

***South Dakota***

**Highway Safety  
Annual Report  
2007**

SD Department of Public Safety  
Division of Enforcement  
Office of Highway Safety  
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## FFY07 Accomplishments and Crash Summary

- The total crash rate in South Dakota has decreased significantly over the past 10 years. In 1997, the total crash rate was 264.81 per 100 million miles traveled in SD. Ten years later, in 2006, the total crash rate was 185.04 per 100 million miles traveled; this is a 30% reduction in the total crash rate over the past 10 years. Please see Figure 1 below.
- The number of fatal and injury crashes decreased from 5,606 in 1997 to 4,368 in 2006; this is a 22% reduction in fatal and injury crashes. Please see Figure 2 below.
- The percentage of total crashes that were fatal alcohol involved crashes has fluctuated from 39.1% in 1997 up to 47.8% in 2002 and declined again to 39.0% in 2006. Please see Figure 3 below.
- Seatbelt usage continues to increase in South Dakota; the results of the 2007 seatbelt survey shows a usage rate of 73.0%, the highest in 10 years. Please see Figure 4 below.
- Speed related crashes have declined significantly over the past 10 years. Speed related crashes declined from a high of 4,106 in 1997 to 1,768 in 2006; this is a decrease of 57%. Please see Figure 5 below.

Figure 1

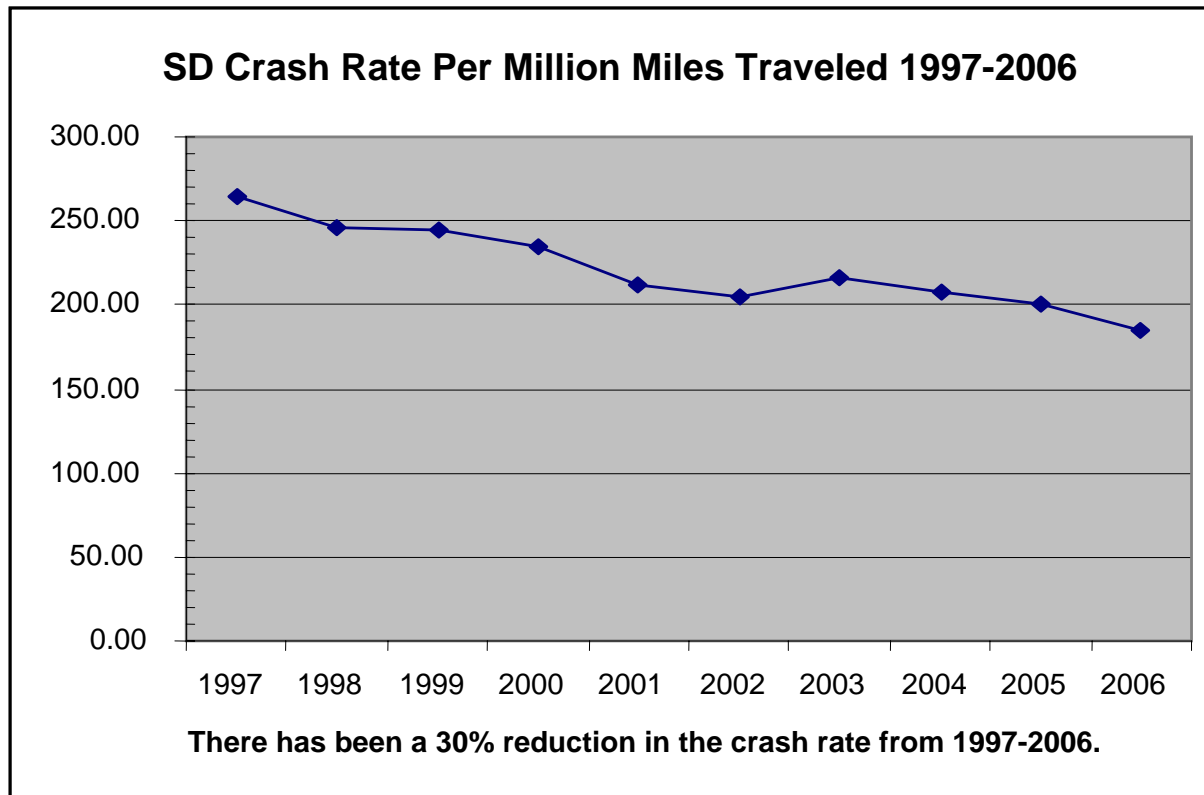


Figure 2

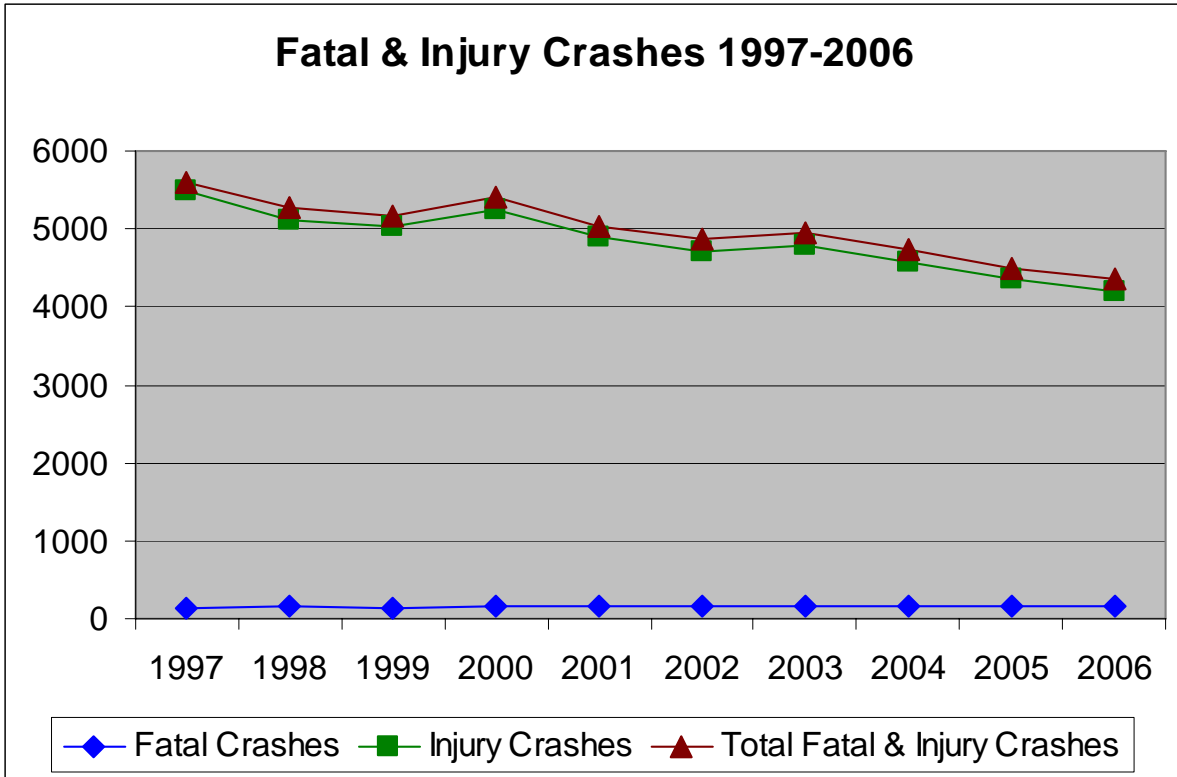
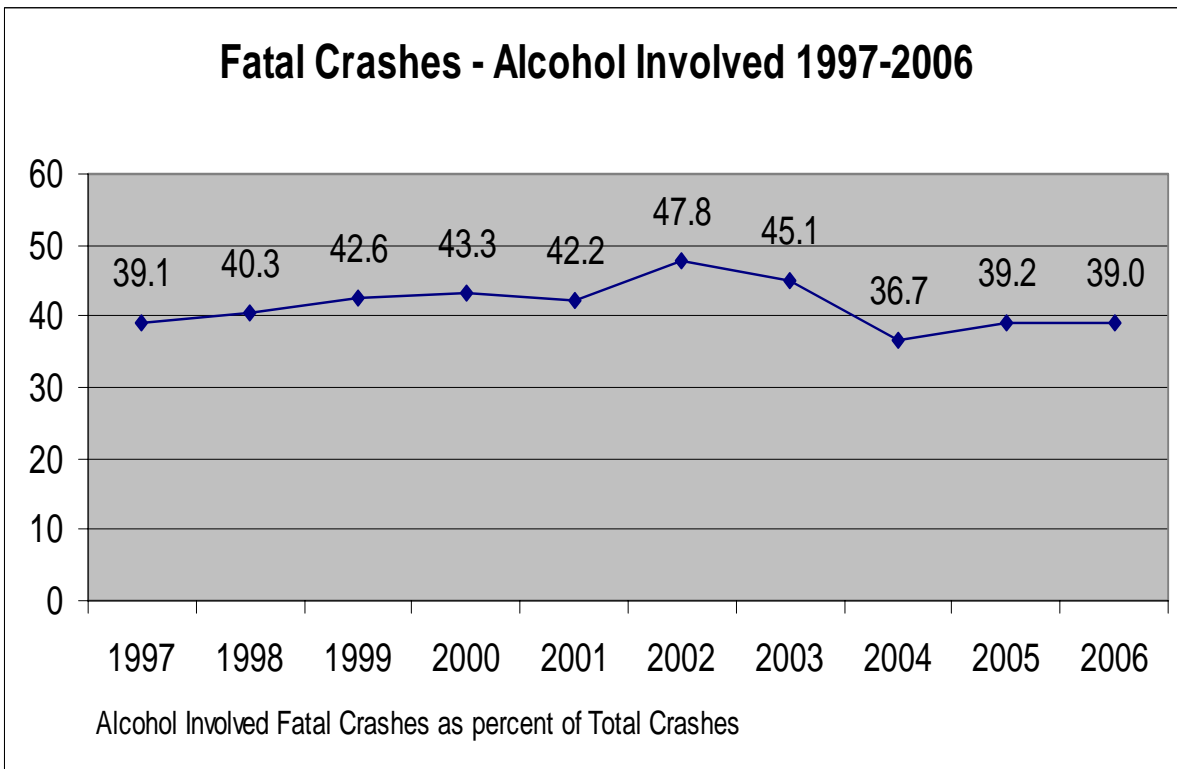
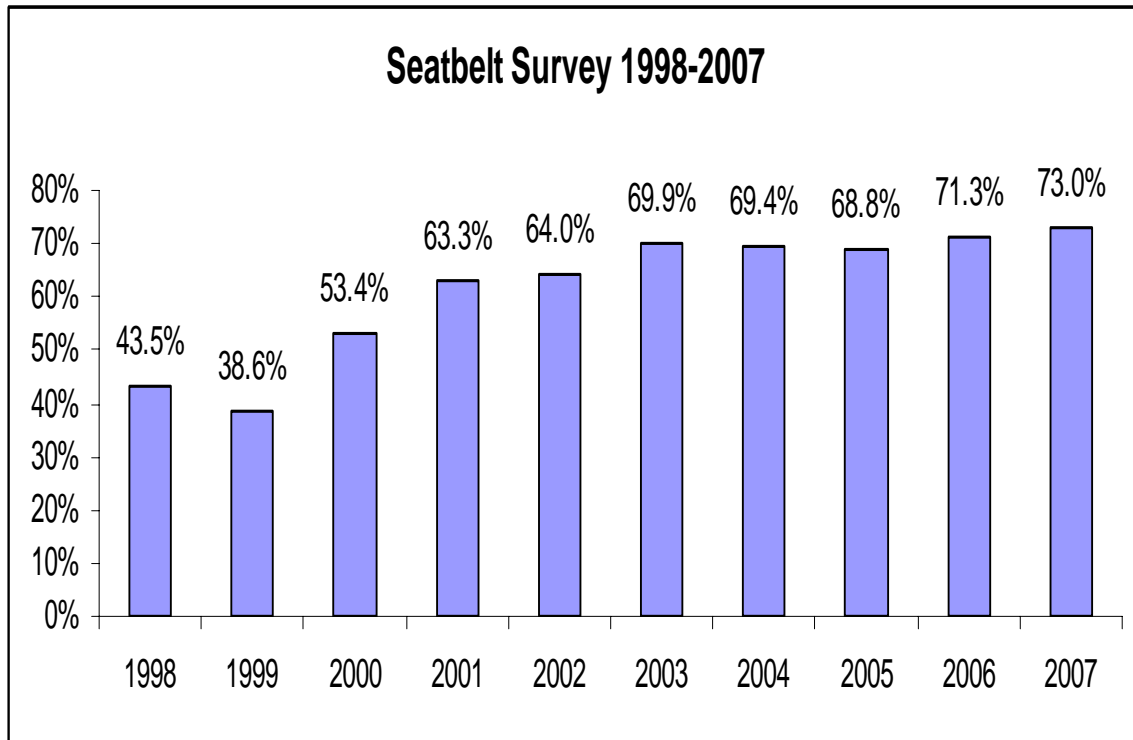


