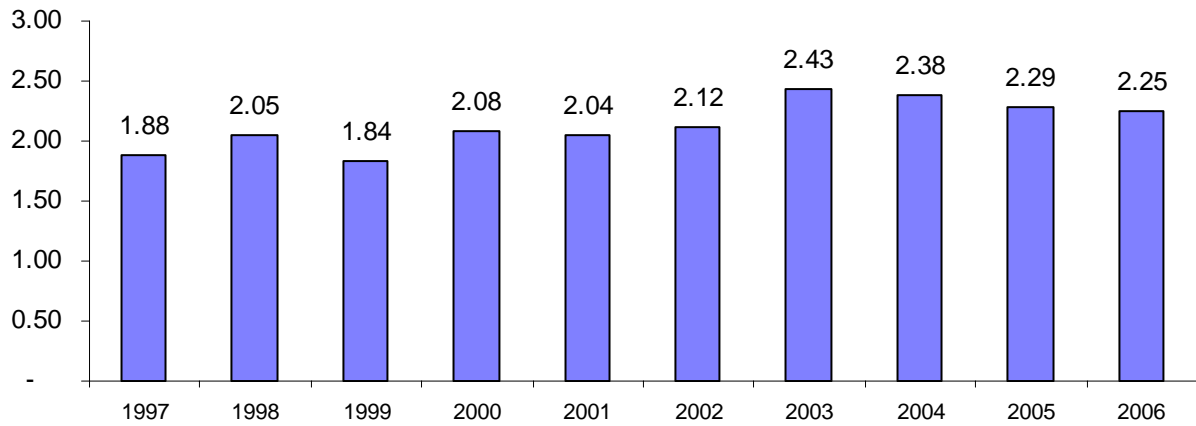
Fatalities

South Dakota continues to utilize media to heighten public awareness of safety strategies and enhance the effectiveness of high visibility enforcement efforts. Even with the increased efforts, 191 fatalities resulted from motor vehicle crashes on South Dakota roadways in 2006. In FFY 2008 South Dakota will increase media support to enhance the effectiveness of high visibility enforcement, continue to promote public education, provide injury prevention training and resources, and develop a state plan to coordinate highway safety strategies. South Dakota's long term objective is to reduce motor vehicle crashes by 5% annually through FFY 2010.

FATALITY TREND
1997-2006

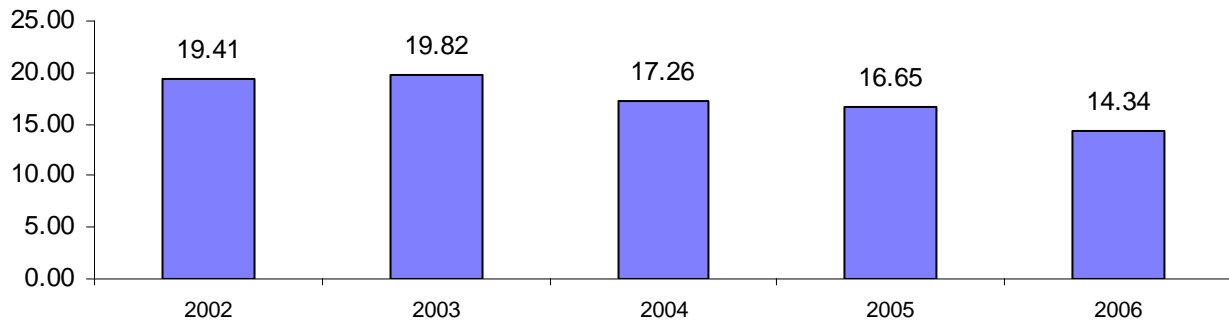


FATALITY RATE TREND



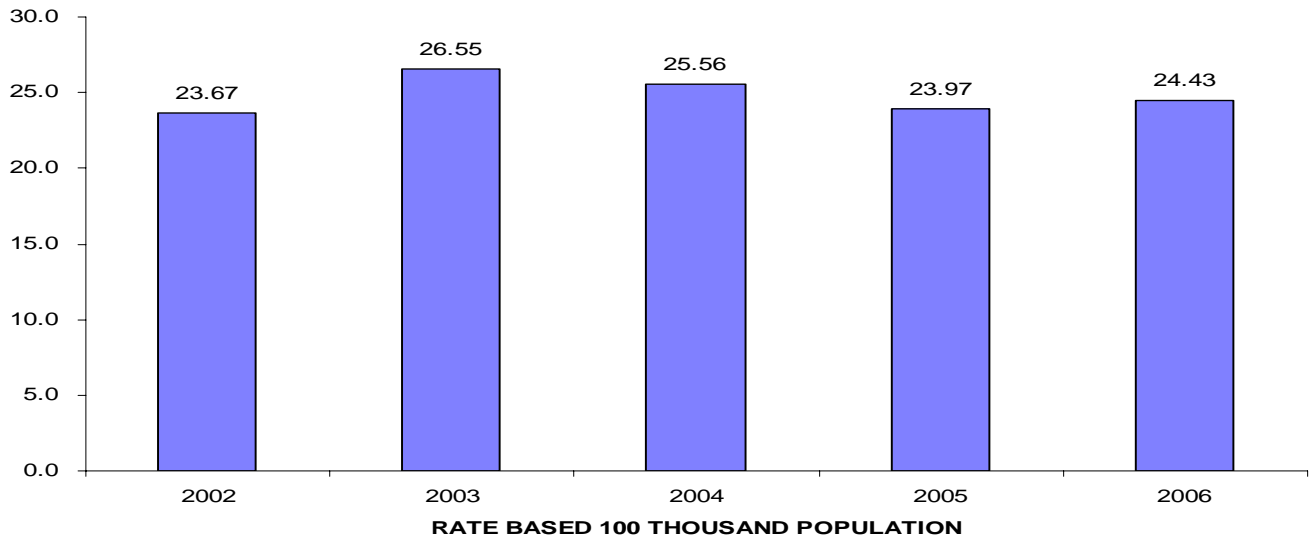
RATE BASED ON 100 MILLION VEHICLE MILES OF TRAVEL

INCAPICATING INJURIES & FATALITIES IN TRAFFIC CRASHES

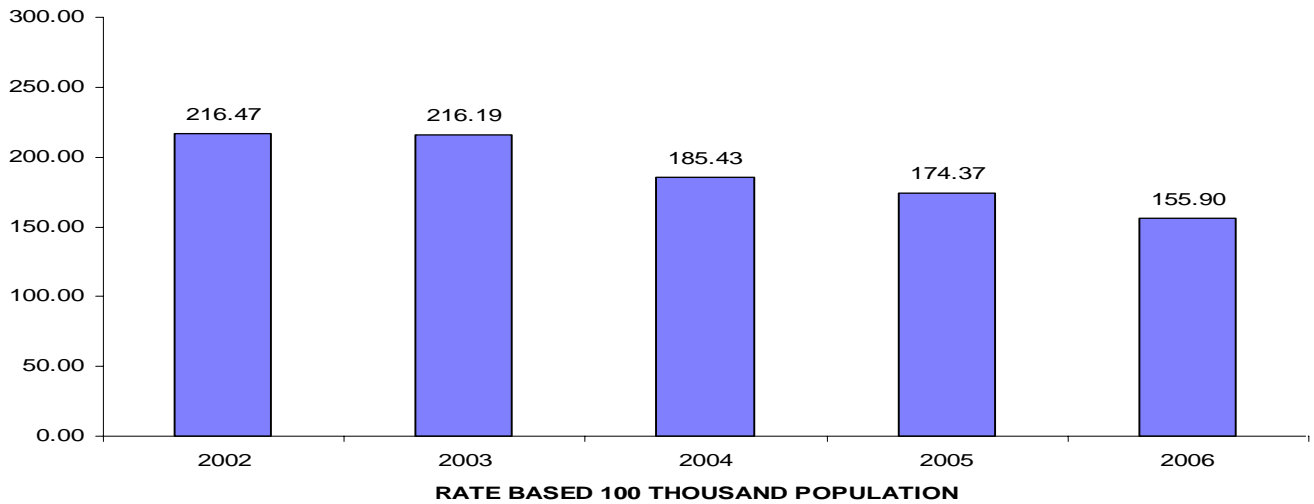


RATE BASED ON 100 MILLION VEHICLE MILES OF TRAVEL

SOUTH DAKOTA FATALITIES IN TRAFFIC CRASHES



SOUTH DAKOTA FATALITIES & SERIOUS INJURIES IN TRAFFIC CRASHES

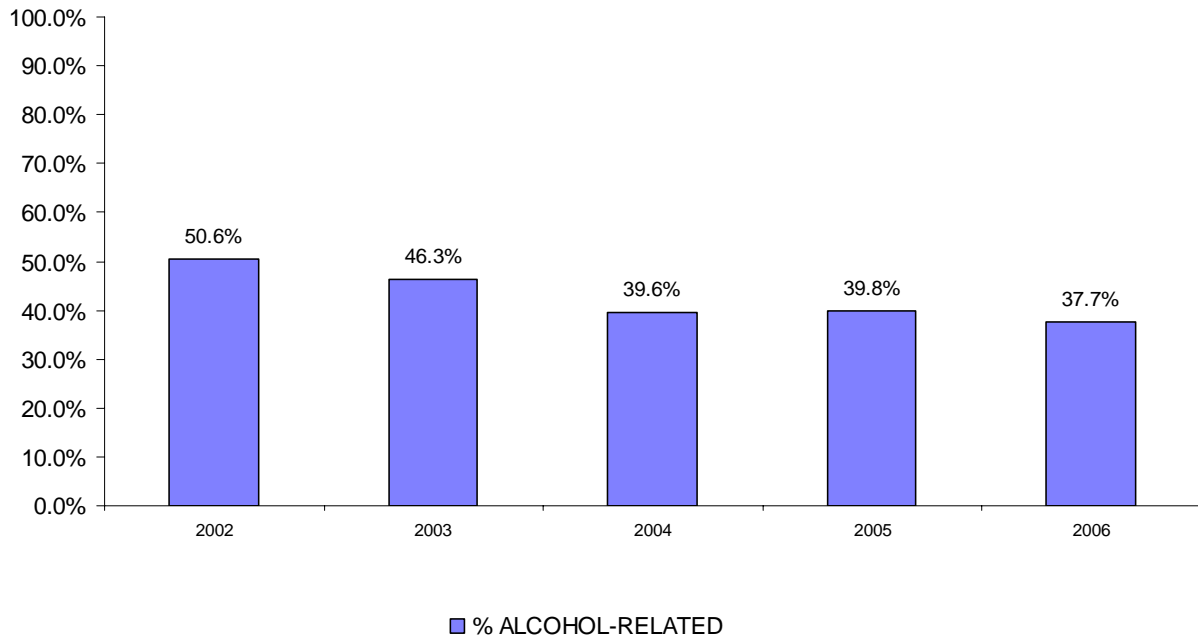


The reduction in fatalities on South Dakota roadways in 2006 decreased our fatalities per 100 million VMT to 2.25. Even with the decrease South Dakota continues to have one of the highest rates in the nation. Our long term goal is to reduce this rate to 1.0 by 2015. We have set an aggressive yet reachable goal of reducing our fatalities by 5% per year. Also included above are graphs documenting the fatality and incapacitating injury rate based on population. This data will assist South Dakota's efforts to compare our rates with other states; this comparison will help evaluate safety strategies being used nationwide and identify best practices in the reduction of traffic crash fatalities and injuries.

