SOUTH DAKOTA
HIGHWAY SAFETY

Annual Report of NHTSA Funded Highway Safety Programs

Federal Fiscal Year 2012

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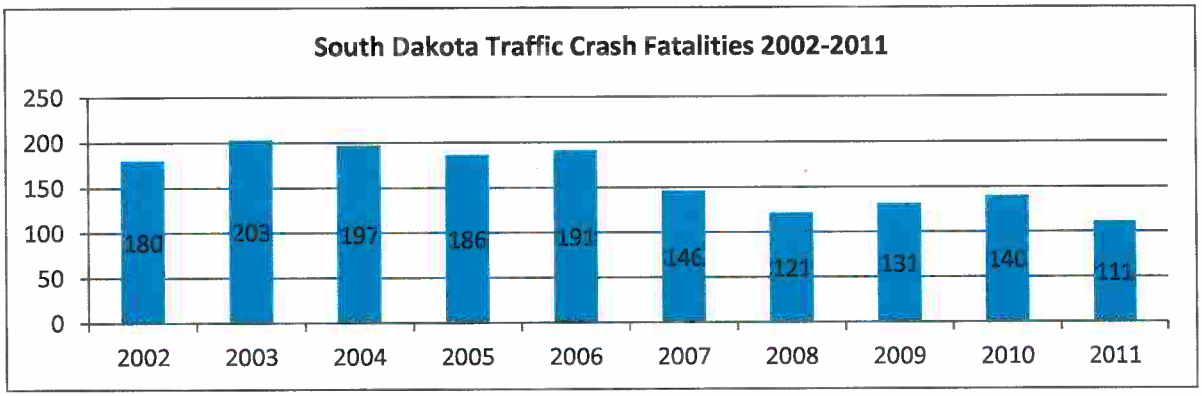
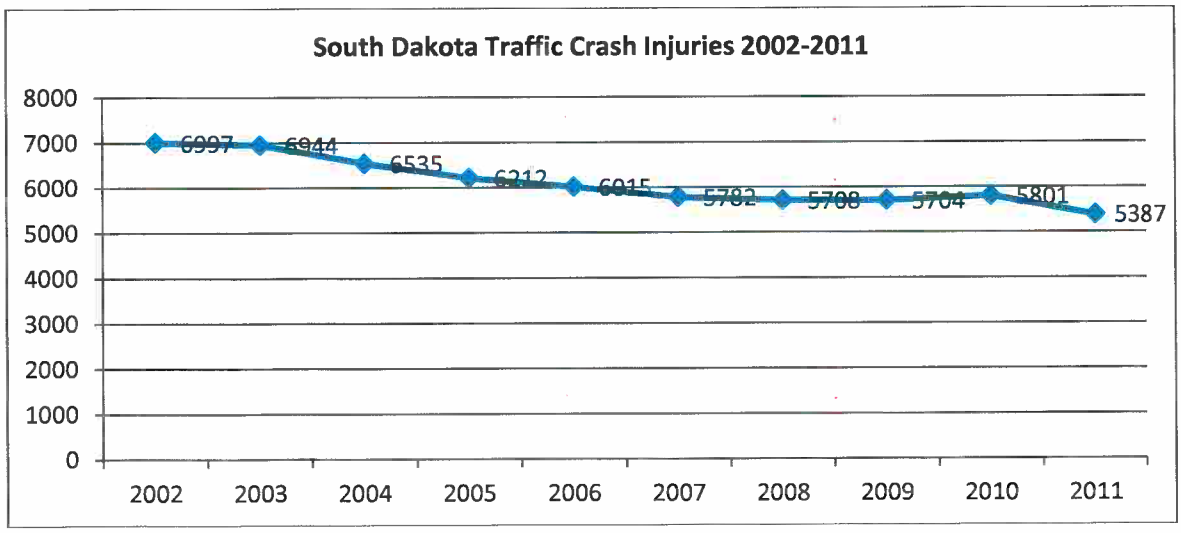
South Dakota Highway Safety
Executive Summary

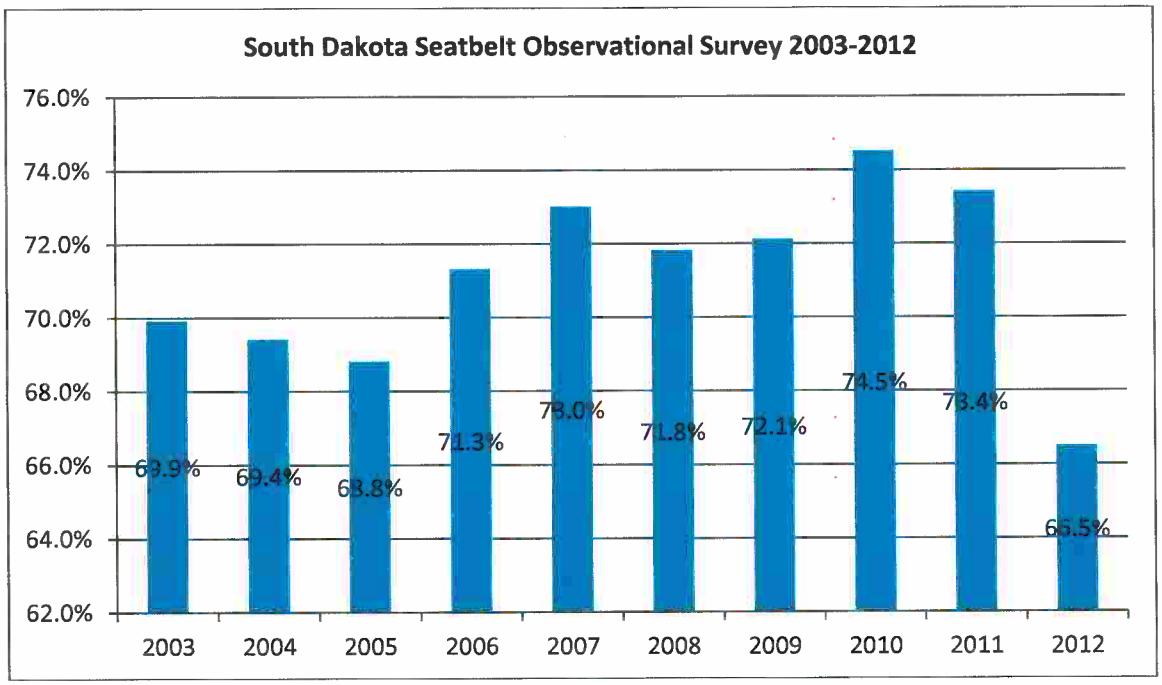
This report provides information about NHTSA funded highway safety activity for FFY12. Crash data from 2011 is the most recent one-year data available; this data shows progress for specific highway safety goals. The seatbelt graph is updated for 2012 survey.

There is an average of 16,870 reportable traffic crashes in South Dakota each year. There were 111 fatalities and 5,387 injuries as a result of traffic crashes in 2011; this is a 20.7% decrease in fatalities and a 4.3% decrease in injuries from 2010.

