

# South Dakota 2010 Highway Safety Plan



SOUTH DAKOTA  
DEPARTMENT  
OF PUBLIC SAFETY

prevention — protection — enforcement

**THE HIGHWAY SAFETY PLAN IS PROVIDED BY:**

DEPARTMENT OF PUBLIC SAFETY  
OFFICE OF HIGHWAY SAFETY  
118 WEST CAPITOL STREET  
PIERRE, SD 57501

PLAN PREPARED BY:

THE GOVERNMENT RESEARCH BUREAU  
WILLIAM D. ANDERSON, PHD, DIRECTOR  
W.O. FARBER CENTER FOR CIVIC LEADERSHIP  
THE UNIVERSITY OF SOUTH DAKOTA

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## MISSION STATEMENT

The Office of Highway Safety is committed to developing and implementing traffic safety programs designed to reduce the number of traffic crashes, injuries, and fatalities occurring on South Dakota roadways. The Office of Highway Safety supports local and state agencies as well as non-profit organizations to diminish the economic and human loss that results from traffic crashes.

## BACKGROUND

The South Dakota Department of Public Safety provides oversight to the Governor's Office of Highway Safety (OHS). Initially established in 1967, the Governor's Office of Highway Safety as required by SDCL 32-13-1 administers the highway safety programs within this state and authorizes, directs, and coordinates existing and future activities of agencies of this state and its political subdivisions. This office does all things necessary for the administration of the program under the Federal Highway Safety Act of 1966 (Public Law 89-564), as amended and in effect on July 1, 1984.

<http://legis.state.sd.us/statutes/DisplayStatute.aspx?Type=Statute&Statute=32-13-1>

In support of the state statute, this office provides technical and financial assistance to state and local government agencies and community organizations to implement programs aimed at reducing the human and economic loss that results from traffic crashes.

The Office of Highway Safety strives to carry out its mission through a variety of means. Primary in this effort is public information and education as well as enforcement. OHS staff is committed to developing partnerships with agencies statewide. The list of partners includes state, local, and county law enforcement agencies, the Department of Transportation, the Department of Human Services, the Department of Social Services, the Attorney General, the Unified Judicial System, the South Dakota Chiefs of Police Association, the South Dakota Sheriff's Association, businesses, educators, volunteers, and a host of other organizations. This network of diverse backgrounds is vital to the success of highway safety in South Dakota.

Highway safety programming is focused on public outreach and education; high-visibility enforcement; utilization of new safety technology; collaboration with safety and business organizations; and cooperation with other state agencies and local governments. Program resources are directed to the following State of South Dakota highway safety priority areas: occupant protection, impaired driving, speeding (police traffic services), motorcycle safety, young driver education, and pedestrian-bicyclist safety.

# EXECUTIVE SUMMARY

On behalf of the Governor of South Dakota and the Secretary of the Department of Public Safety, the South Dakota Office of Highway Safety is pleased to submit the 2010 Highway Safety Plan (HSP). This plan articulates the state's official prospectus for improving the safety of the state's highway users. The 2010 HSP integrates discussion of data trending, priority areas, performance measures and objectives, and specific projects to be undertaken by the Office of Highway Safety through the end of FY2010. Ultimately, the overarching goal of the highway safety plan is to explicitly outline the programmatic mechanisms that will be either maintained or newly implemented for the purpose of decreasing the human and economic consequences that result from motor vehicle crashes in the State of South Dakota.

## STATEWIDE SYNOPSIS

Given that its 804,194 residents are distributed over 77,121 square miles of terrain, South Dakota remains in 2008, as it has for most of its formal existence, as one the nation's most sparsely populated states. Although the state's seemingly endless acres of prairie and farmland are coveted for their rustic charm and rolling vistas, the markedly rural character of South Dakota's landscape presents distinctive challenges to traffic crash prevention and management. Altogether, rural roads and highways comprise 96.4% of the 82,141 total roadway miles that criss-cross the state, and in 2008, rural travel accounted for 69.8% of all vehicle miles traveled. The difficulties associated with designing and administering effective highway safety programs across a rural geography amplify the need for well-focused, systematic planning efforts.

Through the lens of major traffic crash indicators, observers of highway safety outcomes witnessed an array of improvements in 2008. Of the 15,908 traffic crashes reported through the South Dakota Accident Reporting System (SDARS) data system in 2008, a striking magnitude of decline was detected across a range of measures:

- The number of traffic crashes producing at least one fatality declined 16.2% from 2007 (130) to 2008 (109).
- The number of traffic crash fatalities fell from 146 in 2007 to 121 in 2008, a reduction of 17.1%. In fact, fewer traffic crash fatalities were recorded in 2008 than in any other year over the last four decades. Further, after controlling for total state population, the state has observed a 40.9% cumulative improvement in fatality outcomes since 2004.
- A total of 60 unrestrained passenger vehicle occupants were killed in 2008, compared to 73 in 2007, a 17.8% decrease. Perhaps of equal importance, the percentage of fatalities that were sustained by unrestrained passenger vehicle occupants fell from 67.6% in 2007 to 63.8% in 2008.
- Motorcyclist fatalities fell by 46.4% from 28 in 2007 to 15 in 2008. No lower count of motorcyclist fatalities was reported during this decade. Marked improvement remains even after controlling for the number of registered motorcycles in the state.
- The 35 motor vehicle operators killed in 2008 in traffic crashes involving drunk drivers comprise the smallest such group recorded in the last five years.
- The number of speeding-related traffic crash fatalities fell from 46 in 2007 to 35 in 2008, a 23.9% decrease.
- Fewer drivers under the age of 21 were involved in fatal traffic crashes in 2008 than in any other year

during this decade, a time period over which figures for this metric have fallen by 32.4%.

While the above observations are encouraging, it is widely speculated that the declines in count-based traffic crash outcomes experienced by many states in 2008 are largely attributable to reduced traffic volumes and altered driving habits spurred by social and financial conditions associated with a suppressed national economy. Indeed, according to the Federal Highway Administration, Americans tallied 106.6 billion fewer vehicle miles traveled in 2008, a 3.5% decrease from 2007.<sup>1</sup> The conventional argument is made that with fewer drivers on the road, the number of traffic crashes and their measured consequences should be proportionally reduced. In this light, modest declines in traffic crash outcomes from 2007 to 2008 might seem unsurprising.

However, when South Dakota is considered alone, it is seen that statewide Vehicle Miles Traveled (VMT) estimates decreased by a 10.9 million miles from 2007 to 2008, a change that amounts to only one-tenth of one percent. In fact, in spite of the national reduction in road volume, the state recorded the fourth highest VMT total since such estimates were first made. The continuity of year-to-year VMT estimates in South Dakota provides additional grounds for tempered optimism in contemplating the improvements in traffic crash outcomes observed in the state. In 2008, traffic crashes produced 1.43 fatalities for every 100 million vehicle miles traveled statewide; this figure represents a 17.0% fall from the 2007 fatality rate of 1.72 fatalities per VMT. In fact, no lower fatality rate has been recorded in the previous forty years. Further, although rural fatality rates have tended to be substantially higher than urban rates, both of these metrics met with robust improvement in 2008, when rural rates fell 14.8% from 2.09 to 1.78 and urban rates plummeted 27.9% from 0.87 to 0.63.

While it is acknowledged that a single year-to-year shift among outcome measures does not imply irreversible progress, the sheer scale of these changes is both startling and encouraging. However, the welcome improvements presented above do not fully capture the complete state of traffic crashes in South Dakota, as a number of core metrics in 2008 continue to indicate the need for ongoing improvement.

- The annual seatbelt survey administered through OHS reported in 2008 that overall seatbelt usage had declined to a level of 71.8%, down 1.2 percentage points from the 2007 estimate of 73.0%.
- Motorcyclist traffic crash outcomes remain a problem in South Dakota. Motorcycles were involved in only 3.2% of traffic crashes in 2008, but these accidents accounted for 12.4% of all fatalities. Further, 11 of the 15 motorcyclists sustaining a fatality in 2008 were unhelmeted.
- The number of serious injuries rose in 2008, up 4.8% from 883 in 2007 to 925 in 2008.
- Pedestrian fatalities were also higher in 2008 (10 fatalities) than in 2007 (7 fatalities), although the typically small figures recorded for this metric naturally lead to seemingly erratic peaks and valleys.

Additionally, traffic crash data continues to suggest a disparity in traffic crash outcomes between rural and urban areas. As mentioned above, rural fatality rates have historically been much higher than their urban counterparts, a trend that continued in 2008. 86.8% of 2008 traffic crash fatalities occurred on rural roadways although such roadways accounted for only 69.8% of vehicle miles traveled. Additionally, injury-to-fatality ratios suggest that rural crashes are more likely than urban crashes to produce fatalities, all else being equal. In 2008, 22.4 injuries were recorded for each fatality in rural areas. By contrast, 208.4 injuries per fatality were recorded in urban areas. Among urban traffic crashes involving a pedestrian, 70.5% resulted in non-serious injuries to the pedestrian, and only 3.4% resulted in a fatality; to the contrary, only 33.3% of rural traffic crashes involving a pedestrian produced a non-serious injury to the pedestrian, while a striking 38.9%

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<sup>1</sup> Federal Highway Administration, *Historical Monthly VMT Report*. Available at <http://www.fhwa.dot.gov/policy/information/travel/tvt/history/>

resulted in a fatality.

That the above measures present a somewhat more unsettling representation of statewide traffic crashes underscores the need for the continued and deliberative involvement of the Office of Highway Safety in reducing the frequency and consequences of traffic crashes in South Dakota. Through the design, delivery, coordination, and monitoring of effective prevention strategies and countermeasures, and by working in cooperation with an alliance of statewide partners, the Office of Highway Safety seeks to vigorously pursue its mission to minimize economic and human loss resulting from traffic crashes.

In the spirit of the substantial performance measure improvements observed in 2008, the programmatic objectives and performance goals outlined in the 2010 Highway Safety Plan are robust and aggressive, yet firmly grounded in a data-driven decision making orientation. The Office of Highway Safety's performance expectations are informed by extensive analytical groundwork, and are rooted in the notion that planning efforts are best guided by the methodical consideration of all available quantitative and qualitative resources. Given that meticulous projection analyses suggest that additional advances are within reach in coming years, we enthusiastically seize the present opportunity to facilitate the enhancement of highway safety in the State of South Dakota.

## PROBLEM IDENTIFICATION PROCESS: IDENTIFYING PRIORITY AREAS

Priority areas and performance objectives for the 2010 Highway Safety Plan emerged from two main processes undertaken during 2009. First, performance goals for FY2010 were established as the product of exacting analytical effort. In collaboration with public policy researchers at the University of South Dakota, the Office of Highway Safety carried out a comprehensive examination of crash data from the SDARS database, the state's internal traffic crash reporting system. The purpose of this investigation was to explore state traffic crash records to identify highway safety successes, note potential weaknesses and areas for concern, and establish a series of performance objectives for FY2010 that are both analytically and programmatically justifiable. Materials presented in the "Performance Trending and Goals" sections of this document present the findings of this analysis.

Second, the Office of Highway Safety annually convenes a meeting of the South Dakota Roadway Safety Advisory Committee, an ongoing, interdisciplinary partnership of statewide highway safety stakeholders that includes members from state government, local government, the non-profit sector, federal and tribal government, and private industry. Called together in May of 2009, this group was tasked not only with identifying priority areas and programmatic emphases for OHS initiatives, but also with providing substantive recommendations for performance goals in light of new performance measures mandated by the National Highway Traffic Safety Administration (NHTSA). From this meeting, the committee reviewed existing analyses and generated consensus for reasonable priorities and goals across a host of outcome areas.

To shape problem identification efforts for the 2010 Highway Safety Plan, OHS and the Roadway Safety Advisory Committee rely on the NHTSA problem identification guidelines as outlined in the NHTSA Program Management Training Manual. To address the problem identification task, traffic crash data is evaluated to identify high priority areas within the State of South Dakota and also to define and prioritize potential highway safety strategies. This method ensures that the highway safety programs address specific crash problems, provide the appropriate criteria for the designation of priorities, and establish benchmarks for the ongoing administration and evaluation of the overall highway safety plan.

Specifically, the goals of the spring 2009 meeting of the Roadway Safety Committee were:

- Isolate priorities to be incorporated into the Federal Fiscal Year (FFY) 2010 Highway Safety Plan.
- Build a consensus among members regarding highway safety messaging; consistent messaging strengthens the state's efforts to promote highway safety.
- Supply statewide crash data and other pertinent resources to the University of South Dakota's Government Research Bureau, the external group retained to provide analysis and forecasting for FFY2010 and beyond.

The committee was particularly mindful of the heightened media interest generated by the numerous improvements in traffic crash outcomes noted above, particularly the second consecutive double digit annual decrease in crash fatalities. Primary among the data resources tapped to inform the business of the Committee was the South Dakota Office of Accident Records, which provided a statistical update on crash outcomes in South Dakota for 2008, and the first two quarters of FFY2009. The data provided by the Office of Accident Records to the Roadway Safety Committee revealed areas problematic to South Dakota. These areas, along with related programmatic considerations discussed by the Committee, are as follows:

#### **Alcohol**

- Alcohol accounts for about 40% of the state's fatal crashes.
- Young drivers are involved in a high number of alcohol involved crashes.
- Retailers selling alcohol to minors continues to be a problem, as does securing prosecution for these cases.
- In South Dakota, about 20% of all DUI cases are reduced; a number of counties have a standard protocol for reducing first offenses, though some are dependent on BAC magnitude.

#### **Young drivers**

- Young drivers are involved in more crashes than other age group.
- Alcohol, speed, and lack of seatbelt use are serious problems for young drivers.
- Education and prevention programs should be both extensive and intense, in order to make a meaningful impact on youth.
- Drivers' education standards are determined by local school districts; some members of the Roadway Safety Committee feel that support for drivers' education is significant because driving skills are life-long. The South Dakota Department of Transportation has initiated a research project to analyze the effectiveness of drivers' education programs.
- Graduated licensing has reduced traffic crashes among young drivers.

#### **Seatbelts/Child Seats**

- 63.8% of the fatal accidents in 2008 involved unbelted drivers/passengers.
- Primary enforcement of seatbelt use is an ongoing source of debate.
- A number of Committee members expressed the importance of parental modeling in increasing seatbelt use.

## Motorcycle crashes

- Total crashes remain steady, but fatalities have decreased sizably from 28 in 2007 to 15 in 2008.
- Helmet use is an essential element of motorcycle roadway safety.
- The Committee projects that motorcycle and scooter use will rise due to increasing motor fuel prices.

Altogether then, the process outlined above, informed also by input from the Traffic Records Coordinating Committee, resulted in a series of highway safety priority areas, which are summarized below. These areas are organized by three distinct domain types: Major Contributing Factors, Special Populations, and Additional Areas. Descriptions of specific programs and projects within each of these priority areas are presented in this report.