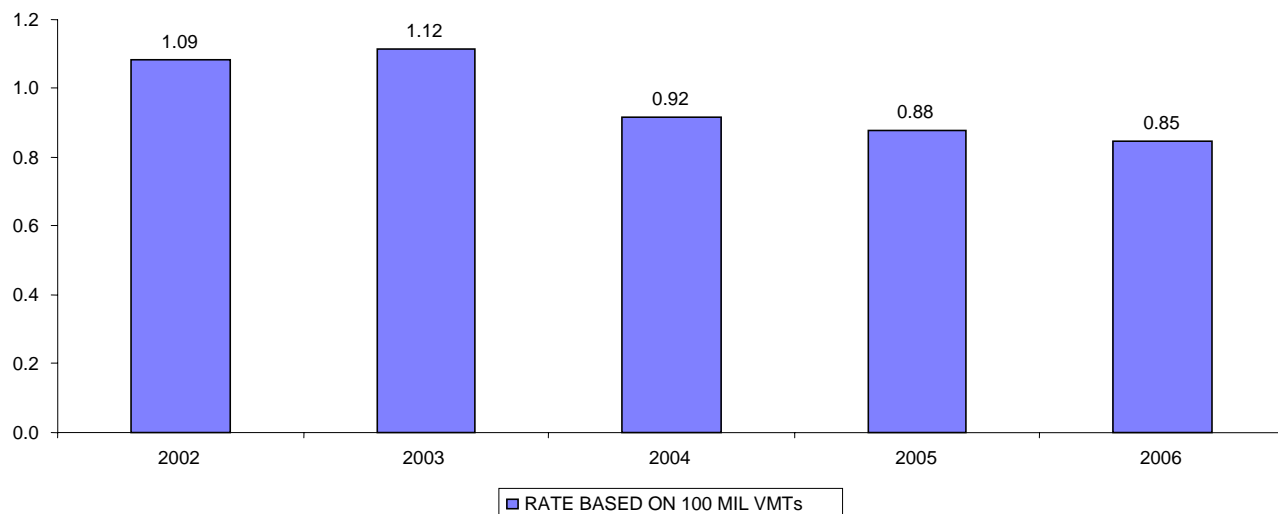
PERSONS KILLED IN ALCOHOL RELATED TRAFFIC CRASHES IN SOUTH DAKOTA



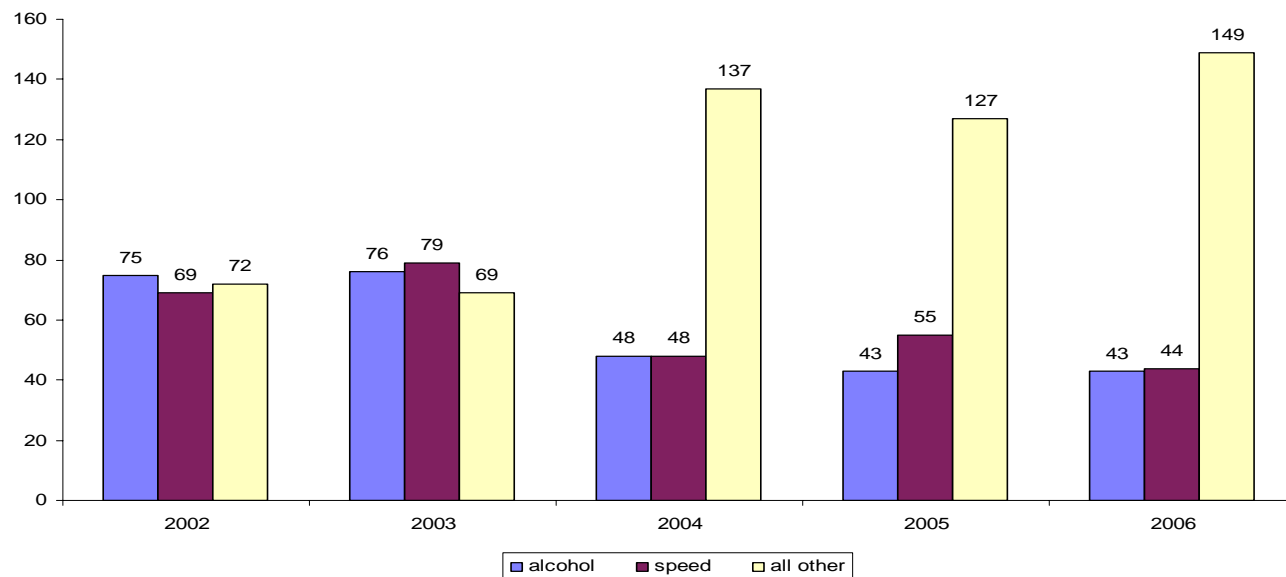
PERCENTAGE OF PERSONS KILLED IN ALCOHOL RELATED TRAFFIC CRASHES IN SOUTH DAKOTA



SOUTH DAKOTA ALCOHOL-RELATED FATALITY RATE IN TRAFFIC CRASHES

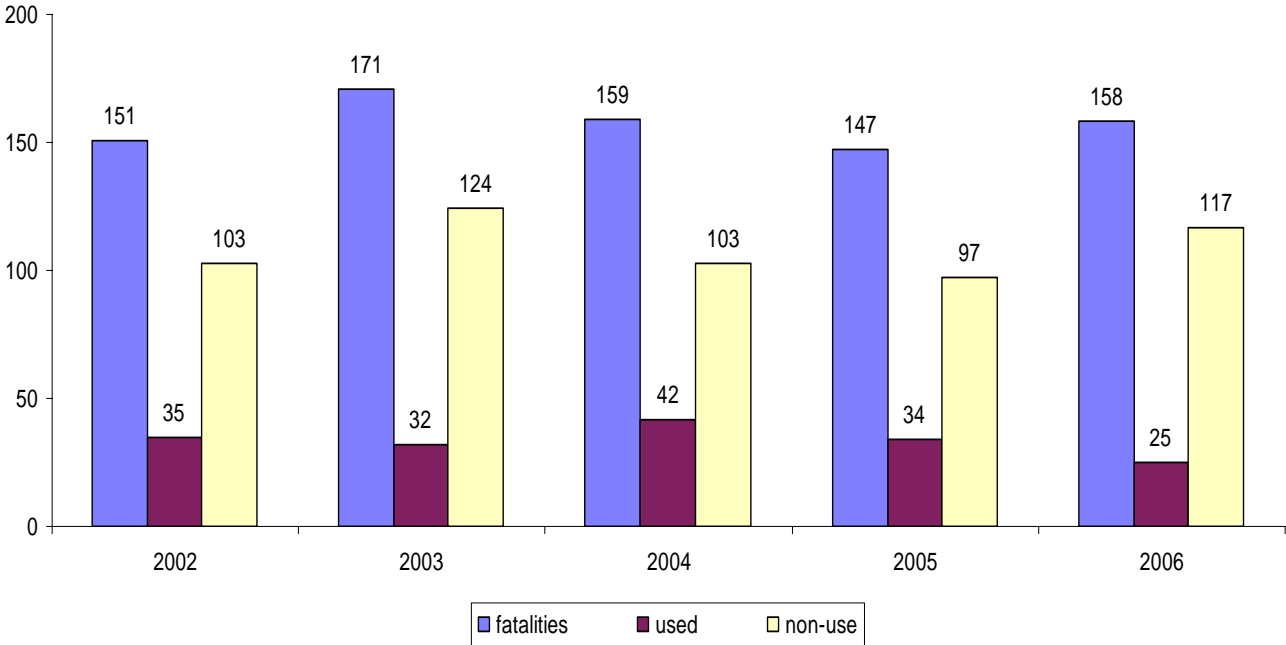


DRIVER CONTRIBUTING FACTOR IN FATAL CRASHES

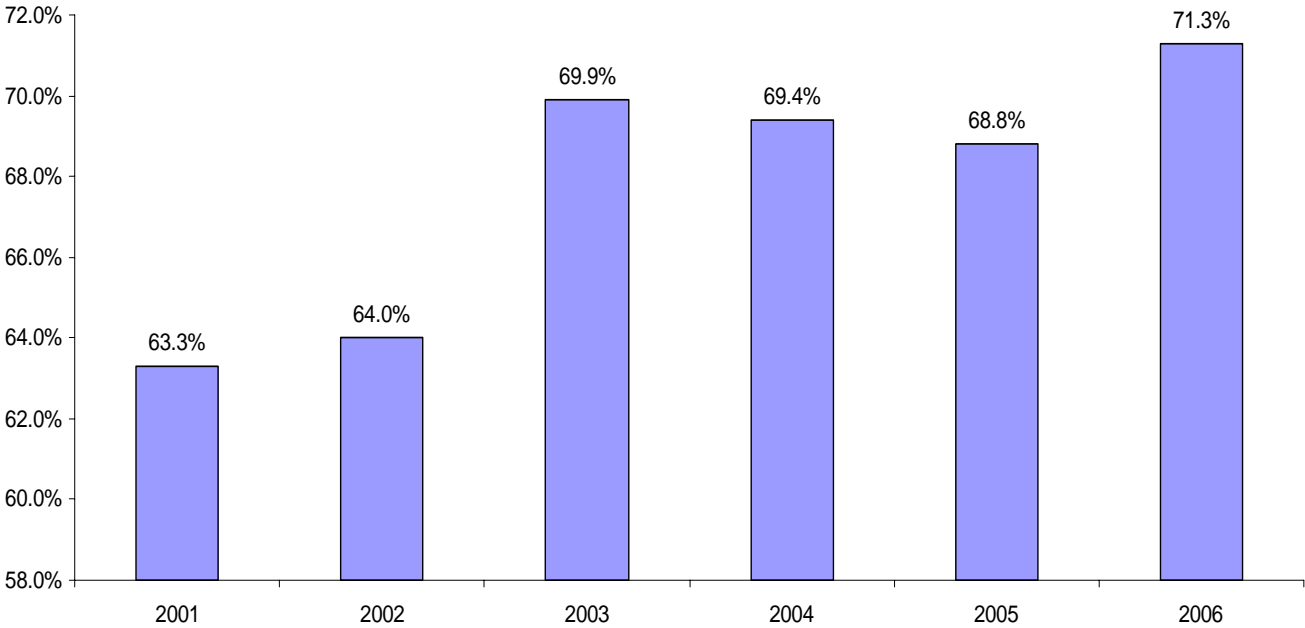


The young driver is over represented in drinking and speeding fatal and injury crashes. Licensed South Dakota drivers under 25 years of age represent 17.2% of the total licensed drivers, but account for 39.9% of the drinking drivers and 48.5% of the speeding drivers in fatal and injury crashes. Nearly 64.1% of the drinking drivers and 65.8% of the speeding drivers in fatal and injury crashes are under 35 years of age but represent only 33.1% of all licensed drivers. South Dakota's FFY 2008 goal is to reduce the number of alcohol related fatalities by 5% compared to the preceding three year average. We are committed to continue our 5 year strategic plan and reduce alcohol related fatalities from 94 in FY 2003 to 71 by the end of FFY 2008. Increase the focus on speed enforcement in an effort to reduce speed related fatalities and injuries by 5% annually based on the preceding three year average.

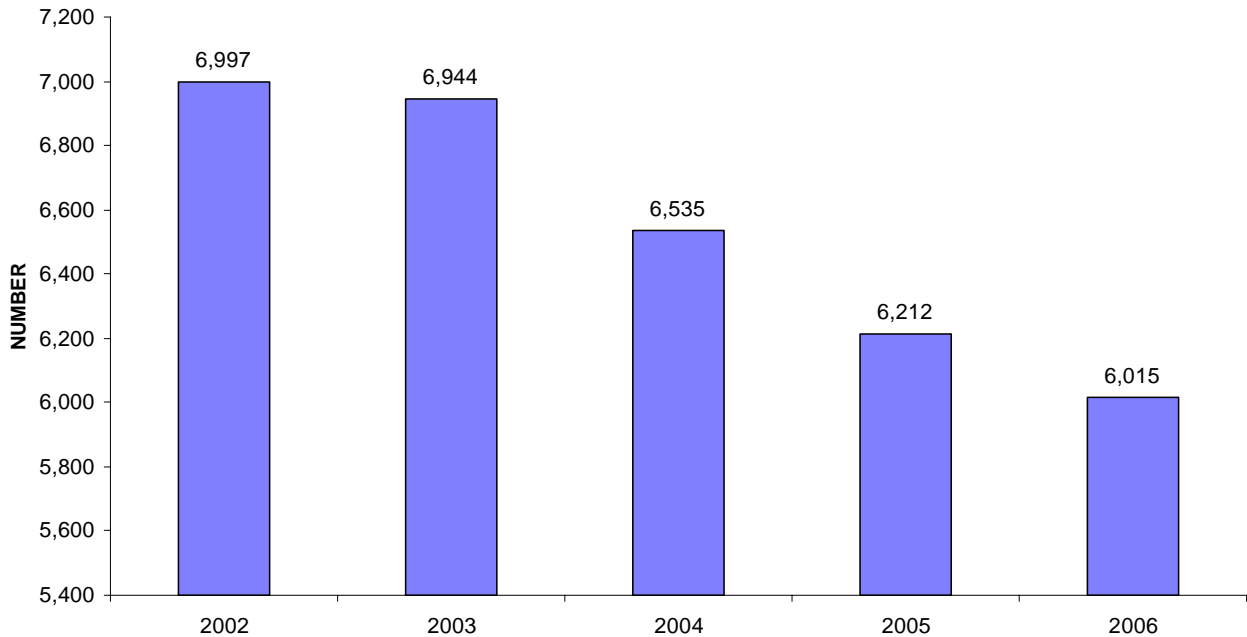
FATALITIES SEATBELT USAGE



SEATBELT COMPLIANCE



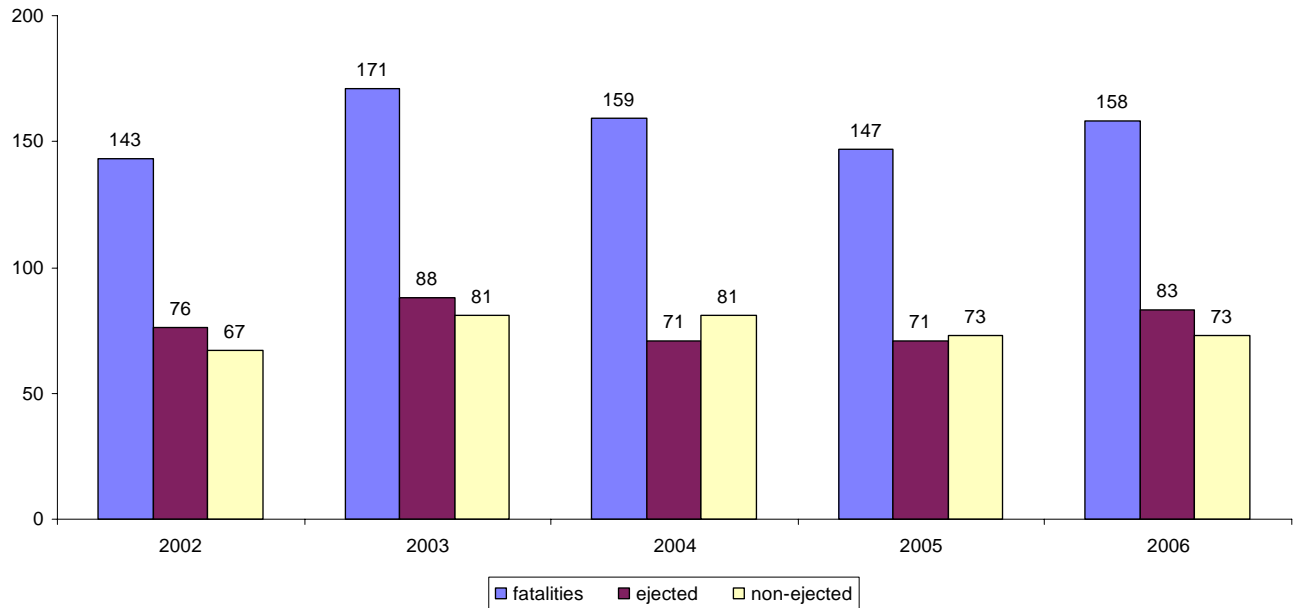
MOTOR VEHICLE TRAFFIC CRASH INJURIES - SOUTH DAKOTA



In the past five years, enforcement activities and public education have increased the use of seatbelts. This trend has resulted in a steady decrease in the number of serious injuries caused by motor vehicle crashes. While this trend is a positive indication, continued efforts to increase seatbelt compliance are essential if we are to meet our goal of reducing fatalities and injuries on South Dakota roadways. Our goal is to increase seatbelt use from the current 2007 rate of 73% to 73.5% by the end of FFY 2008 and 74% by the end of FFY 2009.

Use of child safety seats for youth under 5 years of age is a primary law in South Dakota. By continuing our aggressive public awareness program and the Governor's Child Safety Seat Distribution Program, we project an increase in the child safety seat usage rate to 87% by the end of FFY 2007 and to 88% by the end of FFY 2008. We are challenged to continue to implement programs such as Project 8 that promotes booster seat and seatbelt usage of youth between 5–13 years of age. In 2006, 70.7% of youth in this age group were secured in a booster seat or seatbelt; the goal is to increase this rate to 75% by the end of FFY 2007. The biggest challenge we face for our youth seatbelt compliance is also during the high risk age of 14-17 years old, the current rate is only 60.6%. By the end of FFY 2007, our goal is to increase compliance in the 14-17 year old age group to 65%, and by the end of FFY 2008, increase usage to 70%.

FATALITIES EJECTED



South Dakota faces numerous obstacles in rural areas when trying to convince drivers to buckle up. Obstacles include the false belief that being unbuckled in a crash is safer than being belted or the social norms that wearing a seatbelt is a personal choice. Data consistently reinforces that one of the most effective factors in surviving a crash and reducing the severity of an injury is to be secured in a seatbelt. Over the past five years, 50% of the occupant fatalities in motor vehicle crashes were either partially or totally ejected from their vehicle. Our goal is to reduce the percentage of ejected fatalities to 48% by the end of FFY 2009. By improving seatbelt compliance, we will see a reduction in partial and/or total ejections resulting in fewer fatalities and reduced injuries caused by vehicle roll-over crashes.

Alcohol and Drugs

Underage alcohol consumption continues to be a major problem in South Dakota. For many youth, access to and consumption of alcohol has been a "rite of passage". It's the responsibility of every community, neighborhood and family to support and participate in countermeasures that reduce underage alcohol use.

Enforcement and judicial partners play a vital role in affecting the social norms and attitudes of communities regarding the access of alcohol to minors, enforcement of alcohol laws and the legal and social consequences of underage drinking. Alcohol abuse is not limited to underage youth. Drinking and driving is one of the leading contributing factors in motor vehicle crashes for all ages. South Dakota works closely with local, state, federal and tribal law enforcement agencies to enhance enforcement of existing drinking and driving laws. To achieve quantified goals is dependent not only on the work of law enforcement, but on the collaborative and ongoing efforts of governmental and private entities involved in reducing alcohol and drug abuse. A coordinated strategic plan involving the judicial system and alcohol treatment programs will help to insure alcohol offenders are placed into programs that will discourage repeat offenses. A combination of funding through the Department of Justice "Enforcing Underage Drinking Laws" grant, 402 highway funds, 410 alcohol funds and 164 hazard elimination funds will be utilized to carry out the objectives of this project.



