Annual Report of NHTSA Funded Highway Safety Programs

Federal Fiscal Year 2016
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South Dakota Highway Safety
Executive Summary

This report provides information about NHTSA funded highway safety activity for FFY16. Crash data from 2015 is the most recent one-year data available; this data shows progress for specific highway safety goals. The seatbelt graph is updated for 2016 survey.

There is an average of 16,794 reportable traffic crashes in South Dakota each year. There were 134 fatalities and 5,525 injuries as a result of traffic crashes in 2015; this is a 1.5% decrease in fatalities and a 7.9% increase in injuries from 2014.
In 2015, 63.2% of the motor vehicle occupants killed in traffic crashes were not wearing seatbelts. Of the 95 fatalities, 60 were not wearing seatbelts. Of the 60 not wearing seatbelts, 35 were ejected from the vehicle. The most recent observational seatbelt survey shows an increase in the number of people wearing seatbelts, from 73.6% in 2015 to 74.2% in 2016, based on new survey methodology implemented by NHTSA.

*New survey methodology implemented by NHTSA in 2012.

While alcohol-related fatalities continue to show a trending decline in the state, 2015 showed an incline from the prior year for this type of fatality with a slight increase of 4.1%, from 47 to 49 fatalities.
In 2015, speed was a contributing factor in 22.4% of fatal crashes, showing a slight decrease from 23.5% in 2014.

In 2015, the number of motorcycle crash fatalities was above the ten-year average of 25 motorcycle fatalities per year. There were 31 motorcycle fatalities in 2015; 27 were drivers and 4 were passengers. There were 71% of the motorcyclists killed in motor vehicle traffic crashes that 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, with a slight decrease from the previous year. It is still above the national average as shown below.

### FFY2016 Highway Safety Goals and Outcomes

The Highway Safety Plan for federal fiscal year 2016 included the following goals; progress on these goals is primarily shown using the most current crash data from calendar year 2015.

#### Overall Goals

**C1 – Decrease the traffic fatalities five-year average by at least .15 percent from the 2010-2014 average of 131 to a five year average for 2011-2015 of 129.** This equates to 130 fatalities or less for the calendar year 2015, a 3.7% reduction from the 2014 value of 136.

**Outcome:**

At the end of CY2015, the traffic fatality count was 134 or a five year average of 130 fatalities. This misses the performance measure mark by 1 fatality, or right around 1%.

**General Assessment:**

Part of the challenge of meeting this goal is the increased fatality reporting from tribal safety partners. While South Dakota traffic fatalities continue to trend downward, we did miss this goal and will continue to work with our partners across the state.
We funded the following programs to assist in achieving this goal.

- Community Outreach
- DOT Hazard Elimination
- Driver Education Coordinator
- Grant Management System
- Law Enforcement Programs/Overtime
- Mountain Plains Evaluation – TRCC
- Our LEL Division
- Planning & Administration
- Public Information Officer
- Roadway Safety Committee
- South Dakota Driver Licensing
- Traci Pearl Consulting
- TraCS/WebTraCS
- Tribal Transportation Safety Summit Report
- USD Business Research

Clearly, we need to develop additional grass-root efforts to bring the fatality number down and to fine-tune the use of law enforcement overtime. A GIS analysis of multiyear fatality and injury crashes will be undertaken to create a sharper focus of these efforts.

C2 – Decrease the serious traffic injuries five-year average by at least .8 percent from the 2010-2014 average of 797 to a five-year average for 2011-2015 of 790.

**Outcome:**

At the end of CY2015, the serious traffic injury count was 803 bringing the 5 year average to 790.6. This misses the performance measure by 0.08%.

**General Assessment:**

Injury crash prevention and fatal crash prevention often go hand-in-glove and the fact that our injury crash number goal is met is good news. Both crash reduction programs, however, depend on the ongoing effort in other program areas.

It should also be noted that the higher number of traffic injuries (as opposed to crash fatalities) allows for greater statistical allowances in data. For example, when a state has a relatively low fatality count, such as South Dakota, the addition of a small handful of fatal crashes is a statistical issue.

We funded the following programs specifically to assist in achieving this goal.

- EMS Training
- NEMSIS Implementation

The South Dakota Office of Highway Safety will continue to explore program opportunities to reduce injury crashes. This will have a corresponding effect on fatal crash numbers.
C3 – a) Decrease the five-year average fatalities/VMT from the 2010-2014 average rate of 1.45 to 1.42 by December 31, 2015.
   b) Decrease the five-year average rural fatalities/VMT from the 2010-2014 average rate of 1.75 to 1.70 by December 31, 2015.
   c) Maintain the five-year average urban fatalities/VMT rate under .72 through December 31, 2015.

   **Outcome:**

   At the end of CY2015, the traffic fatality rate as a function of VMT decreased from 1.48 in 2014 to 1.43 in South Dakota. At the end of CY2015, the rural traffic fatality rate as a function of VMT decreased to 1.76 in South Dakota. At the end of CY2015, the urban traffic fatality rate as a function of VMT decreased to 0.68 in South Dakota.

   **General Assessment:**

   The highway safety office has some control over this number but this goal is almost entirely dependent on vehicle miles traveled by the motoring public.

   It is the common wisdom of traffic safety professionals that VMT’s ebb and flow with the economy. So, while an improvement in fatality counts may be made by the OHS, the outcome of this measure is dependent on economic factors outside the control of the state.

   In a period of relative economic distress, the VMT goal will go up slightly because of fewer miles traveled. States, such as South Dakota, that depend heavily on tourism and the vehicles used to accomplish ‘family vacations’ look for improved economic periods to fulfill this goal.

C4 – Decrease the unrestrained passenger vehicle occupant fatalities five-year average by at least .6 percent from the 2010-2014 average of 64.2 to a five-year average for 2011-2015 of 63.8.

   **Outcome:**

   At the end of CY2015, the number of unrestrained passenger vehicle occupant fatalities for all seating positions was 60 persons, which brings the 5 year average down to 62, which is slightly above our goal of 63. This goal was met.

   **General Assessment:**

   Even with the changed NOPUS methodology in 2012, South Dakota’s seatbelt usage rate is in need of improvement.

   We are a secondary enforcement state and because of that our efforts need to be largely focused on educational messages and teaching the next generation the value of buckling up. NHTSA may argue that secondary enforcement doesn’t mean ‘zero enforcement’ and South Dakota agrees. But, the stark reality is that enforcement is complicated as a secondary issue.
Despite a lack of primary enforcement and a substantial fine for not wearing a seatbelt, it remains the duty of the Office of Highway Safety to increase seatbelt usage. This will be a continued multi-front project because of the east/west river composite of the state. Adding the nine tribes to the messaging also creates a challenge.

