



south carolina DEPARTMENT *of* PUBLIC SAFETY

PROTECT. EDUCATE. SERVE.



**Office of Highway Safety and Justice Programs
(OHSJP)**

Phil Riley – Director

What do we do?

1) Administer grant funds

Federal

- Highway Safety Grant Program (\$10 million)
- Justice Grant Program (\$5 million)

State

- School Resource Officer Program (\$35 million)
- Body-Worn Camera Program (\$2.5 million)
- In-Car Video Camera Program (\$1 million)
- Body Armor

2) Spearhead Enforcement Campaigns

- Sober or Slammer (DUI)
- Buckle Up South Carolina (Seat Belt)
- Operation Southern Slow Down (Speeding)

3) Serve as Repository for Collision Statistics

- **All collision reports make their way to OHSJP.**
- **Crash data elements are entered into a system.**
- **Statisticians respond to requests for crash statistics by media, attorneys, law enforcement agencies, etc.**
- **Produce an annual Traffic Collision Fact Book**

4) Spearhead Statewide Committees

- Impaired Driving Prevention Council
- Motorcycle Safety Task Force

5) We educate the public on highway safety issues (more on that later)

6) Other

- **Oversee 16 Law Enforcement Networks**
- **Administer the annual *Law Enforcement Challenge***
- **Conduct Annual Ceremonies:**
 - **Law Enforcement Awards Ceremony**
 - **Highway Fatality Victim Memorial Service**
 - **Governor's Officer of the Year Ceremony**

South Carolina Traffic Collision Statistics (2022 Data)

Our roads are busy...

4,076,484 Licensed Drivers

5,053,451 Motor Vehicle Registrations

78,448 miles of roadway in SC

And we have a lot of collisions...

140,000+ traffic collisions annually

- **One collision every 3.7 minutes**
- **One person killed every 8 hours**

Traffic Fatalities

<u>Year</u>	<u>Fatalities</u>	<u>MDR</u>
2020	1,066	1.98
2021	1,198	2.08
2022	1,093	1.85
2023	1,047	N/A
2024	888*	N/A

(* through December 3rd)

MDR (Mileage Death Rate): Deaths per 100 Million Vehicle Miles Traveled

2022 Traffic Fatalities Vulnerable Roadway Users

Pedestrians Killed: 173 (16%)

Motorcyclists Killed: 147 (13%)

Where and when are the collisions occurring?

County Ranking for Fatal Collisions

- 1) Greenville (99)
- 2) Horry (78)
- 3) Richland (65)
- 4) Charleston (57)
- 5) Spartanburg (52)
- 6) Berkeley (46)
- 7) Orangeburg (45)
- 8) Anderson (42)
- 9) Lexington (41)
- 10) Florence (33)

County Ranking for Total Collisions

- 1) Charleston
- 2) Greenville
- 3) Richland
- 4) Horry
- 5) Spartanburg
- 6) Lexington
- 7) Berkeley
- 8) York
- 9) Anderson
- 10) Florence

Route Category with the Most Non-Fatal Collisions

Secondary Roads (29%)

Route Category with the Most Fatal Collisions

Secondary Roads (32%)

Top 3 Months for All Collisions

- 1) October (13,762)
- 2) November (13,310)
- 3) December (13,235)

Lowest Month for All Collisions

- 12) February (10,514)

Top 3 Months for Fatal Collisions

- 1) October (107)
- 2) July (98)
- 3) September (91)

Lowest Month for Fatal Collisions

- 12) January (69)

Day of the Week with Most Collisions

Friday (24,719)

Day of the Week with Least Collisions

Sunday (14,741)

Days of the Week with Most Fatal Collisions

Saturday (197)

Sunday (162)

Days of the Week with Least Fatal Collisions

Thursday (120)

Tuesday (122)

Busiest Hour (Most Non-Fatal Collisions)

5:01 pm – 6:00 pm (11,738)

Deadliest Hour (Most Fatal Collisions)

10:01 pm – 11:00 pm (73)

What is the primary cause of traffic collisions?

The Driver!

82% for fatal collisions

92% for non-fatal collisions

Primary Contributing Factor in Fatal Collisions

- 1) **DUI**
- 2) **Driving Too Fast For Conditions**
- 3) **Failed to Yield Right of Way**
- 4) **Illegally in Roadway (pedestrian)**
- 5) **Wrong Side/Wrong Way**

Primary Contributing Factor in Non-Fatal Collisions

- 1) **Driving Too Fast For Conditions**
- 2) **Failed to Yield Right of Way**
- 3) **Improper Lane Change**
- 4) **Following Too Closely**
- 5) **Disregard Sign/Signal**

Seat Belt Usage

In 2022...

718 fatalities had access to seat belts.

**Of those, 387 were not wearing seat belts.
(53.9%)**

Who is involved in traffic collisions?

Sex of drivers in fatal collisions

70% are males

Age Group with highest number of non-fatal injuries:

25 – 34

Age Group with highest number of fatal injuries:

25 – 34

15 – 19 Year-old Drivers

226,470 SC licensed drivers in this age range

(Make up 5.6% of all licensed drivers)

15 - 19 Year-old Drivers Involvement in Collisions

In 2022...

