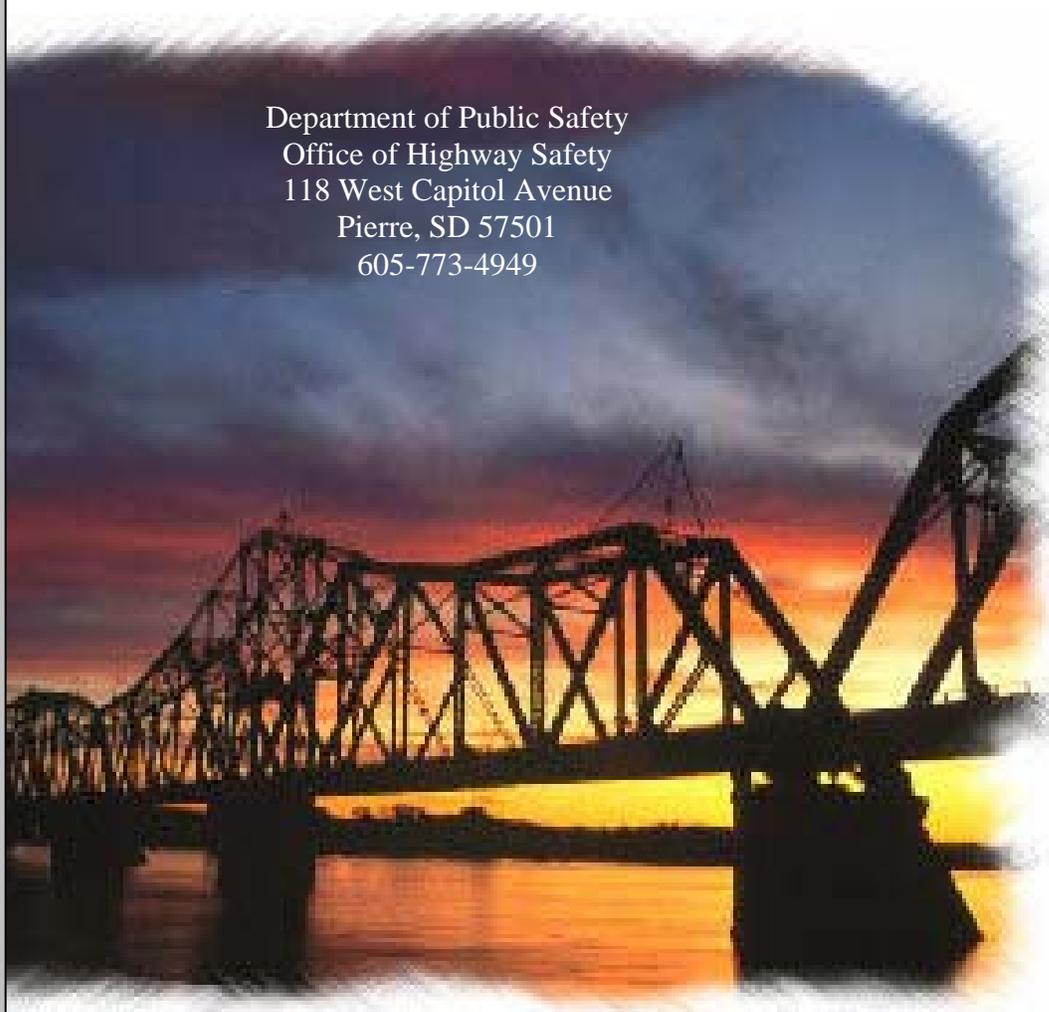


# *South Dakota*

Department of Public Safety  
Office of Highway Safety  
118 West Capitol Avenue  
Pierre, SD 57501  
605-773-4949

**2006**



*Highway Safety  
Plan*

# Roadway Safety Advisory Committee Agencies

(Additional agencies are continually added)

If your agency is not represented on the Roadway Safety Committee,  
Contact the South Dakota Office of Highway Safety 605-773-4949

**Roy Meyer, Director**

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

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## Mission Statement

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*To reduce the number of motor vehicle crashes, injuries and fatalities and minimize the human and economic loss on South Dakota roadways.*

## 2006 HSP Executive Summary

South Dakota is a rural Midwest state comprised of 66 counties and 7 Indian Reservations. According to the 2000 census, South Dakota's population is 754,844 or 9.9 persons per square mile. With such a large land mass and small population, there are thousands of acres of wide-open spaces. Over the past five years, South Dakota averaged 18,509 reported motor vehicle crashes with a cost of over \$80 million in property damage annually. Of the 18,509 annual crashes, there is on average, 7,097 motor vehicle crash injuries and 185 motor vehicle crash fatalities. Of the 751 occupants killed in motor vehicles in the past five years, only 23% were restrained in a seatbelt or child safety seat. The five year average fatality rate per 100 million vehicle miles traveled (VMT) in South Dakota is 2.2, compared to a national rate of 1.5. The 2.2 rate identifies South Dakota as having one of the highest fatality rates per VMT in the nation.

The South Dakota Motor Vehicle Traffic Crash Summary identifies young drivers as being over represented in fatal and injury crashes. In the past five years, drivers under age 21 represented 10.3% of the licensed drivers, but represented 23.5% of the drivers involved in all fatal and injury crashes, 19.9% of the drinking drivers in fatal and injury crashes and 38.2% of the drivers in speed related fatality and injury crashes. The South Dakota Highway Safety Plan places a high priority on safety interventions for youth in the majority of our prevention strategies.

Despite ongoing efforts, the number of fatalities resulting from motor vehicle crashes has continued to increase over the past several years. With one of the highest fatality rates per capita, South Dakota is committed to aggressively coordinate and work with multiple local, state, federal and tribal agencies to implement a statewide strategic plan that will increase the use of seatbelts, reduce drinking and driving, reduce speed related crashes, improve road design, eliminate traffic hazards, heighten public awareness and reduce underage alcohol and drug use. The 2006 Highway Safety Plan (HSP) has been developed to enable local/state agencies and non-profit organizations to develop and implement traffic safety programs that reduce motor vehicle crashes, fatalities, and injuries, as much as realistically possible, thus minimizing the economic and human loss resulting from traffic crashes and the illegal use of alcohol and drugs. We recognize that achievement of quantified highway safety goals cannot be dependent on the work of one agency, but on a collaborative and ongoing effort of multiple entities. Advances in vehicle safety technology, coupled with legislation, expanded participation, public education, enforcement and engineering are all elements required to meet the projected declines in crash related fatalities and injuries on South Dakota roadways.

The 2006 HSP incorporates specific countermeasures that have the potential to reduce the fatalities and injuries caused in motor vehicle crashes. The countermeasures are classified into one of eleven program areas that have been identified as priority areas through analysis of South Dakota motor vehicle crash data:

- **Alcohol and Drugs**
- **Enforcement**
- **Occupant Protection**
- **Emergency Response Services**
- **Safe Communities**
- **Motorcycle Safety**
- **Data and Technology**
- **Engineering**
- **Media**
- **Driver Education**
- **Commercial Motor Vehicles**

The 2006 HSP reflects future goals and objectives of the Rounds Administration to enhance roadway safety and reduce the needless fatalities and injuries caused by motor vehicle crashes. By joining together and launching a coordinated effort, we "will" see a reduction in the injuries and fatalities that rob our state of one of our most valuable resources, our citizens.

## BACKGROUND

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The South Dakota Office of Highway Safety (OHS) is an office within the South Dakota Department of Public Safety. The OHS provides technical and financial assistance to state/local government agencies and non-profit organizations to implement programs aimed at reducing the human and economic loss that results from traffic crashes.

The OHS receives funding from two primary sources: the United States Department of Transportation “National Highway Traffic Safety Administration” and the Department of Justice “Enforcing Underage Drinking Laws”. These grants are combined with funding from 410 alcohol funds, 157 seatbelt funds, 164 and .08 alcohol incentive funds to provide support to local, state, tribal and other organizations to promote traffic safety on South Dakota’s roadways and to combat underage alcohol and drug use. An additional \$7.00 annual fee on motorcycle registrations is routed through the OHS to help support the South Dakota Safety Council Motorcycle Rider Safety program.

Over the past five years, South Dakota implemented countermeasures designed to enhance the effectiveness of our traffic safety programs. Despite these efforts, on average, a traffic crash occurs every 28 minutes, an injury every hour and a fatality every 50 hours on South Dakota roadways. Entities statewide involved in traffic safety continue their struggle to develop strategies to reduce the human and financial hardship placed on our society by highway related fatalities and injuries. To be successful, we must enhance our efforts and be more effective in our method of delivering our safety programs. Part of this enhancement is to insure resources, tools and training are in place to accomplish these goals.

The 2006 HSP was prepared as a planning document to identify a systematic approach to solving traffic problems identified through the analysis of South Dakota traffic crash data. The HSP reflects objectives for a coordinated effort between national, state, local, tribal and private entities represented on the Roadway Safety Committee. The Roadway Safety Committee acts as an advisory committee for the Office of Highway Safety (OHS). It provides support for a statewide systematic approach to reducing motor vehicle related fatalities/injuries and justifies the need for state funds and spending authority to address specific traffic safety countermeasures. The 2006 HSP will be utilized as a problem identification document, planning document, federal grant request, state budget document and a South Dakota Highway Safety Strategic Plan. As a problem identification and planning document, it identifies contributing factors and a systematic approach to solving traffic problems identified through analysis of South Dakota traffic and crash data. As a federal grant request document, it follows the appropriate federal guidelines and procedures in accordance with the Common Rule and applicable federal regulations. As a state budget document, it identifies, prioritizes and justifies the need for state funds and expenditure authority based on data analysis. As a South Dakota Highway Safety Strategic Plan, it provides for a statewide systematic approach to reducing fatalities and injuries caused by motor vehicle crashes on South Dakota roadways.

Historically, previous strategies resulted in significant improvements, but we acknowledge achievement of quantified goals is dependent not on the work of one agency, but on the collaborative and ongoing efforts of a multitude of governmental and private entities involved in improving highway safety. By incorporating advances in vehicle safety technology, coupled with legislation, expanded partnerships, public education, enforcement and engineering, a decline in the number of fatalities and injuries caused by motor vehicle crashes is a reality.

South Dakota must maintain a transportation infrastructure that provides a safe movement of people on our roadways. Despite past efforts, we continue to see an increase in motor vehicle fatalities. Young drivers remain over represented in fatal and injury crashes; we continue to see an increase in distracted and aggressive drivers; driving under the influence of drugs/alcohol and excessive speed continue to be the top two contributing factors in motor vehicle crashes on SD roadways. Other prominent factors contributing to crash and fatality rates include low safety belt use, vehicle rollovers, driver inexperience, hazardous road conditions and ejections. South Dakota also faces the realization that rural crashes often occur in remote areas causing delays in discovery and delivery of emergency service to the victim. To achieve our projected goals of reducing rural crashes, fatalities and injuries, we need to focus on rural communities and identify strategies to target the high risk groups within these communities. While efforts have been valiant, we need to do better.

The contents of the Highway Safety Strategic Plan incorporate statewide participation in the development and implementation of countermeasures that address the following eleven program areas, included in these areas are **seven priorities** identified by the National Highway Safety Traffic Safety Administration and Federal Highway Administration:

- **Alcohol and Drugs**
- **Enforcement**
- **Occupant Protection**
- **Emergency Response Services**
- **Safe Communities**
- **Motorcycle Safety**
- **Data and Technology**
- **Engineering**
- **Media**
- **Driver Education**
- **Commercial Motor Vehicles**

The 2006 HSP reflects future goals and objectives for enhancing roadway safety and provides for a statewide systematic approach to reduce the needless fatalities and injuries caused by motor vehicle crashes.

The 2006 problem identification document is incorporated into the 2006 HSP.

Equipment purchases under this plan shall be made using the federal definition of equipment, "...tangible, non-expendable, personal property has a useful life of more than one year and an acquisition cost of \$5,000 or more per unit."

### **Performance Measures:**

South Dakota will continue to provide an annual report of the Highway Safety Program. Evaluation of each project and program area will be accomplished by providing data and information regarding the progress toward statewide highway safety goals and objectives.