We funded the following programs to assist in achieving this goal.

- Law Enforcement Programs/Overtime
- Media
- SD Broadcasters
- Seat Belt Survey
- Volunteers of America

C5 – Decrease the alcohol impaired driving fatalities five-year average by at least .6 percent from the 2010-2014 annual average of 33.4 to a five-year annual average for 2011-2015 of 33.2.

Outcome:

The 2010-2014 five-year average should have been 45.8. At the end of CY2015, the number of fatalities stood at 49 for those fatalities involving a driver or operator with a BAC of .08 or above causing the 5 year average to remain the same at 45.8.

General Assessment:

The South Dakota Office of Highway Safety strongly believes that funding a wide range of impaired driving programs will have a positive effect on fatality and injury crash numbers.

The ‘frontier’ mentality that it is okay to drink and drive has been addressed in many of our media messages. Most notably, the Time For a Reality Check campaign that can still be found online at DRIVESAFESD.com.

We continue to have great success with our DUI First educational materials. These materials are an attempt by our office to standardize the curriculum of those who are charged with their first DUI and charged to attend an educational program as part of their overall sentence. This has been a statistical success.

We have also taken the lead in the state to increase access to prosecutors in the largest counties. In other words, when our efforts to prevent drinking and driving have failed, we won’t idly standby due to the lack of prosecutorial staff and watch DUI charges get reduced to a reckless charges.

We funded the following programs to assist in achieving this goal.

- 4th, 5th & 6th Circuit DUI Court
- Alliance for Substance Abuse Prevention
- Custer State Park
- DSS Prevention Program
- Law Enforcement Programs/Overtime
Our efforts will be bolstered in the coming months and years with the recommendations of the Impaired Driving Task Force which is meeting on a regular basis to determine what is and is not working in South Dakota.

C6 – Decrease the speeding related fatalities five-year average by at least 2 percent from the 2010-2014 annual average of 31 to a five-year annual average for 2011-2015 of 30.4.

Outcome:

The five-year average from 2010-2014 should be 35 and a 2 percent drop for 2011-2015 average results in a goal of 34.3. At the end of CY2015 the number of fatalities was 30 for speeding-related deaths, a decrease of 2 bringing the 5 year average to 34.4. South Dakota failed to reach the goal on either account.

General Assessment:

Speed related fatalities remain a very real problem in South Dakota. The state continues to allocate resources to speed enforcement.

Being a very rural state with long stretches of wide open roadways, the ability to speed has always been an issue. Law enforcement personnel cannot effectively cover the many hundreds of square miles of state roadways simultaneously, which results in the need to educate the public of the dangers.

We funded the following programs to assist in achieving this goal.

- Law Enforcement Equipment
- Law Enforcement Programs/Overtime
- SDHP Enforcement
C7 – Decrease the motorcyclist fatalities five-year average by at least 7.9 percent from the 2010-2014 five-year annual average of 20.2 to a five-year annual average for 2011-2015 of 18.6.

Outcome:

For CY2015 the fatality count ended at 31. The 5 year average exceeded our goal by 3.4 – coming in at 22 fatalities during the period.

General Assessment:

The State of South Dakota works diligently to keep this number as low as possible but the effort is complicated by the annual Sturgis Motorcycle Rally which brings hundreds of thousands of motorcycle enthusiasts to the state each year.

The 75th Anniversary of the Sturgis Motorcycle Rally occurred in 2015 and the large number of motorcyclists attending this event will dramatically impact our FFY16 Annual Report.

C8 – Decrease the unhelmeted motorcyclist fatalities five-year average by 9.6 percent to 13.2 fatalities or less for 2011-2015.

Outcome:

For CY2015 the unhelmeted count ended at 22. This goal was not met.

General Assessment:

Although we fund the motorcycle safety and training program from state funds each year, the goals cited in C7 and C8 are dependent on motorist activities from visitors to the state (namely those attending the rally) and citizens of South Dakota.

The Office of Highway Safety has an ongoing educational website (SouthDakotaRides.com) that is actively marketed to individuals with an interest in motorcycle-related activities. Again, this activity is largely funded from state-based revenues.

South Dakota has determined that the application process for §405 funds targeted for motorcycle safety to be far too cumbersome for the amount of funding provided.

C9 – Decrease drivers age 20 or younger involved in fatal crashes five-year average by at least .4 percent from the 2010-2014 annual average of 18.8 to a five-year annual average for 2011-2015 of 18.4.

Outcome:

At the end of CY2015 the number of drivers age 20 or younger involved in a fatal crash stood at 14 drivers. This is an achieved goal for the Office of Highway Safety and the State of South Dakota.
General Assessment:

Speed, unbelted drivers, and alcohol use are all factors in this performance goal.

The Impaired Driving Task Force is examining young drivers, the OHS has entered into a contract with a vendor to examine what factors are missing in South Dakota’s driver education programs, and other initiatives are underway in an effort to push this number in a downward direction.

We funded the following programs to assist in achieving this goal.

- DSS Diversion Program
- From the H.E.A.R.T.
- Prairie View Prevention
- South Central Alcohol Task Force
- Teen Court

Obviously, additional work needs to be done on this front, but with one of the lowest legal driving ages in the United States (14 for an instructional permit), South Dakota has significant challenges ahead.

C10 – Maintain a pedestrian fatalities five-year average of 7 fatalities or less for 2011-2015, despite expected increases in population.

Outcome:

This objective was met, as the 5 year average number of pedestrian fatalities is 6.6 as of December 31, 2015.

General Assessment:

Fatalities in this category are historically tribal in nature. That makes it difficult to treat the problem with an over-arching fix.

We funded the following programs to assist in achieving this goal.

- South Dakota Emergency Medical Services for Children

C11 – Maintain a bicyclist fatalities five-year average of 1 fatality or less for 2011-2015, despite expected increase in population.

Outcome:

At the end of CY2015 the number stood at 1 fatality. This measure was met as the five-year average from 2011-2015 was 1 fatality.

General Assessment:

South Dakota historically has a low number of bicycle fatalities.
We funded the following programs to assist in achieving this goal.

- South Dakota Emergency Medical Services for Children
- Education Resource Center

B1 – Increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles 1.1 percentage points from the 2014 calendar year base year average usage rate of 68.9 percent to 70.0 percent by December 31, 2015.

Outcome:

Statewide usage for CY2016 is reported at 74.2%, based on new survey methodology implemented by NHTSA. Caution must be exercised in comparisons made to years prior to 2012 due to changes in sampling methodology combined with the addition of tribal counties, which OHS believes has skewed the data.