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|                                  |  |
|----------------------------------|--|
| Major Contributing Circumstances | Occupant Protection<br>Impaired Driving<br>Speeding  |
| Special Populations              | Motorcycle Safety<br>Young Drivers<br>Pedestrian and Bicyclist Safety  |
| Additional Areas                 | Traffic Records<br>Engineering<br>Roadway Safety Committee<br>Sioux Empire Driver Education<br>Emergency Response Services<br>DUI Court – 6th District<br>Driver Attitude and Awareness Survey<br>Safe Community Program Management<br>Planning and Administration |

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A host of projects are already underway throughout the state with respect to the problem areas mentioned above. Some of those efforts are as follows:

## Alcohol

- Sobriety checkpoints and saturation patrols by state and local law enforcement have contributed to the reduction of fatal crashes. These strategies combine public education and enforcement to increase the overall impact of state intervention.
- *Alive at 25* is a new program sponsored by the Office of Highway Safety and Highway Patrol, and in partnership with the South Dakota Safety Council. The premise of the program is to teach young drivers to make good decisions while driving. The program was recently featured at the state's attorney conference, and it is anticipated that the program will become part of the judicial sentencing for many young drivers.
- The South Dakota mandatory BAC testing law has contributed to improved DUI conviction rates.
- The 24/7 program, which monitors alcohol use for people convicted of DUI, is available in all counties as a sentencing option, and is required for 2nd DUI offenses.

- The state's alcohol and drug program provides prevention education in schools; these efforts are reinforced by supplemental programs, such as *Parents Matter*.
- An increase in DUI arrests has resulted in decline in the number of crashes.
- Examples of alternative transportation programs available in the state include three *Safe Rides* programs for college students supported by the Office of Highway Safety; *Scooters* in Rapid City, a transport service for impaired would-be drivers and their vehicles; AAA in Sioux Falls, which provides free rides home on New Year's Eve; and public transportation systems available in the state's larger municipalities.

### **Seatbelts/Child Seats**

- The Office of Highway Safety's primary seatbelt-related public awareness message is "Feed the Habit - Buckle Up." This slogan acts as a surrogate for "Click-It or Ticket," NHTSA's own seatbelt campaign, which is more effective in states with primary seatbelt laws.

### **Motorcycle crashes**

- "Share the Road" is the primary public education theme for the state's ABATE members; this program delivers resources and educational sessions to motor vehicle drivers, and is based on awareness of motorcyclists, looking twice, and allowing other motorists room on the road.
- The Office of Highway Safety fully supports the motorcycle safety courses provided by the South Dakota Safety Council, available online at <http://www.southdakotasafetycouncil.org/motorcycle>.
- ABATE plans to provide an online Black Hills "skills map" for motorists in that region

Additionally, the Roadway Safety Committee also noted that county crash data for 2008 has recently been added to the Office of Accident Records' website, located at [www.state.sd.us/dps/ar](http://www.state.sd.us/dps/ar). The 2008 Motor Vehicle Traffic Crash Summary is available online, and printed copies will be made available in limited supply. Discussion was held regarding the provision of a list of revoked and suspended drivers to each county on a monthly basis for the purpose of assisting law enforcement to keep these drivers off of the state's roadways. Also, although few accidents in South Dakota are attributable to poor road design, the combined attention of the South Dakota Department of Transportation (SDDOT) and the Federal Highway Administration (FHWA) in conducting Roadway Safety Inspections will continue to benefit the Roadway Safety Committee by identifying areas of concern as well as recommending potential solutions.

## **HIGHWAY SAFETY PLAN OUTLINE**

As required by 23 CFR 1200, the 2010 Highway Safety Plan includes four primary elements: performance plan, highway safety plan, certification and assurances, and program cost summary. The South Dakota plan blends discussion of the performance plan and highway safety plan for the purpose of presenting a more integrative, comprehensible proposal. The 2010 begins with a broad data presentation organized around the core outcome and core behavior measures required as mandatory reporting items by NHTSA. Interlaced into this section are the performance goals established by the Office of Highway Safety through collaboration with external partners, as described above. Second, the plan offers program descriptions for projects related to the priority areas arising from the 2010 planning process. Finally, the plan presents a comprehensive 2010 budget summary for activities associated with enhancing highway safety vis-à-vis the highlighted priority areas. The plan includes a series of addendums and the 2010 OHS Public Education Communications Plan.

# CORE OUTCOME AND BEHAVIOR MEASURES

## Performance Measures in Brief

### South Dakota Traffic Safety Performance (Core Outcome) Measures Calendar Years 2004-2008

| Core Outcome Measures                                      |                  | Year |      |      |      |      |
|--|------------------|------|------|------|------|------|
|  |                  | 2004 | 2005 | 2006 | 2007 | 2008 |
| Traffic Fatalities   | Total            | 197  | 186  | 191  | 146  | 121  |
|  | Rural            | 179  | 165  | 164  | 127  | 108  |
|  | Urban            | 18   | 21   | 27   | 19   | 13   |
|  | Unknown          | 0    | 0    | 0    | 0    | 0    |
| Fatalities Per 100 Million Vehicle Miles Driven            | Statewide        | 2.38 | 2.29 | 2.25 | 1.72 | 1.43 |
|  | Rural            | 2.71 | 2.62 | 2.44 | 1.98 | 1.78 |
|  | Urban            | 0.82 | 1.00 | 1.11 | 0.73 | .63  |
| Passenger Vehicle Occupant Fatalities (All Seat Positions) | Total            | 159  | 147  | 158  | 108  | 94   |
|  | Restrained       | 42   | 34   | 25   | 23   | 28   |
|  | Unrestrained     | 103  | 97   | 117  | 75   | 60   |
|  | Unknown          | 14   | 16   | 16   | 10   | 6    |
| Alcohol-Impaired Driving Fatalities (BAC=.08+)             | Total            | 59   | 58   | 55   | 38   | 35   |
| Speeding-Related Fatalities                                | Total            | 64   | 62   | 45   | 46   | 35   |
| Motorcyclist Fatalities                                    | Total            | 26   | 22   | 22   | 28   | 15   |
|  | Helmeted         | 6    | 9    | 5    | 7    | 4    |
|  | Unhelmeted       | 19   | 12   | 16   | 21   | 11   |
|  | Unknown          | 1    | 1    | 1    | 0    | 0    |
| Drivers Involved in Fatal Crashes                          | Total            | 233  | 225  | 235  | 175  | 150  |
|  | Aged Under 15    | 5    | 2    | 1    | 2    | 1    |
|  | Aged 15-20       | 29   | 31   | 33   | 22   | 22   |
|  | Aged Under 21    | 34   | 33   | 34   | 24   | 23   |
|  | Aged 21 and Over | 197  | 192  | 201  | 149  | 122  |
|  | Unknown Age      | 3    | 2    | 0    | 0    | 4    |
| Pedestrian Fatalities                                      | Total            | 9    | 15   | 7    | 7    | 10   |

Data is from the South Dakota Accident Records System; all statistics shown above are provisional.

## CORE OUTCOME MEASURES FOR 2008

- C1 – Number of traffic fatalities: **121**
- C2 – Number of serious injuries in traffic crashes: **925**
- C3 – Fatalities per vehicle mile traveled: **1.43**
- C4 – Number of unrestrained passenger vehicle occupant fatalities, all seat positions: **60**
- C5 – Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 or above: **35**
- C6 – Number of speeding-related fatalities: **35**
- C7 – Number of motorcyclist fatalities: **15**
- C8 – Number of unhelmeted motorcyclist fatalities: **11**
- C9 – Number of drivers age 20 or younger involved in fatal crashes: **23**
- C10 – Number of pedestrian fatalities: **10**

## BEHAVIOR MEASURE FOR 2008

- B1 – Observed seat belt use for passenger vehicles, front seat outboard occupants: **71.8%**

## ACTIVITY MEASURES (REPORTING BEGINS IN FFY10)

- A1 - Number of seat belt citations issued during grant-funded enforcement activities
- A2 - Number of impaired driving citations issued during grant-funded enforcement activities
- A3 - Number of speed citations issued during grant-funded enforcement activities

## 2010 HIGHWAY SAFETY PERFORMANCE GOALS

- C1 – Decrease traffic fatalities 21 percent from the 2008 calendar base year figure of 121 to 96 by December 31, 2010.
- C2 – Decrease serious traffic injuries 13 percent from the 2008 calendar base year figure of 925 to 805 by December 31, 2010.
- C3 – (a) Decrease fatalities/VMT from the 2008 calendar base year rate of 1.43 to 1.13 by December 31, 2010.  
(b) Decrease rural fatalities/VMT from the 2008 calendar base year rate of 1.78 to 1.39 by December 31, 2010.  
(c) Decrease urban fatalities/VMT from the 2008 calendar base year rate of .63 to .54 by December 31, 2010.
- C4 – Decrease unrestrained passenger vehicle occupant fatalities in all seating positions 19 percent from the 2008 calendar base year figure of 60 to 49 by December 31, 2010.
- C5 – Decrease alcohol impaired driving fatalities 22 percent from the 2008 calendar base year figure of 35 to 27 by December 31, 2010.
- C6 – Decrease speeding-related fatalities 21 percent from the 2008 calendar base year figure of 35 to 28 by December 31, 2010.
- C7 – Decrease motorcyclist fatalities 17 percent from the 2008 calendar base year figure of 15 to 12 by December 31, 2010.
- C8 – Decrease unhelmeted motorcyclist fatalities 10 percent from the 2008 calendar base year figure of 11 to 10 by December 31, 2010.
- C9 – Decrease drivers age 20 or younger involved in fatal crashes 16 percent from the 2008 calendar base year figure of 23 to 19 by December 31, 2010.
- C10 – Reduce pedestrian fatalities 55 percent from the 2008 calendar base year figure of 10 to 5 by December 31, 2010.

## 2010 CORE BEHAVIOR GOALS

- B1 – Increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles 1.3 percentage points from the 2008 calendar year base year average usage rate of 71.8 percent to 73.1 percent by December 31, 2010.

# PERFORMANCE TRENDING AND GOALS

## Core Outcome and Behavior Measures in Detail

### C1: NUMBER OF FATALITIES FROM TRAFFIC CRASHES

#### 2010 Performance Goal

- Decrease traffic fatalities 21 percent from the 2008 calendar base year figure of 121 to 96 by December 31, 2010.

#### Key Observations

- Altogether, 121 traffic crash fatalities were recorded in South Dakota in 2008, down approximately 17% from the previous year. Overall, the number of traffic crash fatalities recorded in South Dakota has trended steadily downward over the most recent three years.
- There were fewer traffic crash fatalities in 2008 than in any year over the last four decades.
- Controlling for total state population, the state has witnessed a 40.9% cumulative improvement in fatality outcomes since 2004.
- The vast majority (91.7%) of traffic crash fatalities in South Dakota in 2008 were motorists, as opposed to pedestrians.

#### Recent Data

Of the 15,908 motor vehicle traffic crashes reported in South Dakota in 2008, 109 resulted in at least one fatality. In total, 121 traffic crash fatalities were recorded in South Dakota in 2008, down approximately 17% from the previous year. Of those killed, 91 (75.2%) were in-state residents. The overall fatality count for 2008 aligns with the generally downward trend in traffic crash fatalities observed in South Dakota over the most recent five-year period. Over this span, fatalities on South Dakota roadways have decreased by 38.6%, or an average change of -10.9% per year. Overall, there were fewer traffic crash fatalities in 2008 than in any year over the last three decades.<sup>2</sup> In 2008, 66.1% of traffic crash fatalities were drivers of motor vehicles. Table 1 presents basic fatality counts and annual percentage changes from 2004 to 2008. Figure 1 provides a visual representation of the gradual reduction of traffic crash fatalities in South Dakota, as expressed through three-year averages.

Table 1. Annual Traffic Crash Fatalities: 2004-2008

|      | Fatalities | % Change |
|------|------------|----------|
| 2004 | 197        | -        |
| 2005 | 186        | -5.6%    |
| 2006 | 191        | 2.7%     |
| 2007 | 146        | -23.6%   |
| 2008 | 121        | -17.1%   |

<sup>2</sup> Source: 2008 South Dakota Motor Vehicle Traffic Crash Summary – SD Department of Public Safety

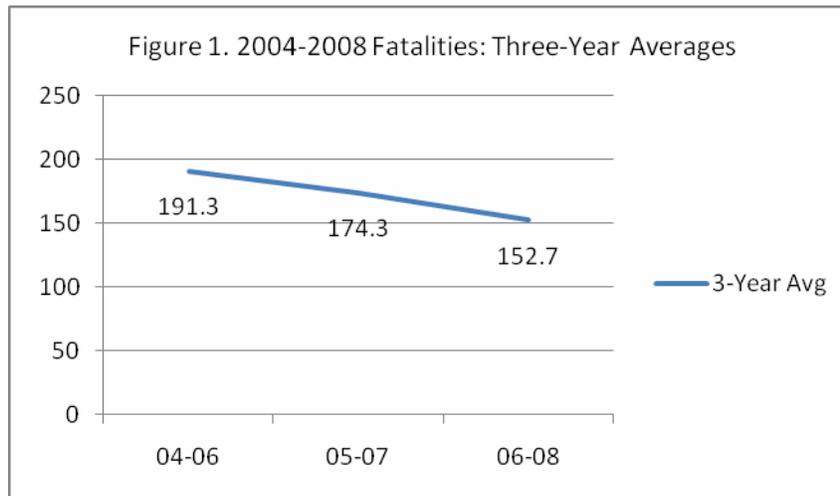


Figure 2 presents traffic crash fatalities by unit type for 2004–2008. From this data, it can be seen that the vast majority of traffic crash fatalities in South Dakota are motorists, as opposed to pedestrians. With regard to the 121 traffic crash fatalities recorded in 2008, 111 (91.7%) were motor vehicle occupants. Of these, 47 (42.3%) were either totally or partially ejected from their vehicles, and 55 (58.5%) died in vehicles in which airbags did not deploy. Of all motor vehicle occupant fatalities, 69.4% (77) were male. Front seat occupants comprised 87.2% of passenger vehicle occupant fatalities. Occupants aged 20-25 years accounted for 16.2% of all occupant fatalities, the highest of any age group.<sup>3</sup> Finally, 86.8% of 2008 traffic crash fatalities occurred on rural roadways while the remaining 13.2% occurred on urban roadways. Reporting on core measure C-3 will go further in elaborating on the overwhelmingly rural nature of South Dakota’s road system, and describing the implications of this condition on traffic crash outcomes.

<sup>3</sup> Among six-year age span groups.