## Program Areas

**South Dakota will work to improve highway safety by focusing on the following identified areas and key objectives.**

- \* Alcohol and Drugs Discourage this as socially acceptable behavior and create community coalitions. Identify and target high risk populations and enhance media campaigns.
- \* Enforcement Increase high visibility enforcement efforts, coordinate a strategic enforcement plan statewide and continue media support for enhanced public awareness.
- \* Occupant Protection Enhance public awareness of child safety restraints, promote local inspection clinics and increase seat belt compliance. Gain public support for primary booster seat and seatbelt laws.
- \* Emergency Response Services Develop and promote an Emergency Response Safety program specific to the needs of South Dakota, encourage public awareness, maintain local emergency training and improve emergency response capabilities.
- \* Safe Communities Enhance community participation and strengthen coalitions with law enforcement agencies.
- \* Motorcycle Safety Promote motorcycle training courses, provide public education, enhance motorcycle hazard awareness projects and coordinate motorcycle hazard awareness in engineering practices.
- Data and Technology Evaluate data systems, develop a statewide data collection system to track trends and high-risk behavior more strategically, and develop a data site accessible by the public.
- \* Engineering Identify and evaluate potential hazards and maintain safety standards on the road.
- Media Provide sustained media to support roadway safety strategies.
- Driver Education Develop and promote safe driver training programs for all age groups and promote safe driving practices.
- Commercial Motor Vehicles Increase education and enforcement of large truck safety restraint use.
- \* **NHTSA Priority Area**

## Problem Identification

To address the problem identification task, highway safety crash data is organized into specific classifications that can be consistently evaluated. Through a cooperative effort of GHSA and NHTSA, certain data elements have been identified that are utilized to measure the effectiveness of highway safety strategies throughout the United States.

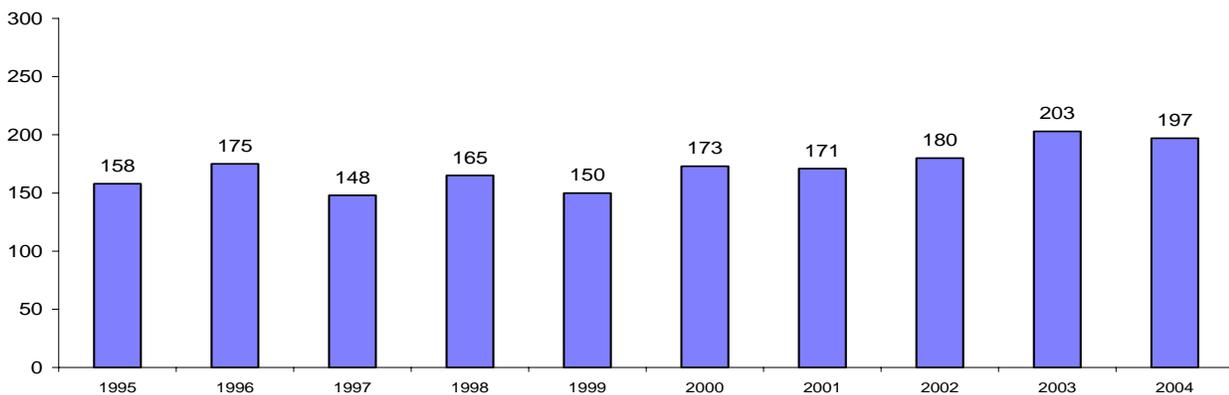
Data is analyzed to prioritize and define highway safety strategies, which in turn, will be used to identify the high priority areas within states to allow the implementation of regional and national safety strategies. Specific uniform data fields are reported nationwide to assist in identifying and evaluating strategic safety countermeasures to identify best practices that will enhance the states' ability to reduce motor vehicle fatalities and injuries.

Standardized reporting of data will also allow individual states the opportunity to view the big picture and introduce new emphasis in areas of concern. It will provide the data to enable the following questions to be answered:

1. What is the identification of primary safety problems?
2. What is the scope of each problem compared to the national average?
3. What problems can be addressed and what strategies offer the greatest potential for success?
4. What is the success of other states in addressing safety problems?

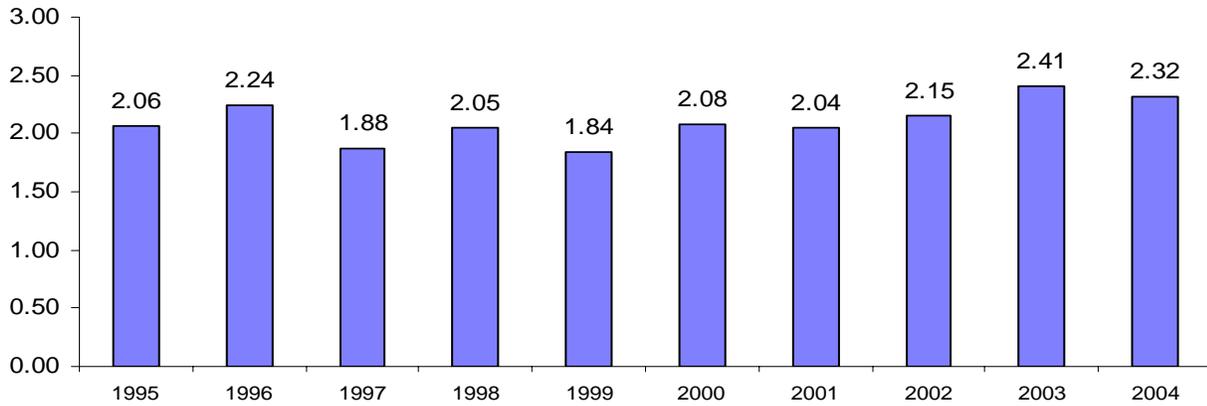
The answer to these questions will assist in the development of a plan that insures emphasis areas are selected on the basis of cost and safety effectiveness incorporating social, economic and political consideration. The following graphs identify current goals and project long term goals for the following emphasis areas for South Dakota. The areas include: fatalities, fatality rate (VMT), alcohol related fatalities, speed related fatalities, seatbelt use rate and fatalities ejected from the vehicle.

### FATALITY TREND



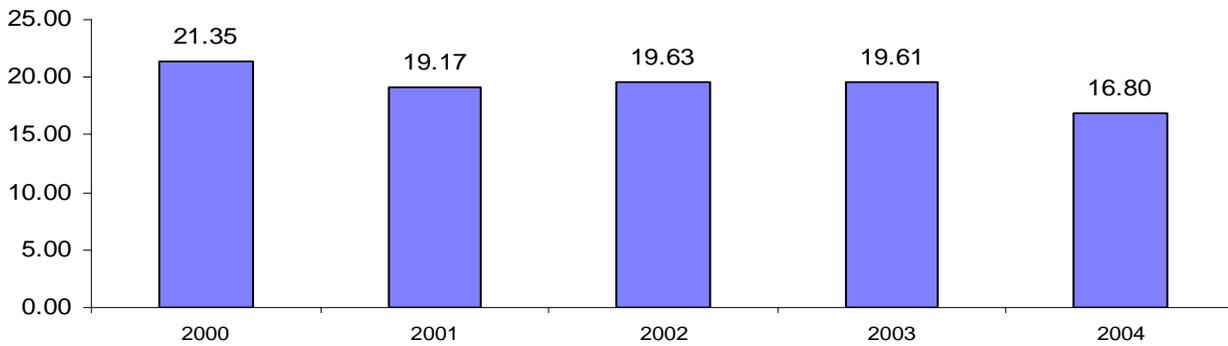
South Dakota increased its efforts to heighten public awareness and promote high visibility enforcement efforts. Even with the increased efforts, 197 fatalities occurred on South Dakota roadways in 2004. South Dakota will continue to increase media support to enhance public awareness, high visibility enforcement, provide injury prevention training and resources, and develop a state plan to coordinate highway safety strategies. South Dakota's long term objective is to reduce motor vehicle crashes by 5% annually through FFY 2010.

### FATALITY RATE TREND



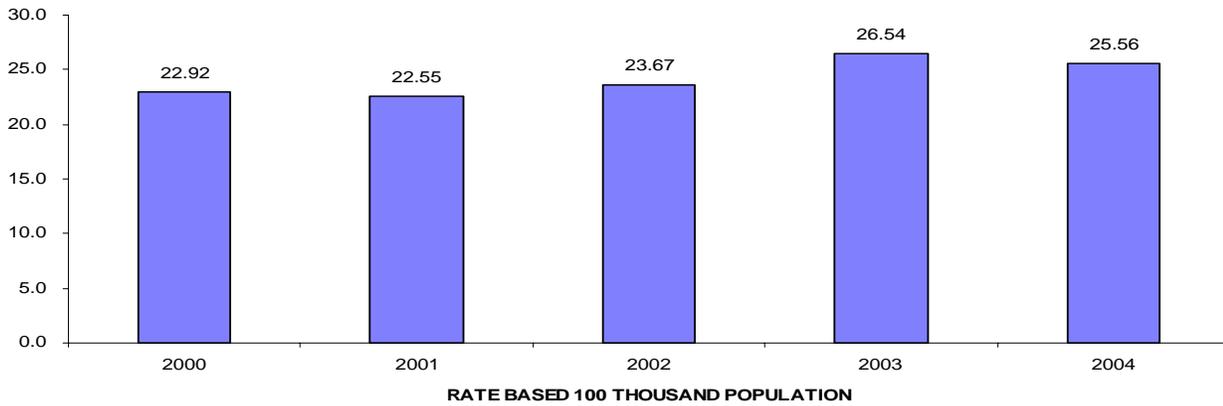
RATE BASED ON 100 MILLION VEHICLE MILES OF TRAVEL