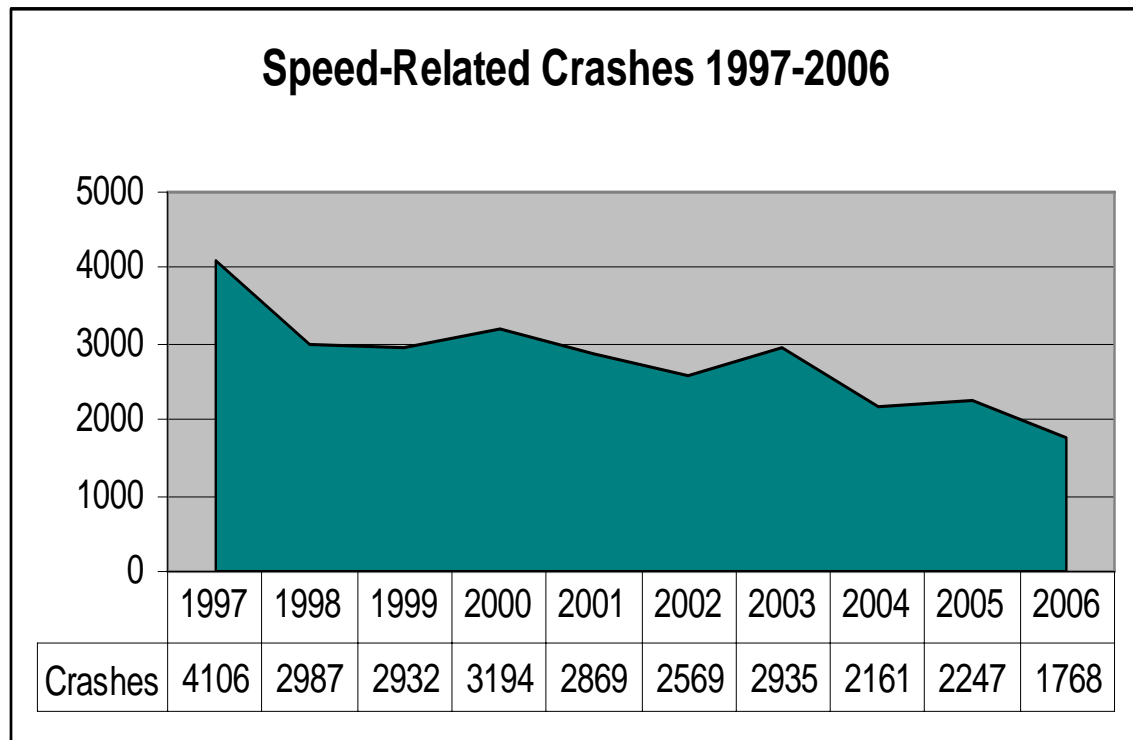
Figure 3



**Figure 4**



**Figure 5**



## Alcohol/Impaired Driving Program Summary

FFY07 Objectives:

1. Reduce alcohol/drug related fatalities by 5% from the three year average of 82 to 78 in FFY 2007.

The 2006 SD Motor Vehicle Traffic Crash Summary reveals 72 alcohol related fatalities in 2006; this is a 12% decrease in alcohol related fatalities from the three year baseline of 82.

2. Reduce alcohol/drug related injuries by 5% from the three year average of 918 to 872 in FFY 2007.

As shown in the 2006 SD Motor Vehicle Traffic Crash Summary, there were 854 alcohol related injuries in 2006 which is a 7% decrease from the three year baseline of 918 alcohol related injuries.

Activities to reduce impaired driving fatality and injury crashes:

- A. Impaired Driving Program Management and Strategic Planning

In FFY07, a statewide Traffic Records and Roadway Safety Committee met quarterly to plan, collaborate, and evaluate strategic plans to reduce impaired driving.

- B. Impaired Driving Prevention

Community partners including local prevention coalitions, health, and education agencies carry out activities to establish positive social norms for youth and adults regarding alcohol, underage drinking, and driving. Examples of such activities are described below.

1. The Parents Matter project provides encouragement and instruction to parents of teenagers on talking to their kids about drinking and driving, especially at high risk times like prom and graduation. Parents Matter was developed in the spring of 2006 when 13 Sioux Falls area youth were lost in fatal drinking and driving crashes. Parents Matter provided public education through TV and radio ads, toolkits, public meetings for parents, and development of print materials. No youth in the Parents Matter target area were lost to drinking and driving in spring 2007. Because of its incredible success, this project will expand statewide in FFY08.
2. Nationally, 1,700 college students between the ages of 18 and 24 die each year from alcohol-related unintentional injuries, including motor vehicle crashes and 2.1 million students between the ages of 18 and 24 drove under the influence of alcohol last year ([Hingson et](#)

al., 2002). In South Dakota, 39.2% of crashes involved impaired drivers under age 25 in 2006.

To address impaired driving for people aged 18-24, three University Safe Rides programs were supported in FFY07. The Safe Rides programs provided transportation for young adults to reduce the risk of alcohol related crashes. To provide a more comprehensive impact in reducing crashes by youth and young adults who are at risk of impaired driving, the university Safe Rides programs were required to link with the university's programs for drug / alcohol prevention, health, counseling, or student activities.

- a. South Dakota State University Safe Rides Program provided 5,574 rides during the 2006-2007 school year. This project involved the community by gaining their cooperation and \$3,575 in donations. NHTSA federal funding and local support were used for the bus service, advertising the service, bus monitors, training for the coordinator, insurance, and administration.
  - b. The University of South Dakota Safe Rides program provided 10,410 rides during the 2006-2007 school year. This program is administered through the USD Student Counseling Center. Local support is provided by USD staff and volunteers; local support averages 25% of the programs expenses each quarter. Students involved in the counseling center or alcohol prevention program performed fund raising to help support the safe rides program.
  - c. In FFY07, the School of Mines and Technology Safe Rides program served students from several schools in the Rapid City area: the School of Mines, Western Dakota Tech, and the National American University. During the initial 2006-2007 year, the program provided taxi vouchers to 432 students. The local SADD chapter also provides rides for students on Wednesday, Friday, and Saturday nights on a voluntary basis. Prevention education is provided through advertising the Safe Rides program on campuses and messages delivered during classes.
3. Hazard Elimination Funding provided early intervention in the form of alcohol prevention curriculum and counseling services to over 55,000 elementary and secondary students. Please see School Based Alcohol Prevention below.