General Assessment:

As has already been assessed in Performance Goal C4, South Dakota needs to make large strides in Occupant Protection. The Office of Highway Safety recognizes this fact and works within appropriate boundaries to make a difference.

The office anticipates undertaking additional promotional activities and enforcement campaigns in late first quarter of 2016 to push seatbelt usage above the goals.

This will include educational activities on tribal lands which we believe skews our usage rate downward.

In addition to the goals outlined above, activity measures at the end of CY2015 had the following results:

- Impaired Driving Citations: 10,361
- Occupant Protection Citations: 9,686
- Speed Citations: 42,258
FFY16 Project Agreement Annual Report Summaries

Alliance for Substance Abuse Prevention

Contact Information: Linda Colhoff-Glover
                   PO Box 9171
                   Rapid City, SD, 57718

Project Number:  2016-02-26

The EXTRA EYES project helped deter impaired driving through the use of media and community volunteers. Trained volunteers would be stationed throughout the city of Rapid City and if they suspected someone was driving while impaired, they would contact the Rapid City Police Department. A media campaign was run advising the public to call 911 if they suspected someone was driving while impaired.

This project was funded with Section 154 federal funds.

Project Contribution to Highway Safety Target:
The Alliance for Substance Abuse Prevention trained eleven community Extra Eyes volunteers through four hours of training with the Rapid City Police Department on identifying possible impaired drivers. Of the eleven trained volunteers, six were consistently volunteering. Nineteen events were held where the volunteers were out in the community between the hours of 8:45 pm to 2:30 am watching for possible impaired driving. PSA's geared toward informing the public about Extra Eyes in the community watching for impaired drivers ran on Home Slice Media's top two radio stations and averaged 31,700 people heard the ads weekly. PSA's were created for the digital electronic billboards through Lamar Outdoor Advertising and were rotated through eleven locations throughout the city. Over the six month period the ads were run, there were 1.7 million viewings of the ads. There were 433 alcohol related Injury crashes and two alcohol related fatalities during this grant cycle.

Community Outreach and Program Management

Contact Information: Amanda Hossle
                    Office of Highway Safety
                    118 W Capitol Ave
                    Pierre, SD  57501

Project Number:  2016-01-11; 2016-02-11; 2016-03-11

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, 405(d), and 410HF federal funds.

Project Contribution to Highway Safety Target:
This project provides administrative oversight and support.
Driver Education Coordinator

Contact Information: Christopher Grant  
118 W Capitol Ave  
Pierre, SD 57501

Project Number: 2016-01-35

This project supported a Driver Education Coordinator to provide coordination and support for the driver education process in South Dakota. The Driver Education Coordinator serves as the primary point-of-contact for any school district administrator or driver education instructor who has questions, and is working to create and maintain a comprehensive database of active driver education instructors across the state.

This project was funded with Section 402 federal funds.

Project Contribution to Highway Safety Target:  
This project provides administrative oversight and support.

Driver's Education Project

Contact Information: Christopher Grant  
118 W Capitol Ave  
Pierre, SD 57501

Project Number: 2016-02-01

This project supported a comprehensive study of current driver’s education practices across South Dakota. A final report including recommendations was presented to the Department of Public Safety, Office of Highway Safety.

This project was funded with Section 402 federal funds.

Project Contribution to Highway Safety Target:  
This project provides administrative oversight and support.

Department of Social Services – Alcohol Diversion Program

Contact Information: Gib Sudbeck  
Department of Social Services, Division of Alcohol & Drug Abuse  
700 Governors Drive, Kneip Building  
Pierre, SD 57501

Project Number: 2016-02-13

By utilizing the Diversion Program, The DSS Prevention Program will be able to provide services in the following top 11 counties for alcohol-related crashes: Pennington, Lawrence, Meade, Brown, Codington, Brookings, Davison, Beadle, Minnehaha, Lincoln, and Yankton. The Prevention Program has two goals, prevent hard to the individual drinker and to prevent harm to society.
This project was funded with Section 410K8 federal funds.

**Project Contribution to Highway Safety Target:**
During FFY2016, a total of 663 individuals who started diversion programming with 629 of them completing the program. The goal to have 670 individuals was not met however; the completion rate of 95% was met. During FFY 2016, of the 629 youth and young adults that completed the Diversion programming, the average participants increase in knowledge from pre-test to post-test was 19%. The projected increase in learning was 4% more than the established benchmark of 15% increase in learning. In an attempt to decrease the number of youth involved in alcohol related fatalities the following number of diversion classes were held this past year, primary prevention had 74 classes and intensive prevention had 24 classes.

**Department of Social Services – Community Alcohol Prevention**

Contact Information: Gib Sudbeck  
Department of Social Services, Division of Alcohol & Drug Abuse  
700 Governors Drive, Kneip Building  
Pierre, SD  57501

Project Number: 2016-00-03

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 Department of Social Services, Community Behavioral Health Prevention Program. Each specialist is linked to one of the 22 Alcohol and Drug Community Coalitions in the State, or one of the three Prevention Resource Centers, and together provide prevention and educational services on a statewide basis.

In FFY16, the Network distributed public education materials and provided presentations in communities across the state. Various SADD trainings were held across the state along with 2 SADD Conferences that were held in Rapid City and Watertown. The Network promotes the NHTSA campaigns and other campaigns and material developed by the Office of Highway Safety media consultant.

This project was funded with Section 410HF federal funds.

**Project Contribution to Highway Safety Target:**
The Network staff track the number of hours and people served during grant funded activities. In FFY16, 842 hours of service were provided by this project and 91,029 people were reached with alcohol/impaired driving messages. Local coalitions conducted Impaired Driving Campaigns for youth in the 9th to 12th grade in high risk communities. There were training events in the targeted communities in the State that trained 509 students on the dangers of drinking and driving.

**DUI Court 4th, 5th & 6th Circuit**

Contact Information: Noreen Plumage  
500 E Capitol Ave  
Pierre, SD 57501

Project Number: 2016-02-10
The DUI Courts were developed in South Dakota following the national DUI Court model. DUI Court is an option for judges 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, are at least 18 years of age and live within 25 miles of either Sturgis, Lead, Spearfish, Belle Fourche (4th Circuit), Aberdeen (5th Circuit) or Pierre/Ft. Pierre (6th Circuit). 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.

This project was funded with Section 405(d) federal funds.

**Project Contribution to Highway Safety Target:**
In FFY16, the combined three DUI Courts served 58 hardcore drinkers and drivers. 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. A total of 34 clients were served and 12 graduated in FFY16. At the end of FFY16, the retention rate for the 4th Circuit DUI Court, 5th Circuit DUI Court and 6th Circuit DUI Court was 100.00%, 77.27% and 71.11%, respectively. These retention rates are well above their goal of 60%.