### SOUTH DAKOTA INCAPICATING INJURIES & FATALITIES IN TRAFFIC CRASHES

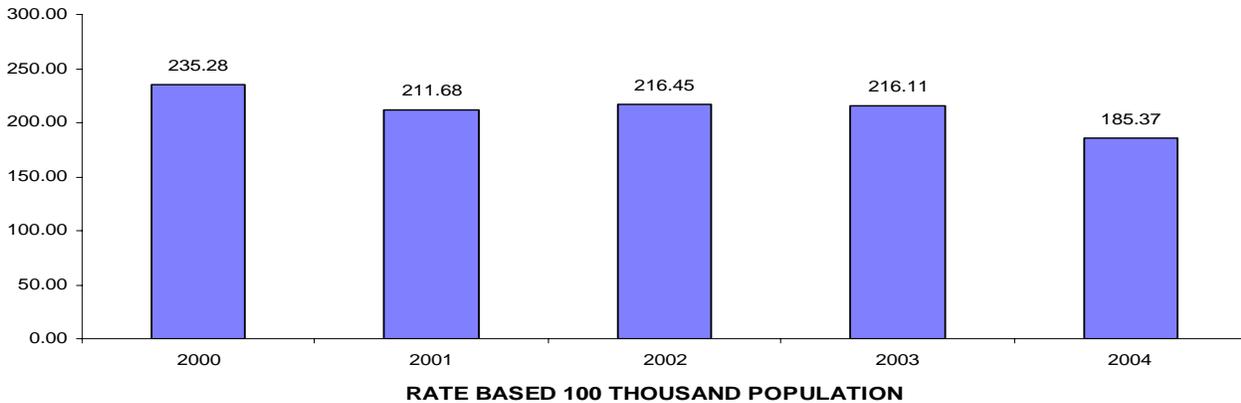


RATE BASED ON 100 MILLION VEHICLE MILES OF TRAVEL

### SOUTH DAKOTA FATALITIES IN TRAFFIC CRASHES

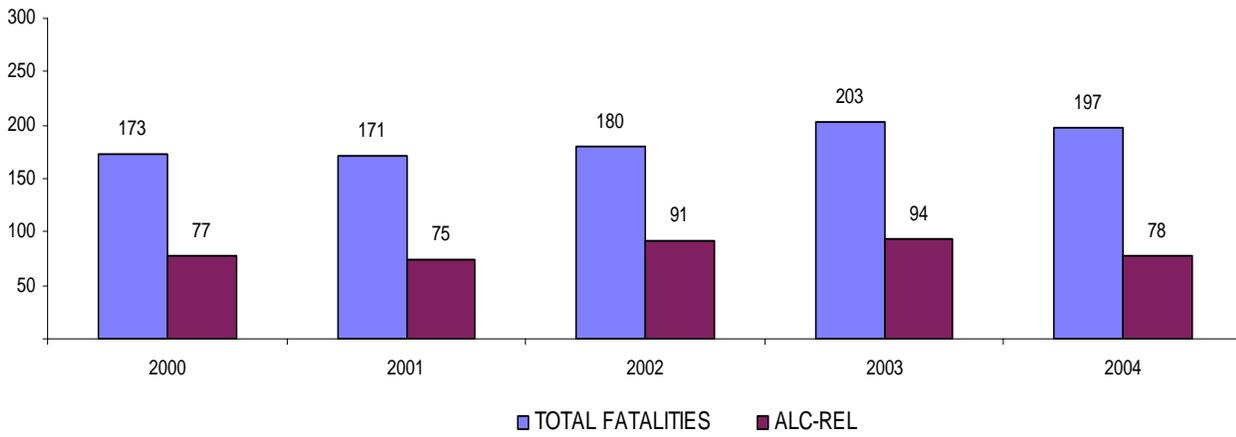


### SOUTH DAKOTA FATALITIES & SERIOUS INJURIES IN TRAFFIC CRASHES

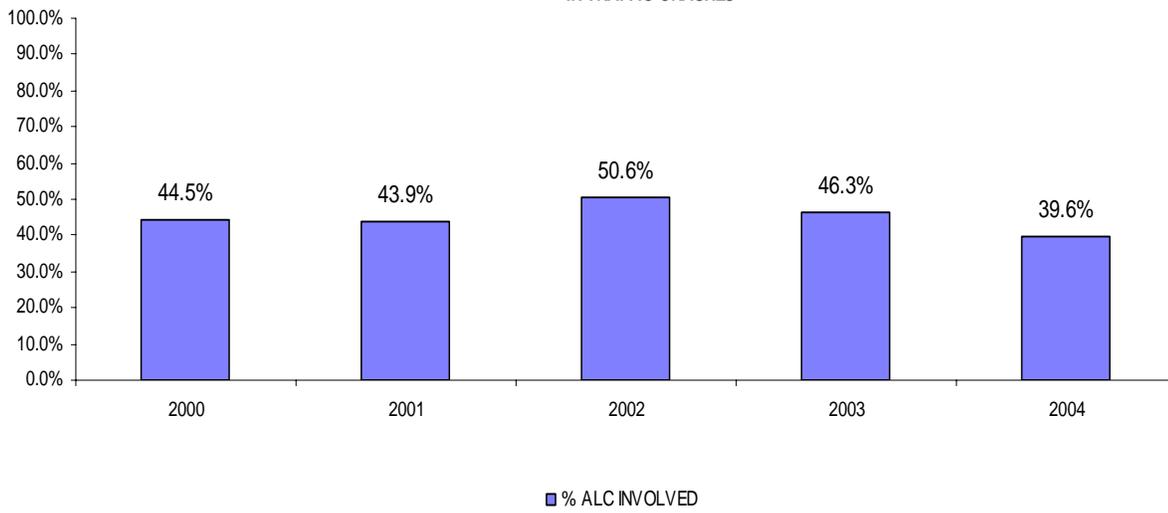


The reduction in fatalities on South Dakota roadways in 2004 decreased our fatalities per 100 million VMT to 2.3, even with the decrease South Dakota continues to have one of the highest rates in the nation. Our long term goal is to reduce this rate to 1.0 by 2015. We have set an aggressive yet reachable goal of reducing our fatalities by 5% per year. If we are successful in meeting our goal, by the end of FFY 2010, we will reduce our rate of fatalities per 100 million VMT to 1.5 resulting in 61 fewer fatalities annually on our roadways. Also included above are graphs documenting the fatality and incapacitating injury rate based on population. This data will assist South Dakota's efforts to compare our rates with other states; this comparison will help evaluate safety strategies being used nationwide and identify best practices in the reduction of traffic crash fatalities and injuries.

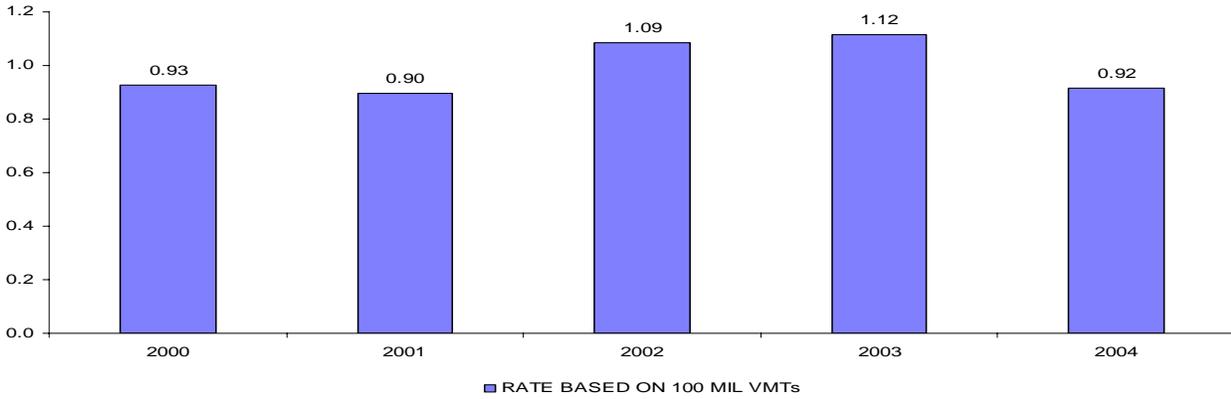
### SOUTH DAKOTA FATALITIES IN TRAFFIC CRASHES



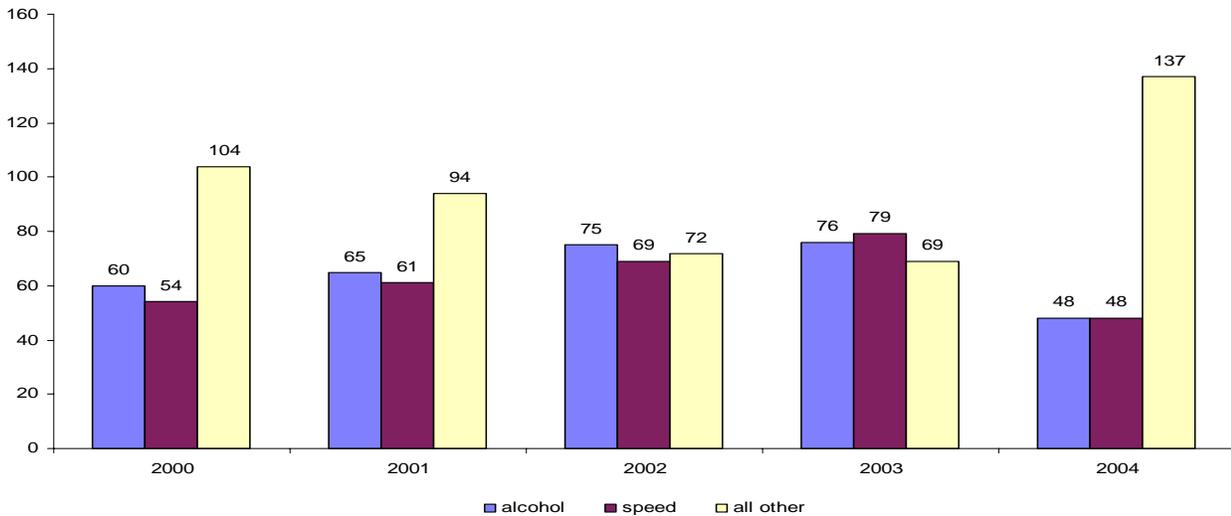
### SOUTH DAKOTA FATALITIES IN TRAFFIC CRASHES



**SOUTH DAKOTA ALCOHOL RELATED  
FATALITY RATE  
IN TRAFFIC CRASHES**



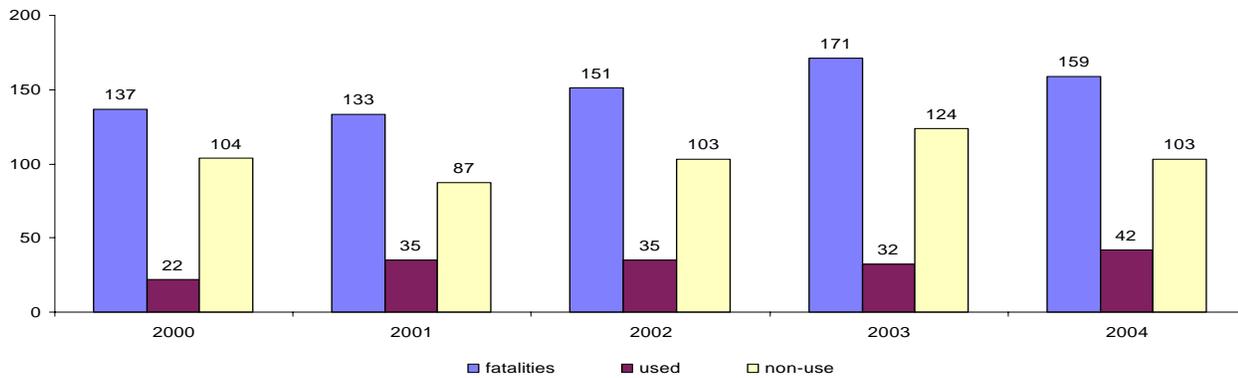
**DRIVER CONTRIBUTING FACTOR IN FATAL CRASHES**



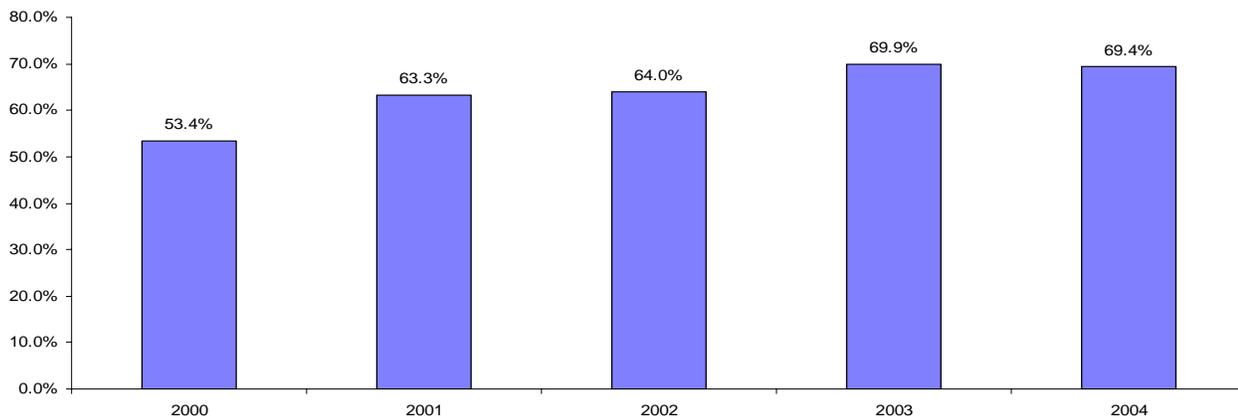
The young driver is over represented in drinking and speeding fatal and injury crashes. Licensed South Dakota drivers under 25 years of age represent 17.8% of the total licensed drivers, but account for 42.2% of the drinking drivers and 54.8% of the speeding drivers in fatal and injury crashes. Nearly 66% of the drinking drivers and 72.3% of the speeding drivers in fatal and injury crashes are under 35 years of age but represent only 33.5% of all licensed drivers. South Dakota's FFY 2006 goal is to reduce the number of alcohol related fatalities by 5% compared to the preceding three year average. We are committed to continue our efforts to reduce alcohol related fatalities to 71 by the end of FFY 2007. Strict speed enforcement will be implemented to enhance our efforts to reduce speed related fatalities by 5% annually based on the preceding three year average.

Non-use and misuse of restraint systems continues to be a significant cause of vehicle-related injuries and fatalities for South Dakota citizens. Safety belts have been identified as one of the leading factors in reducing the risk of serious injury or death in a motor vehicle crash. The following graphs show South Dakota's seatbelt compliance has steadily improved, but 2004 crash data confirms 74% of South Dakota fatalities were not secured in a seatbelt or child safety seat. Of the 74% unrestrained fatalities 71 were either partially or totally ejected from the vehicle. The OHS will continue to coordinate efforts and combine resources provided through the 157 Innovative Seatbelt Promotion Grant to train additional instructors and fund child safety seat checkup events. Funding will be utilized to train the public on the need and proper use of occupant protection through media events, safety materials, public education and high visibility enforcement activities.

