



**SOUTH CAROLINA'S  
HIGHWAY SAFETY AND PERFORMANCE PLAN  
FFY 2014**

**Submitted by the Office of Highway Safety and Justice Programs  
SC Department of Public Safety**

**July 1, 2013**

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## **ATTACHMENTS**

Appendix A to Part 1200 - Certification and Assurances

Appendix B - Highway Cost Summary 217 Form

Appendix D – Certifications and Assurances

Attachment 1: FFY 2014 - Equipment >\$5,000 for Regional Administrator Approval

Attachment 2: Impaired Driving Plan

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# **Executive Summary**

## **Organizational Placement and Mission of the Office of Highway Safety and Justice Programs**

The Office of Highway Safety and Justice Programs (OHSJP), a division of the South Carolina Department of Public Safety (SCDPS), is responsible for carrying out activities related to the administration of an effective highway safety program. This is accomplished by developing programs and other activities throughout South Carolina. Utilizing evidence-based performance measures and strategies, the impact goal of the OHSJP is to help reduce traffic crashes, injuries and fatalities through the various programs that are spearheaded, coordinated and/or implemented by this office. Crash statistics collected by OHSJP are used to determine our progress in meeting this goal. OHSJP is recognized internally and externally as a division of SCDPS that is dedicated to informing the public about highway safety issues through educational and public outreach campaigns; administering federally funded grants to address highway safety issues; serving as a custodian of statewide collision statistics; and acting as a coordinator of highway safety activities throughout the state. The mission of the Office of Highway Safety and Justice Programs is to develop comprehensive strategies aimed at reducing the number and severity of traffic crashes on the state's streets and highways.

### **Major Functions of OHSJP:**

- Serves as the State Highway Safety Office for South Carolina;
- Administers \$5 - \$10 million in highway safety grant funds from our Federal partner, the National Highway Traffic Safety Administration (NHTSA);
- Houses the Statistical Analysis Center for the agency. Conducts statistical research and analysis to determine the specific causes, locations, and other information regarding traffic collisions. This information is used to determine where best to allocate our grant funds and focus our enforcement/educational efforts;
- Coordinates statewide highway safety enforcement and public information and education campaigns (e.g., *Sober or Slammer!*, *Buckle Up*, *South Carolina. It's the law and it's enforced.*, which correspond respectively to the national *Drive Sober or Get Pulled Over* and *Click-it-or-Ticket* campaigns). Coordination includes garnering law enforcement support for these campaigns, conducting statewide press events, producing TV/radio/print ads to support the stepped-up enforcement effort, etc.;
- Supports the SC Law Enforcement Network (SCLN) system. The SCLN is subdivided into 16 separate networks (based on judicial circuit), each of which meets regularly to share and disseminate traffic safety information, coordinates joint traffic enforcement and media efforts, identifies and provides training for network members, and participates in statewide enforcement mobilization efforts.

- Coordinates the development and implementation, with the assistance of appropriate state and federal partners, of the SC Strategic Highway Safety Plan.

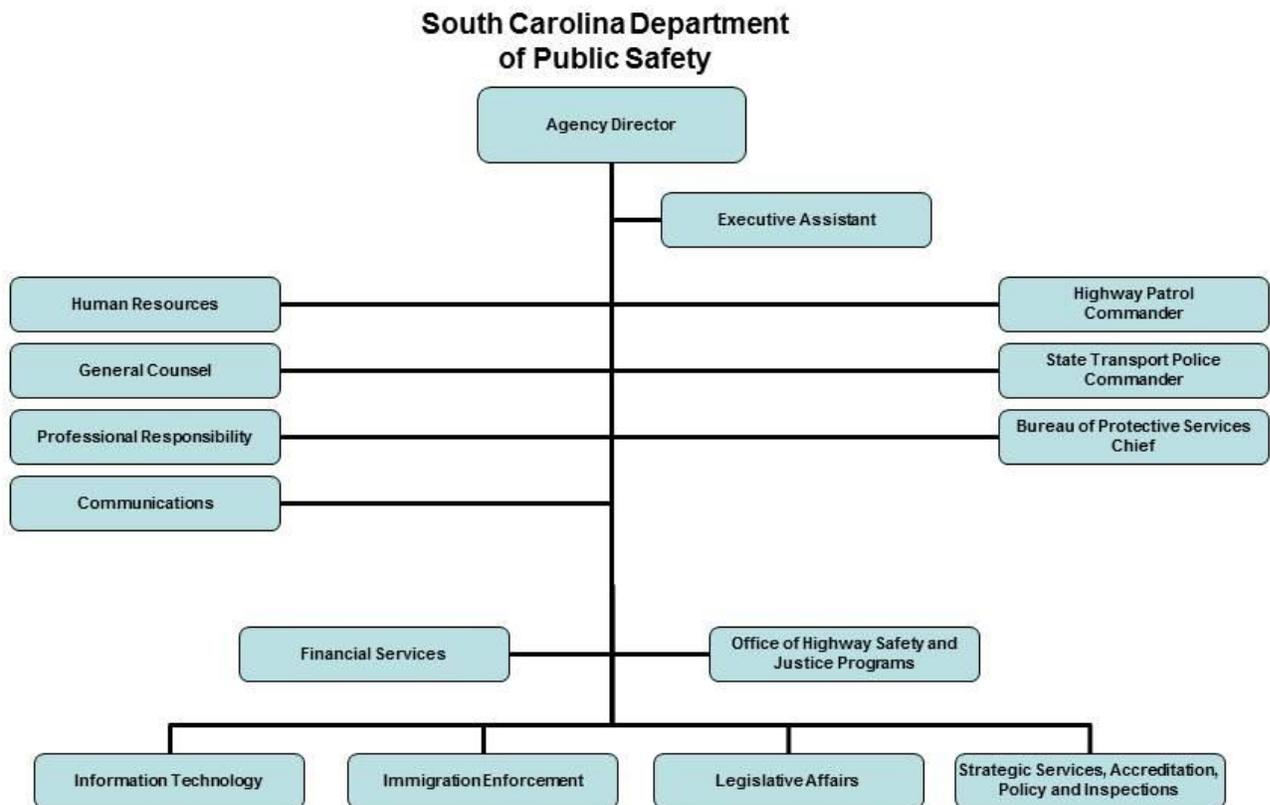
Other Special Projects, Events, and Activities Coordinated by OHSJP:

- Annual Memorial Service for Highway Fatality Victims
- Law Enforcement DUI Challenge
- DUI Enforcement Recognition/Law Enforcement Challenge Ceremony
- BAT (Breath Alcohol Testing) -mobile maintenance
- South Carolina Collision and Ticket Tracking System (SCCATTS)
- Drug Recognition Expert (DRE) Training
- Child Passenger Safety Week (in conjunction with the SC Department of Health and Environmental Control)
- School Zone Safety Week
- Highway Safety Booth @ SC State Fair

The OHSJP also spearheads three statewide committees that have been established to address major issues in highway safety: the Impaired Driving Prevention Council, the Motorcycle Safety Task Force and the Traffic Records Coordinating Committee. OHSJP is divided into the following primary sections: **Grants Administration; Statistical Analysis and Research; Public Affairs; Law Enforcement Support Services; Business Management; Criminal Justice Grants Programs, Juvenile Justice Grants Programs, Victims Services Grants Programs, the Statistical Analysis Center for crime and victims statistics and the SC Law Enforcement Officers Hall of Fame.**

## SCDPS/OHSJP Organizational Chart

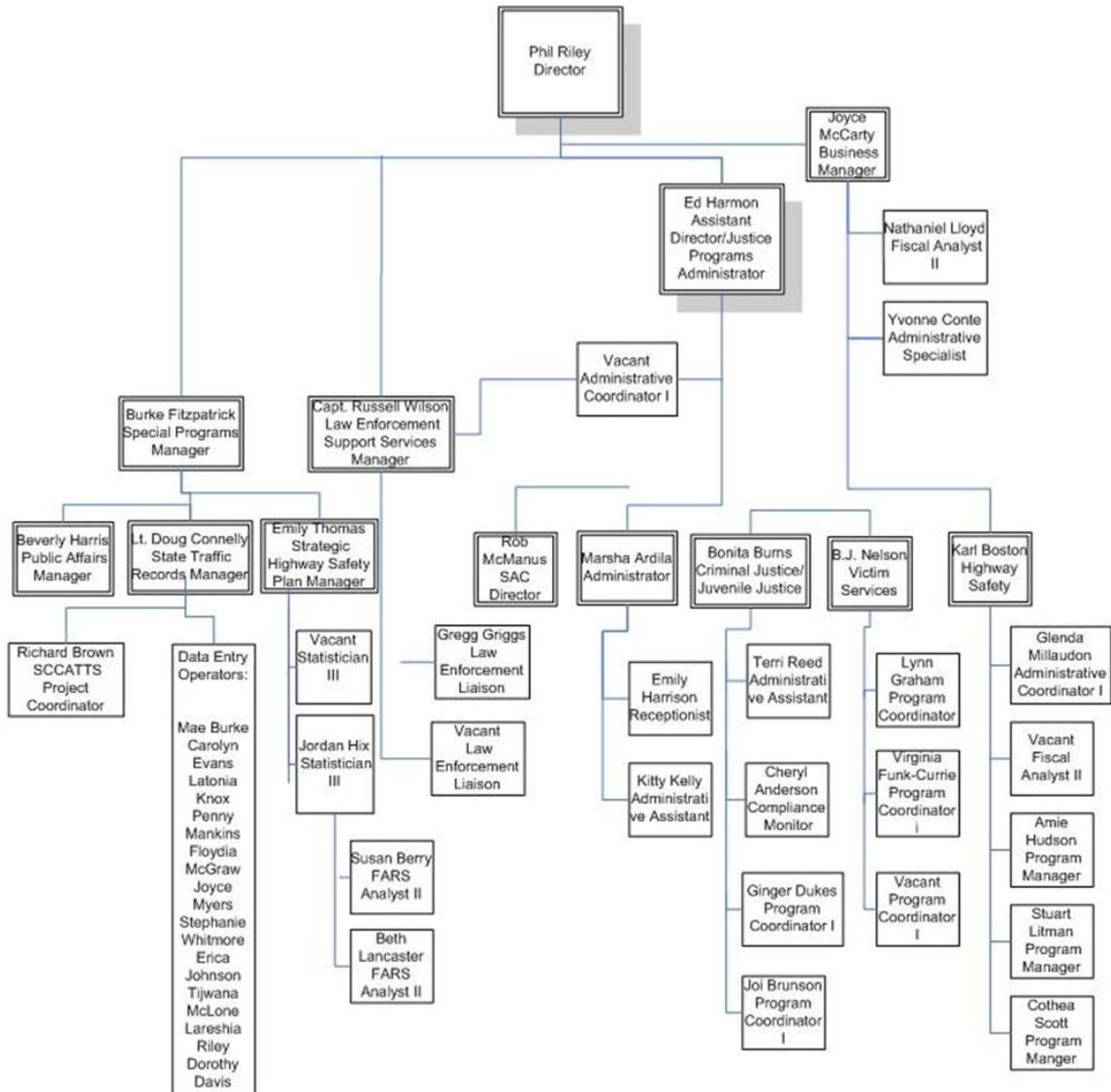
Listed below is a diagram that illustrates the organizational structure of the S.C. Department of Public Safety. The State Highway Safety Office, located within the Office of Highway Safety and Justice Programs, is a component of the Operations Division. The position of Deputy Director for the Operations Division is a direct report to the agency Director, Leroy Smith, who serves as the Governor's Representative for Highway Safety.



Listed below is a diagram that illustrates the organizational structure of the Office of Highway Safety and Justice Programs.

**SCDPS/Office of Highway Safety and Justice Programs**

6/24/2013



## **FFY 2014 Highway Safety Plan**

OHSJP produces an annual Highway Safety Plan (HSP) which serves as a programmatic roadmap for educational and highway safety enforcement initiatives implemented throughout the fiscal year with Section 402 and 405 funds received from the National Highway Traffic Safety Administration (NHTSA). This HSP outlines the strategic approach South Carolina will take to address traffic related crashes and fatalities during FFY 2014 year through data-driven, evidence based performance measures and practices.

### **Organization of the Plan**

On July 6, 2012, Moving Ahead for Progress in the 21<sup>st</sup> Century Act (MAP-21) was signed into law which substantially restructured highway safety grant programs administered by NHTSA. MAP-21 requires the Highway Safety Plan (HSP) to provide for a data-driven traffic safety enforcement program to prevent traffic violations, crashes, and crash fatalities and injuries in areas of the state most at risk for such incidents. An amendment to Section 402(b) mandates the coordination of the HSP data collection and information systems with the State's Strategic Highway Safety Plan (SHSP). The overall purpose is to promote a unified approach to comprehensive transportation and safety planning and program efficiency with other Department of Transportation (DOT) agencies to align State performance targets where common measurements exist such as fatalities and serious injuries.

Funding of eligible projects is based on nationally-established priority areas and others which, with additional justification and approval from NHTSA, may be deemed as state-identified "priority areas." Priority areas for Federal FY 2014 include: impaired driving countermeasures, police traffic services (speed enforcement), adjudication /prosecution and occupant protection. Other areas eligible for funding in FFY 2014 include: motorcycle safety, traffic records (statewide) and pedestrian safety.

The FFY 2014 Highway Safety Plan as presented gives basic information about the state, including demographic information and highway safety specific statistical information for the state relative to traffic fatalities over a period of time (2007-2011), which represents the most recent available final data from both a state and national level. The basic state information will include data on the state's highway safety planning process, as well as how the state went about utilizing data and performance measures to establish appropriate goals for traffic safety improvement. The Plan will then present information and data about the key emphasis areas identified as critical in improving highway safety in South Carolina. The Plan also includes Section 405 grant application documents for Alcohol-Impaired Driving, Occupant Protection, State Traffic Safety Information System Improvements, and Motorcycle Safety.

## **South Carolina Traffic Fatality Data**

Highway safety programs have been successful. In 1966, the motor vehicle death rate in South Carolina was 7.7 fatalities per 100 million vehicle miles of travel; in 2011, the rate was 1.70 fatalities per 100 million vehicle miles of travel. The federally-funded State and Community Highway Safety grant program has been a major contributor to that decline. Despite the gains, highway safety remains a significant and costly problem.

Statistical data (Table 1) for CY 2011 shows 828 people were killed in South Carolina traffic crashes. In the period from 2007 through 2011, the most recent release of FARS indicates that there were approximately 4,529 motor vehicle-related deaths in South Carolina, for an average of about 906 deaths annually. Over this period, however, such deaths declined substantially, starting with 1,077 in 2007 and ending with 828 in 2011 (-23% in 2011, relative to 2007). Total deaths declined in every year except 2011, with the largest declines in 2008 (-156; -14.5%) and 2010 (-85; - 9.5%). The declines in South Carolina during the 2007-2011 time frame are not as significant as those occurring in NHTSA Region 4 or nationally, as seen in Tables 2 and 3 below.

The data in Table 1 show that, in 2011, South Carolina accounted for 10.5% of the *population* in Region 4; 10.1% of the Region's VMT; and 13.2% of the Region's fatalities. South Carolina's percentage of the Region's fatalities increased slightly by 1.9% during this five-year period, South Carolina's percentage of the Region VMT remained relatively unchanged (-0.8%), and South Carolina's percentage of the Region's population also remained relatively stable (a 0.41% increase) when compared to the average of the previous four years. A comparison of South Carolina data with the Regional data (Table 2) and national data (Table 3) indicates that South Carolina's average VMT-based fatality rate over these five years (1.85 per 100 million VMT) was higher than the average for Region 4 (1.44), and both were higher than the average for the nation (1.21).

The state's population-based fatality rate (expressed as the number of deaths per 100,000 population) decreased by 13% in 2011, as compared to the average population-based fatality rate for the years 2007-2010. South Carolina's average population-based fatality rate (19.80 per 100,000 residents) was also higher than both the Regional rate (15.91), and the national rate (11.61).

**Table 1. South Carolina Basic Data**

	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2007-2011 % Change</b>
<b>Total Fatalities</b>	1,077	921	894	809	828	-10.51%
<b>VMT*</b>	51,109	49,597	46,300	49,124	48,730	-0.62%
<b>VMT Rate**</b>	2.11	1.86	1.93	1.65	1.70	-9.96%
<b>Population</b>	4,444,110	4,528,996	4,589,872	4,636,312	4,679,230	2.84%
<b>Pop. Rate***</b>	24.23	20.34	19.48	17.45	17.70	-12.99%
<b>Pct of Region Fatalities</b>	13.05%	12.43%	13.59%	12.65%	13.17%	1.86%
<b>Pct of Region VMT</b>	10.17%	10.20%	10.17%	10.00%	10.05%	-0.82%
<b>Pct of Region Population</b>	10.33%	10.41%	10.45%	10.46%	10.45%	0.41%

\* Vehicle Miles of Travel (millions)

\*\* Rate per 100 million vehicle miles

\*\*\* Rate per 100,000 population

According to the most recent FARS data, South Carolina's traffic death rate per 100,000,000 vehicle miles traveled (VMT) of 1.70 for 2011 is the 3rd highest in the nation; approximately 35% higher than the national VMT of 1.10. The State of Montana has the highest VMT in the nation (1.79) followed by West Virginia (1.78) and then South Carolina (1.70). In South Carolina, VMT declined by 5% from 2007 through 2011 and population increased by about 5% during that period. Thus, the population-based fatality rate declined more (-27%) than either actual deaths (-23%) or the VMT-based rate (-19%).

Table 2 shows that total annual motor vehicle fatalities in Region 4 decreased by 12.2% in 2011, compared with the 2007-2010 average; while VMT-based and population-based fatality rates dropped by 12.3% and 14.2%, respectively. These changes are slightly larger than those experienced in South Carolina (Table 1).

**Table 2. Region 4 Basic Data**

	2007	2008	2009	2010	2011	2007 - 2011 % Change
<b>Total Fatalities</b>	8,252	7,408	6,580	6,394	6,289	-12.15%
<b>VMT*</b>	502,360	486,042	455,314	491,203	484,704	0.20%
<b>VMT Rate**</b>	1.64	1.52	1.45	1.30	1.30	-12.32%
<b>Population</b>	43,010,507	43,526,761	43,927,319	44,334,420	44,758,075	2.42%
<b>Pop. Rate***</b>	19.19	17.02	14.98	14.42	14.05	-14.22%

\* Vehicle Miles of Travel (millions)

\*\* Rate per 100 million vehicle miles

\*\*\* Rate per 100,000 population

Looking nationwide, Table # (below) shows that fatalities across the U.S. declined slightly less than those in Region 4. Total deaths declined by 11.1%, the population-based fatality rate dropped by 12.8%, and the VMT-based fatality rate declined by 11%.

**Table 3. Nationwide Basic Data**

	2007	2008	2009	2010	2011	2007 - 2011 % Change
<b>Total Fatalities</b>	41,259	37,423	33,883	32,999	32,367	-11.06%
<b>VMT*</b>	3,032	2,974	2,814	2,967	2,946	-0.02%
<b>VMT Rate**</b>	1.36	1.26	1.20	1.11	1.10	-11.04%
<b>Population (thousands)</b>	301,231	304,094	306,772	309,350	311,592	2.04%
<b>Pop. Rate***</b>	13.70	12.31	11.05	10.67	10.39	-12.84%

\* Vehicle Miles of Travel (billions)

\*\* Rate per 100 million vehicle miles

\*\*\* Rate per 100,000 population

During this same time period, as Table 4 below demonstrates, South Carolina saw the largest decreases in unrestrained occupant fatalities, a 35.4% decrease when comparing 2007 (492) to 2011 (258). Young driver-involved fatalities reflect a 27.6% decrease when comparing 2007 (176) to 2011(103). When comparing the 454 speeding fatalities in 2007 to the number of Speeding fatalities in 2011 (276), our State experienced a 22.7% decrease in this category. Impaired driving fatalities were 20.8% lower in 2011(315) than in 2007 (464). Other decreases were seen in the following categories - driver fatalities (-13.2%), passenger fatalities (-15%), and older driver-involved fatalities (-3.3%) when comparing 2007 to 2011 statistical data.

Table 4 below demonstrates that the state of South Carolina has seen a slight decrease in motorcyclist fatalities over the time period of 2007-2011. The decrease in these fatalities from 2007 to 2011 is a meager 1.5%. However, the 2011 figure of 129 deaths represents an 11.45% increase over the average of the years 2007-2010. It should be noted, however, that FARS data includes moped rider fatality statistics in the motorcyclist category, whereas South Carolina state traffic data does not.

The total number of pedestrian fatalities in the state declined significantly from 2007-2009 (from 108 in 2007 to 89 in 2009), but moved upward again to 113 in 2011. Table 5 shows that the ten cities in South Carolina with the greatest number of pedestrian fatal crashes accounted for 35.5% of such fatalities across the State. The three cities with the greatest number of pedestrian fatal

crashes accounted for 22.4% of such deaths across the State, with Charleston having 57 such crashes (11.4% of the total), North Charleston with 29 crashes (5.8%), and Columbia with 26 crashes (5.2%).

Also as shown in Table 4 below, there were 75 bicyclist fatalities in the five-year period examined in this report, with 15 occurring in 2011, representing no change when compared to the average of the previous four-year period, and a 28.6% decrease from the level in 2007. It should be noted, however, that bicyclist fatalities have been trending upward over the last two years of the period in South Carolina. In Region 4, there was a 5.8% increase in bicyclist fatalities in 2011, compared to the prior four-year average. Nationwide, there was a 1.4% increase in these fatalities.

**Table 4. Fatalities by Type**

	2007	2008	2009	2010	2011	Total 2007 - 2011	% Change (1 <sup>st</sup> vs. 5 <sup>th</sup> Year)	2007-2011 % Change
<b>Total Fatalities</b>								
South Carolina	1,077	921	894	809	828	4,529	-23.12%	-10.51%
Region	8,252	7,408	6,580	6,394	6,289	34,923	-23.79%	-12.15%
U.S.	41,259	37,423	33,883	32,999	32,367	177,931	-21.55%	-11.06%
<b>Driver Fatalities*</b>								
South Carolina	704	616	614	553	540	3,027	-23.30%	-13.15%
Region	5,365	4,917	4,251	4,106	4,001	22,640	-25.42%	-14.14%
U.S.	26,570	24,254	21,835	21,072	20,753	114,484	-21.89%	-11.44%
<b>Passenger Fatalities*</b>								
South Carolina	239	187	176	151	160	913	-33.05%	-15.01%
Region	1,730	1,402	1,293	1,227	1,185	6,837	-31.50%	-16.14%
U.S.	9,036	7,775	7,097	6,761	6,237	36,906	-30.98%	-18.65%
<b>Motorcyclist Fatalities</b>								
South Carolina	131	123	108	101	129	592	-1.53%	11.45%
Region	1,094	1,103	859	848	955	4,859	-12.71%	-2.15%
U.S.	5,174	5,312	4,469	4,518	4,612	24,085	-10.86%	-5.26%
<b>Pedestrian Fatalities</b>								
South Carolina	108	101	89	90	113	501	4.63%	16.49%
Region	930	866	843	892	892	4,423	-4.09%	1.05%
U.S.	4,699	4,414	4,109	4,302	4,432	21,956	-5.68%	1.16%
<b>Bicyclist Fatalities</b>								
South Carolina	21	14	11	14	15	75	-28.57%	0.00%
Region	170	171	154	125	164	784	-3.53%	5.81%
U.S.	701	718	628	623	677	3,347	-3.42%	1.42%
<b>Impaired Driving Fatalities</b>								
South Carolina	464	400	374	353	315	1,906	-32.11%	-20.80%
Region	2,581	2,312	2,049	1,882	1,824	10,648	-29.33%	-17.32%
U.S.	13,041	11,711	10,759	10,136	9,878	55,525	-24.25%	-13.44%
<b>Speeding Fatalities</b>								
South Carolina	454	350	337	288	276	1,705	-39.21%	-22.74%
Region	2,215	1,903	1,651	1,507	1,305	8,581	-41.08%	-28.26%
U.S.	13,140	11,767	10,664	10,508	9,944	56,023	-24.32%	-13.68%
<b>Unrestrained Occupant Fatalities</b>								
South Carolina	492	412	381	313	258	1,856	-47.56%	-35.42%
Region	3,280	2,898	2,481	2,258	2,042	12,959	-37.74%	-25.18%
U.S.	14,446	12,925	11,545	10,590	10,180	59,686	-29.53%	-17.75%
<b>Young Driver-Involved Fatalities</b>								
South Carolina	176	132	138	123	103	672	-41.48%	-27.59%
Region	1,529	1,221	965	971	890	5,576	-41.79%	-24.03%
U.S.	7,552	6,311	5,544	4,936	4,711	29,054	-37.62%	-22.59%
<b>Older Driver-Involved Fatalities</b>								
South Carolina	140	122	132	115	123	632	-12.14%	-3.34%
Region	1,238	1,144	1,118	1,178	1,153	5,831	-6.87%	-1.41%
U.S.	6,169	5,825	5,613	5,787	5,684	29,078	-7.86%	-2.81%

\* Fatality types cross multiple categories; therefore, some fatalities contribute to multiple categories (rows) in this table.

**Table 5. Pedestrian Fatalities  
by Top Cities**

City	2007	2008	2009	2010	2011	Total 2007 - 2011 N	%
Charleston	8	3	8	7	31	57	11.4%
North Charleston	3	5	2	4	15	29	5.8%
Columbia	2	2	0	4	18	26	5.2%
Greenville	3	0	2	1	8	14	2.8%
Myrtle Beach	2	0	1	2	6	11	2.2%
Sumter	1	3	1	1	7	13	2.6%
Greer	0	2	0	2	6	10	2.0%
Anderson	0	1	1	1	4	7	1.4%
West Columbia	1	0	0	1	4	6	1.2%
Hilton Head Island	0	0	2	0	3	5	1.0%
<b>Total Top Cities</b>	<b>20</b>	<b>16</b>	<b>17</b>	<b>23</b>	<b>102</b>	<b>178</b>	<b>35.5%</b>
<b>All Pedestrian Fatalities</b>	<b>108</b>	<b>101</b>	<b>89</b>	<b>90</b>	<b>113</b>	<b>501</b>	<b>100%</b>

### Major Contributors to Traffic Fatalities in South Carolina

Figure 10 below demonstrates contributors to traffic fatalities in South Carolina from 2007-2011.

Driver/Operator fatalities accounted for the majority of motor vehicle-related fatalities in South Carolina, accounting for 67% of all such deaths over the five-year period, about 3.3 times as many deaths as were accounted for by passengers (20%).

Three overlapping categories were associated with the next largest proportions of total deaths (after drivers). They were: 1) alcohol-impaired driving deaths (42%); 2) unrestrained-occupant deaths (41%); and 3) speed-related deaths (38%). The number of fatalities associated with each of these three categories declined from 2007 through 2011.

Unrestrained occupant fatalities declined the most (-80 in 2008; -31 in 2009; -68 in 2010; and -55 in 2011), resulting in 48% fewer such deaths in 2011 than in 2007; 35% fewer than the average of the prior four years (see Tables 6 and 4; and Figures 1, 2, and 3).

**Table 6. South Carolina Unbelted Passenger Vehicle Occupant Fatalities**

	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2007 - 2011 % Change</b>
<b>Fatalities</b>	492	412	381	313	258	-35.42%
<b>VMT Rate*</b>	0.96	0.83	0.82	0.64	0.53	-35.02%
<b>Pop. Rate**</b>	11.52	9.45	8.57	6.91	5.62	-35.98%
<b>Pct of Total</b>	45.68%	44.73%	42.62%	38.69%	31.16%	-27.83%
<b>Pct of Region</b>	15.00%	14.22%	15.36%	13.86%	12.63%	-13.68%
<b>Observed Belt Use</b>	74.5%	79.0%	81.5%	85.4%	86.0%	7.37%

\* Rate per 100 million miles of travel

\*\* Rate per 100,000 population

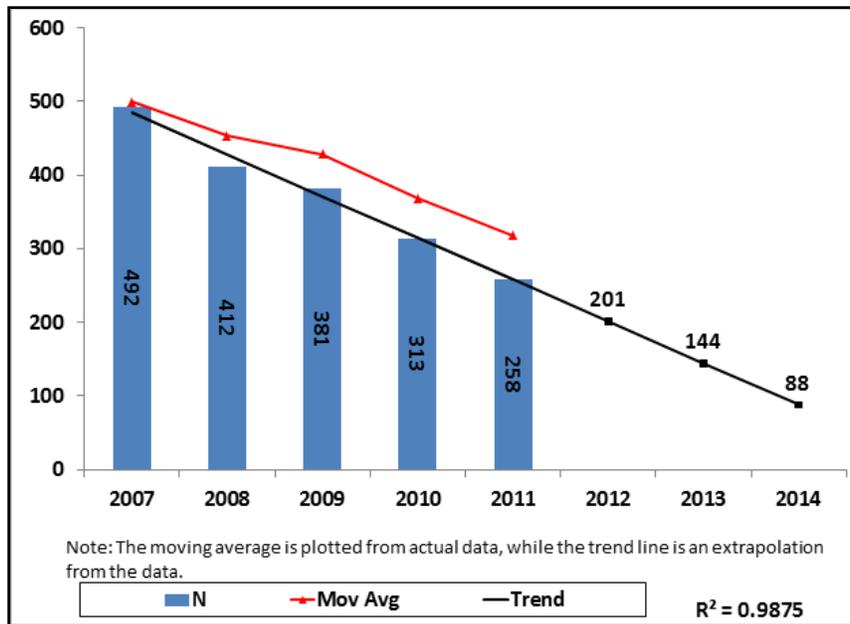


Figure 1. South Carolina Unbelted Passenger Vehicle Occupant Fatalities

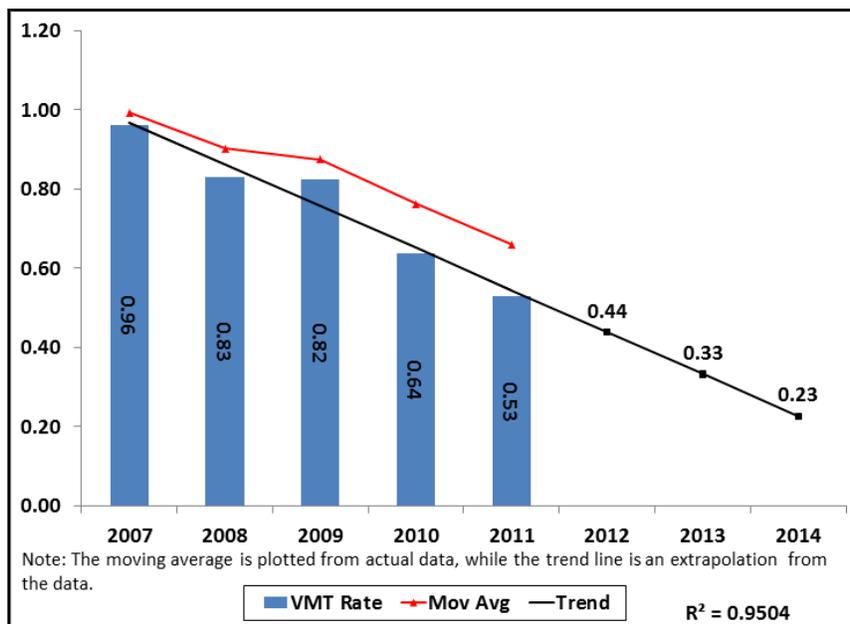


Figure 2. South Carolina Unbelted Passenger Vehicle Occupant Fatalities, VMT Rate

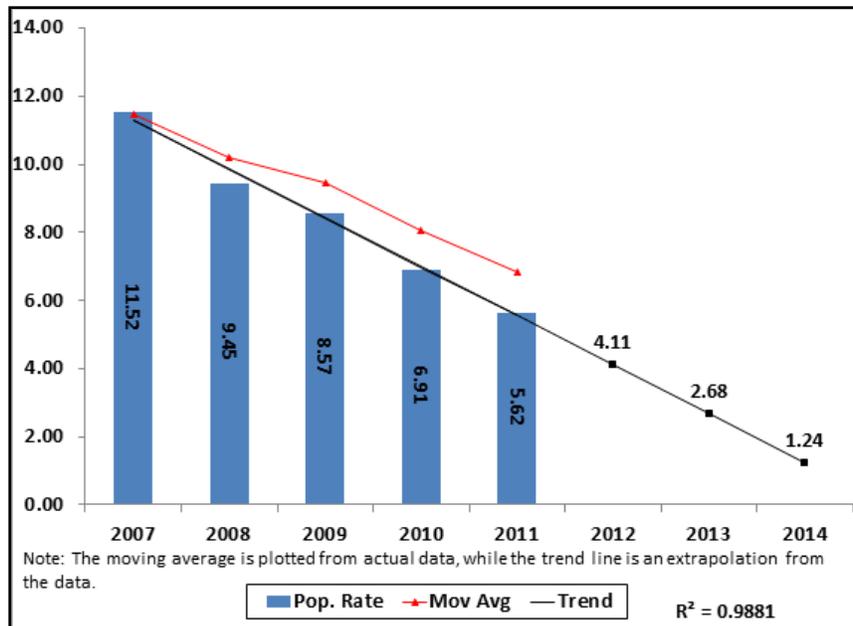


Figure 3. South Carolina Unbelted Passenger Vehicle Occupant Fatalities, Population Rate

The *second largest decline* among these three major categories was in *alcohol-impaired driving* fatalities (-64 in 2008; -26 in 2009; -21 in 2010; and -38 in 2011), resulting in 32% fewer such deaths in 2011 than in 2007; 21% fewer than the average of the prior four years (see Tables 7 and 4; as well as Figures 4, 5, and 6 for trends).

Table 7. South Carolina Alcohol-Impaired Driving Fatalities

	2007	2008	2009	2010	2011	2007 - 2011 % Change
Fatalities	464	400	374	353	315	-20.80%
VMT Rate*	0.91	0.81	0.81	0.72	0.65	-20.31%
Pop. Rate**	10.44	8.83	8.15	7.61	6.73	-22.99%
Pct of Total	43.08%	43.43%	41.83%	43.63%	38.04%	-11.50%
Pct of Region	17.98%	17.30%	18.25%	18.76%	17.27%	-4.22%

\* Rate per 100 million miles of travel

\*\* Rate per 100,000 population

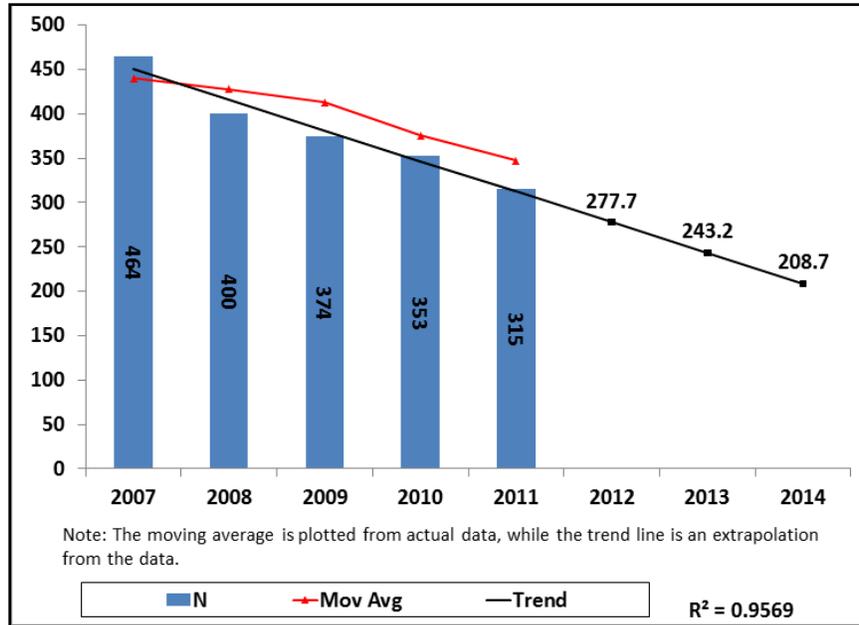


Figure 4. South Carolina Alcohol-Impaired Driving Fatalities

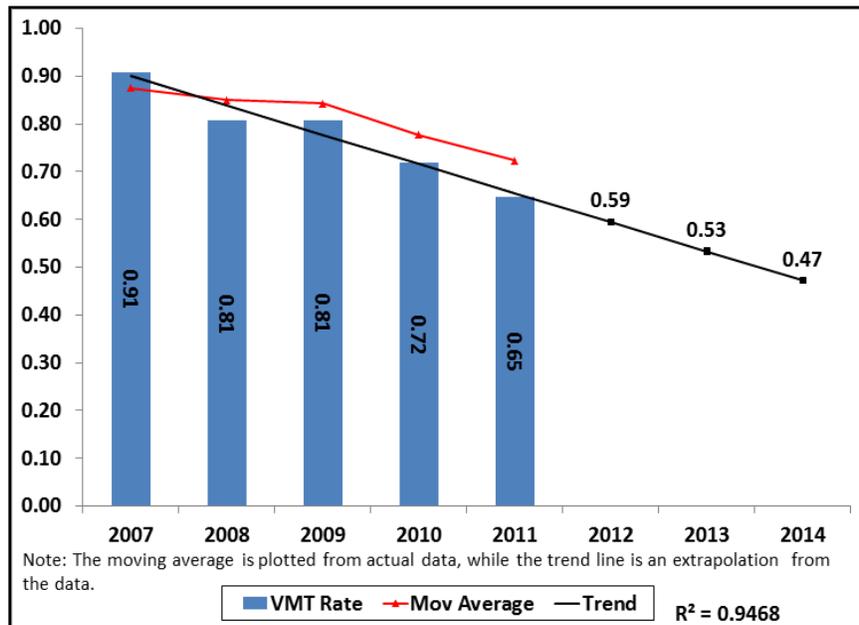


Figure 5. South Carolina Alcohol-Impaired Driving Fatalities, VMT Rate

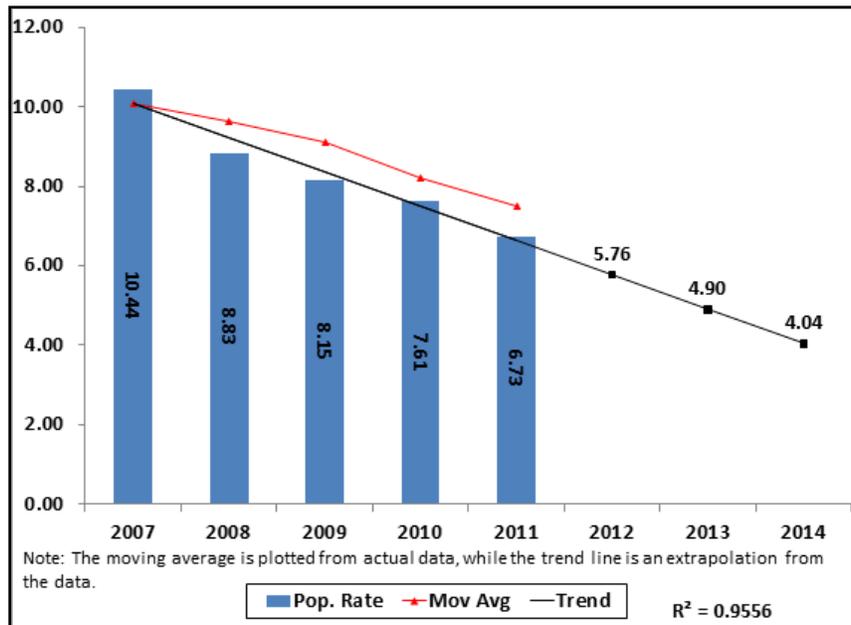


Figure 6. South Carolina Alcohol-Impaired Driving Fatalities, Population Rate

The *third largest decline* among these major categories was in *speed-related* deaths (-104 in 2008; -13 in 2009; -49 in 2010; and -12 in 2011), resulting in 39% fewer such deaths in 2011 than in 2007, and 23% fewer than the average of the prior four years (see Tables 8 and 4; as well as Figures 7, 8, and 9 for trends).

Table 8. South Carolina Speeding-Related Fatalities

	2007	2008	2009	2010	2011	2007 - 2011 % Change
<b>Fatalities</b>	454	350	337	288	276	-22.74%
<b>VMT Rate*</b>	0.89	0.71	0.73	0.59	0.57	-22.26%
<b>Pop. Rate**</b>	10.22	7.73	7.34	6.21	5.90	-24.88%
<b>Pct of Total</b>	42.15%	38.00%	37.70%	35.60%	33.33%	-13.67%
<b>Pct of Region</b>	20.50%	18.39%	20.41%	19.11%	21.15%	7.69%

\* Rate per 100 million miles of travel

\*\* Rate per 100,000 population

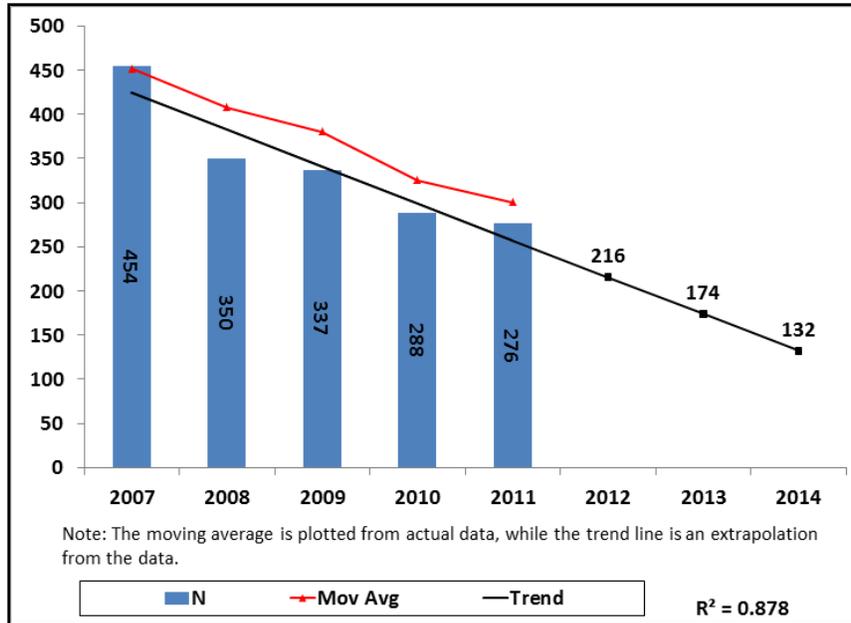


Figure 7. South Carolina Speeding-Related Fatalities

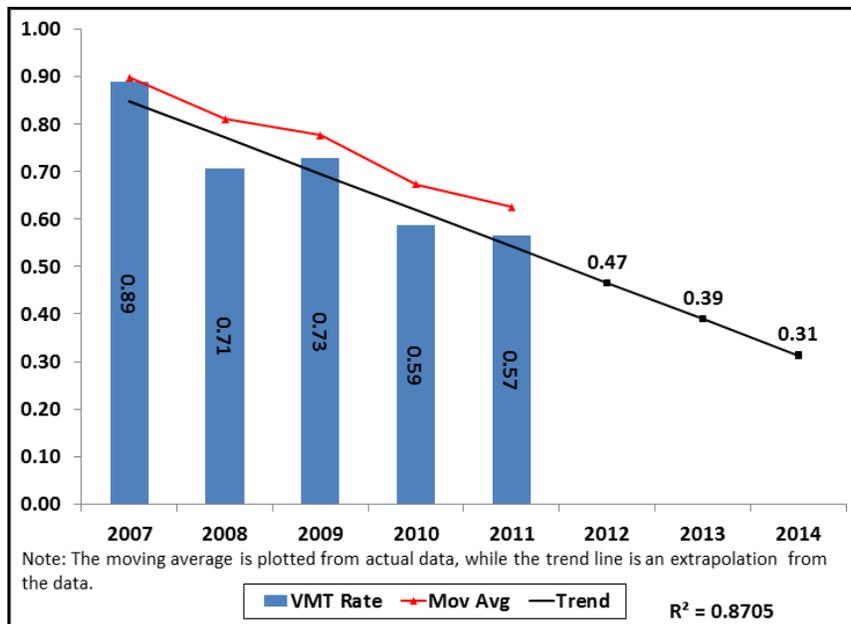


Figure 8. South Carolina Speeding-Related Fatalities, VMT Rate

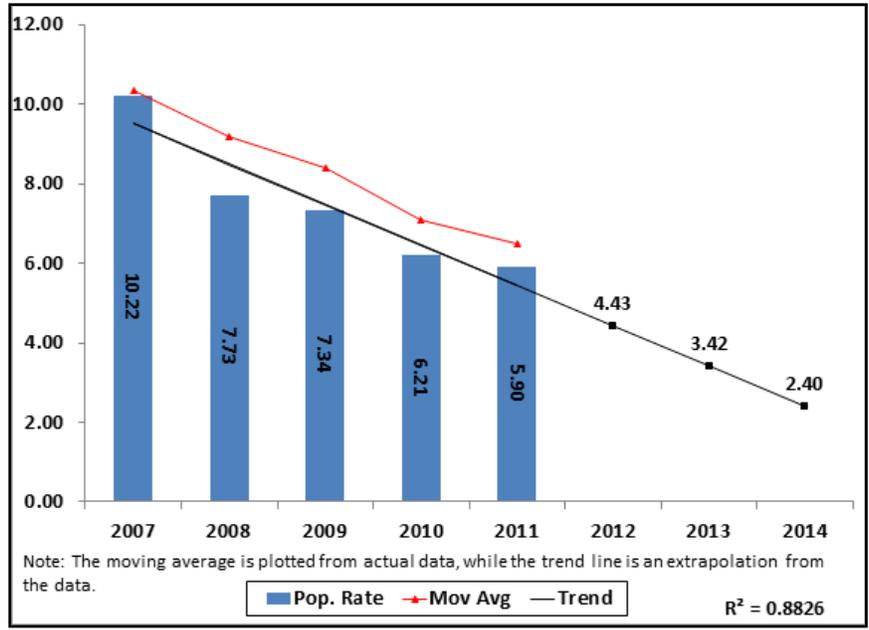
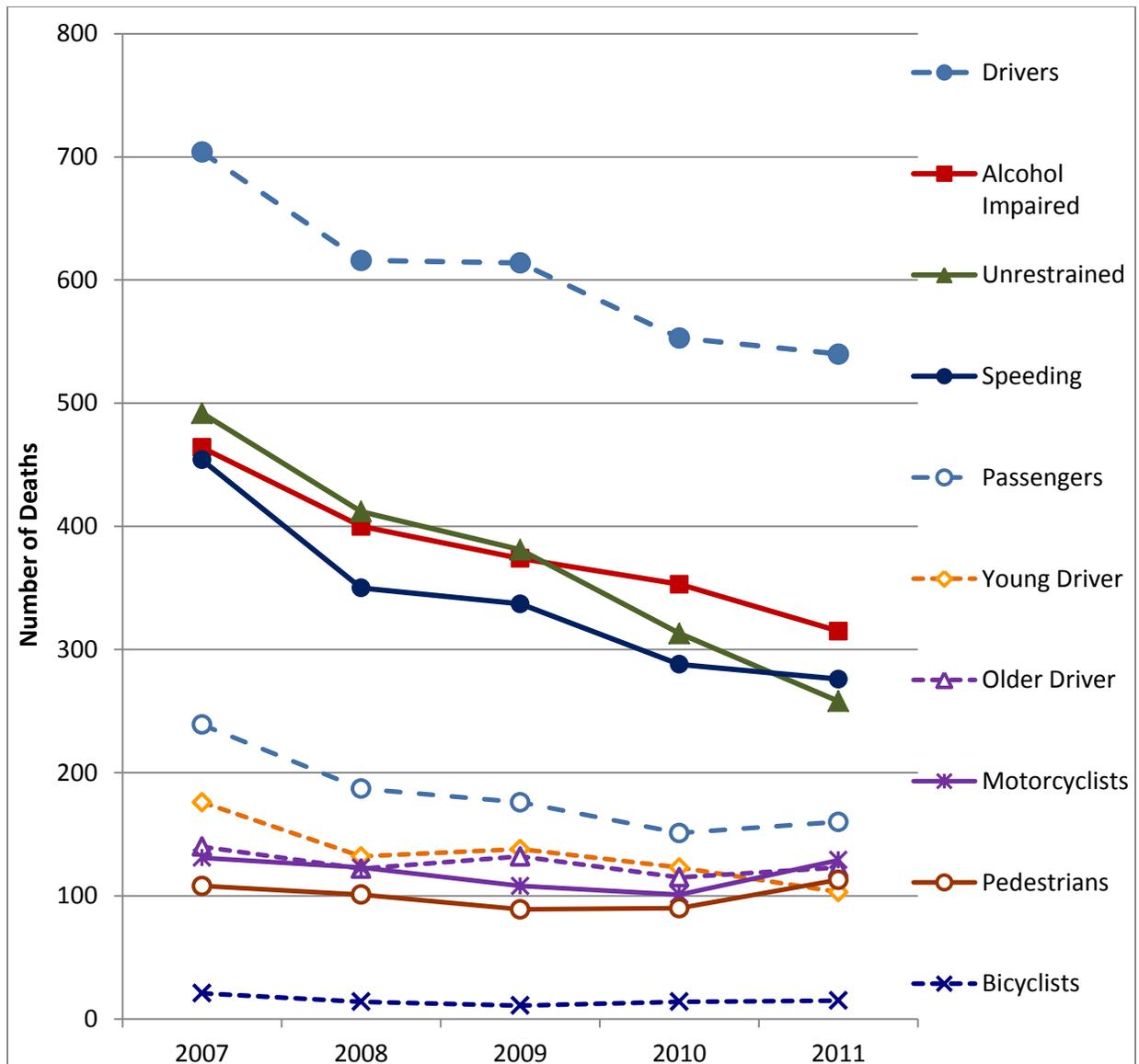


Figure 9. South Carolina Speeding-Related Fatalities, Population Rate



**Figure 10. Traffic Fatality Trends in South Carolina: 2007 to 2011, by Category**

### Mid-range Contributors to Traffic Fatalities in South Carolina

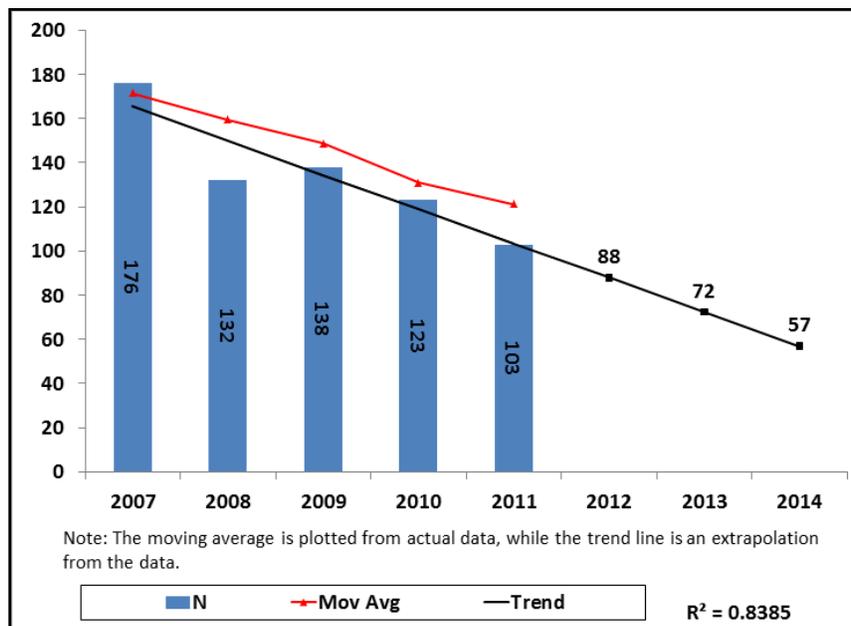
*Four additional categories* were associated with more moderate proportions of deaths, each with between 11% and 15% of total fatalities over the five-year period. These categories (and their proportions) were: 1) **young driver-involved** deaths (15%, average of 134 annually); 2) **older driver-involved** deaths (14% of the total, average of 126 deaths annually); 3) **motorcyclist deaths** (13%, average of 118 annually); and 4) **pedestrian deaths** (11%, average of 100 annually).

The largest decline (among these categories) was in **young driver-involved fatalities** (-42% from 2007 to 2011). See Tables 9 and 4; as well as Figures 11 and 12 for young driver-involved trends.

**Table 9. South Carolina Young Driver-Involved Fatalities**

	2007	2008	2009	2010	2011	2007 - 2011 % Change
<b>Fatalities</b>	176	132	138	123	103	-27.59%
<b>Pop. Rate*</b>	3.96	2.91	3.01	2.65	2.20	-29.59%
<b>Pct of Total</b>	16.34%	14.33%	15.44%	15.20%	12.44%	-19.09%
<b>Pct of Region</b>	11.51%	10.81%	14.30%	12.67%	11.57%	-4.69%

\* Rate per 100,000 population



**Figure 11. South Carolina Young Driver-Involved Fatalities**

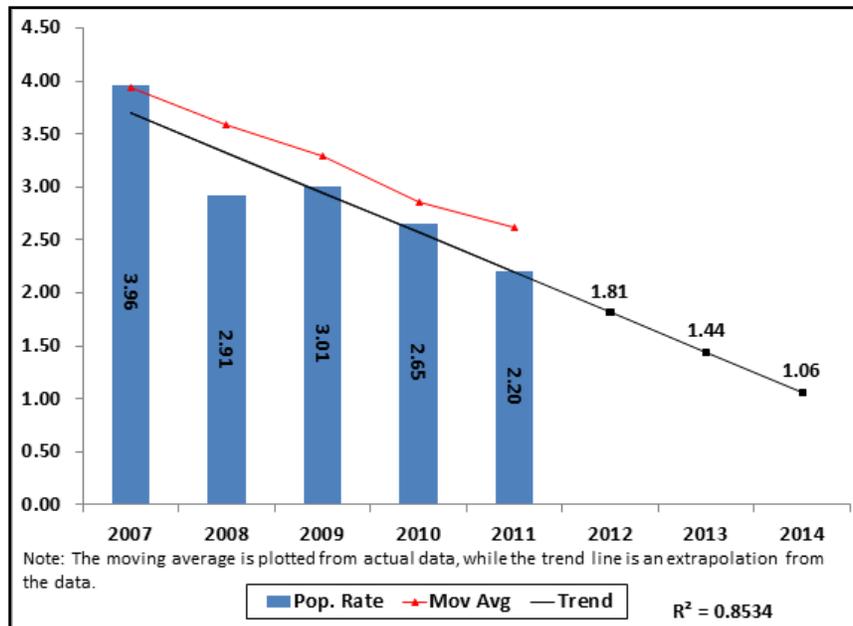


Figure 12. South Carolina Young Driver-Involved Fatalities, Population Rate

The trend in *older driver-involved deaths* was next largest, with 12% fewer older driver-involved deaths in 2011 than in 2007, and 3% fewer than the average of the prior four years. See Tables 10 and 4; as well as Figures 13 and 14 for older driver-involved trends.

Table 10. South Carolina Older Driver-Involved Fatalities

	2007	2008	2009	2010	2011	2007 - 2011 % Change
<b>Fatalities</b>	140	122	132	115	123	-3.34%
<b>Pop. Rate*</b>	3.15	2.69	2.88	2.48	2.63	-6.01%
<b>Pct of Total</b>	13.00%	13.25%	14.77%	14.22%	14.86%	8.01%
<b>Pct of Region</b>	11.31%	10.66%	11.81%	9.76%	10.67%	-1.96%

\* Rate per 100,000 population

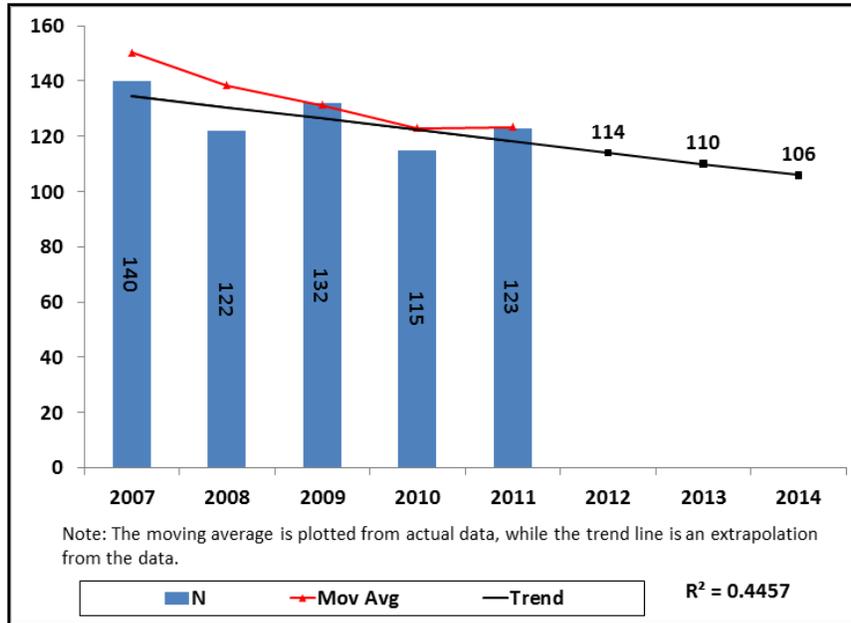


Figure 13. South Carolina Older Driver-Involved Fatalities

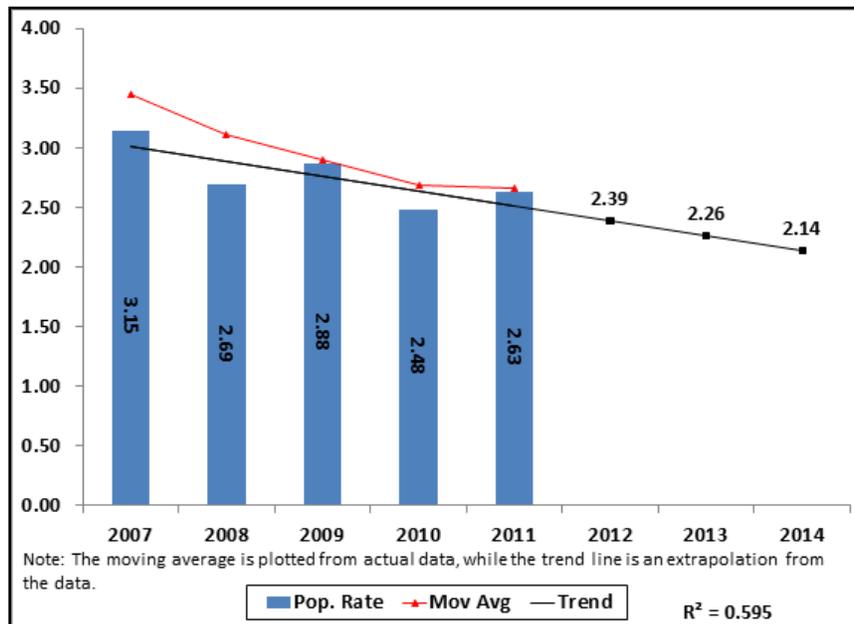


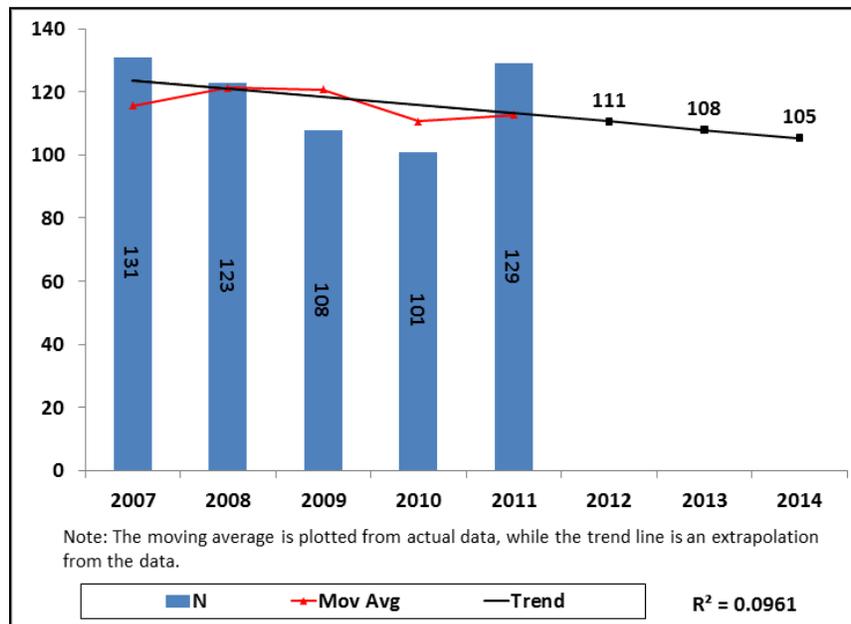
Figure 14. South Carolina Older Driver-Involved Fatalities, Population Rate

*Motorcycle rider deaths* were only 2% lower in 2011 than in 2007; and they were elevated by 11%, compared with the average of the first four years. This increase (relative to the 4-year average) was the result of a continuous decline through 2010 (thus lowering the average), followed by a substantial increase in 2011 (see figure above, as well as Tables 11 and 4; and Figures 15 and 16 in the report for more information on motorcyclist fatalities).

**Table 11. South Carolina Motorcycle Rider Fatalities**

	2007	2008	2009	2010	2011	2007 - 2011 % Change
<b>Fatalities</b>	131	123	108	101	129	11.45%
<b>Pop. Rate*</b>	3.07	2.82	2.43	2.23	2.81	10.47%
<b>Pct of Total</b>	12.16%	13.36%	12.08%	12.48%	15.58%	24.54%
<b>Pct of Region</b>	11.97%	11.15%	12.57%	11.91%	13.51%	13.90%
<b>Unhelmeted Fatalities</b>	96	91	82	75	100	16.28%
<b>Pct Unhelmeted Fatalities</b>	73.3%	74.0%	75.9%	74.3%	77.5%	4.34%

\* Rate per 100,000 population



**Figure 15. South Carolina Motorcycle Rider Fatalities**

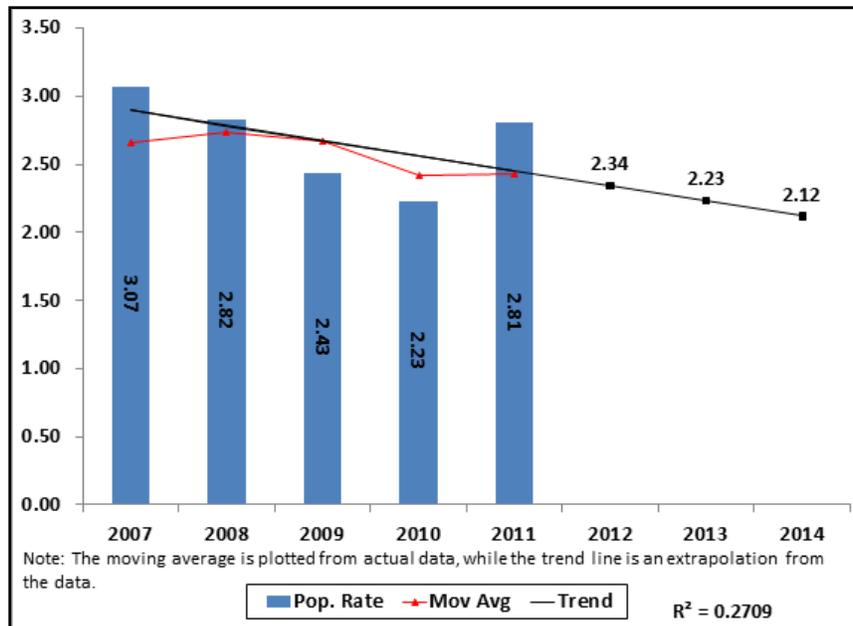


Figure 16. South Carolina Motorcycle Rider Fatalities, Population Rate

*Pedestrian deaths* declined through 2009, leveled off in 2010, and then increased in 2011. Overall, pedestrian deaths were elevated by 5% when comparing 2011 with 2007 and they were 11% higher when compared with the average of the prior four years (similar explanation as that for motorcyclist deaths). See Tables 12 and 4, as well as Figures 17 and 18 for pedestrian trends.

Table 12. South Carolina Pedestrian Fatalities

	2007	2008	2009	2010	2011	2007 - 2011 % Change
<b>Fatalities</b>	108	101	89	90	113	16.49%
<b>Pop. Rate*</b>	2.43	2.23	1.94	1.94	2.41	13.27%
<b>Pct of Total</b>	10.03%	10.97%	9.96%	11.12%	13.65%	30.18%
<b>Pct of Region</b>	11.61%	11.66%	10.56%	10.09%	12.67%	15.29%

\* Rate per 100,000 population

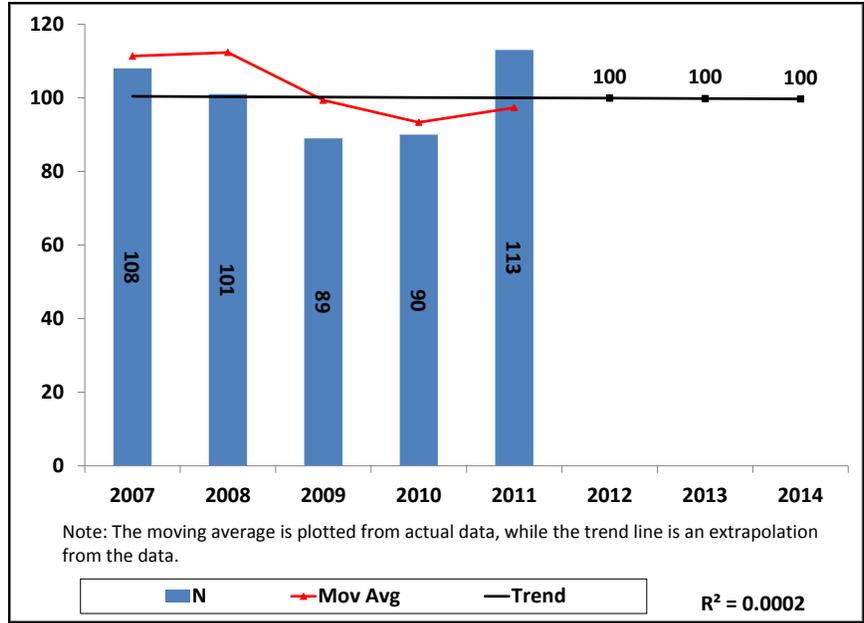


Figure 17. South Carolina Pedestrian Fatalities

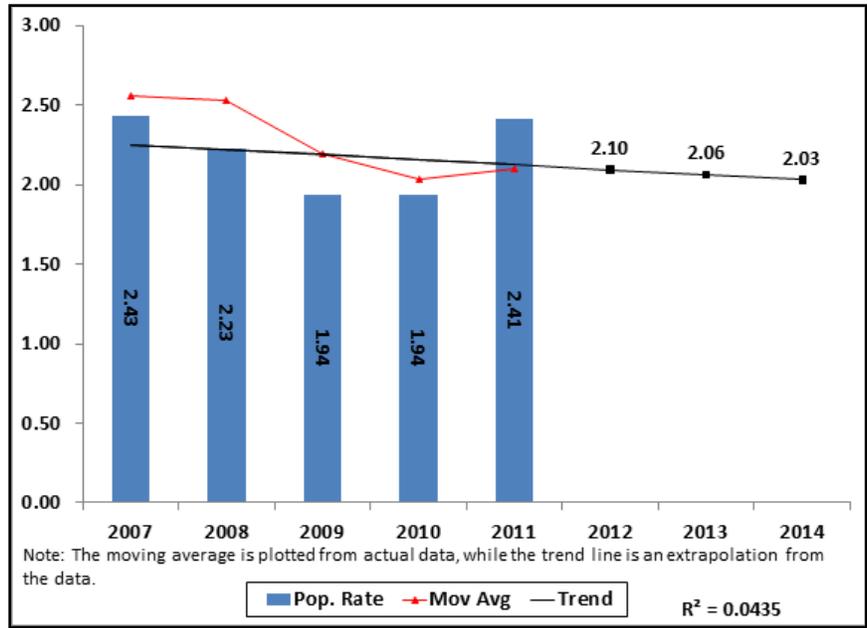


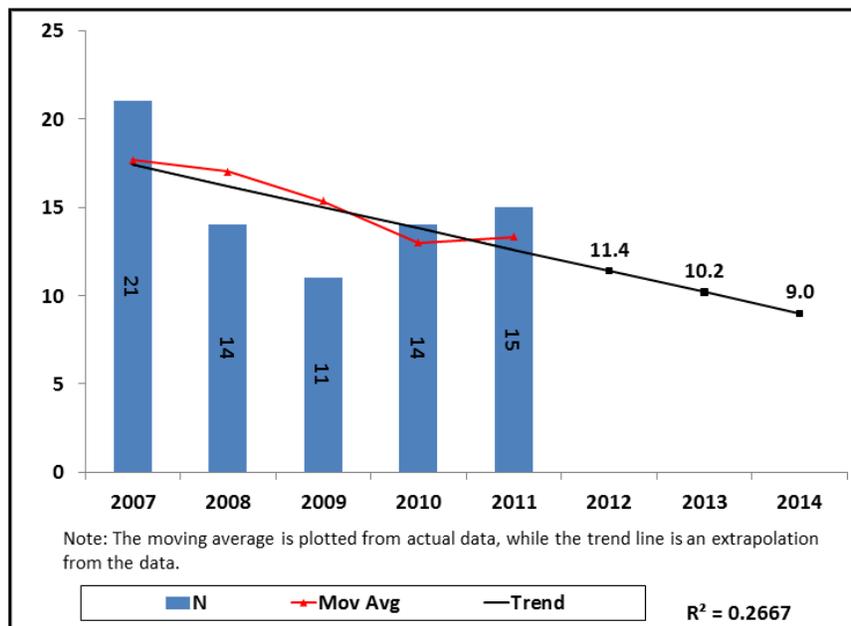
Figure 18. South Carolina Pedestrian Fatalities, Population Rate

**Bicyclist deaths** accounted for the smallest number of traffic deaths in South Carolina from 2007-2011, accounting for about 2% of all traffic deaths in South Carolina over all five years (15 deaths annually). There was a substantial decline in bicyclist deaths through 2009 (from 21 to 11 deaths), followed by a modest increase through 2011 (from 11 to 15 deaths). The number in 2011 (15) was 29% lower than in 2007 (21) and the same as the four-year average (15). See tables 13 and 4; Figures 19 and 20 for trends.

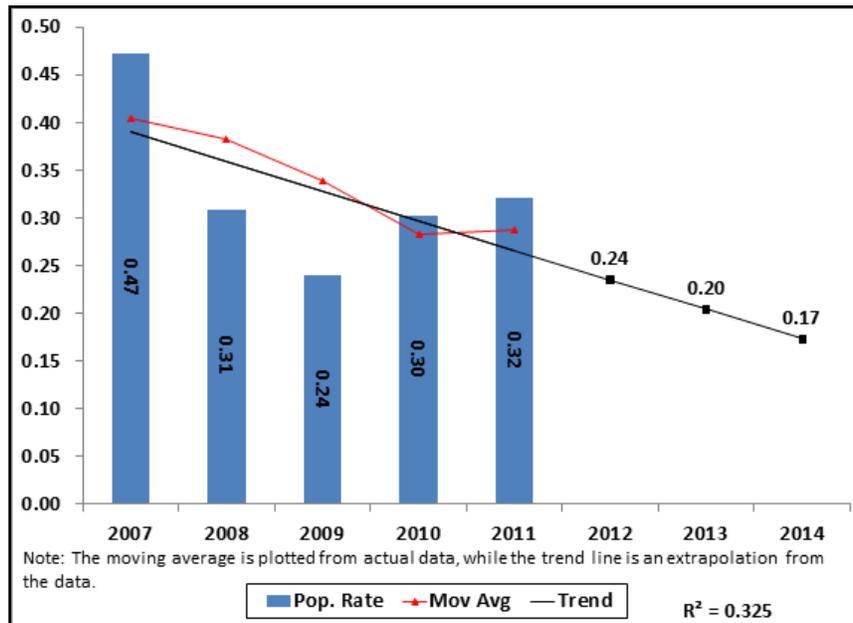
**Table 13. South Carolina Bicyclist Fatalities**

	2007	2008	2009	2010	2011	2007 - 2011 % Change
<b>Fatalities</b>	21	14	11	14	15	0.00%
<b>Pop. Rate*</b>	0.47	0.31	0.24	0.30	0.32	-2.77%
<b>Pct of Total</b>	1.95%	1.52%	1.23%	1.73%	1.81%	11.75%
<b>Pct of Region</b>	12.35%	8.19%	7.14%	11.20%	9.15%	-5.49%

\* Rate per 100,000 population



**Figure 19. South Carolina Bicyclist Fatalities**



**Figure 20. South Carolina Bicyclist Fatalities, Population Rate**

In general, declines measured in 2011 were larger when compared to 2007 rather than to the average of the prior 4 years as a baseline. That is because declines from 2007 to 2010 resulted in 4-year averages that were lower than the level in the first year (2007).

### SC Traffic Fatality Summary

Overall, there were declines in total traffic deaths in South Carolina in every year except 2011, when there was a 2% increase. The largest decline was in 2008 (-15%), followed by 2010 (-10%).

There were declines in 9 of 10 categories of deaths from 2007 through 2011. These declines, in decreasing order of magnitude, were as follows: *unrestrained occupants* (-48%), *young driver-related* (-42%); *speed-related* (-39%), *passengers* (-33%), *impaired driving* and *bicyclists* (-29% each), *drivers* (-23%), *older driver-involved* (-12%); and *motorcyclists* (-2%). There was a 5% increase in pedestrian deaths.

There were increases in 5 of 10 categories in 2011 (among *passengers*, *older driver-involved deaths*, *motorcyclists*, *pedestrians*, and *bicyclists*). These increases may represent increasing upward pressure on fatalities, possibly related to an improving economy. This possibility of increasing upward pressure on deaths should be examined and taken into consideration when projecting trends in the immediate future.

## **South Carolina Traffic Fatality Demographics**

### **Traffic Fatalities By Age and Gender**

As of January 2013, information received from the South Carolina Department of Motor Vehicles (SCDMV) shows there are 3,491,299 licensed drivers (this data includes all ages) in South Carolina who operate 4,050,858 vehicles on a roadway system of over 60,000 public road miles with a land area of 30,060. The South Carolina Department of Transportation (SCDOT) maintains over 41,000 miles of these roadways. The remaining miles are maintained by local governments, private businesses or individuals. Of these 3,491,299 licensed drivers, 1,814,917 are female and 1,676,169 are male. The majority of the licensed drivers in South Carolina are females; however, the Table 14 below shows that from 2007-2011, 1,243, or 27.4% of the 4,529 fatalities involved females, whereas the majority of the fatalities, 3,286, or 73.6% during this five year period were males.