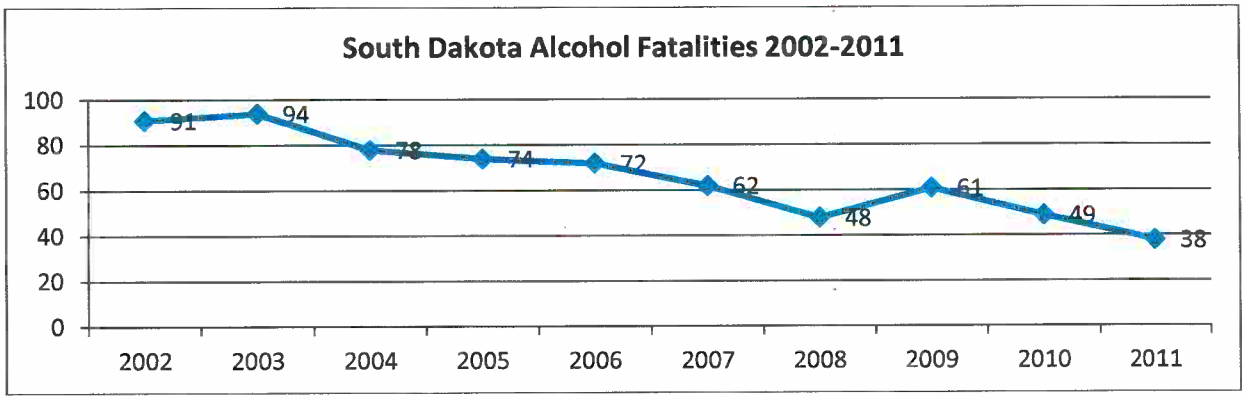




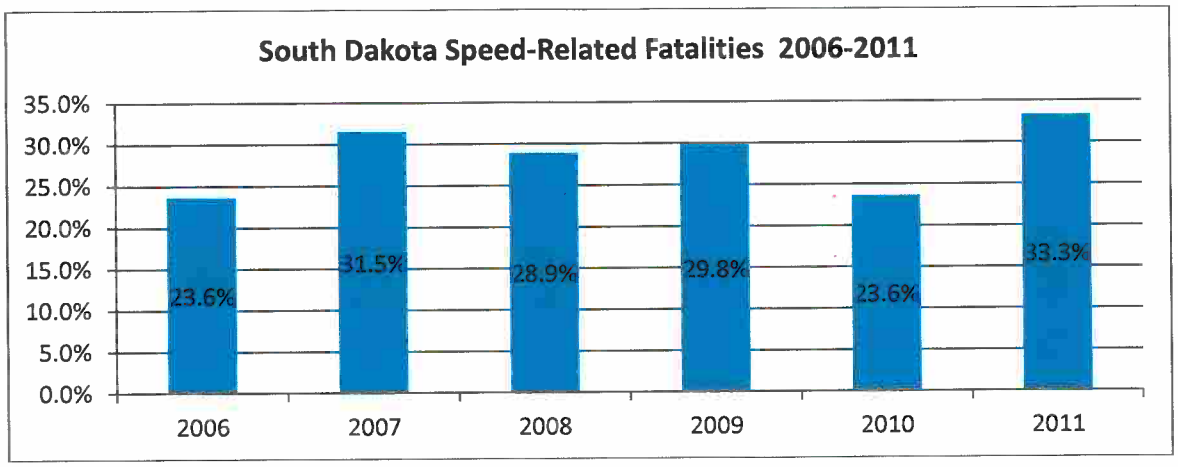
In 2011, 59.8% of the motor vehicle occupants killed in traffic crashes was not wearing seatbelts. Of the 87 fatalities, 52 were not wearing seatbelts. Of the 52 not wearing seatbelts, 42 were ejected from the vehicle. The most recent observational seatbelt survey shows a decrease in the number of people wearing seatbelts, from 73.4% in 2011 to 66.5% in 2012, based on new survey methodology implemented by NHTSA. Additional tribal counties were added to the survey database which OHS believes skewed the data.



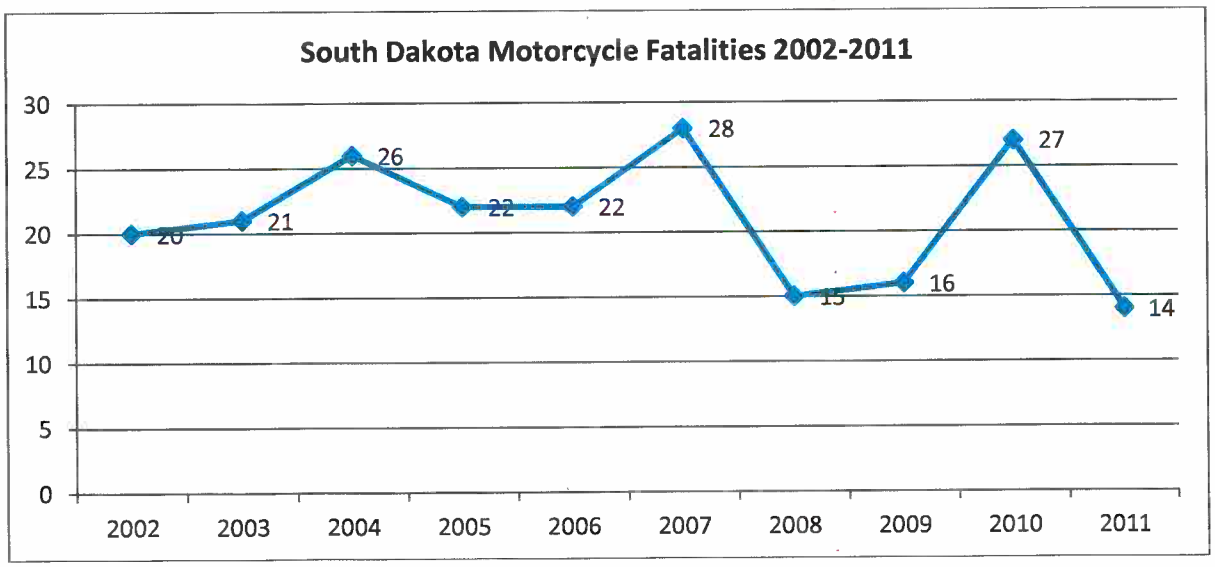
While alcohol-related fatalities continue to show a trending decline in the state, 2011 showed a marked decline in the state for this type of fatality decreasing by approximately 22.4%, from 49 to 38 fatalities.



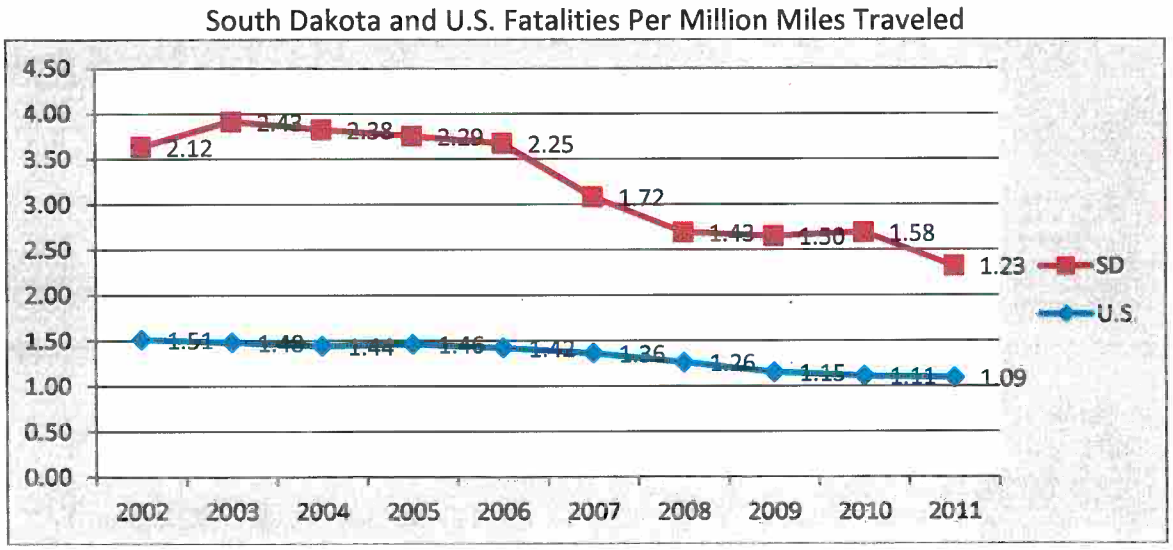
Speed was a contributing factor in about 29% of fatal crashes from 2006 – 2011 showing a marked increase from the prior year.



In 2011, the number of motorcycle crash fatalities was below the ten-year average of 21 motorcycle fatalities per year. There were 14 motorcycle fatalities in 2011; 12 were drivers and 2 were passengers. 79% of the motorcyclists killed in motor vehicle traffic crashes did not wear a helmet.



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



FFY2012 Highway Safety Goals

The Highway Safety Plan for federal fiscal year 2012 included the following goals; progress on these goals is primarily shown using the most current crash data from calendar year 2011.

Overall Goals

- **Decrease traffic fatalities 10 percent from 2010 calendar base year figure of 140 to 126 by December 31, 2011.**

  This objective was met for CY2011. At the end of CY2011, the traffic fatality count was 111.

- **Decrease serious traffic injuries 10 percent from the 2010 calendar base year figure of 844 to 760 by December 31, 2011.**

  At the end of CY2011, the serious traffic injury count was 845.