No single prevention approach has proven successful in eliminating drug and alcohol abuse issues for the State, local communities, Native American Reservations, and at-risk populations. A successful strategy includes an effective understanding of the drug and alcohol abuse issues, comprehensive collaboration, and implementation of effective prevention models and approaches. The rural and remote nature of South Dakota's geography poses additional challenges in our prevention strategies. To insure our programs implement evidence-based strategies, the OHS partners with the Department of Human Services to address drug and alcohol abuse with a statewide infrastructure and an effective prevention framework.

Communities in South Dakota realize the seriousness of drug and alcohol abuse and are working together to identify strategies that will effectively reduce the problem in their communities. Communities have accepted the responsibility and are taking authority to monitor alcohol use, alcohol/drug related injuries, implement prevention strategies, and coordinate prevention efforts. Prevention has become an intricate part of a healthy community program. Communities will be partnering with local safety advocates to facilitate the development and implementation of prevention projects, media campaigns and informational resources that enhance public awareness and reduce drug and alcohol abuse.

This partnership is designed to move South Dakota's prevention and enforcement efforts to a system of evidence-based prevention programming. We will utilize an epidemiologic approach to identify high-risk communities and populations. Once the contributing factors are identified, a strategy can be developed to address the problems with evidence-based programming. The collaborated efforts will develop a system that will facilitate a positive and effective effort that has the following benefits:

- Needs assessments will be used to identify communities and at-risk populations to focus prevention efforts.

- An epidemiological work group will lead the analysis of risk factors including use of geographical information systems for targeting high-risk populations.
- Training community prevention and enforcement personnel and provide technical assistance for applying prevention strategies.
- Data will be used to evaluate process and outcome objectives.

Performance Measures:

1. Reduce alcohol/drug related fatalities by 5% from the three year average of 75 to 71 in FFY 2008.
2. Reduce alcohol/drug related injuries by 5% from the three year average of 869 to 826 in FFY 2008.

Strategies:

- Continue to support target strategies to successfully reach specific population groups.
- Develop and disseminate targeted media campaigns to change public perception of underage drinking and driving problems.
- Strengthen compliance check programs for alcohol retailers.
- Develop partnerships and stakeholder groups with local, state, tribal and federal agencies to implement specific targeted and successful strategies.
- Establish community coalitions to foster public awareness and involvement.
- Identify and track repeat offenders and provide treatment that insures compliance, First Offender “CHANGE” DUI curriculum, 24/7 diversion program, and tracking of revoked/suspended licenses.
- Support training for judicial and law enforcement personnel.
- Provide support for sustained high visibility enforcement efforts.
- Provide server training to retail establishments.
- Provide programs offering alternative transportation choices to driving under the influence.
- Support youth oriented programs that discourage alcohol use.
- Develop a statewide alcohol strategic plan.
- Continue support and development of safe community coalitions.
- Collaborate with the statewide Alcohol Steering Committee.
- Develop epidemiology group in partnership with Human Services to identify high-risk groups.
- Continue alcohol and drug counseling and interventions for high-risk populations.
- Through a media contractor, develop supportive countermeasure campaigns.
- Provide technical support for South Dakota LEL’s to coordinate strategic high visibility enforcement efforts.
- Develop database through Mountain Plains Evaluation to track alcohol related programs.
- Work with Division of Criminal Investigation (DCI) and Attorney General (AG) to provide training opportunities to law enforcement, prosecutors and judges.

Note: Information is provided below regarding alcohol and drug projects that will be supported in FFY08; additional tasks will be added or revised based on quarterly progress reports.

Parents Matter

Parents Matter started as a pilot project in SE South Dakota in response to 13 area youth killed in alcohol related traffic crashes in the spring of 2006. Prairie View Prevention involved community groups in 15 counties in the SE area of the state into a regional coalition whose theme was “Parents Matter”; parents can make a difference by talking to their kids about alcohol and drugs.

In the spring of 2007, no youth in the SE area of the state were killed in alcohol related crashes. This successful campaign will expand statewide in FFY08. Parents Matter will utilize media, public education, town hall meetings, educational material and innovative resources to enhance public awareness and give parents the tools needed to reduce underage drug and alcohol use. The Governors Office, Attorney Generals Office, Department

of Human Services, and the Department of Public Safety have partnered to promote Parents Matter. For example, the Parents Matter website is a link on the state's main webpage as well as on many department webpages. Funds will be utilized to support travel, training, meeting room costs, educational materials, media, contractual expenses, supplies and other expenses associated with the expansion of this project.

Traffic Safety Resource Prosecutor

The Traffic Safety Resource Prosecutor (TSRP) will provide critical support and instruction statewide to enhance the capabilities of South Dakota's prosecutors to effectively prosecute traffic safety violations. The TSRP is a grant funded position through the South Dakota Office of Highway Safety and considered a contracted resource through the Office of the Attorney General. The TRSP acts as a liaison between the Office of Highway Safety, the Attorney General, and the judicial system. The TRSP provided judicial training on DUI enforcement techniques, sentencing, and intervention strategies. In addition, the TRSP provides support for DUI prosecution.

Judicial Training

SDOHS will collaborate with the South Dakota Special Traffic Prosecutor and the Administrative Office of the Courts to communicate the program plans prior to implementation. SDOHS will establish a partnership with these agencies in communicating activities occurring in affected enforcement locations. These agencies are the respective agencies for communication to prosecutors, judges and ALS judges on state initiatives. Training will be provided for prosecutors and judges in FFY 2008 to enhance awareness of prevention strategies and knowledge of effective treatment programs available. Training will also be provided to prosecuting attorneys through the Special Traffic Prosecutor to enhance the effectiveness of alcohol enforcement.

University-Based Alcohol and Safe Ride Projects

(SDSU)

(USD)

(School of Mines and Technology)

There is an urgent need to expand prevention services and form a cohesive, collective consciousness amongst our state colleges and universities. Currently, there are over 30,000 young people enrolled in our public higher education centers. Research has shown the "binge drinking" rate highest among 18-24 year olds is shockingly high with anywhere from 40-60% of college students admitting to binge drinking. We also know rates of death and injury due to alcohol poisoning, alcohol related accidents are highest in this population. We will expand our efforts to make the provision of prevention/early intervention services a priority for SD citizens. The services will be evidence/researched based programs with evaluation to document outcome data as a requirement of participation. Safe Ride programs will be implemented to insure students have an alternate means of transportation to get safely home if they have consumed alcohol or any other substance that would reduce their ability to safely operate a motor vehicle. These funds will be provided to a minimum of three universities to carry out this objective, South Dakota State University, University of South Dakota and the School of Mines and Technology. Part-time staff support is provided to coordinate DUI education and activities in the campus setting.

The following projects are supported by funding from the Department of Justice "EUDL" funds:

Statewide Compliance Check Project

Through a partnership with the South Dakota Liquor Retailers Association, the Office of Highway Safety will support education provided to bartenders and liquor store clerks through the Techniques of Alcohol

Management (TAM) curriculum and random compliance checks in city and rural on/off sale liquor retail establishments. This project will:

- Reduce underage consumption of alcohol in on-sale establishments
- Reduce the incidents of underage patrons purchasing alcohol at off-sale establishments
- Reduce the number of fatalities and injuries due to driving under the influence.

South Central Alcohol Task Force

This project is based in Davison County which is one of the top 10 alcohol fatality counties in the state. Law Enforcement agencies in the south central area of the state coordinate efforts to reduce availability of alcohol to underage youth. Compliance rates in the area have been raised from 59% in 2000 to 93% in 2006. Techniques of Alcohol Management (TAM) training is offered each month to train store owners, managers, and clerks to identify minors trying to purchase alcohol. To maintain the results of this task force, overtime will be used for compliance checks, TAM trainings, and program expenses.

Drug and Alcohol Accountability

A need for further accountability for youth in drug and alcohol programs has recently been identified. A total of 251 UA tests were given to patients at NADRIC last year (25% of which were drug positive); testing greatly improves the accountability of those participants. Funds for this project will be utilized to increase accountability of our patients by expanding the project this year to increase the availability of supplies to test patients on a more regular basis.

From the HEART

As described in the Problem ID section, youth are involved in alcohol related crashes at a higher rate than older adults. From the Heart will address this problem by providing information about drinking and driving prevention to schools and Drivers Education instructors in the top 10 high risk counties for alcohol related crashes. Information and resources provided will show how drug and alcohol abuse can effect the life of the youth, their families, and communities and remind them not to drink and drive.

Brandon Safety Committee

The goals of the Brandon Safety Committee include a decline in seatbelt violations, a decrease in injuries due to accidents, reduce underage drinking and promote responsible drinking for individuals that are at least 21 years old (the legal drinking age in South Dakota). The following tasks and methods will be utilized to reach these objectives:

- Involve the community in highway safety through a “Pig-Skin Classic” pre-football game activity; the committee will provide highway safety materials and activities at the event.
- Demonstrate the effects of alcohol impaired driving using fatal vision goggles and golf carts; law enforcement will volunteer at this training.
- Invite speakers to share real life stories and experiences with High School and Middle School youth.
- Miss Click-it will present a prevention program with the Elementary School students.
- The Police Department and members of the safety committee will utilize multiple compliance checks throughout the year. Incentives will be provided by local businesses to award students that are in compliance with seatbelt use. Educational materials will be provided to students failing to use a seatbelt.

Youth-Adult Partnerships of Aberdeen (YAPA)

YAPA is an organization that provides alternative programming for youth and acquisition of leadership skills. Through a peer leadership model, YAPA will provide information including alcohol, tobacco, and drugs; drinking and driving; safe driving; and other high-risk activities. In FFY 2008, an alumni youth board mentoring component will be added to address the need for leadership skills in members of the youth board.

YAPA will offer alternative events during high-risk times for under-age drinking and driving to encourage positive choices. A minimum of 4 events will be offered. A minimum of 200 educational materials will be disseminated within the fiscal year.

Community Safe Ride Project

Through a partnership with the South Dakota Liquor Retailers Association and local retailers, implement a pilot project in rural communities to provide a Safe Ride Program. The goal of this project is to encourage retailers to become proactive by partnering to offer alternative transportation thus reducing the probability of their customers drinking and driving a vehicle.

South Dakota Teen Court Association

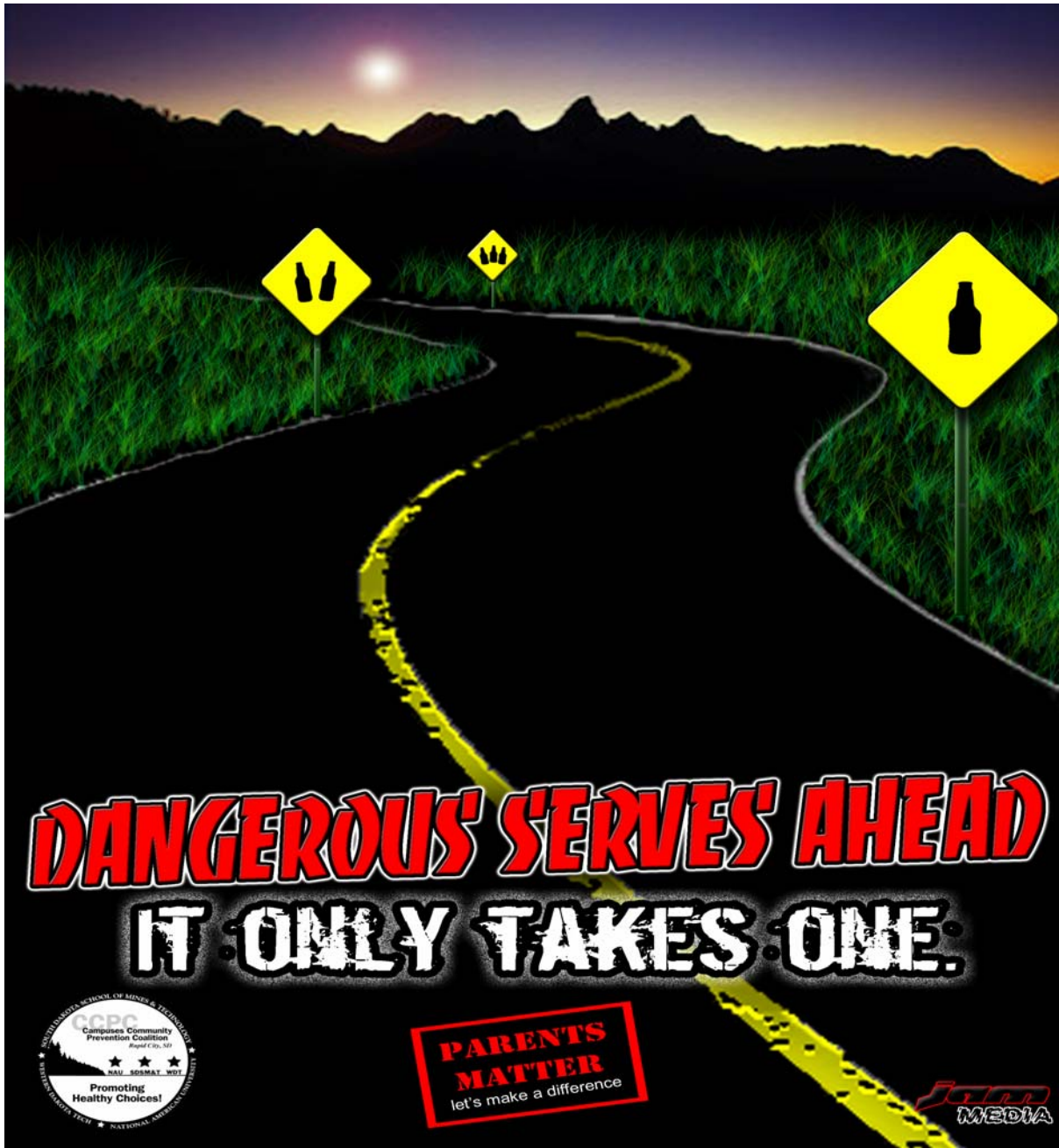
Teen Courts are volunteer staffed programs that assist teen offenders in assuming responsibility for their behavior through involvement in the judicial process and service in the community. Offenders are brought before a jury of their peers where they are sentenced to constructive service and from this they gain an understanding of their roles in society. Additionally, the communities reciprocally benefit from these youth's involvement in their programs. Each individual's self worth will be maintained by respectful treatment and confidentiality. Young people participating in the Teen Court program will function as constructive and contributing members of their community.

Drug and Alcohol Youth Diversion Program

The Division of Alcohol and Drug Abuse currently provides services in each of South Dakota's seven Circuit Court Districts. Through this program, 13-20 year old youth entering the criminal justice system due to an alcohol or drug related offense are screened to determine the extent of their involvement with alcohol and drugs. It gives young adults a clear understanding of how their choices can create risk and the importance of always making low-risk choices about alcohol and drugs.

McIntosh Centennial 2008

Support will be provided for law enforcement to enforce underage drinking laws during the July 2008 McIntosh Centennial celebration. Up to 2,000 additional people are expected to attend this 3-day event. Approximately 40 hours of additional police service will be needed to support this community.



Police Traffic Services

High visibility enforcement of vehicle and traffic laws, and public educational programs have continued to be a crucial element to South Dakota's safety plans. Additional resources will be obligated to expand these tasks reinforced by media to heighten public awareness of enforcement efforts and safety strategies. A strategic enforcement plan will be developed to implement a coordinated enforcement mobilization that is data based to insure high-risk populations and geographic locations are targeted. Law enforcement will partner with local, state, federal and tribal entities to promote safe driving strategies through public education and awareness campaigns. A combination of funding through the Department of Justice "Enforcing Underage Drinking Laws" grant, 402 highway safety funds, 410 alcohol funds and 164 hazard elimination funds will be utilized to carry out the objectives of this project.