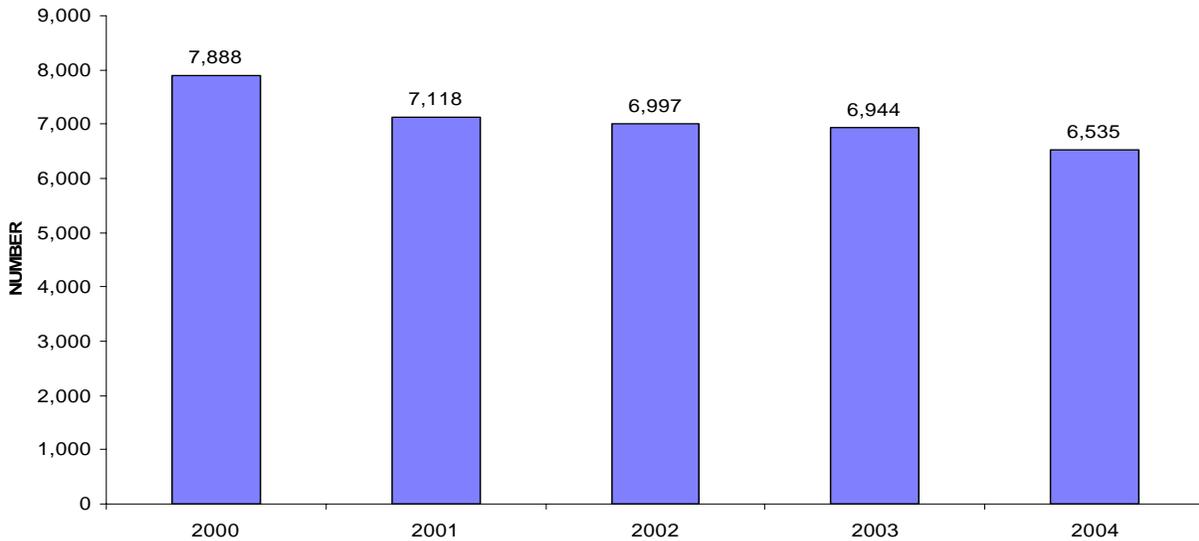
**FATALITIES SEATBELT USAGE**



**SEATBELT COMPLIANCE**

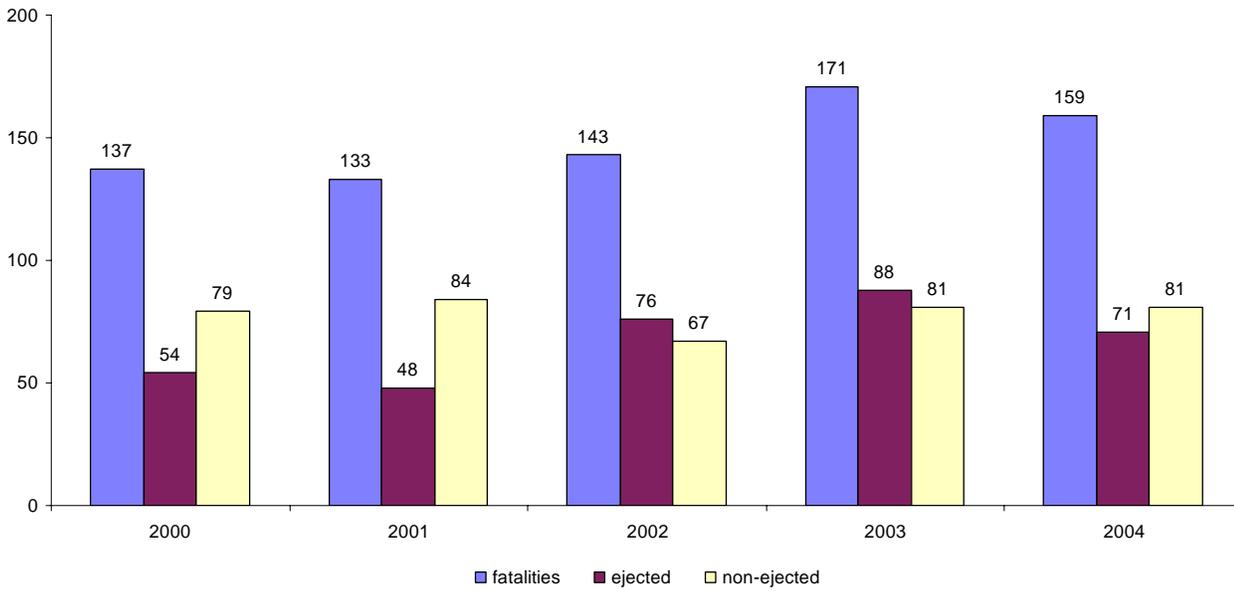


**MOTOR VEHICLE TRAFFIC CRASH  
INJURIES - SOUTH DAKOTA**



In the past five years, the enforcement and promotion of stronger seatbelt laws and public education has increased the use of seatbelts. This trend has resulted in a steady decrease in the number of serious injuries caused by motor vehicle crashes. While this trend is a positive indication, continued efforts to increase seatbelt compliance are essential if we are to meet our goal of reducing fatalities and injuries on South Dakota roadways. Our goal is to increase seatbelt use from the current 2005 rate to 71% by the end of FFY 2006 and to 75% by the end of FFY 2007. Use of child safety seats is a primary law in South Dakota. By continuing our aggressive public awareness program and the Governor's Child Safety Seat Distribution Program, we project an increase in the seatbelt usage rate to 75% by the end of FFY 2006 and to 78% by the end of FFY 2007. We are challenged to find programs that will increase seatbelt usage of youth between 5–17 years of age. The 2004 State Seat Belt Survey documents an average compliance of 50.5% in this age group. By the end of FFY 2006, our goal is to increase compliance in the 5-17 year old age group to 56%, and by the end of FFY 2007, increase usage to 65%.

## FATALITIES EJECTED



South Dakota faces numerous obstacles in rural areas when trying to convince drivers to buckle up. Obstacles include the false belief that being unbuckled in a crash is safer than being belted or the social norms that wearing a seatbelt is a personal choice. Data consistently reinforces that one of the most effective factors in surviving a crash and reducing the severity of an injury is to be secured in a seatbelt. In the past five years, 46.1% of the occupant fatalities in motor vehicle crashes were either partially or totally ejected from their vehicle. By the end of FFY 2006, our goal is to reduce the percentage of ejected fatalities to 43% and to 41% by the end of FFY 2007. By improving seatbelt compliance, we will see a reduction in partial and/or total ejections resulting in fewer fatalities and reduced injuries caused by vehicle roll-over crashes.

## Alcohol and Drugs

Underage alcohol consumption continues to be a major problem in South Dakota. For many youth, access to and consumption of alcohol has been a "rite of passage". It's the responsibility of every community, neighborhood and family to support and participate in countermeasures that reduce underage alcohol use. Enforcement and judicial partners play a vital role in affecting the social norms and attitudes of communities regarding the access of alcohol to minors, enforcement of alcohol laws and the legal and social consequences of underage drinking. Alcohol abuse is not limited to underage youth. Drinking and driving is one of the leading contributing factors in motor vehicle crashes for all ages. South Dakota works closely with local, state, federal and tribal law enforcement agencies to enhance enforcement of existing drinking and driving laws. To achieve quantified goals is dependent not only on the work of law enforcement, but on the collaborative and ongoing efforts of governmental and private entities involved in reducing alcohol and drug abuse. A coordinated strategic plan involving the judicial system and alcohol treatment programs will help to insure alcohol offenders are placed into programs that will discourage repeat offenses. A combination of funding through the Department of Justice "Enforcing Underage Drinking Laws" grant, 402 highway funds, 410 alcohol funds and 164 hazard elimination funds will be utilized to carry out the objectives of this project.



No single prevention approach has proven successful in eliminating drug and alcohol abuse issues for the State, local communities, Native American Reservations, and at-risk populations. A successful strategy includes an effective understanding of the drug and alcohol abuse issues, comprehensive collaborations, and implementation of effective prevention models and approaches. The rural and remote nature of South Dakota's geography poses an additional challenge to consider in our prevention strategy. To insure our programs implement evidence-based strategies, the OHS partners with the Department of Human Services to address drug and alcohol abuse with an effective prevention framework.

Communities in South Dakota realize the seriousness of drug and alcohol abuse and are working together to identify strategies that will effectively reduce the problem in their communities. Communities have accepted the responsibility and are taking the authority to monitor alcohol use, alcohol/drug related injuries, implement prevention strategies, and coordinate prevention efforts. Prevention has become an intricate part of a healthy community program. Communities will be partnering with local safety advocates to facilitate the development and implementation of prevention projects, media campaigns and informational resources that enhance public awareness and reduce drug and alcohol abuse.

This partnership is designed to move South Dakota's prevention and enforcement efforts to a system of evidence-based prevention programming. We will utilize an epidemiologic approach to identify high-risk communities and populations. Once the factors are identified, an infrastructure can be developed to address the problems with evidence-based prevention programming. The collaborated efforts will develop a system that will facilitate a positive and effective effort that has the following benefits:

- The project will build upon current integrated needs assessments that will aid in identifying communities and at-risk populations to focus prevention efforts.

- An epidemiological work group will be established to lead the analysis of risk factors including use of geographical information systems for targeting high-risk populations.
- Establish an effective means for training community prevention and enforcement personnel and provide technical assistance for applying prevention strategies.
- Establish the data infrastructure to evaluate the process and monitor outcome data.

**Performance Measures:**

1. Reduce alcohol/drug related fatalities by 5% from the three year average of 87 to 84 in FFY 2006.
2. Reduce alcohol/drug related injuries by 5% from the three year average of 976 to 927 in FFY 2006.

**Strategies:**

- Continue to support target strategies to successfully reach specific population groups.
- Develop and disseminate targeted media campaigns to change public perception of underage drinking and driving problems.
- Strengthen compliance check programs for alcohol retailers.
- Develop partnerships and stakeholder groups with local, state, tribal and federal agencies to implement specific targeted and successful strategies.
- Establish community coalitions to foster public awareness and involvement.
- Identify and track repeat offenders and provide treatment that insures compliance, CHANGE DUI curriculum, 24/7 diversion program, and tracking of revoked/suspended licenses.
- Support training for judicial and law enforcement personnel.
- Provide support for sustained high visibility enforcement efforts.
- Provide server training to retail establishments.
- Provide programs offering alternative transportation choices to driving under the influence.
- Support youth oriented programs that discourage alcohol use.
- Develop a statewide alcohol strategic plan.
- Continue support and development of safe community coalitions.
- Support a statewide alcohol planning committee.

**Actions:**

- Develop epidemiology group in partnership with Human Services to identify high-risk groups.
- Continue alcohol and drug counseling for high-risk population.
- Through a media contractor, develop supportive countermeasure campaigns.
- Provide technical support for South Dakota LEL's to coordinate strategic high visibility enforcement efforts.
- Develop database through Mountain Plains Evaluation to track alcohol related programs.
- Work with Division of Criminal Investigation (DCI) and Attorney General (AG) to provide training opportunities to law enforcement, prosecutors and judges.
- Partner with South Dakota Liquor Dealers to train 64 additional TAM instructors in FFY 2006.
- Implement the Safe Ride program in three additional communities in FFY 2006.
- Contract with the Attorney General's Office to provide a Traffic Safety Resource Prosecutor.
- Support a statewide alcohol planning committee.
- Increase the university based alcohol programs from three in FFY 2005 to four in FFY 2006.
- Coordinate and implement two additional Safe Community coalitions in FFY 2006.
- Coordinate data analysis with an alcohol epidemiology work group by 1/1/2006.
- Implement two new Safe Ride/alternative choice programs in FFY 2006.
- Provide one training seminar for judicial and law enforcement personnel by 4/1/2006.

## Enforcement

High visibility enforcement of vehicle and traffic laws, along with public educational programs has continued to be a crucial element to South Dakota's safety plans. Additional resources will be obligated to expand these tasks reinforced by media to heighten public awareness of enforcement efforts and safety strategies. A strategic enforcement plan will be developed to implement a coordinated enforcement mobilization that is data based to insure high-risk populations and geographic locations are targeted. Law enforcement will partner with local, state, federal and tribal entities to promote safe driving strategies through public education and awareness campaigns. A combination of funding through the Department of Justice "Enforcing Underage Drinking Laws" grant, 402 highway funds, 410 alcohol funds and 164 hazard elimination funds will be utilized to carry out the objectives of this project.



Alcohol involved crashes remain a significant problem for South Dakota. The problem of the impaired driver persists despite education efforts, high visibility enforcement, and changing social attitudes. South Dakota law enforcement will continue to focus enforcement efforts on the drinking driver in an effort to remove impaired drivers from the highway. The availability of funding will assist South Dakota implement a balanced strategic plan to provide essential equipment to law enforcement agencies to enhance and enforce South Dakota laws, weekend alcohol checkpoints, public education, community projects, school based events, activities promoting alcohol related judicial training and alcohol intervention projects. Funding will also assist with technical assistance and support for anti-drinking/drug organizations (such as MADD, SADD) and projects to facilitate community support for the enforcement of South Dakota's traffic laws. South Dakota law enforcement will utilize crash data to target communities that have high crash rates involving alcohol and excessive speed.