- **Decrease fatalities per vehicle miles traveled from the 2010 calendar base year rate of 1.58 to 1.35 by December 31, 2011.**

  This objective was met. At the end of CY2011, the traffic fatality rate as a function of VMT rose to 1.23 in South Dakota.

- **Decrease the unrestrained passenger vehicle occupant fatalities in all seating positions 1 percent from the 2010 calendar base year figure of 67 to 66 by December 31, 2011.**

  At the end of CY2011, the number of unrestrained passenger vehicle occupant fatalities for all seating positions was 67 persons.

- **Decrease alcohol impaired driving fatalities 6.5 percent from the 2010 calendar base year figure of 31 to 29 by December 31, 2011.**

  This goal has not been met. At the end of CY2011 the number of fatalities stood at 38 for those fatalities involving a driver or operator with a BAC of .08 or above.

- **Decrease speeding-related fatalities 11 percent from the 2010 calendar base year figure of 37 to 34 by December 31, 2011.**

  This goal has been met. At the end of CY2011 the number of fatalities stood at 33 for speeding-related deaths.

- **Decrease motorcyclist fatalities 15 percent from the 2010 calendar base year figure of 27 to 23 by December 31, 2011.**

  This objective was exceeded. For CY2011 the fatality count ended at 14.

- **Decrease unhelmeted motorcyclist fatalities 10 percent from the 2010 calendar base year figure of 19 to 17 by December 31, 2011.**

  This objective was met. For CY2011 the unhelmeted count ended at 11.

- **Decrease drivers age 20 or younger involved in fatal crashes 23 percent from the 2010 calendar base year figure of 22 to 17 by December 31, 2011.**

  The objective stayed the same. At the end of CY2011 the number was 22 fatal crashes in drivers age 20 or younger.

- **Reduce pedestrian fatalities 33 percent from the 2010 calendar base year figure of 9 to 6 by December 31, 2011.**

  This objective stayed the same, as the number of pedestrian fatalities stood at 9 at the end of CY2011.

- **Increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles 1.5 percentage points from the 2010 calendar year base year average usage rate of 74.5 percent to 75.25 percent by December 31, 2011.**

  This goal has not been met. Statewide usage for CY2012 is reported at 66.55%, based on new survey methodology implemented by NHTSA. Additional tribal counties were added to the survey database which OHS believes skewed the data.

In addition to the goals outlined above, activity measures at the end of CY2011 had the following results:

- Impaired Driving Citations: 11,732
- Occupant Protection Citations: 13,565
- Speed Citations: 34,444

FFY12 Project Agreement Annual Report Summaries

911 Rural Addressing –Bennett County

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

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

The county noted above is in the process of completing their 911 signage project in FFY12, and will provide road name and location data to the Department of Transportation to be included in the statewide road location system.

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

Community Alcohol Prevention

Contact Information: Gib Sudbeck
Department of Social Services, Division of Alcohol & Drug Abuse
3800 East Highway 34
Pierre, SD 57501

The Office of Highway Safety provides public education to schools and communities on alcohol and impaired driving through a statewide communications system, the SD Prevention Network. The Network is made up of specialists in alcohol & drug prevention who are under contract with the Department of Social Services, Community Behavioral Health Prevention Program. Each specialist is linked to one of the 22 Alcohol and Drug Community Coalitions in the State, or one of the three Prevention Resource Centers, and together provide prevention and educational services on a statewide basis.

In FFY12, the Network distributed public education materials and provided presentations in communities across the state. Public education materials promoted by the Network are provided by multiple sources including local coalitions in Watertown, Sisseton, Huron, Redfield, Aberdeen, Deuel County, Pennington, Minnehaha through the Volunteers of America – Dakotas-Safe Communities Project, and the Hughes County coalition's Parents Matter project.

The Network promotes the NHTSA campaigns and other campaigns and material developed by the Office of Highway Safety media consultant.

The Network staff track the number of hours and people served during grant funded activities. In FFY12, 1,240 hours of service were provided by this project and 495,556 people were reached with alcohol/impaired driving messages.

This project was funded with Section 164 federal dollars.

Community Outreach and Program Management

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

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

This project was funded with Section 402 federal dollars.

Department of Health- BAC Testing

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

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

This project was funded with Section 410 federal dollars.

Department of Public Safety Communications

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

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

This project was funded with Section 402 federal dollars.

DUI Court 6th District

Contact Information: Tara Huebner/Angie Kinsley
PO Box 445
Ft. Pierre, SD 57532

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

In FFY12, the DUI Court accepted 12 clients, while continuing to serve 14 current clients in the program. As part of the DUI Court program, meetings were held weekly in court with the client, judge, state's attorney, defense counsel, court service officer, program manager, case manager, and treatment provider. Over the course of at least a year, the client progresses through four phases of approximately 3 months each in duration as well as relapse prevention and aftercare sessions. If the client does not continue to participate in their treatment plan, they are referred back to the court for traditional sentencing. Ten clients graduated in 2012.

This project was funded with Section 410 federal dollars.

DUI Prosecutor- Minnehaha County

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

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

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

This project is funded with Section 164 federal dollars.

DUI Prosecutor- Pennington County

Contact Information: Glenn A. Brenner
Pennington County States Attorney

300 Kansas City St., Suite 400
Rapid City, SD 57701

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

This grant uses a full time dedicated prosecutor to oversee all DUI cases in Pennington County. Statistics will be compiled and compared on a yearly basis. South Dakota Unified Judicial System data will be analyzed in order to compare the dismissal rate in Pennington County as compared to the average dismissal rate overall in the state of South Dakota.

This project is funded with Section 164 federal dollars.

Emergency Medical Services for Children

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

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

EMSC provided injury prevention demonstrations at the regional Sioux Empire State Fair from August 4-12, 2012. Education topics included child seats, seatbelts, under the influence goggles, bike safety, impaired driving, water safety, electrical safety and first aid. Thirty agencies participated in the Fair activities including the State Highway Patrol who provided roll-over simulator demonstrations and SAFE Kids Spot the Tot. One hundred and twenty-five volunteers provided 840 hours of time to this project; 2,123 youth and 1,700 adults were provided injury prevention information.

This project also coordinates the Don't Thump Your Melon program which provides bike safety education and bike rodeos across the state. In FFY12, EMSC used a bike rodeo kit to provide assistance to communities who hosted a bike rodeo. The program brochure and bike rodeo kit are available online. EMSC coordinated 17 bike rodeos, serving 830 youth. In addition, EMSC provided nearly 1,000 bike helmets to youth at the bike rodeos and at other community events across the state.

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

Emergency Medical Services Program

Contact Information: Marilyn Rutz
SD Emergency Medical Services Program
118 W Capitol Ave
Pierre, SD 57501

In South Dakota, 80% of the ambulance services are staffed by volunteers so offering training at no cost is essential to maintain sufficient volunteers to serve. Approximately 15% of the state's

ambulance services have a shortage of trained personnel at any one time. There are 125 ground and 6 air ambulance services in the state.

EMS trains four levels of emergency responders: EMT-Basic, EMT-Intermediate/85, EMT-Intermediate/99 , and EMT-Paramedic. In FFY12, training was provided to 500 newly trained EMTs, 35 First Responders and over 100 EMT-Paramedics, provided emergency vehicle defensive driving courses, held Life Support classes, and provided refresher/recertification training for all levels of Emergency Medical Technicians.

The Office of Highway Safety funded a proportionate share of EMS program expenses; over 4,000 ambulance calls a year are in response to a traffic crash (motor vehicle crashes, motorcycle, pedestrian, all terrain vehicles, or bicycles). In FFY12, a proportionate share of EMS Program training expenses were 13.92% of overall expenses, reflecting the percent of EMS responses needed for traffic crashes.

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

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

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

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

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

Growing Up Together

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

This project supported public education on drinking and driving, occupant protection, and bike safety. A Think and Drive – Stay Alive, drinking and driving presentation at the local high school to reduce alcohol related crashes among youth was held on March 20, 2012. Approximately 500 high school students attended the presentations.

On April 28, 2012, Kids Safe Saturday, a community-wide event with various safety events for kids at different locations in town, was held in the YMCA and Rawlins Municipal Library. A car seat clinic provided public education to 30 adults; the bike rodeo had many youth participants and provided 75 helmets to children without a helmet; the rest of the children had their helmets checked for size and fit.

65 individuals and 8 family signatures were collected on the banner that was printed with: "Buckle Up. Someone Needs You". Participants were asked to sign the banner as a pledge to wear their seatbelts.

