SOUTH DAKOTA
HIGHWAY SAFETY

Annual Report of NHTSA Funded Highway Safety Programs

Federal Fiscal Year 2011

For information about this report, please contact:

Lee Axdahl, Director
Office of Highway Safety
SD Department of Public Safety
118 W Capitol Avenue
Pierre, SD 57501
Phone: 605 773-4949
Fax: 605 773-6893
Website: www.state.sd.us/dps/hs

Contents

Executive Summary **1**

FFY11 Goals and Accomplishments **4**

Summary of Annual Reports for FFY11 Highway Safety Projects:

911 Rural Addressing Bennett County 6
ABATE of South Dakota 6
Community Alcohol Prevention 7
Community Outreach and Program Management 7
Department of Health BAC Testing 8
Department of Public Safety Communications 8
DUI Court 6th District 8
DUI Prosecutor- Minnehaha County 9
DUI Prosecutor- Pennington County 9
Emergency Medical Services for Children 9
Emergency Medical Services Program 10
From the HEART 10
Growing Up Together 11
Highway Patrol 11
Law Enforcement Equipment 12
Law Enforcement Liaisons 12
Law Enforcement Overtime 13
Lawrence and Schiller, Media Contractor 13
Madison Buckle Up Bulldogs 14
Miss Click It 14
Mountain Plains Evaluation 15
National EMS Information System 15
Parents Matter Prairie View Prevention 16
Planning and Administration 16
Pine Ridge Oglala Sioux Police Department 17
Project 8 Governors Child Seat Program 17
Public Information Officer 17
Rapid City DUI Program 18
Roadway Safety Committee 18
Seatbelt Survey Administration and Analysis (USD) 19
Seatbelt Survey Observation (EMT Association) 19
Sioux Empire Mobile Driver Simulators 19
South Dakota Broadcasters 20
South Dakota School of Mines Safe Rides 20
South Dakota State University Safe Rides 21
Traffic and Criminal Software (TraCS) 21
Traffic Enforcement Training 22
Traffic Records Assessment 22
Traffic Records Coordinating Committee 22
Traffic Safety Engineer 23
Traffic Safety Resource Prosecutor 23
University of South Dakota Government Research Bureau 24
University of South Dakota Safe Rides 24
Volunteers of America, Dakotas 25
Washington High School 25

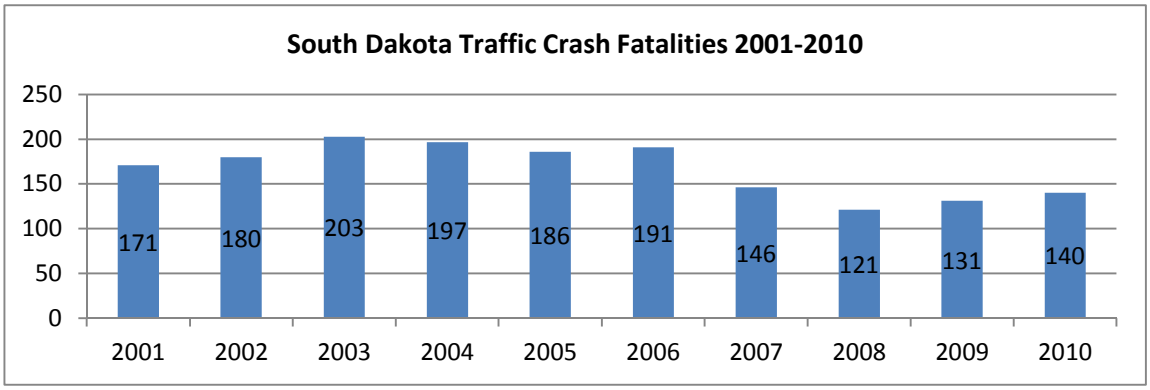
FFY11 Expenditures **26**

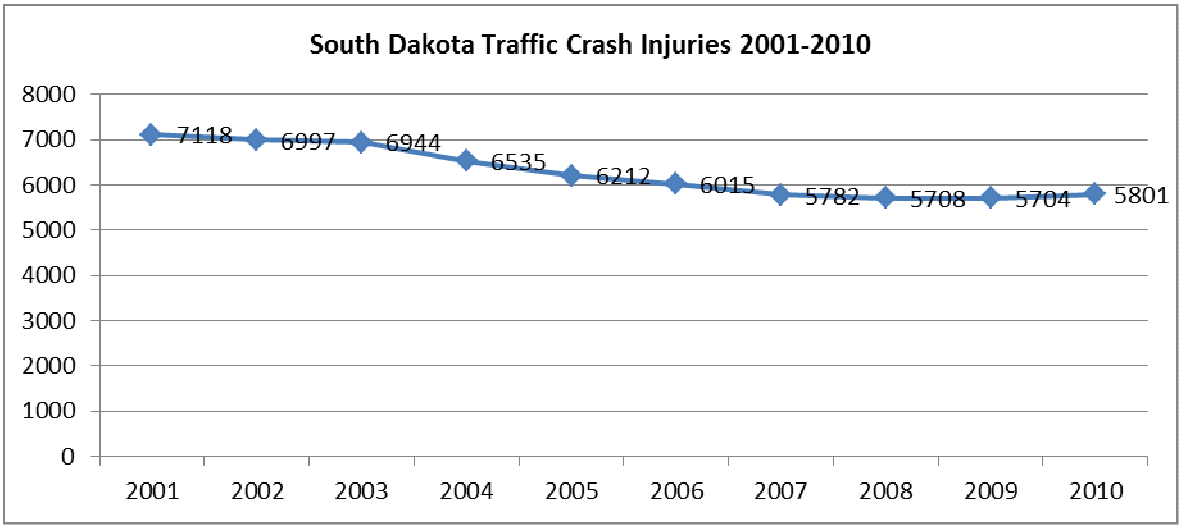
Addendum: Public Education Campaigns **27**

South Dakota Highway Safety
Executive Summary

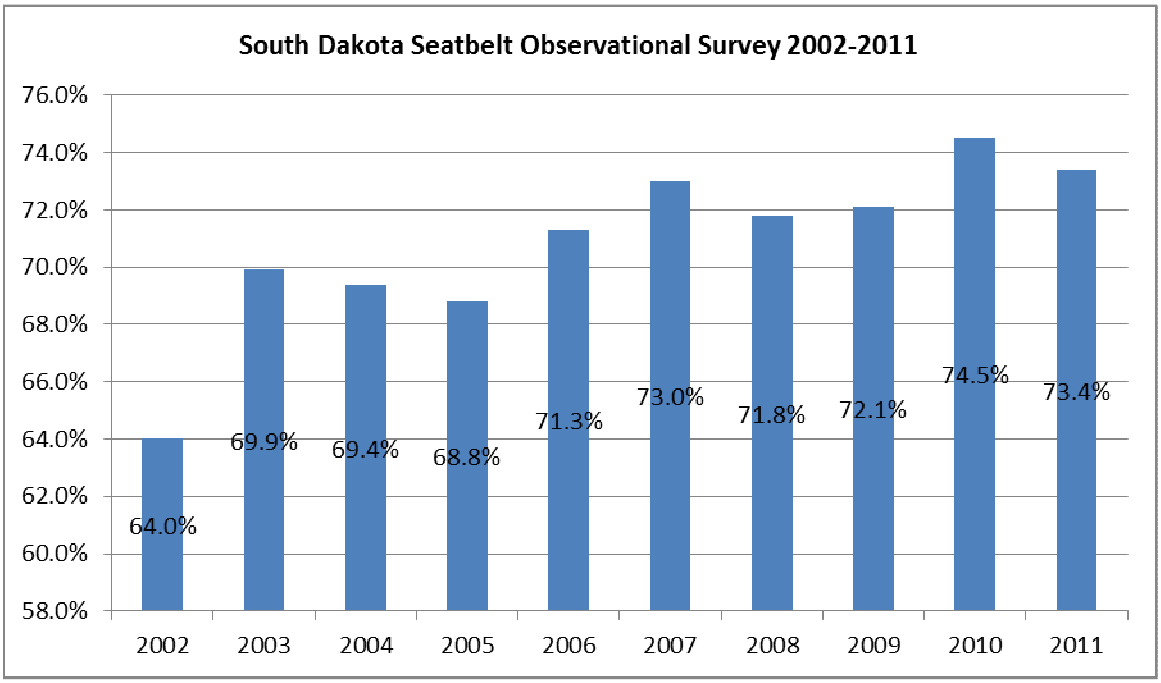
This report provides information about NHTSA funded highway safety activity for FFY11. Crash data from 2010 is the most recent one-year data available; this data shows progress for specific highway safety goals. The seatbelt graph is updated for 2011 survey.