Alcohol involved crashes remain a significant problem for South Dakota. The problem of the impaired driver persists despite education efforts, high visibility enforcement, and changing social attitudes. South Dakota law enforcement will continue to focus enforcement efforts on the drinking driver in an effort to remove impaired drivers from the highway. The availability of funding will assist South Dakota implement a balanced strategic plan to provide essential equipment to law enforcement agencies to enhance and enforce South Dakota laws, weekend alcohol checkpoints, public education, community projects, school based events, activities promoting alcohol related judicial training and alcohol intervention projects. Funding will also assist with technical assistance and support for anti-drinking/drug organizations (such as MADD, SADD) and projects to facilitate community support for the enforcement of South Dakota's traffic laws. South Dakota law enforcement will utilize crash data to target communities that have high crash rates involving alcohol and excessive speed.

The South Dakota Highway Patrol will partner with local law enforcement and will be using three Blood Alcohol Testing (B.A.T.) units for sobriety checkpoints and special saturations. The B.A.T. unit is a cube van retrofitted with equipment to serve as a facility for testing blood alcohol levels and a mobile jail for holding prisoners arrested for DWI and other violations. Prisoners will be processed, tested, recorded, and jailed at the scene of the special operations. Laboratory technicians will administer blood tests to suspected DWI offenders at the scene of the sobriety checkpoint. The intent of the B.A.T. mobile is to keep officers at the scene of checkpoints and maintain sufficient manpower to run the DWI detection operation. Each of the three (3) Highway Patrol districts will schedule a minimum of eight (8) sobriety checkpoints and special impaired driving operations in FFY 2008.

South Dakota Highway Patrol provides matching funds for speed enforcement through the use of aircraft and manpower working Operation Safe traffic enforcement. Approximately 800 hours of in-air time will be utilized in conjunction with Troopers on the ground stopping violators of speed laws as identified by the pilot of the aircraft. These violators frequently employ radar detectors and would not be stopped without the use of the aircraft. South Dakota has identified excessive speed as one of the leading contributing factors in motor vehicle crashes. Operation Safe utilizes data to identify high risk areas and implements a comprehensive corridor enforcement campaign supported by media to enhance public awareness of the enforcement and crash reduction

strategies. Tasks to address the problem of speed enforcement are covered in the FFY 2008 HSP under multiple programs.

Performance Measures:

1. Maintain in excess of 80% law enforcement participation in national mobilization enforcement campaigns.
2. Increase the number of high visibility corridor enforcement campaigns from 16 in FFY 2007 to 18 in FFY 2008.
3. Reduce the percentage of alcohol related fatal crashes from the base line five-year average of 42% to 40% in 2008. The .08 law enacted in 2002 and the open container law will help in achieving this goal in addition to sustained enforcement coordinated with a strong media component.

Strategies:

- Enforce traffic laws with high visibility enforcement campaigns.
- Develop and implement a statewide sustained highly visible enforcement plan.
- Track revocation, suspension and restricted licenses to insure compliance.
- Analyze and interpret crash data to identify high-risk populations and locations.
- Plan high visibility enforcement efforts based on crash data analysis.
- Provide training, safety resources and media to support enforcement efforts.
- Fund manpower and equipment to support high visibility enforcement.
- Support law enforcement training at OHS approved National Conferences.
- Enhance public awareness of high visibility enforcement strategies.
- Support law enforcement liaisons efforts to coordinate enforcement strategies in FFY 2008.
- Provide training to the SD LELs to enhance SD Enforcement strategies
- Partner with Highway Patrol to utilize aircraft to support speed enforcement efforts.
- Through the use of a media contractor, enhance public awareness of enforcement efforts that coincide with national enforcement campaigns through media and public education. (Reference Media Program)
- Through the coordinated efforts of the DCI, Traffic Safety Resource Prosecutor and Drug Recognition Experts (DRE), utilize media to enhance public awareness of high visibility enforcement efforts. (Reference Drug/Alcohol Program)
- Provide public educational materials to be utilized in traffic enforcement stops. (Reference Safe Communities)

Note: Information is provided below regarding police traffic projects that will be supported in FFY08; additional tasks will be added or revised based on quarterly progress reports.

South Dakota Highway Patrol Enforcement and Educational Efforts

The South Dakota Highway Patrol conducts sobriety checkpoints and saturation patrols throughout the state on designated roads at designated times, based upon data traffic related violations and crashes. South Dakotas Highway Patrol will implement and coordinate high visibility enforcement campaign with local law enforcement agencies in support of national campaigns as well as sustained enforcement efforts. South Dakota utilizes all enforcement campaigns to target three primary highway safety priorities: belts, booze and speed. These priorities are incorporated into all of South Dakota's high visibility enforcement efforts to accomplish one common goal, reduce crashes, injuries and fatalities. Funding will be provided to the SDHP to update training and equipment to insure resources are available to increase enforcement efforts and enhance public awareness of traffic safety strategies. Highway Patrol will utilize funding for safety training, public education, travel, and incentives to reinforce enforcement strategies.

Traffic Enforcement Training

Provide funding to cover travel, registration and per diem to send state and local law enforcement officers to national training conferences such as Lifesavers and the National Leadership Conference. Provide or cause to be provided specialized training for South Dakota law enforcement officers in traffic enforcement strategies and methodology, the use of TraCS (Traffic and Criminal Software) for data collection, use of technology for traffic enforcement and data collection.

Drug Recognition Expert training will be provided to SD law enforcement officers to both advance current DREs to the instructor level, DRE re-certification and the DRE training course. Funding will be provided to cover the cost of travel, lodging, per diem and associated expenses to send DRE candidates out of state to complete the clinical requirements of the course.

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

- Advanced Standardized Field Sobriety Testing, December 11-12, 2007, Mitchell
- Inspection & Investigation of Commercial Vehicle Crashes, Jan. 28-Feb. 1, 2008, Pierre
- Energy Methods in Traffic Crash Reconstruction, March 3-7, 2008, Pierre
- Criminal Interdiction & Patrolling, April 22-25, 2008, Pierre
- Methodology & Techniques of Crash Data Retrieval, Sept. 30, 2008, Pierre

Law Enforcement Liaison Program

South Dakota will continue to fund three part-time Law Enforcement Liaisons to assist the South Dakota Office of Highway Safety in its efforts to reach and influence law enforcement agencies and government leaders. The liaison will play an essential role in influencing law enforcement agencies statewide to take the lead and join forces with city and county officials to demonstrate their commitment to safety belt education and enforcement. The Law Enforcement Liaison routinely meets with law enforcement agencies and government leaders across the state to provide technical assistance in promoting and enforcing highway safety issues and promoting public education and awareness. Enforcement efforts will be enhanced through development of strategies identified through our LELs participation in enforcement training programs in and out of state.

Dewey County Traffic Enforcement

Dewey County will implement a traffic safety program to provide enforcement to reduce crashes, injuries, and fatalities on Dewey County roadways. Dewey County lies between 2 reservations, is very rural with very limited resources. Crashes are over represented in the roadways between the 2 reservations. This is a pilot program that will reimburse the cost of increasing the time dedicated to operating a patrol vehicle to conduct additional traffic enforcement versus equipment or overtime. The program will be evaluated at the end of FFY 2008 by reviewing number of arrests and crash reductions.

Sioux Falls PD DRE Program

Sioux Falls Police Department will target impaired drivers through the use of Drug Recognition Experts that have been trained to identify individuals impaired by drugs. Officers will heighten public awareness through the use of media and PSA's to show impaired driving can be caused by a wide variety of drugs. The additional DRE officers will be used to increase enforcement of impaired driving.

Pennington County Traffic Enforcement (STEP)

These officers are above and beyond the normal workforce. Pennington County is one of the top 10 high risk alcohol fatality counties. Pennington County Sheriffs Office will utilize funds to provide two additional officers

40 hour per- week to do high visibility traffic enforcement in areas or corridors that have been identified through crash or traffic citation data as high risk for traffic violation or crashes.

Rapid City DUI Program

Rapid City has a significant number of alcohol related fatal crashes. In 2005, crash records show that Rapid City had 3.75 alcohol related traffic fatalities per 100,000 population. A February 2007 checkpoint in Rapid City yielded one DUI arrest every 7.5 minutes. 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; they will embark on a high profile enforcement campaign on TV, radio, and billboards; they will work with community organizations such as prevention educators, retailers, schools, and MADD.

Law Enforcement Equipment

(Radar)

(Video Cameras)

Over the past five years, South Dakota has implemented alcohol countermeasures designed to enhance the effectiveness of our traffic safety programs. Despite these efforts, on average, a traffic crash occurs every 31 minutes, an injury every hour, and a fatality every 47 hours on South Dakota roadways. Entities statewide involved in traffic safety continue their struggle to develop and implement strategies to reduce the human and financial hardship placed on our society by highway related fatalities and injuries. To be successful, we must enhance our efforts and be more effective in our method of implementing our enforcement and educational strategies. Part of this enhancement is to insure agencies in high risk areas have the equipment and training in place to accomplish these goals.

Based on data from the 2006 South Dakota Motor Vehicle Traffic Crash Summary all of the top 10 high priority counties, those with the highest alcohol-related fatalities and injuries, have requested additional equipment or a need to update current equipment to enable them to enhance their enforcement efforts. Funds will be provided to a minimum of 66 local law enforcement agencies and the SD Highway Patrol to purchase and upgrade in-car-video cameras, Portable Breath Testing (PBT's) and radar equipment to collect the evidence needed to increase conviction rates thus enhancing South Dakota's alcohol and traffic law enforcement efforts. The 66 agencies and the Highway Patrol receiving equipment will utilize the equipment to conduct and/or participate in sobriety checkpoints, and or saturation patrols during the Impaired Driver National Campaign in FFY 2008.

Law Enforcement Overtime

Support law enforcement efforts to conduct checkpoints and/or saturation patrols on nights during the annual National impaired driving campaign organized by NHTSA. During the December Operation Zero Tolerance December 2007, South Dakota law enforcement will conduct 48 sobriety check points statewide. During the July 4, 2008 Impaired Driving campaign, South Dakota law enforcement will conduct 12 statewide sobriety check points. **During the August - September 2008 Operation Zero Tolerance, South Dakota law enforcement will conduct 28 statewide sobriety check points. In addition all agencies receiving 410 funds will be required to conduct and/or participate in a minimum of four high visibility enforcement activities that consist of either a sobriety checkpoint or saturation patrol.** An additional 245 sobriety check points have been scheduled statewide to provide a sustained high visibility law enforcement approach to impaired driving on South Dakota roadways. Support sustained to provide traffic enforcement during high risk time frames identified in the enforcement task grant applications from state, local and tribal law enforcement agencies. Paid and/or earned media will publicize law enforcement activities before, during and after they take place, during the National campaign and on a sustained basis to enhance public awareness of enforcement strategies.

Occupant Protection

In the past two decades, mandatory restraint laws in this country have reduced fatalities and injuries in motor vehicle crashes. However, non-use and misuse of restraint systems continues to be a significant cause of vehicle-related injuries and fatalities for South Dakota citizens. Safety belts have been identified as an effective way to reduce the risk of a fatality or serious injury in motor vehicle crashes. While a great deal of attention is focused on child restraint systems for infants and toddlers, we need to encourage and promote the use of booster seats for ages 5 through 8. Booster seats provide the added protection needed until youth reach the height and weight that allow for the proper fit of conventional seatbelts. South Dakota will continue to promote the use of safety restraints for all ages through public education and enforcement efforts.



Correct installation and use of child safety seats is a key component to youth riding safely in motor vehicles. Funds will continue to be utilized in FFY 2008 to provide child seat checkup events to promote the proper use and installation of child safety seats. Support for the child safety seat distribution program will help ensure children are in the correct child safety restraint and properly secured while riding in a motor vehicle. In FFY 2008, the distribution program will continue to provide infant, convertible and special needs seats with a focus placed on enhancing public awareness of the need to secure children in a booster seat up to 8 years of age. Child safety seats are distributed through community based distribution programs, law enforcement, fire/rescue squads, ambulance services and other organizations wishing to participate in this project.

The Office of Highway Safety will continue to work with the participating agencies to ensure child seats are provided to families requesting assistance. The SD Policy and Procedures Manual provide specific guidelines to regulate the program. Income guidelines for the program have been implemented to insure the seats are distributed to families requiring financial assistance.

To ensure an effective occupant protection program, citizens must be educated as well as motivated to use all available motor vehicle occupant protection systems. South Dakota will utilize a combination of enforcement, public information, education, and incentives to achieve significant and lasting increases in occupant protection usage. South Dakota will utilize 402 Highway Safety funds to carry out the following objectives.

Performance Measures:

1. Increase the statewide seatbelt use rate from 73.0% in 2007 to 74% in 2008.
2. Increase child safety seat usage from the 2006 rate of 86.8% to 88% in 2007.
3. Increase 14-17 year old seatbelt use from 60.6% in 2006 to 65% in 2007.

Strategies:

- Provide support for sustained high visibility enforcement to promote seatbelts and save lives.
- Continue support of local, state, federal and tribal programs promoting occupant protection use.
- Support community programs providing local child safety seats, training, installation and seatbelt awareness projects.
- Enhance public awareness of the importance of child safety seats and seatbelts.
- Provide child safety seats to low income and needy families.

Actions:

- Continue to support strategic enforcement efforts to increase seat belt/child safety seat compliance. (Reference Law Enforcement Program)
- Provide safe community safety advocates with projects and educational materials to promote seat belt and child safety seat use. (Reference Safe Community Program)

Note: Information is provided below regarding occupant protection projects that will be supported in FFY08; additional tasks will be added or revised based on quarterly progress reports.

Project 8: Governors Child Safety Seat Program

The OHS will partner with the Department of Social Service's (DSS) "Office of Child Services" to coordinate and implement the Project 8 program through a statewide infrastructure supporting child safety and parent education. The DSS Office of Child Services will provide a coordinator to oversee the project and be a liaison between the Department of Social Services and Office of Highway Safety to coordinate efforts to insure the most efficient and effective use of funds in reaching the goals and objectives of this program.

1. Provide a coordinated statewide system of child seat safety education and inspection in South Dakota through **Project 8: "Keeping kids in proper child seats until they're 8 years old."**
 - a. Increase the current number of community partners statewide to cover 43 counties (currently have community partners in 39 counties) by 9-30-2008.
2. Child safety seat inspections and seat belt awareness will be available for parents and caregivers of young children.
 - a. Increase the number of car seat events from 15 per month to at least 18 per month by 9-30-2008.
 - b. Increase the number of child care providers and parents (including foster parents) that have been educated on the importance of child safety seats and seat belts by 9-30-2008.
3. Certified Technicians will be available in each Community Partner Agency to ensure proper installation and education.
 - a. Hold a minimum of four Certified Child Passenger Safety Technician Trainings statewide by 9-30-2008.
 - b. Increase the number of Certified Child Passenger Safety Instructors from 8 to 10 by 9-30-2008.
 - c. Develop a process to make Continuing Education Units available to all Certified Technicians and Instructors in maintaining their certification by March 2008.
 - d. Conduct a review of all forms and reports used by Project 8 Certified Technicians and instructors to streamline processes by July 2008.
4. South Dakota citizens will be aware of the importance of child passenger safety with an emphasis on booster seat usage.
 - a. Develop materials and training opportunities for law enforcement personnel use to learn about child seat and booster seat safety by September 2008.
 - b. Distribute information on Project 8's distribution of special needs child seats to agencies that work with children with special needs by March 2008.