**DUI Prosecutor- Minnehaha County State’s Attorney’s Office**

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

Project Number: 2016-00-61

This project primarily reduces 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 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. The office has taken a firm position when it comes to low blood DUI cases that are charged as a second offense or greater. By refusing to reduce low blood DUI’s, and having the work force to support that position, the office has observed more guilty pleas to low blood DUI second and higher charges. Strengthening prosecution of DUI offenses plays an integral role in law enforcement’s goal of reducing the frequency of DUI-related injuries and fatalities and increasing public safety.

This project is funded with Section 164 federal funds.

**Project Contribution to Highway Safety Target:**
For the period of October 1, 2015 through September 30, 2016, 1,557 cases were charged out. Of those charged, 874 have been closed. Having two full time DUI prosecutors on staff allows special attention for DUI cases. Through consistent efforts by prosecutors the target objective of 19% dismissal/reduction was met. The current dismissal/reduction rate of the 874 closed cases
is 16%. Grant prosecutors will continue to focus on the remaining 683 cases to ensure the rate remains at or below 19%.

**DUI Prosecutor- Pennington County State’s Attorney’s Office**

Contact Information: Koln Fink  
Pennington County States Attorney  
300 Kansas City St., Suite 400  
Rapid City, SD 57701

Project Number: 2016-02-18

This project addresses and lowers the dismissal rate of DUI cases in Pennington County. This grant uses a full time dedicated prosecutor to oversee all DUI cases in Pennington County. Statistics will be compiled and compared on a yearly basis. The Pennington County State’s Attorney’s Office prosecutes and coordinates the prosecution of DUI and vehicular crime cases, focuses on the improved prosecution of DUI and vehicular crime cases and serves as a resource to law enforcement in Pennington County regarding the prosecution of DUI and vehicular crimes cases. 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 funds.

**Project Contribution to Highway Safety Target:**
The over-arching objective of the project is to be able to give more individualized attention to DUI related criminal matters in Pennington County. There has been a very steady reduction in the overall number of DUI related cases that have come into the office over the past 5 years and this is due, at least in part, to our office’s ability to handle each DUI related matter on a more individualized basis. In the FY2016 there were 1,224 total DUI related cases in comparison to 1,389 the year before. Also, there have been a reduced number of dismissals, no charges, and reductions by having individualized attention to the cases. Total dismissals were 32, up from 21 the previous year. Cases that were “no-charged” increased slightly to 1.2% and the reductions or amendments totaled 65 for FFY16. These numbers show how the continued individualized attention that is given to each DUI case is affecting the overall numbers in a positive manner.

**Education Resource Center**

Contact Information: Marsha Kucker  
1900 S Bill Dr  
Sioux Falls, SD 57110

Project Number: 2016-00-33

This project focuses on bringing bicycle and pedestrian safety into elementary classrooms while providing education materials to teachers.

This project is funded with Section 402 federal funds.
Project Contribution to Highway Safety Target:
The SD Safety KidZ Club program was available to schools beginning August 2016. The majority of the grant program year was spent in developing the curriculum, developing the website, marketing and promotion to schools, registering schools and recruiting two pilot sites. Approximately 2,450 students in grades k-3 enrolled for the formal program. Each student was provided with a passport and stickers to mark their progress through the program and meeting safety challenges for each topic. Additional schools and community organizations can access the materials without formally enrolling in the program. This grant application provided funding to develop the bicycle and pedestrian safety programs for grade levels K-1 and 2-3. The curriculum includes activities, posters, pre and posttests, workbooks, printable games, posters and journals. A Travel Guide provides a suggested scope and sequence for the program.

Emergency Medical Services for Children

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

Project Number: 2016-02-21
This project focuses on injury prevention including occupant protection and bike safety, responding to requests for information and coordinating special events. This project also coordinates the Don’t Thump Your Melon program which provides bike safety education and bike rodeos across the state. In FFY16, EMSC used a bike rodeo kit to provide assistance to communities who hosted a bike rodeo. The program brochure and bike rodeo kit are available online.

This project is funded with Section 402 federal funds.

Project Contribution to Highway Safety Target:
The projects main objectives were to reduce the number of traffic fatalities, serious injury crashes, and the number of pedestrian fatalities in Minnehaha, Lincoln and Moody counties. Both serious injury crashes and fatality crashes decreased in Minnehaha, Lincoln, and Moody counties by 50% and 36%, respectively. During the entire year, SD EMS for Children provided education to EMS providers to incorporate the promotion of seat belt usage. This educational package included marketing the materials to all EMS educators in the state and information about the training to all EMS services in South Dakota.

Emergency Medical Services Program

Contact Information: Marty Link
Office of Rural Health/Emergency Medical Services
600 E Capitol Ave
Pierre, SD  57501

Project Number: 2016-02-19
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 20% of the state’s ambulance services have a shortage of trained personnel at any one time. There are 123 ground and 5 air ambulance services in the state plus 21 from out-of-state that take care of
emergency calls within SD state lines. Continued turnover due to population demographics & age makes it necessary to continually train new personnel. The trained personnel must have in-service/refresher training to maintain their emergency care skills.

This project was funded with Section 402 federal funds.

**Project Contribution to Highway Safety Target:**

There have been many changes in Emergency Medical Services throughout FY16. One of the most notable was the transition of EMS from the Department of Public Safety to the Department of Health resulting from an executive order by the Governor of South Dakota.

In our FY16 grant application, the EMS Program proposed training new EMTs, providing EVOC courses, conducting PHTLS classes, and approving CME credits. The EMS Program conducted 10 EVOC courses reaching a total of 89 personnel. These numbers are down from past years as a direct result of allowing locally delivered content which we see as a positive change. There was approval of 146 new EMT courses for a total of 769 prospective students; this exceeded the initial projection of 500 students trained. EMS provided 856 education courses reaching over 7,380 EMS providers on topics such as injury prevention, treating of the traumatized patient, and various other emergency situations encountered in an emergency response. There were over 1,000 recertified EMTs which contributes directly to maintaining our workforce numbers. We conducted over four PHTLS and three RTTDCs which support reducing morbidity and mortality across South Dakota.

Overall, the EMS Program has been extremely pleased to provide and support local EMS professionals in South Dakota through Highway Safety funding. We are able to see greater awareness of systems of care philosophies which include all members of the response team. The Office of Highway Safety funds a proportionate share of roadway related EMS program expenses.

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

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

Project Number: 2016-02-50

This project focuses on alcohol impaired driving prevention through the use of awareness materials and public education. From the H.E.A.R.T. stands for Help Eliminate Alcohol Related Tragedies. The message, “Get a Ride Don’t Drink and Drive” was broadcasted throughout the state through PSA radio messages, billboards, and video clips broadcasting are being played at all Drivers Licensing Program Offices in the state of South Dakota. 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. The new billboards have a bright new image that reached across the whole State of South Dakota.