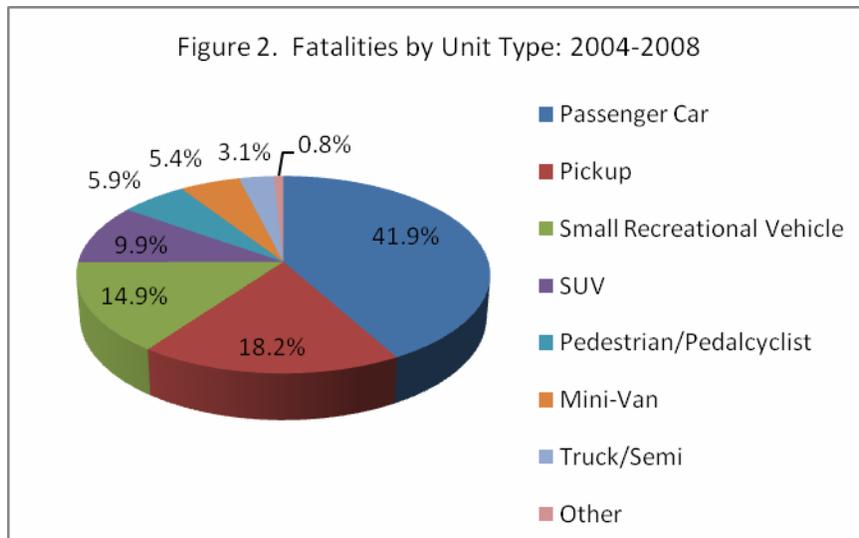


Table 2 displays calculated values for a modified per capita measure of traffic crash fatalities: total fatalities per 100,000 in-state population. This metric provides a relative indicator of fatality incidence, indexed to dynamic population counts. The figures presented in this table supply another means by which to illustrate the recent years' general decline in traffic crash fatalities in South Dakota. By this measure, the state has witnessed a 40.9% cumulative improvement in fatality outcomes over the 2004–2008 time period. This five-year reduction, whose magnitude exceeds that of the overall percentage decline in total fatalities (38.6%), is accounted for by the fact that the reduced number of fatalities in South Dakota since 2004 has been recorded contemporaneously with an overall increase in actual in-state population.

Table 2. Total Fatalities per 100,000 In-State Population: 2004-2008<sup>4</sup>

|      | Population Estimate | Total Fatalities | Per 100,000 Population | Annual % Change |
|------|---------------------|------------------|------------------------|-----------------|
| 2004 | 773,539             | 197              | 25.47                  | -               |
| 2005 | 779,315             | 186              | 23.87                  | -6.3%           |
| 2006 | 787,380             | 191              | 24.26                  | 1.6%            |
| 2007 | 795,689             | 146              | 18.35                  | -24.4%          |
| 2008 | 804,194             | 121              | 15.05                  | -18.0%          |

## C2: NUMBER OF SERIOUS INJURIES FROM TRAFFIC CRASHES

### 2010 Performance Goal

- Decrease serious traffic injuries 13 percent from the 2008 calendar base year figure of 925 to 805 by

<sup>4</sup> That each of the major “per unit denominators” commonly used in traffic crash reporting (such as population counts, registered vehicle counts, and registered driver counts) are unavoidably misspecified is a well-worn topic. It is commonly acknowledged that no single per unit measure is both broadly and consistently inclusive of and only of those indexing units most relevant to the primary “numerator” measure. Indeed, population figures may be construed as a biased control factor due to the tendency for in-state fatality counts to include out-of-state motorists. However, in-state population is favored here due to its straightforward parsimony and its inter-state definitional reliability.

December 31, 2010.

### Key Observations

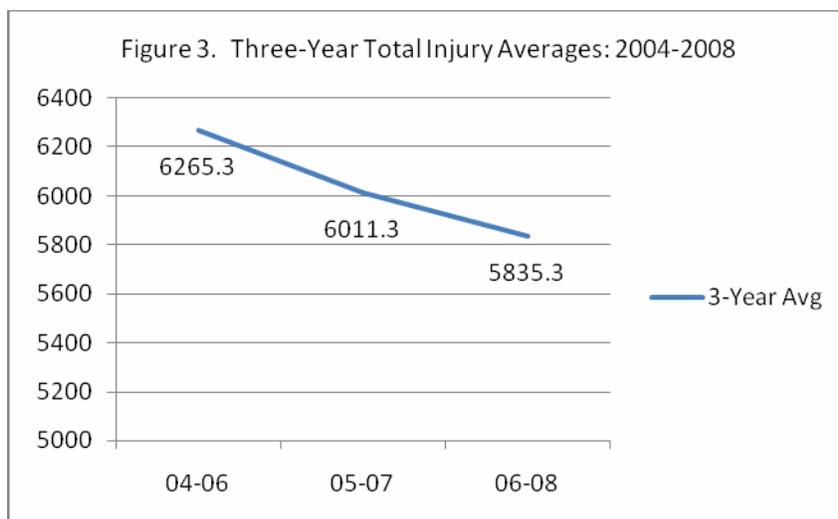
- 5,709 traffic crash injuries were sustained in 2008, 925 of which were serious or incapacitating.
- The number of serious injuries recorded in 2008 represents a 4.8% increase from the analogous 2007 total, but it remains 25.2% lower than the baseline 2004 figure.
- When expressed through three-year averages, the numbers of both total injuries and serious injuries resulting from traffic crashes have consistently declined over the most recent five year period.

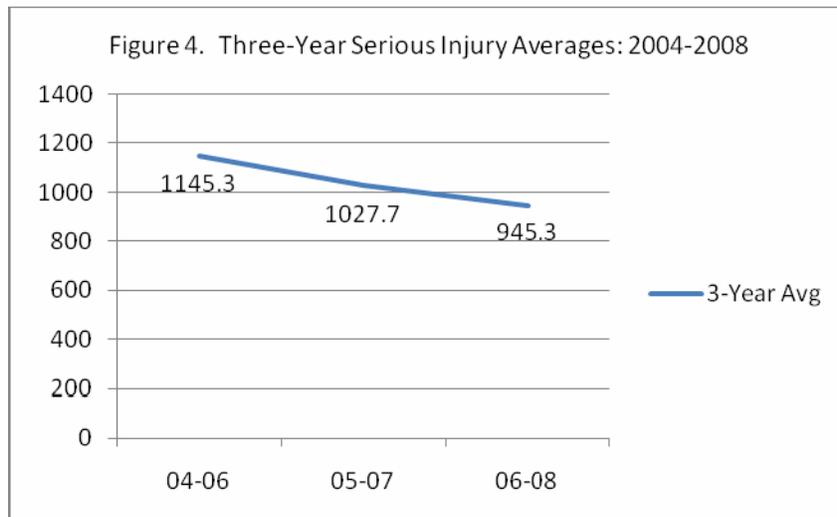
### Recent Data

A total of 5,709 injuries were sustained as a result of traffic crashes in 2008. Of these injuries, 121 (2.1%) were ultimately fatal. Of non-fatal injuries, 925 (16.2%) of which were serious or incapacitating. At the same time, 26.5% of all traffic crashes in 2008 produced either a fatality or an injury, while 4.46% of all crashes resulted a serious injury (n=710). Although the number of serious injuries recorded in 2008 (925) represents a 4.8% increase from the analogous 2007 figure, it remains 25.2% lower than the baseline 2004 figure, a decrease that corresponds to an average annual change of -6.7% over the five year period. Similarly, the number of total annual injuries from traffic crashes has declined 12.8% since 2004, a difference that is also quantifiable as an average annual change of -3.3%. Table 3 displays frequency counts and average annual changes for total injuries and serious injuries from 2004–2008. Figures 3 and 4 present three-year average trend lines for total injuries (Figure 3) and serious injuries (Figure 4).

Table 3. Annual Traffic Crash Injuries, Total and Serious: 2004-2008

|      | Total Injuries | % Change | Serious Injuries | % Change |
|------|----------------|----------|------------------|----------|
| 2004 | 6544           | -        | 1236             | -        |
| 2005 | 6237           | -4.7%    | 1172             | -5.2%    |
| 2006 | 6015           | -3.6%    | 1028             | -12.3%   |
| 2007 | 5782           | -3.9%    | 883              | -14.1%   |
| 2008 | 5709           | -1.3%    | 925              | 4.8%     |





Altogether, 23,326 motor vehicle occupants were involved in traffic crashes in 2008; 23.6% of these individuals sustained an injury, and 3.79% suffered a serious injury. Of the 885 motor vehicle occupants experiencing a serious injury, 629 (71.1%) were drivers, while 256 (28.9%) were non-drivers. In addition, 85.6% of all passenger vehicle occupants experiencing a serious injury were front seat occupants. Beyond motor vehicle occupants, 12 pedalcyclists and 28 pedestrians sustained serious injuries in 2008. Males accounted for 56.6% of all individuals sustaining a serious injury. Among serious injuries for which a location was recorded, 612 (66.1%) occurred on rural roadways, with 310 occurring on urban roadways.

### C3: FATALITIES PER VEHICLE MILE TRAVELED

#### 2010 Performance Goal

- (a) Decrease fatalities/VMT from the 2008 calendar base year rate of 1.43 to 1.13 by December 31, 2010.
- (b) Decrease rural fatalities/VMT from the 2008 calendar base year rate of 1.78 to 1.39 by December 31, 2010.
- (c) Decrease urban fatalities/VMT from the 2008 calendar base year rate of .63 to .54 by December 31, 2010.

#### Key Observations

- Because such a large proportion of South Dakota's roadways are located in rural areas, overall fatality rate figures are heavily influenced by traffic crashes occurring on rural roadways.
- The 2008 statewide fatality rate of 1.43 represents a 17.0% fall from that of 2007 (1.72).
- Considered separately, the state's rural fatality rate of 1.78 represents a 14.8% improvement from 2007, while the urban rate of 0.63 entails a 27.9% year-to-year improvement.

- Injury-to-fatality ratios suggest that rural crashes are more likely than urban crashes to produce fatalities, all else being equal.

### Recent Data

South Dakota's highway system is dominated by vastness. The state's geographic expansiveness and sparse population combine to result in a marked reliance on travel by rural roadways. In 2008, South Dakota's state and local governments maintained 82,141 miles of roadways, 96.4% of which (79,209) were designated by the state Department of Transportation as rural. In addition, 69.8% of all vehicle miles traveled in South Dakota occurred on rural highways and streets. Table 4 exhibits basic figures for miles of roadways and vehicle miles traveled (VMT) in South Dakota for 2008.

Table 4. South Dakota Roadways and VMT: 2008

|             | Values        | % of Total |
|-------------|---------------|------------|
| Rural Miles | 79,209        | 96.4%      |
| Urban Miles | 2,932         | 3.6%       |
| Total Miles | 82,141        | 100.0%     |
| Rural VMT   | 5,912,687,736 | 69.8%      |
| Urban VMT   | 2,557,811,522 | 30.2%      |
| Total VMT   | 8,470,499,258 | 100.0%     |

Because such a large proportion of South Dakota's roadways are located in rural areas, overall fatality rate figures are heavily influenced by traffic crashes occurring on rural roadways. Table 5 provides fatality and injury rate figures for 2004–2008, segmented by location type.<sup>5</sup> The total traffic crash fatality rate in South Dakota has declined steadily since 2004. Over the last three decades, South Dakota has not recorded a fatality rate lower than the 2008 figure of 1.43. Additionally, the 2008 fatality rate represents a 17.0% fall from that of 2007 (1.72). Sizable improvements are also observed when rural and urban fatality rates are considered separately (14.8% and 27.9% reductions, respectively). Though intuitive, it is important to note explicitly that the reduced fatality rates observed here are not attributable to a lower number of vehicle miles traveled. Because fatality rates are a rate measure rather than a count measure, the 0.1% reduction in total VMTs from 2007 to 2008 does not seem to account for the disproportionately lower number of fatalities per VMT recorded in 2008.<sup>6</sup>

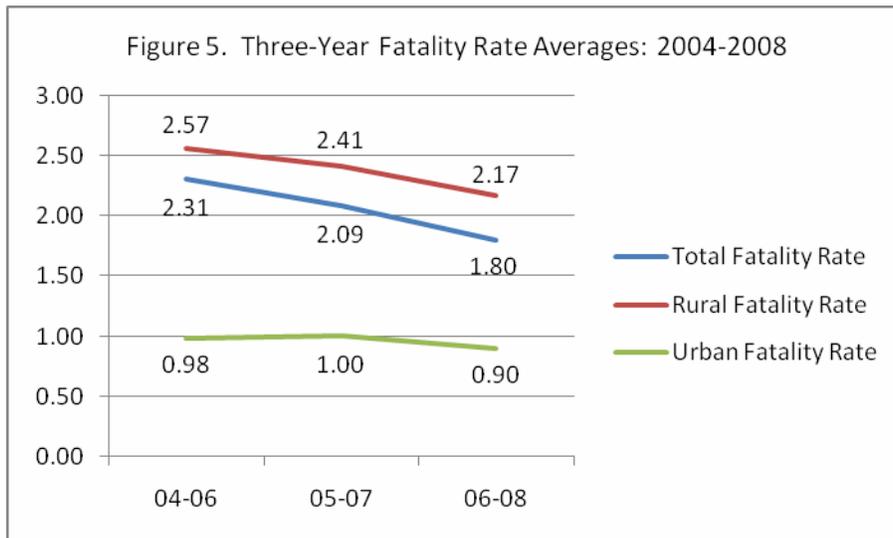
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<sup>5</sup> "Fatality rate" is defined here as the number of fatalities per 100 million vehicle miles traveled. Likewise, "injury rate" expresses the number of injuries (all severity levels, not including fatalities) per 100 million vehicle miles traveled.

<sup>6</sup> Both total and rural VMTs have declined slightly for each year since 2006; urban VMTs have increased in each of the same years. Since 2006, total VMTs have decreased by 0.2%, rural VMTs by 2.3%, and urban VMTs have increased by 4.6%.

Table 5. Fatality and Injury Rates by Location: 2004-2008

|                       | Total Fatality Rate | Rural Fatality Rate | Urban Fatality Rate | Total Injury Rate | Rural Injury Rate | Urban Injury Rate |
|-----------------------|---------------------|---------------------|---------------------|-------------------|-------------------|-------------------|
| 2004                  | 2.38                | 2.54                | 0.81                | 79.06             | 46.97             | 157.07            |
| 2005                  | 2.29                | 2.51                | 0.93                | 76.76             | 47.21             | 157.14            |
| 2006                  | 2.25                | 2.65                | 1.20                | 70.75             | 46.45             | 127.91            |
| 2007                  | 1.72                | 2.09                | 0.87                | 68.17             | 43.50             | 125.79            |
| 2008                  | 1.43                | 1.78                | 0.63                | 67.40             | 39.85             | 130.58            |
| % Change ('07 to '08) | -17.0%              | -14.8%              | -27.9%              | -1.1%             | -8.4%             | 3.8%              |



Similarly, Table 5 demonstrates that figures for all three fatality rate measures and for two of the three injury rate measures decreased from 2007 to 2008. Using three-year averages, Figure 5 displays the downward trend in the state’s three fatality rate measures since 2004. As expected, it can be seen that rural fatality rates are substantially higher than comparable urban fatality rates for each of the last five years. The reasons for this tendency are at least partially intuitive, including but not limited to the characteristically higher allowable rates of speed on rural roadways and the increased transit time required for emergency responders to arrive at crash sites. The relationship between rural and urban fatalities can also be observed through injury-to-fatality ratios. In 2008, 22.4 injuries were recorded for each fatality in rural areas. By contrast, 208.4 injuries per fatality were recorded in urban areas.<sup>7</sup> Like the rural-urban disparities in basic fatality rates, the above injury-to-fatality ratios suggest that rural crashes are more likely than urban crashes to produce fatalities, all else being equal. This observation implies that states like South Dakota, whose distinctively rural composition produce unique geographic contexts, face unique challenges to effective traffic crash management.

