

PROJECT DESCRIPTIONS FOR HIGHWAY SAFETY PRIORITY AREAS

FFY2010 OCCUPANT PROTECTION PROJECTS

South Dakota Highway Patrol

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

Project 8

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

DPS Public Information Officer

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

Paid Media Project (See Addendum D)

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

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

Seat Belt Survey

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

Volunteers of America

The Office of Highway Safety will work closely with a staff person through Volunteers of America the Dakotas (VOA) to develop highway safety activity modules that will be used in communities across the state. VOA will

oversee small community highway safety projects, partner with public and private schools, post-secondary institutions, and assist the general public by providing highway safety technical assistance and resource materials. In addition, the following projects will be coordinated by VOA:

Growing Up Together

Growing Up Together is a community based coalition that actively promotes traffic safety issues including promotion of child safety seats. Growing Up Together will sponsor Kids Safe Saturday which features a car seat and seatbelt clinic. Growing Up Together will also provide occupant protection public education to the Pierre community through radio ads and other resource materials.

Miss 'Click-It'

Miss Click-It provides occupant protection educational programs to schools and youth groups. Miss Click-It uses a presentation format developed by the SMILE Association which uses "clowning" to provide a non threatening safety message to young children. Her presentations are primarily requested by schools, but are also delivered at safety events, health fairs, and other youth events. Miss Click It will present at 40 educational events in FFY10.

Buckle Up Bulldogs

A local community group, including adults and youth, will continue to focus on seatbelt promotion in Madison, SD using their "Buckle Up Bulldogs" campaign theme which will be marketed at public events, through the www.buckleupbulldogs.org website, and through public service announcements. This objective of this project is to raise the number the students who wear a seatbelt from 76% in 2009 to 80% in FFY10 as measured through an observational survey.

FFY2010 IMPAIRED DRIVING PROJECTS

South Dakota Highway Patrol

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

South Dakota Highway Patrol Drug Recognition Program

To combat the increasing trend of drug impaired driving, the South Dakota Highway Patrol will train 14 new law enforcement officers in the expertise of detection and apprehension of drivers under the influence of illegal and prescription drugs. Successful candidates will be certified by the IACP as Drug Recognition Experts and will maintain their DRE certification. DRE officers will provide technical assistance to state and local law enforcement agencies on impaired driving arrests.

Fatal Accident Crash Team (FACT)

The Fatal Accident Crash Team (FACT) in Pennington County will provide technical expertise and aid in the successful prosecution of drivers who are under the influence of alcohol and/or drugs who cause serious injury or fatal traffic crashes (vehicular battery and vehicular homicide cases). Pennington County is one of the

highest alcohol related crash counties in South Dakota. The team concept will eliminate cases being reduced or dismissed due to investigative errors on the part of inexperienced officers. This will be accomplished by deploying a cadre of technically specific investigators that will respond to and assist with the investigation of fatal and injury crashes in Pennington County. Overtime and expenses specific to the project will be provided to the participating agencies which are: Pennington County Sheriff's Office, Pennington County State's Attorney Office, Rapid City Police Department, South Dakota Highway Patrol, the Traffic Safety Resource Prosecutor, the law enforcement liaison for this area, and the Office of Highway Safety.

Law Enforcement Training

This project provides specialized training for South Dakota law enforcement officers through the state law enforcement academy in traffic enforcement strategies and investigations. In FFY10, the training academy has selected the following areas of need for the State's law enforcement: PBT Calibration and Advanced Standardized Field Sobriety Testing. Agencies in the identified high crash, high alcohol violation counties will be targeted in the marketing of this training.

DPS Public Information Officer

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

Paid Media Project (See Addendum D)

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

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

Volunteers of America (Also noted in other sections)

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

Growing Up Together

Growing Up Together is a community based coalition that actively promotes traffic safety issues including impaired driving by youth. Growing Up Together will sponsor a "Think and Drive - Stay Alive" presentation at the Pierre High School. Growing Up Together will also provide public education on impaired driving to the Pierre community through radio ads and other resource materials.