This project is funded with Section 164 federal funds.

**Project Contribution to Highway Safety Target:**

This year was a great year to get the word out about the dangers of drinking and driving. A total of eleven radio spots were creating throughout the year in order to get the message out to
everyone in hearing distance about the dangers of drinking and driving. Keloland ran ads on their home page during this time and it was seen 99,983 times. Midcontinent Communications ran the ad 5,564 times from October 1, 2015 to September 30, 2016. Working with the South Dakota Driver License Offices Programs has been a great way to get the message out to every diver in the state of South Dakota when they renew or are receiving their license for the first time.

**Grants Management System – EDGAR**

Contact Information: Amanda Hossle
Office of Highway Safety
118 W Capitol Ave
Pierre, SD  57501

Project Number: 2016-01-12; 2016-02-12; 2016-03-12

EDGAR (Electronic Database for Grant Application and Reporting) offers options for the advertisement, submittal and review of grantee proposals/applications, the creation of contracts, the disbursement of funds, the collection and retention of contract deliverables, and requests for reimbursement and post-grant reporting and evaluations. E-grant systems with automatic notifications and reminders help sub-grantees stay on track with contract terms and deliverables, alert the state when documents are overdue, collect data for annual reports, and increase staff efficiencies by reducing the issuance of notifications the OHS administers in hard copy now.

This project was funded with Section 402, 405(d), and 410HF federal funds.

**Project Contribution to Highway Safety Target:**
The Office of Highway Safety has been using EDGAR for one full grant cycle. Agate is a contractor that provides maintenance and support to the Office of Highway Safety. There are currently 101 law enforcement agencies registered with EDGAR to either manage their Highway Safety grant or report monthly traffic data. There are currently 32 state, community coalitions, and non-profit organizations registered with EDGAR.

**Highway Patrol**

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

Project Numbers: 2016-00-85; 2016-01-05; 2016-01-06

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.

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.
In conjunction with May Seatbelt Mobilization activities, the Highway Patrol continued to utilize the Roll-Over Simulator. Troopers provided public education while using the two rollover simulators to demonstrate what happens to a person when they don’t use a seatbelt.

This project was funded with Section 402, 164, and 405(d) federal funds.

**Project Contribution to Highway Safety Target:**
In FFY16, the Highway Patrol provided 3,369.7 hours of overtime for increased alcohol enforcement in the state resulting in 183 people arrested for impaired driving, 16 citations for underage possession/consumption, and 29 citations for other alcohol infractions.

In addition, the Highway Patrol dedicated 1,401.5 hours of overtime to increase speed enforcement. During those hours of speed enforcement overtime, 2,067 speed citations and 286 seatbelt citations were issued in FFY16.

The Highway Patrol performed sobriety checkpoints and saturation patrols throughout FFY16. Each high visibility event was preceded by a news release developed by the Public Information Officer.

The Highway Patrol dedicated 2,186 hours of 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.

**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 154 and 405(d) dollars) to enhance prosecution of impaired driving cases.

**Project Contribution to Highway Safety Target:**
The Office of Highway Safety, using crash and citation data, determines which law enforcement agencies should be awarded grants to purchase equipment which will ultimately be used to drive down fatalities and injuries.

**Law Enforcement Liaisons**

Contact Information: Office of Highway Safety
Department of Public Safety
118 W Capitol Ave
Pierre, SD 57501
Project Number: 2016-03-37

Four individuals with law enforcement experience provide liaison services between the Office of Highway Safety and local law enforcement agencies. In FFY16, 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 FFY16, the LELs were available to provide assistance to 66 county sheriff offices, 77 police departments, and 7 tribal law enforcement agencies. Of these, the following agencies received NHTSA funding in FFY16: 1 state police office, 22 sheriff offices, 24 police departments, 1 tribal law enforcement agency, and 1 State park entity.

This project is funded with Section 402 federal funds.

**Project Contribution to Highway Safety Target:**
This project provides administrative oversight and support.

**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, 154, and 405(d) federal funds as appropriate to the activity performed.

**Project Contribution to Highway Safety Target:**  
The Office of Highway Safety, using crash and citation data, determines which law enforcement agencies should be awarded grants to fund overtime enforcement activities which will ultimately be used to drive down fatalities and injuries.
Lawrence and Schiller, Media Contractor

Contact Information: Sam Gotham
Lawrence & Schiller
3932 South Willow Avenue
Sioux Falls, SD 57105

Lawrence and Schiller is a full service advertising agency that assists the Office of Highway Safety in all of its advertising, social media, and other safety messaging activities.

This contract was funded through Section 164, 402, 405(d) 410, and 405f federal funds and through donated bonus ad placement.

Project Contribution to Highway Safety Target:
This project focused on public messaging of safety campaigns.

Mountain Plains Evaluation – Impaired Driving Task Force

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

Project Number: 2016-02-04

In FFY16, a contract with Mountain Plains Evaluation again 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 FFY16, 1,310 people participated in 1st Offender courses. After one year, 79.6% of participants stated the course helped them change their driving behavior. From 2004-2015, the percentage of course participants that had a 2nd DUI offense was 21.9% compared to 26.5% for controls. This represents a 17.4% decline in the recidivism rate for course participants compared to controls from 2004 through 2015.

This project is funded with Section 405(d) federal funds.

Project Contribution to Highway Safety Target:
Among other things, this project assisted in the justification to add a new 24/7 program in the recently enacted FAST Act. The new program will assist states nationwide in driving down impaired driving death and injury.
National EMS Information System (NEMSIS)

Contact Information: Marty Link  
Office of Rural Health/Emergency Medical Services  
600 E Capitol Ave  
Pierre, SD  57501

Project Number:  2016-00-20

The goal of the NEMSIS project is to have 100% of the ambulance services using the new system. Submission of South Dakota data to NEMSIS is done by Med Media, our vendor, completing a download to the national data bank in quarterly increments. The EMS program is also working to have hospitals use the system so they can access ambulance run reports for all patients brought to their location.

This project was funded with Section 405(c) federal funds.

Project Contribution to Highway Safety Target:
By the end of FFY16, South Dakota, had increased the number of ambulance services to 130. There are 124 ground services and 6 air services – 122 are currently using the system. There were a total of 1,430 non-complete reports and 65,548 complete reports for a total of 98% completion rate during FFY16. All hospitals have access to the “hospital access” program which allows ambulance ePCRs to be viewed via a web-based platform. To date, approximately 90% of the hospitals utilize this platform.

