



SOUTH DAKOTA
DEPARTMENT
OF PUBLIC SAFETY

prevention — protection — enforcement

OFFICE OF HIGHWAY SAFETY

October 21, 2025

Chief Robert Williams
Lead Police Department
801 West Main Street
Lead, South Dakota 57754

Dear Chief Williams,

I would like to take this opportunity to thank you for your dedicated efforts in the area of traffic safety. You have been identified as a top performer in highway safety enforcement and exemplify a strong commitment to saving lives through proactive enforcement. Your continued dedication to this critical work supports our shared mission of protecting the lives of South Dakotans and aligns with the goals of the Office of Highway Safety to reduce serious injuries and fatal traffic crashes.

Your agency's active participation in the highway safety program demonstrates a strong commitment to safeguarding the citizens of your community. Your willingness to engage in these efforts highlights a sincere desire to make a positive impact and support the broader goals of public safety.

Your hard work, dedication, and proactive approach to traffic safety help deter crime and reduce crashes, not only within your jurisdiction but throughout the state of South Dakota. Both traffic education and high-visibility enforcement are proven strategies for changing driver behavior and enhancing public safety. Your support of these initiatives is deeply appreciated, and the example you set serves as a model for other law enforcement officers across the state.

Thank you for your unwavering service to your community, to South Dakotans, and to all those who travel through our great state. Your professionalism and commitment reflect positively on both you and your agency.

Sincerely,

Rob Weinmeister
Director
Office of Highway Safety

*Chief
Thanks for
leading by
example!*

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