



**SOUTH CAROLINA'S
Annual Report
FY 2010**

**Submitted by the Office of Highway Safety
SC Department of Public Safety**

December 31, 2010

Table of Contents

Contact Information & Introduction.....	3
Planning and Administration Overview.....	12
Alcohol Countermeasures Overview.....	14
Community Traffic Safety Program Overview.....	18
Motorcycle Safety/Other Two-Wheel Vehicle Safety Program Overview.....	19
Occupant Protection Program Overview.....	20
Police Traffic Services Program Overview.....	23
Traffic Records Program Overview.....	26
Youth Alcohol/Youth Traffic Safety Program Overview.....	28
Attitudinal Survey Results.....	29
Partnerships.....	34
Paid Media:	
2009-2010 Christmas/New Year's Sober or Slammer! Campaign.....	37
2010 St/ Patrick's Day Sober or Slammer! Radio Campaign.....	39
2010 Prom/Spring Sober or Slammer! Radio Campaign.....	41
2010 Summer Fun Sober or Slammer! Radio Campaign.....	45
2010 July 4th Sober or Slammer! Radio Campaign.....	47
2010 Labor Day Sober or Slammer! Campaign.....	49
2010 Spanish Language Sober or Slammer! Radio Campaign.....	54
2010 Buckle Up, SC! It's the law and it's enforced. Campaign.....	55
2010 Child Passenger Safety Week Campaign.....	58
2010 Motorcycle Ride Smart Campaign.....	59
Outdoor Advertising Campaign.....	61
High School Ticket Campaign.....	62

Contact Information

Name:	Phil Riley	Phone:	(803) 896-9950
Title:	Director-Office of Highway Safety	Fax:	(803) 896-9978
Agency:	SC Department of Public Safety	E-mail:	philriley@scdps.net
Street:	10311 Wilson Blvd.	Zip Code:	29016
City:	Blythewood		
State:	South Carolina		

Name:	Dr. Ed Harmon	Phone:	(803) 896-9950
Title:	Assistant Director-Office of Highway Safety	Fax:	(803) 896-9978
Agency:	SC Department of Public Safety	E-mail:	edharmon@scdps.net
Street:	10311 Wilson Blvd.	Zip Code:	29016
City:	Blythewood		
State:	South Carolina		

Name:	Amy Caldwell	Phone:	(803) 896-9950
Title:	Grants Administration Manager Office of Highway Safety	Fax:	(803) 896-9978
Agency:	SC Department of Public Safety	E-mail:	amycaldwell@scdps.net
Street:	10311 Wilson Blvd.	Zip Code:	29016
City:	Blythewood		
State:	South Carolina		

Introduction

Crash Summary

Traffic fatalities have been on the decrease in South Carolina for the past three years. There were 921 people killed in traffic crashes during 2008, 894 in 2009 and projections estimate another decrease for 2010. The 894 fatalities in 2009 represent a 2.9% decrease in fatalities compared to 2008. In addition, South Carolina experienced a 1.0% reduction in its mileage death rate during 2009. The Office of Highway Safety estimates that traffic fatalities will be down approximately 12.9% with the number of fatalities expected to be about 779 for 2010.

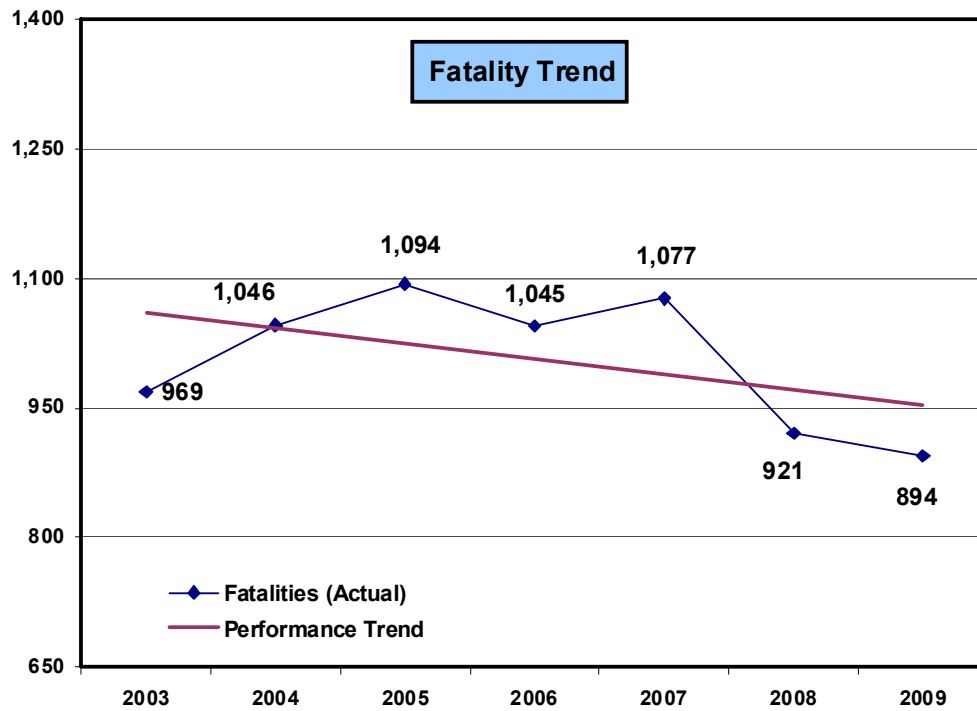
According to NHTSA, South Carolina experienced a decrease in the number of alcohol-impaired (a driver with a BAC of .08 or more involved in the collision) fatalities during 2009, while the percentage of traffic fatalities in our State that were DUI-related also decreased. NHTSA estimates reported 400 alcohol-impaired fatalities in 2008 and 377 in 2009, a 5.7% decrease. In 2008, 43.4% of all traffic fatalities were alcohol-impaired and that percentage fell to 42.2% in 2009.

Motorcycle fatalities showed a 12.2% decrease in 2009. Pedestrian and bicyclist fatalities were also down 11.9% and 21.4% respectively. Estimates for 2010 show continued decreases in motorcycle and pedestrian fatalities; however, bicyclist fatalities are showing an increase.

Crash Data / Trends	Progress Report Data 2003 - 2009 with 2010 Estimates								
							Preliminary	Projections	'07 - '09
	2003	2004	2005	2006	2007	2008	2009	2010	Average
Fatalities (Actual)	969	1,046	1,094	1,045	1,077	921	894	779	964
	2003	2004	2005	2006	2007	2008	2009	2010	
Fatality Rate /100 million VMT	2.01	2.11	2.21	2.08	2.11	1.86	1.84	1.58	1.94
Rural	2.82	2.76	3.96	3.64	3.81	3.63	3.69	3.13	3.71
Urban	0.58	0.91	0.50	0.56	0.43	0.17	0.17	0.15	0.26
	2003	2004	2005	2006	2007	2008	2009	2010	
# of Serious Injuries	4,224	4,211	4,143	4,091	4,104	3,513	3,468	3,291	3,695
	2003	2004	2005	2006	2007	2008	2009	2010	
# of Fatalities Involving Driver or Motorcycle Operator w/ \geq .08 BAC	389	368	436	419	464	400	377	319	414
	2003	2004	2005	2006	2007	2008	2009	2010	
# of Unrestrained Passenger Vehicle Occupant Fatalities	496	579	548	457	492	412	381	327	428
	2003	2004	2005	2006	2007	2008	2009	2010	
# of Speeding-Related Fatalities	410	463	481	419	454	350	337	296	380
	2003	2004	2005	2006	2007	2008	2009	2010	
# of Motorcyclist Fatalities	89	88	106	110	131	123	108	95	121
	2003	2004	2005	2006	2007	2008	2009	2010	
# of Unhelmeted Motorcyclist Fatalities	69	72	78	82	96	91	82	71	90
	2003	2004	2005	2006	2007	2008	2009	2010	
# of Drivers Age 20 or Younger Involved in Fatal Crashes	173	164	167	164	170	141	128	105	146
	2003	2004	2005	2006	2007	2008	2009	2010	
# of Pedestrian Fatalities	80	86	98	128	108	101	89	82	99
	2003	2004	2005	2006	2007	2008	2009	2010	
% Observed Belt Use for Passenger Vehicles - Front Seat Outboard Occupants	72.7%	65.7%	69.7%	72.5%	74.5%	79.5%	81.5%	85.4%	78.5%
	2003	2004	2005	2006	2007	2008	2009	2010	
# of Seat Belt Citations Issued During Grant-Funded Enforcement Activities				27,352	108,964	232,707	265,952	285,073	202,541
	2003	2004	2005	2006	2007	2008	2009	2010	
# of Impaired Driving Arrests Made During Grant-Funded Enforcement Activities				3,765	6,554	20,031	26,589	30,574	17,725
	2003	2004	2005	2006	2007	2008	2009	2010	
# of Speeding Citations Issued During Grant-Funded Enforcement Activities				95,902	188,097	438,058	521,114	521,439	382,423

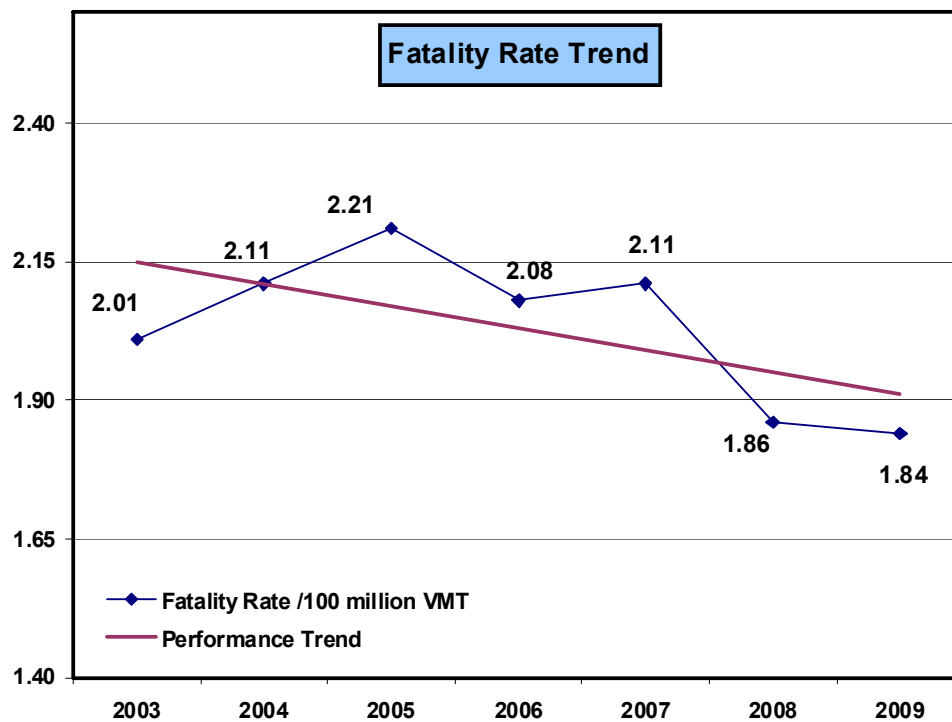
Goal: Fatalities

To decrease traffic fatalities 5% from the 2006-2008 calendar base year average of 1,014 to 963 by December 31, 2010.



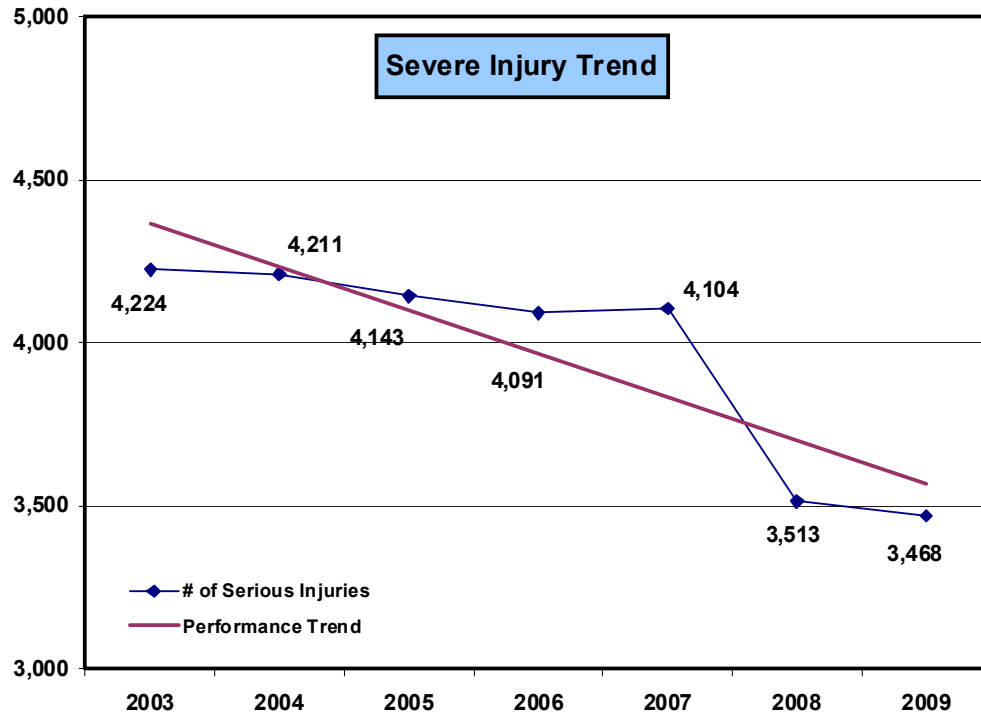
Goal: Fatality Rate/VMT

To decrease fatalities/VMT from the 2006-2008 calendar base year average of 2.02 to 1.9 by December 31, 2010.



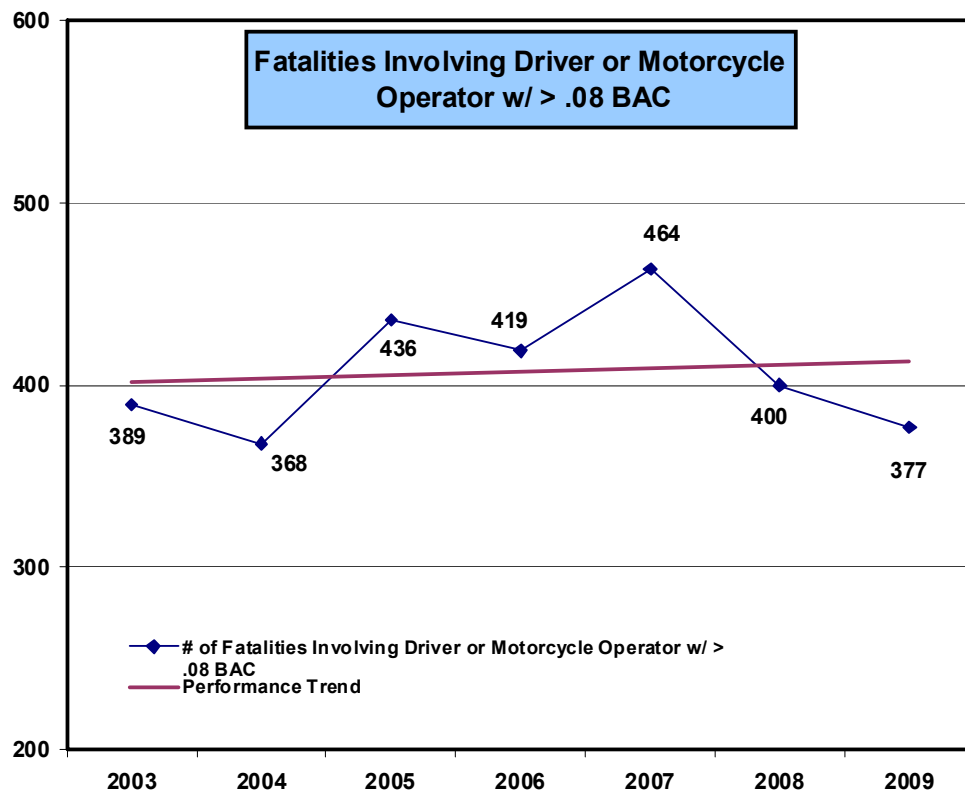
Goal: Severe Injuries

To decrease serious traffic injuries 5% from the 2006-2008 calendar base year average of 3,902 to 3,707 by December 31, 2010.



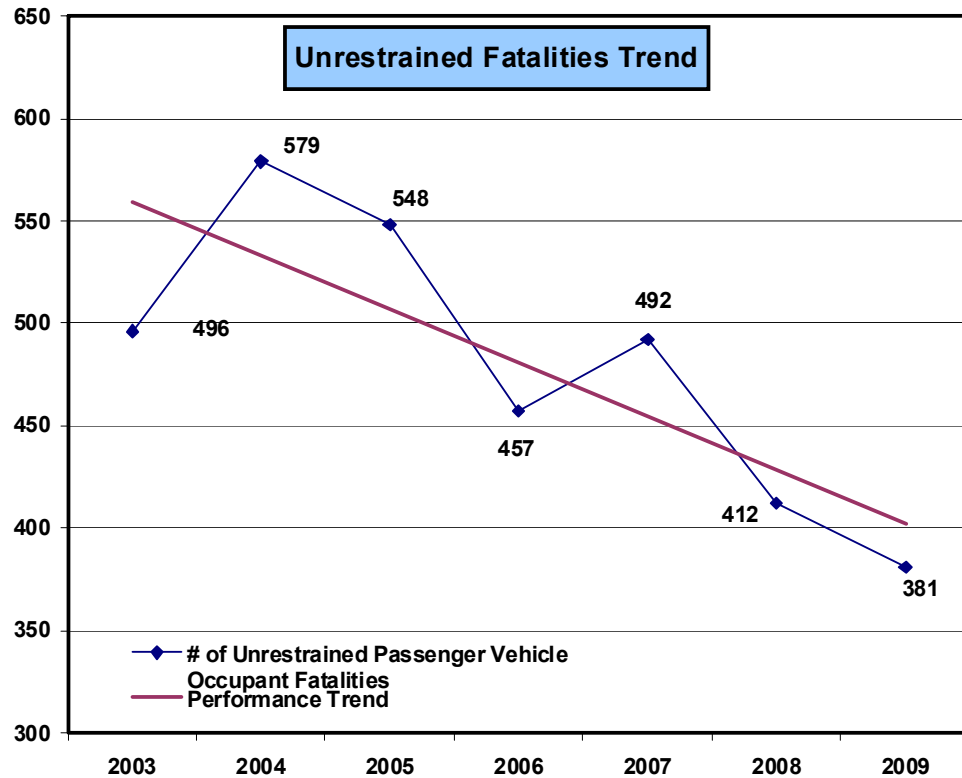
Goal: Fatalities at .08 or Above

To decrease alcohol-related impaired driving fatalities 5% from the 2006-2008 calendar base year average of 429 to 408 by December 31, 2010.