Child Seat Distribution and Training

In addition to staff support for this project, there is also a need for funding to purchase child seats for distribution to income eligible families, special needs seats, educational materials, and to support the accessibility of a 3-day training for community partners who participate in the program on a volunteer basis. The following are the Child Care Services objectives for FFY 2008:

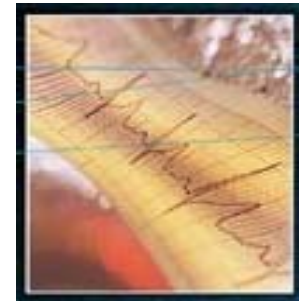
- Purchase and provide age and weight appropriate Child Passenger Safety Seats to low income families. (3,603) Seats at Current Bid)
- Work with the Office of Highway Safety to insure Special Needs Seats are available and provided to children with special needs

Note: Other occupant protection interventions can be resourced under Data and Technology, Safe Communities, Media, and Enforcement programs.

Emergency Response Services

In spite of efforts to reduce injuries and fatalities on South Dakota roadways, traffic crashes still occur. Timely response and appropriate training is crucial to successfully provide local emergency service. South Dakota is coordinating the development of a trauma system to reduce morbidity and mortality in our state. South Dakota has 129 ground, 7 air, and 9 out of state licensed ambulance services. Approximately 80% of South Dakota ambulances are operated utilizing a volunteer staff. This creates a unique challenge to insure ambulance services are staffed with trained personnel. The Office of Highway Safety, through a partnership with the State of South Dakota, Emergency Management and Homeland Security, provides equipment, training and quality education for emergency response teams.

In June of 2002, the National Highway Traffic Safety Administration conducted an assessment of South Dakota's EMS system. Recommendations from the assessment are being utilized to develop the 2008 EMS program objectives. The EMS objectives provide direction to aid in the training and development of a State Injury Prevention Program, recruitment and retention of ambulance personnel, EMT-Basic, Intermediate and



Paramedic training, instructor coordinator course, enhance and sustain data collection, provide EMT refresher training and Trauma Systems Development. A trauma system program is in development at this time; the system is expected to be presented at the 2008 state legislature.

Annually, approximately 7,000 ambulance calls are in response to motor vehicle, motorcycle, pedestrian, all terrain vehicle, or bicycle injuries. In FFY 2008, the Office of Emergency Medical Services will train new ambulance personnel, re-certify first responder personnel, provide defensive driving courses, 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.

Injury Prevention is a major component of an overall EMS system. The EMS office is currently working with NTHSA, Maternal Child Health (MCH) and Emergency Medical Services for Children (EMSC) to develop a statewide Injury Prevention program designed to reduce the number of injuries to the residents of South Dakota.

Funds will be provided for 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.

Performance Measures:

1. Train 500 newly trained EMT-Bs, 100 first responders and recertify 1,300 EMT basics in FFY 2008.
2. Conduct 25 defensive driving courses in FFY 2008.
3. Conduct 12 Basic Trauma Life Support or Pre-hospital Trauma Life Support Courses in FFY 2008.

4. Provide refresher training to 3,000 ambulance personnel in FFY 2008; this training will result in maintaining ambulance personnel staffing by recertifying 1,300 emergency medical technicians.

Strategies:

1. Promote and support emergency response education, training, testing, certification, and re-certification.
2. Utilize statewide communication system to enhance community awareness.
3. Develop partnerships between emergency response agencies to enhance public awareness of emergency care and safety/prevention strategies.
4. Improve response time to emergency scenes.
5. Promote medical direction and quality insurance of pre-hospital patient care.
6. Interface injury and pre-hospital data to enhance public awareness and best practices.
7. Secure sustained funding for search/rescue and emergency response training.
8. Provide in/out of state travel, education and training for EMS staff.

Note: Information is provided below regarding EMS projects that will be supported in FFY08; additional tasks will be added or revised based on quarterly progress reports.

Actions:

The Office of Emergency Medical Services will:

1. Support initial training and/or certification to:
 - a. 500 newly trained EMT-Bs
 - b. 100 individuals using the National First Responder Curriculum
 - c. 25 defensive driving courses six to eight (6-8) hours in length
 - d. Minimum of 12 Basic Trauma Life Support or Pre-Hospital Trauma Life Support Courses
2. Support in-service refresher training for three thousand (3,000) EMTs and recertification of at least one thousand three hundred (1,300) EMTs per year. The in-services refresher training will assist in recruitment and retention of qualified EMTs to staff local ambulance services.
3. Collect data through an established computerized injury data collecting system. This system will provide injury prevention, training, safety, and emergency information to ambulance services.
4. Seek the endorsement and promote the expansion of South Dakota's trauma registry system.
5. Provide travel for EMS staff to attend National Conferences approved by the Office of Highway Safety such as National Council of State EMS Directors, National Council of State EMS Training Coordinators and Lifesavers to enhance the facilitation of current and future highway safety, injury data collection, emergency care, and injury prevention concepts.
6. Work with the OHS to identify evidence based programs that can be coordinated by either the State EMT association or at least two local EMT services to promote DUI countermeasures during the 2008 National Labor Day Crackdown. The tag line "Drunk Driving. Over the Limit. Under Arrest" will be promoted and used in this project to support and enhance the National and State media campaign.
7. The Office of EMS will distribute educational materials to all Emergency Medical Services and State EMT Association requesting statewide EMS participation in distributing educational materials to enhance public awareness and support for highway safety and law enforcement safety campaigns.

Note: Addendum attached to justify Highway Safety's budget apportionment.

Safe Communities

A new discipline of injury prevention is emerging. South Dakota is promoting the coordination of “Safe Communities” throughout the state. When communities accept the responsibility and take authority to monitor injuries, implement prevention strategies, and coordinate prevention efforts, it is realistic to expect progress in reducing the number and severity of injuries affecting their community. South Dakota communities play a vital role in the safety of our highways. By coordinating efforts at the local, state, federal and tribal level, communities can implement coordinated strategies that will prevent the loss of life and injury on our roadways.



Trauma/injury is the leading cause of death in the United States for ages 1-44 with the majority of these directly related to motor vehicle crashes. Annually there are approximately 7,000 ambulance run reports that are the result of a motor vehicle, motorcycle, pedestrian, all terrain vehicle or bicycle crash. The most effective and best treatment for injuries is prevention. Development of a good injury prevention program that incorporates efforts of an entire community into a prevention plan has a high probability of reducing injuries.

Many communities in South Dakota realize injuries can be prevented and are working to identify interventions that will effectively reduce injuries in their communities. Prevention has become an intricate part of a healthy community program. Communities are partnering with local safety advocates to facilitate the development and implementation of prevention projects, media campaigns and informational resources that enhance public awareness.

Alcohol is the number one drug used by college youth. The residual effects of binge/underage drinking and driving are astounding! College campuses and their surrounding communities can play a vital role in changing policies and attitudes regarding access to alcohol by minors and consequences of binge/underage drinking and driving. Campuses are partnering with community organizations and enforcement officials using environmental approaches to create a safer environment for youth through enforcement of underage drinking laws, policy initiatives, and the proactive use of media to heighten public awareness.

Data from motor vehicle crash records from the last several years shows an overrepresentation in the number of drivers involved in fatal and injury crashes having both alcohol and excessive speed as contributing factors. Additionally, individuals under the influence of alcohol and/or driving aggressively are less likely to be properly restrained in a seatbelt. It is the goal of the South Dakota Office of Highway Safety, in cooperation with local safe community coalitions and law enforcement, to reduce fatalities and injuries on South Dakota roadways by promoting education and high visibility enforcement supported by enhanced public awareness through media. The efficiency of these efforts will be supported by incorporating resources from the Department of Justice “Enforcing Underage Drinking Laws” grant, 402 highway safety, 410 alcohol and 164 hazard elimination funds.

These resources will be combined to develop a statewide strategic plan that incorporates public awareness, paid media, and high visibility enforcement.

Performance Measures:

1. Increase the number of active community coalitions with sustained participation in highway safety and underage drug/alcohol countermeasures from 9 in FFY 2007 to 12 in FFY 2008.

Strategies:

- Increase awareness of highway safety strategies through community involvement.
- Enhance local resources by coordinating the development and implementation of safety strategies.
- Continue to support and nurture partnership programs with tribal governments.
- Identify and continue to work with existing coalitions.
- Promote youth leadership skills and positive choices.
- Support programs targeting underage drug/alcohol use.
- Promote pedestrian safety.

Note: Information is provided below regarding safe community projects that will be supported in FFY08; additional tasks will be added or revised based on quarterly progress reports.

Actions:

Volunteers of America

The Office of Highway Safety will provide support for a staff person through Volunteers of America, Dakotas to develop highway safety activity modules that can be used in communities across the state and coordinate highway safety prevention efforts in the SE area of the state. The following objectives will be addressed through this project:

- Develop highway safety program modules that can be duplicated in a wide variety of communities throughout the year.
- Provide resource materials and technical assistance to schools and communities through the network of VOA, Dakotas offices.
- Provide resource materials and technical assistance to safe community coordinators and safety coalitions targeting youth, parents, schools, and community organizations.
- Provide technical assistance to schools and community groups in the SE region of the state to establish highway safety programming.
- Coordinate traffic safety activities in the Sioux Falls and surrounding area communities.

Department of Human Services Prevention Program

In South Dakota, many communities are provided resources by Community Health Specialist from the Department of Human Services (DHS) to promote good health, safety, and prevention. The Office of Highway Safety will collaborate with DHS programs to inject highway safety education and injury prevention into their community prevention projects, media campaigns, and outreach efforts by assisting communities develop, implement and coordinate education materials, implement safety projects, program evaluation, problem identification /data collection, training, travel expenses, and media to enhance community awareness of highway safety and drug/alcohol prevention strategies.

Note: Addendum attached to justify funding apportionment.

Growing Up Together

Growing Up Together is a community based coalition that actively promotes traffic safety issues on a sustained basis. Through a partnership and as members of the Roadway Safety Committee, Growing Up together has identified highway safety as one of the primary goals. The following objectives have been identified within their strategies for implementation in FFY 2008.

- Provide educational materials and presentations to area children and their parents to reduce DUI.
- Car seat and seatbelt checkpoints will be arranged to provide information, car seats will be provided to needy families.
- The annual “Think and Drive-Stay Alive” event will be held at Riggs High School in April 2008, area schools are invited to attend. In the past, at least 400 adolescents and adults have received informational materials or attended lecture presentations on the affects that using alcohol or drugs have of the body. Paid media is provided through funding from the Office of Highway Safety to help promote public awareness of traffic safety strategies.
- Kids Safe Saturday will be held at the SD Discovery Center and the Pierre Chamber of Commerce in April, 2008. In the past, over 500 adults and children have attended this event. Information and demonstrations are available to educate our citizens on the use of alcohol and drugs while driving and check the use of car seats and seatbelts. Local media will be included to support this event.

Miss Click-It

Miss Click-It will provide 40 educational programs in FFY 2008 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. The Miss Click-It program has been requested statewide and has been a very effective tool to deliver a safety message to all ages. Miss Click-It has been requested to bring her safety message to schools, safety events, health fairs, and other youth events. Funds are provided to cover the cost of educational materials, travel, expenses, development of new safety resources, and training.

SDEMSC Sioux Empire Fair Safety Tent

South Dakota Emergency Medical Services for Children (SDEMSC) will facilitate the planning and implementation of the injury prevention/safety tent at the Sioux Empire Fair in August 2008. Over 20 partners will work to provide 5,000 individuals with bike safety, seat belt and child seat information, and impaired driving educational demonstration. Over 475 volunteer hours will be provided during the event to provide injury prevention and safety activities. Over \$6,500 in educational materials and volunteer hours are donated annually by partnering agencies to support this effort.

Simmons Middle School

This program is a youth directed program to identify risk factors in the use of drug, alcohol, and promoting positive choices. Youth will be developing PSAs, presentations to be given to their peers, and public educational materials to enhance public awareness of drug and alcohol awareness issues. The group will also use youth created materials to promote the use of seatbelts and child safety seats within the community. Simmons Middle School is located in Brown County which is one of the top 10 counties for alcohol related crashes.

Madison Coalition for a Healthier Community

A 2007 Community Survey in Madison identified a seatbelt use rate of 67%, below state and national averages. The coalition also identified under age alcohol and driving as a concern. To increase seatbelt use and reduce under age alcohol impaired driving, the Madison coalition developed a “Buckle Up Bulldogs” campaign. The coalition will promote highway safety through monthly activities that

enhance public awareness and participation in safety countermeasures. These activities will include but are not limited to: Seatbelt Checks, Buckle Up Bucky curriculum, 3D month activities, safety countermeasures at Sporting event, Empty Table, Shoe campaign, Mock Crash, and wrap up safety belt checks to measure program effectiveness.

Vermillion SADD

Funding will be provided to the Vermillion High School based SADD Chapter to develop and coordinate traffic safety project within FFY 2008. The primary focus for this project is to increase the use of seatbelts and reduce underage drug and alcohol use. Vermillion has one of the state universities that show a high rate of alcohol abuse.

Safe Community Program Management

In South Dakota, many communities and safety advocates collaborate to promote good health, safety, and prevention. The Office of Highway Safety will provide staff to collaborate with existing programs to inject highway safety education and injury prevention into their prevention projects, media campaigns, and outreach efforts.

Funds will be obligated to assist communities develop, implement and coordinate education materials, safety projects, program evaluation, problem identification /data collection, training, travel expenses, and media to enhance community awareness of highway safety and drug/alcohol prevention strategies.

Travel expenses will support staff and safety partners for training opportunities for community coordinators to attend in and out of state training to develop the skills and knowledge to implement data supported evidence based programs that address highway safety and drug/alcohol problems in SD communities.

Native American Project

The Office of Highway Safety continues to struggle with gathering data from the 9 reservations in South Dakota; Native American Reservations are a Sovereign Nation and are exempt from South Dakota law requiring any crash with damage exceeding \$1,000.00 be reported to the SD Office of Accident Records. The SD Office of Accident Records currently receives 100% of the fatality crash reports but this represents only a small percentage of their crash data. The OHS will continue to build partnerships with tribal entities to provide resources and programs to develop a data sharing system to help identify strategies to reduce traffic fatalities and injuries on tribal land. Funding will be utilized to help reservation law enforcement agencies purchase equipment that will enhance their enforcement efforts, to enhance safety programs, heighten public awareness, and provide educational materials and to enhance public awareness of the highway safety strategies by using media that is culturally appropriate.

