South Dakota

Highway Safety Annual Report

NHTSA Programs

Federal Fiscal Year 2008

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Contents

FFY08 Highway Safety Annual Report

Executive Summary 4

Major Fatality and Injury Program Summaries:

Impaired Driving 8
Occupational Protection 10
Speed/Police Traffic Services 12

Special Populations

Motorcycle Safety 13
Young Drivers 15
Pedestrian/Bike Safety 16

Prevention, Education, and Administration

Public Education/Media 17
Emergency Medical Services 17
Engineering 17
Data and Technology 18
Administration 18

Summary of Annual Reports for Highway Safety Projects:

911 Signage Haakon and Jackson Counties 19
911 Signage Ziebach and Dewey Counties 19
ABATE of South Dakota – Motorcycle Safety 19
Aberdeen Simmons Middle School 20
Community Alcohol Prevention 20
Dewey County Traffic Enhancement 20
Emergency Medical Services for Children - Don't Thump Your Melon 21
Emergency Medical Services Training and NEMSIS 21
Ft. Meade Veteran's Hospital Police 22
Growing Up Together 22
Highway Patrol 22
Law Enforcement Equipment 23
Law Enforcement Liaisons 23
Law Enforcement Overtime 23
Madison Healthy Community 24
Media Contractor 24
Miss Click It 25
Mountain Plains Evaluation 25
Parents Matter 25
Pennington County Selective Traffic Enforcement Program (STEP) 26
Project 8 Governors Child Safety Seats 26
Public Information Officer 27

Rapid City DUI Program 27
Roadway Safety Committee 28
School-based Alcohol Prevention 28
School of Mines and Technology Safe Rides 28
Seatbelt Survey – Administration and Analysis 29
Seatbelt Survey – Observation 29
Sioux Empire Safety Village Buckle Up 29
Sioux Empire Driving Simulators 30
Sioux Falls Drug Recognition Experts 30
South Dakota State University Safe Rides 30
Traffic and Criminal Software (TraCS) 31
Traffic Enforcement Training 31
Traffic Records Coordinating Committee (TRCC) 31
Traffic Safety Resource Prosecutor - Judicial Training 31
Traffic Safety Engineer 32
University of South Dakota Safe Rides 32
Volunteers of America, Dakotas 33

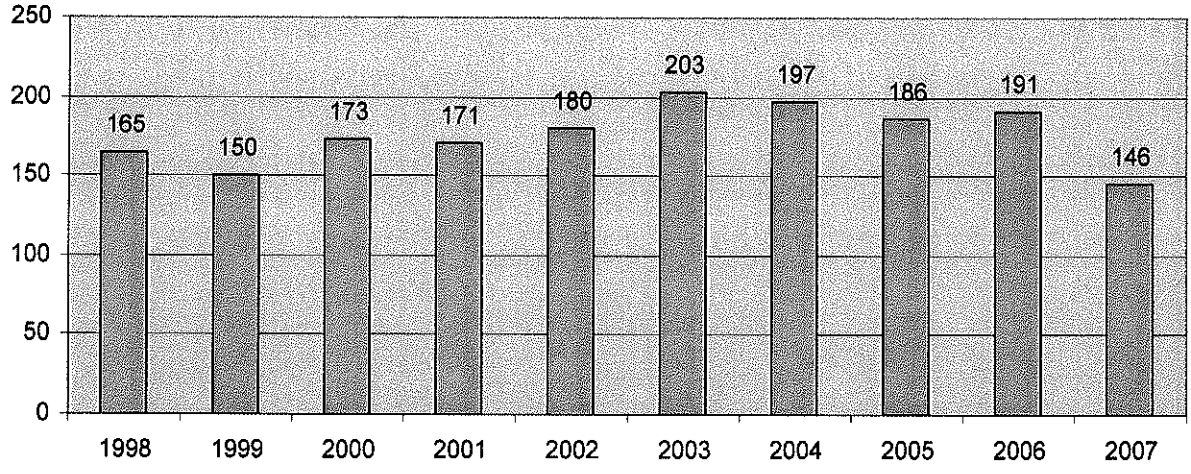
FFY08 Expenditures 34

South Dakota Highway Safety
Executive Summary

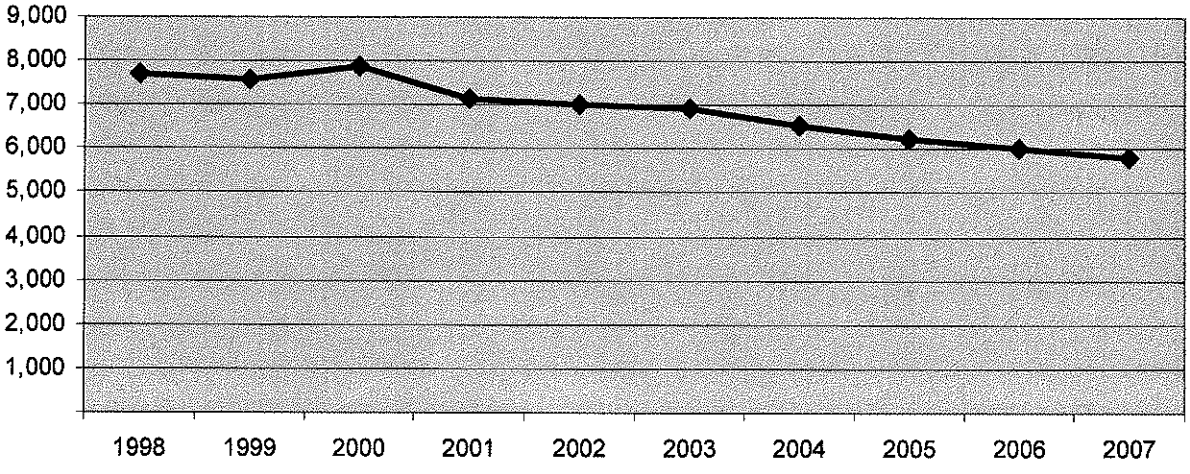
This report provides information about NHTSA funded highway safety activity for FFY08. Crash data from 2007 is most recent one-year data available.

There is an average of 17,750 reportable traffic crashes in South Dakota each year. There were 146 fatalities and 5,782 injuries as a result of traffic crashes in 2007; this is a 24% decrease in fatalities and a 4% decrease in injuries from 2006.