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

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

Highway Patrol

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

In FFY12, the Highway Patrol provided 5,208 hours of overtime for increased alcohol enforcement in the state resulting in 874 people arrested for impaired driving, 150 citations for underage possession / consumption, and 169 citations for other alcohol infractions.

In addition, the Highway Patrol dedicated 2,152 hours of overtime to increase speed enforcement; 2,219 people were given speed citations and 4,345 people were given speed warnings by the Patrol in FFY12.

The Highway Patrol performed 166 sobriety checkpoints and 222 saturation patrols; 348 impaired driving arrests were elicited during these high visibility events. Each high visibility event was preceded by a news release developed by the Public Information Officer.

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

The Highway Patrol dedicated 2,786 hours to safety and education programs across the state. Troopers conducted presentations at schools, civic organizations, and private businesses on seatbelts, impaired and distracted driving, speed, defensive driving, and other highway safety issues.

In conjunction with May Seatbelt Mobilization activities, the Highway Patrol continued to utilize the Roll-Over Simulator. A second Rollover Simulator has been purchased to help fill the additional requests for the simulator throughout South Dakota. Troopers provided public education while using the simulator to demonstrate what happens to a person when they don't use a seatbelt. In FFY12, the simulator was used at 39 events. The simulators were used at events that ranged from schools, fairs, safety events, and National Night Out. The Public Information Officer used these events to generate earned media.

The Highway Patrol was provided with federal support for increased traffic enforcement and public education overtime; equipment including radars, cameras, and TraCS related accessories; and public education materials. Three speed awareness trailers were deployed in

September to provide for more awareness and collect speed data and traffic counts to focus future enforcement efforts.
This project was funded with Section 402 and 410 federal dollars as well as local match.

Law Enforcement Equipment

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

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

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

Law Enforcement Liaisons

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

Four individuals with law enforcement experience provide liaison services between the Office of Highway Safety and local law enforcement agencies. In FFY12, the Law Enforcement Liaisons (LELs) worked with law enforcement agencies to promote targeted traffic enforcement, high visibility mobilizations, and public education.

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

In FFY12, the LELs were available to provide assistance to 66 county sheriff offices, 77 police departments, and 7 tribal law enforcement agencies. Of these, the following agencies received NHTSA funding in FFY12: 23 sheriff offices, 31 police departments, and 1 tribal law enforcement agency.

This project is funded with Section 402 federal dollars.

Law Enforcement Overtime

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

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

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

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

Lawrence and Schiller, Media Contractor

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

The Office of Highway Safety released a Request for Proposals for marketing services to begin in FFY09. Lawrence & Schiller was offered a contract; the RFP (FFY2009) included provision for 2 subsequent year contract. In FFY12, Lawrence & Schiller developed the 100 Days of Heat campaigns for impaired driving, seatbelts, and motorcycle safety. The campaigns followed NHTSA's Communications Calendar. Media campaign ads were placed on TV and radio, in newspapers, and on billboards. Campaign messaging was placed on incentive materials, and through a text messaging website. Lawrence and Schiller also assisted with the development of the new SouthDakotaRides.com motorcycle safety website.

This contract was funded through Section 402, 410 and 2010 federal dollars and through donated bonus ad placement.

Madison Buckle Up Bulldogs

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

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

Some of the activities achieved in FFY11 include public presentations, a demonstration of the Highway Patrol's roll-over simulator; local newspaper PSAs, signs, articles in school bulletins; a parking lot survey was conducted, and the group implemented a shoulder tap activity to promote seatbelt use. Students washed windows at Classic Corner and placed window clings, "Someone Needs You. Buckle Up", on vehicles. A live broadcast by KJAM radio allowed students to

explain the importance of wearing seat belts. A mock accident was conducted with assistance from Madison Community Hospital, Madison First Responders, local law enforcement and Madison Search and Rescue. Presentations were given by Chris Olson, a local citizen who became a paraplegic following a motor vehicle accident, about his decisions to drink and not wear his seatbelt. Elementary students learned the importance of wearing seat belts through a presentation by student members, local law enforcement and health care providers. Students made public presentations at sporting events on the importance of seat belt safety and they also decorated Christmas trees at both the high school and local museum. At the "Day with Santa" students colored pictures depicting seat belt safety. Driving Simulators through the Safety Village gave students the opportunity to "drive" a vehicle under the influence and in a distracted state. Students promoted seat belt safety at a local restaurant, waiting tables and talking to customers. For more information, please see the Buckle Up Bulldogs website at http://www.buckleupbulldogs.org/ .

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

Miss Click It

Contact Information:

Sharmell Dahl-Murphy
Miss Click It 605-520-1575
3128 N. Serenity Drive
Watertown, SD 57201

Miss Click It is a professional safety clown specializing in occupant protection; she provides presentations to children and adults to increase the use of seat belts, booster seats, and car seats around the state. Miss Click It introduced two junior buddies, Stardust and Snickerz in 2011 and in 2012 Little One joined the two buddies (her granddaughters), who in their clown outfits help educate everyone in attendance.

In FFY12, Miss Click It presented 40 safety shows / special events and provided occupant protection education to 3,134 children and adults. During the year, Miss Click It also performed for 15 special needs children, 7 non-English speaking students and one non-verbal student and 4 special needs children who required one on one attention. Miss Click It also had the opportunity to travel to Huron and present her safety show to the Head Start where there are 110 Keren children who have or use English as the second language.

During FFY2012, Miss Click It spent 95 hours in her costume and traveled 1,066 miles to provide occupant safety messages across the state. Some Highway Patrol troopers, police officers, and sheriff's deputies assisted with presentations.

This project was funded with Section 402 federal dollars.

Mountain Plains Evaluation

Contact Information:

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

In FFY12, a contract with Mountain Plains Evaluation provided evaluation of the 1st Offender Curriculum and the 24/7 Sobriety Project; this evaluation measured the impact of the programs in reducing recidivism of driving under the influence.

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

In FFY12, 1,265 people participated in 1st Offender courses and 1,140 participants consented to be contacted in one-year for evaluation purposes. After one year, 78.8% of participants stated the course helped them change their driving behavior. From 2004-2011, percentage of course participants that had a 2nd DUI offense was 17.7% compared to 23.8% for controls. This represents a 25.6% decline in the recidivism rate for course participants compared to controls.

Participation in the South Dakota 24/7 program can be part of a DUI judgment for people with more than one DUI. The 24/7 program requires people to be monitored continuously for blood alcohol for a set period of time through twice a day breath testing or a Scram ankle bracelet. Data show that 3 years after participation, people who took part in twice daily breath tests have a recidivism rate lower than non-participants. For example, recidivism analysis of DUI 2 offenders participating in twice daily breath testing for at least 3 consecutive days have a three year recidivism rate of 4.4% compared to 12.7% for controls. Similar results are noted for DUI 3 offenders participating in twice daily breath testing for at least 30 consecutive days. They have a three year recidivism rate of 6.1% compared to 14.6% for controls.

This project is funded with Section 164 federal dollars.

National EMS Information System (NEMSIS)

Contact Information: Marilyn Rutz
SD Emergency Medical Services Program
118 W Capitol Ave
Pierre, SD 57501

By the end of FFY12, the EMS Program had assisted 125 ambulance services to implement NEMSIS; only two services remain to implement NEMSIS.

This project includes working with the Governor's Trauma System Development Committee; NEMSIS must be coordinated with trauma treatment protocols. Protocols were complete at the end of FFY12 and will be sent to all ambulance services.

This project was funded with Section 408 federal dollars.

Parents Matter Prairie View Prevention

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

Parents Matter is a public education program that encourages parents to talk to their kids about drinking and driving before the most problematic time, prom and graduation. In FFY12, 160 schools participated in the campaign including 5 universities and colleges.

Parents Matter involves city and county government, law enforcement, school administrators, prevention specialists, parents, and youth in a public education campaign. The statewide coalition, coordinated by Prairie View Prevention developed strong, consistent, and positive messaging for parents, distributed through paid and earned media (TV and radio), developed a DVD and a website, and provided written materials. Past messages include effective, emotional testimonials from families who have lost a child in an alcohol related crash. This message has included a perspective on alcohol related injuries and parents who provide alcohol to kids. This program has continued to grow as it reaches more schools, parents, students and community members. This year the program focused on "Have the Talk". Many parents are unsure or uncomfortable with talking to their child about underage drinking and driving. The program message for FFY12 comes from South Dakota parents who have had the talk with their own children; the message provides encouragement and affords parents with talking points for their own family discussion.