The South Dakota Highway Patrol will partner with local law enforcement and will be using three Blood Alcohol Testing (B.A.T.) units for sobriety checkpoints and special saturations. The B.A.T. unit is a cube van retrofitted with equipment to serve as a facility for testing blood alcohol levels and a mobile jail for holding prisoners arrested for DWI and other violations. Prisoners will be processed, tested, recorded, and jailed at the scene of the special operations. Laboratory technicians will administer blood tests to suspected DWI offenders at the scene of the sobriety checkpoint. The intent of the B.A.T. mobile is to keep officers at the scene of checkpoints and maintain sufficient manpower to run the DWI detection operation. Each of the three (3) Highway Patrol districts will schedule a minimum of eight (8) sobriety checkpoints and special impaired driving operations for FFY 2006.

South Dakota Highway Patrol provides matching funds for speed enforcement through the use of their aircraft and manpower working speed enforcement. Approximately 800 hours of in-air time will be utilized in conjunction with Troopers on the ground stopping violators of speed laws as identified by the pilot of the aircraft. These violators frequently employ radar detectors and would not be stopped without the use of the aircraft. South Dakota has identified excessive speed as one of the leading contributing factors in motor vehicle crashes. Tasks to address the problem of speed enforcement are covered in the FFY 2006 HSP under multiple programs.

## **Performance Measures:**

1. Increase law enforcement participation in national mobilization enforcement campaigns from 70% in FFY 2005 to 75% in FFY 2006.
2. Increase the number of high visibility corridor enforcement campaigns from 12 in FFY 2005 to 16 in FFY 2006.
3. Reduce the percentage of alcohol related fatal crashes from the past five-year average of 44.98% to 33.06% in 2010. (Projected based on a 5% reduction from the average each year: 2005-42.73%; 2006-40.59%; 2007-38.56%; 2008-36.63%; 2009-34.8%; 2010-33.06%) The .08 law enacted in 2002 and the open container law will help in achieving this goal in addition to sustained enforcement coordinated with a strong media component.

## **Strategies:**

- Enforce traffic laws with high visibility enforcement campaigns.
- Develop and implement a statewide sustained highly visible enforcement plan.
- Track revocation, suspension and restricted licenses to insure compliance.
- Analyze and interpret crash data to identify high-risk populations and locations.
- Plan high visibility enforcement efforts based on crash data analysis.
- Provide training, safety resources and media to support enforcement efforts.
- Fund manpower and equipment to support high visibility enforcement.
- Identify speed violators via continued aircraft enforcement.
- Support law enforcement training at OHS approved National Conferences.
- Enhance public awareness of high visibility enforcement strategies.
- Support law enforcement liaisons efforts to coordinate enforcement strategies in FFY 2006.
- Partner with Highway Patrol to utilize aircraft to support speed enforcement efforts.

## **Actions:**

- Through the use of a media contractor, enhance public awareness of enforcement efforts that coincide with national enforcement campaigns through media and public education.
- Utilize South Dakota's LEL's to coordinate sustained enforcement at the local level.
- Support the Serious Traffic Offender Program "STOP", a pilot program to track revoked/suspended licenses through coordinated and focused enforcement efforts.
- Contract with the South Dakota Highway Patrol to secure a data analyst to identify high risk factors, populations and geographic area to enable targeted prevention efforts.
- Through a data contractor, compile data analysis and strategic plans that will enable LEL's to coordinate enforcement strategies based on data.
- Through the coordinated efforts of the DCI, Traffic Safety Resource Prosecutor and Drug Recognition Experts (DRE), utilize media to enhance public awareness of high visibility enforcement efforts.
- Provide funding to cover travel, registration and per diem to send law enforcement training officers to national training conferences.
- Provide public educational materials to be utilized in traffic enforcement stops.
- Support one judicial and law enforcement training in FFY 2006.
- Provide two statewide traffic enforcement trainings in FFY 2006.

## Occupant Protection

In the past two decades, mandatory restraint laws in this country have reduced fatalities and injuries in motor vehicle crashes. However, non-use and misuse of restraint systems continues to be a significant cause of vehicle-related injuries and fatalities for South Dakota citizens. Safety belts have been identified as an effective way to reduce the risk of a fatality or serious injury in motor vehicle crashes. While a great deal of attention is focused on child restraint systems for infants and toddlers, we need to encourage and promote the use of booster seats for ages 5 through 8. Booster seats provide the added protection needed until youth reach the height and weight that allow for the proper fit of conventional seatbelts. South Dakota will continue to promote the use of safety restraints for all ages through public education and enforcement efforts.

Correct installation and use of child safety seats is a key component to youth riding safely in motor vehicles. Funds will continue to be utilized in FFY 2006 to provide child seat checkup events to promote the proper use and installation of child safety seats. Support for the child safety seat distribution program will help ensure children are in the correct child safety restraint and properly secured while riding in a motor vehicle. In FFY 2006, the distribution program will continue to provide infant, convertible and special needs seats with the primary focus placed on providing and promoting keeping your child in a booster seat up to 8 years of age. Child safety seats are distributed through community based distribution programs, law enforcement, fire/rescue squads, ambulance services and other organizations wishing to participate in this project.

The Office of Highway Safety will continue to work with the participating agencies to ensure child seats are provided to families requesting assistance. The SD Policy and Procedures Manual was updated in FFY 2003 to provide specific guidelines to regulate the program. Income guidelines for the program have been implemented to insure the seats are distributed to families requiring financial assistance.

To ensure an effective occupant protection program, citizens must be educated as well as motivated to use all available motor vehicle occupant protection systems. South Dakota will utilize a combination of legislative mandates, enforcement, public information, education, and incentives to achieve significant and lasting increases in occupant protection usage. South Dakota will utilize 402 Highway Safety, 403 and 157 incentive funds to carry out the following objectives.

### Performance Measures:

1. Increased compliance will be measured by comparing South Dakota's 2005 and 2006 annual seatbelt survey data. Increase seatbelt use rate from 68.77% in 2005 to 70% in 2006.

### Strategies:

- Provide support for sustained high visibility enforcement to promote seatbelts and save lives.
- Continue support of local, state, federal and tribal programs promoting occupant protection use.
- Support community programs providing local child safety seats, training, installation and seatbelt awareness projects.
- Support adoption of an all inclusive primary seatbelt law.
- Provide child safety seats to low income and needy families.

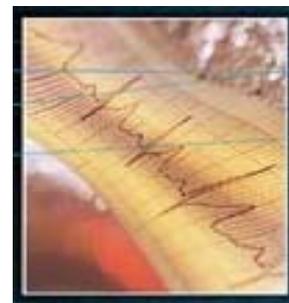
### Actions:

- Continue to support strategic enforcement efforts to increase seat belt/child safety seat compliance. Provide safe community safety advocates with projects and educational materials to promote seat belt and child safety seat use.
- Partner with the Department of Social Services to coordinate statewide public education and child safety seat fitting stations.
- Disseminate public education materials through a partnership with the South Dakota Department of Health, Department of Human Services and Department of Social Services.
- Provide data upon request for legislators introducing bills to pass seat belt legislation.

- Implement Project 8 promoting use of booster seats for children up to 8 years of age.
- Implement two high visibility enforcement campaigns during FFY 2006.
- Implement the Safe Ride Program in one Native American community in FFY 2006.

## Emergency Response Services

In spite of efforts to reduce injuries and fatalities on South Dakota roadways, traffic crashes still occur. Timely response and appropriate training is crucial to successfully provide local emergency service. South Dakota is coordinating the development of a trauma system to reduce morbidity and mortality in our state. South Dakota has 130 ground, 9 air, and 9 out of state licensed ambulance services. Approximately 83% of South Dakota ambulances are operated utilizing a volunteer staff. This creates a unique challenge to insure ambulance services are staffed with trained personnel. The Office of Highway Safety, through a partnership with the State of South Dakota, Emergency Management and Homeland Security, provides equipment, training and quality education for emergency response teams.



In June of 2002, the National Highway Traffic Safety Administration conducted an assessment of South Dakota's EMS system. Recommendations from the assessment are being utilized to develop the 2006 EMS program objectives. The EMS objectives provide direction to aid in the training and development of a State Injury Prevention Program, recruitment and retention of ambulance personnel, EMT-Basic, Intermediate and Paramedic training, instructor coordinator course, enhance and sustain data collection, provide EMT refresher training and Trauma Systems Development.

In calendar year 2004, approximately 7,000 ambulance calls were in response to motor vehicle, motorcycle, pedestrian, all terrain vehicle, or bicycle injuries. In FFY 2006, the Office of Emergency Medical Services will train 500 new ambulance personnel, 100 national certified first responder personnel, and will recertify 1,200 EMT-Basic's. South Dakota's training follows the guidelines of the 1994 DOT-EMT-Basic and DOT 40 hour First Responder curriculum.

Injury Prevention is a major component of an overall EMS system. The EMS office is currently working with NTHSA, Maternal Child Health (MCH) and Emergency Medical Services for Children (EMSC) to develop a statewide Injury Prevention program designed to reduce the number of injuries to the residents of South Dakota.

Funds will be provided for 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.

The following addendum has been added to the FFY 2006 HSP to justify proportionate funding for this program:

## Addendum

### South Dakota's Additional Documentation to Support Appropriate Adjustments in the EMS Highway Safety Plan program area

The Office of EMS provides mandatory training for 3500 EMS Personnel in the State of South Dakota yearly. The breakdown is as follows:

EMT's = 3000 at a mandatory 15 hours per year = 45,000 hours of training

ALS (Advanced Life Support) = 500 at a mandatory 30 hours per year = 15,000 hours of training

The previous documentation provided for volunteer hours was monthly refresher training and Pre-Hospital Trauma Life Support classes only.

The total number of training hours completed is on a volunteer/personal time and not funding under any department budget.

As per the volunteer rate source retrieved from <http://www.tgci.com/magazine/01fall/volunteertime4.asp> we are asking NHTSA to use the 2000 rate inclusive of fringe benefits which is \$15.39 (NHTSA used \$13.54 excluding fringe benefits which is an allowable cost factor).

- **60,000 hours x \$15.39 = 923,400.00**
- 2006 total EMS budget = \$851,163.00  
Estimated that 80% of the total budget is directly related to training = **680,930.00**
- **923,400.00 + 680,930.00 = 1,604,330.00 total EMS budget**
- 15% of 1,604,330.00 equals \$240,649.50

From this documentation, we have determined our proportionate share allowable to be \$240,649.50 for FY06 HSP. This obligated amount in the FY06 HSP is \$218,088.00. Therefore, we are requesting that the obligated amount in FY06 HSP for the EMS program stay at the proposed level of \$218,088.00.

#### Performance Measures:

1. Train 500 qualified ambulance personnel, 100 first responders and recertify 1,200 EMT basics in FFY 2006.
2. Conduct 25 defensive driving courses in FFY 2006.
3. Conduct 8 Basic Trauma Life Support or Pre-hospital Trauma Life Support Courses in FFY 2006.
4. Provide refresher training to 3,000 ambulance personnel in FFY 2006; this training will result in maintaining ambulance personnel staffing by recertifying 1,300 emergency medical technicians.

#### Strategies:

- Promote and support emergency education and training. Support new EMT training, testing and certification.
- Utilize statewide communication system to enhance community awareness.

- Develop partnerships between emergency response agencies to enhance public awareness of emergency care and safety/prevention strategies.
- Improve response time to emergency scenes.
- Promote medical direction and quality insurance of pre-hospital patient care.
- Interface injury and pre-hospital data to enhance public awareness and best practices.
- Secure sustained funding for search/rescue and emergency response training.
- Support OHS approved in/out of state travel, education and training for EMS staff.

**Actions:**

- The OHS and Office of EMS will promote the involvement of emergency response agencies in community prevention activities. We will continue to promote best practices and encourage community involvement. This will be measured through monthly progress reports and media promotions.
- Continue to support the Office of Emergency Medical Services in training, testing and certification of emergency response personnel.
- Continue to support the People Saving People program and encourage EMS personnel to support local prevention efforts.
- Continue to pursue linkage of crash data and ambulance reports to help identify injury factors.
- Partner with Homeland Security and Emergency Management and identify alternate funding to support continuing education for EMS personnel.
- Support the travel for EMS trainers to attend national training conferences to enhance trauma patient care.
- Implement bystander emergency training in two school systems in FFY 2006.