Department of Health

South Dakota has a need to provide an increasing number of alcohol blood tests. Increases in the number of active Drug Recognition Experts (DRE) in the state have correspondingly increased the demands placed

upon the Department of Health as they examine samples of suspect drivers. New chemical compounds and substances that are difficult to identify increases demand for equipment and personnel. This project provides a partial staff member employed by the Department of Health which will greatly impact the identification of impaired drivers and provide the evidentiary material to aid in the prosecution of those individuals.

Rapid City PD – DUI

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

Over the past three years, this project has reduced the number of alcohol related crashes in Rapid City from 8.5% of all crashes in 2006 to 7.0% of all crashes in 2008. The number of people injured in alcohol related crashes has decreased from 72 people in 2006 to 53 in 2008. There were 2 fatalities within Rapid City in 2006 and 1 fatality in 2008.

Traffic Safety Resource Prosecutor (TSRP)

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

Parents Matter

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

Prairie View Prevention involves schools, community groups, and parents in a campaign which is launched during the spring prom/graduation activity season. The premise of Parents Matter is parents can make a difference by talking to their kids about alcohol and the effects of alcohol when operating a motor vehicle. Parents Matter has a chapter in the Pierre area and in FFY10, a chapter will start in Rapid City.

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

Higher Education Based Alcohol and 'Safe Ride' Projects

- The University of South Dakota (USD)
- South Dakota State University (SDSU)
- School of Mines and Technology (SDSM&T)

There are over 32,000 young people enrolled in South Dakota's public colleges and universities. Research has

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

Because students are constantly "turning over", this project will provide impaired driving intervention for "new" students every year as well as students returning to school. Each Safe Rides school measures progress independently. The number of impaired driving arrests has decreased 6% from 2007 to 2008 at SDSU; the number of students at USD that reported driving impaired was reduced from 66% in 2007 to 44% in 2008; and SDSM&T will evaluate their efforts to coordinate impaired driving reduction efforts among four post-secondary schools in the Rapid City area in 2010.

Mountain Plains Evaluation

Nationally, approximately one-third of DUI first offenders will have a second offense. The South Dakota DUI First Offender Program was designed as an effort to reduce the recidivism rate of first time DUI offenders. The program includes a standardized 12 hour curriculum developed specifically for South Dakota through collaboration between the Council of Substance Abuse Directors and the Change Company. Thirteen core substance abuse treatment agencies located across the state will implement the curriculum in FFY10. This program through its intense follow up has demonstrated that a 'control' group in South Dakota will likely re-offend 16% of the time while the 'cases' under control of the program showed a 10.7% recidivism rate. This project supports Mountain Plains Evaluation to analyze the alcohol prevention system currently implemented in South Dakota and to track DUI first offense violations.

Department of Human Services (DHS) School Based Prevention

The DHS School Based Prevention program is consistent with NHTSA Uniform Guideline 8 in that it works to alter social norms, change risky or dangerous behaviors, and create safer environments. This prevention program will promote communication strategies that educate the schools and students on the effects of alcohol, limit the availability of alcohol, and discourage those impaired by alcohol from driving. This school-based prevention program, in elementary schools and continuing through high school/trade school (grades 2 through 12), plays a critical role in preventing underage drinking and impaired driving. These programs are developmentally appropriate and culturally relevant.

Evidence based curricula, specifically Life Skills, Project Northland and Class Action, will be used in tandem with Office of Highway Safety approved alcohol traffic safety education materials. School based prevention specialists, will be trained in youth alcohol impaired driving countermeasures and will complement the classroom education with experiential activities such as "Ghost Out", use of Fatal Vision goggles, mock alcohol impaired crash re-enactments, peer interaction role playing exercises, etc. This program reaches approximately 45,000 students in four large school districts; Sioux Falls, Aberdeen,

Rapid City, and Lead/Deadwood/Spearfish. These school districts are located in the more populous areas of the state. Additionally, two of the districts are identified as counties in the top ten alcohol involved crash locations. Funds for this program reimburse classroom instruction and related alcohol impaired driving activities only.

Standardized Field Sobriety Testing (SFST) Refresher

The primary purpose the SFST Refresher Training Program is to improve the overall consistency of administration of the SFST test battery by individual police officers. Officers can refresh their skills with:

- Recognizing and interpreting evidence of DUI;
- Administering and interpreting the scientifically validated sobriety tests;
- Describing DUI evidence clearly and convincingly; and
- Information regarding recent case law and research studies.