#### C. Impaired Driving Enforcement

1. The SD Attorney General's Office piloted a 1<sup>st</sup> Offender and 24/7 Program in FFY07. The 1<sup>st</sup> Offender program mandates class



attendance and specific curricula after the 1<sup>st</sup> DUI conviction. The 24/7 program is for repeat offenders and monitors blood alcohol 24 hours a day, 7 days a week through twice a day PBT testing or a SCRAM bracelet if distance to testing facilities is problematic.

2. During FFY07, the Traffic Resource Prosecutor, Paul Bachand, has assisted state's attorneys with prosecution of DUI cases; worked with Drug Recognition Evaluators in Sioux Falls; implemented a DUI prosecution training for prosecutors and judges; and worked with the Attorney General's Office on the 1<sup>st</sup> Offender – 24/7 steering committee.
3. During this reporting period, compliance checks and Techniques of Alcohol Management (TAM) training were offered to retailers in reducing alcohol related crashes by reducing underage drinking.
4. Utilizing Hazard Elimination Funding, in its 2<sup>nd</sup> year of activity, the Rapid City STOP program targeted 200 drivers with the worst traffic offense records, especially those with suspended or revoked licenses. Please see Rapid City STOP program summary below.

For more information on impaired driving enforcement activities, please reference the Traffic Enforcement section of this report.

#### D. Impaired Driving Communication and Media

1. Public education regarding the dangers and consequences of drinking and driving was provided through targeted media campaigns. Media outlets were used to inform the public about the dangers of driving while impaired, promote making good decisions regarding drinking and driving, and publicize enforcement checkpoints / saturation patrols. Media outlets included TV, radio, print, billboards, bathroom posters in bars/restaurants, brochures, DVDs, website information, press releases, letters to the editor, and tool kits provided to local prevention coalitions. Tool kits included brochures, posters, fact sheets, and other related materials.
2. Paid media to reduce impaired driving was concentrated during the national impaired driving crackdown and the holiday season impaired driving campaign.

NHTSA developed ads were used during the major mobilizations to coordinate with ads placed by NHTSA and to provide consistent messaging. During prom/graduation season – Parents Matter used TV and radio to invoke parents to talk to their kids about drinking and driving.

E. Assessment of Impaired Driving Risk to Youth

Because the problem of impaired driving starts before the legal drinking age, the Youth Risk Behavior Survey (YRBS) report provides a reliable source of self-reported behavior for high school students in the state. The YRBS provides weighted information for many risk behaviors that youth may be involved with including drinking and driving. The survey is administered every 2 years.

Data is available from the first YRBS implemented in 1991 in SD; 49.9% of high school students rode with someone who had been drinking in the last 30 days. By 2001, that number decreased to 38.1% and to 36.3% in 2003. In the most recently published YRBS, the 2005 report, the number of high school youth that rode with someone who had been drinking dropped to 32.0%, an additional 16% from 2001.

In 1991, 27.9% of South Dakota high school students drove after they had been drinking in the preceding 30 days before taking the survey; by 2005, that percentage decreased to 17.2%, a 38% reduction.

<b>YRBS Data – SD vs National</b>	<b>1991</b>	<b>2001</b>	<b>2003</b>	<b>2005</b>
In the past 30 days, students who reported they <b>rode</b> with someone who had been drinking.				
<b>South Dakota</b>	<b>49.9%</b>	<b>38.1%</b>	<b>36.3%</b>	<b>32.0%</b>
National	39.9%	30.7%	30.2%	28.5%
In the past 30 days, the students who reported they <b>drove</b> after they had been drinking.				
<b>South Dakota</b>	<b>27.9%</b>	<b>21.9%</b>	<b>22.3%</b>	<b>17.2%</b>
National	16.7%	13.3%	12.1%	9.9%

**Department of Justice, Enforcing Underage Drinking Laws**

South Dakota receives an annual Department of Justice grant which is used to compliment NHTSA funded projects that aim to reduce impaired driving. In FFY07, Department of Justice grant funding was used for projects including supporting the Teen Court Association, PBTs for law enforcement, a

youth alcohol diversion program, and equipment for drug recognition officers. Please see the project summary section for accomplishments of the DOJ funded projects.

Future Strategies to reduce impaired driving include:

- continuation of strong enforcement and training for prosecutors, judges, and liquor retailers
- provide the public with clear, sustained messages about impaired driving
- support local and statewide prevention projects that focus on reducing impaired driving and underage alcohol use emphasizing the populations most affected in the geographic areas with the worst alcohol involved crashes rates

## **Data and Technology Program Summary**

1. By 1/1/07, contract with consultant to develop methodology for analysis of South Dakota crash data to enhance problem identification.
2. Establish hardware, software, security and networking architectural requirements necessary to implement TraCS project within the South Dakota Highway Patrol.
3. Establish infrastructure for Highway Patrol TraCS pilot program project.
4. Evaluate and document project successes and failures to apply software changes if needed. Complete implementation by training Highway Patrol statewide.
5. Reduce lag time of crash record data input from approximately 12 business days to approximately two business days through the implementation of TraCS. The input approximations are affected by office staffing variables. Approximately 30% of all annual crash records are generated by the South Dakota Highway Patrol.

Activities to enhance data and technology:

- A. TRACS - please see project summary below
- B. Mountain Plains Evaluation – please see project summary below
- C. Seatbelt Survey – please see project summary below

- D. 911 Signage – please see project summary below

## **Driver Education Program Summary**

### FFY07 Objectives:

1. Reduce speed related fatal and injury crashes by 5% from the 3 year average of 900 to 855 in FFY 2007.

The number of speed related fatal and injury crashes was reduced to a 3-year average of 761 by the end of FFY07, a 15% reduction.

2. Reduce fatal and injury crashes by 5% in the 14-24 age group from the 3 year average of 2,623 to 2,492 in FFY 2007.

For the 14-24 year old age group, the number of fatal and injury crashes was reduced to a 3-year average of 2,478 by the end of FFY07, a 6% reduction.

3. Reduce fatal and injury crashes by 5% in the 25-34 age group from the 3 year average of 1,349 to 1,281 in FFY 2007.

For the 25-34 year old age group, the number of fatal and injury crashes was reduced to a 3-year average of 1,297 by the end of FFY07, a 4% reduction.

4. Reduce fatal and injury crashes by 5% in the 35-54 age group from the 3 year average of 2,341 to 2,199 in FFY 2007.

For the 35-54 year old age group, the number of fatal and injury crashes was reduced to a 3-year average of 2,214 by the end of FFY07, a 5% reduction.

5. Reduce fatal and injury crashes by 5% in the age group 55 and over from the 3 year average of 1,366 to 1,297 in FFY 2007.

For the 55 and older age group, the number of fatal and injury crashes was reduced to a 3-year average of 1,344 by the end of FFY07, a 2% reduction.

### Activities to enhance Driver Education:

- A. In FFY07, public education was provided through TV, radio, print, and other media to provide driver education messages. Please see Media section.

- B. The Office of Highway Safety attended the annual AARP state meeting and presented a session on Older Drivers (April 2007).
- C. The ABATE project provided public education through TV ads urging drivers to "Share the Road" with motorcyclists. Please see ABATE below.

## **Emergency Medical Services Program Summary**

### FFY07 Objectives:

- 1. Train 500 qualified ambulance personnel, 100 first responders and recertify 1,300 EMT basics in FFY 2007.

In FFY07, a total of 506 ambulance personnel were trained by the SD Office of Emergency Medical Services. Of the 506, 443 were trained in basic EMS, 47 in intermediate EMS, and 16 in paramedic EMS.

- 2. Conduct 25 Emergency Vehicle Operators Courses (EVOC) courses for ambulance personnel in FFY 2007.

In FFY07, a total of 19 EVOC courses were taught in 18 cities across South Dakota.

- 3. Conduct 8 Basic Trauma Life Support or Pre-hospital Trauma Life Support Courses in FFY 2007.

A total of 11 Basic or Pre-Hospital Trauma Life Support Courses were taught by the Office of Emergency Medical Services in FFY07.

- 4. Provide refresher training to 3,000 ambulance personnel in FFY 2007; this training will result in maintaining ambulance personnel staffing by recertifying 1,300 emergency medical technicians.

In FFY07, the Office of Emergency Medical Services trained EMTs; 1,127 were trained in basic, 179 in intermediate, and 260 in paramedic for a total of 1,574. Approximately the same number of EMTs were gaining recertification hours, making the total trained over 3,000.

### Activities conducted in FFY07 to improve emergency response services:

- A. Program Management and Strategic Planning

The Department of Public Safety, Office of Emergency Medical Services, operates with a staff of six to provide training for emergency

responders statewide. The director is an integral member of the Roadway Safety Committee thereby providing input regarding emergency services into the highway safety planning process.

B. Prevention – Emergency Vehicle Operators Courses (EVOC)

In FFY07, 19 EVOC courses were taught in 18 cities to 209 students by Office of EMS instructors. The National Standard Curriculum teaches safe operating procedures for emergency vehicle drivers. The course includes: classroom education, driving range management, and on-the-job performance recommendations.

C. Evaluation

The goals for Emergency Medical Services are being met; please see objectives and accomplishments above.

## **Engineering Program Summary**

FFY07 Objective:

1. Improve traffic signage, evaluate pavement markings and traffic control signs, and identify dangers in work zones.

Actions to improve traffic engineering:

A. Program Management and Strategic Planning

In FFY07, traffic engineering expertise was provided through a grant with the SD Department of Transportation. The grant provided support for one-half traffic engineer FTE to serve as a technical expert on transportation engineering safety and work as a consultant to local transportation governments.