## Safe Communities

A new discipline of injury prevention is emerging. South Dakota is promoting the coordination of “Safe Communities” throughout the state. When communities accept the responsibility and take authority to monitor injuries, implement prevention strategies, and coordinate prevention efforts, it is realistic to expect progress in reducing the number and severity of injuries affecting their community. South Dakota communities play a vital role in the safety of our highways. By coordinating efforts at the local, state, federal and tribal level, communities can implement coordinated strategies that will prevent the loss of life and injury on our roadways.



Trauma/injury is the leading cause of death in the United States for ages 1-44 with the majority of these directly related to motor vehicle crashes. In calendar year 2004, there were approximately 7,000 ambulance run reports that were the result of a motor vehicle, motorcycle, pedestrian, and all terrain vehicle or bicycle crash. The most effective and best treatment for injuries is prevention. Development of a good injury prevention program that incorporates efforts of an entire community is the most effective method of implementing a prevention plan that has a high probability of reducing injuries.

Many communities in South Dakota realize injuries can be prevented and are working to identify interventions that will effectively reduce injuries in their communities. Communities have accepted the responsibility and are taking the authority to monitor injuries and implement prevention strategies. Prevention has become an intricate part of a healthy community program. Communities are partnering with local safety advocates to facilitate the development and implementation of prevention projects, media campaigns and informational resources that enhance public awareness.

Alcohol is the number one drug used by college youth. The residual effects of binge/underage drinking and driving are astounding! College campuses and their surrounding communities can play a vital role in changing policies and attitudes regarding access to alcohol by minors and the resulting consequences of binge/underage drinking and driving. Campuses are partnering with community organizations and enforcement officials using environmental approaches to create a safer environment for youth through enforcement of underage drinking laws, policy initiatives, and the proactive use of media advocacy to heighten public awareness of illegal alcohol/drug abuse.

Data from motor vehicle crash records from the last several years shows an over representation in the number of drivers involved in fatal and injury crashes having both alcohol and excessive speed as contributing factors. Additionally, individuals under the influence of alcohol and/or driving aggressively are less likely to be properly restrained in a seatbelt. It is the goal of the South Dakota Office of Highway Safety, in cooperation with local safe community coalitions and law enforcement, to reduce fatalities and injuries on South Dakota roadways by

promoting education and high visibility enforcement supported by enhanced public awareness through media. The efficiency of these efforts will be supported by incorporating resources from the Department of Justice "Enforcing Underage Drinking Laws" grant, 402 highway safety, 410 alcohol and 164 hazard elimination funds. These resources will be combined to develop a statewide strategic plan that incorporates public awareness, paid media, and high visibility enforcement.

**Performance Measures:**

1. Increase the number of active community coalitions with sustained participation in highway safety and underage drug/alcohol countermeasures from 7 in FFY 2005 to 12 in FFY 2006.

**Strategies:**

- Increase awareness of highway safety strategies through community involvement.
- Enhance local resources by coordinating the development and implementation of safety strategies.
- Continue to support and nurture partnership programs with tribal governments.
- Identify and continue to work with existing coalitions.
- Promote youth leadership skills and positive choices.
- Support programs targeting underage drug/alcohol use.
- Promote pedestrian safety.

**Actions:**

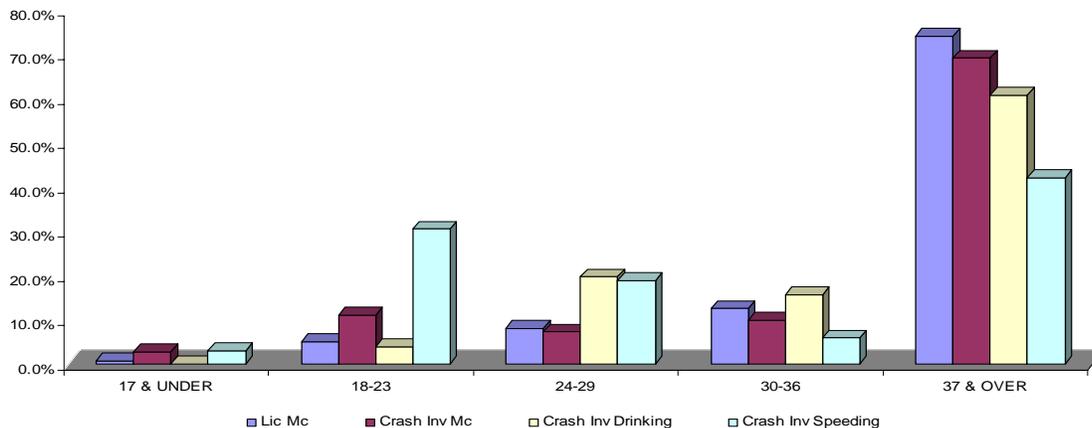
- Implement prevention countermeasures at the grassroots level.
- Provide projects and educational materials to local safe community coalitions to promote safety strategies.
- Work with the Native American population to coordinate cultural based prevention strategies.
- Provide technical support for safe community coalitions to access local funding.
- Provide system support and injury prevention resources to develop and implement prevention countermeasures at the local level.
- Partner with EMSC to promote "Don't Thump Your Melon" programs at the community level.
- Support Teen Courts, Youth 2 Youth and youth advocacy groups such as MADD and SADD at the local level.
- Support University based prevention programs that promote highway safety and alcohol/drug countermeasures.
- Support TAM training and Safe Ride programs through partnerships with the South Dakota Liquor Dealers and local safety advocates.
- Support safe community coalitions to implement pedestrian safety projects, school crossings, crosswalks, and disseminate public safety information.
- Establish one new Safe Community in a title one city in FFY 2006.
- Establish two new Safe Community coalitions in rural communities in FFY 2006.
- Establish one new Safe Community coalition in a University or College in FFY 2006.
- Conduct one statewide Safe Community training program during FFY 2006.
- Establish one new Safe Community Coalition in a Native American Community in FFY 2006.

## Motorcycle Safety

In FY 2004, 26 motorcyclists were killed and 435 injured on South Dakota roadways. While the rate of highway fatalities has remained fairly constant in South Dakota, nationwide motorcycle fatalities and injuries have risen significantly over the past several years. This trend is cause for concern and reinforces our commitment to define the contributing factors and identify potential solutions for reducing motorcycle fatalities and injuries in South Dakota. The Sturgis Motorcycle Rally challenges South Dakota not only to address education and awareness, but to develop strategies to enhance the safety of hundreds of thousands of visiting motorcycle enthusiasts that visit South Dakota to participate in the rally.

The SD Motorcycle Training program is primarily funded through fees collected from motorcycle registrations in the state. Federal Highway Safety 402 funds provide training, educational materials, and public information for the South Dakota Motorcycle Rider Education Program. The past several years South Dakota has seen an overwhelming increase in the number of motorcycle riders participating in training. This growth has surpassed the availability of existing resources and generated a need to utilize 402 funds to increase the number of instructors and the number of courses offered in South Dakota communities. The 2005 legislature increased the registration contribution for this program from \$3.00 to \$7.00; this increase will provide the needed funds to continue the growth of this project.

**MOTORCYCLISTS 2004  
CRASH INVOLVED MOTORCYCLE & MOPED DRIVERS**



### Performance Measures:

1. Reduce motorcycle crashes 5% from the current three-year baseline of 486 to 462 in FFY 2006.
2. Reduce motorcycle fatalities 5% from the current three-year baseline of 21 to 19 in FFY 2006.
3. Reduce motorcycle injuries 5% from the current three-year baseline of 412 to 391 in FFY 2006.
4. Increase the number of Motorcycle Rider Education graduates 5% from 1,591 in 2005 to 1,670 in FFY 2006.

### Strategies:

- Encourage motorcycle safety training for all motorcycle licensees.
  1. Promote the Basic Rider Courses for novice riders.
  2. Promote the Experienced Rider Course for experienced riders.
- Work with insurance companies to encourage premium reductions for safety course graduates.
- Evaluate crash statistics and identify vehicle types: motorcycle, ATV, moped, etc.
- Provide awareness of special motorcyclist operating characteristics through media campaigns and joint task force actions (A Brotherhood for Awareness, Training and Education “ABATE” and American Motorcyclist Association “AMA”).
- Work with the Department of Transportation to provide early identification of road hazards.

- Enhance motorcyclist awareness of safety equipment such as protective clothing, helmets, etc.
- Address unlicensed motorcycle drivers.



**Actions:**

- Partner with the South Dakota Safety Council and ABATE to provide public education for motorcycle safety training.
- Support ABATE and the South Dakota Safety Council to encourage insurance premium discounts for individuals successfully completing motorcycle safety training.
- Work with Accident Records to query motorcycle crash data and provide reports to safety advocate groups.
- Provide support to ABATE for development and implementation of safety campaigns.
- Support Department of Transportation efforts to place signage in high-risk motorcycle traffic areas.
- Partnering with ABATE and the South Dakota Safety Council, provide safe community coalitions motorcycle safety tips to disseminate during the motorcycle season.

## Data and Technology

The South Dakota Office of Highway Safety recognizes data as an essential element in our mission to make our highways safer. Highway Safety data and crash records must be treated as vital information sources critical for future development of policies and safety strategies. The South Dakota Crash Data System has historically provided crash data in an accurate and timely manner; however we must strive to include the implementation of completeness, uniformity, linkage and accessibility of additional data files to enhance our system capabilities. Implementation requires the cooperation of multiple agencies partnering to utilize multiple data sources for statewide safety use and analysis. South Dakota is committed to the development and maintenance of a comprehensive data resource system.

### Performance Measures:

1. By 1/1/06, contract with consultant to develop methodology for analysis of South Dakota crash data to enhance problem identification.
2. By the 3rd quarter of FFY 2006, provide local safety advocates crash data reports within 60 days of the crash.

### Strategies:

- Continue enhancement and support of a statewide safety database that will interface data sources and provide user-friendly reports.
- Identify and utilize new technology for data collection, analysis, maintenance and distribution.
- Work with Accident Records and Mountain Plains Evaluation to conduct traffic safety research and analysis.
- Conduct a State Data Assessment to support statewide efforts to upgrade and standardize crash record management.
- Evaluate the South Dakota crash data system to determine if a state data assessment is needed by the 3rd quarter of FFY 2006.

### Actions:

- The Office of Highway Safety will work with Accident Records to query requested data and provide data analysis and reports to local agencies.
- The Office of Highway Safety will provide equipment to law enforcement agencies to enhance their ability to collect local crash to identify contributing factors and develop effective countermeasures.
- Contract with a data analyst to provide in-depth analysis, research and reports to enhance development of countermeasure activity.
- Partner with NHTSA to determine if previous state data assessments meet current needs.
- Partner with CODES to identify useful data to enhance highway safety strategies.

## Engineering

The rate of traffic fatalities per 100 million vehicle miles traveled in South Dakota is among the highest in the nation. South Dakota has implemented a new research study entitled “Factors Contributing to Accidents and Fatalities in South Dakota”. This study will look at South Dakota and surrounding states to compare crash factors and prevention strategies to identify best practices. Through the Roadway Safety Improvement (RSI) process, data is analyzed annually to identify and evaluate crash patterns related to roadway design and/or signage problems. Roadway Safety Audits and Roadway Safety Audit Reviews are utilized periodically to evaluate engineering needs for South Dakota’s transportation system. South Dakota will continue to utilize the current and future studies to improve the safety of our roadways.

### Performance Measures:

1. Evaluations are done through Department of Transportation research projects and monthly progress reports submitted to the Office of Highway Safety. Studies are conducted through the Department of Transportation to measure cost versus benefit on engineering projects.

### Strategies:

- Improve traffic signal maintenance and management as identified through research.
- Evaluate and improve pavement markings and traffic control signs.
- Evaluate new software to identify dangers in work zones.

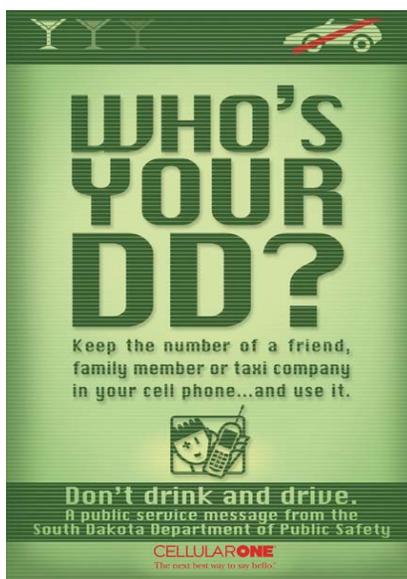
### Actions:

- Research and evaluate the effectiveness of rumble strips in the state.
- Identify safety priorities through Roadway Safety Audits and Roadway Safety Audit Reviews.
- Provide public education on traffic control devices and work zone traffic control.
- Expand media campaigns and electronic message boards to enhance public awareness of hazardous driving conditions through use of the Intelligent Transportation System (ITS).
- Provide public information on winter driving conditions and summer work zones.
- Explore the feasibility of promoting cameras for red light running.