The training is from the NHTSA/IACP curriculum and will be instructed by South Dakota Law Enforcement Training certified DUI Instructors. The SFST Refresher Training Program has 4 content modules. Each module has an introduction and several topics. Successful completion of the refresher training will allow the attending officers to apply these four hours toward their 40 hour bi-annual law enforcement certification requirement. They will also be issued/provided a new FST (preliminary breath test device) for use by their department.

Local Law Enforcement

South Dakota law enforcement will focus interdiction efforts on the drinking driver in an effort to remove impaired drivers from the highway. Local law enforcement agencies will develop and implement a strategic plan using impaired driving crash data to provide personnel time (overtime) and essential equipment to enforce South Dakota laws. These activities will include high visibility enforcement including alcohol checkpoints, saturation patrols, public education, community and school projects, and law enforcement training. South Dakota law enforcement will utilize crash data to target communities that have high crash rates involving alcohol.

FFY2010 POLICE TRAFFIC SERVICES PROJECTS

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

Law Enforcement Agencies Participating in FFY2010

State Law Enforcement	
South Dakota Highway Patrol	
Police Departments	
Aberdeen PD	Miller PD
Alcester PD	Mitchell PD
Box Elder PD	Mobridge PD
Brookings PD	Pine Ridge PD
Canton PD	Pierre PD
Colman PD	Rapid City PD
Corsica PD	SDSU PD
Gregory PD	Sioux Falls PD
Groton PD	Spearfish PD
Hermosa PD	Vermillion PD
Lead PD	Watertown PD
Lemmon PD	

Sheriff's Offices	
Brookings Co SO	Hughes Co SO
Brown Co SO	Lake Co. SO
Brule Co SO	Lawrence Co SO
Butte Co SO	Lincoln Co SO
Campbell Co SO	Marshall Co SO
Custer Co SO	Mellette Co SO
Davison Co SO	Minnehaha Co SO
Deuel Co SO	Moody Co SO
Dewey Co SO	Pennington Co
Douglas Co SO	Spink Co SO
Edmunds Co SO	Stanley Co SO
Hamlin Co SO	Turner Co SO
Hanson Co SO	Union Co SO

South Dakota Highway Patrol

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

Traffic Enforcement Training

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

- PBT Calibration October 2009
- Advanced Standardized Field Sobriety Testing December 2009
- Police Traffic Supervision and Management December 2009
- Accident Reconstruction June 2010

The Office of Highway Safety will provide eight regional Field Sobriety Testing trainings across the state in FFY10. This will provide an opportunity for small agencies to attend SFST training; training materials used will be the most current materials available from NHTSA/IACP.

Law Enforcement Liaison Program

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

Dewey County Traffic Enforcement

Dewey County will implement a traffic safety program that provides enforcement to a rural county that lies between 2 reservations (Cheyenne River Sioux Reservation and Standing Rock Sioux Reservation). This program will reimburse the cost of increasing law enforcement time dedicated to operating a patrol vehicle and provide one radar unit. The emphasis for traffic enforcement in Dewey County will focus on speed. The average mile per hour over the speed limit was 13.1 from Oct. 2007-April 2008; with high visibility enforcement, the average mile per hour over the speed limit was reduced to 12.4 from Oct. 2008-April 2009. In FFY10, a speed trailer will be borrowed from another agency to augment high visibility traffic enforcement focusing on speed.

Pennington County Traffic Enforcement (STEP)

Pennington County is one of the top 10 high risk alcohol fatality counties. The Pennington County Sheriff's Office will provide two additional officers, 40 hours per week to do high visibility traffic enforcement in areas or corridors that have been identified through crash and/or traffic citation data as high risk for traffic violation or crashes. These positions were added to the full complement of personnel authorized by the county commissioners. These officers are employed and utilized above and beyond the normal course of duty performed by the remaining workforce.