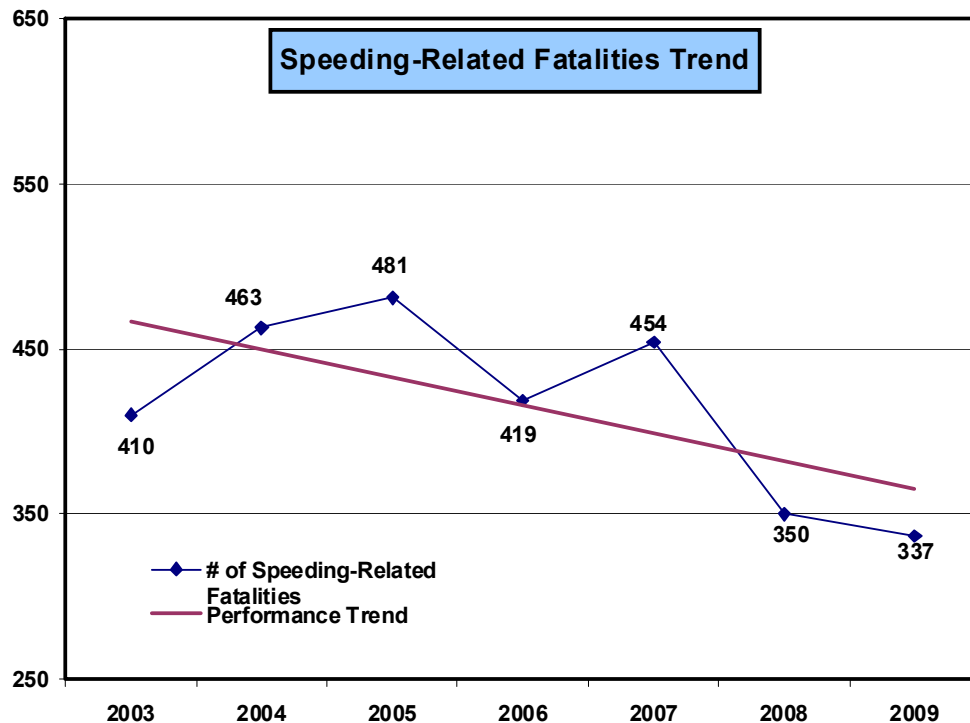
Goal: Unrestrained Fatalities

To decrease unrestrained passenger vehicle occupant fatalities in all seating position 5% from the 2006-2008 calendar base year average of 453 to 429 by December 31, 2010.



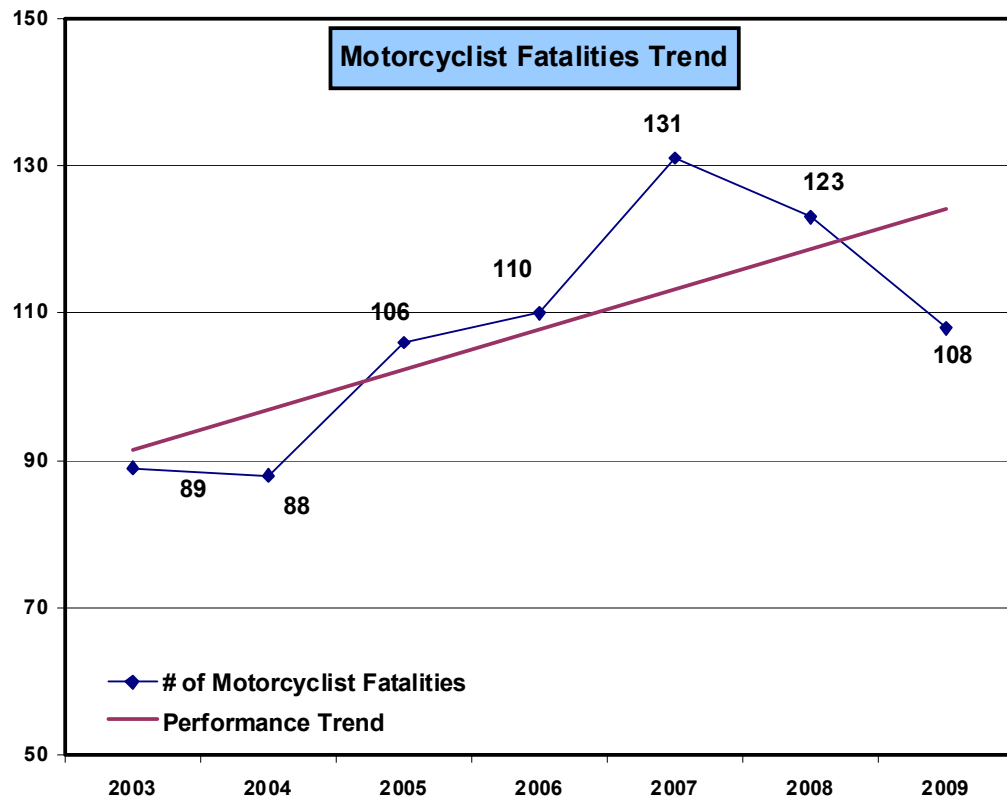
Goal: Speeding-Related Fatalities

To decrease speed-related fatalities 5% from the 2006-2008 calendar base year average of 408 to 387 by December 31, 2010.



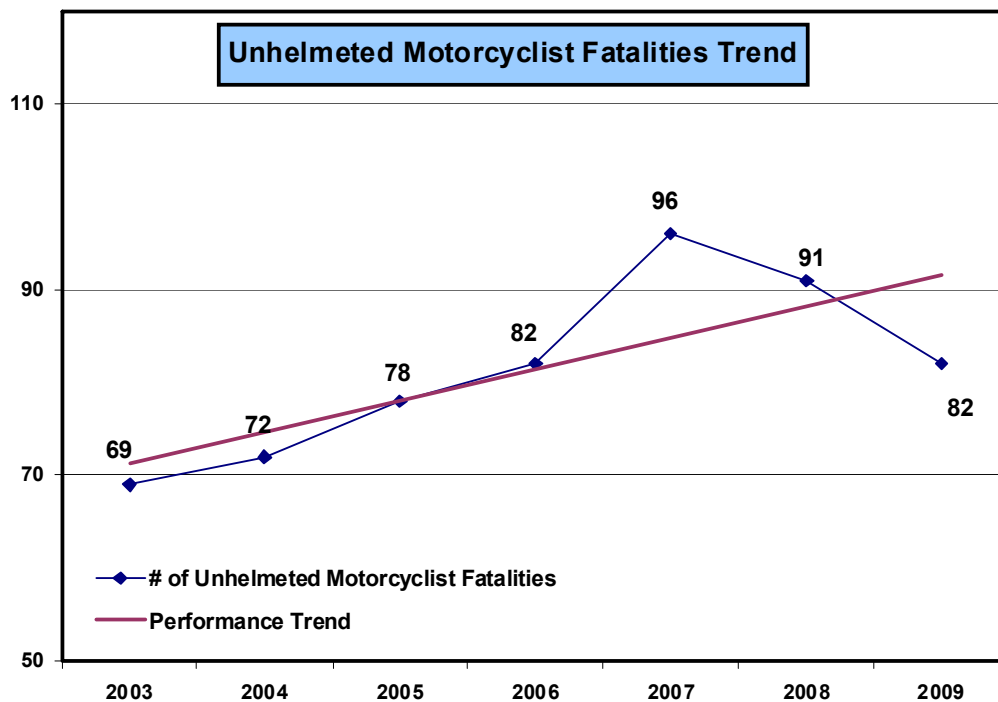
Goal: Motorcyclist Fatalities

To decrease motorcyclist fatalities 5% from the 2006-2008 calendar year base average of 121 to 115 by December 31, 2010.



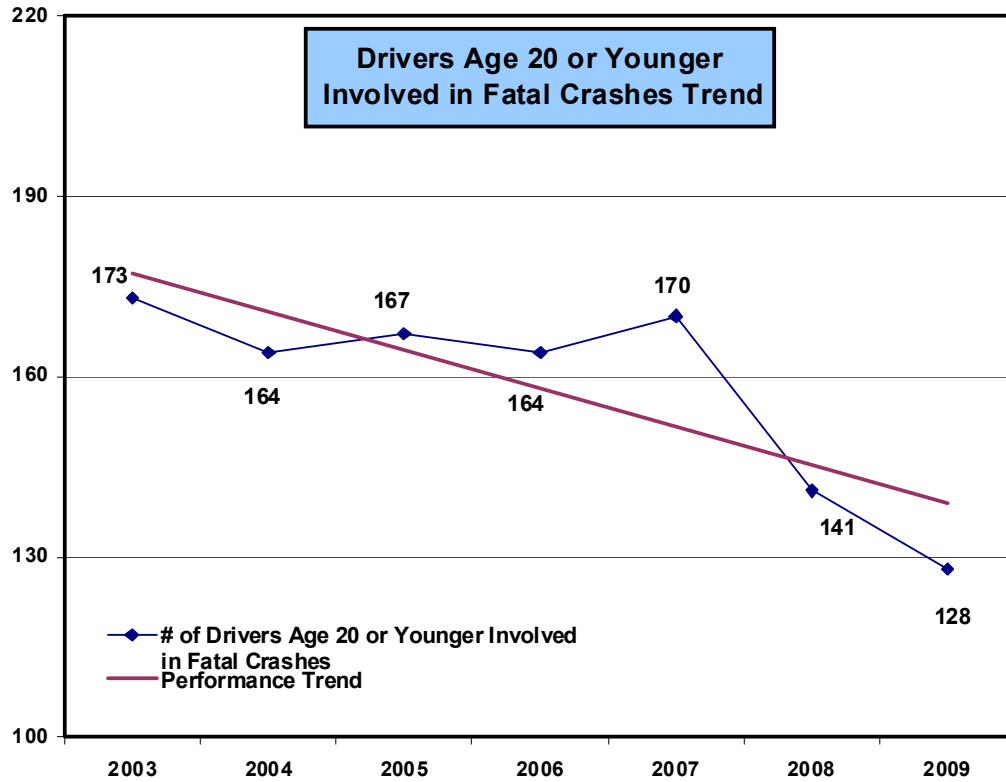
Goal: Unhelmeted Motorcyclists

To decrease unhelmeted motorcyclist fatalities 5% from the 2006-2008 calendar base year average of 90 to 85 by December 31, 2010.



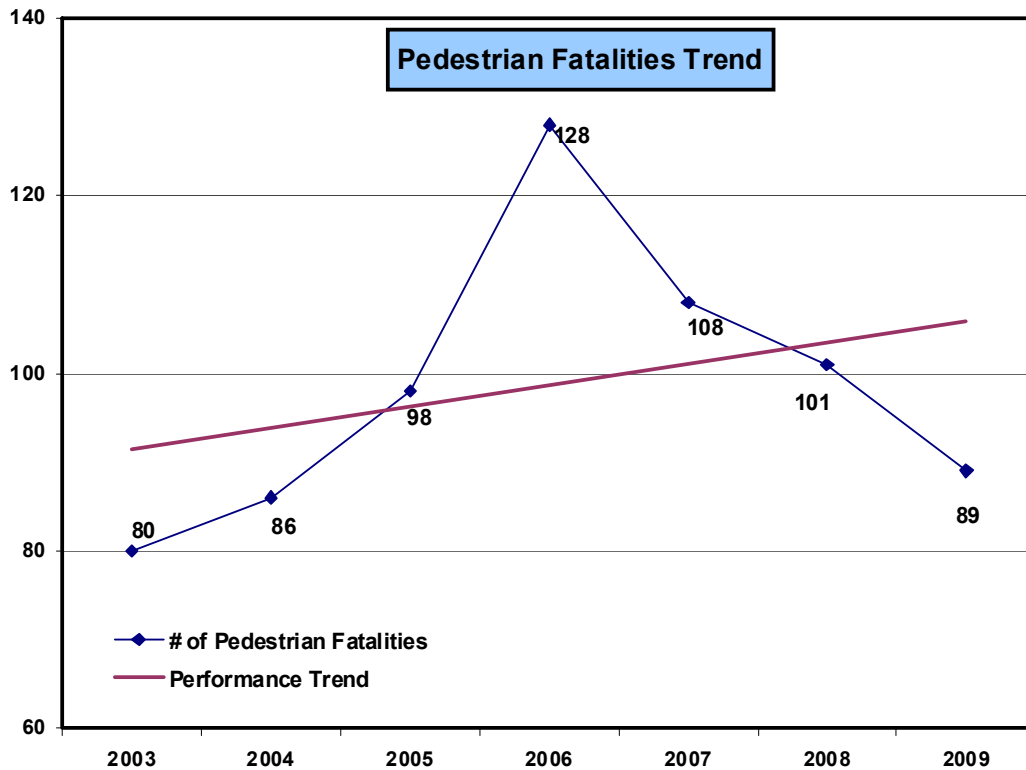
To decrease drivers age 20 or younger involved in fatal crashes 5% from the calendar base year average of 159 to 151 by December 31, 2010.

Goal: Drivers 20 or Under



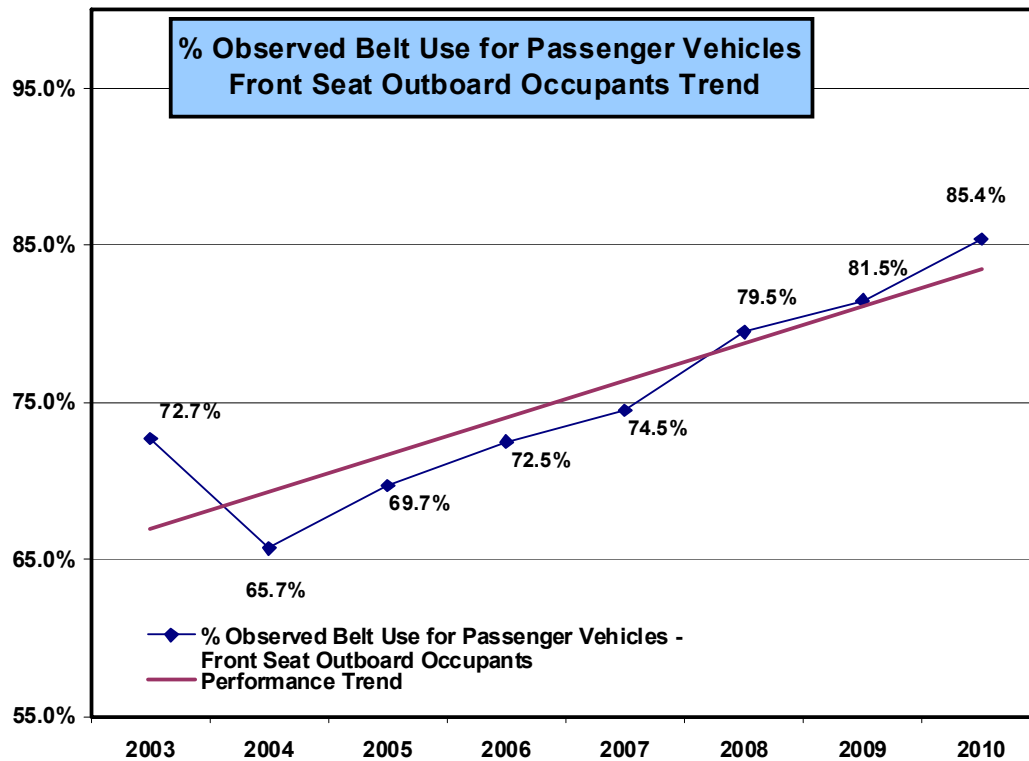
To reduce pedestrian fatalities 5% from the calendar base year average of 112 to 106 by December 31, 2010.