There is an average of 16,000 reportable traffic crashes in South Dakota each year. There were 140 fatalities and 5,801 injuries as a result of traffic crashes in 2010; this is a 9% increase in fatalities and a marginal increase in injuries from 2009.

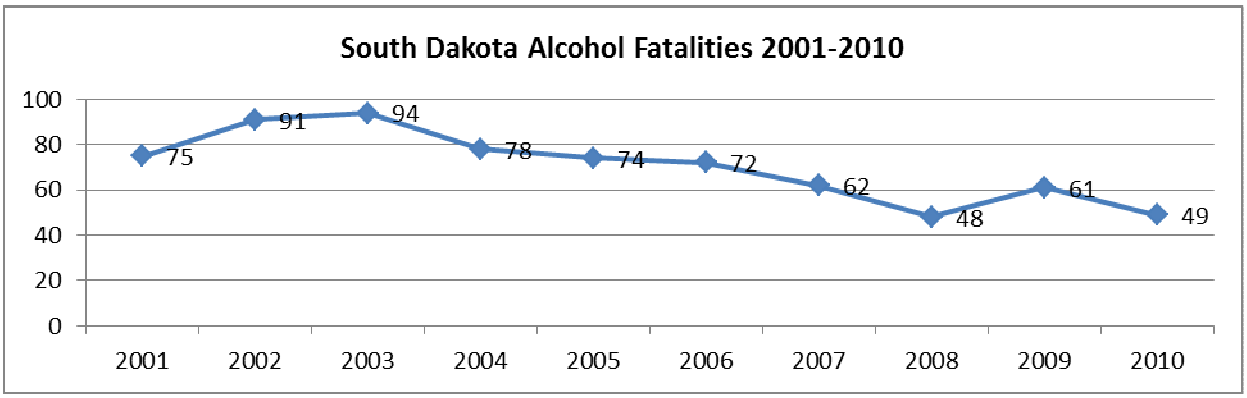




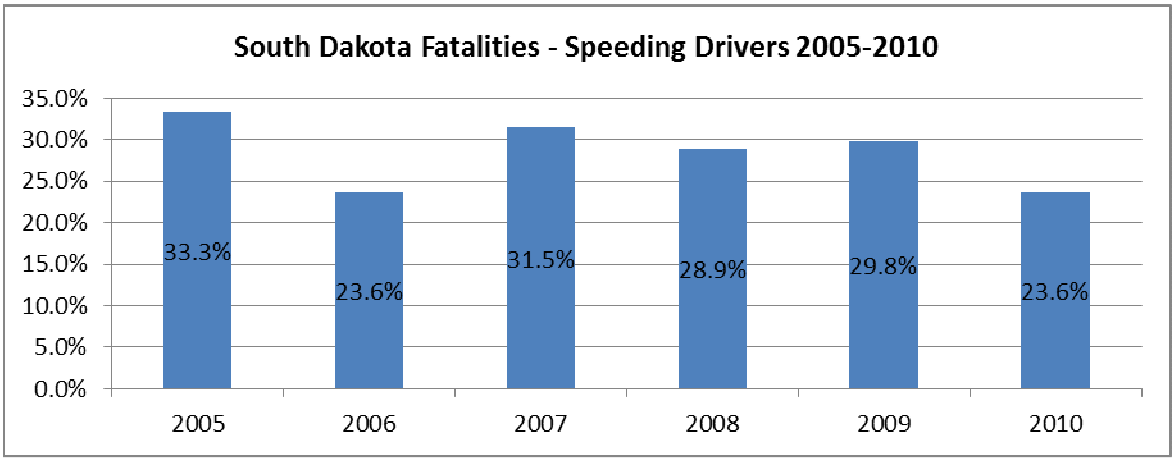
In 2010, 48% of the people killed in passenger vehicle traffic crashes were not wearing seatbelts. Of the 140 fatalities, 67 were not wearing seatbelts. Of the 67 not wearing seatbelts, 31 were ejected from the vehicle. The most recent observational seatbelt survey shows a slight decrease in the number of people wearing seatbelts, from 74.5% in 2010 to 73.4% in 2011.



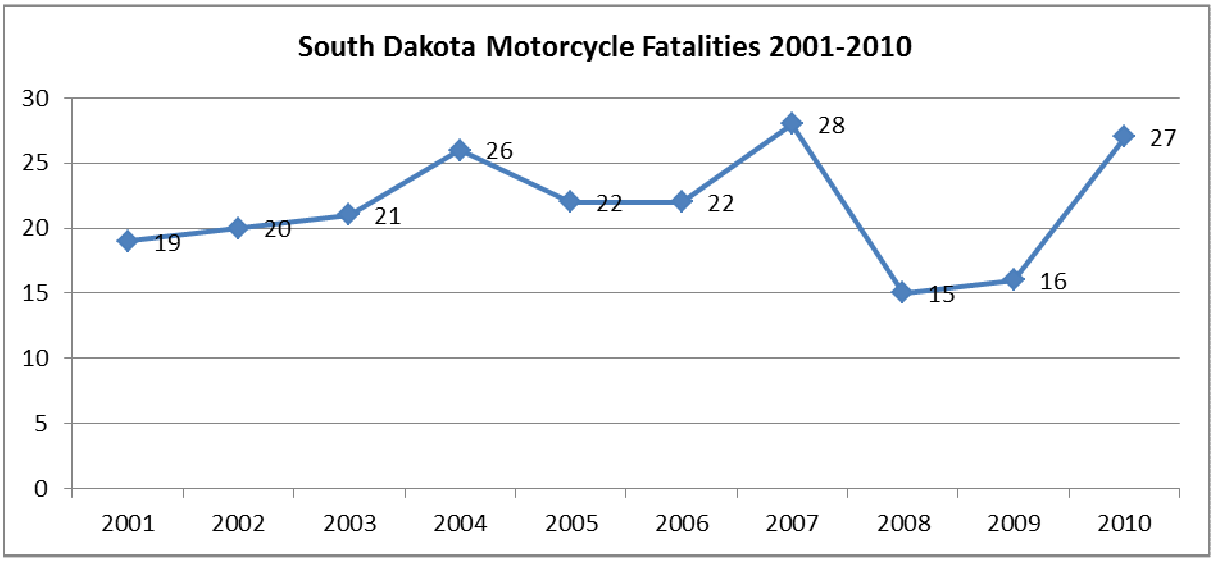
While alcohol-related fatalities continue to show a trending decline in the state, 2009 was not a good year, statistically-speaking, for the State of South Dakota. 2010 showed a marked decline in the state for this type of fatality decreasing by approximately 29%, from 61 to 49 fatalities.



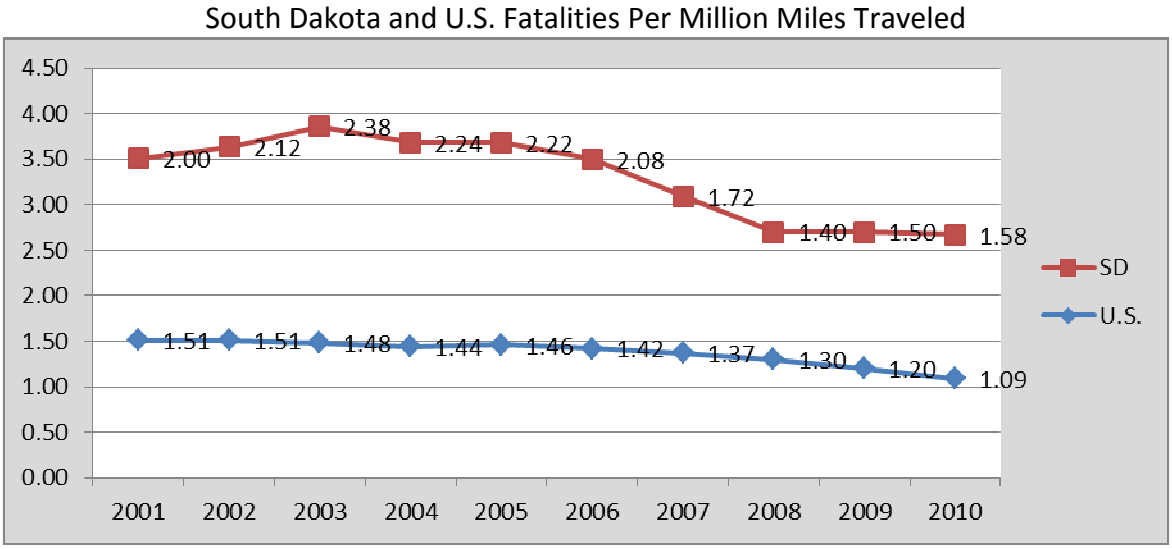
Speed was a contributing factor in about 28.5% of fatal crashes from 2005 – 2010 showing a marked decrease from the prior year.