Parents Matter started in 2006 when 13 youth were killed in alcohol related crashes in the southeastern area of the state. The number of youth lost has decreased each year; during the prom/graduation season of 2012, 4 youth were lost in alcohol related crashes.

Prairie View Prevention hired a consultant to perform a general opinion survey to ascertain whether people were hearing the public education ads and if they considered them valuable. Surveys were conducted at three public events in FFY12, 386 people participated. When asked if drinking and driving was a problem in SD, 96% said it was a moderate, large, or extreme problem. Sixty-eight percent of people surveyed said they thought the Parents Matter program advertising was effective. The majority of people said they had seen/heard testimonials on TV or the radio from parents who'd talk with their own child about the dangers of drinking and driving or riding with someone who had been drinking.

This project was funded with Section 164 federal dollars.

Planning and Administration

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

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

Pine Ridge Oglala Sioux Police Department

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

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

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

Project 8 Governors Child Safety Seat Program

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

Project 8 has established a statewide system to educate parents about child safety seats and seatbelts, distribute seats to low-income eligible families, and provide technical assistance for proper installation of seats. Project 8 delivers services through a network of five regional hubs, 62 community partner agencies in 37 counties, 230 certified technicians and 12 certified instructors.

Project 8 distributed 2,679 child safety seats in FFY12 with instruction on proper installation technique. Project 8, as described by its name, promotes the best child seat for the child's height and weight. Of the 2,679 seats distributed in FFY12, an average of 35% was booster seats.

To provide the best instruction and assistance with picking the most appropriate seat for children, Project 8 provides technicians with training and certification opportunities. In FFY12, two technician trainings were held. South Dakota had a technician recertification rate of 57.8% at the close of FFY12; this is higher than the national average of 55.9%.

This project was funded with Section 402 federal dollars.

Public Information Officer

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

Terry Woster joined the SD Department of Public Safety in September 2009 as the Public Information Officer (PIO). The PIO works closely with the Office of Highway Safety on media and public education activities. The PIO serves as liaison between the program and the media contractor and provides technical assistance to Office of Highway Safety projects that involve media or public education.

During FFY12, the PIO focused on messaging involving impaired driving, speeding and seatbelt use, most particularly in a summer-long coordinated campaign called "100 Days of Heat". The South Dakota Office of Highway Safety, South Dakota Highway Patrol, and many local law

enforcement agencies worked together in high-visibility saturation patrols and checkpoints focused on Memorial Day weekend, July 4th Holiday period and Labor Day weekend.

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

Helping bring public awareness to the motorcycle safety messaging and educational opportunities on the website "SouthDakotaRides.com", was another PIO directive.

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

Rapid City DUI Program

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

To combat the high alcohol crash rates in Rapid City, the police department requested support for one additional officer for impaired driving law enforcement and public education. The Rapid City Police Department then assigned that additional DUI officer to the program. The DUI officer participates in checkpoints, saturation patrols, patrols for impaired drivers during high risk times and during special events, and works with local media to provide DUI enforcement messaging.

The Rapid City Police Department had a minor decrease in impaired driving arrests, 822 in FFY11 to 816 in FFY12. Alcohol related crashes decreased from 101 in FY11 to 99 in FFY12. Awareness of this problem and an increased implementation of the 24/7 program are having a positive impact on the public's decision to not drink and drive. The Department is committed to keeping impaired driving arrests a priority as it moves forward, facing new challenges. Participation in a future "DUI Court" in Pennington County is a priority as well.

This project was funded with Section 410 federal dollars.

Roadway Safety Committee

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

The Roadway Safety Committee provides recommendations and feedback to the SD Office of Highway Safety regarding setting highway safety priority areas, public education campaigns, safety engineering, law enforcement, emergency medical services, driver education, occupant protection, impaired driving, motorcycle safety and training, and community involvement in highway safety activities. The Committee provides an opportunity for collaboration among a

broad variety of agencies involved in highway safety; this maximizes the benefits of projects by avoiding duplication of efforts and coordinate overlapping activities.

This project was funded with Section 402 federal dollars.

Seatbelt Survey – Administration and Analysis

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

In FFY12, the Office of Highway Safety contracted with Upper Great Plains Transportation Institute, North Dakota State University (NDSU) to administer and analyze data for the annual seatbelt survey. The survey was administered in partnership with the EMT Association, described below.

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

NDSU received the data from the SD EMT Association described below, performed the analysis, and produced the final report on the results of the survey. In 2012, the certified seatbelt usage rate in South Dakota was 66.5%, based on new survey methodology implemented by NHTSA. Additional tribal counties were added to the survey database which OHS believes skewed the data.

This project was funded with Section 402 federal dollars.

Seatbelt Survey – Observational

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

The Office of Highway Safety contracted with the SD EMT Association for the observation portion of the annual seatbelt/motorcycle helmet survey. The Association provided EMT's to perform the observations at pre-determined sites and times in June 2012 in 16 counties with 311 sites. A total of 17,668 motorists and 6,633 right front-seat passengers, were observed. 834 motorcycle drivers and 221 passengers were observed. The data was gathered according to NHTSA protocols and provided to USD for analysis (see above).

This project was funded with Section 402 federal dollars.

Sioux Empire Driving Simulators

Contact Information: Dave Renli
Sioux Empire Safety Village

PO Box #90612
Sioux Falls, SD 57109

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

Approximately 4,000 students have been directly impacted by the project. The secondary audience of those who watched but did not actually sit in the seat is two or three times that number.

Due to the project's success, Sioux Empire Safety Village has requested funds for a second project which is designed around the same information, but directed to college students to expose them to the issues involved with binge drinking. The more portable simulators will be sent to campuses around the state, by request. Staff will be trained on how to present impaired driving information to the 18-22 year old audience. Information will be compiled as to the quantitative results.

This project is funded with Section 410 federal dollars.

South Dakota Broadcasters

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

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

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

This project is funded with Section 410 federal dollars.

South Dakota School of Mines and Technology Safe Rides

Contact Information: Mary Jo Farrington
School of Mines and Technology
501 E St Joseph St

Rapid City, SD 57701

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

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

Since 2005, the Campuses Community Coalition has given the CORE alcohol survey to approximately 700 Rapid City college students. The number of students who have reported not drinking and driving has increased from 70% to 86%.

This project is funded with Section 164 federal dollars.

South Dakota State University Safe Rides

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

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

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

The Safe Rides program is a partnership between SDSU, Brookings Area Transit Authority (BATA) and the City of Brookings. The program operates two routes on Thursday, Friday and Saturday nights from 9 pm-2:30 am. Established routes contain scheduled "Stop's" and each route is completed approximately every 25 minutes. Partnerships with local bars and businesses have been made and donations have been solicited from businesses and civic organizations. In 2011-12, 15 students were trained as Safe Rides bus monitors and 8 bus drivers were trained to drive the Safe Rides bus.

The program started in 2006 with a 3 week pilot project and 1,300 students used the service. 2006-07- 5,600 used the bus; 2007-08- 10,062- an increase of 80%; 2008-09- 11,574-an increase of 15%; 2009-10 -10,600- a decrease of 9%; 2010- 12,390-an increase of 17%; 2011-12- 14,388- an increase of 16%. The possible decrease in 2009-10 may have been due to economic reasons, more house parties compared to the cost of going to the bars; and weather related concerns.

This project was funded with Section 164 federal funds.

Traffic and Criminal Software (TraCS)

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

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

The state Highway Patrol has been using TraCS for crash reporting since FY2007. The Office of Highway Safety is expanding TraCS to county, city and tribal law enforcement agencies. Affinity Global Solutions is a contractor that provides TraCS training, installation and weekly maintenance for more than 48 local governmental law enforcement agencies. During FY2012, State efforts have been focused on the web- based TraCS and that version of TraCS is nearly ready for deployment across South Dakota.

This project was funded with Section 408 federal dollars.