Goal: Pedestrian Fatalities



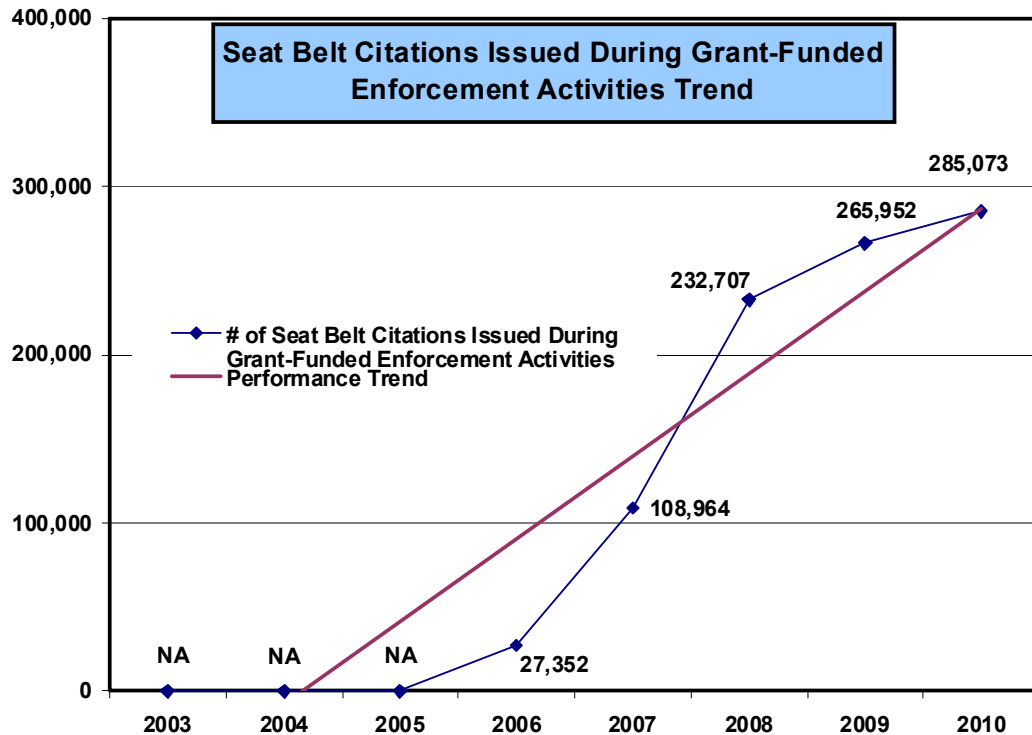
To increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles 2 percentage points from the 2009 calendar base year average usage rate of 81.5% to 83.5% by December 31, 2010.

Goal: Observed Belt Use



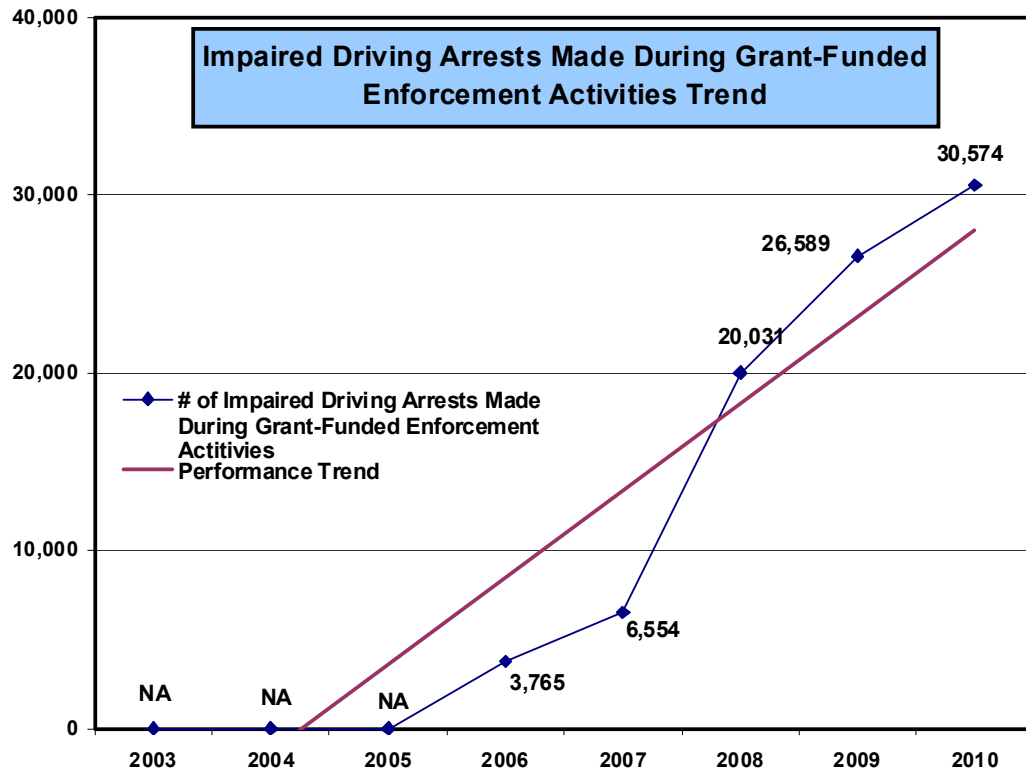
To increase the number of grant-funded seat belt citations issued during the FY 2010 grant year.

Goal: Seat Belt Citations



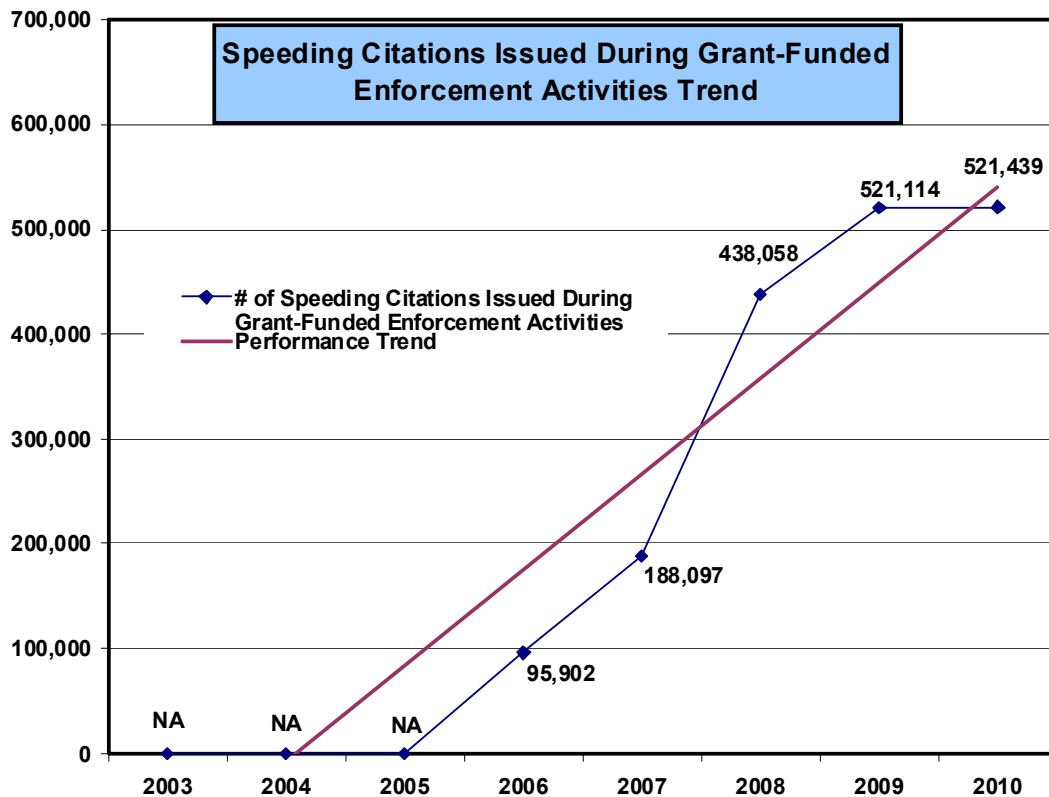
Goal: Impaired Driving Arrests

To increase the number of grant-funded impaired driving arrests made during the FY 2010 grant year.



Goal: Speeding Citations

To increase the number of grant-funded speeding citations issued during the FY 2010 grant year.



Planning and Administration Overview

Goal: To reduce the number of traffic crashes reported during CY 2010 by 5%, as compared to 2006-2008 calendar year average data.

The 402 State and Community Highway Safety Program in South Carolina is administered by the Office of Highway Safety (OHS) of the South Carolina Department of Public Safety (SCDPS). The mission of the Office 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 Office coordinates 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, the implementation of engineering-related countermeasures, and cooperation with state and local governments. Programming resources are directed to national and state-identified priority areas.

Primary activities of Program Administration include:

- **Problem Identification:** Includes identification of actual and potential traffic safety hazards and effective countermeasures.
- **Administration:** Includes preparation of the Highway Safety Plan and distribution and administration of federal funds to state, local, and private agencies.
- **Monitoring and Evaluation:** Includes monitoring and evaluation of approved highway safety projects, as well as other highway safety initiatives conducted through other sources of funding, and the preparation of an annual evaluation of the Highway Safety Plan.
- **Public Information and Education:** Includes development and coordination of numerous public awareness activities with particular emphasis on impaired driving, occupant protection, speed reduction, and other similar efforts.

In order to provide the necessary planning and guidance to subgrantees, the following OHS staff positions were retained through the Planning and Administration grant: one (1) Director, one (1) Assistant Director, one (1) Grants Administration Manager, one (1) Senior Accountant, one (1) Fiscal Technician, and one (1) Administrative Assistant.

Projected estimates from the OHS Statistical Analysis Center based on available 2010 data indicate a projected total of 103,458 collisions for CY 2010. When compared to the estimated 106,445 collisions in CY 2009, this represents an estimated decrease in total collisions for CY 2010 of 2.8%. The projected mileage death rate (MDR) of the State during CY 2010 is 1.58, down 14.1% from 1.84 in CY 2009. Additionally, the mileage injury rate is also projected to decrease 3.1%, from 99 in CY 2009 to a projected 96 for CY 2010.

Planning and Administration Overview

The OHS was responsible for various noteworthy activities during this grant period. The two major enforcement campaigns (*Buckle up, South Carolina. It's the law and it's enforced.* and *Sober or Slammer!*) generated significant activity on the local law enforcement level as local jurisdictions participated heavily in the campaigns with enforcement, educational, and media-related activities.

The OHS continued to work with the Law Enforcement Network system in the state to implement sustained DUI enforcement activities beginning in December 2009 and running through September 6, 2010. The Sustained DUI Enforcement campaign included two major DUI mobilization crackdowns (Christmas/New Year's 2009-2010 and Labor Day 2010). The campaign followed the Strategic Evaluation States model, with participating law enforcement agencies conducting specialized DUI enforcement activity (checkpoints and/or saturation patrols) at least monthly during the effort, with an additional four nights of specialized DUI enforcement activity occurring during the mobilization crackdowns. Generous media coverage was attained as part of this DUI year-long emphasis.

A Data Driven Approach to Crime and Traffic Safety Seminar was held January 28, 2010 for all law enforcement agencies in the state. Speakers from others states that have implemented the DDACTS model were brought in, along with NHTSA representatives, to give an overview of the program and to illustrate how effective and beneficial DDACTS can be to a law enforcement agency. More than 150 law enforcement officers attended the seminar.

The agency also conducted a *School Zone Safety Week* emphasis during the month of August 2010. The campaign included increased enforcement statewide, the availability of educational materials to all middle and elementary schools in the state, and presentations conducted throughout the state at elementary and middle schools by SC Highway Patrol Community Relations Officers and local law enforcement agencies.

The OHS, in conjunction with NHTSA, continues to benefit from two assessments for Occupant Protection and Impaired Driving, both of which were conducted during FFY 2009. The **Occupant Protection Assessment** occurred January 11-16, 2009 and resulted in recommendations the OHS is implementing to further strengthen the occupant protection program in our State. The **Impaired Driving Assessment** was held June 30 – July 5, 2009. This was the second assessment for impaired driving conducted in South Carolina and yielded important findings and recommendations. While the assessment commended South Carolina on many successes and progress in the area of impaired driving, there were still important recommendations from the assessment for South Carolina to consider implementing. The task of review and implementation associated with the Impaired Driving Assessment recommendations has fallen to the State's Impaired Driving Prevention Council (IDPC). The IDPC met in June to establish subcommittees to address the assessment recommendations. The work of the subcommittees is on-going.

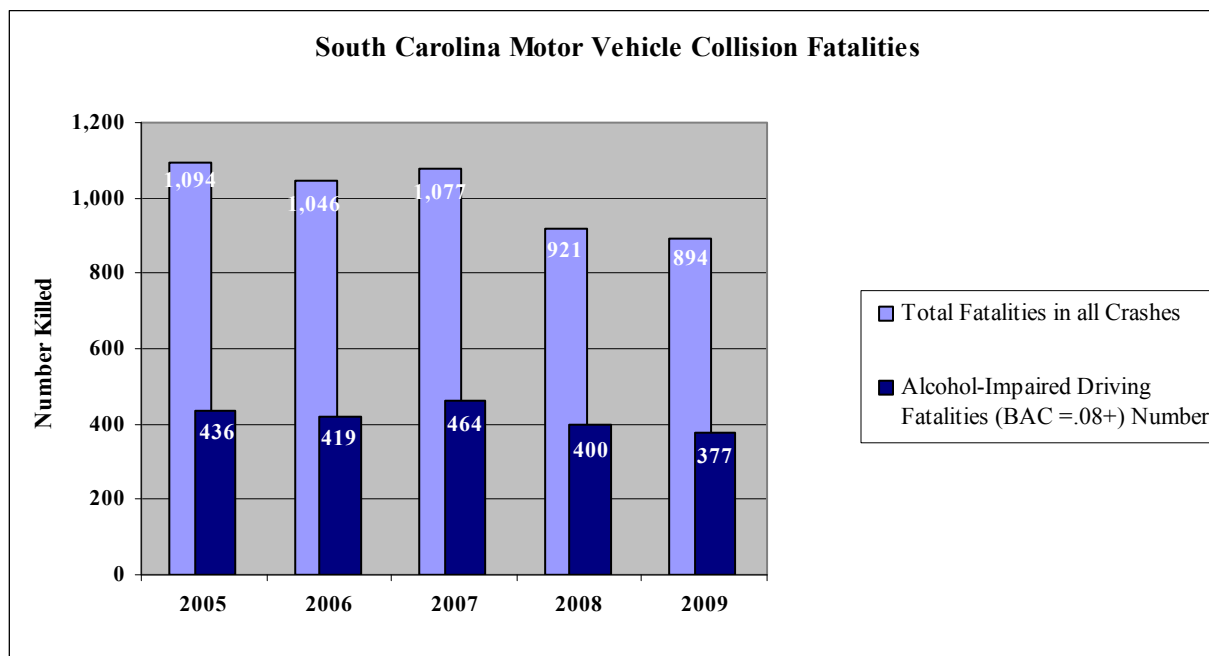
Alcohol Countermeasures Program Overview

Goal: To reduce alcohol/drug related motor vehicle crashes, injuries and fatalities through the systematic delivery of effective program countermeasures.

Projected estimates from the OHS Statistical Analysis Center based on available 2010 data indicate a projected DUI-related crash MDR of .66 for CY 2010. When compared to the 0.78 DUI-related crash MDR for CY 2009, this represents an estimated decrease for CY 2010 of 15.4%.

According to NHTSA, the level of BAC reporting in South Carolina on drivers in fatal crashes was 43% in 2008, compared to 44% in 2009. This is a 2.3% increase in the BAC reporting on drivers in fatal crashes. It is estimated that SC will achieve 45% in 2010. Statistical information on the BAC level of drivers in fatal crashes for CY 2010 is incomplete at this time and is, therefore, unavailable. The BAC level is considered “sensitive” information by the state’s coroners. As such, coroners are reluctant to report the BAC levels on drivers in fatal crashes. The OHS will continue to work diligently on efforts to influence coroners in South Carolina to report the BAC level of drivers in fatal crashes. Additionally, it should be noted that DUI arrests in South Carolina have increased significantly over the last few years. The number of DUI arrests made during grant-funded enforcement activities in 2007 was 6,554. That number has increased to 30,574 in 2010.

There were 21 alcohol countermeasures subgrants awarded in FY 2010 using two sources of funding. There were two subgrants awarded exclusively using Section 402 funds, 10 were awarded using exclusively Section 410 funds, and 10 were awarded with a combination of Section 402 and Section 410 funds.



Alcohol Countermeasures Program Overview

Grant Number	Grantee	Funding Source	Grant Amount
2H10006	SC Department of Public Safety: OHS	410	\$526,197
2H10009	Lexington County Sheriff's Department	402	\$229,378
2H10010	Sixteenth Circuit Solicitor's Office	410	\$66,389
2H10011	SC Criminal Justice Academy	410	\$120,172
2H10013	City of Anderson Police Department	410	\$111,351
2H10016	SC Department of Public Safety: Highway Patrol	410/402	\$272,147/\$1,545
2H10017	SC Commission on Prosecution Coordination	410	\$175,395
2H10019	SC Department of Public Safety: Highway Patrol	410/402	\$359,433/\$4,635
2H10021	Darlington County Sheriff's Office	410/402	\$96,903/\$2,000
2H10023	City of Rock Hill	402	\$158,394
2H10024	Berkeley County Sheriff's Office	410/402	\$322,308/\$4,096
2H10025	Anderson County Sheriff's Office	410/402	\$216,187/\$4,000
2H10026	City of Charleston	410	\$177,866
2H10027	Town of Mount Pleasant Police Department	410/402	\$207,226/\$9,284
2H10028	Orangeburg Department of Public Safety	410/402	\$151,418/\$5,650
2H10030	North Augusta Department of Public Safety	410/402	\$213,894/\$4,000
2H10031	Ninth Circuit Solicitor's Office	410	\$132,660
2H10035	Mauldin Police Department	410/402	\$194,705/\$4,000
2H10036	City of Darlington Police Department	410	\$37,624
2H10037	Seventh Judicial Circuit Solicitor's Office	410	\$68,305
2H10038	City of Hanahan Police Department	410	\$62,272
2H10042	City of Clinton	410/402	\$179,923/\$4,000

The Impaired Driving Countermeasures Program Management project developed and implemented comprehensive statewide impaired driving countermeasures efforts in order to reduce DUI-related crashes, injuries, and deaths on South Carolina's roadways. One of the most extensive activities of this project was the *Sober or Slammer!* campaign. The campaign is a high-visibility law enforcement initiative that involved a comprehensive statewide effort to call attention to the problem of DUI in the state of South Carolina. *Sober or Slammer!* is South Carolina's equivalency to the national *Drunk Driving. Over the Limit. Under Arrest.* campaign. South Carolina also continued to develop the South Carolina Law Enforcement Network (SCLN), which is based on the 16 judicial circuits in the state. The SCLN influenced and energized law enforcement officers (state, county, local, and others), agencies, and organizations into addressing the impaired driving problems in South Carolina. The SCLN has carried much of the weight in implementing the *Sober or Slammer!* campaign and is largely responsible for the employment of the Breath Alcohol Testing Mobiles (BATMobiles) throughout the network. There is little doubt that the SCLN is bridging gaps of communication and cooperation that have existed among law enforcement within this state for years.