Prairie View Prevention

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

Project Number:  2016-00-35

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. Past messages include effective, emotional testimonials from families who have lost a child in an alcohol related crash. This message has included a perspective on alcohol related injuries and parents who provide alcohol to kids. This program has continued to grow as it reaches more schools, parents, students and community members. Many parents are unsure or uncomfortable with talking to their child about underage drinking and driving. Parents Matter started in 2006 when 13 youth were killed in alcohol related crashes in the southeastern area of the state.

This project was funded with Section 410K8 federal funds.

Project Contribution to Highway Safety Target:
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. Several schools
added the Parents Matter Campaign banner to their district website which allowed parents to access the Parents Matter, SafeSouthDakota.Com right from the school website. The printed Talking Points sheets for parents have been used at local fairs, back to school events and parent teacher conference this fall. All these efforts have continued to provide a means for a unified prevention campaign across the state. The campaign had a total of 64,950 people view the video. The total reach for the campaign including Facebook post, pages likes, mentions or check-ins on the Facebook or webpage totaled 785,331 impressions. The TV and Radio spots were also used to reach the target audience. A total of 2,958 TV spots aired over a 6 week period with 1,953 paid and 975 earned spots with coverage across the state. A total of 1,944 radio spots aired with 1,097 paid and 847 earned spots covering the entire state. Our print material reach included all public school districts, several law enforcement agencies and local newspapers. We distributed 48,237 brochures, 39,617 letters and 4,122 videos to parents as a part of the prevention messaging. The objective of a 20% reduction of youth fatalities for alcohol related to crashes from the base year was met and exceeded. In 2015 there were 3 crash deaths of youth age 13-19 that were alcohol related compared to the base year of 13 deaths.

Planning and Administration

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

Project Number: 2016-01-13

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

Project Contribution to Highway Safety Target:
This project provides administrative oversight and support.

Public Information Officer

Contact Information: Tony Mangan/Kristi Turman  
Department of Public Safety  
118 W Capitol Ave  
Pierre, SD 57501

Project Number: 2016-01-14; 2016-02-14; 2016-03-14

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 FFY16, the PIO focused on messaging involving impaired driving, speeding and seatbelt use. The South Dakota Office of Highway Safety, South Dakota Highway Patrol, and many local law enforcement agencies worked together in high-visibility saturation patrols and checkpoints focused on Memorial Day weekend, July 4th Holiday period and Labor Day weekend.

Beyond that, the PIO helped coordinate 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 was funded with Section 402, 405(d), and 410HF federal funds.

**Project Contribution to Highway Safety Target:**
This project provides administrative oversight and support.

**Roadway Safety Committee**

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

Project Number: 2016-01-15; 2016-02-15

The Roadway Safety Committee is an ad hoc, informal group of roadway safety minded partners that 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.

This project was funded with Section 402 and 410HF federal funds.

**Project Contribution to Highway Safety Target:**
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.

**Seatbelt Survey – Administration and Analysis**

Contact Information: Upper Great Plains Transportation Institute  
North Dakota State University  
NDSU Dept. 2880 PO Box 6050  
Fargo, ND 58108-6050

Project Number: 2016-01-17

In FFY16, the Office of Highway Safety contracted with Upper Great Plains Transportation Institute, North Dakota State University (NDSU) to administer and analyze data for the annual seatbelt 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.

This project was funded with Section 402 federal funds.
Project Contribution to Highway Safety Target:
NDSU 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 2016, the certified seatbelt usage rate in South Dakota was 74.2%, based on new survey methodology implemented by NHTSA.

**Seatbelt Survey – Observational**

Contact Information: Katherine Q Benton  
SD EMT Association  
300 S Courtland St #106  
Chamberlain SD 57325

Project Number: 2016-01-17

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. The data was gathered according to NHTSA protocols and provided to UGPTI for analysis (see above).

This project was funded with Section 402 federal funds.

Project Contribution to Highway Safety Target:
In 2016, the certified seatbelt usage rate in South Dakota was 74.2%, based on new survey methodology implemented by NHTSA. These surveys provide a guide post for future enforcement and messaging campaigns.

**Sioux Empire Safety Village**

Contact Information: Brenda Leiseth  
Sioux Empire Safety Village  
PO Box #90612  
Sioux Falls, SD  57109

Project Number: 2016-02-08

The Sioux Empire Safety Village is dedicated to reducing alcohol related traffic deaths among youth in the state of South Dakota. By taking our Simulated Reality program to schools all across the eastern part of South Dakota, young drivers are learning the consequences of impaired driving. There were several educational projects targeted to teens including our Simulated Reality and Midnight Ride programs and as well as our media campaigns. The Simulated Reality program brought the driving simulators and educational booklets to over 1,600 students throughout the eastern portion of South Dakota. The simulators educate teens on the consequences of impaired and distracted driving. The Midnight Ride crashed car program has been a wonderful addition to the Simulated Reality program. This display is of a car damaged in an impaired accident. Visible on the car is the story of what happened, statistics of the traffic deaths in SD and quotes to pull on the heartstrings. Some schools have bundled it with the driving simulators, while others have had it as a stand-alone display.

This project was funded with Section 164 federal funds.
Project Contribution to Highway Safety Target:
In FFY16, the simulators visited 31 communities all across the State. Over 1,600 students have been directly impacted by the project. The Sioux Empire Safety Village also has pre-driving and post-driving surveys to evaluate the immediate impact of the driving simulator experience on the students. There was a 14% increase in correct answers on the post survey, which exceeded our goal of at least a 10% increase in learning. A social and traditional media campaign was implemented and had the theme of the Worst Decision Ever. It was a huge success with 11,630 trackable clicks and a click-thru rate of .52%, which exceeds the national average.

One of Sioux Empire Safety Village's objectives in the grant was to reduce the 5-year average of alcohol-related traffic deaths in SD from 48 to 47 or 2% through educational efforts among youth in the 12-20 age range. (2014 SD Highway Safety Report). This objective was exceeded, as the 5 year average (2009-2013) went from 48.4 to 45.8 (2010-2014), a 5.7% reduction. The great news is that in the 5 years since our program has received funding (2011-2015), this fatality average has reduced by 6.5% to 45.6. Our second objective was to reduce the 5-year average number of drivers age 20 or younger involved in fatal crashes in SD by 2% from 20.4 to 20 (NHTSA 2008-2012). This objective was exceeded, as the 5-year average went from 20.4 to 18.8 (2010-2014), a 8.5% reduction.