In 2010, the number of motorcycle crash fatalities was above the ten-year average of 21 motorcycle fatalities per year. There were 27 motorcycle fatalities in 2010; 20 were drivers and 7 were passengers. 74% of the people in fatal motorcycle crashes did not wear a helmet.



Again, the South Dakota traffic crash fatality rate per million miles traveled is the third lowest measurement in the past ten years, but increased slightly from the previous year. It is still above the national average as shown below.



FFY2011 Highway Safety Goals

The Highway Safety Plan for federal fiscal year 2011 included the following goals; progress on these goals is primarily shown using the most current crash data from calendar year 2010.

Overall Goals

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

  While indicators are positive for CY2011, the objective was not met for CY2010. At the end of CY2010, the traffic fatality count was 140.

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

  Progress has not yet been made to reach this goal. At the end of CY2010, the serious traffic injury count was 845.

- **Decrease fatalities per vehicle miles traveled from the 2009 calendar base year rate of 1.50 to 1.29 by December 31, 2011.**

This objective is not being met. At the end of CY2010, the traffic fatality rate as a function of VMT rose to 1.58.

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

  This goal was exceeded. At the end of CY2010, the number of unrestrained passenger vehicle occupant fatalities for all seating positions was 67 persons.

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

  This goal has been exceeded. At the end of CY2010 the number of fatalities stood at 33 for those fatalities involving a driver or operator with a BAC of .08 or above.

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

  Progress is being made. At the end of CY2010 the number of fatalities stood at 33 for speeding-related deaths.

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

  This objective is not being met. For CY2010 to fatality count ended at 27.

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

  This objective is not being met. For CY2010 the unhelmeted count ended at 19.

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

  A slight increase in fatality numbers was noted. At the end of CY2010 the number was 22.

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

  This objective is not being met as the number of pedestrian fatalities stood at 9 at the end of CY2010.

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

  This goal has been met. Statewide usage for CY2011 is reported at 73.4%.

In addition to the goals outlined above, activity measures at the end of CY2010 had the following results:

- Impaired Driving Citations: 11,601
- Occupant Protection Citations: 11,517
- Speed Citations: 32,162

FFY11 Project Agreement Annual Report Summaries

911 Rural Addressing –Bennett County
Contact Information:

Ms. Susan Williams
Bennett Co. Board of County Commissioners
PO Box 460
Martin, SD 57551

It is essential that each road intersection have a physical address so emergency services (police, fire, and ambulance) can respond to crash locations quickly and to accurately record traffic crash location information.

The county noted above is in the process of completing their 911 signage project in FFY11, and will provide road name and location data to the Department of Transportation to be included in the statewide road location system. Due to contract issues, this contract is being extended into FFY2012.

This project is funded with Section 408 federal dollars and local match.

ABATE of South Dakota
Contact Information: Dianna Miller
ABATE of SD Grant Coordinator
2601 S. Minnesota Ave, Suite 105
Sioux Falls, SD 57105

ABATE produced and distributed 80,000 Black Hills Skills Maps. Each year, 400,000 or more motorcyclists gather in the Black Hills of South Dakota for the annual Sturgis Motorcycle Rally. Most attendees are from out-of-state and are not familiar with the hilly, winding roads in the Black Hills. To promote traffic safety, ABATE provides maps that show the roads in the Black Hills with difficulty ratings to educate riders before they ride dangerous roads. The maps are

distributed at a booth during the Rally, provided at interstate comfort stops through the Department of Tourism, and at local businesses, hotels, and campgrounds.

ABATE actively participates in the Roadway Safety Committee which provides opportunities for collaboration on motorcycle safety issues with other highway safety programs.

This project was funded with Section 402 federal dollars as well as local funding.

Community Alcohol Prevention

Contact Information: Shawnie Rechtenbaugh
Department of Human Services, Division of Alcohol & Drug Abuse
3800 East Highway 34
Pierre, SD 57501

The Office of Highway Safety provides public education to schools and communities on alcohol and impaired driving through a statewide communications system, the SD Prevention Network. The Network is made up of specialists in alcohol & drug prevention who are under contract with the Division of Alcohol & Drug Abuse. Each specialist is assigned to serve several counties which collectively provide services statewide.

In FFY11, the Network distributed public education materials and provided presentations in communities. Public education materials promoted by the Network are provided by several sources including Volunteers of America - Safe Communities Project, the state Parents Matter project, NHTSA campaigns, and material developed by the Office of Highway Safety media consultant.

The Network staff track the number of hours and people served during grant funded activities. In FFY11, 1,562 hours of service were provided by this project and 340,385 people were reached with alcohol/impaired driving messages.

This project was funded with Section 164 federal dollars.

Community Outreach and Program Management

Contact Information: Pat Englehart
Office of Highway Safety
118 W Capitol Ave
Pierre, SD 57501

This project supported a Management Analyst to provide technical assistance to statewide and local highway safety projects. The Analyst assisted the Director of the SD Office of Highway Safety with writing federal grant applications, reports, project applications and agreements, project monitoring, technical assistance to project directors, and budget management.

This project was funded with Section 402 federal dollars.

Department of Health- BAC Testing

Contact Information: Mike Smith
SD DOH Laboratory Services
615 East 4th Street
Pierre, SD 57501

This project funds a forensic chemist who provides additional analytical support to the Forensic Laboratory and therefore to the State as a whole. An additional ½ time person helps the turnaround time for lab results, which in effect help the law enforcement and prosecution of evidentiary traffic cases (DUI, vehicular homicide and vehicular battery) in court.

This project was funded with Section 410 federal dollars.

Department of Public Safety Communications

Contact Information: Lee Axdahl/Terry Woster
Office of Highway Safety
118 W Capitol Ave
Pierre, SD 57501

This project provided contractual services to increase and improve access to the Office of Highway Safety public information, forms, and reporting systems. A prorated share of the cost of services provided to the Office of Highway Safety was supported with this agreement.

This project was funded with Section 402 federal dollars.

DUI Court 6th District

Contact Information: Noreen Plumage
Capital Area Counseling Services
803 E Dakota Avenue
Pierre, SD 57501

A DUI Court was developed in South Dakota's 6th District following the national DUI Court model. DUI Court is an option for judges in this circuit as an alternative to incarceration. The DUI Court model provides judicially supervised treatment for eligible offenders. To be eligible for DUI Court, an offender must have a current felony DUI conviction, no history of illegal drug distribution or violent crimes, have an alcohol/drug dependence or abuse diagnosis, be at least 18 years of age and live within 25 miles of the Stanley County Courthouse. Programming requirements include participation in the 24/7 program, attendance at a community support group, weekly court and participation in alcohol/drug and mental health treatment.

In FFY10, the DUI Court accepted 13 clients, while continuing to serve 5 current clients in the program. As part of the DUI Court program, meetings were held weekly in court with the client, judge, state's attorney, defense counsel, court service officer, program manager, case manager, and treatment provider. Over the course of at least a year, the client progresses through four phases of approximately 3 months each in duration as well as relapse prevention and aftercare sessions. If the client does not continue to participate in their treatment plan, they are referred back to the court for traditional sentencing. February 2011 saw two clients graduating from the program; May 2011 the DUI Court graduated three more clients.

This project was funded with Section 410 federal dollars.

DUI Prosecutor- Minnehaha County

Contact Information: Aaron McGowan
Minnehaha County States Attorney
415 N. Dakota Avenue
Sioux Falls, SD 57014

This project began in FFY2011 primarily to reduce the number of DUI offenses that are dismissed or in which the defendant is allowed to plead to a lesser offense, and to enhance prosecutions of vehicular homicide and vehicular battery cases. This three year grant uses a full time prosecutor to oversee all DUI cases in Minnehaha County.