South Dakota Traffic Crash Fatalities 1998-2007

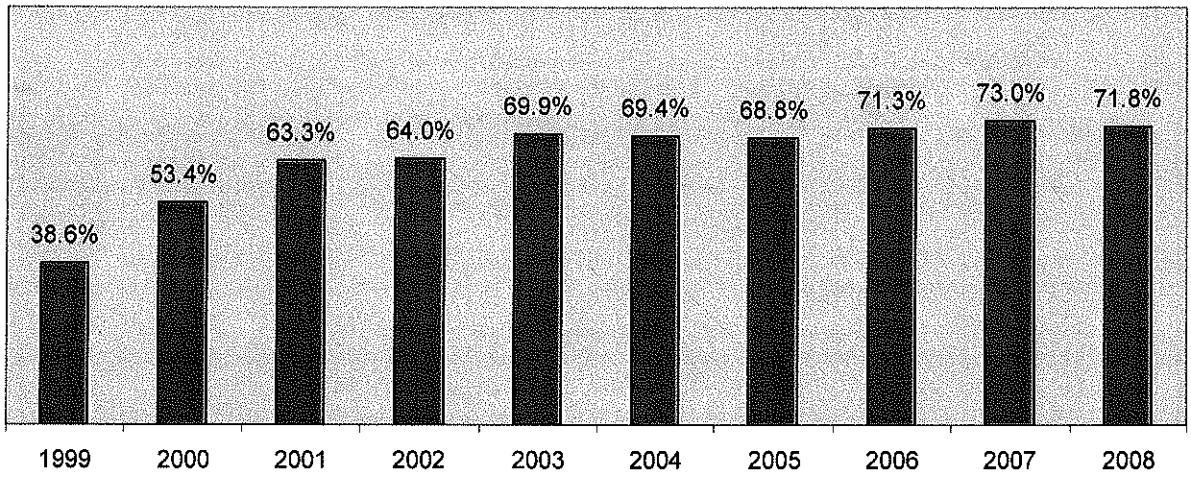


South Dakota Traffic Crash Injuries 1998-2007



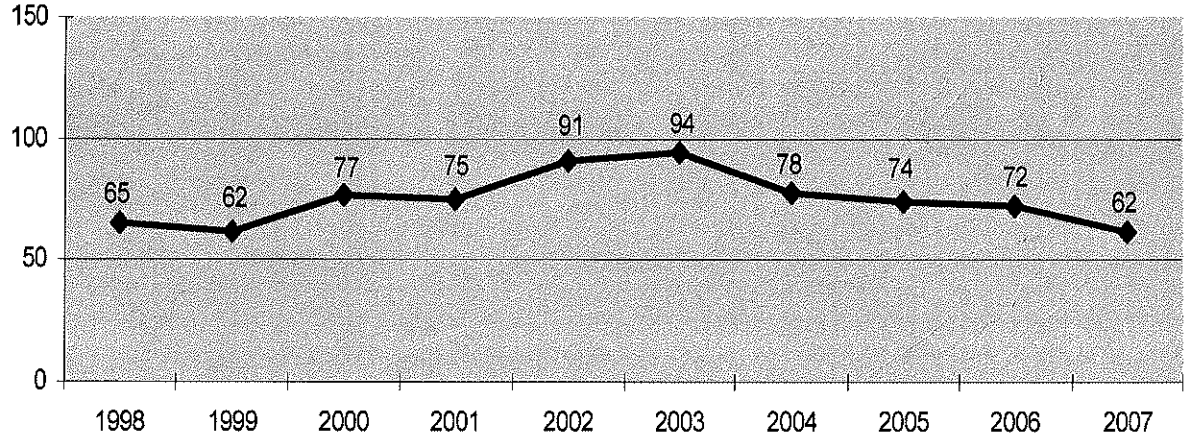
In 2007, 69% of the people killed in passenger vehicle traffic crashes were not wearing seatbelts. The most recent seatbelt survey in summer 2008 shows a slight decrease in the number of people wearing seatbelts, from 73.0% in 2007 to 71.8% in 2008.

South Dakota Seatbelt Observational Survey 1999 - 2008



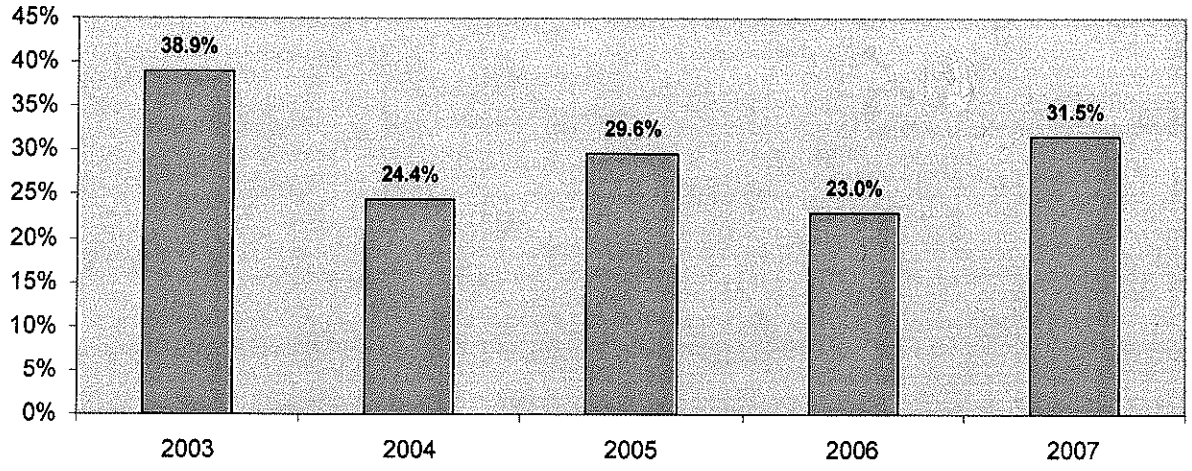
There were 62 alcohol-related fatalities in 2007 constituting 42% of traffic crash fatalities.

South Dakota Alcohol Fatalities 1998 - 2007



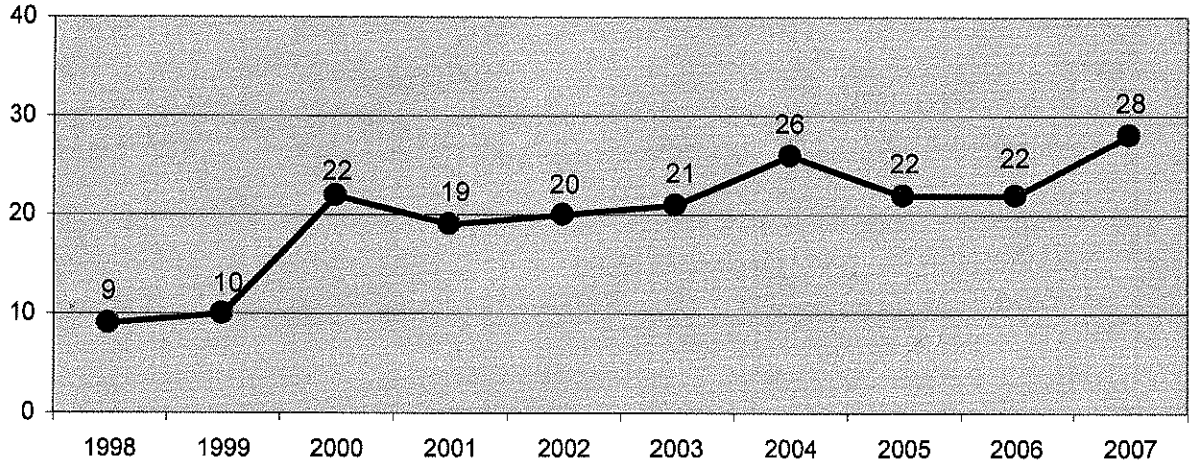
Speed was a contributing factor in 31.5% of fatal crashes in 2007 which is an increase of 8.5% from 2006.