B. Crash Prevention

In FFY07, the Traffic Engineer assessed roads for safety concerns including signage, pavement markings, traffic control signs, hazardous locations, and work zone safety.

\*Please refer to the Traffic Safety Engineer project summary below for more information on FFY07 accomplishments.

## Media / Public Education Program Summary

<b>Paid</b>	<b>Medium</b>	<b>Amount</b>	<b>Message</b>
Holiday Season	Radio	\$25,000	Impaired Driving
St. Patrick's Day	TV & Radio	13,000	Impaired Driving
Prom Season	TV & Radio	44,000	Impaired Driving
Graduation/National Seatbelt Mobilization	TV & Radio	44,000	Impaired Driving / Seatbelts
July 4 <sup>th</sup>	Radio	9,000	Impaired Driving
Labor Day National Crackdown	TV & Radio	34,000	Impaired Driving
Homecoming	Radio	16,500	Impaired Driving
Sustained Messaging	Radio/Other	36,000	Alcohol Enforcement
<b>Unpaid</b>			
Bonus Ads – National Mobilization	Radio	19,000	Seatbelts
Bonus Ads – National Crackdown	Radio	18,000	Impaired Driving

## Motorcycle Safety Program Summary

FFY07 Objectives: (2006 crash data latest available)

1. Reduce motorcycle crashes 5% from the current three-year average baseline of 515 to 489 in 2006.

This objective was not met in FFY07; the number of motorcycle crashes increased to 544 in 2006.

2. Reduce motorcycle fatal crashes 5% from the current three-year average baseline of 23 to 22 in 2006.

This objective was met in FFY07; the number of motorcycle fatal crashes was 22 in 2006, a 5% reduction.

3. Reduce motorcycle injury crashes 5% from the current three-year average baseline of 440 to 418 in 2006.

This objective was not met in FFY07; the number of motorcycle injury crashes increased to 461 in 2006.

4. Increase the number of Motorcycle Rider Education graduates 5% from 1,775 in 2006 to 1,863 in 2007.

In FFY07, 296 motorcycle safety courses with a total of 1,834 participants were held across the state. Of the 296 total courses, 270 were basic rider courses (1,671 participants) and 26 were experienced rider courses (163 participants). This is an increase of 12 courses and 42 participants. This objective was not met; the number of participants increased 3.3%.

Activities to improve motorcycle safety:

A. Program Management and Strategic Planning

Motorcycle riders are well represented and involved in the Roadway Safety Committee. ABATE is represented at each meeting and numerous other committee members are motorcycle enthusiasts.

B. Motorcycle Legislation, Regulation and Policy

South Dakota has a helmet law for people under age 18; the universal helmet law was repealed by the state legislature in 1977.

C. Motorcycle Safety Communication and Media

Motorcycle safety was promoted to the general public in FFY07 using NHTSA produced TV and radio ads and Share the Road ads developed by the Rushmore ABATE chapter, used extensively before and during the annual Sturgis Motorcycle Rally. The Share the Roads ads encourage vehicle drivers to exercise safety when traveling near motorcyclists.

In addition, the state ABATE association developed a system to provide early identification of road hazards in collaboration with the Department of Transportation. Motorcyclists in SD can call the DOT on a toll-free number to report loose gravel, potholes, or other hazards that are particularly dangerous to motorcycle drivers. These hazards are then routed to the appropriate DOT field office for repairs.

In FFY07, the state ABATE association developed a Black Hills skills map for the area to be used during the Sturgis Rally and the rest of the year. The map is very popular and distributed widely at the Rally and at comfort stops across the state.

D. Motorcycle Safety Training

In FFY07, the Office of Highway Safety worked with the South Dakota Safety Council to promote and expand enrollment in the basic and advanced motorcycle driving courses offered through the Safety



Council. A contest was held for people who attended a course; the prize was a number of tickets for the Sturgis Motorcycle Rally.

E. Motorcycle Safety Evaluation

The Motor Vehicle Traffic Crash Summary shows that 3.5% of crashes in 2006 were motorcycle crashes. Twenty-two people were killed and 531 injured in motorcycle crashes in SD in 2006.

According to the 2006 Crash Summary, younger motorcycle drivers, under age 28, have a higher motorcycle crash rate than older motorcycle drivers. Ten percent of the licensed motorcycle drivers were under age 28; this age group made up 23% of motorcycle drivers in crashes. In contrast, licensed motorcycle drivers aged 42 and older made up 65% of licensed drivers and had a crash rate of 58%.

Helmet use for motorcyclists involved in crashes is also monitored. The percentage of helmet use for motorcycle drivers in crashes has vacillated, please see table below.

	2002	2003	2004	2005	2006
Helmet Use %	27.3	23.1	30.0	25.2	29.2

Percent of motorcycle drivers in crashes who wore a helmet.

## Occupant Protection Program Summary

FFY07 Objectives:

1. Increase the statewide seatbelt use rate from 71.5% in 2006 to 74% in 2008.

South Dakota continues to increase seatbelt usage; in 2007, overall seatbelt use increased to 73.0% which is a 1.5% increase over 2006. The overall seatbelt usage rate is a weighted sample; the sample surveyed can be used to estimate the seatbelt use of the entire population. The other breakdowns from the seatbelt survey are not weighted samples.

2. Increase child safety seat usage from the 2006 rate of 86.8% to 88% in 2007.

The 2007 seatbelt survey notes an observed 168 children, 82.7% who were in child safety seats. This rate is much higher than the adult seatbelt use rate and lower than the 2006 survey identified in the objective above but there was a small sample observed; this sample is not weighted.

3. Increase 14-17 year old seatbelt use from 60.6% in 2006 to 65% in 2007.

The 2007 seatbelt survey observed 829 teens judged to be 14-17 years old; 55.5% were wearing seatbelts. Again, this is not a weighted sample.

Activities to increase occupational protection use:

- A. Program Management and Strategic Planning

The Roadway Safety Committee serves as a forum for members to plan, develop, and implement occupational protection strategies. The Office of Highway Safety partners with the Department of Social Services to administer the Project 8: Governors Child Seat Program. The Project 8 coordinator attends the Roadway Safety Committee meetings and provides an update on activities at the quarterly meetings. Project 8 partners with community agencies to elicit donations to help fund the program.

Project 8 educates parents about child seats, booster seats, correct installation, and adult seatbelt usage. Project 8 provides child safety seats to income eligible families.

In FFY07, the Project 8 program manager was instrumental in providing overall administration, training for certified safety seat inspectors, seat check clinics, and oversight to regional staff.

- B. Occupational Protection Legislation, Regulation and Policy

Legislation for a primary seatbelt law and a booster seat law has been introduced numerous times but have not passed the state legislature.

A brief summary of laws regarding occupational protection in South Dakota: South Dakota has a graduated driver's license system, the State has a policy for all state employees to buckle up in state vehicles, and state law permits primary enforcement for anyone under 18 not wearing a restraint.

- C. Occupational Protection Enforcement

Law enforcement agencies are encouraged to enforce the state seatbelt laws and provide public education about restraint use. Please see Traffic Enforcement Program Summary below for citation information.

D. Occupational Protection Communication and Media

South Dakota communicated the importance of safety belts and seats during the National Enforcement Mobilization in May 2007 by placing TV and radio ads statewide and increasing law enforcement patrols. South Dakota placed NHTSA developed TV and radio seatbelt ads to compliment the same ads placed by NHTSA.

On a local level, Project 8 Coordinators provided 95 presentations to community and civic organizations on child safety seats, including booster seats and seat belt usage and answered many questions at safety tents, and health fairs. In addition, Project 8 coordinators provided educational booths at a number of conferences. Through these opportunities, Project 8 shared information regarding child safety seat and seat belt safety to over 5,335 individuals.

E. Occupational Protection Public Education and Service provided in FFY07:

1. In FFY07, the Governors Child Seat Program provided 3,697 child seats, 1,318 booster seats, and 39 special needs seats to income eligible families. Proper installation instruction was provided with each seat distributed.
2. With the assistance of 59 community partners, Project 8 held 245 safety seats inspection events in FFY07; 90% of the 2,769 child seats inspected were incorrectly installed. As an example, the following link provides photos of an inspection event during Governor Rounds, Capital for a Day in Belle Fourche, SD on May 16, 2007.  
  
<http://www.state.sd.us/governor/cfd/photos/belle/project8.pdf>
3. During FFY07, the Governors Child Seat Program expanded the training program for car seat technicians; four trainings were held for 57 participants. At the end of FFY07, there were 126 certified car seat technicians in the state and 8 certified car seat instructors.
4. The Governors Child Seat Program provided 95 public presentations on child safety seats, booster seats, and seatbelt usage reaching 5,335 individuals.
5. Project 8 applied for and received funding to assist with expenses from the following in FFY07: State Farm Insurance \$8,000 and March of Dimes \$3,000.

6. During the 2007 May Mobilization, 9 child safety seat checkup events were conducted; 71 seats were inspected in one of 8 sites; 92% of seats were incorrectly installed and 66 seats were also distributed.

F. Occupational Protection Assessment

South Dakota uses a contractor to perform a seatbelt survey each year in accordance with NHTSA guidelines. In FFY07, the contractor who organized and analyzed the accumulated data was the University of South Dakota, Human Factors Laboratory. As shown in Figure 3, South Dakota has reached a record high of 73.0% restraint use. A complete 2007 Seatbelt Survey Report is available upon request from the Office of Highway Safety.

Project 8 uses a pre/post survey instrument at car seat inspection events. Parents are asked about their knowledge regarding types of car seats recommended and whether their car seat was properly installed. After the parents are provided with car seat information, they're asked the same questions. For each question, parents gained knowledge and post-training scores increased substantially.