Traffic Enforcement Training

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

This project supported the following training to state and local law enforcement in FFY12:

- The Occupant Kinematics course was held on December 12-16, 2011. A total off twenty-seven officers completed the course. The breakdown by agency was: 14 state highway patrol, 4 county deputies, 4 from city police departments, 1 Bureau of Indian Affairs officer, and four from out-of-state.
- The DUI Instructor Course was held on February 27-March 2, 2012. Agencies completing the course were: 1 state, 5 sheriff's offices, 4 city police departments, 2 tribal officers, and 2 from the Air Force for a total of fourteen.
- The Medical Foundation of Visual Systems Testing Course was held May 14-16, 2012. A total of 27 officers completed the course: 11 state, 14 from city police agencies, 2 county deputies. Of those attending, 8 were from North Dakota or Wyoming.

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

Traffic Records Coordinating Committee (TRCC)

Contact Information: Office of Highway Safety

Department of Public Safety
118 W Capitol Ave
Pierre, SD 57501

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

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

Traffic Safety Engineer

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

In FFY12, the traffic safety engineer assessed the traffic safety engineering needs of local jurisdictions, provided technical assistance and guidance for the jurisdictions related to traffic safety and administered signing projects for local jurisdictions.

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

Traffic Safety Resource Prosecutor

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

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

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

In FFY12, the TSRP provided a course for prosecutors and law enforcement entitled "Chemistry for Prosecutors and Law Enforcement". This course focused on chemical testing of alcohol, marijuana and controlled substances for use in prosecuting impaired drivers. Three chemists from across South Dakota presented topics regarding testing limitations and testing

methodologies. Additionally, in FFY12 the TSRP provided DUI training to prosecutors in South Dakota at a one day seminar. This course included training in impaired driving as a result of "designer drugs". Prosecutors are facing an epidemic of synthetic drugs and the use of synthetic drugs by drivers' results in deadly consequences. This course presented information in order to assist prosecutors in reducing plea-downs and encouraged prosecutors to require pleas to DUI offences as opposed to reckless driving.

In FFY12, the TSRP attended a NHTSA conference in Denver, Co., and a TSRP conference in Deadwood, SD, and a TSRP conference in Denver, CO. A half day program was presented to other TSRPs at the conference in Deadwood regarding prosecuting Boating While Under the Influence cases. The TSRP continued to participate in the Steering Committee for the Attorney General's office First Offender and 24/7 programs. In addition, the TSRP assisted with the 6th District DUI Court program. The TSRP continued to work closely with the South Dakota Attorney General's Office with the implementation of an ignition interlocks. In the spring of 2012, the Attorney General decided to implement the ignition interlock pilot program statewide. The TSRP attended numerous meetings across South Dakota to meet with prosecutors and law enforcement in order to implement a statewide ignition interlock program.

This project was funded with Section 164 federal funds.

University of South Dakota Government Research Bureau

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

The USD Government Research Bureau (GRB) used data provided by the Office of Highway Safety to draft the FFY13 Highway Safety Plan. To develop the Plan, GRB analyzed data from the state crash database, the seatbelt/helmet survey, and the data from the Department of Transportation. The Plan projects estimates of future fatalities and injuries from traffic crashes, seatbelt use, and sets goals to track citation information. The Plan provides project descriptions that can favorably impact the performance goals as well as providing an annual budget. This project also analyzed how the performance measures were met by the Office of Highway Safety in FFY11.

This project was funded with Section 402 federal dollars.

University of South Dakota Safe Rides

Contact Information: Juli Larsen, LMFT, CCDC III
USD Student Counseling Center
Cook House 414 East Clark Street
Vermillion, SD 57069

The University of South Dakota (USD) Safe Rides Program the following in FFY12:

- Contractual bus service, advertising for the service, bus monitors, training for the coordinator, and insurance.
- USD Safe Rides Program provided 8,071 rides during FFY12.

- The Safe Rides project has the full support and cooperation of the local police department which credits the service to a significant reduction in DUI arrests. Throughout FY12, there were 20 student DUIs during the Safe Rides hours of operation.
- Seven hundred and sixty-five (69%) from a random sample of 1,108 riders were diverted from driving.
- The USD Safe Rides Program collaborated with the alcohol prevention program at USD and provided education about alcohol use through peer programs and campus organizations.

This project was funded with Section 164 federal funds.

Volunteers of America, Dakotas

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

This project provides community outreach to local highway safety efforts. The project coordinator provides technical assistance and public education materials to community and school-based highway safety projects. The program partners with community prevention advocates and law enforcement to provide outreach to communities.

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

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

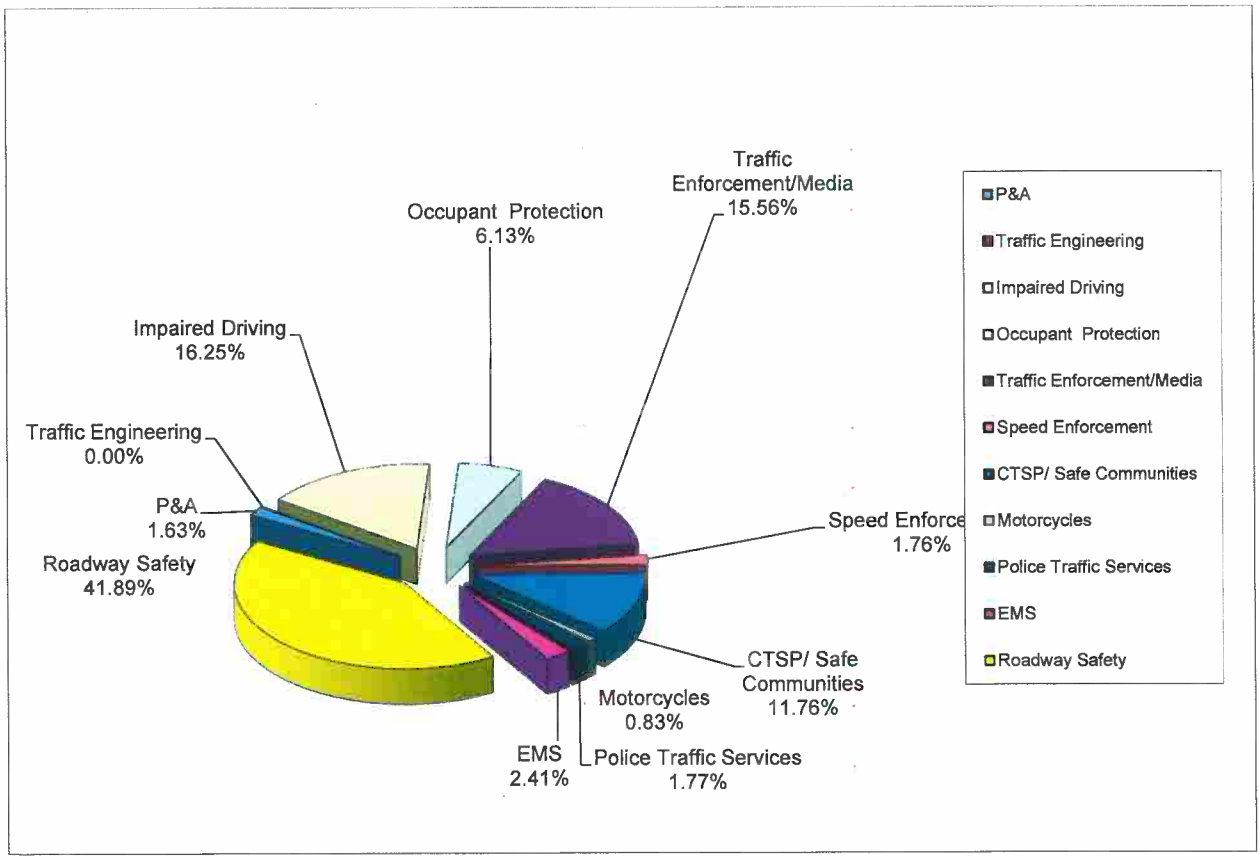
Washington High School

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

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

State of South Dakota
FFY2012 Expenditure Summary

	402	408	410	411	154	157	163	164	2010	Total	% of Total
P&A	$142,453	$0	$0	$0	$0	$0	$0	$0	$0	$142,453	1.6%
Traffic Engineering	$0	$0	$0	$0	$0	$0	$0	$0	$0	$0	0.0%
Impaired Driving	$0	$0	$730,523	$0	$0	$0	$0	$687,659	$0	$1,418,181	16.2%
Occupant Protection	$535,013	$0	$0	$0	$0	$0	$0	$0	$0	$535,013	6.1%
Traffic Enforcement/Media	$763,285	$0	$595,368	$0	$0	$0	$0	$0	$0	$1,358,653	15.6%
Speed Enforcement	$154,007	$0	$0	$0	$0	$0	$0	$0	$0	$154,007	1.8%
CTSP/ Safe Communities	$257,488	$665,032	$0	$0	$0	$0	$0	$104,129	$0	$1,026,649	11.8%
Motorcycles	$0	$0	$0	$0	$0	$0	$0	$0	$72,636	$72,636	0.8%
Police Traffic Services	$74,305	$0	$80,449	$0	$0	$0	$0	$0	$0	$154,754	1.8%
EMS	$210,186	$0	$0	$0	$0	$0	$0	$0	$0	$210,186	2.4%
Roadway Safety	$6,991	$0	$0	$0	$0	$0	$0	$3,649,517	$0	$3,656,508	41.9%
TOTAL	$2,143,728	$665,032	$1,406,340	$0	$0	$0	$0	$4,441,305	$72,636	$8,729,041	100.0%



Media Campaigns for FFY2012 & Logos

DUI. DOA.