South Dakota Fatalities - Speeding Drivers 2003 - 2007



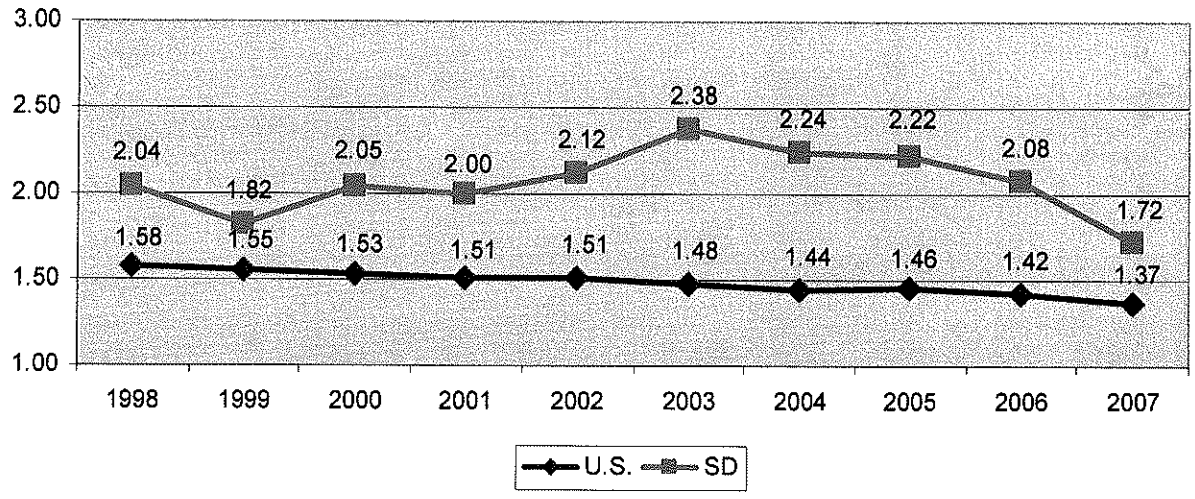
Fatalities involving motorcycles increased 21% from 22 fatalities in 2006 to 28 in 2007. Of the 28 motorcycle fatalities in 2007, 24 were drivers and 4 were passengers. Seventy-five percent of the motorcycle drivers killed in crashes in 2007 were not wearing helmets.

South Dakota Motocycle Fatalities 1998 - 2007



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

South Dakota and U.S. Fatalities Per Million Miles Traveled



The following are overall goals for the program (data shown is from calendar year crash reports):

1. Reduce fatal and injury crashes by 5% in the 14-24 age group from the 3 year average of 2,488 (2004-2006) to 2,364.

   This goal was met and exceeded expectations by 11%. The number of fatal and injury crashes for 14-24 year olds was reduced to a 3 year average (2005-2007) of 2,111 by 2007.

2. Reduce fatal and injury crashes by 5% in the 25-34 age group from the 3 year average of 1,300 (2004-2006) to 1,235 in FFY 2008.

   This goal was met and exceeded expectations by 22%. The number of fatal and injury crashes for 25-34 year olds was reduced to a 3 year average (2005-2007) of 962 by 2007.

3. Reduce fatal and injury crashes by 5% in the 35-54 age group from the 3 year average of 2,214 (2004-2006) to 2,129 in FFY 2008.

   This goal was met and exceeded expectations by 21%. The number of fatal and injury crashes for 35-54 year olds was reduced to a 3 year average (2005-2007) of 1,676 by 2007.

4. Reduce fatal and injury crashes by 5% in the age group 55 and over from the 3 year average of 1,297 (2004-2006) to 1,232 in FFY 2008.

This goal was met and exceeded expectations by 16%. The number of fatal and injury crashes for the age group 55 and older was reduced to a 3 year average (2005-2007) of 1,036 by 2007.

Impaired Driving

FFY08 Objectives:

1. Reduce alcohol-related traffic fatalities by 5% from the previous three year average of 75 to 71 in 2007.

   This goal has been met; there were 62 fatalities in alcohol-related crashes in calendar year 2007.

2. Reduce alcohol-related traffic injuries by 5% from the previous three year average of 869 to 826 in 2007.

   This goal has been met; the number of injuries from alcohol-related crashes decreased to 666 in 2007.

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

   This goal has not been met; in 2007, 62 of 146 fatalities were alcohol related (42%) but because the number of total fatalities decreased 24% in 2007, the number of people killed in alcohol related crashes decreased 14%.

Activities to reduce impaired driving fatality and injury crashes included:

A. Strategic Planning

The Roadway Safety Committee meets semi-annually to discuss strategic planning of highway safety activities in the state including impaired driving. The committee includes members from the Department of Public Safety, other state agencies, federal agencies, local law enforcement agencies, community based organizations, and others. Members who work on impaired driving prevention and enforcement collaborate at the meetings and can find opportunities to expand their outreach and maximize the effect of their programs.

B. Prevention

Impaired driving prevention activities establish positive social norms for youth and adults. A number of statewide and local projects address impaired driving. The Office of Highway Safety has analyzed trend data for impaired driving traffic crashes and as a result, focuses prevention efforts on youth and young adults. Some of the statewide projects include Parents Matter (assisting parents to talk with their teens about drinking and driving before crashes happen), working with community coalitions to develop local impaired driving interventions, and college/university Safe Rides programs.

Local impaired driving prevention projects are discussed below.

C. Enforcement

Local law enforcement agencies, the State Highway Patrol, and a pilot Driving Under the Influence (DUI) Project (Rapid City) are provided support through the Office of Highway Safety. These agencies were provided with funding for equipment and overtime needed to enforce impaired driving as well as compliance checks. A Traffic Safety Resource Prosecutor provided DUI related training and assistance for prosecutors and judges. Three law enforcement liaisons assisted local agencies to maximize their impaired driving enforcement impact.

The SD Attorney General's Office implemented a 1st Offender and 24/7 Program. The 1st Offender program mandates class attendance and specific curricula after a 1st 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. The Office of Highway Safety provides evaluation for this project (please see Evaluation and Mountain Plains Evaluation below).

Local impaired driving enforcement projects are discussed below.

D. Public Education/Media

Public education through media is an important component of our impaired driving prevention effort. We maximized national efforts by placing additional NHTSA's TV and radio ads during the national impaired driving crackdowns. The Parents Matter project included TV, radio, and print public education for parents, urging them to talk to their kids about drinking and driving before a crash happens. All checkpoints and saturation patrols are preceded with public notice via radio ads in the county the activity will be in. In addition, the program has developed impaired driving billboards, rackcards, and supported a number of local projects, described below.

E. Laws

There were no new laws impacting impaired driving during this federal fiscal year.

F. Evaluation

An evaluation of a unique DUI program has been performed in South Dakota over the past four years; federal fiscal year 2008 is the 4th year of the Public Safety DUI Evaluation Program which evaluates the impact of mandatory education or sanctions upon DUI offenders. So far, results show a 7-9% reduction in DUI recidivism. This project is discussed below under Mountain Plains Evaluation.

Evaluation of impaired driving by youth can be seen in the biannual Youth Risk Behavior Survey (YRBS). This project is funded through partner state agencies. The YRBS is a tool to measure community and school based projects which focus on youth. The YRBS Trend Report shows:

- a reduction in the number of high school youth who during the past 30 days drove a vehicle when they had been drinking from 28% in 1991 to 17% in 2005, a 39% reduction.

- a reduction in the number of high school youth who during the past 30 days rode in a vehicle driven by someone who had been drinking alcohol from 50% in 1991 to 32% in 2005, a 36% reduction.