Cheyenne River Sioux Tribe Law Enforcement

The Cheyenne River Sioux Tribe Law Enforcement Agency will deploy department strategies such as high visibility traffic enforcement during nights and weekends when traffic and traffic violations are at their peak. Traffic enforcement will focus on impaired driving, speed, and occupant protection. Cheyenne River Law Enforcement Agency will conduct a minimum of 4 saturation patrols/checkpoints during national mobilizations as well as a minimum of 4 high visibility events during the remainder of the year. The Cheyenne River Reservation encompasses both Dewey and Ziebach Counties in South Dakota. 2007 state statistics indicate there were a total of 76 crashes reported with 7 fatalities and 9 of the 76 crashes were alcohol related.

Pine Ridge Oglala Sioux Tribe Department of Public Safety

The Pine Ridge Indian Reservation encompasses both Shannon County and half of Jackson County in South Dakota. In 2008, in Shannon and Jackson County combined, 116 crashes were reported with speed as a contributing factor in 29 crashes and alcohol/drugs in 16 crashes, and there were 9 fatalities. The Pine Ridge Department of Public Safety will deploy officers on overtime to enforce impaired driving, speed, and occupant protection laws as well as conduct a minimum of 4 saturation patrols/checkpoints during national mobilizations as well as a minimum of 4 high visibility events during the remainder of the year.

Watertown Police Department – Special Accident Reduction Officer

Watertown, located in northeast South Dakota, is a growing community that is experiencing an increase in reportable traffic crashes. This project is aimed at areas of 'high risk' as identified through statistics. Use of data by the police department and the South Dakota Office of Accident Records has pinpointed 3 specific locations; US Highway 212 from 21st Street SE east to the junction of I-29, US Highway 81 from 14th Avenue North to 20th Avenue South, and US Highway 20 from 10th Avenue North, south to the junction of US Highway 212. The SARO officer will target the identified locations during the times of high collision frequency and will use a "wrapped" traffic enforcement vehicle to provide high visibility enforcement. The vehicle has received the approval from NHTSA Region 8 and will provide traffic safety messaging to the public. Using the vehicle for enforcement and opportunities for public education will maximize exposure to highway safety messaging.

Local Law Enforcement Equipment and Overtime

Local law enforcement overtime programs include agencies with the highest crash statistics and program specific needs. Agencies receiving funding for overtime are required to participate in a minimum of four high visibility enforcement activities during the national mobilizations and at four other times during the year.

Equipment will be provided to agencies based on crash statistics and need. Speed equipment will be reimbursed on an 80/20 basis and impaired driving equipment will be reimbursed on a 50/50 match basis. Agencies receiving funding for equipment are required to participate in a minimum of four high visibility enforcement activities during the national mobilizations and at four other times during the year.

FFY2010 MOTORCYCLE SAFETY PROJECTS

South Dakota ABATE

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

South Dakota Safety Council

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

Paid Media

The media contractor will develop and place motorcycle safety messaging in FFY10 in collaboration with the Share the Road campaign as managed by ABATE. These messages will be provided through billboards and radio ads; the ads will promote motorcycle safety riding, encourage training, and safety equipment.

Sturgis Rally Enforcement

Sturgis is the home of the South Dakota Black Hills Motorcycle Rally held annually each August. The Rally brings in approximately 500,000 motorcyclists during the first two weeks of August. This project will provide rally enforcement as personnel overtime to local law enforcement agencies and to pay contract law enforcement officers for this event. This influx of motorcycles, coupled with a huge outdoor party atmosphere creates a notable highway safety concern. Traffic volume contributes to multiple fatal and injury crashes annually in and around congested areas; DUI is frequently a contributing factor to these crashes. The geographic layout of the Black Hills creates challenges for novice riders trying to negotiate the winding roads.

FFY2010 YOUNG DRIVER PROJECTS

Highway Patrol – Alive at 25

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

Alive at 25 teaches young adults that:

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

Department of Human Services – Community Based Prevention

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

Volunteers of America

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

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

Sioux Falls Police Department –Smart Rides

The goal of the Smart Ride program is to eliminate youth deaths and injuries involving drinking, drinking and driving, and not wearing seat belts. In 2007, SDDOT indicated that the City of Sioux Falls reported 2,961 crashes and of those crashes, 654 (22%) involved drivers 18 years old or younger, with approximately 33% of those crashes involving injuries and two recorded deaths. The goal of this project is to reduce the number of such fatal/injury accidents involving youth drivers by 3% per year for each of five program years with a final program target of reducing youth accidents by 100 accidents or more per year. After five years, the program will be re-evaluated, any necessary changes will be made, and the project will continue if it meets its established benchmarks. The project partners with the Sioux Falls Public and Christian School Systems and their Health Science classes to incorporate hands-on activities that can give students a true perspective about what may happen when one drinks and drives. The activity could reach 500 or more students and families per year. Project partners may also include the South Dakota Safety Council, Sioux Empire Safety Village, and Prairie View Prevention, all of whom may help promote this project and assist with materials development and information dissemination.