The DUI/Vehicular crimes prosecutor provides training as needed to local law enforcement officers and prosecuting attorneys in Minnehaha County on investigating and prosecuting impaired driving cases.

This project is funded with Section 164 federal dollars.

DUI Prosecutor- Pennington County

Contact Information: Glenn A. Brenner
Pennington County States Attorney
300 Kansas City St., Suite 400
Rapid City, SD 57701

This project began in FFY 2011 when statistics, provided by the SD Unified Judicial System Criminal Caseload Data 2009, demonstrated the need for a dedicated DUI prosecutor in Pennington County. This project addresses and lowers the dismissal rate of DUI cases in Pennington County.

This dedicated prosecutor is funded on a three year grant basis. Statistics will be compiled and compared on a yearly basis. South Dakota Unified Judicial System data will be analyzed in order to compare the dismissal rate in Pennington County as compared to the average dismissal rate overall in the state of South Dakota.

This project is funded with Section 164 federal dollars.

Emergency Medical Services for Children

Contact Information: Amy Marsh
EMS for Children
1400 W 22nd Street
Sioux Falls, SD 57105

This project focuses on injury prevention including occupant protection and bike safety, responding to requests for information and coordinating special events.

EMSC provided injury prevention demonstrations at the regional Sioux Empire State Fair from August 9-13, 2010. Education topics included child seats, seatbelts, under the influence goggles, bike safety, impaired driving, and first aid. Twenty-five agencies participated in the Fair activities including the State Highway Patrol who provided roll-over simulator demonstrations and SAFE Kids Spot the Tot. One hundred and two volunteers provided 560 hours of time to this project; 1,814 youth and 1,400 adults were provided injury prevention information.

This project also coordinates the Don't Thump Your Melon program which provides bike safety education and bike rodeos across the state. In FFY11, EMSC created a physical bike rodeo kit to provide assistance to communities who hosted a bike rodeo. The updated program brochure and bike rodeo kit are available online. EMSC coordinated 12 bike rodeos, serving 750 youth. In addition, EMSC provided nearly 1,000 bike helmets to youth at the bike rodeos and at other community events across the state.

This project is funded with Section 402 federal dollars and local match.

Emergency Medical Services Program

Contact Information: Danny Hayes
SD Emergency Medical Services Program
118 W Capitol Ave
Pierre, SD 57501

In South Dakota, 80% of the ambulance services are staffed by volunteers so offering training at no cost is essential to maintain sufficient volunteers to serve. Approximately 15% of the state's ambulance services have a shortage of trained personnel at any one time. There are 127 ground and 6 air ambulance services in the state.

EMS trains four levels of emergency responders: EMT-Basic, EMT-Intermediate/85, EMT-Intermediate/99 , and EMT-Paramedic. In FFY11, training was provided to 684 newly trained EMTs, 41 First Responders and 45 EMT-Paramedics, provided 39 emergency vehicle defensive driving courses, held 21 Life Support classes, and provided refresher/recertification training for 1,909 Emergency Medical Technicians.

The Office of Highway Safety funded a proportionate share of EMS program expenses; approximately 7,101 ambulance calls a year are in response to a traffic crash (motor vehicle crashes, motorcycle, pedestrian, all terrain vehicles, or bicycles). In FFY11; proportionate share of EMS Program training expenses was of overall expenses were 13.92% of overall expenses, reflecting the percent of EMS responses needed for traffic crashes.

This project was funded with Section 402 federal dollars and local match.

From the H.E.A.R.T.

Contact Information: Sharon Scharenbroich
6700 East Split Rock Circle
Sioux Falls, SD 57110

This project focuses on alcohol impaired driving prevention through the use of awareness materials. From the H.E.A.R.T. stands for Help Eliminate Alcohol Related Tragedies. The message, "Get a Ride Don't Drink and Drive" DVD of various safety videos, PSA messages and video clips broadcasting are being played at all Drivers Licensing Program Offices in the state of SD. The video is available to be checked out at most high and middle schools, school libraries, counselor's offices and Drivers Education classes across the state.

This project is funded with Section 402 federal dollars and local match.

Growing Up Together

Contact Information: Dawn Tassler
Growing Up Together
800 E Dakota
Pierre, SD 57501

This project supported public education on drinking and driving, occupant protection, and bike safety. A Think and Drive – Stay Alive, drinking and driving presentation at the local high school to reduce alcohol related crashes among youth was held on March 23, 2011. Over 500 high school students attended the presentations.

On April 16, 2011, a car seat clinic and bike rodeo were held in conjunction with Kids Safe Saturday, a community-wide event with various safety events for kids at different locations in town. The car seat clinic provided public education to 249 adults and children; the bike rodeo had 77 youth participants and provided 50 helmets to children without a helmet; the rest of the children had their helmets checked for size and fit.

Radio ads were developed and ran during May for seatbelt promotion.

This project was funded with Section 402 federal dollars and local match.

Highway Patrol

Contact Information: Colonel Craig Price, Superintendent/Sgt. Jon Stahl
Highway Patrol, Department of Public Safety
118 W Capitol Ave
Pierre, SD 57501

In FFY11, the Highway Patrol provided 4600.5 hours of overtime for increased alcohol enforcement in the state resulting in 731 people arrested for impaired driving, 128 citations for underage possession / consumption, and 164 citations for other alcohol infractions.

In addition, the Highway Patrol dedicated 1842.1 hours of overtime to increase speed enforcement; 1,807 people were given speed citations and 3786 people were given speed warnings by the Patrol in FFY11.

The Highway Patrol performed 191 sobriety checkpoints and 178 saturation patrols; 370 impaired driving arrests were elicited during these high visibility events. Each high visibility event was preceded by a news release developed by the Public Information Officer.

The Highway Patrol is using TraCS to send crash reports to the Office of Accident Records. These electronic reports account for one-third of the state's traffic crash reports, are extremely accurate due to immediate edit checks in the program, and speed up filing of reports from up to two weeks to an average of 1-3 days.

The Highway Patrol dedicated 2,801.4 hours to safety and education programs across the state. Troopers conducted presentations at schools, civic organizations, and private businesses on seatbelts, impaired and distracted driving, speed, defensive driving, and other highway safety issues.

Alive at 25 is a program implemented by the Highway Patrol with the assistance of the SD Safety Council. Alive at 25 is for youth aged 14-25; the program teaches responsible driving. In FFY11, troopers taught 12 Alive at 25 classes.

In conjunction with May Seatbelt Mobilization activities, the Highway Patrol unveiled the Roll-Over Simulator. Troopers provide public education while using the simulator to demonstrate what happens to a person when they don't use a seatbelt. In FFY11, the simulator was used at 39. The Public Information Officer used these events to generate earned media.

The Highway Patrol was provided with federal support for increased traffic enforcement and public education overtime; equipment including radars, cameras, and TraCS related accessories; and public education materials.

This project was funded with Section 402 and 410 federal dollars as well as local match.

Law Enforcement Equipment

Contact Information: Office of Highway Safety
Department of Public Safety
118 W Capitol Ave
Pierre, SD 57501

Law enforcement agencies that identified highway safety problems through analysis of crash reports and/or citation history were invited to apply for support to purchase specific equipment to address those problems.

Funding was used to support equipment purchased for the Highway Patrol, sheriff's offices, and police departments including radar units for speed enforcement (Section 402 dollars) and in-car video cameras (Section 410 dollars) to enhance prosecution of impaired driving cases.

Law Enforcement Liaisons

Contact Information: Office of Highway Safety
Department of Public Safety
118 W Capitol Ave
Pierre, SD 57501

Four individuals with law enforcement experience provide liaison services between the Office of Highway Safety and local law enforcement agencies. In FFY11, the Law Enforcement Liaisons

(LELs) worked with law enforcement agencies to promote targeted traffic enforcement, high visibility mobilizations, and public education.

Each LEL has an assigned region encompassing the county and city law enforcement agencies in their region. This system is efficient in a widespread state by reducing the LELs travel time and expenses. The LELs monitor grant funded activities; provide resource materials to all agencies; and monitor traffic enforcement data submitted by law enforcement agencies.

