



SOUTH DAKOTA  
DEPARTMENT  
OF PUBLIC SAFETY

prevention — protection — enforcement

**Highway Safety  
Annual Report  
NHTSA Programs**

**Federal Fiscal Year 2009**

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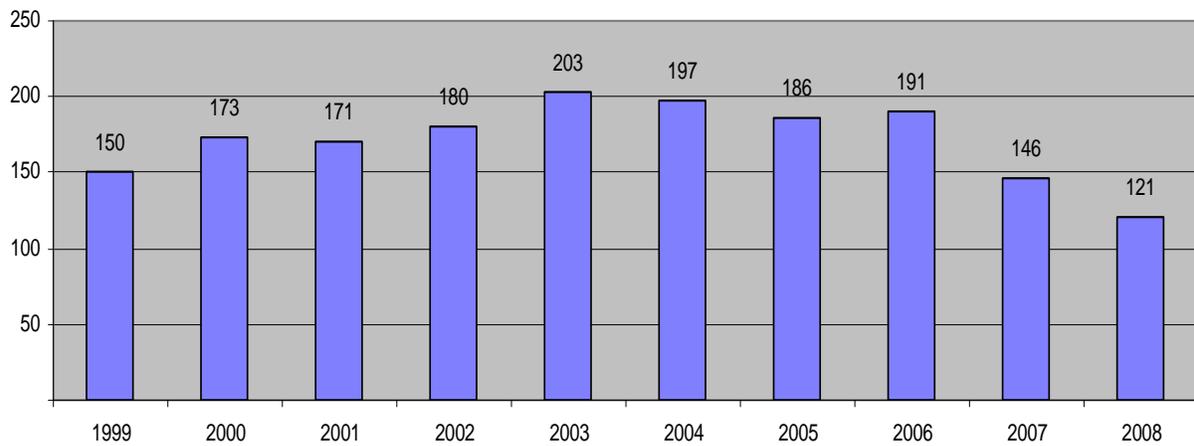
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## South Dakota Highway Safety Executive Summary

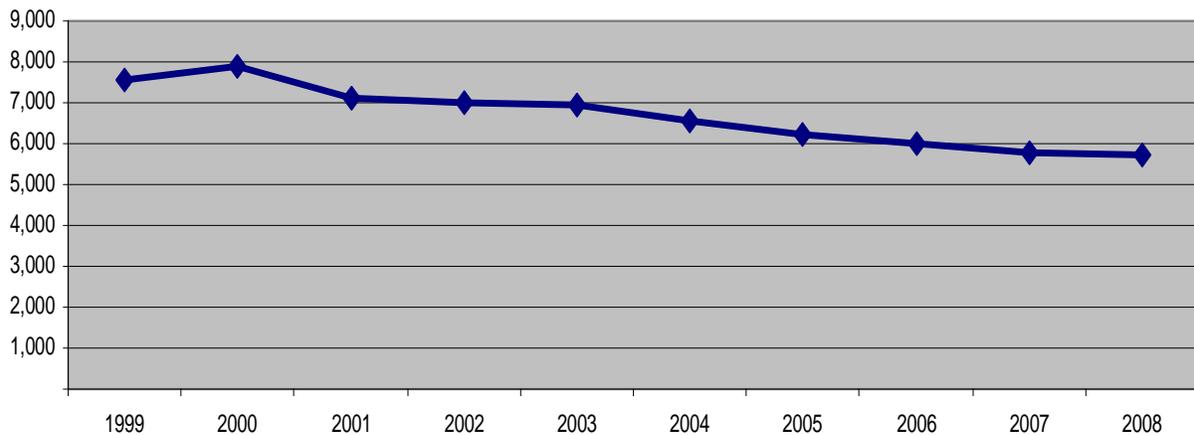
This report provides information about NHTSA funded highway safety activity for FFY09. Crash data from 2008 is the most recent one-year data available; this data shows progress for specific highway safety goals.

There is an average of 16,000 reportable traffic crashes in South Dakota each year. There were 121 fatalities and 5,708 injuries as a result of traffic crashes in 2008; this is a 17% decrease in fatalities and a 13% decrease in injuries from 2007.

### South Dakota Traffic Crash Fatalities 1999-2008

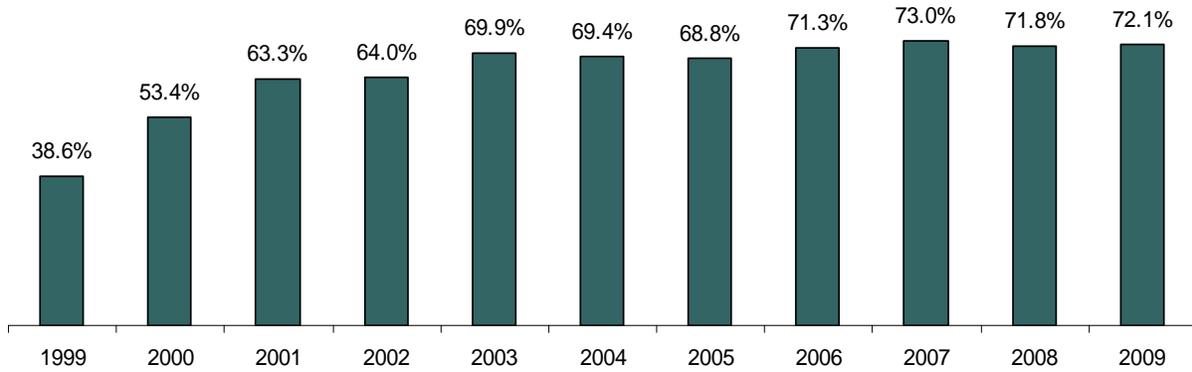


### South Dakota Traffic Crash Injuries 1999-2008

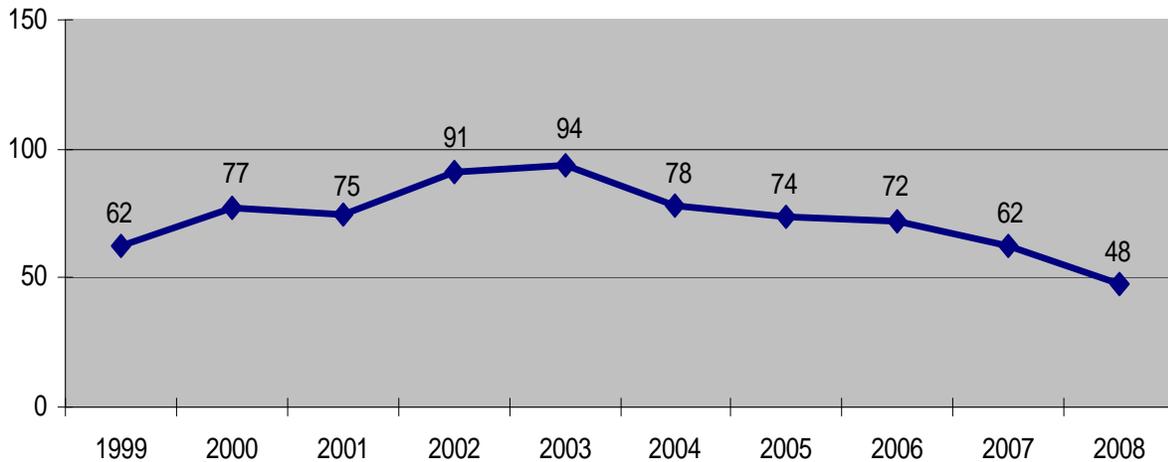


In 2008, 64% of the people killed in passenger vehicle traffic crashes were not wearing seatbelts. The most recent seatbelt survey shows an increase in the number of people wearing seatbelts, from 71.8% in 2008 to 72.1% in 2009. The seatbelt usage rate has nearly doubled in the past 11 years.

**South Dakota Seatbelt Observational Survey 1999 - 2009**

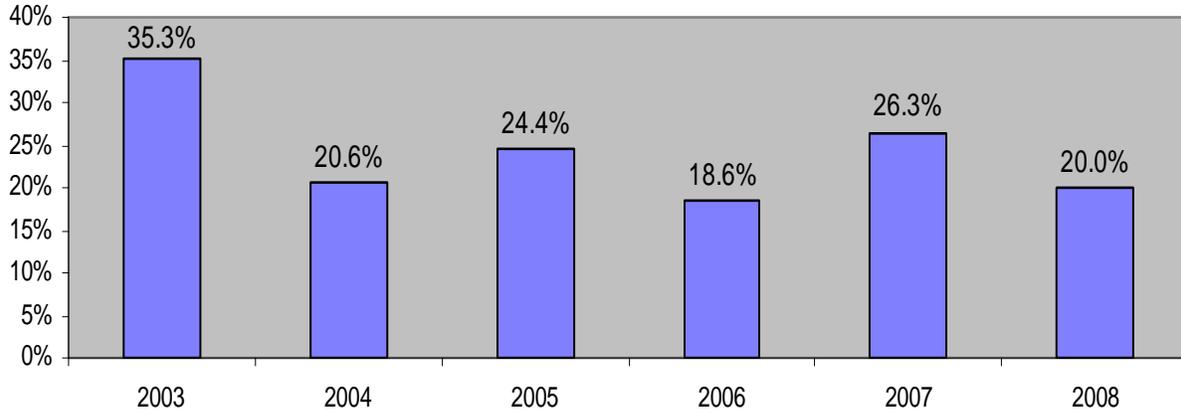


**South Dakota Alcohol Fatalities 1999 - 2008**



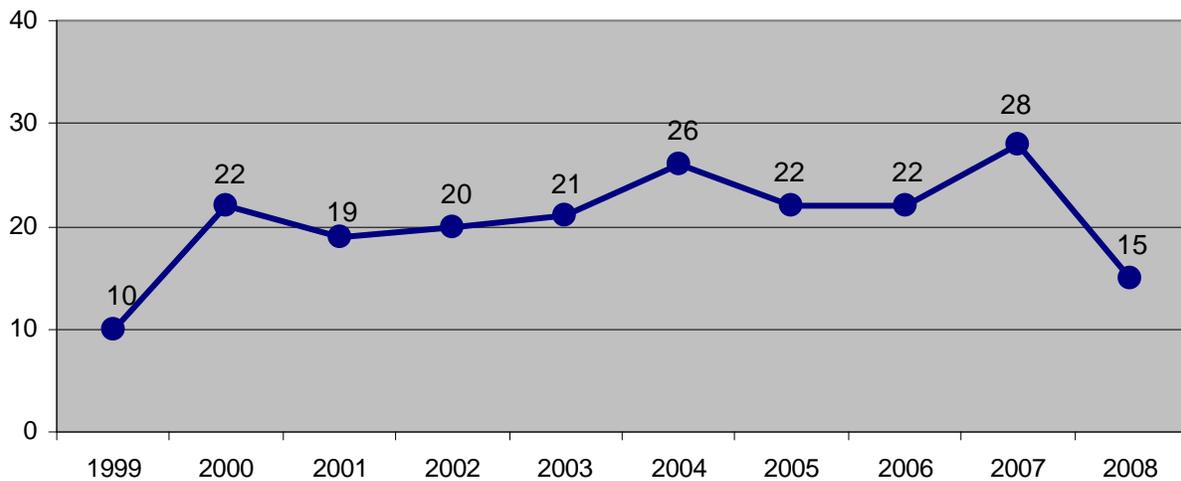
Speed was a contributing factor in about one-quarter of fatal crashes from 2003 – 2008.

### South Dakota Fatalities - Speeding Drivers 2003 - 2008

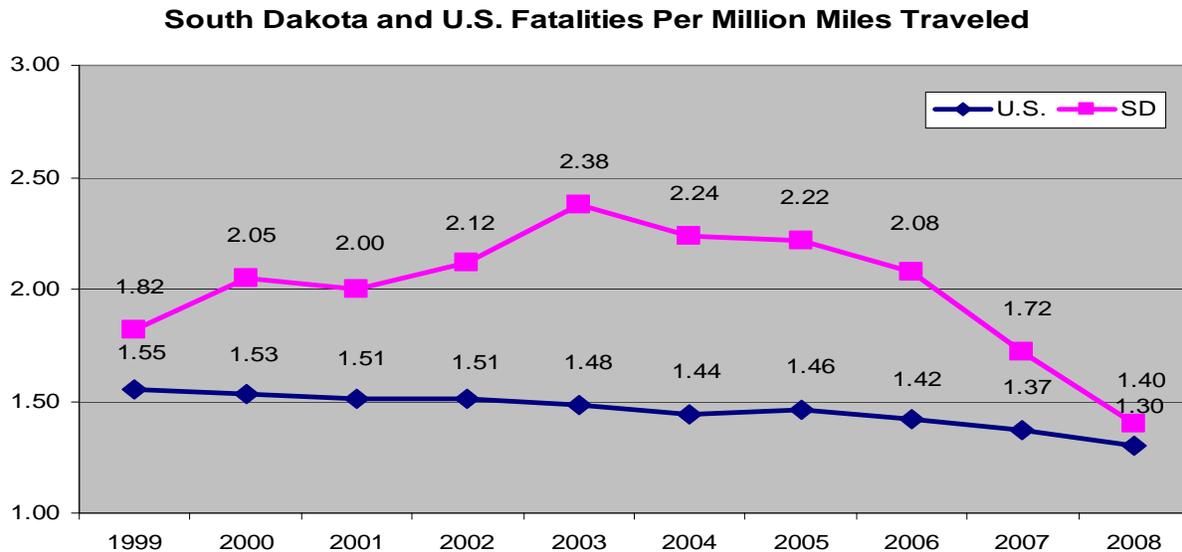


In 2008, the number of motorcycle crash fatalities was well below the ten-year average of 21 motorcycle fatalities per year. There were 15 motorcycle fatalities in 2008; 14 were drivers and 1 was a passenger. Sixty-five percent of the people in motorcycle crashes did not wear a helmet.

### South Dakota Motorcycle Fatalities 1999 - 2008



The South Dakota traffic crash fatality rate per million miles traveled has been decreasing but is above the national average as shown below.



### 2009 Highway Safety Goals

The Highway Safety Plan for federal fiscal year 2009 included the following goals; progress on these goals is shown using the most current crash data from calendar year 2008.

#### Overall Goals

- Reduce the fatality rate per 100 million vehicle miles traveled from 1.72 in 2007 to 1.66 in 2009.

**This objective was met at the end of CY 2008; the fatality rate per million miles traveled decreased to 1.44 by the end of 2008.**

- Reduce the number of traffic crash fatalities from 146 in 2007 to 139 in 2009.

**This objective was met by the end of CY 2008; the number of traffic crash fatalities decreased to 121 by the end of 2008.**

- Reduce the number of injuries resulting from traffic crashes from 5,782 in 2007 to 5,493 in 2009.

**This objective was not met although the number of injuries resulting from traffic crashes decreased from 5,782 in 2007 to 5,708 in 2008.**

#### Programmatic Goals

1. Occupant Protection

- Increase seat belt use from 73% in 2007 to 75% in 2009.

**This objective has not been met. In 2008, the seatbelt survey revealed that usage went down slightly to 71.8 but the survey shows an increase in usage for 2009 when the usage rate rose to 72.1%.**

## 2. Impaired Driving

- Reduce the number of alcohol related traffic crash fatalities from 62 in 2007 to 59 in 2009.

**This objective was met. The number of alcohol related traffic crash fatalities decreased substantially by the end of 2008 to 48 fatalities.**

- Reduce the proportion of fatalities that are alcohol-related from 42.5% in 2007 to 39.9% in 2009.

**This objective was met; 39.7% of the traffic crash fatalities in 2008 were alcohol related.**

- Reduce the alcohol-related fatality rate per 100M VMT from .73 in 2007 to .69 in 2009.

**This objective was met; the alcohol-related fatality rate per 100M VMT was .57 in 2008.**

## 3. Speed (Police Traffic Services)

- Increase the number of citations issued by law enforcement agencies by 5% from the 2007 level identified by the State Unified Judicial System (55,158 citations).

**This objective has been partially met; the number of speed citations increased in 2008 to 56,260, a 2% increase.**

## 4. Motorcycle Safety

- Reduce motorcycle crashes from 3.2 percent of all crashes in 2007 to 3.0 percent in 2009.

**This objective was not met; motorcycle crashes constituted 3.2% of all crashes in 2008.**

- Reduce fatal motorcycle crashes from 19.2 percent of all fatal crashes in 2007 to 15.0 percent in 2009.

**This objective was met. Motorcycle crashes constituted 12.8% of all fatal crashes in 2008.**

## 5. Young Drivers

- Reduce the percentage of young drivers (25 and under) from 36.7 percent of the drinking drivers in fatal and injury crashes to 32.0 percent of drinking drivers in fatal and injury crashes.

**This objective was not met. In 2008, young drivers made up 38.9% of drinking drivers in fatal and injury crashes.**

- Reduce the percentage of young drivers (25 and under) from 49.3 percent of the speeding drivers in fatal and injury crashes in 2007 to 45 percent of the speeding drivers in fatal and injury crashes in 2009.

**This objective was not met. In 2008, young drivers made up 55.9% of speeding drivers in fatal and injury crashes in 2008.**

**6. Pedestrians and Bicycles**

- Reduce the number of fatal and injury crashes involving pedestrians and bicycles from the 2007 levels of 7 pedestrian fatalities, 110 pedestrian injuries, 0 bicycle fatalities, and 101 injury crashes involving bicycles to 6 pedestrian fatalities, 100 injuries, maintain 0 fatal bicycle crashes, and reduce injury crashes involving pedestrians and bicycles to 95.

**This objective was partially met. In 2008, traffic crash reports show there were 10 pedestrian fatalities, 96 pedestrian injuries, no bicycle fatalities, and 103 bicycle injuries. The number of pedestrian fatalities increased but the number of pedestrian injuries decreased; the number of bicycle fatalities remained at 0 while the number of bicycle injuries increased slightly.**

**FFY09 Project Agreement Annual Report Summaries**

**911 Rural Addressing – Hyde, Jones, Mellette, and Turner Counties**

Contact Information:

|  |   |
|--|---|
| Clint Buchholz<br>Hyde County<br>412 Commercial Ave SE<br>Highmore, SD 57345                 | John Brunskill<br>Jones County<br>310 Main Street<br>Murdo, SD 57559              |
| Jerry Schwarting<br>Mellette County<br>321 E 4 <sup>th</sup> Street<br>White River, SD 57579 | Ron Schulte<br>Turner County<br>1070 E 6 <sup>th</sup> Street<br>Parker, SD 57053 |

It's 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 counties noted above completed their 911 signage projects in FFY09 and have provided road name and location data to the Department of Transportation to be included in the statewide road location system.

These projects were 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

In FFY09, ABATE of South Dakota worked on several motorcycle safety projects. ABATE developed and ran Share the Road TV and radio ads to educate motorists to exercise safety around motorcyclists. ABATE placed 1,075 30-second radio ads and 3,082 TV ads; these ads were matched with free ads from the stations. These ads ran statewide in May-September 4, 2009.

ABATE produced and distributed 60,000 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, 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 2010 and 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 FFY09, 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 FFY09, 2,227 hours of service were provided by this project and 439,235 people were reached with alcohol/impaired driving messages.

This project was funded with Section 164 federal dollars.

**Community Outreach and Program Management**

Contact Information: June Snyder  
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 Public Safety Communications**

Contact Information: James Carpenter  
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.

**Dewey County Traffic Safety Project**

Contact Information: Les Mayer, Sheriff  
Dewey County Sheriff's Office  
702 C Street, Box 340  
Timber Lake, SD 57656

This project provided support for traffic enforcement in a county that shares jurisdiction with a reservation. Traffic enforcement focused on speed violations and public education on impaired driving and seatbelts. Saturation patrols were conducted with other law enforcement agencies and a speed board was used to slow speeding traffic.

This project was funded with Section 402 federal dollars.

**DUI Court 6<sup>th</sup> 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 6<sup>th</sup> District following the national DUI Court model. DUI Court is an option for judges in this district to prevent incarceration and provide 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 use or violent crimes, have an alcohol dependence or abuse diagnosis, be at least 18 years old and live within 25 miles of

the Stanley County Courthouse, remain abstinent from alcohol by participating in the 24/7 program, attend a community support group, and be willing to participate in the treatment.

In FFY09, the DUI Court accepted 12 people into 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.

This project was funded with Section 410 federal dollars.

### **Emergency Medical Services for Children**

Contact Information: Amy Marsh  
EMS for Children  
1400 W 22<sup>nd</sup> 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 11-15, 2009. Education topics included child seats, seatbelts, bike safety, impaired driving, and first aid. Twenty-four agencies participated in the Fair activities including the State Highway Patrol who provided roll-over simulator demonstrations. Sixty-four volunteers provided 420 hours of time to this project; 2,304 youth and 1,700 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 FFY09, EMSC updated their program brochure and bike rodeo kit; all materials are available online. EMSC coordinated six bike rodeos, serving 425 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: Bob Graff  
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 129 ground and 7 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 FFY09, training was provided to 501 newly trained EMTs, 35 First Responders, 35 EMT-Paramedics, provided 21 emergency vehicle defensive driving courses, held 15 Life Support classes, and provided refresher/recertification training for 1,599 Emergency Medical Technicians.

The Office of Highway Safety funded a proportionate share of EMS program expenses; approximately 7,000 ambulance calls a year are in response to a traffic crash (motor vehicle crashes, motorcycle, pedestrian, all terrain vehicles, or bicycles). In FFY09; proportionate share of EMS Program training expenses was 13.4% 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.

### **Fatal Accident Crash Team**

Contact Information: Brian Mueller  
Pennington County Sheriff's Office  
300 Kansas City Street  
Rapid City, SD 57701

Drinking was the leading driver contributing circumstance in fatal crashes in 2007; many charges for vehicular homicide or battery have been dismissed or the charge reduced due to insufficient evidence to support an impaired driving charge. A Fatal Accident Crash Team was developed in the Black Hills to provide critical expertise to crash investigations involving fatalities or serious injuries. In FFY09, the Team received training and equipment necessary to assist with detection of impaired drivers. This project increases the conviction rates for vehicular homicide and battery cases thus reducing the number of traffic crashes.

This project was funded with Section 410 federal dollars.

### **Fort Meade Veterans Administration Rally Support**

Contact Information: Cpt. Rich Jones, Supervisory Police Officer  
Department of Veteran's Affairs  
113 Comanche Road  
Fort Meade, SD 57741

During the Sturgis Rally, 500,000 or more people converge in the Sturgis and Black Hills area. Entrances to the Veteran's Hospital in Sturgis which front Highway 34 are very dangerous due to the heavy traffic. To reduce traffic crashes and maintain traffic flow, this project provided support for traffic signaling for the duration of the rally in August 2009. This was the last year the Office of Highway Safety will assist in this capacity; local or state support will assist this community as needed in the future.

### **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 24, 2009.

On April 18, 2009, 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 12 adults and 25 children; the bike rodeo had 24 youth participants and provided 10 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 Dan Mosteller/Sgt. Jon Stahl  
Highway Patrol, Department of Public Safety  
118 W Capitol Ave  
Pierre, SD 57501

In FFY09, the Highway Patrol provided 5,003 hours of overtime for increased alcohol enforcement in the state resulting in 953 people arrested for impaired driving, 182 citations for underage possession / consumption, and 231 citations for other alcohol infractions.

In addition, the Highway Patrol dedicated 4,251 hours of overtime to increase speed enforcement; 2,136 people were given speed citations and 2,860 people were given speed warnings by the Patrol in FFY09.

The Highway Patrol performed 189 sobriety checkpoints and 189 saturation patrols; 206 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 2,908 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 FFY09, troopers taught twenty-five 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 FFY09, the simulator was used at

38 events from May through September. 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 FFY09, 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 FFY09, the LELs were available to provide assistance to 66 county sheriff offices, 85 police departments, and 7 tribal law enforcement agencies. Of these, the following agencies received NHTSA funding in FFY09: 29 sheriff offices, 32 police departments, and 2 tribal law enforcement agencies.

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 in FFY09. Lawrence & Schiller was selected to be offered a contract; the RFP included provision for 2 subsequent year contracts. In FFY09, 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, rack cards, 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 9<sup>th</sup> 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 Safe Communities coordinator, using state developed and NHTSA developed seatbelt promotion materials.

Some of the activities achieved in FFY09 include public presentations, a demonstration of the Highway Patrol's roll-over simulator; local media including radio and 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. 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  
1600 Hillcrest Dr NE  
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. In FFY09, Miss Click It presented 44 safety shows / special events and provided occupant protection education to 1,538 children and adults. 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 FFY09, a contract with Mountain Plains Evaluation provided evaluation of the 1<sup>st</sup> 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 1<sup>st</sup> Offender curriculum can be part of the judgment for people arrested for their 1<sup>st</sup> DUI offense. A post 1<sup>st</sup> Offender course survey, one-year after the course, shows positive behavior change and recidivism rates are much lower for course participants.

In FFY09, 1,363 people participated in 1<sup>st</sup> Offender courses and 1,028 participants consented to be contacted in one-year for evaluation purposes. After one year, 83.4% of participants stated the course helped them change their driving behavior. From 2004-2008, recidivism rates (course participants that have a 2<sup>nd</sup> DUI offense) are 40% 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 3.2%

versus 16.6 for a control group; which is 81% less. Recidivism rates drop most significantly for those that are on the 24/7 monitoring for a longer period of time, at least 90 days.

This project is funded with Section 164 federal dollars.

**National EMS Information System (NEMSIS)**

Contact Information: Bob Graff  
SD Emergency Medical Services Program  
118 W Capitol Ave  
Pierre, SD 57501

By the end of FFY09, the EMS Program had assisted 117 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 FFY09 and will be sent to all ambulance services.

This project was funded with Section 408 federal dollars.

**Parents Matter Central South Dakota**

Contact Information: Larry Weiss  
Capital Area Counseling Services  
803 East Dakota Avenue  
Pierre, SD 57501

This local coalition works to reduce alcohol involved traffic crashes among youth. The coalition uses materials produced by the statewide Parents Matter project, encouraging parents to talk to their kids about drinking and driving before a crash happens.

Parents Matter Central South Dakota works with schools and the parents of students in the Pierre and Ft. Pierre area to provide public education about drinking and driving. Some of the means the coalition used to provide education include a public presentation for youth and parents; using the results of a student survey in a score sheet to present to parents; distributing the statewide Parents Matter brochures, DVD, and letter to parents; and prevention ads were placed in a local newspaper, on local radio stations, and on a transit bus. Local underage purchase or possession of alcohol arrests fell 25% from 2007 (440 arrests) to 2008 (332 arrests).

This project was funded with Section 164 federal dollars and local donations.

**Parents Matter Prairie View Prevention**

Contact Information: Darcy Jensen  
Prairie View Prevention  
822 E 41<sup>st</sup> 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 FFY09, 132 schools participated in the campaign including 6 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 includes effective, emotional testimonials from families who have lost a child in an alcohol related crash.

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 2009, 2 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 FFY09, 259 people participated. When asked if drinking and driving was a problem in SD, 93.5% said it was a moderate, large, or extreme problem. The number of people who said they were familiar with the Parents Matter program was 34.9% 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, 52.9% through the ads were effective.

This project was funded with Section 164 federal dollars.

### **Pennington County Selective Traffic Enforcement Program (STEP)**

Contact Information: Tony Verchio  
Pennington County Sheriff's Office  
300 Kansas City Street, Suite 100  
Rapid City, SD 57701

This project provided support for two additional deputies for traffic enforcement in Pennington County. Pennington County surrounds the 2<sup>nd</sup> largest city in the state and is part of the Black Hills, which draws over 3 million tourists a year. In addition, Ellsworth Airforce Base is in Pennington County, the Base continually rotates in new personnel to the area who are not familiar with the area or traffic laws. Baseline data for this project was gathered in 2006.

Speeding: STEP deputies issued 3,345 citations and warnings for speeding in FFY09. The additional manpower provided by the STEP deputies has provided the Pennington County Sheriff's Office with enough support to increase speeding citations by 45.4% since 2006.

Occupant Protection: STEP deputies issued 318 citations and warnings for occupant protection, unrestrained or improperly restrained occupants in motor vehicles. The additional manpower provided by the STEP deputies has provided the Pennington County Sheriff's Office with enough support to increase citations/warnings for occupant protection violations by 71.6% since 2006.

Impaired Driving: STEP deputies made 155 arrests for impaired driving in FFY09. The additional manpower provided by the STEP deputies has supplied the Pennington County

Sheriff's Office with enough support to increase impaired driving citations by 4.9% since 2006. In addition, STEP deputies issued 22 underage alcohol violations in FFY09; underage alcohol traffic crashes have decreased by 21.4% since 2006.

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

### **Personnel and Administration**

Contact Information: James Carpenter  
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: Milton Bianas  
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  
700 Governors Drive  
Pierre, SD 57501

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, 67 partner agencies, 178 certified technicians, 13 certified instructors, and 2 instructor candidates.

Project 8 distributed 5,035 child safety seats in FFY09 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 5,035 seats distributed in FFY09, 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 FFY09, six technician trainings were held, training or recertifying 71 people. South Dakota had a

technician recertification rate of 62.3% at the close of FFY09; this is higher than the national average of 54.9%.

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 FFY09, 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: 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 their increased enforcement, the Rapid City Police Department increased impaired driving arrests by 9% in FFY09 (from 1,536 in FFY2008 to 1,678 in FFY09). Alcohol related crashes unfortunately did not trend as well, and increased by 35% (from 67 in FFY2008 to 91 in FFY2009).

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 FFY09, the Committee met on November 19, 2008 and May 12-13, 2009. This project was funded with Section 402 federal dollars.

### **School Based Alcohol Prevention**

Contact Information: Shawnie Rechtenbaugh  
Department of Human Services  
3800 E Highway 34  
Pierre, SD 57501

To address the high number of youth in fatal and injury alcohol-related crashes, this project infuses alcohol related, highway safety activities into school lessons. Life Skills and Project Northland curriculums set the stage for decision making opportunities; infusing alcohol related activities into the lessons emphasizes the impact.

In FFY09, a School Based Prevention Resource Directory was written to provide guidelines to the school districts that participate in this project (Sioux Falls, Aberdeen, Rapid City, and Lead/Deadwood/Spearfish). This project reaches approximately 50,000 students a year. School based staff provided 9,984 hours of service in FFY09.

This project is funded with Section 164 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 FFY09, 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 FFY09, 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 2009, the certified seatbelt usage rate in South Dakota was 72.1% and helmet usage was estimated at 34%.

This project was funded with Section 402 federal dollars.

### **Seatbelt Survey – Observation**

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 from in June 2009. A total of 10,284 motorists and 1,034 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

The city of Sioux Falls has a large immigrant and refugee population; this project provides driving simulation experience to people from foreign countries before they drive on the road. Four driving simulators were rebuilt and installed at the Sioux Falls Multi-cultural Center where they are used as part of driving classes. Students are required to take a minimum numbers of hours of training on the simulators and achieve a minimum score before they can take the Center's driver education course or allowed to drive on roads. Approximately 40 students per month use the simulators. The Multi-cultural Center provides approximately 60 hours of interpreter service for the simulator training each month in appropriate languages for those using the simulators.

This project is funded with Section 402 federal dollars.

### **Sioux Falls Smart Rides**

Contact Information: Tom Olson  
Sioux Falls Police Department  
320 W 4<sup>th</sup> Street  
Sioux Falls, SD 57104

The Sioux Falls Police Department gave 20 presentations to youth in area schools. This project provides driver education and a demonstration with a battery operated vehicle in a supervised driving course to demonstrate the delayed reaction a person would experience if driving impaired. Officers also provided education about speeding, seatbelts, and distracted driving.

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

**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 serves four Black Hills area schools: School of Mines and Technology, National American University, Oglala Lakota College, and Western Dakota Technical Institute. The project used a local taxi service to provide safe rides home for approximately 400 students in FFY09. 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 project focused on impaired driving public education for students at SDSU and made alternative transportation available for students to prevent impaired driving.

Public education was provided through presentations in residence halls and in classrooms; posters, promotional messaging, and through feedback from a self-assessment survey administered to freshmen.

In 2008-2009, the number of students using the Safe Rides bus increased 32% from 10,062 in 2007-2008 to 13,246 in 2008-2009. The Safe Rides bus service is provided on a contract with the Brookings city transportation system. The bus runs on a regular, well-publicized route during the school year and is available for special events to take students home. The project has built partnerships with local bars and restaurants and solicited donations from businesses and civic organizations. In 2008-2009, 17 students were trained as Safe Rides bus monitors and 9 bus drivers were trained to drive the Safe Rides bus.

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 for about two years. In FFY09, the Office of Highway Safety began expansion of TraCS to county and city law enforcement agencies. Lawrence County is the first local law enforcement agency to begin to use TraCS. The TraCS contractor, Affinity Global Solutions, wrote a software program to link Lawrence County's case management system to TraCS. The foundation of this "middleware" program will be used to link other local agencies to TraCS. Affinity provided technical assistance to 160 troopers using TraCS in FFY09.

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 FFY09:

- DWI Instruction, Oct. 6-10, 2008, 19 students attended (10 from police departments, 2 from the Highway Patrol, 1 from a university police department, and 3 from tribal agencies). All students passed the course.
- Advanced Standardized Field Sobriety Testing, December 9-10, 2008, 12 students attended (5 from police departments, 4 from sheriff's offices, 2 from the Highway Patrol, and 1 from Ft. Meade VA police department). All students passed the course initially or upon re-test.
- Pedestrian and Bicycle Crash Investigation, May 4-8, 2009, 10 students attended (7 from police departments, 2 from the Highway Patrol, and 1 BIA/Tribal officer). All students passed the course.
- Motorcycle Crash Investigation, July 13-17, 2009, 17 students attended (6 from Highway Patrol, 2 from sheriff's offices, 8 from police departments, and 1 BIA/Tribal officer). All students passed the course.

This project was funded with Section 402 and 410 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 408 federal dollars and local match.

### **Traffic Safety Engineer**

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

In FFY09, the traffic safety engineer assessed the traffic engineering needs of local jurisdictions, provided technical assistance on signing projects for local jurisdictions, and provided trainings for work zone and school signing to cities and county highway superintendents and crews.

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 FFY09, the TSRP provided a DUI training course for prosecutors and Drug Recognition Expert (DRE) instructors. This course included information from the National Traffic Law Center (NTLC) and guidance for working with victims during prosecution of vehicular homicide cases. The TRSP monitors the NTLC website daily for updates pertinent to South Dakota legal cases.

The TSRP developed a newsletter that will be sent bi-annually to prosecutors and law enforcement. The newsletter will showcase recent impaired driving SD Supreme Court decisions.

In FFY09, the TSRP attended a NHTSA Region 8 meeting, a MADD conference in Denver, Co., a TSRP conference in Las Vegas, NV, and a TSRP conference in St. Louis, MO. 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 development of the 6<sup>th</sup> District DUI Court program.

The TSRP coordinated a horizontal gaze nystagmus (HGN) session for the 2009 Spring SD State's Attorney training conference for prosecutors and law enforcement. The TSRP has worked with the Office of Highway Safety and law enforcement training center to provide regional field sobriety refresher training courses to local law enforcement agencies; in FFY09, five refresher courses were held. These refresher courses will continue into the next fiscal year to provide refresher courses in all regions of the state.

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 FFY10 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 FFY08.

This project was funded with Section 402 federal dollars.

#### **University of South Dakota Safe Rides**

Contact Information: Matt Stricherz  
USD Student Counseling Center  
414 Clark Street, Julian Hall Room 336  
Vermillion, SD 57069

The University of South Dakota (USD) Safe Rides Program provided 11,472 rides during FFY09. 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. This project far exceeded its goal of 29 or fewer student DUIs when the bus is operating; there were 20 student DUI arrests in FFY09 when the safe rides bus was operating.

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 51<sup>st</sup> St  
Sioux Falls, SD 57105

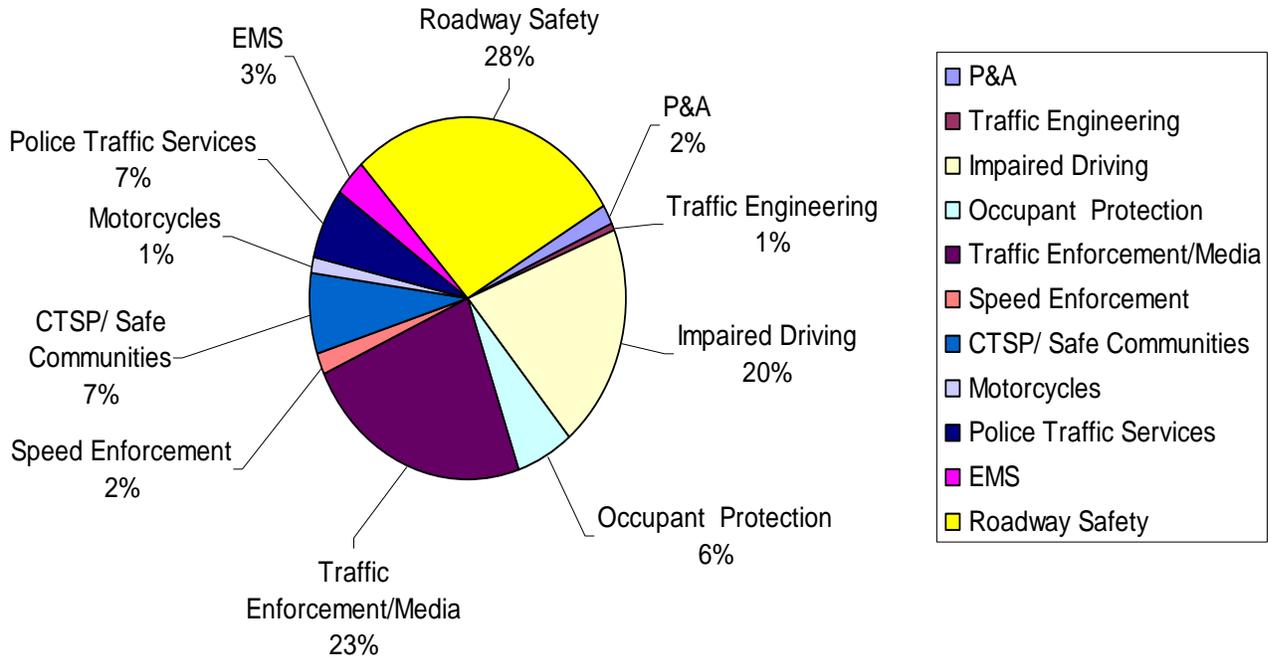
This project provides community outreach to local highway safety projects. The project coordinator provides technical assistance and public education materials to community and college highway safety projects. The coordinator utilizes the SD Prevention Network to provide outreach to communities addressing impaired driving.

Public education campaigns developed by the project coordinator follow the NTHSA Communications Calendar. The coordinator uses material developed by the Office of Highway Safety, NHSTA, 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.

## FFY09 Expenditure Summary

| FFY09 Expenditures                          | 402                | 408              | 410                | 164                | 2010            | Total              | % of Total    |
|---|--------------------|------------------|--------------------|--------------------|-----------------|--------------------|---------------|
| Planning / Administration                   | \$110,054          |                  |                    |                    |                 | \$110,054          | 1.8%          |
| Traffic Engineering                         |                    |                  |                    | \$36,514           |                 | \$36,514           | 0.6%          |
| Alcohol / Impaired Driving                  | \$12,780           |                  | \$270,246          | \$946,277          |                 | \$1,229,303        | 19.8%         |
| Occupant Protection                         | \$363,142          |                  |                    |                    |                 | \$363,142          | 5.8%          |
| Traffic Enforcement / Media                 | \$891,563          |                  | \$560,210          |                    |                 | \$1,451,773        | 23.4%         |
| Speed Enforcement                           | \$127,123          |                  |                    |                    |                 | \$127,123          | 2.0%          |
| Community Traffic Safety / Safe Communities | \$176,990          | \$149,145        |                    | \$116,172          |                 | \$442,307          | 7.1%          |
| Motorcycle Safety                           | \$20,720           |                  |                    |                    | \$60,499        | \$81,219           | 1.3%          |
| Police Traffic Services                     | \$65,345           |                  | \$341,899          |                    |                 | \$407,244          | 6.6%          |
| Emergency Medical Services                  | \$200,241          |                  |                    |                    |                 | \$200,241          | 3.2%          |
| Roadway Safety                              | \$1,538            |                  |                    | \$1,760,970        |                 | \$1,762,508        | 28.4%         |
| <b>TOTALS</b>                               | <b>\$1,969,496</b> | <b>\$149,145</b> | <b>\$1,172,355</b> | <b>\$2,859,933</b> | <b>\$60,499</b> | <b>\$6,211,428</b> | <b>100.0%</b> |



## Addendum: Public Education Campaigns



**Also, if you live in the South Dakota cities listed below, you can text at any time for a listing of cab numbers in your area (standard text message rates apply).**

| For taxis in: | Text to 88188: |
|---------------|----------------|
| Aberdeen      | ABERDEEN       |
| Belle Fourche | BELLE          |
| Brookings     | BRK            |
| Custer        | CSTR           |
| Deadwood      | DEADWOOD       |
| Pierre        | PIERRE         |
| Rapid City    | RC             |
| Sioux Falls   | SF             |
| Spearfish     | SPEARFISH      |
| Sturgis       | STURGIS        |
| Watertown     | WATERTOWN      |
| Yankton       | YANK           |

**ACT CIVILIZED. Sign up for sobriety checkpoint texts and safe ride reminders.**

There are a lot of ways to be responsible when you drink. But only one is downright civilized – knowing not to drink and drive.

Prevent primitive behavior by signing up for sobriety checkpoint alerts and safe ride reminders delivered to your mobile phone. You'll receive a text message when there's a sobriety checkpoint planned in your county.

First Name:

Last Name:

Cell Number:

County:

State:

Email (optional):

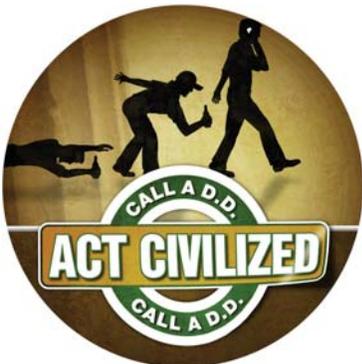
In the future I would like to receive information from the South Dakota Department of Public Safety.

To be eligible, each entrant must have a mobile phone with SMS technology or access to the Internet. You may fill out this form more than once if you'd like to receive alerts for more than one county.

Verification Code:  
In an effort to provide better support to our customers, please enter the code you see in the box below.



The South Dakota sobriety checkpoint alerts will be sent for counties in South Dakota only. If you do not want to receive alerts for a South Dakota county, you may still sign up for future messaging from the South Dakota Department of Public Safety by submitting your email address above. Thank you!




**DON'T DRINK AND DRIVE.**

VISIT [WWW.ACTCIVILIZED.COM](http://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.

**CALL A D.D.**  
**ACT CIVILIZED**  
**CALL A D.D.**

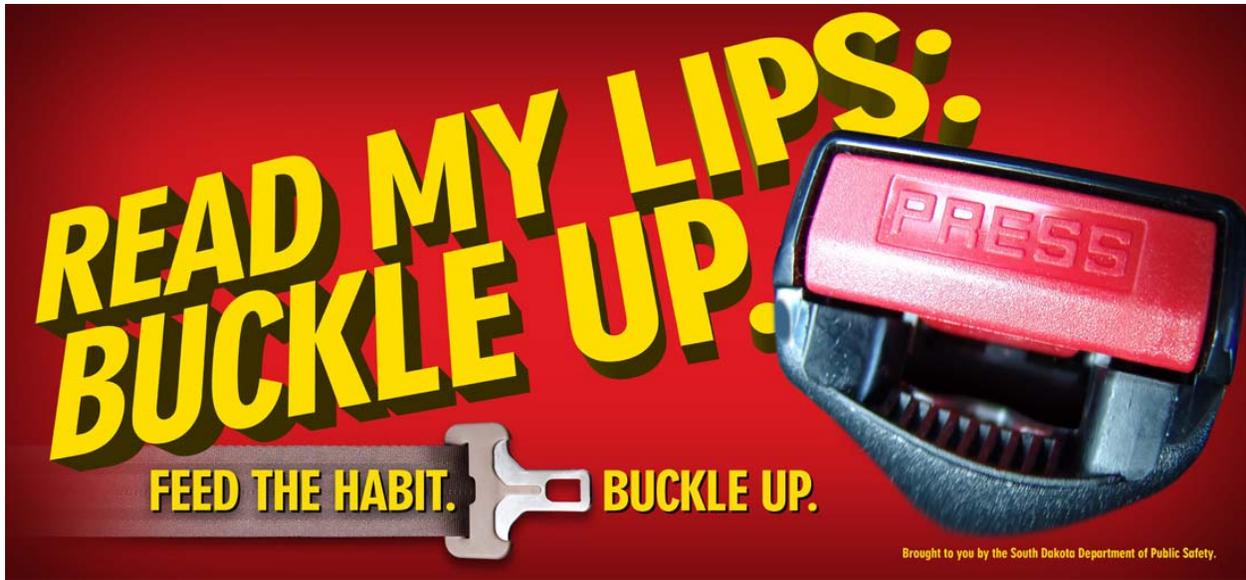
THERE ARE A LOT OF WAYS TO BE RESPONSIBLE WHEN YOU DRINK.  
 BUT ONLY ONE IS DOWNRIGHT CIVILIZED -  
**CALLING A DESIGNATED DRIVER.**

**PREVENT PRIMITIVE BEHAVIOR.**  
 VISIT [WWW.ACTCIVILIZED.COM](http://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](http://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.

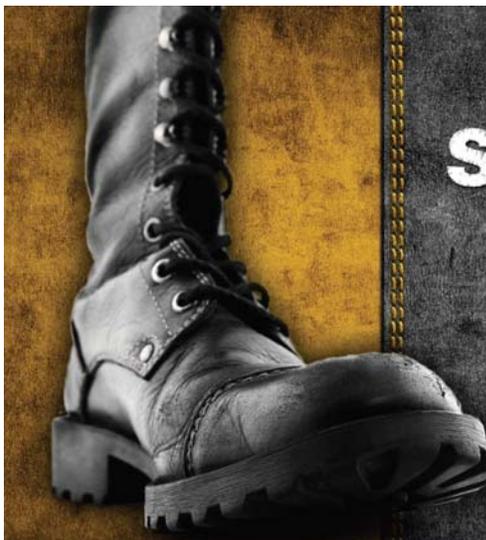




**ANYTHING BUT  
BUTTONED DOWN.**

**WEAR LEATHERS ON EVERY RIDE.**

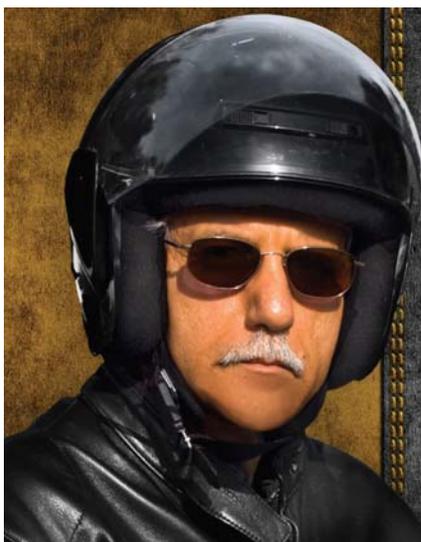
Brought to you by the South Dakota Department of Public Safety.



**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.