The state's Traffic Crash Reporting System provides a comprehensive system to track crashes including alcohol-involved crashes. The System shows that drinking was the leading cause of fatal crashes in 2007; 18.3% of drivers in fatal crashes were drinking. The number of alcohol involved fatal crashes from 2001-2007 has averaged 42%.

Occupant Protection Program Summary

FFY08 Objectives:

1. Increase the statewide seatbelt use rate from 73.0% in 2007 to 74% in 2008.

   This objective was not met; the seatbelt survey performed in summer 2008 shows an observed seatbelt use rate of 71.8%, down slightly from the 2007 survey but higher than the previous ten years.

   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, under age 5, from the 2007 rate of 82.7% to 85.0% in 2008.

   This objective was not met; the seatbelt survey performed in summer 2008 notes an observed 159 children, 80.5% of those under age 5 were in child safety seats or seatbelts. This rate is lower than the 2007 survey but much higher than the adult seatbelt use rate. This sample is not weighted.

3. Increase 14-17 year old seatbelt use from 55.5% in 2007 to 62% in 2008.

   This objective was met; the 2008 seatbelt survey observed 705 teens judged to be 14-17 years old; 67.8% were wearing seatbelts which is a substantial increase from the year before. Again, this is not a weighted sample.

Activities to increase occupational protection use:

A. Strategic Planning

As noted above, semi-annual meeting of the Roadway Safety Committee include discussions and strategic planning regarding all aspects of highway safety in the state, including occupant protection. The committee includes a broad base of people who

work to increase restraint use including the contractor for Project 8 Governors Child Seat Program.

B. Prevention

Promotion of restraint use was addressed in many ways including providing public education messaging through TV, radio, and print; educating parents at child seat clinics; and participating in the national mobilization using the slogan, "Buckle Up. Every Trip. Every Time." Our child safety seat prevention effort was provided by our contractor for Project 8 (please see below).

C. Enforcement

South Dakota has a primary seatbelt law for people under age 18. Traveling without a seatbelt is a secondary offense for adults in the front seat. The Office of Highway Safety supports law enforcement agencies by providing public education materials promoting seatbelt use and in 2008; a roll-over simulator was purchased at the end of FFY08 which will be used statewide for presentations on seatbelts by the Highway Patrol and local law enforcement.

D. Public Education/Media

The Office of Highway Safety placed NHTSA developed Click It or Ticket TV and radio ads during the national mobilization to enhance NHTSA's efforts.

Project 8 provided presentations to community and civic organizations on child safety seats, booster seats, and seat belt usage and answered many questions at safety tents, health fairs, and conferences.

E. Laws

One new law was passed in FFY08 that will enhance occupant protection; the fine for not wearing a seatbelt, a petty offense, was raised to $25.00.

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

South Dakota has a graduated driver's license system and the State of South Dakota has a policy for all state employees to buckle up in state vehicles.

F. Evaluation

An annual seatbelt survey to observe restraint use is performed each summer in South Dakota. This survey provides information about the overall seatbelt use rate as well as demographic data of people observed.

At child seat clinics and individual appointments, child seat installations are evaluated in pre- and post-session assessments for each family that attends. In FFY08, 2,739 car seat installations were inspected; 86% were incorrectly installed.

More information on the seatbelt survey and Project 8 can be found below.

Speed – Police Traffic Services

FFY08 Objectives:

1. Maintain in excess of 80% law enforcement participation in national mobilization enforcement campaigns.

   This objective was met; law enforcement agencies that receive overtime funding from 410 funds must participate in four high visibility enforcement campaigns during the national mobilizations and four times during the rest of the year. This activity is reported through the Monthly Traffic Reporting system by local law enforcement agencies and through a quarterly progress report from the Highway Patrol and special projects.

2. Increase the number of high visibility corridor enforcement campaigns from 16 in FFY 2007 to 18 in FFY 2008.

   This objective was met. The State Highway Patrol, sheriff offices, and police department work in concert to carry out checkpoints and saturation patrols along road corridors with a traffic crash problem.

   In FFY08, these agencies performed 201 checkpoints and 186 saturation patrols which resulted in 351 arrests for impaired driving.

Activities to decrease speeding and support police traffic services:

A. Strategic Planning

   The Roadway Safety Committee provides a means for law enforcement agencies and others to discuss speed related crashes and solutions.

B. Prevention

   Law enforcement agencies are provided with rackcards that provide information on speeding and other traffic problems.

   The Office of Accident Records provides feedback to agencies about where the traffic problems are.

C. Enforcement

   Law enforcement officers are provided with support for equipment and overtime needed to enforce speeding laws; training is provided through the law enforcement training center and through the law enforcement liaisons who assist agencies throughout the year.

   A project that began in FFY08 and will be continued into 2009 was initiated at a Roadway Safety Committee meeting. The Office of Highway Safety has started a

process to get a monthly list of revoked and suspended drivers from the Driver Licensing program to law enforcement agencies.

D. Public Education/Media

Rackcards have been developed to provide simple messages about speeding, drinking and driving, buckling seatbelts, and the move over law; these are available for all law enforcement agencies to enhance their education messages when they contact the public.

E. Laws

There were no new laws enacting related to speed in FFY08. Traffic enforcement laws on the priority traffic problems are included on public education materials such as the rack cards, brochures, and reports.

F. Evaluation

The Office of Accident Records provides an annual report that describes the number of crashes involving speeding and exceeding road conditions

Motorcycle Safety Program Summary

FFY08 Objectives:

1. Reduce motorcycle crashes 5% from the current three-year average baseline of 525 to 499 in calendar year 2007.

   This objective was not met although the number of motorcycle crashes decreased 5% from 544 in 2006 to 519 in 2007.

2. Reduce motorcycle fatalities by 5% from the current three-year average baseline of 23 to 22 in calendar year 2007.

   This objective was not met; the number of motorcycle fatalities increased to 28 in 2007.

3. Reduce motorcycle crash injuries by 5% from the current three-year average baseline of 552 to 524 in calendar year 2007.

   This objective was not met; the number of motorcycle crash injuries increased to 554 in 2007.

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

   This goal was met and exceeded expectations by 21%. The South Dakota Safety Council provided motorcycle rider training to 2,252 people in FFY08. These trainings were provided in 13 locations across the state.

Activities to reduce motorcycle crashes:

A. Strategic Planning

Motorcycle riders and motorcycle education experts are involved in the Roadway Safety Committee which provides the group with an opportunity to discuss motorcycle safety strategies with the Office of Highway Safety and others involved in highway safety.

B. Prevention

The Office of Highway Safety administers funding from the state motorcycle registration fees; this funding is used to provide motorcycle training across the state. Trained motorcyclists are logically less likely to crash and if they do crash, they learn how to fall with a minimum of injury.

Through a project agreement with the Office of Highway Safety, ABATE of South Dakota developed a Black Hills Skills Map which is distributed across the State before the annual Sturgis Motorcycle Rally. The map provides a rating for roads in the Black Hills to educate riders about road difficulty and therefore, prevent crashes.

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.

C. Enforcement

During the annual Sturgis Motorcycle Rally, law enforcement is increased in proportion to the number of people attending the Rally. The Office of Highway Safety provided funding for overtime to enforce traffic safety laws during the Rally.

D. Public Education/Media

The Office of Highway Safety provided funding to ABATE of South Dakota in FFY08 to develop and place Share the Road media messaging. These ads played on TV during the spring and summer months.

The Office of Highway Safety media contractor placed NHTSA ads on TV and radio during the spring and summer which provided emphasis for the ads NHTSA had placed nationally.

E. Laws

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

F. Evaluation

Crash data is evaluated to identify motorcycle crash problems; crash data is used to focus interventions on the age range, location, time of year, of crashes. Unfortunately,

the number of motorcycle fatalities has increased significantly over the past ten years and on average, 75% of motorcycle fatalities were not wearing a helmet.

Young Drivers Program Summary

FFY08 Objective:

1. Reduce fatal and injury crashes by 5% in the 14-24 age group from the 3 year average of 2,488 (2004-2006) to 2,364 in FFY 2008.

   This goal was met; by the end of FFY08 the number of fatal and injury crashes for 14-24 year olds was reduced to a 3 year average (2005-2007) of 2,111.

Activities to reduce crashes among young drivers:

A. Strategic Planning

Young drivers have been identified by the Office of Highway Safety as a group whose traffic crash problems transcend several areas: impaired driving, speeding, and lack of restraints. The Roadway Safety Committee recommends that young drivers be provided with driver education and targeted with highway safety prevention, enforcement, and public education/media on seatbelts, speeding, and impaired driving.

B. Prevention

In FFY08, the state Highway Patrol developed the Alive at 25 program, with the assistance of the SD Safety Council, to help young drivers make good decisions about their driving behavior. Alive at 25 lessons include information about people 16-24 years of age who are more likely to be hurt or killed in a vehicle crash; what causes a driving hazard; speeding, alcohol, and drugs greatly increase the risk of injury or death; and improving their driving behavior makes personal, legal and financial sense.

The Office of Highway Safety provides support to the state's Alcohol & Drug Prevention Program to enhance existing impaired driving education and injury prevention community projects, media campaigns, and outreach efforts. Their efforts are targeted at young drivers. The prevention network specialists reach all 10 of the identified top ten alcohol impaired crash counties within the state.

Activities developed and coordinated by the Volunteers of America, Dakotas, Highway Safety Program, target young drivers; this project is described below.

C. Enforcement

Impaired driving, speeding, and seatbelt violations are enforced routinely by law enforcement. In FFY08, compliance checks, checkpoints, and saturation patrols enhanced enforcement efforts that will reduce the number of young drivers killed or injured in traffic crashes.

D. Public Education/Media

In FFY08, impaired driving messages were targeted to young drivers via bathroom advertising; billboards promoting seatbelt use targeting young drivers, a statewide campaign was launched to get parents to talk to their kids about drinking and driving at prom/graduation time, and numerous grass roots efforts.

E. Laws

No changes in state law were made in FFY08 that specifically affects young drivers.

F. Evaluation

Crash data is evaluated to identify young driver trends using crash data and the Youth Risk Behavior Survey (YRBS) administered to high school youth every other year. Crash data shows young drivers continue to have crashes that involve speeding, alcohol, and lack of restraints. The YRBS responses show that youth are buckling up more and drinking or riding in a car with alcohol involvement is declining.

Pedestrians/Bike Safety Program Summary

A. Strategic Planning

Fatal and injury crashes involving pedestrians and bicycles are fortunately uncommon in South Dakota. These populations are included in our Highway Safety Plan because they're national priorities as noted in the Federal Register and by the Governors Highway Safety Association.

The South Dakota Safe Routes to School Program, based in the Department of Transportation, addresses many of the objectives for these groups. Don't Thump Your Melon, supported through the Office of Highway Safety, is the state's bike safety program. Both programs are represented on the Roadway Safety Committee.

B. Prevention

Pedestrian and bike safety prevention education will continue to be addressed through statewide projects to maintain low crash levels. The Don't Thump Your Melon project encourages appropriate bike helmet use and other bike safety goals. This project is discussed below.

C. Enforcement

State and local law enforcement are responsible for pedestrian and bike safety law enforcement.

D. Public Education/Media

Safe Routes to School and Don't Thump Your Melon provide public education on pedestrian and bike safety.

E. Laws

No new laws were enacted in FFY08 that affect pedestrian or bike safety.

F. Evaluation

Safe Routes to School projects must provide an evaluation component to the Department of Transportation. Don't Thump Your Melon assesses knowledge gained at their annual large event by means of a brief survey.

Public Education / Media Program Summary

FFY08 Objective:

1. To effectively reach our demographic with the needed frequency that will influence and change behavior on South Dakota Highways.

   Progress in this area will be discussed below under Public Information Officer and Media Contractor.

Emergency Medical Services Program Summary

FFY08 Objectives:

1. Train 500 newly trained EMT-Bs, 100 first responders and recertify 1,300 EMT basics in FFY 2008.
2. Conduct 25 defensive driving courses in FFY 2008.
3. Conduct 12 Basic Trauma Life Support or Pre-hospital Trauma Life Support Courses in FFY 2008.

   Progress in this area will be discussed below under Emergency Medical Services Program.

Engineering Program Summary

FFY08 Objective:

1. Conduct studies through the Department of Transportation to measure cost versus benefit on engineering projects. Evaluations are done through Department of Transportation Traffic Safety Engineer and the research program.

   Progress in this area will be discussed below under Traffic Safety Engineer.

Data and Technology Program Summary

FFY08 Objective:

1. In FFY08, the SD Office of Highway Safety will continue to contract with a consultant to support collection and analysis of South Dakota crash data to enhance problem identification.

   Progress in this area will be discussed under TraCS and TRCC below.

Administration

In FFY08, federal funds were used to support Department of Public Safety staff time and expenses directly related to the development, implementation, and evaluation of activities described in the Highway Safety Plan. 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 Senior Accountant 70%.

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, James Carpenter, has the overall responsibility for the Office of Highway Safety program. The Management Analyst, June Snyder, is responsible for local grant project coordination. The Public Information Officer, Brooke Bohnenkamp, coordinates public information provided to the media, grant project coordinators, and law enforcement. In addition, the Public Information Officer coordinates services provided by the media contractor. The Senior Accountant, Nancy Carroll, is responsible for the accounting and financial reports required for federal grant reimbursement.

FFY08 Project Agreement Annual Report Summaries

911 Rural Addressing - Haakon and Jackson Counties

Contact Information: Larry Hanes
Haakon County
PO Box 249
Philip, SD 57567

Mitzi Mitchell
Jackson County
PO Box 280
Kadoka, SD 57543

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 911 address. This physical address is unique for every residence or business.

This project provided support for 911 rural addressing signs in Haakon and Jackson counties in FFY08, 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.

911 Rural Addressing – Dewey and Ziebach Counties

Contact Information: Elizabeth Howe
Cheyenne River Sioux Tribe
PO Box 590
Eagle Butte, SD 57625

Plans for this project included rural addressing and signage on the Cheyenne River Sioux Tribe reservation which would save lives by providing locations of traffic crashes and other emergencies; this would lessen response time of emergency responders. In addition, the project would provide data for analyzing traffic crashes on the reservation. This project was not completed in FFY08 and has been recommended as a FFY09 project.

ABATE of South Dakota - Motorcycle Safety

Contact Information: Darrel Killion
ABATE of SD State Coordinator
120 N Washington Ave
Madison, SD 57042

In FFY08, ABATE of South Dakota worked on several motorcycle safety projects. The group developed TV and radio ads with a Share the Road theme, encouraging motorists to exercise safety around motorcyclists; these ads ran statewide in summer of 2008. In addition, a Share the Road video was produced which can be used during Drivers Education classes, bike rodeos, and by community organizations.

ABATE refined the Black Hills Skill Level Map developed in the previous year; 45,000 copies of this map were provided at interstate comfort stops and distributed at the Sturgis Motorcycle Rally in August 2008. The map shows recommended skill levels for roads in the Black Hills region.

A regional motorcycle conference was sponsored by ABATE, held in Aberdeen, on April 26, 2008. Topics included impaired riding, share the road, road hazards, motorcycle crash data, and accident scene management.

ABATE actively participates in the Roadway Safety Committee which provides opportunities for collaboration on motorcycle safety issues with other highway safety programs.

Aberdeen Simmons Middle School

Contact Information: SueAnn Yonkovich
Aberdeen Simmons Middle School
1300 S 3rd St
Aberdeen, SD 57401

In FFY08, a group of youth at the Aberdeen Simmons Middle School used the Community Problem Solvers methodology to increase awareness of drinking and driving and increase seatbelt usage in their community. The students used information about highway safety gained from their research to develop messaging and activities to convey the dangers of drinking and driving and to promote seatbelt use. The group provided peer to peer presentations to 1200 students; they participated in live PSAs on radio when people were driving to work and school; the group provided resource materials to parents at school conferences, wrote articles for the school newspaper, and engaged a Highway Patrol Trooper, the School Resource Officer, and a judge for a school assembly presentation on impaired driving and the importance of seatbelts.

Community Alcohol Prevention

Contact Information: Shawnie Rechtenbaugh
Department of Human Services, Division of Alcohol & Drug Abuse
3800 East Highway 34
Pierre, SD 57501

The Office of Highway Safety provides public education to schools and communities on alcohol and impaired driving through the SD Prevention Network. The Network is made up of specialists in alcohol & drug prevention who are under contract with the Division of Alcohol & Drug Abuse. Each specialist is assigned to serve several counties which collectively provide services statewide.

In FFY08, Eric Majeres with Volunteers of America, Dakotas (see below) developed public education campaigns following NHTSA's Communications Calendar; Eric provided kits for each campaign to the prevention specialists to use to provide education in their service counties.

Dewey County Traffic Safety Project

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. This project met its goal to provide over 50 hrs per month of traffic enforcement. Patrol time actually increased to an average of 82 hrs per month during FFY08. Speed citations increased 65% over the year before. Increasing traffic enforcement resulted in a 7% increase in DUI arrests, seat belt contacts were up by over 60%, and child restraint contacts were up by over 55%. The accident rate was down by 20% over the year before. In FFY08, fatal crashes were down from 4 to 0 with no alcohol related crashes.

Emergency Medical Services for Children, Don't Thump Your Melon

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

This project focuses on child restraints and bike safety for children. Nineteen agencies, including 54 volunteers, were involved in the annual safety tent in Sioux Falls held from August 5-9, 2008 during the county fair. Surveys to evaluate what the kids learned going to the different stations in the safety tents were received from 2,189 kids. 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, 500 bike helmets, 322 bike reflectors, and other bike safety accessories were properly fitted and distributed.

Emergency Medical Services Program and NEMSIS

Contact Information: Bob Graff
SD Emergency Medical Services Program
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. There are 129 ground and 7 air ambulance services in the state.

EMS trains four levels of emergency responders: EMT-Basic, EMT-Intermediate/85, EMT-Intermediate/99 , and EMT-Paramedic. In FFY08, training was provided to 417 newly trained EMTs, 70 First Responders, provided 23 emergency vehicle defensive driving courses, held 13 Life Support classes, and provided refresher training for 1,539 Emergency Medical Technicians.

In FFY08, the EMS Program implemented a statewide NEMSIS system; ten NEMSIS trainings were held in August 2008 and most services will start using the system by Oct. 1, 2008. A state trauma coordinator has been hired by the Department of Health; the trauma coordinator will work closely with the EMS Program and is a member of the state's Traffic Records Coordinating Committee.

The Office of Highway Safety funded a proportionate share of EMS program expenses including trainings and support for training the Office of EMS staff. In FFY08; proportionate share provided to the EMS Program was 13.4% of overall expenses; this reflects the percent of EMS responses needed for traffic crashes.

For more information on Office of EMS accomplishments, please reference their website at http://www.state.sd.us/dps/ems/ .

Fort Meade Veterans Hospital

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

During the Sturgis Rally, 500,000 or more people converge in the Sturgis and Black Hills area. Entrances to the Veteran's Hospital in Sturgis 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 2008. There were no crashes reported at this location in August 2008.

Growing Up Together

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, presentation at the local high school to reduce alcohol related crashes among youth on April 19, 2008. The event was promoted through local radio media. In addition, this project partnered with the Project 8 program to hold a car seat clinic in conjunction with Kids Safe Saturday on April 12, 2008; over 500 adults and children participated in Kids Safe Saturday, a community-wide event with various safety events for kids at different locations in town.

Highway Patrol

Contact Information: Colonel Dan Mosteller
Highway Patrol, Department of Public Safety
118 W Capitol Ave
Pierre, SD 57501

In FFY08, the Highway Patrol provided 5,078 hours of overtime for increased traffic enforcement in the state resulting in 2,699 people arrested for impaired driving, 756 citations for underage possession / consumption, and 1,096 citations for other alcohol infractions.

The Highway Patrol performed 201 sobriety checkpoints and 186 saturation patrols; 351 (13%) of the total impaired driving arrests (2,699) were elicited during these high visibility events. Each high visibility event was preceded by a news release developed by the Public Information Officer.

The Highway Patrol implemented electronic crash reporting in FFY08; TraCS is being used to send crash reports to the Office of Accident Records. These electronic reports account for one-third of the state's traffic crash reports, are extremely accurate due to immediate edit checks in the program, and speed up filing of reports from up to two weeks to an average of 1-3 days.

The Highway Patrol dedicated 2,633 hours to safety and education programs across the state. Troopers conducted presentations at schools, civic organizations, and private businesses on seatbelts, impaired and distracted driving, speed, defensive driving, and other highway safety issues.

Alive at 25 is a new program implemented by the Highway Patrol with the assistance of the SD Safety Council. Alive at 25 is for youth aged 14-25; the program teaches responsible driving. Seven troopers are instructors for Alive at 25.

The Highway Patrol was provided with support for increased traffic enforcement and public education overtime; equipment including radars, cameras, and TraCS related accessories; and public education materials.

Law Enforcement Equipment

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

Law enforcement agencies that identified highway safety problems through analysis of crash reports and/or citation history were invited to apply for support to purchase specific equipment to address those problems. Funding was used to support equipment purchased for the Highway Patrol, sheriff's offices, and police departments including radar units for speed enforcement and in-car video cameras to enhance prosecution of impaired driving cases.

Law Enforcement Liaisons

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

Three individuals with law enforcement experience share a state FTE to provide liaison services between the Office of Highway Safety and local law enforcement agencies. In FFY08, the Law Enforcement Liaisons (LELs) worked with law enforcement agencies to promote targeted traffic enforcement, high visibility mobilizations, and public education. The LELs are tasked with monitoring law enforcement project agreements and other projects assigned by the Director of Highway Safety. The LELs monitor traffic enforcement data submitted by law enforcement agencies; monitor activities; assist with grant applications; and provide resource materials.

Law Enforcement Overtime

Contact Information: Office of Highway Safety
Department of Public Safety

118 W Capitol Ave
Pierre, SD 57501

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

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

Madison Healthy Community

Contact Information: Diana Larson
Madison High School
800 NE 9th 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 and logo to promote safety belt use to all ages in Madison; the logo has been used extensively for promotion of seatbelts. Some of the activities achieved in FFY08 include sponsoring a mock accident presentation at the high school with assistance from law enforcement, EMS, and the media; a parking lot survey for seatbelt use; and many other community wide activities promoting seatbelt use. For more information, please see their website at http://www.buckleupbulldogs.org/ .

Media Contractor

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

The Office of Highway Safety contracted with an advertising agency in FFY08 to provide creative and placement services for highway safety public information. The contractor provided a media plan for FFY08 that followed the NHTSA Communications Calendar and provided messaging about impaired driving, seatbelts, and speeding. Messaging was provided through TV, radio, billboards, restroom advertising, and rack cards.

Miss Click It

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

Miss Click It is a professional safety clown specializing in occupant protection; she provides presentations to children and adults to increase the use of seat belts, booster seats, and car seats around the state. In FFY08, Miss Click It did 62 safety shows and 7 additional special events. Miss Click It traveled 1,408 miles making contact with 2,154 children and adults. Highway Patrol troopers, police officers, and sheriff's deputies assisted with presentations.

Mountain Plains Evaluation

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

In FFY08, a contract with Mountain Plains Evaluation provided for evaluation of the 1st Offender Curriculum and the 24/7 Sobriety Project; this evaluation measured the impact of the programs in reducing recidivism of driving under the influence.

To address the problem of DUI offenders, a standardized 1st Offender curriculum is used to instruct people arrested for their 1st DUI offense; a post 1st Offender course survey of participants shows positive behavior change. After one year, 85% of participants agreed that the course helped them avoid future problems with alcohol or drugs. In FFY08, 185 1st Offender courses were taught reaching 1,271 people.

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 project was initiated in December 2007; data is being gathered, 767 follow-up surveys were sent to 24/7 participants, and will be analyzed after one year of operation.

To evaluate a true measure of success, a long-term study is needed to measure recidivism patterns for people who completed the course or the 24/7 program. Multiple agencies are involved in these projects.

Parents Matter

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

Parents Matter is a public education program that encourages parents to talk to their kids about drinking and driving. Originally developed in the southeast region of the state in response to 13 youth who lost their lives in alcohol related crashes, this program expanded to reach parents statewide in 2008.

Parents Matter involves city and county government, law enforcement, school administrators, prevention specialists, parents, and youth. 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, and provided written materials

The primary goal is a call to action for parents before the most problematic time, prom and graduation. The messaging includes effective, emotional testimonials from families who have lost a child in an alcohol related crash.

In FFY08, 124 schools participated in the Parents Matter campaign: 11,000 DVDs, 45,000 brochures, and 30,000 letters were distributed by Prairie View Prevention. Additional campaign materials were distributed by school districts that preferred to personalize the letters to parents; these school districts sent the materials to parents directly.

Pennington County Selective Traffic Enforcement Program (STEP)

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 to do traffic enforcement in Pennington County. Pennington County surrounds the 2nd largest city in the state and is part of the Black Hills, which draws over 3 million tourists a year. In addition, Ellsworth Airforce Base is in Pennington County, the Base continually rotates in new personnel to the area who are not familiar with the area or traffic laws.

Speeding: STEP deputies issued 1,697 citations and warnings for speeding. The additional manpower provided by the STEP deputies has supplied the Pennington County Sheriff's Office with enough support to increase speeding citations by an average of 47.5% each quarter in FFY08.

Occupant Protection: STEP deputies made 316 contacts for occupant protection, unrestrained or improperly restrained occupants in motor vehicles. This exceeded the goal of 120 contacts for the year by 196 or 263%.

Impaired Driving: STEP deputies made 120 arrests for impaired driving in FFY08. The additional manpower provided by the STEP deputies has supplied the Pennington County Sheriff's Office with enough support to increase impaired driving citations by an average of 24% each quarter in FFY08.

Other Traffic Offenses: STEP deputies made 2,315 contacts for other traffic offenses in FFY08; this is an increase of 65% (average) per quarter over the previous year quarters.

Public Education: STEP deputies made 21 public education presentations in FFY08; audiences included schools, Ellsworth Airforce Base, MADD Community Event, and seatbelt education events.

Project 8 Governors Child Safety Seat Program

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

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

proper installation of seats. Project 8 delivers services through a network made up of five regional hubs and 62 partner agencies.

Project 8 distributed 4,284 child safety seats in FFY08, a 16% increase over the previous year; instruction on proper installation techniques is provided with each seat. Project 8, as described by its name, promotes the best child seat for the child's height and weight. Of the 4,284 seats distributed in FFY08, 1,603 (37%) were booster seats.

In FFY08, 266 child seat events were held; at the events, initially, 96% of the 2,939 child safety seats inspected were improperly installed. After the initial survey, installation instruction is provided to each family at child seat events.

Public education on the need for child safety seats was provided to 7,482 individuals at 122 public education events in FFY08. Venues included conferences, health fairs, new parent classes, child care trainings, and other community events.

To provide the best instruction and assistance with picking the most appropriate seat for children, Project 8 provides technicians with training and certification opportunities. In FFY08, 52.8% of certified child safety seat technicians who needed to renew, were recertified. This is above the national average of 42.7% for recertification of technicians.

Public Information Officer

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 projects that involve media or public education.

During FFY08, the PIO focused on the three major highway safety campaigns including the May Seatbelt Mobilization, Labor Day Impaired Driving Mobilization, and Holiday Impaired Driving campaign and coordinated public information activities for minor highway safety campaigns. The PIO directed the media contractor to develop and release appropriate public information in a timely fashion and assured it was focused on the target audience and was coordinated with the NHTSA Communication Calendar.

Some examples of assistance provided by the PIO include: development and placement of radio ads preceding high visibility traffic enforcement events, development of a coordinated set of rack cards addressing highway safety priorities, and assistance with grass roots public information efforts.

Rapid City DUI Program

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

To combat the high alcohol crash rates in Rapid City, the police department piloted a two-year program to increase enforcement of impaired driving laws. To accomplish this, the police department added two officers specifically for impaired driving law enforcement.

As a result of the increased enforcement, the Rapid City Police Department increased impaired driving arrests by 7% in FFY08 (from 1,432 in 2007 to 1,536 in 2008). Alcohol related crashes were reduced by 34% (from 102 in 2007 to 67 in 2008.

Roadway Safety Committee

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

The Roadway Safety Committee provides recommendations and feedback to the SD Office of Highway Safety regarding setting highway safety priority areas, public education campaigns, safety engineering, law enforcement, emergency medical services, driver education, occupant protection, impaired driving, motorcycle safety and training, and community involvement in highway safety activities. The Committee provides an opportunity for collaboration among a broad variety of agencies involved in highway safety; this maximizes the benefits of projects by avoiding duplication of efforts and coordinate overlapping activities.