Sioux Empire Fair Buckle Up Project

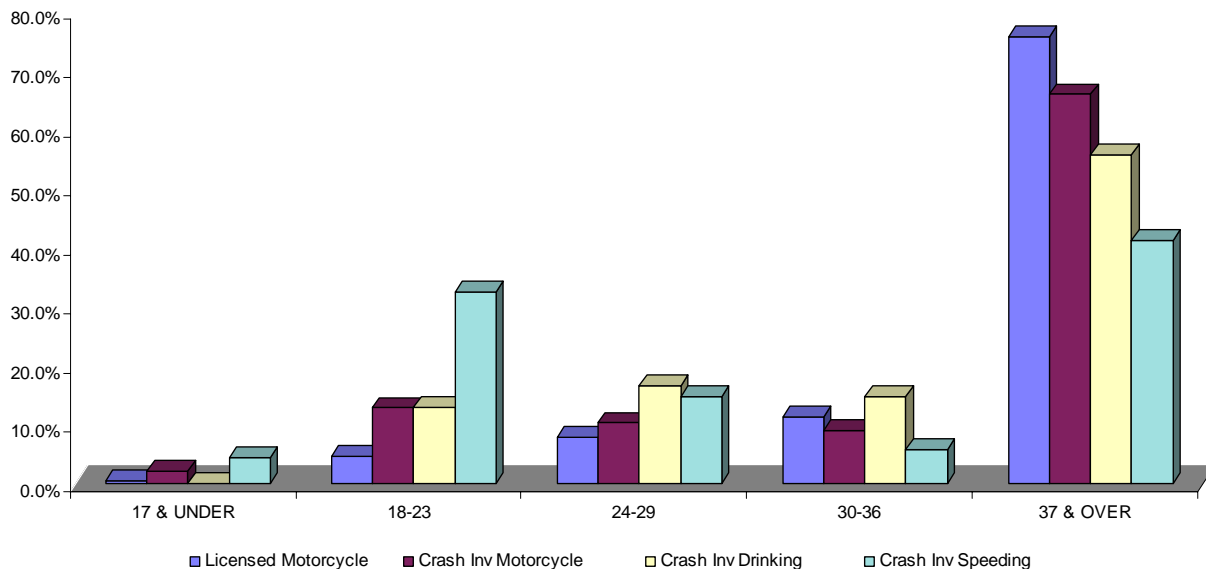
The Sioux Empire Safety Village recognizes the opportunity to place traffic safety messages in high-traffic locations. Via partnerships between the Sioux Empire Fair Board of Directors, the Sioux Empire Safety Village and the Office of Highway Safety a low cost/high impact safety campaign will remind vehicle occupants on the importance of wearing safety restraints. Signage will have a positive tone complimenting the "Buckle Up. Every Trip. Every Time." message already in place and used throughout the state.

Motorcycle Safety

In 2006, 22 motorcyclists were killed and 589 were injured on South Dakota roadways. Nationwide, motorcycle fatalities and injuries have risen significantly over the past several years. In South Dakota, the number of motorcycle fatalities has remained fairly constant although the number injury crashes has risen over the past ten years. This trend is cause for concern and reinforces our commitment to define the contributing factors and identify potential solutions for reducing motorcycle fatalities and injuries in South Dakota. The Sturgis Motorcycle Rally challenges South Dakota not only to address education and awareness, but to develop strategies to enhance the safety of hundreds of thousands of visiting motorcycle enthusiasts that visit South Dakota to participate in the rally.

The SD Motorcycle Training program is primarily funded through fees collected from motorcycle registrations in the state. Federal Highway Safety 402 and 2010 funds provide training, educational materials, and public information for the South Dakota Motorcycle Rider Education Program. The past several years, South Dakota has seen an overwhelming increase in the number of motorcycle riders participating in training. The 2005 legislature increased the registration contribution for this program from \$3.00 to \$7.00; this increase provides the needed funds to continue the growth of South Dakota Motorcycle Training Program.

**MOTORCYCLISTS 2006
CRASH INVOLVED MOTORCYCLE & MOPED DRIVERS**



Performance Measures:

1. Reduce motorcycle crashes 5% from the current three-year average baseline of 525 to 499 in FFY 2008.
2. Reduce motorcycle fatalities 5% from the current three-year average baseline of 23 to 22 in FFY 2008.
3. Reduce motorcycle injuries 5% from the current three-year average baseline of 552 to 524 in FFY 2008.
4. Increase the number of Motorcycle Rider Education graduates 5% from 1,775 in 2006 to 1,863 in 2007.

Strategies:

- Encourage motorcycle safety training for all motorcycle licensees.
 1. Promote the Basic Rider Courses for novice riders.
 2. Promote the Experienced Rider Course for experienced riders.
- Work with insurance companies to encourage premium reductions for safety course graduates.
- Evaluate crash statistics and identify vehicle types: motorcycle, ATV, moped, etc.

- Provide awareness of special motorcyclist operating characteristics through media campaigns and joint task force actions such as ABATE (A Brotherhood for Awareness, Training, and Education) and AMA (American Motorcyclist Association).
- Work with the Department of Transportation to provide early identification of road hazards.
- Enhance motorcyclist awareness of safety equipment such as protective clothing, helmets, etc.
- Address unlicensed motorcycle drivers.



Note: Information is provided below regarding motorcycle projects that will be supported in FFY08; additional tasks will be added or revised based on quarterly progress reports.

Actions:

South Dakota ABATE Motorcycle Safety Project

ABATE will provide awareness and training to motorcyclists; provide public education to the general public regarding awareness of motorcyclists, and provide education on impaired motorcycle driving. The following tasks will be accomplished by implementing the following objectives in FFY 2008:

- Share the Road Program - this presentation will be used as an adjunct to drivers education programs to heighten awareness of motorcyclists.
- Public Information Program – to promote motorcycle safety courses, education to motorcyclists, and the general public.
 - Basic and Advanced Motorcycle Safety Courses offered through the SD Safety Council
 - Promotional campaigns will emphasize the May Motorcycle Awareness Month and the state’s Sturgis Motorcycle Rally in August.
 - Funds will be used to develop radio and TV ads and paid media to promote motorcycle safety and enhance public awareness of the Share the Road Program, knowledge of the advanced

motorcycle rider training program, and will enhance public awareness of high visibility enforcement efforts during the 2008 Black Hills Motorcycle Rally.

- Riding Skill Level Map – produce and distribute a map of roads in the Black Hills indicating skill rating for motorcyclists
- Road Hazard Reporting – a toll free number to report road hazards for motorcyclists.
- Impaired Driving – using NHTSA developed peer-to-peer training program for motorcyclists.

Ft Meade Rally Support

Ft Meade is located on the edge of Sturgis the Home of the South Dakota Black Hills Motorcycle Rally. The Rally brings in approximately 500,000 motorcyclists during the first two weeks of August annually. This influx of motorcycles overwhelms the traffic control capabilities causing multiple crashes annually in and around the FT Meade area. Funds will be utilized to install temporary traffic signals to help reduce the traffic congestion, thus reducing motorcycle involved crashes and injuries.

Rally Enforcement

Funding will be utilized in conjunction with the Black Hills Motorcycle rally to fund additional officer and overtime hour to increase high visibility of traffic laws, and DUI enforcement in the Black Hills area during the increased motorcycle presence.



Data and Technology

The South Dakota Office of Highway Safety recognizes data as an essential element in our mission to make our highways safer. Highway Safety data and crash records must be treated as vital information sources critical for future development of policies and safety strategies. The South Dakota Crash Data System has historically provided crash data in an accurate and timely manner; however, we must strive to include the implementation of completeness, uniformity, linkage and accessibility of additional data files to enhance our system capabilities. Implementation requires the cooperation of multiple agencies partnering to utilize multiple data sources for statewide safety use and analysis. South Dakota is committed to the development and maintenance of a comprehensive data resource system. OHS will utilize a combination of 402, 410 and 408 data enhancement funds to meet the goals and objectives of enhancing data in South Dakota

Performance Measures:

1. In FFY 2008, the SD Office of Highway Safety will continue to contract with technical consultant to support collection and analysis of South Dakota crash data to enhance problem identification.

Strategies:

- Enhance and support a statewide crash database that will interface data sources and provide user-friendly reports.
- Identify and utilize new technology for data collection, analysis, maintenance and distribution.
- Work with Accident Records and Mountain Plains Evaluation to conduct traffic safety studies and analysis.
- Conduct a State Data Assessment to support statewide efforts to upgrade and standardize crash record management.
- Evaluate the South Dakota crash data system to determine if a state data assessment is needed by the 3rd quarter of FFY 2008.

Note: Information is provided below regarding data enhancement projects that will be supported in FFY08; additional tasks will be added or revised based on quarterly progress reports.

Actions:

Mountain Plains Evaluation

Mountain Plains Evaluation is a private contractor that has partnered with the Department of Human Services, Office of the Attorney General and the Office of Highway Safety to collect data from multiple sources such as UJS, Human Services Alcohol treatment, CHANGE curriculum, (DUI Educational program), Law enforcement, South Dakota Accident Records System (SDARS), and Drivers Licensing to analyze the alcohol prevention system currently implemented in SD and to track DUI offenders and reduce recidivism.

Statewide Seatbelt Survey

South Dakota contracts annually to conduct a statewide seatbelt survey. This is an observational survey conducted under the guidelines established by NHTSA. Funding is utilized to collect the seatbelt data, analyze the data and provide the Office of Highway Safety a written report documenting the survey results.

Traffic and Criminal Software (TraCS)

TraCS is a customizable data collection system that can be used by local and state law enforcement and motor vehicle agencies. The TraCS architecture, along with a Software Development Kit (SDK), allows agencies to design their own local or state forms, validation edits, and process flows with minimal effort. Agencies will also be able to customize the TraCS Office database to include tables and data fields specific to their unique needs.

This approach enables the distribution of TraCS Mobile and TraCS Office to increase their data collection effectiveness. The nature and complexity of agency specific data collection needs prohibit "off-the-shelf" applications from satisfying all aspects of these needs. Therefore, TraCS is designed to be both modular and agency customizable, allowing the flexibility to meet the majority of the data collection requirements without depending on a vendor to make these modifications. Funding to support this project will consist of equipment to gather and enter the data such as laptop computers, portable scanners to read bar codes, portable printers and GPS equipment. Funds will also be utilized to update our current SDARS and local computer systems to allow for interface to send and receive data between systems. A combination of 408 and 402 funds will be utilized to complete this project.

Motor Vehicle Interface

The South Dakota Department of Revenue & Regulation is planning to completely rewrite its vehicle Title & Registration System and put it into operation by January 2008. The rewrite will remedy technical obsolescence, provide online functionality, and associate registration plates with owners rather than vehicles. Other safety-related agencies, such as law enforcement, driver licensing, crash reporting, and the judicial system must maintain access to vehicle title and registration data. Conversely, the Title and Registration System must link to vital statistics files. This project would perform the software development and maintenance necessary to interface other safety information systems to the new Title & Registration System.

NEMSIS

South Dakota reports emergency medical services information using a system supplied by EMS Data Systems of Phoenix, Arizona. Currently that system does not report approximately twenty of the National EMS Database Elements, and approximately twenty more are not fully supported. EMS Data Systems is actively working to modify its software to fully conform with national requirements. When the software is available in late 2006, the Department of Public Safety's Office of Emergency Medical Services will provide it and appropriate training to the 130 services throughout the state. This project substantiates South Dakota's commitment to conform to NHTSA's Uniform Pre-hospital Dataset, as indicated in its endorsement of Resolution 2003-03 of the National Association of State EMS Directors

Dewey County 911 Enhancement

408 data enhancement funds will be used to install signage throughout the county identifying 911 addressing to enhance the ability of emergency responders and data collection. This project is being funded by both local resources and 408 funds.

Ziebach County 911 Enhancement

408 data enhancement funds will be used to install signage throughout the county identifying 911 addressing to enhance the ability of emergency responders and data collection. This project is being funded by both local resources and 408 funds.

Engineering

The rate of traffic fatalities per 100 million vehicle miles traveled in South Dakota is among the highest in the nation. South Dakota has implemented a new research study entitled “Factors Contributing to Accidents and Fatalities in South Dakota”. This study will look at South Dakota and surrounding states to compare crash factors and prevention strategies to identify best practices. Through the Roadway Safety Improvement (RSI) process, data is analyzed annually to identify and evaluate crash patterns related to roadway design and/or signage problems. The RSI process includes use of Roadway Safety Audits and Roadway Safety Audit Reviews to periodically evaluate engineering needs for South Dakota’s transportation system. South Dakota will continue to utilize the current and future studies to improve the safety of our roadways.

Performance Measures:

1. Evaluations are done through Department of Transportation research projects and monthly progress reports submitted to the Office of Highway Safety. Studies are conducted through the Department of Transportation to measure cost versus benefit on engineering projects.

Strategies:

- Improve traffic signal maintenance and management as identified through research.
- Evaluate and improve pavement markings and traffic control signs.
- Evaluate new software to identify dangers in work zones.

Note: Information is provided below regarding engineering projects that will be supported in FFY08; additional tasks will be added or revised based on quarterly progress reports.

Actions:

DOT Traffic Engineer

The majority of local governments do not have the expertise on their staff to deal with signing, to identify the hazardous locations, to conduct safety studies, or to develop effective countermeasures. To meet these needs, the office of Highway Safety provides support to utilize a safety engineer from the Department of Transportation to provide traffic engineering services to local jurisdictions.

Examples of the success of the traffic engineering project include the following; numbers cited are comparing 3 years prior to the project to crashes 3 years after the completion of the signing improvement project.

- Butte County signing project produced a cash reduction of 14%.
- Township road project in NE South Dakota reduced crashes by 5.4%.
- Hand County project reduced crashes by 15.7%.

These figures are including in the annual Highway Safety Improvement Report submitted to FHWA.

The traffic safety engineering project objectives include:

- Provide funding for 50% of the DOT Traffic Safety Engineer position in FFY 2008.
- Assess the traffic engineering needs of 8 to 12 local jurisdictions in FFY 2008.
- Provide traffic engineering services to approximately 35 local jurisdictions in FFY 2008.

Media

Positive public response has been promoted through various media safety campaigns. Statewide campaigns enhance public awareness and promote community involvement. Media campaigns that enhance public awareness and support safety strategies are essential to the success of virtually every element of this plan. Research has indicated that safety strategies that are supported by media enhance program efficiency and effectiveness. The OHS will utilize 402, 410, and 2010 funds to heighten public awareness of highway safety strategies through our media program.

Note: Information is provided below regarding media projects that will be supported in FFY08; additional tasks will be added or revised based on quarterly progress reports.

Objective: To reduce death and injury from crashes on South Dakota Highways by educating the public on the benefits of occupant protection, the consequences of impaired driving and the traffic safety priority programs as outlined in the South Dakota Highway Safety Plan.

Target Audience: Primary, Drivers ages 18 – 34
Secondary, all Drivers.

Campaign Strategies:

Develop sustained messaging by implementing media activity to coincide with ongoing enforcement strategies highlighting alcohol, speed and seatbelt enforcement issues, sobriety checks and saturation patrols. During the Labor Day “Drunk Driving. Over the Limit. Under Arrest” and the May Mobilization, utilize earned and paid media to provide a comprehensive media campaign that will support high visibility enforcement activities and coordinate messaging to enhance the national advertising campaigns.

Buckle Up Every Trip-Every Time!

One out of every two occupants killed in motor vehicle crashes in SD are ejected from their vehicle!

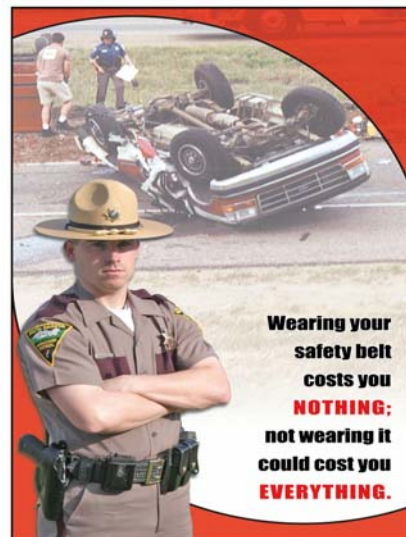


73.5% of South Dakota's fatal crashes occur on Rural Roadways

*We need your help getting your neighbors,
friends and family to understand,*

Seatbelts Save Lives!