#### C4: NUMBER OF UNRESTRAINED PASSENGER VEHICLE OCCUPANT FATALITIES

##### 2010 Performance Goal

<sup>7</sup> The 2008 rural injuries-to-fatalities ratio of 22.4:1 represents a 7.6% change from 2007, when the analogous ratio was 20.9:1; the 2008 urban injuries-to-fatalities ratio of 208.8:1 represents a 44.1% change from 2007, which had a ratio of 144.9:1.

- Decrease unrestrained passenger vehicle occupant fatalities in all seating positions 19 percent from the 2008 calendar base year figure of 60 to 49 by December 31, 2010.

**Key Observations**

- Of the 1,914 unrestrained passenger vehicle occupants involved in a traffic crash in 2008, 60 (3.1%) were killed.
- In 2008, 59.6% of unrestrained passenger vehicle occupants involved in a traffic crash sustained an injury, fatal or otherwise. By contrast, only 22.4% of restrained occupants suffered an injury or fatality.
- 84.6% of all unrestrained driver fatalities in 2008 were sustained by males.
- Of all passenger vehicle occupants involved in a traffic crash who were not ejected from the vehicle as a result of the crash, 79.9% wore a seatbelt and/or shoulder harness; of those who were completely ejected from the vehicle, only 0.2% wore a seatbelt and/or shoulder harness.

**Recent Data**

In 2008, 23,890 passenger vehicle occupants were involved in traffic crashes, 1,914 of which were unrestrained.<sup>8</sup> Of these unrestrained occupants, 60 (3.1%) were killed, 302 (15.8%) sustained a serious injury, and 779 (40.7%) received non-serious injury. Altogether then, 59.6% of these occupants suffered an injury, fatal or otherwise.<sup>9</sup> From 2004–2008, 59.2% of unrestrained passengers involved in a traffic crash were injured or killed, and 4.2% were killed. Over the same period, only 0.2% of restrained passenger vehicle occupants involved in a traffic crash were killed. Table 6 presents crash outcome figures for all unrestrained passenger vehicle occupants in South Dakota from 2004–2008.

Table 6. Injury Outcomes of Unrestrained Passenger Vehicle Occupants: 2004-2008

|               | Fatalities | Serious Injuries | Other Injuries | No Injury | Total  |
|---------------|------------|------------------|----------------|-----------|--------|
| 2004          | 103        | 393              | 970            | 1012      | 2478   |
| 2005          | 96         | 338              | 905            | 896       | 2235   |
| 2006          | 117        | 307              | 866            | 861       | 2151   |
| 2007          | 73         | 279              | 779            | 839       | 1970   |
| 2008          | 60         | 302              | 779            | 773       | 1914   |
| 2008 (%)      | 3.1%       | 15.8%            | 40.7%          | 40.4%     | 100.0% |
| All Years (%) | 4.2%       | 15.1%            | 40.0%          | 40.8%     | 100.0% |

South Dakota Codified Law 32-37-1 requires passenger vehicle operators to secure all occupants under the age of five in a child restraint system. Given the practical implications of this statute, discussion of passenger vehicle restraint usage is made more productive by considering two separate age groups: ages less than five and ages five and over. From 2004–2008, 11 fatalities of passenger vehicle occupants under five years old were recorded; only one was killed having been secured properly into a child restraint device. Six of these fatalities involved children who were entirely unrestrained. In 2008 alone, three children under the age of five were killed as passenger vehicle occupants; none were secured properly into a child restraint device.

<sup>8</sup> Here, “unrestrained” passengers are those not wearing a seatbelt or shoulder harness, as well as child occupants not secured in a child restraint system (car seat).

<sup>9</sup> By contrast, only 22.4% of restrained passenger vehicle occupants involved in a traffic crash sustained an injury or fatality.

Of the 94 passenger vehicle occupants sustaining fatal injuries in 2008, 91 were age five or older. Of these, 58 (63.7%) were unrestrained. Approximately 59.5% (n=1,134) of all unrestrained occupants (age five and older) involved in a traffic crash sustained either a fatality or an injury. Among these unrestrained fatalities, 21 was the modal age value (5 fatalities). Occupants in the 16-28 age group accounted for 46.6% of all unrestrained fatalities, and occupants of the 15-34 age group represented 58.6% of all unrestrained fatalities. Males accounted for 75.9% (n=44) of unrestrained fatalities, as well as 59.8% (n=180) of all unrestrained serious injuries. In a related vein, 67.2% (n=39) of unrestrained fatalities were drivers. Compositing the preceding data, a striking 84.6% of all unrestrained driver fatalities in 2008 were male. The cumulative analogous figure for the 2004–2008 time period is 76.4%.

In 2008, 50.0% of passenger vehicle occupants sustaining a fatal injury were either partially or totally ejected from the vehicle; of those suffering all other injuries, only 2.4% were ejected either partially or totally. Of passenger vehicle occupants who were partially ejected from the vehicle during a crash, 69.6% suffered a serious injury or fatality; of those who were totally ejected from the vehicle, 78.47% sustained a serious injury or a fatality. Finally, among those who were partially ejected, only 12.5% had been restrained properly. Of those who were totally ejected, a mere 0.7% had been restrained properly. Table 7 presents 2004–2008 data on ejection status by restraint usage for passenger vehicle occupants only (all ages).

Table 7. Ejection Status by Restraint Usage: 2004-2008

|                                 | Not Ejected | Totally Ejected | Partially Ejected | Total  |
|---------------------------------|-------------|-----------------|-------------------|--------|
| None                            | 10.5%       | 93.0%           | 71.1%             | 11.5%  |
| Belt/harness                    | 79.9%       | 0.2%            | 21.8%             | 78.9%  |
| Other, Unreported, Unknown      | 9.2%        | 6.1%            | 6.3%              | 9.2%   |
| Youth restraint used improperly | 0.0%        | 0.6%            | 0.0%              | 0.0%   |
| Youth restraint used properly   | 0.4%        | 0.0%            | 0.7%              | 0.4%   |
|                                 | 100.0%      | 100.0%          | 100.0%            | 100.0% |

## C5: NUMBER OF FATALITIES IN CRASHES INVOLVING A DRIVER OR MOTORCYCLE OPERATOR WITH BAC OF .08 OR ABOVE

### 2010 Performance Goal

- Decrease alcohol impaired driving fatalities 22 percent from the 2008 calendar base year figure of 35 to 27 by December 31, 2010.

### Key Observations

- While the total number of crashes involving at least one driver or motorcycle operator with a BAC of .08 or above was slightly higher in 2008 than in recent years, the 35 fatalities resulting from these traffic crashes was the lowest such figure in the last five years.
- The annual number of fatalities from crashes involving an intoxicated driver has dropped each year since 2004, although the number of these crashes has slowly risen over the same period.
- In 2008, 80% of fatalities in this traffic crash category were sustained by intoxicated drivers.

### Recent Data

In South Dakota, it is considered a criminal offense for any driver to operate a motor vehicle while

maintaining a blood alcohol content (BAC) level of .08 or higher.<sup>10</sup> Altogether, 15,908 traffic crashes were reported in 2008, 373 of which involved at least one driver with a BAC reading of .08 or above. This amounts to a rate of 2.3%, the highest such figure over the last five years. In fact, the number of traffic crashes involving such vehicle operators has slightly yet consistently ticked upward each year since 2004, even though the number of total crashes has generally been declining over the same period. Table 8 shows annual figures and percentage changes for crashes involving at least one driver or motorcycle operator with a BAC reading of .08 or higher, compared to figures for total crashes.<sup>11</sup>

Table 8. BAC Accidents and Total Accidents: 2004-2008

|      | BAC Crashes | Total Crashes | % Total Crashes that<br>were BAC Crashes | % Annual Change<br>in BAC Crashes |
|------|-------------|---------------|--|-----------------------------------|
| 2004 | 218         | 17,162        | 1.3%                                     | -                                 |
| 2005 | 227         | 16,307        | 1.4%                                     | + 4.1%                            |
| 2006 | 299         | 15,730        | 1.9%                                     | + 31.7%                           |
| 2007 | 302         | 16,220        | 1.9%                                     | + 1.0%                            |
| 2008 | 373         | 15,908        | 2.3%                                     | + 23.5%                           |

Table 9 presents frequency counts of fatalities and injuries resulting from traffic crashes involving at least one driver with a BAC reading of .08 or higher. From 2004–2008, 245 fatalities and 408 serious injuries were sustained in crashes involving at least one operator exceeding the legal BAC limit. In 2008 alone, 35 fatalities and 75 serious injuries were reported in analogous traffic crashes. The fatality figure represents a 40.7% improvement from the five-year high of 59 recorded in 2004. To partially allay the potentially misleading influence of small tabular values, Figure 6 displays three-year averages for fatalities reported from 2004–2008. Fatalities resulting from these traffic crashes accounted for 28.9% of all fatalities recorded in 2008, compared to a five-year cumulative percentage of 29.1.

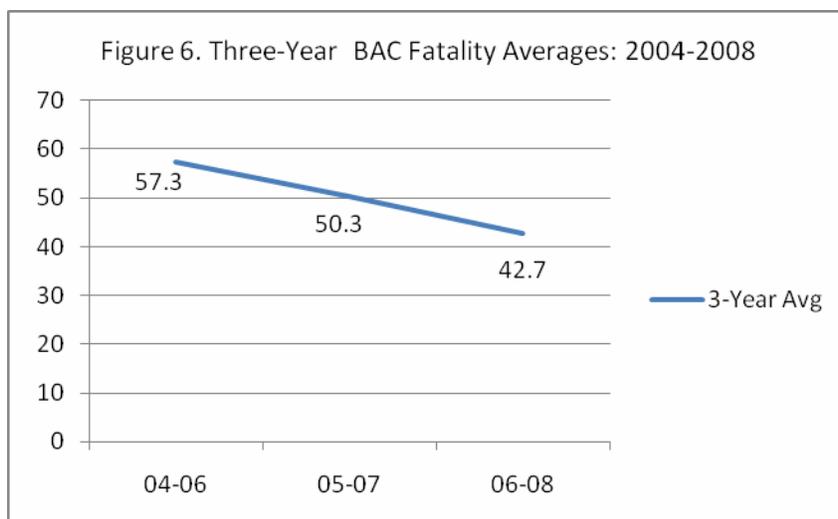
Table 9. Injury Outcomes for Individuals Involved in BAC Crashes: 2004-2008<sup>12</sup>

|               | Fatalities | Serious Injuries | Other Injuries | No Injury | Total  |
|---------------|------------|------------------|----------------|-----------|--------|
| 2004          | 59         | 108              | 141            | 94        | 402    |
| 2005          | 58         | 74               | 120            | 143       | 395    |
| 2006          | 55         | 83               | 192            | 181       | 511    |
| 2007          | 38         | 68               | 152            | 225       | 483    |
| 2008          | 35         | 75               | 187            | 328       | 625    |
| 2008 (%)      | 5.6%       | 12.0%            | 29.9%          | 52.5%     | 100.0% |
| All Years (%) | 10.1%      | 16.9%            | 32.8%          | 40.2%     | 100.0% |

<sup>10</sup> Drivers with a BAC level of .08 or higher will occasionally be referred to in this report as “intoxicated drivers.”

<sup>11</sup> In this table “BAC Crashes” refer to those accidents wherein at least one driver was found to have a BAC level of .08 or higher.

<sup>12</sup> Among individuals for whom an injury status was reported (96.6% of all individuals involved in such crashes).



A total of 378 vehicle operators with a BAC level of .08 were involved in traffic crashes in 2008. 51.3% (194) of these drivers were under the age of 30, and 73.3% (277) were under the age of 40. During 2008, no pedestrian or pedalcyclist fatalities were reported in traffic crashes involving these drivers. Said in another way, all fatalities in crashes of this sort were incurred by motor vehicle occupants. By vehicle type, fatality counts were as follows (number of fatalities in parenthesis): passenger car (15), light truck (9), sport utility vehicle (8), motorcycle (2), mini-van (1). Of fatality victims, 28 (80.0%) were themselves drivers with a BAC level of .08 or higher; all the other seven were motor vehicle occupants.<sup>13</sup> Over the last five years, 64.1% of fatalities recorded in BAC crashes were drivers with a BAC of .08 or above. Among fatalities in 2008 of drivers with a BAC of .08 or higher (28), 92.9% (26) carried an in-state driver's license; this corresponds to a five-year figure of 86.8%. Finally, among these driver fatalities, 89.3% (25) were male, 92.9% (26) failed to use appropriate safety restraint devices or other protective equipment, and 39.3% (11) were 25 years old or younger. Eighteen year-olds alone accounted for more than 1 in 10 of these fatalities in 2008.

## C6: NUMBER OF SPEEDING-RELATED FATALITIES

### 2010 Performance Goal

- Decrease speeding-related fatalities 21 percent from the 2008 calendar base year figure of 35 to 28 by December 31, 2010.

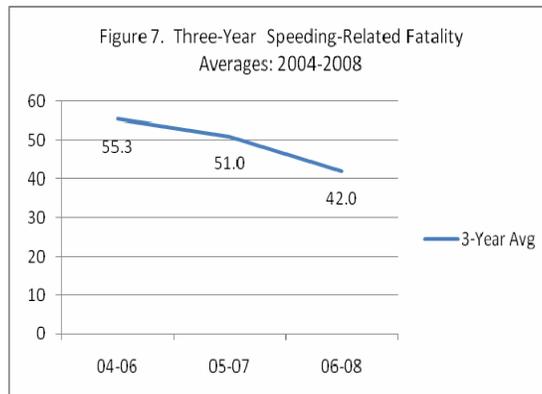
### Key Observations

- A total of 35 individuals were killed as a result of traffic crashes involving at least one speeding driver; this is a 23.9% improvement from 2007, and a five-year low.
- All speeding-related fatalities in 2008 were sustained by motor vehicle occupants; no pedestrians or bicyclists were killed or seriously injured in these traffic crashes.
- 82.9% of speeding-related fatalities occurred on rural roadways. Additionally, speeding-related fatalities per VMT were substantially higher in rural areas.

<sup>13</sup> By contrast, only 22.4% of restrained passenger vehicle occupants involved in a traffic crash sustained an injury or fatality.

## Recent Data

In 2008, 1,951 traffic crashes occurred that involved at least one speeding driver (amounting to 12.3% of all reported traffic crashes), a subset of all traffic crashes involving a total of 3,097 people. Of these individuals, 35 (1.1%) sustained fatal injuries, 186 (6.0%) suffered serious but non-fatal injuries, and 709 (22.9%) received non-serious injuries. Although the above 1.1 fatality percentage represents a five-year low, this measure has remained relatively flat for all years since 2004. The 35 speeding-related fatalities recorded in 2008 represent a 23.9% improvement from the same figures for 2007 (46), though the small scale of these figures leads to interpretive tenuousness. Figure 7 smoothes the most recent five years of time series data by displaying three year averages for speeding-related fatalities during the 2004–2008 period.