## **Safe Communities Program Summary**

FFY07 Objectives:

1. Increase the number of active community coalitions with sustained participation in highway safety and underage drug/alcohol countermeasures from 9 in FFY 2007 to 12 in FFY 2008.

Although we did not reach the stated goal of 12 community coalitions the following are safe community projects supported in FFY07; please see the Task Grant Summaries below for more information.

- Aberdeen Simmons Middle School
- Brandon Safety Committee
- Growing Up Together
- Madison Community
- Parents Matter
- South Dakota State University
- Youth and Adult Partnership of Aberdeen

During FFY07, numerous requests for materials or technical assistance from community groups were directed to the Safe Communities Coordinator. The Safe Communities Coordinator, Eric Majeres, is supported through a Highway Safety Project Agreement with Volunteers of America, Dakotas. The Safe Communities Coordinator is

responsible for development of safe communities, distribution of highway safety resources, and technical assistance to community groups. The Safe Communities Coordinator has received training through the Office of Highway Safety and national conferences such as Lifesavers. The Safe Communities Coordinator has distributed public education materials to 3 prevention resource centers and 20 prevention network staff; this system is an effective way to response to requests at a local level. These partnerships have increased public education and safety awareness.

Because South Dakota has limited infrastructure, is mostly rural, and has a small population (3/4 of a million people) spread over 77,121 square miles, efforts to include more community groups in Highway Safety issues have been challenging. The Safe Communities Coordinator provided technical assistance to schools, businesses, local governments, healthcare, law enforcement, SD Safety Council, Drivers Education, insurance groups, civic groups and MADD (Mothers Against Drunk Driving) in FFY07.

The Safe Communities Coordinator is a member of the Sioux Falls Citizen Advisory Committee. As a member of this Metropolitan Planning Organization sub-committee, the Coordinator participates in many issues dealing with pedestrian and bicycle safety.

The Safe Communities Coordinator is a member of the Parents Matter Underage Drinking Campaign committee. Parents Matter teaches parents to talk to their kids about drinking and driving before a crash happens. This campaign will be expanding statewide in FFY08 and will focus on eliminating the parent hosted parties where many youth have easy access to alcohol.

Please see Safe Communities Coordination below for more information.

## **Traffic Enforcement Program Summary**

Enforcement of traffic laws is supported through reimbursement of overtime expenses and purchase of equipment.

FFY07 Objectives:

1. Increase law enforcement participation in national mobilization enforcement campaigns from 75% in FFY06 to 78% in FFY07.

Using data available, participation in national mobilizations in FFY07 included 81% of law enforcement agencies.

2. Increase the number of high visibility corridor enforcement campaigns from 16 in FFY06 to 18 in FFY07.

Law enforcement provided 23 high visibility enforcement campaigns in the top ten traffic fatality counties during the May and Labor Day mobilizations in FFY07.

**Selected Citations by Local Law Enforcement**

(Please see Highway Patrol summary below for reported activity)

	<b>2005</b>	<b>2006</b>	<b>2007</b>
DUI Citations	6,898	7,752	8,020
Speeding Citations	34,850	44,553	33,637
Seatbelt Citations	6,540	6,084	7,046
Child Restraint Citations	598	1,050	930
Sobriety Checkpoints	201	151	221
Saturation Patrols	525	788	969

\*Data is provisional, based on data collected at time of report

3. Reduce the percentage of alcohol related fatal crashes from the base line five-year average of 42% to 40% in 2008.

Efforts to reduce the number of fatal crashes that are alcohol related have surpassed our objectives. In 2006, our alcohol related fatal crashes decreased to 39%; therefore, we have already surpassed our FFY08 goal.

Traffic enforcement efforts were enhanced by media during the May Click It or Ticket, the fall impaired driving, and the holiday day season impaired driving mobilizations. During these mobilizations, TV, radio, and print messages advertised upcoming high visibility enforcement campaigns.

A series of rack cards were developed during this reporting period to provide sustained messaging: one to promote seatbelts, one on drinking & driving, and one on speeding. The SD Highway Patrol and local law enforcement will distribute these rack cards at traffic stops and public education events.

Funding from Department of Justice, Enforcing Underage Drinking Laws grant dollars, was used to purchase PBTs (Preliminary Blood Testing) equipment for the state Highway Patrol and local law enforcement agencies.

## **Administration**

FFY07 Budget - \$197,910

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

In FFY07, federal funds were used to support Department of Public Safety staff time and expenses directly related to the development, coordination, and evaluation of highway safety projects. Staff and percentage of time supported through NHTSA grant dollars includes: the Director of Highway Safety 80%, Management Analyst 100%, Public Information Officer 70%, and Assistant Fiscal Manager 20%.

The Governor's Representative (GR) for Highway Safety is the Secretary of the Department of Public Safety. The GR has the overall responsibility for the coordination of the South Dakota Office of Highway Safety and the development of the Highway Safety Plan. The GR is the liaison between the Governor's Office and the Legislature, local and state agencies, and various councils and boards throughout the state. Funding supports the South Dakota Governor's Representative to travel to highway safety related events.

The Director of the Office of Highway Safety has the overall responsibility in meeting the program requirements. The Management Analyst is responsible for local grant project coordination. The Public Information Officer coordinates public information provided to the media, grant programs, and law enforcement. In addition, the Public Information Officer coordinates services provided by the media contractor. The Assistant Fiscal Manager is responsible for the accounting and financial reports required for federal grant reimbursement.

## **Task Grant Annual Report Summaries**

Projects supported in FFY07 by federal dollars (NHTSA and Department of Justice) are described below.

### **24/7 Sobriety**

FFY07 Budget - \$308,750

Contact Information: Bill Mickelson  
Attorney General's Office  
1320 E Highway 14  
Pierre, SD 57501

This pilot project targeted people arrested for DUI with a prior conviction in the last 10 years in 3 areas: 2 counties with large populations and a lower population, three-county area. Participants were not allowed to drink alcohol or be in bars; they were required to breath test twice a day; if they didn't come in or they failed, they went to jail. There were 3,920 breath testing participants, given 625,243 tests, with a resulting 99.1% compliance.

If it would be a considerable hardship for people to come to the law enforcement agency for breath testing twice a day, the participant could be assigned to wear a SCRAM bracelet to monitor blood alcohol. Of the 330 people who wore a SCRAM bracelet during this project period, 80% were fully compliant; the other 20% either drank alcohol or tampered with the bracelet.

The 24/7 project is a cost effective alternative to incarceration. This alcohol monitoring program keeps people out of jail, able to keep working, and it keeps people from driving under the influence. This project paid for 24/7 breath testing equipment and 75 SCRAM units; participants were charged for administration of each breath test.

This successful project lead to passage of a state law effective July 2007 making all counties eligible for the state supported 24/7 program. At the end of September 2007, 53 of 66 counties were participating in the 24/7 program.

Driving licenses are a condition of participation in 24/7 for people convicted of DUI within the last ten years and who had a .17% or higher blood alcohol content. If a person violates the 24/7 program, the driver's license is revoked, resulting in fewer people driving under the influence.



## **911 Rural Addressing Clark and Gregory Counties**

FFY07 Budget - \$80,000

Contact Information: Chris Tarbox  
Clark County  
PO Box 294  
Clark, SD 57225

Steven Cassidy  
Gregory County  
PO Box 425  
Burke, SD 57532

It's very important that each residence and intersection have a physical address so emergency services (police, fire, and ambulance) can find the location; it's sometimes referred to as a locatable address or the 9-1-1 address. This physical address is unique for every residence or business.

This project provided partial support for 911 rural addressing signs in Clark and Gregory counties in FFY07, providing emergency services with locating information that will enhance response time to crash locations and home sites in rural South Dakota. At least 20% local support was required for these projects.

## **ABATE – Motorcycle Safety Projects**

FFY07 Budget – \$33,550

Contact Information: Darrel Killion, ABATE State Coordinator  
120 N Washington Ave  
Madison, SD 57042  
605 270-2323  
[killion1d@yahoo.com](mailto:killion1d@yahoo.com)

In FFY07, ABATE promoted motorcycle rider courses offered through the SD Safety Council; the number of participants in the experienced rider course tripled over the number of participants in the previous year. ABATE refined the Skill Level Map developed in the previous year; 40,000 copies of this map were provided at interstate comfort stops and distributed at the Sturgis Motorcycle Rally in August 2007. The map shows skill levels recommended for the Black Hills region.

Motorcycle safety TV ads were developed by the Rushmore ABATE chapter with the assistance of the Rapid City Police Department. The ads targeted motorists encouraging them to exercise safety around motorcyclists.

ABATE continued their Road Hazard Awareness project in cooperation with the state's Department of Transportation. Motorcycle riders and motorists can call a toll-free number to report road conditions that could be hazardous

to motorcyclists; the Department of Transportation assesses the risk and provides follow-up to correct the problem.

### **Aberdeen Drug & Alcohol Accountability**

FFY07 Budget – \$5,100

Contact Information: Julie Pfeifer and Mike Brumbaugh  
Avera St. Lukes Hospital  
Worthmore/NADRIC  
1400 15<sup>th</sup> Ave NW  
Aberdeen, SD 57401

Funded with Department of Justice, Enforcing Underage Drinking Laws, grant dollars, this project provided funding for testing equipment to monitor compliance by people on probation for alcohol or drug offenses; testing increases compliance which lowers the number of offenders who may be driving while impaired. Participants know they can be tested at any time. Data shows that  $\frac{3}{4}$  of the people in the program remain chemical free while undergoing testing. From January-September 2007, 421 participants were tested resulting in 320 negative tests (76%), 95 tested positive for marijuana (23%), 3 positive for methamphetamine (<1%), and 4 positive for opiates (1%).

### **Aberdeen Simmons Middle School**

FFY07 Budget - \$24,000

Contact Information: SueAnn Yonkovich and Kristi Spitzer  
Aberdeen Simmons Middle School  
1300 S 3<sup>rd</sup> St  
Aberdeen, SD 57401  
605 725-7900

In FFY07, a group of youth at the Aberdeen Simmons Middle School used the Community Problem Solvers methodology to address the topic they choose, highway safety issues, specifically, alcohol related car crashes and seatbelt usage. The students developed a timeline for their goals. The students gained knowledge about car crashes in their area and developed community awareness projects. The students gained knowledge through via a presentation by a Highway Patrol Trooper, school based prevention training, and research done by the group. In addition, the group surveyed the high school parking for seatbelt use by students. To implement awareness of highway safety issues to others, the group provided presentations and information at 18 events from January – September 2007 impacting 5,018 people.

**Alcohol Diversion**

FFY07 Budget – \$115,000

Contact Information: Robin Erz  
Department of Human Services  
3800 E Hwy 34  
Pierre, SD 57501

Funded with Department of Justice, Enforcing Underage Drinking Laws grant dollars, this project was able to provide research based, alcohol diversion curriculum to youth 13-20 entering the juvenile justice system. Through this program, 13-20 year old youth entering the criminal justice system due to an alcohol or drug related offenses were screened to determine the extent of their involvement with alcohol and drugs. The youth were offered training on a level compatible with there screening level. Services were provided as follows:

Primary Prevention Program	1,477
Intensive Prevention Program	783
Young Adult Diversion (19-20)	<u>2,656</u>
Total youth served FFY07	4,916

This project was administered through an agreement with the Department of Human Services, Division of Alcohol Abuse.

**Brandon Safe Community**

FFY07 Budget - \$1,000

Contact Information: Philip Youngdale  
Brandon Police Department  
304 Main Avenue, PO Box 95  
Brandon, SD 57005

The Brandon Safe Community project focused on promotion of seatbelt usage and reducing drinking and driving in Brandon. During this reporting period, Miss Click-It presented her seatbelt message to 1,000 elementary students. Members of the Brandon Safe Community committee provided a public education booth at a health fair; providing information about drinking and driving, seatbelts, and bicycle safety. Donated bike helmets were given away; the police department assisted with proper fitting of the helmets. A demonstration using Fatal Vision Goggles and golf carts was also provided at the health fair.

### **Dewey County Traffic Safety Project**

FFY07 Budget - \$2,281

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

Dewey County is one of five counties in South Dakota that lies entirely on reservation land; the county sheriff's office has no jurisdiction over tribal members. The goal of this project was to increase traffic enforcement on roads in Dewey County; thereby reducing crashes and underage drinking and driving. Since overtime is not allowed by Dewey County, this project supported traffic enforcement expenses (gas, tires, and miscellaneous vehicle maintenance). Enforcement of speeding is one of the most hazardous behaviors on Dewey County roads that will reduce crashes. During the FFY07 project period, Dewey County issued 39% more speeding citations and warning than given in 2006, traffic stop contacts increased 200%, and reported crashes decreased by 27%.

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

FFY07 Budget - \$7,155

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

This project focuses on bike and seatbelt safety for children. Seventeen agencies, including 45 volunteers, were involved in an annual safety event in Sioux Falls, the largest city in South Dakota. Over 5,000 kids were served at the Sioux Empire Fair Safety Village from August 7-11, 2007. Kids were taught about nine safety issues, three of them were seatbelts, bike safety, and impaired driving for older youth.

This project also coordinates the Don't Thump Your Melon, bike helmet program for the state providing technical assistance and distribution of purchased and donated helmets to kids. At the safety event described above, 466 bike helmet were properly fitted and distributed. A survey is done voluntarily by those attending the safety event. The results of the survey after the August 2007 safety event shows that 97% of kids say they should always wear their seatbelt and 100% say they should always wear their helmet.

### **Emergency Medical Services Program**

FFY07 Budget - \$218,917

Contact Information: Bob Graff  
SD Office of Emergency Medical Services  
118 W Capital Ave  
Pierre, SD 57501

In South Dakota, most ambulance services are staffed by volunteers so offering training at no cost is essential to maintain sufficient volunteers to serve. The agreement with the Office of Emergency Medical Services (EMS) supports training for 131 ground and five air ambulance services across the state. EMS trains four levels of Emergency Medical Technicians: EMT-Basic, EMT-Intermediate/85, EMT-Intermediate/99, and EMT-Paramedic. This project also provides support for training the Office of EMS staff and supplies for the trainings. For more information on Office of EMS accomplishments, please reference the section above "Emergency Response Services" and the Office of EMS website at <http://www.state.sd.us/dps/ems/>.

### **From the Heart**

FFY07 Budget - \$3,928

Contact Information: Nancy Scharenbroich  
From the Heart, Inc.  
6700 E Split Rock Circle  
Sioux Falls, SD 57110

This project focuses on preventing underage alcohol use and impaired driving by youth. In FFY07, From the Heart provided the top ten high risk middle schools in Minnehaha County with an educational DVD and other materials to use by teachers and counselors. From the Heart provided guidelines for the teachers and counselor to give them information about how to present the material.

### **Fort Meade Veterans Hospital**

FFY07 Budget - \$7,500

Contact Information: Harry Brist  
Department of Veteran's Affairs  
113 Comanche Road  
Fort Meade, SD 57741

During the Sturgis Rally, 500,000 or more people converge in the Sturgis and Black Hills area. Entrances to the Veteran's Hospital in Sturgis front Highway 34; there are no traffic signals at the entrances. To reduce traffic accidents and maintain traffic flow, this project provided support for rental of signal

trailers for the duration of the rally in August 2007. There were no crashes reported at this location in August 2007.

### **Growing Up Together**

FFY07 Budget - \$2,875

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

This project supported a Think and Drive – Stay Alive, drinking and driving, event at the local high school to reduce alcohol related crashes among youth in April 2007. The project promoted the Think and Drive event through local media. In addition, this project provided a car seat clinic during Kids Safe Saturday in April 2007; over 500 adults and children were served.

### **Highway Patrol**

FFY07 Budget - \$375,000

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

The state's Highway Patrol committed 5,883 hours of overtime to conduct 282 sobriety checkpoints in FFY07. Of the 3,523 DUI arrests made by the Highway Patrol in FFY07, 11% (387) were made during the checkpoints. Of the 282 checkpoints, 43% (121) took place in South Dakota's top ten traffic fatality counties.

Over 200 roving saturation patrols were conducted by the Highway Patrol in FFY07; the saturation patrols were conducted in areas near special events that attract large crowds. The saturation patrols netted over 250 DUI arrests.

Drug Recognition Expert training was provided to 7 troopers in FFY07; this will make a significant impact on the detection and apprehension of drug impaired drivers.

Funding was used to purchase equipment necessary to prosecute DUI and speeding cases including radar units, in-car video cameras, and drug recognition equipment. Educational and safety materials as well as assistance of lab technicians were also supported through this project.

The Highway Patrol devoted 3,415 hours to providing public education and safety programs in FFY07. Troopers conducted presentations at schools,

civic organizations, and private businesses on seatbelts, impaired and distracted driving, speed, defensive driving, and other highway safety issues.

### **Law Enforcement Equipment**

FFY07 Budget - \$145,000

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 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 and in-car video cameras to enhance prosecution of impaired driving cases.

### **Law Enforcement Liaisons**

FFY07 Budget - \$45,000

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

Three individuals share a state FTE to provide liaison services to the states local law enforcement agencies. Guidance is provided to the liaisons through the NHTSA Law Enforcement Liaison contractor.

In FFY07, the LELs worked with law enforcement agencies to promote highway safety programs and public education campaigns. LELs review agency's monthly Traffic Safety Reporting data entry for accuracy; monitor grant activity; review requests for overtime; assist with grant applications; and provide resource materials.

### **Law Enforcement Overtime**

FFY07 Budget - \$405,917

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.

### **Law Enforcement Training**

FFY07 Budget - \$65,496

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 FFY07:

- Selective Traffic Enforcement Supervision (26 attendees)
- Accident Reconstruction (20 attendees)
- DWI/SFST Instructor (16 attendees)
- Advanced SFST (22 attendees)
- Commercial Motor Vehicle Criminal Interdiction (56 attendees)
- Drug Recognition Expert (7 sent to Phoenix training)
- Computerized Data Recorders, Technician & Certification (reschedule to FFY08; equipment purchased in FFY07)

### **Madison Healthy Community**

FFY07 Budget - \$1,200

Contact Information: Diana Larson  
Coalition for a Healthier Community  
Madison High School  
800 NE 9<sup>th</sup> Street  
Madison, SD 57042

This coalition was developed to address the low seatbelt use in Madison, SD. The coalition has an adult advisory group and a student action group. The group developed the "Buckle Up Bulldogs" campaign to promote safety belt use to all ages in Madison including a logo, signage at parking lot exits and on local fire trucks, developed a website, <http://www.buckleupbulldogs.org/> and garnered media coverage of their activities (radio and print).



### **Media - Public Information Officer**

FFY07 Budget - \$65,000

Contact Information: Brooke Bohnenkamp  
Department of Public Safety  
118 W Capitol Ave  
Pierre, SD 57501

The Public Information Officer (PIO) for the Department of Public Safety 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 supported projects that involve media or public education.

During FFY07, the PIO focused on five major campaigns including NHTSA's May Seatbelt Mobilization and the Labor Day Impaired Driving Mobilization. Through a combined effort, paid media is generally matched 1:1 with bonus / earned media ads. The other three major campaigns included December Impaired Driving, sustained checkpoint radio ads, and sustained impaired driving bathroom poster ads. The PIO also worked to launch ads for Parents Matter, a public awareness campaign targeted at parents, encouraging them to talk to their kids about drinking and driving in anticipation of events like prom and graduation. The major campaigns were fortified with news releases, PSAs, letters to the editor, news conferences, posters, brochures, and local mobilization activities.

### **Media Contractor**

FFY07 Budget - \$245,000

Contact Information: Joe Henkin, Partner  
Henkin Schultz Communications  
6201 S Pinnacle Place  
Sioux Falls, SD 57108

A request for proposals for a media consultant was awarded to Henkin Schultz Communications in FFY06; the RFP has an option to renew the contract for 3 years. The services provided by this contract include development and implementation of a plan to reduce crashes, fatalities, and injuries through TV, radio, print, outdoor, and alternate venues.

The contractor provided a media plan for FFY07 that provided messaging about alcohol, the Parents Matter project, seatbelt promotion, and high visibility enforcement. The contractor provided sustained Buckle Up messaging throughout the year and media coinciding with NHTSA's 2007 Communications Calendar. NHTSA developed TV and radio ads were used along with locally produced material including Parents Matter, bathroom posters, "Friends Don't Let Friends Drive Drunk" sticky notes, and development of South Dakota alcohol, speed, and seatbelt rack cards.

**Miss Click It**

FFY07 Budget - \$3,500

Contact Information: Sharmell Dahl  
Miss Click It  
523 2nd Street NW  
Watertown, SD 57201

Miss Click It is a trained safety clown that provides presentations to children and adults to increase the use of seat belts, booster seats, and car seats around the state. In FFY07, Miss Click It traveled 2,003 miles and presented 44 different safety shows across the eastern side of the state making contacts with 4,541 children and adults.

Included in the 44 shows, Miss Click It did three adult safety shows that included the importance of seat belt use, proper use of 911, identity theft, cell phone use while driving, and the move over law. South Dakota Highway Patrol troopers assisted with the adult programs.

In June 2007, Miss Click It traveled to Lacrosse, WI to gain continuing education at clown camp; this training will benefit future safety shows. At the camp, training sessions included topics on safety shows, clowning activities, and movement classes as well as networking among the clowns to enhance the safety shows. Expenses for the camp were partially covered by the Office of Highway Safety and partially by the Watertown community foundation.

**Motorcycle Safety Training**

FFY07 Budget - \$318,025

Contact Information: Rick Kiley  
SD Safety Council  
1108 N West Ave  
Sioux Falls, SD 57104

Supported through state motorcycle registration fees, the contract with the SD Safety Council provided basic and advanced motorcycle training courses across the state, equipment, liability insurance, and development of an online registration system. Basic and advanced courses follow the Motorcycle Safety Foundation guidelines. SD ABATE provided promotion of rider courses in FFY07.

In FFY07, 296 motorcycle safety courses with a total of 1,834 participants were held across the state. Of the 296 total courses, 270 were basic rider courses (1,671 participants) and 26 were experienced rider courses (163 participants). This was an increase of 12 courses and 42 participants from 2006.

### **Mountain Plains Evaluation**

FFY07 Budget - \$72,500

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

In FFY07, Mountain Plains Evaluation continued an evaluation of the 1<sup>st</sup> Offender Curriculum and the 24/7 Sobriety Project to measure their impact in reducing recidivism of driving under the influence.

To address the problem of DUI offenders, the Attorney General's Office piloted a standardized "1<sup>st</sup> Offender" curriculum available through the Core Alcohol and Drug Service agencies. The initial evaluation reviewed 2,668 course participants in 2004-2006. A post 1<sup>st</sup> Offender course survey of participants shows positive behavior change, even after one year, 84.8% of participants agreed that the course helped them avoid future problems with alcohol or drugs. Evaluation is also being done for 24/7 participants – those people with more than one DUI, required to be monitored 24/7 for blood alcohol for a set period of time.

This evaluation project is ongoing. To evaluate a true measure of success, a long-term study is needed to measure recidivism patterns for people who completed the course compared to those who did not. Included in this study are the participants involved in the 1<sup>st</sup> Offender and 24/7 Sobriety projects described above. Multiple agencies are involved in this project. A database has been established that can be queried to monitor recidivism.

### **Parents Matter**

FFY07 Budget - \$45,660

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

This coalition was founded because 13 youth in the Minnehaha/Lincoln County area lost their lives to drinking and driving in 2006. The Parents Matter program encourages parents to talk to youth about drinking and driving. In 2007, no youth lost their lives to drinking and driving in the coalition coverage area.

The coalition involved school and community leaders in activity planning and implementation. The group members included city and county government, law enforcement, school administrators, prevention specialists, parents, and youth.

The primary goal was to call parents to action before the most problematic time, prom and graduation. The coalition developed strong, consistent, and positive messaging for parents, distributed through paid and earned media (TV and radio), developed a DVD and a website, provided written materials to all parents in the area, and community forums. This project will be distributing the Parents Matter program statewide in FFY08.

### **Pennington County STEP**

FFY07 Budget - \$99,400

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

This project provided support for two additional deputies in Pennington County to do traffic enforcement starting May 2007. From May – September 2007, the STEP deputies issued 476 citations including 158 for speeding, 50 DUI, 5 drug impaired driving arrests, 13 drug offenses, 46 seatbelt citations/warnings, and 204 other traffic offenses.

From May – September 2007, the additional manpower has provided the Pennington County Sheriff's Office with enough support to increase speeding citations by 63% and total citations by 49% over the same timeframe in 2006.

The STEP deputies assist with sobriety checks, saturation patrols, and traffic crash investigation as well as provide public education. From May – September 2007, the STEP deputies provided 10 educational presentations in Pennington County.

### **Project 8 Governors Child Safety Seat Program**

FFY08 Budget - \$331,263

Contact Information: Melissa Fluckey  
Department of Social Services  
700 Governors Drive  
Pierre, SD 57501

Project 8 has established a statewide system to educate parents about child safety seats and seatbelts, distribute seats to income eligible families, and provide technical assistance for proper installation of seats.

In FFY07, Project 8 delivered services through a network made up of five regional hubs and 59 partner agencies. Project 8 distributed 3,697 child safety seats. Project 8 solicits local donations to help buy seats; in FFY07, the program received an \$8,000 grant from State Farm Insurance and a \$3,000 grant from SD March of Dimes. Project 8 provided trainings to new

parent classes, child care services staff, and other groups to teach those who care for young children about the need for safety seats and the proper installation.

With the assistance of the 59 community partners, 126 certified child safety seat technicians, and 8 certified instructors, 245 child safety seat inspection events were held (71 events were held during the May Mobilization campaign). Inspections are also available upon request by individuals. In FFY07, 90% of the seats inspected were incorrectly installed validating the tremendous need for education on child seat installation.

Challenges noted for the project include storage of seats and the growing need for interpreter services.

### **Rapid City STOP**

FFY07 Budget - \$100,000

Contact Information: Brad Booth  
Rapid City Police Department  
300 Kansas City Street  
Rapid City, SD 57701

The Rapid City STOP program was a 2-year pilot project that ended Sept. 30, 2007. The objectives of the STOP program were to reduce crashes by targeting drivers who have had their license suspended or revoked. The project had some data collection problems to overcome but overall, the project was successful. Before the project, in 2004, six people were killed in Rapid City and four of the drivers had a suspended or revoked license. During the pilot project, 374 citations were issued for Drivers Under Revocation and 687 citations were issued for Driving Under Suspension. At the end of the pilot project in 2007, one person was killed in a crash in Rapid City.

### **Roadway Safety Committee**

FFY07 Budget - \$15,000

Contact Information: Office of Highway Safety  
118 W Capital Ave  
Pierre, SD 57501

In March of 2007, the Roadway Safety and Traffic Records Coordinating Committees developed a joint plan to meet consecutively on the same day due to many people being members of both committees. The joint committee is represented by 63 agencies with an active interest in highway safety issues.

The committees met on April 26, 2007 to discuss FFY08 grant applications, data enhancement projects, 911 addressing, Real ID, and members provided program updates. The committees met on August 30<sup>th</sup> to discuss TraCs,

vehicle registration barcodes, NEMSIS, 24/7 Sobriety, the reduction in fatalities and crashes in the state, accident reporting on the reservations, and the improvement in seatbelt usage to 73.0%.

**Rushmore ABATE**

FFY07 Budget - \$50,000

Contact Information: Janet Olson  
Rushmore ABATE  
PO Box 1223  
Rapid City, SD 57701

The Rushmore ABATE chapter, Rapid City Police Department, and Prairiewave Communications developed Share the Road TV and radio ads to increase motorist's awareness of motorcyclists. Three TV ads and three radio ads were produced and ran statewide for a month or more before the Sturgis Rally in August 2007.

**Safe Communities Coordination**

FFY07 Budget - \$47,803

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

This project supported a safe community's coordinator and associated training and travel as well as resource materials for statewide distribution. The coordinator provided assistance to the Department of Public Safety Public Information Officer to develop public education campaigns and other media projects. The coordinator accepted the role of liaison with the SD Prevention Network to provide highway safety information and distribute packets on statewide campaigns through established mechanisms. The coordinator provided 25 presentations on South Dakota crash statistics and effective highway safety strategies.

The coordinator provided technical assistance and materials to highway safety community groups. The safe community's coordinator assisted with 34 community events in FFY07, provided outreach to 215 communities, and disseminated 33,838 pieces of resource material. The coordinator provided public education impact to 9,883 adults and 4,211 youth in FFY07.

### **School Based Alcohol Prevention**

FFY07 Budget - \$500,000

Contact Information: Robin Erz  
Department of Human Services  
3800 E Highway 34  
Pierre, SD 57501

To address the problem of youth being disproportionately represented in fatal and injury crashes, federal support was used to augment alcohol prevention resources; this program was able to provide intervention to 55,000 students in the four largest school districts in the state.

The school based alcohol prevention program provided funding to four school districts for school personnel to screen and refer students for alcohol assessment; provide education to families; administer prevention curriculum; provide prevention messaging, and to support youth alcohol prevention activities. A key component of the curriculum is information on drinking and driving. The progress of this program will be monitored through the Youth Risk Behavior Survey which provides biannual weighted data for high school youth on driving while drinking and riding with someone who's been drinking as well as seat belt usage.

### **School of Mines and Technology Safe Rides**

FFY07 Budget - \$5,000

Contact Information: Mary Jo Farrington  
Community Campuses Prevention Coalition  
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 provided alternative transportation to college students in Rapid City. This program served three Black Hills area schools: School of Mines and Technology, National American University, and Western Dakota Technical Institute. The program reimbursed a local taxi service through a voucher system; in FFY07, 432 students used the service. In addition to providing safe rides, the program supported alcohol prevention messaging on the campuses through posters and in classes. The program used local donations to supplement federal dollars for the program.

### **Seatbelt Survey – Administration and Analysis**

FFY07 Budget - \$13,650

Contact Information: Cindy Struckman Johnson  
USD Psychology Department  
Dakota Union, Room 205  
Vermillion, SD 57069

This project provided support to administer and analyze the annual seatbelt survey data; survey observation performed by the EMT Association (below).

USD followed NHTSA procedures for the seatbelt usage survey including site selection, providing the manual, coding forms, schedules, arranging for observers, and training. USD received all the data, performed the analysis, and produced the final report on the results of the survey. In 2007, the certified seatbelt usage rate in South Dakota was 73.0%.

### **Seatbelt Survey – Observation**

FFY07 Budget - \$8,610

Contact Information: SD EMT Association  
510 Campbell Street, Suite 4  
Rapid City, SD 57701

This project is the observation portion of the annual seatbelt survey. EMT's performed an observational survey at pre-determined sites and times on June 2-10, 2007. A total of 11, 895 motorists were observed; the data gathered was sent to USD for analysis (see above).

### **Sioux Falls Police Department School Education**

FFY07 Budget - \$4,497

Contact Information: Galen Smidt  
Sioux Falls Police Department  
320 W Fourth St  
Sioux Falls, SD 57104

This project was supported through Department of Justice, Enforcing Underage Drinking Law funds. Three laptop computers were purchased to provide a means for police officers to present education to new drivers in the Sioux Falls school system. Information provided included drinking and driving, seatbelts, and distracted driving.

### **South Central Task Force**

FFY07 Budget – \$12,550

Contact Information: Ryan Erickson  
Mitchell Department of Public Safety  
201 W First  
Mitchell, SD 57301

This regional task force worked on alcohol initiatives, primarily youth access to alcohol. Area liquor retailers were offered Techniques of Alcohol Management (TAM) trainings and compliance checks were performed. Task objectives were met: 160 people attended a TAM class; classes were offered



each month except December; 67 businesses received a compliance check with a 90% success rate (7 of 67 businesses failed the compliance check). To provide public education and support, 2 newspaper articles ran in the local newspaper in January 2007 on the compliance checks; 2 articles ran on the March 2007 compliance checks; in July 2007, a banner ran on the front page of the Mitchell paper reminding people not to drink and drive; and an article ran in August 2007 regarding compliance checks.

### **South Dakota State University Safe Rides**

FFY07 Budget - \$43,264

Contact Information: Ellie Trautman  
South Dakota State University  
Student Health and Counseling Services  
907 Harvey Dunn St, Box 510 West Hall  
Brookings, SD 57007

The SDSU Safe Rides project included a safe community coalition providing outreach to SDSU students, Brookings High School, and the Brookings Community. The Reducing Underage and Excessive Drinking (RUED) coalition had 14 members in 2006-2007. One of the activities deemed essential to the coalition was establishment of a Safe Rides program. In 2006-2007, 5,700 SDSU students utilized the Safe Rides program. The coalition worked with the bus contractor to schedule stops and post signage showing where and when the Safe Rides bus stops. During FFY07, partial support was provided for a coordinator to coordinate the coalition, develop the Safe Rides program, and to integrate prevention activities into the project. Local donations and in-kind support were solicited from the coalition members to help support the Safe Rides program. To provide a comprehensive approach to reducing impaired driving, prevention activities were developed which included education of liquor retailers; sponsorship of alternate activities, social norm campaigns, development of resource materials, and implementation of a required "Alcohol 101" course for freshman.

### **Teen Court**

FFY07 Budget - \$50,000

Contact Information: Michele Brink-Gluhosky  
Teen Court Association  
P.O. Box 227  
Deadwood, SD 57732

Partial support for the SD Teen Court Association was provided through Department of Justice, Enforcing Underage Drinking Laws, grant funding.

The Association oversees and allocates prorated funding from the DOJ grant to ten local teen courts in the state and advocates for more teen courts where there are none.

In FFY07, youth charged with an Alcohol, Tobacco, or Other Drug (ATOD) offense were offered sentencing through traditional courts or through teen court if available. During this grant period, 366 youth participated in teen court. Evaluation shows 97% of participants completed their teen court sentencing; 85% of participant indicated a decreased likelihood to re-offend in a post-sentence survey; and through a look-back study, 85% did not re-offend within six months of completion of their teen court sentence.

### **TraCs**

FFY07 Budget - \$182,080

Contact Information: Lee Axdahl  
Department of Public Safety  
118 W Capitol Ave  
Pierre, SD 57501

Affinity Global Solutions, Incorporated, of Bismarck, North Dakota, commenced its services on February 26, 2007, with the Department of Public Safety in the amount shown above.

TraCS software modifications have been made to accommodate the database requirements of the South Dakota Accident Reporting System (SDARS) and associated MMUCC compliance issues. A pilot project, involving several troopers statewide was completed to discover and cure any potential problems with full scale system implementation.

As of this summary, nearly 30% of all South Dakota crash reports, those completed by the South Dakota Highway Patrol, are now automatically imported into the SDARS database, bypassing the traditional "keyed entry" system with other South Dakota law enforcement agencies. We anticipate expansion of the TraCS data import system with cooperative major South Dakota counties and cities in the coming months. This would further reduce the data input load on Accident Records staff and increase the efficiency and speed at which we can produce accurate statistical information.

### **Traffic Resource Prosecutor**

FFY07 Budget – \$65,000

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

The Traffic Resource Prosecutor provides training, technical assistance, interagency cooperation, 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 complicated; 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.

In FFY07, accomplishments performed by the Traffic Resource Prosecutor included development of a training program for judges which will be held in early FFY08; provided a 2-day DUI course for prosecutors; provided an update to the state's Highway Patrol on search & seizure; hosted a meeting with Drug Recognition Evaluators, county, and local law enforcement in the Sioux Falls area; assisted several prosecutors with difficult cases, and assisted with the 24/7 (DUI monitoring) program.

#### **Traffic Resource Prosecutor – Judicial Training**

FFY07 Budget - \$11,200

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

Development time and printing expenses for the Judicial Training (described above) to be held in early FFY08 were expended in FFY07.

#### **Traffic Safety Engineer**

FFY07 Budget – \$109,937

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

In FFY07, the Traffic Safety Engineer collaborated with state and local highway safety programs by attending the quarterly Traffic Records Coordinating Committee and Roadway Safety meetings, Department of Transportation regional traffic engineer's meetings, and local transportation meetings.

During this reporting period, the traffic engineer assessed the traffic engineering needs of eight local jurisdictions, provided traffic engineering consultation services to 27 communities, provided technical assistance on 14 signing projects for local jurisdictions, provided two counties (Kingsbury and

Hand) with Distance Measuring Instruments, provided two presentations on the SD School of Mines and Technology, and attended four national trainings to gain knowledge about traffic engineering.

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

FFY07 Budget - \$17,399

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

The USD Safe Rides program contracted with public transit buses to operate Safe Rides buses on weekends and special occasions in Vermillion, SD. The Safe Rides program worked in tandem with alcohol prevention programming at USD, providing education about alcohol use through numerous peer programs and campus organizations.

Federal funding supported contractual bus service, equipment, and other direct costs including advertisement of the service. Donations, fundraising, and in-kind contributions provided \$6,291.02 which is 28% of the cost of the Safe Rides program at USD.

Over 10,000 students were served during the 2006-2007 school year by the USD Safe Rides bus. The bus monitors track passenger use and impairment status: 28% were mildly impaired, 42% were moderately impaired, and 22% were severely impaired. A PBT was provided to the program through Department of Justice, EUDL funding; the PBT is used in crisis management.

### **Youth Adult Partnerships of Aberdeen (YAPA)**

FFY07 Budget - \$5,000

Contact Information: Josh Andrews  
Aberdeen Park & Recreation  
225 3<sup>rd</sup> Ave SE  
Aberdeen, SD 57401

YAPA is a community project that focuses on alcohol and drug prevention programming for at-risk youth in Aberdeen, SD. During FFY07, the YAPA youth board organized alcohol-free alternative activities for youth at which anti-drinking and driving information is presented. Alternate activities include a community event in July 2007 that drew 12,000 people, movie nights for 50 students, rummage sales, skating, and many other alcohol-free activities where anti-drinking and driving messages and information are disseminated.

Place Holder

## **FFY07 Expenditures**