Alcohol Countermeasures Program Overview

The SCLN and the Impaired Driving Countermeasures Program Manager worked collaboratively in coordinating a **Law Enforcement DUI Challenge** for all law enforcement agencies in the 16 judicial circuits of South Carolina. Law enforcement agencies that participated in the challenge were required to conduct primarily stepped-up DUI enforcement while also addressing the issues of safety belts and speed enforcement. The enforcement activities were held during the national campaigns which started in December 2009 and ended in September 2010.

Participating agencies reported monthly on their regular sustained enforcement activities. Approximately 225 of 260 possible agencies participated in the 2010 Law Enforcement DUI Challenge. This represents the highest number of participating agencies that has ever participated in OHS campaign efforts. Each law enforcement agency that participated 100% in the 2010 Law Enforcement DUI Challenge will receive an incentive item that will assist in DUI enforcement efforts and detecting impaired drivers. In addition to the incentive items, the SCDPS partnered with the South Carolina Department of Transportation (SCDOT) to award police vehicles to law enforcement agencies that participated in the Challenge. By way of the partnership, eight fully-equipped police vehicles will be awarded to each of the top eight networks that experienced a decrease in established alcohol-related traffic statistical criteria in their circuit. Eligible agencies within each of the 8 networks will have a chance to draw for one of the vehicles.

The South Carolina Department of Public Safety's Office of Highway Safety utilized grant funds during FFY 2010 for paid media efforts relating to the Law Enforcement DUI Challenge, the state's *Sober or Slammer! (SOS)* mobilization crackdowns conducted during Christmas/New Year's 2009-2010 and Labor Day 2010. The enforcement portion of the 2009-2010 Christmas/New Year's *SOS* campaign efforts ran from December 16, 2009 – January 3, 2010. The flight dates for the paid media portion of the 2009-2010 Christmas/New Year's *SOS* campaign efforts ran from Thursday, December 17, 2009 through Sunday, December 20, 2009; and Thursday, December 24, 2009 through Wednesday, December 30, 2009. For the mobilization crackdown enforcement portion of the Labor Day 2010 *SOS* campaign, efforts ran from August 20-September 6, 2010. Flight dates for the paid media portion of the 2010 Labor Day *SOS* campaign efforts ran from August 18-22, August 25-29, and September 1-6, 2010. In addition to television commercial spots and radio PSA's, the South Carolina Department of Public Safety highlighted calling *HP (*47). *HP is a tool for South Carolina's motoring public that will allow them to report any suspicions of impaired driving. A new television commercial spot and billboards used in major media markets promoted *HP prior to and during the 2010 Labor Day *SOS!* campaign.

The South Carolina Impaired Driving Prevention Council (SCIDPC), after a brief hiatus, was re-established and reorganized during the FY 2010 grant year. Along with the Office of Highway Safety, SC Highway Patrol, State Transport Police, the Criminal Justice Academy, Office of Justice Programs and the Director of the Department of Public Safety, there are representatives from the State Senate, the Governor's Office, State Attorney General's Office, the State House of Representatives and 20 additional Federal, State, Local and private entities comprising the Council's membership. During FFY 2009, a statewide Impaired Driving Assessment was conducted by the National Highway Traffic Safety Administration (NHTSA). Upon completion of the Assessment, the Assessment Team determined the "state of the State" in terms of impaired driving issues in the form of a formal report regarding how to improve impaired driving countermeasures in the state of South Carolina. The Assessment Report contained 75 recommendations, of which 25 were considered priority recommendations. These recommendations have been reviewed by the SCIDPC. The SCIDPC has assigned each recommendation (Priority and Non-Priority) to 1 of 4 subcommittees of the Council. The subcommittees will continue to assess the recommendations to determine priority and possible solutions.

Alcohol Countermeasures Program Overview

There were **seventeen alcohol countermeasures enforcement projects and three adjudication alcohol countermeasures projects** awarded during FY 2010. The DUI enforcement project awarded to the City of Clinton Department of Public Safety was terminated during the grant year due to performance issues.

The grant-funded officers assigned to the remaining sixteen alcohol countermeasures enforcement projects accounted for over 1,400 DUI arrests and conducted over 465 public safety checkpoints. The grant-funded officers participated in the *Sober or Slammer!* campaign initiatives and were responsible for conducting over 200 public safety presentations on the dangers of impaired driving.

The three adjudication alcohol countermeasures grant projects funded during FY 2010 were responsible for 404 DUI convictions during the grant year. In total, the three projects disposed of over 1,173 DUI cases during the grant period.

Noteworthy Projects:

The **Traffic Safety Resource Prosecutor (TSRP) grant project** provided for the continuation of a TSRP in South Carolina to provide valuable training to criminal justice professionals throughout the State. The TSRP conducted four two-day DUI training seminars for prosecutors, law enforcement officers, and summary court judges; two one-day trainings for South Carolina Highway Patrol on the new DUI law and Standardized Field Sobriety Testing; and three training sessions for Magistrate Judges on the new DUI law. Overall, 464 people were trained. Additionally, the TSRP participated in South Carolina's Law Enforcement Network (SCLN). The SCLN consists of law enforcement agencies in the State's 16 judicial circuits. The TSRP attended meetings in each SCLN, and addressed any traffic-related legal issues from law enforcement officers. The TSRP was also available to assist in DUI-related cases in Magistrate and General Sessions Court on an as needed basis.

The **South Carolina Highway Patrol** received two impaired driving countermeasures grants to conduct DUI enforcement in Horry and Florence Counties; and in Richland and Lexington Counties, respectively. Horry County consistently ranks in the top five counties in South Carolina for DUI-related fatalities; yet there has been little interest from local agencies to apply for grant funds to combat the problem. Collectively, the six grant-funded DUI officers issued a total of 443 DUI citations and made over 5,200 contacts with the public during the grant period.

The **City of Charleston Police Department** received an impaired driving countermeasures grant to augment the city's current DUI traffic unit. During the grant period, November 1, 2009 to September 30, 2010, the two grant-funded officers were responsible for making 168 DUI arrests. The two grant-funded officers also participated in 117 traffic safety checkpoints. The checkpoints resulted in 2,161 traffic citations for various violations being issued, and 59 physical arrests. For this DUI grant project, approximately 3,026 contacts were made with the public during the grant cycle.

The **City of Anderson Police Department** received a second year grant award to continue DUI enforcement with two grant-funded officers. The City has established a very proactive DUI Traffic Unit. During the grant period, October 1, 2009 to September 30, 2010, 109 total DUI arrests were made due to enhanced DUI enforcement efforts. During the same period, the number of alcohol and drug-related crashes decreased 61% from 13 to 5. The Anderson Police Department contributes the increase in arrests to cooperation in multi-jurisdiction enforcement in the SC Law Enforcement Network and the DUI Traffic Team's ability to concentrate enforcement on impaired drivers.

Community Traffic Safety Program Overview

- Goal 1: To reduce the number of traffic crashes reported during CY 2010 by 5%, as compared to 2006-2008 calendar base year average data.
- Goal 2: To decrease motorcyclist fatalities 5% from the 2006-2008 calendar base year average of 121 to 115 by December 31, 2010.
- Goal 3: To decrease unhelmeted motorcyclist fatalities 5% from the 2006-2008 calendar base year average of 90 to 85 by December 31, 2010.
- Goal 4: To increase the number of successfully implemented highway safety projects through the provision of specialized training for both project directors and project staff and increased project development efforts.
- Goal 5: To provide continuing specialized training to project personnel and highway safety staff in order to improve project/program management skills.
-

The goal to reduce the number of traffic crashes reported during CY 2010 by 5%, as compared to 2006-2008 calendar base year average data was achieved this year. Projected estimates from the OHS Statistical Analysis Center show 103,458 collisions for CY 2010. When compared to the CY 2006 – 2008 average of 110,756 collisions, this represents an estimated 6.6% decrease for CY 2010. There was even better success in our achievement for the goal to reduce motorcyclist fatalities from the CY 2006 – 2008 average of 121 by 5%. Projected estimates from the OHS Statistical Analysis Center show 95 motorcyclist fatalities for CY 2010 which is a 21.5% reduction. The goal to decrease unhelmeted motorcyclist fatalities 5% from the 2006-2008 calendar base year average of 90 to 85 by December 31, 2010 was also achieved. Projections show 71 unhelmeted motorcyclist fatalities, a 21.1% reduction based on the NHTSA definition of motorcyclist which includes all terrain vehicles and mopeds.

The Public Information, Outreach, and Training (PIOT) grant is a Section 402 funded project developed to improve the state's capability to support national and statewide conferences, seminars, and workshops of relevance to the Highway Safety Program and to upgrade the skills of those who participate. Through the project, a large number of individuals, both within and outside of the OHS, were sent to highway safety-related training programs during the grant period. Another ongoing component of this project involved conducting Pre-Work Conferences for all highway safety grant subgrantees and a Project Management workshop for new subgrantees. The meetings covered key aspects of project management, including data collection, procurement practices, and other needed technical information. The meetings also provided instruction on how and when to prepare budget revisions, how to complete progress reports, and how to complete reimbursement requests. Applicable federal and state regulations governing the implementation of projects were thoroughly discussed. Additionally, a Funding Guidelines workshop was held in Columbia on January 6, 2010 to assist applicants in preparing applications for the FFY 2011 grant year.

The project also developed and implemented an Annual Victims' Memorial Service for families of those lost in traffic fatalities in 2009, prepared a highway safety informational booth at the SC State Fair during October 2009, provided traffic safety information to businesses and schools in South Carolina, and held a motorcycle safety campaign in Myrtle Beach in May 2010, which included paid and earned media events and the distribution of educational materials to bikers during the rally events.

Motorcycle Safety/Other Two-Wheel Vehicle Safety Program Overview

Goal 1: To decrease motorcyclist fatalities 5% from the 2006-2008 calendar base year average of 121 to 115 by December 31, 2010.

Goal 2: To decrease unhelmeted motorcyclist fatalities 5% from the 2006-2008 calendar base year average of 90 to 85 by December 31, 2010.

Projected estimates from the OHS Statistical Analysis Center based on available 2010 data indicate a projected total of 552 bicycle crashes for CY 2010. When compared to the estimated 516 in CY 2009, this represents an increase in total bicycle crashes for CY 2010 of 7.0%. According to NHTSA, the motorcycle registration fatality rate for CY 2008 was 119.4 motorcyclist fatalities per 100,000 motorcycle registrations. In calendar year 2009 there were 108 motorcyclist fatalities versus 123 in 2008 a 12.2% decrease. Although motorcycle registration information is not available for CY 2009, a decrease in the motorcycle registration fatality rate is expected. Based on the CY 2010 data available, South Carolina expects to see a decrease in the motorcycle registration fatality rate for 2010 as well. The goal to decrease unhelmeted motorcyclist fatalities 5% from the 2006-2008 calendar base year average of 90 to 85 by December 31, 2010 was also achieved. Projections show 71 unhelmeted motorcyclist fatalities, a 21.1% reduction based on the NHTSA definition of motorcyclist which includes all terrain vehicles and mopeds.

While there were no specific projects funded under the motorcycle safety and two-wheel vehicle safety program, the Office of Highway Safety continued to promote and support the two initiatives. Through the Office of Highway Safety's PIOT grant, a motorcycle safety campaign was conducted in conjunction with the two motorcycle rallies held in the state. Coincidentally, the month of May has national significance. May is NHTSA's National Bike Month and Motorcycle Safety Month. The campaign theme was built upon the "Ride Smart" and "It doesn't take a genius ..." messaging used successfully in past campaigns. The paid media efforts which complemented enforcement activities by the SC Highway Patrol were for the Myrtle Beach Bike Week in Myrtle Beach, South Carolina from May 7-16, 2010 and the Atlantic Beach Bikefest in Myrtle Beach, South Carolina from May 27-31, 2010. As part of the visual used on the "It doesn't take a genius..." material, a picture of Albert Einstein was used. During both Bike Weeks an actor was hired to portray Einstein and distributed safety material that included t-shirts, safety DVD's and kickstand plates. As a result of the actor's presence many bikers that would not normally visit a safety booth did so.



Occupant Protection Program Overview

Goal 1: To decrease unrestrained passenger vehicle occupant fatalities in all seating positions 5% from the 2006-2008 calendar base year average of 453 to 429 by December 31, 2010.

Projected estimates from the OHS Statistical Analysis Center based on available 2010 data indicate a 30% reduction in unrestrained passenger vehicle occupant fatalities in all seating positions when compared to the 2006-2008 calendar base year average. The projected number of unrestrained passenger vehicle occupant fatalities in all seating positions is 327 compared to the base year average of 453.

The safety belt survey conducted by the University of South Carolina concluded that 85.4% of South Carolina drivers and passengers used shoulder style safety belts in June 2010; this is a historical high for the state. In June 2009, this percent was 81.5, which was the previous record high. Hence, 2010 represents the first year the statewide estimate has exceeded 85%.

Women continue to be more likely than men to use safety belts (90.6% to 82.3%); passengers and drivers use safety belts at approximately the same rate (85.4% to 86.0%); and rural occupants are less likely to use safety belts than urban occupants (80.5% to 87.4%). White occupants had a higher rate of use than non-white occupants (88.5% to 80.6%), while car occupants were more likely to wear safety belts than truck occupants (86.6% to 81.7%).

Percentage Safety Belt Use By Demographic Category

	6/03	12/03	6/04	6/05	6/06	6/07	6/08	6/09	6/10
Male	66.8	60.6	64.2	62.2	67.6	68.4	74.2	77.1	82.3
Female	80.1	74.0	75.4	78.7	79.3	84.5	85.8	87.8	90.6
Driver	73.2	65.7	66.7	70.3	73.0	74.6	79.1	81.3	86.0
Passenger	70.8	70.5	64.5	66.5	70.8	74.0	78.2	82.1	85.4
Urban	73.0	67.7	66.5	68.0	73.5	75.2	80.3	82.3	87.4
Rural	67.6	53.2	63.6	73.5	70.1	73.0	76.0	79.5	80.5
White	76.0	71.7	69.5	74.1	76.4	77.8	82.4	84.7	88.5
Non-white	64.3	56.3	56.7	58.0	63.8	67.2	70.9	74.1	80.6
Cars	76.4	69.8	69.2	72.3	75.7	77.7	81.1	84.3	86.6
Trucks	60.4	53.9	52.5	60.8	63.8	67.8	73.3	75.0	81.7
Overall	72.7	66.8	65.7	69.7	72.5	74.5	79.0	81.5	85.4

Projected estimates from the OHS Statistical Analysis Center based on available 2010 data indicate a projected MDR for motor vehicle occupants under the age of six of .020 for CY 2010. When compared to the .020 in CY 2009, this represents no measurable change in MDR for child motor vehicle occupants under the age of six for CY 2010.

Occupant Protection Program Overview

There were three occupant protection subgrants awarded in FY 2010 using two sources of funding. Two projects were awarded using Section 402 funds; and one was awarded using Section 402 and Section 405 funds.

Grant Number	Grantee	Funding Source	Grant Amount
2H010002	SC Department of Public Safety: OHS	402/405	\$84,472/\$280,000
2H010034	SC Dept. of Health and Environmental Control	402	\$136,354
2H010043	Summerville Fire Department	402	\$2,450

The Occupant Protection Program Management grant continued the development and implementation of occupant protection programs statewide. An informal survey on child restraint misuse was monitored in order to develop and implement appropriate countermeasures to address this problem. Specific activities of the Occupant Protection Program Manager (OPPM) included planning and coordinating special public information events during *Buckle Up, America! Week* in May 2010, and the *National Child Passenger Safety Awareness Week* in September 2010; and 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 2010. The OPPM continued to administer all Section 402 and Section 405 funded occupant protection programs. The OPPM was responsible for reviewing, monitoring and providing technical assistance to project personnel.

A statewide **Occupant Protection Assessment** was conducted by the National Highway Traffic Safety Administration (NHTSA), and coordinated by the OHS from January 11-16, 2009. As a result of the interviews conducted during the week, the Assessment Team determined the "state of the State," in terms of occupant protection issues, in the form of a formal report regarding how to improve safety belt and child restraint use in our State. The report contained 57 recommendations, of which 18 were considered priority. The OHS is currently working with the Department of Health and Environmental Control to reinstate roundtable meetings with occupant protection and child passenger safety advocates from around the state. The roundtable meetings will facilitate the review and implementation of the priority recommendations into a manageable roadmap for improving occupant protection usage in South Carolina. An initial meeting was conducted in September 2010 and it was decided this group would meet quarterly to discuss all occupant protection issues in the state.