FFY2010 PEDESTRIAN AND BICYCLE PROJECTS

EMSC/Don't Thump Your Melon Bike Safety

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

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

Safe Routes to School Program

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

PROJECT DESCRIPTIONS FOR ADDITIONAL AREAS

TRAFFIC RECORDS

In FFY10, the Office of Highway Safety will continue to support and coordinate a multi-agency, statewide Traffic Records Coordinating Committee (TRCC) which is committed to improving the timeliness, accuracy, completeness, uniformity, integration, and accessibility of the safety data for highway safety purposes at the local, state, and national levels. Traffic records data provide the basis for defining, managing, and evaluating traffic safety activities and performance.

Traffic and Criminal Software (TraCS)

The timeliness of the crash reporting system will be improved with electronic crash reporting. Using electronic reporting decreases the time it takes an officer to complete a crash report and decreases the time it takes for the record to become part of the state crash record system. Electronic reporting will be implemented incrementally; the State Highway Patrol implemented TraCS electronic reporting in 2007 and local law enforcement agencies will implement electronic reporting as interface software, equipment, and training becomes available in FFY10.

911 Rural Addressing

South Dakota continues to improve the accuracy of the state roadway inventory system by minimizing the number of "unknown" road names in the file. Rural addressing creates a physical address for each local road. About three-fourths of South Dakota counties have completed rural addressing; these data have been imported into the state's roadway inventory system. An additional 2-3 counties each year will have rural addressing completed until all counties in the state are completed; approximate grant award per county is \$40,000. As of March 2009, 94.6% of roads in the state roadway inventory system have 911 addressing.

National Emergency Medical Services Information System (NEMSIS)

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

ROADWAY SAFETY COMMITTEE

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

SIoux EMPIRE DRIVER EDUCATION

The Sioux Empire Safety Village works with the Multi-Cultural Center in Sioux Falls, SD to provide driver education to refugees and immigrants. Part of the driver education program uses driving simulators which are used to

practice driving skills before the student gets behind the wheel in real traffic. In FFY10, support will be provided for interpreters, maintenance of the simulators, and a stipend for a driving education coordinator.

EMERGENCY RESPONSE SERVICES

Annually, approximately 7,000 ambulance calls are in response to motor vehicle, motorcycle, pedestrian, all terrain vehicle, or bicycle injuries. In FFY10, the Office of Emergency Medical Services will train new ambulance personnel, re-certify first responder personnel, provide defensive driving courses for responders, provide basic trauma and pre-hospital trauma life support courses as well as recertify EMT-Basic's. South Dakota's training follows the guidelines of the 1994 DOT-EMT-Basic and DOT 40 hour First Responder curriculum.

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

Note: Addendum 'A' attached to justify budget apportionment for traffic crash response calls.

DUI COURT - 6TH DISTRICT

This project is based on a national DUI Court model to reduce DUI recidivism rates. This judicially supervised program is evidence-based and typically produces a success rate of 70% or more. Felony DUI cases must qualify and be willing to participate in the program to stay out of prison. In FFY09, seven clients are participating in the 12 month program. In FFY10, fifteen clients will participate in lieu of incarceration.

DRIVER ATTITUDE AND AWARENESS SURVEY

The Office of Highway Safety will conduct a statewide attitude and awareness survey in July 2010 that will include but not be limited to impaired driving, occupant protection, and speeding. At a minimum, 500 people will be surveyed using a standard set of questions; guidance will be provided by GHSA and NHTSA for this survey.

COMMUNITY OUTREACH/PROGRAM MANAGEMENT

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

PLANNING AND ADMINISTRATION

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

expenses. The Director of the Office of Highway Safety has the overall responsibility for meeting program requirements and supervises program staff for the Office of Highway Safety/Accident Records.