There are 262,752 licensed drivers age 20 or younger which represent approximately 8% of the 3,491,299 licensed drivers in our state. Table 9 indicates the number of fatalities resulting from South Carolina crashes involving a young drivers (between 16 and 20 years of age) during the time period 2007-2011. In 2007, there were 176 such deaths. The number of young driver deaths declined in 2008 to 132, but increased in 2009 to 138 deaths, before declining over the final two years of the period to 103 deaths in 2011. The 103 young-driver involved fatalities in 2011 represent 12% of total fatalities (828) that occurred in 2011. Overall, these data indicate that young driver-involved fatalities declined substantially in South Carolina between 2007 and 2011.

There are 619,673 licensed older driver-involved deaths (drivers age 65 and above) which represents approximately 18% of the 3,491,299 licensed drivers in our state. Table 10 indicates the number of fatalities resulting from South Carolina crashes involving an older driver. There were 140 older driver-involved deaths in South Carolina in 2007, declining to 122 fatalities in 2008, and then fluctuating between 115 and 132 over the final three years of the period. The number in 2011 (123 fatalities) represents a decline of 3.3% compared to the prior four-year average (127), and a larger decline of 12.1% compared to the count in 2007. The declines in older driver-involved fatalities were not as great as the declines shown for young driver-involved fatalities.

As seen in the Table 14 below, the age groups in South Carolina with the *greatest number of fatalities per 100,000 population* were those ages 21-24, 16-20, and 25-34, in order of decreasing fatality rate. However, the age group constituting the *highest percentage of fatalities* was the 25-34 group (18.1%), followed by those ages 35-44 and 45-54 (16.2% each). Combining the 16-20 age group (a 5-year span) and the 21-24 age group (a 4-year span) accounts for 22.3% of the total fatalities. In Region 4, the greatest percentages of fatalities were also in the 25-34, 45-54, and 35-44 age groups, in order of decreasing fatalities. Nationwide, the pattern was the same, with the greatest number of fatalities in the age group 25-34, followed by those ages 45-54, and then 35-44.

**Table 9. South Carolina Young Driver-Involved Fatalities**

	2007	2008	2009	2010	2011	2007 - 2011 % Change
<b>Fatalities</b>	176	132	138	123	103	-27.59%
<b>Pop. Rate*</b>	3.96	2.91	3.01	2.65	2.20	-29.59%
<b>Pct of Total</b>	16.34%	14.33%	15.44%	15.20%	12.44%	-19.09%
<b>Pct of Region</b>	11.51%	10.81%	14.30%	12.67%	11.57%	-4.69%

\* Rate per 100,000 population

**Table 10. South Carolina Older Driver-Involved Fatalities**

	2007	2008	2009	2010	2011	2007 - 2011 % Change
<b>Fatalities</b>	140	122	132	115	123	-3.34%
<b>Pop. Rate*</b>	3.15	2.69	2.88	2.48	2.63	-6.01%
<b>Pct of Total</b>	13.00%	13.25%	14.77%	14.22%	14.86%	8.01%
<b>Pct of Region</b>	11.31%	10.66%	11.81%	9.76%	10.67%	-1.96%

\* Rate per 100,000 population

**Table 14. Fatalities by Age Group and Gender: Totals 2007-2011**

Age Group	Fatalities by Age					Fatalities by Age and Gender					
	South Carolina			Region	U.S.	South Carolina				Region % Males	U.S. % Males
	(N=4,529)	%	Pop. Rate*	(N=34,923)	(N=177,931)	Females		Males			
		Per 100k				N	%	N	%		
<5	49	1.1%	3.27	1.1%	1.2%	23	46.9%	26	53.1%	53.9%	54.6%
5-9	44	1.0%	3.01	1.1%	1.1%	18	40.9%	26	59.1%	50.9%	55.9%
10-15	90	2.0%	5.05	2.0%	2.2%	41	45.6%	49	54.4%	61.4%	58.9%
16-20	538	11.9%	31.85	11.1%	11.6%	162	30.1%	376	69.9%	68.7%	67.9%
21-24	471	10.4%	36.62	10.0%	10.4%	101	21.4%	370	78.6%	76.9%	76.6%
25-34	819	18.1%	27.91	16.9%	16.9%	180	22.0%	639	78.0%	76.1%	75.8%
35-44	735	16.2%	24.21	14.9%	14.2%	194	26.4%	541	73.6%	72.6%	73.6%
45-54	733	16.2%	22.48	16.0%	15.5%	186	25.4%	547	74.6%	73.3%	73.3%
55-64	467	10.3%	16.41	11.4%	11.2%	116	24.8%	351	75.2%	72.5%	72.1%
65-74	312	6.9%	17.47	7.3%	7.0%	102	32.7%	210	67.3%	65.0%	64.1%
75+	256	5.7%	19.77	8.0%	8.7%	119	46.5%	137	53.5%	56.5%	57.1%
Unknown	15	0.3%	N/A	0.2%	0.2%	1	6.7%	14	93.3%	79.3%	71.8%
<b>Total</b>	4,529	100.0%	19.80	100.0%	100.0%	1,243	27.4%	3,286	72.6%	70.8%	70.6%

Highlighting is to help reader identify cells with higher numbers/percentages/population rates

\*Population rate based on intercensal estimates (2007-2011)

## Traffic Fatalities by Race and Hispanic Origin

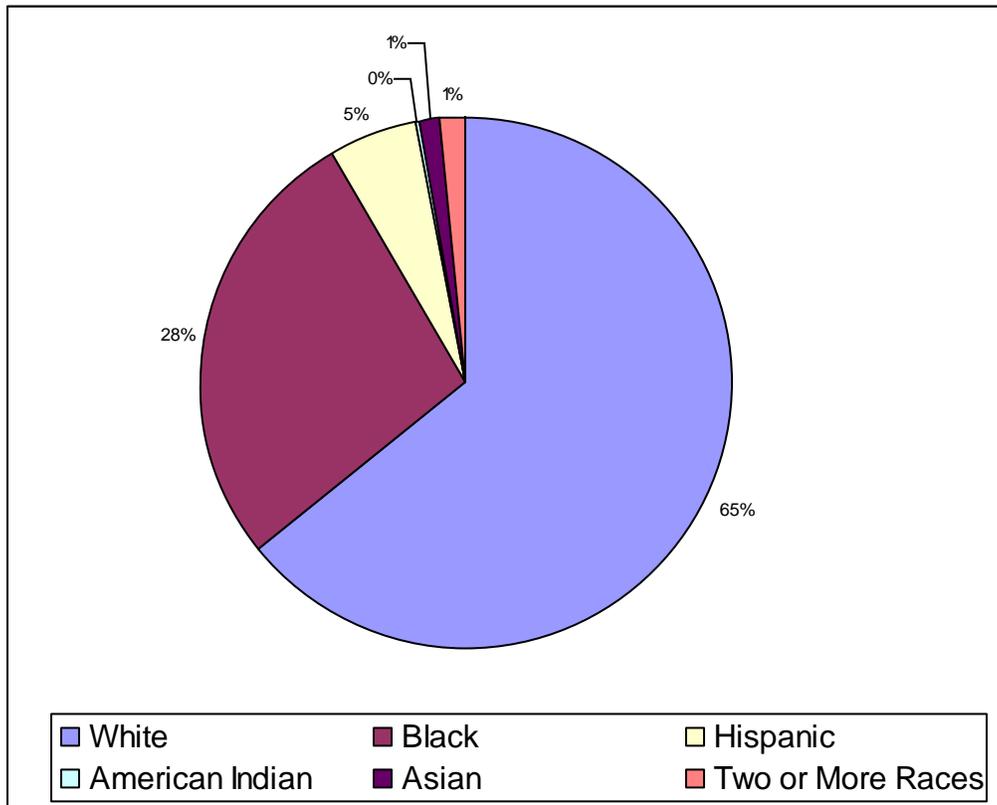
Table 15 below details fatalities by racial/ethnic group which is comparatively representative of the demographic population in South Carolina. To the extent that the race of the crash victims was known, 68.9% of South Carolina's fatalities were racially White over the five-year period, compared to 68.4% of the population in 2011. Blacks represented 30.6% of fatalities over this period and 28.1% of South Carolina's 2011 population. Hispanics represented 5.5% of the fatalities and 5.1% of the population.

**Table 15. Fatalities by Race and Hispanic Origin**

Race/Hispanic	South Carolina					Total 2007 - 2011		
	2007	2008	2009	2010	2011	SC %	Region %	U.S. %
White	765	628	599	561	567	68.9%	73.6%	70.8%
Black	309	284	291	246	257	30.6%	18.6%	0.0%
Other	3	7	4	2	4	0.4%	1.8%	4.3%
Hispanic**	72	53	44	38	44	5.5%	10.8%	10.5%
<b>Total Race Known</b>	<b>1,077</b>	<b>919</b>	<b>894</b>	<b>809</b>	<b>828</b>	<b>100.0%</b>	<b>94.0%</b>	<b>75.1%</b>

\*Percentages based on total fatalities.

\*\*Hispanic is an ethnic, not racial, designation. Because a Hispanic fatality may be of any race, or may not have had their race recorded, Hispanic fatalities do not contribute to the "Total Race Known" calculation.



Source: US Census Bureau 2010 (Figure 21.)

The United States Census Bureau in 2010 identified South Carolina's population at 4,625,364. The Census Bureau estimated that in 2012, the population would increase to 4,723,723, or 2.1%. As indicated in the above Figure (21), the largest South Carolina racial/ethnic groups are White (64.1%) followed by Black (27.7%) and Hispanic (5.1%). In 2010, the median household income of South Carolina residents was \$43,939. However, 16.4% of South Carolina residents live in poverty.

## **Target Zero Initiative**

The data presented above and the strong commitment of the Governor's Representative in South Carolina, the Director of the SC Department of Public Safety, has assisted the state in moving toward the adoption of Target Zero as its main goal in terms of traffic-related deaths. Thus, the state is gearing its highway safety efforts toward eliminating traffic fatalities rather than merely reducing them. During the last decade, several states, including the states of Washington and Illinois, have adopted a variety of enforcement and educational strategies with a view toward eliminating traffic fatalities on their respective roadways. This is a radical departure from the traditional goal-setting approaches adopted by states in efforts to simply reduce traffic fatalities. Though obviously not achievable overnight, the goal of zero fatalities is a noble goal and the only legitimate way to look at the issue of highway traffic fatalities in our state. The SC Department of Public Safety (SCDPS), under the leadership of Director Leroy Smith, has decided to adopt this strategy as the only legitimate way of continuing to drive down traffic fatalities in our state. During FFY 2014, "Target Zero, A Goal We Can All Live With" will be incorporated into various data-driven performance strategies to move toward eliminating traffic deaths in South Carolina.

## **Priority Areas**

FFY 2014 priority areas for the OHSJP will focus on the following:

**Impaired Driving Countermeasures:** The enforcement, adjudication, education, and systematic improvements necessary to impact impaired and drugged driving. This includes programs focusing on youth alcohol traffic safety issues.

**Occupant Protection:** The development and implementation of programs designed to increase usage of safety belts among all age groups and proper usage of child restraints.

**Police Traffic Services/Speed Enforcement:** The development or enhancement of traffic enforcement programs necessary to directly impact traffic crashes, fatalities, and injuries. Speeding programs are a priority; however, these programs should also include attention to DUI enforcement and occupant protection. Priority will be given to projects with integrated enforcement strategies to effectively combat impaired driving and other aggressive driving behaviors such as speeding.

**Motorcycle Safety:** The development and implementation of programs to reduce the frequency of involvement of motorcycles in traffic collisions and to reduce the number of motorcycle-related crash injuries and fatalities. **FARS data includes moped data; however, State data relative to motorcycle statistics does not.**

**Traffic Records (Statewide Emphasis):** The continued development and implementation of programs designed to enhance the collection, analysis, and dissemination of collision, citation and public contact data, increasing the capability for identifying and alleviating highway safety problems.

**Young Drivers:** Components of grant proposals may also include efforts to educate and improve the driving skills, attitudes and behaviors of young drivers, ages 15 - 24. The state has not received project proposals requesting funding to target young driver behavior; however, campaigns, particularly *Sober or Slammer!* focuses on young drivers ages 21-34. The OHSJP will utilize paid advertising of highway safety messages at high school sports venues in the state, to include advertising on printed tickets for sporting and other special events, as well as public address announcements and program advertising.

### **Other Vulnerable Roadway Users**

**Pedestrian Safety:** The development, implementation and evaluation of educational and enforcement programs that will enhance pedestrian safety, thus reducing the occurrence of pedestrian involvement in automobile crashes and the number of pedestrian fatalities occurring as the result of automobile collisions.

**Bicycle Safety:** The development, implementation and evaluation of educational and enforcement programs that will enhance bicycle safety, thus reducing the occurrence of bicycle involvement in automobile crashes and the number of bicycle fatalities occurring as the result of automobile collisions. The continuation of a statewide billboard campaign to increase public awareness of vulnerable roadway user safety issues in the state.

**Moped Rider Safety:** The development, implementation and evaluation of educational and enforcement programs that will enhance moped rider safety, thus reducing the occurrence of moped involvement in automobile crashes and the number of moped operator fatalities occurring as the result of automobile collisions. The continuation of a statewide billboard campaign to increase public awareness of other vulnerable roadway user safety issues in the state.

## **Highway Safety Planning Process**

As defined in the CFR 23 (1200.11), each year the State's Highway Safety Plan must include the planning process utilized by the highway safety office to obtain its source data and the processes used to identify the specific highway safety problems. The State must also describe the highway safety performance measures, define the performance targets, develop and select evidence-based countermeasure strategies and projects to address the problems and achieve its performance targets. The State must also define the efforts used to coordinate and the outcomes from the coordination of the highway safety plan, data collection, and information systems with the state's Strategic Highway Safety Plan. The countermeasure strategies identified in this plan are performance based and were developed with significant input from the Statistical Analysis Center which is housed within the Office of Highway Safety and Justice Programs (OHSJP).

### **Data Sources and Processes**

The Statistical Analysis Center collects and analyzes information concerning traffic collisions on South Carolina's roadways. OHSJP statisticians perform analysis on traffic data to determine when and where collisions are occurring, the demographics of who are involved in collisions, and the specific causes of collisions. This information can then be used for developing and implementing appropriate countermeasures (e.g., enforcement and education initiatives) to help reduce collisions, injuries, and fatalities. The Statistical Analysis Center also houses staff who perform data entry services. Specifically, several fields of information from completed traffic collision reports are input by data entry operators into the Traffic Collision Master File. Responsibilities of this section are far ranging and encompass programming, consultation, descriptive analysis, inferential statistical analysis, report preparation, etc. The current databases maintained and used for statistical analysis are:

#### **Traffic Collision Master File**

Traffic collisions that occur in South Carolina that are investigated by law enforcement agencies are reported to the SC Department of Public Safety (SCDPS) on the Traffic Collision Report Form (TR-310). The OHSJP is responsible for the design and printing of these forms. Data from the TR-310 is either electronically reported or entered by data entry staff into the Traffic Records Master File. Data entered into the Traffic Records Master File are retrieved by OHSJP statisticians and used for performing statistical studies for various users, including law enforcement agencies, governmental units, attorneys, engineers, media representatives, and private users. These studies, conducted upon written request, are primarily descriptive in nature and focus on a specific traffic collision topic. These topics range from collisions at a specific intersection or stretch of road, to collisions during specific months in selected counties, to rankings of specific intersections in a county or jurisdiction.

#### **South Carolina Traffic Fatality Register**

The OHSJP maintains the Traffic Fatality Register as an up-to-date preliminary process of counting traffic fatalities. Comparisons with previous years through the same date are required as an ongoing assessment of traffic safety programs. Data for this file is received through the Highway Patrol Communications Office and TR-310's received from all investigative agencies.

The Traffic Fatality Register is used on a daily basis to record the latest available information concerning persons who die in traffic collisions in South Carolina, including passengers, pedestrians, pedal-cyclists, etc. Through the Traffic Fatality Register, a report is generated on a daily basis and distributed to highway safety committees and program stakeholders, as well as community and constituent groups. The South Carolina Department of Transportation (SCDOT), South Carolina Law Enforcement Division (SLED), SC Criminal Justice Academy (SCCJA), Region 4 office of the National Highway Traffic Safety Administration (NHTSA) and local law enforcement agencies are among the recipients of this critical fatality and seat belt use data distributed through our Statistical Analysis Center.

#### Fatality Analysis Reporting System (FARS)

FARS, an acronym for Fatality Analysis Reporting System, was established in the 1970's as a uniform system for gathering information on fatal traffic collisions in the United States. The data collected is used by a large number of organizations in government, academia and private industry for analyzing a wide variety of traffic safety issues. FARS is a consolidation of a number of former programs under one umbrella as a means of collecting uniform data from each of the 50 states plus the District of Columbia and Puerto Rico. Participation is required and consists of gathering and transmitting fatal collision information to a central data center in Washington, D.C. Currently, data transmittal is performed in each state by means of a personal computer linked, via telephone lines with modems (MDE System), to the headquarters in Washington.

#### SAFETYNET

SAFETYNET is an automated information management system designed to support Federal and State Motor Carrier Safety Programs, by allowing the safety performance of Interstate and Intrastate commercial motor carriers to be monitored. OHSJP and the State Transport Police work together in maintaining this data. OHSJP uses the crash data from the Traffic Collision Master File to upload information regarding the commercial vehicle activity. This data is uploaded weekly to the Motor Carrier Management Information Systems (MCMIS) to the carrier's profile nationwide.

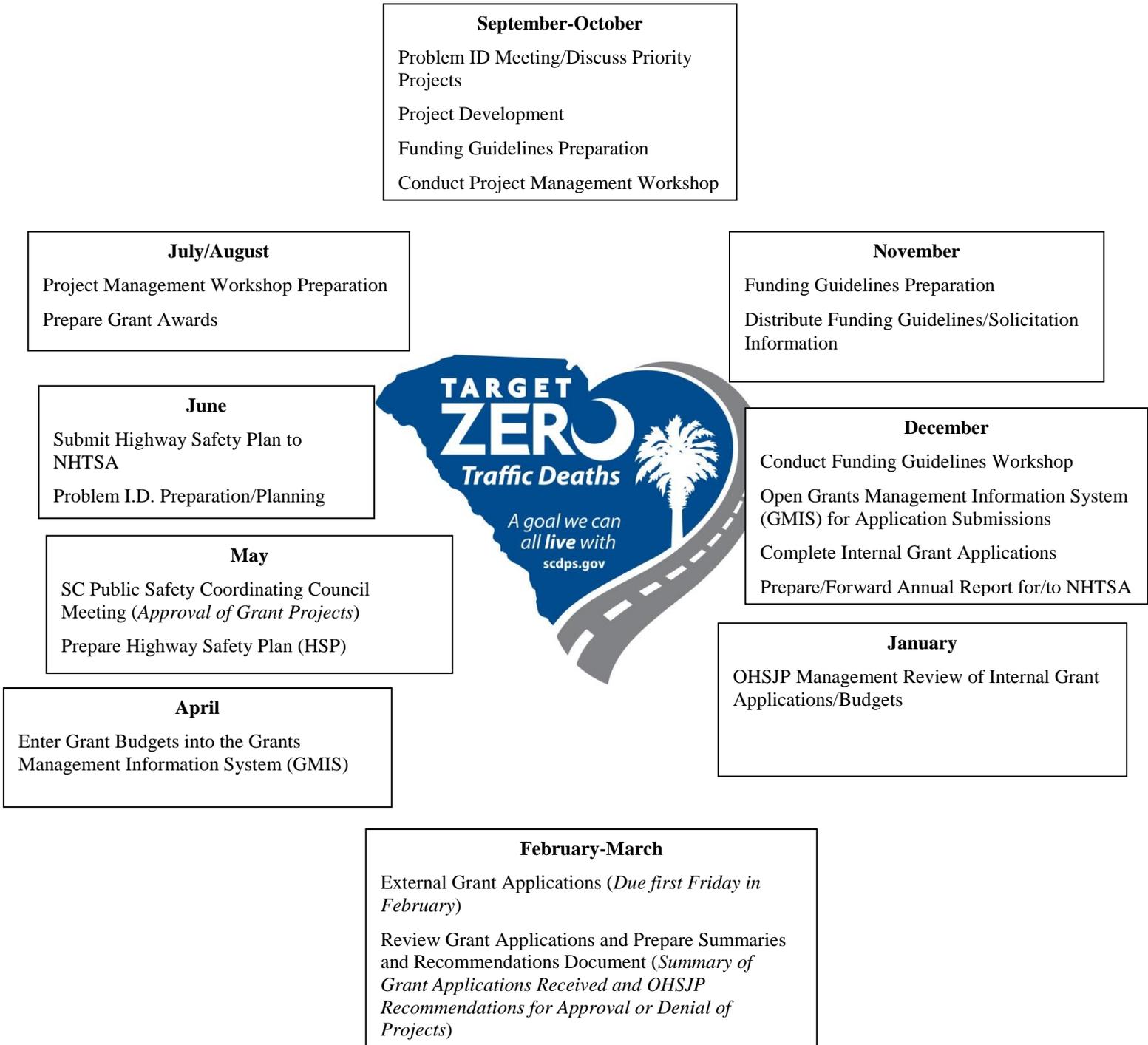
#### South Carolina Collision and Ticket Tracking System (SCCATTS)

The South Carolina Collision and Ticket Tracking System (SCCATTS) is a collaborative effort between several SCDPS divisions and various external agencies. It was created to address the shortcomings of a system that predominantly generated and processed traffic collision reports and traffic citations manually. The goal of SCCATTS is to enhance highway safety through the timely collection, analysis, and response to pertinent data.

## Highway Safety Planning Cycle

The diagram below illustrates graphically South Carolina's process cycle for developing the annual Highway Safety Plan.

### Highway Safety Planning Process and Development



## **FFY 2014 Process to Identify South Carolina's Highway Safety Problems**

### Phase 1

The FFY 2014 Problem Identification process began with a Statewide Statistical Overview conducted by the Statistical Analysis Center to give a picture of the highway safety problems in general in the state of South Carolina. The overview included an identification of problem or priority counties in the state regarding traffic safety issues and concerns and was presented to Office of Highway Safety and Justice Programs (OHSJP) Management staff and Program Area Managers. A general discussion of targeted problem areas and identification of priority areas for funding followed. The analysis utilized evidence-based traffic data over a three-year period showing all counties in the state of South Carolina in six statistical categories regarding fatal and severe injury crashes (number DUI-related, percentage DUI-related, number speed-related, percentage speed-related, number alcohol and/or speed-related, and percentage alcohol and/or speed-related). Additional data was provided in terms of occupant protection statistics in terms of statewide safety belt use, child passenger safety seat use and unbelted occupant traffic fatalities. Information was also provided regarding traffic statistics for vulnerable roadway users (motorcyclists, moped riders, pedestrians and bicyclists. Priority areas for highway safety initiatives for FFY 2014 were tentatively adopted as Impaired Driving Countermeasures; Occupant Protection; Police Traffic Services/Speed Enforcement; and Traffic Records (Statewide Emphasis). Other priority areas for consideration involved vulnerable roadway users and young drivers. During this meeting crash data for the previous three calendar years was provided by the Statistical Analysis Center housed within OHSJP.

### Phase 2

OHSJP management staff met on several occasions to determine funding priorities (programmatic and geographic) and develop a plan for project development for FFY 2014. During these meetings, OHSJP staff identified areas of the state where highway safety problems exist that are void of grant-funded projects or other efforts to reduce crashes and fatalities. The project development plan included, based on an estimate of Federal funds being available in FFY 2014, soliciting quality grant applications from entities in those geographic areas where the greatest highway safety problems exist and for the type projects that are likely to have the most impact.

It was the consensus of the OHSJP staff, based on the meetings outlined above and the review of evidence-based statewide statistical data and project development ideas and efforts, that certain types of projects were strategic to achieving the proposed performance measures by reducing the state's mileage death rate and the number of injury crashes. While project applications were considered from all national and state identified program areas, the group recommended that projects considered strategic and evidence-based to reducing the number of traffic injuries and deaths on South Carolina's streets and highways be given priority consideration.

## South Carolina Performance Measures

Listed in the table below are South Carolina's Highway Safety Performance Measures which are consistent with the performance measures developed by USDOT in collaboration with the Governor's Highway Safety Association. The Table contains data points used to determine appropriate targets for success outlined in the Plan document. Data-driven targets for each performance measure have been established and placed in the appropriate corresponding program area within the HSP document. These performance targets will allow the OHSJP to track the State's progress toward meeting each target from a specific baseline.

NHTSA Core Measures		2006-2008	2007-2009	2008-2010	Baseline 2009-2011
		C-1	Traffic Fatalities	1014	964
C-2	Serious Injuries	3903	3688	3474	3390
C-3	Fatalities/VMT	2.02	1.93	1.77	1.72
	Rural	3.69	4.69	4.28	2.54
	Urban	0.39	0.22	0.34	0.37
C-4	Unrestrained Passenger Vehicle Occupants	454	428	369	317
C-5	Alcohol Impaired Driving Fatalities	428	413	376	347
C-6	Speed Related Fatalities	408	380	325	300
C-7	MC Fatalities	121	121	111	113
C-8	Unhelmeted MC Fatalities	90	90	83	86
C-9	Drivers Age 20 or Younger Involved in Fatal Crashes	158	146	126	115
C-10	Pedestrian Fatalities	112	99	93	97
C-11	Bicyclist Fatalities	17	15	13	13
C-12	Moped Operator Fatalities	9	20	17	21
A-1	Number Seatbelt Citations*	139,796	223,969	279,882	286,327
A-2	Number Impaired Driving Arrests*	11,042	18,651	25,931	28,047
A-3	Number Speeding Citations*	259,915	401,682	494,278	481,072

Annual Tracking		2007	2008	2009	2010	2011
B-1	Observed Seatbelt Use	74.5%	79.5%	81.5%	85.4%%	86.0%

### Justification for Performance Targets

A description of the traffic safety performance measures, corresponding goals with established performance targets, justification for the targets and grant projects selected for South Carolina's FFY 2014 Highway Safety Plan are individually referenced by program area throughout this document. Grant projects identified for funding in this plan will be implemented through local and statewide traffic safety enforcement programs that are proven to be effective in preventing traffic violations, crashes, injuries, and fatalities in areas of South Carolina most at risk for such incidents.

### Process for Setting Targets in the HSP

When setting targets in the HSP for the core performance measures, SC Statistical Analysis Center statisticians performed an extensive analysis of the data related to each measure. As recommended during the NHTSA-GHSA webinar, "Tracking Core Outcome Measures and Performance Targets" (May 2013), a minimum of four data points were used to illustrate the progress which has been accomplished over time related to each measure. The preferred method of analysis for almost every measure was a three-year rolling average. The exception was the seatbelt use rate graph which was shown on an annual basis. For all the measures, after the data points were plotted and the graphs were created, a trend line was added that could be used to predict future values.

The statisticians then performed additional data analyses, often examining the data on an annual basis to determine the percent change from year to year. If, for example, the three-year moving average displayed a general downward trend for the total number of fatalities but an examination of the fatality count by year revealed a significant increase in fatalities from 2010 to 2011 and 2011 to 2012 (state preliminary data), the target value from the trend line equation may have proven unfeasible. When this occurred, the statisticians, after consultation with other OHSJP staff, would adjust the target value based on additional data analyses and examination of Highway Safety projects, proposed countermeasures and other factors unique to South Carolina which could impact the possibility of reaching a lofty target based solely on trend line data. Unique factors examined include vehicle miles traveled, population changes, economic impact, legislative roadblocks, cultural dynamics and policy issues.

### Performance Targets (Annual Goals)

Annual Goals are individually listed and referenced by program area throughout the Highway Safety Plan.

## South Carolina Highway Safety Plan Performance Measures and Goals

		Baseline					
NHTSA Core Measures		2006-2008	2007-2009	2008-2010	2009-2011	2014 Goal	
C-1	Traffic Fatalities	1014	964	875	844	802	5% reduction
C-2	Serious Injuries	3903	3688	3474	3390	3221	5% reduction
C-3	Fatalities/VMT	2.02	1.93	1.77	1.72	1.50	12.8% reduction
	Rural	3.69	3.69	3.28	2.54	2.29	10% reduction
	Urban	0.39	0.22	0.34	0.37	0.35	5.4% reduction
C-4	Unrestrained Passenger Vehicle Occupants	454	428	369	317	301	5% reduction
C-5	Alcohol Impaired Driving Fatalities	428	413	376	347	312	10% reduction
C-6	Speed Related Fatalities	408	380	325	300	285	5% reduction
C-7	MC Fatalities	121	121	111	113	112	1% reduction
C-8	Unhelmeted MC Fatalities	90	90	83	86	85	1% reduction
C-9	Drivers Age 20 or Younger Involved in Fatal Crashes	158	146	126	115	113	2% reduction
C-10	Pedestrian Fatalities	112	99	93	97	96	1% reduction

### Additional State Measures

C-11	Bicyclist Fatalities	17	15	13	13	12	7.7% reduction
C-12	Moped Fatalities	9	20	17	21	20	4.8% reduction

A-1	Number Seatbelt Citations*	139,796	223,969	279,882	286,327	
A-2	Number Impaired Driving Arrests*	11,042	18,651	25,931	28,047	
A-3	Number Speeding Citations*	259,915	401,682	494,278	481,072	

\*During grant-funded enforcement activities

Annual Tracking		2008	2009	2010	2011	2014 Goal	
B-1	Observed Seatbelt Use	79.5%	81.5%	85.4%	86.0%	94.5%	12.1% increase

## **Process for Developing and Selecting Evidence-Based Countermeasures and Projects**

### **Development of the Funding Guidelines**

With the completion of the Problem Identification process, staff developed the 2014 Highway Safety Funding Guidelines. This document set guidelines for the submission of grant applications for highway safety funding in accordance with the priorities established through the problem identification process and basic federal requirements of the Section 402 program. Under the new performance-based process, the guidelines stipulated that "Applicants who do not demonstrate a traffic safety problem/need will not be considered for funding." In order to place funding where the problems exist, the Guidelines further specified that "Priority consideration will be given to applicants proposing major alcohol countermeasures, motorcycle safety, occupant protection, pedestrian safety, speed enforcement, and traffic records programs within the counties identified previously as having the highest numbers and percentages of alcohol and/or speed-related traffic collisions, deaths, and injuries during the last three years." The guidelines: (1) described the highway safety problems identified by OHSJP staff; (2) discussed the types of projects desired and for which priority would be given based on the problem identification process; (3) described allowable and unallowable activities/program costs; (4) discussed the areas eligible for funding; (5) provided the criteria by which applications would be reviewed and evaluated; (6) gave a checklist for completion of the grant application; (7) discussed the responsibilities of funded applicants; and (8) gave specific requirements for various types of applications submitted under the various program areas.

### **Solicitation Process**

Once the guidelines were completed, a flyer was mailed on November 9, 2012, to more than 250 state and local law enforcement agencies, state agencies, school districts, Project Directors of current grant projects, coroners, and Safe Kids coalitions within the state referring them to the Office of Highway Safety and Justice Programs web site at [www.scdps.gov](http://www.scdps.gov). The web site contained the complete Funding Guidelines document, as well as a link to the online Highway Safety Grant application through the Grants Management Information System (GMIS), and instructions for the preparation of the grant application document. The application deadline was Friday, February 1, 2013, at 5:00 p.m.

### **Workshops for Potential Applicants**

A Funding Guidelines workshop was held in Columbia on December 4, 2012 at the CSC Auditorium on the campus of the SC Department of Public Safety's headquarters site with more than 70 individuals in attendance. During the workshop, attendees were provided with an explanation of the highway safety problem in South Carolina; a description of the various program areas eligible for funding; an explanation of allowable costs; a description of the types of projects for which priority consideration would be given; a description of the criteria by which applications would be reviewed; specific instructions on the proper completion of the grant application; and a presentation on how to write a winning grant proposal. Additionally, the workshop included a complete overview of the online grant application and instructions on how to complete and submit the application. Meeting participants came from across the state and represented all sectors of the highway safety community (engineering, education, enforcement,

EMS, etc.). Participants were informed that three sample, completed grant applications would be available on the SCDPS website to assist in the preparation of their applications.

### Highway Safety Strategies and Projects

Each countermeasure strategy and project South Carolina plans to implement to reach the performance targets are described utilizing Section 402 and Section 405 funding streams during the FFY 2014 grant year. The systematic data collection and analysis used in the project selection process supports the successful implementation of an evidence-based traffic safety enforcement program in this State.

### Strategies for Project Selection

The deadline for Highway Safety grant applications for FFY 2014 funding was Friday, February 1, 2013, at 5:00 p.m. Grant applications moved through a multi-stage review process. The first stage of the review process involved the Assistant Director, Grants Administration Manager, Program Managers and Senior Accountant for the Office of Highway Safety and Justice Programs reviewing and discussing the applications submitted by the due date and time. A second stage of the review process involved additional meetings to discuss grant applications in detail. Applications for continued and new highway safety activities received from state agencies, political subdivisions, and private, non-profit organizations were reviewed at both stages in accordance with the review criteria listed below:

1. The degree to which the proposal addressed a national or state identified problem area. Primary consideration was granted to those projects which addressed major impaired driving countermeasures, occupant protection, speed enforcement, and traffic records programs within the counties identified previously as having the highest numbers and percentages of alcohol and/or speed-related traffic collisions, deaths and injuries during the last three years.
2. The extent to which the proposal met the published criteria within the specific emphasis area.
3. The degree to which the subgrantee identified, analyzed, and comprehended the local or state problems. Applicants who did not demonstrate a traffic safety problem/need were not recommended for funding.
4. The extent to which the proposal sought to provide a realistic and comprehensive approach toward problem solution, including documenting coordination with local and state agencies necessary for successful implementation.
5. The assignment of specific and measurable objectives with performance indicators capable of assessing project activity.
6. The extent to which the estimated cost justified the anticipated results.

7. The ability of the proposed efforts to generate additional identifiable highway safety activity in the program area; the ability of the applicant to become self-sufficient and to continue project efforts once federal funds are no longer available.
8. The ability of the applicant to successfully implement the project based on the experience of the agency in implementing similar projects and the capability of the agency to provide necessary administrative support to the project. For continuation projects, the quality of work and the responsiveness to grant requirements demonstrated in past funding years, current or past grant performance, results of past monitoring visits, and the timeliness and thoroughness of required reports were all given consideration.

The first segment of the staffing allowed OHSJP staff to review the application against established criteria and determine the written quality of the grant application. Individual proposals were discussed based on supplemental considerations, such as current or past grant performance; success in attaining self-sufficiency (if a past subgrantee); likelihood of project to significantly reduce crashes, injuries and fatalities; multi-jurisdictional nature of the project; letters of support from interested parties; and other factors which could affect funding consideration. Once all reviewers had completed their individual reviews, a multi-day staffing review was established.

A formal process for discussion of every application was implemented. The presenting Program Manager first outlined the highway safety problem identified in the application and discussed the approach proposed to resolve the problem. At the close of discussion and/or information gathering, a vote of all reviewers was taken as to whether to recommend denial or approval.

The second stage of the grant review process was based on discussions among the Grants Administration Manager, Assistant Director, and Director of the OHSJP to reach a general consensus on each of the grant applications. Upon the conclusion of the two stages of staffing meetings, the third portion of the review process began. Ranking priority for projects recommended for funding was given to: (1) ongoing grant applications for the overall management and administration of the Highway Safety grant program; (2) continuation grant applications; (3) new grant applications located in priority counties or addressing one of the Funding Guidelines priority areas; and (4) new grant applications which demonstrated a highway safety problem and were located outside priority counties.

#### Coordination of the Highway Safety Plan and the Strategic Highway Safety Plan

When the transportation reauthorization bill SAFETEA-LU required states to have a Strategic Highway Safety Plan (SHSP) in place by October 1, 2007 or risk losing federal funds, South Carolina was already well underway in developing its SHSP entitled The Roadmap to Safety ([http://www.scdot.org/doing/technicalPDFs/publicationsManuals/multimodal/road\\_map.pdf](http://www.scdot.org/doing/technicalPDFs/publicationsManuals/multimodal/road_map.pdf)). The Roadmap to Safety was finalized in February 2007 and has served as the State's SHSP until more recent legislation, in the form of MAP-21, established new requirements for states to update their SHSPs.

SC has been following an Implementation Plan that was developed in conjunction with The Roadmap to Safety and updated on an annual basis, but has recognized the need for a new,

updated plan. The updated plan, titled Target Zero, reflects the state's recent adoption of the national Target Zero initiative of eliminating traffic fatalities.

Prior to 2011, the SHSP development and implementation function resided within the SC Department of Transportation. (SCDOT). Anticipating the requirement of updating the state's 2007 SHSP, focusing on the data-driven approach South Carolina is taking in updating its SHSP and considering the large amount of statistical analysis to be performed, SCDOT and SCDPS leadership agreed that the function of managing the SHSP should be located within the Office of Highway Safety and Justice Programs (OHSJP). Thus, SCDPS created a new position for an SHSP Manager in 2011. Although funded by the SCDOT, the SHSP Manager position is housed within the OHSJP. The OHSJP is responsible for maintaining the State's Traffic Collision Master File. A steering committee, comprised of individuals from OHSJP, SCDOT, Federal Highway Administration (FHWA) and NHTSA was formed for the purpose of updating the SHSP.

The Emphasis Areas for Target Zero have been identified using a data-driven process and includes performance measures such as the number and rate of fatalities and serious injuries. The major problem areas for SC remain similar to those identified in the 2007 SHSP with only slight changes in terminology. The nine Emphasis Areas are: Roadway Departure, Intersection and Other High Risk Roadway Locations, Occupant Protection, Impaired Driving, Excessive Speed, Other High Risk Drivers, Vulnerable Roadway Users, Commercial Motor Vehicles, and Safety Data Collection, Access and Analysis. In an effort to coordinate the SHSP with the HSP, the Highway Safety Grants Administration Manager has been actively involved in many of the SHSP steering committee meetings. Data analyses performed by the SHSP Manager for the purpose of identifying the Emphasis Areas for the updated SHSP were also utilized in the setting of performance measures and targets in the FFY14 HSP. The state views the coordination of the HSP with the SHSP as an effort to build a unified State approach to highway safety.

While the SHSP is still undergoing an update, references to the 2007 SHSP and Implementation Plan will be found throughout the FFY14 HSP.

#### Performance Measures Common to the HSP, SHSP and State Highway Safety Improvement Plan

The performance measures that are common to South Carolina's HSP, SHSP and the state's Highway Safety Improvement Plan (HSIP) are the number of Traffic Fatalities, number of Severe Traffic Injuries and the Traffic Fatality Rate. The Federal Highway Administration (FHWA) and the South Carolina Department of Transportation (SCDOT) are responsible for the development of the HSIP. The SCDPS, SCDOT, FHWA and other local, state and federal agencies and safety advocates collaborated on the creation of the Strategic Highway Safety Plan (SHSP). The state's Highway Safety Plan, though developed by the OHSJP, reflects multiple partnerships among a variety of federal, state and local agencies. The number of Traffic Fatalities, number of Severe Traffic Injuries and Traffic Fatality Rate performance measures are mutually identified in each plan (HSP, HSIP and SHSP) with evidence-based targets within emphasis areas that were developed through extensive data analysis.

## Data Sources Consulted

Goodwin, A., Kirley, B., Sandt, L., Hall, W., Thomas, L., O'Brien, N., & Summerlin, D. (2013, April). *Countermeasures That Work: A Highway Safety Countermeasures Guide for State Highway Safety Offices*. 7th edition. (Report No. DOT HS 811 727). Washington, DC: National Highway Traffic Safety Administration.

### *Analysis of Fatal Crash Data, South Carolina: 2007-2011*

A Summary of Motor Vehicle Fatal Crash and Fatality Data from the Fatality Analysis Reporting System (FARS) *Sources: NHTSA Traffic Safety Fact Sheets, Research Notes, State Traffic Safety Information Web Site Footnotes, and FARS User Manual and Auxiliary Table User Manual*. National Highway Traffic Safety Administration.

### *South Carolina /SCDPS Crash Statistics* OHSJP Statistical Analysis Center

### *S.C. Strategic Highway Safety Plan (February 23, 2007)*

SCDPS and S.C. Department of Transportation

[http://www.scdot.org/doing/technicalPDFs/publicationsManuals/multimodal/road\\_map.pdf](http://www.scdot.org/doing/technicalPDFs/publicationsManuals/multimodal/road_map.pdf)

## Highway Safety Performance Plan

The following table of NHTSA Core Outcome Measures includes the 2014 numerical goals and targets for South Carolina which were determined by the OHSJP Statistical Analysis Center. The 2009-2011 three-year baseline average and trend line data from three-year moving averages was used to develop quantifiable and measurable highway safety performance targets with current safety levels that are data-driven and based on highway safety problems identified by the OHSJP during the problem identification process for FFY 2014.

### South Carolina Highway Safety Plan Performance Measures and Goals

NHTSA Core Measures		2006-2008	2007-2009	2008-2010	Baseline	2014 Goal	
					2009-2011		
C-1	Traffic Fatalities	1014	964	875	844	802	5% reduction
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### Additional State Measures

C-11	Bicyclist Fatalities	17	15	13	13	12	7.7% reduction
C-12	Moped Fatalities	9	20	17	21	20	4.8% reduction

A-1	Number Seatbelt Citations*	139,796	223,969	279,882	286,327		
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\*During grant-funded enforcement activities

Annual Tracking		2008	2009	2010	2011	2014 Goal
B-1	Observed Seatbelt Use	79.5%	81.5%	85.4%	86.0%	94.5%

12.1% increase

### Justification for Each Performance Target

As stated earlier, justification and a description of the traffic safety performance measures, corresponding goals and grant projects selected for South Carolina’s FFY 2014 Highway Safety Plan are individually referenced by program area throughout this document.

### Summary List of Program Strategies

The OHSJP staff recommended that proposals for the following projects receive priority attention for FFY 2014 Highway Safety funding:

- \* DUI and speeding enforcement projects focusing the traffic enforcement efforts of local and state jurisdictions, as well as multi-jurisdictional projects, on the apprehension of impaired drivers and those exceeding speed limits in the state of South Carolina. These types of projects provide support for the statewide *Sober or Slammer!* Campaign, which is South Carolina’s version of the national *Drive Sober or Get Pulled Over.* Campaign. These types of projects must also have components which include Law Enforcement Network participation and participation in statewide sustained impaired driving enforcement initiatives.
- \* Projects to continue the funding of special DUI prosecutors to attack the problem of DUI recidivism and increase the conviction rate of DUI offenders in judicial circuits where there exists a backlog of DUI cases.
- \* Projects to educate young drivers, ages 15 - 24, as to how alcohol impairs driving ability and the consequences of driving while impaired. Proposals will also be entertained for training projects for the state's judiciary and prosecutors, which provide education on how driving ability is impaired at various blood alcohol levels. Law enforcement projects should also include guidelines for conducting public safety checkpoints; the use of horizontal gaze nystagmus as a field sobriety test; the use of passive alcohol sensors for the presence of ambient alcohol during traffic stops; and DUI sentencing alternatives.
- \* Extensive formalized training on traffic safety issues for law enforcement officers statewide, including Drug Recognition Expert (DRE) training.
- \* Projects to establish or strengthen traffic enforcement units within local law enforcement agencies. Such projects must include a comprehensive enforcement effort, including DUI enforcement, speed enforcement, and occupant protection enforcement at a minimum. Such projects must also include Law Enforcement Network participation and participation in all components of statewide mobilization enforcement initiatives (occupant protection, impaired driving, speed enforcement, etc.).
- \* Projects to continue the automation of the state’s collision and uniform traffic citation report forms, and to provide appropriate software and equipment to local law enforcement agencies for participation in the state’s SCCATTS initiative.

- \* Statewide enforcement campaigns (*Buckle up, South Carolina. It's the law and it's enforced.*, the state's version of the national *Click-it-or-Ticket* Campaign) combining education, media, diversity outreach, and enforcement components to improve occupant restraint usage by South Carolina citizens and visitors and to attack the ever-growing impaired driving problem in the state.
- \* A project to maintain a Traffic Safety Resource Prosecutor in the State of South Carolina to provide training on the prosecution of traffic safety violations, predominantly DUI, occurring in the State of South Carolina and to assist in the actual prosecution of traffic safety violations statewide.
- \* Projects to establish in two pilot counties a DUI Court for the exclusive prosecution, adjudication and monitoring of DUI cases within the designated jurisdiction. The DUI Court concept should be modeled after the post-conviction Drug Courts in the State and made available to second and subsequent offenders, including felony DUI cases at the discretion of the participating solicitor.
- \* Projects to educate parents on the proper use of child safety seats and to promote the proper use of safety belts among all age groups. Projects targeting the usage of safety belts by young drivers and male drivers, ages 15 - 34.
- \* Projects addressing vulnerable roadway users, including pedestrian safety issues, moped riders, and bicyclists.
- \* Projects addressing the safe operation of motorcycles, encouraging voluntary compliance with helmet laws, promoting rider education, and dealing with impaired riding issues. This would include a statewide motorcycle safety campaign to alert motorists of the presence of motorcyclists on the roadways and encourage both drivers and bikers to appropriately share the roadways.

## **Planned High Visibility Enforcement Strategies to Support National Mobilizations**

For FFY 2014, the OHSJP will implement high visibility enforcement strategies in support of national high-visibility law enforcement mobilizations (*Click-it-or-Ticket* and *Drive Sober or Get Pulled Over Crackdowns*) coordinated by the Secretary of Transportation. The impaired driving campaign, designated *Sober or Slammer!* in SC, will include enforcement/education initiatives around the Christmas/New Year's holidays of 2013/2014, the summer months (100 Days of Summer Heat) of 2014 and the Labor Day holiday of 2014. OHSJP staff will work with the SCDPS Contractor to develop and implement a campaign which will target those age groups which are most affected by negative alcohol and drug-related crash statistics, particularly males in the 21-35 year age group, but will address impaired driving issues generally as well. The OHSJP will assume an overall coordination role in this project and also will utilize the skills of SCDPS spokespersons in dealing with the media and others in various promotional events. Campaign themes and storyboard concepts for TV PSAs and artwork for print ads and billboards will be developed at various times during the year relative to the specific holiday/special enforcement emphases. The Contractor will be tasked with developing and producing a specified number of radio and TV PSAs, billboards, and possibly newspaper print ads, all featuring the campaign messages. The Contractor will market test all developed products through the use of focus groups or some other appropriate technique. The Contractor will be responsible for working with media outlets, outdoor advertisers, and others to secure free advertising time and space, with emphasis on that which will most directly impact the target groups. The Contractor also will be responsible for monitoring the time and frequency of usage of TV PSAs. The *Sober or Slammer!* campaign will serve as the centerpiece for the state's Law Enforcement DUI Challenge, which will run from December 1, 2013 through Labor Day 2014 and will require participating state and local law enforcement agencies statewide to conduct at least quarterly specialized DUI enforcement initiatives (Sobriety checkpoints and saturation patrols) during the Challenge time period, as well as an additional four nights of specialized DUI enforcement during the two DUI enforcement mobilizations during FFY 2014.

The State of South Carolina will also conduct a Memorial Day 2014 occupant protection enforcement crackdown from May 19 – June 1, 2014, known as *Buckle Up, South Carolina. It's the law and it's enforced (BUSC)* corresponding to the national *Click-It-or-Ticket* campaign. The mobilization will include paid and earned media and specialized enforcement. The 2013 *BUSC* campaign media plan will follow similarly the media buy plan for the 2013 *BUSC* campaign. All agencies agreeing to participate in the State's Sustained DUI Enforcement Campaign have agreed to participate in the *BUSC* efforts including the SC Highway Patrol (SCHP), the SC State Transport Police (STP), and the Law Enforcement Network system in South Carolina, which is comprised of local law enforcement agencies statewide. This allows the OHSJP to cover 100% of the state's population. The campaign will include elements of paid and earned media, enforcement and diversity outreach through television and radio PSA's which will focus on enforcement of safety belt and child passenger safety seat laws. Participating agencies have agreed to conduct special enforcement activities focusing on occupant protection violations during the *BUSC* campaign. Additionally, all Police Traffic Services subgrantees have an objective to participate in the *BUSC* campaign and have an objective specifically related to increasing occupant protection violation citations. Diversity outreach is accomplished through

focusing placement of paid media on stations and during time slots that attract African American, Hispanic, youth and rural male audiences. These demographic groups have shown statistically to have lower safety belt use rates than non-minority, urban and female counterparts. Campaign on-air messages, both radio and television, will be translated/dubbed into Spanish and aired on Hispanic television and radio stations statewide. The paid media components of this effort will include airing television and radio spots to alert the general public of the enforcement mobilization and to send the message that law enforcement in the State is serious about enforcing the State's occupant protection laws. The campaign will utilize the State's enforcement slogan, *Buckle up, South Carolina. It's the law, and it's enforced. (BUSC)*. The OHSJP will also hold press events in key media markets of the State to enhance the effort and to alert the general public regarding the enforcement and media components of the campaign. The mobilization crackdown will be coordinated through the SC Law Enforcement Network. Saturation patrols and direct enforcement strategies will be employed to focus on occupant protection violations. South Carolina also plans to conduct pre- and post-campaign observational surveys in order to effectively evaluate the success of the program and determine the State's safety belt usage rate and pre- and post-campaign telephone surveys to gauge public awareness of the campaign and its enforcement and education messages.

**PRIORITY FUNDING AREAS  
FOR FFY 2014**

## PLANNING AND ADMINISTRATION

### Overview

The state of South Carolina has seen significant reductions in a variety of traffic safety categories over the time period 2007-2011. The state has seen unrestrained occupant fatalities decline the most (-80 in 2008; -31 in 2009; -68 in 2010; and -55 in 2011), resulting in 48% fewer such deaths in 2011 than in 2007; 35% fewer than the average of the prior four years (see Tables 11 and 29; and Figures 10, 11, and 12). This likely reflects increased enforcement of the state's primary safety belt law and increasing safety belt usage rates statewide (90.5% in 2012). The second largest decline was in alcohol-impaired driving fatalities (-64 in 2008; -26 in 2009; -21 in 2010; and -38 in 2011), resulting in 32% fewer such deaths in 2011 than in 2007; 21% fewer than the average of the prior four years (see Tables 4 and 29; as well as Figures 4, 5, and 6 for trends). Again, this decline likely reflects significantly increased DUI enforcement statewide and the positive results of media messaging relative to DUI issues in the state. The third largest decline was in speed-related deaths (-104 in 2008; -13 in 2009; -49 in 2010; and -12 in 2011), resulting in 39% fewer such deaths in 2011 than in 2007, and 23% fewer than the average of the prior four years (see Tables 8 and 29; as well as Figures 7, 8, and 9 for trends). This area has clearly been impacted by the state's sophisticated and well-coordinated Law Enforcement Network System, which enlists approximately 200 state and local law enforcement agencies statewide in singular and multi-jurisdictional enforcement efforts and campaigns focusing on speed and integrated enforcement efforts year-round.

Though the state has experienced the positive gains outlined above, there is still much work to be done to improve highway safety in the state and to continue to drive down traffic collisions, injuries and deaths on the state's roadways. The state has implemented a variety of enforcement, education, EMS and engineering efforts to address the highway safety problems that remain. The SC Strategic Highway Safety Plan (SHSP), The Roadmap to Safety, developed in 2007, identified a number of strategies in Appendix A, pp. AA1 to AA20, which have been completely or partially implemented over the past several years in an effort to improve highway safety in the state, including targeted conventional enforcement of traffic laws (p. AA4); the implementation of NEMSIS (p. AA5); increasing speed and DUI enforcement on rural roads (p. AA7); conducting enhanced speed enforcement in work zones (p. AA9); continuing of blitz enforcement campaigns and waves (p. AA8); conducting education and awareness campaigns targeting the general public (p. AA9); educating parents about the liability of social hosting (p. AA10); funding Drug Recognition Expert programs for law enforcement (p. AA10); aggressive enforcement of the primary safety belt law (p. AA12); conducting public safety checkpoints and saturation patrols in high-risk areas for DUI (p. AA14); and many others. These initiatives demonstrate that not only has the state, and the OHSJP in particular, taken seriously the SHSP document, but the state has used its limited federal and state resources wisely and in partnership among federal, state and local agencies to improve traffic safety in the state. The state is currently developing an update to the SHSP, which will be titled Target Zero, indicative of the state's commitment to eliminating traffic fatalities over time. This new version of the SHSP will continue to address key emphasis areas and will contain additional recommendations for appropriate countermeasures based on data-driven and evidence-based practices.

The NHTSA-produced Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices, Seventh Edition, 2013 stresses the importance of key emphasis areas relative to impaired driving, speed enforcement, occupant protection issues, motorcycle and pedestrian safety. The document also outlines significant strategies and appropriate countermeasures for these traffic safety issues and problems of which many have been implemented over time in the state of South Carolina, including highly effective countermeasures, such as administrative license revocation or suspension for DUI offenders (ch.1, 1.1, p.1-12); publicizing sobriety checkpoints (ch.1, 2.1, pp.1-19 to 1-20); ignition interlocks (ch.1, 4.2, pp.1-34 to 1-35); speed limit enforcement (ch. 3, 1.1, pp. 3-8 to 3-9); statewide primary safety belt enforcement (ch. 2, 1.1, pp. 2-12 to 2-13), short-term high-visibility belt law enforcement following the national *Click-it-or-Ticket* model (ch. 2, 2.1, pp. 2-17 to 2-19) and communications strategies to lower belt use groups (ch. 2, 3.1, pp. 2-24 to 2-26). The state has also implemented countermeasures deemed likely to be effective, such as high BAC sanctions (ch.1, 1.3, p. 1-15); mass media campaigns (ch.1, 5.2, pp.1-44 to 1-45); communications and outreach supporting enforcement (ch. 3, 4.1, p. 3-27); and sustained enforcement (ch. 2, 2.3, p. 2-22). Also, South Carolina implements countermeasures that have been deemed effective in specific situations, such as combined enforcement emphasizing nighttime safety belt enforcement (ch. 2, 2.2 pp. 2-20 to 2-21). In addition, the state has implemented countermeasures that have not clearly been demonstrated as effective overall, but may have impact in specific areas, such as child restraint distribution programs (ch. 2, 7.2, p. 2-34) and the development of inspection stations for child safety seats (ch. 2, 7.3, p. 2-35).

The following data sections outline specifically the problems being faced by the State of South Carolina in terms of highway safety issues and demonstrate the foundation upon which the state has built its response to the problems for its FFY 2014 Highway Safety Plan.

### **Traffic Fatalities**

The table (1) shows basic data on South Carolina fatalities (FARS) from 2007 through 2011. It indicates that annual motor vehicle fatalities in the State dropped from 1,077 in 2007 to 828 in 2011. The 2011 count represents a decrease of 10.5% compared to the average of the prior four years (925 fatalities); a slightly larger decrease of 23.1% is shown when comparing the 2011 count with that in 2007. During this period, the number of *vehicle miles traveled* (VMT) fluctuated somewhat, with the 2011 value decreasing negligibly by 0.6% when compared to the average of the prior four years, and *population* increasing slightly, by 2.8%. The data in this shows that, in 2011, South Carolina accounted for 10.5% of the *population* in Region 4; 10.1% of the Region's *VMT*; and 13.2% of the Region's *fatalities*. South Carolina's percentage of the Region's *fatalities* increased slightly by 1.9% during this five-year period, South Carolina's percentage of the *Region VMT* remained relatively unchanged (-0.8%), and South Carolina's percentage of the Region's *population* also remained relatively stable (a 0.41% increase) when compared to the average of the previous four years. A comparison of South Carolina data with the Regional data (Table 2) and National data (Table 3) indicates that South Carolina's *average VMT-based fatality rate* over these five years (1.85 per 100 million VMT) was higher than the average for Region 4 (1.44), and both were higher than the average for the Nation (1.21). South Carolina's average population-based fatality rate (19.80 per 100,000 residents) was also higher than both the Regional rate (15.91), and the National rate (11.61). Vehicle fatalities in Region 4

decreased by 12.2% in 2011, compared with the 2007-2010 average; while VMT-based and population-based fatality rates dropped by 12.3% and 14.2%, respectively. These changes are slightly larger than those experienced in South Carolina.

**Table 1. South Carolina Basic Data**

	2007	2008	2009	2010	2011	2007-2011 % Change
<b>Total Fatalities</b>	1,077	921	894	809	828	-10.51%
<b>VMT*</b>	51,109	49,597	46,300	49,124	48,730	-0.62%
<b>VMT Rate**</b>	2.11	1.86	1.93	1.65	1.70	-9.96%
<b>Population</b>	4,444,110	4,528,996	4,589,872	4,636,312	4,679,230	2.84%
<b>Pop. Rate***</b>	24.23	20.34	19.48	17.45	17.70	-12.99%
<b>Pct of Region Fatalities</b>	13.05%	12.43%	13.59%	12.65%	13.17%	1.86%
<b>Pct of Region VMT</b>	10.17%	10.20%	10.17%	10.00%	10.05%	-0.82%
<b>Pct of Region Population</b>	10.33%	10.41%	10.45%	10.46%	10.45%	0.41%

\* Vehicle Miles of Travel (millions)

\*\* Rate per 100 million vehicle miles

\*\*\* Rate per 100,000 population

**Table 2. Region 4 Basic Data**

	2007	2008	2009	2010	2011	2007 - 2011 % Change
<b>Total Fatalities</b>	8,252	7,408	6,580	6,394	6,289	-12.15%
<b>VMT*</b>	502,360	486,042	455,314	491,203	484,704	0.20%
<b>VMT Rate**</b>	1.64	1.52	1.45	1.30	1.30	-12.32%
<b>Population</b>	43,010,507	43,526,761	43,927,319	44,334,420	44,758,075	2.42%
<b>Pop. Rate***</b>	19.19	17.02	14.98	14.42	14.05	-14.22%

\* Vehicle Miles of Travel (millions)

\*\* Rate per 100 million vehicle miles

\*\*\* Rate per 100,000 population

**Table 3. Nationwide Basic Data**

	2007	2008	2009	2010	2011	2007 - 2011 % Change
<b>Total Fatalities</b>	41,259	37,423	33,883	32,999	32,367	-11.06%
<b>VMT*</b>	3,032	2,974	2,814	2,967	2,946	-0.02%
<b>VMT Rate**</b>	1.36	1.26	1.20	1.11	1.10	-11.04%
<b>Population (thousands)</b>	301,231	304,094	306,772	309,350	311,592	2.04%
<b>Pop. Rate***</b>	13.70	12.31	11.05	10.67	10.39	-12.84%

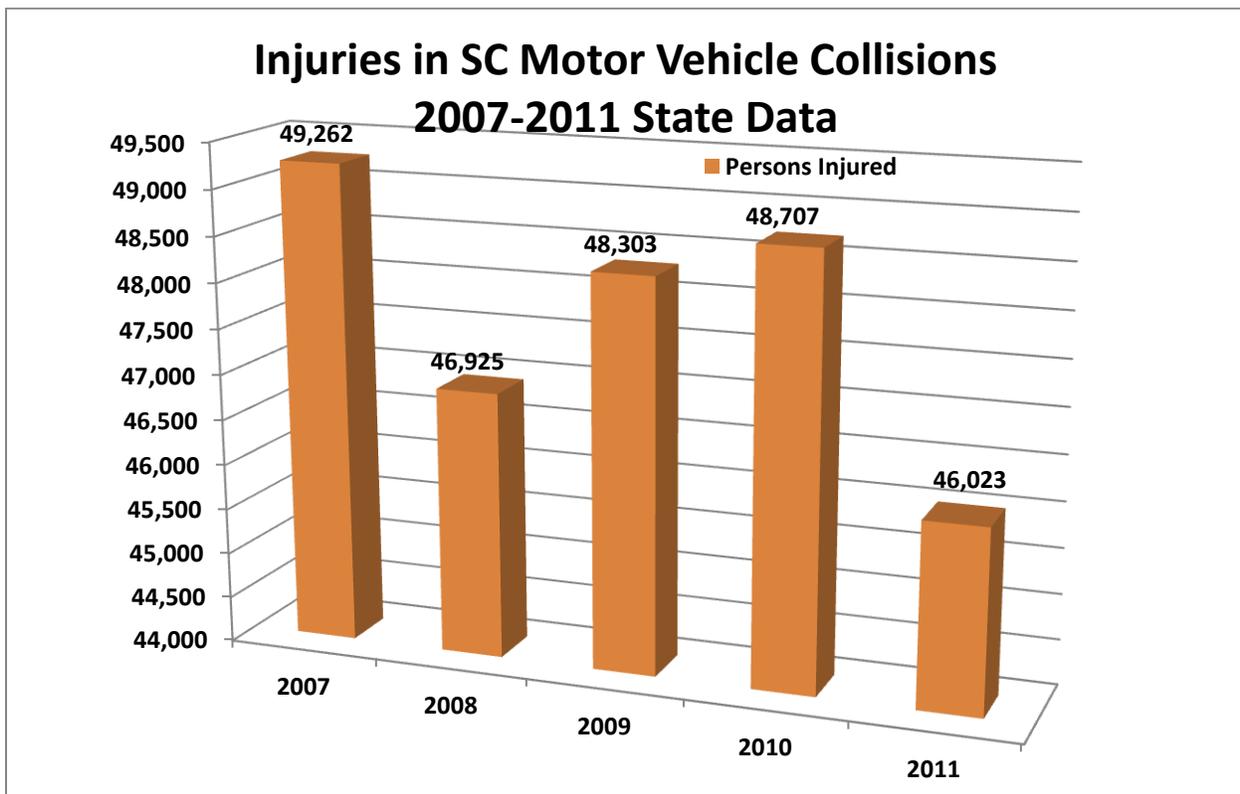
\* Vehicle Miles of Travel (billions)

\*\* Rate per 100 million vehicle miles

\*\*\* Rate per 100,000 population

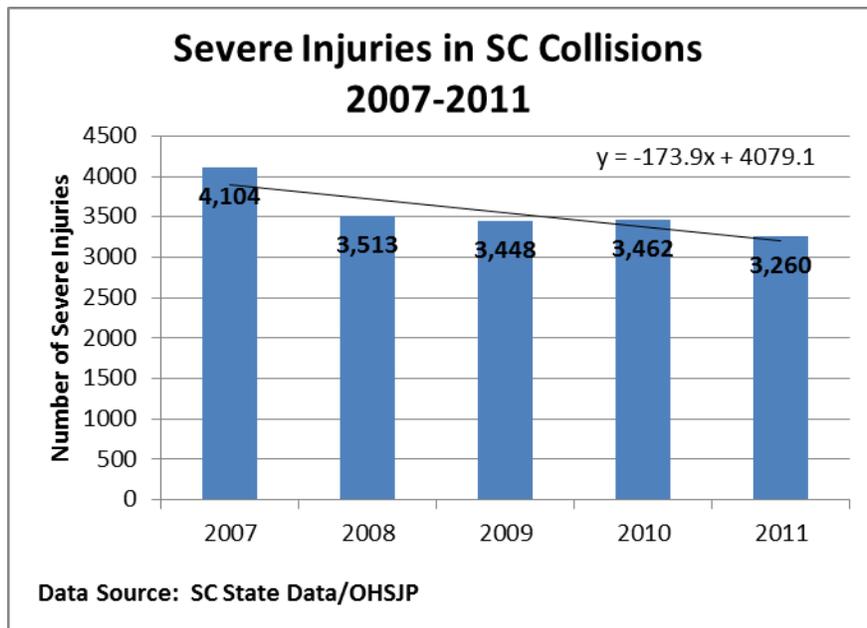
## Traffic Injuries

Figure 22 below contains South Carolina state statistical data which indicates there were 239,220 persons injured in collisions from 2007 through 2011. The crash data compiled by the OHSJP Statistical Analysis Center indicates the number of annual motor vehicle collisions resulting in injury dropped from 49,262 in 2007 to 46,023 in 2011. The 2011 data represents a 7% decrease when compared to the number of people injured in traffic collisions in 2007. When compared to the average of the four-year period 2007-2010 (48,299 injuries), the 2011 figure represents a 4.7% decrease. Of the 239,220 injured during a vehicle crash from 2007-2011, 17,787 (Figure 23), or 7.4%, sustained severe injuries.



**Figure 22**

Figure 23 below contains data regarding severe traffic injuries occurring in the state during the years 2007-2011. Of the 239,220 traffic-related injuries occurring during this time period, 17,787, or 7.4% were severe injuries. There were 3,260 traffic-related severe injuries in 2011, a 20.6% reduction as compared to 2007. The 2011 figure of 3,260 severe traffic-related injuries was also a 10.2% reduction as compared to the average of the years 2007-2010. Increased safety belt usage throughout the state during the period 2007-2011, as well as increased traffic enforcement of occupant protection violations likely contributed to the reductions in the five-year time period.

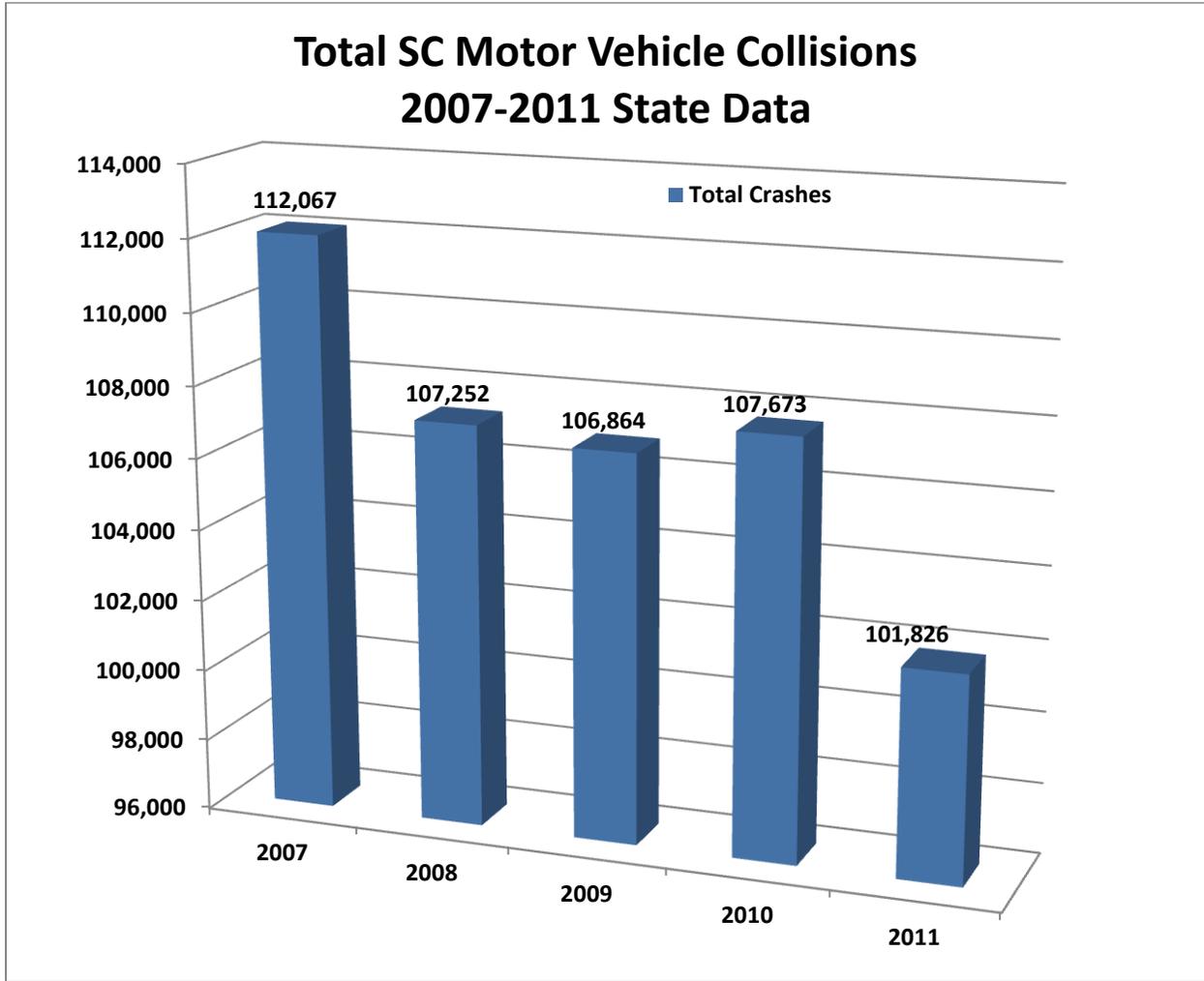


**Figure 23**

### Traffic Collisions

From 2007-2011, state statistical data listed in Figure 24 shows there were 535,682 vehicle collisions in South Carolina which equates to a crash being reported every 4.8 minutes during a given calendar year. Of the 535,682 vehicle collisions reported from 2007-2011, 18,054(Figure S-1), or 3.7%, were fatal or severe injury crashes. From 2007 to 2011, the state has experienced a 10% decrease in the number of reported vehicle crashes. When compared to the four-year average of traffic crashes occurring from 2007-2010, the 2011 figure represents a 6.1% decrease. The leading counties for fatal and severe injury crashes from 2007-2011 were Charleston, Horry, Greenville, Richland, Spartanburg, Anderson, Lexington, Berkeley, York, Aiken, Florence, Dorchester, Beaufort, Orangeburg and Pickens.

Figure 24



All Fatal and Severe Injury Collisions  
South Carolina 2007-2011

County	2007	2008	2009	2010	2011	Total 2007 -2011
<b>Charleston</b>	388	321	260	302	291	<b>1562</b>
<b>Horry</b>	345	274	249	269	303	<b>1440</b>
<b>Greenville</b>	287	243	255	275	254	<b>1314</b>
<b>Richland</b>	270	220	222	199	183	<b>1094</b>
<b>Spartanburg</b>	205	172	143	160	173	<b>853</b>
<b>Anderson</b>	168	146	168	136	149	<b>767</b>
<b>Lexington</b>	165	144	133	136	172	<b>750</b>
<b>Berkeley</b>	175	154	163	118	133	<b>743</b>
<b>York</b>	163	132	127	139	130	<b>691</b>
<b>Aiken</b>	126	106	118	120	98	<b>568</b>
<b>Florence</b>	115	117	108	116	96	<b>552</b>
<b>Dorchester</b>	102	105	99	99	97	<b>502</b>
<b>Beaufort</b>	111	108	85	93	84	<b>481</b>
<b>Orangeburg</b>	107	80	95	92	83	<b>457</b>
<b>Pickens</b>	88	79	81	101	73	<b>422</b>
Sumter	85	81	80	79	84	409
Laurens	79	79	74	61	78	371
Colleton	81	83	80	60	66	370
Lancaster	84	77	68	60	68	357
Greenwood	57	63	70	65	76	331
Darlington	64	63	53	41	52	273
Jasper	64	45	46	59	59	273
Kershaw	66	47	57	54	39	263
Georgetown	72	46	49	50	35	252
Oconee	63	45	38	48	52	246
Cherokee	60	58	49	29	46	242
Chesterfield	42	47	37	45	27	198
Williamsburg	44	36	46	43	29	198
Newberry	46	35	36	38	31	186
Clarendon	41	38	45	27	23	174
Chester	28	40	32	38	31	169
Marion	33	19	35	24	17	128
Abbeville	29	18	25	31	23	126
Edgefield	22	33	14	21	36	126
Barnwell	28	25	24	16	31	124
Fairfield	33	23	21	18	29	124
Hampton	33	20	19	27	21	120
Dillon	19	30	19	33	18	119
Marlboro	25	24	23	20	24	116
Union	25	26	21	19	21	112
Saluda	20	25	22	18	22	107
Lee	19	19	34	15	15	102
Bamberg	17	13	17	26	11	84
Calhoun	15	12	17	14	17	75
McCormick	13	9	9	9	11	51
Allendale	5	10	10	4	3	32
<b>Total</b>	<b>4,127</b>	<b>3,590</b>	<b>3,476</b>	<b>3,447</b>	<b>3,414</b>	<b>18,054</b>

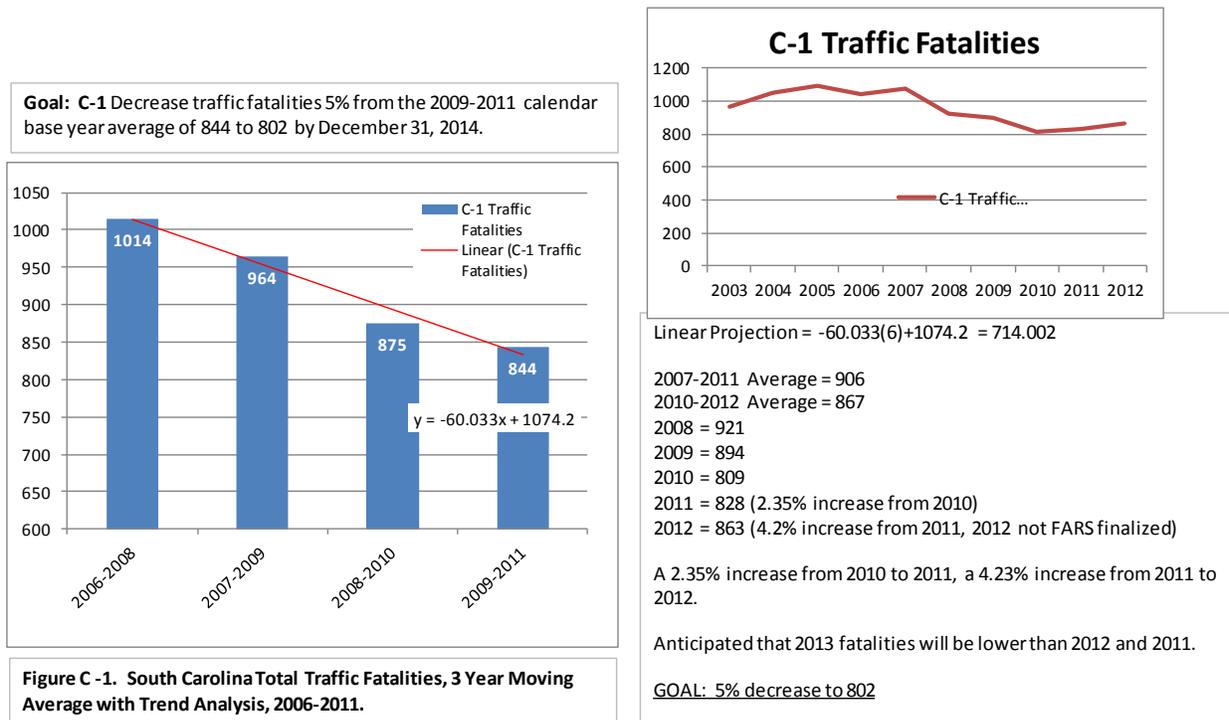
Figure S-1

## Performance Measures

NHTSA Core Measures		2006-2008	2007-2009	2008-2010	2009-2011
C-1	Traffic Fatalities	1014	964	875	844
C-2	Serious Injuries	3903	3688	3474	3390
C-3	Fatalities/VMT	2.02	1.93	1.77	1.72
	Rural	3.69	3.69	3.28	2.54
	Urban	0.39	0.22	0.34	0.37

### Goals:

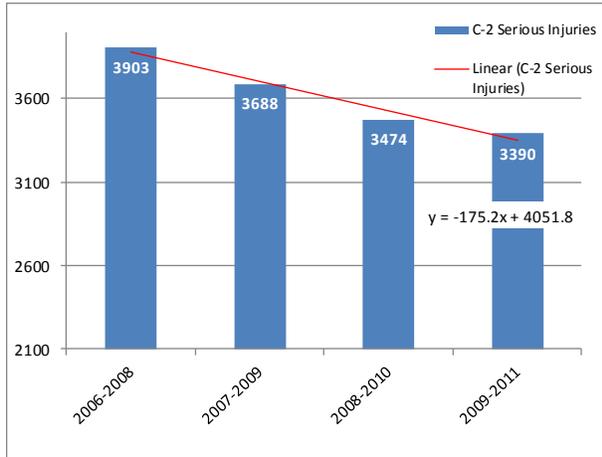
1. To decrease traffic fatalities 5%, from the 2009-2011 calendar base year average of 844 to 802, by December 31, 2014.



