



**1) What is “Target Zero?”**

As the SC Department of Public Safety (SCDPS) continually employs all of its available resources in order to lower the number of deaths on our highways, our attitude is that *even one traffic fatality is too many*. We have decided to incorporate this general attitude as a theme in all of our current and future traffic enforcement and educational efforts (e.g., *Sober or Slammer!*, *Buckle Up South Carolina*, etc.) and title it *Target Zero*.

**2) Are a lot of people killed each year in South Carolina in traffic crashes?**

Yes. South Carolina’s roadways are some of the deadliest on which to travel, evidenced by our having one of the highest mileage death rates in the nation. In fact, we lose over 1,000 of our family members, friends, neighbors and co-workers each year to traffic crashes – an often preventable tragedy. Like most South Carolinians, you probably know someone personally who has been killed in a traffic collision. The pain and suffering of the loved ones left behind never ceases. We hope our *Target Zero* efforts will keep many others from suffering the same fate.

**3) When did *Target Zero* begin?**

We officially kicked-off our *Target Zero* concept at regional press conferences held in Columbia, Charleston, Greenville and Florence on December 16, 2004. Also at the press events, the motoring public was made aware that there would be a period of stepped-up enforcement of certain traffic laws during a selected period of emphasis, namely December 17, 2004 – January 31, 2005. The media were presented with two new “tools” that should greatly assist law enforcement officers with their *Target Zero* efforts: Breath alcohol testing (BAT) –mobiles and the newly-established SC Law Enforcement Network (SCLN).

SCDPS recently purchased, through federal grant funds, two (2) state-of-the-art mobile breath alcohol testing units that will be used primarily by local law enforcement agencies across the state. These two BATmobiles were unveiled at the December 16 press events. Also unveiled was the SCLN, which is comprised of 16 individual networks. Each of the 16 networks has a coordinator

who meets regularly with local, state and federal law enforcement officers, prosecutors, and others in his network to discuss traffic safety issues, disseminate information, and plan multi-jurisdictional enforcement efforts. Federal grant funds were used to establish, and are currently being used to support, the SCLN.

**4) What is the focus of the stepped-up enforcement efforts during the December 17, 2004 – January 31, 2005 emphasis period?**

The focus of the stepped-up enforcement efforts during the December 17, 2004 – January 31, 2005 emphasis period is to apprehend those who violate traffic laws, particularly motorists who drive impaired, speed, and refuse to utilize seat belts. Due to their over-representation in traffic crashes, young drivers will be given special attention.

**5) Why was the December 17, 2004 – January 31, 2005 emphasis period selected to concentrate educational and stepped-up traffic enforcement efforts?**

There are three primary reasons why this particular emphasis period was selected: 1) Traffic fatalities have risen in 2004 compared to the same time period in 2003; 2) Christmas/New Year's holidays occur during this period, so there is a dramatic increase in travel on our highways; and 3) January 2004 was one of the worst January's on record in terms of traffic fatalities, with a total of 88 killed, or about 20 above the average for the month of January.

**6) What are local law enforcement agencies asked to do during the December 17, 2004 – January 31, 2005, emphasis period?**

Local law enforcement agencies are asked to do the following:

- Attend local law enforcement network meetings and actively participate in joint, multi-jurisdictional enforcement events;
- Conduct “announced” stepped-up DUI enforcement during the emphasis period of the one corridor in its jurisdiction with the greatest number of alcohol-related fatalities and serious injuries over the past three years;
- Conduct “announced” stepped-up speed enforcement during the campaign period of the one corridor in its jurisdiction with the greatest number of speed-related fatalities and serious injuries over the past three years;
- During enforcement stops, to have zero tolerance of anyone who violates the state's seat belt laws. Also, conduct stepped-up enforcement of the state's 17 and under primary seat belt law;
- To conduct at least two public safety checkpoints;
- Attend and support one of the December 16 *Target Zero* press events held in the Columbia, Greenville, Charleston and Florence areas where the BATmobiles and the SC Law Enforcement Network system were unveiled;

- Conduct, or participate in, a law enforcement network-sponsored press event, which describes local efforts to reduce fatalities during the emphasis period;
- Conduct traffic safety presentations in local high schools, civic organizations, businesses, etc.;
- Call or visit local radio stations and request they air the radio public service announcement (PSA) produced for *Target Zero*, and request radio interviews or offer ride-a-longs.

**7) What are some other *Target Zero* initiatives planned for 2005?**

There are numerous *Target Zero* traffic enforcement and/or educational initiatives planned for 2005. A few of these include Child Passenger Safety Week (February 13 – 19, 2005); *Buckle Up South Carolina* mobilization (May 23 – June 5, 2005); and the *Sober or Slammer!* crackdown (August 19 – September 5, 2005).

**8) Where can I get additional information on *Target Zero*?**

For more information on *Target Zero*, you may contact SCDPS's Office of Highway Safety between the hours of 8:30 am – 5:00 pm, Monday – Friday, at its toll-free number, 1-877-349-7187.