The Committee provides the SD Office of Highway Safety with a forum to provide technical assistance and training to committee members on a semi-annual basis.

School Based Alcohol Prevention

Contact Information: Gib Sudbeck
Department of Human Services
3800 E Highway 34
Pierre, SD 57501

To address the high number of youth in fatal and injury alcohol-related crashes, this project infuses alcohol related, highway safety activities into school lessons. LifeSkills and Project Northland curriculums set the stage for decision making opportunities; infusing alcohol related activities into the lessons emphasizes the impact. This project reaches approximately 50,000 students a year in the four largest school districts in the state.

The Youth Risk Behavior Survey is a biannual survey providing weighted data for high school youth; the survey shows a continuous, steady decrease among students who report driving after drinking or riding with someone who has been drinking.

School of Mines and Technology Safe Rides

Contact Information: Mary Jo Farrington
School of Mines and Technology
501 E St Joseph St
Rapid City, SD 57701

To prevent college students from drinking and driving, this Safe Rides program provides prevention education and alternative transportation to college students. This program serves four Black Hills area schools: School of Mines and Technology, National American University, Oglala Lakota College, and Western Dakota Technical Institute. The program reimbursed a local taxi service through a voucher system; in FFY08, 366 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

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

The Office of Highway Safety has contracted with the University of South Dakota to administer and analyze observational data for the past ten years. The survey was administered in partnership with the EMT Association, described below.

The survey was administered with established guidance from NHTSA including site selection, the manual and training for observers, coding forms, and schedule for observations. USD received all the data, performed the analysis, and produced the final report on the results of the survey. In 2008, the certified seatbelt usage rate in South Dakota was 71.8%.

Seatbelt Survey – Observation

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

The Office of Highway Safety contracts with the SD EMT Association for the observation portion of the annual seatbelt survey. The Association provided EMT's to perform the observations at pre-determined sites and times from June 2-10, 2008. A total of 9,796 motorists were observed; the data gathered was sent to USD for analysis (see above).

Sioux Empire Safety Village Buckle Up

Contact Information: Dave Renli
Sioux Empire Safety Village
PO Box #90612
Sioux Falls, SD 57109

This project promoted seatbelt use through signage and demonstration. Permanent signs were designed and erected reminding people to buckle up as they left the Sioux Falls arena parking lot. Buckle Up banners were printed and displayed during the Sioux Empire Fair in August 2008. A plastic skeleton was used to demonstrate proper seatbelt positioning during the Fair; using the skeleton gets peoples attention. The skeleton has been used at several other areas events to promote seatbelt use.

Sioux Empire Driving Simulators

Contact Information: Dave Renli
Sioux Empire Safety Village
PO Box #90612
Sioux Falls, SD 57109

The city of Sioux Falls has a large immigrant and refugee population; this project provides driving simulation experience to people from foreign countries before they drive on the road. Four driving simulators were rebuilt and installed at the Sioux Falls Multi-cultural Center where they are used as part of driving classes. Students are required to take a minimum numbers of hours of training on the simulators and achieve a minimum score before they are allowed to drive on roads. The Multi-cultural Center provides interpreters in appropriate languages for those using the simulators.

Sioux Falls Drug Recognition Experts

Contact Information: Galen Smidt
Sioux Falls Police Department
320 W 4th St
Sioux Falls, SD 57104

Three officers on the Sioux Falls Police Force were trained as Drug Recognition Experts; these experts know how to determine what type of drug an impaired driver may be using. In order to run tests and send reports to state and national coordinators, the officers need an exclusive laptop computer. This project provided three laptop computers.

South Dakota State University Safe Rides

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

The SDSU Safe Rides project provided public education regarding alcohol and impaired driving and made alternative transportation available for students.

Public education was provided through posters and other advertising means; presentations in residence halls and in classrooms; and through a self-assessment survey completed by freshmen.

In 2007-2008, the number of students using the Safe Rides bus increased 80% (from 5,700 in 2006-2007 to 10,062 in 2007-2008). The Safe Rides bus service is provided on a contract with the city transportation system. The bus runs on a regular, well-publicized route during the school year and is available for special events. The project includes bus monitors, building partnerships with local bars and restaurants, solicitation of donations from businesses and civic organizations, and marketing of the service.

Traffic and Criminal Software (TraCS)

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

TraCS enables law enforcement to file crash reports electronically. In FFY08, all Highway Patrol troopers were trained and the system installed on their in-car computers. This technical upgrade allows 30% of all South Dakota crash reports to be automatically imported into the South Dakota Accident Records System (SDARS) database, bypassing the traditional "keyed entry" system.

Expansion of the TraCS data import system to local law enforcement agencies is under development; when implemented, 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.

Technical assistance to install, train, and debug the TraCS system was provided through a contract with Affinity Global Solutions, Incorporated, of Bismarck, North Dakota.

Traffic Enforcement Training

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

This project supported the following training to state and local law enforcement in FFY08:

- Advanced Standardized Field Sobriety Testing (12 attendees)
- Inspection of Commercial Motor Vehicle Crashes (15 attendees)
- Energy Methods in Traffic Crash Reconstruction (13 attendees)
- Computerized Data Recorders, Technician & Certification (26 attendees)

Traffic Records Coordinating Committee (TRCC)

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

The Traffic Records Coordinating Committee met quarterly to discuss ways to improve and use traffic record system. Some of the topics of discussion include enforcing suspended and revoked drivers licenses, development of a trauma system, NEMSIS implementation, 911 signage, electronic ticketing, expansion of TraCS to local law enforcement, adjudication of DUI cases and the effects on a persons driver license.

Traffic Safety Resource Prosecutor and Judicial Training

Contact Information: Paul Bachand
Attorney General's Office

1302 E Hwy 14, Suite 1
Pierre, SD 57501

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

Impaired driving cases can be 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. The TSRP responded to numerous requests from county and city governments to provide research and assistance regarding prosecution of DUI cases in their jurisdictions.

In FFY08, the TSRP provided a DUI training seminar for prosecutors; this seminar included information on crash reconstruction, trial tactics, and extrapolation. In addition, the TSRP assisted with a judicial training at which the 1st Offender and 24/7 programs were highlighted; provided a presentation at the Attorney Generals Conference on the repeal of the implied consent law; and assisted with initial development of a Fatal Alcohol Crash Team.

Traffic Safety Engineer

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

In FFY08, 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 local jurisdictions, provided technical assistance on signing projects for local jurisdictions, provided two counties with Distance Measuring Instruments, and attended national trainings to gain knowledge about traffic engineering and signing improvements.

University of South Dakota Safe Rides

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

South Dakota State University Safe Rides Program provided 12,110 rides during federal fiscal year 2008. A combination of NHTSA federal funding and local support was used for the bus service, advertising the service, bus monitors, training for the coordinator, insurance, and administration. This project involved the community by gaining their cooperation and garnered $262.17 in donations that were put back into the program. 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.

Volunteers of America, Dakotas, Highway Safety Project

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

This project provides support for a safe community's coordinator as well as technical assistance and public education materials to community and college highway safety projects. The coordinator utilizes the SD Prevention Network to provide outreach to communities addressing impaired driving.

FFY08 Expenditures