In figure C-1 listed above, the 3-Year Moving Average with a Trend Analysis, utilizing statistical data from 2006-2011, projects South Carolina will experience 814 traffic fatalities by December 31, 2014. However, state preliminary data compiled by the OHSJP Statistical Analysis Center indicates there were 863 traffic fatalities for 2012, an increase of 4.3% from 828 in 2011. Based on this preliminary state data which shows an increase in traffic fatalities for 2012, OHSJP has modified the FFY 2014 goal to target a 5% reduction in traffic fatalities by December 31, 2014. The state has chosen a more ambitious target than projected due to increased safety belt usage rates in the state and encouraging results from the first half of 2013, which show better than a 19% reduction in traffic fatalities year-to-date as compared to traffic fatalities in 2012.

- To decrease serious injuries 5% from the 2009-2011 calendar base year average of 3,390 to 3,221 by December 31, 2014.

**Goal: C-2** Decrease serious injuries 5% from the 2009-2011 calendar base year average of 3,390 to 3,221 by December 31, 2014.



**Figure C- 2. South Carolina Serious Injuries, 3 Year Moving Average with Trend Analysis, 2006-2011.**

Linear Projection =  $-175.2(6)+4051.8 = 3001$   
 A 11.5% decrease from 2009-2011 baseline average, unrealistic.

2007-2011 Average = 3,557  
 2010-2012 Average = 3,342  
 2008 = 3513  
 2009 = 3448 (1.85% decrease prior yr)  
 2010 = 3462 (0.41% increase prior yr)  
 2011 = 3260 (5.83% decrease prior yr)  
 2012 = 3303 (1.32% decrease prior yr)

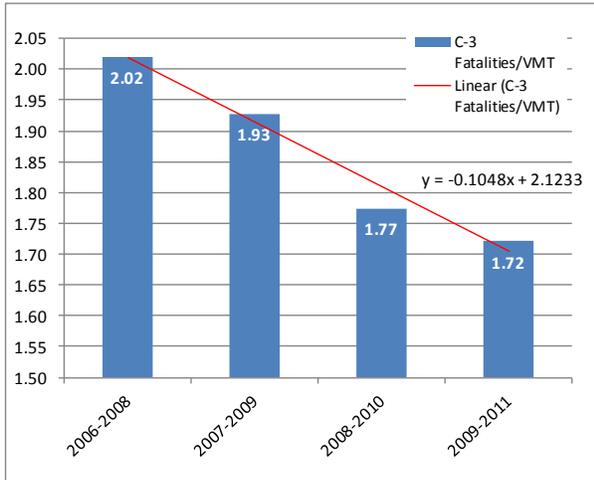
Average 2.35% decrease from 2009 to 2012

GOAL: 5% decrease to 3,221

In figure C-2 listed above is the 3 Year Moving Average with a Trend Analysis for Serious Injuries (STATE) from 2006-2011. Based on the data in this figure, South Carolina is expected to experience a 11.5% decrease in Serious Injuries by December 31, 2014. However, state preliminary data compiled by the OHSJP Statistical Analysis Center indicates there were 3,303 persons who sustained Serious Injuries in 2012, an increase of 1.32% from 3,260 in 2011. Based on this preliminary state data which shows an increase in Serious Injuries for 2012, OHSJP has modified the FFY 2014 goal to a more realistic target of a 5% reduction in Serious Injuries by December 31, 2014.

- To decrease traffic fatalities/VMT 12.8% from the 2009-2011 calendar base year average of 1.72 to 1.50 by December 31, 2014.

**Goal: C-3** Decrease traffic fatalities/VMT 12.8% from the 2009-2011 calendar base year average of 1.72 to 1.50 by December 31, 2014.



**Figure C-3. South Carolina Traffic Fatalities/VMT, 3 Year Moving Average with Trend Analysis, 2006-2011.**

$$\text{Linear Projection} = -0.1048(6) + 2.1233 = 1.4945$$

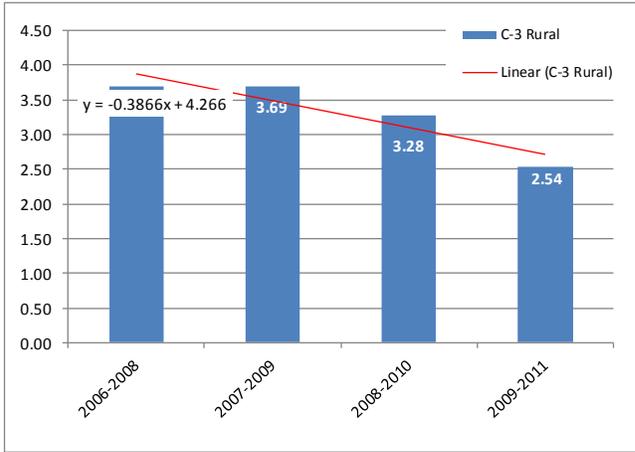
2007-2011 Average = 1.83  
 2010-2012 Average = 1.7  
 2008 = 1.86  
 2009 = 1.82  
 2010 = 1.65  
 2011 = 1.70  
 2012 = 1.76 (not FARS finalized)

GOAL: 12.8% decrease to 1.50 (agree w/linear model based on three year moving average)

In figure 3 listed above is the 3-Year Moving Average with a Trend Analysis for Traffic Fatalities/VMT utilizing FARS statistical data from 2006-2011. Based on the data in this figure, South Carolina is expected to experience a 12.8% decrease in Traffic Fatalities/VMT by December 31, 2014.

4. To decrease traffic fatalities/VMT (Rural) 10% from the 2009-2011 calendar base year average of 2.54 to 2.29 by December 31, 2014 Decrease traffic fatalities/VMT (Rural) 10% from the 2009-2011 calendar base year average of 2.54 to 2.29 by December 31, 2014 .

**Goal: C-3** Decrease traffic fatalities/VMT (Rural) 10% from the 2009-2011 calendar base year average of 2.54 to 2.29 by December 31, 2014.



**Figure C-3R. South Carolina Rural Traffic Fatalities/VMT, 3 Year Moving Average with Trend Analysis, 2006-2011.**

Linear Projection =  $-0.3866(6) + 4.266 = 1.95$   
 Represents an increase over baseline three year average.

2007-2011 Average = 3.01  
 2008 = 3.63  
 2009 = 3.62  
 2010 = 2.58  
 2011 = 1.42  
 2012 = 1.13

Linear analysis shows a decrease over the baseline three year average of 2.54 from 2009-2011. However, when examining individual years from 2009-2012 (2012 data are preliminary), a noticeable decrease has occurred. Therefore the state's goal of a 10% reduction to 2.29 by 2014 has been set.

GOAL: 10% decrease to 2.29

In Figure C-3R (Rural) listed above is the 3 Year Moving Average with a Trend Analysis for Traffic Fatalities/VMT (RURAL) utilizing FARS statistical data from 2006-2011. Based on the Linear Projection in this figure, South Carolina is expected to experience a decrease in Traffic Fatalities/VMT (RURAL) by December 31, 2014. However, when examining individual years from 2009-2012 (2012 data are preliminary), a noticeable decrease has occurred. Due to factors involving the potential volatility of rural traffic fatality/VMT rates in South Carolina and safety belt usage rates in rural areas being somewhat less than other areas of the state, a more modest goal is likely appropriate. Therefore, the state's goal of a 10% reduction to 2.29 by 2014 has been set.

- To decrease traffic fatalities (Urban) 5.4% from the 2009-2011 calendar base year average of 0.37 to 0.35 by December 31, 2014.

**Goal: C-3** Decrease traffic fatalities (Urban) 5.4% from the 2009-2011 calendar base year average of 0.37 to 0.35 by December 31, 2014.

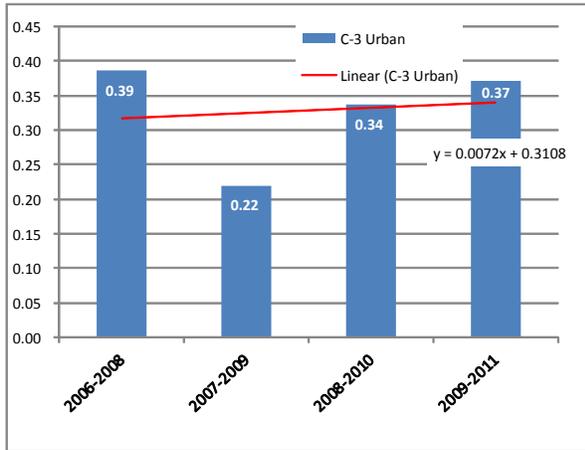


Figure C-3U. South Carolina Urban Traffic Fatalities/VMT, 3 Year Moving Average with Trend Analysis, 2006 -2011.

Linear Projection =  $0.0072(6)+0.3108 = 0.354$

2010-2012 Average = .56

GOAL: 5.4% decrease to 0.35 (agree w/ linear model based on three year moving average)

In Figure C-3U (Urban) listed above is the 3-Year Moving Average with a Trend Analysis for Traffic Fatalities/VMT (URBAN) (FARS) from 2006-2011. Based on the Linear Projection in this figure, South Carolina is expected to experience a 5.4% decrease in Traffic Fatalities/VMT (URBAN) by December 31, 2014.

**Objectives:**

1. To decrease traffic fatalities and serious injuries by implementing comprehensive strategies aimed at reducing the number and severity of traffic crashes by December 31, 2014.
2. To maintain an effective staff to administer the Highway Safety Program in South Carolina throughout the FY 2013 grant year.
3. To prepare and submit to NHTSA the FY 2015 Highway Safety Plan for South Carolina by July 1, 2014.
4. To evaluate the effectiveness of programs and their impact upon the performance goals by preparing and submitting to NHTSA the FY 2014 Annual Report for South Carolina by December 31, 2014.

## **Performance Indicators:**

### **Goals:**

1. A comparison of the 2009-2011 calendar base year average for traffic fatalities will be made to the most current available FARS data.
2. A comparison of the 2008-2010 calendar base year average for fatalities/VMT will be made to the most current available FARS data.
3. A comparison of the 2009-2011 calendar base year average for traffic-related serious injuries will be made to the most current available state data.

### **Objectives:**

1. A comparison of the number of traffic fatalities and serious injuries from the previous year will be made to the most current available statewide and FARS databases.
2. Maintain the level of staff to effectively manage all OHS initiatives.
3. Submit the FY 2015 Highway Safety Plan to NHTSA by the assigned deadline.
4. Conduct program evaluations and produce annual reports on program effectiveness by the assigned deadlines.

### **Strategies:**

1. Highway Safety staff will monitor traffic crash and other appropriate data on an on-going basis in order to make course corrections as necessary.
2. Project personnel will be trained in project management and financial management of grants in order to obtain maximum performance.
3. Highway Safety staff will conduct a Problem Identification meeting to identify highway safety problems in the state.
4. Highway Safety staff will conduct project development to encourage potential subgrantees in identified problem areas to submit grant applications and provide technical assistance.
5. Highway Safety staff will conduct a Funding Guidelines Workshop to provide information to potential subgrantees on the processes and requirements involved with the submission of highway safety grant applications and encourage the development of projects that will positively impact highway safety in the state.
6. Highway Safety staff will review all applications submitted by the established deadline and participate in the staffing process for FFY 2015.
7. Highway Safety staff will monitor 100% of all projects funded in order to provide adequate technical assistance and to insure compliance with grant guidelines.

8. Highway Safety staff will coordinate statewide public information and education efforts to promote compliance with occupant protection laws and impaired driving laws. An overarching theme of all campaign efforts will be utilized by the OHSJP and the SCDPS. The theme will follow a new highway safety initiative entitled, Target Zero, A Goal We Can All Live With. The campaign anticipates participation of more than 200 local law enforcement agencies statewide, as well as the SC Highway Patrol and the State Transport Police. Thus, the campaign will literally touch all citizens of the state in each of the state's forty-six (46) counties.
9. Highway Safety staff will develop/implement technical training programs as needed to support local project initiatives.
10. The OHSJP will continue to provide grant funding for the Law Enforcement Networks (LEN) to assist them in their ongoing enforcement efforts and in recruiting additional enforcement agencies to enlist in the system. The OHSJP will continue to provide training to LENs through LEN Coordinator meetings, regularly scheduled LEN meetings, and Traffic Safety Officer certification courses.
11. Highway Safety staff will continue to provide Law Enforcement Liaison services to both state and local law enforcement agencies.
12. The OHSJP will conduct periodic surveys to track driver attitudes and awareness concerning impaired driving, safety belt use and speed issues utilizing in part recommended questions developed by NHTSA and GHSA.
13. The OHSJP and the SC Department of Transportation (SCDOT) will continue their strong partnership to enhance traffic safety initiatives through a variety of activities:
  - a. dissemination of information to the public regarding highway safety and engineering issues through the use of message signs, radio stations, social web sites and presentations. The SCDOT message boards are used during each enforcement campaign to keep the various safety messages front and center for the target audience.
  - b. maintain a Strategic Highway Safety Plan (SHSP) Manager position housed in the OHSJP and funded by the SCDOT to update the state's SHSP (first developed in 2007) and to coordinate the implementation of various projects designed to impact goals in the SHSP.
  - c. continue implementation of the SCCATTS project to create a fully electronic traffic records system.
  - d. continue the implementation of the Safety Improvement Team (SIT), funded by SCDOT, to focus on high crash corridors.

## **PROJECT FUNDED:**

### **Highway Safety Planning and Administration**

**Problem Identification:** In South Carolina, preliminary state data from our Statistical Analysis Center indicates there were 863 traffic fatalities in 2012. This figure represents a 4.3% increase from the 828 traffic fatalities that occurred in 2011. Based on the estimated number of fatalities and an estimated 1.7% increase in vehicle miles of travel for 2012, the mileage death rate is expected to increase to 1.74 in 2012. The state rate is expected to remain significantly higher than the national rate, which was 1.10 for 2011. Though the previous statements are disappointing, it is encouraging that the State's traffic fatality statistics have been trending downward since 2007, when 1,077 traffic fatalities occurred. Overall, from 2007-2011, fatalities decreased by 10.5% in South Carolina, compared to slightly larger decreases of 12.2% in NHTSA Region 4 and 11.1% Nationwide. Also during that same timeframe of 2007-2011, state statistical data shows there were 535,682 vehicle crashes in South Carolina. In those 535,682 vehicle crashes reported from 2007-2011, 239,220 persons were injured. Of those 239,220 persons injured, 17,787, or 7.4% of the 239,220 persons injured sustained severe injuries. When comparing the 112,067 vehicle crashes in 2007 to the 101,826 vehicle crashes in 2011, the state has experienced a 9% decrease in the number of reported vehicle crashes during this five-year period.

**Project Description:** The 402 State and Community Highway Safety Program in South Carolina is administered by the Office of Highway Safety and Justice Programs (OHSJP) of the SC Department of Public Safety (SCDPS). The mission of the OHSJP is to develop and implement comprehensive strategies aimed at reducing the number and severity of traffic crashes on the state's streets and highways. The Program Administration area of the OHSJP will coordinate highway safety programming focused on public outreach and education, aggressive traffic law enforcement, promotion of new safety technologies, the integration of public health strategies and techniques, collaboration with safety and business organizations, and cooperation with state and local governments. Programming resources will be directed to national and state-identified priority areas outlined in this document. The Program Administration area will ensure monitoring of traffic data to coordinate appropriate statewide highway safety messages to all citizens and visitors of the state. Highway Safety Staff members will conduct a Problem Identification meeting annually to identify highway safety problems. A Funding Guidelines Workshop will be conducted to provide information to potential subgrantees and to encourage the development of data-driven, evidence-based projects that will positively impact highway safety. Pre-Work Conferences and a Project Management Course will be conducted during the FFY 2014 with all Project Directors of newly awarded highway safety projects.

Program Administration will continue a sustained DUI enforcement initiative by implementing the 2014 Law Enforcement DUI Challenge known as *Sober or Slammer!* (corresponding to the national *Drive Sober or Get Pulled Over* campaign) on a statewide level utilizing strategies that have proven results. The campaign will run from December 1, 2013 through September 1, 2014. According to the Countermeasures That Work guide (Chapter 1, section 2.2), publicized saturation patrol programs and sobriety checkpoints are effective in reducing alcohol-related

fatal crashes and deterring drunk driving. The state will encourage and require campaign participants to utilize these enforcement strategies in their DUI enforcement efforts statewide.

Program Administration will also continue the state's occupant protection enforcement mobilization in the time period leading up to and after the Memorial Day holiday in May 2014. The statewide campaign, known as *Buckle up, South Carolina. It's the law and it's enforced.*, will mirror the national *Click-it-or-Ticket* campaign. The 2014 campaign will once again focus on nighttime safety belt enforcement at the state and local level. All major mobilizations will include diversity outreach components that focus on the diverse population of our state.

The OHSJP will provide funding to highway staff and advocates to attend significant conferences and training events related to highway safety issues. Highway Safety staff, other SCDPS staff and partner agencies/groups will continue to educate and inform the citizenry of the state and its visitors about the state's primary enforcement safety belt law. Highway Safety staff will continue to support and assist in the further development of the Law Enforcement Network (LEN) System in the state. Sixteen (16) LENs have been formed corresponding to the sixteen judicial circuits in South Carolina. The OHSJP will continue to maintain a strong partnership with the SC Department of Transportation (SCDOT) to enhance traffic safety initiatives through a variety of activities.

The OHSJP's Planning and Administration Highway Safety project staff will direct the planning, development, coordination, monitoring, evaluating, and auditing of projects under the Section 402 Program. Highway Safety staff are also responsible for coordinating and evaluating the highway safety efforts among the various agencies throughout the state. The goal of the Program Administration Program Area is to generate a 5% reduction in the number of traffic fatalities and serious injuries during the grant period.

**Countermeasures That Work:** In the introductory section (Page 2) of the *Countermeasures That Work, A Highway Safety Countermeasure Guide for State Highway Safety Offices, Seventh Edition, 2013* it states that the guide is intended as a tool for SHSO use and does not include countermeasures for which SHSOs have little or no authority or responsibility, or that cannot be supported under typical highway safety grant programs. For example, the guide does not include administrative or management topics such as traffic safety data systems and analyses, program planning and assessments, State and community task forces, or comprehensive community traffic safety programs.

**Strategic Highway Safety Plan:** South Carolina's Strategic Highway Safety Plan, *The Roadmap to Safety*, was developed in 2007 through a partnership approach that targets ways to reduce fatal and serious injuries on South Carolina highways. In the section titled *South Carolina's Goals* (pp. 6-8) (see Appendix A); an intermediate fatality reduction goal was established that would be reviewed annually. In developing the SHSP, 2004 was adopted as the baseline year. In 2004, 1,046 traffic fatalities were reported in South Carolina. The ultimate, long-range goal of the 2007 SHSP document was zero fatalities, since no traffic death is acceptable. Based on the strategic plan, a fatality reduction goal for South Carolina to reduce the number of traffic crash fatalities reported on the state's highways to 784 or fewer by 2010 was established. Emphasis Area I: *Serious Crash Types* (pp. 14-19) reveals several specific crash types are most common in

numerous fatalities and injuries each year and targets the most significant nine with selected strategies. A brief review of the crash problem is given for each crash type and is followed by a list of definitive objectives designed to reduce or mitigate the severity of vehicle crashes. Each emphasis area in Appendix A of the SHSP cites the significance of the problem for the state and recommends engineering, education, enforcement, EMS and public policy strategies for appropriate countermeasures to address the problem (Appendix A, p. AA1-8).

South Carolina is currently developing an updated SHSP plan, entitled Target Zero, which reflects the state’s recent adoption of the national Target Zero initiative of zero traffic fatalities. The SCDPS has decided to adopt this strategy as the only legitimate way of continuing to drive down traffic fatalities in our state. During FFY 2014, “Target Zero, A Goal We Can All Live With” will be incorporated into various data-driven performance strategies to move toward eliminating traffic deaths in South Carolina.

**Summary Table**

<b>Agency</b>	<b>County</b>	<b>Project Number</b>	<b>Budget</b>	<b>Number of Personnel</b>
SC Department of Public Safety : Office of Highway Safety and Justice Programs	Statewide	PA-2014-HS-01-14	\$283,274	1.85

**Budget Table**

<b>Project Number</b>	<b>Subgrantee</b>	<b>Project Title</b>	<b>Budget</b>	<b>Budget Source</b>
<b>PA-2014-HS-01-14</b>	<b>South Carolina Department of Public Safety: Office of Highway Safety</b>	<b>Highway Safety Planning &amp; Administration</b>	<b>\$141,637</b>	<b>State Funds</b>
			<b>\$141,637</b>	<b>NHTSA 402</b>
<b>NHTSA 402 Total</b>			<b>\$141,637</b>	
<b>Total All Funds</b>			<b>\$283,274</b>	

## ALCOHOL COUNTERMEASURES PROGRAM AREA

### Overview

Reducing the occurrence of alcohol-impaired driving and the resulting traffic crashes, injuries and fatalities remains a top priority for the State of South Carolina. Though the State has experienced significant reductions in alcohol impaired driving traffic fatalities in recent years, the most recent FARS data provided by the National Highway Traffic Safety Administration (NHTSA) indicates that 315 people died on South Carolina roadways in 2011 as a result of alcohol-impaired driving collisions (See **Table 7** below). This raw number translates into a VMT rate (traffic fatalities per 100 million vehicle miles traveled) for the State of 0.65, one of the highest in the nation and significantly higher than the 2011 average rate (0.38) for NHTSA Region 4 states (See **Table 16** below).

The SC Strategic Highway Safety Plan (SHSP), The Roadmap to Safety, developed in 2007, identified impaired driving as a component of its Emphasis Area II: High Risk Drivers (pp. 19-24) section citing the significance of the problem for the state and recommending engineering, education, enforcement, EMS and public policy strategies for appropriate countermeasures to attack the problem in Appendix A, p. AA10. Over time the state has implemented a variety of the recommendations offered by the SHSP. The state is currently developing an update to the SHSP, which will be titled Target Zero, indicative of the state's commitment to eliminating traffic fatalities over time. This new version of the SHSP will isolate the problem of DUI as a separate Emphasis Area and will contain additional recommendations for appropriate countermeasures based on data-driven and evidence-based practices.

The NHTSA-produced Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices, Seventh Edition, 2013 stresses the importance of this emphasis area and outlines significant strategies to reduce impaired driving (pp.1-4 to 1-6) and appropriate countermeasures to bring about alcohol and drug-impaired driving reductions (pp. 1-7 to 1-68). The four basic strategies identified to reduce impaired driving are, Deterrence, to include laws, enforcement, prosecution and adjudication, and offender treatment, monitoring, and control; Prevention; Communications and Outreach; and Alcohol Treatment (pp. 1-4 to 1-5).

Of the four impaired driving countermeasures strategies identified, the state of South Carolina effectively implements *Deterrence* of high-quality in the area of Enforcement and Prosecution and Adjudication (pp.1-19 to 1-24). In-terms of law, South Carolina enacted a new DUI law in February 2009. Though South Carolina's DUI law was strengthened, it remains problematic for a number of reasons and likely does not function in the state at the deterrence level outlined by the document. However, the state did make strides in harshening penalties for impaired driving and for breath test refusals associated with DUI arrests.

Another strategy that South Carolina utilizes to reduce impaired driving is *Communication and Outreach*. Each year a statewide Law Enforcement DUI Challenge (*Sober or Slammer!*, modeled after and conducted with the national *Drive Sober or Get Pulled Over*. campaign) which combines enforcement, education, media, and diversity outreach components to attempt to reduce impaired driving crashes, injuries, and fatalities in the state, is conducted with the

participation of state and local law enforcement agencies throughout every judicial circuit in the state. With the decline in the number on alcohol-impaired fatalities in the state, communication and outreach strategies have proven to be highly effective for South Carolina (pp. 1-41, and 1-44 to 1-45).

During FFY 2014, the OHSJP will implement Pilot DUI Courts in two judicial circuits in South Carolina. Through the implementation of DUI Courts, the State will monitor and provide treatment to offenders convicted of DUI with hopes of seeing a reduction in recidivism; and a change in behavior for those who complete the program (pp. 1-25 to 1-36, and 1-39).

The following data sections outline specifically the problems being faced by the State of South Carolina in terms of alcohol-impaired driving and demonstrate the foundation upon which the state has built its response to the problem for its FFY 2014 Highway Safety Plan.

### **Traffic Fatalities**

According to **Table 7** below from NHTSA’s “Analysis of Fatal Crash Data for South Carolina”, between 2007 and 2010, South Carolina’s alcohol-impaired driving fatalities averaged 398 per year. In 2011, those deaths decreased to 315, a 20.8% decrease (from the average of the prior four years). The change from 464 deaths in 2007 to 315 deaths in 2011 represents a larger decrease of 32.1%. The decline in the population-based fatality rate was slightly larger than the drop in the number of fatalities, decreasing by 23%, from a four-year average of 8.74 (2007-2010) to 6.73 (2011). The 2011 alcohol-impaired VMT rate (0.65 deaths per 100 million VMT) represented a decrease of 20.3% from the previous four-year average (0.81).

**Table 16** also indicates that South Carolina’s proportion of the NHTSA Region’s impaired deaths decreased by 4.2% in 2011, compared with the average for the previous four years.

**Table 7: South Carolina Alcohol-Impaired Driving Fatalities**

	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2007 - 2011 % Change</b>
<b>Fatalities</b>	464	400	374	353	315	-20.80%
<b>VMT Rate*</b>	0.91	0.81	0.81	0.72	0.65	-20.31%
<b>Pop. Rate**</b>	10.44	8.83	8.15	7.61	6.73	-22.99%
<b>Pct of Total</b>	43.08%	43.43%	41.83%	43.63%	38.04%	-11.50%
<b>Pct of Region</b>	17.98%	17.30%	18.25%	18.76%	17.27%	-4.22%

\* Rate per 100 million miles of travel

\*\* Rate per 100,000 population

Table 16 provides impaired fatality and rate data for the entire Region and Table 17 provides such data for the nation. Over the entire five-year period, the average *VMT rate* in South Carolina (0.78 deaths per 100 million VMT) was much higher than the rate for Region 4 (0.44 deaths per 100 million VMT), and both were higher than the rate across the U.S. (0.38 deaths). The *population-based* rate followed the same pattern with South Carolina (8.33 deaths/100,000 residents) much higher than the Region (4.85), and both higher than the Nationwide rate (3.62).

With regard to change, Table 16 shows that alcohol impaired driving fatalities decreased by 17.3% in Region 4 between 2007 and 2011, while VMT-based and population-based fatality rates dropped by 17.5% and 19.3%, respectively. These Regional declines were only slightly smaller than the declines found in South Carolina (Table 7 above). Nationwide, Table 17 indicates that alcohol-impaired deaths declined by 13.4%, while VMT-based and population-based fatality rates dropped by 13.4% and 15.2%, respectively. These national declines were significantly smaller than the declines experienced in South Carolina and in Region 4.

**Table 16. Region 4 Alcohol-Impaired Driving Fatalities**

	2007	2008	2009	2010	2011	2007 - 2011 % Change
<b>Fatalities</b>	2,581	2,312	2,049	1,882	1,824	-17.32%
<b>VMT Rate*</b>	0.51	0.48	0.45	0.38	0.38	-17.48%
<b>Pop. Rate**</b>	6.00	5.31	4.66	4.25	4.08	-19.27%
<b>Pct of Total</b>	31.28%	31.21%	31.14%	29.43%	29.00%	-5.88%

\* Rate per 100 million miles of travel

\*\* Rate per 100,000 population

In 2011, the impaired driving *percentage of total fatalities* decreased in South Carolina (-11.5%), as well as declining across the Region (-5.9%) and the U.S. (-2.7%). Here again, these changes in 2011 are relative to the average from 2007 through 2010.

**Table 17. Nationwide Alcohol-Impaired Driving Fatalities**

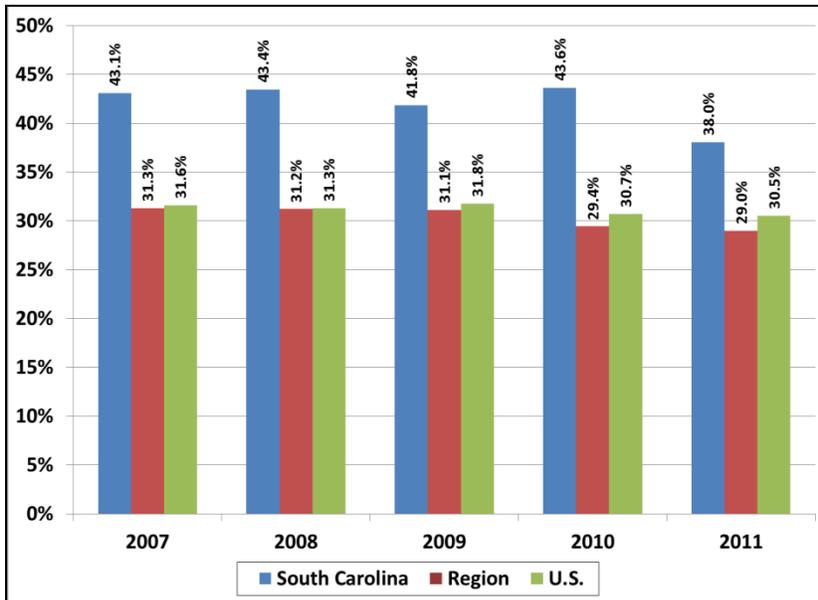
	2007	2008	2009	2010	2011	2007 - 2011 % Change
<b>Fatalities</b>	13,041	11,711	10,759	10,136	9,878	-13.44%
<b>VMT Rate*</b>	0.43	0.39	0.38	0.34	0.34	-13.42%
<b>Pop. Rate**</b>	4.33	3.85	3.51	3.28	3.17	-15.17%
<b>Pct of Total</b>	31.61%	31.29%	31.75%	30.72%	30.52%	-2.68%

\* Rate per 100 million miles of travel

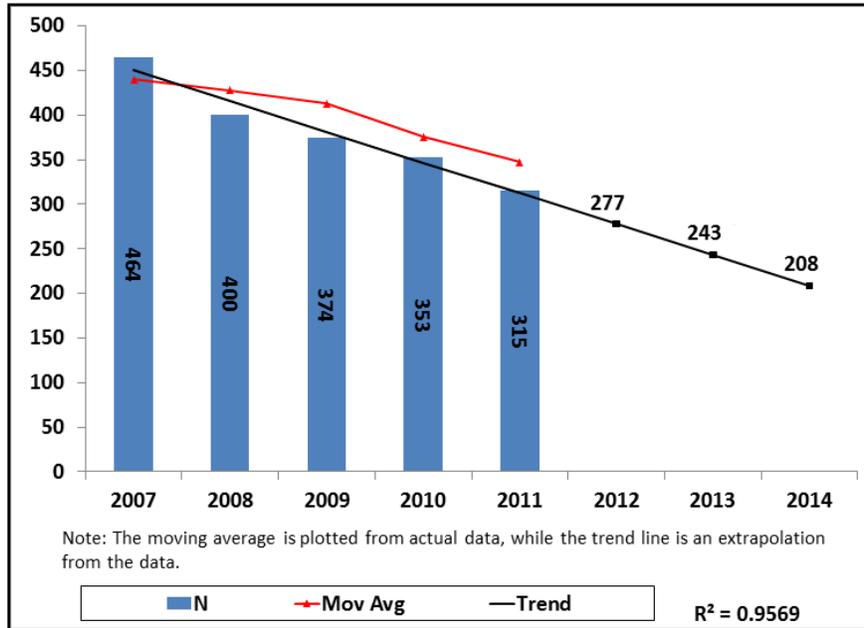
\*\* Rate per 100,000 population

As shown in **Figure 25** below, the percentage of total fatalities that involved alcohol-impaired driving in South Carolina was higher than the percentage for both Region 4 and the nation for all five years during the period 2007-2011. In 2011, alcohol-impaired driving fatalities (Alcohol-impaired driving fatalities refer only to those resulting from impaired [BAC  $\geq$  0.08] drivers/motorcycle operators.) accounted for 38% of all fatalities in South Carolina (the lowest proportion of the five-year period), compared to 29% for Region 4, and 30.5% for the nation.

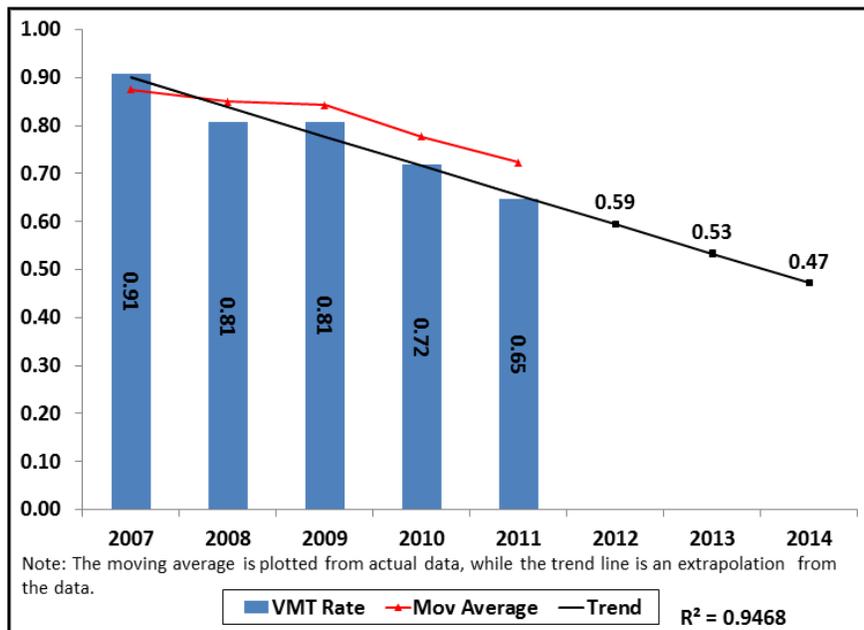
**Figure 25: Alcohol-Impaired Driving Fatalities as Percent of Total Fatalities**



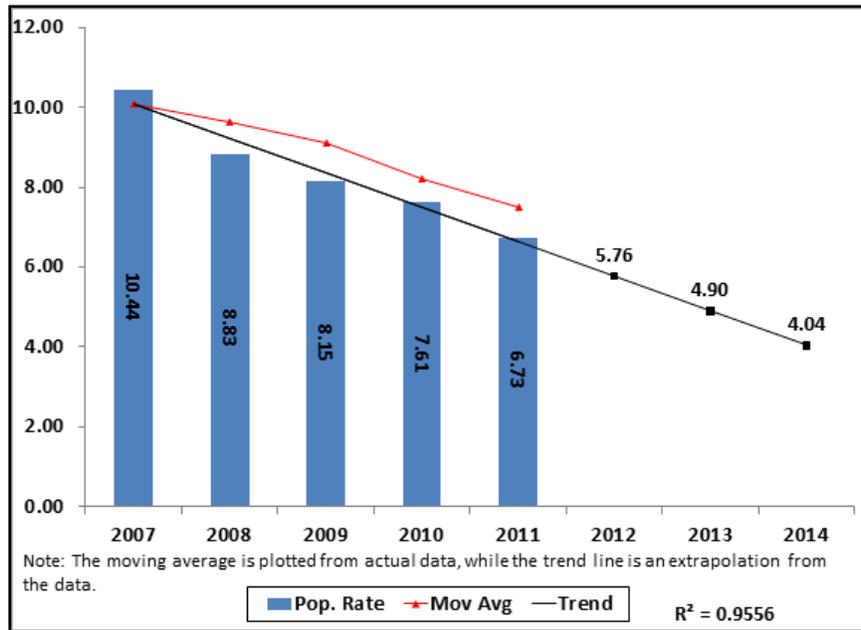
The following three figures are based on NHTSA FARS data and display graphically the downward trends in the state of South Carolina in terms three key indices of alcohol-impaired data – alcohol-impaired driving fatalities, VMT-based alcohol-impaired fatality rate and population-based alcohol-impaired driving fatality rate. Though the state has much work to do to improve the problem of alcohol-impaired driving, the trends are encouraging.



**Figure 4 South Carolina Alcohol-Impaired Driving Fatalities**



**Figure 5. South Carolina Alcohol-Impaired Driving Fatalities, VMT, Rate**



**Figure 6. South Carolina Alcohol-Impaired Driving Fatalities, Population Rate**

## Alcohol-Impaired Driving Fatalities: Counties

**Table 18** below shows the alcohol-impaired driving fatalities by county for South Carolina. According to FARS data, in South Carolina, from 2007-2011, the top counties with the most alcohol-impaired driving fatalities were Horry (135); Lexington (126); Charleston (121); Greenville (118); Richland (95); Spartanburg (89); Berkeley (80); Orangeburg (79); and Aiken (74).

**Table 18. Alcohol-Impaired Driving Fatalities by County**

Alcohol-Impaired Driving (A-I) Fatalities*								A-I
County	2007	2008	2009	2010	2011	Total A-I Fatalities	Total Fatalities	%
Abbeville	5	1	2	2	0	10	20	50.0%
Aiken	17	14	16	15	12	74	168	44.0%
Allendale	0	5	2	2	0	9	15	60.0%
Anderson	16	9	9	15	13	62	192	32.3%
Bamberg	1	0	2	1	2	6	20	30.0%
Barnwell	6	4	5	1	7	23	41	56.1%
Beaufort	10	14	4	13	4	45	86	52.3%
Berkeley	12	20	20	10	18	80	176	45.5%
Calhoun	6	1	5	3	2	17	32	53.1%
Charleston	28	25	24	25	19	121	279	43.4%
Cherokee	8	5	5	3	3	24	68	35.3%
Chester	5	7	6	9	3	30	59	50.8%
Chesterfield	2	9	6	7	2	26	58	44.8%
Clarendon	5	6	9	5	3	28	73	38.4%
Colleton	10	9	6	7	7	39	101	38.6%
Darlington	11	9	11	5	8	44	94	46.8%
Dillon	5	1	5	5	4	20	56	35.7%
Dorchester	7	9	10	5	7	38	92	41.3%
Edgefield	4	2	0	2	6	14	32	43.8%
Fairfield	7	4	2	4	4	21	59	35.6%
Florence	8	21	13	14	7	63	152	41.4%
Georgetown	9	8	7	3	2	29	70	41.4%
Greenville	39	22	19	17	21	118	316	37.3%
Greenwood	7	1	4	3	6	21	45	46.7%
Hampton	6	3	1	1	2	13	26	50.0%
Horry	42	21	28	24	20	135	301	44.9%
Jasper	7	4	6	3	9	29	88	33.0%
Kershaw	15	5	9	7	5	41	76	53.9%
Lancaster	9	7	4	1	9	30	89	33.7%
Laurens	5	9	6	6	4	30	82	36.6%
Lee	2	1	8	1	1	13	38	34.2%
Lexington	24	37	19	20	26	126	231	54.5%

Alcohol-Impaired Driving (A-I) Fatalities*								A-I
County	2007	2008	2009	2010	2011	Total A-I Fatalities	Total Fatalities	%
Marion	6	7	6	6	0	25	59	42.4%
Marlboro	4	4	2	2	6	18	42	42.9%
McCormick	2	1	1	1	0	5	12	41.7%
Newberry	3	3	1	2	1	10	41	24.4%
Oconee	13	5	3	6	5	32	75	42.7%
Orangeburg	18	14	17	21	9	79	181	43.6%
Pickens	7	3	11	8	6	35	96	36.5%
Richland	20	15	20	24	16	95	217	43.8%
Saluda	0	3	0	3	1	7	18	38.9%
Spartanburg	24	21	16	16	12	89	224	39.7%
Sumter	10	14	12	9	9	54	115	47.0%
Union	1	1	3	2	2	9	21	42.9%
Williamsburg	7	4	3	3	2	19	50	38.0%
York	15	16	8	12	11	62	143	43.4%
<b>Totals</b>	<b>468</b>	<b>404</b>	<b>376</b>	<b>354</b>	<b>316</b>	<b>1,918</b>	<b>4,529</b>	<b>42.3%</b>

Of the nine counties identified (**Table 18** above) by NHTSA with the most alcohol-impaired fatalities during this period, seven experienced a decrease in the number in 2011 compared to the average of the prior four years: Orangeburg County (-48.6%); Spartanburg County (-37.7%); Horry County (-30.4%); Charleston County (-25.5%); Aiken County (-22.6%); Richland County (-19%); and Greenville County (-13.4%). Two counties experienced increases in 2011 compared to the prior four-year average: Berkeley County (+16.1%) and Lexington County (+4%).

Different county pictures emerge when looking at population-based alcohol-impaired fatality rates in South Carolina. The population-based fatality rates by county are shown in Table 19, with highlighting indicating counties with the highest rates in 2011 (Bamberg, Barnwell, Calhoun, Colleton, Dillon, Edgefield, Fairfield, Jasper and Marlboro). These counties are much smaller in population than the average SC county, and it should be noted that the counties' population-based fatality rates can vary drastically from year to year, reflected in the fact that counties with the highest rates in 2011 may have had a rate of 0.00 in prior years, and thus should be considered with caution. However, the state will attempt to address these counties with an enforcement strategy during FFY 2014 (See "**Strategies**" section below).

**Table 19. Alcohol-Impaired Driving Fatalities by County: Rate per 100,000 Population**

<b>County</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
Abbeville	19.42	3.89	7.81	7.89	0.00
Aiken	10.98	8.92	10.09	9.34	7.47
Allendale	0.00	46.28	18.83	19.32	0.00
Anderson	8.81	4.88	4.82	8.01	6.90
Bamberg	6.16	0.00	12.48	6.27	12.52
Barnwell	26.26	17.57	22.11	4.42	31.31
Beaufort	6.60	8.95	2.50	7.98	2.43
Berkeley	7.28	11.69	11.42	5.59	9.81
Calhoun	39.32	6.59	32.75	19.83	13.21
Charleston	8.30	7.31	6.92	7.11	5.31
Cherokee	14.69	9.09	9.07	5.42	5.40
Chester	15.04	20.92	18.07	27.19	9.11
Chesterfield	4.38	19.43	12.87	15.00	4.30
Clarendon	14.60	17.20	25.76	14.31	8.64
Colleton	25.80	23.07	15.44	17.99	18.13
Darlington	16.06	13.09	16.01	7.29	11.71
Dillon	15.91	3.17	15.71	15.57	12.60
Dorchester	5.54	6.89	7.49	3.64	4.97
Edgefield	15.10	7.47	0.00	7.42	22.50
Fairfield	29.27	16.58	8.30	16.74	16.97
Florence	5.98	15.55	9.55	10.21	5.08
Georgetown	14.93	13.20	11.60	4.99	3.33
Greenville	9.11	5.01	4.25	3.75	4.55
Greenwood	10.26	1.45	5.75	4.30	8.59
Hampton	28.18	14.14	4.72	4.75	9.61
Horry	16.64	8.06	10.54	8.87	7.24
Jasper	30.47	16.93	24.76	12.03	35.72
Kershaw	25.26	8.28	14.72	11.32	8.03
Lancaster	12.95	9.62	5.31	1.30	11.55
Laurens	7.44	13.40	8.97	9.02	6.01
Lee	10.08	5.08	41.34	5.21	5.27
Lexington	9.74	14.64	7.34	7.59	9.73
Marion	17.73	20.76	18.03	18.18	0.00
Marlboro	13.69	13.76	6.85	6.93	21.05
McCormick	19.68	9.78	9.77	9.78	0.00
Newberry	8.09	8.07	2.67	5.32	2.65
Oconee	17.95	6.84	4.06	8.07	6.72
Orangeburg	19.43	15.07	18.33	22.74	9.79
Pickens	5.99	2.54	9.23	6.71	5.02
Richland	5.46	4.01	5.26	6.22	4.11
Saluda	0.00	15.38	0.00	15.06	5.03
Spartanburg	8.75	7.51	5.65	5.62	4.18

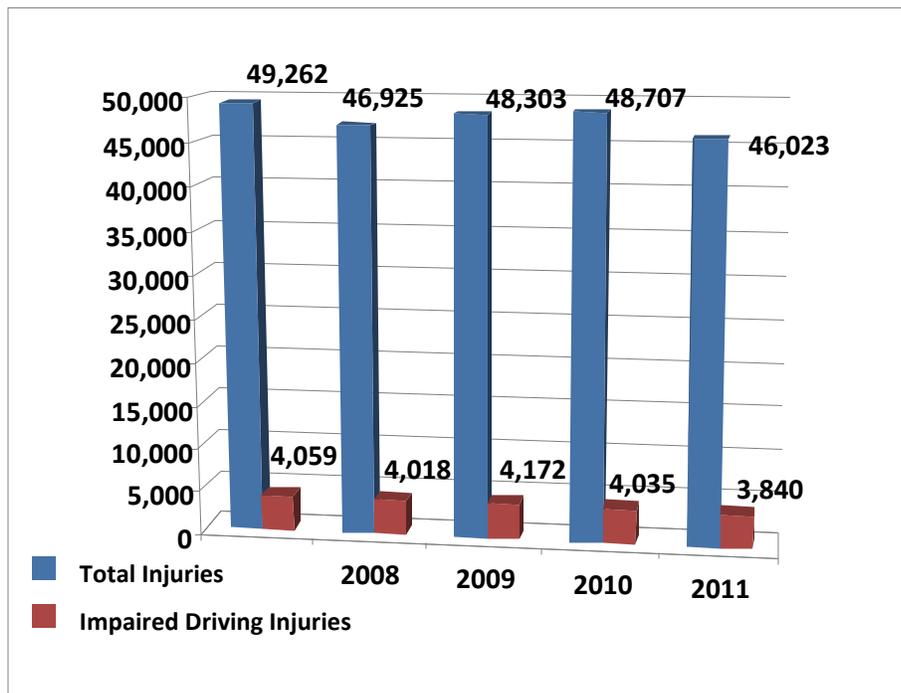
County	2007	2008	2009	2010	2011
Sumter	9.43	13.15	11.21	8.37	8.38
Union	3.44	3.43	10.31	6.93	6.97
Williamsburg	19.75	11.40	8.67	8.73	5.87
York	7.19	7.36	3.58	5.29	4.77
Statewide Average	10.53	8.92	8.19	7.64	6.75

## Traffic Injuries

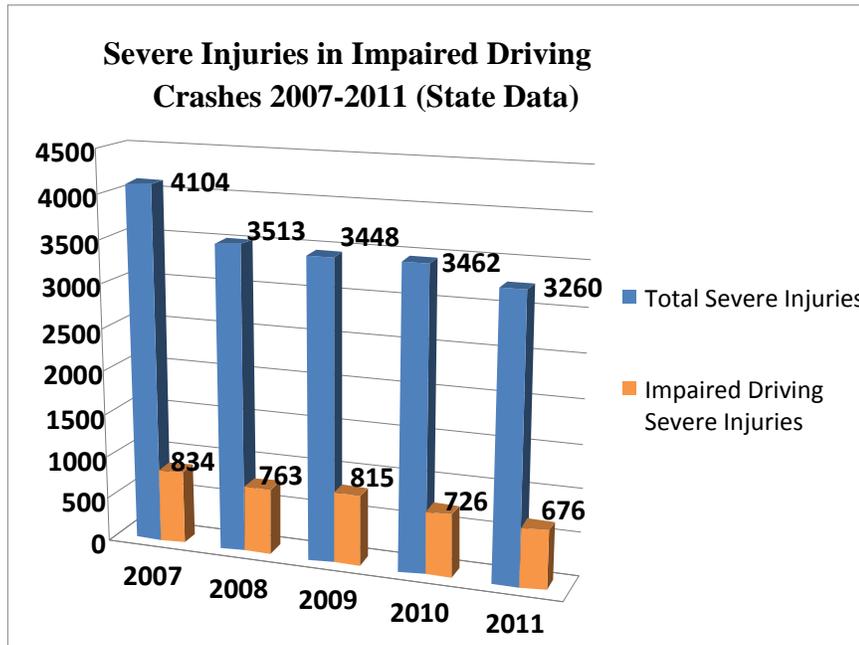
Though still problematic, a look at state injury data shows a somewhat brighter picture as opposed to the alcohol-impaired fatality data in the previous section. According to State data, from 2007-2011, a total of 239,220 people were injured in a motor vehicle collision in South Carolina. Of the 239,220 injuries, 20,124, or only 8.4%, were alcohol-impaired driving-related. **Figure 26** below displays graphically how total injuries compare to impaired driving-related injuries in the State from 2007-2011.

**Figure 26. Impaired Driving Injuries in SC Motor Vehicle**

### Collisions, 2007-2011 State Data



**Figure 27** below compares total severe traffic-related injuries in SC from 2007-2011 to those severe injuries that were the result of alcohol-impaired collisions. From 2007-2011, SC experienced a total of 17,787 severe traffic-related injuries. Of these 17,787 severe injuries, 3,814, or 21.4%, were impaired driving-related. The state experienced a significant decline (18.9%) in 2011 in impaired driving-related severe injuries (676), as compared to the number of impaired driving-related severe injuries in 2007 (834). The state also experienced a decline (13.9%) in 2011 as compared to the average of the four-year period 2007-2011 (785 severe injuries).



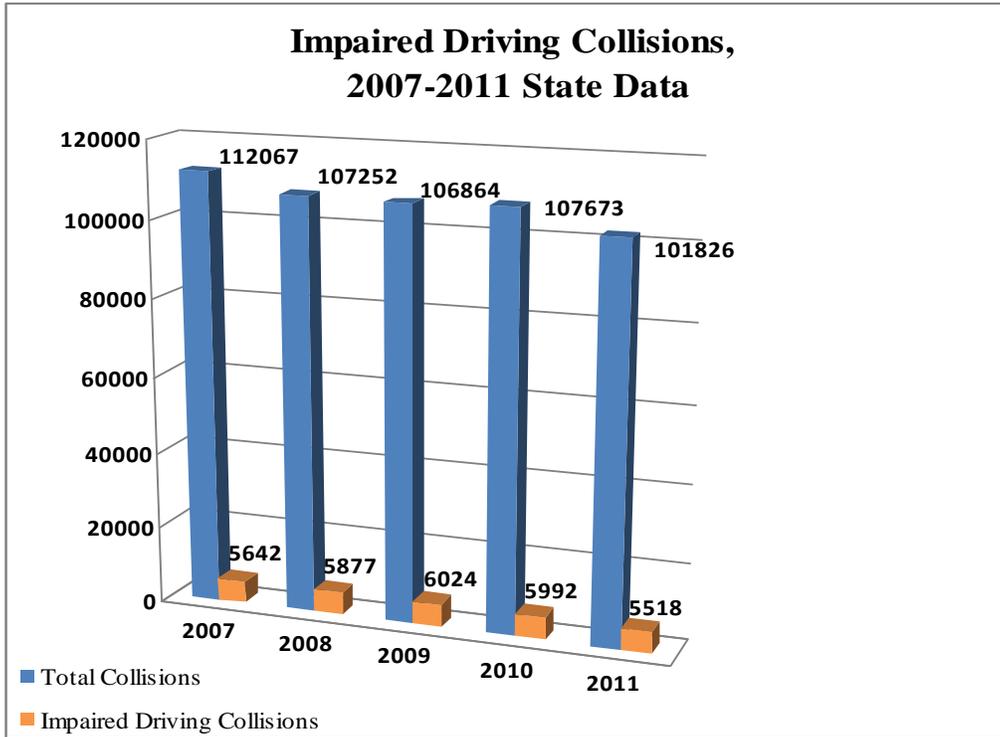
**Figure 27**

## Traffic Crashes

### Alcohol-Impaired Driving Collisions

According to state data, over the five year period, 2007-2011, South Carolina experienced 29,053 impaired driving collisions. During the same period, there was a 2.2 % decrease in the number of impaired driving collisions, from 5,642 in 2007 to 5,518 in 2011. The state experienced a greater decrease of 7.9% in the number of reported impaired driving-related crashes from 2010 to 2011 (**Figure 28**). The 2011 figure of 5,518 impaired driving-related crashes was 6.2% lower than the average number of impaired driving-related crashes for the years 2007-2010 (5,884).

**Figure 28 - South Carolina Impaired Driving Collisions 2007-2011**



Drivers in the 20-24 year old age group comprised the largest age group represented among all at-fault drivers involved in impaired driving crashes from 2007-2011, totaling 5,442 drivers. Of the 5,442 drivers, 343 were involved in a fatal impaired driving collision. The second highest age group of at-fault impaired drivers was 25-29 (4,627 drivers), 282 of which were involved in a fatal crash. This age group was followed by drivers aged 30-34, totaling 3,462 at-fault drivers involved in impaired driving crashes, 178 of whom were involved in a fatal collision (see **Tables S-2 and S-3** below). During the period 2007-2011, 81.5% of the at-fault drivers involved in impaired driving crashes were male, 18.0% were female, and 0.5% had no gender reported (**Table S-4**). In regards to ethnicity, Caucasians were the leading group of at-fault drivers involved in impaired driving collisions, comprising 65.0% of the total drivers (**Table S-5**). African Americans were the next highest group, with 27.8%, followed by Hispanic drivers, which accounted for 6.17% of the total at-fault drivers involved in impaired driving crashes.

**Table S-2. At-Fault Drivers In Impaired Driving Crashes by Age Group, 2007-2011**

	2007	2008	2009	2010	2011	Total
Under 15	5	3	0	7	5	20
15-19	386	378	353	382	299	1,798
20-24	1,188	1,100	1,116	1,095	943	5,442
25-29	877	1,007	939	941	863	4,627
30-34	623	650	715	711	763	3,462
35-39	575	608	623	606	496	2,908
40-44	559	568	567	565	499	2,758
45-49	534	567	586	541	509	2,737
50-54	338	390	457	409	406	2,000
55-59	205	213	255	247	259	1,179
60-64	138	152	142	155	171	758
65-69	60	58	66	84	76	344
70+	51	60	61	66	55	293
Unknown	69	67	58	53	58	305
<b>Total</b>	<b>5,608</b>	<b>5,821</b>	<b>5,938</b>	<b>5,862</b>	<b>5,402</b>	<b>28,631</b>

**Table S-3. At-Fault Drivers In Impaired Driving Fatal Crashes by Age Group, 2007-2011**

	2007	2008	2009	2010	2011	Total
Under 15	1	0	0	0	0	1
15-19	34	31	32	37	16	150
20-24	97	82	62	50	52	343
25-29	67	54	67	47	47	282
30-34	39	34	30	39	36	178
35-39	35	35	37	40	24	171
40-44	38	40	37	29	17	161
45-49	35	38	27	28	22	150
50-54	22	26	30	19	20	117
55-59	20	20	10	13	10	73
60-64	11	8	12	9	8	48
65-69	5	4	5	11	3	28
70+	10	11	7	2	4	34
Unknown	2	4	3	1	3	13
<b>Total</b>	<b>416</b>	<b>387</b>	<b>359</b>	<b>325</b>	<b>262</b>	<b>1,749</b>

**Table S-4. At-Fault Drivers In Impaired Driving Fatal Crashes by Gender, 2007-2011**

	2007	2008	2009	2010	2011	Total
Male	352	311	281	269	212	1,425
Female	62	73	75	56	48	314
Not Reported	2	3	3	0	2	10
<b>Total</b>	<b>416</b>	<b>387</b>	<b>359</b>	<b>325</b>	<b>262</b>	<b>1,749</b>

**Table S-5. At-Fault Drivers In Impaired Driving Fatal Crashes by Ethnicity, 2007-2011**

	2007	2008	2009	2010	2011	Total
Asian/Pacific Islander	1	1	0	1	1	4
African American	101	111	112	89	74	487
Hispanic	34	20	21	17	16	108
Caucasian	278	251	223	216	169	1,137
Other	0	1	0	2	1	4
Unknown	2	3	3	0	1	9
Total	416	387	359	325	262	1,749

**Alcohol-Impaired Fatal Crashes: Blood Alcohol Content (BAC Levels)**

According to the National Highway Traffic Safety Administration’s (NHTSA) National Center for Statistics and Analysis, there were a total of 1,086 drivers involved in fatal crashes in South Carolina during 2011. Of the 1,086 drivers, 307 of these drivers or operators had a BAC of .08 or greater, which accounted for 28.3% of all drivers involved in fatal crashes. This represents a decrease over 2010, when 32.3% of all drivers or operators in fatal crashes had a BAC of .08 or greater (see **Table 20** below). The Table shows that the percentage of drivers involved in fatal crashes who had a BAC of 0.08 or above in South Carolina (31.1%) was also higher than that in Region 4 (21.0%), as well as the percentage across the US as a whole (21.6%). The year-by-year percentages are also displayed in Figure 29, as a supplement to Table 20. This figure draws attention to the fluctuations in this index in South Carolina compared to the relatively stable index for the Region and the Nation. It also highlights the fact that the State’s percentage of drivers in fatal crashes with BAC > 0.08 has been approximately 7 to 10 percentage points higher each year compared to the percentages in both Region 4 and the nation, with the biggest drop in 2011.

**Table 20: BACs of Drivers/Operators Involved in Fatal Crashes**

	2007	2008	2009	2010	2011	Total 2007 - 2011
<b>SC</b>	<b>(N=1,412)</b>	<b>(N=1,164)</b>	<b>(N=1,152)</b>	<b>(N=1,079)</b>	<b>(N=1,086)</b>	<b>(N=5,893)</b>
BAC						
0.00	63.5%	61.9%	64.8%	62.6%	65.7%	63.7%
0.01-0.07	5.2%	5.8%	4.5%	5.2%	6.0%	5.3%
0.08+	31.4%	32.4%	30.8%	32.3%	28.3%	31.1%
<b>Region</b>	<b>(N=11,371)</b>	<b>(N=10,133)</b>	<b>(N=8,832)</b>	<b>(N=8,735)</b>	<b>(N=8,592)</b>	<b>(N=47,663)</b>
BAC						
0.00	74.9%	74.7%	74.2%	75.7%	76.2%	75.1%
0.01-0.07	4.0%	4.0%	4.0%	3.7%	3.9%	3.9%
0.08+	21.1%	21.2%	21.8%	20.7%	20.0%	21.0%
<b>U.S.</b>	<b>(N=56,019)</b>	<b>(N=50,416)</b>	<b>(N=45,337)</b>	<b>(N=44,599)</b>	<b>(N=43,668)</b>	<b>(N=240,039)</b>
BAC						
0.00	73.9%	74.1%	73.5%	74.4%	75.0%	74.2%
0.01-0.07	4.5%	4.2%	4.4%	4.1%	3.7%	4.2%
0.08+	21.6%	21.6%	22.1%	21.5%	21.3%	21.6%

\*Based on NHTSA's alcohol imputation data. Rounding may cause the sum of sub-categories to differ slightly from total values

As shown in **Table 21** and **Figure 29**, South Carolina's percentage of fatalities where the highest BAC in the crash was 0.08 or above (47%) was higher than both the percentage in Region 4 (36%) and the percentage across the US as a whole (35%).

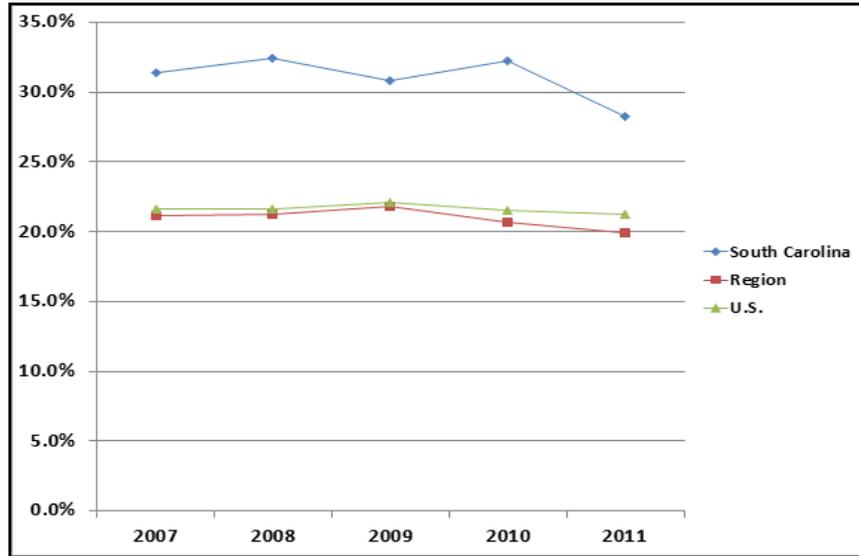
**Table 21: Fatalities by the Highest BAC in the Crash\***

BAC	2007	2008	2009	2010	2011	SC	Region	U.S.
	(N=1,077)	(N=921)	(N=894)	(N=809)	(N=828)	(N=4,529)	(N=34,923)	(N=177,931)
<b>0.00</b>	46%	44%	48%	45%	49%	46%	59%	59%
<b>0.01 - 0.07</b>	6%	6%	6%	7%	9%	7%	6%	6%
<b>0.08+</b>	48%	49%	46%	49%	43%	47%	36%	35%

\*Data based on all crash participants.

Based on NHTSA's alcohol imputation data. Rounding may cause the sum of sub-categories to differ slightly from total values

**Figure 29: Percent of Drivers/Operators with BAC  $\geq$  0.08**



### **Alcohol-Impaired Fatal Crashes: Month, Day, and Time**

As shown in **Table 22**, the three months with the greatest number of alcohol-impairment-related fatal crashes in South Carolina are May (202 crashes and 10.3% of total), April (180 crashes, 9.1%), and October (178 crashes, 9%). In Region 4, May had the greatest number of crashes (9.1%), followed by October (8.9%), and then June (8.7%). Nationwide, the three months with the most fatal crashes were July and August (each with 9.2%), and October (9.1%).

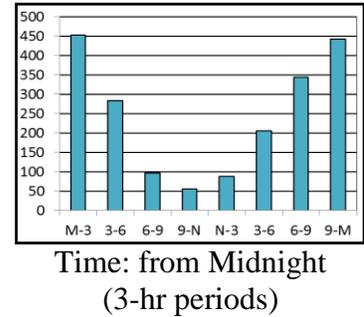
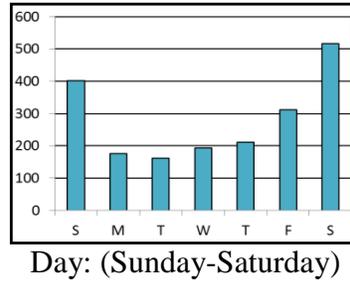
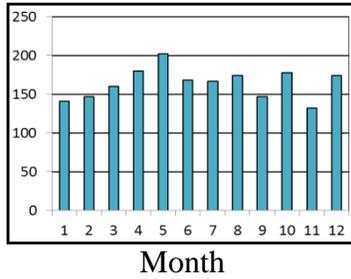
Additionally, alcohol-impairment-related fatal crashes were much more common on the weekends or Friday than at other times of the week, for South Carolina, Region 4, and the U.S. as a whole. In South Carolina, the most alcohol-impairment-related crashes occurred on Saturday (516 crashes, 26.2% of total), followed by Sunday (401 crashes, 20.4% of total), and then Friday (311 crashes, 15.8% of total). The same pattern was observed for Region 4, with 24.5% of such crashes occurring on a Saturday, 20.7% on a Sunday, and 16% on a Friday. Similarly, nationwide, 24.2% of such crashes occurred on a Saturday, 21.4% on a Sunday, and 15.6% on a Friday.

Lastly, alcohol-impairment-related fatal crashes were much more common after 6 p.m. and before 3 a.m. for South Carolina, Region 4, and the US as a whole. In South Carolina, the most alcohol-impairment-related fatal crashes occurred between midnight and 3 a.m. (452 crashes, 23% of total), followed by the period between 9 p.m. and midnight (442 crashes, 22.5% of total), and then the period between 6 p.m. and 9 p.m. (344 crashes, 17.5% of total). A slightly different pattern was seen in Region 4, where 23.4% of such crashes occurred between 9 p.m. and midnight, 23.1% occurred between midnight and 3 a.m., and 18.8% occurred between 6 p.m. and 9 p.m. Nationwide, the pattern followed that experienced in the State, with 26% of such crashes occurring between midnight and 3 a.m., 22.1% between 9 p.m. and midnight, and 17.6% between 6 p.m. and 9 p.m.

**Table 22: Alcohol-Impaired-Related\* Fatal Crashes by Month, Day of Week, and Time of Day: Totals 2007-2011**

	South Carolina		Region	U.S.
	(N=1,970)		(N=11,490)	(N=57,595)
	N	%	%	%
<b>MONTH</b>				
January	141	7.2%	7.9%	7.3%
February	147	7.5%	7.6%	6.9%
March	160	8.1%	8.5%	7.7%
April	180	9.1%	8.5%	8.2%
May	202	10.3%	9.1%	8.9%
June	168	8.5%	8.7%	8.7%
July	167	8.5%	8.4%	9.2%
August	174	8.8%	8.3%	9.2%
September	147	7.5%	7.5%	8.6%
October	178	9.0%	8.9%	9.1%
November	132	6.7%	7.9%	8.2%
December	174	8.8%	8.6%	7.9%
<b>DAY OF WEEK</b>				
Sunday	401	20.4%	20.7%	21.4%
Monday	175	8.9%	9.4%	9.7%
Tuesday	161	8.2%	9.1%	8.7%
Wednesday	193	9.8%	9.8%	9.5%
Thursday	212	10.8%	10.5%	10.8%
Friday	311	15.8%	16.0%	15.6%
Saturday	516	26.2%	24.5%	24.2%
<b>TIME OF DAY</b>				
Midnight-3am	452	23.0%	23.1%	26.0%
3am-6am	284	14.4%	14.1%	13.0%
6am-9am	97	4.9%	4.2%	4.2%
9am-Noon	55	2.8%	2.3%	2.4%
Noon-3pm	88	4.5%	4.2%	4.3%
3pm-6pm	205	10.4%	8.9%	9.2%
6pm-9pm	344	17.5%	18.8%	17.6%
9pm-Midnight	442	22.5%	23.4%	22.1%
Unknown	1	0.1%	1.1%	1.2%

\*Based on fatal crashes in which any crash participant had a BAC of 0.08 or above. Total fatal crashes may differ slightly depending on grouping (month, day, time) due to imputation method.



### Alcohol-Impaired Fatalities: Road Type

As shown in Table 23, collector roads were associated with the largest proportion of alcohol-impaired driving fatalities in South Carolina (44.6%), followed closely by arterial roads (41.3%), and then interstates/expressways (7.9%). The smallest proportion of such fatalities occurred on South Carolina's local roads (1.1%). Unlike in South Carolina, for both Region 4 and the U.S., the greatest proportion of alcohol-impaired driving fatalities occurred on arterials (38.5% and 36.7%, respectively), followed by local roads and collectors (in proportions ranging from 21% to 25%). In contrast to South Carolina, the smallest proportions of such fatalities occurred on interstates/expressways in both Region 4 and the Nation (13.3% and 15%, respectively), but at approximately twice the proportion as in the State.

**Table 23. Alcohol-Impaired Driving Fatalities by Road Type**

Road Type	South Carolina					Total 2007 - 2011		
	2007	2008	2009	2010	2011	SC	Region	U.S.
	(N=465)	(N=401)	(N=375)	(N=353)	(N=315)	(N=1,909)	(N=10,653)	(N=55,527)
Interstate/Expressway	42	32	23	18	35	7.86%	13.28%	14.99%
Arterial	178	155	152	188	116	41.33%	38.54%	36.73%
Collector	203	205	199	130	114	44.58%	20.76%	23.28%
Local	0	0	0	0	20	1.05%	25.22%	23.92%
Unknown	42	9	1	17	30	5.19%	2.19%	1.08%
<b>Total</b>	465	401	375	353	315	100.00%	100.00%	100.00%

Highlighting is to help the reader identify cells with higher numbers/percentages.

### **Alcohol-Impaired Fatal and Severe Injury Collisions**

The Office of Highway Safety and Justice Programs' (OHSJP) Statistical Analysis Center also reviewed the counties with the highest reported frequencies of fatal and severe injury DUI-related collisions in South Carolina from 2007-2011. Combining DUI-related "fatal and severe injury" data is another way that the OHSJP analyzed the impaired driving problem in the state. During the five-year time frame 2007-2011, the counties identified as experiencing the most DUI-related fatal and severe injury collisions were Greenville (345), Horry (302), Lexington (283), Richland (268), Spartanburg (262), Charleston (223), Anderson (215), Aiken (191), York (176), Berkeley (175), Florence (142), Orangeburg (141), Pickens (136), Laurens (122), and Sumter (109). (See Table 18). The nine priority counties identified by NHTSA in Table 18 are all among the highlighted counties in the fatal and severe injury DUI collision Table S-6 below.

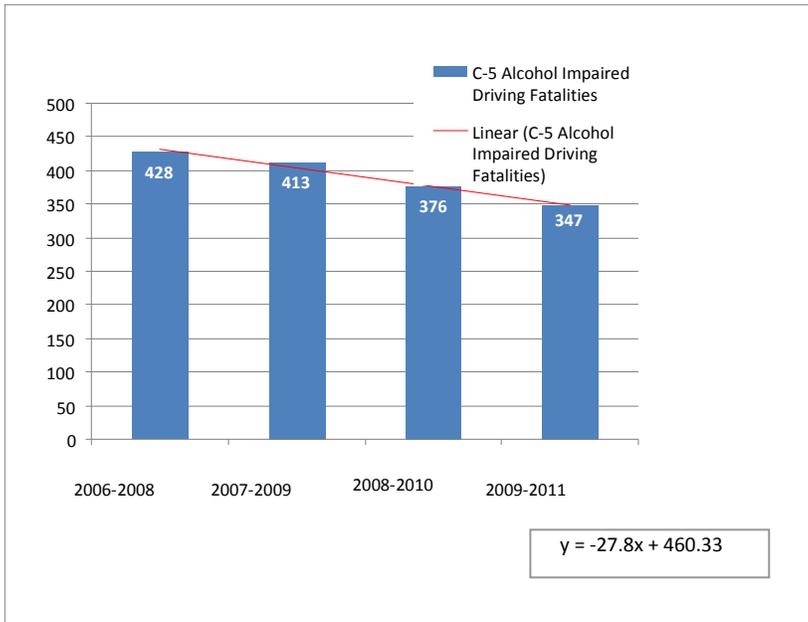
**Table S-6: All Fatal and Severe Injury Alcohol and/or Drug Collisions  
South Carolina 2007-2011**

County	2007	2008	2009	2010	2011	2007-2011	% DUI 2007-2011
<b>Greenville</b>	71	63	67	71	73	<b>345</b>	26.3%
<b>Horry</b>	79	57	57	56	53	<b>302</b>	21.0%
<b>Lexington</b>	69	61	48	46	59	<b>283</b>	37.7%
<b>Richland</b>	55	57	54	53	49	<b>268</b>	24.5%
<b>Spartanburg</b>	62	55	46	56	43	<b>262</b>	30.7%
<b>Charleston</b>	54	52	37	47	33	<b>223</b>	14.3%
<b>Anderson</b>	46	47	45	38	39	<b>215</b>	28.0%
<b>Aiken</b>	44	44	39	34	30	<b>191</b>	33.6%
<b>York</b>	42	38	38	30	28	<b>176</b>	25.5%
<b>Berkeley</b>	33	40	43	27	32	<b>175</b>	23.6%
<b>Florence</b>	25	34	35	28	20	<b>142</b>	25.7%
<b>Orangeburg</b>	27	25	35	31	23	<b>141</b>	30.9%
<b>Pickens</b>	19	24	34	32	27	<b>136</b>	32.2%
<b>Laurens</b>	23	28	22	26	23	<b>122</b>	32.9%
<b>Sumter</b>	23	19	24	24	19	<b>109</b>	26.7%
Kershaw	30	20	28	20	7	105	39.9%
Darlington	26	21	19	16	15	97	35.5%
Dorchester	19	21	23	12	17	92	18.3%
Lancaster	20	17	20	20	15	92	25.8%
Beaufort	18	22	17	19	15	91	18.9%
Greenwood	15	14	18	16	22	85	25.7%
Oconee	23	15	14	19	11	82	33.3%
Colleton	13	20	24	13	11	81	21.9%
Cherokee	17	14	16	9	13	69	28.5%
Georgetown	19	9	17	12	7	64	25.4%
Chester	12	14	12	15	9	62	36.7%
Chesterfield	7	10	12	19	9	57	28.8%
Newberry	14	12	9	15	6	56	30.1%
Williamsburg	4	5	22	12	4	47	23.7%
Jasper	15	9	7	5	9	45	16.5%
Fairfield	11	5	9	6	10	41	33.1%
Barnwell	8	9	10	3	9	39	31.5%
Clarendon	12	8	11	5	2	38	21.8%
Edgefield	9	7	3	4	15	38	30.2%
Abbeville	10	5	6	9	3	33	26.2%
Union	9	7	7	7	3	33	29.5%
Lee	5	7	11	6	1	30	29.4%
Marion	3	5	11	4	3	26	20.3%
Calhoun	8	3	6	4	2	23	30.7%
Dillon	3	6	5	5	4	23	19.3%
Saluda	4	6	3	5	3	21	19.6%
Bamberg	3	2	4	7	4	20	23.8%
Hampton	7	3	3	3	4	20	16.7%
Marlboro	3	2	1	5	6	17	14.7%
Allendale	0	5	2	2	1	10	31.3%
McCormick	2	1	1	2	3	9	17.6%
<b>Total</b>	<b>1,021</b>	<b>948</b>	<b>975</b>	<b>898</b>	<b>794</b>	<b>4,636</b>	

## Performance Measures

### Goal:

1. To decrease the alcohol-impaired driving fatalities by 10%, from the baseline three-year (2009-2011) calendar base year average of 347 to 312 by December 31, 2014.



$$\text{Linear Projection} = -27.8(6) + 460.33 = 293.53$$

A 15.4% reduction - reduction is too large for achievable results.

$$2007-2011 \text{ Average} = 381.2$$

$$2008 = 400$$

$$2009 = 374 \text{ (6.5\% reduction from 2008)}$$

$$2010 = 353 \text{ (5.6\% reduction from 2009)}$$

$$2011 = 315 \text{ (10.8\% reduction from 2010)}$$

$$2012 =$$

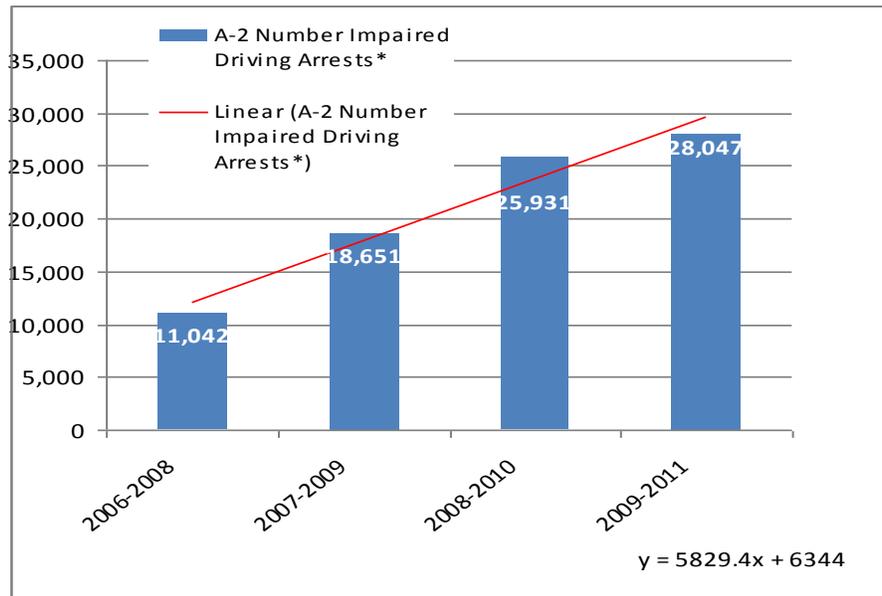
GOAL: 10% decrease to 312

**Figure C-5. South Carolina Alcohol Impaired Driving Fatalities, 3 Year Moving Average with Trend Analysis, 2006-**

Based on the linear projection, South Carolina would have a 15.4% reduction in alcohol-impaired driving fatalities by the end of 2014. An examination of the annual trend reveals that a smaller reduction is warranted. From 2009-2011, South Carolina has shown an average reduction of 7.6% in alcohol-impaired driving fatalities, which is less than the trend line projection. Other factors unique to the state were considered when setting a target lower than the trend line projection, such as the state's current DUI law which, though stronger than in previous years, still has major flaws, the expansion of alcoholic beverage sales to Sunday, and an annual per capita beer consumption in the state which is significantly higher than the state's population rank among the fifty states. Therefore, the state has set a target of a 10% reduction of alcohol-impaired driving fatalities by the end of 2014.

## Activity Measure A-2

Activity Measure A-2 deals with the number of impaired driving arrests made by states over time. The chart below demonstrates that the state of South Carolina has been trending upward in terms of law enforcement activity relative to DUI arrests. According to NHTSA, there is no target required for this activity measure for the FFY 2014 Highway Safety Plan. Thus, the Figure below is presented as demonstration of increased enforcement activity over the last four data points relative to this type of citation. This enforcement activity has likely contributed positively towards the state's steady decline in alcohol-impaired driving negative statistics over time and to a reduction in traffic fatalities over time.



**Figure A-2. South Carolina Number of Impaired Driving Arrests, 3 Year Moving Average with Trend Analysis, 2006-2011.**

### Objectives:

1. To provide at least six statewide trainings to law enforcement officers, prosecutors, and magistrates to increase effective prosecution of highway safety offenses, particularly DUI, by September 30, 2014.
2. To continue the Law Enforcement DUI Challenge requiring at least quarterly impaired driving enforcement initiatives combined with additional nights of enforcement activity during two major DUI mobilization crackdowns during FY 2014.
3. To conduct at least two public information and education and enforcement campaigns to emphasize impaired driving enforcement initiatives during FY 2014.

4. To maintain the South Carolina Impaired Driving Prevention Council (SCIDPC) during FFY 2014 and conduct a minimum of two meetings a year to continue implementation of NHTSA recommendations resulting from the South Carolina Impaired Driving Assessment of 2009. The State of South Carolina is scheduled to have a new Impaired Driving Assessment conducted July 22-26, 2013. As a result of the assessment, the SCIDPC will be presented with a copy of the assessment report which will be used as a blueprint to guide the SCIDPC toward continued improvement of impaired driving countermeasures in South Carolina.
5. To conduct a minimum of 144 public safety checkpoints by September 30, 2014.
6. To conduct a minimum of 72 educational presentations during the grant year to schools, churches, businesses and civic groups on the dangers of DUI.
7. To have each grant-funded officer attend at least two DUI-related trainings during the grant year.
8. To issue at least 144 press releases to the local media outlets detailing the activities of the DUI Units.
9. To conduct at least one (1) Drug Recognition Expert (DRE) course during the grant cycle.
10. To conduct at least eight Advance Roadside Impaired Driving Enforcement (A-RIDE) trainings by the end of FFY 2014.
11. To coordinate at least two Standardized Field Sobriety Testing (SFST) Instructor trainings by September 30, 2014.
12. To reduce DUI recidivism and improve the administration of treatment to DUI offenders through the establishment and implementation of two Pilot DUI Courts in South Carolina by the end of the FFY 2014 grant cycle.
13. To continue a High School Ticket campaign to provide printed traffic safety messages on the front and back of event tickets (athletic contests, dances, proms, plays, etc.) issued to purchasers at approximately 90% of the state's more than 200 high schools. A portion of the tickets will have anti-DUI messaging. More than 5,000,000 tickets will be printed and distributed statewide during the FFY 2014 grant year reaching teens and their parents in attendance at these events.

**Performance Indicators:**

**Goal:**

1. A comparison of FARS and statewide alcohol-impaired fatality and injury data will be used to measure goals and objectives.

**Objectives:**

1. The number of trainings conducted for law enforcement officers, prosecutors, and magistrates will be documented and kept in the grant file.
2. The 2014 Law Enforcement DUI Challenge will continue throughout the 2014 grant cycle and documentation maintained in the grant file.
3. Earned and paid media reports on all impaired driving campaign efforts will be maintained by the OHSJP.
4. SCIDPC meeting agendas and sign-in sheets will be maintained by the OHSJP.
5. The number of public safety checkpoints will be documented and maintained in the appropriate grant file.
6. The number of educational presentations will be documented and maintained in the appropriate grant file.
7. The number of DUI enforcement trainings attended by the grant-funded officers will be documented and maintained in the appropriate grant file.
8. The number of press releases will be tracked and maintained in the grant file.
9. A list of DRE course participants will be documented and placed in the grant file.
10. The number of A-RIDE trainings and a list of training participants will be logged and maintained in the grant file.
11. The number of SFST instructor training courses and a list of course attendees will be documented and maintained in the grant file.
12. The OHSJP will maintain in the grant file a status of the development of each Pilot DUI Court and the number of participants that are accepted into the DUI Court program.
13. The SCDPS Contractor will provide information to the OHSJP regarding the success of the High School Ticket campaign.

## Strategies

1. The SCDPS will continue to implement a statewide Law Enforcement DUI Challenge (*Sober or Slammer!* comparable to the national *Drive Sober or Get Pulled Over* campaign) combining enforcement, education, media, and diversity outreach components to attempt to reduce impaired driving crashes, injuries, and fatalities in the state. The campaign will feature enforcement crackdowns during the Christmas/New Year's holidays of 2013-2014 and the Labor Day holiday of 2014 utilizing saturation patrols and sobriety checkpoints, along with the utilization of the State's Breath Alcohol Testing (BAT) mobile units, as key enforcement strategies. The campaign will encourage citizens, through television, radio and alternative messaging to report drunk drivers by calling \*HP (\*47) to contact law enforcement about observed impaired drivers. The campaign, though implemented statewide, will focus on the priority counties which have been identified by NHTSA FARS data and South Carolina state data as having significant problems with DUI-related crashes, injuries and fatalities. Counties were chosen based on FARS data (See Tables 18 and S-6) and a combination of state and FARS data examining fatal and severe injury alcohol-impaired data in the state of South Carolina for the time period 2007-2011. In addition, the state added priority counties in the 4<sup>th</sup>, 6<sup>th</sup> and 14<sup>th</sup> Judicial Circuits in order to ensure that each Law Enforcement Network statewide was represented in alcohol-impaired enforcement and educational efforts emphases in the state for FFY 2014. The state chose the county in these respective networks which had the worst fatality and severe injury alcohol-impaired statistical data as its representative county in the priority list. Those counties are Horry, Lexington, Charleston, Greenville, Richland, Spartanburg, Berkeley, Orangeburg, Aiken, Florence, Anderson, York, Sumter, Beaufort, Darlington, Kershaw, Dorchester, Pickens, Oconee, and Lancaster.

Additionally, the campaign will work through the SC Law Enforcement Network system. Participating agencies will conduct four nights of specialized DUI enforcement activity (checkpoints and saturation patrols) over the two-week crackdown periods in addition to at least quarterly specialized DUI enforcement activity. The campaign will also designate monthly DUI enforcement weekend emphases by the SC Highway Patrol. Local law enforcement agencies will be encouraged to participate in these weekends, which will be supported by radio advertising announcing the enforcement strategy. Reporting and evaluation will be key components within this initiative. Participation with state and federal initiatives, along with proven reduction of impaired driving collisions, will earn law enforcement agencies statewide a chance to win one equipped law enforcement vehicle and other impaired driving equipment incentives prizes that will assist in DUI enforcement efforts. The OHSJP will fund the enforcement activities with available highway safety federal funding, if awarded and approved.

2. DUI enforcement projects will be funded in the following counties: Charleston, York, Berkeley, Richland, Anderson, Lancaster, Spartanburg, Lexington, Orangeburg, and Kershaw. The projects will establish or add to existing Traffic Units in county sheriff's offices and municipal law enforcement agencies to increase DUI enforcement in areas that are high-risk for DUI-related crashes. The OHSJP will provide each grant project with location information to assist in identifying the roadways within the respective jurisdictions on which the majority of DUI collisions are occurring. During the FFY 2014 grant cycle, each DUI enforcement grant will participate in at least 12 public safety checkpoints, have an appropriate, corresponding increase in the number of DUI arrests, conduct a minimum of 6 educational presentations on the dangers

of DUI and issue at least 12 Press Releases to the local media detailing the activities of the grant projects. The DUI-enforcement grants will fund a total of 20 grant-funded DUI enforcement officers.

3. DUI training courses such as SFST, DRE, DUI Detection and Interrogation will continue to be provided for state troopers and local law enforcement officials.
4. The State's Traffic Safety Resource Prosecutor will coordinate at least four training programs for prosecutors, law enforcement officers, and other traffic safety professionals with an emphasis on the effective prosecution of impaired driving cases.
5. The OHSJP will maintain the statewide SC Impaired Driving Prevention Council (SCIDPC) made up of professionals from various arenas of highway safety, law enforcement, prosecution, adjudication, advocacy groups and treatment/rehabilitation in an effort to combat the increasing impaired driving problems and issues in the state. The SCIDPC will continue its work toward strengthening DUI laws in the state of South Carolina; and will also continue review of the 2009 Impaired Driving Assessment Final Report to develop action plans outlining areas which the State should continue to target for improvement. South Carolina is scheduled to have an Impaired Driving Assessment conducted July 22-26, 2013. The recommendations of the 2013 Impaired Driving Assessment will be used as a blueprint to strengthen the Impaired Driving Countermeasures Program for South Carolina.
6. South Carolina Law Enforcement Division (SLED) will provide technical support to local law enforcement on BAC testing procedures and use of the equipment, and to prosecutors through courtroom testimony.
7. The OHSJP will provide funding for the development and implementation of a Pilot DUI Court in the Twelfth Judicial Circuit, comprised of Florence and Marion Counties, and in the Fifth Judicial Circuit which consists of Kershaw and Richland Counties. The Pilot DUI Courts are designed to prosecute, adjudicate, and monitor DUI cases and to reduce DUI recidivism.
8. The public will be educated about the dangers of drinking and driving through the statewide distribution of educational materials, health and safety fairs and statewide impaired driving campaigns.
9. The OHSJP will hold a DUI Awards Ceremony honoring those law enforcement agencies and officers who have excelled in DUI enforcement during CY 2013.
10. BAC reports from Coroners and SLED will continue to be entered in a database to track BAC testing results.
11. OHSJP staff will continue to be involved with the SC Department of Alcohol and Other Drug Abuse Services' (SCDAODAS) Underage Drinking Action Group (UDAG). UDAG is dedicated to the reduction of underage drinking in the State and is comprised of a multi-disciplinary team of stakeholders. Participants hail from the following agencies/groups: the SC Department of Public Safety, SCDAODAS, the SC Department of Social Services, the SC

Department of Transportation, Mothers Against Drunk Driving, the University of South Carolina, Clemson University, Pacific Institute for Research and Evaluation, SC Department of Education, the College of Charleston, and the SC Petroleum Marketers.

13. The OHSJP will continue to utilize the SC Department of Transportation's variable message boards during statewide highway campaigns to bring public awareness to motorist commuting throughout the state of South Carolina.
14. The OHSJP will continue to support the SCDAODAS' underage drinking campaign, "*Parents Who Host, Lose the Most.*" The campaign is implemented at state and local levels during celebratory times such as homecoming, holidays, prom, and graduation when underage drinking parties are prevalent. "*Parents Who Host, Lose the Most*" encourages parents and the community to send a unified message that teen alcohol consumption is unhealthy, unsafe and unacceptable.
15. The OHSJP will continue to support the National Safety Council's "Alive at 25" initiative. Alive at 25 is designed to prevent teens from being killed in automobile crashes. The program is taught by off-duty Deputy Sheriffs and Municipal Police Officers, and focuses on the behaviors and decision-making paradigms that young drivers and passengers display behind the wheel on a motor vehicle. From 2008-2012, an average of 19 schools and 13,000 students participated in the program.
16. The OHSJP will continue the development of a statewide Impaired Driving Countermeasures plan to be presented to the SCIDPC for approval.
17. The OHSJP will work with Law Enforcement Liaison staff to disseminate information to Law Enforcement Networks which contain the counties identified as having the highest population-based alcohol-impaired fatality rates in 2011 (Bamberg, Barnwell, Calhoun, Colleton, Dillon, Edgefield, Fairfield, Jasper and Marlboro) in an effort to determine education and enforcement strategies which may be implemented through the Networks to assist in resolving the problem issues.

## Projects to be Implemented

### Administration:

**Problem Identification:** Impaired driving continues to be the number one contributing factor in fatal crashes in South Carolina. From 2007-2011, the National Highway Traffic Safety Administration (NHTSA) reported that in South Carolina 1,906 persons died in collisions involving an alcohol-impaired driver with a BAC of .08 or more. According to state data, from 2007-2011 driving under the influence of alcohol or drugs was a contributing factor in at least 29,053 total collisions, resulting in at least 20,124 injuries. Additionally, over the five-year period 2007-2011, the average *VMT rate* in South Carolina (0.78 deaths per 100 million VMT) was much higher than the rate for Region 4 (0.44 deaths per 100 million VMT), and both were higher than the rate across the U.S. (0.38 deaths).

**Project Description:** The project will maintain the employment of an Impaired Driving Countermeasures Program Manager (IDCPM); a percentage of an Administrative Assistant position; and a percentage of two Senior Accountant positions to administer impaired driving highway safety grants during the course of the grant year. The IDCPM will assist the Public Affairs Manager (PA) of the OHSJP to develop and implement a statewide public information and education campaign for the FFY 2014 grant period. The IDCPM will also be responsible for the ongoing administration of impaired driving projects funded through the Highway Safety program, including providing technical assistance, making monthly phone calls to project personnel regarding project status, desk monitoring relative to implementation schedules, and on-site monitoring, as well as responding to requests for grant revisions. The IDCPM will complete pertinent sections of state and federal documents to include: quarterly progress reports; the Annual Report; Highway Safety Plan; Summaries and Recommendations; and the Impaired Driving Countermeasures grant application.

Agency	Location	Project Title	Project Number	Budget	Personnel Funded
SC Department of Public Safety: Office of Highway Safety and Justice Programs	Statewide	Impaired Driving Countermeasures Program Management	M4PEM-2014-HS-25-14 K8HV-2014-HS-25-14 K8-2014-HS-25-14	\$1,464,854	1.7
SC Department of Public Safety: Office of Highway Safety and Justice Programs	Statewide	Law Enforcement Coordination	M4HVE-2014-HS-06-14	\$500,000	N/A

### DUI Enforcement:

**Problem Identification:** Though South Carolina has experienced significant reductions in alcohol-impaired driving traffic fatalities in recent years, the most recent FARS data provided by the National Highway Traffic Safety Administration (NHTSA) indicates that 315 people died on South Carolina roadways in 2011 as a result of alcohol-impaired driving collisions. This raw

number translates into a VMT rate (traffic fatalities per 100 million vehicle miles traveled) for the State of 0.65, one of the highest in the nation and significantly higher than the 2011 average rate (0.38) for NHTSA Region 4 states. Additionally, during 2011, there were a total of 1,086 drivers involved in fatal crashes. Of the 1,086 drivers, 307 of these drivers or operators had a BAC of .08 or greater, which accounted for 28.3% of all drivers involved in fatal crashes.

Priority counties established for the state of South Carolina for FFY 2014 in terms of alcohol-impaired driving projects are based on a combination of FARS data, state data, and efforts to maintain parity by identifying a representative county within Law Enforcement Networks (4<sup>th</sup>, 6<sup>th</sup> and 14<sup>th</sup> Judicial Circuits) not represented in the top tier of counties based on FARS and state data. Counties identified as priority include Horry, Lexington, Charleston, Greenville, Richland, Spartanburg, Berkeley, Orangeburg, Aiken, Florence, Anderson, York, Sumter, Beaufort, Darlington, Kershaw, Dorchester, Pickens, Oconee, and Lancaster.

**Project Description:** The DUI enforcement grant-funded officers will dedicate 100% of their time conducting DUI enforcement efforts with a goal of preventing impaired driving-related crashes. The grant-funded officers assigned to each DUI enforcement project will increase the number of DUI arrests by working primarily nights and weekends (nights) conducting regular and saturation patrols, and public safety checkpoints which have proven to be effective countermeasures in reducing impaired driving. The grant-funded officers will be placed in problem areas known to have a high frequency of DUI-related collisions. Special interest will be placed on large scale events, as well as prom night, sporting events, holiday break periods, and graduation week. The grant-funded officers will also participate actively in their respective Law Enforcement Network and in all aspects of the *Sober or Slammer!* campaigns, which will require additional nights of stepped-up DUI enforcement to include saturation patrols, and public safety checkpoints. The DUI officers will utilize the SC Department of Public Safety's BAT-mobiles in DUI enforcement efforts when available. The grant-funded officers will be trained in SFST and DUI Trial Preparation by the end of the FFY 2014 grant cycle and will provide educational presentations to the community on the dangers of driving under the influence. Information regarding the activities of the DUI grant projects will be released to the media at least bi-monthly. The subgrantees will submit required reports detailing the progress of the grant project to the OHSJP by established deadlines.

***References: South Carolina's Strategic Highway Safety Plan, 2007; Appendix A, page AA10 Countermeasures That Work: Seventh Edition, 2013; Chapter 1: Sections 2.1, 2.2, and 2.3***

<b>Agency</b>	<b>County</b>	<b>Project Title</b>	<b>Project Number</b>	<b>Budget</b>	<b>Personnel Funded</b>	<b>Public Safety Checkpoints</b>	<b>Educational Presentations</b>
Charleston County Sheriff's Office	Charleston	Charleston County Sheriff's Office DUI Enforcement Team	K8FR-2014-HS-09-14	\$161,313	2	12	6
York County Sheriff's Office	York	York County Sheriff's Office DUI Enforcement Team	K8-2014-HS-31-14 & PT-2014-HS-31-14	\$162,161	2	12	6
Berkeley County Sheriff's Office	Berkeley	Traffic/DUI Enforcement	K8-2014-HS-33-14	\$60,364	1	12	6
Richland County Sheriff's Department	Richland	Impaired Driving Enforcement	K8-2014-HS-28-14	\$128,291	2	12	6
South Carolina Department of Public Safety: Highway Patrol	Anderson	SCHP Anderson County DUI Enforcement Team	K8FR-2014-HS-32-14	\$175,045	2	12	6
Lancaster County Sheriff's Office	Lancaster	DUI Enforcement Unit for Lancaster County	K8-2014-HS-35-14 & PT-2014-HS-35-14	\$173,624	2	12	6
SC Department of Public Safety: Highway Patrol	Spartanburg	SCHP Spartanburg County DUI Enforcement Team	K8FR-2014-HS-30-14	\$175,045	2	12	6
Lexington County Sheriff's Department	Lexington	Advanced Impaired Driver Enforcement	K8-2014-HS-16-14 & PT-2014-HS-16-14	\$270,547	2	12	6
Orangeburg Department of Public Safety	Orangeburg	DUI Special Enforcement	K8-2014-HS-34-14	\$61,526	1	12	6
City of Charleston Police Department	Charleston	City of Charleston Police DUI Enforcement Initiative	K8-2014-HS-22-14	\$227,950	2	12	6
Kershaw County Sheriff's Department	Kershaw	DUI Enforcement Team	K8-2014-HS-21-14 & PT-2014-HS-21-14	\$211,241	2	12	6
Greenville County Sheriff's Office	Greenville	Enhanced DUI Enforcement	K8-2014-HS-41-14	\$94,336	2	12	6

## **PILOT DUI COURT**

**Problem Identification:** The percentage of total fatalities that involved alcohol-impaired driving in South Carolina was higher than the percentage for both Region 4 and the nation in 2007-2011. In 2011, alcohol-impaired driving fatalities accounted for 38% of all fatalities in South Carolina, compared to 29% for Region 4, and 30.5% for the nation. For the years 2007 through 2011, 47% of South Carolina's fatalities were associated with a blood alcohol concentration of at least 0.08, which was higher than that of the US as a whole (35%). NHTSA's data show that, for the years 2007-2011, 31.1% of drivers and operators involved in fatal crashes in South Carolina had a BAC of at least 0.08. This percentage was also higher than both the percentage for Region 4 (21%) and the U.S. as a whole (21.6%).

The Fifth and Twelfth Judicial Circuits submitted a grant application to the OHSJP for consideration to implement a Pilot DUI Court. These Judicial Circuits contain a county or counties that have been recognized or identified as focus counties for DUI countermeasures strategy efforts for FFY 2014 based on FARS and State data. The Fifth Circuit contains Richland and Kershaw Counties, both which are focus counties for FFY 2014 DUI countermeasures. The Twelfth Circuit contains Florence and Marion Counties, and Florence is a focus county for FFY 2014 DUI countermeasures. Therefore, the Fifth and Twelfth Circuits will implement the first Pilot DUI Courts in South Carolina.

**Project Description:** In an effort to reduce impaired driving fatalities and DUI recidivism, the OHSJP will fund two DUI Pilot Court Programs. The Pilot DUI Courts will be structured on a "Post-adjudication track" which involves the defendant pleading guilty and the judge allowing the defendant to complete the program while the sentence is held in "abeyance" allowing the defendant an opportunity to complete a treatment program. An offender is eligible to participate in the DUI court if he/she meets the following criteria: the defendant is a resident of one of the counties that consists of the Judicial Circuit; is charged with a DUI 2nd offense, or above and, in some cases, Felony DUI; the defendant is willing to comply with the DUI Court Program rules; the defendant is found, through use of a screening tool, to be a person who is addicted to alcohol; the defendant is able to physically participate in treatment activities (within guidelines of the American with Disabilities Act); and the defendant's criminal record check must disclose no prior violent felony convictions. If the defendant graduates from the DUI Court after completing one year to eighteen months of treatment, the Judge may terminate the sentence and the defendant does not serve any jail time. The DUI Court program will seek to integrate alcohol and drug treatment to break the cycle of addiction and the criminal activity that follows in its wake. The court will also ensure the delivery of other services such as mental health and vocational/employment services, education services, housing and family counseling to sustain and enhance primary therapeutic interventions and reduce recidivism.

*References: South Carolina's Strategic Highway Safety Plan, 2007; Appendix A, page AA10-11  
Countermeasures That Work: Seventh Edition, 2013; Chapter 1: Sections 3.1, 3.2, 3.3, and 3.4*

<b>Agency</b>	<b>Location</b>	<b>Project Title</b>	<b>Project Number</b>	<b>Budget</b>	<b>Personnel Funded</b>
Office of Solicitor, Twelfth Judicial Circuit	Florence and Marion Counties	Pilot DUI Court	K8-2014-JC-40-14	\$74,558	1
Fifth Circuit Solicitor's Office	Kershaw and Richland Counties	DUI Court (Pilot)	K8-2014-JC-39-14	\$115,649	1

## **TRAINING PROJECTS**

**Problem Identification:** The state of South Carolina has historically ranked as one of the top states in the nation for the number of impaired driving related fatalities. The State has also been challenged with a DUI law that favors the DUI offender and the fact that a number of law enforcement officers, who are not trained attorneys, are required to prosecute their own DUI cases. DUI countermeasures training programs are needed to improve the quality of the DUI cases made, and to increase the DUI conviction rate for the state of South Carolina.

In the state of South Carolina, the Criminal Justice Academy (SCCJA) is the only authorized law enforcement training facility. The SCCJA provides basic training for all law enforcement officers, detention and telecommunications officers. The SCCJA will implement the Impaired Driving Countermeasures Training for Law Enforcement.

The South Carolina Commission on Prosecution Coordination (SCCPC) is tasked with improving South Carolina's Criminal Justice System by enhancing professionalism and effectiveness of South Carolina's Solicitors and their staff through activities such as coordination of prosecution services, education, information, association, and interaction; and to achieve objectives which will benefit and improve the Office of Solicitor. The SCCPC will be responsible for the administration of the Traffic Safety Resource Prosecutor program.

**Project Description:** The purpose of the DUI Training Projects is to provide the necessary tools for the detection, apprehension, and successful prosecution of impaired drivers. The training programs will provide knowledge and training on the DUI law and proper roadside procedures for prosecutors, judges, and law enforcement officers that shall assist in making quality DUI cases that will result in an increased number of DUI convictions statewide. The more stakeholders educated in the administration of Impaired Driving Countermeasures, the larger the number of impaired drivers will be taken off the roadways; higher conviction rates for impaired drivers will be achieved; and the number of impaired driving crashes, injuries, and fatalities will decrease.

*References: South Carolina's Strategic Highway Safety Plan, 2007; Appendix A, page AA10  
Countermeasures That Work: Seventh Edition, 2013; Chapter 1: Sections 2.1; 2.2; 2.3; 7.1;  
7.2; and 7.3*

<b>Agency</b>	<b>Location</b>	<b>Project Title</b>	<b>Project Number</b>	<b>Budget</b>	<b>Personnel Funded</b>	<b>Number of Trainings</b>
South Carolina Criminal Justice Academy	Statewide	ID Countermeasures Training for Law Enforcement	AL-2014-HS-26-14	\$130,185	1	19
South Carolina Commission on Prosecution Coordination	Statewide	Traffic Safety Resource Prosecutor	AL-2014-HS-27-14	\$161,570	2	4

**Impaired Driving Countermeasures  
Project Budget Summary**

<b>Project Number</b>	<b>Subgrantee</b>	<b>Project Title</b>	<b>Budget</b>	<b>Budget Source</b>
M4PEM-2014-HS-25-14	SC Department of Public Safety: Office of Highway Safety and Justice Programs	Impaired Driving Countermeasures	\$661,771	Section 405d Impaired Driving High MAP-21
K8HV-2014-HS-25-14	SC Department of Public Safety: Office of Highway Safety and Justice Programs	Impaired Driving Countermeasures	\$638,229	Section 410 SAFETEA-LU
K8-2014-HS-25-14	SC Department of Public Safety: Office of Highway Safety and Justice Programs	Impaired Driving Countermeasures	\$164,854	Section 410 SAFETEA-LU
M4HVE-2014-HS-06-14	SC Department of Public Safety: Office of Highway Safety and Justice Programs	Law Enforcement Coordination	\$500,000	Section 405d Impaired Driving High MAP-21
K8FR-2014-HS-09-14	Charleston County Sheriff's Office	Charleston County Sheriff's Office DUI Enforcement Team	\$161,313	Section 410 SAFETEA-LU
K8-2014-HS-21-14	Kershaw County Sheriff's Department	DUI Enforcement Team	\$208,241	Section 410 SAFETEA-LU
PT-2014-HS-21-14	Kershaw County Sheriff's Department	DUI Enforcement Team	\$3,000	NHTSA 402
K8-2014-HS-31-14	York County Sheriff's Office	York County Sheriff's Office DUI Enforcement Team (Continuation)	\$158,461	Section 410 SAFETEA-LU
PT-2014-HS-31-14	York County Sheriff's Office	York County Sheriff's Office DUI Enforcement Team (Continuation)	\$2,700	NHTSA 402
K8-2014-HS-33-14	Berkeley County Sheriff's Office	Traffic/DUI Enforcement	\$60,364	Section 410 SAFETEA-LU
K8-2014-HS-28-14	Richland County Sheriff's Department	Impaired Driving Enforcement	\$128,291	Section 410 SAFETEA-LU
K8FR-2014-HS-32-14	SC Department of Public Safety: Highway Patrol	SCHP Anderson County DUI Enforcement Team	\$175,045	Section 410 SAFETEA-LU
K8-2014-HS-35-14	Lancaster County Sheriff's Office	DUI Enforcement Unit for Lancaster County	\$169,124	Section 410 SAFETEA-LU

PT-2014-HS-35-14	Lancaster County Sheriff's Office	DUI Enforcement Unit for Lancaster County	\$4,500	NHTSA 402
K8-2014-JC-39-14	Fifth Circuit Solicitor's Office	DUI Court (Pilot)	\$115,649	Section 410 SAFETEA-LU
K8FR-2014-HS-30-14	SC Department of Public Safety: Highway Patrol	SCHP Spartanburg County DUI Enforcement Team	\$175,045	Section 410 SAFETEA-LU
K8-2014-HS-16-14	Lexington County Sheriff's Department	Advance Impaired Driver Enforcement (AIDE)	\$255,447	Section 410 SAFETEA-LU
PT-2014-HS-16-14	Lexington County Sheriff's Department	Advance Impaired Driver Enforcement (AIDE)	\$15,100	NHTSA 402
AL-2014-HS-26-14	South Carolina Criminal Justice Academy	Impaired Driving Countermeasures Training for Law Enforcement	\$130,185	
K8-2014-HS-34-14	Orangeburg Department of Public Safety	DUI Special Enforcement	\$61,526	Section 410 SAFETEA-LU
K8-2014-HS-22-14	City of Charleston Police Department	City of Charleston Police DUI Enforcement Initiative	\$227,950	Section 410 SAFETEA-LU
K8-2014-JC-40-14	Office of Solicitor, Twelfth Judicial Circuit	Pilot DUI Court	\$74,558	Section 410 SAFETEA-LU
AL-2014-HS-27-14	South Carolina Commission on Prosecution Coordination	Traffic Safety Resource Prosecutor	\$161,570	
K8-2014-HS-41-14	Greenville County Sheriff's Office	Enhanced DUI Enforcement	\$94,336	Section 410 SAFETEA-LU
<b>Total</b>			<b>\$4,347,259</b>	
<b>Section 405d Impaired Driving High MAP-21</b>			<b>\$1,161,771</b>	
<b>Section 410 SAFETEA-LU</b>			<b>\$2,868,433</b>	
<b>NHTSA 402</b>			<b>\$317,055</b>	

<b>Total</b>			<b>\$4,347,259</b>	
M4HVE-2014-00-00-00	SCDPS: Office of Highway Safety and Justice Programs; and Continuation Subgrantees	High Visibility Enforcement Campaign and DUI Enforcement Projects	<b>\$2,822,729.20</b>	Section 405d Impaired Driving High MAP-21 (FFY 2014 Anticipated Award and FFY 2013 Carry-Forward)
<b>Total All Funds</b>			<b>\$7,075,652.20</b>	

## COMMUNITY TRAFFIC SAFETY PROGRAM AREA

### OVERVIEW

The Public Information, Outreach and Training (PIOT) section is a vital component of the South Carolina Highway Safety Grant to address various highway safety emphasis areas identified in the state. South Carolina needs a comprehensive grant project that focuses on the dissemination of traffic safety information to the general public and the law enforcement community. Marketing campaigns, training for highway safety professionals and sharing information at public events are key strategies to help meet performance measures and goals related to issues with occupant protection, DUI and vulnerable roadway users.

The OHSJP, through the PIOT, will continue to use a full-service marketing firm to assist with such efforts as media buying, creative production and evaluation of campaigns. However, the OHSJP, with the help of the agency's Communications Office and SC Highway Patrol Community Relations Officers, will oversee earned media efforts, such as issuing news releases and coordinating media interviews.

The campaigns the marketing firm will continue to assist with include *Sober or Slammer!* and *Buckle Up, SC. It's the law and it's enforced.* Other public information initiatives include Child Passenger Safety, Motorcycle Safety, Vulnerable Roadway Users and the *Be a SANTA (Sober All Night Totally Awesome) Designated Driver* winter holiday campaign.

The OHSJP will utilize the Target Zero concept as an umbrella campaign under which all of its traffic safety campaigns will fall. Several states have initiated Target Zero campaigns that incorporate a variety of enforcement and educational strategies with a view toward eliminating traffic fatalities on their respective roadways. The concept was unveiled in South Carolina in October 2012 at a news event conducted by the Governor's Office, which recognized accomplishments of SCDPS in the arena of traffic safety.



The new logo for South Carolina's highway safety campaigns draws upon the popularity of the state flag

A South Carolina Target Zero logo was developed in 2013 to help promote the concept to the public. The OHSJP wanted a logo unique to South Carolina and looked toward the state flag. With its iconic crescent moon and palmetto tree, the South Carolina flag is a popular marketing tool used by many businesses in their logos and featured on many consumer goods, such as clothing, jewelry, cookware, sporting supplies and home décor. The Target Zero logo uses an update of a previously used logo that features a stylized image of the state's outline and the flag's emblems. All paid media efforts – broadcast and print – feature Target Zero with the accompanying tagline: A Target

Zero message from SCDPS.

In the coming year, the OHSJP must increase efforts to reach out to underserved audiences and hard-to-reach populations. The OHSJP already incorporates Hispanic-owned media (mainly TV and radio) into its media buys. However, efforts must be made to ensure Spanish-speaking residents are getting in-depth information on printed collateral regarding traffic laws and safety driving. Additionally, the OHSJP must increase efforts to reach young men, ages 18-34 in areas where they live, work and play. The OHSJP also will look into more ways to get its message in front of sports fans, such as taking advantage of the major NASCAR race in South Carolina at the Darlington Raceway. The OHSJP also is doing more to incorporate social media by using SCDPS' Facebook and Twitter pages and YouTube channel.

NHTSA promotes the importance of combining high visibility enforcement with high visibility public awareness as the best way to approach key problem areas and produce behavioral change. Therefore, the OHSJP will continue to offer a media mix for enforcement-based and non-enforcement based campaigns to meet stated goals. The OHSJP will employ key strategies to promote its mission and core message of public safety.

## STRATEGIES

Several strategies identified in NHTSA's Countermeasures That Work are utilized in PIOT campaigns and activities with much success.

1. The OHSJP will provide funding to highway safety staff and advocates to attend significant conferences and training events related to highway safety issues. As appropriate, when information on national or state-initiated training programs becomes available, the OHSJP will forward the information to highway safety project directors, Law Enforcement Network Coordinators and Assistant Coordinators, and/or other highway safety stakeholders with direct interest in the training. If it is determined that funds are available to support requests to attend these programs, information will be included in the package outlining procedures for requesting assistance.
2. Highway Safety staff will coordinate statewide public information and education efforts



SCDPS will feature the *Look* billboard campaign at the State Fair in October 2013.

to promote compliance with occupant protection laws and impaired driving laws. An overarching theme of all campaign efforts will be utilized by the OHSJP and the SCDPS.

The theme will be Target Zero, with the tagline, “*A goal we can all live with.*” In addition, the OHSJP will expand upon a newly created billboard campaign, “*Look,*” geared toward vulnerable roadway users. The previous umbrella theme, *Highways or Dieways? The Choice Is Yours.* will continue to be utilized as a supporting message when deemed necessary.

3. OHSJP will work with local project personnel and law enforcement officials to implement the *Buckle Up, SC. It's the law and it's enforced.* program throughout South Carolina during the Memorial Day 2014 holiday period in an effort to improve safety belt usage rates within the State. As referenced in the Occupant Protection Program Area section of the HSP, the NHTSA-produced Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices, Seventh Edition, 2013 (CTW) document stresses the importance of the Occupant Protection emphasis area and outlines significant strategies and appropriate countermeasures.
4. Highway Safety staff, other SCDPS staff and partner agencies/groups will continue to educate and inform the citizenry of the state and its visitors about the state's primary enforcement safety belt law. Educational strategies will be incorporated to reach out to all citizens and visitors of the state, in particular those minority populations (African-American and Hispanic) and others (rural white males) which have traditionally shown a lower rate of safety belt and child passenger safety restraint usage than white, urban and female counterparts.
5. Staff also will continue a sustained DUI enforcement initiative by implementing the 2014 Law Enforcement DUI Challenge on a statewide level utilizing strategies similar to those utilized in FFY 2012. The campaign is known as *Sober or Slammer!* and represents the state's version of the national *Drive Sober or Get Pulled Over.* initiative. As referenced in the Impaired Driving Program Area section of the HSP, the NHTSA-produced CTW document stresses the importance of the Impaired Driving emphasis area and outlines significant strategies and appropriate countermeasures utilizing high visibility enforcement. The campaign will run from December 2013 through September 2014, and will continue to feature high visibility enforcement and earned media statewide, but will focus on twenty (20) targeted counties (Horry, Lexington, Charleston, Greenville, Richland, Spartanburg, Berkeley, Orangeburg, Aiken, Florence, Anderson, York, Sumter, Beaufort, Darlington, Kershaw, Dorchester, Pickens, Oconee, and Lancaster) that represent 79% of the state's population and have seen approximately 74% of the State's alcohol-impaired driving fatalities over the three-year period 2009-2011. The campaign anticipates participation of more than 200 local law enforcement agencies statewide, as well as the SC Highway Patrol and the State Transport Police. Thus, the campaign will cover each of the state's forty-six (46) counties. The campaign will once again feature two major DUI enforcement crackdowns during the Christmas/New Year's 2013-2014 and Labor Day 2014 holiday periods. Participating law enforcement agencies will engage



Artwork for the DUI awareness billboard campaign was rendered in pink, blue and, as shown here, bright green.

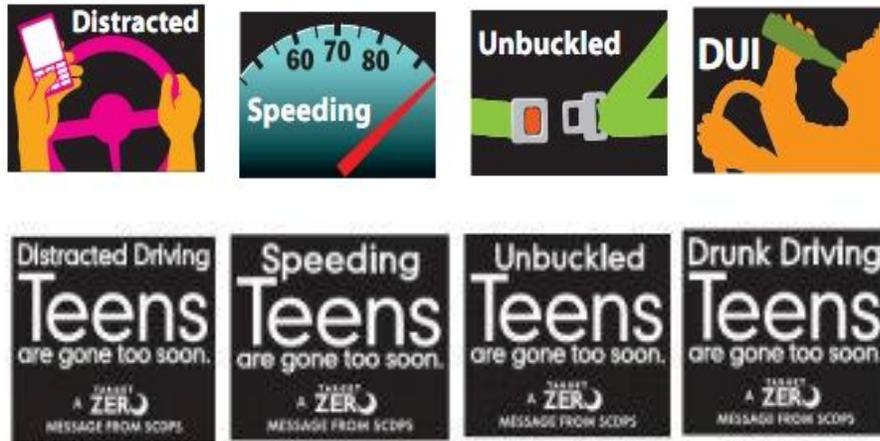
in quarterly specialized impaired driving enforcement activity (saturation patrols and sobriety checkpoints), as well as an additional four nights of specialized impaired driving enforcement activity during the two enforcement mobilization crackdowns. Participating law enforcement agencies seeing a reduction in Network-wide impaired driving statistics will become eligible to

win significant law enforcement equipment after the completion of the campaign. The enforcement efforts also will be supported by paid and earned media, as well as messaging on the SCDPS website and social media platforms. Billboards used during the 2013 summer *Sober or Slammer!* campaign expanded on the *Look* billboard concept used for vulnerable roadway users and urged motorists to report drunk drivers. Those images will be posted on SCDPS web pages during both FFY 2014 crackdowns and it is anticipated they will again be part of the media mix for the Labor Day holiday period.

6. All major mobilization emphases of the OHSJP will include messages to reach the diverse population of the state. The OHSJP will incorporate into its diversity outreach strategies information gleaned from quantitative research conducted by Apter, International during the FFY 2007 grant year. The Apter research sought to find answers as to why people, particularly teens, African Americans, Hispanics, and rural residents are more likely not to use appropriate occupant restraints. The research also attempted to gain clues as to why drivers take specific risks on the highways relative to drinking and driving. The somewhat startling results obtained by the research have been and will continue to be used to develop strategies to encourage behavioral change. The information will be utilized in all efforts of the OHSJP relative to enforcement mobilization strategies, particularly in terms of media outreach.
7. The OHSJP will conduct a Memorial Service for Highway Fatality Victims of 2013 during the spring of 2014. The service will be held at a church or other appropriate venue in or near Columbia. Invitations will be sent to families of highway fatality victims killed in 2013. Law enforcement officers also will be invited to attend.
8. The OHSJP will continue its statewide billboard campaign to increase public awareness of safety issues related to vulnerable roadway users. While motor vehicle occupant deaths are dropping in South Carolina, the deaths of vulnerable roadway users continue to be problematic. In 2013, the PIOT initiated a billboard and radio campaign focused on pedestrian, bicycle, moped and motorcycle safety. It is anticipated the campaign will be continued in FFY14. The theme for the campaign, as referenced in No. 2, is *Look*, and is geared toward urging motorists to look for these vulnerable populations. In a state with a high obesity rate, it is important that a traffic safety campaign avoids discouraging walking or bicycling. Beyond being great forms of exercise, walking and bicycling is

how many people commute to work and school. Efforts to keep these roadway users safe, as well as moped riders and motorcyclists, are essential to OHSJP's overall outreach strategies.

9. The OHSJP will conduct a School Zone Safety Week emphasis during the late summer of 2014. The emphasis will involve highway safety stakeholders statewide in an effort to call the attention of the motoring public to the importance of safety in school zones. Law enforcement agencies and schools are provided information to conduct activities for School Zone Safety Week, which is to be observed during the first full week of the school calendar. The goal is to educate young children about safe walking techniques, inform parents and caregivers about their role in ensuring children get to school safely and to encourage local law enforcement agencies to patrol in and around schools. For all pedestrians, the *Look* campaign incorporates a message that urges motorists to watch out for pedestrians. This approach complements longstanding efforts to educate pedestrians on what they need to do stay safe, such as wearing retro-reflective clothes, facing traffic and refraining from walking while intoxicated.
10. Highway Safety staff will continue a statewide Motorcycle Safety Campaign in 2014 that will focus on increasing the awareness of motorists in passenger vehicles regarding the presence of motorcyclists on the highways. The *Look* campaign, with its focus on vulnerable roadway users, will be used to alert motorists of the presence of motorcyclists and urge everyone to "share the road." The campaign may include as secondary messaging the need for motorcyclists to wear protective gear while riding, including helmets. The campaign, though statewide, will focus on counties having the majority of motorcyclist fatalities and motorcyclist traffic injuries during the preceding year. This campaign will target the months of the year and locations that are most likely to see a significant number of motorcyclists on the roads.
11. The OHSJP also will provide funding and coordination for a Highway Safety booth/display to be used at various statewide events, including the SC State Fair. As mentioned, the 2013 State Fair exhibit will feature the *Look* campaign. However, fair patrons still will have access to information on other major traffic safety issues in South Carolina, especially drunk driving, safety belt usage, speeding and distracted driving.
12. The OHSJP will utilize paid advertising of highway safety messages at high school sports venues in the state, to include advertising on printed tickets for sporting and other special events, as well as public address announcements and program advertising. About 5 million tickets are expected to be printed and used by most high schools across South Carolina. The tickets to be distributed during the 2013-2014 school year complement the



brightly colored images used in the *Look* campaign and focus on issues related to teenage drivers, as illustrated.

13. Speed-related collisions continue to be a problem in South Carolina, therefore the OHSJP will use data to identify the top high-speed corridors in the state to formulate a safety campaign in FFY 2014. The OHSJP will propose a partnership with the SC Highway Patrol and local agencies through the SC Law Enforcement Network for a media and enforcement effort. It is anticipated the 2014 statewide billboard campaign will be used to supplement the effort, as the topic of speeding can be drafted into the *Look* concept. Further, public perception on the issue of speeding is information already captured in OHSJP's attitudinal surveys.
14. The OHSJP will continue to seek opportunities to form partnerships with other highway safety stakeholder groups, including Operation Lifesaver, National Safety Council, MADD, AAA and others.

### **ATTITUDINAL SURVEYS**

SCDPS uses several mechanisms to determine the effectiveness of its major PIOT campaigns, including telephone surveys of South Carolina drivers conducted before and after the campaigns. While recognizing a reduction in collisions or an increase in safety belt usage can be attributed to a variety of factors, including enforcement and societal trends, attitudinal surveys show campaigns are necessary components to overall traffic safety efforts. Surveys help identify shifts in awareness, positions and behaviors that can be attributed to the campaigns. As an example, the post-survey for the 2012-2013 *Sober or Slammer!* campaign showed nearly nine out of 10 respondents were aware of one or more elements of SCDPS' DUI enforcement campaign. Among those who saw or heard elements of the campaign, most were aware of the main points of the message – stopping DUI and conveying the penalties and consequences. Additionally, the survey showed television continues to be the dominant source of campaign exposure among respondents, followed closely by billboards and radio. This information influences decisions on how best to spend funds. The OHSJP will consider incorporating awareness of SCDPS' social media efforts in future surveys.

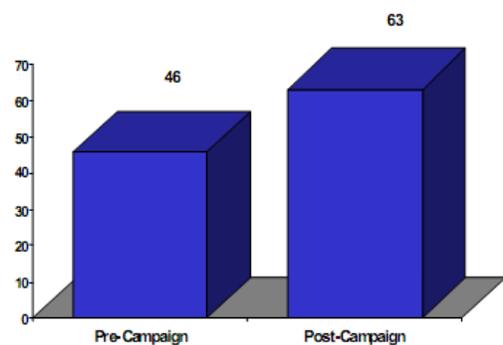
The 2012-2013 holiday *Sober or Slammer!* DUI enforcement period was supported by a paid media campaign featuring a two-part commercial – the third installment of the successful “DUI” series that first aired in 2010. A fourth spot was created for the 2013 Labor Day campaign and it is anticipated the spot also will be used for the holiday 2013-2014 DUI awareness effort.

Following are results from the attitudinal survey conducted in January 2013 for the winter DUI campaign that incorporates NHTSA’s recommended set of core survey questions. A total of 400 residents constituted the group of survey respondents. (Please note: The SCDPS questionnaire refers to 30 days instead of the 60-day range recommended by NHTSA.)

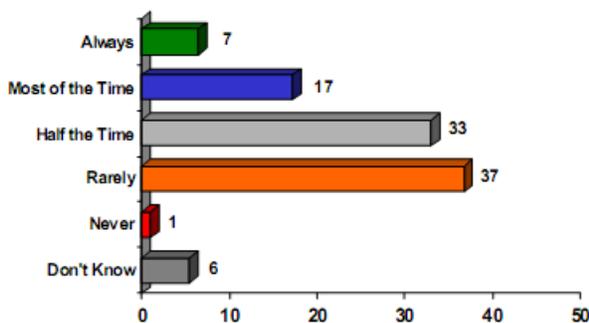
**Question 1: In the past 30 days, how many times have you driven a motor vehicle within 2 hours after drinking alcoholic beverages?** When asked about specific behaviors relative to driving after drinking, 40% say they did not consume an alcoholic beverage within the past 6 months and an additional 48% say they did not drive within two hours of drinking.

**Question 2: In the past 30 days, have you read, seen or heard anything about alcohol impaired driving (or drunk driving) enforcement by police?** Awareness of and support for the DUI enforcement campaign continues to be strong. Study respondents were asked if they have seen or heard anything about alcohol impaired driving enforcement by police in general, not linked to specific campaigns by name. Overall, 63% of respondents say they have. This is up significantly compared to the “pre” campaign period when 46% identified awareness.

**Awareness of Any Enforcement Programs on Drinking and Driving?**



**Chances of Someone Getting Arrested if They Drive after Drinking**



**Question 3: What do you think the chances are of someone getting arrested if they drive after drinking?** Findings identify some division regarding the perceived likelihood of someone being caught/arrested if they drive after drinking. According to the respondents 24% believed a person who drives after drinking is highly likely to be arrested; 33% thought that it is somewhat likely. Still, more than four out of five respondents (81%) agree that law enforcement is making a big effort to crack down on drinking and driving in South Carolina.

The 2013 *Buckle Up, SC.* campaign featured a new TV commercial to support stepped-up nighttime enforcement efforts by the SC Highway Patrol and local law agencies. The new BUSC TV commercial features two real SC Highway Patrol troopers demonstrating a nighttime traffic

stop for a safety belt violation. In the public service announcement, two unbelted motorists drive through a well-lighted area. This allows one trooper to have a clear view and call in the violation to another trooper who makes the traffic stop.

The following are survey results from the attitudinal surveys conducted between April 29 and May 4, 2013 prior to the safety belt enforcement mobilization among 400 South Carolina residents. (Please note: The SCDPS questionnaire refers to 30 days instead of the 60-day range recommended by NHTSA. Additionally, SCDPS has not yet received the results of the post-campaign survey conducted in June 2013.)

**Question 1: How often do you use safety belts when you drive or ride in a car, van, sport utility do vehicle or pick up?**

According to the 2013 pre-campaign survey, a large majority of drivers in South Carolina wear their safety belts all the time: 86.5%. This compares to 83.4% in the 2012 pre-campaign survey and 83.9 in the post-campaign survey. There were reported differences in shoulder belt usage by type of primary vehicle. Among those whose primary vehicle was a sport utility vehicle, 89.1 percent reported wearing their shoulder belt all the time, compared to 85.7% of those whose primary vehicle was a pickup truck and 83.9% whose primary vehicle was a van or mini-van. The wide-spread use of seat belts among South Carolinians is also evident in the responses to the question on the last time respondents did not wear their seat belt when driving. In the pre-campaign survey, the percentage who said the last time they did not wear a safety belt was a year or more ago was 81.3%. Furthermore, 92.7% of respondents were aware of the state law that requires motorists to wear safety belts.

**Question 2: What do you think the chances are of getting a ticket if you don't wear your safety belt?**

Public perceptions of the likelihood of being stopped by a law enforcement officer for anyone in the vehicle not wearing a safety belt prior to the safety belt campaign improved slightly from the June 2012 post-survey results. In the post 2012 survey and the pre-2013 survey, respectively, the percentages of those answering the question about the chances of getting a ticket if you don't wear your safety belt were as follows: always, 19% and 19.4%; most of the time, 28.3% and 30%; half of the time, 23.5% and 24.7%; rarely 25.5% and 24.7%; and never, 3.7% and 2.3%.

**Question 3: In the past 30 days, have you read, seen or heard something about seat belt law enforcement by police?**

In the pre-campaign survey of 2012, 20.5% of respondents said that they had read, seen or heard about safety belt law enforcement. The response rate dropped significantly in the pre-campaign 2013 survey to 17.3 percent. However, the 2012 post-campaign survey saw a significant rise to 30.4% awareness. The same is anticipated for the 2013 post-campaign results.

**PROJECT TO BE IMPLEMENTED:**

**Administration:**

**Problem Identification:** South Carolina remains one of the top five states in the nation in the severity of its motor vehicle crashes, as evidenced by statistical data. The state must provide funding for projects that will attempt to change the negative traffic statistics that are adversely affecting South Carolina's citizens and visitors to the state. South Carolina's average mileage death rate (MDR) of 1.8 for the past five years is one of the highest in the nation; about 40% higher than the national MDR of 1.2. The top contributing factors for total traffic crashes include: 1) too fast for conditions, 2) failure to yield right of way, 3) driver inattention, 4) following too closely, 5) improper lane change/usage. A reduction in the state's mileage death rate must be effected, and the economic loss associated with vehicle crashes must also reflect a downward trend. In order to make a difference in these negative traffic statistics in the state, the Office of Highway Safety must fund creative projects that can have a wide effect on all of the various problem areas contributing to highway injuries and fatalities.

Final traffic statistics for South Carolina indicate that during 2010, 107,673 traffic collisions were reported. This represents a 0.76% increase from 2009, when 106,864 collisions were reported. Collisions in 2011 resulted in 828 fatalities and approximately 45,000 non-fatal injuries. The number of traffic deaths was 2.3% higher in CY 2011 than in 2010, when 809 people were fatally injured in South Carolina traffic collisions. The estimated economic loss to the state from traffic crashes was nearly \$3 billion. This total cannot possibly reflect the human toll exacted in pain and suffering. The following table represents traffic-related deaths, injuries, collisions and MDR for the state for the past six years.

**Project Description:** The project will retain the services of a Public Affairs Manager funded by the project, to work in conjunction with Program Managers and assist a paid Contractor in the development of statewide enforcement and educational campaigns. The project will use grant funds for specialized training and conferences for a variety of highway safety professionals (law enforcement, subgrantees, OHSJP staff, etc.) throughout the state. The project also will partially fund a Special Programs Manager to manage special programs and an Administrative Assistant to assist with the administrative functions of the public information, outreach, and training highway safety grant.

Agency	Location	Project Title	Project Number(s)	Budget	Personnel Funded
SC Department of Public Safety: Office of Highway Safety and Justice Programs	Statewide	Public Information, Outreach and Training	SA-2014-HS-04-14; M9MA-2014-HS-04-14; K6-2014-HS-04-14; PS-2014-HS-04-14	\$974,000	1.6

## Community Traffic Safety: Budget Summary

<b>Project Number(s)</b>	<b>Subgrantee</b>	<b>Project Title</b>	<b>Budget</b>	<b>Budget Source</b>
<b>SA-2014-HS-04-14</b>	<b>South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs</b>	<b>Public Information, Outreach and Training</b>	<b>\$734,000</b>	<b>NHTSA 402</b>
<b>K6-2014-HS-04-14</b>	<b>South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs</b>	<b>Public Information, Outreach and Training (Motorcycle 2010 Funds)</b>	<b>\$155,258</b>	<b>Section 2010 SAFETEA-LU</b>
<b>PS-2014-HS-04-14</b>	<b>South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs</b>	<b>Public Information, Outreach and Training Pedestrian/Billboard Campaign</b>	<b>\$40,000</b>	<b>NHTSA 402</b>
<b>M9MA-2014-HS-04-14</b>	<b>South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs</b>	<b>Motorcyclist Awareness Campaign</b>	<b>\$44,742</b>	<b>Section 405f Motorcyclist Awareness MAP-21</b>
<b>Total All Funds</b>			<b>\$974,000</b>	
<b>NHTSA 402</b>			<b>\$774,000</b>	
<b>Section 2010 SAFETEA-LU</b>			<b>\$155,258</b>	
<b>Section 405f Motorcyclist Awareness MAP-21</b>			<b>\$44,742</b>	

## **MOTORCYCLE SAFETY PROGRAM AREA**

### **Overview:**

Motorcycle safety is an issue that remains of great concern in the state of South Carolina. The most recent FARS data provided by the National Highway Traffic Safety Administration (NHTSA) indicates that 129 people died on South Carolina roadways in 2011 as a result of motorcycle collisions. As a percentage of total deaths in South Carolina, motorcyclists accounted for an average of 12.5% in each year between 2007 and 2010, with the percentage increasing to 15.6% in 2011. The percentage of deaths in 2011 represents an increase of 24.5% compared to the prior four-year average, and a larger increase of 28.1% compared to the percentage in 2007. Over all five years, South Carolina accounted for 12.2% of all motorcyclist deaths in Region 4.

Motorcycle safety was an area identified as a component in the SC Strategic Highway Safety Plan (SHSP), The Roadmap to Safety, developed in 2007, within its Emphasis Area III: Special Vehicles (pp. 24-27) section citing the significance of the problem for the state and recommending engineering, education, enforcement, EMS and public policy strategies for appropriate countermeasures to attack the problem in Appendix A, p. AA16. Over time the state has implemented a variety of the recommendations offered by the SHSP. A few of these recommendations have been implemented in recent years including the discontinuing of motorcyclists using motorcycle beginner permits without attempting to take the motorcycle skills test, expansion of testing sites to provide rider education, enhancing educational efforts during the State's annual motorcycle rallies and adding motorcycle awareness as part of the regular driver's manual. The state is currently developing an update to the SHSP, which will be titled Target Zero, indicative of the state's commitment to eliminating traffic fatalities over time. This new version of the SHSP will isolate motorcycle safety as a separate Emphasis Area and will contain additional recommendations for appropriate countermeasures based on data-driven and evidence-based practices.

Motorcycle safety was also an area identified in the NHTSA-produced Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices, Seventh Edition, 2013. The document stresses the importance of this emphasis area and outlines significant strategies and appropriate countermeasures for motorcycle safety (pp. 5-1 to 5-25). Efforts relative to motorcycle safety in SC have utilized countermeasures deemed by this document as having limited evidence in terms of improving motorcycle safety, such as strengthening motorcycle licensing requirements (Chapter 5, Section 3.1, pp. 5-17 to 5-19); motorcycle rider training (Chapter 5, Section 3.2, pp. 5-20 to 5-21); helmet use promotion (Chapter 5, Section 1.2, p. 5-10); Communications and Outreach: Conspicuity and Protective Clothing (Chapter 5, Section 4.1, pp. 5-22 to 5-23); and Communications and Outreach: Other Driver Awareness of Motorcyclists (Chapter 5, Section 4.2, p. 5-24). Though the document indicates limited evidence in terms of effectiveness, with SC having no universal helmet law and a strong legislative lobby against such a law, these types of efforts are essential to the state if it is to address the problem of motorcycle safety.

The state has launched a very successful statewide motorcycle safety effort in 2013 which will continue in 2014. The FFY 2013 campaign, though statewide, focuses on the fourteen counties in South Carolina with the highest number of motorcyclist fatalities from CY 2012 (See Table S-7). The campaign utilizes paid and earned media and a variety of educational elements to alert motorists to the presence of motorcyclists, to encourage bikers and drivers to share the road appropriately and to encourage motorcycle riders to use proper protective equipment. The 2014 campaign will focus on those counties with the highest number of motorcyclist fatalities occurring in CY 2013. A more detailed explanation of the FFY 2014 campaign is included in the “Strategies” portion of this section of the Plan below.

**Table S-7**

**Top 14 SC Counties based on Motorcyclist Fatalities  
2012 Preliminary Data**

<b>County</b>	<b>Motorcyclists Killed</b>	<b>Motorcycle Collisions</b>
Greenville	14	258
Horry	12	267
Spartanburg	11	139
Anderson	9	93
Charleston	7	199
Oconee	6	42
Lexington	5	142
Laurens	4	28
Richland	4	149
Aiken	3	74
Beaufort	3	57
Clarendon	3	7
Florence	3	48
Lancaster	3	23
<b>Top 14 Total</b>	<b>87</b>	<b>1526</b>
<b>% of State Total</b>	<b>79.09%</b>	<b>68.86%</b>

SCDPS/OHSJP (JLH) May 9, 2013

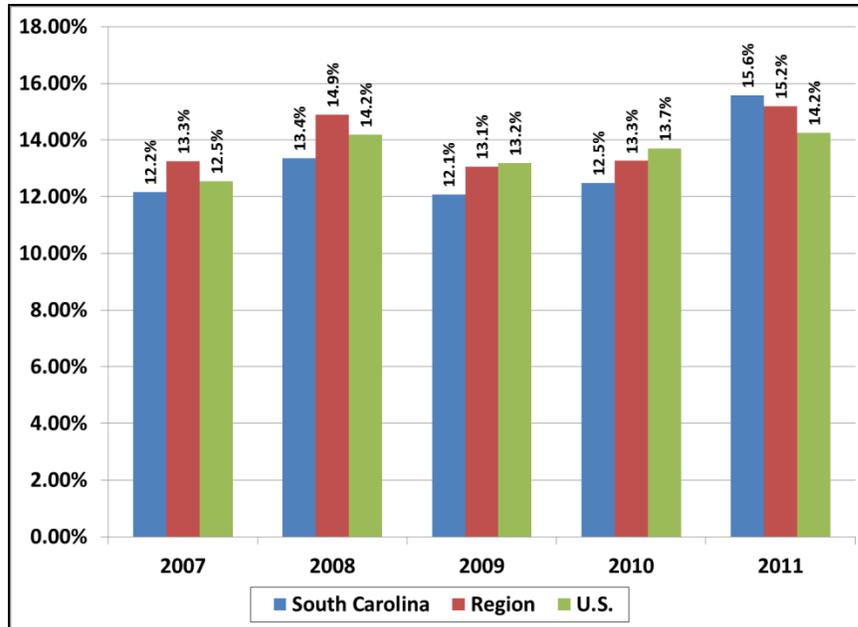
The following data sections outline specifically the problems being faced by the State of South Carolina in terms of motorcycle safety and demonstrate the foundation upon which the state has built its response to the problem for its FFY 2014 Highway Safety Plan.

## **Traffic Fatalities:**

According to FARS data (please note that FARS data includes moped riders in its motorcyclist fatality statistical information, while SC state data for motorcyclist crashes, injuries and fatalities does not),

- Over the entire five-year period 2007-2011, South Carolina's motorcyclist population-based fatality rate was 2.59 fatalities per 100,000 population, compared to 2.21 for Region 4 and 1.57 nationwide (Tables 11, 29, and 30).
- The percentages of fatalities that were motorcyclists in South Carolina have generally been below both those for the Region and the nation (with the exception of the year 2011). In 2011, 15.6% of fatalities in South Carolina were motorcyclists, compared to 15.2% in Region 4, and 14.2% in the US as a whole (Figure 30).
- In South Carolina, 56.7% of motorcycle fatal crashes occurred on Friday, Saturday, and Sunday, similar to the percentages for these days across Region 4 (56.4%), and the nation (57.1%). Just over 60% (60.5%) occurred between 3 p.m. and midnight in South Carolina, slightly higher than the proportions occurring during this time period across the Region (56.6%), and the US as a whole (56.1%) (Table 24).
- Just over 65% of motorcyclist fatalities in South Carolina were between the ages of 25 and 54, and 91.7% were males (Table 25).
- South Carolina requires helmet use by riders age 20 and younger. Between 2007 and 2011, 75% of motorcyclist fatalities were *not* using a helmet. This percentage is substantially higher than the percentages for both the Region (37.7%) and the US as a whole (41.1%) (Table 26).
- 52.6% of fatally-injured motorcycle operators in South Carolina who were tested for BAC had a BAC of at least 0.01 during this period, a percentage higher than the percentages for both Region 4 (42.4%) and the nation (38.9%) (Table 27).
- In fatal crashes involving motorcycles, 59.5% of motorcycle operators had at least one driver factor reported, versus 49.4% of the operators of other vehicles. The three most common driver factors for motorcycle operators were driving too fast (34.7%), failure to keep in proper lane (22.7%), and operating the vehicle in an erratic manner (4.2%) (Table 28).

As Figure 30 shows, for the first four years of the period 2007-2011, motorcyclists have accounted for a smaller percentage of total fatalities in South Carolina compared to their percentages across NHTSA Region 4 and the nation. However, in 2011, the proportion of motorcyclist fatalities to total fatalities in the State was higher than their proportions in the Region and the nation: 15.6% for South Carolina, compared to 15.2% in Region 4, and 14.2% in the US as a whole.



**Figure 30 Motorcyclist Fatalities as Percent of Total Fatalities**

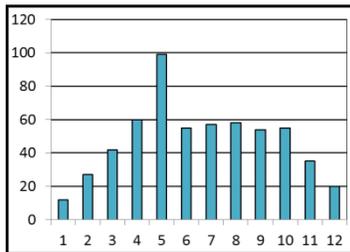
As Table 24 shows, from 2007-2011 the months with the most motorcycle fatal crashes in South Carolina were May (99 crashes, 17.2% of total), April (60 crashes, 10.5% of total), and August (58 crashes, 10.1% of total). For Region 4, the top three months for such crashes were May (11.3%), April (9.9%), and June (9.8%). For the nation, the top three months for such crashes were August (13.3%), July (13.2%), and June (12.4%).

On a day-by-day basis, the most motorcycle fatal crashes in South Carolina occurred on Saturday (134 crashes, 23.3% of total), followed by Sunday (116 crashes, 20.2%), and then Friday (76 crashes, 13.2% of total). The same pattern was observed in Region 4, where 21.3% of motorcycle fatal crashes occurred on a Saturday, 20% on Sunday, and 15.1% on Friday. Likewise nationally, the highest percentage of motorcycle fatal crashes occurred on a Saturday (22.6%), followed by Sunday (19.4%), and then Friday (15.1%).

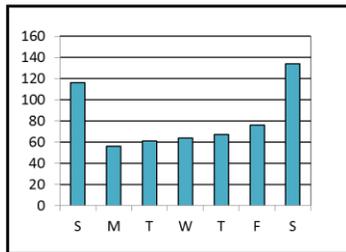
In South Carolina, the three-hour windows in which the most motorcycle fatal crashes occurred were 6 p.m. to 9 p.m. (128 crashes, 22.3%), 3 p.m. to 6 p.m. (117 crashes, 20.4% of total), and 9 p.m. to midnight (102 crashes, 17.8%). The same pattern emerged for Region 4, but a slightly different pattern was experienced across the nation. In Region 4, the top three-hour windows were 6 p.m. to 9 p.m. (20.5%), 3 p.m. to 6 p.m. (20.2%), and 9 p.m. to midnight (15.9%). Nationwide, the top three-hour windows were 3 p.m. to 6 p.m. (21.5%), 6 p.m. to 9 p.m. (20.3%), and noon to 3 p.m. (15.9%).

**Table 24. Motorcycle Fatal Crashes by Month, Day of Week, and Time of Day: Totals 2007-2011**

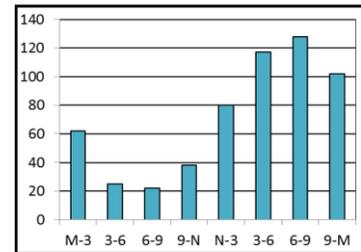
	South Carolina (N=574)		Region (N=4,724)	U.S. (N=23,404)
	N	%	%	%
<b>MONTH</b>				
January	12	2.1%	5.1%	2.8%
February	27	4.7%	5.5%	3.4%
March	42	7.3%	8.7%	6.0%
April	60	10.5%	9.9%	9.1%
May	99	17.2%	11.3%	11.8%
June	55	9.6%	9.8%	12.4%
July	57	9.9%	9.3%	13.2%
August	58	10.1%	9.6%	13.3%
September	54	9.4%	9.4%	11.1%
October	55	9.6%	9.3%	8.8%
November	35	6.1%	6.7%	5.2%
December	20	3.5%	5.4%	2.9%
<b>DAY OF WEEK</b>				
Sunday	116	20.2%	20.0%	19.4%
Monday	56	9.8%	9.9%	10.3%
Tuesday	61	10.6%	10.0%	10.0%
Wednesday	64	11.1%	11.5%	10.8%
Thursday	67	11.7%	12.2%	11.8%
Friday	76	13.2%	15.1%	15.1%
Saturday	134	23.3%	21.3%	22.6%
Unknown	0	0.0%	0.0%	0.0%
<b>TIME OF DAY</b>				
Midnight-3am	62	10.8%	10.3%	9.7%
3am-6am	25	4.4%	4.1%	3.8%
6am-9am	22	3.8%	5.7%	5.3%
9am-Noon	38	6.6%	8.1%	8.5%
Noon-3pm	80	13.9%	14.5%	15.9%
3pm-6pm	117	20.4%	20.2%	21.5%
6pm-9pm	128	22.3%	20.5%	20.3%
9pm-Midnight	102	17.8%	15.9%	14.3%
Unknown	0	0.0%	0.7%	0.7%



By Month



By Day Sunday-Saturday



By Time from Midnight (3-hour periods)

As shown in Table 25, the 35-44 age group made up a plurality (23.8%) of motorcyclist fatalities in South Carolina, followed closely by the 45-54 age group (22.6%), and the 25-34 age group (19.1%). In Region 4, the 45-54 age group accounted for the plurality of motorcyclist fatalities (20.9%), followed closely by the 35-44 age group (20.5%) and the 25-34 age group (20.3%). For the US as a whole, the 45-54 age group made up the plurality (22.6%), followed by the 35-44 age group (20.5%), and then the 25-34 age group (20.2%).

Males made up a much larger percentage of South Carolina's motorcyclist fatalities than females (91.7% versus 8.3%), a percentage comparable to those for the Region (91.6% male) and the U.S. as a whole (90.7% male).

**Table 25. Motorcyclist Fatalities by Age Group and Gender: Totals 2007-2011**

Age Group	Fatalities by Age			Fatalities by Age and Gender						
	South Carolina		Region	U.S.	South Carolina				Region % Males	U.S. % Males
	(N=592)	%	(N=4,859)	(N=24,085)	Females		Males			
				N	%	N	%			
< 16	5	0.8%	0.7%	0.6%	1	20.0%	4	80.0%	90.6%	85.8%
16-20	36	6.1%	6.5%	5.9%	5	13.9%	31	86.1%	90.5%	90.2%
21-24	60	10.1%	11.5%	10.5%	5	8.3%	55	91.7%	93.7%	94.2%
25-34	113	19.1%	20.3%	20.2%	8	7.1%	105	92.9%	94.2%	93.1%
35-44	141	23.8%	20.5%	20.5%	17	12.1%	124	87.9%	89.2%	88.8%
45-54	134	22.6%	20.9%	22.6%	11	8.2%	123	91.8%	88.9%	88.0%
55-64	75	12.7%	13.6%	14.5%	0	0.0%	75	100.0%	93.1%	91.1%
65-74	21	3.5%	4.9%	4.2%	2	9.5%	19	90.5%	93.6%	93.8%
75+	7	1.2%	1.0%	1.1%	0	0.0%	7	100.0%	96.1%	94.9%
Unknown	0	0.0%	0.1%	0.0%	0	N/A	0	N/A	66.7%	54.5%
<b>Total</b>	592	100.0%	100.0%	100.0%	49	8.3%	543	91.7%	91.6%	90.7%

\*Highlighting is to help the reader identify cells with higher numbers/percentages.

As shown in Table 26, 22.8% of motorcyclist fatalities in South Carolina used a helmet, a number substantially lower than for Region 4 (59.4%) and the US as a whole (56.6%). The age group with the greatest percentage of helmet usage was ages 16-20, with 41.7% of fatalities using a helmet. The use of helmets is required only for riders age 20 and younger in South Carolina.

**Table 26. Motorcyclist Fatalities by Age Group and Helmet Use\*: Totals 2007-2011**

Age Group	Motorcyclist Fatalities	Helmet Used		Helmet Not Used	
		N	%	N	%
<16	5	2	40.0%	3	60.0%
16-20	36	15	41.7%	21	58.3%
21-24	60	21	35.0%	36	60.0%
25-34	113	22	19.5%	89	78.8%
35-44	141	25	17.7%	114	80.9%
45-54	134	21	15.7%	110	82.1%
55-64	75	20	26.7%	54	72.0%
65+	28	9	32.1%	17	60.7%
Unknown	0	0	N/A	0	N/A
<b>SC**</b>	592	135	22.8%	444	75.0%
<b>Region</b>	4,859	2,887	59.4%	1,833	37.7%
<b>U.S.</b>	24,085	13,634	56.6%	9,889	41.1%

\*Helmet use percentage based on total fatalities.

\*\*State law requires use by all riders 20 and younger.

Table 27 shows that 64.6% of South Carolina motorcycle operator fatalities between the ages of 45-54 who were tested for BAC had a positive BAC, the highest percentage of any age group. Overall, 52.6% of motorcycle operator fatalities in South Carolina who were tested for BAC had a positive BAC, a percentage above that found in Region 4 (42.4%) and the US as a whole (38.9%) during the same time period. Speed was cited as a factor in 51.9% of motorcycle operator fatalities for the 16-20 age group, the highest percentage of any group. Overall, 41.1% of South Carolina motorcycle operator fatalities were involved in a crash in which speed was a factor, a percentage higher than that of the Region (30.4%) and the nation (39.1%).

**Table 27. Motorcycle Operator Fatalities, Alcohol Involvement and Speed: Totals 2007-2011**

Age Group	MC Operator Fatalities	BAC $\geq$ 0.01*			Speeding Involved**	
		# Tested	# $\geq$ 0.01	%	#	%
<16	4	3	1	33.3%	2	50.0%
16-20	27	19	5	26.3%	14	51.9%
21-24	56	51	19	37.3%	28	50.0%
25-34	108	89	50	56.2%	51	47.2%
35-44	133	110	66	60.0%	50	37.6%
45-54	128	96	62	64.6%	51	39.8%
55-64	74	56	24	42.9%	23	31.1%
65+	27	19	6	31.6%	10	37.0%
Unknown	0	0	0	N/A	0	N/A
<b>SC</b>	557	443	233	52.6%	229	41.1%
<b>Region</b>	4,553	2,998	1,272	42.4%	1,384	30.4%
<b>U.S.</b>	22,524	17,683	6,882	38.9%	8,806	39.1%

\* Based on actual state BAC data

\*\*Refers to entire crash event.

Table 28 shows the operator factors of fatal crashes involving motorcycles. During the period 2007-2011, 59.5% of motorcycle operators and 49.4% of other operators had at least one factor reported in such crashes, with the most common for motorcycle operators being driving too fast (34.7%), failure to keep in proper lane (22.7%), and operating the vehicle in an erratic manner (4.2%). For other operators, the most common factors were failure to yield (31.6%), and driving too fast (6.6%).

**Table 28. Fatal Crashes Involving Motorcycles: Operator Factors**

	2007		2008		2009		2010		2011		Total 2007 - 2011	
	MC (N=138)	Other Op (N=79)	MC (N=121)	Other Op (N=64)	MC (N=118)	Other Op (N=62)	MC (N=107)	Other Op (N=53)	MC (N=129)	Other Op (N=62)	MC (N=613)	Other Op (N=320)
<b>Factors</b>	%*	%*	%*	%*	%*	%*	%*	%*	%*	%*	%*	%*
None reported	39.9%	48.1%	38.0%	43.8%	33.1%	61.3%	52.3%	52.8%	40.3%	48.4%	40.5%	50.6%
One or more factors reported	60.1%	51.9%	62.0%	56.3%	66.9%	38.7%	47.7%	47.2%	59.7%	51.6%	<b>59.5%</b>	<b>49.4%</b>
<b>Top Factors**</b>												
Driving too fast... in excess of speed limit	34.1%	1.3%	37.2%	9.4%	36.4%	8.1%	30.8%	11.3%	34.9%	4.8%	<b>34.7%</b>	<b>6.6%</b>
Failure to...lane	41.3%	2.5%	40.5%	9.4%	7.6%	1.6%	6.5%	0.0%	13.2%	1.6%	<b>22.7%</b>	3.1%
Inattentive (2006-2009)** Distracted (2010)**	4.3%	5.1%	5.8%	6.3%	0.0%	0.0%	0.0%	0.0%	1.6%	3.2%	2.4%	3.1%
Operating vehicle in erratic ...manner	2.9%	0.0%	9.9%	1.6%	7.6%	0.0%	0.9%	0.0%	0.0%	0.0%	<b>4.2%</b>	0.3%
Operator inexperience	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Failure to yield	0.0%	44.3%	5.0%	29.7%	6.8%	22.6%	0.0%	30.2%	3.9%	27.4%	3.1%	<b>31.6%</b>

\*Driver may have multiple factors reported. Highlighting is to help reader distinguish MC operator percentages from Other operator percentages; bolding is to help reader identify commonly reported factors.

\*\*Percentages based on **total operators/drivers at the vehicle level**. 'None reported' includes instances in which a violation, driver factor, distraction, or speeding was marked as 'Unknown', 'Not Reported', or where data were missing.

\*\*\*For the years 2006 through 2009, Inattentive was a single element—Inattentive/Careless (Talking, Eating, Car Phones, etc.). In 2010, many individual factors that had been subsumed the Inattentive element were broken out into their own separate categories, as Distraction became an entirely new table in FARS.

Table 11 shows that for each year between 2007 and 2010, the number of motorcyclist deaths in South Carolina declined, from 131 to 101 deaths; however, there was a sharp spike in 2011 to 129 fatalities. The number in 2011 (129) represents an increase of 11.5% when compared to the prior four-year average (116 deaths), but a slight decline of 1.5% compared to the number in 2007.

Similarly, the population-based death rate declined over the first four years of the period, and then spiked in 2011. The 2011 rate (2.81 deaths per 100,000 residents) was 10.5% higher than the prior four-year average (2.54 per 100,000 residents), but was 8.4% lower than the rate in 2007 (3.07). The average rate in South Carolina (2007-2011) was 2.59 deaths per 100,000 residents, somewhat higher than the rate for the Region (2.21), and both higher than that of the nation (1.57).

*As a percentage of total deaths* in South Carolina, motorcyclists accounted for an average of 12.5% in each year between 2007 and 2010, with the percentage increasing to 15.6% in 2011. The percentage of deaths in 2011 represents an increase of 24.5% compared to the prior four-year average, and a larger increase of 28.1% compared to the percentage in 2007. Over all five years, South Carolina accounted for 12.2% of all motorcyclist deaths in the Region.

*Unhelmeted* motorcyclists accounted for 96 of South Carolina's motorcyclist fatalities in 2007, and the number decreased each year over the next three years to 75 fatalities in 2010. However, in 2011, the number of unhelmeted fatalities rose to 100, and represents an increase of 16.3% compared to the previous four-year average (86 fatalities). As a percentage of all motorcyclist deaths in South Carolina, unhelmeted motorcyclists accounted for 73.3% in 2007 and 77.5% in 2011, with the average for the five-year period being 75%. The 2011 percentage was 4.3% higher than the average over the prior four years (74.3%).

**Table 11. South Carolina Motorcycle Rider Fatalities**

	2007	2008	2009	2010	2011	2007 - 2011 % Change
<b>Fatalities</b>	131	123	108	101	129	11.45%
<b>Pop. Rate*</b>	3.07	2.82	2.43	2.23	2.81	10.47%
<b>Pct of Total</b>	12.16%	13.36%	12.08%	12.48%	15.58%	24.54%
<b>Pct of Region</b>	11.97%	11.15%	12.57%	11.91%	13.51%	13.90%
<b>Unhelmeted Fatalities</b>	96	91	82	75	100	16.28%
<b>Pct Unhelmeted Fatalities</b>	73.3%	74.0%	75.9%	74.3%	77.5%	4.34%

\* Rate per 100,000 population

Table 29 provides data for motorcyclist fatalities in Region 4. Unlike the State, the Region as a whole saw a decreased number of fatalities, both in the number (a 2.2% decrease) and in the population-based death rate (a 4.6% decrease). The motorcyclist percent of total deaths increased, however, by 11.5% in 2011, compared with the prior four-year average.

**Table 29. Region 4 Motorcycle Rider Fatalities**

	2007	2008	2009	2010	2011	2007 - 2011 % Change
<b>Fatalities</b>	1094	1103	859	848	955	-2.15%
<b>Pop. Rate*</b>	2.54	2.53	1.96	1.91	2.13	-4.60%
<b>Pct of Total</b>	13.26%	14.89%	13.05%	13.26%	15.19%	11.53%
<b>Unhelmeted Fatalities</b>	409	391	327	310	396	10.23%
<b>Pct Unhelmeted Fatalities</b>	37.4%	35.4%	38.1%	36.6%	41.5%	12.48%

\* Rate per 100,000 population

Nationwide, Table 30 shows that the number of motorcyclist fatalities and the population-based fatality rate declined by 5.3% and 7.2%, respectively. The motorcyclist percent of total deaths increased by 6.5% in 2011, compared with the prior four-year average. Finally, while the number of unhelmeted deaths declined by 8.4% nationally, the unhelmeted percent of total motorcyclist deaths declined by only 3.3%, indicating that unhelmeted fatalities did not decline quite as much as all motorcyclist fatalities (5.3%).

**Table 30. Nationwide Motorcycle Rider Fatalities**

	2007	2008	2009	2010	2011	2007 - 2011 % Change
<b>Fatalities</b>	5,174	5,312	4,469	4,518	4,612	-5.26%
<b>Pop. Rate*</b>	1.72	1.75	1.46	1.46	1.48	-7.16%
<b>Pct of Total</b>	12.54%	14.19%	13.19%	13.69%	14.25%	6.51%
<b>Unhelmeted Fatalities</b>	2,103	2,160	1,915	1,868	1,843	-8.38%
<b>Pct Unhelmeted Fatalities</b>	40.65%	40.66%	42.85%	41.35%	39.96%	-3.29%

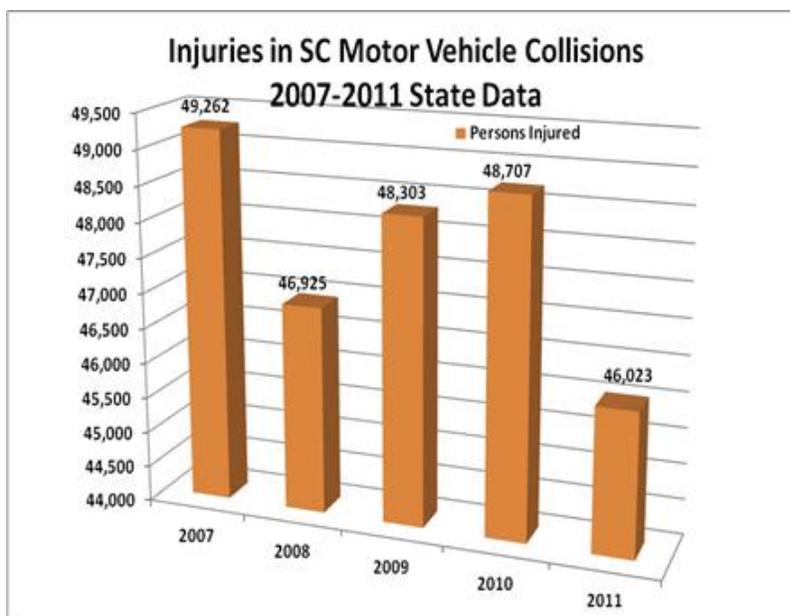
\*Rate per 100,000 population

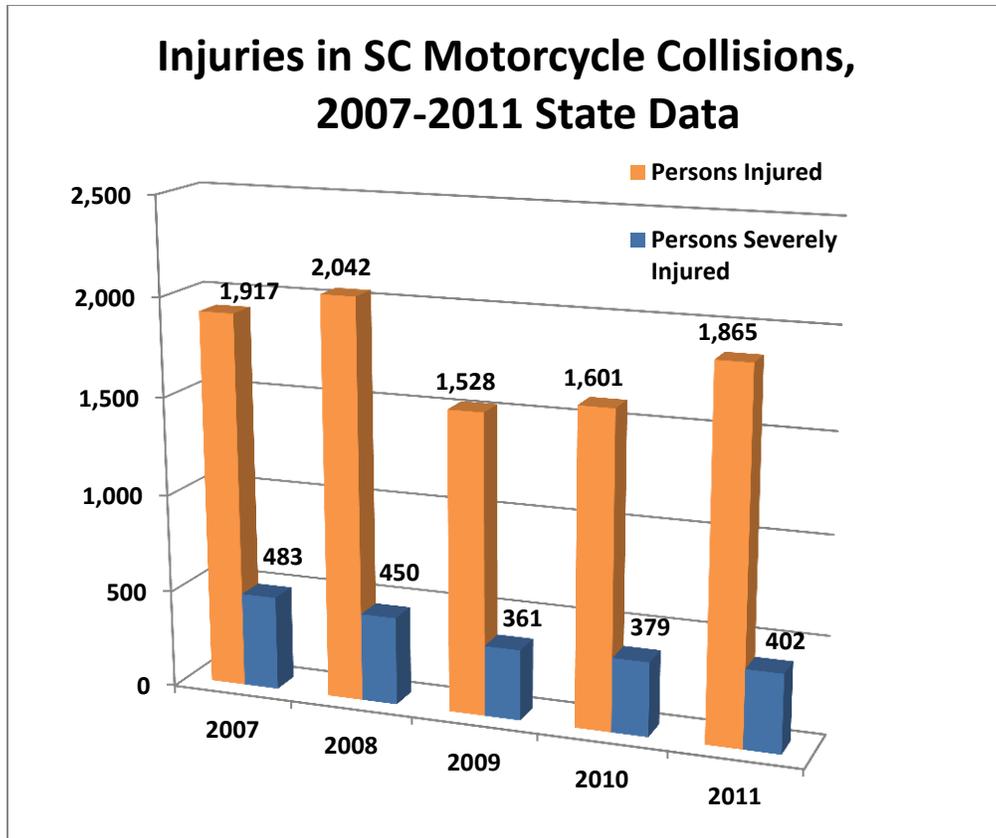
## **Traffic Injuries:**

Unlike FARS data for motorcyclist fatalities, South Carolina does not include moped riders in its calculation of motorcyclist injuries. As seen in Figure 31 preliminary figures for 2011 show that there were 1,865 persons injured in motorcycle crashes in South Carolina, as compared to 1,917 in 2007, a 2.7% decrease. However, the total for 2011 is higher (+5.2%) than the average number of motorcyclist crash injuries in the four years prior (2007-2010). From 2007-2011, motorcycle crashes have represented 8,953, or 3.7%, of all traffic crash injuries (239,220) in South Carolina (See Figure 22). According to NHTSA, based upon the average number of miles traveled by every type of vehicle on the road, in 2011 a motorcycle rider was five times more likely to be injured while riding a motorcycle than traveling in a conventional passenger vehicle.

In terms of severe motorcycle collision injuries, in 2011, SC had a total of 402 such traffic injuries, a 16.8% reduction from the 483 in 2007. The 2011 figure represented an increase (6.1%) over the figure in 2010 (379), but a slight decrease (3.8%) when comparing the 2011 figure with the average number of severe motorcycle collision injuries for the time period 2007-2010 (418). Though severe motorcycle collision injuries in 2011 have declined as compared to 2007, these injuries comprised 11.8% of all serious traffic injuries in the state for 2007 (4,104), while in 2011 they comprised 12.3% of all serious traffic injuries (3,260).

**Figure 22: Injuries in SC Motor Vehicle Collisions 2007-2011 State Data**





**Figure 31. Injuries in South Carolina Motorcycle Collisions, 2007-2011**

#### **Traffic Collisions:**

Unlike FARS data, South Carolina does not include mopeds in its calculation of motorcycle fatal collisions, or in its state calculations of all collisions. As seen in Figure 22 motorcycle collisions have declined in South Carolina from 2,127 in 2007 to 2,114 in 2011, a decrease of only 0.6%. The 2011 figure represents an increase over the 2010 figure (1,819) of 16.2% and an increase of 6.7% over the average number of motorcycle collisions for the four-year period 2007-2010 (1,981). From 2007-2011, motorcycle crashes (10,036), have represented a small percentage (1.9%) of all traffic crashes (535,682) in South Carolina. There were 975 collisions involving impaired motorcyclists in 2007-2011, which represents 9.7% of total motorcycle crashes. Also, during the same time period, serious injury motorcycle collisions represented 1,965, or 19.6%, of total motorcycle crashes (10,036). Serious injury motorcycle collisions declined in 2011 (383) as compared to the 2007 figure (459) by 16.6%. However, the 2011 figure represents an increase over the 2010 figure (362) of 5.8%. The 2011 figure of 383 serious injury motorcycle collisions represents a slight decline (-3.3%) over the 2007-2010 average number of serious injury motorcycle crashes (396).

Figure 32

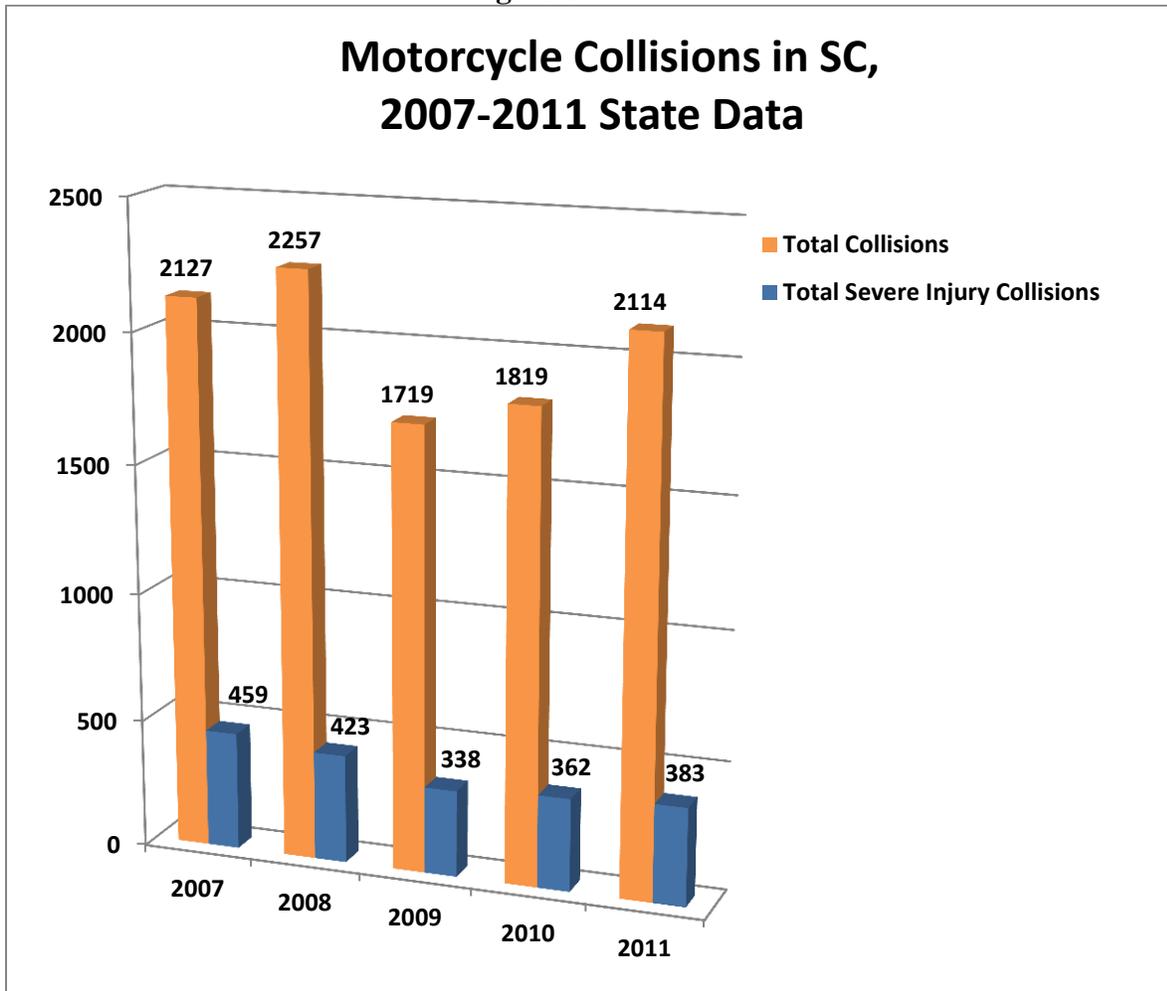


Table S-8 below contains information on the top ten contributing factors for motorcycle collisions in South Carolina from 2007 to 2011. These factors are: driving too fast for conditions, failed to yield right-of-way, driver under the influence, distracted/inattention, animal in the road, improper lane usage/change, following too closely, other improper action (driver), aggressive operation of vehicle and ran off the road.

**Table S-8**

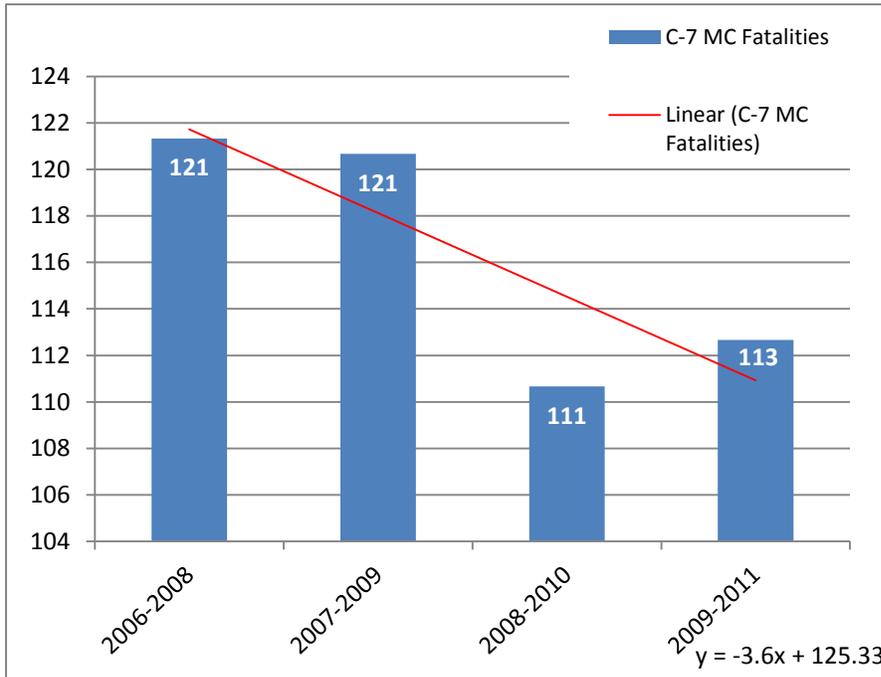
**South Carolina Collisions Involving A Motorcycle  
2007 - 2011 (2011 Data are Preliminary)  
Each Collision May Have Up To 5 Contributing Factors**

Contributing Factors	Fatal Collisions	Injury Collisions	Property Damage Only Collisions	Total Collisions	Persons Killed	Persons Injured
Driving Too Fast for Conditions	91	2047	501	2639	92	2340
<b>Failed To Yield Right of Way</b>	<b>84</b>	<b>1614</b>	<b>441</b>	<b>2139</b>	<b>84</b>	<b>1993</b>
Driver Under Influence	154	584	53	791	164	734
<b>Distracted/Inattention</b>	<b>14</b>	<b>441</b>	<b>171</b>	<b>626</b>	<b>15</b>	<b>508</b>
Animal In Road	15	381	54	450	15	416
<b>Improper Lane Usage/Change</b>	<b>2</b>	<b>319</b>	<b>112</b>	<b>433</b>	<b>2</b>	<b>381</b>
Followed Too Closely	0	249	137	386	0	301
<b>Other Improper Action (Driver)</b>	<b>9</b>	<b>235</b>	<b>118</b>	<b>362</b>	<b>9</b>	<b>273</b>
Aggressive Operation of Vehicle	19	270	50	339	20	305
<b>Ran Off Road</b>	<b>17</b>	<b>157</b>	<b>29</b>	<b>203</b>	<b>17</b>	<b>176</b>

## Performance Measures

### Goals:

1. To decrease motorcycle fatalities 1% from the 2009-2011 calendar base year average of 113 to 112 by December 31, 2014.



**Figure C-7. South Carolina Motorcycle Fatalities, 3 Year Moving Average with Trend Analysis, 2006-2011.**

### Justification:

Linear Projection =  $-3.6(6)+125.33 = 103.73$

2007-2011 Average = 118

2010-2012 Average = 125.66

2008 = 123

2009 = 108

2010 = 101

2011 = 129 (27.5% increase from 2010)

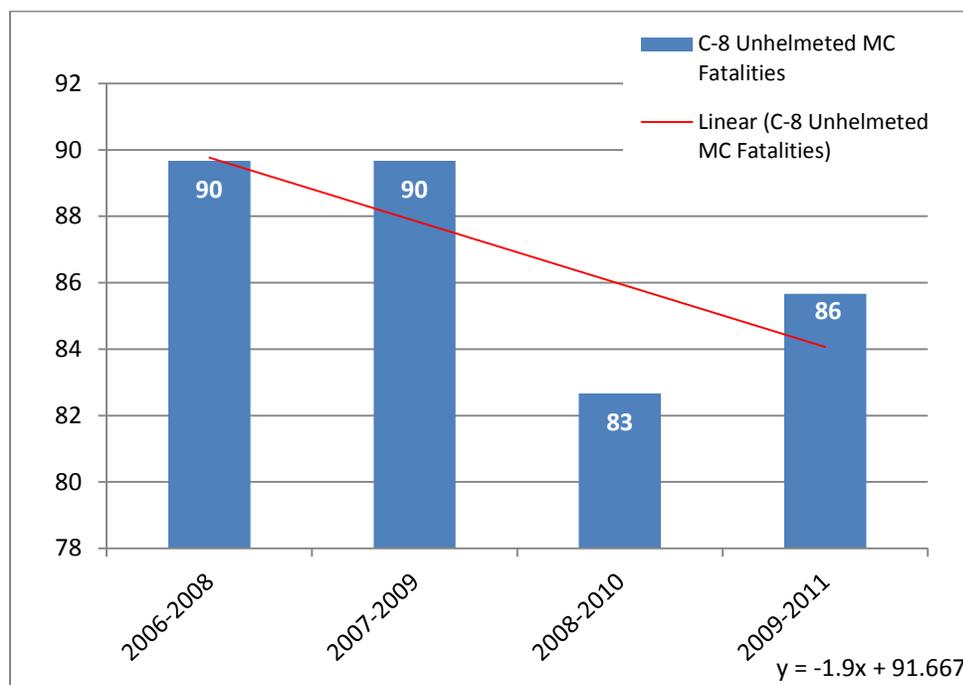
2012 = 147 (13.95% increase from 2011, 2012 not FARS finalized)

State data reveal a 14% increase in motorcyclist fatalities during 2012 compared to the previous year (2011). Additionally, the state experienced a 27.7% increase in motorcyclist fatalities from 2010 to 2011. The 2010-2012 (2012 data are preliminary) average number of motorcyclist deaths is 126. If the goals were to be based on the trend data the state would experience an increase in fatalities. It should be noted that there are factors in South Carolina that may have impact, both negatively and positively on the selected target. From a negative perspective the state has a helmet law that only pertains to individuals under the age of 21. In addition, the state

endures tremendous legislative lobby efforts from advocacy groups, such as ABATE, which have been successful in derailing attempts to prevent a universal helmet law from being enacted. From the positive side, a recent move by the SC Department of Motor Vehicles (SCDMV) could improve motorcycle safety in the state. Supported by the South Carolina Motorcycle Safety Task Force, the SCDMV began on June 3, 2013, the implementation of an existing policy which had previously not been enforced. The SCDMV is no longer issuing automatic renewals of motorcycle beginner's permits, but is requiring that individuals seeking permit renewals must make an effort to pass the motorcycle operator skills test in order to receive a motorcycle endorsement on their driver's license. SC decided to emphasize their existing policy to prevent motorcyclists from continuously renewing their beginner permits rather than applying for a motorcycle license. The SC Motorcycle Safety Task Force believes that this policy implementation will exert some pressure among the riding community to seek motorcycle safety training in order to acquire skills necessary for passing the SCDMV motorcycle rider skills test.

Based on the above information and the challenges facing the state in terms of motorcycle safety issues, the state has set a goal to decrease motorcycle fatalities by 1% (from 113 to 112).

2. To decrease unhelmeted motorcycle fatalities 1% from the 2009-2011 calendar base year average of 86 to 85 by December 31, 2014.



**Figure C-8. South Carolina Unhelmeted Motorcycle Fatalities, 3 Year Moving Average with Trend Analysis, 2006-2011.**

### **Justification:**

Linear Projection =  $-1.9(6)+91.667 = 80.27$   
2007-2011 Average = 88.8  
2008 = 91  
2009 = 82  
2010 = 75  
2011 = 100 (33.3% increase from 2010)  
2012 = 107 (7% increase from 2011, not FARS finalized)

Data from individual years from 2010 - 2012 (2012 data are preliminary) reveal a 33.3% increase in the number of unhelmeted motorcyclist fatalities from 2010 to 2011 and a 7% increase from 2011 to 2012. The state sets a goal of a 1% reduction in unhelmeted motorcyclist fatalities by 2014 compared to the 2009-2011 three-year baseline average of 86. The state of South Carolina does not have a universal helmet law and has a strong legislative grass-roots lobbying effort against helmet law changes led by advocacy groups such as ABATE. This presents challenges in improving motorcycle safety in general and in saving motorcyclists' lives on the highways in particular. Other states that have a universal helmet law are experiencing a decrease in unhelmeted motorcycle fatalities. With no legislation in place to require the use of helmets for individuals 21 and over, it is expected that this problem will continue in SC.

Based on the above challenges the state has set a goal to decrease unhelmeted motorcycle fatalities by 1% (from 86 to 85).

### **Objectives:**

1. To conduct a statewide public information and education paid media campaign to educate and increase the awareness of motorists and motorcyclists about motorcycle safety issues during the months of April through September 2014 focusing on the fourteen counties in SC that had the highest number of motorcyclist fatalities during CY 2013.
2. To continue the work of the Motorcycle Safety Task Force during FFY 2014 to review and analyze motorcycle safety statistical information, make recommendations for improvement of motorcycle safety in the state, and develop action plans to implement projects that will reduce motorcyclist crashes, injuries and fatalities in the state.

### **Performance Indicators:**

#### **Goals:**

1. A comparison of the 2010-2012 calendar base year average for motorcyclist fatalities will be made to the most current available FARS data.
2. A comparison of the 2010-2012 calendar base year average for unhelmeted motorcyclist fatalities will be made to the most current available FARS data.

**Objectives:**

1. Documentation of the implementation of a paid media campaign delivering the “Ride Smart” message will be maintained in the form of a final report in the grant file.
2. Documentation of the meetings, minutes and activities of the Motorcycle safety Task Force will be maintained by the OHSJP.

**Strategies:**

The following strategies will be implemented to achieve established goals and objectives:

1. A successful motorcycle safety public information and education campaign from CY 2007- CY 2013 will be continued in Horry County during the month of May 2014 as part of two major motorcycle rallies (Myrtle Beach Bike Rally and Atlantic Beach Bikefest), if the rallies are held. Some of the safety materials distributed at these rallies will include the encouragement of wearing protective gear while riding a motorcycle.
2. The State of South Carolina in FFY 2014 will again launch a statewide motorcycle safety awareness program utilizing Federal funding modeled after campaign efforts in 2012 and 2013. The primary feature of the “Ride Smart” campaign will involve “Share the Road” messaging to increase motorist awareness of the presence of motorcyclists on the roadways and sharing the road appropriately with these vehicles (utilizing Section 2010 funds and MAP-21 Section 405 Motorcycle Safety funds). As a secondary messaging component, the campaign also encourages motorcycle operators to utilize appropriate safety gear when riding (utilizing Section 402 funds).

The goals of the campaign are to 1) reduce the numbers of crashes, injuries and fatalities involving motorcyclists; and 2) educate and increase the safety awareness of motorists and motorcyclists. The campaign will utilize radio public service announcements, outdoor advertising, printed educational materials, SC Department of Transportation variable message boards, and promotional items and displays placed and distributed at motorcycle rallies and events.

The campaign will use a five-month long comprehensive paid media campaign that will complement enforcement efforts throughout the year and the outreach efforts conducted during the Myrtle Beach Bike Week and Atlantic Beach Bike Fest motorcycle rallies in May 2014. The campaign, though statewide, will focus on counties that sustained the highest number of motorcyclist fatalities during CY 2013.

The campaign theme will build upon the “Ride Smart” messaging used successfully by South Carolina in past bike rally campaigns. In addition, all outreach efforts will incorporate a “Share the Road” message targeting both motorists and motorcyclists and aimed at increasing motorist awareness of motorcyclists traveling on the state’s roadways. The campaign will also continue a new billboard campaign launched in 2013 based simply on the word “LOOK.” The campaign as a whole focuses on all vulnerable roadway users (pedestrians,

motorcyclists, bicyclists and moped riders). However, motorcycle safety funds will only be used toward the billboards focusing on motorcyclists. The billboards, samples of which may be seen in the Community Traffic Safety Project section of the plan, encourage observers to “LOOK for Motorcyclists. Share the Road. Save a Life.” The billboards use vivid colors against a black background and are very compelling visually.

The contractor will also produce a radio spot with a “Share the Road” message to air during the five-month safety campaign. All billboard and radio advertising will incorporate the SCDPS “Target Zero Traffic Fatalities” umbrella theme.

The campaign budget will be \$176,000. \$126,000 of the budget will fund the “Share the Road” component utilizing motorcycle incentive grant funds (Section 2010 and/or MAP-21 Section 405 funds), while \$50,000 of the budget will utilize Section 402 SAFETEA-LU funding to craft safety messaging for motorcyclists encouraging the use of safety gear.

In addition to the above campaign components, the OHSJP will continue its partnership with the South Carolina Department of Transportation to use its variable message boards around the state in designated time periods during the campaign effort. These message boards will be utilized in May, July and September 2014. The alternating messages to be shown on the message boards are: “Ride Smart. Motorcycles are Everywhere.” and “Drive Smart. Motorcycles are Everywhere.” This messaging has been made available to this campaign at no cost. This has proven extremely valuable to the campaign effort, as literally hundreds of thousands of motorists will be exposed to campaign messaging while they are in the act of driving and/or riding.

3. The Motorcycle Safety Task Force will continue to meet and form partnerships with various state, federal, and local agencies, as well as community groups to develop and implement strategies to reduce the number of motorcycle crashes, fatalities, and injuries.
4. In partnership with the SCDOT, the OHSJP will again secure the use of variable message boards around the state in designated time periods during the motorcycle safety campaign effort. These message boards will be utilized in May, July and September 2014. The alternating messages to be shown on the message boards are: “Ride Smart. Motorcycles are Everywhere.” and “Drive Smart. Motorcycles are Everywhere.” This messaging has been made available to this campaign at no cost.
5. The state will continue a project funded in 2013 to provide motorcycle safety training statewide based on a curriculum developed by the American Association of Retired Persons (AARP).

(CTW, Chapter 5: Sections 3.1, 3.2, 4.1 and 4.2) (SHSP, page 26)

**NOTE:** No specific grant applications for motorcycle safety projects were received for FFY 2014 funding. However, funds have been placed in the Public Information, Outreach, and Training internal grant administered by the Office of Highway Safety and Justice Programs to conduct a statewide motorcycle safety campaign using a combination of Section 402 funds, SAFETEA-LU Section 2010 funds and MAP-21 Section 405 Motorcycle Safety funds.

**Motorcycle Safety: Budget Summary**

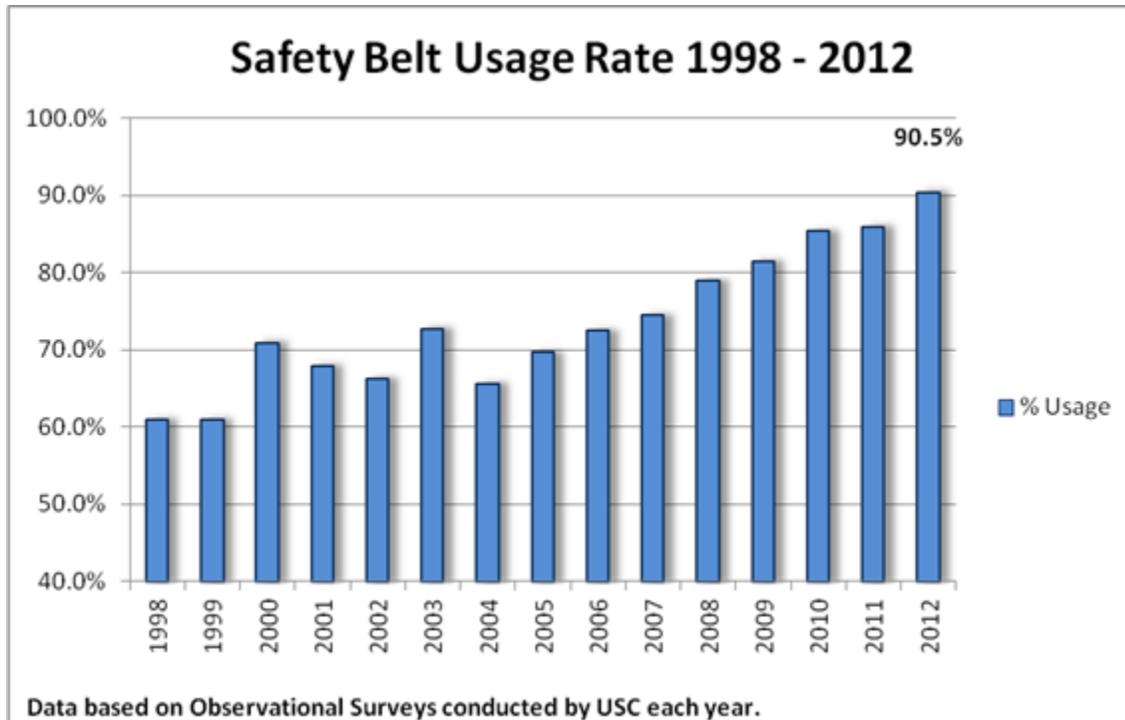
<b>Project Number(s)</b>	<b>Subgrantee</b>	<b>Project Title</b>	<b>Budget</b>	<b>Budget Source</b>
<b>K6-2014-HS-04-14</b>	<b>South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs</b>	<b>Public Information, Outreach and Training (Motorcycle 2010 Funds)</b>	<b>\$155,258</b>	<b>Section 2010 SAFETEA-LU</b>
<b>M9MA-2014-HS-04-14</b>	<b>South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs</b>	<b>Motorcyclist Awareness Campaign</b>	<b>\$44,742</b>	<b>Section 405f Motorcyclist Awareness MAP-21</b>
<b>Total</b>			<b>\$200,000</b>	
<b>Section 2010 SAFETEA-LU Total</b>			<b>\$155,258</b>	
<b>Section 405f Motorcyclist Awareness MAP-21</b>			<b>\$44,742</b>	
<b>Total</b>			<b>\$200,000</b>	
<b>M9MA-2014-00-00-00</b>	<b>South Carolina Department of Public Safety: Office of Highway Safety and Justice Programs</b>	<b>Motorcyclist Awareness Campaign</b>	<b>\$79,000</b>	<b>Section 405f Motorcyclist Awareness MAP-21 (FFY 2014 Anticipated Award and FFY 2013 Carry-Forward)</b>
<b>Total All Funds</b>			<b>\$279,000</b>	

## OCCUPANT PROTECTION PROGRAM AREA

### Overview:

The state of South Carolina has made significant strides in improving safety belt usage rates since the passage and enactment of a primary enforcement safety belt law in 2005 (See Figure 33 below).

#### South Carolina Safety Belt Usage Rate:



**Figure 33**

At the time of the enactment of the law, the state's observed belt usage rate stood at 69.7% statewide. According to a June 2012 statewide safety belt survey conducted by the University of South Carolina, the state's usage rate currently stands at 90.5%. Though the improvement is significant, the state remains committed to increasing restraint usage in an effort to reduce motor vehicle crash injuries and fatalities, particularly in the light of the state's relatively high unbelted fatality rate (See Table 6 below).

**Table 6. South Carolina Unbelted Passenger Vehicle Occupant Fatalities**

	2007	2008	2009	2010	2011	2007 - 2011 % Change
<b>Fatalities</b>	492	412	381	313	258	-35.42%
<b>VMT Rate*</b>	0.96	0.83	0.82	0.64	0.53	-35.02%
<b>Pop. Rate**</b>	11.52	9.45	8.57	6.91	5.62	-35.98%
<b>Pct of Total</b>	45.68%	44.73%	42.62%	38.69%	31.16%	-27.83%
<b>Pct of Region</b>	15.00%	14.22%	15.36%	13.86%	12.63%	-13.68%
<b>Observed Belt Use</b>	74.5%	79.0%	81.5%	85.4%	86.0%	7.37%

\* Rate per 100 million miles of travel

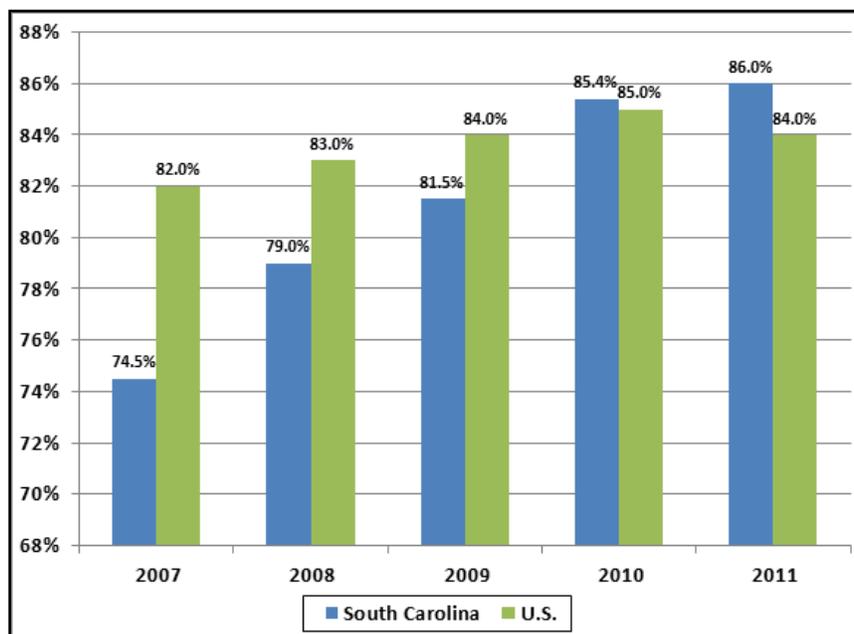
\*\* Rate per 100,000 population

South Carolina’s focus for occupant protection is to increase the safety belt usage rate from 90.5% in 2012 to 92.5% in 2013, and 94.5% in 2014. The state will seek to bring about this increase through a continued educational program alerting the state’s citizens, particularly minority groups who lag behind their non-minority counterparts in belt usage rates, to the primary enforcement belt law and through the continuing of a Memorial Day safety belt and child passenger safety seat enforcement mobilization which conforms to the national *Click-it-or-Ticket* model. The state also desires to see correct child passenger safety seat usage increase. Based on informal surveys conducted at seat check events around the state, only about 15% of child safety seats in use are installed correctly. Programs will train NHTSA Child Passenger Safety technicians and instructors, conduct child passenger safety restraint checkups, create fitting stations, conduct educational presentations and will emphasize child passenger safety seat use and enforcement during the statewide Memorial Day occupant protection enforcement mobilization.

Occupant Protection was an area of concern identified as a component in the SC Strategic Highway Safety Plan (SHSP), The Roadmap to Safety, developed in 2007, within its Emphasis Area II: High Risk Drivers (pp. 19-24) section citing the significance of the problem for the state and recommending engineering, education, enforcement, EMS and public policy strategies for appropriate countermeasures to attack the problem in Appendix A, p. AA12. Over time the state has implemented a variety of the recommendations offered by the SHSP, including the conducting of special education efforts for population groups with lower than average restraint use rates, educating motorists regarding the primary enforcement safety belt law, conducting child restraint inspection events throughout the state, training law enforcement personnel and firefighters as Child Passenger Safety Technicians, aggressively enforcing the primary safety belt law, and conducting a statewide occupant protection enforcement mobilization in and around the Memorial Day holiday each year to coincide with national enforcement mobilizations. The state is currently developing an update to the SHSP, which will be titled Target Zero, indicative of the state’s commitment to eliminating traffic fatalities over time. This new version of the SHSP will isolate occupant protection as a separate Emphasis Area and will contain additional recommendations for appropriate countermeasures based on data-driven and evidence-based practices.

Occupant Protection was also an area identified in the NHTSA-produced Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices, Seventh Edition, 2013 stressing the importance of this emphasis area and outlining significant strategies and appropriate countermeasures for occupant protection (pp. 2-1 to 2-35) issues. The state currently complies with countermeasures deemed highly effective by the document, such as statewide primary safety belt enforcement (pp. 2-12 to 2-13), short-term high-visibility belt law enforcement following the national *Click-it-or-Ticket* model (pp. 2-17 to 2-19) and communications strategies to lower belt use groups (pp. 2-24 to 2-26). Also, South Carolina implements countermeasures that have been deemed effective in specific situations, such as combined enforcement emphasizing nighttime safety belt enforcement (pp. 2-20 to 2-21), and those that have been deemed likely to be effective, such as sustained enforcement (p. 2-22). In addition, the state has implemented countermeasures that have not clearly been demonstrated as effective overall, but may have impact in specific areas, such as child restraint distribution programs (p. 2-34) and the development of inspection stations for child safety seats (p. 2-35).

As indicated above, the state of South Carolina has seen a steady increase in statewide safety belt use rates since the passage and enactment of a primary safety belt law, from 69.7% in 2005 to 90.5% in 2012. Figure 34 below demonstrates this increase as compared to the national rate for the time period 2007-2011, but does not include the data from 2012, which was captured by an observational survey conducted by the University of South Carolina in a statewide survey conducted after the annual Memorial Day occupant protection enforcement mobilization in June 2012. As seen below, South Carolina’s observed seat belt usage rate was lower than the national rate for the first three years of the 2007-2011 time period, edged slightly higher in 2010, and by 2011 was 2 percentage points higher than the national average rate. Observed seat belt use rates in South Carolina ranged from a low of 74.5% (2007) to a high of 90.5% in 2012. The national rate during the 2007-2011 time period ranged from a low of 82% in 2007 to a high of 85% in 2010.



**Figure 34. Observed Seat Belt Usage Rates, 2007-2011**

As seen in Table S-9 below, surveys continue to show that, even though great strides have been made in all demographic categories, males and minority groups lag behind females and non-minority groups in safety belt use in the State of South Carolina. The lack of safety belt usage among males, African-Americans, and Hispanics is a major factor that has a negative impact on the statewide average usage rate. Obviously, there remains a need to continuously educate the public as to the benefits of safety belt usage.

**Table: S-9**  
**Percentage Safety Belt Use By Demographic Category**

	12/03	6/04	6/05	6/06	6/07	6/08	6/09	6/10	6/11	6/12
Male	60.6	64.2	62.2	67.6	68.4	74.2	77.1	82.3	81.8	87.6
Female	74.0	75.4	78.7	79.3	84.5	85.8	87.8	90.6	89.4	93.3
Driver	65.7	66.7	70.3	73.0	74.6	79.1	81.3	86.0	86.4	90.0
Passenger	70.5	64.5	66.5	70.8	74.0	78.2	82.1	85.4	85.6	90.0
Urban	67.7	66.5	68.0	73.5	75.2	80.3	82.3	87.4	85.6	91.4
Rural	53.2	63.6	73.5	70.1	73.0	76.0	79.5	80.5	87.0	88.5
White	71.7	69.5	74.1	76.4	77.8	82.4	84.7	88.5	86.5	91.3
Non-white	56.3	56.7	58.0	63.8	67.2	70.9	74.1	80.6	82.2	87.8
Cars	69.8	69.2	72.3	75.7	77.7	81.1	84.3	86.6	88.2	92.0
Trucks	53.9	52.5	60.8	63.8	67.8	73.3	75.0	81.7	78.7	86.0
Overall	66.8	65.7	69.7	72.5	74.5	79.0	81.5	85.4	86.0	90.5

The following data sections outline specifically the problems being faced by the State of South Carolina in terms of occupant protection and demonstrate the foundation upon which the state has built its response to the problems for its FFY 2014 Highway Safety Plan.

## **Traffic Fatalities:**

Traffic fatalities are the most severe consequence of motor vehicle collisions. According to NHTSA FARS data, motor vehicle crashes are the leading cause of death for Americans of every age from 2 to 34 years old. In 2011, traffic crashes claimed 32,367 lives nationally (See Table 3 below) and caused more than 2.22 million people to be injured. However, fatality numbers have shown a steady decline, with 2011 figures being 11.06% lower than the average of traffic fatalities for the years 2007-2010. FARS data also indicate that VMT-based and population-based fatality rates declined during the time period of 2007-2011.

**Table 3. Nationwide Basic Data**

	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2007 - 2011 % Change</b>
<b>Total Fatalities</b>	41,259	37,423	33,883	32,999	32,367	-11.06%
<b>VMT*</b>	3,032	2,974	2,814	2,967	2,946	-0.02%
<b>VMT Rate**</b>	1.36	1.26	1.20	1.11	1.10	-11.04%
<b>Population (thousands)</b>	301,231	304,094	306,772	309,350	311,592	2.04%
<b>Pop. Rate***</b>	13.70	12.31	11.05	10.67	10.39	-12.84%

\* Vehicle Miles of Travel (billions)

\*\* Rate per 100 million vehicle miles

\*\*\* Rate per 100,000 population

Table 2 shows that total motor vehicle fatalities in NHTSA Region 4 decreased by 12.2% in 2011, as compared to the 2007-2010 average number of fatalities, while VMT-based and population-based fatality rates also dropped by 12.3% and 14.2%, respectively. These changes are slightly larger than those experienced in South Carolina during the same time period (See Table 1 below).

**Table 2. Region 4 Basic Data**

	2007	2008	2009	2010	2011	2007 - 2011 % Change
<b>Total Fatalities</b>	8,252	7,408	6,580	6,394	6,289	-12.15%
<b>VMT*</b>	502,360	486,042	455,314	491,203	484,704	0.20%
<b>VMT Rate**</b>	1.64	1.52	1.45	1.30	1.30	-12.32%
<b>Population</b>	43,010,507	43,526,761	43,927,319	44,334,420	44,758,075	2.42%
<b>Pop. Rate***</b>	19.19	17.02	14.98	14.42	14.05	-14.22%

\* Vehicle Miles of Travel (millions)

\*\* Rate per 100 million vehicle miles

\*\*\* Rate per 100,000 population

Table 1 below shows that the changes in basic fatality data for the state of South Carolina are slightly less over the 2007-2011 time period than the changes seen in Region 4 and nationally. The state's total fatalities in 2011 decreased by 10.51% as compared to the traffic fatality average of the years 2007-2010. The VMT-based and population-based rates dropped in the state respectively by 9.96% in 2011, as compared to the 2007-2010 average rate, and 12.99% as compared to the 2007-2010 average rate. The state's population-based fatality rate decline in 2011 was slightly higher (12.99%) than the national rate (12.84%).

**Table 1. South Carolina Basic Data**

	2007	2008	2009	2010	2011	2007-2011 % Change
<b>Total Fatalities</b>	1,077	921	894	809	828	-10.51%
<b>VMT*</b>	51,109	49,597	46,300	49,124	48,730	-0.62%
<b>VMT Rate**</b>	2.11	1.86	1.93	1.65	1.70	-9.96%
<b>Population</b>	4,444,110	4,528,996	4,589,872	4,636,312	4,679,230	2.84%
<b>Pop. Rate***</b>	24.23	20.34	19.48	17.45	17.70	-12.99%
<b>Pct of Region Fatalities</b>	13.05%	12.43%	13.59%	12.65%	13.17%	1.86%
<b>Pct of Region VMT</b>	10.17%	10.20%	10.17%	10.00%	10.05%	-0.82%
<b>Pct of Region Population</b>	10.33%	10.41%	10.45%	10.46%	10.45%	0.41%

\* Vehicle Miles of Travel (millions)

\*\* Rate per 100 million vehicle miles

\*\*\* Rate per 100,000 population

Though the demonstrated increase in safety belt use in South Carolina has likely contributed significantly to the state's downward trend in traffic fatalities since 2007, the state continues to have a problem with unbelted traffic fatalities.

**Table 6** below shows the numbers and rates of *unbelted passenger vehicle occupants* (i.e. occupants of passenger cars, light trucks, and vans) killed in South Carolina, from 2007 through 2011. The number showed a decline for each year during the period. There were 47.6% fewer *unbelted fatalities* when comparing year 2011 (258) with year 2007 (492); 35.4% fewer in 2011 compared to the average of the prior four years (400).

In 2011, the *VMT-based and population-based fatality rates* decreased by 35% and 36%, respectively, compared with the averages of the previous four-year period. South Carolina's VMT-based fatality rate was higher than both the Regional and National rates for each year during the five-year period. Similarly, the State's population-based fatality rate was higher than that of the Region and the Nation for each year during this period.

During this period, *observed safety belt use* increased each year, and the percent in 2011 (86%) represents an increase of 7.4%, compared to the prior four-year average (80.1%).

Unbelted fatalities represented 45.7% of all deaths in 2007 and 31.2% in 2011. The value in 2011 represents a 27.8% decrease from the previous four-year average (43.2%).

**Table 6. South Carolina Unbelted Passenger Vehicle Occupant Fatalities**

	2007	2008	2009	2010	2011	2007 - 2011 % Change
<b>Fatalities</b>	492	412	381	313	258	-35.42%
<b>VMT Rate*</b>	0.96	0.83	0.82	0.64	0.53	-35.02%
<b>Pop. Rate**</b>	11.52	9.45	8.57	6.91	5.62	-35.98%
<b>Pct of Total</b>	45.68%	44.73%	42.62%	38.69%	31.16%	-27.83%
<b>Pct of Region</b>	15.00%	14.22%	15.36%	13.86%	12.63%	-13.68%
<b>Observed Belt Use</b>	74.5%	79.0%	81.5%	85.4%	86.0%	7.37%

\* Rate per 100 million miles of travel

\*\* Rate per 100,000 population

According to FARS data, in the period 2007-2011 (See Table 31 below), for total crashes and nighttime crashes (between 8 PM and 4 AM), restraint use among fatally-injured passenger vehicle occupants in South Carolina has generally been below both that of Region 4 and the nation for every year of the time period with one exception. The exception was in 2011, when the State's proportion of fatalities that were restrained was above that for both Region 4 and the nation for total crashes and nighttime crashes. In South Carolina, 45.3% of fatally-injured passenger vehicle occupants in 2011 properly used their restraints, a figure that slightly exceeded the 43.3% recorded for Region 4, and the nationwide use rate of 44.4% for the same year. In every year, at every level (state, Region 4, nation), the restraint use among fatally-injured passenger vehicle occupants in crashes occurring at night was lower than restraint use as a whole. The restraint percent use for fatally-injured passenger vehicle occupants in South Carolina for 2011 represented a 30.6% increase over the average of the previous 4 years. This was much larger than the increase experienced across Region 4 (11.6%) and the nation (3.1%). The percentage of restraint use at night in 2011 for fatally-injured passenger vehicle occupants in South Carolina (35.2%) represented a 50% increase over the average of the prior four years. This compares to an increase of 17.2% for Region 4, and an increase of 6.1% for the nation. These increases in South Carolina are likely attributable to increased safety belt enforcement and the beginning of nighttime safety belt enforcement strategies implemented by local jurisdictions participating in the SC Law Enforcement Network System. It should be noted that the SC Highway Patrol (SCHP) also began a nighttime safety belt enforcement initiative as part of the 2013 Memorial Day occupant protection mobilization after receiving positive results from previous nighttime enforcement pilot efforts in designated SCHP Troops around the state. This commitment on the part of the state's largest law enforcement body should continue to yield positive results relative to unbelted fatalities.

**Table 31. Restraint Use of Fatally-Injured Passenger Vehicle Occupants**

	2007	2008	2009	2010	2011
<b>Restraint Used</b>					
South Carolina	30.9%	32.7%	37.0%	39.6%	45.3%
Region	37.2%	36.9%	39.4%	42.6%	43.3%
U.S.	42.4%	42.0%	43.5%	44.8%	44.4%
<b>Restraint Used Night*</b>					
South Carolina	23.6%	19.3%	25.4%	26.2%	35.2%
Region	26.6%	24.2%	28.3%	31.5%	32.1%
U.S.	31.3%	30.0%	32.2%	32.3%	33.3%

Restraint use percentage based on all fatalities

\*In crashes that occurred between 8 pm and 4 am.

In South Carolina, the highest percentages of fatally injured occupants not wearing their seat belts were in the 25 to 34 age group (68.8%) (See Table 32 below), followed by those ages 16 to 20 (65.6%), and those ages 21 to 24 (64.8%). When looking at restraint use among fatally-injured passenger vehicle occupants, only those below 5 years of age, and those 65 and older displayed restraint use of 50% or higher. As shown in Table 32, restraint use was more common in the younger and older age groups, with 56.1% of fatally injured occupants under age 5 and 65.9% of fatally injured occupants age 75 and older using restraints. There was also a relatively high use rate among those ages 65-74 (62.4% restrained). The age groups with the highest percentages of *non-use* among fatally injured passenger vehicle occupants were: ages 25-34 (68.8% unrestrained), ages 16-20 (65.6% unrestrained), and ages 21-24 (64.8% unrestrained).

**Table 32. Fatally-Injured Passenger Vehicle\* Occupants, Restraint Use by Age Group: Totals 2007-2011**

Age Group	Occupant Restraint Usage			
	N	Used	Not Used	Unknown
<5	41	56.1%	34.1%	9.8%
5-9	34	38.2%	58.8%	2.9%
10-15	65	29.2%	61.5%	9.2%
16-20	457	28.2%	65.6%	6.1%
21-24	361	25.2%	64.8%	10.0%
25-34	622	25.1%	68.8%	6.1%
35-44	471	35.7%	57.5%	6.8%
45-54	428	35.7%	57.5%	6.8%
55-64	319	45.8%	48.9%	5.3%
65-74	237	62.4%	32.1%	5.5%
75+	223	65.9%	27.8%	6.3%
Unknown	11	0.0%	81.8%	18.2%
SC	3,269	36.5%	56.8%	6.7%
Region	23,676	39.6%	54.7%	5.7%
U.S.	121,507	43.3%	49.1%	7.6%

\* Automobiles, SUVs, and Pickup Trucks

\*Highlighting is to help reader identify cells discussed in the text.

Table 33 below breaks down restraint use (where restraint use is known) of fatally-injured passenger vehicle occupants by vehicle type, comparing the state of South Carolina with Region 4 and nationally. In South Carolina from 2007 through 2011, 44.9% of fatally-injured occupants of *Cars* used their restraints, a percentage that was lower than the percentages for both the Region (49.8%) and the nation as a whole (53.6%). In South Carolina, 29.7% of fatally-injured occupants of *Pickups* used their restraints, a rate that was slightly higher than the 27.7% seen for the Region, but lower than the 33.3% experienced nationwide. For the *Other (including SUV)* vehicle category, 34.5% of fatally-injured occupants in South Carolina used their restraints, compared to 36.2% for Region 4 and 42.2% nationwide.

In terms of change, for the *Car* vehicle category, the percentage of restraint use by fatally-injured occupants in South Carolina increased by 24.1% in 2011, compared to the average of the previous four years. The *Pickup* category also experienced an increase (27.3%) in the percentage of restraint use for fatally-injured occupants in South Carolina, as did the *Other* category (48.9%). Across Region 4, increases were also experienced in restraint use for occupants of *Cars* (9.4%), *Pickups* (8.4%) and *Other* vehicles (25.1%). Across the nation, increases were also experienced in 2011 for occupants of all three vehicle types: 1.9% for *Cars*, 6.9% for *Pickups*, and 5.3% for *Other* passenger vehicles.

**Table 33. Restraint Use\* of Fatally-Injured Occupants by Passenger Vehicle Type**

	2007	2008	2009	2010	2011	Total 2007 - 2011
<b>Cars</b>						
South Carolina	38.6%	42.5%	44.3%	48.4%	53.5%	44.9%
Region	47.8%	45.2%	49.8%	54.1%	53.6%	49.8%
U.S.	53.1%	51.6%	53.9%	55.7%	54.5%	53.6%
<b>Pickup</b>						
South Carolina	24.9%	25.7%	28.0%	39.6%	36.6%	29.7%
Region	25.1%	26.6%	26.9%	31.5%	29.6%	27.7%
U.S.	32.2%	32.4%	32.5%	35.0%	35.2%	33.3%
<b>Other (incl. SUV)</b>						
South Carolina	30.7%	22.4%	39.4%	34.4%	47.1%	34.5%
Region	32.2%	34.7%	36.8%	36.0%	43.5%	36.2%
U.S.	40.7%	40.8%	42.7%	43.2%	44.0%	42.2%

\* Known restraint use

In 2011, as indicated in Table S-10 below, 583 automobile and truck occupants totally ejected from the vehicle in which they were riding during traffic crashes, and of those, 104, or 17%, were killed. In addition, 186 were partially ejected, and 39 of those were killed. Of the 241,544 occupants not ejected, 434, or 0.18%, were killed. Estimates indicate that, of the 570 occupant fatalities with known restraint usage in 2011, 272 (47.7%) were not restrained and 253 (44.4%) were restrained. According to NHTSA, from 2007-2011 there were 3,049 fatalities in which the restraint use was known. Of this number, 1,856, or 61%, were unrestrained.

**Table S-10.** Ejection Status of Motor Vehicle Occupants by Injury Type, 2011

Ejection Status	Injury Type						Total	Percent
	Fatal	Incapacitating/ Severe Injury	Non- Incapacitating	Possible Injury	Not Injured			
Not Ejected	434	2,155	9,216	29,934	199,805	241,544	98.72%	
Partially Ejected	39	37	29	34	47	186	0.08%	
Totally Ejected	104	210	121	78	70	583	0.24%	
N/A or Unknown	1	30	60	235	2038	2,364	0.97%	
Total	578	2,432	9,426	30,281	201,960	244,677	100.00%	

As indicated in Table S-11 below, in South Carolina during the period 2007-2011, there were 3,711 individuals totally ejected from the vehicle in which they were riding during traffic crashes, and of those, 803, or 22%, were killed. In addition, 1,023 were partially ejected, and 241 of those, or 23.6%, were killed. Of the 1,251,644 occupants not ejected, 2,273, or 0.18%, were killed.

**Table S-11.** Ejection Status of Motor Vehicle Occupants by Injury Type, 2007-2011

Ejection Status	Injury Type						Total	Percent
	Fatal	Incapacitating/ Severe Injury	Non- Incapacitating	Possible Injury	Not Injured			
Not Ejected	2,273	12,127	50,635	151,630	1,034,979	1,251,644	98.43%	
Partially Ejected	241	239	194	122	227	1,023	0.08%	
Totally Ejected	803	1,287	806	476	339	3,711	0.29%	
N/A or Unknown	19	156	393	1,468	13,204	15,240	1.20%	
Total	3,336	13,809	52,028	153,696	1,048,749	1,271,618	100.00%	

County data shows interesting trends in terms of unbelted traffic fatalities, particularly at night. Table 34 below shows that statewide across the five-year period 2007-2011, 67.2% of nighttime passenger vehicle occupant fatalities were unrestrained. In the counties of Allendale and McCormick, 100% of passenger vehicle occupant fatalities at night were unrestrained, although there were comparatively few night fatalities in these two counties across the five-year period (2 and 3, respectively). The counties with the highest percentages of unrestrained night fatalities were Chesterfield (13 nighttime fatalities, 92.3% unrestrained); Marion (24 nighttime fatalities, 87.5% unrestrained); Sumter (25 nighttime fatalities, 84% unrestrained); Fairfield (17 nighttime fatalities, 82.4% unrestrained); and Florence (37 nighttime fatalities, 81.1% unrestrained).

**Table 34. Unrestrained Passenger Vehicle Occupant Fatalities at Night\* By County**

County	2007	2008	2009	2010	2011	Total	Total Passenger Vehicle Occupant Fatalities at Night*	% Unrestrained**
Abbeville	3	0	2	1	0	6	9	66.67%
Aiken	8	10	4	6	7	35	57	61.40%
Allendale	0	0	1	1	0	2	2	100.00%
Anderson	11	6	5	5	6	33	46	71.74%
Bamberg	2	0	2	0	0	4	5	80.00%
Barnwell	3	1	3	1	0	8	12	66.67%
Beaufort	5	6	1	4	4	20	28	71.43%
Berkeley	4	5	14	4	3	30	55	54.55%
Calhoun	3	1	4	3	0	11	14	78.57%
Charleston	8	9	11	7	6	41	70	58.57%
Cherokee	5	0	1	0	2	8	19	42.11%
Chester	3	4	2	4	1	14	20	70.00%
Chesterfield	0	2	2	7	1	12	13	92.31%
Clarendon	1	4	7	2	1	15	21	71.43%
Colleton	7	4	1	2	2	16	22	72.73%
Darlington	6	3	6	0	3	18	23	78.26%
Dillon	2	1	0	6	2	11	18	61.11%
Dorchester	0	4	4	2	3	13	21	61.90%
Edgefield	3	2	0	2	3	10	14	71.43%
Fairfield	6	4	3	1	0	14	17	82.35%
Florence	4	12	10	4	0	30	37	81.08%
Georgetown	3	3	2	1	1	10	15	66.67%
Greenville	11	13	13	3	8	48	82	58.54%
Greenwood	5	2	1	2	1	11	16	68.75%
Hampton	1	2	0	0	2	5	8	62.50%
Horry	25	12	12	8	5	62	83	74.70%
Jasper	2	4	1	0	7	14	23	60.87%
Kershaw	6	3	5	3	3	20	30	66.67%
Lancaster	4	3	5	2	1	15	24	62.50%
Laurens	2	4	4	2	1	13	22	59.09%

County	2007	2008	2009	2010	2011	Total	Total Passenger Vehicle Occupant Fatalities at Night*	% Unrestrained**
Lee	2	0	3	0	0	5	7	71.43%
Lexington	16	14	10	6	4	50	74	67.57%
Marion	4	5	5	7	0	21	24	87.50%
Marlboro	1	1	0	0	1	3	7	42.86%
McCormick	1	1	1	0	0	3	3	100.00%
Newberry	2	4	0	0	1	7	14	50.00%
Oconee	7	1	3	4	3	18	23	78.26%
Orangeburg	7	3	7	8	4	29	46	63.04%
Pickens	4	3	3	2	3	15	25	60.00%
Richland	11	7	8	15	6	47	66	71.21%
Saluda	1	2	0	1	0	4	5	80.00%
Spartanburg	10	10	5	10	5	40	59	67.80%
Sumter	3	10	4	1	3	21	25	84.00%
Union	2	2	3	0	0	7	9	77.78%
Williamsburg	3	1	2	1	1	8	10	80.00%
York	8	11	1	4	3	27	47	57.45%
<b>Totals</b>	<b>225</b>	<b>199</b>	<b>181</b>	<b>142</b>	<b>107</b>	<b>854</b>	<b>1,270</b>	<b>67.24%</b>

\*Between 8 p.m. and 4 a.m.

\*\*Unrestrained percentage based on total fatalities.

Four of the eight counties with the most passenger vehicle occupant fatalities at night had a lower percentage of unrestrained fatalities than the statewide average of 67.2%. They were: Berkeley (55 total passenger vehicle occupant fatalities at night, 54.5% unrestrained), Greenville (82, 58.5%), Charleston (70, 58.6%), and Aiken (57, 61.4% unrestrained). Horry County, with the highest number of passenger vehicle occupant fatalities at night (83), had a higher percentage unrestrained (74.7%) than the statewide average (67.2%), as did Richland, with 66 nighttime passenger vehicle fatalities of which 71.2% were unrestrained. Lexington and Spartanburg, also with high numbers of nighttime fatalities, had 67.5% and 67.8% unrestrained, just slightly higher than the statewide unrestrained average for nighttime fatalities.

Table 35 shows the population-based fatality rate by county and year, for unrestrained fatally injured passenger vehicle occupants at night, with highlighting indicating the 10 counties with the highest population-based rates in 2011.

**Table 35. Unrestrained Fatally-Injured Passenger Vehicle Occupant Fatalities at Night\* by County: Rate per 100,000 Population**

County	2007	2008	2009	2010	2011
Abbeville	11.65	0.00	7.81	3.95	0.00
Aiken	5.17	6.37	2.52	3.74	4.36
Allendale	0.00	0.00	9.42	9.66	0.00
Anderson	6.06	3.25	2.68	2.67	3.18
Bamberg	12.33	0.00	12.48	0.00	0.00
Barnwell	13.13	4.39	13.27	4.42	0.00
Beaufort	3.30	3.84	0.63	2.45	2.43
Berkeley	2.43	2.92	8.00	2.24	1.63
Calhoun	19.66	6.59	26.20	19.83	0.00
Charleston	2.37	2.63	3.17	1.99	1.68
Cherokee	9.18	0.00	1.81	0.00	3.60
Chester	9.02	11.96	6.02	12.09	3.04
Chesterfield	0.00	4.32	4.29	15.00	2.15
Clarendon	2.92	11.47	20.03	5.72	2.88
Colleton	18.06	10.25	2.57	5.14	5.18
Darlington	8.76	4.36	8.73	0.00	4.39
Dillon	6.36	3.17	0.00	18.68	6.30
Dorchester	0.00	3.06	2.99	1.45	2.13
Edgefield	11.32	7.47	0.00	7.42	11.25
Fairfield	25.09	16.58	12.46	4.19	0.00
Florence	2.99	8.89	7.35	2.92	0.00
Georgetown	4.98	4.95	3.31	1.66	1.67
Greenville	2.57	2.96	2.91	0.66	1.73
Greenwood	7.33	2.90	1.44	2.87	1.43
Hampton	4.70	9.43	0.00	0.00	9.61
Horry	9.90	4.60	4.52	2.96	1.81
Jasper	8.71	16.93	4.13	0.00	27.78
Kershaw	10.10	4.97	8.18	4.85	4.82
Lancaster	5.76	4.12	6.63	2.60	1.28
Laurens	2.98	5.95	5.98	3.01	1.50
Lee	10.08	0.00	15.50	0.00	0.00
Lexington	6.49	5.54	3.86	2.28	1.50
Marion	11.82	14.83	15.03	21.21	0.00
Marlboro	3.42	3.44	0.00	0.00	3.51
McCormick	9.84	9.78	9.77	0.00	0.00
Newberry	5.40	10.76	0.00	0.00	2.65

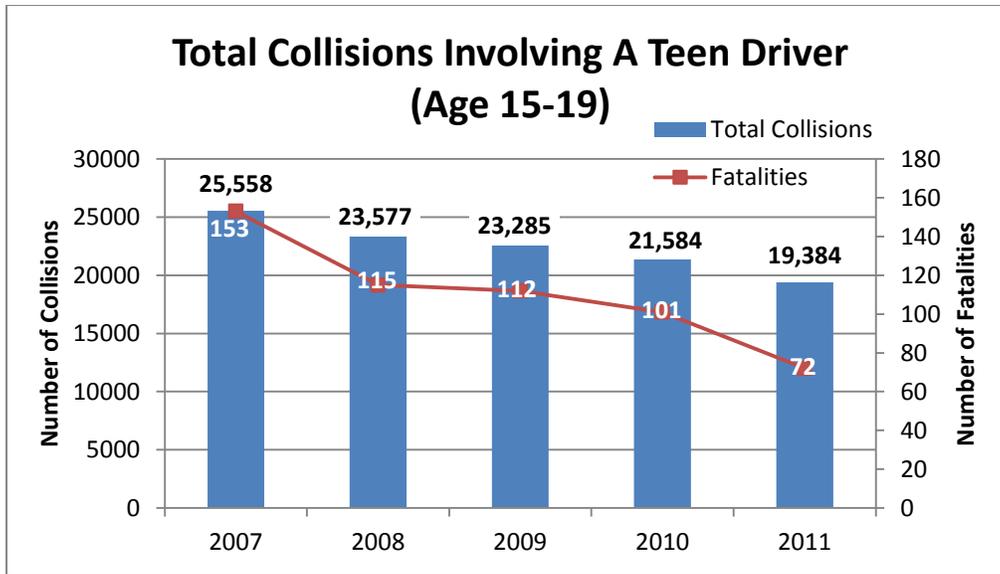
County	2007	2008	2009	2010	2011
Oconee	9.67	1.37	4.06	5.38	4.03
Orangeburg	7.56	3.23	7.55	8.66	4.35
Pickens	3.42	2.54	2.52	1.68	2.51
Richland	3.00	1.87	2.10	3.89	1.54
Saluda	5.15	10.25	0.00	5.02	0.00
Spartanburg	3.65	3.58	1.76	3.51	1.74
Sumter	2.83	9.39	3.74	0.93	2.79
Union	6.88	6.86	10.31	0.00	0.00
Williamsburg	8.46	2.85	5.78	2.91	2.93
York	3.83	5.06	0.45	1.76	1.30
<b>Totals</b>	<b>328.33</b>	<b>259.68</b>	<b>271.95</b>	<b>199.40</b>	<b>134.69</b>

\*Between 8 p.m. and 4 a.m.

For children 0-19, motor vehicle crashes are the leading cause of injury-related deaths in South Carolina. Analyzing teen driver data shows challenging statistics for this age group relative to safety belt use, particularly in terms of traffic fatalities in the state from 2007-2011. As shown in Table S-12 and Figure 35, state data from 2007 to 2011 indicate that drivers between the ages of 15 and 19 were involved in 113,388 traffic collisions, or 21.2% of the total number of collisions during that time period. The number of collisions involving a teen driver has decreased 24% from 2007 to 2011. When comparing the most recent year, 2011, to the average number of collisions from 2007 to 2010, the state experienced a 17.5% decrease in the number of collisions involving a teen driver. Also shown in Table S-12 and Figure 35 are the number of fatalities that occurred when a teen driver was involved in the crash. There were a total of 553 such fatalities from 2007 to 2011.

**Table S-12. South Carolina Collisions(Involving Teen Drivers)**

Year	Total Collisions	Involving a Teen Driver	Percent	Number of Fatalities involving a Teen Driver
2007	112,067	25,558	22.81%	153
2008	107,252	23,577	21.98%	115
2009	106,864	23,285	21.79%	112
2010	107,673	21,584	20.05%	101
2011	101,826	19,384	19.04%	72
<b>Total</b>	<b>535,682</b>	<b>113,388</b>	<b>21.17%</b>	<b>553</b>



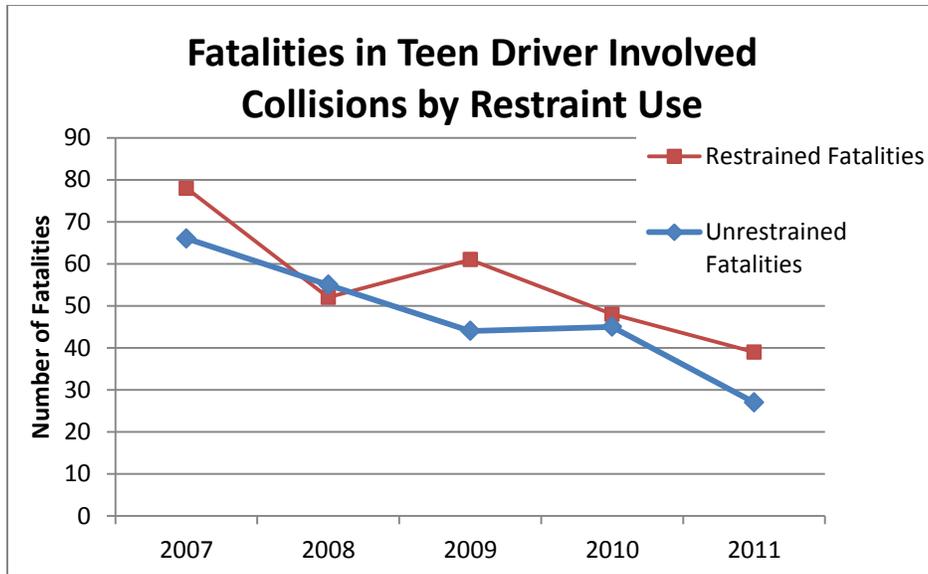
**Figure 35.** Collisions and Fatalities involving a Teen Driver, 2007-2011

Restraint usage among fatally injured persons in traffic crashes in which a teen was driving is shown in Table S-13 and Figure 36 below. There were 105,650 crashes that involved a teen driver in which restraint devices were used from 2007-2011. These collisions resulted in the deaths of 278 persons. The number of fatalities in which the person was restrained decreased 34.7% in 2011, compared to the average number of fatalities from 2007-2010.

Conversely, there were 3,047 collisions that involved a teen driver in which restraint devices were not used, resulting in the deaths of 237 persons. The number of fatalities in which a restraint device was not used has decreased 48.6% in 2011 compared to the average number of fatalities from 2007-2010.

**Table S-13.** Collisions Involving a Teen Driver (Age 15-19) and Restraint Usage

Year	Restrained Occupants		Unrestrained Occupants	
	Collisions	Fatalities	Collisions	Fatalities
2007	23,656	78	814	66
2008	21,853	52	674	55
2009	21,742	61	565	44
2010	20,240	48	523	45
2011	18,159	39	471	27
<b>Total</b>	<b>105,650</b>	<b>278</b>	<b>3,047</b>	<b>237</b>



**Figure 36.** Fatalities by Restraint Use, 2007-2011

Analyzing traffic data relative to use of appropriate restraints by children paints a slightly more promising picture for the state than the teen driver information above. During the calendar years 2007-2011, 48,043 children under six years of age were motor vehicle occupants involved in traffic crashes in South Carolina. During this five-year period, 46,208 of those children were restrained by a safety restraint device (See Figure 37 below). These figures indicate that approximately 96.2% of children involved in 2007-2011 traffic crashes in South Carolina were utilizing some sort of safety restraint device. During the five-year period, 45 occupants under the age of six were killed in traffic crashes. However, informal surveys conducted at seat check events by the SC Department of Health and Environmental Control (SCDHEC) indicate that proper usage of child safety seats is less than 15% in South Carolina. These statistics indicate a continued need for the development and implementation of occupant restraint programs statewide, since misuse of safety seats may result in death or serious injury to a child.

## Restraint Usage in Children Under Age 6, 2007-2011 State Data

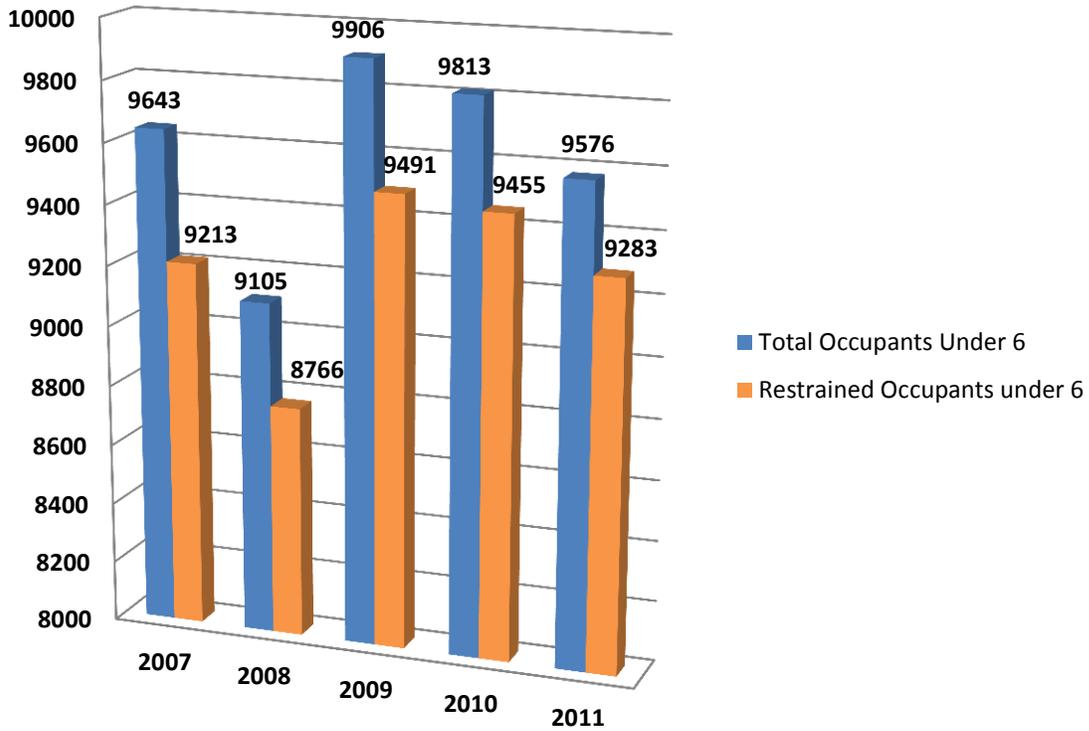
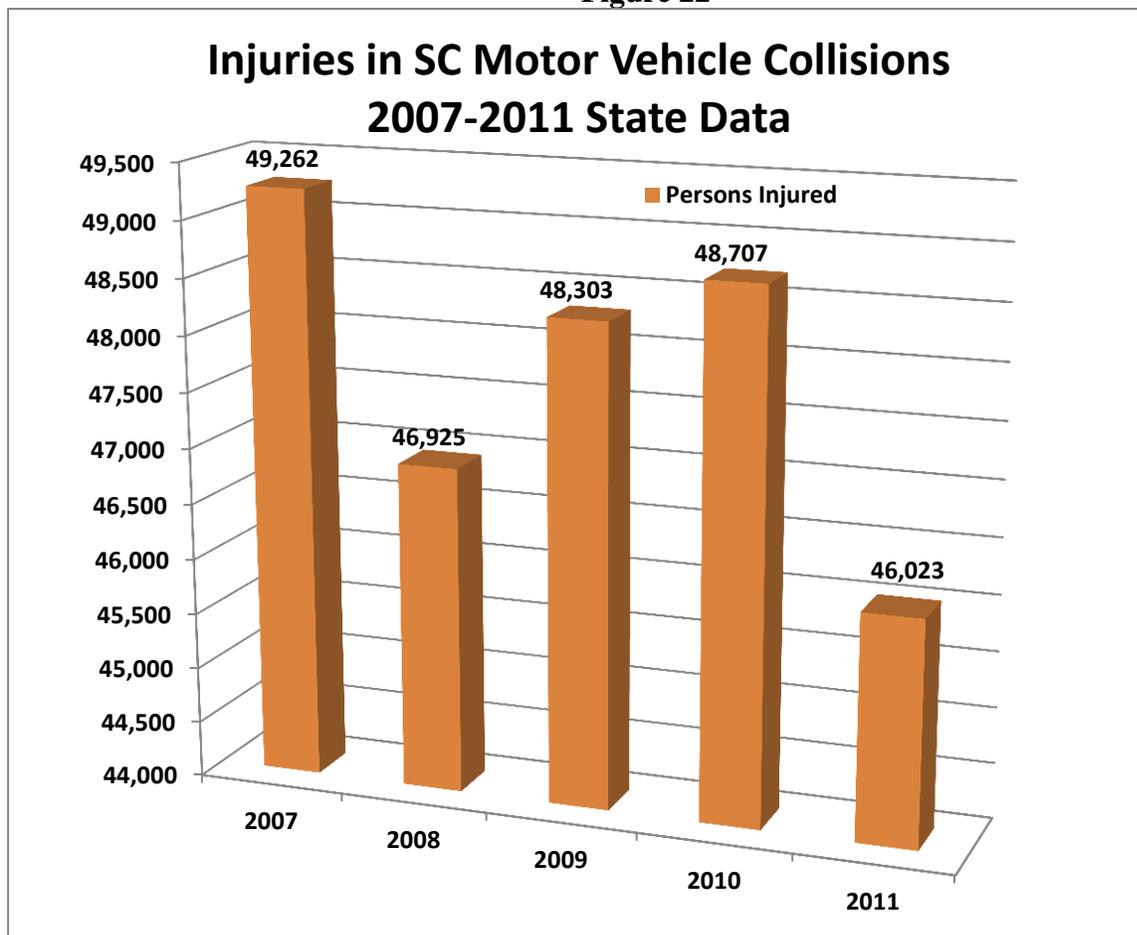


Figure 37

## Traffic Injuries:

In 2011, the statistical data listed in Figure 24 shows there were 101,826 motor vehicle crashes in South Carolina, which equates to a crash being reported every 5.2 minutes during the year. State data in Figure 22 for 2011 also indicates that there were 46,023 reported traffic injuries during the year, compared to 49,262 reported in 2007. State data in Figure 22 shows a decrease of 6.6% in total traffic-related injuries in 2011, from 49,262 total injuries in 2007 to 46,023 in 2011. The 2011 figure was also less (-4.7%) than the average of the four prior years 2007-2010 (48,299). The percentage of total injuries in 2011 decreased by 5.5% compared to the number of total injuries in 2010.

Figure 22



Taking a closer look at State data for traffic injuries occurring during the years 2007-2011 in South Carolina displays a more encouraging picture of occupant restraint use than the traffic fatality information in the previous section. Statistical data listed in Table S-14 below shows that during the five-year period from 2007 to 2011 in South Carolina, there were 1,271,795 motor

vehicle occupants (i.e. occupants of passenger cars, trucks, vans and SUVs) involved in collisions. Of these, 219,562 were injured, and 16,728 of those injured, or only 7.6%, were unrestrained.

**Table S-14.** Passenger Vehicle Occupant Injuries and Restraint Usage

Year	Total Occupants	Total Occupants Injured	Injured Unrestrained	Percent Unrestrained
2007	265,637	45,339	4,273	9.42%
2008	250,636	42,689	3,586	8.40%
2009	254,002	44,703	3,190	7.14%
2010	256,667	44,663	2,907	6.51%
2011	244,853	42,168	2,772	5.57%
Total	1,271,795	219,562	16,728	7.62%

Figure 38 below gives a graphic representation of the information contained in Table #S-14 above for the total number of passenger vehicle occupants injured and the percentage unrestrained during collisions from 2007-2011.

**Figure 38. Injured Passenger Vehicle Occupants in SC Traffic Collisions and Restraint Status, 2007-2011**

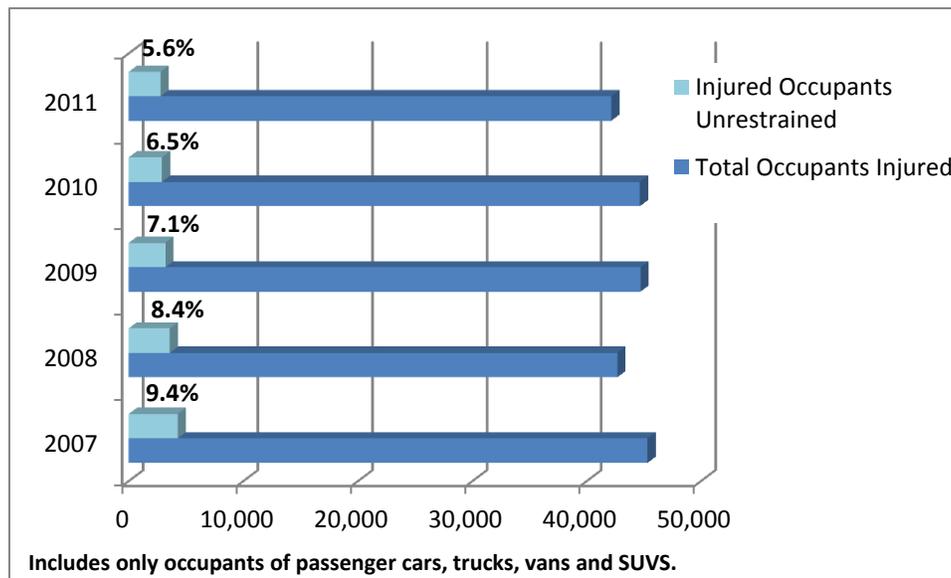


Table S-15 below displays information related to passenger vehicle occupants under the age of six involved in passenger vehicle collisions who sustained injuries. During the calendar years 2007-2011, 48,043 children under six years of age were passenger vehicle occupants involved in traffic collisions in South Carolina. During this same five-year period, 7,625, or 15.9%, of those children received some type of injury.

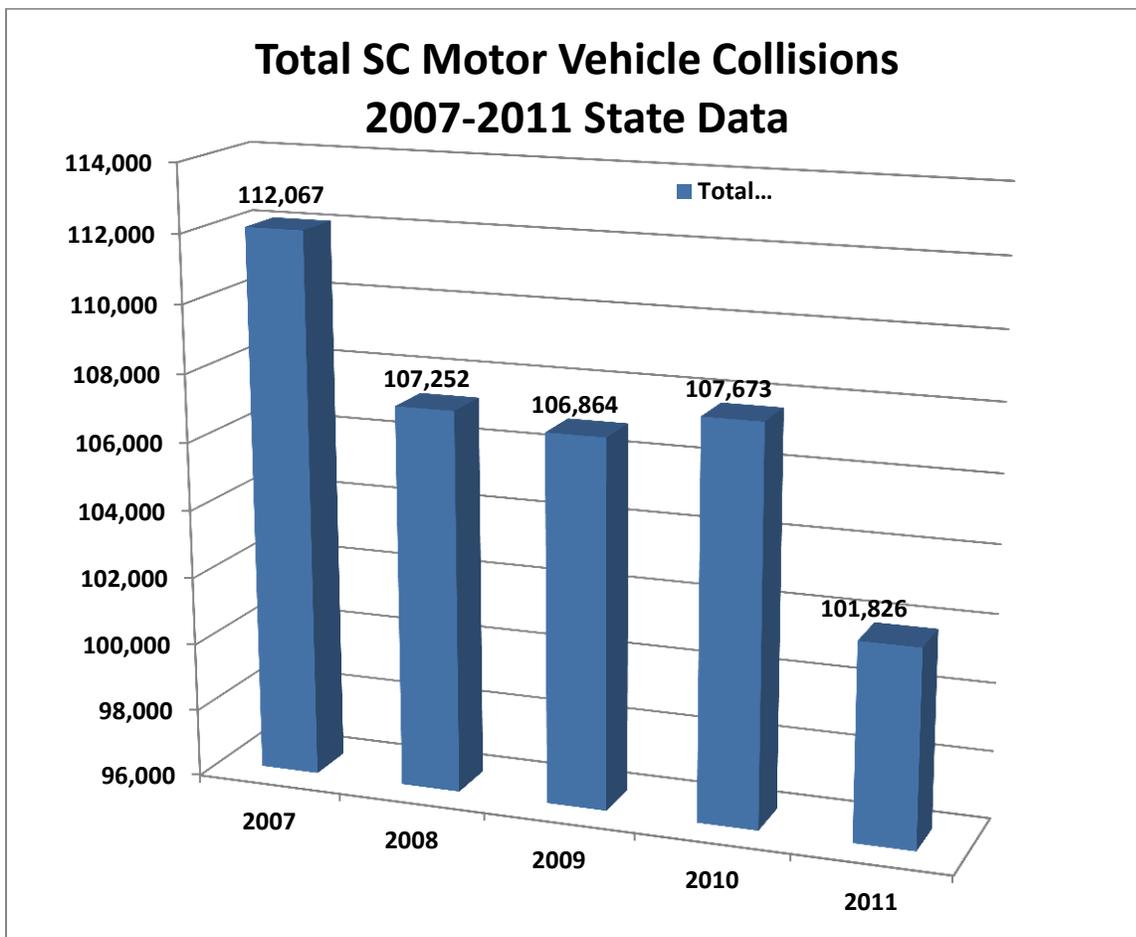
**Table S-15.** Passenger Vehicle Occupants under Age Six, Injuries and Restraint Usage

Year	Under 6 Occupants	Under 6 injured	Under 6 Injured Unrestrained	% Unrestrained
2007	9,643	1,519	113	7.44%
2008	9,105	1,357	95	7.00%
2009	9,906	1,576	116	7.36%
2010	9,813	1,735	89	5.13%
2011	9,576	1,438	72	5.01%
Total	48,043	7,625	485	6.36%

## Traffic Collisions:

There were 535,682 total traffic collisions in South Carolina from 2007 to 2011. This total includes fatal collisions, injury collisions, and property-damage-only collisions. State data in Figure 24 below show that there was a decrease of 5.4% in total collisions from 2010 (107,673) compared to 2011 (101,826). The 2011 figure represents a decrease of 9.1% as compared to 2007 and a decrease of 6.1% as compared to the average of the previous four years of 2007-2010. Upon reviewing the restraint status of the individuals involved in these collisions (See Table # below), again a more positive picture emerges as compared to restraint status of traffic fatalities during the same time period.

Figure 24



From 2007 to 2011, the 535,682 total collisions occurring in SC involved 1,271,795 passenger vehicle occupants (Table S-16 below). Of those total occupants, 31,240, or only 2.4%, were unrestrained. These figures indicate that approximately 97.6% of the total occupants involved in traffic crashes during this time period were utilizing some sort of safety restraint device.

**Table S-16.** Total Passenger Vehicle Occupants in SC Crashes and Restraint Status 2007-2011

Year	Total MV Occupants	Total Unrestrained
2007	265,637	8,204
2008	250,636	6,628
2009	254,002	5,722
2010	256,667	5,350
2011	244,853	5,336
Total	1,271,795	31,240

During the calendar years 2007-2011 (Table S-17 [below]), 48,043 children under six years of age were passenger vehicle occupants involved in traffic crashes in South Carolina. During this five-year period, 46,208 of those children were restrained by a safety restraint device. These figures indicate that approximately 96.2% of children involved in 2007-2011 traffic crashes were utilizing some sort of safety restraint device.

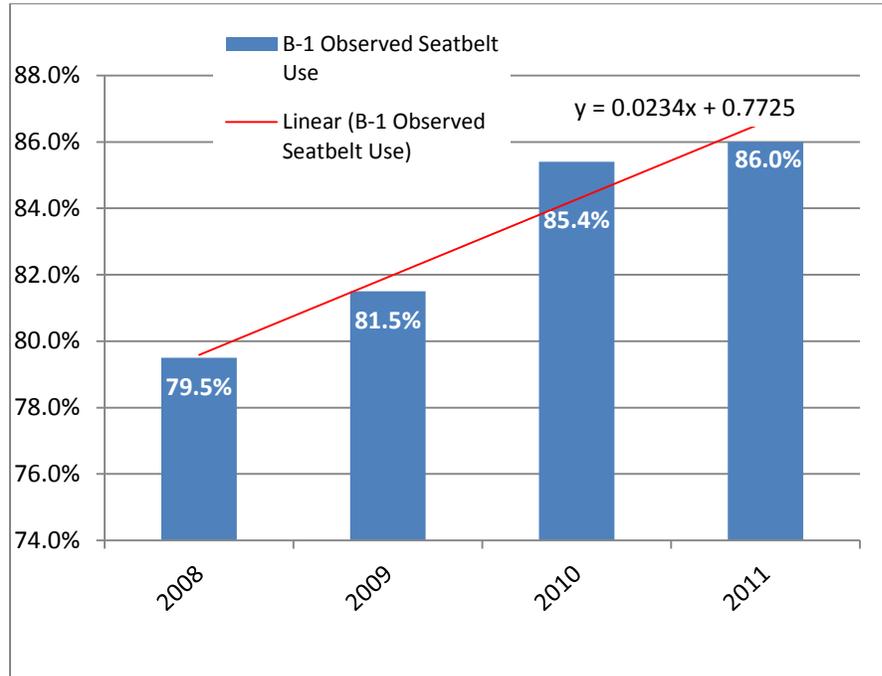
**Table S-17.** Passenger Vehicle Occupants under Six in SC Crashes and Restraint Use 2007-2011

Year	Under 6 MV Occupants	Number Restrained	Number Unrestrained
2007	9,643	9,213	248
2008	9,105	8,766	163
2009	9,906	9,491	237
2010	9,813	9,455	189
2011	9,576	9,283	176
Total	48,043	46,208	1,013

## PERFORMANCE MEASURES

### Goals:

1. To increase observed seatbelt usage rate 11.2 percentage points, from the 2009- 2011 calendar base year average of 84.3% to 94.5% by December 31, 2014.



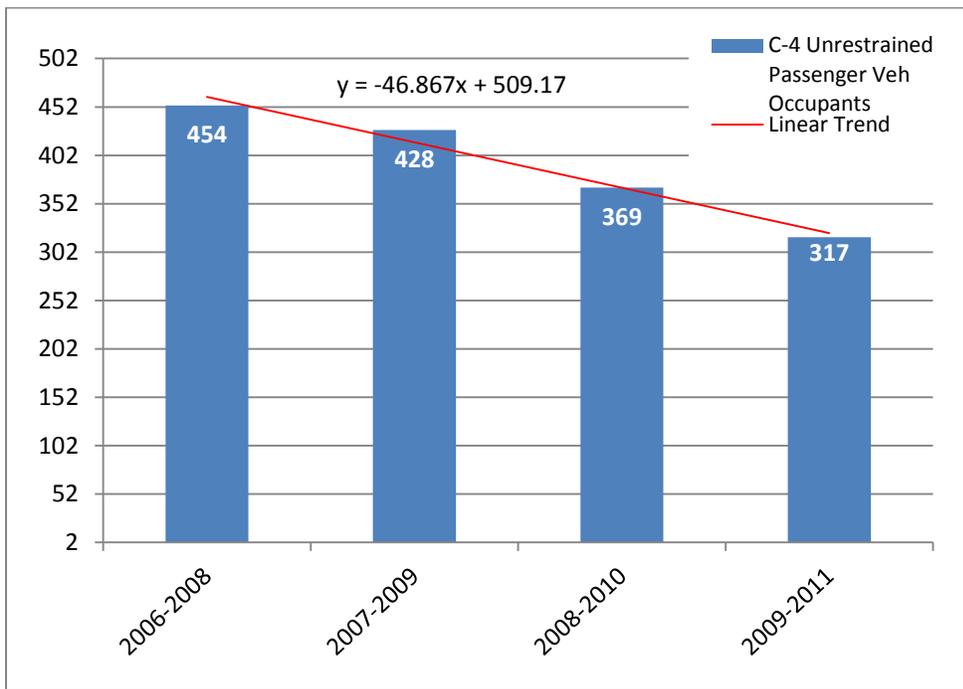
**Figure B-1. South Carolina Observed Seatbelt Usage Rate, 3 Year Moving Average with Trend Analysis, 2006-2011.**

### Justification:

In 2011 the state achieved an all-time high safety belt usage rate of 86%. South Carolina made a determination to track the seatbelt usage rate performance measure on an annual basis. This is due to the fact that information being collected is based on the results of an observational survey conducted each year.

The increase in seatbelt usage rates over the prior five years based on the annual survey results encourages the state to set a higher goal than predicted by the linear model. Additionally, pre-campaign survey results for 2013 indicate a potentially higher usage rate in 2013 than the rate in 2012 (90.5%). Therefore, the state has set a goal of 94.5% seatbelt usage rate by the end of 2014, an 11.2 percentage point increase over the three year baseline average (2009-2011).

- To decrease unrestrained motor vehicle occupant fatalities 5%, from the 2009-2011 calendar year average of 317 to 301, by December 31, 2014.



**Figure C-4. South Carolina Unrestrained Motor Vehicle Occupant Fatalities, 3 Year Moving Average with Trend Analysis, 2006-2011.**

**Justification:**

Linear Projection =  $-46.867(6)+509.17 = 227.97$

A 28% reduction - reduction is too large for achievable results.

2007-2011 Average = 371.2

2010-2012 Average = 299.66

2008 = 412

2009 = 381

2010 = 313

2011 = 258

2012 = 328 (27.1% increase from 2011)

State data reveal a preliminary figure of 328 unrestrained motor vehicle occupant fatalities in 2012, a 3.5% increase from the three-year baseline average of 317 from 2009-2011. However, the state sets a goal of 301 unrestrained motor vehicle occupant fatalities by 2014, a 5% decrease from the baseline average of 317 from 2009-2011. (This figure represents an 8.2% decrease from the 328 fatalities experienced during 2012). With the introduction of nighttime safety belt enforcement efforts on a significantly larger scale in 2013 (SC Highway Patrol along with increased participation in this type of effort by local law enforcement), the state should be able to see the number of unrestrained traffic fatalities begin to diminish.

Based on the above information the state has issued a goal to decrease unrestrained vehicle occupant fatalities by 5% (from 317 to 301).

## Activity Measure A-1

Activity Measure A-1 deals with number of seatbelt citations issued by states over time. The chart below demonstrates that the state of South Carolina has been trending upward in terms of law enforcement activity relative to safety belt citations. According to NHTSA, there is no target required for this activity measure for the FFY 2014 Highway Safety Plan. Thus, the Figure below is presented as demonstration of increased enforcement activity over the last four data points relative to this type of citation. This enforcement activity has likely contributed positively towards the state's steady increase in safety belt usage over time and to a reduction in traffic fatalities over time.

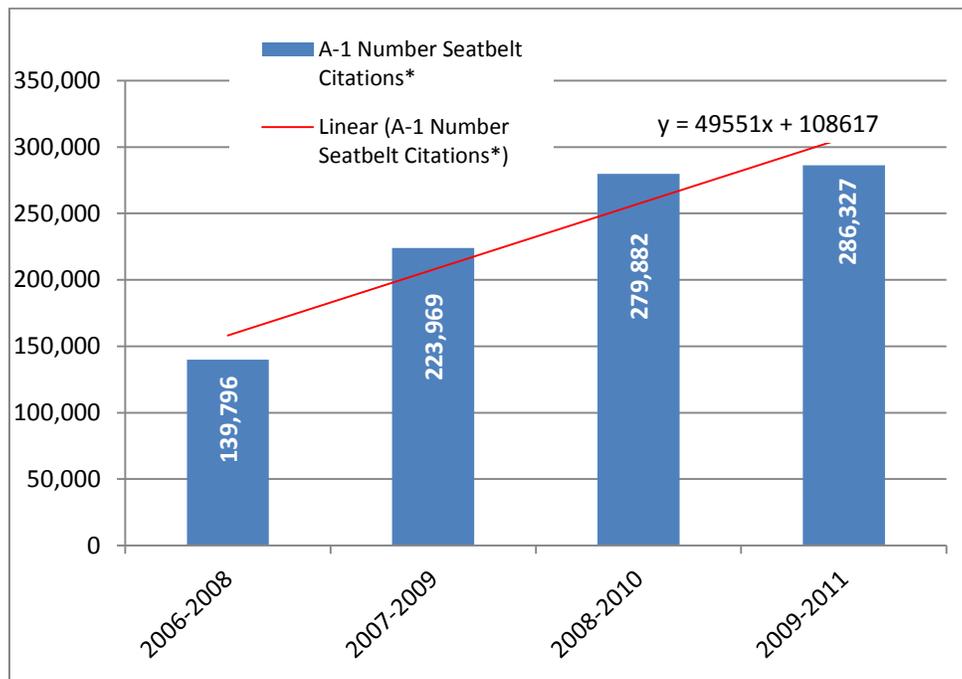


Figure A-1. South Carolina Number of Seatbelt Citations Issued, 3 Year Moving Average with Trend Analysis, 2006-2011.

### Objectives:

1. To conduct special public information events during Buckle Up, America! Week in May 2014.
2. To increase the number of fitting stations from 74 to 81 by December 31, 2014.
3. To decrease the number of child deaths for children under six by 10%, from 11 in 2011 to 9 by December 31, 2014.
4. To conduct an outreach effort in conjunction with Child Passenger Safety Week in September 2014.
5. To continue to expand nighttime safety belt and child passenger safety seat enforcement efforts statewide.
6. To conduct the annual Memorial Day occupant protection enforcement mobilization blitz modeled after the national *Click-it-or-Ticket* Campaign.

## **Performance Indicators:**

### **Goals:**

1. Statewide observational survey data will be compiled to determine if the belt usage goal has been achieved.
2. A comparison of the 2010-2012 calendar base year average for unrestrained traffic fatalities will be made to the most current available FARS data.

### **Activity Measure:**

The number of grant-funded seat belt citations issued in FFY 2014 will be examined and compared to the previous year.

### **Objectives:**

1. A final report on the paid media campaign conducted during May 2014 will be maintained.
2. Documentation of the number of fitting stations in South Carolina will be maintained in the grant files.
3. A comparison of the number of child deaths from the previous year will be made to the most current available FARS data.
4. Documentation of all activities in support of Child Passenger Safety Week will be maintained in the grant files.
5. Documentation of nighttime occupant protection enforcement efforts will be maintained by the OHSJP.
6. After action enforcement reports of campaign enforcement activity will be maintained by the OHSJP.

### **Strategies:**

The following strategies will be implemented to achieve established goals and objectives:

1. Office of Highway Safety and Justice Programs (OHSJP) staff will issue an interagency agreement to secure a contractor to conduct pre-campaign and post-campaign observational safety belt surveys and pre-campaign and post-campaign telephone surveys associated with the state's *Buckle up, South Carolina. It's the law and it's enforced.* statewide Memorial Day occupant protection mobilization in 2014 to be modeled after the national *Click-it-or-Ticket* campaign. The surveys will be conducted in accordance with NHTSA guidelines.
2. OHSJP staff, other SCDPS staff and partner agencies/groups will continue a statewide education initiative to inform the citizenry of the State and its visitors about the State's primary enforcement safety belt law. The legislation became effective December 9, 2005. The educational strategies employed in this effort will inform citizens and visitors of the law and emphasize the life-saving potential of the legislation.

3. The Occupant Protection Program Manager, working with funded projects, will plan and coordinate special public information events during the national safety belt enforcement mobilization, National Child Passenger Safety Week, and any other national or regional traffic safety campaigns.
4. Trainings will be offered by SCDHEC staff, such as the 8-hour hands-on CPS training, to those agencies and organizations wanting basic information on child passenger safety. Education will be provided to foster care parents, SC Department of Social Services staff, schools, church organizations, and state and local enforcement agencies on child passenger safety.
5. Information encouraging compliance with the state's occupant protection laws will be disseminated through media advisories, alerts, press releases and other related publicity.
6. Special child safety seat inspection clinics will be conducted to educate the public on the importance of the consistent and correct use of child safety seats and the dangers of air bags to children.
7. A high-visibility statewide enforcement and education campaign (*Buckle up, SC. It's the law and it's enforced.*) will be conducted around the Memorial Day holiday of 2014 modeled after the national *Click-it-or-Ticket* mobilization to emphasize the importance of and to increase the use of occupant restraints. The campaign will include paid and earned media, increased enforcement activity by state and local law enforcement agencies, diversity outreach elements in order to increase safety belt and child restraint use among the state's minority populations, and will focus on nighttime safety belt enforcement to attempt to reduce unrestrained traffic fatalities and injuries especially during nighttime hours.
8. A project to increase child safety and booster seat use among the state's minority populations will be continued. Training materials will be translated into Spanish so that seat recipients may understand the importance of correct installation of occupant restraint hardware. A corresponding effort will be made to increase safety belt use among the State's Hispanic population.
9. In an effort to reach teenage drivers in SC, the OHSJP will continue a program campaign focusing on messaging printed on tickets for high school events across the state. The campaign places a highway safety message on front and back of approximately 5,000,000 tickets printed and used by high schools statewide for sporting and other special events, including proms, dances and plays. During the 2012-2013 academic year, the OHSJP printed four different messages throughout the year focusing on speeding, DUI, safety belt use, and distracted driving. The message on the tickets reached students at events after which they were most likely to engage in risky driving behavior, after football and

basketball games, proms, concerts, etc. In addition, the message on the tickets was also put in front of their parents and other adults who likewise attended many of these events, thus reminding them of teen traffic safety problems in the State. Given the success of the High School Ticket program, the OHSJP will continue this program for the 2013-2014 academic year.

10. The state will conduct a statewide Occupant Protection Assessment with the assistance of NHTSA during 2014 to determine the state of the state in terms of occupant protection issues, problems and use. Recommendations received during the assessment process will be used as a blueprint for developing appropriate countermeasures to improve occupant protection in the state.
11. The state will continue to support the efforts of the SC Chapter of the National Safety Council in implementing its “Alive at 25” program in school districts throughout the state aimed at improving the driving behaviors of teenagers. The program has an emphasis on occupant protection issues for teens.
12. The state will continue to provide funding to certify and re-certify SC Highway Patrol Troopers as Child Passenger Safety Technicians and Instructors.
13. The state will work with the SC Department of Health and Environmental Control to facilitate the development of fitting stations statewide and the distribution of safety belt use information through local county health departments, particularly in counties (Aiken, Allendale, Bamberg, Chesterfield, Colleton, Darlington, Dillon, Edgefield, Fairfield, Florence, Hampton, Jasper, Kershaw, Marion, McCormick, Oconee, Orangeburg, Saluda, Sumter, and Williamsburg) identified by FARS data for 2007-2011 as problematic for nighttime unrestrained traffic fatalities.
14. The state will disseminate information to local law enforcement agencies through the SC Law Enforcement Network System about the problems with nighttime unbelted traffic fatalities in the counties listed in Strategy #12 above to encourage increased enforcement activity in these locations in an attempt to assuage these types of traffic fatalities.
15. The OHSJP will continue to participate in the Child Passenger Safety Advisory Council during the FFY 2014. The South Carolina Child Passenger Safety Advisory Board was created in August 2011 as a result of the Occupant Protection Assessment conducted in 2009. Members of the Board were chosen to represent the state as well as special interests regarding child passenger safety. The current board members include representatives from:

S.C. Department of Health and Environmental Control

S.C. Department of Public Safety  
Midland Safe Kids  
Children's Trust of South Carolina  
AnMed Medical Center/Anderson Safe Kids  
Piedmont EMS  
Irmo Fire Marshall  
Newberry Sheriff's Office  
Columbia Police Department  
Lexington County Sheriff's Office  
Britax  
Palmetto Richland Hospital  
S.C. Department of Transportation

The Board, along with other members from various Safe Kids Coalitions, law enforcement and fire departments from across the state, formally meet twice a year to address the recommendations from the 2009 assessment along with other items of interest for CPS. Since the formation of this group two major projects have been successfully executed. The first was to make the check-off forms used during seat checks universal in order to be able to capture more concrete state data on the misuse of child safety seats. After several meetings with various law enforcement agencies and Safe Kids coalitions the format of the forms has been agreed upon and they are in the process of being distributed throughout the state. The Board agreed that another problem within our state was the drop-off and pick-up procedures for children at elementary schools. A program was designed to randomly choose 13 schools across the state to study this problem. Working in conjunction with school officials, board members would conduct informal surveys to see if children were in proper occupant restraints when being dropped-off/picked-up from school and if they were properly positioned within the vehicle. After the surveys were conducted board members would meet with school officials to discuss their findings. For the week following the informal surveys safety information was distributed to parents and safety activities were conducted with the children. Members of the board would return, unannounced, to conduct post-surveys. These results would again be discussed with school officials. In all incidents the informal survey results indicated that all schools had a significant increase in occupant restraint usage rates for the children being dropped-off/picked-up from school. In one instance, while conducting surveys at an elementary school in Springdale, SC, it was discovered that the speed limit for that area was too high. In working with the S.C. Department of Transportation the speed limit was reduced to make this school a safer place for the children. The Board will meet again in September to decide its next project focus.

16. OHSJP will take part in and assist with a one-day child passenger safety summit in September 2014. This one-day conference, held in Columbia, will feature special speakers and trainers on the most up-to-date information regarding safety regulations, manufacturer updates and equipment training. This training will offer continuing education units so that child passenger safety technicians can maintain their certification and continue to serve thousands of families through car seat safety. This is an annual event and draws over 100 CPS professions from across the state.

17. OHSJP will continue to promote its Target Zero campaign to eliminate traffic fatalities as an umbrella campaign under which occupant protection improvement efforts will fall.

\*(CTW, Chapter 2: Sections 1.1, 2.1, 2.2, 3.1, and 3.2) (SHSP, page 19)

**PROJECTS TO BE IMPLEMENTED:**

**Administration**

Problem Identification: South Carolina continues to improve its statewide safety belt usage rate reaching a high of 90.5% in 2012. Additionally, based on observational surveys conducted by the University of South Carolina, males and minority citizens continue to lag behind their female and non-minority counterparts in terms of belt usage (Table S-9). Despite the gains in seat belt usage rates, the state continues to have a problem with unbelted traffic fatalities, particularly at night (See Table 31).

**Project Type:** Efforts to improve occupant protection issues in the state of South Carolina with the resulting improvement in traffic collisions, injuries and fatalities must have a coordination or administrative component. The project will attempt to increase safety belt and child safety seat usage during the project period through the continued coordination of occupant protection programs statewide. The project will fund an Occupant Protection Program Manager (OPPM) who will be involved in planning and coordinating special public information events during Buckle Up, America! Week in May 2014, and the National Child Passenger Safety Awareness Week in September 2014. The OPPM will also assist in planning, coordinating and implementing, with the assistance of the SCDPS Contractor, the *Buckle up, South Carolina. It's the law and it's enforced.* public information, education and enforcement campaign during the Memorial Day holiday of 2014. The OPPM will continue to administer all Section 402 and Section 405- funded occupant protection programs. The OPPM will also be responsible for reviewing and monitoring grant projects and providing technical assistance to project personnel. The OPPM will also prepare the Occupant Protection sections of the annual Summaries and Recommendations for Highway Safety Projects, the Funding Guidelines document, the Highway Safety Plan, and the Annual Evaluation Report by the required deadlines. The OPPM will work with the South Carolina Department of Health and Environmental Control to coordinate Child Safety Seat (CSS) Presentations and Child Passenger Safety (CPS) Technician training classes. The OPPM will implement a comprehensive approach to increase the overall safety belt usage rate statewide from 90.5% to 94.5%. The OPPM will be available to provide education to the public on occupant protection through presentations at health fairs, special interest groups, and businesses. The OPPM will oversee the increasing of permanent fitting stations within South Carolina by the end of the grant year.

(CTW, Chapter 2: Sections 1.1, 2.1, 2.2, 3.1, and 3.2) (SHSP, page 19)

<b>Agency</b>	<b>County</b>	<b>Project Number(s)</b>	<b>Budget</b>	<b>Number of Personnel</b>
SC Department of Public Safety : Office of Highway Safety and Justice Programs	Statewide	OP-2014-HS-02-14 K2-2014-HS-02-14 M2HVE-2014-HS-02-14	\$529,511	1.7

## Education and Safety Seat Distribution

Problem Identification: Statewide across the five-year period, 67.2% of night-time passenger vehicle occupant fatalities were unrestrained. In the counties of Allendale and McCormick, 100% of passenger vehicle occupant fatalities at night were unrestrained, although there were comparatively few night fatalities in these two counties across the five-year period (2 and 3, respectively). The counties with the highest percentages of unrestrained night fatalities were Chesterfield (13 nighttime fatalities, 92.3% unrestrained); Marion (24 nighttime fatalities, 87.5% unrestrained); Sumter (25 nighttime fatalities, 84% unrestrained); Fairfield (17 nighttime fatalities, 82.4% unrestrained); and Florence (37 nighttime fatalities, 81.1% unrestrained) (Table 56). During the calendar years 2007-2011, 48,043 children under six years of age were motor vehicle occupants involved in traffic crashes in South Carolina. During this five-year period, 46,208 of those children were restrained by a safety restraint device. These figures indicate that approximately 96.2% of children involved in 2007-2011 traffic crashes in South Carolina were utilizing some sort of safety restraint device. During the five-year period, 45 occupants under the age of six were killed in traffic crashes. However, informal surveys conducted at seat check events by the SC Department of Health and Environmental Control (SCDHEC) indicate that proper usage of child safety seats is less than 15% in South Carolina. These statistics indicate a continued need for the development and implementation of occupant restraint programs statewide, since misuse of safety seats may result in death or serious injury to a child and continued education among adults about the need to use safety belts while riding in or driving an automobile.

**Project Type:** The project will maintain a program which will support efforts to prevent injuries and deaths to children and adults in South Carolina caused by motor vehicle crashes through a partnership among the SC Department of Public Safety (SCDPS), SC Department of Health and Environmental Control (SCDHEC) and various safety partners. The main focus of the project will be to educate and train local law enforcement and other first responders, public health agency staff, parents and caregivers concerning Child Passenger Safety (CPS) and occupant restraint usage. Community education will be conducted through the following channels: media, localized training, and safety seat check-up events throughout the state. Research confirms that safety belt use remains low among African Americans, and the non-use or misuse of seat belts is emerging as a significant public health issue among Hispanics. A Diversity Outreach project will target Hispanic and African American populations. In order to assure proper installation and use of occupant protection restraints, SCDHEC staff will work in conjunction with various safety partners to promote South Carolina's Primary Seat Belt Law and Child Passenger Safety Seat Law. Other than SCDPS, SCDHEC staff will rely heavily on South Carolina Safe Kids and the eight SCDHEC health regions that support health departments in all forty-six counties. The project will focus on counties identified by NHTSA FARS data as having a problem with unbelted traffic fatalities, particularly at night (Aiken, Allendale, Bamberg, Chesterfield, Colleton, Darlington, Dillon, Edgefield, Fairfield, Florence, Hampton, Jasper, Kershaw, Marion, McCormick, Oconee, Orangeburg, Saluda, Sumter, and Williamsburg). In conjunction with SCDPS, SCDHEC staff will train various agencies and community partners to become certified child passenger technicians. In addition, the project hopes to train at least six (6) Certified Technician Instructors. SCDHEC will employ two full-time Certified Technician Instructors to adequately train local law enforcement and other first responders, child care providers, state

public health agency staff and interested community members. The project will support and participate in national and state emphases which seek to increase all forms of vehicle occupant protection use, to include Buckle up, America! Week in May 2014; *Buckle Up, South Carolina. It's the Law and It's Enforced.* safety belt enforcement and education campaign during Memorial Day 2014; and Child Passenger Safety Week in September 2014. The project will also provide staff to serve as the state contact for National Safe Kids in terms of CPS certification issues and will continue to coordinate diversity outreach efforts with the Office of Highway Safety and Justice Programs, as well as providing continued oversight of the statewide CPS Advisory Council.

\*(CMW, Chapter 2: Sections 1.1, and 7.3)

<b>Agency</b>	<b>County</b>	<b>Project Number</b>	<b>Budget</b>	<b>Number of Personnel</b>	<b>Safety Presentations</b>	<b>Seat Checks</b>	<b>CPS Technician Classes</b>
SC Department of Health and Environmental Control	Statewide	OP-2014-HS-17-14	\$143,422	2	50	50	18

### Occupant Protection: Budget Summary

<b>Project Number(s)</b>	<b>Subgrantee</b>	<b>Project Title</b>	<b>Budget</b>	<b>Budget Source</b>
<b>OP-2014- HS-02-14</b>	<b>South Carolina Department of Public Safety: Office of Highway Safety</b>	<b>Occupant Protection Program Management</b>	<b>\$129,511</b>	<b>NHTSA 402</b>
<b>K2-2014- HS-02-14</b>	<b>South Carolina Department of Public Safety: Office of Highway Safety</b>	<b>Occupant Protection Program Management</b>	<b>\$66,962</b>	<b>Section 405 OP SAFETEA- LU</b>
<b>M2HVE- 2014-HS-02- 14</b>	<b>South Carolina Department of Public Safety: Office of Highway Safety</b>	<b>Occupant Protection Program Management</b>	<b>\$333,038</b>	<b>Section 405b OP Low MAP- 21</b>
<b>OP-2014- HS-17-14</b>	<b>SC Department of Health and Environmental Control</b>	<b>Travel Safe South Carolina</b>	<b>\$143,422</b>	<b>NHTSA 402</b>
<b>NHTSA 402 Total</b>			<b>\$272,933</b>	
<b>Section 405 OP SAFETEA- LU Total</b>			<b>\$66,962</b>	
<b>Section 405b OP Low MAP- 21 Total</b>			<b>\$333,038</b>	
<b>Total</b>			<b>\$672,933</b>	
<b>M1HVE- 2014-00-00- 00</b>	<b>South Carolina Department of Public Safety: Office of Highway Safety and SC Department of Health and Environmental Control</b>	<b>Occupant Protection Program Management, High Visibility Enforcement Campaign and Travel Safe South Carolina Project</b>	<b>\$820,829.40</b>	<b>Section 405b OP High MAP-21 (FFY2014 Anticipated Award)</b>

<b>M2HVE-2014-00-00-00</b>	<b>South Carolina Department of Public Safety: Office of Highway Safety and SC Department of Health and Environmental Control</b>	<b>Occupant Protection Program Management, High Visibility Enforcement Campaign and Travel Safe South Carolina Project</b>	<b>\$487,791.40</b>	<b>Section 405b OP Low MAP-21 (FFY2013 Carry-Forward)</b>
<b>Total All Funds</b>			<b>\$1,981,553.80</b>	

## **POLICE TRAFFIC SERVICES (PTS)/SPEED ENFORCEMENT PROGRAM AREA**

### **Overview**

Traffic law enforcement plays a crucial role in deterring impaired driving, increasing safety belt and child restraint usage, encouraging compliance with speed laws, and reducing other unsafe driving actions. A combination of highly visible enforcement, public information, education, and training is needed to achieve a significant impact in reducing crash-related injuries and fatalities in South Carolina.

Such efforts have contributed to statistical improvement over the 2007-2011 timeframe in South Carolina. According to FARS data (See Table 8), in South Carolina, each of the speeding-related indices (i.e., fatalities, VMT Death Rate and Population Death Rate) reached their peak for the 5 year period, 2007-2011 in 2007 and their lowest point in 2011. Thus, progress is being made. However, when comparing these indices to Region 4 (See Table 36) and nationwide (See Table 37), it is obvious that South Carolina has a great deal of work to do to improve speeding-related statistics.

The Office of Highway Safety and Justice Programs (OHSJP) has assisted numerous law enforcement agencies by providing grant funds for the establishment of full-time traffic enforcement units. When PTS traffic units are developed, they have included comprehensive enforcement efforts relative to speeding, DUI, occupant protection, and other traffic laws. It should be noted that on many occasions a speed violation results in a more severe violation, such as driving under suspension, DUI, or other serious criminal violations. A comprehensive traffic enforcement effort, involving such components as selective enforcement, public education activities, and accountability standards, creates a noticeable improvement in highway safety. Traffic officers and deputy sheriffs have received training in radar operations, Standardized Field Sobriety Testing and in occupant protection issues.

Traffic safety enforcement programs throughout the state will participate in Law Enforcement Networks established in the 16 Judicial Circuits in South Carolina. They will participate in statewide and national highway safety campaigns and enforcement crackdown programs involving such strategies as DUI checkpoints, saturation patrols, occupant restraint enforcement, and corridor projects which emphasize speed enforcement. Law Enforcement Networks will continue to meet to share information among agencies, to disseminate information from the Office of Highway Safety and Justice Programs, and to conduct multi-jurisdictional traffic enforcement activity.

The SC Strategic Highway Safety Plan (SHSP), The Roadmap to Safety, developed in 2007, identified work zone safety and speeding enforcement as components of Emphasis I: Work Zone Crashes (p. 18) and Emphasis Area II: High Risk Drivers (pp. 19-24) sections citing the significance of the problem for the state and recommending engineering, education, enforcement, EMS, and public policy strategies for appropriate countermeasures to attack the problem in Appendix A, (pp. AA8 - AA10).

The South Carolina PTS projects have implemented a variety of recommendations offered by the SHSP in these areas, including the continuation of a Safety Improvement Team (SIT) program funded by the South Carolina Department of Transportation (SCDOT) utilizing South Carolina Highway Patrol (SCHP) Troopers conduct specialized work zone enforcement to reduce work zone speeding-related fatalities, the coordination of enforcement blitzes and activities through Law Enforcement Networks by the OHSJP Law Enforcement Liaisons (LEL) and billboard advertising and media announcements to continue the “Let’em Work, Let’em Live” Campaign efforts. In addition, the state has addressed speed and alcohol-impaired crashes, injuries and fatalities through strategies suggested in the SHSP (pp. AA 9-10), including conducting regular well-publicized DUI checkpoints, using multi-agency approaches to checkpoints, conducting enhanced speed enforcement in work zones, targeting speed enforcement within individual police jurisdictions, encouraging cooperation between regional safety partners to identify target locations, times, etc. for enforcement, and supporting national, regional, and state DUI enforcement and public information and education campaigns.

The state is currently developing an update to the SHSP, which will be titled Target Zero, indicative of the state’s commitment to eliminating traffic fatalities over time. This new version of the SHSP will address the problem of speeding-related collisions and will have its own “Excessive Speed” Emphasis Area. The issue of work zone safety will also be addressed in an Emphasis Area designated as “Intersection and Other High Risk Roadway Locations,” along with intersections and railroad crossings. The new section will contain recommendations for appropriate countermeasures for both these areas of concern based on data-driven and evidence-based practices.

South Carolina PTS projects will also use sections of the National Highway Traffic Safety Administration (NHTSA) produced Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices, Seventh Edition, 2013 (CTW) to reduce speeding-related collisions, injuries, and fatalities.

The projects under the PTS grants will use appropriate countermeasures outlined in this document and demonstrated to be highly effective (CTW in Chapter 3: Section 1.1, (pp. 3-8 to 3-9)), such as enforcement of speed laws and which have proven likely to be effective in specific situations, such as the use of laser speed measuring equipment and video cameras, (CTW, Chapter 3: Section 2.3, (pp. 3-19 to 3-21)) and Communications and Outreach Supporting Enforcement, (CTW, Chapter 3: Section 4.1, (p. 3-27)). PTS grant projects will also use countermeasures outlined in the document that have proven successful in DUI enforcement (pp. 1-19 to 1-24) and occupant restraint enforcement as well, such as combined enforcement emphasizing nighttime safety belt enforcement (pp. 2-20 to 2-21), and sustained enforcement (p. 2-22).

The following data sections outline specifically the problems being faced by the State of South Carolina in terms of speed-related collisions and fatalities and demonstrate the foundation upon which the state has built its response to the problem for its FFY 2014 Highway Safety Plan.

## **Traffic Fatalities**

According to FARS data, a speeding-related fatality is defined as one that occurred in a crash where a driver was charged with a speeding-related offense or where an officer indicated that racing, driving too fast for conditions, or exceeding the posted speed limit was a contributing factor.

Over the entire five-year period from 2007-2011, South Carolina's speeding-related population-based fatality rate was 7.45 fatalities per 100,000 population, compared to 3.91 for Region 4 and 3.65 nationwide. Over the same time period, South Carolina's VMT-based fatality rate was 0.70 fatalities per 100 million VMT, compared to 0.35 for the Region and 0.38 for the nation (Tables 8, 36, and 37).

According to FARS, South Carolina's percentage of total fatalities that were speeding-related ranged from a low of 33.3% in 2011, to a high of 42.2% in 2007. The percentage of fatalities that were speeding-related in South Carolina was above the percentages experienced in both Region 4 and across the nation, for each of the five years during this period. In 2011, 33.3% of total fatalities were speeding-related in South Carolina, compared to 20.8% for the region and 30.7% for the nation as a whole.

Table 8 shows that there were 454 speeding-related fatalities in South Carolina in 2007. This figure dropped in each successive year during 2007-2011, reaching 276 in 2011. The 276 speeding-related fatalities in South Carolina in 2011 represented a 22.7% decrease compared to the average of the prior four years (357 fatalities for 2007-2010), and a larger decline of 39.2% compared to the number in 2007. The VMT-based death rate showed a similar pattern, with the exception of a slight increase between 2008 and 2009. The value in 2011 (0.57 deaths per 100 million miles of travel) was 22.3% lower than the average of the previous four years (0.73), and 36.2% lower than the rate in 2007 (0.89). Like the number of speeding-related fatalities, the population-based fatality rate declined each year during 2007-2011. The 2011 population-based rate was 24.9% lower than the average of the 2007-2010 years (7.85), and 42.3% lower than the 2007 rate. In 2007, 42.2%, of all fatalities in South Carolina were speeding-related. This proportion declined each year to 33.3% in 2011. The percentage in 2011 (33.3%), represents a decrease of 13.7% over the average of the previous four years (38.6%).

In South Carolina, each of the speeding-related indices (i.e., fatalities, VMT death rate, and population death rate) reached their peak for the five-year period in 2007 and their lowest point in 2011. (See Table 8 below)

**Table 8. South Carolina Speeding-Related Fatalities**

	2007	2008	2009	2010	2011	2007 - 2011 % Change
<b>Fatalities</b>	454	350	337	288	276	-22.74%
<b>VMT Rate*</b>	0.89	0.71	0.73	0.59	0.57	-22.26%
<b>Pop. Rate**</b>	10.22	7.73	7.34	6.21	5.90	-24.88%
<b>Pct of Total</b>	42.15%	38.00%	37.70%	35.60%	33.33%	-13.67%
<b>Pct of Region</b>	20.50%	18.39%	20.41%	19.11%	21.15%	7.69%

\* Rate per 100 million miles of travel

Table 36 indicates that in 2011, the number of speeding-related fatalities decreased across Region 4 (28.3%) as compared to the previous four-year average number of speeding related fatalities. The VMT-based death rate (-28.4%) decreased and so did the population-based death rate (-30%). The proportion of speeding-related fatalities to total fatalities also decreased over the five-year period (-18.3%).

**Table 36. Region 4 Speeding-Related Fatalities**

	2007	2008	2009	2010	2011	2007 - 2011 % Change
<b>Fatalities</b>	2,215	1,903	1,651	1,507	1,305	-28.26%
<b>VMT Rate*</b>	0.44	0.39	0.36	0.31	0.27	-28.40%
<b>Pop. Rate**</b>	5.15	4.37	3.76	3.40	2.92	-29.95%
<b>Pct of Total</b>	26.84%	25.69%	25.09%	23.57%	20.75%	-18.34%

\* Rate per 100 million miles of travel

\*\* Rate per 100,000 population

As shown in Table 37, across the nation such fatalities decreased by 13.7% in 2011, compared with the prior four-year average. Both the VMT and population-based rates decreased nationally, with the VMT rate falling by 13.7% and the population-based rate falling by 15.4%. The speeding-related percentage of total deaths averaged 31.5% over the five-year period, and declined slightly in 2011 to 30.7%.

**Table 37. Nationwide Speeding-Related Fatalities**

	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2007 - 2011 % Change</b>
<b>Fatalities</b>	13,140	11,767	10,664	10,508	9,944	-13.68%
<b>VMT Rate*</b>	0.43	0.40	0.38	0.35	0.34%	-13.66%
<b>Pop. Rate**</b>	4.36	3.87	3.48	3.40	3.19	-15.40%
<b>Pct of Total</b>	31.85%	31.44%	31.47%	31.84%	30.72%	-2.95%

\* Rate per 100 million miles of travel

\*\* Rate per 100,000 population

The following three figures (7, 8 and 9) were taken from the Analysis of Fatal Crash Data, South Carolina: 2007-2011 document provided by NHTSA. The figures demonstrate that in terms of three key traffic indices, total speeding-related fatalities, total speeding-related fatality VMT rate, and total speeding-related fatality population-based rate, South Carolina is experiencing a downward trend from 2007-2011.

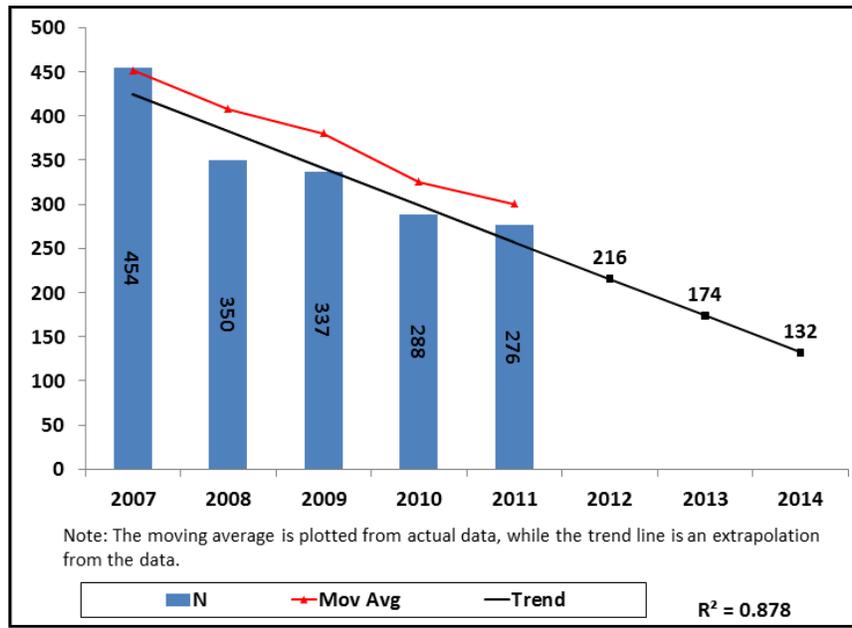


Figure 7. South Carolina Speeding-Related Fatalities

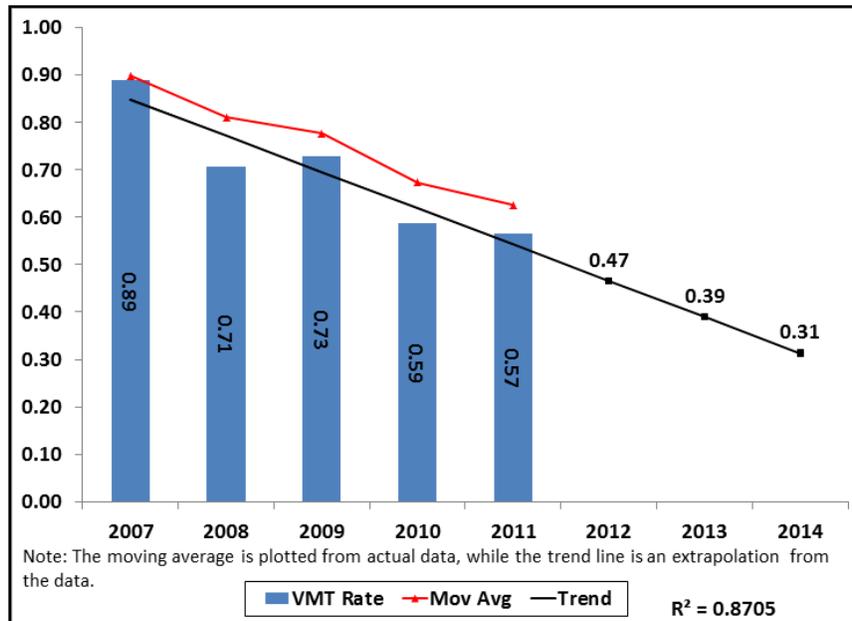


Figure 8. South Carolina Speeding-Related Fatalities, VMT Rate

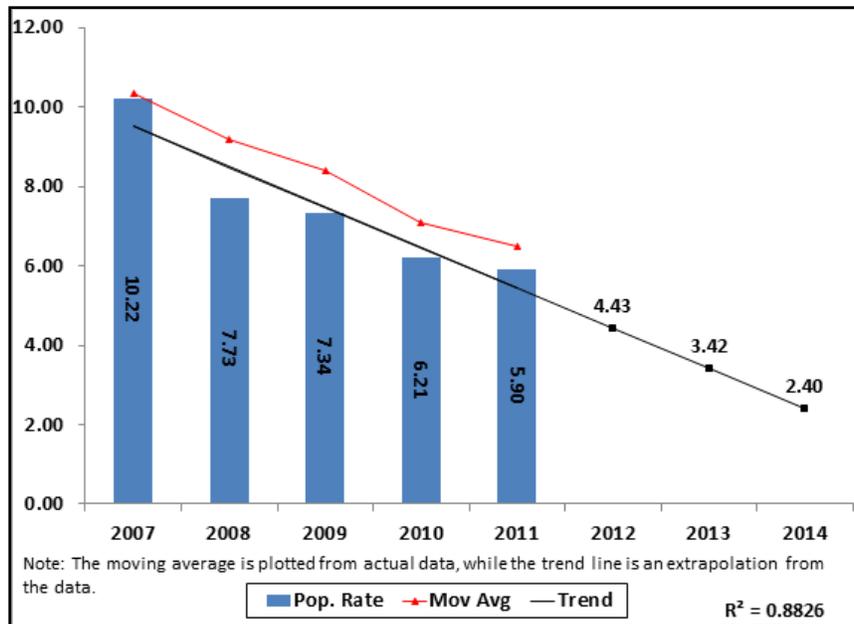


Figure 9. South Carolina Speeding-Related Fatalities, Population Rate

As shown in Figure 39, South Carolina's percentage of fatalities that were speeding-related ranged from a low of 33.3% in 2011, to a high of 42.2% in 2007. The percentage of fatalities that were speeding-related in South Carolina was above the percentages experienced in both Region 4 and across the nation, for each of the five years during this period. In 2011, 33.3% of total fatalities were speeding-related in South Carolina, compared to 20.8% for the region and 30.7% for the nation as a whole.

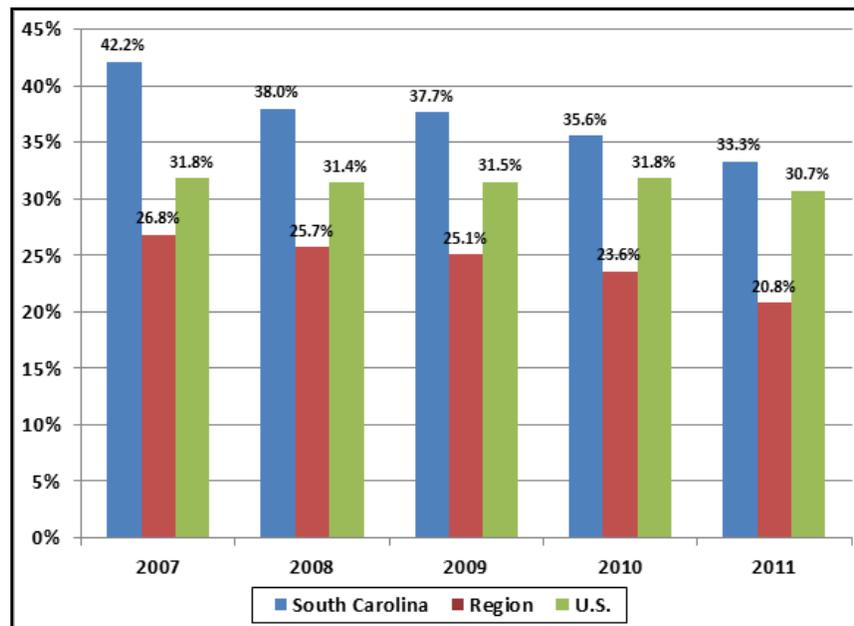


Figure 39. Speeding-Related Fatalities As Percent of Total Fatalities

According to FARS, from 2007-2011, the counties accounting for the highest percentages of the speeding-related fatalities in South Carolina for the years 2007 through 2011 were Greenville (6.7%); Horry (6.3%); Spartanburg (5.5%); Charleston (5%); Richland (4.3%); Anderson and Orangeburg (4.2% each); and Lexington (4.1%) (Table 38).

South Carolina's speeding-related population-based fatality rate decreased by 24.9% in 2011 (5.90 fatalities per 100,000 population) compared to the average of the previous four years (7.85 fatalities per 100,000 population). 2007 had the highest rate during the five-year period (10.22 fatalities per 100,000 population), and the lowest rate was in 2011. The counties with the highest speeding-related population-based fatality rates during these years were Fairfield (25.92); Lee (19.58); Colleton (19.06); Clarendon (18.42); Barnwell (15.90); Marion (15.60); Williamsburg (15.55); Orangeburg (15.35); and Kershaw (15.08) (Table 39).

As shown in Table 38, the counties with the most speeding-related fatalities from 2007-2011 were: Greenville (114 fatalities); Horry (107 fatalities); Spartanburg (94 fatalities); Charleston (86 fatalities); Richland (74 fatalities); Anderson and Orangeburg (71 fatalities each); and Lexington (70 fatalities). Of these eight counties, six showed a decrease in this percentage in 2011, compared to the prior four-year average: Orangeburg (-76.1%), Richland (-30.2%), Horry (-29.7%), Lexington (-25.4%), Greenville (-20%); and Anderson (-18.6%). Spartanburg and Charleston Counties experienced increases of 22.2% and 5.9%, respectively.

**Table 38. Speeding-Related Fatalities by County**

County	Speed-Related Fatalities					Total 2007 - 2011	
	2007	2008	2009	2010	2011	N	%
Abbeville	2	0	0	4	2	8	0.5%
Aiken	17	7	10	15	11	60	3.5%
Allendale	0	4	0	2	0	6	0.4%
Anderson	19	13	18	9	12	71	4.2%
Bamberg	2	0	2	1	4	9	0.5%
Barnwell	7	3	2	1	5	18	1.1%
Beaufort	8	2	3	5	5	23	1.3%
Berkeley	16	15	14	12	5	62	3.6%
Calhoun	4	1	3	2	0	10	0.6%
Charleston	17	20	11	20	18	86	5.0%
Cherokee	10	7	9	2	7	35	2.1%
Chester	5	0	4	5	0	14	0.8%
Chesterfield	1	7	6	6	2	22	1.3%
Clarendon	6	8	8	2	8	32	1.9%
Colleton	14	12	3	4	4	37	2.2%
Darlington	8	10	10	3	9	40	2.3%
Dillon	6	3	3	4	2	18	1.1%
Dorchester	13	9	10	6	5	43	2.5%
Edgefield	3	0	0	3	4	10	0.6%
Fairfield	8	7	3	6	7	31	1.8%
Florence	9	13	11	10	4	47	2.8%
Georgetown	8	5	2	2	2	19	1.1%
Greenville	34	28	16	17	19	114	6.7%
Greenwood	8	2	6	3	7	26	1.5%
Hampton	5	2	0	1	0	8	0.5%
Horry	33	15	22	21	16	107	6.3%
Jasper	4	2	2	3	5	16	0.9%
Kershaw	18	4	11	7	6	46	2.7%
Lancaster	2	4	10	6	10	32	1.9%
Laurens	10	8	12	9	7	46	2.7%
Lee	4	1	12	1	1	19	1.1%
Lexington	18	18	11	12	11	70	4.1%
Marion	10	6	6	2	2	26	1.5%
Marlboro	2	5	4	2	4	17	1.0%
McCormick	1	1	1	0	0	3	0.2%
Newberry	8	5	2	2	5	22	1.3%
Oconee	15	5	4	7	5	36	2.1%
Orangeburg	16	16	22	13	4	71	4.2%
Pickens	14	5	12	8	7	46	2.7%
Richland	13	19	18	13	11	74	4.3%
Saluda	0	5	0	1	3	9	0.5%
Spartanburg	21	21	13	17	22	94	5.5%
Sumter	11	6	6	2	5	30	1.8%
Union	1	4	4	3	0	12	0.7%
Williamsburg	10	6	5	3	3	27	1.6%
York	13	16	6	11	7	53	3.1%
<b>Totals</b>	<b>454</b>	<b>350</b>	<b>337</b>	<b>288</b>	<b>276</b>	<b>1,705</b>	<b>100.0%</b>

South Carolina's speeding-related population-based fatality rate decreased by 24.9% in 2011 when compared to the average of the previous four years (7.85), dropping from 10.22 fatalities per 100,000 population in 2007 to 5.90 fatalities per 100,000 population in 2011 (see Table 39). As shown in Table 39, the average speeding-related population-based fatality rates for the counties with the highest averages were Fairfield (25.92 per 100,000 population), Lee (19.58), Colleton (19.06), Clarendon (18.42), Barnwell (15.90), Marion (15.60), Williamsburg (15.55), Orangeburg (15.35), and Kershaw (15.08). It should be noted that the counties' population-based fatality rates can vary drastically from year to year and thus should be considered with caution.

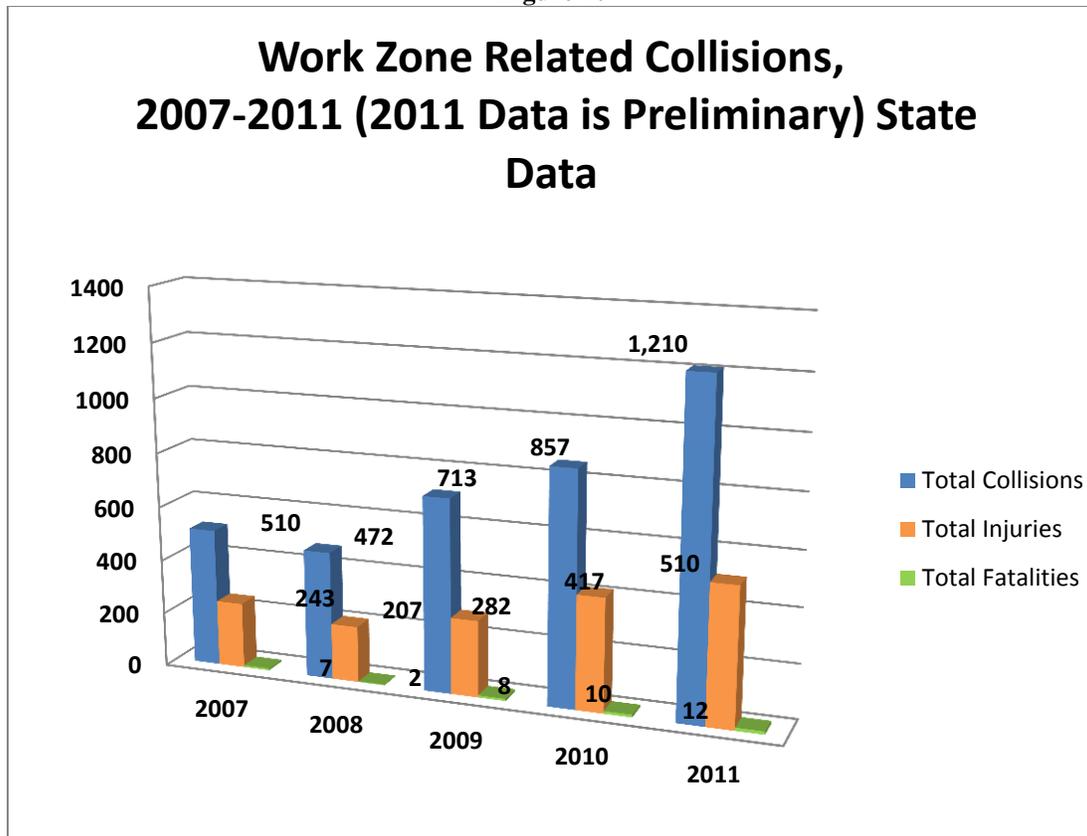
**Table 39. Speeding-Related Fatalities by County: Rate per 100,000 Population**

<b>County</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
Abbeville	7.77	0.00	0.00	15.79	7.95
Aiken	10.98	4.46	6.31	9.34	6.85
Allendale	0.00	37.03	0.00	19.32	0.00
Anderson	10.47	7.05	9.65	4.81	6.37
Bamberg	12.33	0.00	12.48	6.27	25.04
Barnwell	30.63	13.18	8.85	4.42	22.36
Beaufort	5.28	1.28	1.88	3.07	3.04
Berkeley	9.70	8.77	8.00	6.71	2.72
Calhoun	26.21	6.59	19.65	13.22	0.00
Charleston	5.04	5.85	3.17	5.69	5.03
Cherokee	18.36	12.73	16.32	3.61	12.60
Chester	15.04	0.00	12.04	15.11	0.00
Chesterfield	2.19	15.11	12.87	12.86	4.30
Clarendon	17.52	22.94	22.90	5.72	23.04
Colleton	36.12	30.76	7.72	10.28	10.36
Darlington	11.68	14.54	14.55	4.37	13.18
Dillon	19.09	9.50	9.43	12.45	6.30
Dorchester	10.29	6.89	7.49	4.36	3.55
Edgefield	11.32	0.00	0.00	11.13	15.00
Fairfield	33.45	29.01	12.46	25.12	29.70
Florence	6.73	9.63	8.08	7.29	2.90
Georgetown	13.27	8.25	3.31	3.33	3.33
Greenville	7.94	6.38	3.58	3.75	4.12
Greenwood	11.73	2.90	8.62	4.30	10.02
Hampton	23.48	9.43	0.00	4.75	0.00
Horry	13.07	5.76	8.28	7.77	5.79
Jasper	17.41	8.47	8.25	12.03	19.85
Kershaw	30.31	6.62	17.99	11.32	9.63
Lancaster	2.88	5.50	13.26	7.80	12.84
Laurens	14.89	11.91	17.94	13.53	10.52
Lee	20.17	5.08	62.01	5.21	5.27
Lexington	7.30	7.12	4.25	4.56	4.12
Marion	29.55	17.79	18.03	6.06	6.09
Marlboro	6.84	17.19	13.70	6.93	14.03
McCormick	9.84	9.78	9.77	0.00	0.00
Newberry	21.59	13.44	5.35	5.32	13.26
Oconee	20.72	6.84	5.42	9.41	6.72
Orangeburg	17.27	17.23	23.72	14.08	4.35
Pickens	11.98	4.23	10.07	6.71	5.85
Richland	3.55	5.08	4.73	3.37	2.83
Saluda	0.00	25.64	0.00	5.02	15.09
Spartanburg	7.66	7.51	4.59	5.97	7.67
Sumter	10.38	5.64	5.61	1.86	4.65
Union	3.44	13.71	13.75	10.39	0.00
Williamsburg	28.21	17.10	14.44	8.73	8.80
York	6.23	7.36	2.68	4.85	3.04
<b>Statewide Average</b>	<b>10.22</b>	<b>7.73</b>	<b>7.34</b>	<b>6.21</b>	<b>5.90</b>

## Work Zone Fatalities

FARS data for work zone fatalities in the time period 2007-2011 is currently problematic, with totals not matching state data reliably. Figure 40 below indicate the from 2007-2011 work zone fatalities increased significantly (71%) in 2011 as compared to 2007. The fatality number for 2011 is also higher (77.8%) than the average number of fatalities for the previous four years 2007-2010. It should be noted that with fatality numbers this small, significant percentage increases can be seen with a relatively small increase in raw number.

Figure 40



It should be noted, however, that the state is addressing this traffic safety issue through a project funded by the South Carolina Department of Transportation (SCDOT). In June, 2006, South Carolina Highway Patrol (SCHP) was awarded a three-year grant for \$1,750,000 from the SCDOT to reduce work zone speeding-related fatalities. Thus, the Safety Improvement Team (SIT) Campaign was implemented. The project has been successful in holding the line on work zone fatalities and has been maintained annually at the same level of funding beyond the initial three-year project grant. SCHP strategically places a team of officers in, near, and around high-priority work zones for increased visibility and speed enforcement. Each of four enforcement teams composed of six Troopers, supervised by a Corporal, work in four distinct regions of the state (upstate, midlands, low country, and Pee Dee).

## Traffic Injuries

State data in Figure 41 shows a decrease of 6.6% in total traffic-related injuries from 49,262 total injuries in 2007 to 46,023 in 2011. The 2011 figure was also less (-4.7%) than the average of the four prior years 2007-2010 (48,299). The percentage of total injuries in 2011 decreased by 5.5% compared to the number of total injuries in 2010.

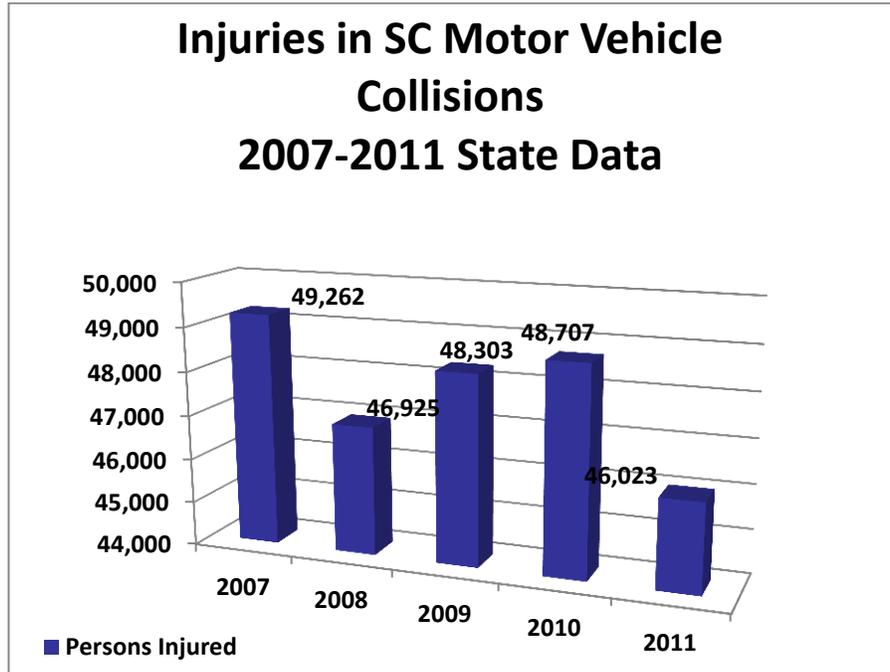


Figure 41

Table S-18 below shows the number of speed-related crash injuries for the state of South Carolina for the years 2007-2011. Of the 46,023 total traffic-related injuries reported in 2011, 14,134, or 30.7%, occurred in speeding-related collisions. Though total traffic-related injuries decreased significantly from 2007, the percentage of traffic-related injuries that occurred in speeding-related collisions increased, from 28.8% in 2007, to 30.7% in 2011. Injuries in speeding-related traffic crashes increased from 13,870 in 2010 to 14,134 in 2011, an increase of 1.9%, and the percentage of traffic-related injuries that occurred in speeding-related crashes also increased, from 28.5% in 2010 to 30.7% in 2011. On average, for the years 2007-2010, injuries occurring in speeding-related traffic crashes accounted for 29.2% of all traffic-related injuries.

**Table S-18. Speeding-Related Crashes in South Carolina**

**2007 - 2011 (2011 Data are Preliminary)**

<b>YEAR</b>	<b>Fatal Collisions</b>	<b>Injury Collisions</b>	<b>Property Damage Only Collisions</b>	<b>Total Collisions</b>	<b>Persons Killed</b>	<b>Persons Injured</b>
<b>2007</b>	383	9,547	22,783	32,713	424	14,187
<b>2008</b>	330	9,415	22,521	32,266	357	13,785
<b>2009</b>	310	9,615	22,763	32,688	340	14,573
<b>2010</b>	278	9,126	21,868	31,272	300	13,870
<b>2011</b>	232	9,270	21,161	30,663	251	14,134

**\*Contributing Factor was Speeding-Related**

**\*\*Each Collision may have up to 5 Contributing Factors**

State data in Figure 42 shows a decrease of 20.6% in total serious traffic-related injuries, from 4,104 serious injuries in 2007 to 3,260 in 2011. Serious traffic injuries in 2011 decreased by 5.8% compared to the number of serious injuries in 2010. The 2011 figure also represents a decrease of 10.2% when compared to the average number of serious traffic injuries for the years 2007-2010.

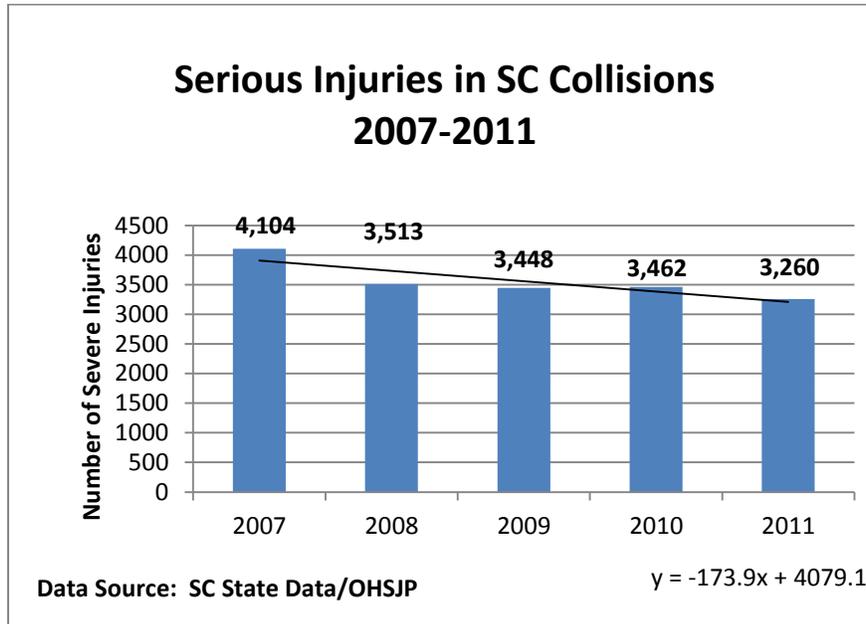
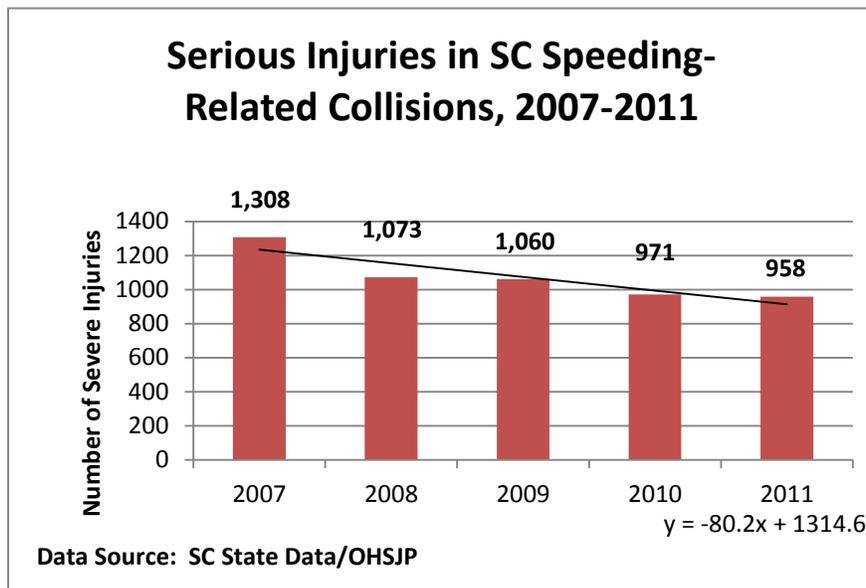


Figure 42

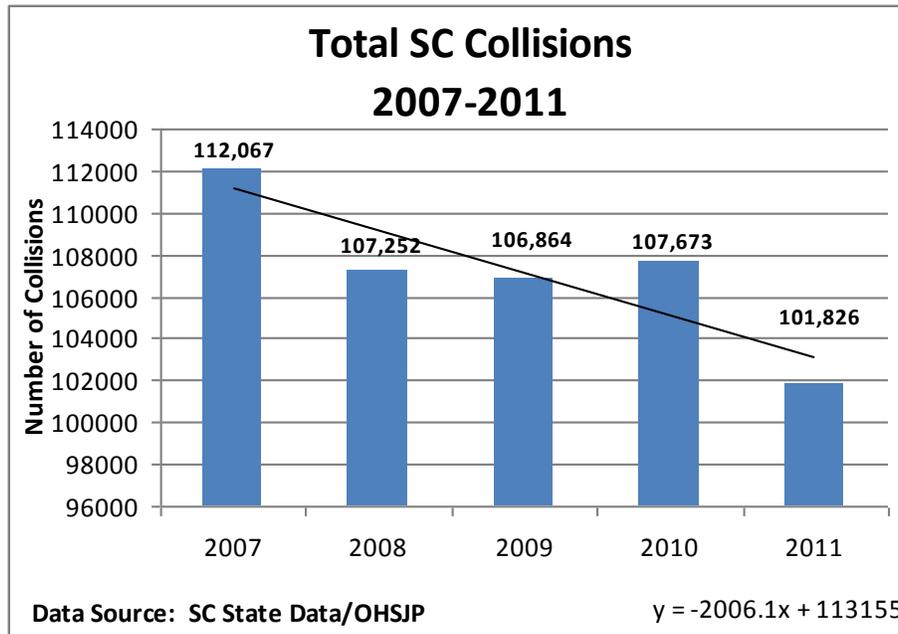
In Figure 43, state data shows the number of serious injuries occurring in speeding-related collisions decreased 27% in South Carolina from 1,308 serious injuries in speeding-related collisions in 2007 to 958 in 2011. There was a decrease of 1.4% of speeding-related serious injuries from 2010 to 2011. The 2011 figure also represents a 13.1% decrease when compared to the average number of serious injuries in speeding-related crashes for the four years 2007-2010. Of the 3,260 total traffic-related serious injuries reported in 2011, 958, or 29.4%, occurred in speeding-related collisions. In 2011, total traffic-related serious injuries decreased significantly from 2007, while the percentage of traffic-related serious injuries that occurred in speeding-related collisions decreased slightly, from 31.9% in 2007, to 29.4% in 2011. Serious injuries in speeding-related traffic crashes decreased from 971 in 2010 to 958 in 2011, a decrease of 1.3%, while the percentage of traffic-related serious injuries that occurred in speeding-related crashes increased slightly, from 28% in 2010 to 29.4% in 2011. On average, for the years 2007-2010, serious injuries occurring in speeding-related traffic crashes accounted for 30.4% of all traffic-related serious injuries, as compared to 29.4% in 2011.



**Figure 43**

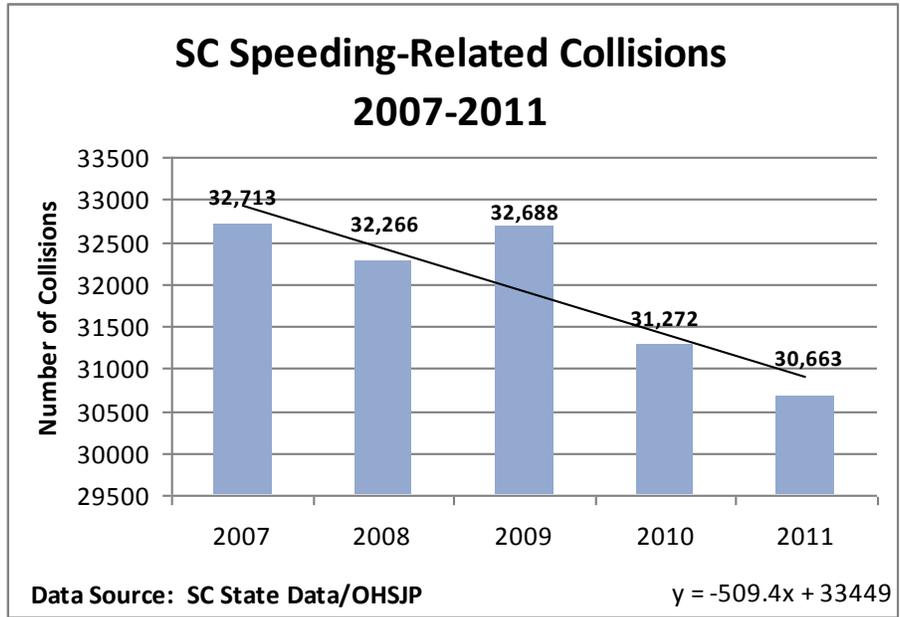
## Traffic Collisions

There were 535,682 total traffic collisions in South Carolina from 2007 to 2011(See Figure 44). This total includes fatal collisions, injury collisions, and property-damage-only collisions. There was a decrease of 5.4% in total collisions from 2010 (107,673) compared to 2011 (101,826). The 2011 figure represents a decrease of 9.1% as compared to 2007 and a decrease of 6.1% as compared to the average of the previous four years of 2007-2010.



**Figure 44**

There were 159,602 total speeding-related traffic collisions in South Carolina from 2007 to 2011(See Figure 45). Speeding-related collisions accounted for 29.8% of total traffic crashes in the state. In 2011, speeding-related crashes decreased by 1.9% as compared to 2010, from 31,272 in 2010 to 30,663 in 2011. The 2011 figure also represents a 6.3% decrease as compared to the 2007 figure (32,713) and a decrease of 4.9% when compared to the average number of speeding-related collisions (32,235) for the four-year period 2007-2010.



**Figure 45**

Preliminary state data displays that there were 3,762 work zone-related collisions in South Carolina from 2007 to 2011. These collisions resulted in 39 fatalities and 1,659 persons injured. Work zone related collision types include: shoulder/median work, lane shift/crossover, intermittent/moving work, lane closures, and other areas that may be in or around the actual work zone.

**Figure 40: Work Zone Related Collisions, 2007-2011 (2011 Data is Preliminary) State Data**

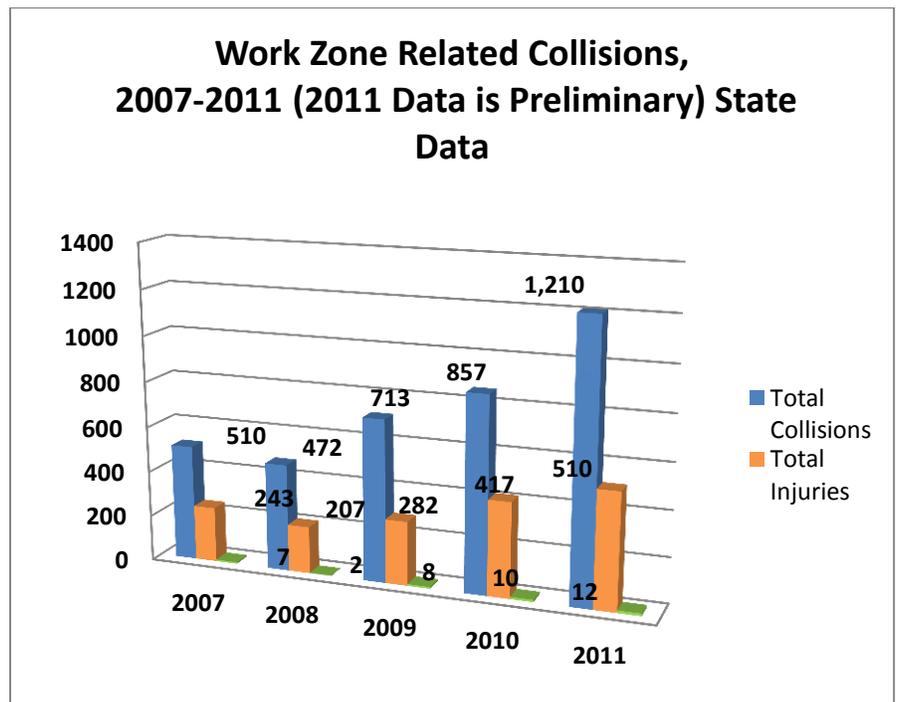


Figure 40 above shows that work zone related collisions, fatalities and injuries are on the increase during the time period 2007-2011. Both injuries and collisions more than doubled in 2011 as compared to 2007 figures and increased significantly from 2010 to 2011. According to state data, work zone-related collisions have increased by 137% from 2007 to 2011, with 510 total collisions in 2007 and 1210 total collisions in 2011. Injuries as a result of a work zone-related collision have also risen by approximately 110%, from 243 persons injured in 2007 to 510 persons injured in 2011. There were a total of 510 work zone-related collisions in 2007. In 2011, there were a total of 510 work zone-related traffic injuries. It should be noted, however, that the numbers in these types of collisions are relatively small when compared to total collisions, injuries and fatalities. Therefore, percentages can be affected significantly with relatively minor raw number increases. However, the state takes each collision, injury and fatality seriously and will continue enforcement efforts, with funding provided by SCDOT, of the SCHP SIT Team to address work zone traffic safety issues in the state.

Another method for analyzing significant traffic data in South Carolina is compiling information on speeding-related fatal collisions and speeding-related severe injury collisions. This allows the state to compare this data set with raw numbers of speeding-related fatalities in counties statewide and population-based fatality rates statewide in an effort to determine areas where the most serious speeding-related collisions occur and to identify county locations which may benefit from increased traffic enforcement efforts. Table S-19 (Speed/Too Fast for Conditions Fatal and Severe Injury Collisions, South Carolina, 2007-2011), lists all counties in the state and the raw numbers of speeding-related fatal and serious injury collisions occurring in the counties for the time period 2007-2011. Counties in red represent the top fifteen counties in the state for these types of collisions.

Speed/Too Fast for Conditions Fatal and Severe Injury Collisions  
South Carolina 2007-2011

County	2007	2008	2009	2010	2011	2007-2011	% Speed 2007-2011
<b>Horry</b>	107	73	71	68	76	<b>395</b>	27.4%
<b>Charleston</b>	100	76	51	75	83	<b>385</b>	24.6%
<b>Greenville</b>	101	66	69	84	52	<b>372</b>	28.3%
<b>Richland</b>	89	63	87	55	47	<b>341</b>	31.2%
<b>Anderson</b>	79	58	59	47	45	<b>288</b>	37.5%
<b>Spartanburg</b>	66	63	40	51	61	<b>281</b>	32.9%
<b>Berkeley</b>	55	42	49	37	35	<b>218</b>	29.3%
<b>York</b>	47	44	40	35	29	<b>195</b>	28.2%
<b>Aiken</b>	43	27	48	43	29	<b>190</b>	33.5%
<b>Lexington</b>	48	35	33	29	44	<b>189</b>	25.2%
<b>Laurens</b>	37	33	32	24	38	<b>164</b>	44.2%
<b>Pickens</b>	37	28	33	33	29	<b>160</b>	37.9%
<b>Dorchester</b>	33	32	37	19	36	<b>157</b>	31.3%
<b>Orangeburg</b>	31	36	39	27	17	<b>150</b>	32.8%
<b>Florence</b>	32	34	30	36	15	<b>147</b>	26.6%
Greenwood	25	19	28	28	30	130	39.3%
Beaufort	36	36	15	18	19	124	25.8%
Colleton	28	34	23	18	18	121	32.7%
Lancaster	24	27	29	15	18	113	31.7%
Kershaw	31	23	20	21	14	109	41.4%
Sumter	24	21	20	21	20	106	25.9%

Darlington	22	27	20	15	19	103	37.7%
Oconee	28	19	9	20	19	95	38.6%
Cherokee	22	21	20	12	16	91	37.6%
Newberry	24	20	16	15	11	86	46.2%
Williamsburg	19	17	14	17	18	85	42.9%
Chesterfield	18	21	16	14	7	76	38.4%
Clarendon	16	21	20	8	11	76	43.7%
Jasper	19	13	7	16	17	72	26.4%
Georgetown	24	15	10	10	7	66	26.2%
Edgefield	11	14	5	11	16	57	45.2%
Abbeville	10	10	12	11	10	53	42.1%
Chester	10	11	10	13	8	52	30.8%
Fairfield	14	10	6	7	12	49	39.5%

Union	9	8	12	8	10	47	42.0%
Dillon	7	11	7	16	4	45	37.8%
Hampton	14	8	5	11	5	43	35.8%
Marlboro	8	10	9	8	8	43	37.1%
Barnwell	13	9	8	3	8	41	33.1%
Saluda	4	9	8	8	12	41	38.3%
Lee	6	7	16	2	7	38	37.3%
Marion	9	9	9	3	8	38	29.7%
Bamberg	7	4	8	8	6	33	39.3%
McCormick	4	7	5	5	5	26	51.0%
Calhoun	6	5	5	4	5	25	33.3%
Allendale	2	6	4	1	2	15	46.9%
<b>Total</b>	<b>1,399</b>	<b>1,182</b>	<b>1,114</b>	<b>1,030</b>	<b>1,006</b>	<b>5,731</b>	

**Table S-19**

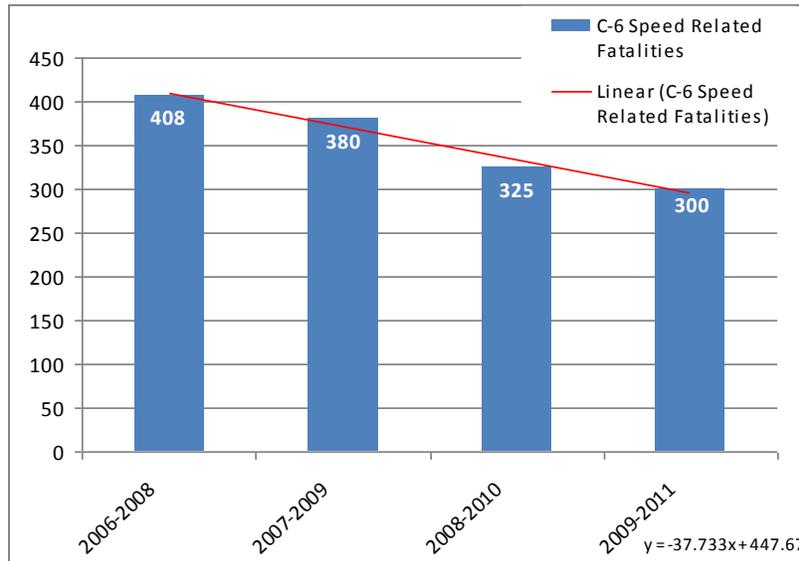
It should be noted in the Table above that among the fifteen counties listed in red as having the highest number of speeding-related fatal and serious injury collisions during 2007-2011, there appears the top eight counties based on FARS data for speeding-related traffic fatalities in the state for 2007-2011 (See Table 8 above).

## **Performance Measures**

### **Goals:**

**C-6.** Decrease speeding-related fatalities 5%, from the 2009-2011 calendar base year average of 300 to 285 by December 31, 2014.

**South Carolina Speeding Related Fatalities, 3 Year Moving Average with Trend Analysis, 2006-2011.**

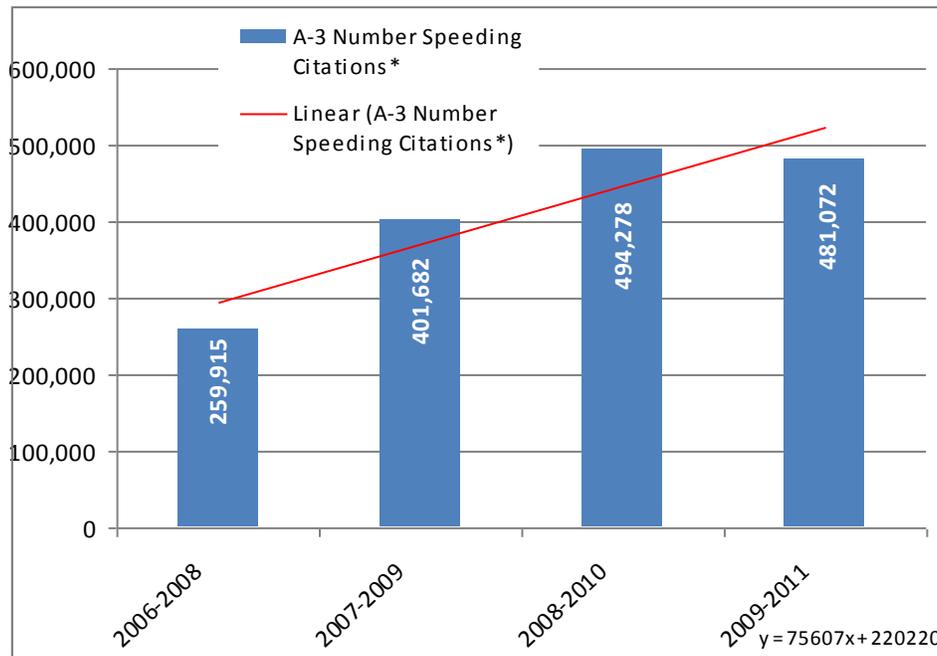


**Figure C-6.**

Based on the linear trend line shown in Figure C-6, speeding-related fatalities have been decreasing. If the trend were to continue, there would be a projected number of 221 speeding-related fatalities by the end of 2014. However, based on an annual analysis of the most recent three years of data (2010-2012, with 2012 being preliminary), the state has adopted a more realistic and attainable reduction in speeding-related traffic fatalities of 285 by the end of CY 2014. This seems in line with other critical factors in the state of South Carolina which may impact traffic safety as a whole and speeding-related fatalities in particular, such as dwindling state and local resources resulting in fewer law enforcement officers available to conduct traffic enforcement on a regular basis, increasing vehicle miles traveled, increasing vehicle registrations and licensed drivers and highway infrastructure problems in the state.

### **Activity Measure A-3**

Activity measure A-3 relates to the number of speeding citations issued in South Carolina. The National Highway Traffic Safety Administration (NHTSA) does not require a target to be established for this activity measure, however, the data below demonstrates that the state is experiencing an upward trend of speeding citations issued.



**Figure A-3 Speeding Citations**

### **Objectives:**

1. PTS projects will continue to provide funding to Law Enforcement partners statewide to implement effective traffic enforcement strategies and activities.
2. Grant-funded PTS projects will conduct 200 public safety checkpoints by December 31, 2014.
3. Grant-funded PTS projects will conduct 400 safety presentations by December 31, 2014.
4. Grant-funded PTS projects will have an appropriate, corresponding increase in the number of citations for violations such as failure to yield right-of-way, following too closely, disregarding sign/signal, improper turn, and improper lane change by September 30, 2014, due to enhanced traffic enforcement efforts over the course of the grant period.

5. Grant-funded PTS projects will have an appropriate, corresponding increase in the number of speeding citations by September 30, 2014, due to enhanced traffic enforcement efforts over the grant period.
6. Grant-funded PTS projects will have an appropriate, corresponding increase in the number of citations for safety belt and child restraint violations by September 30, 2014, due to enhanced traffic enforcement efforts.
7. Grant-funded PTS projects will have an appropriate, corresponding increase in DUI arrests by September 30, 2014, due to enhanced traffic enforcement efforts over the course of the grant period.
8. Grant-funded PTS project agencies will participate actively in their respective local Judicial Circuit Law Enforcement Networks.
9. Grant-funded PTS projects will participate in all aspects (enforcement, education and media) of the *Sober or Slammer!* Sustained DUI enforcement campaign, corresponding to the national *Drive Sober or Get Pulled Over* DUI crackdown. The participation includes at least one (1) specialized DUI enforcement activity (checkpoints and/or saturation patrols) at least quarterly during the Sustained DUI enforcement campaign and an additional four nights of specialized DUI enforcement activity (checkpoints and/or saturation patrols) during each of two DUI enforcement crackdown blitzes during the year (Christmas/ New Year's 2013-2014 and Labor Day 2014).
10. Grant-funded PTS projects will fully participate in the *Buckle up, South Carolina. It's the law and it's enforced.* statewide occupant protection enforcement mobilization, corresponding to the national *Click-it-or-Ticket* campaign, in and around the Memorial Day holiday of 2014.

### **Performance Indicators:**

#### **Goal:**

The OHSJP will continue to analyze traffic statistical data to monitor progress toward the target set for speeding-related fatality reduction for December 31, 2014.

#### **Activity Measure:**

Numbers of speeding citations issued statewide will continue to be monitored.

#### **Objectives:**

1. Appropriate grant files will be maintained by the OHSJP on each PTS project during the FFY 2014 grant year to include financial, programmatic and monitoring information.
2. The grant-funded PTS projects will maintain a log of public safety checkpoints conducted during the FFY 2014 grant year and will submit this information to the OHSJP.

3. The grant-funded PTS projects will maintain a log of safety presentations conducted during the FFY 2014 grant year to include location, audience and attendance and will submit this information to the OHSJP.
4. The grant-funded PTS projects will maintain a record of traffic citations issued during the FFY 2014 grant year for violations such as failure to yield right-of-way, following too closely, disregarding sign/signal, improper turn, and improper lane change and will submit this information to the OHSJP.
5. The grant-funded PTS projects will maintain a record of speeding citations issued during the FFY 2014 grant year and will submit this information to the OHSJP.
6. The grant-funded PTS projects will maintain a record of seat belt and child restraint violation citations issued during the FFY 2014 grant year and will submit this information to the OHSJP.
7. The grant-funded PTS projects will maintain a record of DUI arrests made during the FFY 2014 grant year and will submit this information to the OHSJP.
8. The grant-funded PTS projects will document the participation of their respective agencies in their local Judicial Circuit Law Enforcement Networks during FFY 2014 and will submit this documentation to the OHSJP.
9. The grant-funded PTS projects will provide the OHSJP with documentation of their full participation in the state's Sustained DUI enforcement initiative during FFY 2014.
10. The grant-funded PTS projects will provide the OHSJP with documentation of their full participation in the state's occupant protection enforcement mobilization during FFY 2014.

### **Strategies:**

1. PTS projects will be developed and implemented in areas where analysis of traffic collision and citation data indicates a major traffic safety problem. The PTS projects funded are located in counties identified as having a significant problem with speed-related traffic collisions, serious injuries and fatalities.
2. According to NHTSA FARS data, the following counties had high speeding-related population-based fatality rates in 2011: Barnwell, Clarendon, Colleton, Fairfield, Kershaw, Lee, Marion, Orangeburg, and Williamsburg. The populations of these counties are so low that a low number of fatalities can cause the fatality rates to vary drastically. The state understands the need to address these counties and will provide information about the high population-based fatality rate to the respective LENs in which these counties are located in order to encourage and increase traffic enforcement activities in these areas.

3. Law Enforcement Networks will continue to meet to share information among agencies, to disseminate information from the Office of Highway Safety and Justice Programs, and to conduct multi-jurisdictional traffic enforcement activity.
4. More than 200 public safety checkpoints will be scheduled and more than 400 safety presentations will be conducted by police traffic services subgrantees in the following counties: Anderson, Beaufort, Charleston, Dorchester, Lexington, Richland, Spartanburg, and York.
5. Traffic safety enforcement units will be continued and established in sheriff's offices in priority counties.
6. Educational programs will be developed to accompany traffic enforcement and DUI enforcement projects to increase community awareness of traffic safety-related issues.
7. Traffic safety enforcement programs throughout the state will participate in Law Enforcement Networks established in the 16 Judicial Circuits in South Carolina.
8. Traffic safety enforcement projects will participate in statewide and national highway safety emphases and enforcement mobilization and crackdown programs.
9. A continuation grant project will focus on the Traffic Safety Officer curriculum in the state and continue a Traffic Safety Instructor program, which will include providing instruction in the following classes: Detection and Standardized Field Sobriety Testing (SFST), DUI Detention and SFST Instructor; SFST Recertification; Speed Measurement Device Instructor, RADAR/LIDAR; Speed Measurement Device Operator, RADAR/LIDAR; Speed Measurement Device Instructor, LIDAR; Speed Measurement Device Operator, LIDAR; Speed Measurement Device Recertification; RADAR and/or LIDAR; At-Scene Traffic Collision Investigation; Technical Traffic Collision Investigation; Traffic Collision Reconstruction; Motorcycle Collision Investigation; Pedestrian and Bicycle Collision Reconstruction; Safe And Legal Traffic Stops (SALTS); Courtroom Preparation and Testifying in Traffic Cases; Data Master DMT Operator Certification; and Data Master DMT Operator Recertification.
10. The State Transport Police, in conjunction with the OHSJP, the Federal Motor Carrier Safety Administration (FMCSA) and the SC Highway Patrol, will continue a Targeting Aggressive and Distracted Drivers (TADD) Program enforcement initiative in the state during FFY 2014. The project is utilizing \$750,000 in FMCSA funding and will target aggressive driving in and around commercial motor vehicles in a pilot area of the state (upstate).
11. The OHSJP will continue the Data-Driven Approaches to Crime and Traffic Safety (DDACTS) initiative in six select jurisdictions around the state during FFY 2014.
12. The state will continue a project that was begun in 2006 to increase traffic enforcement in work zones. In June, 2006, South Carolina Highway Patrol (SCHP) was awarded a three-year grant for \$1,750,000 from the South Carolina Department of Transportation (SCDOT)

to reduce work zone speeding-related fatalities. Thus, the Safety Improvement Team (SIT) Campaign was implemented. The project was successful and has continued each year with funding at the same level from SCDOT beyond the initial three-year project. SCHP strategically places teams of six Troopers in, near, and around high-priority work zones for increased visibility and speed enforcement. The four teams, led by a corporal, work in four regions (upstate, midlands, low country, and Pee Dee regions). From June 1, 2012 through May 31, 2013, HP issued 14,427 speeding citations, arrested 53 people for DUI, and issued 2,665 seatbelt violations utilizing this enforcement strategy. The SIT Campaign is highly effective and will continue in FFY 2014.

## Projects To Be Implemented

### Administration

**Problem Identification:** Speeding is one of the leading contributors in fatal traffic crashes in South Carolina. According to NHTSA'S Fatality Analysis Reporting System (FARS), the percentage of speeding-related fatalities in South Carolina ranged from a high of 42.2% in 2007 to a low 33.3% in 2011. There were 454 speeding-related fatalities in 2007 and 276 in 2011. Also, FARS data shows that the counties accounting for the highest percentages of the speeding-related fatalities in South Carolina for the years 2007 through 2011 were Greenville (6.7%); Horry (6.3%); Spartanburg (5.5%); Charleston (5%); Richland (4.3%); Anderson and Orangeburg (4.2% each); and Lexington (4.1%). State data reports that there were 4,104 serious injuries as the result of traffic collisions in 2007. The number decreased by 20.6% to 3,260 serious injuries in 2011. State data shows that South Carolina's overall speeding-related fatalities decreased by 39.2%, from 454 fatalities in 2007 to 276 fatalities in 2011. Serious injuries in speeding-related collisions were reduced by 26.8% from 1,308 serious injuries in 2007 to 958 in 2011. Speeding-related collisions went from 32,713 in 2007 to 30,663 in 2011, a decrease of 6.3%. Speeding citations increased from 205,440 in 2007 to 438,782 in 2011.

**Project Description:** The Office of Highway Safety and Justice Programs (OHSJP) will fund a Police Traffic Services (PTS) project for a Program Manager (PM) who will assist in establishing funding priorities and strategies for implementing assigned police traffic services projects. The PTS PM will develop selected projects for funding with prospective applicants and prepares a section of the annual Highway Safety Plan. The PTS PM will administer assigned grant-funded projects to include scheduling/conduct on-site monitoring, monthly desk monitoring, and provide technical assistance to project directors. The PTS PM will give law enforcement agencies the ability to start effective selective traffic enforcement programs (STEPs), training, speed, enforcement, DUI enforcement and enforcing occupant restraint laws. The PTS PM will review the grants' goals and objectives and focus task activity towards the accomplishment of the goals and objectives. The PTS PM will work with the Law Enforcement Liaisons to alert the LEN system in the state of the importance of assisting the state in its efforts to reduce speeding-related collisions, injuries, and fatalities in the state of South Carolina. The PTS PM will coordinate with the Grants Administration Manager and Assistant Director of OHSJP to develop appropriate strategies for traffic enforcement to be included in the annual Highway Safety Funding Guidelines document, the Highway Safety Plan and complete assigned portions of the Summaries and Recommendations.

Agency	Title	County	Project Number	Budget
SCDPS	PTS	Statewide	PT-2014-HS-05-14	\$116,440

CTW: In the Introduction Section of Countermeasures That Work: A Highway Safety Countermeasure Guide For State Highway Safety Offices, Seventh Edition, 2013 (CTW) on (p.

2), in “What’s not included.” It states that “this guide does not include administrative or management topics such as traffic safety data systems and analyses, program planning and assessments, state and community task forces, or comprehensive community traffic safety programs.” The Police Traffic Services Administration Project falls under this area of what’s not included. However, South Carolina recognizes several sections in the CTW that outline countermeasures proven to be effective which can be used by the funded PTS projects in addressing speeding-related collisions, injuries and fatalities. These countermeasures are cited in the Police Traffic Services Enforcement Section of this document.

**Law Enforcement Liaisons**

**Problem Identification:** According to FARS data collected from 2007-2011, South Carolina fatalities decreased from 1,077 in 2007 to 828 in 2011. The 2011 count represents an increase of 2.2% compared to 809 fatalities in 2010. The Law Enforcement Liaisons (LEL) will work the Law Enforcement Network (LEN) to enforce traffic safety throughout the state in priority areas. Over the entire five-year period, South Carolina’s alcohol-impaired driving population-based fatality rate was 8.33 fatalities per 100,000 population. FARS data also shows that in 2011, alcohol-impaired driving fatalities accounted for 38% of all fatalities in South Carolina from 2007-2011. South Carolina’s Speeding-Related population-based fatality rate was 7.45 fatalities per 100,000 population. FARS data continues to report that in 2011, 33.3% of fatalities were speed-related from 2007-2011. State data reported from 2007-2011, 535,690 collisions (includes fatal, injury, and property damage), 4,529 fatalities, 239,222 persons injured, and 20,739 serious injuries.

**Project Description:** The project will continue to fund two law enforcement liaisons, supervised by a SC Highway Patrol Captain assigned to the OHSJP, whose priorities are to develop and maintain the Law Enforcement Network (LEN) system, to work to establish and maintain relationships between OHSJP and law enforcement agencies around the state, and gain law enforcement support of participation in statewide enforcement mobilization campaigns. The grant project will also provide LEN mini-grants to established networks around the state. The sixteen (16) networks correspond to the sixteen judicial circuits in the state. The mini-grants will be provided through the Law Enforcement Coordination grant to assist the networks in purchasing DUI and other types of enforcement equipment and maintenance supplies and to conduct regular meetings of their respective networks. The networks will serve as a key component of both the 2014 Law Enforcement DUI Challenge (*Sober or Slammer!/Drive Sober or Get Pulled Over*. Sustained DUI Enforcement initiatives) and the *Buckle up, South Carolina. It’s the law and it’s enforced.* campaign, which corresponds to the national *Click-it-or-Ticket* campaign. The LEN system will allow statewide coverage and implementation of law enforcement activity including multi-jurisdictional enforcement activities.

Agency	Title	County	Project Number	Budget	Number of Funded Officers
SCDPS	Law Enforcement Coordination	Statewide	PT-2014-HS-06-14 M4HVE-2014-HS-06-14	\$844,798 \$500,000	3

(CTW, Chapter 1: Sections 2.1, 2.2; Chapter 2: Sections 1.1, 1.2, 2.1, 2.2, 2.3, 3.1; Chapter 3: Sections 2.2, 2.3)

(SHSP, Pages 22, AA 8, 9, 10, and AA12, SHSP Implementation Plan)

## **Traffic Safety Officer Training**

**Problem Identification:** The grant-funded Traffic Safety Officer Program provides training to local law enforcement officers throughout the state at the South Carolina Criminal Justice Academy (SCCJA) so that local agencies will have an in-state resource for law enforcement training and will not have to resort to costly out-of-state training opportunities. Educational programs are developed to accompany traffic enforcement and DUI enforcement projects. The Academy has provided traffic safety-specific training to local agencies for several years. In 2011, the academy trained 313 SFST practitioners and 687 more in 2012. While statistics had shown a reduction in fatalities from 2007-2010, South Carolina's VMT fatality rate remained significantly higher than the national rate in 2010. In 2011, the state experienced an increase in the total number of traffic fatalities, from 809 in 2010 to 828 in 2011. Well-trained traffic enforcement officers can be effective in reducing traffic crashes, injuries and fatalities through a variety of enforcement strategies.

**Project Description:** SCCJA conducts the Traffic Safety Officer certifications and extensive training programs through the academy with the primary purpose of reducing fatalities and injuries on the state's roadways. SCCJA provides comprehensive traffic enforcement/investigative training to the state's traffic law enforcement officers. Officers trained in the collision investigation courses will be able to determine the causes of motor vehicle collisions and make the proper charges. Professional trained officers will also be able to convict violators at a higher rate, which will in turn help to deter violations. The Traffic Safety Program will provide professional training to the law enforcement officers of South Carolina. The TSOs will teach the following classes: At-Scene Collision Investigation, Technical Collision Investigation, Traffic Collision Reconstruction, Data Master DMT Operator Certification, Data Master DMT Operator Recertification, Advanced DUI and Standardized Field Sobriety Testing, Standardized Field Sobriety Testing Recertification, Speed and Measurement Device Operator Program, Speed Measurement Device Instructor Program, Safe and Legal Traffic Stops (SALTS), Motorcycle Collision Reconstruction, Pedestrian/Bicycle Collision Reconstruction, and Commercial Vehicle Reconstruction. SC CJA will track and schedule 116 training classes during this grant year.

<b>Agency</b>	<b>Title</b>	<b>County</b>	<b>Project Number</b>	<b>Budget</b>	<b>Number of Funded Officers</b>	<b>Classes</b>	<b>Training Students For the Grant Year</b>
SCCJA	Traffic Safety Officer Program	Statewide	PT-2014-HS-07-14	\$401,702	4	116	4,000

(SHSP, AA 10, SHSP Implementation Plan)

## **Police Traffic Services Enforcement**

**Problem Identification:** The counties with the most speeding-related fatalities from 2007-2011 were: Greenville County (114 fatalities); Horry County (107 fatalities); Spartanburg County (94 fatalities); Charleston County (86 fatalities); Richland County (74 fatalities); Anderson and Orangeburg Counties (71 fatalities each); and Lexington County (70 fatalities). Of these eight counties, six showed a decrease in this percentage in 2011, compared to the prior four-year average: Orangeburg (-76.1%), Richland (-30.2%), Horry (-29.7%), Lexington (-25.4%), Greenville (-20%); and Anderson (-18.6%). Spartanburg and Charleston Counties experienced increases of 22.2% and 5.9%, respectively. State data reports that there were 4,104 serious injuries as the result of traffic collisions in 2007. The number decreased by 20.6% to 3,260 serious injuries in 2011. State data shows that South Carolina's overall speeding-related fatalities decreased by 39.2% from 454 fatalities in 2007 to 276 fatalities in 2011. Severe injuries in speeding-related collisions were reduced by 26.8% from 1,308 severe injuries in 2007 to 958 in 2011. And speeding-related collisions went from 32,713 in 2007 to 30,663 in 2011, a decrease of 6.3%. Speeding citations increased from 205,440 in 2007 to 438,782 in 2011.

**Project Description:** PTS projects will be developed and implemented in those areas where analysis of traffic collision and citation data indicates a major traffic safety problem. The PTS projects funded are located in counties identified as having a significant problem with speed-related traffic collisions, serious injuries and fatalities. This includes county sheriff's offices and municipal law enforcement projects identified by supporting data. The projects will fund law enforcement officer personnel, travel, equipment, and other items that are allowable by funding guidelines. Traffic safety enforcement programs throughout the state will participate in Law Enforcement Networks established in the 16 Judicial Circuits in South Carolina. They will participate in statewide and national highway safety campaigns and enforcement crackdown programs such as DUI crackdowns, occupant protection mobilizations, focused roadway corridor speed enforcement and combined enforcement activity to include nighttime safety belt enforcement. The PTS projects will conduct safety presentations to increase community awareness of traffic safety-related issues and issue press releases of the project's activities. Law Enforcement Networks will continue to meet and share information among agencies, to disseminate information from the Office of Highway Safety and Justice Programs, and to conduct multi-jurisdictional traffic enforcement activities.

The OHSJP will provide funded agencies with traffic corridor information relative to their respective agencies which will allow them to focus on roadways where traffic collisions, injuries, and fatalities are occurring.

Several of the leading counties in the state for speeding-related fatalities and serious injuries, for 2007-2011 based on FARS and state data will receive funding during FFY 2014 for PTS projects either in county sheriffs' offices or large municipal agencies within the counties. One county sheriff's office, the Beaufort County Sheriff's Office, whose county does not appear in the lists of top counties, will be funded in FFY 2014. OHSJP will fund this project for the following reasons: The agency is a county sheriff's office with countywide jurisdiction. It is a distinct benefit to the state when county sheriff's offices, many of whom do not conduct traffic enforcement, submit PTS project applications and agree to do this type of enforcement if funded.

Statistical information indicates that Beaufort County has a variety of traffic safety problem issues. According to state data, from 2007-2011, Beaufort County had a total of 13,853 collisions, 86 fatalities, and 5,820 persons injured. During this same time period, Beaufort County had 23 speeding-related fatalities in 3,449 speeding-related collisions. Speeding-related severe injuries in Beaufort County were 126 in 2007-2011, with a total of 383 severe injuries. FARS data reported that there were 45 Alcohol/Drug Related fatalities in Beaufort County from 2007-2011 with a total of 548 Alcohol/Drug Related collisions. Also, the 14<sup>th</sup> Judicial Circuit in South Carolina comprised of Hampton, Jasper, Beaufort, Allendale and Colleton counties, is the largest LEN in the state. Funding a PTS project in the Beaufort County Sheriff's Office extends a much-needed traffic safety presence to this large LEN.

(CTW, Chapter 1: Sections 1.2, 2.1, 2.2, 2.3, 2.4; Chapter 2: Sections 1.1, 1.2, 2.1, 2.2, 2.3, 3.1; Chapter 3: Sections 2.2, 2.3)

(SHSP, Pages 22, AA 8, 9, 10 and AA12, SHSP Implementation Plan)

## FFY 2014 PTS Funded Enforcement Projects

Agency	Title	County	Project Number	Budget	Number of Funded Officers	Check-points	Press Releases
Anderson PD	City of Anderson PD Traffic Enforcement Unit	Anderson	PT-2014-HS-20-14	\$213,646	2	24	12
Columbia PD	FY 2014 Enhancement of Traffic Division (Year 3)	Richland	PT-2014-HS-11-14	\$119,546	2	24	12
Dorchester Sheriff's Office	Dorchester County Traffic Enforcement Unit	Dorchester	PT-2014-HS-13-14	\$157,214	2	24	12
Rock Hill PD	Enhancement of the City of Rock Hill Traffic Enforcement Unit	York	PT-2014-HS-12-14	\$129,371	2	24	12
Beaufort Sheriff's Office	Beaufort County Traffic Enforcement Team	Beaufort	PT-2014-HS-10-14	\$129,480	1	18	12
Summerville PD	Traffic Enforcement Unit Enhancement	Dorchester	PT-2014-HS-14-14	\$122,883	2	24	12
Lexington County Sheriff's Office	Aggressive Speed Enforcement (ASE)	Lexington	PT-2014-HS-08-14	\$269,947	2	24	12
Lexington PD	Town of Lexington Enhancement of Police Traffic Services	Lexington	PT-2014-HS-15-14	\$176,832	2	24	12
North Charleston PD	North Charleston Specialized Enforcement Team	Charleston	PT-2014-HS-18-14	\$245,070	2	24	12
Spartanburg Public Safety Department	City of Spartanburg's Collision Reduction	Spartanburg	PT-2014-HS-19-14	\$88,848	1	18	12
Total		10 Grants		\$1,652,837	18	228	120

**Police Traffic Services (PTS)/Speed Enforcement Program Area:  
Budget Summary**

<b>Project Number</b>	<b>Subgrantee</b>	<b>Project Title</b>	<b>Budget</b>	<b>Budget Source</b>
PT-2014-HS-05-14	SC Department of Public Safety: OHSJP	Police Traffic Services (PTS) Program Management	\$116,440	NHTSA 402
PT-2014-HS-06-14	SC Department of Public Safety: OHSJP	Law Enforcement Coordination	\$844,798	NHTSA 402
PT-2014-HS-20-14	City of Anderson Police Department	City of Anderson Police Department Traffic Enforcement Unit	\$213,646	NHTSA 402
PT-2014-HS-11-14	Columbia Police Department	FY2014 Enhancement of Traffic Division (Year 3)	\$119,546	NHTSA 402
PT-2014-HS-13-14	Dorchester County Sheriff's Office	Dorchester County Traffic Enforcement Unit	\$157,214	NHTSA 402
PT-2014-HS-12-14	City of Rock Hill	Enhancement of the City of Rock Hill Traffic Enforcement Unit	\$129,371	NHTSA 402
PT-2014-HS-10-14	Beaufort County Sheriff's Office	Beaufort County Traffic Enforcement Team	\$129,480	NHTSA 402
PT-2014-HS-14-14	Summerville Police Department	Traffic Enforcement Unit Enhancement	\$122,883	NHTSA 402
PT-2014-HS-08-14	Lexington County Sheriff's Office	Aggressive Speed Enforcement (ASE)	\$269,947	NHTSA 402
PT-2014-HS-07-14	SC Criminal Justice Academy	Traffic Safety Officer Program	\$401,702	NHTSA 402
PT-2014-HS-15-14	Lexington Police Department	Town of Lexington Enhancement of Traffic of Police Traffic Services	\$177,372	NHTSA 402
PT-2014-HS-18-14	City of North Charleston	North Charleston Specialized Enforcement Team	\$261,416	NHTSA 402
PT-2014-HS-19-14	Spartanburg Public Safety Department	City of Spartanburg's Collision Reduction Through Enforcement and Education	\$88,848	NHTSA 402
<b>Total</b>			<b>\$3,032,663</b>	<b>NHTSA 402</b>
PT-2014-00-00-00	SC Department of Public Safety: OHSJP and Continuation PTS Grant Projects		\$3,988,452	NHTSA 402 (FFY 2014 Anticipated Award and FFY 2013 Carry-Forward)
<b>Total All Funds</b>			<b>\$7,021,115</b>	<b>NHTSA 402</b>

## **TRAFFIC RECORDS PROGRAM AREA**

### **Overview:**

Timely, accurate, and efficient collection and analysis of appropriate traffic records data have always been essential to highway safety and are critical in the development, implementation, and evaluation of appropriate countermeasures to reduce traffic collisions and injuries. There are many users of these data. Law enforcement utilizes the data for the deployment of enforcement units. Engineers use data to identify roadway hazards, while judges utilize data as an aid in sentencing. Prosecutors use traffic records data to determine appropriate charges to levy against drivers in violation of traffic laws and ordinances. Licensing agencies utilize data to identify problem drivers, and emergency response teams use data to improve response times. Health care organizations use data to understand the implications of patient care and costs, and legislators/public officials use data to pass laws and to set public policy.

Traffic collision data are the focal point of the various record systems that must be accessed to identify highway safety problems. The management approach to highway safety program development embraces the concept of implementing countermeasures directed at specific problems identified through scientific, analytical procedures. The results of any analytical process are only as valid and credible as the data used in analysis. Therefore, an effective safety program is dependent on an effective collision records system.

The South Carolina Department of Public Safety (SCDPS) is the state agency charged with the overall responsibility for maintenance of traffic records. The current Traffic Records System (TRS) was developed during the late 60's and early 70's in compliance with criteria established by the National Highway Traffic Safety Administration (NHTSA). A major systems upgrade began in 1985 and was completed in 1988 with the assistance of highway safety grant funding. The upgrade project was guided by a Traffic Records Steering Committee comprised of the managers of the various data files. The system was expanded in 1993 to collect additional data regarding truck and bus collisions and to incorporate data fields identified nationally as being critical for states to collect in the same manner. The State's traffic records system is the vehicle used for the recording and storing of traffic records data and functions as an information decision system. Since 1988 local units of government have been able to receive tabulated and raw data upon request. The SCDPS currently employs a statistical research manager, a statistician and two Fatality Analysis Reporting System (FARS) analysts to perform analyses of traffic collision data.

Prior to restructuring of South Carolina's state government in 1993, the State's TRS was housed in the South Carolina Department of Highways and Public Transportation. The system included driver files, vehicle files, the police-reported collision data, and the roadway characteristics file. Currently the traffic collision master file is housed and maintained by the SC Department of Public Safety; the driver license and vehicle registration files are housed and maintained by the SC Department of Motor Vehicles (SCDMV); the roadway characteristics file is housed and maintained by the SC Department of Transportation (SCDOT); the Emergency Medical Response data is housed with the SC Department of Health and Environmental Control

(SCDHEC); and the citation/adjudication data is housed with the SC Judicial Department (SCJD).

South Carolina has established a two-tiered Traffic Records Coordinating Committee (TRCC):

*The TRCC Executive Group* oversees new policies and approves projects designed to improve the SC Traffic Records System. This group ensures that planned projects align with the priorities of their respective agencies as well as the Traffic Records Strategic Plan. Each member of this Group is responsible for designating the appropriate TRCC Working Group members.

*The TRCC Working Group* consists of technical and managerial persons designated by members of the TRCC Executive Group. The Working Group represents those entities responsible for the various components that constitute the Traffic Records System (TRS) in South Carolina.

The TRCC includes representation from the state agencies responsible for components of the TRS, along with representatives of local law enforcement who were selected by the South Carolina Law Enforcement Network. South Carolina's TRCC Executive Group was re-organized at a meeting in September 2007 and continues to meet on at least an annual basis. At this meeting the TRCC Executive Group also charged the TRCC Working Group with the development of the State's *Traffic Records Strategic Plan for Traffic Records Improvements* and helping to coordinate the State's 2009 Section 408 grant submission. As such, the TRCC Executive Group required:

- Participation in the strategic planning update meetings by designated TRCC Working Group members.
- Upon approval of the *Traffic Records Strategic Plan for Traffic Records Improvements* (TRSP) by the TRCC Working Group, formal endorsements of the *Plan* by the TRCC Executive Group.
- Discussion of future traffic records improvement projects by the TRCC Working Group. The TRSP is a living document and must be updated on a regular basis.
- Communication to the TRCC Executive Group as to the processes for prioritization of current, immediate and distant future projects for possible implementation.

In addition, each of the state agencies with custodial responsibilities for one or more of the traffic records system components agreed to provide needed information to the TRCC Working Group for the Section 408 grant submission including budget, project justification information, and documentation of state contributions to projects' costs and staffing.

The State's TRSP was originally developed by the TRCC Working Group and subsequently approved by the TRCC Executive Group at a meeting held on June 4, 2009. Since then, the plan has been updated each year, with the most recent version being approved by the Working and Executive Groups on May 30, 2012. South Carolina was awarded Section 408 grant funding for the first time in August 2009 and was also awarded Section 408 funds in 2010, 2011 and 2012. The State has continued to seek assistance in terms of evaluating its Traffic Records System, to include assistance from NHTSA in conducting the most recent Statewide Traffic Records Assessment for South Carolina, which was completed in January 2012. The TRSP helps South Carolina spend limited resources wisely, thus getting the largest benefit for the investment of money and staff time. A strategic plan is a way for South Carolina to ensure that new efforts are aimed squarely at needed improvements to the data and those resources are allocated in a systematic manner. In addition, as situations change and South Carolina reacts to new opportunities or requirements, the strategic plan can help to put those changes and opportunities into context. It is easier to judge impact when the state knows the direction it is heading, and what resources are required to get there. For that reason, it is also acknowledged that a strategic plan is a "living" document. It cannot remain static, but must be updated frequently to account for changes in budgets, revised priorities, new opportunities, and emerging needs. When a plan is kept fresh, it serves as an integral part of the management of the traffic records system in general and for each of the particular components of that system.

### Demonstrated Progress

To qualify for MAP-21 funding under the State Traffic Safety Information System Improvement Grants Program, the traffic records system has to demonstrate quantitative improvement in the data attributes of completeness, accuracy, timeliness, uniformity, accessibility, and integration on a yearly basis. The state demonstrates quantitative improvement in the past 12 months with the SC Traffic Records interim progress report. During the course of the fiscal year, the Traffic Records section prepares an interim progress report that identifies the traffic records system impact area, the performance measure that is identified, and the narrative of the improvement. The demonstration of progress actually began under SAFETEA-LU as a requirement for grant funds for Section 408 Traffic Records section grant funding. Below are the ways South Carolina has demonstrated progress over the last 3 years.

#### *FY 2011 – Demonstrated Progress*

- Software Pilot of South Carolina Collision and Ticket Tracking System

Within the Crash system, South Carolina demonstrated quantitative improvement in the areas of timeliness and completeness through the field deployment pilot of the SCCATTS software to the SC Highway Patrol. Relative to quantitative improvement in timeliness, there was a significant decrease to from 35 or more days to only 5 days for the processing a collision report and availability of the crash data in the state collision file. In the area of completeness the vehicle identification number (VIN) was able to be collected, moving from a baseline of 3 vehicles available to over 200.

- EMS Electronic Reporting Support

The SC EMS data system increased the number and percentage of EMS providers using the new electronic field data collection system. In June of 2009, only 32(15%) of the 212 EMS agencies in South Carolina utilized the electronic field data collection system. However, in 2010 the number of EMS agencies increased 196 (92%).

- SCDMV Barcoding of the Vehicle Registration Project

Within the Traffic Records System, a deficiency was identified relevant to the accuracy of the Vehicle Identification Number (VIN) within the collision master file as well as with the data transmitted to South Carolina Department of Motor Vehicles (SCDMV). It was determined that law enforcement officers manually entering a VIN on the form frequently recorded incorrect information. This project assisted in correcting this deficiency by placing a bar code on each vehicle registration card. The bar code allows law enforcement agencies with bar code scanner equipment to populate the VIN and all essential registered owner information from the vehicle registration card.

#### *FY 2012 – Demonstrated Progress*

- SC Judicial Department Case Management System

- South Carolina’s Judicial Department has a statewide Case Management System that handles approximately 1.5 million cases annually statewide, with approximately 80% of those cases being traffic-related. During the period from May 2011 to April 2012, South Carolina demonstrated quantitative improvement by increasing the number of participating counties from 44 (98%) to 46(100%) that are ‘live’ on the Statewide Case Management System.

- EMS Runtimes and the Fatality Analysis Reporting System (FARS)

NHTSA requires the reporting of the EMS time data field as part of its FARS database. The Office of Highway and Justice Programs collaborated with the South Carolina Department of Health and Environmental Control (SCDHEC) to link essential identifiable information for each fatality to a FARS number. In the Crash system, South Carolina demonstrated quantitative improvement by increasing the percentage of matches within FARS from 0% of 809 fatality records (2011) to 33% of 823 fatality records (2012).

- SCCATTS Interface to SCDMV Project

This project created an interface between SCDMV and SCCATTS. This will ensure that SCDMV can accept collision and citation data (including dispositions) from SCCATTS. The SCCATTS software is capable of providing data in any specified format. Systematic changes were made to enable the SCDMV system to accept the electronic data from SCCATTS and also update the driver's record.

- Purchase of hardware for local law enforcement for collision reporting

This effort provided a means to purchase and distribute 99 mobile data terminals using Section 408 funds. The equipment purchased is authorized to be used for agencies that investigate collisions so the State can receive more timely, accurate, and complete data.

#### *FY 2013 – Demonstrated Progress*

- SC DMV Collision Data Interface

In April 2012, SCDPS and SCDMV collaborated to create an interface that transmits the collision data and also transmits a PDF copy of the report. From April 2012 to January 2013, approximately 73,000 reports received from the SCDPS system have been electronically processed through SCDMV. The collision report processing time from the date of report acceptance to date of availability has been decreased from an average of 35 days to an average of less than 3 days, which is a significant improvement in timeliness. The processing time referenced is from the date that SCDMV received, or accepted, the report to the date that the report processing has been complete and the data has been posted to the driver record. With the advantage of electronic submission, reports are at times immediately processed.

- Uniform Traffic Ticket (UTT) Revision Project

This project revised the uniform traffic citation to take advantage of features available in e-Citation systems. The citation has been due for a revision and the advent of electronic citation issuance means that some efficiency could be gained from restructuring the citation to have a more logical flow. The authored changes were completed in December 2012 and the revised UTT form was approved for use by the SC Attorney General's Office in February 2013.

- TRCC Coordinator Project

This project established a full-time Traffic Records Coordinator position within the Office of Highway Safety and Justice Programs (OHSJP) that functions as the point of contact and organizer for all Traffic Records. The coordinator also dedicates time to ensure the traffic safety community is aware of the available datasets. The Traffic Records Coordinator champions the agency's efforts for the proper creation

and retention of traffic records. The position of Traffic Records Coordinator is necessary for many of the ongoing projects that originate in the OHSJP. The position is dedicated to successfully moving the state forward while continuing to understand the needs of all involved with the Traffic Records management system.

#### *FY 2014 – Demonstrated Progress*

- Increase of VINs in Collision Master File

Within the Crash system, South Carolina demonstrated a quantitative improvement by increasing the number of VINs within the collision master file. From Jun 1, 2011 to May 30, 2012, there were 192,324 units entered into the collision data file. Of those 192,324 units, 99,541 or 51.74% contained VINs. For the measurable year from Jun 1, 2012 to May 30, 2013, there were 162,432 units entered into the collision data file. Of those 162,432 units, 113,070 or 69.61% contained VINs.

#### **Performance Measures**

##### *Goals:*

1. To improve the overall Traffic Records System of the State of South Carolina by September 30, 2014.
2. To implement and improve state-of-the-art electronic field data collection for law enforcement statewide to improve timeliness, accuracy, completeness, accessibility, consistency, and data integration by September 30, 2014.

##### *Objectives:*

1. To complete the following Section 408 Project: Citation Data Interface between SCJD, SCDPS, and SCDMV Project for citations by September 30, 2014.
2. To complete the following Section 408 Project: Data Cube Project with Office of Research and Statistics of the State's Budget and Control Board by September 30, 2014.  
To increase the number of electronically submitted collision reports from 60% of the total number of collision reports to 80% of the total number of collisions reports by September 30, 2014.
4. To increase from 40% of vehicle information numbers captured to 70% by September 30, 2014
5. To increase from 0% to 10% the number of electronic citation reports captured by September 30, 2014.
6. To create local agency Records Management System (RMS) interfaces for the 14 local law enforcement agencies which have already gone live with SCCATTS collision reporting and an additional 20 local law enforcement agencies which will be going live with SCCATTS collision reporting during FFY 2013, by September 30, 2014.

## **Performance Indicators:**

### *Goals:*

1. A record of newly implemented Traffic Records System projects will be compared to the previous year.
2. A comparison from the previous year of the number of law enforcement agencies with access to SCCATTS on-line data retrieval.

### *Objectives:*

1. Completion of the Citation Data interface between SCJD, SCDPS, and SCDMV for citations by September 30, 2014.
2. Completion of the Data Cube Project by September 30, 2014.
3. Continue to train local law enforcement to use SCCATTS during FFY 2014.
4. To increase the amount citation data available through the use the electronic citation
5. To increase the availability of SCCATTS data through data interfaces to participating local law enforcement agencies.

## **Strategies:**

### **1. The continued implementation of South Carolina Collision and Ticket Tracking System (SCCATTS):**

The South Carolina Collision and Ticket Tracking System is a new system that will automate the traffic ticketing and collision reporting processes for the State's Law Enforcement community. This system will also function as a decision support tool that will provide more accurate and meaningful data for analysis. Upon its completion some of the benefits will be as follows:

- **Law Enforcement:** Decreased time spent by troopers in the field writing collision reports and tickets. Accuracy and integrity of data, coupled with the access to large amounts of information will be significant as well.

- **Office of Highway Safety:** Virtual elimination of key stroke data entry process of collision data. The immediate availability and improved accuracy of collision and ticket data.

- **Citizens:** Reduced time of delay in the completion of routine field tasks and administrative functions by law enforcement officers. There will also be an increase in the availability of officers to perform other duties through a reduction in time to issue citations and investigate traffic collisions. Also, citizens will ultimately benefit from the enhancement of highway safety, resulting from the availability of timely and accurate information.

Other entities throughout the state, such as local governments, state and federal agencies and private organizations that address highway safety will benefit as well from the SCCATTS initiative.

Roughly \$1.6 million in FFY 2006 Section 406 Funds were used to procure a vendor to develop the electronic reporting solution. A vendor (Visual Statement) was selected in June of 2008 to develop electronic versions of the TR-310, Uniform Traffic Ticket, Public Contact Form, and Size and Weight Citation. The solution was tested in November 2009 and was deemed complete in January of 2010. The SC Highway Patrol is has been using the software as their primary means of creating reports since January 1 2012. There are also 20 local law enforcement agencies that are using the software as a means to collect collision data this. This combination has yielded the state with collecting 65% of is collision reports electronically. The OHSJP Traffic Records section is making a concerted effort to makes agencies aware of the solution and deploy the software to the agencies that are willing to use the software. This solution still remains at no cost to any law enforcement agency within the state of South Carolina.

**2. The implementation of a Data Cube Project with the Budget and Control Board’s Office of Research and Statistics – A Section 408 Grant Project:**

This proposal is for a data mart that would create large integrated datasets using deterministic (mostly) and some probabilistic matching to merge collision, medical, roadway, and driver information and provide analytic support. The data cube will support state, local and regional analysis of collision experience.

**3. The implementation of Citation Data Interface between the SCJD, SCDPS, and SCDMV – A Section 408 Grant Project:**

This is a joint project between SCDPS, SCJD, and SCDMV to ensure that the courts records system can receive from and send data to the SCCATTS central repository. Develop E-citation interface requirements for court records management. The courts’ case management system will need to be able to accept data from the SCCATTS repository, and post disposition information back to SCCATTS. A translation between SCCATTS’ XML and the NIEM standard is needed. This project would also enhance SCDMV’s system to handle (query and display) a Visual Statement electronic generated Citation number. The goal is to have a unique identifier to replace the current numbering system that allows for duplicate numbers. The SCDMV system would have to handle both the new, larger format and the old format due to the manual forms that will continue to be in use by law enforcement for years to come.

4. The OHS may award equipment (laptop computers and bar code readers) funded with Section 1906 and Section 408 funds to local law enforcement agencies to collect traffic stop data (citations, public contacts) as well as collision data (TR-310s).

**PROJECT TO BE IMPLEMENTED:**

**Administration:**

**Problem Identification:** Traffic crashes, deaths, and injuries continue to plague South Carolina. The state ranks in the top 10 in death rates relative to population and mileage. In order to identify problem areas and take corrective countermeasures, OHSJP maintains a traffic collision database that includes a number of characteristics regarding these collisions. In addition, the SCDMV posts information regarding traffic collisions and traffic citations to a computerized driver file. Law enforcement agencies statewide maintain detailed database of collisions and/or citation records. While the population of the SCDPS and SCDMV databases has been linked through electronic data sharing, there can be improvements made to address the NHTSA performance measures, as well as data linkage with law enforcement agency record management systems. Agencies that have not moved to electronic reporting are still manually completing reports and submitting it via paper to SCDMV to be keyed into their database. Much of this work is duplicative and prone to errors. The result is the creation of data files with an excessive number of errors and at a cost far higher than is necessary. The goal of the program and the projects lined within is to have more timely, accurate, complete, and integrated data.

**Project Description:** The project will continue with the development and implementation of the SCCATTS project and the development and implementation of a variety of Traffic Records projects which will improve the overall Traffic Records System in South Carolina. A SCCATTS Project Coordinator has been hired to maintain familiarity with the total project in order to properly assist with the completed rollout of the effort. The Project Coordinator will also continue to apprise interested stakeholders of the status of the project. The current Phase of the project involves the rollout of the SCCATTS system. Included in the next Phase of the project, as outlined by the TRCC in the state’s Traffic Records Strategic Plan, is contracting with a vendor to interface SCCATTS with SCDMV and SCJD for citation data, as well as up fitting components (both hardware and software) of SCCATTS. The project will hire a Traffic Records Coordinator for the state to coordinate and manage the development and implementation of Traffic Records projects designated as priority in the state’s Traffic Records Strategic Plan.

<b>Agency</b>	<b>Location</b>	<b>Project Title</b>	<b>Project Number</b>	<b>Budget</b>	<b>Personnel Funded</b>
SC Department of Public Safety: Office of Highway Safety and Justice Programs	Statewide	Traffic Records Program Management	K9-2014-HS-03-14 TR-2014-HS-03-14	\$1,011,331	2.9

### Project Budget Summary

<b>Project Number</b>	<b>Subgrantee</b>	<b>Project Title</b>	<b>Budget</b>	<b>Budget Source</b>
K9-2014-HS-03-14	SC Department of Public Safety: Office of Highway Safety and Justice Programs	Traffic Records	\$750,000	Section 408 SAFETEA-LU
TR-2014-HS-03-14	SC Department of Public Safety: Office of Highway Safety and Justice Programs	Traffic Records	\$261,331	NHTSA 402
<b>Total</b>			<b>\$1,011,331</b>	
<b>Section 408 SAFETEA-LU</b>			<b>\$750,000</b>	
<b>NHTSA 402</b>			<b>\$261,331</b>	
<b>M3DA-2014-00-00-00</b>	SC Department of Public Safety: Office of Highway Safety and Justice Programs	Traffic Records	<b>\$1,399,531.80</b>	Section 405c Data Program MAP-21 (FFY 2014 Anticipated Award and FFY 2013 Carry-Forward)
<b>Total All Funds</b>			<b>\$2,410,862.80</b>	

## **OTHER VULNERABLE ROADWAY USERS PROGRAM AREA**

### **Overview**

The State of South Carolina has addressed the problem area of motorcycle safety in a previous section of the Highway Safety Plan. However, equally important are the other subgroups which make up the category of vulnerable roadway users. Each year the state of South Carolina experiences traffic crashes, injuries and fatalities which involve individuals whose modes of transportation involve means other than four-wheeled vehicles. These individuals choose to negotiate roadways on foot (pedestrians) or by the mechanism of two-wheeled vehicles (mopeds, bicycles and motorcycles). Unfortunately, each year these most vulnerable of roadway users contribute, sometimes through no fault of their own, to the negative traffic statistics experienced by the state. For the purposes of this section, and since motorcyclist fatalities are emphasized in another section of this Plan, the designation “Other Vulnerable Roadway Users” will refer to moped riders, bicyclists and pedestrians.

In 2011 alone, the state of South Carolina experienced 113 pedestrian fatalities, 15 bicyclist fatalities and 24 moped rider fatalities. Collectively, these vulnerable roadway users accounted for 152, or 18.4%, of the state’s reported 828 traffic-related fatalities. Each year from 2007-2011 pedestrian fatalities were almost on a par with motorcyclist fatalities, with a total of 501 during the five-year period, as compared to 508 for motorcyclists (This figure subtracts the 84 moped deaths during that time period, which NHTSA FARS data includes with its motorcyclist death totals.).

Though overall traffic fatalities are trending downward in South Carolina, vulnerable roadway users fatality statistics are about the same for the five-year period 2007-2011, or trending upward, particularly in terms of percentage of overall traffic fatalities.

The state’s Strategic Highway Safety Plan (SHSP), The Roadmap to Safety, developed in 2007, within its Emphasis Area IV: Vulnerable Roadway Users (pp. 27-28) section cites the significance of the problem for the state and recommends engineering, education, enforcement, EMS and public policy strategies for appropriate countermeasures to attack the problem in Appendix A, p. AA17-18. The Plan focuses on pedestrians and bicyclists in this section, since its Emphasis Area III: Special Vehicles includes motorcycles. Over time the state has implemented a variety of the recommendations offered by the SHSP, including increasing public awareness of bicycle laws, educating roadway users on bicycle visibility and performance, conducting enforcement of pedestrian laws and outreach to pedestrians about safety issues while walking, and promoting the use of appropriate reflective materials while walking or biking. As part of the implementation plan of the SHSP, the South Carolina Office of Highway Safety and Justice Programs, utilizing funding provided by the SC Department of Transportation (\$75,000), has been working with the Palmetto Cycling Coalition to develop a comprehensive educational

bicycle safety campaign. The campaign serves not only to educate the bicyclist, but also reaches out to the motoring public for the purpose of educating them on bicycle laws and how to operate a motor vehicle around bicyclists. The effort includes four 30-second television PSA's, social media outreach and printed education materials for bicyclists.

The state is currently developing an update to the SHSP, which will be titled Target Zero, indicative of the state's commitment to eliminating traffic fatalities over time. This new version of the SHSP will isolate Vulnerable Roadway Users as a separate Emphasis Area focusing on motorcyclists, moped riders, pedestrians and bicyclists and will contain additional recommendations for appropriate countermeasures based on data-driven and evidence-based practices.

The NHTSA-produced Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices, Seventh Edition, 2013 (CTW) contains specific chapters on motorcyclists, pedestrians and bicyclists, but no specific documentation about appropriate countermeasures for moped rider safety, although aspects of motorcyclist safety countermeasures would clearly be applicable to this category as well. The state of South Carolina has implemented certain efforts over time, predominantly of an educational nature in terms of addressing bicyclist and pedestrian traffic safety issues, such as elementary-age child pedestrian training, deemed likely effective (Chapter 8, Section 2.1, pp.8-13 to 8-15), child school bus training, deemed undetermined in terms of effectiveness (Chapter 8, Section 2.3, p. 8-18), impaired pedestrians: communications and outreach, deemed undetermined in terms of effectiveness (Chapter 8, Section 3.1, p. 8-19), conspicuity enhancement, deemed likely effective (Chapter 8, Section 4.3, p.8-26), *Share the Road* awareness programs, limited evidence of effectiveness (Chapter 9, Section 4.2, p. 9-31) and bicycle safety education for bicycle commuters, limited evidence of effectiveness (Chapter 9, Section 2.2, p. 9-20.)

The following data paints a picture of other vulnerable roadway users in the state of South Carolina in terms of the status of this category relative to the overall traffic safety problems experienced in the state.

## **BICYCLISTS**

### **Traffic Fatalities**

According to FARS data in 2011 there were 15 bicyclist fatalities in South Carolina motor vehicle crashes. Although these 15 fatalities accounted for only slightly less than 2% of the total fatalities for the State that year, the increase in bicyclist fatalities since 2009 has alerted highway safety professionals to the continued need for education and engineering solutions for bicyclists in the state.

As seen in Table 13 (below), there were 75 bicyclist fatalities in the five-year period from 2007 to 2011, with 15 occurring in 2011, representing no change when compared to the average of the previous four-year period, and a 28.6% decrease from the level in 2007. It should be noted, however, that bicyclist fatalities have been trending upward over the last two years of the period in the state. In NHTSA Region 4 (Table 40), there was a 5.8% increase in bicyclist fatalities in 2011, compared to the prior four-year (2007-2010) average. Nationwide (Table 41), there was a 1.4% increase in these fatalities.

**Table 13. South Carolina Bicyclist Fatalities**

	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2007 - 2011 % Change</b>
<b>Fatalities</b>	21	14	11	14	15	0.00%
<b>Pop. Rate*</b>	0.47	0.31	0.24	0.30	0.32	-2.77%
<b>Pct of Total</b>	1.95%	1.52%	1.23%	1.73%	1.81%	11.75%
<b>Pct of Region</b>	12.35%	8.19%	7.14%	11.20%	9.15%	-5.49%

\* Rate per 100,000 population

**Table 40. Region 4 Bicyclist Fatalities**

	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2007 - 2011 % Change</b>
<b>Fatalities</b>	170	171	154	125	164	5.81%
<b>Pop. Rate*</b>	0.40	0.39	0.35	0.28	0.37	3.30%
<b>Pct of Total</b>	2.06%	2.31%	2.34%	1.95%	2.61%	20.43%

\* Rate per 100,000 population

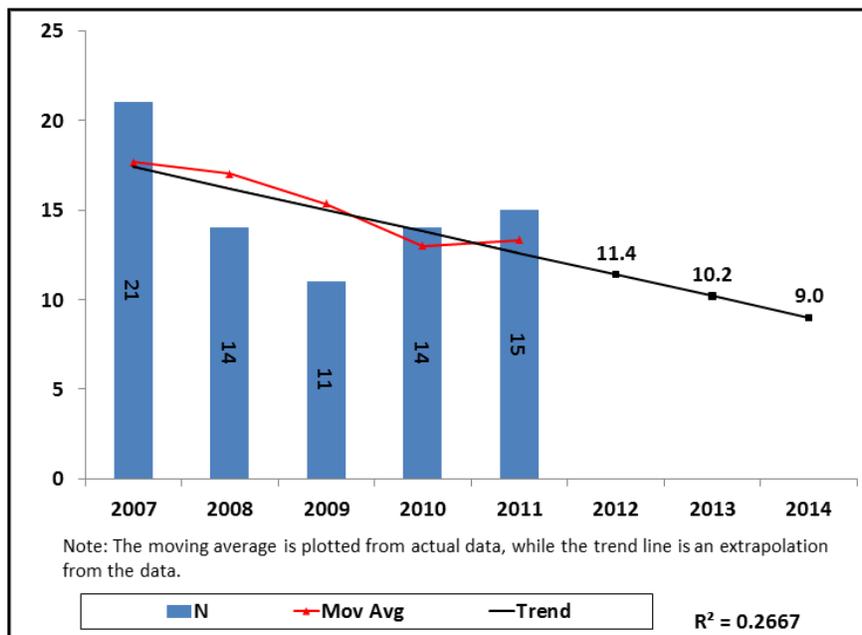
**Table 41. Nationwide Bicyclist Fatalities**

	2007	2008	2009	2010	2011	2007 - 2011 % Change
<b>Fatalities</b>	701	718	628	623	677	1.42%
<b>Pop. Rate*</b>	0.23	0.24	0.20	0.20	0.22	-0.60%
<b>Pct of Total</b>	1.70%	1.92%	1.85%	1.89%	2.09%	14.03%

\* Rate per 100,000 population

Table 13 presents the number and rate of bicyclist fatalities in South Carolina for the period 2007-2011. Tables 40 and 41 provide data for Region 4 and the US, respectively. Over the past five years, bicyclist fatalities accounted for approximately 1.7% of all fatalities in South Carolina; 2.2% across the Region; and 1.9% across the US

Over five years, South Carolina’s population-based fatality rate (0.33 deaths per 100,000 population) was slightly lower than the Regional rate (0.36) during the same period, but both were higher than the US rate (0.22). South Carolina’s rate in 2011 (0.32) was 2.8% lower than the prior four-year average. In comparison, the Region experienced an increase of 3.3% in population-based fatality rate in 2011, while the nation’s rate remained relatively stable throughout the period (a 0.6% decrease in 2011).



**Figure 19. South Carolina Bicyclist Fatalities**

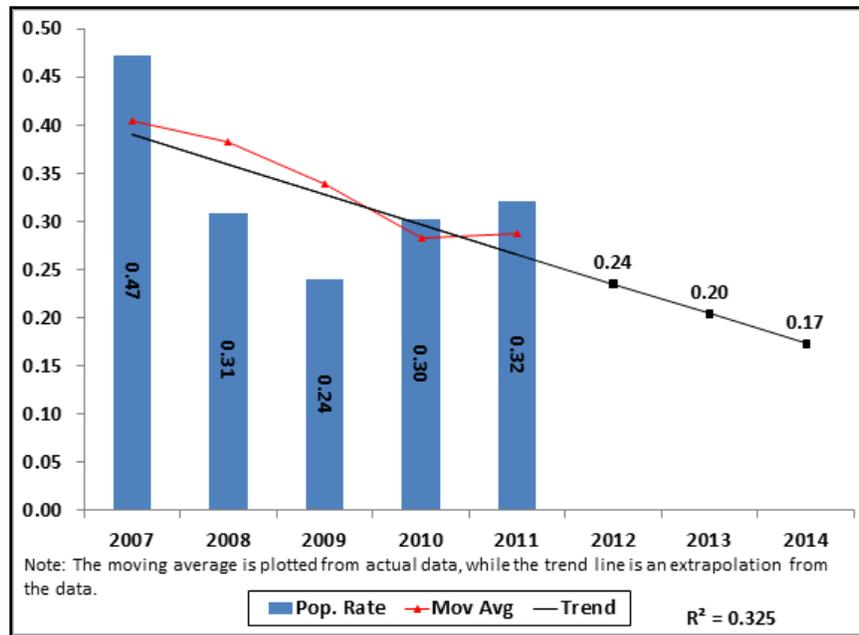


Figure 20. South Carolina Bicyclist Fatalities, Population Rate

### Traffic Injuries

Based on state data, bicyclist traffic injuries have declined over the time period 2007-2011. Table S-20 below shows that total bicyclist traffic injuries in the state for the five-year period was 2,321, or 0.97% of the total traffic injuries in the state for the time period (239,220). Total bicyclist injuries declined in 2011 as compared to 2007 by 13.6%. Bicyclist injuries also were 12.1% less in 2011 than 2010 and 15.4% lower than the average number of bicyclist fatalities for the period 2007-2010 (479).

Table S-20. Bicyclists by Injury Type

Year	Non-Severe Injuries	Severe Injuries	Total Bicyclists Injured
2007	418	51	469
2008	460	61	521
2009	387	78	465
2010	387	74	461
2011	335	70	405
TOTAL	1987	334	2321

Bicyclists also experienced a high percentage of serious injuries (14.4% over the five-year time period as compared to total bicyclist injuries in the same time frame) sustained during collisions with motor vehicles. As seen in Table S-21 (below) in 2007, bicyclists experienced 51 serious traffic-related injuries. The number of serious injuries climbed to 61 in 2008 and 78 to 2009 before decreasing slightly in 2010 to 74, and in 2011, to 70. Though the number in 2011 is significantly higher than 2007 (+37.3%), the 2011 figure is somewhat lower (5.7%) than the 2010 figure, but 6.1% higher than the average of the four previous years (2007-2010).

Table S-21. Bicyclist Serious Injuries in Traffic Crashes

	2007	2008	2009	2010	2011	Total
South Carolina	51	61	78	74	70	334

### Traffic Collisions

According to state data, SC experienced 2,571 total traffic collisions involving bicyclists during the time period 2007-2011. Table S-22 below shows that during the five-year period the state has experienced a decline in bicyclist collisions. In 2011, the state's number of bicyclist collisions was 13% fewer than in 2007. In 2011, the state's number of bicyclist collisions was also 10.6% less than in 2010 and 13.8% fewer than the average number of bicyclist collisions (529) for the four-year period 2007-2010.

Table S-22. Total Bicycle Collisions by Year, 2007-2011

Year	Collision Type			Total Collisions
	Fatal	Injury	Property Damage Only	
2007	20	44	40	524
2008	15	510	48	573
2009	13	464	33	510
2010	14	455	41	510
2011	15	407	34	456
TOTAL	77	2300	196	2573

Table S-23 below presents the number of fatal and severe injury bicycle-related collisions from 2007-2011 by county. Charleston, Horry, Richland and Greenville Counties had the highest occurrences of bicyclist fatal and severe injury collisions during this time period, with 79, 40, 29, and 28, respectively.

Table S-23. Bicycle Fatal and Severe Injury Collisions, 2007-2011

County	Year					Total
	2007	2008	2009	2010	2011	
	Collisions	Collisions	Collisions	Collisions	Collisions	Collisions
Abbeville	1	0	0	0	1	2
Aiken	1	3	2	4	2	12
Anderson	3	6	5	2	1	17
Bamberg	0	1	0	1	0	2
Barnwell	0	1	0	0	1	2
Beaufort	1	6	3	8	3	21
Berkeley	3	3	5	0	2	13
Calhoun	0	0	0	1	0	1
Charleston	11	19	17	20	12	79
Cherokee	1	0	0	0	0	1
Chester	1	1	0	0	0	2
Chesterfield	2	0	0	2	1	5
Clarendon	0	0	2	0	2	4
Colleton	0	0	0	2	0	2
Darlington	2	0	2	1	3	8
Dillon	0	2	0	1	1	4
Dorchester	0	1	4	5	2	12
Edgefield	1	0	0	0	2	3
Fairfield	0	0	0	0	0	0
Florence	4	1	0	1	2	8
Georgetown	2	1	3	3	2	11
Greenville	7	7	6	4	4	28
Greenwood	2	1	1	0	1	5
Hampton	1	0	0	1	0	2
Horry	8	7	9	4	12	40
Jasper	1	1	0	0	1	3
Kershaw	1	0	0	0	0	1
Lancaster	2	0	2	1	1	6
Laurens	0	0	1	0	0	1
Lee	0	0	0	1	0	1
Lexington	2	1	4	2	3	12
McCormick	0	0	0	1	0	1
Marion	2	0	1	2	1	6
Marlboro	0	1	0	2	0	3
Newberry	0	0	1	0	1	2
Oconee	1	0	2	0	0	3
Orangeburg	0	2	3	0	0	5
Pickens	0	0	1	2	3	6
Richland	6	5	4	6	8	29
Saluda	0	0	0	1	0	1
Spartanburg	1	1	1	1	4	8
Sumter	2	1	4	4	3	14
Union	1	0	0	0	1	2
Williamsburg	0	0	2	1	0	3
York	1	4	5	4	4	18
Total	71	76	90	88	84	409

## **MOPED OPERATORS**

### **Traffic Fatalities**

According to SC state data (the state's fatality data does not include mopeds as a subset of motorcycles) (See Table S-24 below), in 2011 there were 24 moped operator fatalities as a result of motor vehicle collisions in South Carolina. Although these 24 fatalities accounted for only slightly less than 3% of the total fatalities for the State that year, there has been a significant increase in the number of moped fatalities since 2007. In 2011, moped operator traffic fatalities increased by 167% as compared to 2007 and 14.3% as compared to 2010. In 2011, the number of moped operator traffic fatalities increased by 60% as compared to the average number of moped operator traffic fatalities for the four-year period 2007-2010.

Table S-24. South Carolina Fatalities and Moped Operator Fatalities

	2007	2008	2009	2010	2011	Total
Total Fatalities	1,077	921	894	809	828	4,529
Moped Fatalities	9	12	18	21	24	84
Percent of Total	0.8%	1.3%	2.0%	2.6%	2.9%	1.9%

Recent legislative inquiries prompted South Carolina to conduct an in-depth analysis of the drivers who were killed while riding a moped during the time period 2010 to 2013 to date. The State researched the driver's license status of deceased moped operators at the time of the fatal collision in which they were involved. Table S-25 (below) represents the findings of the analysis. Of the 54 total deceased moped drivers during the designated time frame, 22, or almost 41%, had a suspended license for a prior conviction of driving under the influence.

Table S-25. Moped Driver Fatalities\* with Suspended License, 2010 – 2013 (as of May, 2013)

Suspension Reason	Number of Drivers
Driving Under the Influence**	22
Driving Under Suspension	17
Controlled Substance	12
No Insurance	11
Failure to Pay Ticket	6
Implied Consent	2
Point Suspension	2
Reckless Driving	1

\*\*Includes suspension for "Unlawful Alcohol Concentration."

## Traffic Injuries

According to state data, moped operators received 2,399 injuries in traffic crashes during the period 2007-2011 representing about 1% of all traffic-related injuries during the time period. Traffic injuries are on the rise for moped operators with 297 such injuries occurring in 2007 and 638 such injuries occurring in 2011, an increase of 115%. This attests in part to the rapid rise in moped use across the state during this economically challenging five-year period. Table S-26 below shows total moped rider traffic injuries also increased from 2010 to 2011, with 580 such injuries occurring in 2010 as compared to 638 in 2011, an increase of 10%. The 2011 figure also represents an increase in 2011 of 45% as compared to the average number of moped rider traffic injuries for the four-year period 2007-2010 (440). It should be noted that moped rider traffic injuries increased each year of the five-year time frame.

Table S-26 (below) shows that severe injuries sustained by moped operators have also increased each year since 2007, from 71 severe injuries in 2007 to 147 in 2011, a 107% increase.

Table S-26. Moped Operators/Riders by Injury Severity

Year	Not Injured	Non Incapacitating	Severe	Killed
2007	57	226	71	9
2008	100	330	80	12
2009	97	378	96	18
2010	81	445	135	21
2011	134	491	147	24
<b>Total</b>	469	1,870	529	84

As depicted in Table S-27 below, the top six counties for moped operator fatal and severe injury collisions accounted for almost 50% of the total. These counties were Horry, Greenville, Charleston, Anderson, Florence, and Richland.

Table S-27. Moped Fatal and Severe Injury Collisions

County	2007	2008	2009	2010	2011	Cumulative Percent of Total
Horry	10	15	10	20	27	13.78%
Greenville	6	7	11	25	17	24.87%
Charleston	4	1	11	9	21	32.61%
Anderson	3	5	8	11	9	38.66%
Florence	6	6	6	7	9	44.37%
Richland	0	9	5	8	8	<b>49.41%</b>

## Traffic Collisions

According to state data, traffic collisions involving moped operators have also increased each year from 2007-2011 (S-28). The 2,652 collisions represent only 0.5% of the state's 535,682 total traffic collisions during the time period. In 2011, the state experienced 720 such collisions, or a 120%, as compared to the number of collisions in 2007 (328). In 2011, the number of moped operator traffic collisions increased by 16.5% as compared to 2010. The 2011 figure was also 49% higher than the average number of moped operator collisions for the four-year period 2007-2011.

Table S-28. Moped Collisions by Year, 2007-2011

Year	Collision Type			Total Collisions
	Fatal	Injury	Property Damage Only	
2007	8	270	50	328
2008	12	366	77	455
2009	18	437	76	531
2010	21	539	58	618
2011	24	603	93	720
<b>TOTAL</b>	<b>83</b>	<b>2215</b>	<b>354</b>	<b>2652</b>

Table S-29 below shows that in South Carolina during the period 2007-2011, the greatest concentration of moped involved collisions occurred between 3 p.m. and 6 p.m. (677, or 25.5%), the same time period as the greatest number of fatal crashes (19, or 22.9%).

Table S-29. Moped Collisions by Time of Day, 2007-2011

Time of Day	Total Crashes	Fatal Crashes
12:01AM - 3:00AM	147	11
3:01AM - 6:00AM	57	4
6:01AM - 9:00AM	126	1
9:01AM - Noon	240	3
12:01PM - 3:00PM	451	15
3:01PM - 6:00PM	677	19
6:01PM - 9:00PM	582	14
9:01PM - Midnight	372	16
<b>Total</b>	<b>2652</b>	<b>83</b>

## **PEDESTRIANS**

### **Traffic Fatalities**

The state of South Carolina is experiencing a pedestrian safety problem of almost equal magnitude to the challenges being faced with motorcycle safety. Table 12 below shows the number and rate of pedestrian deaths in South Carolina for 2007-2011, which both decreased over the first three years of the period, and increased in 2010 and 2011. Overall, the 2011 total (113 fatalities) was 16.5% higher than the prior four-year average (97 fatalities), and 4.6% higher than the 2007 total (108 fatalities).

Over the entire five-year period, South Carolina's population-based fatality rate for pedestrians was 2.19 fatalities per 100,000 population, compared to 2.01 for Region 4 and 1.43 nationwide. Over the same period, South Carolina's population-based fatality rate for bicyclists was 0.33 fatalities per 100,000 population, compared to 0.36 for the Region and 0.22 for the Nation (Tables 12, 42,43,13,40 and 41). Through the years 2007 to 2011 shown in Table 12, pedestrians accounted for an average of 11.1% of all traffic-related deaths in South Carolina. The 2011 percentage (13.7%) represented a 30.2% increase compared with the prior four-year average (10.5%).

South Carolina accounted for 11.3% of all pedestrian deaths across the Region for the five-year period. The percentage in 2011 (12.7%) represents an increase of 15.3% compared to the prior four-year average.

The State's population-based fatality rate increased by 13.3% in 2011 (2.41 deaths per 100,000 population), compared with the prior four-year average (2.13). However, a negligible decline of 0.6% was experienced, when comparing the 2011 rate (2.41) to the rate in 2007 (2.43). Over all five years covered in Table 12, South Carolina's population death rate for pedestrians (2.19) was greater than that of Region 4 (2.01) as well as the nation as a whole (1.43).

**Table 12. South Carolina Pedestrian Fatalities**

	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2007 - 2011 % Change</b>
<b>Fatalities</b>	108	101	89	90	113	16.49%
<b>Pop. Rate*</b>	2.43	2.23	1.94	1.94	2.41	13.27%
<b>Pct of Total</b>	10.03%	10.97%	9.96%	11.12%	13.65%	30.18%
<b>Pct of Region</b>	11.61%	11.66%	10.56%	10.09%	12.67%	15.29%

\* Rate per 100,000 population

**Table 42. Region 4 Pedestrian Fatalities**

	2007	2008	2009	2010	2011	2007 - 2011 % Change
<b>Fatalities</b>	930	866	843	892	892	1.05%
<b>Pop. Rate*</b>	2.16	1.99	1.92	2.01	1.99	-1.34%
<b>Pct of Total</b>	11.27%	11.69%	12.81%	13.95%	14.18%	15.02%

\* Rate per 100,000 population

Table 42 shows that pedestrian fatalities in Region 4 increased by 1.1%, in 2011 (892 deaths), compared with the average of the prior four years (883). The Regional fatality rate (per 100,000 residents) decreased by 1.3% in 2011 (1.99), compared with the prior four-year average (2.02). Finally, over this period, pedestrians accounted for about 12.7% of all deaths across Region 4, 12.3% across the U.S., and 11.1% in South Carolina.

**Table 43. Nationwide Pedestrian Fatalities**

	2007	2008	2009	2010	2011	2007 - 2011 % Change
<b>Fatalities</b>	4,699	4,414	4,109	4,302	4,432	1.16%
<b>Pop. Rate*</b>	1.56	1.45	1.34	1.39	1.42	-0.86%
<b>Pct of Total</b>	11.39%	11.79%	12.13%	13.04%	13.69%	13.74%

\* Rate per 100,000 population

Table 43 shows that pedestrians accounted for an average of 4,391 deaths per year nationwide, accounting for 12.3% of all fatalities (2007-2011). Like the state and the Region, the nation experienced an increase in the number of pedestrian fatalities in 2011 (a 1.2% change compared to the prior four-year average). The population-based fatality rate for the nation remained stable throughout the five-year period, averaging 1.43 deaths per 100,000 residents, with the rate in 2011 (1.42) negligibly smaller than the average over the prior four-year period (1.43). There was a 13.7% increase in the percentage of all deaths accounted for by pedestrians.

The trends in the numbers and rates of pedestrian fatalities in South Carolina are shown in Figures 17 and 18, respectively. In terms of raw numbers the trend line is basically flat, though the moving average shows a sharp decline from 2008-2010 followed by a slight current upward trend. The population-based fatality rate for pedestrians demonstrates a slight downward trend.

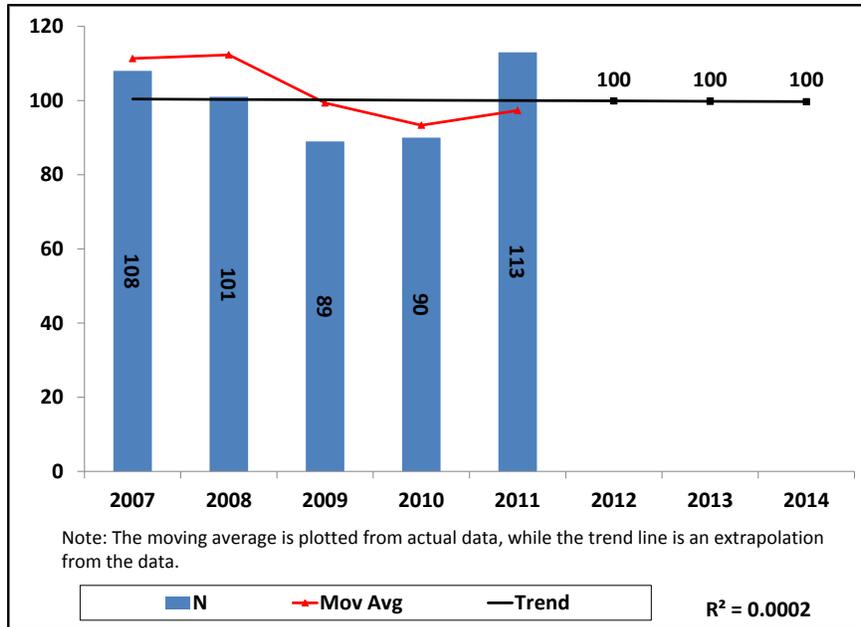


Figure 17. South Carolina Pedestrian Fatalities

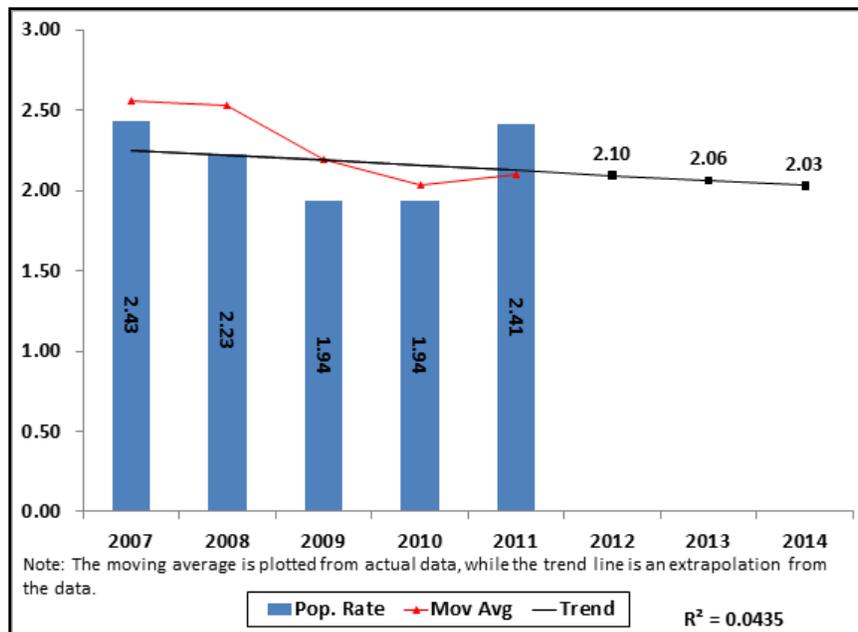


Figure 18. South Carolina Pedestrian Fatalities, Population Rate

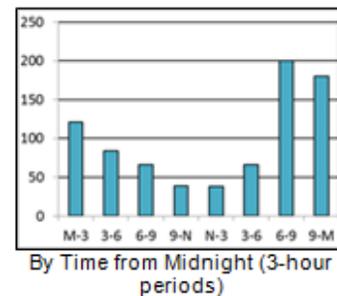
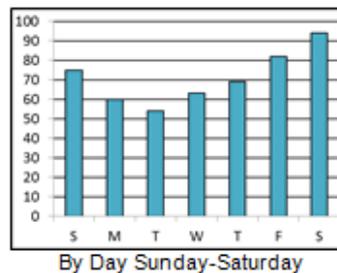
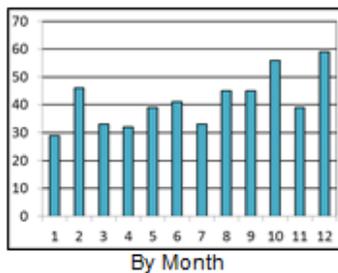
As shown in Table 44, the months with the greatest number of pedestrian fatal crashes in South Carolina were December (59 crashes, 11.9% of total), October (56 crashes, 11.3% of total), and then February (46 crashes, 9.3%). For Region 4, the most pedestrian fatal crashes occurred in December (467 crashes, 10.7% of total), October (448 crashes, 10.3%), and then November (436 crashes, 10%). Nationwide, the most such crashes occurred in December (2,336 crashes, 10.8% of total), November (2,222 crashes, 10.3%), and then October (2,209 crashes, 10.2%).

The three days of the week with the most pedestrian fatal crashes in South Carolina were Saturday (94 crashes, 18.9% of the total), Friday (82 crashes, 16.5%), and Sunday (75 crashes, 15.1%). Similarly for Region 4, the most such crashes occurred on Saturday (794 crashes, 18.3% of total), followed by Friday (718 crashes, 16.5%), and then Sunday (620 crashes, 14.3%). The same pattern was observed for the nation, with the plurality occurring on Saturday (3,814 crashes, 17.6% of total), followed by Friday (3,442 crashes, 15.9%), and then Sunday (3,066 crashes, 14.2%).

The three-hour windows in which the most pedestrian fatal crashes occurred in South Carolina were 9 p.m. to midnight (139 crashes, 28% of total), followed by 6 p.m. to 9 p.m. (126 crashes, 25.4%), and then midnight to 3 a.m. (72, 14.5%). Region 4 and the nation showed a slightly different order than the State, for the same three time periods. In Region 4, 27.4% of pedestrian fatal crashes occurred between 6 p.m. and 9 p.m., 24.1% occurred between 9 p.m. and midnight, and 12.3% occurred between midnight and 3 a.m. Nationwide, 24.7% of pedestrian fatal crashes occurred between 6 p.m. and 9 p.m., 21.5% occurred between 9 p.m. and midnight, and 12.6% occurred between midnight and 3 a.m.

**Table 44. Pedestrian Fatal Crashes by Month, Day of Week, and Time of Day: Totals 2007-2011**

	South Carolina (N=497)		Region (N=4,348)		U.S. (N=21,628)	
	N	%	N	%	N	%
<b>MONTH</b>						
January	29	5.8%	386	8.9%	1881	8.7%
February	46	9.3%	371	8.5%	1659	7.7%
March	33	6.6%	365	8.4%	1699	7.9%
April	32	6.4%	319	7.3%	1533	7.1%
May	39	7.8%	301	6.9%	1535	7.1%
June	41	8.2%	304	7.0%	1447	6.7%
July	33	6.6%	306	7.0%	1590	7.4%
August	45	9.1%	285	6.6%	1642	7.6%
September	45	9.1%	360	8.3%	1875	8.7%
October	56	11.3%	448	10.3%	2209	10.2%
November	39	7.8%	436	10.0%	2222	10.3%
December	59	11.9%	467	10.7%	2336	10.8%
<b>DAY OF WEEK</b>						
Sunday	75	15.1%	620	14.3%	3066	14.2%
Monday	60	12.1%	539	12.4%	2791	12.9%
Tuesday	54	10.9%	510	11.7%	2734	12.6%
Wednesday	63	12.7%	588	13.5%	2914	13.5%
Thursday	69	13.9%	579	13.3%	2867	13.3%
Friday	82	16.5%	718	16.5%	3442	15.9%
Saturday	94	18.9%	794	18.3%	3814	17.6%
<b>TIME OF DAY</b>						
Midnight-3am	72	14.5%	534	12.3%	2735	12.6%
3am-6am	60	12.1%	441	10.1%	2032	9.4%
6am-9am	34	6.8%	370	8.5%	1953	9.0%
9am-Noon	15	3.0%	201	4.6%	1204	5.6%
Noon-3pm	19	3.8%	192	4.4%	1329	6.1%
3pm-6pm	32	6.4%	341	7.8%	2254	10.4%
6pm-9pm	126	25.4%	1192	27.4%	5348	24.7%
9pm-Midnight	139	28.0%	1050	24.1%	4657	21.5%
Unknown	0	0.0%	27	0.6%	116	0.5%



As Table 5 shows, the ten cities in South Carolina with the greatest number of pedestrian fatal crashes accounted for 35.5% of such fatalities across the State. The three cities with the greatest number of pedestrian fatal crashes accounted for 22.4% of such deaths across the State, with Charleston having 57 such crashes (11.4% of the total), North Charleston with 29 crashes (5.8%), and Columbia with 26 crashes (5.2%).

**Table 5. Pedestrian Fatalities by Top Cities**

City	2007	2008	2009	2010	2011	Total 2007 - 2011	
						N	%
Charleston	8	3	8	7	31	57	11.4%
North Charleston	3	5	2	4	15	29	5.8%
Columbia	2	2	0	4	18	26	5.2%
Greenville	3	0	2	1	8	14	2.8%
Myrtle Beach	2	0	1	2	6	11	2.2%
Sumter	1	3	1	1	7	13	2.6%
Greer	0	2	0	2	6	10	2.0%
Anderson	0	1	1	1	4	7	1.4%
West Columbia	1	0	0	1	4	6	1.2%
Hilton Head Island	0	0	2	0	3	5	1.0%
<b>Total Top Cities</b>	<b>20</b>	<b>16</b>	<b>17</b>	<b>23</b>	<b>102</b>	<b>178</b>	<b>35.5%</b>
<b>All Pedestrian Fatalities</b>	<b>108</b>	<b>101</b>	<b>89</b>	<b>90</b>	<b>113</b>	<b>501</b>	<b>100%</b>

As shown in Table 45, in South Carolina, those ages 45-54 constituted the plurality of pedestrian fatalities (24.8%), followed by those ages 35-44 (17.8%), and those ages 25-34 (14%). In Region 4, those ages 45-54 constituted the plurality of pedestrian fatalities (23.1%), followed by those ages 35-44 (16.4%), and those ages 55-64 (13.2%). Nationwide, those ages 45-54 accounted for the plurality of pedestrian fatalities (19.7%), followed by those ages 35-44 (14.5%) and those ages 25-34 (13.5%). Persons ages 65 and older accounted for 11.8% of the pedestrian fatalities in South Carolina, 16.2% across the Region, and 19.1% across the Nation. Males accounted for 73.7% of South Carolina's pedestrian fatalities, a percentage only slightly higher than that in Region 4 (71.1%) and Nationwide (69.4%).

**Table 45. Pedestrian Fatalities by Age Group and Gender: Totals 2007-2011**

Age Group	Fatalities by Age				Fatalities by Age and Gender					
	South Carolina		Region	U.S.	South Carolina				Region %	U.S.%
	(N=501)	%	(N=4,422)	(N=21,955)	Females		Males		Males	Males
				N	%	N	%			
<5	8	1.6%	1.5%	2.1%	4	50.0%	4	50.0%	71.2%	60.8%
5-9	7	1.4%	1.6%	1.7%	2	28.6%	5	71.4%	47.1%	62.5%
10-15	14	2.8%	2.7%	3.1%	4	28.6%	10	71.4%	65.3%	63.0%
16-20	35	7.0%	5.6%	6.1%	11	31.4%	24	68.6%	71.3%	69.2%
21-24	37	7.4%	6.0%	6.5%	8	21.6%	29	78.4%	75.8%	74.8%
25-34	70	14.0%	13.0%	13.5%	15	21.4%	55	78.6%	73.1%	72.7%
35-44	89	17.8%	16.4%	14.5%	26	29.2%	63	70.8%	69.2%	70.9%
45-54	124	24.8%	23.1%	19.7%	31	25.0%	93	75.0%	73.7%	72.9%
55-64	54	10.8%	13.2%	13.1%	11	20.4%	43	79.6%	77.1%	71.7%
65-74	38	7.6%	7.9%	8.6%	10	26.3%	28	73.7%	67.0%	64.0%
75+	21	4.2%	8.3%	10.5%	10	47.6%	11	52.4%	59.5%	58.8%
Unknown	4	0.8%	0.8%	0.6%	0	0.0%	4	100.0%	91.2%	82.6%
<b>Total</b>	501	100.0%	100.0%	100.0%	132	26.3%	369	73.7%	71.1%	69.4%

Highlighting is to help reader identify cells with higher numbers/percentages

As Table 46 shows, 50.6% of South Carolina pedestrian fatalities with a known BAC had a BAC of 0.08 or higher, a percentage higher than Region 4 (49.7%) and that of the US as a whole (38.6%). The age groups with the largest proportion of pedestrian fatalities with a BAC of 0.08 or higher in South Carolina were those ages 25-34 (63.2%), 21-24 (60.7%), and 45-54 (59.6%). Across the Region, the highest proportion was in the 35-44 age group (64.3%), and nationwide, the highest proportion was associated with those ages 21-24 (53.5%), where BAC was known.

**Table 46. Pedestrian Fatalities by Age Group With BAC: Totals 2007-2011**

Age Group	South Carolina 0.08 or greater	Region 0.08 or greater	U.S. 0.08 or greater
	N=198 of 391*	N=1,246 of 2,505*	N=5,868 of 15,185*
<16	0.00%	0.00%	3.17%
16-20	33.33%	32.67%	29.04%
21-24	60.71%	47.93%	53.48%
25-34	63.16%	58.31%	52.98%
35-44	56.94%	64.30%	51.50%
45-54	59.62%	59.68%	49.95%
55-64	47.62%	50.31%	35.97%
65+	22.73%	17.95%	9.26%
Unknown	100.00%	73.68%	56.34%
<b>Total</b>	<b>50.64%</b>	<b>49.74%</b>	<b>38.64%</b>

\*Persons with known BACs

Highlighting is to help reader identify cells with higher percentages.

## Traffic Injuries

According to state data (See Table S-30 below), the state of South Carolina experienced 4,050 traffic-related injuries in the years 2007-2011 involving pedestrians. Of these injuries, 872, or 21.5% were serious injuries. Interestingly, the number of pedestrian injuries is trending downward, with the state in 2011 experiencing 19.4% fewer pedestrian traffic injuries than occurred in 2007. The 2011 figure of 703 total pedestrian traffic injuries represents a decrease from 2010 of 6.4%. The 2011 figure also represents a decrease of 13.4% as compared to the average number of pedestrian traffic injuries for the four-year period 2007-2010 (812). Serious pedestrian traffic injuries also appear to be trending downward. The 2011 figure for serious pedestrian traffic injuries (170) is 18.7% lower than the 2007 figure of 209. Though the 2011 figure is slightly higher (3%) than the 2010 figure, the 2011 figure is 3.4% lower than the average number of serious pedestrian traffic fatalities for the four-year period 2007-2010 (176).

Table S-30. Pedestrians by Injury Severity

Year	Not Injured	Non Incapacitating	Severe	Killed
2007	53	663	209	108
2008	48	677	177	101
2009	42	619	151	89
2010	42	686	165	90
2011	51	533	170	113
Total	236	3,178	872	501

As depicted in Table S-31 below, the top six counties for fatal and severe injury pedestrian collisions accounted for more than 50% of the total. These counties were Charleston, Horry, Richland, Greenville, Spartanburg, and Lexington.

Table S-31. Pedestrian Fatal and Severe Injury Collisions

County	2007	2008	2009	2010	2011	Cumulative Percent of Total
Charleston	48	36	29	33	31	13.14%
Horry	28	25	24	23	34	23.09%
Richland	34	23	21	29	25	32.89%
Greenville	22	26	23	23	22	41.50%
Spartanburg	20	17	10	14	12	46.92%
Lexington	8	12	9	10	16	<b>51%</b>

### Traffic Collisions

According to state data, South Carolina experienced 4,517 total traffic collisions involving pedestrians during the time period 2007-2011(S-32). Again, total collisions involving pedestrians are trending downward, with the 2011 figure of 819 being 14.9% lower than the figure for 2007 (962). The 2011 figure is also 11.5% lower than the 2010 figure (925) and 11.5% lower than the average number of traffic collisions involving pedestrians for the four-year period 2007-2010 (925).

Table S-32. Pedestrian Collisions by Year, 2007-2011

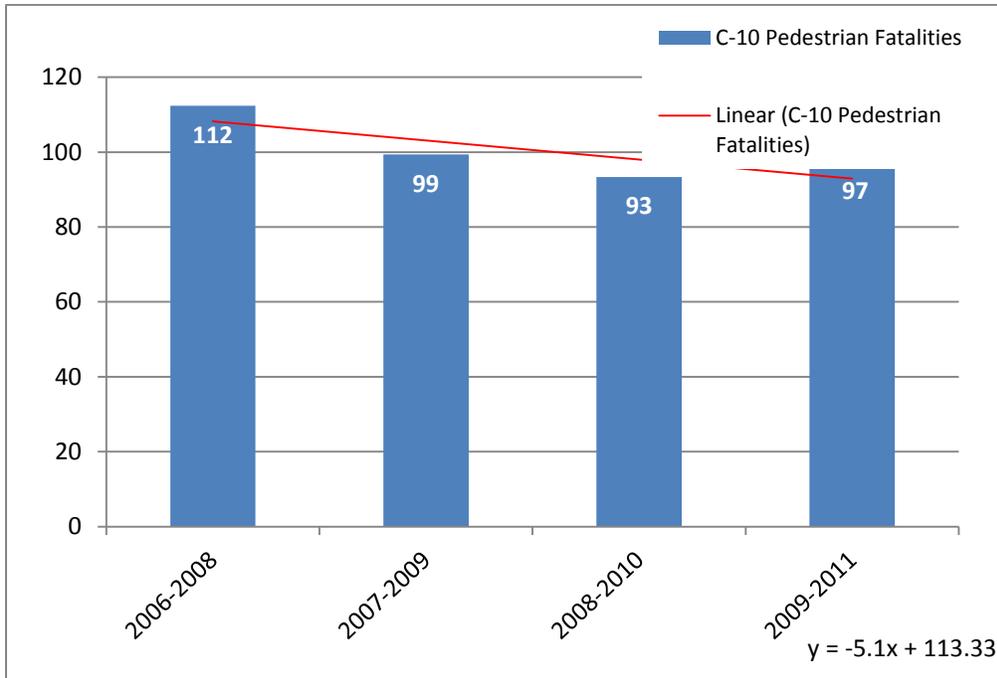
Year	Collision Type			Total Collisions
	Fatal	Injury	Property Damage Only	
2007	109	820	33	962
2008	100	806	35	941
2009	88	750	32	870
2010	93	803	29	925
2011	114	674	31	819
TOTAL	504	3853	160	4517

## Performance Measures

### Goals:

Performance Measure for Pedestrian Fatalities

**Goal: C-10** Decrease pedestrian fatalities 1% from the 2009-2011 calendar base year average of 97 to 96 by December 31, 2014.



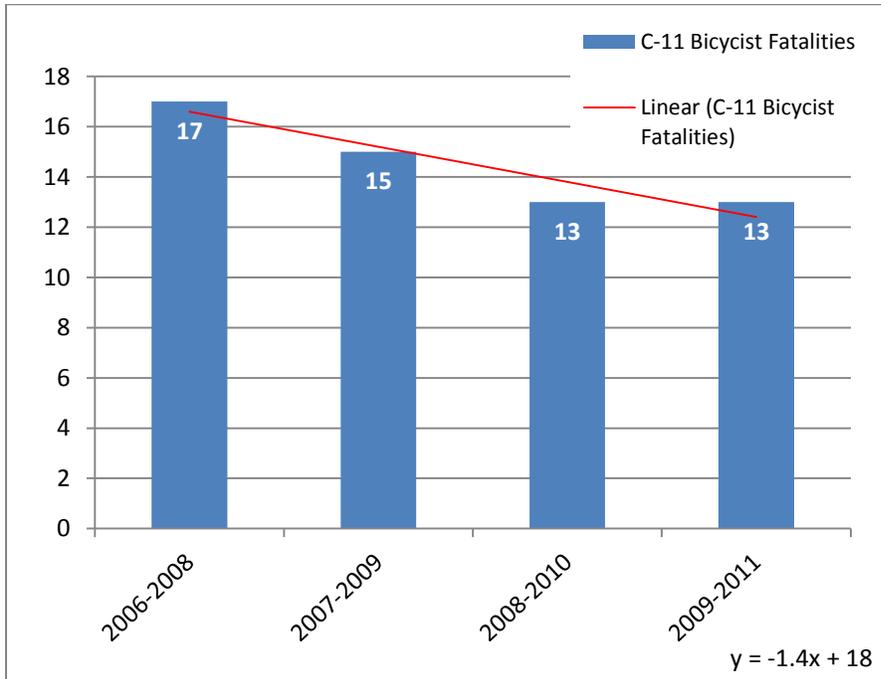
**Figure C-10. South Carolina Pedestrian Fatalities, 3 Year Moving Average with Trend Analysis, 2006-2011.**

The linear trend line analysis predicts a value of 82.73 pedestrian fatalities by the end of 2014. This represents a 14.7% decrease over the baseline average from 2009-2011 of 97 fatalities. While pedestrian fatalities have been trending downward since 2006, more recent data reveal an increase starting in 2010 with 90 pedestrian fatalities to 113 in 2011 and a preliminary figure of 123 for 2012. From 2010 to 2011, the state experienced a 25.6% increase in pedestrian fatalities and an 8.8% increase in 2012 compared to 2011. After further analysis, the state has set a goal reducing pedestrian fatalities by 1% from the three-year baseline average by the end of 2014. This seems consistent with factors affecting the economy in South Carolina which have caused citizens to explore and utilize alternative methods of transportation.

### Performance Measure for Bicyclist Fatalities

Additional State Measure		2007	2008	2009	2010	2011	Total
C-11	Bicyclist Fatalities	21	14	11	14	15	75

**Goal:** C-11 Decrease bicyclist fatalities 7.7% from the 2009-2011 calendar base year average of 13 to 12 by December 31, 2014.



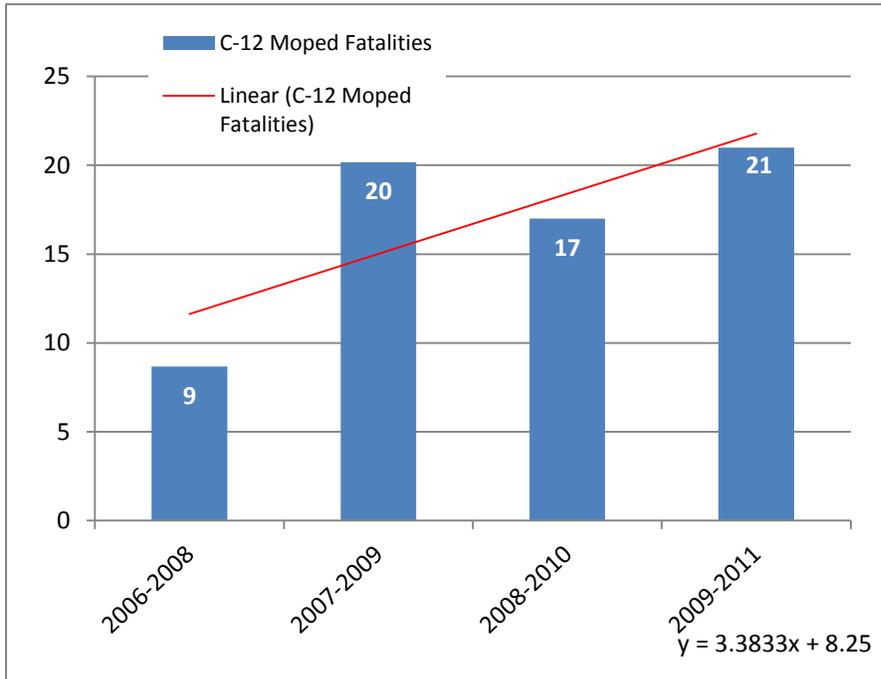
**Figure C-11. South Carolina Bicyclist Fatalities, 3- Year Moving Average with Trend Analysis, 2006-2011.**

The linear trend line analysis predicts a value of 10 bicyclist fatalities by the end of 2014. This represents a 26.2% decrease over the baseline average from 2009-2011 of 13 fatalities. Additional data analysis revealed a recent increase in the number of bicycle fatalities since 2009. In 2009 the state experienced 11 bicycle fatalities, with that figure increasing to 15 fatalities in 2011. State data show a preliminary figure of 14 bicyclist fatalities during 2012. The most recent three years (2010-2012) averaged 14.3 bicyclist fatalities. After further analysis, the state has set a goal to decrease bicyclist fatalities by 7.7% from the three year baseline average by the end of 2014. This seems consistent with economic factors in the state over the last few years which have seen many individuals seeking to use alternative, less expensive modes of transportation, thus increasing exposure of these vulnerable roadway users as alternative vehicle use rises.

### Performance Measure for Moped Fatalities

Additional State Measure		2007	2008	2009	2010	2011	Total
C-12	Moped Fatalities	9	12	18	21	24	84

**Goal: C-12** Decrease moped fatalities 4.76% from the 2009-2011 calendar base year average of 21 to 20 by December 31, 2014.



**Figure C-12. South Carolina Moped Fatalities, 3 Year Moving Average with Trend Analysis, 2006-2011.**

The linear trend line analysis predicts a value of 28.5 moped fatalities by the end of 2014. This represents a 35.7% increase over the baseline average from 2009-2011 of 21 fatalities. Additional data analysis show that moped fatalities have been trending upward since 2007. State data show a preliminary figure of 37 moped fatalities in 2012, a 54.16% increase compared to 2011. After further analysis, the state has set a goal of reducing moped fatalities 4.76% from the base line average by the end of 2014. This may be too ambitious given the economic factors that have driven many in our state to seek alternative, more inexpensive modes of transportation. However, that stat has begun a very compelling vulnerable roadway users billboard campaign that it hopes will have a positive impact on the rising negative traffic statistics associated with moped operators. Thus, the state is adopting the reduction goal.

### **Objectives:**

1. To maintain a statewide billboard campaign effort during FFY 2014 to alert motorists of the presence of other vulnerable roadway users on the roadways of the state.
2. To work with Law Enforcement Liaisons of the OHSJP to provide safety information about other vulnerable roadway users to LENO around the state which include counties identified by statistical data to have a high occurrence of other vulnerable roadway user fatal and serious injury collisions.
3. To prepare a graphic display, to be used at a major event in FFY 2014 which attracts large numbers of visitors, focusing on other vulnerable roadway users and to distribute educational information about other vulnerable roadway user safety.

### **Performance Indicators:**

#### **Goals:**

The OHSJP will review and compare traffic statistical data regarding bicyclists, moped operators, and pedestrians relative to 2010-2012 statistical data to determine if goal targets are being met.

#### **Objectives:**

1. The OHSJP will maintain records of financial and programmatic information relative to the statewide billboard campaign to include locations of billboard advertising purchased.
2. OHSJP staff will attend Law Enforcement Network meetings in areas which include target counties for the dissemination of safety information about other vulnerable roadway users and to encourage law enforcement agencies to implement enforcement and educational strategies in these counties to improve other vulnerable roadway user safety.
3. The OHSJP will maintain financial and programmatic records relative to the chosen major event at which the graphic display will be used and educational information disseminated.

#### **Strategies:**

1. The Office of Highway Safety and Justice Programs (OHSJP) will launch a billboard campaign in April 2014 to focus on safety issues related to vulnerable roadway users, particularly moped riders, bicyclists and pedestrians. The campaign will target several focus counties that experienced high rates of deaths and serious injury among vulnerable roadway groups during the five-year period from 2007 to 2011: Greenville, Horry, Charleston, Spartanburg, Lexington, Richland, Anderson, York, Florence, Sumter, Aiken, York and Beaufort. The campaign will support public outreach and enforcement efforts by the SC

Highway Patrol to address the increase in deaths occurring in South Carolina among these vulnerable groups. While each board will focus on one vulnerable roadway group, the campaign features a unified and cohesive series of “share the road” messages. That way, roadway users recognize the compellingly colorful billboard campaign as one theme, which is “Look.” The theme encourages motorists to simply pay attention and “look” for these vulnerable roadway users when they are negotiating the roadways. The billboards, in essence, tell motorists that by looking out for vulnerable roadway users and sharing the road responsibly with them, lives can be saved. (Boards focusing on motorcycles also feature the same theme and logo, but funding for the boards will be taken from another source.)

2. The OHSJP staff, with the assistance of OHSJP Law Enforcement Liaisons, will develop during FFY 2014 a presentation on vulnerable roadway users to present at LEN meetings around the state in those Judicial Circuits in which the priority counties for the above-referenced billboard campaign are located. The presentations will contain a variety of information about vulnerable roadway users, including statistical information regarding traffic crashes, injuries and fatalities featuring locations, time, and demographic data.
3. OHSJP staff will develop a graphic display to be used at the SC State Fair in October 2013 (FFY 2014) featuring information about vulnerable roadway users and will disseminate information to hundreds of thousands of visitors about this critical traffic safety demographic group. SC Department of Public Safety staff will host the booth and engage the general public in conversation about this and other traffic safety issues.
4. The OHSJP will complete a project in FFY 2014 begun in FY 2013 with the Palmetto Cycling Coalition to develop a comprehensive educational bicycle safety campaign. The campaign serves not only to educate bicyclists, but also reaches out to the motoring public for the purpose of educating them on bicycle laws and how to operate a motor vehicle around bicyclists. The effort includes four 30-second television PSAs, social media outreach and printed education materials for bicyclists. The project uses funds provided by the SC Department of Transportation.

**NOTE:** The OHSJP received no highway safety grant applications in FFY 2014 for other vulnerable roadway user projects for FFY 2014. However, the state anticipates using NHTSA 402 funding to implement the strategies outlined above.

<b>Agency</b>	<b>Title</b>	<b>County</b>	<b>Project Number</b>	<b>Budget</b>
SCDPS	Public Information, Outreach and Training  <i>(Pedestrian, Moped, and Bicyclist Billboard Campaign)</i>	Statewide	PS-2014-HS-04-14	\$40,000

### Project Budget Summary

<b>Project Number</b>	<b>Subgrantee</b>	<b>Project Title</b>	<b>Budget</b>	<b>Budget Source</b>
PS-2014-HS-04-14	SC Department of Public Safety: Office of Highway Safety and Justice Programs	Public Information, Outreach and Training	\$40,000	NHTSA 402
<b>NHTSA 402</b>			<b>\$40,000</b>	
<b>Total All Funds</b>			<b>\$40,000</b>	

# **Performance Report**

## **Report on Meeting Targets for Performance Measures**

Listed below is a program level performance report of the State's success in meeting the core performance targets identified in the 2013 HSP for each program area.

*C-1: To decrease the three-year (2011-2013) average number of traffic fatalities by 5% from the baseline three-year (2008-2010) average of 875 to 831 fatalities by December 31, 2013.*

As of June 19, 2013 fatalities for the state are down 19.9% when compared to the same time period in 2012 (392 in 2012, 314 in 2013). Despite a 4.2% increase in the number of fatalities for the state in 2012 (863) compared to 2011 (828), the target of 831 fatalities by December 31, 2013 seems achievable.

*C-2: To decrease the three-year (2011-2013) average number of serious traffic injuries by 5% from the baseline three-year (2008-2010) average of 3,474 to 3,300 serious traffic injuries by December 31, 2013.*

State data show the number of serious traffic injuries in 2011 was 3,260. Preliminary figures indicate a slight increase in serious injuries during 2012, to 3,303, a 1.3% increase. However, the state demonstrated a significant decrease in serious injuries during 2011 and 2012 from the baseline three-year (2008-2010) average of 3,474. The average number of serious injuries for 2011 and 2012 was 3,281.5, lower than the goal of 3,300 by the end of 2013.

*C-3: To decrease the three-year (2011-2013) average fatality rate/100M VMT by 5% from the baseline three-year (2008-2010) average of 1.78 to 1.69 fatality rate/100M VMT by December 31, 2013.*

The fatality rate for 2011 in SC was 1.70; the estimated rate for 2012 is 1.76. The state anticipates fewer fatalities for the year 2013, therefore the target of a 1.69 fatality rate/100M VMT is reasonable.

*C-3: To decrease the three-year (2011-2013) average rural fatality rate by 5% from the baseline three-year (2008-2010) average of 3.28 to 3.12 fatalities by December 31, 2013.*

The rural fatality rate for 2011 in SC was 1.42; the estimated rate for 2012 is 1.13. The state anticipates fewer fatalities for the year 2013, therefore the target of a 3.12 rural fatality rate/100M VMT should be exceeded.

*C-3: To decrease the three-year (2011-2013) average urban fatality rate by 5% from the baseline three-year (2008-2010) average of 0.33 to 0.31 fatalities by December 31, 2013.*

The urban fatality rate for 2011 in SC was 0.27; the estimated rate for 2012 is 0.63, representing a 133.3% increase from the rate in 2011. The number of urban fatalities in the state is relatively small compared to the total number of fatalities and rural fatalities. Historical data for the state demonstrates large fluctuations in the urban fatality rate. Even with the possibility of another fluctuation in the urban fatality rate for 2013, the state

anticipates fewer overall fatalities for the year. Therefore, the target of a 0.31 urban fatality rate/100M VMT should be reachable.

*C-4: To decrease the three-year (2011-2013) average number of unrestrained passenger vehicle occupant fatalities in all seating positions by 10% from the baseline three-year (2008-2010) average of 369 to 332 unrestrained passenger vehicle occupant fatalities by December 31, 2013.*

There were 258 unrestrained passenger vehicle occupant fatalities in 2011. Preliminary state data reveal an increase during 2012 to 328 unrestrained passenger vehicle occupant fatalities. This 27% increase from 2011 to 2012 will make it difficult for the state to meet its goal of 332 fatalities by the end of 2013. However, preliminary data for 2013 reveal a 23.5% reduction in unrestrained passenger vehicle occupants compared to the same time period during 2012, 130 and 170 respectively.

*C-5: To decrease the three-year (2011-2013) average number of alcohol-impaired driving fatalities by 5% from the baseline three-year (2008-2010) average of 377 to 358 alcohol-impaired driving fatalities by December 31, 2013.*

The number of alcohol-impaired driving fatalities for SC in 2011 was 315, exceeding the goal set for 2013 of 358 by 43 persons. If the downward trend continues, the state can be expected to surpass its goal of 358 alcohol-impaired driving fatalities by the end of 2013.

*C-6: To decrease the three-year (2011-2013) average number of speed-related fatalities by 5% from the baseline three-year (2008-2010) average of 323 to 307 speed-related fatalities by December 31, 2013.*

Speed-related fatalities totaled 276 in 2011 and preliminary state data show a total of 315 speed-related fatalities occurred during 2012. The state anticipates meeting the goal of 307 speed-related fatalities by the end of 2013.

*C-7: To decrease the three-year (2011-2013) average number of motorcycle fatalities by 5% from the baseline three-year (2008-2010) average of 111 to 105 motorcyclist fatalities by December 31, 2013.*

Preliminary state data reveal 147 motorcycle fatalities (includes mopeds) during 2012, a 14% increase from 2011 when there were 129 motorcycle fatalities. Due to the recent increase in the number of motorcycle fatalities, the State may experience difficulty reaching the goal 105 motorcycle fatalities by the end of 2013.

*C-8: To decrease the three-year (2011-2013) average number of unhelmeted motorcycle fatalities by 5% from the baseline three-year (2008-2010) average of 83 to 79 unhelmeted motorcycle fatalities by December 31, 2013.*

The number of unhelmeted motorcycle fatalities in SC was 100 in 2011 and 107 in 2012 (preliminary state data, includes mopeds), representing a 7% increase. The number of unhelmeted motorcycle fatalities in 2010 was the lowest in a six-year period (75) and the inclusion of that number in the three-year baseline average lowered the average more than would be expected if the average consisted of a more historical figure for the state. In order to meet its goal of 79 unhelmeted motorcycle fatalities by the end of 2013, the state must

have, at the most, 30 fatalities during 2013. As of June 19, 2013 preliminary data indicate 42 unhelmeted motorcycle fatalities so far in 2013.

*C-9: To decrease the three-year (2011-2013) average number of drivers age 20 or younger involved in fatal crashes by 10% from the baseline three-year (2008-2010) average of 126 to 113 drivers age 20 or younger involved in fatal crashes by December 31, 2013.*

There were 107 drivers age 20 or younger involved in fatal crashes in 2011; preliminary state data present 127 drivers involved in fatal crashes who were age 20 or younger in 2012. In order for the state to meet the goal of 113 drivers involved in fatal crashes by the end of 2013, there must be, at most, 105 drivers age 20 or younger involved in fatal crashes during 2013.

*C-10: To decrease the three-year (2011-2013) average number of pedestrian fatalities by 5% from the baseline three-year (2008-2010) average of 93 to 88 pedestrian fatalities by December 31, 2013.*

There were 113 pedestrian fatalities in 2011 and preliminary state data for 2012 indicate 123 pedestrian fatalities. The increase in the number of pedestrian fatalities, starting in 2009, makes the goal of 88 pedestrian fatalities by the end of 2013 difficult for the state to achieve. Although, as of June 19, 2013 there have been 34 pedestrian fatalities in the state for the year.

*B-1: To increase the statewide observed seat belt use rate of front seat outboard occupants in passenger vehicles by 1.5 percentage points from the 2012 calendar base year usage rate of 90.5% to 92% by December 31, 2013.*

Pre-campaign survey results indicate a seat belt usage rate of 93.5% for 2013, already surpassing the goal of 92% by the end of 2013.

*A-1: To increase the number of grant-funded seat belt citations issued by 5% from 274,239 in 2011 to 287,951 in 2013.*

Final figures from 2011 indicate 286,389 seat belt citations were issued during that year. A revised goal, based on the corrected figure for 2011, would be a 5% increase to 300,708 citations. Preliminary data for 2012 show a small reduction (6.4%) in the number of seat belt citations issued during 2012, to 267,926. If this downward trend were to continue the state may have difficulty reaching its goal of 300,708 citations issued by the end of 2013.

*A-2: To increase the number of impaired driving arrests made during grant-funded enforcement activities by 5% from 28,466 in 2011 to 29,889 in 2013.*

The final number of impaired driving arrests made during grant-funded enforcement activities in 2011 was 28,467. Therefore, the revised goal of a 5% increase will be 29,890 arrests in 2013. The number of arrests decreased 4.2% from 28,467 to 27,274 in 2012. Given the recent decrease in the number of arrests made during this period, the state may experience difficulty in reaching its goal of 29,890 arrests by the end of 2013.

*A-3: To increase the number of grant-funded speeding citations issued by 5% from 438,772 in 2011 to 460,711 in 2013.*

Final figures from 2011 indicate 438,782 speeding citations were issued during the year. A revised goal of a 5% increase, based on the final figure for 2011, is 460,721 citations by the end of 2013. Preliminary data for 2012 show a modest increase in the number of seat belt citations issued for the year, to 439,188 (0.09%). For the state to reach its goal of an average of 460,721 speeding citations issued by the end of 2013, at a minimum, 504,193 citations must be written. This figure would represent a 14.8% increase over the previous year, 2012.

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<b>NHTSA</b>								
<b>NHTSA 402</b>								
<b>Planning and Administration</b>								
	PA-2014-HS-01-14	Highway Safety Planning & Administration	\$ .00	\$141,637.00	\$ .00	\$141,637.00	\$141,637.00	\$ .00
	<b>Planning and Administration Total</b>		<b>\$ .00</b>	<b>\$141,637.00</b>	<b>\$ .00</b>	<b>\$141,637.00</b>	<b>\$141,637.00</b>	<b>\$ .00</b>
<b>Alcohol</b>								
	AL-2014-HS-26-14	CJA- Impaired Driving Counter, Training	\$ .00	\$26,037.00	\$ .00	\$130,185.00	\$130,185.00	\$130,185.00
	AL-2014-HS-27-14	SC Commission Traffic Safety Resource Pr	\$ .00	\$32,314.00	\$ .00	\$161,570.00	\$161,570.00	\$161,570.00
	<b>Alcohol Total</b>		<b>\$ .00</b>	<b>\$58,351.00</b>	<b>\$ .00</b>	<b>\$291,755.00</b>	<b>\$291,755.00</b>	<b>\$291,755.00</b>
<b>Occupant Protection</b>								
	OP-2014-HS-02-14	Occupant Protection Program Management	\$ .00	\$25,902.20	\$ .00	\$129,511.00	\$129,511.00	\$ .00
	OP-2014-HS-17-14	DHEC Travel Safe South Carolina	\$ .00	\$28,684.40	\$ .00	\$143,422.00	\$143,422.00	\$143,422.00
	<b>Occupant Protection Total</b>		<b>\$ .00</b>	<b>\$54,586.60</b>	<b>\$ .00</b>	<b>\$272,933.00</b>	<b>\$272,933.00</b>	<b>\$143,422.00</b>
<b>Pedestrian/Bicycle Safety</b>								
	PS-2014-HS-04-14	Public Information, Outreach and Trainin	\$ .00	\$8,000.00	\$ .00	\$40,000.00	\$40,000.00	\$ .00
	<b>Pedestrian/Bicycle Safety Total</b>		<b>\$ .00</b>	<b>\$8,000.00</b>	<b>\$ .00</b>	<b>\$40,000.00</b>	<b>\$40,000.00</b>	<b>\$ .00</b>
<b>Police Traffic Services</b>								
	PT-2014-00-00-00		\$ .00	\$797,690.40	\$ .00	\$3,988,452.00	\$3,988,452.00	\$1,595,380.80
	PT-2014-HS-05-14	Police Traffic Services Program Manageme	\$ .00	\$23,288.00	\$ .00	\$116,440.00	\$116,440.00	\$ .00
	PT-2014-HS-06-14	Law Enforcement Coordination	\$ .00	\$168,959.60	\$ .00	\$844,798.00	\$844,798.00	\$844,798.00
	PT-2014-HS-07-14	CJA- Traffic Safety Officer Program	\$ .00	\$80,340.40	\$ .00	\$401,702.00	\$401,702.00	\$401,702.00
	PT-2014-HS-08-14	Lexington Co SD- Aggressive Speed Enforc	\$ .00	\$53,989.40	\$ .00	\$269,947.00	\$269,947.00	\$269,947.00
	PT-2014-HS-10-14	Beaufort Co SO- Traffic Enforcement Team	\$ .00	\$25,896.00	\$ .00	\$129,480.00	\$129,480.00	\$129,480.00
	PT-2014-HS-11-14	City of Columbia- Enhancement of Traffic	\$ .00	\$23,909.20	\$ .00	\$119,546.00	\$119,546.00	\$119,546.00

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	PT-2014-HS-12-14	Rock Hill PD- Traffic Enforcement Unit C	\$ .00	\$25,874.20	\$ .00	\$129,371.00	\$129,371.00	\$129,371.00
	PT-2014-HS-13-14	Dorchester Co SO Traffic Enforcement Unit	\$ .00	\$31,442.80	\$ .00	\$157,214.00	\$157,214.00	\$157,214.00
	PT-2014-HS-14-14	Summerville PD-Traffic Enforcement Unit	\$ .00	\$24,576.60	\$ .00	\$122,883.00	\$122,883.00	\$122,883.00
	PT-2014-HS-15-14	Lexington PD- Town of Lex. Enhancement o	\$ .00	\$35,474.40	\$ .00	\$177,372.00	\$177,372.00	\$177,372.00
	PT-2014-HS-16-14	Lexington Co SO- Advanced Impaired Drive	\$ .00	\$3,020.00	\$ .00	\$15,100.00	\$15,100.00	\$15,100.00
	PT-2014-HS-18-14	City of North Charleston- Specialized En	\$ .00	\$52,283.20	\$ .00	\$261,416.00	\$261,416.00	\$261,416.00
	PT-2014-HS-19-14	Spartanburg PSD- Collision Reduction Enf	\$ .00	\$17,769.60	\$ .00	\$88,848.00	\$88,848.00	\$88,848.00
	PT-2014-HS-20-14	City of Anderson PD- Traffic Enforcement	\$ .00	\$42,729.20	\$ .00	\$213,646.00	\$213,646.00	\$213,646.00
	PT-2014-HS-21-14	Kershaw Co SD- DUI Enforcement Team	\$ .00	\$600.00	\$ .00	\$3,000.00	\$3,000.00	\$3,000.00
	PT-2014-HS-31-14	York Co SO- DUI Enforcement Team	\$ .00	\$540.00	\$ .00	\$2,700.00	\$2,700.00	\$2,700.00
	PT-2014-HS-35-14	Lancaster Co SO- DUI Enforcement Unit	\$ .00	\$900.00	\$ .00	\$4,500.00	\$4,500.00	\$4,500.00
	<b>Police Traffic Services Total</b>		<b>\$ .00</b>	<b>\$1,409,283.00</b>	<b>\$ .00</b>	<b>\$7,046,415.00</b>	<b>\$7,046,415.00</b>	<b>\$4,536,903.80</b>
	<b>Traffic Records</b>							
	TR-2014-HS-03-14	Traffic Records Improvements	\$ .00	\$52,266.20	\$ .00	\$261,331.00	\$261,331.00	\$ .00
	<b>Traffic Records Total</b>		<b>\$ .00</b>	<b>\$52,266.20</b>	<b>\$ .00</b>	<b>\$261,331.00</b>	<b>\$261,331.00</b>	<b>\$ .00</b>
	<b>Safe Communities</b>							
	SA-2014-HS-04-14	Public Information, Outreach and Trainin	\$ .00	\$146,800.00	\$ .00	\$734,000.00	\$734,000.00	\$ .00
	<b>Safe Communities Total</b>		<b>\$ .00</b>	<b>\$146,800.00</b>	<b>\$ .00</b>	<b>\$734,000.00</b>	<b>\$734,000.00</b>	<b>\$ .00</b>
	<b>NHTSA 402 Total</b>		<b>\$ .00</b>	<b>\$1,870,923.80</b>	<b>\$ .00</b>	<b>\$8,788,071.00</b>	<b>\$8,788,071.00</b>	<b>\$4,972,080.80</b>
	<b>405 OP SAFETEA-LU</b>							
	<b>405 Occupant Protection</b>							
	K2-2014-HS-02-14	Occupant Protection Program Management-	\$ .00	\$16,740.50	\$ .00	\$66,962.00	\$66,962.00	\$ .00
	<b>405 Occupant Protection Total</b>		<b>\$ .00</b>	<b>\$16,740.50</b>	<b>\$ .00</b>	<b>\$66,962.00</b>	<b>\$66,962.00</b>	<b>\$ .00</b>
	<b>405 OP SAFETEA-LU Total</b>		<b>\$ .00</b>	<b>\$16,740.50</b>	<b>\$ .00</b>	<b>\$66,962.00</b>	<b>\$66,962.00</b>	<b>\$ .00</b>

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Program Area	Project	Description	Prior Approved Program Funds	State Funds	Previous Bal.	Incre/ (Decre)	Current Balance	Share to Local
<b>408 Data Program SAFETEA-LU</b>								
<b>408 Data Program Incentive</b>								
	K9-2014-HS-03-14	Traffic Records Improvements	\$ .00	\$150,000.00	\$ .00	\$750,000.00	\$750,000.00	\$ .00
<b>408 Data Program Incentive Total</b>			<b>\$ .00</b>	<b>\$150,000.00</b>	<b>\$ .00</b>	<b>\$750,000.00</b>	<b>\$750,000.00</b>	<b>\$ .00</b>
<b>410 Alcohol SAFETEA-LU</b>								
<b>410 Alcohol SAFETEA-LU Total</b>								
	K8-2014-HS-16-14	Lexington Co SO- Advanced Impaired Drive	\$ .00	\$63,861.75	\$ .00	\$255,447.00	\$255,447.00	\$ .00
	K8-2014-HS-21-14	Kershaw Co SD- DUI Enforcement Team	\$ .00	\$52,060.25	\$ .00	\$208,241.00	\$208,241.00	\$ .00
	K8-2014-HS-22-14	City of Charleston PD- DUI Enforcement I	\$ .00	\$56,987.50	\$ .00	\$227,950.00	\$227,950.00	\$ .00
	K8-2014-HS-25-14	Impaired Driving Countermeasures Program	\$ .00	\$41,213.50	\$ .00	\$164,854.00	\$164,854.00	\$ .00
	K8-2014-HS-28-14	Richland Co SO- Impaired Driving Enforce	\$ .00	\$32,072.75	\$ .00	\$128,291.00	\$128,291.00	\$ .00
	K8-2014-HS-31-14	York Co SO- DUI Enforcement Team	\$ .00	\$39,615.25	\$ .00	\$158,461.00	\$158,461.00	\$ .00
	K8-2014-HS-33-14	Berkeley Co SO- County of Berkeley Traff	\$ .00	\$15,091.00	\$ .00	\$60,364.00	\$60,364.00	\$ .00
	K8-2014-HS-34-14	Orangeburg DPS- DUI Special Enforcement	\$ .00	\$15,381.50	\$ .00	\$61,526.00	\$61,526.00	\$ .00
	K8-2014-HS-35-14	Lancaster Co SO- DUI Enforcement Unit	\$ .00	\$42,281.00	\$ .00	\$169,124.00	\$169,124.00	\$ .00
	K8-2014-HS-41-14	Greenville Co SO- Enhanced DUI Enforceme	\$ .00	\$23,584.00	\$ .00	\$94,336.00	\$94,336.00	\$ .00
	K8-2014-JC-39-14	Fifth Circuit Solicitor's Office- DUI Co	\$ .00	\$28,912.25	\$ .00	\$115,649.00	\$115,649.00	\$ .00
	K8-2014-JC-40-14	Twelfth Circuit Solicitor's Office- Pilo	\$ .00	\$18,639.50	\$ .00	\$74,558.00	\$74,558.00	\$ .00
<b>410 Alcohol SAFETEA-LU Total</b>			<b>\$ .00</b>	<b>\$429,700.25</b>	<b>\$ .00</b>	<b>\$1,718,801.00</b>	<b>\$1,718,801.00</b>	<b>\$ .00</b>
<b>410 High Fatality Rate</b>								
<b>410 High Fatality Rate</b>								
	K8FR-2014-HS-09-14	Charleston Co SO- DUI Enforcement Team	\$ .00	\$40,328.25	\$ .00	\$161,313.00	\$161,313.00	\$ .00

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	K8R-2014-HS-30-14	SCHP- Spartanburg County DUI Enforcement	\$ .00	\$43,761.25	\$ .00	\$175,045.00	\$175,045.00	\$ .00
	K8R-2014-HS-32-14	SCHP- Anderson County DUI Enforcement Te	\$ .00	\$43,761.25	\$ .00	\$175,045.00	\$175,045.00	\$ .00
<b>410 High Fatality Rate Total</b>			<b>\$ .00</b>	<b>\$127,850.75</b>	<b>\$ .00</b>	<b>\$511,403.00</b>	<b>\$511,403.00</b>	<b>\$ .00</b>
<b>410 High Visibility</b>								
	K8HV-2014-HS-25-14	Impaired Driving Countermeasures Program	\$ .00	\$159,557.25	\$ .00	\$638,229.00	\$638,229.00	\$ .00
<b>410 High Visibility Total</b>			<b>\$ .00</b>	<b>\$159,557.25</b>	<b>\$ .00</b>	<b>\$638,229.00</b>	<b>\$638,229.00</b>	<b>\$ .00</b>
<b>2010 Motorcycle Safety</b>								
<b>2010 Motorcycle Safety Incentive</b>								
	K6-2014-HS-04-14	Public Information, Outreach and Trainin	\$ .00	\$ .00	\$ .00	\$155,258.00	\$155,258.00	\$ .00
<b>2010 Motorcycle Safety Incentive Total</b>			<b>\$ .00</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>\$155,258.00</b>	<b>\$155,258.00</b>	<b>\$ .00</b>
<b>2010 Motorcycle Safety Total</b>			<b>\$ .00</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>\$155,258.00</b>	<b>\$155,258.00</b>	<b>\$ .00</b>
<b>MAP 21 405b OP High</b>								
<b>405b High HVE</b>								
	M1HVE-2014-00-00-00		\$ .00	\$ .00	\$ .00	\$820,829.40	\$820,829.40	\$ .00
<b>405b High HVE Total</b>			<b>\$ .00</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>\$820,829.40</b>	<b>\$820,829.40</b>	<b>\$ .00</b>
<b>MAP 21 405b OP High Total</b>			<b>\$ .00</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>\$820,829.40</b>	<b>\$820,829.40</b>	<b>\$ .00</b>
<b>MAP 21 405b OP Low</b>								
<b>405b Low HVE</b>								
	M2HVE-2014-00-00-00		\$ .00	\$ .00	\$ .00	\$487,791.40	\$487,791.40	\$ .00
	M2HVE-2014-HS-02-14	Occupant Protection Program Management-	\$ .00	\$66,607.60	\$ .00	\$333,038.00	\$333,038.00	\$ .00
<b>405b Low HVE Total</b>			<b>\$ .00</b>	<b>\$66,607.60</b>	<b>\$ .00</b>	<b>\$820,829.40</b>	<b>\$820,829.40</b>	<b>\$ .00</b>
<b>MAP 21 405b OP Low Total</b>			<b>\$ .00</b>	<b>\$66,607.60</b>	<b>\$ .00</b>	<b>\$820,829.40</b>	<b>\$820,829.40</b>	<b>\$ .00</b>
<b>MAP 21 405c Data Program</b>								
<b>405c Data Program</b>								
	M3DA-2014-00-00-00		\$ .00	\$ .00	\$ .00	\$1,399,531.80	\$1,399,531.80	\$ .00

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<b>405c Data Program Total</b>								
<b>MAP 21 405c Data Program Total</b>			\$ .00	\$ .00	\$ .00	\$ 1,399,531.80	\$ 1,399,531.80	\$ .00
<b>MAP 21 405d Impaired Driving High</b>								
<b>405d High HVE</b>								
	MAHVE-2014-00-00-00		\$ .00	\$ .00	\$ .00	\$ 2,822,729.20	\$ 2,822,729.20	\$ .00
	M4HVE-2014-HS-06-14		\$ .00	\$ 100,000.00	\$ .00	\$ 500,000.00	\$ 500,000.00	\$ .00
	<b>405d High HVE Total</b>		\$ .00	\$ 100,000.00	\$ .00	\$ 3,322,729.20	\$ 3,322,729.20	\$ .00
<b>405d High Paid/Earned Media</b>								
	MAPEM-2014-HS-25-14	Impaired Driving Countermeasures Program	\$ .00	\$ 132,354.20	\$ .00	\$ 661,771.00	\$ 661,771.00	\$ .00
	<b>405d High Paid/Earned Media Total</b>		\$ .00	\$ 132,354.20	\$ .00	\$ 661,771.00	\$ 661,771.00	\$ .00
<b>MAP 21 405d Impaired Driving High Total</b>			\$ .00	\$ 232,354.20	\$ .00	\$ 3,984,500.20	\$ 3,984,500.20	\$ .00
<b>MAP 21 405f Motorcycle Programs</b>								
<b>405f Motorcyclist Awareness</b>								
	M9MA-2014-00-00-00		\$ .00	\$ .00	\$ .00	\$ 79,000.00	\$ 79,000.00	\$ .00
	M9MA-2014-HS-04-14	Public Information, Outreach and Trainin	\$ .00	\$ 8,948.40	\$ .00	\$ 44,742.00	\$ 44,742.00	\$ .00
	<b>405f Motorcyclist Awareness Total</b>		\$ .00	\$ 8,948.40	\$ .00	\$ 123,742.00	\$ 123,742.00	\$ .00
<b>MAP 21 405f Motorcycle Programs Total</b>			\$ .00	\$ 8,948.40	\$ .00	\$ 123,742.00	\$ 123,742.00	\$ .00
<b>NHTSA Total</b>			\$ .00	\$ 3,062,682.75	\$ .00	\$ 19,778,156.80	\$ 19,778,156.80	\$ 4,972,080.80
<b>Total</b>			\$ .00	\$ 3,062,682.75	\$ .00	\$ 19,778,156.80	\$ 19,778,156.80	\$ 4,972,080.80

2014 Highway Safety  
Equipment \$5000  
and above

Attachment 3

Grant No.	Subgrantee	Equipment	Total Cost	Funding Source
K8-2014-HS-21-14	Kershaw County Sheriff's Office	(2) Law Enforcement Vehicles @ \$27,000 each	\$54,000	410
		(2) In Car Video Cameras @ \$5,230 each	\$10,460	410
		(2) Mobile 800 MHZ Radios @ \$5,300 each	\$10,600	410
PT-2014-HS-20-14	City of Anderson Police Dept.	(2) Law Enforcement Vehicles @ \$24,000 each	\$48,000	NHTSA 402
PT-2014-HS-10-14	Beaufort County Sheriff's Office	(1) Law Enforcement Vehicle @ \$23,000	\$23,000	NHTSA 402
		(1) In-Car Radio @ \$5,600	\$5,600	NHTSA 402
		(1) Portable Radio @ \$6,000	\$6,000	NHTSA 402
PT-2014-HS-08-14	Lexington County Sheriff's Dept.	(2) Law Enforcement Vehicles @ \$26,700 each	\$53,400	NHTSA 402
		(2) 800 MHZ Digital Radios @ \$5,650 each	\$11,300	NHTSA 402
		(2) Lidar Units @ \$5,350 each	\$10,700	NHTSA 402
K8-2014-HS-16-14	Lexington County Sheriff's Dept.	(2) Law Enforcement Vehicles @ \$26,700 each	\$53,400	410
		(2) 800 MHZ Digital Radios @ \$5,650 each	\$11,300	410
PT-2014-HS-16-14		(2) Lidar Units @ \$ 5,350 each	\$10,700	NHTSA 402
PT-2014-HS-18-14	City of North Charleston	(2) Law Enforcement Vehicles @ \$26,989 each	\$53,978	NHTSA 402
		(2) Walkie Talkies @ \$5,000 each	\$10,000	NHTSA 402
		(2) In-Car Video Cameras @ \$5,800 each	\$11,600	NHTSA 402
K8-2014-HS-22-14	City of Charleston Police Dept.	(2) Law Enforcement Vehicles @ \$24,465 each	\$48,930	410
		(2) In-Car Radios @ \$5,991 each	\$11,982	410
PT-2014-HS-19-14	City of Spartanburg/Public Safety Dept	(1) Law Enforcement Vehicles @ \$23,607	\$23,607	NHTSA 402
		(1) Digital In-Car Video Camera @ \$6,120	\$6,120	NHTSA 402
4HVE-2014-HS-06-	SCDPS- Impaired Driving	(1) Law Enforcement Vehicle @ \$26,000	\$26,000	Section 405d