In FFY11, the LELs were available to provide assistance to 66 county sheriff offices, 80 police departments, and 7 tribal law enforcement agencies. Of these, the following agencies received NHTSA funding in FFY11: 25 sheriff offices, 21 police departments, and 1 tribal law enforcement agency.

This project is funded with Section 402 federal dollars.

Law Enforcement Overtime

Contact Information: Office of Highway Safety
Department of Public Safety
118 W Capitol Ave
Pierre, SD 57501

Funds were allocated for overtime to support sobriety checkpoints and saturation patrols during national mobilizations. Overtime was also used to do sustained traffic enforcement during high risk time frames identified in the project applications from law enforcement agencies. To qualify for overtime, agencies were required to identify a highway safety problem that could be addressed by enhancing traffic patrols.

Problem identification may include an analysis of crash reports and/or citation history for the jurisdiction covered. An increase in patrols makes enforcement more visible. High-visibility enforcement deters speeding and impaired driving by convincing the public that highways are monitored and offenders will be punished thereby reducing crashes.

Overtime was funded with Section 402 and 410 federal dollars as appropriate to the activity performed.

Lawrence and Schiller, Media Contractor

Contact Information: Scott Lawrence and Micah Aberson
Lawrence & Schiller
3932 South Willow Avenue
Sioux Falls, SD 57105

The Office of Highway Safety released a Request for Proposals for marketing services to begin in FFY09. Lawrence & Schiller was offered a contract; the RFP (FFY2009) included provision for 2 subsequent year contract. In FFY11, Lawrence & Schiller developed social norming campaigns for impaired driving, seatbelts, and motorcycle safety. The campaigns followed NHTSA's Communications Calendar. Media campaign ads were placed on TV and radio, in newspapers, and on billboards. Campaign messaging was placed on incentive materials, and through a text messaging website.

This contract was funded through Section 402 and 410 federal dollars and through donated bonus ad placement.

Madison Buckle Up Bulldogs

Contact Information: Diana Larson
Madison High School
800 NE 9th Street
Madison, SD 57042

This community coalition works to promote seatbelt use. The coalition has an adult advisory group and a student action group. The group developed the "Buckle Up Bulldogs" campaign and logo to promote safety belt use to all ages in Madison. The coalition works closely with the Volunteers of America coordinator and the Safe Communities coordinator, using state developed and NHTSA developed seatbelt promotion materials.

Some of the activities achieved in FFY11 include public presentations, a demonstration of the Highway Patrol's roll-over simulator; local newspaper PSAs, signs, articles in school bulletins; a parking lot survey was conducted, and the group implemented a shoulder tap activity to promote seatbelt use. Students washed windows at Classic Corner and placed window clings, "Someone Needs You. Buckle Up", on vehicles. A live broadcast by KJAM radio allowed students to explain the importance of wearing seat belts. A mock accident was conducted with assistance from Madison Community Hospital, Madison First Responders, local law enforcement and Madison Search and Rescue. Presentations were given by Chris Olson, a local citizen who became a paraplegic following a motor vehicle accident, about his decisions to drink and not wear his seatbelt. Elementary students learned the importance of wearing seat belts through a presentation by student members, local law enforcement and health care providers. Students made public presentations at sporting events on the importance of seat belt safety and they also decorated Christmas trees at both the high school and local museum. At the "Day with Santa" students colored pictures depicting seat belt safety. Driving Simulators through the Safety Village gave students the opportunity to "drive" a vehicle under the influence and in a distracted state. Students promoted seat belt safety at a local restaurant, waiting tables and talking to customers. For more information, please see the Buckle Up Bulldogs website at http://www.buckleupbulldogs.org/ .

This project was funded with Section 402 federal dollars and local match.

Miss Click It

Contact Information: Sharmell Dahl-Murphy
Miss Click It
3128 N. Serenity Drive
Watertown, SD 57201

Miss Click It is a professional safety clown specializing in occupant protection; she provides presentations to children and adults to increase the use of seat belts, booster seats, and car seats around the state. Miss Click It introduced two junior buddies this year; Stardust and Snickerz (her granddaughters) who in their clown outfits help educate everyone in attendance. In FFY11, Miss Click It presented 41 safety shows / special events and provided occupant

protection education to 2,580 children and adults. During the year, Miss Click It also performed for 27 special needs children, 4 non-English speaking students and one non-verbal student. Some Highway Patrol troopers, police officers, and sheriff's deputies assisted with presentations.

This project was funded with Section 402 federal dollars.

Mountain Plains Evaluation

Contact Information: Roland Loudenburg
Mountain Plains Evaluation
PO Box 530
201 N Main St
Salem, SD 57058

In FFY11, a contract with Mountain Plains Evaluation provided evaluation of the 1st Offender Curriculum and the 24/7 Sobriety Project; this evaluation measured the impact of the programs in reducing recidivism of driving under the influence.

To address the problem of DUI offenders, a standardized 1st Offender curriculum can be part of the judgment for people arrested for their 1st DUI offense. A post 1st Offender course survey, one-year after the course, shows positive behavior change and recidivism rates are much lower for course participants.

In FFY11, 1,290 people participated in 1st Offender courses and 1,093 participants consented to be contacted in one-year for evaluation purposes. After one year, 83.7% of participants stated the course helped them change their driving behavior. From 2004-2010, recidivism rates (course participants that have a 2nd DUI offense) are 26.5% less than a control group (people who did not take the course).

A 24/7 program can be part of a DUI judgment for people with more than one DUI. The 24/7 program requires people to be monitored continuously for blood alcohol for a set period of time through twice a day breath testing or a Scram ankle bracelet. Data show that, 3 years after participation, people who took part in the monitoring program have a recidivism rate of 6.4% for individuals with at least 30 days of participation compared to 13.9% for a control group.

This project is funded with Section 164 federal dollars.

National EMS Information System (NEMSIS)

Contact Information: Danny Hayes
SD Emergency Medical Services Program
118 W Capitol Ave
Pierre, SD 57501

By the end of FFY11, the EMS Program had assisted 125 ambulance services to implement NEMSIS; only two services remain to implement NEMSIS.

This project includes working with the Governor's Trauma System Development Committee; NEMSIS must be coordinated with trauma treatment protocols. Protocols were complete at the end of FFY11 and will be sent to all ambulance services.

This project was funded with Section 408 federal dollars.

Parents Matter Prairie View Prevention

Contact Information: Darcy Jensen
Prairie View Prevention
822 E 41st St
Sioux Falls, SD 57105

Parents Matter is a public education program that encourages parents to talk to their kids about drinking and driving before the most problematic time, prom and graduation. In FFY11, 130 schools participated in the campaign including 5 universities and colleges.

Parents Matter involves city and county government, law enforcement, school administrators, prevention specialists, parents, and youth in a public education campaign. The statewide coalition, coordinated by Prairie View Prevention developed strong, consistent, and positive messaging for parents, distributed through paid and earned media (TV and radio), developed a DVD and a website, and provided written materials. The messages include effective, emotional testimonials from families who have lost a child in an alcohol related crash. This message has expanded to include a perspective on alcohol related injuries and parents who provide alcohol to kids.

Parents Matter started in 2006 when 13 youth were killed in alcohol related crashes in the southeastern area of the state. The number of youth lost has decreased each year; during the prom/graduation season of 2011, 5 youth were lost in alcohol related crashes.

Prairie View Prevention hired a consultant to perform a general opinion survey to ascertain whether people were hearing the public education ads and if they considered them valuable. Surveys were conducted at three public events in FFY11, 444 people participated. When asked if drinking and driving was a problem in SD, 95% said it was a moderate, large, or extreme problem. The number of people who said they were familiar with the Parents Matter program was 66.1% but the majority of people said they had seen/heard testimonials on TV or the radio from parents who'd lost a child in an alcohol related crash. Of the people familiar with Parents Matter, 61.4% thought the ads were effective.

This project was funded with Section 164 federal dollars.

Planning and Administration

Contact Information: Lee Axdahl
Office of Highway Safety
118 W Capitol Avenue
Pierre, SD 57501

Funding for this project was provided by Section 402 federal dollars and state match.

Pine Ridge Oglala Sioux Police Department

Contact Information: Lt. Richard Greenwald
Pine Ridge Oglala Sioux Police Department
PO Box 300
Pine Ridge, SD 57770

This project provided support for traffic enforcement and public education on the Pine Ridge Indian Reservation. Enforcement activities included participating in national enforcement mobilizations including checkpoints and saturation patrol activities, increasing citations for impaired driving, speeding, and no seatbelt use. Public education about traffic safety was provided through the local radio station, newspaper, and public presentations.