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

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

DRUNK DRIVING KILLS

South Dakota RIDE .COM

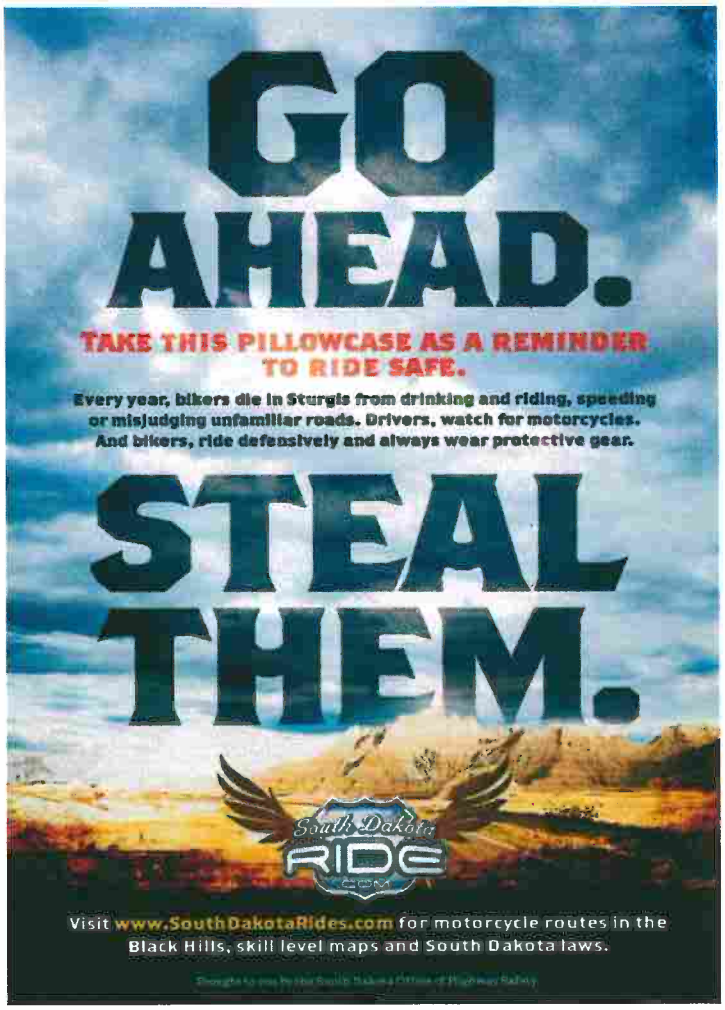
SHARE THE ROAD

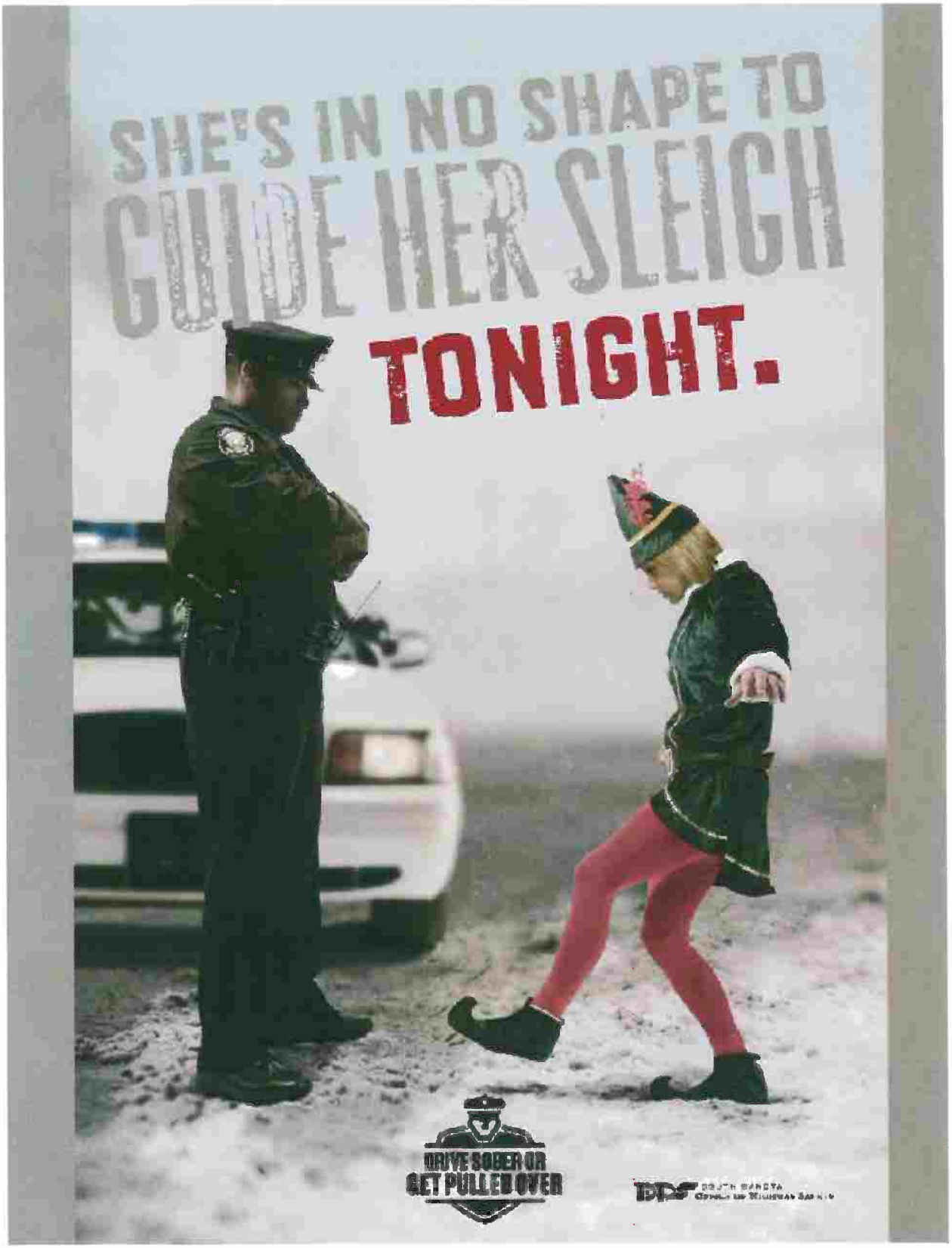
Brought to you by the South Dakota Office of Highway Safety