23,746 drivers in this age range involved in all collisions

(Represents 9% of all drivers involved in collisions)

15 – 19 Year-old Drivers Involvement in Collisions

In 2022...

81 drivers in this age range involved fatal collisions

(Represents 5% of all drivers involved in fatal collisions)

15 - 19 Year-olds in Fatal Collisions

In 2022...

38 males killed

14 females killed

Fact...

The leading cause of death for teenagers in the U.S. is motor vehicle crashes.

How do we reduce collisions and traffic fatalities?

4 E's of Highway Safety

Enforcement

Education

Engineering

EMS

**How do we go about
“educating” the public?**

Paid Media

What is paid media?

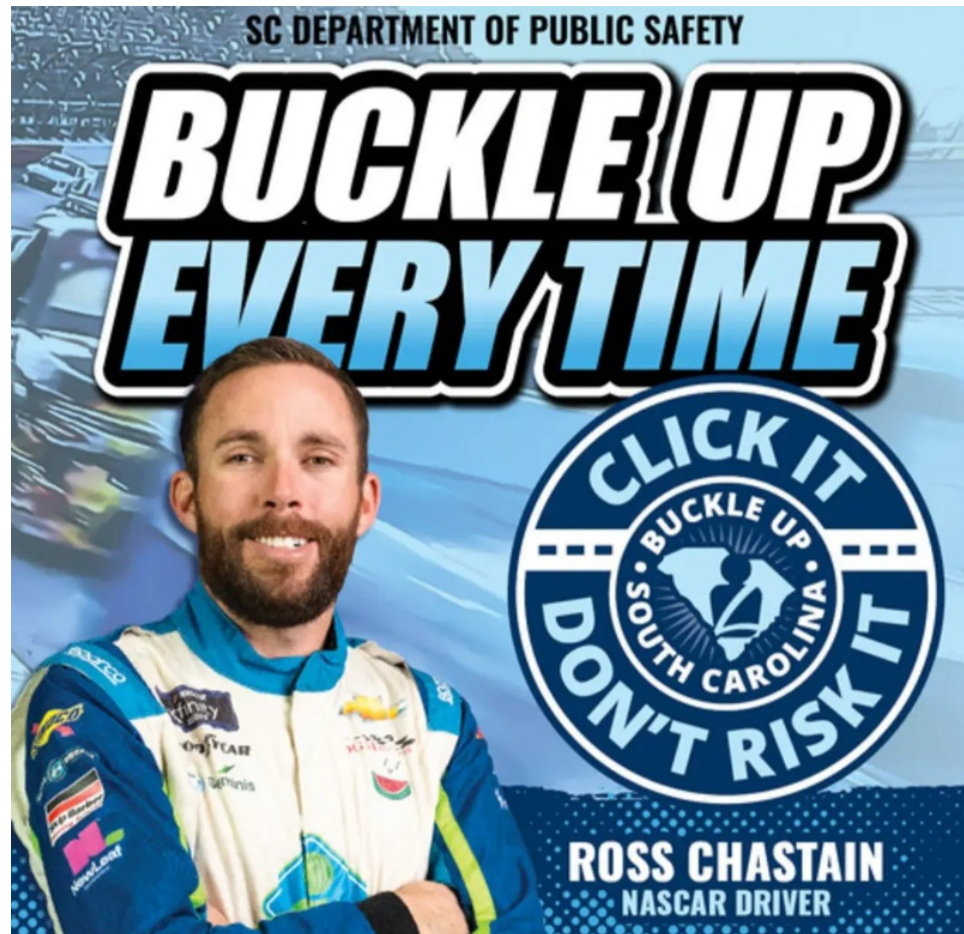
- **TV commercials (e.g., Highways or Dieways)**
- **Radio Ads**
- **Billboards**
- **Social Media**

What ways do we use paid media?

We educate the public about our enforcement campaigns...

- **Buckle Up South Carolina**
- **Sober or Slammer**
- **Operation Southern Slow Down**

Buckle Up South Carolina



Sober or Slammer

DRUNK DRIVING KILLS

**HIGHWAYS OR DIEWAYS
THE CHOICE IS YOURS**

SOUTH CAROLINA DEPARTMENT OF PUBLIC SAFETY

Operation Southern Slow Down



What ways do we use paid media?

National Observances

- **Distracted Driving Awareness Month (April)**
- **Motorcycle Safety Awareness Month (May)**
- **Youth Traffic Safety Month (May)**
- **Child Passenger Safety Week (September)**
- **Pedestrian Safety Month (October)**

Distracted Driving Awareness Month (April)



Motorcycle Safety Awareness Month (May)



Youth Traffic Safety Month (May)



Pedestrian Safety Month (October)



Other methods we use to educate the motoring public:

- Earned Media (press events)
- SCDOT's Message Board Signs

Earned Media (press events)



Other methods we use to educate the motoring public:

Highway Safety Booth:

- Carolina Cup
- Carolina Country Music Fest
- Darlington Raceway
- USC/Clemson Football Game

Highway Safety Booths



I'll end with two questions...

How can we help you?

How can you help us?

Phil Riley

(803) 348-5335

PhillipRiley@scdps.gov