This project was funded with Section 402 and 410 federal funding.

Project 8 Governors Child Safety Seat Program

Contact Information: Melissa Fluckey
Department of Social Services
811 E. 10th Street, Dept. 6
Sioux Falls, SD 57103-1650

Project 8 has established a statewide system to educate parents about child safety seats and seatbelts, distribute seats to low-income eligible families, and provide technical assistance for proper installation of seats. Project 8 delivers services through a network of five regional hubs, 72 community partner agencies, 223 certified technicians and 14 certified instructors.

Project 8 distributed 4,312 child safety seats in FFY11 with instruction on proper installation technique. Project 8, as described by its name, promotes the best child seat for the child's height and weight. Of the 4,312 seats distributed in FFY11, an average of 40% was booster seats.

To provide the best instruction and assistance with picking the most appropriate seat for children, Project 8 provides technicians with training and certification opportunities. In FFY11, five technician trainings were held, training or recertifying 65 people. South Dakota had a technician recertification rate of 71.2% at the close of FFY11; this is higher than the national average of 55.1%.

This project was funded with Section 402 federal dollars.

Public Information Officer

Contact Information: Terry Woster
Department of Public Safety
118 W Capitol Ave
Pierre, SD 57501

Terry Woster joined the SD Department of Public Safety in September 2009 as the Public Information Officer (PIO). The PIO works closely with the Office of Highway Safety on media

and public education activities. The PIO serves as liaison between the program and the media contractor and provides technical assistance to Office of Highway Safety projects that involve media or public education.

During FFY11, the PIO focused on the three major highway safety campaigns including the May Seatbelt Mobilization, Labor Day Impaired Driving Mobilization, and Holiday Impaired Driving campaign and coordinated public information activities for other highway safety campaigns. The PIO directed the media contractor to develop and release appropriate public information in a timely fashion and assured it was focused on the target audience and was coordinated with the NHTSA Communication Calendar.

This project is funded with Section 402 and 410 federal dollars.

Rapid City DUI Program

Contact Information: Lt. James Johns
Rapid City Police Department
300 Kansas City Street
Rapid City, SD 57701

To combat the high alcohol crash rates in Rapid City, the police department requested support for two additional officers for impaired driving law enforcement and public education. The DUI officers participate in checkpoints, saturation patrols, patrol for impaired drivers during high risk times and during special events, and work with local media to provide DUI enforcement messaging.

As a result of the decrease in manpower, the Rapid City Police Department had fewer impaired driving arrests by 14% in FFY10 (947 in FFY10 to 822 in FFY11). Alcohol related crashes increased (from 87 in FFY2010 to 99 in FFY11). The department feels a change in the public's perception to drinking and driving is a reason for the decline in impaired driving arrests. Awareness of this problem and an increased implementation of the 24/7 program are having a positive impact on the public's decision to not drink and drive. The increase in alcohol related crashes has the department reviewing their options to reduce this total.

This project was funded with Section 410 federal dollars.

Roadway Safety Committee

Contact Information: Office of Highway Safety
Department of Public Safety
118 W Capitol Ave
Pierre, SD 57501

The Roadway Safety Committee provides recommendations and feedback to the SD Office of Highway Safety regarding setting highway safety priority areas, public education campaigns, safety engineering, law enforcement, emergency medical services, driver education, occupant protection, impaired driving, motorcycle safety and training, and community involvement in highway safety activities. The Committee provides an opportunity for collaboration among a broad variety of agencies involved in highway safety; this maximizes the benefits of projects by avoiding duplication of efforts and coordinate overlapping activities.

The Committee meets semi-annually. In FFY11, the Committee met on November 3, 2010.

This project was funded with Section 402 federal dollars.

Seatbelt Survey – Administration and Analysis

Contact Information: Cindy Struckman Johnson, Ph.D.
USD Psychology Department
Dakota Union, Room 205
Vermillion, SD 57069

In FFY11, the Office of Highway Safety contracted with the University of South Dakota (USD) to administer and analyze data for the annual seatbelt and motorcycle helmet survey. The survey was administered in partnership with the EMT Association, described below.

The seatbelt portion of the survey was administered with established guidance from NHTSA including site selection, the manual and training for observers, coding forms, and schedule for observations.

In FFY11, the Office of Highway Safety added a motorcycle helmet component to the survey to ascertain an estimate of helmet usage. USD received the data from the SD EMT Association described below, performed the analysis, and produced the final report on the results of the survey. In 2011, the certified seatbelt usage rate in South Dakota was 73.4% and helmet usage was estimated at 50.8%.

This project was funded with Section 402 federal dollars.

Seatbelt Survey – Observational

Contact Information: Kurt Klunder
SD EMT Association
4749 E. Elmwood Drive
Black Hawk, SD 57718

The Office of Highway Safety contracted with the SD EMT Association for the observation portion of the annual seatbelt/motorcycle helmet survey. The Association provided EMT's to perform the observations at pre-determined sites and times in June 2011. A total of 9,846 motorists and 2,261 motorcycle drivers and passengers were observed. The data was gathered according to NHTSA protocols and provided to USD for analysis (see above).

This project was funded with Section 402 federal dollars.

Sioux Empire Driving Simulators

Contact Information: Dave Renli
Sioux Empire Safety Village
PO Box #90612
Sioux Falls, SD 57109

Since South Dakota lacks a cohesive Driver's Education program, Sioux Empire Safety Village has added Driving Simulators to teach young drivers the dangers of impaired driving, the dangers of distracted driving and offers an opportunity to learn general rules of the road. The Driving Simulators will follow the awareness package "Drive Right" which is part of the StreetReady program, written by ADSEA, based on the NHTSA National Drivers Ed curriculum. These simulators, purchased by private funds, are used around the entire state. Curriculum and lesson plans have been developed for instructors and all results are tabulated and reported to the Office of Highway Safety.

This project is funded with Section 410 federal dollars.

South Dakota Broadcasters

Contact Information: Steve Willard, President
South Dakota Broadcasters Association
106 W. Capitol Avenue, Suite 7
Pierre, SD 57501

This is a nationally unique project that utilizes "paid public service announcements" placed on every broadcast station in South Dakota through the state broadcaster association. The contract with SDBA generates a minimum of 4 to 1 in match. In other words, for every one paid announcement, the broadcast stations place another 4+ announcements in their schedules. The match activity is well-documented by broadcast affidavits.

Because of this "extra" match activity, the Office of Highway Safety is able to maintain its S410 match for law enforcement agencies at 50%, rather than the 75% match required by NHTSA. This factor increases law enforcement participation in other areas of the S410 grant program.

This project is funded with Section 410 federal dollars.

South Dakota School of Mines and Technology Safe Rides

Contact Information: Mary Jo Farrington
School of Mines and Technology
501 E St Joseph St
Rapid City, SD 57701

To prevent college students from drinking and driving, this Safe Rides program provides prevention education and alternative transportation to college students. This program primarily serves four Black Hills area schools: School of Mines and Technology, National American University, Oglala Lakota College, and Western Dakota Technical Institute. The coalition did open the project to include other SD students in Rapid City attending SDSU, School of Nursing and Black Hills State University.

The project used a local taxi service to provide safe rides home for approximately 600 students in FFY11. In addition to providing safe rides, the program supported alcohol prevention public education. Over 2,700 students received direct public education through presentations or received resource materials.

This project is funded with Section 164 federal dollars.

South Dakota State University Safe Rides

Contact Information: Ellie Trautman
South Dakota State University
907 Harvey Dunn St, Box 510 West Hall
Brookings, SD 57007

The SDSU Safe Rides program focused on impaired driving education for SDSU students and provides alternative transportation for students to prevent impaired driving.

Program education was provided through presentations in Residential halls and in classrooms; posters, promotional messaging in the Collegian newspaper and feedback from a self-assessment tool/survey administered to freshmen.

The Safe Rides program is a partnership between SDSU, Brookings Area Transit Authority (BATA) and the City of Brookings. The program operates two routes on Thursday, Friday and Saturday nights from 9 pm-3 am. Established routes contain scheduled "Stop's" and each route is completed approximately every 25 minutes. Partnerships with local bars and businesses have been made and donations have been solicited from businesses and civic organizations. In 2010-11, 19 students were trained as Safe Rides bus monitors and 11bus drivers were trained to drive the Safe Rides bus.