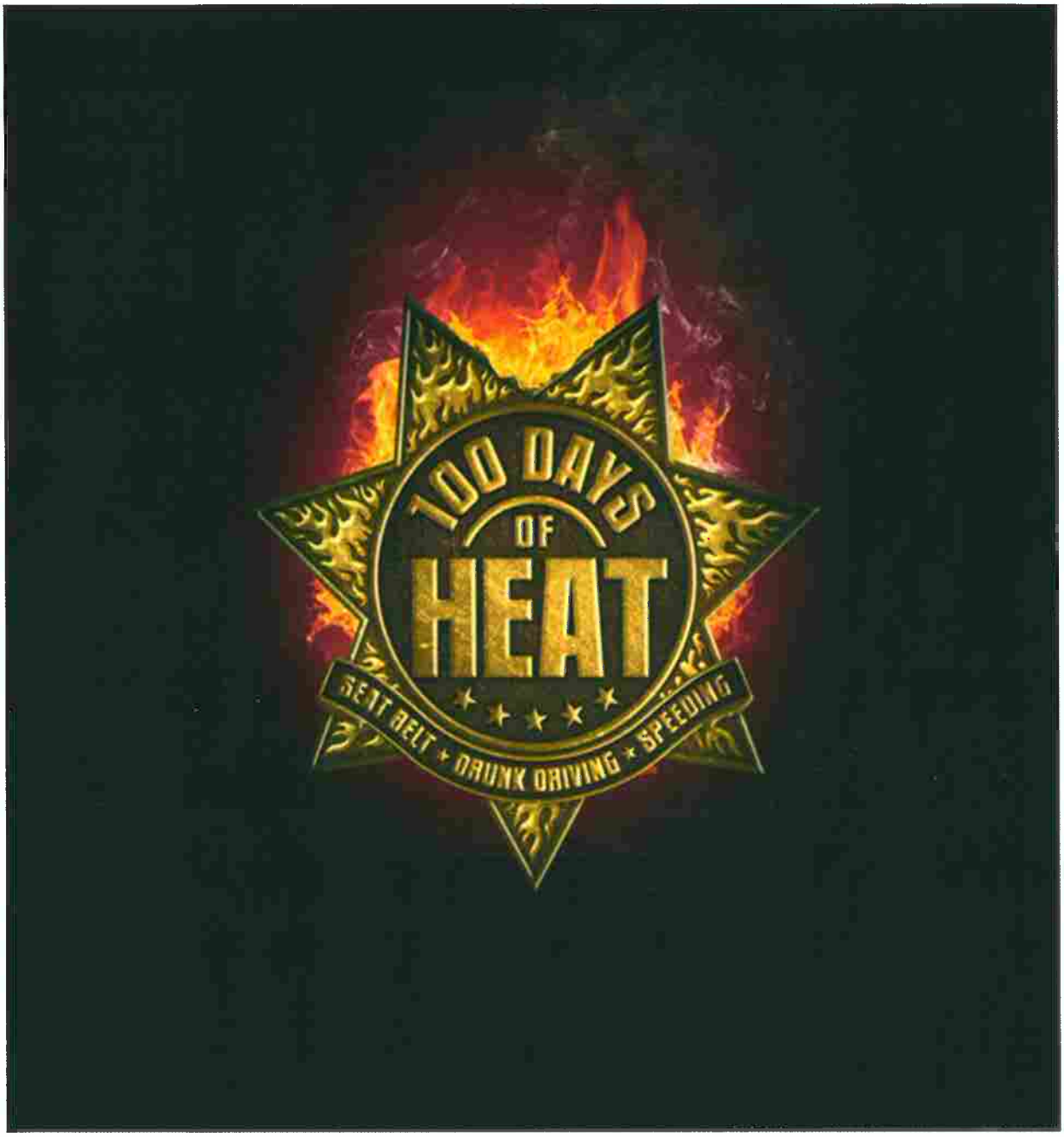
SAVED BY THE BELL

South Dakota RIDE .COM

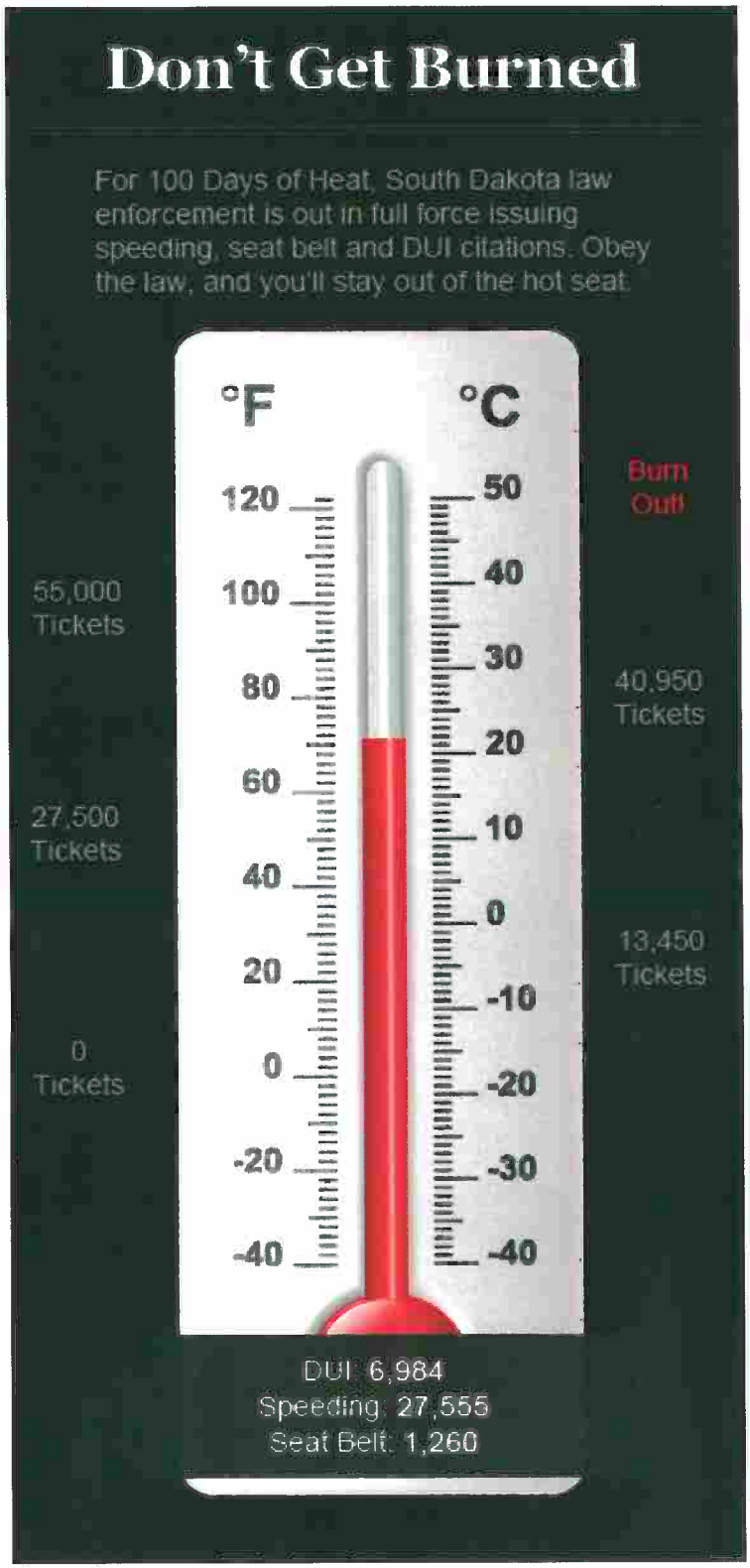
RIDE·IN·PEACE
SHARE·THE·ROAD


GO AHEAD.
TAKE THIS PILLOWCASE AS A REMINDER TO RIDE SAFE.
Every year, bikers die in Sturgis from drinking and riding, speeding or misjudging unfamiliar roads. Drivers, watch for motorcycles. And bikers, ride defensively and always wear protective gear.
STEAL THEM.
South Dakota RIDE .COM
Visit www.SouthDakotaRides.com for motorcycle routes in the Black Hills, skill level maps and South Dakota laws.


SHE'S IN NO SHAPE TO
GUIDE HER SLEIGH
TONIGHT.
DRIVE SOBER OR
GET PULLED OVER



The "100 Days Of Heat" campaign put the state on alert that the S. D. Highway Patrol and many other law enforcement agencies were out in force to keep the highways and byways of South Dakota safe for the traveling public and all of its citizens. This campaign began on Memorial Day 2012 and continued until Labor Day 2012. Radio, TV and newspapers, as well as posters, brochures and hand-outs, reminded drivers that Seatbelt usage is required, driving while Impaired would not be tolerated, and Speeding would be addressed during this "100 Days of Heat." The Department of Public Safety's Office of Highway Safety was in charge of the campaign, and their website announced where Saturation Patrols would be held, what Mobilizations would occur during that time period, and what to expect if you are caught witout a seatbelt, driving under the influence of alcohol/drugs, or if you were speeding.



This project was printed on recycled paper.