“The life you save may be theirs”



Developing Business Partnerships:

We will employ many tactics to blanket the state of South Dakota with our messages. One vital aspect of these campaigns is to develop business partnerships throughout the state. We will continue to develop strategies/business partnerships that allow us to get the message out to the public through local businesses and earned media.

Community Support:

Working with local and state safety advocates is an important part of our plan. They are the key to implementing programs throughout the community. We will develop a meeting to coordinate local safety

strategies, law enforcement activities, public education events and media efforts to support local alcohol countermeasures and traffic enforcement efforts.

Media Partnerships Statewide:

It is important to involve the media in every way possible throughout these campaigns. We will develop press releases to be distributed statewide on a regular basis. It will also be beneficial to team up with a statewide television outlet such as KELO or Mid-Continent Communications. We will team up with various radio groups throughout specific communities. By bringing these groups in as sponsors, it will enable South Dakota to maximize the use of both paid and earned media to enhance the effectiveness of our media campaign.

Media Plan:

Media Objective:

To effectively reach our demographic with the needed frequency that will influence and change behavior on South Dakota Highways. South Dakota’s enforcement and media strategies consist of a coordinated effort to target booze, belts and speed in all high visibility enforcement campaigns.

Media Strategy and Execution:

Network broadcast television and cable television will serve as South Dakota’s primary mediums to deliver the “Drunk Driving. Over the Limit. Under Arrest” high visibility alcohol prevention message and Seatbelts Save Lives, seatbelt messaging. Radio will be used as a secondary medium to build message frequency, with the Internet as the third medium of choice. Based on market research, internet has been identified as being widely utilized within our target demographic. Based on this research, we have added Internet marketing to our media plan. We will develop media relationships and look for innovative ideas and support to get our message to the public every way possible.

We will develop and produce new television, radio, print and email messaging utilizing the tag line “Drunk Driving. Over the Limit. Under Arrest” and “Seatbelts Save Lives”. We feel by using targeted tag lines we will enhance the effectiveness of reaching the high risk demographic. Paid media will be utilized one week prior, during and one week after the campaigns to enhance public awareness of the campaign messaging and strategies. (Reference media calendar below)

Ongoing enforcement messaging will be provided to support sustained sobriety checkpoints and saturation patrols. Media will be used to promote planned enforcement events and to publish the results of enforcement campaigns to enhance public awareness of enforcement strategies. South Dakota law enforcement has planned 332 sobriety checks and/or saturation patrols in FFY 2008 to provide sustained high visibility alcohol enforcement. The South Dakota media contractor will coordinate pre and post media releases to support the enforcement efforts at the local level through local media outlets.

Media Placement Budget Allocation:

Following what research shows as the most effective mix of Television, Radio and Internet advertising.

“Seatbelts Save Lives ”	“Drunk Driving. Over the Limit. Under Arrest”
<ul style="list-style-type: none">• Broadcast and Cable TV: 50%• Radio: 40%• Internet : 10%	<ul style="list-style-type: none">• Broadcast and Cable television: 65%• Radio: 28%• Internet: 7%

Television:

Based on a quote from the National Media Forum on Highway Safety – Tools of the Trade, “Television is almost always considered a primary medium, with the ability to deliver an advertising message to virtually everyone. However, with careful planning and analysis, television can be used to focus more sharply on specific target segments and particular communications objectives.” With this in mind, we feel television will be one of

the most effective ways to reach our demographic. We will be placing dollars directly in programming that our target demographic has been proven to be watching.

- 1) Network Programming – We will be placing commercials on broadcast networks such as FOX and CBS.
- 2) Cable – Placing buys through cable programming allows us to gain both reach and frequency and identify time slots that will reach our target audience. When placing our dollars on Cable television we will utilize networks indexed high for our demographic, such as MTV, ESPN, Spike TV and the Speed Channel.

Radio:

Radio would be our next medium choice in targeting our key demographic. This is another medium that enables us to buy programming that reaches our demographic and increases our reach while generating high levels of frequency. Research shows that we are more likely to reach our target demographic by placing ads on “Pop” and “Rock” stations. These outlets are also the primary media delivery site for our 10 high risk counties.

Sioux Falls

KKLS (104.7 FM)

KIKN (100.5 FM)

Aberdeen

KBFO (106.7 FM)

KSDN (94.1 FM)

Rapid City

KDDX (101.1/103.5 FM)

KRCS (93.1 FM)

Pierre

KLXS (95.3 FM)

Internet Marketing:

According to an April 2004 report on Behavior Patterns of the Internet Generation from the Online Publishers Association (OPA), approximately 72% of all 18-34-year-olds are online, the highest percentage of any age group. Additionally, this skew is even more pronounced among 18-34-year-old-men. With this in mind, we feel it is important to delegate a portion of the budget to Internet Marketing. Emails are a powerful e-marketing solution that combines many of the most beneficial features of Internet marketing. An email message is delivered directly into a consumer’s email box. We have a list of 53,000 persons in South Dakota, ages 18 – 34 that we can deliver a safety message directly into their email box. This is not a spam email; these are people that have actually signed up to receive these types of email. This group of individuals not only visits Websites frequently, but also tends to spend more time online than with any other medium. This is a great way to reach our demographic for a small portion of the budget.

Earned Media:

Another important part of this campaign is to solicit as much free media coverage as possible. We have negotiated with television and radio stations to match our commercials one for one at no additional charge. We will also write and distribute media advisories, press releases and public service announcements. These will be distributed statewide, including American Indian Reservations. We will aid in arranging interviews with radio personalities and television newscasts during prime mobilizations. Life and death highway safety stories involving true survivors and victims are pieces that grab the attention of the media. Working tastefully and sensitively with law enforcement and emergency medical officials, as well as family members or crash victims and survivors will provide us with human-interest stories that the media and the public find interesting.

Follow-Up Research:

The South Dakota media contractor will conduct research to determine the effectiveness of the “Drunk Driving. Over the Limit. Under Arrest” campaign. This will verify we have reached our audience and/or allow us to revise future media campaigns to more effectively target our audience.

Cost Proposal:

The South Dakota media contractor will implement a strategic and well-developed marketing campaign for the South Dakota Office of Highway Safety.

“Seatbelts Save Lives”

The media plan for “Seatbelts Save Lives” Campaign will include television, radio and e-marketing. Television will be the primary medium for this campaign, while radio is the secondary medium and e-marketing the third. During the May Mobilization campaign, we will schedule media with more frequency to match the efforts of local law enforcement and national advertising campaigns.

Sustained Messaging

Impaired Driving, Speed, seatbelts and other alcohol related traffic safety issues will be addressed during sustained campaigns throughout the year. Radio will be the primary medium used during these campaigns.

Development Costs

The South Dakota media contractor will research and refine the marketing strategies and produce television and radio commercials and create an e-marketing message that is appropriate to the time frame and ethnic target audience.

Follow-up Research

The South Dakota media contractor will conduct research to determine the effectiveness of the campaigns. The evaluation will be conducted through phone, internet and mailed surveys.

Administrative

Administrative costs will cover the administration of the grant and the cost of building community partnerships.

Media to enhance alcohol countermeasures coordinated with enforcement efforts will be covered under 410 grant funding.

Public Information Program Management

The Office of Highway Safety will provide 70% of the funds to support a Public Information Officer to coordinate public awareness campaigns, coordinate media campaigns, develop educational materials, develop and disseminate PSA’s and coordinate the development of ads utilized in media campaigns to enhance public awareness of highway safety strategies. Funding will be obligated through this program to develop and produce educational materials to promote highway safety strategies and to fund in and out of state travel to attend training, safety conventions or public events to represent highway safety issues for the South Dakota Office of Highway Safety and Department of Public Safety.

**South Dakota FFY 2008 High Visibility Enforcement
Media Calendar**

October 2007							November 2007						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
	1	2	3	4	5	6					1	2	3
7	8	9	10	11	12	13	4	5	6	7	8	9	10
14	15	16	17	18	19	20	11	12	13	14	15	16	17
21	22	23	24	25	26	27	18	19	20	21	22	23	24
28	29	30	31				25	26	27	28	29	30	

December 2007							January 2008						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
						1			1	2	3	4	5
2	3	4	5	6	7	8	6	7	8	9	10	11	12
9	10	11	12	13	14	15	13	14	15	16	17	18	19
16	17	18	19	20	21	22	20	21	22	23	24	25	26
23	24	25	26	27	28	29	27	28	29	30	31		
30	31												

February 2008							March 2008						
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					1	2							1
3	4	5	6	7	8	9	2	3	4	5	6	7	8
10	11	12	13	14	15	16	9	10	11	12	13	14	15
17	18	19	20	21	22	23	16	17	18	19	20	21	22
24	25	26	27	28	29		23	24	25	26	27	28	29
							30	31					

April 2008							May 2008						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
		1	2	3	4	5					1	2	3
6	7	8	9	10	11	12	4	5	6	7	8	9	10
13	14	15	16	17	18	19	11	12	13	14	15	16	17
20	21	22	23	24	25	26	18	19	20	21	22	23	24
27	28	29	30				25	26	27	28	29	30	31

June 2008							July 2008						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
1	2	3	4	5	6	7			1	2	3	4	5
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15	16	17	18	19	20	21	13	14	15	16	17	18	19
22	23	24	25	26	27	28	20	21	22	23	24	25	26
29	30						27	28	29	30	31		

August 2008							September 2008						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
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17	18	19	20	21	22	23	21	22	23	24	25	26	27
24	25	26	27	28	29	30	28	29	30				
31													

	Pre-Post Media
	Impaired Driving
	Occupant Protection
	Motorcycle Safety

- | | |
|-------------------------|-------------------------------|
| October 26 – 31: | Halloween |
| November 12 – 25: | Thanksgiving Holiday |
| December 1 – January 2: | Holiday Season |
| February 10 – 16: | CPS Week |
| March 9 – 15: | St. Patrick's |
| April 20 – May 3: | Motorcycle Awareness |
| May 19 – June 1: | May Mobilization |
| June 22 – July 6: | Fourth of July Holiday |
| August 15-September 1: | Impaired Driving Mobilization |

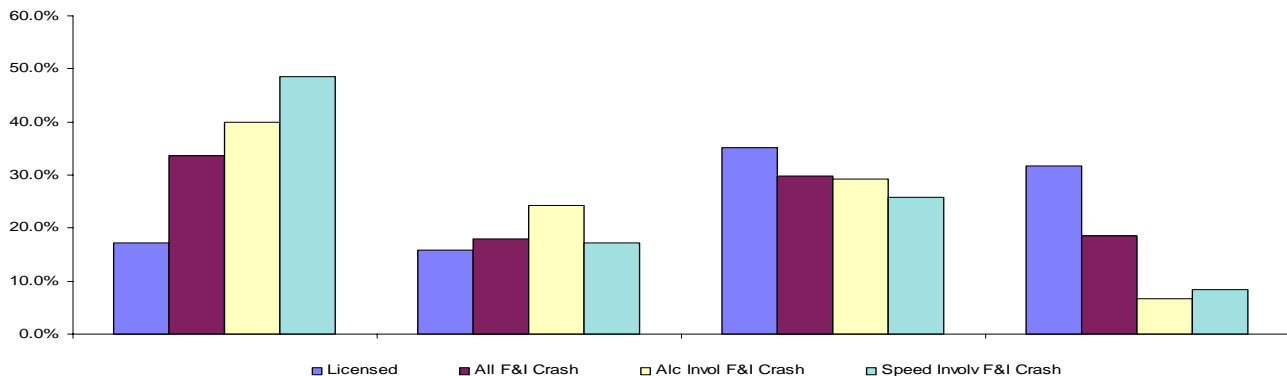
Driver Education

Our goal is to make driver awareness and education a continued process throughout the life of a driver. Providing a system that will enhance driver awareness of the operation of all types of motor vehicle will not only benefit the individual, it will provide an advantage to all drivers sharing the road. Inattentive drivers create an unsafe environment on South Dakota roads, media will be utilized to enhance public awareness of dangers resulting from distracted drivers.

Young drivers are over represented in fatality and injury crashes. They are associated with a distinctive set of safety issues that need to be addressed. These include but are not limited to a lack of driving experience, immaturity and youthful drinking. These issues are all contributing factors associated with motor vehicle crashes, injuries and fatalities. The Office of Highway Safety will collaborate with the Department of Education's, Drivers Education Program, to incorporate highway safety messaging in their curriculum. The Office of Highway Safety has developed a video of highway safety media campaign material that can be looped for continuous viewing, designed to be shown in the waiting areas of Drivers Exam stations.

The Office of Highway Safety will collaborate with the Department of Education's, Coordinated School Health Program, on development of a 2008 School Health Conference. Highway safety and underage alcohol prevention information will be part of the conference program.

DRIVERS BY AGE GROUP 2006
Fatal and Injury Crash Involved Drivers



Performance Measures:

1. Reduce fatal and injury crashes by 5% in the 14-24 age group from the 3 year average of 2,488 to 2,364 in FFY 2008.
2. Reduce fatal and injury crashes by 5% in the 25-34 age group from the 3 year average of 1,300 to 1,235 in FFY 2008.
3. Reduce fatal and injury crashes by 5% in the 35-54 age group from the 3 year average of 2,214 to 2,129 in FFY 2008.
4. Reduce fatal and injury crashes by 5% in the age group 55 and over from the 3 year average of 1,297 to 1,232 in FFY 2008.

Note: Information is provided below regarding drivers education projects that will be supported in FFY08; additional tasks will be added or revised based on quarterly progress reports.

Driver Education Strategies:

Driver Education Program -Utilizing the existing Drivers Education Program, Prevention Network, Volunteers of America offices and the Prevention Resource Centers, to provide highway safety educational resources to driver education trainers.

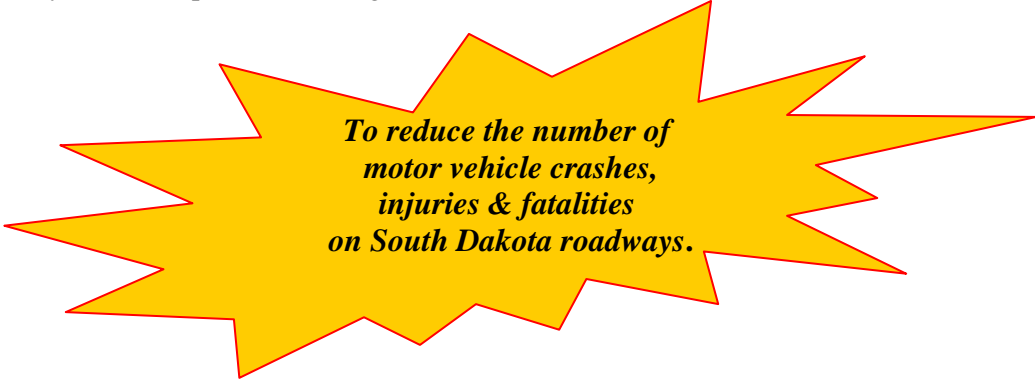
AARP - Partner with the above resources as well as AARP and ABATE to provide the public with educational resources that target high risk older drivers.

Share the Road – Work with ABATE and Motor Carriers to promote public awareness of unique considerations when sharing the road with motorcycles and motor carrier vehicles.