Although 2008 speeding-related fatalities are few, deconstructing these figures by contextual criteria may still produce useful insights. All speeding-related fatalities in 2008 were sustained by occupants of motor vehicles; no non-motorists (pedestrians and pedalcyclists) were killed, though three received non-serious injuries as a result of speeding-related crashes. Among those sustaining fatalities, the vehicle type occupancy was recorded as follows: 19 (54.3%) passenger car, 6 (17.1%) sport utility vehicle, 5 (14.3%) light truck, 4 (11.4%) motorcycle, 1 (2.9%) all-terrain vehicle. Among those suffering a fatality in 2008, 62.86% were killed in speed zones with a maximum allowable speed of 55 miles per hour, compared to a five-year cumulative rate of 49.4% killed in such zones. Since road surface type may be particularly likely to influence speeding-related traffic crash outcomes, basic figures are presented here. In 2008, traffic crashes on gravel and dirt roads tended to be considerably more injurious to motor vehicle occupants than did crashes on concrete, asphalt, and brick roads. While 70.5% of those involved speeding-related crashes on concrete, asphalt, or brick roadways sustained no injuries, the same could be said for only 54.1% of gravel or dirt road counterparts.

This discrepancy in injury rates between road surface types would again seem to imply a broader difference in crash outcomes between rural and urban roadways. From 2004 to 2008, 79.8% of speeding-related fatalities were recorded on rural roadways. The analogous 2008 figure of 82.9% (29) of was slightly higher than this five-year cumulative total, with only six fatalities occurring in urban areas; seven speeding-related fatalities were recorded on interstate highways. Table 10 places data for speeding-related fatalities in the context of vehicle miles traveled, and further segments these figures by rural-urban crash location. Similar to the rates displayed in section C3, rural fatalities/VMT are considerably higher than their urban counterparts for all years under consideration.

Table 10. Speeding-Related Fatalities per VMT: 2004-2008<sup>14</sup>

|      | Total Fatalities/VMT | Rural Fatalities/VMT | Urban Fatalities/VMT |
|------|----------------------|----------------------|----------------------|
| 2004 | 0.71                 | 0.65                 | 0.33                 |
| 2006 | 0.76                 | 0.80                 | 0.25                 |
| 2006 | 0.53                 | 0.62                 | 0.25                 |
| 2007 | 0.54                 | 0.69                 | 0.20                 |
| 2008 | 0.41                 | 0.49                 | 0.23                 |

## C7: NUMBER OF MOTORCYCLIST FATALITIES

### 2010 Performance Goal

- Decrease motorcyclist fatalities 17 percent from the 2008 calendar base year figure of 15 to 12 by December 31, 2010.

### Key Observations

- Motorcycles were involved in only 3.2% of traffic crashes in 2008, but these accidents accounted for 12.4% of all fatalities.
- 95.5% of all injuries and fatalities sustained in traffic crashes involving motorcycles were suffered by motorcycle occupants.
- The number of motorcycle fatalities per 1000 registered motorcyclists for 2008 (.26) is substantially lower than the 2007 rate (.48).
- 14 of the 15 motorcyclist fatalities recorded in 2008 were incurred by males.

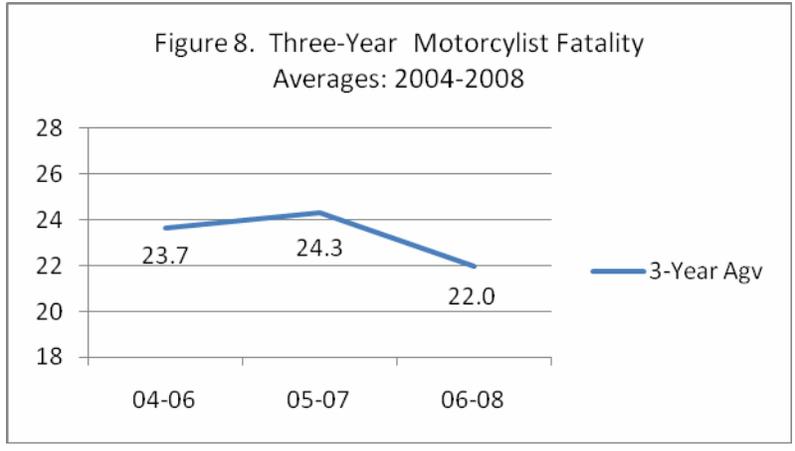
### Recent Data

In 2008, 507 traffic crashes involving motorcycles were reported, amounting to approximately 3.2% of all traffic crashes.<sup>15</sup> Of the 804 individuals involved in these traffic crashes, 610 (75.9%) were motorcycle occupants. A total of 536 people received non-fatal injuries as a result of these crashes, and 15 people were killed. Only five of the 185 individuals sustaining serious injuries as a result of motorcycle-involved traffic crashes were not motorcycle occupants. In fact, 95.5% (526 of 551) of all injuries and fatalities inflicted in these crashes were sustained by motorcyclists. The above fatality count of 15, all of whom were motorcyclists, reflects 12.4% of all fatalities reported in 2008. To summarize then, motorcycles were involved in only 3.2% of traffic crashes in 2008, but these accidents accounted for 12.4% of all fatalities. Further, accidents involving motorcycles in 2008 tended to injure or kill only the motorcyclists themselves. Figure 8

<sup>14</sup> From 2004-2006, no rural-urban designation was recorded for 21 speeding-related fatalities. Although these fatalities account for less than 10.0% of total fatalities over this time period, this missing data nonetheless results in underestimation of speeding-related fatalities per rural and urban VMT for these years. Figures for total speeding-related fatalities per VMT for these years are unaffected. Given this, the apparent flatness of time series figures for rural fatalities/VMT and urban fatalities/VMT is more likely to mirror the declining trend observed in the total fatalities/VMT metric.

<sup>15</sup> In sections C7 and C8, references to “motorcycles” and “motorcycle operators/occupants” also include mopeds and moped operators/occupants. For simplicity, the term “motorcycle” is used alone. In 2008, there were no moped fatalities.

displays three year averages for motorcycle fatalities (motorcycle occupants only) for 2004-2008. No clear pattern emerges from this time series, although the low fatality count recorded in 2008 pulls the trailing end of the trend line downward.<sup>16</sup>



The average age of motorcyclists suffering fatal injuries was 49.1 years. Of the 15 motorcyclist fatalities in 2008, 11 (73.3%) were age 40 or older; this is consistent with the analogous 2004–2008 figure of 73.9%. 14 of the motorcyclist fatalities recorded in 2008 were male, all of whom were operators; one motorcycle passenger was killed. Five of the 15 fatalities occurred during the three-week time span including the week prior to, the week of, and the week after the 2008 Sturgis Motorcycle Rally, although only three of these fatalities were officially recorded as rally-related. All fatalities occurred on concrete or asphalt roadways, as have 98.3% of all motorcyclist fatalities since 2004. In addition, 11 motorcyclists were killed on rural roadways, with the remaining 4 fatalities occurring on urban roadways. Two of motorcyclists suffering fatal injuries were drivers with a blood alcohol content reading of .08 or above. A total of 18 injuries, fatal or non-fatal, were produced by traffic crashes involving intoxicated motorcyclists, 15 of which were sustained by intoxicated motorcyclists; all of these 15 were male. Since South Dakota does not track motorcycle vehicle miles traveled, fatality per VMT rates cannot be computed. Table 11 displays figures for an alternative rate measure: motorcycle fatalities per 1000 registered motorcycles. While this metric is problematic for a number of reasons, it nonetheless supplies a relative indicator of motorcycle fatality rates.<sup>17</sup> From this table it can be seen that motorcycle fatalities, as a proportion of motorcycle registrations, have fallen substantially from 2004 to the present.

Table 11. Motorcycle Fatalities per Registered Motorcycle: 2004-2008

|      | Registered Motorcycles | Motorcyclist Fatalities | Fatalities per 1000 Registered Motorcycles |
|------|------------------------|-------------------------|--|
| 2004 | 41,579                 | 26                      | 0.63                                       |
| 2005 | 46,383                 | 22                      | 0.47                                       |

<sup>16</sup> For 2004-2008, yearly motorcycle fatality counts are as follows: 26 (2004), 22 (2005), 23 (2006), 28 (2007), 15 (2008).

<sup>17</sup> Several caveats are in order with regard to the use of a fatalities-per-registered-vehicle metric. This particular measure is tenuous not only because a considerable proportion of motorcycle traffic in South Dakota stems from inter-state travel, but also because some fatalities are sustained by out-of-state motorcyclists. In fact, only 7 of the 15 motorcyclists suffering a fatality in 2008 carried a South Dakota driver's license.

|      |        |    |      |
|------|--------|----|------|
| 2006 | 53,451 | 23 | 0.43 |
| 2007 | 58,529 | 28 | 0.48 |
| 2008 | 58,508 | 15 | 0.26 |

## C8: NUMBER OF UNHELMETED MOTORCYCLIST FATALITIES

### 2010 Performance Goal

- Decrease unhelmeted motorcyclist fatalities 10 percent from the 2008 calendar base year figure of 11 to 10 by December 31, 2010.

### Key Observations

- Of the 15 motorcyclist fatalities in 2008, 11 were sustained by unhelmeted occupants; this figure represents a five-year low. A five-year low is also observed when controlling for the number of registered motorcycle statewide.
- 7 of the 11 unhelmeted motorcyclist fatalities recorded in 2008 were sustained by out-of-state motorcyclists.
- Males accounted for 10 of the 11 unhelmeted motorcyclist fatalities recorded in 2008.

### Recent Data

Motorcycle occupants accounted for 610 (2.4%) of the 25,646 people involved in motor vehicle traffic crashes in 2008; 62.3% (380) of these riders were not wearing a helmet at the time the crash took place. This unhelmeted occupant percentage is comparable to a five-year cumulative total of 65.7%. Among unhelmeted motorcycle occupants in traffic crashes in 2008, 11 sustained fatal injuries. This figure amounts to 73.3% of all motorcyclist fatalities in 2008 (15). In total, unhelmeted motorcyclists comprised 62.3% of all motorcycle occupants involved in traffic crashes in 2008, but accounted for 73.3% of fatalities. Table 12 presents comparative crash outcomes data for helmeted and unhelmeted motorcyclists from 2004-2008. This table shows that figures for both unhelmeted and helmeted motorcyclist fatalities were at five-year lows in 2008. It is also shown that, for 2008 alone as well as for the entire 2004-2008 period, helmeted riders sustain fatal injuries with slightly lower relative frequency than do unhelmeted riders, although the rates are perhaps surprisingly similar. It should be noted however that n-values in these categories may be too small to justify the formation of practical inferences based on these figures alone.

Table 12. Injury Outcomes for Unhelmeted and Helmeted Motorcycle Occupants: 2004-2008

#### Unhelmeted Motorcycle Occupants

|      | Fatalities | Serious Injuries | Other Injuries | No Injury | Total |
|------|------------|------------------|----------------|-----------|-------|
| 2004 | 19         | 117              | 226            | 57        | 419   |
| 2005 | 12         | 145              | 222            | 68        | 447   |
| 2006 | 16         | 154              | 232            | 55        | 457   |

|               |      |       |       |       |        |
|---------------|------|-------|-------|-------|--------|
| 2007          | 21   | 122   | 241   | 58    | 442    |
| 2008          | 11   | 119   | 207   | 43    | 380    |
| 2008 (%)      | 2.9% | 31.3% | 54.5% | 11.3% | 100.0% |
| All Years (%) | 3.7% | 30.6% | 52.6% | 13.1% | 100.0% |

#### Helmeted Motorcycle Occupants

|               | Fatalities | Serious Injuries | Other Injuries | No Injury | Total  |
|---------------|------------|------------------|----------------|-----------|--------|
| 2004          | 6          | 74               | 91             | 23        | 194    |
| 2005          | 9          | 57               | 69             | 20        | 155    |
| 2006          | 5          | 71               | 94             | 24        | 194    |
| 2007          | 7          | 58               | 92             | 18        | 175    |
| 2008          | 4          | 59               | 116            | 19        | 198    |
| 2008 (%)      | 2.0%       | 29.8%            | 58.6%          | 9.6%      | 100.0% |
| All Years (%) | 3.4%       | 34.8%            | 50.4%          | 11.4%     | 100.0% |

The 11 unhelmeted fatalities in 2008 only included four (36.4%) bikers carrying a South Dakota driver's license. As before, this figure is suggestive of a high proportion of out-of-state motorcycle traffic on South Dakota roadways. The 40 and older age group constituted 72.7% (8) of all unhelmeted motorcyclist fatalities. 90.9% (10) of fatalities were sustained by males, and 27.3% (3) of unhelmeted motorcyclists died were reported by law enforcement personnel to have been drinking.<sup>18</sup> Table 13 gives annual figures for unhelmeted motorcyclist fatalities per registered motorcycle from 2004-2008. Although the number of registered motorcycles in South Dakota remained relatively stable between 2007 and 2008, the sizeable decline in the number of unhelmeted motorcyclist fatalities over the same period resulted in a greatly diminished rate value for 2008. Again, interpretive caution is warranted due to low n-values.

Table 13. Unhelmeted Motorcycle Fatalities per Registered Motorcycle: 2004-2008

|      | Fatalities per 1000 Registered Motorcycles |
|------|--|
| 2004 | 0.46                                       |
| 2005 | 0.26                                       |
| 2006 | 0.30                                       |
| 2007 | 0.36                                       |
| 2008 | 0.19                                       |

## C9: NUMBER OF DRIVERS AGE 20 OR YOUNGER INVOLVED IN FATAL CRASHES

### 2010 Performance Goal

<sup>18</sup> One showed a BAC reading of .05, two recorded levels of .08 or higher.

- Decrease drivers age 20 or younger involved in fatal crashes 16 percent from the 2008 calendar base year figure of 23 to 19 by December 31, 2010.

**Key Observations**

- 23 drivers under the age of 21 were involved in a fatal traffic crash in 2008; no lower value has been recorded in the last five years, and this figure represents a 32.4% decline since 2004.
- Both the number of total crashes and the number of fatal crashes involving at least one driver under the age of 21 were lower in 2008 than at any other time over the last five years.
- 60.9% of the drivers under the age of 21 that were involved in a fatal crash were male.

**Recent Data**

A total of 109 fatal crashes were reported in South Dakota during 2008, a subset of total traffic crashes that involved 23 drivers under the age of 21. This figure represents a five-year low for this measure. Of the above drivers, 10 were killed. Table 14 provides yearly counts and annual change figures of drivers under 21 involved in traffic crashes resulting in at least one fatality. As can be seen from the table, the number of drivers under 21 involved in fatal crashes has declined by a total of 32.4% since 2004, although it should be noted that most of this improvement occurred during a single year-to-year transition (2006 to 2007). Table 15 presents additional data describing the proportional involvement of young drivers in traffic crashes in South Dakota. This table suggests that the relative level of involvement of drivers under 21 in both total crashes and fatal crashes has been relatively stable since 2004. Although a marginally lesser proportion of total crashes in 2008 included a young driver than did crashes in 2004, the proportional involvement of such drivers in fatal crashes has remained virtually unchanged over the same time period. It is important to observe, however, that while the proportional involvement of young drivers in these crashes has been steady across recent years, the actual number of traffic crashes, particularly fatal crashes, has seen a moderate decline.

Table 14. Drivers Under 21 Involved in Fatal Crashes

|      | Drivers Under 21 | Annual % Change       |
|------|------------------|-----------------------|
| 2004 | 34               | -                     |
| 2005 | 33               | -2.9%                 |
| 2006 | 34               | 3.0%                  |
| 2007 | 24               | -29.4%                |
| 2008 | 23               | -4.2%                 |
|      |                  | Total Change = -32.4% |

Table 15. Traffic Crashes Involving Drivers Under Age 21: 2004-2008

|      | Total Crashes | Total Crashes Involving Driver Under 21 | % of Total Crashes Involving Driver Under 21 | Total Fatal Crashes | Fatal Crashes Involving Driver Under 21 | % Fatal Crashes Involving Driver Under 21 |
|------|---------------|---|--|---------------------|---|---|
| 2004 | 17,162        | 4,770                                   | 27.8%  | 166                 | 34                                      | 20.5%                                     |
| 2005 | 16,307        | 4,361                                   | 26.7%  | 158                 | 31                                      | 19.6%                                     |
| 2006 | 15,730        | 4,083                                   | 26.0%  | 172                 | 34                                      | 19.8%                                     |

|      |        |       |       |     |    |       |
|------|--------|-------|-------|-----|----|-------|
| 2007 | 16,220 | 4,225 | 26.0% | 130 | 23 | 17.7% |
| 2008 | 15,908 | 4,054 | 25.5% | 109 | 22 | 20.2% |

Table 16 presents fatality rates, expressed as fractions of total in-state population counts, for years 2004-2008. This table indicates that 24 fatalities resulted in 2008 from traffic crashes involving a driver under 21 years old, the smallest such figure in the previous five year period. Additionally, the 2008 fatality rate of 2.98 fatalities per 100,000 in population indicates the continuation of an apparently robust downward trend in the relative incidence of traffic crash fatalities involving young drivers.

Table 16. Fatalities per 100,000 In-State Population from Crashes Involving a Driver Under 21: 2004-2008

|      | Population Estimate | Fatalities from<br>Crashes Involving a<br>Driver Under 21 | Per 100,000<br>Population |
|------|---------------------|---|---------------------------|
| 2004 | 773,539             | 40  | 5.17                      |
| 2005 | 779,315             | 41  | 5.26                      |
| 2006 | 787,380             | 39  | 4.95                      |
| 2007 | 795,689             | 27  | 3.39                      |
| 2008 | 804,194             | 24  | 2.98                      |

Of the 23 drivers under age 21 involved in fatal traffic crashes in 2008, 21 (91.3%) were from South Dakota,<sup>19</sup> 14 of the 23 (60.9%) were male, and 6 of the 23 (26.1%) recorded a positive blood alcohol content reading. 21 of the 24 drivers (91.3%) were operating a passenger vehicle, while two were driving a small recreational vehicle. Among all passenger vehicle occupants age 21 or younger involved in traffic crashes in 2008, 18 were killed (19.1% of all passenger vehicle occupants killed) and 183 were seriously injured (26.7% of all passenger vehicle occupants receiving serious injuries). 72.2% (13 of 18) of passenger vehicle occupants age 20 or younger who were killed in 2008 were unrestrained, a total equal to 21.7% of all unrestrained passenger vehicle occupant fatalities.

## C10: NUMBER OF PEDESTRIAN FATALITIES

### 2010 Performance Goal

- Reduce pedestrian fatalities 55 percent from the 2008 calendar base year figure of 10 to 5 by December 31, 2010.

### Key Observations

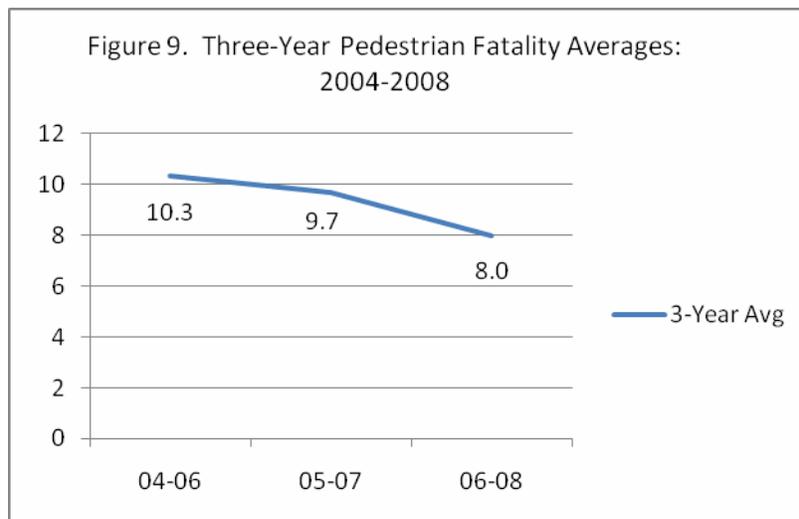
- Since 2004, the number of annual pedestrian fatalities in South Dakota has fluctuated around an average of 9.6 fatalities per year; 10 were reported in 2008.
- Pedestrians involved in rural traffic crashes more commonly sustained a fatal injury than did

<sup>19</sup> In the case of these drivers, a positive blood alcohol content reading is defined as a recorded BAC level of .02 or above.

pedestrians involved in urban traffic crashes. While 38.9% of rural traffic crashes involving a pedestrian resulted in a pedestrian fatality, the same was true for only 3.4% of analogous urban traffic crashes.

### Recent Data

Urban streets and roadways constituted only 3.6% of all road miles in South Dakota in 2008. Given the distinctly rural character of the state’s motor vehicle infrastructure, it may be argued that opportunities for precarious pedestrian-motor vehicle interaction are relatively less plentiful in South Dakota than in more urbanized states. Indeed, pedestrian fatalities are highly uncommon in South Dakota. Only 48 pedestrian fatalities were recorded in the state from 2004 through 2008, including 10 such fatalities in 2008. Since 2004, the number of annual pedestrian fatalities has fluctuated around an average of 9.6 fatalities per year; a five-year high of 15 fatalities was recorded in 2005, and a low of 7 was recorded in both 2006 and 2007. Figure 9 presents trend line data for pedestrian fatalities from 2004–2008, as expressed by three-year averages.



Although the picayune numeric values presented in the following discussion should discourage against generalization, detailed figures will nonetheless be reported. In 2008, 105 traffic crashes occurred that involved at least one pedestrian. These crashes resulted in 10 fatalities, 28 serious injuries, and 68 other injuries. Only one traffic crash produced multiple pedestrian fatalities. The average age of pedestrians suffering a fatality was 50.2. The youngest pedestrian killed was 18, the oldest was 85. Eight of those sustaining fatalities were males, and two of the ten killed were reported to have used alcohol immediately prior to the crash incident; all ten were residents of South Dakota.

In the context of pedestrian involvement in traffic crashes, a key disparity can be observed in crash outcomes between urban and rural settings, a distinction that is likely attributable to systematic rate-of-travel differences and subsequent crash intensity. Eight of the ten reported fatalities occurred in speed zones with a maximum allowable limit of no less than 40 miles per hour. Further, seven pedestrians were killed in rural areas, while three were killed on urban roadways. By contrast, 88.5% (85 of 96) of non-fatal injuries were sustained in urban areas. Among urban traffic crashes involving a pedestrian, 70.5% resulted in non-serious injuries to the pedestrian, and only 3.4% resulted in a fatality; to the contrary, only 33.3% of rural traffic crashes involving a pedestrian produced a non-serious injury to the pedestrian, while a striking 38.9%

resulted in a fatality. Taken together, these figures suggest that while urban roadways produce a far greater proportion of pedestrian injuries than do rural areas, the risk of sustaining an actual fatality (as opposed to a non-fatal injury) may be higher for pedestrians in rural areas. Tables 17 and 18 provide a tabular summaries of data regarding pedestrian fatalities and injuries by location type.

Table 17. Pedestrian Fatalities and Injuries by Location: 2008.

|                        | Rural<br>Roadways | Urban<br>Roadways | Total  |
|------------------------|-------------------|-------------------|--------|
| Fatalities (%)         | 70.0%             | 30.0%             | 100.0% |
| Fatalities (n)         | 7                 | 3                 | 10     |
| Non-fatal Injuries (%) | 11.5%             | 88.5%             | 100.0% |
| Non-fatal Injuries (n) | 11                | 85                | 96     |

Table 18. Pedestrian Injury Outcomes by Location: 2008

|           | Fatalities | Serious Injuries | Other<br>Injuries | Total  |
|-----------|------------|------------------|-------------------|--------|
| Rural (%) | 38.9%      | 27.8%            | 33.3%             | 100.0% |
| Rural (n) | 7          | 5                | 6                 | 18     |
| Urban (%) | 3.4%       | 26.1%            | 70.5%             | 100.0% |
| Urban (n) | 3          | 23               | 62                | 88     |

Finally, Table 19 displays pedestrian fatality counts indexed to statewide population figures. Although no linear pattern is apparent for this measure, it can be seen that over the five most recent years, roughly 1-2 pedestrians per 100,000 in-state population have been killed in motor vehicle crashes each year. In general, these rates are comparable to South Dakota's similarly-populated neighbor states.<sup>20</sup>

Table 19. Pedestrian Fatalities per 100,000 In-State Population: 2004-2008

|      | Population<br>Estimate | Pedestrian<br>Fatalities | Per 100,000<br>Population |
|------|------------------------|--------------------------|---------------------------|
| 2004 | 773,539                | 9                        | 1.16                      |
| 2005 | 779,315                | 15                       | 1.92                      |
| 2006 | 787,380                | 7                        | 0.89                      |
| 2007 | 795,689                | 7                        | 0.88                      |
| 2008 | 804,194                | 10                       | 1.24                      |

## B1: OBSERVED SEAT BELT USE FOR PASSENGER VEHICLES, FRONT SEAT OUTBOARD OCCUPANTS

### 2010 Performance Goal

<sup>20</sup> 2008 pedestrian fatality rates per 100,000 in population for South Dakota's similarly-populated neighbors were computed as follows: North Dakota .94, Montana 1.14, and Wyoming 1.31. Source: FARS, US Census Bureau.

- Increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles 1.3 percentage points from the 2008 calendar year base year average usage rate of 71.8 percent to 73.1 percent by December 31, 2010.

### Key Observations

- The 2008 estimate for statewide estimated safety restraint usage on all road types was 71.8%, a slight decrease from 2007 (73.0%).
- Pedestrians involved in rural traffic crashes more commonly sustained a fatal injury than did pedestrians involved in urban traffic crashes. While 38.9% of rural traffic crashes involving a pedestrian resulted in a pedestrian fatality, the same was true for only 3.4% of analogous urban traffic crashes.

### Recent Data

In June of 2008, the state of South Dakota conducted a statewide observational survey following methodological guidelines spelled out in NHTSA's Uniform Criteria for State Observational Surveys of Seat Belt Use. The underlying purpose of this annual survey is to observe seatbelt use of all drivers, right front passengers, and children under the age of five, traveling on rural and urban highways and interstates. The 2008 South Dakota Statewide Seat Belt Survey Final Report, which was prepared for and funded by the South Dakota Office of Highway Safety, serves as the primary source document for all information presented in this section.

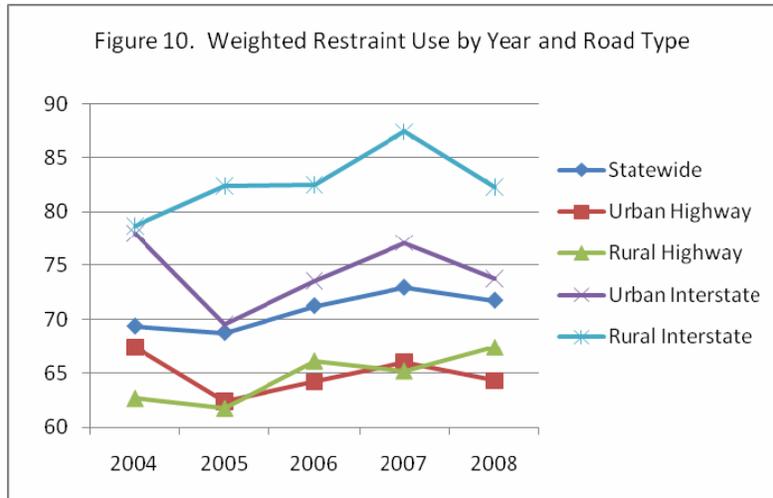
A multi-stage cluster approach was used in order to mitigate the state's uneven population distribution. The sampling pool was thus reduced to thirty-three of the state's largest counties, which together account for roughly 85% of the total population. Also, by permission from the NHTSA regional survey design advisor, the number of sampled road segments per county was lowered to seventeen or fewer, due to limited VMT estimates in South Dakota.

From the thirteen counties selected from the sampling pool, a total of 9,796 motorists were observed.<sup>21</sup> After weighing the four road type averages to account for VMT, the 2008 statewide estimated safety restraint use on all road types was 71.8%. This was a decrease of 1.2% from the 2007 statewide weighted estimate of 73.0%; however, the rate is still significantly higher than the rate in 2006. Table 20 and Figure 10 exhibit the weighted restraint use for each road type from 2004 through 2008.

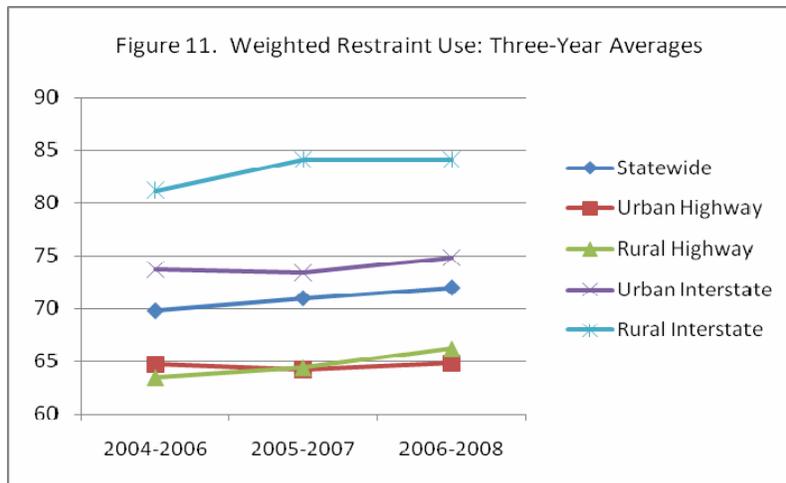
Table 20. Weighted Restraint Use by Year and Road Type: 2004-2008

|                       | Statewide | Urban Highway | Rural Highway | Urban Interstate | Rural Interstate |
|-----------------------|-----------|---------------|---------------|------------------|------------------|
| 2004                  | 69.4      | 67.4          | 62.7          | 78.0             | 78.7             |
| 2005                  | 68.8      | 62.4          | 61.8          | 69.6             | 82.4             |
| 2006                  | 71.3      | 64.2          | 66.1          | 73.6             | 82.5             |
| 2007                  | 73.0      | 66.0          | 65.2          | 77.1             | 87.4             |
| 2008                  | 71.8      | 64.3          | 67.4          | 73.8             | 82.3             |
| % Change ('07 to '08) | -1.2%     | -1.7%         | 2.2%          | -3.3%            | -5.1%            |

<sup>21</sup> Usually between 11,000 and 12,000 vehicles are observed; however, due to unexpected external factors, only 9,796 motorists were observed.



Safety restraint use on three of the four road types decreased from the 2007 estimates, while safety restraint use on rural highways increased. Since NHSTA reported in 2006 that most fatal accidents occur on rural highways and roads, the 2.2% increase in safety restraint use appears to be even more encouraging. Figure 11 exhibits the three-year moving averages from 2004 to 2008, statewide, and for each road type. This figure displays an upward trend in statewide use of safety restraints, along with three of the four individual road types. The weighted average use of safety restraints on rural highways, however, leveled off somewhat at 84.1%. It should be noted that the subtle directional disagreement among recent year between Figures 10 and 11 is due to simple arithmetic properties associated with three-year moving average calculations.



South Dakota's safety restraint usage can be examined by vehicle type and age group. As seen in Table 21, roughly one quarter of vehicles observed was in the pickup category. Of these, only 55.3% of motorists were wearing some form of safety restraint. This is a slight increase (0.4%) from 2007, the year pickups became a separate category in order to account for the vehicle type's popularity in rural South Dakota. However, seatbelt usage for pickups occupants remains significantly lower than that of other vehicle types. The group including vans, minivans, and station wagons had the highest restraint use, at 82.8%.

Table 21. Unweighted Restraint Use by Vehicle Type

|         | Restraint Use  |                 |                |                 |
|---------|----------------|-----------------|----------------|-----------------|
|         | Yes            | Child Restraint | None           | Total           |
| Cars    | 3,132<br>72.3% | 42<br>1.0%      | 1,158<br>26.7% | 4,332<br>100.0% |
| Vans    | 1,048<br>80.4% | 31<br>2.4%      | 225<br>17.3%   | 1,304<br>100.0% |
| SUVs    | 1,285<br>73.9% | 31<br>1.8%      | 422<br>24.3%   | 1,738<br>100.0% |
| Pickups | 1,332<br>55.1% | 4<br>0.2%       | 1,082<br>44.7% | 2,418<br>100.0% |
| Total   | 6,797<br>69.4% | 108<br>1.1%     | 2,887<br>29.5% | 9,792<br>100.0% |

Table 22 displays a break out of unweighted restraint usage by age group. Two of the age groups rose considerably in safety restraint usage. Of children judged to be ages 5-13, 73.9% used either a seatbelt or child restraint. This is an increase of 14.6 percentage points from the 2007 rate of 59.3%. Likewise, of children judged to be age 14-17, 67.8% used a seatbelt, a 12.3 percentage point increase from the 2007 rate of 55.5%. In the context of the low national averages for this age group, the usage increase is a meaningful improvement. Finally, seatbelt usage for those 18 and over revealed a slight increase from 2007 (68.5) to 2008 (70.5%).

Table 22. Unweighted Restraint Use by Age Group

|             | Restraint Use  |                 |                |                 |
|-------------|----------------|-----------------|----------------|-----------------|
|             | Belt           | Child Restraint | None           | Total           |
| 0-4 Years   | 21<br>13.2%    | 107<br>67.3%    | 31<br>19.5%    | 159<br>100.0%   |
| 5-13 Years  | 67<br>72.8%    | 1<br>1.1%       | 24<br>26.1%    | 92<br>100.0%    |
| 14-17 years | 478<br>67.8%   |                 | 227<br>32.2%   | 705<br>100.0%   |
| 18 & Over   | 6,232<br>70.5% |                 | 2,602<br>29.5% | 8,834<br>100.0% |
| Total       | 6,798<br>69.4% | 108<br>1.1%     | 2,884<br>29.5% | 9,790<br>100.0% |

#### Future Performance Measure Reporting Efforts

Starting with the 2010 Annual Report, and in strict compliance with requirements stipulated by the National Highway Traffic Safety Administration, the S.D. Office of Highway Safety will be reporting on core activity measures A1, A2, and A3, as defined in the Traffic Safety Performance Measures for States and Federal Agencies manual. These performance measures are based respectively on the number of seatbelt citations issued, number of impaired driving arrests made, and number of speeding citations issued through grant-funded enforcement activities. Additionally, these core activity measures will supplement ongoing reporting of core outcome and core behavior measures.

# PROJECT DESCRIPTIONS FOR HIGHWAY SAFETY PRIORITY AREAS

## FFY2010 OCCUPANT PROTECTION PROJECTS

### **South Dakota Highway Patrol**

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

### **Project 8**

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

### **Paid Media Project (See Addendum D)**

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

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

### **Seat Belt Survey**

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

### **Volunteers of America**

The Office of Highway Safety will work closely with a staff person through Volunteers of America the Dakotas (VOA) to develop highway safety activity modules that will be used in communities across the state. VOA will oversee small community highway safety projects, partner with public and private schools, post-secondary

institutions, and assist the general public by providing highway safety technical assistance and resource materials. In addition, the following projects will be coordinated by VOA:

### **Growing Up Together**

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

### **Miss 'Click-It'**

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

### **Buckle Up Bulldogs**

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

## **FFY2010 IMPAIRED DRIVING PROJECTS**

### **South Dakota Highway Patrol**

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

### **South Dakota Highway Patrol Drug Recognition Program**

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

### **Fatal Accident Crash Team (FACT)**

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

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

### **Law Enforcement Training**

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

### **Paid Media Project (See Addendum D)**

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

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

### **Volunteers of America (Also noted in other sections)**

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

### **Growing Up Together**

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

### **Department of Health**

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

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

### **Rapid City PD – DUI**

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

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

### **Traffic Safety Resource Prosecutor (TSRP)**

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

### **Parents Matter**

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

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

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

### **Higher Education Based Alcohol and 'Safe Ride' Projects**

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

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

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

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

### **Mountain Plains Evaluation**

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

### **Department of Human Services (DHS) School Based Prevention**

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

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

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

### **Standardized Field Sobriety Testing (SFST) Refresher**

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

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

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

**Local Law Enforcement**

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

**FFY2010 POLICE TRAFFIC SERVICES PROJECTS**

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

**Law Enforcement Agencies Participating in FFY2010**

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***State Law Enforcement***

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Highway Patrol Enforcement & Public Ed      Highway Patrol DRE Training

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***Police Departments***

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|                  |                                |
|------------------|--------------------------------|
| Aberdeen PD      | Miller PD                      |
| Alcester PD      | Mobridge PD                    |
| Belle Fourche PD | Pine Ridge PD                  |
| Box Elder PD     | Rapid City PD OT and Equipment |
| Brookings PD     | Rapid City DUI Enforcement     |
| Canton PD        | Pierre PD                      |
| Colman PD        | SDSU PD                        |
| Corsica PD       | Sioux Falls PD                 |
| Ft. Meade Rally  | Spearfish PD                   |
| Gregory PD       | Tea PD                         |
| Groton PD        | Vermillion PD                  |
| Hermosa PD       | Watertown PD                   |
| Lead PD          | Watertown SARO                 |
| Lemmon PD        |                                |

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## **Sheriff's Offices**

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|                                       |                                 |
|---------------------------------------|---------------------------------|
| Brookings Co SO                       | Hughes Co SO                    |
| Brown Co SO                           | Lake Co. SO                     |
| Brule Co SO                           | Lawrence Co SO                  |
| Butte Co SO                           | Lincoln Co SO                   |
| Campbell Co SO                        | Marshall Co SO                  |
| Custer Co SO                          | Mellette Co SO                  |
| Custer Co Combined Co Crash Reduction | Minnehaha Co SO                 |
| Davison Co SO                         | Moody Co SO                     |
| Deuel Co SO                           | Pennington Co SO OT & Equipment |
| Dewey Co SO                           | Pennington Co SO STEP           |
| Douglas Co SO                         | Spink Co SO                     |
| Edmunds Co SO                         | Stanley Co SO                   |
| Hamlin Co SO                          | Turner Co SO                    |
| Hanson Co SO                          | Union Co SO                     |

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### **South Dakota Highway Patrol**

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

### **Traffic Enforcement Training**

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

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

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

### **Law Enforcement Liaison Program**

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

### **Dewey County Traffic Enforcement**

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

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

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

### **Cheyenne River Sioux Tribe Law Enforcement**

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

### **Pine Ridge Oglala Sioux Tribe Department of Public Safety**

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

### **Watertown Police Department – Special Accident Reduction Officer and Act Civilized Vehicle**

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

## **Local Law Enforcement Equipment and Overtime**

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

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

## **FFY2010 MOTORCYCLE SAFETY PROJECTS**

### **South Dakota ABATE**

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

### **South Dakota Safety Council**

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

### **Paid Media**

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

### **Sturgis Rally Enforcement**

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

## **FFY2010 YOUNG DRIVER PROJECTS**

### **Highway Patrol – Alive at 25**

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

Alive at 25 teaches young adults that:

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

### **Department of Human Services – Community Based Prevention**

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

### **Volunteers of America**

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

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

### **Sioux Falls Police Department –Smart Rides**

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

## FFY2010 PEDESTRIAN AND BICYCLE PROJECTS

### **EMSC/Don't Thump Your Melon Bike Safety**

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

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

### **Safe Routes to School Program**

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

## PROJECT DESCRIPTIONS FOR ADDITIONAL AREAS

### TRAFFIC RECORDS

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

#### **Traffic and Criminal Software (TraCS)**

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

#### **911 Rural Addressing**

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

#### **National Emergency Medical Services Information System (NEMSIS)**

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

### ROADWAY SAFETY COMMITTEE

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

### SIOUX EMPIRE DRIVER EDUCATION

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

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

## EMERGENCY RESPONSE SERVICES

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

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

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

## DUI COURT – 6TH DISTRICT

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

## DRIVER ATTITUDE AND AWARENESS SURVEY

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

## COMMUNITY OUTREACH/PROGRAM MANAGEMENT

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

## PLANNING AND ADMINISTRATION

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

responsibility for meeting program requirements and supervises program staff for the Office of Highway Safety/Accident Records.

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

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

## PUBLIC INFORMATION OFFICER

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

## USD GOVERNMENT RESEARCH BUREAU

The USD Government Research Bureau will draft a Highway Safety Plan for 2011 using statistical analysis of crash data; the Plan will include short and long term goals, a summary of planned projects, and a budget for 2011. The USD Government Research Bureau will deliver a report assessing performance of 2009 objectives against articulated objectives.

## 2010 HIGHWAY SAFETY PLAN BUDGET SUMMARY

| PROJECT #                  | PROJECT NAME                 | 402 Funds | 408 Funds | 410 Funds | 2010 Funds | 164 Funds |
|----------------------------|------------------------------|-----------|-----------|-----------|------------|-----------|
| <b>IMPAIRED DRIVING</b>    |                              |           |           |           |            |           |
| 40-01/02                   | Parents Matter-Prairie View  |           |           |           |            | \$176,646 |
| 40-03                      | Parents Matter-Central SD    |           |           |           |            | \$15,000  |
| 40-04                      | Traffic Safety Resource Pros |           |           |           |            | \$114,950 |
| 40-05                      | SDSU Safe Rides              |           |           |           |            | \$48,204  |
| 40-06                      | USD Safe Rides               |           |           |           |            | \$31,161  |
| 40-07                      | School of Mines Safe Rides   |           |           |           |            | \$49,911  |
| 40-08                      | DOH BAC Equipment            |           |           | \$66,216  |            |           |
| 40-09                      | Parents Matter – RC PRC      |           |           |           |            | \$15,000  |
| 40-10                      | Fatal Accident Crash Team    |           |           | \$40,000  |            |           |
| 40-11                      | DUI Court                    |           |           | \$210,388 |            |           |
| 46-01                      | Mountain Plains Evaluation   |           |           |           |            | \$137,317 |
| 52-02                      | DHS School Based Program     |           |           |           |            | \$500,000 |
| <b>ENFORCEMENT</b>         |                              |           |           |           |            |           |
| 41-01/02/03                | SDHP DUI Enforce & Education | \$206,400 |           | \$188,500 |            |           |
| 41-04/05                   | Traffic Enforcement Training | \$32,560  |           | \$5,369   |            |           |
| 41-06                      | Law Enforcement Liaisons     | \$60,000  |           |           |            |           |
| 41-07                      | Law Enforcement Equip-Radar  | \$145,000 |           |           |            |           |
| 41-08                      | Law Enforce Equip-Cameras    |           |           | \$85,000  |            |           |
| 41-09/10                   | Law Enforcement-Overtime     | \$320,431 |           | \$118,752 |            |           |
| 41-11                      | Pennington County STEP       | \$65,000  |           | \$65,000  |            |           |
| 41-12                      | Rapid City DUI Program       |           |           | \$140,440 |            |           |
| 41-13                      | Dewey County Traffic Enforce | \$14,272  |           |           |            |           |
| 41-14                      | Watertown Spec Acc Red Off   | \$58,634  |           |           |            |           |
| 41-15                      | SDHP DRE Training            |           |           | \$38,060  |            |           |
| 41-16                      | SFST Training                |           |           | \$70,000  |            |           |
| 41-17                      | Watertown PD Act Civilized   |           |           | \$35,000  |            |           |
| <b>OCCUPANT PROTECTION</b> |                              |           |           |           |            |           |
| 42-01                      | Project 8                    | \$338,627 |           |           |            |           |
| 46-02                      | Seat Belt Survey             | \$30,000  |           |           |            |           |
| <b>MOTORCYCLE SAFETY</b>   |                              |           |           |           |            |           |
| 45-01/02                   | ABATE                        | \$15,000  |           |           | \$79,930   |           |
| 45-04                      | Rally Enforcement            |           |           | \$100,000 |            |           |
| <b>YOUNG DRIVERS</b>       |                              |           |           |           |            |           |
| 44-01                      | Volunteers of America        | \$82,840  |           |           |            |           |
| 44-02                      | DHS Prevention Program       |           |           |           |            | \$125,000 |

| PROJECT #                              | PROJECT NAME                       | 402 Funds          | 408 Funds        | 410 Funds          | 2010 Funds      | 164 Funds          |
|--|------------------------------------|--------------------|------------------|--------------------|-----------------|--------------------|
| <b>PEDESTRIAN &amp; BICYCLE SAFETY</b> |                                    |                    |                  |                    |                 |                    |
| 44-04                                  | SDEMSC Bike Safety                 | \$28,573           |                  |                    |                 |                    |
| <b>TRAFFIC RECORDS</b>                 |                                    |                    |                  |                    |                 |                    |
| 46-03                                  | TraCS                              |                    | \$340,000        |                    |                 |                    |
| 46-04                                  | NEMESIS                            |                    | \$25,800         |                    |                 |                    |
| 46-05                                  | Turner County 911                  |                    | \$19,618         |                    |                 |                    |
| 46-06                                  | Cheyenne River County 911          |                    | \$80,000         |                    |                 |                    |
| 46-07                                  | Faulk County 911                   |                    | \$18,450         |                    |                 |                    |
| 46-08                                  | Pine Ridge PD TraCS                |                    | \$25,000         |                    |                 |                    |
| 46-09                                  | Vermillion PD TraCS                |                    | \$30,000         |                    |                 |                    |
| 46-10                                  | Edmunds County TraCS               |                    | \$12,400         |                    |                 |                    |
| <b>ADDITIONAL AREAS</b>                |                                    |                    |                  |                    |                 |                    |
| 43-01                                  | EMS Training                       | \$249,463          |                  |                    |                 |                    |
| 44-03                                  | USD Government Research Bureau     | \$17,000           |                  |                    |                 |                    |
| 44-05                                  | Community Outreach and Program Mgt | \$75,000           |                  |                    |                 |                    |
| 48-01/02/03                            | Media Campaigns                    | \$300,000          |                  | \$200,000          |                 |                    |
| 48-04                                  | Public Information Officer         | \$75,000           |                  |                    |                 |                    |
| 49-01                                  | Sioux Empire Driver Ed             | \$28,244           |                  |                    |                 |                    |
| 49-02                                  | Driver Attitude Survey             | \$40,000           |                  |                    |                 |                    |
| 50-01                                  | Roadway Safety Committee           | \$15,000           |                  |                    |                 |                    |
| 51-01                                  | P&A                                | \$91,000           |                  |                    |                 |                    |
| 52-01                                  | DOT Hazard Elimination             |                    |                  |                    |                 | \$4,000,000        |
|  | <b>TOTALS</b>                      | <b>\$2,288,044</b> | <b>\$551,268</b> | <b>\$1,362,725</b> | <b>\$79,930</b> | <b>\$5,213,189</b> |

## **STATE CERTIFICATIONS AND ASSURANCES**

Failure to comply with applicable Federal statutes, regulations and directives may subject State officials to civil or criminal penalties and/or place the State in a high risk grantee status in accordance with 49 CFR§18.12.