The program started in 2006 with a 3 week pilot project and 1,300 students used the service. 2006-07- 5,600 used the bus; 2007-08- 10,062- an increase of 80%; 2008-09- 11,574-an increase of 15%; 2009-10 -10,600- a decrease of 9%; 2010- 12,390-an increase of 17%. The possible decrease in 2009-10 may have been due to economic reasons, more house parties compared to the cost of going to the bars; weather had been warm in Sept.-November, but when the weather turn colder, students call cabs, instead of waiting at the Safe Ride bus shelter.

This project was funded with Section 164 federal funds.

Traffic and Criminal Software (TraCS)

Contact Information: Chuck Fergen
Department of Public Safety
118 W Capitol Ave
Pierre, SD 57501

Traffic and Criminal Software (TraCS) enables electronic crash report submission and electronic ticketing for law enforcement. TraCS greatly reduces the time for a crash report to be entered into the state crash database and eliminates many errors in crash reporting.

The state Highway Patrol has been using TraCS for crash reporting since FY2007. During FY2009, the Office of Highway Safety began expansion of TraCS to county, city and tribal law

enforcement agencies. The Lawrence County Sheriff's Office was the first local law enforcement agency to utilize TraCS.

Affinity provided technical assistance to 160 state Highway Patrol troopers. Affinity also provided TraCS training and installation for 400 officers within 44 local governmental law enforcement agencies in FFY09 and 10. In FY2011, four agencies were converted to TraCS version 10. State efforts towards the web- based TraCS are now in full-swing as this will greatly enhance the electronic reporting of accidents.

This project was funded with Section 408 federal dollars.

Traffic Enforcement Training

Contact Information: Monte Farnsworth
Law Enforcement Training Academy
1302 E Hwy 14, Suite 5
Pierre, SD 57501

This project supported the following training to state and local law enforcement in FFY11:

- The Computerized Data Recorder course was held on March 28-April 1, 2011. A total of twenty-three officers completed the course. The breakdown by agency was: 20 state highway patrol (including two from Iowa Highway Patrol) and three from city police departments.
- The Computerized Data Refresher Course was held on April 4-6, 2011. Agencies completing the course were: four state and two city police departments.
- The Accident Reconstruction Course Using Excel was held May 23-27, 2011. A total of 8 officers completed the course: 2 BIA/Tribal, 3 state, 2 from city police, and 1 county deputy.

This project was funded with Section 402 and 410 federal dollars.

Traffic Records Assessment

Contact Information: Office of Highway Safety
Department of Public Safety
118 W Capitol Ave
Pierre, SD 57501

Section 408 mandated a Traffic Records Assessment program every 5 years in the State of South Dakota. This Traffic Records Assessment was held May 106, 2011.

This project is funded with Section 408 federal dollars.

Traffic Records Coordinating Committee (TRCC)

Contact Information: Office of Highway Safety
Department of Public Safety
118 W Capitol Ave
Pierre, SD 57501

The Traffic Records Coordinating Committee meets regularly to discuss ways to improve the traffic record system and coordinate the factions involved. Some of the topics of discussion include integration of case data from the United Judicial System with driver licensing records as well as linking NEMSIS and trauma system data, reducing the number of unknown roads in the state roadway inventory, enforcing suspended and revoked drivers licenses, electronic citations, and expansion of TraCS to local law enforcement.

This project was funded by Section 402 federal dollars and local match.

Traffic Safety Engineer

Contact Information: Doug Kinniburgh, Traffic Safety Engineer
Department of Transportation
700 Broadway Ave
Pierre, SD 57501

In FFY11, the traffic safety engineer assessed the traffic safety engineering needs of local jurisdictions, provided technical assistance and guidance for the jurisdictions related to traffic safety and administered signing projects for local jurisdictions.

This project was transitioned to the Department of Transportation's Section 164 allocation beginning in FFY09.

Traffic Safety Resource Prosecutor

Contact Information: Paul Bachand
Attorney General's Office
1302 E Hwy 14, Suite 1
Pierre, SD 57501

The Traffic Safety Resource Prosecutor (TSRP) provides training, technical assistance, interagency liaison services, and expertise to prosecutors statewide, with emphasis on impaired driving cases. This assistance improves enforcement of impaired driving cases which reduces alcohol related fatalities.

Impaired driving cases can be complex; having assistance available to new prosecutors is essential. Some of the legal issues that may be involved in impaired driving cases include probable cause, Standardized Field Sobriety Testing, implied consent, breath/blood testing, vehicular homicide, and adjudication including treatment and blood or electronic monitoring. The TSRP responded to numerous requests from county and city governments to provide research and assistance regarding prosecution of DUI cases in their jurisdictions.

In FFY11, the TSRP provided a DUI training course for prosecutors. This course included information on plea and sentencing considerations as well as treatment aspects for DUI offenders. In addition, assistance was provided to Minnehaha County to organize and hold a SFST conference for prosecutors and law enforcement officers.

In FFY11, the TSRP attended a NHTSA conference in Denver, Co., the Lifesaver's conference in Philadelphia, PA., and a TSRP conference in Minnesota. The TSRP continued to participate in the Steering Committee for the Attorney General's office First Offender and 24/7 programs.

In addition, the TSRP assisted with the 6th District DUI Court program. The TSRP presented information on the 27/7 Sobriety Program at conferences in Iowa and Texas. In addition, the TSRP worked closely with the South Dakota Attorney General's Office with the implementation of an ignition interlock pilot program.

The TSRP worked with the Office of Highway Safety in organizing and holding multiple Impaired Driving Task Force meetings. During these meetings, the Impaired Driving Task Force has examined proposed legislative revisions and state wide efforts to combat DUI offenses.

This project was funded with Section 164 federal funds.

University of South Dakota Government Research Bureau

Contact Information: Dr. William Anderson
USD Government Research Bureau
PO Box 530
Vermillion, SD 57069

The USD Government Research Bureau (GRB) used data provided by the Office of Highway Safety to draft the FFY12 Highway Safety Plan. To develop the Plan, GRB analyzed data from the state crash database, the seatbelt/helmet survey, and the data from the Department of Transportation. The Plan projects estimates of future fatalities and injuries from traffic crashes, seatbelt use, and sets goals to track citation information. The Plan provides project descriptions that can favorably impact the performance goals as well as providing an annual budget. This project also analyzed how the performance measures were met by the Office of Highway Safety in FFY10.

This project was funded with Section 402 federal dollars.

University of South Dakota Safe Rides

Contact Information: Tiffany L. Kashas
USD Student Counseling Center
414 Clark Street, Julian Hall Room 336
Vermillion, SD 57069

The University of South Dakota (USD) Safe Rides Program provided 5,436 rides during FFY11. The project provided contractual bus service, advertising the service, bus monitors, training for the coordinator, and insurance. This project has the full support and cooperation of the local police department which credits the service to a significant reduction in DUI arrests. There were 15 student DUI arrests in FFY11 when the safe rides bus was operating, compared to 13 arrests in FFY10. Three hundred and ten (50.3%) riders from a random sample of 616 riders were diverted from driving.

The USD Safe Rides program worked with the alcohol prevention programming at USD, providing education about alcohol use through numerous peer programs and campus organizations.

This project was funded with Section 164 federal funds.

Volunteers of America, Dakotas

Contact Information: Eric Majeres
Volunteers of America, Dakotas
1309 W 51st St
Sioux Falls, SD 57105

This project provides community outreach to local highway safety efforts. The project coordinator provides technical assistance and public education materials to community and college highway safety projects. The coordinator utilizes the community prevention advocates and law enforcement to provide outreach to communities.

Public education campaigns developed by the project coordinator follow the NTHSA Communications Calendar. The coordinator uses materials developed by the SD Office of Highway Safety, NHTSA, purchases commercially available material, or develops unique materials as needed. The coordinator generates interest and involvement in highway safety activities from local partners.

This project was funded with Section 402 federal dollars.