Roadway Safety Committee

The Office of Highway Safety recognizes that achievement of quantified goals is dependent not only on the work of one agency, but on the collaborative and ongoing efforts of a wide variety of governmental and private entities involved in improving highway safety. Advances in vehicle safety technology, coupled with traffic safety legislation, expanded participation by safety advocates, education, enforcement and engineering are all elements required to meet South Dakota's projected declines in crash related injuries and fatalities.

The Office of Highway Safety will provide financial support for the coordination of the South Dakota Roadway Safety Committee (RSC). The RSC has representation from multiple agencies; these agencies are listed above. Technical assistance will be provided through the cooperative efforts of the OHS and the RSC to state and local agencies for data analysis, needs assessment, countermeasure development, and public information and awareness efforts to promote traffic safety strategies. The RSC members will provide statewide community safety briefings promoting highway safety campaigns, engineering design, traffic laws, occupant protection projects, law enforcement strategies, as well as addressing alcohol countermeasures and gaining support for highway safety projects. Support is provided for the RSC for strategic planning and sub-committee meetings as needed, to develop media campaigns, traffic safety projects, enforcement efforts and a statewide strategic plan for traffic safety activities, policies, and legislation.



*To reduce the number of
motor vehicle crashes,
injuries & fatalities
on South Dakota roadways.*

Performance Measures:

1. This project will be evaluated through progress in the development, implementation and management of the State Highway Safety Plan, a state strategic plan, sub-committee progress reports and the evaluation of highway safety strategies implemented to reduce motor vehicle crashes, fatalities and injuries.

Strategies:

- Develop and implement an annual comprehensive Highway Safety Plan.
- Develop a State Strategic Plan in partnership with the Department of Transportation.

- Develop partnerships with stakeholders that have a vested interest in highway safety strategies.
- Analyze crash data and develop specific countermeasures to target high risk factors.

Tasks:

- Provide travel and per diem for local, state and national training officers at State and National training seminars.
- Develop and promote public education and media campaigns, develop and disseminate educational materials and promotional items to heighten public awareness to enhance injury prevention projects.
- Provide technical support and funding to enable state and community safety advocates to develop and implement prevention projects.
- Analyze multiple data sources combined with epidemiological reports to identify risk factors and yearly trends that contribute to motor vehicle crashes.
- Provide crash analysis and data reports to facilitate problem identification for task grant applicants and the public to enhance awareness and facilitate development of safety projects.

Strategic Planning Coalition

With the assistance of the Roadway Safety Committee, the Office of Highway Safety partners with local safety advocates to facilitate the development and implementation of prevention projects, media campaigns and informational resources that enhance public awareness, provide training, identify and/or provide resources and provide technical support to empower communities to implement effective countermeasures to address highway safety and drug/alcohol problems.

The Office of Highway Safety will provide funding for Roadway Safety members to attend in and out of state training to develop the skills and knowledge to implement data supported evidence based programs to address highway safety and drug/alcohol problems in SD communities. This training will also provide the skills and knowledge to enhance the development and implementation of the South Dakota Highway Safety Strategic Plan.

Planning and Administration

This project provides the necessary staff time and expenses incurred by the Office of Highway Safety that are directly related to the planning, development, coordination, monitoring, auditing, public information and evaluation of projects within the program area including the development of the FFY 2008 South Dakota Highway Safety Plan. Staff and percentage of time devoted directly to the Office of Highway Safety Program include: the Director of Highway Safety / Fiscal Manager 80%, Management Analyst 100%, Assistant Fiscal Manager 20%, and Public Information Officer 70%. Funding is provided to support program staff salaries, benefits, travel to highway safety related trainings, and office expenses.

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 and the development of the Highway Safety Plan. 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.

The Director of the Office of Highway Safety has the overall responsibility for meeting program requirements and supervises fiscal and program staff. The Management Analyst is responsible for coordination of community programs. The Assistant Fiscal Manager is responsible for the accounting and financial reports required for reimbursement. The Public Information Officer coordinates media and educational resource activities.

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.

Performance Measures:

1. The SDOHS will work with the NHTSA Region 8 to review the highway safety strategies and obligated funds to insure funds are obligated proportionately to the severity of injury factors based on South Dakota data analysis.
2. The SDOHS will analyze data and utilize project evaluations to determine if current strategies are successful in meeting projected goals and objectives.

Strategies:

- Administer and disperse highway safety and OJJDP Enforcing Underage Drinking Law funds to reduce death and injury from motor vehicle crashes and underage drug and alcohol use in South Dakota.
- Enhance public awareness and participation in highway safety strategies.

Tasks:

- Document problem identification to support justification of the FFY 2008 HSP projects.
- Develop, coordinate, monitor and administratively evaluate highway safety projects identified in the FFY 2008 HSP.
- Develop and implement a comprehensive public awareness campaign in FFY 2008.
- Submit an Annual Progress Report for FFY 2007 by January 1, 2008.
- Distribute statewide program and project task requests by March 30, 2008 to aid in the development of the FFY 2009 HSP.
- Meet with the Roadway Safety advisory group to review 2008 program and project task grant requests to identify FFY 2009 countermeasures and obligate funding levels based on problem identification.
- Develop the FFY 2009 HSP/Performance Plan by September 30, 2008.

OHS P&A Task Grant

The SDOHS will provide administration, technical support, and monitoring to state and community safety projects to facilitate their effectiveness. The SDOHS will assist with the development and implementation of prevention projects, media campaigns, and educational resources addressing highway safety and underage alcohol use.

The Office of Highway Safety will provide funding for travel expenses that will support training opportunities for community coordinators to attend in and out of state training to develop the skills and knowledge to implement data supported evidence based programs that address highway safety and drug/alcohol problems in SD communities.

The Public Information Officer will provide support to develop, produce and distribute public educational materials including but not limited to PSA's, brochures, posters, promotional items, editorials, billboard messaging, equipment, supplies, etc., to enhance public awareness and the planning/development of a strategic systematic approach to highway safety and alcohol / drug use prevention.

164 Alcohol Program

According to the Section 164 legislation and interim regulations, any state that does not enact and enforce a conforming repeat intoxicated driver law will be subject to a transfer of funds. If a state does not meet the statutory requirements of this program on October 1, 2000, an amount equal to three percent of the funds apportioned to the state on those dates under 23 U.S.C. will be transferred to the state's apportionment under Section 402.

Directives regarding these transfer funds allow for the state to elect to use all or a portion of the transferred funds for hazard elimination activities under 23 U.S.C. 152. The South Dakota Department of Transportation has identified a sufficient number of hazard elimination activities to allow for a portion of the state's Section 164 transfer funds to be used for this purpose. The remaining funds are obligated to the Office of Highway Safety Section 402 to fund projects to reduce fatalities and injuries on South Dakota roadways.

The South Dakota Roadway Safety Committee will provide recommendations to the Office of Highway Safety and the South Dakota Department of Transportation to implement and/or expand countermeasures with a potential to reduce alcohol related crashes, fatalities and injuries in South Dakota.

DOT Hazard Elimination

Funds are transferred to the SD Department of Transportation to be utilized to eliminate data support traffic hazards.

School Based Safety Program

Data provided in a 10 year longitudinal study, Youth Risk Behavior Survey (YRBS), cited the following:

- % of respondents who drank in the past 30 days: SD=50.2%; Nationally=47.1%
- % of respondents who binge drank in the past 30 days: SD=36.5%; Nationally=29.9%

In a 2000 Native American YRBS, those rates were higher yet:

- % of respondents who drank in the past 30 days: SD=50.2%; National=47.1%; Native American=54%
- % of respondents who binge drank in the past 30 days: SD=36.5%; National=29.9%; Native American=44%.

The above data demonstrates an increased risk for alcohol use among high school students in SD. As shown in the 2006 South Dakota Motor Vehicle Traffic Crash Summary, drivers under the age of 21 represented 9.9% of the licensed drivers in the State, but represented 21.7% of the drivers involved in all fatal and injury crashes, 19.1% of the drinking drivers in fatal and injury crashes and 33.1% of the drivers in speed related fatalities and injury crashes. It is further reported in the YRBS (2005) that 32% of youth stated they had rode in the car of someone who had been drinking.

This data demonstrates that the high risk alcohol and drug related behaviors identified by the Youth Risk Behavior Survey are prevalent in youth who are passengers and who operate a motor vehicle. The goal of the School Based Prevention Program is to intervene with youth prior to the onset of alcohol and drug use so that the risk behaviors can be minimized so that the drinking and driving behavior will be decreased for this age group.

Partnerships were developed between the state's Alcohol and Drug Abuse Program and four school districts to implement prevention programming in the schools. The continuum of prevention and intervention services provided to the schools and youth include but are not limited to the following:

- Implement research based or promising practice model programs into schools.
- Work with school personnel to identify, screen and refer students in crisis due to alcohol and other drug-related issues to appropriate level of care.

- Complete assessments or screenings of students referred for potential alcohol, tobacco and other drug use.
- Provide individual, family, and group counseling for students experiencing difficulties related to alcohol and drug use.
- Conduct intensive prevention groups for students who have violated district alcohol and other drug use regulations. These groups include a parent participation component.
- Facilitate support groups for students with alcohol or drug abuse concerns and provide weekly interventions based on number of students and school/community needs.
- Assist district staff, as requested by the building principal, in the supervision of prevention activities such as IMPROV, Youth to Youth, and SADD.
- Provide assistance to school staff to plan, organize and conduct prevention workshops for district personnel and assist with development and implementation of prevention strategies.
- Serve as a resource for parents, school counselors, and teaching staff.

To date, the success of the school based prevention program in the Sioux Falls area is demonstrated by the reduction in the last 30 day use rate of students using alcohol/drugs from 64% to 45% at the high school level and from 28% to 16% at the middle schools.

Trend analysis data from the YRBS also shows a reduction in youth riding in the car of someone who had been drinking from 38.1% in 2001 to 36% in 2003 and 2005 shows this has continued to decrease to 32%.

We are requesting funding support to continue the existing programs which include component that addresses the dangers of drinking and driving for youth. Outcome data, pre and post test data will be collected and reported back to the funding sources. The 164 Hazard Elimination funds will be combined with local funding and Enforcing Underage drinking funds to enhance and expand these programs.

Each school district is required to complete and submit an approved work plan with a list of goals and objectives. Common ones, for example, would be:

- Decrease number of students reporting alcohol, tobacco and other drug use.
- Improve truancy rates.
- Delay onset of use/abuse reported by students by one year.
- Increase the number of students who “believe use of alcohol/drugs is harmful”. (Change social norm.)
- Increase opportunities for student’s involvement as active members of school and community in pro-social events.
- Decrease the number of students reported riding with someone who had been drinking or drinking and driving themselves.

As an ongoing maintenance of the programs, data and outcomes would be reported to the Division/funding sources. These would include but are not limited to:

- Program evaluation
- Pre/post tests
- Focus groups
- School surveys/tracking

2008 HSP FINANCIAL BUDGET

PROJECT #	PROJECT NAME	402 Funds	408 Funds	410 Funds	2010 Funds	164 Funds
ALCOHOL AND DRUGS						
40-01/02	Parents Matter	\$100,000				
40-03	Traffic Safety Resource Pros					\$72,500
40-04	Judicial Training					\$11,635
40-05	SDSU Alcohol Program					\$27,005
40-06	USD Alcohol Program					\$17,325
40-07	School of Mines Alcohol Prog					\$49,805
POLICE TRAFFIC SERVICES						
41-01/02/03/04	SDHP DUI Enforce & Education	\$140,000	\$100,000	\$210,000		
41-05/06	Traffic Enforcement Training	\$37,500		\$12,958		
41-07	Law Enforcement Liaisons	\$45,000				
41-08	Dewey County Traf Enforce	\$7,818				
41-09	Sioux Falls PD DRE Prog			\$4,542		
41-10	Pennington County STEP	\$52,100		\$52,100		
41-11	Rapid City DUI Program					\$120,000
41-12	Law Enforcement Equip-Radar	\$60,000				
41-13/14	Law Enforce Equip-Cameras			\$94,400		
41-15/16	Law Enforcement Overtime			\$382,750		
OCCUPANT PROTECTION						
42-01	Project 8	\$131,670				
42-02	Child Seat Distribution/Training	\$205,000				
EMERGENCY MEDICAL SERVICES						
43-01	EMS Training	\$218,917				
SAFE COMMUNITIES						
44-01	Volunteers of America	\$57,404				
44-02	DHS Prevention Program	\$125,000				
44-03/04	Growing Up Together	\$2,850				
44-05	Miss Clickit	\$3,500				
44-06	SDEMSC Safety Tent	\$7,263				
44-07	Simmons Middle School	\$20,000				
44-08	Coalition for Healthy Commun	\$1,700				
44-09	Vermillion SADD	\$1,500				
44-10/11	Safe Communities	\$75,000				
44-12/13	Native American Safety Prog		\$180,000	\$100,000		
44-14	Sioux Empire Fair Buckle Up	\$6,487				

PROJECT #	PROJECT NAME	402 Funds	408 Funds	410 Funds	2010 Funds	164 Funds
MOTORCYCLE SAFETY						
45-01/02/03	ABATE	\$98,300			\$60,000	
45-04	Ft. Meade Rally Support				\$10,000	
45-05	Rally Enforcement	\$38,000				
DATA AND TECHNOLOGY						
46-01	Mountain Plains Evaluation			\$93,992		
46-02	Seat Belt Survey	\$25,000				
46-03	TraCS		\$200,000			
46-04	Motor Vehicle Interface		\$60,000			
46-05	NEMSIS		\$16,000			
46-06	Dewey County 911		\$40,000			
46-07	Ziebach County 911		\$40,000			
46-08	408 Data Enhancement Prog		\$500,000			
TRAFFIC ENGINEERING						
47-01	DOT Traffic Safety Engineer	\$110,279				
MEDIA						
48-01/02/03/04	Media Campaigns	\$100,000		\$150,000		
48-05/06	Public Information Prog Mgmt	\$32,500		\$32,500		
DRIVER EDUCATION						
49-01	Highway Safety Awareness	\$5,000				
ROADWAY SAFETY						
50-01	Roadway Safety Advisory	\$15,000				
PLANNING AND ADMINISTRATION						
51-01	P&A	\$120,000				
164 PROJECTS						
52-01	DOT Hazard Elimination					\$4,500,000
52-02	DHS School Based Program					\$500,000
	TOTALS	\$1,842,788	\$1,136,000	\$1,133,242	\$70,000	\$5,298,270

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

- 49 CFR Part 19 - Uniform Administrative Requirements for Grants and Agreements with Institutions of Higher Education, Hospitals and Other Nonprofit Organizations

- 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

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;

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.

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.

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));

Cash draw downs will be initiated only when actually needed for disbursement, cash disbursements and balances will be reported in a timely manner as required by NHTSA, and 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 18.20, 18.21, and 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;

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), which prohibits discrimination on the basis of handicaps (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; and, (j) the requirements of any other nondiscrimination statute(s) which may apply to the application.

The Drug-free Workplace Act of 1988(49 CFR Part 29 Sub-part F):

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 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 (23 USC 101 Note) 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 with the provisions of 5 U.S.C. §§ 1501-1508 and implementing regulations of 5 CFR Part 151, concerning "Political Activity of State or Local Offices, or Employees".

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 whom 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.

ENVIRONMENTAL IMPACT

The Governor's Representative for Highway Safety has reviewed the State's Fiscal Year 2007 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).



Governor's Representative for Highway Safety

9/19/07
Date