South Dakota Broadcasters
Contact Information: Steve Willard, President
South Dakota Broadcasters Association
106 W. Capitol Avenue, Suite 7
Pierre, SD 57501
Project Number: 2016-01-18; 2016-01-30

This is a nationally unique project that utilizes “paid public service announcements” placed on every broadcast station in South Dakota through the State Broadcasters Association. The contract with SDBA generates a minimum of 3 to 1 in match. In other words, for every one paid announcement, the broadcast stations place another 3+ announcements in their schedules. The match activity is well-documented by broadcast affidavits.

This project was funded with Section 164 and 410K8 federal funds.

Project Contribution to Highway Safety Target:
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.

South Dakota Driver Licensing
Contact Information: Jane Schrank
South Dakota Driver Licensing
118 W Capitol Avenue
Pierre, SD 57501
Project Number: 2016-01-75
Currently there isn't a system that holds all the information of all driver license and identification card holders. If an applicant moves to another state their driving record may not follow. The driver may have a long history of traffic convictions that may be an indicator that the driver is not a safe driver. If an applicant moves to another state their driving record may not follow. S2S (State to State) will limit a person to one driver license and enable a state to determine if a person holds a driver license or identification card in another state. Driver Licensing will be able to request the history from the applicant's old state.

This project was funded with Section 405(c) federal funds.

**Project Contribution to Highway Safety Target:**
After the initial "go-live" date, there were 3,559 duplicate records found between other states that were live with State 2 State. With this list of driver's/identification card holders, Driver Licensing was able to either cancel our South Dakota driver license or identification card credential or pull the pointer from the other state which essentially cancels their credential from out of state. This has helped get closer to the "one driver, one record" slogan.

Driver Licensing has also found a couple records that have two federally compliant cards in two different states. The Real ID Act requires that only one federally compliant card be issued to each individual. The State 2 State program has already helped the office to be in better compliance with the Real ID Act. Driver Licensing will continue to get lists of possible duplicates as other states initiate the State 2 State program. State 2 State has become a vital tool in the driver license or identification card issuance process.

**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

Project Number: 2016-00-57

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.

In FFY16, the project used a local taxi service to provide safe rides home for 403 students, which was a 3.9% increase from FFY15. In addition to providing safe rides, the program supported alcohol prevention public education. Reaches over 4,000 students online and provides them with information on where to find alcohol free activities on and off campus and services related to alcohol and wellness.

This project is funded with Section 410K8 federal funds.

**Project Contribution to Highway Safety Target:**
At the end of FFY15, the Campuses Community Coalition gave the CORE alcohol survey to approximately 650 Rapid City college students. The number of students who reported not
drinking and driving in FY16 was 87.0% from SDSM&T and 88.0% from WDT as compared to FFY15 results of 84.0% from SDSM&T and 84.0% from WDT.

South Dakota State University – Safe Rides

Contact Information: Mariah Weber
South Dakota State University
1440 N Campus Drive, Room 104, Box 2818
Brookings, SD  57007

Project Number: 2016-00-16

The South Dakota State University (SDSU) Safe Rides program focused on impaired driving education for SDSU students and provided 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 SDSU Safe Ride program is a partnership between the SDSU Wellness Center, the SDSU Students’ Association, Brookings Area Transit Authority (BATA), the SD Department of Highway Safety, and the City of Brookings, offering a safe transportation alternative to SDSU students, Brookings community members, and visitors. Safe Ride operates for approximately 31 weeks during the academic year (September-May). The program operates two routes (blue route and yellow route) on Wednesday, Friday, and Saturday evenings from 9pm until 3am and each route is completed approximately every 25 minutes. Routes focus on the more densely populated residential areas, the SDSU campus community, and downtown areas. Partnerships with local bars and businesses have been made and sponsorships have been solicited from businesses and civic organizations.

This project was funded with Section 405(d) federal funds.

Project Contribution to Highway Safety Target:
In the fall of 2015, 10 students were trained as Safe Rides bus monitors. In FY16, 20,068 riders were safely taken home as compared to 16,289 riders in FFY15. The number of crashes involving impaired drivers in Brookings County increased by 4 in FFY16. In regards to crashes specifically resulting in injuries and fatalities, there were 13 injury crashes and 3 fatalities in FFY15 as compared to 16 injury crashes and 1 fatal crash in FFY16. Although injury crashes increased in FFY16, the number of fatalities decreased by 3. The number of DWI arrests in the City of Brookings increased by 94 convictions in FFY16 (200) from FFY15 (106). After talking with the Brookings Chief of Police, Jeff Miller, he attributes the sudden jump in convictions to new police officers who are very proactive on vehicles stops and DWI enforcement. The increase is not necessarily from more drinking but rather police officers getting better at finding intoxicated drivers and enforcing the law.

South Dakota Teen Court Association

Contact Information: Jennifer Stalley
South Dakota Teen Court Association
1351 N Harrison Ave
Pierre, SD  57501
Teen Court programs have a proven record of positively impacting youth behaviors to reduce alcohol violations among high-risk youth and provide an opportunity to interact with high-risk youth in a constructive way. Teen Courts address specific alcohol violations by youth charged with an alcohol-related crime through education and preventative services.

This project was funded with Section 164 federal funds.

**Project Contribution to Highway Safety Target:**
The twelve Teen Court programs in South Dakota serve youth in eighteen counties. During the FFY16 grant, teen courts across the state handled 116 alcohol-related cases. Fifty-one of these cases involved alcohol violations in a vehicle. All youth charged with alcohol offenses received assessments and education through a state sanctioned alcohol program, a certified chemical dependency counselor or a prevention specialist. The reach of alcohol sentences and related prevention education for teenagers during this grant was 441 youth. The teen court programs demonstrated a 14% recidivism rate for all alcohol-related during the FFY16 grant. This number was better than anticipated by the grant measures and demonstrates the effectiveness of the teen court sentencing model to deter youth from reoffending after completion of the sentence.

**Standing Rock Sioux Tribe**

Contact Information: Haden Merkel
Standing Rock Sioux Tribe
111 2nd Street East
McIntosh, SD 57641

Project Number: 2016-02-36

The National Highway Traffic Safety Administration (NHTSA), Office of Impaired Driving and Occupant Protection, Impaired Driving Division provided a national training initiative designed to assist communities in developing DWI Court programs and is conducted in cooperation with the National Center for DWI Courts (NCDC) a division of the National Association of Drug Court Professionals. Under this initiative, communities were selected to participate in a facilitated planning process. Participating communities must identify a team of professionals who will participate in the regionalized training.

This project was funded with Section 405(d) federal funds.

**Project Contribution to Highway Safety Target:**
Standing Rock Sioux Tribe had five people attend DWI Court Training September 13-16 in Minneapolis, MN.

**Traffic and Criminal Software (TraCS)**

Contact Information: Lois Goff
Department of Public Safety
118 W Capitol Ave
Pierre, SD 57501

Project Number: 2016-01-20
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. This results in better information in the state accident database.