The two child passenger safety grants combined conducted 20 Child Passenger Safety Technician Classes which resulted in 203 people trained. They held 53 child passenger safety seat checks with over 3,000 seats checked. In addition to the trainings and seat checks, the two also made 74 presentations to over 6,000 people.

Noteworthy Project:

Although the grant for the South Carolina **Highway Patrol's Occupant Protection Education and Outreach Program** which provided for the purchase of a rollover simulator, concluded last year, the project remains very active and quite effective. During the past year the rollover simulator has been used during 523 presentations reaching over 22,000 people.

Occupant Protection Program Overview

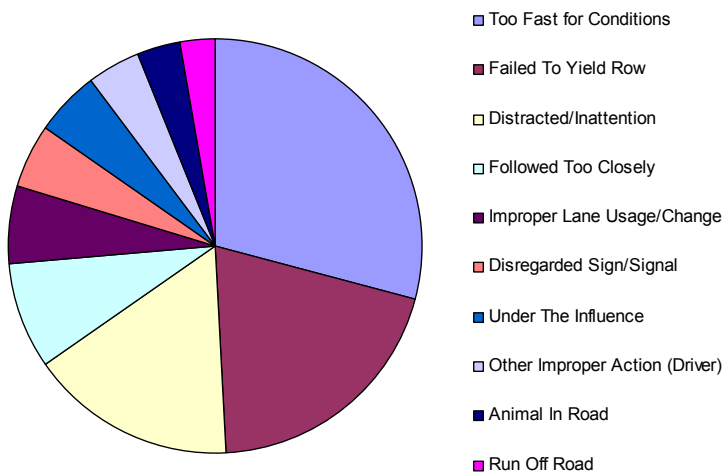


Police Traffic Services Program Overview

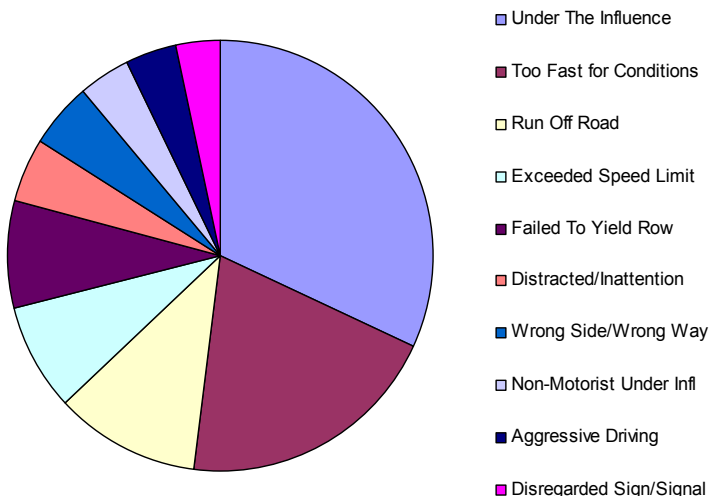
Goal 1: To reduce the number of overall motor vehicle crashes, injuries and fatalities through the systematic delivery of effective program countermeasures.

Projected estimates from the OHS Statistical Analysis Center based on available 2010 data indicate a projected total of 103,458 collisions for CY 2010. When compared to the estimated 106,445 collisions in CY 2009, this represents an estimated decrease in total collisions for CY 2010 of 2.8%. In CY 2010, there were a projected 1,112 traffic collisions with a contributing factor of exceeding the posted speed limit, compared to 1,218 in CY 2009. This represents a projected decrease of 8.7% for CY 2010. The projected number of traffic collisions with a contributing factor of DUI (alcohol and/or drugs) is 5,422 for CY 2010. This represents an decrease of 0.31% when compared to the estimated 5,439 traffic collisions with a contributing factor of DUI for CY 2009. Projected estimates indicate there were 51,679 traffic collisions caused by aggressive driving behaviors for CY 2010. When compared to the 53,609 such collisions in CY 2009, this represents an estimated decrease of 3.6%.

Top Ten Factors in All Collisions



Top Ten Factors in Fatal Collisions



Police Traffic Services Program Overview

There were 14 police traffic services subgrants awarded in FY 2010 using Section 402 funding.

Grant Number	Grantee	Funding Source	Grant Amount
2H10005	SC Department of Public Safety: OHS	402	\$75,627
2H10007	SC Department of Public Safety: OHS	402	\$696,023
2H10008	Richland County Sheriff's Office	402	\$123,887
2H10012	City of Columbia Police Department	402	\$140,814
2H10014	SC Criminal Justice Academy	402	\$358,183
2H10015	City of Conway Police Department	402	\$99,921
2H10018	Aiken Department of Public Safety	402	\$121,879
2H10020	Spartanburg Department of Public Safety	402	\$66,106
2H10022	City of North Charleston Police Department	402	\$96,328
2H10029	City of Cayce Department of Public Safety	402	\$121,227
2H10032	West Columbia Police Department	402	
2H10039	Batesburg-Leesville Police Department	402	\$51,898
2H10040	Mauldin Police Department	402	\$131,388
2H10041	Fountain Inn Police Department	402	\$56,285
2H10047	Hardeeville Police Department	402	\$84,442
2H10048	Hampton County Sheriff's Office	402	\$124,711

The **Police Traffic Services (PTS) Program Management** grant provided on-going technical assistance to all PTS programs, including responding to correspondence and revision requests, making monthly telephone contacts, desk monitoring projects, and providing for needed training and technical assistance to local project staff as requested. The PTS Program Manager worked to develop new project applications in target areas and assisted with coordination of enforcement campaigns.

The **Law Enforcement Coordination** grant continued the employment of two Field Law Enforcement Liaisons to develop and maintain the Law Enforcement Network system, worked to establish and maintain relationships between the OHS and law enforcement agencies around the state, and garnered law enforcement support of and participation in statewide enforcement mobilization campaigns. The project provided Law Enforcement Network mini-grants to those established networks around the state. The networks served as a key component of both the *Sober or Slammer!/Drunk Driving. Over the Limit. Under Arrest.*, Sustained Enforcement initiatives and the *Buckle up, South Carolina. It's the law and it's enforced.* campaign. The sixteen (16) networks correspond to the sixteen (16) judicial circuits in the state. The networks have been established to coordinate and promote law enforcement efforts in the state, disseminate information among agencies, and provide needed training for the more than 250 agencies within the state. The mini-grants were provided through the Law Enforcement Coordination grant to assist the networks in purchasing DUI and other enforcement equipment and maintenance supplies.

Police Traffic Services Program Overview

There were fourteen enforcement police traffic services projects funded during FY 2010. These projects developed or enhanced traffic enforcement programs necessary to directly impact traffic crashes, fatalities, and injuries. While speeding was a priority, these projects also included attention to DUI enforcement, occupant protection, and other violations that contribute to traffic collisions. There were 23 traffic safety officers funded through these projects. They were responsible for making 404 DUI arrests and issuing 6,766 safety belt citations, 413 child seat citations, and over 14,566 speeding citations. The grant-funded officers conducted 207 public safety checkpoints and performed saturation patrols routinely. Additionally, over 213 traffic safety presentations were conducted by the grant-funded officers.

Noteworthy Projects:

The **City of Aiken Department of Public Safety** was awarded a continuation grant to maintain the established traffic unit to reduce traffic collisions in number and severity through a combination of enforcement and education strategies. The two grant-funded officers conducted 21 public safety checkpoints and countless saturation patrols. The grant-funded officers issued 1,630 citations for speeding violations, and the department saw a 30% overall increase in speeding citations compared to the previous grant year. Aiken Public Safety also experienced a 7.7% increase in occupant protection citations during the grant year compared to the previous year, with the grant-funded officers issuing 1,896 occupant protection citations. Additionally, the grant-funded officers were responsible for making 43 DUI arrests and helping the department reach a 17% increase in DUI arrests for the grant year. Overall, the City of Aiken experienced a 5.6% decrease in total traffic collisions, from 1,764 to 1,664, during the grant period as compared to last year. The City of Aiken also saw a 17.8% decrease in alcohol-related collisions, from 28 to 23, during the grant year as compared to last year.

Several other police traffic services grant projects experienced noteworthy accomplishments during FY 2010. The **City of Conway Police Department** traffic enforcement grant ended this year with 105 DUI arrests by the grant-funded officers, which was the highest number of DUI arrests made by a single police traffic services project. The **City of Columbia Police Department** issued 2,930 speeding citations during this grant year compared to 2,508 issued the previous grant year, which was a 14.4% increase. It should also be noted that the **West Columbia Police Department** issued an impressive 1,132 occupant protection citations during this grant year compared to 1,069 such citations the previous year. This was a 5.5% increase in occupant protection citations issued.

In addition to the enforcement projects, a grant to the **South Carolina Criminal Justice Academy** was continued to provide four Traffic Safety Officer (TSO) Liaisons to help reduce fatalities and injuries on the state's roadways by providing comprehensive traffic enforcement/investigative training to the state's traffic law enforcement officers. The TSO Liaisons instructed in specific areas of current traffic topics and issues. These individuals developed traffic programs and initiatives to be presented around the state through the CJA Regional Training system. The Traffic Safety Unit exceeded this grant year's expectations of 82 traffic classes. The Traffic Safety Unit taught 89 training classes to 1,606 students during the grant year. Sixty-five officers were awarded their Traffic Safety Officer certification. The classes taught were both reactive (Collision Investigation) and proactive (DUI/SFST Detection and Speed Measurement Device) in nature, which provides law enforcement officers in the state of South Carolina the knowledge to not only investigate fatal collisions and make the appropriate charges, but also enables them to work in preventative ways to reduce collision rates and ultimately reduce the number of traffic fatalities.

Traffic Records Program Overview

Goal: To implement a strategic plan that will create a fully electronic traffic records system including the collection, transfer, repository, analysis, and interfaces that will make traffic records available to all highway safety stakeholders in a manner that supports their program goals and activities.

Grant Number	Grantee	Funding Source	Grant Amount
2H10003	SC Department of Public Safety: OHS	406/408	\$175,135/\$300,000

Additional Section 406 funds in the amount of \$3,067,645.70 were expended during the grant year on outfitting the South Carolina Highway Patrol with the hardware necessary to implement the electronic traffic records system.

The **South Carolina Collision and Ticket Tracking System (SCCATTS) Program Management** grant continued the development and implementation of the SCCATTS project based on the design elements, analysis, and assessment produced during Phase I by GartnerGroup in 2001. A SCCATTS Project Coordinator maintained familiarity with the total project in order to properly assist with the completed rollout of the effort. The Project Coordinator continued to apprise interested stakeholders (Traffic Records Coordinating Committee) of the status of the project.

In previous grant years, a significant amount of equipment and software was approved by NHTSA and purchased to serve as the structural underpinning for the SCCATTS effort and to begin building the central data repository. The Information Technology Office of the SCDPS utilized a "Smart Person" contractual services vendor to begin developing key aspects of the Phase II rollout. This consultant issued a report entitled SCCATTS Information Architecture, which contains a detailed explanation of the work accomplished thus far. The document provides standards for accessing data for online analytical processing, including executive information systems and decision support systems. The document outlines specific technical topics necessary for the SCCATTS effort, the technical components of each, recommended practices for each technical topic and implementation guidelines. The technical topics addressed are the data warehouse, repository, data hygiene tools, data extraction and transformation tools, data replication tools, and business intelligence tools. This documentation serves as a good base for assisting with the current deployment for SCCATTS. In July of 2009, a software package named ReportBeam was purchased and was configured to electronically capture the data on the TR310, Uniform Traffic Ticket (UTT), Size and Weight Citation, and Public Contact Form. This solution will be available to all law enforcement agencies throughout the state. Training has been conducted from May to November of 2010, with that software in use by four Troops of the South Carolina Highway Patrol and four local law enforcement agencies. Along with this deployment, the South Carolina Highway Patrol began acquiring a large amount of hardware in May of 2010 for mobile data computing to assist in accurate collision reporting.

The Traffic Records Coordinating Committee (TRCC), comprised of key staff members from the Office of Highway Safety, Highway Patrol, State Transport Police, the Office of Information Technology, the Department of Motor Vehicles, the Department of Transportation, South Carolina Judicial Department, and South Carolina Department of Health and Environmental Control continued to provide general oversight of the state's Traffic Records systems and provide updates to all of the agencies. Representatives of the Office of Highway Safety chair this committee. The TRCC has already addressed specific matters of timeliness and accuracy of data, based on the pilot project for implementation of

Traffic Records Program Overview

electronic crash reporting, the collection of vehicle identification numbers for vehicles involved in crashes, and improved electronic collection of EMS data statewide.

Current ongoing traffic records projects in 2010 are the Collision Data Interface with the South Carolina Department of Motor Vehicles and the South Carolina Department of Public Safety and the SCCATTS Deployment. Also being completed is a vehicle bar code registration project for the SC DMV. Agencies that are using the state reporting solution will have data electronically transmitted to the SCDMV. This will create more timely data, as agencies currently using the statewide system submit reports within approximately 5 days from the date of the collision. Currently, the agencies working within SCCATTS have sent over 5,000 reports since the full release on August 9th. The goal is to begin saturation of local law enforcement agencies with the reporting solution beginning the first quarter of 2011.

Youth Alcohol/Youth Traffic Safety Program Overview

Goal 1: To decrease the number of drivers age 20 or younger involved in fatal crashes by 5% from the 2006-2008 calendar base year average of 159 to 151 by December 31, 2010.

Projected estimates from the OHS Statistical Analysis Center indicate that drivers age 20 and under were involved in 111 fatal collisions (11.1% of all fatal collisions). This represents a 23.9% decrease from 2009. Additionally, projected estimates indicate that drivers age 20 and under were involved in 40 fatal DUI collisions (12.4% of all fatal DUI collisions). This represents a 14.9% decrease from 2009. Based on these projections, a 6.9% decrease was achieved for drivers age 20 and under for their percentage of involvement in all fatal collisions and a 0.8% decrease in their involvement in fatal DUI collisions.

While there were no specific projects funded under the youth alcohol/youth traffic safety program, the Office of Highway Safety continued to promote and support the initiatives. Through the Office of Highway Safety's PIOT grant, a program entitled High School Ticket campaign placed a highway safety message on approximately 5,000,000 tickets printed and used by high schools statewide for sporting and other special events during the 2010-2011 academic year. The OHS 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 the times when they were most likely to engage in risky driving behavior; during football and basketball games, proms, concerts, etc. In addition, the message on the tickets was also put in front of parents and other adults who attended many of these events.

ATTITUDINAL SURVEY RESULTS

Impaired Driving

In the past 60 days, how many times have you driven a motor vehicle within 2 hours after drinking alcoholic beverages?

	Pre N=217	Post N=199
None	83.9	87.9
One	4.6	5.0
Two-Three	7.8	3.5
Four or more	3.7	3.0
Don't know/Refused	0.0	0.5

Approximately half (49%) of study respondents indicate they have consumed alcoholic beverages during the past six months. However, among those, 12% say they drove a motor vehicle within two hours of drinking on at least one occasion during that time.

In the past 30 days, have you read, seen or heard anything about alcohol impaired driving (or drunk driving) enforcement by police?

	Pre N=403	Post N=404
Yes	51.6	60.4
No	45.9	36.9
Don't know	2.5	2.7

Overall, 60% of respondents said they had read, seen or heard something about alcohol impaired driving enforcement by police during the “post” campaign survey. This is up significantly compared to the “pre” campaign period when 52% identified awareness.

What do you think the chances are of someone getting arrested if they drive after drinking?

	Pre N=403	Post N=404
Always	7.2	6.7
Most of the time	15.4	17.6
Half the time	35.2	28.5
Rarely	37.5	40.3
Never	0.5	1.2
Don't know	4.2	5.7

Less than one out of four study respondents believed that someone who drives after drinking will get caught most of the time (18%) or always (7%). An additional 29% feel that DUI drivers will get arrested half the time. While many (40%) believe DUI drivers will be caught only rarely, only 1% believed someone who chooses to drive after drinking will never be arrested.

Safety Belts

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

	Pre N	Post N
Always	329	360
Most of the time	48	24
Half the time	13	3
Rarely	5	8
Never	8	7

South Carolina drivers report a high level of usage of safety belts. Over 80% of those interviewed in the pre-campaign survey and close to 90% in the post-campaign survey report that they always use seat belts, while only 2% report that they never use them.

In the past 60 days, have you read, seen or heard anything about seat belt law enforcement by police?

	Pre N	Post N
Yes	82	145
No	316	254
Do not know	6	3

In the pre-campaign survey, 20.2% said that they had read, seen or heard anything about seat belt law enforcement by police. This percentage increased significantly to 36.1% in the post-campaign survey.

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

	Pre N	Post N
Always	74	69
Most of the time	126	115
Half the time	107	96
Rarely	82	109
Never	7	8

Public perceptions of the likelihood of being stopped by police for not wearing a safety belt did not change between the pre- and post-campaign surveys. The percentages of respondents indicating the chances of getting a ticket if you don't wear your safety belt were as follows: always, approximately 18%; most of the time, approximately 30%; half the time, approximately 25%; rarely, approximately 24%; and never, approximately 2%.

Speeding

On a local road with a speed limit of 30 mph, how often do you drive faster than 35 mph?

	<u>N</u>
Always	12
Most of the time	62
Half the time	104
Rarely	145
Never	79

In terms of driving above the speed limit, 2.9% of respondents said they always drove above 35 miles per hour on a local road with a speed limit of 30 MPH; 15.5% said that they drove above 35 MPH most of the time; 26.0% did so about half the time; 36% rarely drove above this speed; and 19.7% said they never drove above 35 MPH on a local road with a speed limit of 30 MPH.