## Media

Positive public response has been promoted through various media safety campaigns. Statewide campaigns enhance public awareness and promote community involvement. Media campaigns that enhance public awareness and support safety strategies are essential to the success of virtually every element of this plan. Research has indicated that safety strategies that are supported by media enhance program efficiency and effectiveness.



### Performance Measure:

1. The OHS, through the use of a media contractor, will annually conduct a pre- and post- focus group assessment to identify strategies that will address and reach specific high risk target groups.

### Strategies:

- Identify stable media funding as an essential element to the strategic safety plan.
- Utilize media campaigns to support safety countermeasures.
- Analyze multiple data resources and provide media with injury data to enhance public awareness of injury problems.
- Provide media coverage to reinforce high visibility enforcement.

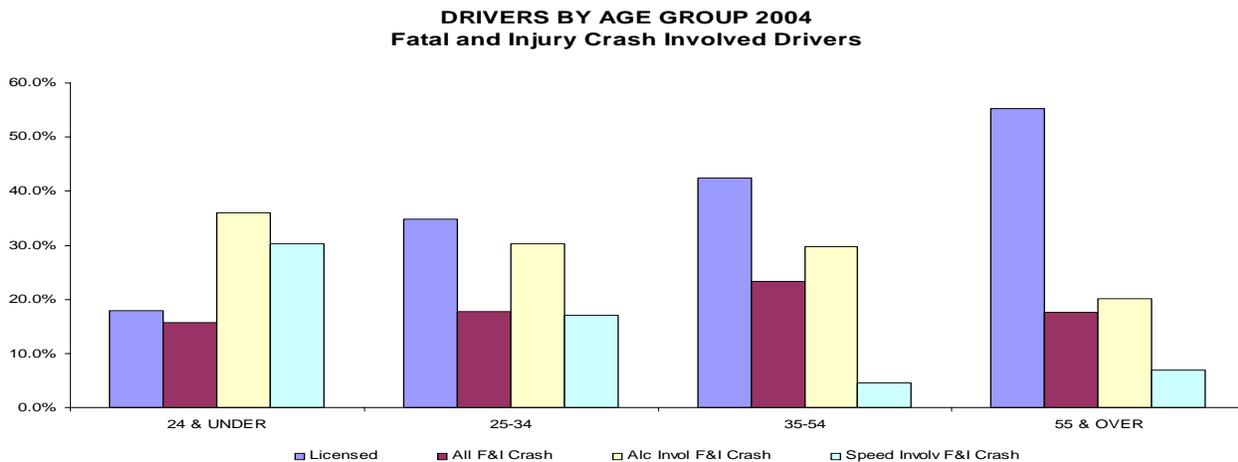
### Actions:

- Provide media coverage that focuses on high-risk populations in conjunction with national safety campaigns.
- Utilize available educational avenues to sustain public awareness through the media.
- Distribute and create safety resources to enhance public awareness.
- Develop media partnerships to enhance media coverage and expand safety promotions.
- Develop a comprehensive media plan that supports enforcement efforts.
- Create and support a sustained media calendar that will focus on primary targets throughout the year such as booster seats education, reduction of underage drinking, occupant protection, back-to-school safety, motorcycle and bicycle safety.

## Driver Education

Our goal is to make driver awareness and education a continued process throughout the life of a driver. Providing an evaluation of a driver's ability to operate a motor vehicle will not only benefit that subject, but will also provide an advantage to fellow drivers who share the road. Inattentive drivers also create an unsafe environment on South Dakota roads. It is imperative that awareness and knowledge of distracted drivers be increased through media exposure.

Young drivers are over represented in fatality and injury crashes. The young driver is associated with a distinctive set of safety issues that need to be addressed. Historically, novice drivers represent the highest crash rate of any driver group. The lack of driving experience, immaturity and youthful drinking are all contributing factors to the higher crash rate.



### Performance Measures:

1. Reduce speed related fatal and injury crashes by 5% from the 3 year average of 1,042 to 990 in FFY 2006.
2. Reduce speed related fatal and injury crashes by 5% in the 14-20 age group from the three year average of 390 to 370 in FFY 2006.
3. Reduce fatal and injury crashes by 5% in the 14-24 age group from the 3 year average of 2,819 to 2,678 by FFY 2006.
4. Reduce fatal and injury crashes by 5% in the 25-34 age group from the 3 year average of 1,377 to 1,308 in FFY 2006.
5. Reduce fatal and injury crashes by 5% in the 35-54 age group from 3 year average of 2,368 to 2,250 in FFY 2006.
6. Reduce fatal and injury crashes by 5% in the age group 55 and over from the 3 year average of 1,342 to 1,275 in FFY 2006.

### Strategies:

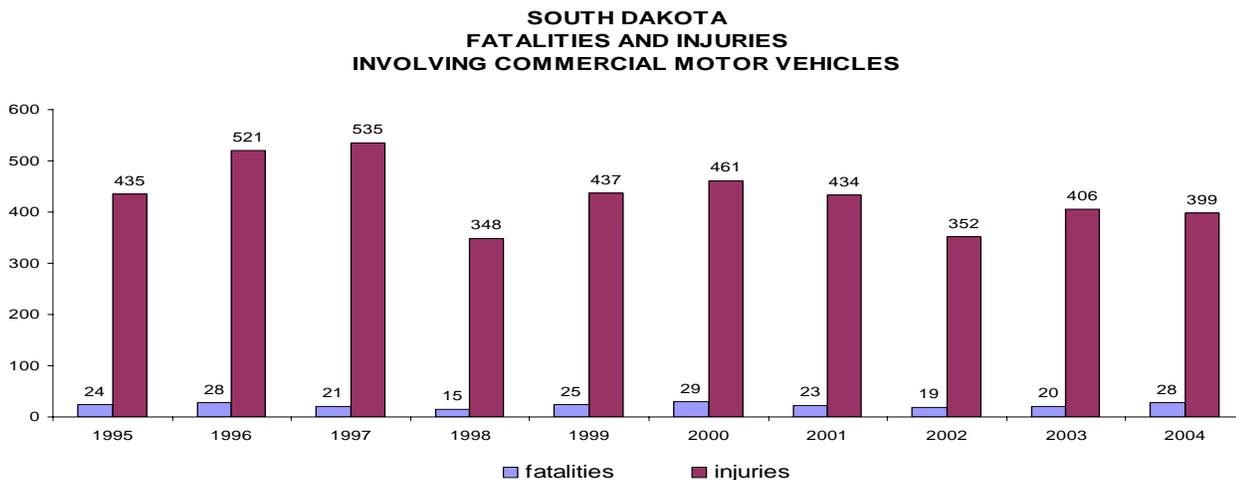
- Evaluate the effectiveness of the Graduated Driver's Licensing (GDL) program.
- Enhance public awareness through public education on aggressive, impaired, fatigued, and inattentive driving.
- Enhance visibility of safety strategies and promote mobilization campaigns that target data supported high risk populations with specific programming.
- Increase enforcement of traffic laws through high visibility enforcement campaigns, Operation Safe, saturation patrols and sobriety checkpoints.

**Actions:**

- Analyze crash data of youth 14 through 18 to determine change in trends compared to GDL implementation.
- Through partnering with the Department of Health, Department of Social Services, Department of Human Services, disseminate public education materials addressing prevention strategies.
- Partner with AARP and Driver Education to provide educational resources to target high risk younger and older drivers.
- Support sustained law enforcement strategies with education, training, overtime, equipment and media support.

## Commercial Motor Vehicles

When a heavy truck and smaller passenger vehicle are involved in a motor vehicle crash, there is a higher probability of severe injuries or fatalities to the occupants in the passenger vehicle. Annually, South Dakota averages approximately 442.1 injuries and 22.2 fatalities involving Commercial Motor Vehicles. The goal of the Highway Safety Plan is to reduce the number and severity of crashes and hazardous material incidents involving commercial motor vehicles (CMV). In CMV involved crashes, fatalities and injuries can be reduced through consistent, uniform and effective CMV safety programs that identify safety defects, public awareness, driver deficiencies and unsafe motor carrier practices. Attention will also be focused on the development and implementation of public education programs that promote best practices for sharing the road with motor carriers. Studies indicate commercial vehicle or large truck drivers frequently fail to buckle up. Strategies will be initiated to encourage seatbelt compliance for all drivers on South Dakota roadways.



### Performance Measure:

1. Reduce the motor vehicle crashes involving motor carriers by 5% from the current 3-year baseline of 908 to 863 in FFY 2006.
2. Reduce the number motor carrier involved fatalities by 5% from the current 3-year baseline of 20 to 18 in FFY 2006.

### Strategies:

- Increase safety partnerships between the trucking industry and the public.
- Provide public information awareness and resources on sharing the road with Commercial Motor Vehicle Carriers.
- Encourage Motor Carrier Safety Program and partners to target traffic enforcement around commercial motor vehicle inspection stations.
- Promote safety restraint compliance for motor carrier operators.

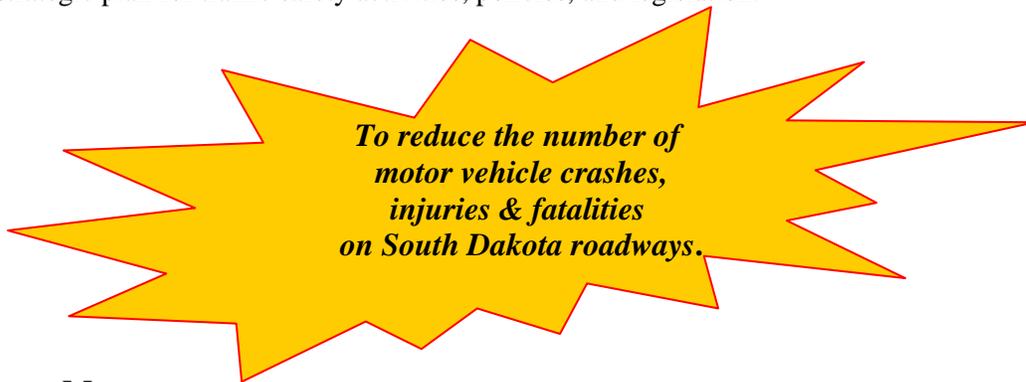
### Actions:

- Conduct two public awareness-training sessions in FFY 2006 on motor carrier safety.
- In partnership with FHWA and motor carriers develop one motor carrier safety brochure for public distribution in FFY 2006 to promote motor carrier safety.

## Roadway Safety Committee

The OHS recognizes that achievement of quantified goals is dependent not only on the work of one agency, but on the collaborative and ongoing efforts of a wide variety of governmental and private entities involved in improving highway safety. Advances in vehicle safety technology, coupled with traffic safety legislation, expanded participation by safety advocates, education, enforcement and engineering are all elements required to meet South Dakota's projected declines in crash related injuries and fatalities.

This task, within the Office of Highway Safety, will provide financial support for the coordination of the South Dakota Roadway Safety Committee (RSC). The RSC has representation from multiple agencies; these agencies are listed on page 2 of this document. Technical assistance will be provided through the cooperative efforts of the OHS and the RSC to state and local agencies for data analysis, needs assessment, countermeasure development, and public information and awareness efforts to promote traffic safety strategies. The RSC members will provide statewide community safety briefings promoting highway safety campaigns, engineering design, traffic laws, occupant protection projects, law enforcement strategies, as well as addressing alcohol countermeasures and gaining support for highway safety projects. Support is provided for the RSC for strategic planning and sub-committee meetings as needed, to develop media campaigns, traffic safety projects, enforcement efforts and a statewide strategic plan for traffic safety activities, policies, and legislation.



### Performance Measures:

1. This project will be evaluated through progress in the development, implementation and management of the State Highway Safety Plan, sub-committee progress reports and the evaluation of highway safety strategies implemented to reduce motor vehicle crashes, fatalities and injuries.

### Strategies:

- Develop and implement an annual comprehensive Highway Safety Plan.
- Identify perspective stakeholders with a vested interest in highway safety strategies.
- Analyze crash data and develop specific countermeasures to target high risk factors.

### Actions:

- Support travel and per diem for local, state and national training seminars.
- Support public education, media campaigns, educational materials and promotional items to heighten public awareness and enhance injury prevention projects.
- Support state and community safety advocates in the development and implementation of prevention projects.
- Analyze multiple data sources combined with epidemiological reports to identify risk factors and yearly trends that contribute to motor vehicle crashes.