Each fiscal year the State will sign these Certifications and Assurances that the State complies with all applicable Federal statutes, regulations, and directives in effect with respect to the periods for which it receives grant funding. Applicable provisions include, but not limited to, the following:

- 23 U.S.C. Chapter 4 - Highway Safety Act of 1966, as amended;
- 49 CFR Part 18 - Uniform Administrative Requirements for Grants and Cooperative Agreements to State and Local Governments
- 49 CFR Part 19 - Uniform Administrative Requirements for Grants and Agreements with Institutions of Higher Education, Hospitals and Other Nonprofit Organizations
- 23 CFR Chapter II - (§§1200, 1205, 1206, 1250, 1251, & 1252) Regulations governing highway safety programs
- NHTSA Order 462-6C - Matching Rates for State and Community Highway Safety Programs
- Highway Safety Grant Funding Policy for Field-Administered Grants

### **Certifications and Assurances**

The Governor is responsible for the administration of the State highway safety program through a State highway safety agency which has adequate powers and is suitably equipped and organized (as evidenced by appropriate oversight procedures governing such areas as procurement, financial administration, and the use, management, and disposition of equipment) to carry out the program (23 USC 402(b) (1) (A));

The political subdivisions of this State are authorized, as part of the State highway safety program, to carry out within their jurisdictions local highway safety programs which have been approved by the Governor and are in accordance with the uniform guidelines promulgated by the Secretary of Transportation (23 USC 402(b) (1) (B));

At least 40 per cent of all Federal funds apportioned to this State under 23 USC 402 for this fiscal year will be expended by or for the benefit of the political subdivision of the State in carrying out local highway safety programs (23 USC 402(b) (1) (C)), unless this requirement is waived in writing;

**The State will implement activities in support of national highway safety goals to reduce motor vehicle related fatalities that also reflect the primary data-related crash factors within the State as identified by the State highway safety planning process, including:**

- **National law enforcement mobilizations,**
- **Sustained enforcement of statutes addressing impaired driving, occupant protection, and driving in excess of posted speed limits,**
- **An annual statewide safety belt use survey in accordance with criteria established by the Secretary for the**

measurement of State safety belt use rates to ensure that the measurements are accurate and representative,

- **Development of statewide data systems to provide timely and effective data analysis to support allocation of highway safety resources.**

**The State shall actively encourage all relevant law enforcement agencies in the State to follow the guidelines established for vehicular pursuits issued by the International Association of Chiefs of Police that are currently in effect.**

This State's highway safety program provides adequate and reasonable access for the safe and convenient movement of physically handicapped persons, including those in wheelchairs, across curbs constructed or replaced on or after July 1, 1976, at all pedestrian crosswalks (23 USC 402(b) (1) (D));

Cash drawdowns will be initiated only when actually needed for disbursement, cash disbursements and balances will be reported in a timely manner as required by NHTSA, and the same standards of timing and amount, including the reporting of cash disbursement and balances, will be imposed upon any secondary recipient organizations (49 CFR 18.20, 18.21, and 18.41). Failure to adhere to these provisions may result in the termination of drawdown privileges);

The State has submitted appropriate documentation for review to the single point of contact designated by the Governor to review Federal programs, as required by Executive Order 12372 (Intergovernmental Review of Federal Programs);

Equipment acquired under this agreement for use in highway safety program areas shall be used and kept in operation for highway safety purposes by the State; or the State, by formal agreement with appropriate officials of a political subdivision or State agency, shall cause such equipment to be used and kept in operation for highway safety purposes (23 CFR 1200.21);

The State will comply with all applicable State procurement procedures and will maintain a financial management system that complies with the minimum requirements of 49 CFR 18.20;

The State highway safety agency will comply with all Federal statutes and implementing regulations relating to nondiscrimination. These include but are not limited to: (a) Title VI of the Civil Rights Act of 1964 (P.L. 88-352) which prohibits discrimination on the basis of race, color or national origin (and 49 CFR Part 21); (b) Title IX of the Education Amendments of 1972, as amended (20 U.S.C. §§1681-1683, and 1685-1686), which prohibits discrimination on the basis of sex; (c) Section 504 of the Rehabilitation Act of 1973, as amended (29 U.S.C. §794), which prohibits discrimination on the basis of handicaps (and 49 CFR Part 27); (d) the Age Discrimination Act of 1975, as amended (42 U.S.C. §§6101-6107), which prohibits discrimination on the basis of age; (e) the Drug Abuse Office and Treatment Act of 1972 (P.L. 92-255), as amended, relating to nondiscrimination on the basis of drug abuse; (f) the comprehensive Alcohol Abuse and Alcoholism Prevention, Treatment and Rehabilitation Act of 1970 (P.L. 91-616), as amended, relating to nondiscrimination on the basis of alcohol abuse of alcoholism; (g) §§523 and 527 of the Public Health Service Act of 1912 (42 U.S.C. §§290 dd-3 and 290 ee-3), as amended, relating to confidentiality of alcohol and drug abuse patient records; (h) Title VIII of the Civil Rights Act of 1968 (42 U.S.C. §§3601 et seq.), as amended, relating to nondiscrimination in the sale, rental or financing of housing; (i) any other nondiscrimination provisions in the specific statute(s) under which application for Federal assistance is being made; and, (j) the requirements of any other nondiscrimination statute(s) which may apply to the application.

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

The State will provide a drug-free workplace by:

- a. Publishing a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited in the grantee’s workplace and specifying the actions that will be taken against employees for violation of such prohibition;
- b. Establishing a drug-free awareness program to inform employees about:
  - 1. The dangers of drug abuse in the workplace.
  - 2. The grantee’s policy of maintaining a drug-free workplace.
  - 3. Any available drug counseling, rehabilitation, and employee assistance programs.
  - 4. The penalties that may be imposed upon employees for drug violations occurring in the workplace.
- c. Making it a requirement that each employee engaged in the performance of the grant be given a copy of the statement required by paragraph (a).
- d. Notifying the employee in the statement required by paragraph (a) that, as a condition of employment under the grant, the employee will —
  - 1. Abide by the terms of the statement.
  - 2. Notify the employer of any criminal drug statute conviction for a violation occurring in the workplace no later than five days after such conviction.
    - a. Notifying the agency within ten days after receiving notice under subparagraph (d) (2) from an employee or otherwise receiving actual notice of such conviction.
    - b. Taking one of the following actions, within 30 days of receiving notice under subparagraph (d) (2), with respect to any employee who is so convicted -
      - 1. Taking appropriate personnel action against such an employee, up to and including termination.
      - 2. Requiring such employee to participate satisfactorily in a drug abuse assistance or rehabilitation program approved for such purposes by a Federal, State, or local health, law enforcement, or other appropriate agency.
    - c. Making a good faith effort to continue to maintain a drug-free workplace through implementation of paragraphs (a), (b), (c), (d), (e), and (f) above.

**BUY AMERICA ACT**

The State will comply with the provisions of the Buy America Act (23 USC 101 Note) which contains the following requirements:

Only steel, iron and manufactured products produced in the United States may be purchased with Federal funds unless the Secretary of Transportation determines that such domestic purchases would be inconsistent with the public interest; that such materials are not reasonably available and of a satisfactory quality; or that inclusion of domestic materials will increase the cost of the overall project contract by more than 25 percent. Clear justification for the purchase of non-domestic items must be in the form of a waiver request submitted to and approved by the Secretary of Transportation.

## **POLITICAL ACTIVITY (HATCH ACT).**

The State will comply with the provisions of 5 U.S.C. §§ 1501-1508 and implementing regulations of 5 CFR Part 151, concerning "Political Activity of State or Local Offices, or Employees".

## **CERTIFICATION REGARDING FEDERAL LOBBYING**

Certification for Contracts, Grants, Loans, and Cooperative Agreements

The undersigned certifies, to the best of his or her knowledge and belief, that:

1. No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.
2. (2) If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions.
3. The undersigned shall require that the language of this certification be included in the award documents for all sub-award at all tiers (including subcontracts, subgrants, and contracts under grant, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly.

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

## **RESTRICTION ON STATE LOBBYING**

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

## **CERTIFICATION REGARDING DEBARMENT AND SUSPENSION**

Instructions for Primary Certification

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

determination whether to enter into this transaction. However, failure of the prospective primary participant to furnish a certification or an explanation shall disqualify such person from participation in this transaction.

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

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

- (1) The prospective primary participant certifies to the best of its knowledge and belief, that its principals:
  - (a) Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded by any Federal department or agency;
  - (b) Have not within a three-year period preceding this proposal been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State or local) transaction or contract under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of record, making false statements, or receiving stolen property;
  - (c) Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (Federal, State or Local) with commission of any of the offenses enumerated in paragraph (1)(b) of this certification; and
  - (d) Have not within a three-year period preceding this application/proposal had one or more public transactions (Federal, State, or local) terminated for cause or default.
- (2) Where the prospective primary participant is unable to certify to any of the Statements in this certification, such prospective participant shall attach an explanation to this proposal.

Instructions for Lower Tier Certification

1. By signing and submitting this proposal, the prospective lower tier participant is providing the certification set out below.
2. The certification in this clause is a material representation of fact upon which reliance was placed when this transaction was entered into. If it is later determined that the prospective lower tier participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.
3. The prospective lower tier participant shall provide immediate written notice to the person to which this proposal is submitted if at any time the prospective lower tier participant learns that its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
4. The terms *covered transaction*, *debarred*, *suspended*, *ineligible*, *lower tier covered transaction*, *participant*, *person*, *primary covered transaction*, *principal*, *proposal*, and *voluntarily excluded*, as used in this clause, have the meanings set out in the Definition and Coverage sections of 49 CFR Part 29. You may contact the person to whom this proposal is submitted for assistance in obtaining a copy of those regulations.
5. The prospective lower tier participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency with which this transaction originated.
6. The prospective lower tier participant further agrees by submitting this proposal that it will include the clause

titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion — Lower Tier Covered Transaction," without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions. (See below)

7. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the List of Parties Excluded from Federal Procurement and Non-procurement Programs.
8. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.
9. Except for transactions authorized under paragraph 5 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.

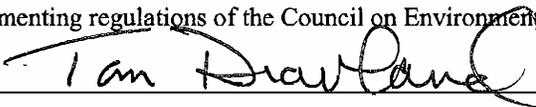
Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion -- Lower Tier Covered Transactions:

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

**ENVIRONMENTAL IMPACT**

The Governor's Representative for Highway Safety has reviewed the State's Fiscal Year 2010 highway safety planning document and hereby declares that no significant environmental impact will result from implementing this Highway Safety Plan. If, under a future revision, this Plan will be modified in such a manner that a project would be

instituted that could affect environmental quality to the extent that a review and statement would be necessary, this office is prepared to take the action necessary to comply with the National Environmental Policy Act of 1969 (42 USC 4321 et seq.) and the implementing regulations of the Council on Environmental Quality (40 CFR Parts 1500-1517).

  
\_\_\_\_\_

**Governor's Representative for Highway Safety**

8/31/09

**Date**

# ADDENDUM A

## EMERGENCY MEDICAL SERVICES

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

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

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

|                    |  |
|--------------------|--|
| \$2,143,867        | Volunteer Hours (105,870 x \$20.25)                                |
| <u>497,683</u>     | Training Budget (80% of EMS Program Budget of \$622,104)           |
| \$2,641,734        |  |
| <u>    x 13.4%</u> | Proportionate share (percent of EMS responses for traffic crashes) |
| \$353,992          |  |
| <b>\$249,463</b>   | <b>Request for assistance from Highway Safety FFY10</b>            |

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

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

# ADDENDUM B

## EQUIPMENT JUSTIFICATION

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

**Watertown Police Department** ..... \$35,000/unit

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

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

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

**Spearfish Police Department** .....2 units @ \$6,065/unit

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

## ADDENDUM C

### ROADWAY SAFETY ADVISORY COMMITTEE MEMBERS

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

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

# ADDENDUM D

## OFFICE OF HIGHWAY SAFETY PUBLIC EDUCATION COMMUNICATIONS PLAN

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

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

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

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

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

### **Major Fatality & Injury Contributing Factors**

#### 1. Impaired Driving Public Education

##### ***State level:***

To enhance impaired driving public education, the Office of Highway Safety will use planner resources available on [www.stopimpaireddriving.org](http://www.stopimpaireddriving.org) and [www.trafficsafetymarketing.gov](http://www.trafficsafetymarketing.gov).

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

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

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

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

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

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

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

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

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

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

***Local level:***

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

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

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

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

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

## 2. Occupant Protection

### **State Level:**

To enhance occupant protection public education, the Office of Highway Safety will use planner resources available on [www.buckleupamerica.org](http://www.buckleupamerica.org) and [www.trafficsafetymarketing.gov](http://www.trafficsafetymarketing.gov).

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

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

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

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

### **Local Level:**

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

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

## 3. Speed

### **State Level:**

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

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

### **Local Level:**

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

## **Special Populations**

### **4. Motorcycles**

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

#### ***State Level:***

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

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

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

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

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

#### ***Local Level:***

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

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

### **5. Young Drivers**

#### ***State Level:***

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

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

***Local Level:***

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

6. Pedestrian and Bicycle Riders

***State Level:***

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

***Local Level:***

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