On a local road with a speed limit of 65 mph, how often do you drive faster than 70 mph?

	<u>N</u>
Always	15
Most of the time	37
Half the time	62
Rarely	161
Never	127

A number of South Carolina drivers also report driving above the speed limit on a road with a speed limit of 65 miles per hour. The percentages who said they drove above 70 MPH on such a road were as follows: always, 3.8%; most of the time, 9.2%; half of the time, 15.5%; rarely, 40%; and never, 31.6%.

In the past 30 days, have you read, seen or heard anything about speed enforcement by police?

	<u>N</u>
Yes	195
No	200
Do not know	7

Slightly less than half of those surveyed (48.5%) reported that they had seen, heard or read anything in the past 30 days about speed enforcement by police.

What do you think the chances are of getting a ticket if you drive over the speed limit?

	<u>N</u>
Always	41
Most of the time	146
Half the time	123
Rarely	84
Never	7

Drivers' perception of the chances of a person who is driving over the speed limit getting a ticket are much lower than the perceived likelihood that a person who drives after drinking alcohol will get arrested. About 10% thought a person who is speeding will always get a ticket, while 36.4 % said they would get a ticket most of the time; 30.7% felt they would do so about half of the time; 21% believed they would rarely get a ticket; and 1.7% thought they never would.

PARTNERSHIPS

South Carolina Department of Transportation

The Office of Highway Safety continued a strong and mutually rewarding partnership with the SC Department of Transportation (SCDOT) throughout the FY 2010 grant year. While all of the ways SCDOT has partnered with the OHS cannot possibly be recounted, there are a few that were essential to the mission of saving lives on our roadways. SCDOT continued to display safety messages on their variable message boards statewide during campaign mobilizations and special enforcement periods. The impact of the variable message boards is hard to ascertain yet the message is reaching the target audience during the time when they need to be aware of safety issues and making smart choices. Additionally, SCDOT provided substantial funding to purchase incentive prize enforcement vehicles for the 2010 Law Enforcement DUI Challenge.

South Carolina Department of Natural Resources

The South Carolina Department of Natural Resources (SCDNR) approached the SC Department of Public Safety about partnering during the summer of 2010 to combine the messages of not drinking and driving and not drinking and boating. South Carolina has many waterways that are very popular boating destinations and alcohol consumption while boating is a common theme. Additionally, a strong comparison was made to wearing a safety belt and wearing a life preserver as the partnership took place surrounding the BUSC campaign. Since most boaters have to drive to and from the waterway, it was a natural fit to combine the two messages. Representatives from SCDNR attended the kick off press events which were held at various boat ramps throughout the state.

Impaired Driving Prevention Council

The South Carolina Impaired Driving Prevention Council (SCIDPC), after a brief hiatus, was re-established and reorganized during the FY 2010 grant year. Along with the Office of Highway Safety, SC Highway Patrol, State Transport Police, the Criminal Justice Academy, Office of Justice Programs and the Director of the Department of Public Safety, there are representatives from the State Senate, the Governor's Office, State Attorney General's Office, the State House of Representatives and 20 additional Federal, State, Local and private entities comprising the Council's membership. During FFY 2009, a statewide Impaired Driving Assessment was conducted by the National Highway Traffic Safety Administration (NHTSA). Upon completion of the Assessment, the Assessment Team determined the "state of the State" in terms of impaired driving issues in the form of a formal report regarding how to improve impaired driving countermeasures in the state of South Carolina. The Assessment Report contained 75 recommendations, of which 25 were considered priority recommendations. These recommendations have been reviewed by the SCIDPC. The SCIDPC has assigned each recommendation (Priority and Non-Priority) to 1 of 4 subcommittees of the Council. The subcommittees will continue to assess the recommendations to determine priority and possible solutions.

PAID MEDIA REPORTS

2009-2010 Christmas/New Year's Sober or Slammer Campaign

Media Buy Summary for 2009-2010 Christmas/New Year's SOS campaign

The total expenditures for the 2009-2010 Christmas/New Year's Sober or Slammer campaign were \$243,126.33.

Station	Cost	Bonus Spots	Paid Spots	Total Spots
Charleston:				
WCSC-TV	\$9,945	40	40	80
WCBD-TV	\$7,650	42	55	97
WTAT-TV	\$7,514	58	58	116
WMMP-TV	\$1,411	42	38	80
WCIV-TV	\$2,970.75	75	63	138
	\$29,490.75	257	254	511
Columbia:				
WIS-TV	\$8,925	34	38	72
WLTX-TV	\$10,867.25	42	42	84
WACH-TV	\$9,350	43	43	86
WOLO-TV	\$3,405.50	32	49	81
WZRB-TV	\$1,700	34	34	68
	\$34,250.75	185	206	391
Florence/Myrtle Beach:				
WBTW-TV	\$9,180	61	61	122
WPDE-TV	\$5,444.25	30	41	71
WFXB-TV	\$5,950	37	59	96
WMBF-TV	\$3,400	64	64	128
WMMB-TV	\$1,802	15	24	39
	\$25,776.25	207	249	456
Greenville/Spartanburg:				
WSPA-TV	\$14,909	71	71	142
WYFF-TV	\$11,475	50	50	100
WHNS-TV	\$11,050	43	35	78
WYCW-TV	\$4,483.75	72	36	108
	\$41,917.75	236	192	428
TOTALS	\$131,435.50	885	901	1,786

2009-2010 Christmas/New Year's Sober or Slammer Campaign

Station	GRP's P 18-34	CPP P 18-34	Reach% P 18-34	Freq. P 18-34	GRP's M 18-49	CPP M 18-34	Reach % M 18-34	Freq. M 18-34
Charleston:								
WCSC-TV	168.4	\$59.06	60.1	2.5	225.0	\$44.20	68.6	3.2
WCBD-TV	181.5	\$42.15	73.0	2.6	339	\$22.57	91.1	3.7
WTAT-TV	262.2	\$28.66	56.9	4.6	340.6	\$22.06	69.0	5.0
WMMP-TV	125.8	\$11.22	42.0	3.0	128.8	\$10.95	42.1	3.0
WCIV-TV	112.3	\$26.45	28.4	3.9	102.8	\$28.90	23.1	4.4
Columbia:								
WIS-TV	125.3	\$71.23	54.6	2.3	199.9	\$44.65	71.3	2.8
WLTX-TV	142.9	\$76.05	58.7	2.4	214.0	\$50.78	70.4	3.0
WACH-TV	146.3	\$63.91	57.7	2.5	148.2	\$63.09	48.2	3.1
WZRB-TV	74.0	\$22.97	22.3	2.8	63.8	\$26.65	26.1	2.5
WOLO-TV	93.1	\$36.61	21.2	4.8	108.0	\$31.56	24.7	4.4
Florence/Myrtle Beach:								
WBTW-TV	283.5	\$32.38	75.8	3.7	481.9	\$19.05	90.5	5.3
WPDE-TV	129.0	\$42.20	30.3	4.3	189.0	\$28.81	51.3	3.7
WFXB-TV	216.7	\$27.46	38.9	5.2	252.5	\$23.56	59.5	4.5
WMBF-TV	67.7	\$50.22	15.8	3.6	104.7	\$32.47	18.5	3.2
WWMB-TV	53.4	\$33.75	18.1	2.9	65.2	\$27.64	22.5	3.0
Greenville/Spartanburg:								
WYFF-TV	140.8	\$81.5	56.4	2.5	224.3	\$51.16	73.6	3.0
WSPA-TV	166.1	\$89.76	52.7	3.2	220.1	\$67.74	70.6	3.1
WHNS-TV	281.5	\$39.25	73.2	4.9	214.3	\$51.56	56.2	4.1
WYCW-TV	137.9	\$32.51	36.4	3.8	88.7	\$50.55	11.4	7.8

Cable System	Total Cost	Bonus Spots	Paid Spots	Total Spots	# of Subscribers
Charter Media Upstate	\$10,625.00	177	177	354	244,751
CableVantage Columbia	\$9,180.00	359	151	510	200,000
Comcast Cable Charleston	\$7,684.00	126	126	252	151,599
Knology Cable Charleston	\$1,275.00	224	112	336	20,631
CableVantage Florence	\$2,975.00	208	137	345	75,000
Time Warner Myrtle Beach	\$2,975.00	120	119	239	106,000
Time Warner Rock Hill	\$4,929.15	126	125	251	56,821
CableVantage Aiken	\$2,805.00	225	145	370	16,000
Hargray Beaufort/HHI	\$2,208.30	186	93	279	28,000
Time Warner HHI	\$1,276.70	109	109	218	22,272
Comcast Beaufort/HHI	\$1,271.60	88	88	176	19,000
Total:	\$47,204.75	1,948	1,382	3,330	

2010 St. Patrick's Day Sober or Slammer Campaign

Media Buy Summary for 2010 St. Patrick's Day DUI Media Buy (Radio) Flight Dates: March 15-21, 2010

Station	Cost	Bonus Spots	Paid Spots	Total Spots	GRP's	CPP	Reach %	Freq.
Charleston:								
WWVZ-FM	\$1,270.75	14	31	45	85.0	\$14.95	20.7	4.1
WIIH-FM	\$399.50	26	25	51	26.3	\$15.19	10.9	2.8
WXST-FM	\$918.00	23	22	45	52.1	\$17.62	11.1	4.6
WRFQ-FM	\$913.75	40	40	80	51.0	\$17.92	14.4	3.7
WEZL-FM	\$1,211.25	40	40	80	64.5	\$18.78	12.4	5.1
WYBB-FM	\$680.00	32	32	64	26.3	\$15.19	10.9	3.6
	\$5,393.25	175	190	365				
Columbia:								
WARQ-FM	\$926.50	47	47	94	125.4	\$7.39	19.0	6.5
WHXT-FM	\$680.00	26	26	52	79.7	\$8.53	17.9	4.5
WMFX-FM	\$943.50	30	30	60	27.4	\$34.43	7.9	5.6
WCOS-FM	\$963.90	33	33	66	57.0	\$16.91	11.3	5.0
WGBT-FM	\$684.25	30	30	60	74.6	\$16.64	18.3	4.1
WNOK-FM	\$1,241.00	34	34	68	81.4	\$8.41	18.4	4.4
	\$5,439.15	200	200	400				
Florence:								
WEGX-FM	\$850.85	25	25	50	107.5	\$7.91	18.2	6.1
WZTF-FM	\$252.65	27	27	54	55.6	\$4.72	13.1	3.8
WYNN-FM	\$848.30	19	19	38	137.3	\$6.18	26.8	5.0
	\$1,961.80	71	71	142				
Myrtle Beach:								
WGTR-FM	\$565.25	27	27	54	55.2	\$10.24	12.4	4.5
WRXZ-FM	\$731.00	28	29	57	97.5	\$7.50	12.6	7.7
WKZQ-FM	\$550.80	38	38	76	128.9	\$4.27	23.1	5.4
WYAV-FM	\$550.80	38	38	76	84.6	\$6.51	15.2	5.1
WSEA-FM	\$680.00	32	32	64	98.0	\$6.94	16.0	4.0
	\$3,077.85	163	164	327				
Hilton Head:								
WFXH-FM	\$641.75	25	25	50	91.4	\$7.02	17.9	4.2
WGZO-FM	\$323.00	26	26	52	56.5	\$5.72	10.2	4.3
WGZR-FM	\$471.75	25	25	50	78.6	\$6.00	9.1	3.9
	\$1,436.50	76	76	152				
Rock Hill/								

Charlotte								
WEND-FM	\$1,870.00	45	45	90	92.2	\$20.28	17.9	5.2
	\$1,870.00	45	45	90				
Greenville/ Spartanburg								
WESC-FM	\$1,572.50	55	28	83	89.2	\$17.63	15.2	5.9
WROQ-FM	\$977.50	35	35	70	48.8	\$20.03	11.8	4.2
WTPT-FM	\$1,912.50	45	46	91	146.8	\$13.03	23.1	6.4
WJMZ-FM	\$1,785.00	33	35	68	92.4	\$19.32	13.0	7.2
WHZT-FM	\$1,071.00	39	39	78	63.6	\$16.84	18.4	2.9
	\$7,318.50	207	183	390				
TOTALS	\$26,497.05	937	929	1,866				

2010 Prom/Spring DUI Sober or Slammer Campaign

Media Buy Summary for 2010 Prom/Spring DUI Media Buy (Radio)

Flight Dates: March 29- April 4, 2010

Station	Cost	Bonus Spots	Paid Spots	Total Spots	GRP's	CPP	Reach %	Freq.
Charleston:								
WWVZ-FM	\$1,270.75	14	31	45	85.0	\$14.95	20.7	4.1
WIIH-FM	\$399.50	26	25	51	26.3	\$15.19	10.9	2.8
WXST-FM	\$918.00	23	22	45	52.1	\$17.62	11.1	4.6
WRFQ-FM	\$913.75	40	40	80	51.0	\$17.92	14.4	3.7
WEZL-FM	\$1,211.25	40	40	80	64.5	\$18.78	12.4	5.1
WYBB-FM	\$680.00	32	32	64	26.3	\$15.19	10.9	3.6
	\$5,393.25	175	190	365				
Columbia:								
WARQ-FM	\$926.50	47	47	94	125.4	\$7.39	19.0	6.5
WHXT-FM	\$680.00	26	26	52	79.7	\$8.53	17.9	4.5
WMFX-FM	\$943.50	30	30	60	27.4	\$34.43	7.9	5.6
WCOS-FM	\$963.90	33	33	66	57.0	\$16.91	11.3	5.0
WXB-T-FM	\$684.25	30	30	60	74.6	\$16.64	18.3	4.1
WNOK-FM	\$1,241.00	34	34	68	81.4	\$8.41	18.4	4.4
	\$5,439.15	200	200	400				
Florence:								
WEGX-FM	\$850.85	25	25	50	107.5	\$7.91	18.2	6.1
WZTF-FM	\$252.65	27	27	54	55.6	\$4.72	13.1	3.8
WYNN-FM	\$848.30	19	19	38	137.3	\$6.18	26.8	5.0
	\$1,961.80	71	71	142				
Myrtle Beach:								
WGTR-FM	\$565.25	27	27	54	55.2	\$10.24	12.4	4.5
WRXZ-FM	\$731.00	28	29	57	97.5	\$7.50	12.6	7.7
WKZQ-FM	\$550.80	38	38	76	128.9	\$4.27	23.1	5.4
WYAV-FM	\$550.80	38	38	76	84.6	\$6.51	15.2	5.1
WSEA-FM	\$680.00	32	32	64	98.0	\$6.94	16.0	4.0
	\$3,077.85	163	164	327				
Hilton Head:								
WFXH-FM	\$641.75	25	25	50	91.4	\$7.02	17.9	4.2
WGZO-FM	\$323.00	26	26	52	56.5	\$5.72	10.2	4.3
WGZR-FM	\$471.75	25	25	50	78.6	\$6.00	9.1	3.9
	\$1,436.50	76	76	152				
Rock Hill/								

Charlotte								
WEND-FM	\$1,870.00	45	45	90	92.2	\$20.28	17.9	5.2
	\$1,870.00	45	45	90				
Greenville/ Spartanburg								
WESC-FM	\$1,572.50	55	28	83	89.2	\$17.63	15.2	5.9
WROQ-FM	\$977.50	35	35	70	48.8	\$20.03	11.8	4.2
WTPT-FM	\$1,912.50	45	46	91	146.8	\$13.03	23.1	6.4
WJMZ-FM	\$1,785.00	33	35	68	92.4	\$19.32	13.0	7.2
WHZT-FM	\$1,071.00	39	39	78	63.6	\$16.84	18.4	2.9
	\$7,318.50	207	183	390				
TOTALS	\$26,497.05	937	929	1,866				

2010 Prom/Spring DUI Sober or Slammer Campaign

Media Buy Summary for 2010 Prom/Spring DUI Media Buy (Radio) Flight Dates: May 24-30, 2010

Station	Cost	Bonus Spots	Paid Spots	Total Spots	GRP's	CPP	Reach %	Freq.
Charleston:								
WWVZ-FM	\$1,270.75	14	31	45	85.0	\$14.95	20.7	4.1
WIIH-FM	\$399.50	26	25	51	26.3	\$15.19	10.9	2.8
WXST-FM	\$918.00	23	22	45	52.1	\$17.62	11.1	4.6
WRFQ-FM	\$913.75	40	40	80	51.0	\$17.92	14.4	3.7
WEZL-FM	\$1,211.25	40	40	80	64.5	\$18.78	12.4	5.1
WYBB-FM	\$680.00	32	32	64	26.3	\$15.19	10.9	3.6
	\$5,393.25	175	190	365				
Columbia:								
WARQ-FM	\$926.50	47	47	94	125.4	\$7.39	19.0	6.5
WHXT-FM	\$680.00	26	26	52	79.7	\$8.53	17.9	4.5
WMFX-FM	\$943.50	30	30	60	27.4	\$34.43	7.9	5.6
WCOS-FM	\$963.90	33	33	66	57.0	\$16.91	11.3	5.0
WXB-T-FM	\$684.25	30	30	60	74.6	\$16.64	18.3	4.1
WNOK-FM	\$1,241.00	34	34	68	81.4	\$8.41	18.4	4.4
	\$5,439.15	200	200	400				
Florence:								
WEGX-FM	\$850.85	25	25	50	107.5	\$7.91	18.2	6.1
WZTF-FM	\$252.65	27	27	54	55.6	\$4.72	13.1	3.8
WYNN-FM	\$848.30	19	19	38	137.3	\$6.18	26.8	5.0
	\$1,961.80	71	71	142				
Myrtle Beach:								
WGTR-FM	\$565.25	27	27	54	55.2	\$10.24	12.4	4.5
WRXZ-FM	\$731.00	28	29	57	97.5	\$7.50	12.6	7.7
WKZQ-FM	\$550.80	38	38	76	128.9	\$4.27	23.1	5.4
WYAV-FM	\$550.80	38	38	76	84.6	\$6.51	15.2	5.1
WSEA-FM	\$680.00	32	32	64	98.0	\$6.94	16.0	4.0
	\$3,077.85	163	164	327				
Hilton Head:								
WFXH-FM	\$641.75	25	25	50	91.4	\$7.02	17.9	4.2
WGZO-FM	\$323.00	26	26	52	56.5	\$5.72	10.2	4.3
WGZR-FM	\$471.75	25	25	50	78.6	\$6.00	9.1	3.9
	\$1,436.50	76	76	152				