## **Planning and Administration**

This project provides the necessary staff time and expenses incurred by the OHS that are directly related to the planning, development, coordination, monitoring, auditing and evaluation of projects within the program area, and the development of the FFY 2006 South Dakota Highway Safety Plan. The Director of Highway Safety, Highway Safety Specialist, and Fiscal Manager provide staff support.

The Governor's Representative for Highway Safety has the overall responsibility for the coordination of South Dakota's Traffic Safety Program and the development of the Highway Safety Plan. He is the liaison between the Governor's Office and the Legislature, local and state agencies, and various councils and boards throughout the state. Funding is provided to support the South Dakota Governor's Representative to travel to highway safety related events.

The Director of the Office of Highway Safety supervises fiscal and program staff and has the overall responsibility in meeting the program requirements. The Fiscal Manager is responsible for the accounting and financial reports required for 402 reimbursement.

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.

### **Performance Measures:**

1. The South Dakota OHS will work with NHTSA Rocky Mountain Region to review the highway safety strategies and obligated funds to insure funds are obligated proportionately to the severity of injury factors based on South Dakota data analysis.
2. Utilize data analysis and project evaluations to determine if current strategies are successful in meeting projected goals and objectives.

### **Strategies:**

- Administer and disperse highway safety and OJJDP Enforcing Underage Drinking Laws funds to reduce death and injury from motor vehicle crashes and underage drug and alcohol use in South Dakota.
- Enhance public awareness and participation in highway safety strategies.

### **Actions:**

- Develop the FFY 2007 HSP/Performance Plan by September 1, 2006.
- Document problem identification to support justification of the FFY 2007 HSP projects.
- Develop, coordinate, monitor and administratively evaluate highway safety projects identified in the FFY 2006 HSP.
- Develop and implement a comprehensive public awareness campaign in FFY 2006.
- Submit an Annual Progress Report for FFY 2005 by January 1, 2006.
- Distribute statewide program and project task requests by March 30 2006 to aid in development of the FFY 2007 HSP.
- Meet with the Roadway Safety advisory group to review 2007 program and project task grant requests to identify FFY 2007 countermeasures and obligate funding levels based on problem identification.

## Hazard Elimination

According to the Section 164 legislation and interim regulations, any state that does not enact and enforce a conforming repeat intoxicated driver law will be subject to a transfer of funds. If a state does not meet the statutory requirements of this program on October 1, 2000, an amount equal to three percent of the funds apportioned to the state on those dates under 23 U.S.C. will be transferred to the state's apportionment under Section 402.

Directives regarding these transfer funds allow for the state to elect to use all or a portion of the transferred funds for hazard elimination activities under 23 U.S.C. 152. The South Dakota Department of Transportation has identified a sufficient number of hazard elimination activities to allow for a portion of the state's Section 164 transfer funds to be used for this purpose. The remaining funds are obligated to the Office of Highway Safety Section 402 to fund projects to reduce fatalities and injuries on South Dakota roadways.

The South Dakota Roadway Safety Committee will provide recommendations to the Office of Highway Safety and the South Dakota Department of Transportation to implement and/or expand countermeasures with a potential to reduce alcohol related crashes, fatalities and injuries in South Dakota.

### School Based Safety Program:

Data provided in a 10 year longitudinal study, Youth Risk Behavior Survey, cited the following:

% of respondents who drank in the past 30 days- In SD=50.2% nationally=47.1%

% of respondents who binge drank in the past 30 days- In SD=36.5% Nationally=29.9%

In a 2000, Native American YRBS those rates were higher yet:

% of respondents who drank in the past 30 days- In SD=50.2% Nat'l=47.1% Native American=54%

% of respondents who binge drank in the past 30 days- In SD=36.5% Nat'l=29.9% Native American=44%.

The above data demonstrates the increased risk SD youth have versus the National data. In addition, in the 2005 South Dakota Highways Safety Plan data reported that in the past five years, drivers under the age of 21 represented 11.2% of the licensed drivers in the State, but represented 25.1% of the drivers involved in all fatal and injury crashes, 19.3% of the drinking drivers in fatal and injury crashes and 37.4% of the drivers in speed related fatalities and injury crashes. It is further reported in the YRBS(2003) that 36% of youth stated they had rode in the car of someone who had been drinking. This data demonstrates that the high risk alcohol and drug related behaviors identified by the Youth Risk Behavior Survey are prevalent in youth who are passengers and who operate a motor vehicle. The goal of the School Based and Community Based Prevention programming is to intervene with youth prior to the onset of alcohol and drug use so that the risk behaviors can be minimized so that the drinking and driving behavior will be decreased for this age group.

This startling information led to the 1999 partnership between the Division of Alcohol and Drug Abuse and Sioux Falls School District to implement prevention programming in the schools.

The continuum of prevention and intervention services provided to the schools and youth include but are not limited to the following:

- Implement researched based or promising practice model programs into schools.
- Work with school personnel to identify, screen and refer students in crisis due to alcohol and other drug-related issues to appropriate level of care.
- Complete assessments or screenings of students referred for potential alcohol, tobacco and other drug use.
- Provide individual, family, and group counseling for students experiencing difficulties related to alcohol and drug use.
- Conduct intensive prevention groups for students who have violated District alcohol and other drug use regulations. These groups include a parent participation component.

- Facilitate support groups for students with alcohol or drug abuse concerns and provided weekly interventions based on number of students and school/community needs.
- Assist district staff, as requested by building principal, in the supervision of prevention activities such as IMPROV, Youth to Youth, and SADD.
- Provide assistance to school staff to plan, organize and conduct prevention workshops for district personnel and assist with development and implementation of prevention strategies.
- Serve as a resource for parents, school counselors, and teaching staff.

To date the success of the school based prevention program in the Sioux Falls area is demonstrated by the reduction in the last 30 day use rate of students using alcohol/drugs from 64% to 45% at the high school level and from 28% to 16% at the middle schools.

Trend analysis data from the YRBS also shows a reduction in youth riding in the car of someone who had been drinking from 38.1% in 2001 to 36% in 2003.

We are requesting funding support to continue two existing programs and to expand this effective prevention strategy to one rural school system that will include students living on a Reservation in the Western part of the State and create a community mobilization program in the Northeastern part of the State who will also provide in-school services to that location and also provide services to students living on a Reservation. An integral part of the program this year would be the inclusion of a component to address the dangers of drinking and driving for youth. Infused lesson plans, "Steering Toward Safety: Developmental Boosters to Promote Healthy Driving Behavior", Catalano-Haggerty, would be incorporated. Outcome data, pre and post test data will be collected and reported back to funding sources. The 164 Hazard Elimination funds will be combined with local funding and Enforcing Underage drinking funds to enhance and expand these programs.

Each school would be required to complete and submit an approved work plan with a list of goals and objectives. Common ones, for example, would be:

- Decrease # of students reporting alcohol, tobacco and other drug use.
- Improve truancy rates.
- Delay onset of use/abuse reported by students by one year.
- Increase the number of students who "believe use of alcohol/drugs is harmful". (change social norm)
- Increase opportunities for students involvement as active members of school and community in pro-social events.
- Decrease the number of students reporting riding with someone who had been drinking or drinking and driving themselves.

As an on going maintenance of the programs, data and outcomes would be required to the Division/funding sources. These would include but are not limited to:

- Program evaluation
- Pre/post tests
- Focus groups
- School surveys/tracking

Reporting would be provided to the Division in compliance with their data system requirements on a monthly basis and any other funding source.

The following addendum has been added to the FFY 2006 HSP to justify proportionate funding for this program:

### **Addendum**

#### South Dakota's Additional Documentation to Support Appropriate Adjustments in the 164 School Counseling Program

In support of the school counseling program identified in the FY06 HSP dated November 14, 2005 we are asking that NHTSA use the 2004 South Dakota Traffic Statistical Summary for determining proportionate share of this program.

This program is inclusive of students, the community and parents and not just under 21 yoa of drivers involved in all fatal and injury crashes and is an well-rounded traffic safety program that has components of safety belts, speed, alcohol, drugs, winter driving habits, pedestrian safety, and entire drivers education awareness. Therefore, we are asking that the percent applied to this program area be reflective of not only alcohol involved but speed and safety belt usage. This program reaches 45,000 students in addition to the other family members and parents. We figure this program reaches *at a minimum* 135,000 people. The total population for South Dakota is 700,000; so, this program is currently reaching a total state population target audience of 19.29%.

#### South Dakota Traffic Statistical Summary 2004

- Percent of speed related driver in fatal & injury crashes under 25 yoa = 57.2%
- Percent of crash involved drinking driver under 25 yoa = 44%

From these numbers we are asking that NHTSA use **44%** as the factor to use for the proportionate share in determining the obligated FY06.

44% of \$1,152,091.00 equals **\$506,920.04**; the requested proportionate share. Therefore, we are requesting that the obligated amount in the FY06 HSP for the 164 School Counseling Program stay at the proposed level of \$500,000.00.

#### **Performance Measures:**

1. Reduce alcohol/drug related fatalities by 5% from a three year average of 87 to 84 in FFY 2006.
2. Reduce alcohol/drug related injuries by 5% from the three year average of 976 to 927 in FFY 2006.
3. Increase school based alcohol programs from three in 2005 to four in FFY 2006.
4. Implement additional DUI campaigns during the July 4<sup>th</sup> and Thanksgiving holiday season in FFY 2006.
5. Coordinate data analysis with an alcohol epidemiology work group by 1/1/2006.
6. Implement two new Safe Ride/alternative choice programs in FFY 2006.

#### **Strategies:**

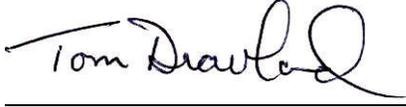
- Reduce alcohol related injuries and fatalities on South Dakota roadways.
- Reduce number of drivers under the influence of alcohol/drugs.
- Reduce underage drug and alcohol use.

**Actions:**

- Support local alcohol task force to reduce sales to minors and underage alcohol and drug use.
- Promote positive choices through early detection of high risk youth through school and community based assessments and interventions.
- Implement diversion programs that require 100% sobriety.
- Identify and utilize high visibility enforcement to deter driving under suspended or revoked license.
- Contract for a special traffic enforcement prosecuting attorney.
- Provide support and equipment for high visibility drug/alcohol enforcement.
- Implement a program to target high risk drivers with suspended or revoked licenses.

## 2006 HSP Financial Budget

<b>Project Number</b>	<b>Project Name</b>	<b>Federal Funds</b>
	<b>ALCOHOL AND DRUGS</b>	
40-01	Alcohol Program Management	\$ 145,000
	<b>POLICE TRAFFIC SERVICES</b>	
41-01	Police Traffic Services Program Management	\$ 116,976
41-02	SDHP DWI Enforcement Project	\$ 225,000
41-03	Community Traffic Safety Programs	\$ 100,000
41-04	410 Alcohol Intervention Program	\$ 210,000
41-05	Speed Enforcement (State Match)	\$ 0
	<b>OCCUPANT PROTECTION</b>	
42-01	Occupant Protection Program Management	\$ 177,900
42-02	Child Safety Seat Distribution Program	\$ 155,000
	<b>EMERGENCY RESPONSE SERVICES</b>	
43-01	Emergency Medical Services Training	\$ 218,088
	<b>SAFE COMMUNITIES</b>	
44-01	Safe Communities	\$ 147,358
	<b>MOTORCYCLE SAFETY</b>	
45-01	SD Motorcycle Rider Education Program	\$ 30,000
	<b>DATA AND TECHNOLOGY</b>	
46-01	Traffic Data Program	\$ 63,500
	<b>ENGINEERING</b>	
47-01	Local Government Traffic Engineering Services	\$ 110,151
48-01	<b>MEDIA</b>	\$ 100,000
49-01	<b>DRIVER EDUCATION</b>	\$ 25,000
50-01	<b>COMMERCIAL MOTOR VEHICLES</b>	\$ 5,000
51-01	<b>ROADWAY SAFETY COMMITTEE</b>	\$ 16,500
52-01	<b>PLANNING AND ADMINISTRATION</b>	\$ 82,900
53-01	<b>HAZARD ELIMINATION PROJECT</b>	\$ 4,500,000
	<b>157 INCENTIVE FUNDS</b>	\$ 25,000
	<b>GRAND TOTAL</b>	<b>\$6,453,373</b>

A handwritten signature in black ink that reads "Tom Dawley". The signature is written in a cursive style with a large, looped "Q" at the end.

Tom Dawley  
Governor's Representative for Highway Safety

10-1-05  
Date