This project was funded with Section 405(c) federal funds.

**Project Contribution to Highway Safety Target:**
The state Highway Patrol has been using TraCS for crash reporting since FY2007. The Office of Highway Safety is expanding TraCS to county, city and tribal law enforcement agencies. Affinity Global Solutions is a contractor that provides TraCS training, installation and weekly maintenance for more than 110 local governmental law enforcement agencies. The web-based version of TraCS deployed across South Dakota and currently serves 109 law enforcement agencies.

**Traffic Enforcement Training**

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

Project Number: 2016-00-37

The widespread use of alcohol and resulting crashes necessitate the need for training in the development of programs to counter these types of issues. This project provides traffic enforcement opportunities to law enforcement officers throughout South Dakota. This expands training opportunities to the advanced levels that are not presently available within the state.

This project was funded with Section 410HF federal funds.

**Project Contribution to Highway Safety Target:**
The DUI Instructor course was to be held March 21-25, but due to low numbers, the course was cancelled and will be held next year.

**Traffic Records Coordinating Committee (TRCC)**

Contact Information: Lee Axdahl/Roland Loudenburg  
Office of Highway Safety  
Department of Public Safety  
118 W Capitol Ave  
Pierre, SD 57501

Project Number: 2016-01-29

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 405(c) federal funds.

**Project Contribution to Highway Safety Target:**
This project coordinates the sharing and implementation of roadway safety data activity.

**Traffic Safety Resource Prosecutor**

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

Project Number: 2016-02-37

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.

TSRP representatives attend the annual NHTSA meeting for discussions on the 24/7 sobriety program. 24/7 is a program of the state Attorney General’s office to reduce recidivism among DUI offenders. The TSRP officer serves as the liaison between the state and NHTSA.

This project was funded with Section 405(d) federal funds.

**Project Contribution to Highway Safety Target:**
In FFY16, the Traffic Safety Resource Prosecutor provided training to three law enforcement agencies across the state regarding DUI blood draws. Assistance was provided to more than twelve prosecuting agencies across the state on impaired driving and other traffic cases. The annual DUI conference for prosecutors was held on May 4, 2016 that included training regarding field sobriety tests and recidivism statistics.

**University of South Dakota Government Research Bureau**

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

Project Number: 2016-02-16; 2016-03-16; 2016-04-16

The USD Government Research Bureau (GRB) used data provided by the Office of Highway Safety to draft the FFY17 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.

This project was funded with Section 402, 405(d), and 410HF federal funds.

**Project Contribution to Highway Safety Target:**
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.

**University of South Dakota Safe Rides**

Contact Information: Michele Turner
USD Student Counseling Center
Cook House 414 East Clark Street
Vermillion, SD 57069

Project Number: 2016-02-48

The University of South Dakota (USD) Safe Rides program focused on providing alternative transportation for students to prevent impaired driving. Randomly selected Safe Rides consumers were asked to not only rate their level of intoxication, but if they were diverted from driving that night. The USD Safe Rides Program collaborated with the alcohol prevention program at USD and provided education about alcohol use through peer programs and campus organizations.

This project was funded with Section 405(d) federal funds.

**Project Contribution to Highway Safety Target:**
In FFY16, the USD Safe Rides program provided roughly 10,000 rides during FFY16. The Safe Rides project has the full support and cooperation of the local police department which credits the service to a significant reduction in DUI arrests. The performance measure was to reduce or maintain the number of people killed or injured in alcohol involved traffic crashes in Vermillion by 1 from 9 in base year 2014. This baseline was determined by looking at alcohol-related accidents from January 2014 through December 2014. A more appropriate baseline would be from October 2013 through September 2014 (the time frame of the grant). If we look at this time frame, there were a total of 10 traffic crashes related to alcohol resulting in 4 injuries and 0 fatalities. One (1) of these accidents occurred during a Safe Rides shift.

In the final report, there was not an overall reduction in total accidents in Vermillion, but the number of accidents during Safe Rides was maintained. From October 2015 through September 2016, there were 11 total traffic crashes related to alcohol that resulted in 6 injuries and 0 fatalities. Only one (1) of those accidents happened during a Safe Rides shift.

**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 school-based highway safety projects. The program partners with community prevention advocates and law enforcement to provide outreach to communities.

Public education campaigns developed by the project coordinator follow the NTHSA Communications Calendar. This program utilizes 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 and 405(d) federal funds.

**Project Contribution to Highway Safety Target:**
The Volunteers of America, Dakotas project agreements contributed to the overall statewide highway safety targets by completing 8 occupant protection awareness efforts in 54 communities and many alcohol-Impaired driving awareness efforts all throughout the state.
## Federal Reimbursement Voucher

**U.S. Department of Transportation National Highway Traffic Safety Administration**

**State:** South Dakota  
**Report Date:** 12/29/2016  
**Claim Period:** 09/30/2016 - 09/30/2016  
**Not Posted In DELPHI**

**Total:** $0.00

### Program Area

**NHTSA**

#### NHTSA 402

**Planning and Administration**

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#### Emergency Medical Services

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#### Safe Communities

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**Safe Communities Total**

| HCS Federal Funds Obligated | $208,681.13 | Share to Local Benefit | $44,760.82 | State/Federal Cost to Date | $208,681.13 | Federal Funds Expended | $208,681.13 | Fed Previous Amount Claimed | $208,681.13 | Fed Funds Claimed this Period | $0.00 |

**Speed Enforcement**

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### Federal Reimbursement Voucher

**State:** South Dakota  
**Report Date:** 12/29/2016  
**Claim Period:** 09/30/2016 - 09/30/2016  
**Not Posted In DELPHI**

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**Speed Enforcement Total:** $516,052.91

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**Paid Advertising Total:** $520,265.77

**NHTSA 402 Total:** $1,677,232.92

#### 410 Alcohol SAFETEA-LU  

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**410 Alcohol SAFETEA-LU Total:** $393,689.50

#### 410 High Fatality Rate  

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**410 High Fatality Rate Total:** $393,689.50
### Federal Reimbursement Voucher

**2016-FINAL**

**State:** South Dakota  
**Report Date:** 12/29/2016  
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**Project:**  
**Description:**

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**410 High Fatality Rate Total**

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**154 Transfer Funds**

**154 Alcohol**

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Public Education Campaigns Examples for FFY2016

South Dakota RIDE.com

SHARE THE ROAD

JUST BECAUSE YOU DON'T SEE IT DOESN'T MEAN IT ISN'T THERE.
TIME FOR A REALITY CHECK

DON’T DRINK & DRIVE

SOUTH DAKOTA OFFICE OF HIGHWAY SAFETY
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