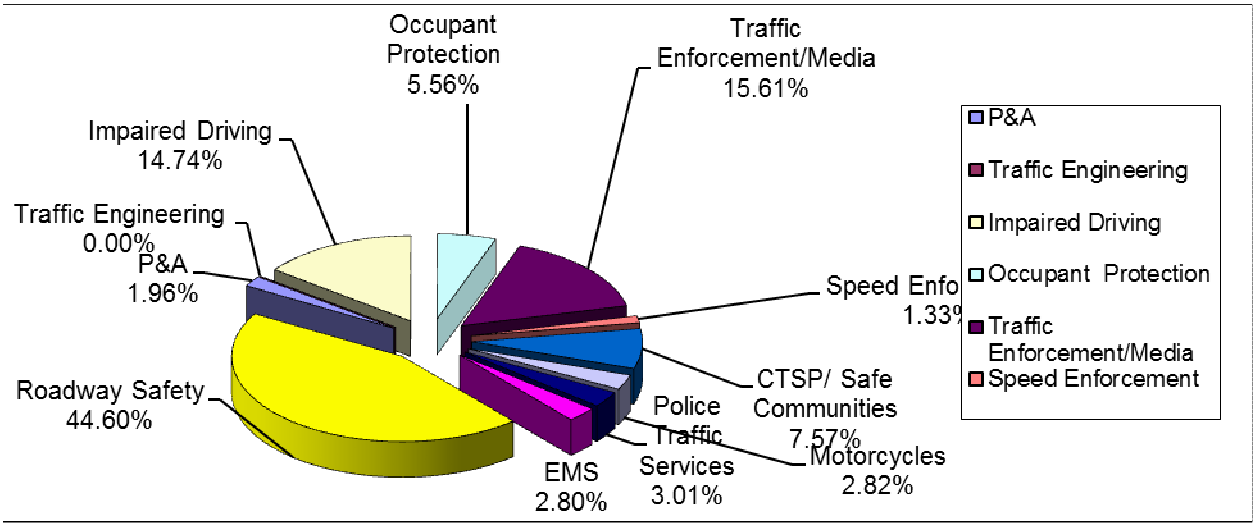
Washington High School

Contact Information: Travis Sieber
Washington High School
501 N. Sycamore Avenue
Sioux Falls, SD 57110

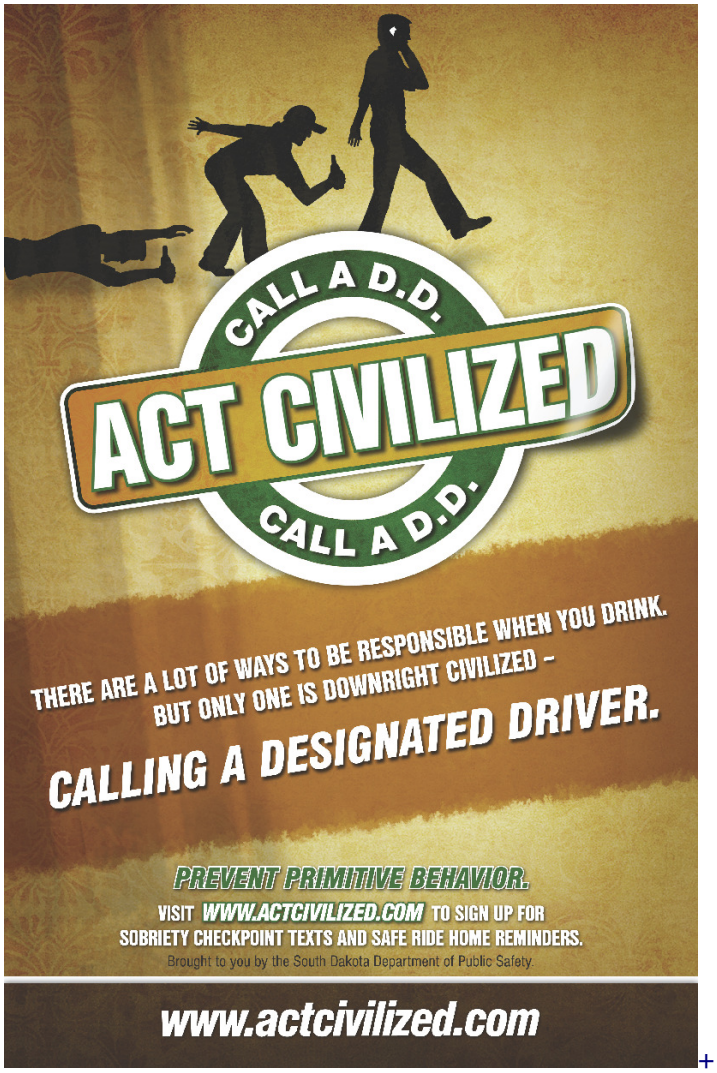
Washington High School (Sioux Falls) enrolls over 2,000 students, many whom are just learning how to drive. Students have reported the safety concerns of texting while driving. Through a student focus group, approximately 90% of students polled admitted that texting while driving is a concern. This student led project will partner with Volunteers of America, Dakotas to create an education and awareness campaign. Safety messages will be designed and targeted toward students with the overall goal of preventing injuries caused by distracted student drivers who are texting while driving.

FFY11 Expenditure Summary

FFY11 Expenditures	402	408	410	164	2010	Total	% of Total
Planning / Administration	$139,123					$139,123	2.0%
Alcohol / Impaired Driving	$0		$375,079	$670,315		$1,045,394	14.7%
Occupant Protection	$394,335					$394,335	5.6%
Traffic Enforcement / Media	$685,696		$421,104			$1,106,800	15.6%
Speed Enforcement	$94,486					$94,486	1.3%
Community Traffic Safety / Safe Communities	$210,556	$219,924		$106,250		$536,730	7.6%
Motorcycle Safety	$486				$199,305	$199,791	2.8%
Police Traffic Services	$117,956		$95,582			$213,538	3.0%
Emergency Medical Services	$198,732					$198,732	2.8%
Roadway Safety	$3,439			$3,159,926		$3,163,365	44.6%
TOTALS						$7,092,295	100.0%



Addendum: Public Education Campaigns


CALL A D.D.
ACT CIVILIZED
CALL A D.D.
THERE ARE A LOT OF WAYS TO BE RESPONSIBLE WHEN YOU DRINK.
BUT ONLY ONE IS DOWNRIGHT CIVILIZED –
CALLING A DESIGNATED DRIVER.
PREVENT PRIMITIVE BEHAVIOR.
VISIT WWW.ACTCIVILIZED.COM TO SIGN UP FOR
SOBRIETY CHECKPOINT TEXTS AND SAFE RIDE HOME REMINDERS.
Brought to you by the South Dakota Department of Public Safety.
www.actcivilized.com

DON'T
EMBARRASS
YOUR SPECIES.
Act Civilized. Call a D.D.
Brought to you by the South Dakota Department of Public Safety.

SOMEONE NEEDS YOU.
BUCKLE UP.
SD Office of Highway Safety

DRUNK
DRIVING
KILLS

DUI.
DOA.
Brought to you by the South Dakota Office of Highway Safety.

SOMEONE NEEDS YOU.
BUCKLE UP.
Brought to you by the South Dakota Office of Highway Safety.

SOMEONE NEEDS YOU.
BUCKLE UP.
Brought to you by the South Dakota Office of Highway Safety.

ROLLOVER
LIVE BY THE BELT, OR DIE WITHOUT IT.
THE SOUTH DAKOTA OFFICE OF HIGHWAY SAFETY
CLICK IT FILMS
BELTLOVERS INTERNATIONAL
CRUMPLE ZONE PRODUCTION
"ROLLOVER" SEAT BELT JOE DRIVER IMA THROWN
SMEED'S LAW
ANITA BELT
I.M. STRAPPED
MAYA WINDSHIELD & FAYE TALITY
DASH DOHRO & MO SAFETY
U.R. BUCKLED
INERTIA
COMING SOON
Beltlovers
INERTIA
SOMEONE NEEDS YOU. BUCKLE UP.

ANYTHING BUT
BUTTONED DOWN.
WEAR LEATHERS ON EVERY RIDE.
Brought to you by the South Dakota Department of Public Safety.

NOTHING
STRAIGHT-LACED
ABOUT `EM.
WEAR BOOTS ON EVERY RIDE.
Brought to you by the South Dakota Department of Public Safety.

THE DEFINITION OF
HEADSTRONG.
WEAR A HELMET ON EVERY RIDE.
Brought to you by the South Dakota Department of Public Safety.

2011 Sidewalk Decals on Deadwood Sidewalks

This project was printed on recycled paper.