Rock Hill/ Charlotte								
WEND-FM	\$1,870.00	45	45	90	92.2	\$20.28	17.9	5.2
	\$1,870.00	45	45	90				
TOTALS	\$26,497.05	937	929	1,866				

2010 Summer Fun DUI Sober or Slammer Campaign

Media Buy Summary for 2010 Summer Fun Media Buy (Radio)

Flight Dates: June 14- 20, 2010

Station	Cost	Bonus Spots	Paid Spots	Total Spots	GRP's	CPP	Reach %	Freq.
Charleston:								
WWVZ-FM	\$1,270.75	14	31	45	85.0	\$14.95	20.7	4.1
WIHB-FM	\$399.50	26	25	51	26.3	\$15.19	10.9	2.8
WXST-FM	\$918.00	23	22	45	52.1	\$17.62	11.1	4.6
WRFQ-FM	\$913.75	40	40	80	51.0	\$17.92	14.4	3.7
WEZL-FM	\$1,211.25	40	40	80	64.5	\$18.78	12.4	5.1
WYBB-FM	\$680.00	32	32	64	26.3	\$15.19	10.9	3.6
	\$5,393.25	175	190	365				
Columbia:								
WARQ-FM	\$926.50	47	47	94	125.4	\$7.39	19.0	6.5
WHXT-FM	\$680.00	26	26	52	79.7	\$8.53	17.9	4.5
WMFX-FM	\$943.50	30	30	60	27.4	\$34.43	7.9	5.6
WCOS-FM	\$963.90	33	33	66	57.0	\$16.91	11.3	5.0
WGBT-FM	\$684.25	30	30	60	74.6	\$16.64	18.3	4.1
WNOK-FM	\$1,241.00	34	34	68	81.4	\$8.41	18.4	4.4
	\$5,439.15	200	200	400				
Florence:								
WEGX-FM	\$850.85	25	25	50	107.5	\$7.91	18.2	6.1
WZTF-FM	\$252.65	27	27	54	55.6	\$4.72	13.1	3.8
WYNN-FM	\$848.30	19	19	38	137.3	\$6.18	26.8	5.0
	\$1,961.80	71	71	142				
Myrtle Beach:								
WGTR-FM	\$565.25	27	27	54	55.2	\$10.24	12.4	4.5
WRXZ-FM	\$731.00	28	29	57	97.5	\$7.50	12.6	7.7
WKZQ-FM	\$550.80	38	38	76	128.9	\$4.27	23.1	5.4
WYAV-FM	\$550.80	38	38	76	84.6	\$6.51	15.2	5.1
WSEA-FM	\$680.00	32	32	64	98.0	\$6.94	16.0	4.0
	\$3,077.85	163	164	327				
Hilton Head:								
WFXH-FM	\$641.75	25	25	50	91.4	\$7.02	17.9	4.2
WGZO-FM	\$323.00	26	26	52	56.5	\$5.72	10.2	4.3
WGZR-FM	\$471.75	25	25	50	78.6	\$6.00	9.1	3.9
	\$1,436.50	76	76	152				

Rock Hill/ Charlotte								
WEND-FM	\$1,870.00	45	45	90	92.2	\$20.28	17.9	5.2
	\$1,870.00	45	45	90				
Greenville/ Spartanburg								
WESC-FM	\$1,572.50	55	28	83	89.2	\$17.63	15.2	5.9
WROQ-FM	\$977.50	35	35	70	48.8	\$20.03	11.8	4.2
WTPT-FM	\$1,912.50	45	46	91	146.8	\$13.03	23.1	6.4
WJMZ-FM	\$1,785.00	33	35	68	92.4	\$19.32	13.0	7.2
WHZT-FM	\$1,071.00	39	39	78	63.6	\$16.84	18.4	2.9
	\$7,318.50	207	183	390				
TOTALS	\$26,497.05	937	929	1,866				

2010 July 4th DUI Sober or Slammer Campaign

Media Buy Summary for 2010 July 4th Media Buy (Radio)

Flight Dates: June 28- July 4, 2010

Station	Cost	Bonus Spots	Paid Spots	Total Spots	GRP's	CPP	Reach %	Freq.
Charleston:								
WWVZ-FM	\$1,270.75	14	31	45	85.0	\$14.95	20.7	4.1
WIHB-FM	\$399.50	26	25	51	26.3	\$15.19	10.9	2.8
WXST-FM	\$918.00	23	22	45	52.1	\$17.62	11.1	4.6
WRFQ-FM	\$913.75	40	40	80	51.0	\$17.92	14.4	3.7
WEZL-FM	\$1,211.25	40	40	80	64.5	\$18.78	12.4	5.1
WYBB-FM	\$680.00	32	32	64	26.3	\$15.19	10.9	3.6
	\$5,393.25	175	190	365				
Columbia:								
WARQ-FM	\$926.50	47	47	94	125.4	\$7.39	19.0	6.5
WHXT-FM	\$680.00	26	26	52	79.7	\$8.53	17.9	4.5
WMFX-FM	\$943.50	30	30	60	27.4	\$34.43	7.9	5.6
WCOS-FM	\$963.90	33	33	66	57.0	\$16.91	11.3	5.0
WGBT-FM	\$684.25	30	30	60	74.6	\$16.64	18.3	4.1
WNOK-FM	\$1,241.00	34	34	68	81.4	\$8.41	18.4	4.4
	\$5,439.15	200	200	400				
Florence:								
WEGX-FM	\$850.85	25	25	50	107.5	\$7.91	18.2	6.1
WZTF-FM	\$252.65	27	27	54	55.6	\$4.72	13.1	3.8
WYNN-FM	\$848.30	19	19	38	137.3	\$6.18	26.8	5.0
	\$1,961.80	71	71	142				
Myrtle Beach:								
WGTR-FM	\$565.25	27	27	54	55.2	\$10.24	12.4	4.5
WRXZ-FM	\$731.00	28	29	57	97.5	\$7.50	12.6	7.7
WKZQ-FM	\$550.80	38	38	76	128.9	\$4.27	23.1	5.4
WYAV-FM	\$550.80	38	38	76	84.6	\$6.51	15.2	5.1
WSEA-FM	\$680.00	32	32	64	98.0	\$6.94	16.0	4.0
	\$3,077.85	163	164	327				
Hilton Head:								
WFXH-FM	\$641.75	25	25	50	91.4	\$7.02	17.9	4.2
WGZO-FM	\$323.00	26	26	52	56.5	\$5.72	10.2	4.3
WGZR-FM	\$471.75	25	25	50	78.6	\$6.00	9.1	3.9
	\$1,436.50	76	76	152				

Rock Hill/ Charlotte								
WEND-FM	\$1,870.00	45	45	90	92.2	\$20.28	17.9	5.2
	\$1,870.00	45	45	90				
Greenville/ Spartanburg								
WESC-FM	\$1,572.50	55	28	83	89.2	\$17.63	15.2	5.9
WROQ-FM	\$977.50	35	35	70	48.8	\$20.03	11.8	4.2
WTPT-FM	\$1,912.50	45	46	91	146.8	\$13.03	23.1	6.4
WJMZ-FM	\$1,785.00	33	35	68	92.4	\$19.32	13.0	7.2
WHZT-FM	\$1,071.00	39	39	78	63.6	\$16.84	18.4	2.9
	\$7,318.50	207	183	390				
TOTALS	\$26,497.05	937	929	1,866				

2010 Labor Day Sober or Slammer Campaign

Media Buy Summary for 2010 Labor Day Media Buy (Radio) Flight Dates: August 23- 29, 2010

Station	Cost	Bonus Spots	Paid Spots	Total Spots	GRP's	CPP	Reach %	Freq.
Charleston:								
WWVZ-FM	\$1,270.75	14	31	45	85.0	\$14.95	20.7	4.1
WIIH-FM	\$399.50	26	25	51	26.3	\$15.19	10.9	2.8
WXST-FM	\$918.00	23	22	45	52.1	\$17.62	11.1	4.6
WRFQ-FM	\$913.75	40	40	80	51.0	\$17.92	14.4	3.7
WEZL-FM	\$1,211.25	40	40	80	64.5	\$18.78	12.4	5.1
WYBB-FM	\$680.00	32	32	64	26.3	\$15.19	10.9	3.6
	\$5,393.25	175	190	365				
Columbia:								
WARQ-FM	\$926.50	47	47	94	125.4	\$7.39	19.0	6.5
WHXT-FM	\$680.00	26	26	52	79.7	\$8.53	17.9	4.5
WMFX-FM	\$943.50	30	30	60	27.4	\$34.43	7.9	5.6
WCOS-FM	\$963.90	33	33	66	57.0	\$16.91	11.3	5.0
WXB-T-FM	\$684.25	30	30	60	74.6	\$16.64	18.3	4.1
WNOK-FM	\$1,241.00	34	34	68	81.4	\$8.41	18.4	4.4
	\$5,439.15	200	200	400				
Florence:								
WEGX-FM	\$850.85	25	25	50	107.5	\$7.91	18.2	6.1
WZTF-FM	\$252.65	27	27	54	55.6	\$4.72	13.1	3.8
WYNN-FM	\$848.30	19	19	38	137.3	\$6.18	26.8	5.0
	\$1,961.80	71	71	142				
Myrtle Beach:								
WGTR-FM	\$565.25	27	27	54	55.2	\$10.24	12.4	4.5
WRXZ-FM	\$731.00	28	29	57	97.5	\$7.50	12.6	7.7
WKZQ-FM	\$550.80	38	38	76	128.9	\$4.27	23.1	5.4
WYAV-FM	\$550.80	38	38	76	84.6	\$6.51	15.2	5.1
WSEA-FM	\$680.00	32	32	64	98.0	\$6.94	16.0	4.0
	\$3,077.85	163	164	327				
Hilton Head:								
WFXH-FM	\$641.75	25	25	50	91.4	\$7.02	17.9	4.2
WGZO-FM	\$323.00	26	26	52	56.5	\$5.72	10.2	4.3
WGZR-FM	\$471.75	25	25	50	78.6	\$6.00	9.1	3.9
	\$1,436.50	76	76	152				

Rock Hill/ Charlotte								
WEND-FM	\$1,870.00	45	45	90	92.2	\$20.28	17.9	5.2
	\$1,870.00	45	45	90				
Greenville/ Spartanburg								
WESC-FM	\$1,572.50	55	28	83	89.2	\$17.63	15.2	5.9
WROQ-FM	\$977.50	35	35	70	48.8	\$20.03	11.8	4.2
WTPT-FM	\$1,912.50	45	46	91	146.8	\$13.03	23.1	6.4
WJMZ-FM	\$1,785.00	33	35	68	92.4	\$19.32	13.0	7.2
WHZT-FM	\$1,071.00	39	39	78	63.6	\$16.84	18.4	2.9
	\$7,318.50	207	183	390				
TOTALS	\$26,497.05	937	929	1,866				

2010 Labor Day Sober or Slammer Campaign

Media Buy Summary for 2010 Labor Day *SOS* campaign

Television

Station	Cost	Bonus Spots	Paid Spots	Total Spots
Charleston:				
WCSC-TV	\$17,000	54	47	101
WCBD-TV	\$13,583	80	77	157
WTAT-TV	\$13,600	60	59	119
WCIV-TV	\$6,375	60	57	117
WMMP-TV	\$2,550	45	30	75
ECBD-TV	\$2,550	80	117	197
	\$55,658	379	387	766
Columbia:				
WIS-TV	\$17,850	38	64	102
WLTX-TV	\$16,978.25	66	68	134
WACH-TV	\$17,000	70	104	175
WOLO-TV	\$8,500	45	51	96
WZRB-TV	\$4,250	64	64	128
WKTC-TV	\$3,230	76	76	152
	\$67,817.25	360	427	787
Florence/Myrtle Beach:				
WBTW-TV	\$16,116	66	75	141
WPDE-TV	\$11,135	56	56	112
WFXB-TV	\$11,050	69	128	197
WMBF-TV	\$8,500	97	97	194
WWMB-TV	\$3,349	27	27	54
	\$50,150	315	383	698
Greenville/Spartanburg:				
WSPA-TV	\$22,100	62	62	124
WYFF-TV	\$22,873.50	51	51	102
WYCW-TV	\$5,950	61	61	122
WHNS-TV	\$21,250	64	94	158
	\$72,173.50	238	268	506
TOTALS	\$245,798.75	1,292	1,465	2,757

2010 Labor Day Sober or Slammer Campaign

Media Buy Summary for 2010 Labor Day SOS campaign

Television

Station	GRP's M 18-34	CPP M 18-34	Reach% M 18-34	Freq. M 18-34	GRP's P 18-49	CPP P 18-49	Reach % P 18-49	Freq. P 18-49
Charleston:								
WCSC-TV	201.1	\$84.54	63.5	3.2	327.6	\$51.89	81.0	4.1
WCBD-TV	186.4	\$72.87	61.9	3.0	266.4	\$50.99	70.6	3.8
WTAT-TV	271.5	\$50.09	60.4	4.5	215.1	\$63.23	54.7	3.9
WCIV-TV	114.7	\$55.59	46.9	2.4	153	\$41.67	51.1	3.0
WMMP-TV	99.3	\$25.68	37.4	2.6	62.7	\$40.67	27.7	2.6
ECBD-TV	119.1	\$21.41	19.1	6.2	141.5	\$18.02	21.4	6.6
Columbia:								
WIS-TV	166.5	\$107.21	64.9	2.6	250.8	\$71.17	77.8	3.2
WLTX-TV	211.8	\$80.20	69.6	3.0	304.4	\$55.81	76.9	4.0
WACH-TV	293.2	\$57.98	67.3	4.4	329.9	\$51.53	56.8	5.8
WOLO-TV	134.7	\$63.10	53.9	2.5	243.2	\$34.95	77.0	3.2
WZRB-TV	110.4	\$38.50	33.1	2.9	102.1	\$41.63	29.7	2.5
WKTC-TV	148.9	\$21.69	31.2	3.1	147.2	\$21.94	30.9	3.0
Florence/Myrtle Beach:								
WBTW-TV	263.2	\$61.23	70.9	3.7	38.9	\$47.55	78.7	4.3
WPDE-TV	289.9	\$38.41	55.9	5.2	364.4	\$30.57	65.3	5.6
WFXB-TV	269.2	\$41.05	68.1	3.5	256.6	\$43.06	72.3	3.9
WMBF-TV	151.8	\$55.99	55.9	2.7	132.0	\$64.39	47.1	2.8
WWMB-TV	139.0	\$24.09	36.4	3.8	51.5	\$31.11	38.0	3.7
Greenville/Spartanburg:								
WSPA-TV	120.4	\$215.95	48.5	2.5	265.2	\$98.04	73.3	3.6
WYFF-TV	150.3	\$152.19	57.0	2.6	202.6	\$112.90	64.3	3.2
WYCW-TV	154.7	\$38.46	34.6	4.5	112.2	\$53.03	21.0	5.3
WHNS-TV	253.8	\$83.73	48.0	5.3	382.1	\$55.61	80.1	4.8

2010 Labor Day Sober or Slammer Campaign

Media Buy Summary for 2010 Labor Day *SOS* campaign

Cable System	Total Cost	Bonus Spots	Paid Spots	Total Spots	# of Subscribers
Charter Media Upstate	\$23,800.00	558	642	1,200	244,751
Time Warner Columbia	\$16,150.00	726	669	1,395	136,424
Time Warner Sumter	\$2,323.05	249	254	503	31,444
Time Warner Orangeburg	\$1,451.80	114	106	220	17,243
Time Warner Camden	\$1,237.60	184	152	336	6,300
Time Warner Camden	\$1,101.60	184	152	336	5,200
Comcast Cable Charleston	\$17,008.50	525	525	1,050	150,350
Knology Cable Charleston	\$4,250.00	496	595	1,091	20,631
CableVantage Florence	\$8,500.00	720	757	1,477	67,500
Time Warner Myrtle Beach	\$8,500.00	678	1,067	1,745	106,000
Time Warner Rock Hill	\$12,759.35	402	626	1,028	56,821
Comcast Aiken/Augusta	\$13,600.00	457	457	914	16,000
Comcast Bluffton/Beaufort	\$4,080.00	158	158	316	27,321
Time Warner HHI	\$3,400.00	765	712	1,477	22,272
Comcast Beaufort/HHI	\$2,040.00	125	125	250	12,311
Comcast Islands of Beaufort	\$681.70	50	50	100	4,109
Total:	\$102,883.60	6,391	7,047	13,438	

The total expenditures for the 2010 Labor Day Sober or Slammer campaign were \$610,996.07.