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

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

2010 HIGHWAY SAFETY PLAN BUDGET SUMMARY

PROJECT #	PROJECT NAME	402 Funds	408 Funds	410 Funds	2010 Funds	164 Funds
IMPAIRED DRIVING						
40-01/02	Parents Matter-Prairie View					\$176,646
40-03	Parents Matter-Central SD					\$15,000
40-04	Traffic Safety Resource Pros					\$114,950
40-05	SDSU Safe Ride					\$48,204
40-06	USD Safe Ride					\$31,161
40-07	School of Mines Safe Rides					\$49,911
40-08	DOH BAC Equipment			\$50,000		
40-09	Parents Matter - RC PRC					\$15,000
40-10	Fatal Accident Crash Team			\$40,000		
40-11	DUI Court			\$210,388		
41-01/02/03	SDHP DUI Enforcement			\$188,500		
46-01	Mountain Plains Evaluation					\$123,000
48-04	DPS PIO			\$30,000		
48-01/02/03	Media Campaigns			\$200,000		
52-02	DHS School Based Program					\$500,000
ENFORCEMENT						
41-01/02/03	SDHP DUI Enforce & Education	\$206,400				
41-04/05	Traffic Enforcement Training	\$32,560		\$5,369		
41-06	Law Enforcement Liaisons	\$60,000				
41-07	Law Enforcement Equip-Radar	\$145,000				
41-08	Law Enforce Equip-Cameras			\$85,000		
41-09/10	Law Enforcement Overtime	\$320,431		\$118,752		
41-11	Pennington County STEP	\$65,000		\$65,000		
41-12	Rapid City DUI Program			\$140,440		
41-13	Dewey County Traffic Enforce	\$14,272				
41-14	Watertown Special Acc Red Off	\$58,634				
41-15	SDHP DRE Training			\$38,060		
41-16	SFST Training			\$70,000		
41-17	Watertown Act Civilized			\$35,000		
OCCUPANT PROTECTION						
42-01	Project 8	\$338,627				
44-01	VOA	See Young Drivers				
46-02	Seat Belt Survey	\$30,000				
41-09/10	Law Enforcement Overtime	See Enforcement				
48-04	DPS PIO	\$30,000				
48-01/02/03	Media Campaigns	\$200,000				

MOTORCYCLE SAFETY						
45-01/02	ABATE				\$94,930	
48-04	DPS PIO	\$15,000				
45-04	Rally Enforcement			\$100,000		
48-01/02/03	Media Campaigns	\$100,000				
YOUNG DRIVERS						
44-01	Volunteers of America	\$82,840				
44-02	DHS Prevention Program					\$125,000
41-01/02/03	SDHP Alive at 25	See Enforcement				
PEDESTRIAN & BICYCLE SAFETY						
44-04	SDEMSC Bike Safety	\$28,573				
PROJECT #	PROJECT NAME	402 Funds	408 Funds	410 Funds	2010 Funds	164 Funds
TRAFFIC RECORDS						
46-03	TraCS		\$340,000			
46-04	NEMSYS		\$25,800			
46-05	Turner County 911		\$19,618			
46-06	Cheyenne River County 911		\$80,000			
46-07	Jones County 911		\$10,000			
46-08	Pine Ridge PD TraCS		\$25,000			
46-09	Vermillion PD TraCS		\$30,000			
46-10	Edmunds County TraCS		\$12,400			
ADDITIONAL AREAS						
43-01	EMS Training	\$249,463				
44-03	USD Business Research	\$17,000				
44-05	Community Outreach/Pro Mgt	\$75,000				
49-01	Sioux Empire Driver Ed	\$28,244				
50-01	Roadway Safety Committee	\$15,000				
51-01	P&A	\$91,000				
52-01	DOT Hazard Elimination					\$4,000,000
	TOTALS	\$2,203,044	\$542,818	\$1,376,509	\$94,930	\$5,198,872

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 drawdowns 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 (42 U.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.
 - a. Notifying the agency within ten days after receiving notice under subparagraph (d) (2) from an employee or otherwise receiving actual notice of such conviction.
 - b. Taking one of the following actions, within 30 days of receiving notice under subparagraph (d) (2), with respect to any employee who is so convicted -
 - 1. Taking appropriate personnel action against such an employee, up to and including termination.
 - 2. Requiring such employee to participate satisfactorily in a drug abuse assistance or rehabilitation program approved for such purposes by a Federal, State, or local health, law enforcement, or other appropriate agency.
 - c. 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. (2) If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions.
3. The undersigned shall require that the language of this certification be included in the award documents for all sub-award at all tiers (including subcontracts, subgrants, and contracts under grant, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly.

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

RESTRICTION ON STATE LOBBYING

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

CERTIFICATION REGARDING DEBARMENT AND SUSPENSION

Instructions for Primary Certification

1. By signing and submitting this proposal, the prospective primary participant is providing the certification set out below.
2. The inability of a person to provide the certification required below will not necessarily result in denial of participation in this covered transaction. The prospective participant shall submit an explanation of why it cannot provide the certification set out below. The certification or explanation will be considered in connection with the department or agency's determination whether to enter into this transaction. However, failure of the prospective primary participant to furnish a certification or an explanation shall disqualify such person from participation in this transaction.

3. The certification in this clause is a material representation of fact upon which reliance was placed when the department or agency determined to enter into this transaction. If it is later determined that the prospective primary participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default.
4. The prospective primary participant shall provide immediate written notice to the department or agency to which this proposal is submitted if at any time the prospective primary participant learns its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
5. The terms *covered transaction, debarred, suspended, ineligible, lower tier covered transaction, participant, person, primary covered transaction, principal, proposal, and voluntarily excluded*, as used in this clause, have the meaning set out in the Definitions and coverage sections of 49 CFR Part 29. You may contact the department or agency to which this proposal is being submitted for assistance in obtaining a copy of those regulations.
6. The prospective primary participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency entering into this transaction.
7. The prospective primary participant further agrees by submitting this proposal that it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion-Lower Tier Covered Transaction," provided by the department or agency entering into this covered transaction, without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions.
8. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the list of Parties Excluded from Federal Procurement and Non-procurement Programs.
9. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.
10. Except for transactions authorized under paragraph 6 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default.

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

- (1) The prospective primary participant certifies to the best of its knowledge and belief, that its principals:
 - (a) Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded by any Federal department or agency;

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

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

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

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

Instructions for Lower Tier Certification

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

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

8. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.
9. Except for transactions authorized under paragraph 5 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.

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

1. The prospective lower tier participant certifies, by submission of this proposal, that neither it nor its principals is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal department or agency.
2. Where the prospective lower tier participant is unable to certify to any of the statements in this certification, such prospective participant shall attach an explanation to this proposal.

ENVIRONMENTAL IMPACT

The Governor's Representative for Highway Safety has reviewed the State's Fiscal Year 2010 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

8/31/09
Date

ADDENDUM A

EMERGENCY MEDICAL SERVICES

The Office of EMS provides mandatory refresher training for 3,335 currently certified EMS Personnel and initial EMT-Basic training for approximately 400 people in the State of South Dakota yearly. Training provided is as follows:

1. EMTs = 2,948 at a mandatory 15 hours per year = 44,220 hours of training
2. ALS (Advanced Life Support) = 387 at a mandatory 30 hours per year = 11,610 hours of training
3. Initial EMT-Basic Course = 417 at 120 hours per person = 50,040 hours of training.

To determine the value of volunteer training hours, the EMS Program used data from the following: http://www.independentsector.org/programs/research/volunteer_time.html. The 2008 rate was used, inclusive of fringe benefits which is \$20.25 per hour (wage + fringe benefits; both allowable cost factors).

\$2,143,867	Volunteer Hours (105,870 x \$20.25)
497,683	Training Budget (80% of EMS Program Budget of \$622,104)
\$2,641,734	
x 13.4%	Proportionate share (percent of EMS responses for traffic crashes)
\$353,992	

\$249,463 Request for assistance from Highway Safety FFY10

The following table shows how proportionate share was determined. We do not have any reliable data from 2006 – 2008 but with the data being collected for 2009 through our data collection system supported by Med Media we will have an updated table for 2011. As shown below, EMS responses to traffic crashes averaged 13.4% over time.

	2000	2001	2004	2005
Total number of EMS Response for Services (only calls responded to, not total 911 calls received)	49,012	47,515	38,619	36,399
Total motor vehicle collision responses	7,262	6,634	4,740	4,563
Percent of motor vehicle responses compared to total number of response for services	14.8%	14.0%	12.3%	12.5%
Average Motor Vehicle Collision Responses	13.4% of EMS Response Calls			

ADDENDUM B

EQUIPMENT JUSTIFICATION

The Office of Highway Safety is requesting approval for the following equipment which will be purchased during federal fiscal year 2010. Upon approval and purchase, the equipment will be added to the capital asset/equipment inventory.

Watertown Police Department\$35,000/unit

The Watertown Police Department has requested one traffic safety enforcement vehicle with full display wrap. The wrap will include impaired driving messaging. This vehicle will provide mobile high visibility enforcement for a progressive police department. The vehicle will be utilized by the full-time traffic enforcement officer. The purchase of this equipment will be matched 50:50 with local agency provided personnel salary for impaired driving enforcement.

Rapid City Police Department 3 units @ \$5,000/unit

The Rapid City Police Department has requested approval for three digital video cameras for impaired driving enforcement and prosecution. This agency is actively enforcing impaired driving laws in an area of the state that receives a lot of tourists, has a number of large special events, and is the second largest city in the state. The purchase of the cameras will be matched 50:50 with local agency provided cash match.

Spearfish Police Department2 units @ \$6,065/unit

The Spearfish Police Department has requested approval for two digital video cameras for impaired driving enforcement and prosecution. This agency is actively enforcing impaired driving laws in an area of the state that receives a lot of tourists and has a college. The purchase of the cameras will be matched 50:50 with local agency provided cash match.

ADDENDUM C

ROADWAY SAFETY ADVISORY COMMITTEE MEMBERS

The 2010 Highway Safety Plan is submitted in cooperation and with the assistance of the following Roadway Safety Committee member agencies.

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

ADDENDUM D

OFFICE OF HIGHWAY SAFETY PUBLIC EDUCATION COMMUNICATIONS PLAN

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

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

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

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

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

Major Fatality & Injury Contributing Factors

1. Impaired Driving Public Education

State level:

To enhance impaired driving public education, the Office of Highway Safety will use planner resources available on www.stopimpaireddriving.org and www.trafficsafetymarketing.gov.

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

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

The media contractor has developed the "Act Civilized. Call a DD." campaign to provide public education on impaired driving. This campaign includes TV, radio, billboards, rack cards, posters, and incentives as well as a website that people can sign up to receive alternate transportation information and text messages regarding checkpoints in their county and other traffic safety messages.

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

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

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

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

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

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

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

Local level:

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

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

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

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

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

2. Occupant Protection

State Level:

To enhance occupant protection public education, the Office of Highway Safety will use planner resources available on www.buckleupamerica.org and www.trafficsafetymarketing.gov.

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

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

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

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

Local Level:

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

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

3. Speed

State Level:

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

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

Local Level:

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

Special Populations

4. Motorcycles

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

State Level:

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

Paid media will be focused in the top ten counties for motorcycle crashes and will include a safety equipment campaign developed by the media contractor. In addition, the "Act Civilized" impaired driving campaign will be adapted for motorcycle ads to provide public education on impaired motorcycle riding.

The safety equipment campaign promotes helmets and leathers including boots and full gloves.

Other motorists are provided with safety messaging through paid advertising using media developed by a contractor or by using NHTSA's Share the Road ads to educate other motorists regarding safety for motorcyclists. These ads have been supported through a grant provided to ABATE or coordinated by the PIO and placed by the media contractor before and during the spring national motorcycle safety campaign.

Motorcycle safety information is included in all drivers' license manuals, encouraging safety equipment usage to motorcyclists and encouraging motorists to watch for motorcyclists.

Local Level:

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

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

5. Young Drivers

State Level:

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

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

Local Level:

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

6. Pedestrian and Bicycle Riders

State Level:

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

Local Level:

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



SOUTH DAKOTA
DEPARTMENT
OF PUBLIC SAFETY

prevention — protection — enforcement

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