2010 Spanish Language Radio Sober or Slammer Campaign

Media Buy Summary for 2010 Spanish Radio SOS campaign
Flight Dates: May 11-17, June 15-21, June 29-July 5, August 17-23

Station	Cost	Bonus Spots	Paid Spots	Total Spots
St. Patrick's Day:				
WCEO-AM	\$1,033.60	38	38	76
WJPF-AM	\$1,041.25	35	35	70
WAZS-AM/WZJY-AM	\$1,041.25	35	35	70
	\$3,116.10	108	108	216
Prom/Spring DUI:				
WCEO-AM	\$1,033.60	38	38	76
WJPF-AM	\$1,041.25	35	35	70
WAZS-AM/WZJY-AM	\$1,041.25	35	35	70
	\$3,116.10	108	108	216
Graduation DUI:				
WCEO-AM	\$1,033.60	38	38	76
WJPF-AM	\$1,041.25	35	35	70
WAZS-AM/WZJY-AM	\$1,041.25	35	35	70
	\$3,116.10	108	108	216
Summer Fun DUI:				
WCEO-AM	\$1,033.60	38	38	76
WJPF-AM	\$1,041.25	35	35	70
WAZS-AM/WZJY-AM	\$1,041.25	35	35	70
WQLB-FM	\$433.50	34	34	68
	\$3,549.60	142	142	284
July 4th DUI:				
WCEO-AM	\$1,033.60	38	38	76
WJPF-AM	\$1,041.25	35	35	70
WAZS-AM/WZJY-AM	\$1,041.25	35	35	70
WQLB-FM	\$433.50	34	34	68
	\$3,549.60	142	142	284
Labor Day DUI:				
WCEO-AM	\$1,033.60	38	38	76
WJPF-AM	\$1,041.25	35	35	70
WAZS-AM/WZJY-AM	\$1,041.25	35	35	70
WQLB-FM	\$433.50	34	34	68
	\$3,549.60	142	142	284
TOTALS	\$19,997.10	608	608	1,216

Buckle Up, SC! It's the law and it's enforced. Campaign

Media Buy Summary for 2010 BUSC Campaign

Television

Station	Cost	Bonus Spots	Paid Spots	Total Spots
Charleston:				
WCSC-TV	\$9,766.50	62	61	123
WCBD-TV	\$7,610.00	10	45	55
WTAT-TV	\$7,650.00	66	58	124
WCIV-TV	\$4,250.85	68	62	130
WMMP-TV	\$1,275.00	12	23	35
ECBD-TV	\$850.00	13	11	24
	\$31,402.35	231	260	491
Columbia:				
WIS-TV	\$9,775.00	37	37	74
WLTX-TV	\$11,050.00	30	30	60
WACH-TV	\$9,775.00	60	65	125
WZRB-TV	\$2,125.00	20	55	75
WKTC-TV	\$2,018.75	55	55	110
	\$34,743.75	202	242	444
Florence/Myrtle Beach:				
WBTW-TV	\$8,925	51	49	100
WPDE-TV	\$3,842	12	30	42
WFXB-TV	\$5,525	72	70	142
WMBF-TV	\$3,995	59	59	118
WWMB-TV	\$1,602.25	6	13	19
	\$23,889.25	200	221	421
Greenville/Spartanburg:				
WSPA-TV	\$12,750.00	51	51	102
WYFF-TV	\$12,750.00	36	39	75
WYCW-TV	\$4,250.00	58	58	116
WHNS-TV	\$12,750.00	39	49	88
	\$42,500.00	184	197	381
TOTALS	\$132,535.35	817	920	1737

Buckle Up, SC! It's the law and it's enforced. Campaign

Media Buy Summary for 2010 BUSC Campaign

Station	GRP's M 18-34	CPP M 18-34	Reach% M 18-34	Freq. M 18-34	GRP's P 18-49	CPP P 18-49	Reach% P 18-49	Freq. P 18-49
Charleston:								
WCSC-TV	159.6	\$61.19	48.9	3.3	292.9	\$33.34	71.5	4.1
WCBD-TV	105.8	\$61.14	47.4	2.3	112.3	\$57.60	48.9	2.7
WTAT-TV	149.2	\$51.27	46.7	3.2	197.2	\$38.79	50.5	3.2
WCIV-TV	68.7	\$61.88	26.7	3.0	123.1	\$34.53	37.6	3.4
WMMP-TV	36.6	\$34.84	24.1	3.5	32.8	\$38.87	20.6	3.9
ECBD-TV	21.8	\$38.99	5.3	4.1	15.3	\$55.56	3.6	4.4
Columbia:								
WIS-TV	176.2	\$55.48	64.8	2.7	225.6	\$43.33	73.7	3.1
WLTX-TV	125.6	\$87.98	57.7	2.2	170.3	\$64.89	64.6	2.6
WACH-TV	181.6	\$53.83	43.0	4.3	231.8	\$42.17	55.9	4.1
WZRB-TV	43.0	\$49.42	29.6	2.7	41.5	\$51.20	28.3	2.6
WKTC-TV	114.1	\$17.69	30.1	3.3	92.8	\$21.75	22.7	2.4
Florence/Myrtle Beach:								
WBTW-TV	188.6	\$47.32	61.2	3.1	355.8	\$25.08	85.0	4.2
WPDE-TV	64.1	\$59.94	34.0	2.1	95.7	\$40.15	38.6	2.1
WFXB-TV	244.2	\$22.62	46.2	5.3	201.4	\$27.43	43.6	4.6
WMBF-TV	52.9	\$75.52	17.8	2.5	103.5	\$38.60	23.0	3.2
WWMB-TV	66.5	\$24.09	28.1	1.9	51.5	\$31.11	24.7	1.6
Greenville/Spartanburg:								
WSPA-TV	88.2	\$144.56	36.0	2.7	186.8	\$68.25	57.4	3.2
WYFF-TV	113.4	\$112.43	46.4	2.6	163.1	\$78.17	63.1	3.0
WYCW-TV	87.2	\$48.74	13.8	6.3	95.4	\$44.55	12.4	7.7
WHNS-TV	156.1	\$81.68	44.5	3.6	207.0	\$61.59	48.1	4.3

Buckle Up, SC! It's the law and it's enforced. Campaign

Media Buy Summary for 2010 BUSC Campaign

Cable System	Total Cost	Bonus Spots	Paid Spots	Total Spots	# of Subscribers
Charter Media Upstate	\$11,475.00	206	200	406	244,751
Time Warner Columbia	\$7,136.60	399	274	673	136,424
Time Warner Sumter	\$980.05	124	104	228	31,444
Time Warner Orangeburg	\$383.35	45	33	78	17,243
Time Warner Camden	\$635.80	78	94	172	6,300
Time Warner Camden	\$635.80	78	94	172	5,200
Comcast Cable Charleston	\$7,650.00	200	200	400	150,350
Knology Cable Charleston	\$1,360.00	165	165	330	20,631
CableVantage Florence	\$2,805.00	176	164	340	67,500
Time Warner Myrtle Beach	\$2,975.85	238	175	413	106,000
Time Warner Rock Hill	\$5,274.25	143	144	287	56,821
Comcast Aiken/Augusta	\$7,650.00	216	216	432	16,000
Comcast Bluffton, Beaufort	\$2,125.00	65	65	130	27,321
Time Warner Hilton Head	\$1,658.35	205	204	409	22,272
Comcast Beaufort	\$1,147.50	60	60	120	12,311
Comcast Islands of Beaufort	\$697.00	50	50	100	4,109
Total:	\$54,589.55	2,448	2,242	4,690	

The total expenditures for the 2010 Buckle Up, SC! It's the law and it's enforced. campaign were \$221,854.68.

2010 Child Passenger Safety Week Campaign

Media Buy Summary for 2010 CPS Week Radio Campaign

Station	Cost	Bonus Spots	Paid Spots	Total Spots	GRP's	CPP	Reach %	Freq.
Charleston:								
WWWZ-FM	\$1,275.00	26	26	52	105.9	\$12.04	24.5	4.3
WIHB-FM	\$501.50	20	22	42	46.6	\$14.87	17.6	2.7
WXST-FM	\$1,028.50	20	23	43	53.8	\$22.12	12.7	4.3
WEZL-FM	\$1,190.00	26	26	52	56.2	\$8.92	19.4	2.9
WSSX-FM	\$692.75	20	20	40	45.1	\$22.80	12.9	3.5
	\$4,687.75	112	117	229				
Columbia:								
WWDN-FM	\$1,232.50	26	26	52	106.6	\$11.56	19.4	5.4
WHXT-FM	\$807.50	34	34	68	70.4	\$11.47	18.5	3.7
WCOS-FM	\$1,088.00	31	31	62	53.0	\$20.53	15.2	3.4
WXBT-FM	\$607.75	28	28	56	94.3	\$11.76	24.0	4.0
WNOK-FM	\$1,109.25	32	34	66	90.4	\$6.72	20.7	4.4
	\$4,845.00	151	153	304				
Florence:								
WEGX-FM	\$807.50	27	27	54	82.2	\$9.82	18.4	4.5
WZTF-FM	\$382.50	30	30	60	112.0	\$3.42	20.2	5.9
WYNN-FM	\$887.40	18	18	36	137.3	\$6.18	26.8	5.0
	\$2,077.40	75	75	150				
Myrtle Beach:								
WGTR-FM	\$595.00	28	28	56	62.0	\$9.60	17.6	3.5
WWXM-FM	\$765.00	30	30	60	114.0	\$6.71	30.6	3.7
WMYB-FM	\$636.65	35	35	70	108.8	\$5.85	22.9	7.4
WSEA-FM	\$637.50	42	40	82	115.6	\$5.51	19.3	7.1
	\$2,634.15	135	133	268				
Hilton Head:								
WFXH-FM	\$605.20	28	28	56	105.1	\$5.76	19.6	4.8
WGZR-FM	\$499.80	30	30	60	106.9	\$4.68	12.9	4.1
	\$1,105.00	58	58	116				
Greenville/ Spartanburg								
WESC-FM	\$1,547.00	21	31	52	92.1	\$16.94	14.0	7.2
WFBC-FM	\$1,445.00	29	29	58	69.8	\$15.40	20.5	3.4
WJMZ-FM	\$1,559.75	32	33	65	55.7	\$27.77	13.1	4.2
WHZT-FM	\$1,075.25	40	40	80	78.4	\$18.43	25.4	3.1
	\$5,627.00	122	133	255				
TOTALS	\$20,976.30	653	669	1,322				

Motorcycle Safety

Although motorcycle safety is promoted year round, an emphasis is placed on motorcycle safety during the bike rallies which occur in May and coincides with NHTSA's National Bike Month and Motorcycle Safety Month. The bike rallies draw more than 1 million riders to the area and offer a unique opportunity to expose our safety message to a large gathering of bikers in a concentrated area. The motorcycle safety campaign coordinates a paid media effort to complement enforcement activities by the SC Highway Patrol during the rallies. The themes "Ride Smart" and "It doesn't take a genius" were used throughout the campaign. The best and proven method for reaching the motorcycle riders has been radio ads. The total expenditures for the 2010 Motorcycle Safety campaign were \$63,412.44.

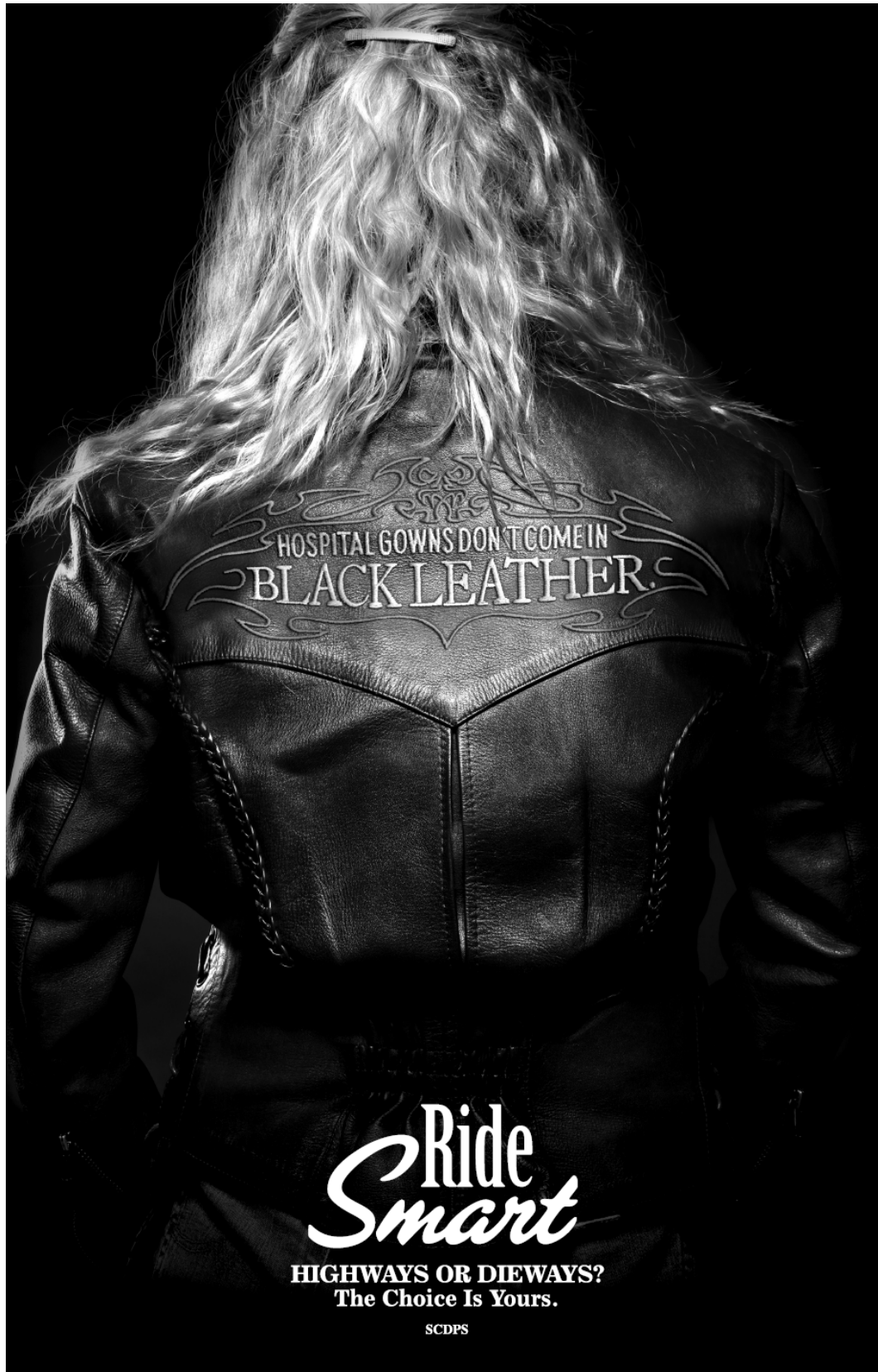
Media Buy Summary for 2010 Bike Week: Motorcycle Safety Campaign

Station	Cost	Bonus Spots	Paid Spots	Total Spots
Myrtle Beach:				
WMYB-FM	\$1,462.85	61	61	122
WRNN-FM	\$1,392.30	42	42	84
WYAV-FM	\$968.15	66	66	132
WGTR-FM	\$1,691.50	84	84	168
WYNA-FM	\$884	44	44	88
WWXM-FM	\$1,445	68	68	136
WRXZ-FM	\$1,317.50	54	54	108
WSEA-FM	\$850	40	40	80
WDAI-FM	\$850	40	40	80
TOTALS	\$10,861.30	499	499	998

In addition to the radio ads, the SC Highway Patrol established a booth at the bike rallies and distributed printed safety materials, posters, kick stand plates, and other items. This year a new element was added to draw attention to the booth and to the "It doesn't take a genius" slogan. A paid actor was hired to portray Einstein during the rally events.



Poster Campaign Sample:



OUTDOOR ADVERTISING

A statewide billboard campaign was conducted in the summer of 2010 to reach motorists when they are most likely to both see and be affected by it...behind the wheel. Using the compelling image of the SC Highway Patrol trooper in front of dozens of law enforcement offices, the billboard urged motorists to report drunk drivers by call *HP.

The total expenditures for the billboard campaign were \$31,992.25 for 202 billboards across the state. The Outdoor Advertising Association of South Carolina reported the total circulation for the campaign at over 3 million.



The same image above was used to wrap 100 ice dispenser boxes at convenience stores statewide. Additionally, a contract was negotiated with all SC minor league baseball teams (Charleston, Myrtle Beach, and Greenville) to show the "Actual Comments" TV spot on the video scoreboards during every home game.

The SCDPS also partnered with universities statewide to display video of the Colonel of the SC Highway Patrol often partnered with coaches from the individual universities to deliver a DUI enforcement message to the audience. This endeavor reached a large number of people participating in sporting events around the state where alcohol consumption is prevalent and was implemented at no cost.

HIGH SCHOOL EVENT TICKET CAMPAIGN

The South Carolina Department of Public Safety's Office of Highway Safety has successfully utilized sports marketing during previous grant years. Last year, in an effort to extend the approach to the high school level to reach young drivers, millions of tickets to high school activities across South Carolina were developed. Each ticket carried the *Highways or Dieways* logo and a traffic safety message aimed at young drivers. The campaign also included program ads and public address system announcements when available. This campaign was continued this year as well.

The Office of Highway Safety expended \$49,000 during FY 2010 for the 2009/2010 campaign effort and \$16,500 for the 2010/2011 campaign effort. The remaining portion of the 2010/2011 effort will be billed during the FY 2011 grant year as this campaign runs through two fiscal years.

Sample Tickets:

