



# **FY 2010**

## ***ANNUAL EVALUATION REPORT***



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Governor, State of Delaware

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# **MESSAGE FROM THE DIRECTOR**

**The Office of Highway Safety is pleased to present the FY 2010 Annual Evaluation Report. This document serves to outline the accomplishments of the Office of Highway Safety and its partners as we work to eliminate motor vehicle crashes and related fatalities and injuries to motorists on Delaware roadways. The Office of Highway Safety is committed to conducting sound analysis to determine the scope of the state's traffic safety issues and to using available resources in an efficient and effective manner to improve highway safety.**

**We thank our local, county, state and federal partners for their unwavering commitment to the mission of the Office of Highway Safety and are grateful for their support. In FY 2010, preliminary analysis reveals that we reduced overall fatalities by 13% and fatal crashes by 7%. Seatbelt use increased to 91% and alcohol-related fatalities were reduced by 31%. This Annual Evaluation Report outlines the programs and initiatives that OHS undertook in FY 2010 that, together with our partners, allowed us to accomplish our goals of reducing loss of life and serious injuries due to motor vehicle crashes.**

**Throughout the coming year, we will continue to work to eliminate motor vehicle-related deaths and injuries through improved data analysis and implementation of proven strategies. We thank you for your support and look forward to working with you in the coming year.**



**Mrs. Jana Simpler, Director  
Delaware Office of Highway Safety**

# Delaware Office of Highway Safety

The Office currently consists of seven full-time employees and five part-time employees, who serve as a resource to many different customers including the citizens of the First State, the Delaware General Assembly, various State and local public and private organizations, and approximately fifteen sub-grantee agencies.

As a division of the Department of Safety and Homeland Security, the Office of Highway Safety (OHS) fulfills its mission through the implementation of public information/education and enforcement initiatives. OHS staff members are committed to maintaining and expanding our partnerships with agencies statewide, including the Delaware State Police, the Division of Alcohol and Tobacco Enforcement, municipal law enforcement agencies, the Delaware Department of Transportation, the Division of Motor Vehicles, State and County emergency medical services, the Department of Justice, the Courts, the Division of Substance Abuse and Mental Health, the Department of Education and other private citizen organizations, and the corporate community. We believe it is through these vital statewide alliances that effective outreach and implementation of safe driving practices by the motoring public will be accomplished.

By focusing on the state's identified highway safety priority areas, developing state-wide partnerships, and increasing public awareness of the importance of safe driving behaviors, the Office of Highway Safety, under the leadership and direction of Mrs. Jana Simpler, is striving to make Delaware's roadways the safest in the country.



**OHS Deputy Director Lisa Shaw offers opening remarks at the 2009 Annual OHS Statewide Highway Safety Conference. She is flanked l to r by Dept. of Safety and Homeland Security Deputy Cabinet Secretary Elizabeth Olsen, NHTSA Region III Administrator Dr. Elizabeth Baker, and DE State Police Superintendent Colonel Robert Coupe.**

## Office Staff

**Jana Simpler, Director** – Responsible for planning, organizing, and directing the operations and programs of the Office of Highway Safety in accordance with Federal and State rules, regulations, and guidelines. Monitors State and Federal legislation that impacts highway safety and the State of Delaware.

**Lisa Shaw, Management Analyst III** – Responsible for monitoring and evaluation of approved highway safety projects, administration and distribution of federal funds to state, local, and private agencies and preparation of the State Highway Safety Plan; responsible for coordinating and organizing impaired driving countermeasures across the state, managing the statewide DUI Provider Program, and coordination of the State traffic records initiatives; manages the section 402, 2010, 410, 154 and 43608 programs under SAFETEA-LU. Performs duties as necessary as the agency DUI Program Coordinator, the Traffic Records Coordinator, and the Motorcycle Safety Coordinator.

**Andrea Summers, Management Analyst III** – Responsible for the coordination of the annual Click it or Ticket campaign, the statewide seat belt survey, the Stop Aggressive Driving campaign and the distribution of funds received by the State under the Office of Juvenile Justice and Delinquency Prevention (OJJDP) Federal grant program; prepares the Annual Evaluation Report, and the administration of the Section 2011 and 405 grants. Performs duties as necessary as the agency Occupant Protection Coordinator, Aggressive Driving Coordinator, Pedestrian Safety Coordinator, and Youth Safety Programs Coordinator.

**Alison Kirk, Community Relations Officer** – Responsible for dissemination of information regarding agency programs and events, coordination of public awareness campaigns and media events, and presentation of safety education programs for schools, businesses, and other State and local agencies. Serves as the official agency spokesperson and media liaison. Performs duties necessary as the agency Bicycle Safety Coordinator, Older Driver Issues Coordinator and Distracted Driving Issues Coordinator.

**Tim Li, Information Systems Support Specialist** – Responsible for the administration of the network computer system, modification of existing programs and implementation of new programs as needed, and maintenance of the OHS website. Maintains internal and external equipment inventory. Performs duties necessary as the agency Webmaster.

**Bonnie Whaley, Accounting Specialist** – Responsible for processing fiscal documents as required for the daily operations of the office. Manages the agency timesheets and serves as the agency liaison with the Department's Human Resources Section. Serves as the agency captain for the State Employee Charitable Campaign (SECC).

**Anthony Alba, Operations Support Specialist** – Responsible for ordering public information materials, coordinates distribution of materials to increase public awareness, and assists the Community Relations Officer with public information and education initiatives. Serves as the agency receptionist.



**Roger Minner, Law Enforcement Liaison** – Responsible for the coordination of law enforcement mobilizations throughout the grant year and for organizing law enforcement training opportunities (part-time position).

**Leia Dypsky, Russell Holleger, and Larry Kelley, Statewide Fitting Station Coordinators** – Responsible for the coordination of the Office of Highway Safety's four statewide Child Passenger Safety Fitting Stations, in cooperation with the Division of Motor Vehicles and Delaware State Police Troop 7 (part-time positions).

**Trish Bachman, Corporate Outreach Coordinator** – Responsible for the development and implementation of traffic safety-related programming initiatives for and with our corporate partners (part-time position).



**L to R: Russell Hollger, Tim Li, Trish Bachman, Leia Dypsky, Larry Kelley, Jana Simpler, Bonnie Whaley, Lisa Shaw, Alison Kirk, Anthony Alba, and Andrea Summers. Not Pictured: Roger Minner**

# Planning & Administration

**Mission Statement:**     *The Office of Highway Safety is committed to improving safety and security on Delaware roadways through the administration of federal highway safety funds, the collection and analysis of crash data, and the development and implementation of countermeasures to combat unsafe driving.*

The Delaware Office of Highway Safety, established in accordance with the Highway Safety Act of 1966, is a state agency dedicated to promoting safe travel throughout Delaware. The Office of Highway Safety is a division of the Department of Safety and Homeland Security.

Through the administration of Federal highway safety funds, the Office employs a comprehensive approach to impacting each of the State's identified priority areas. The majority of our programming efforts target the following six traffic safety priority areas:

- Occupant Protection
- Impaired Driving
- Speeding and Other Aggressive Driving Behaviors
- Traffic Records
- Pedestrian Safety
- Motorcycle Safety





# **FY 2010 Initiatives**

## **Occupant Protection**

- Click It or Ticket Enforcement and Education Campaign
- Nighttime Seat Belt Enforcement Campaign
- Statewide Seat Belt Use Survey
- 2nd Annual Highway Safety Conference
- Child Passenger Safety Awareness Week (CPSAW)
- Child Passenger Safety Fitting Stations
- SAFETEA-LU Occupant Protection Incentive Grant Administration – Sections 405 and 2011

## **Impaired Driving**

- Checkpoint Strikeforce Impaired Driving Enforcement Campaign
- DUI Enforcement Mobilizations
- Safe Family Holiday Campaign
- Underage Drinking Prevention programs
- Drug Recognition Expert Program
- Traffic Safety Resource Prosecutor (TSRP) Position
- 2nd Annual Highway Safety Conference
- Federal Underage Drinking Prevention Program Administration (OJJDP)
- SAFETEA-LU Impaired Driving Transfer Sanction Program – Section 154 and Impaired Driving Incentive Grant Program – Section 410 Administration



## **Speed and Other Aggressive Driving Behaviors**

- April 2010 Delaware State Police Speed Initiative
- Memorial Day 2010 Speed Initiative
- Summer 2010 Stop Aggressive Driving Campaign
- 2nd Annual Highway Safety Conference

## **Traffic Records**

- Implementation of the Traffic Records Coordinating Committee Strategic Plan
- Restructuring the Automated Crash Report & Quality Control Assessment
- Development of an Incident Locator Tool
- Crash Analysis Reporting System (CARS)
- Delaware Information Management for Emergency Services (DIMES) Project – EMS Data Information Network (EDIN) Upgrades
- NHTSA Traffic Records Assessment
- Development of a DMV Data Analysis Tool
- Administration of Section 408 SAFETEA-LU Data Improvements Incentive Grant
- 2<sup>nd</sup> Annual Highway Safety Conference



Delaware Governor Jack Markell signs bill banning texting and the use of hand held cell phones in July 2010. L to R: Representative Deborah Hudson, Debbie Eberly, RN, Representative Ruth Briggs-King, retired OHS Director Tricia Roberts, Representative Joe Miro, Ron Koch of AAA Mid Atlantic, Senator Karen Peterson, and bill sponsor Representative. Darryl Scott.

## **Pedestrian Safety**

- **Walk Smart Awareness Campaign & Pedestrian Safety Awareness Efforts**
- **Participation on the Wilmington Area Planning Council (WILMAPCO)**
- **Walk Smart Stencil**
- **2nd Annual Highway Safety Conference**

## **Motorcycle Safety**

- **Motorcycle Safety Public Information and Education Campaign**
- **State Motorcycle Rider Education Committee**
- **NHTSA Tri-Regional Motorcycle Summit**
- **2nd Annual Highway Safety Conference**
- **SAFETEA-LU Motorcycle Safety Incentive Grant Administration – Section 2010**



OHS Share the Road billboard

## **Corporate Outreach Program**

- **Monthly Traffic Safety News**
- **Monthly Corporate Newsletter Articles**
- **Standing Order Materials**
- **Corporate Partners and Fleet Managers Meetings**
- **Corporate Outreach Awards**
- **Safe Family Holiday Mocktail Events**

## **Young Driver Programs**

- **Graduated Driver Licensing Parent Orientation Program**
- **GDL Law Evaluation**
- **DMV Teen Driver Workgroup**



**Members of the State's Teen Driver Committee who were named finalists for the Governor's Team Excellence Award. L to R: Dean Betts (DOE), Karen Busby (Delmarva Broadcasting), Andrea Summers (OHS), Lt. Josh Bushweller (DE State Police), Jennifer Cohan (Director, DMV), Scott Vien (DMV), Lt. Governor Matthew Denn, State Senator David Sokola, Rhonda West (DMV), and State Senator Dori Connor.**

# **State of Delaware**

## **FY 2010 Highway Safety Goals**

### **Core Outcome Measures**

- 1. Traffic Fatalities** – To decrease traffic fatalities 6% from the 2005-2007 calendar year average of 133 to 125 by December 31, 2010.
  - a. Progress toward goal – 119 fatalities (2008 – 2009 CY Avg.)**
- 2. Serious Traffic Injuries** – To decrease serious traffic injuries 2% percent from the 2005-2007 calendar year average of 741 to 726 by December 31, 2010. (based on State Data)
  - a. Progress Toward Goal – 667 serious injuries (2008 – 2009 CY Avg.)**
- 3. Mileage Death Rate** – To decrease the mileage death rate from the 2005-2007 calendar year average of 1.4 per 100 million vehicle miles traveled to 1.3 by December 31, 2010.
  - a. Progress toward goal – 1.4 deaths/100 million miles (2008 CY)**  
**\* CY FARS data not available**
- 4. Rural Mileage Death Rate** – To decrease the rural mileage death from the 2005-2007 calendar year average of 2.93 per 100 million vehicle miles traveled to 2.70 by December 31, 2010.
  - a. Progress Toward Goal – 2.73 deaths/100 million miles for CY 2008**  
**\* CY FARS data not available**
- 5. Urban Mileage Death Rate** – To decrease the urban mileage death rate from the 2005-2007 calendar base year average of .76 per 100 million vehicle miles traveled to .70 by December 31, 2010.
  - a. Progress toward goal - .75 deaths/100 million miles for CY 2008**  
**\* CY FARS data not available**
- 6. Unrestrained Passenger Vehicle Occupant Fatalities** – To decrease unrestrained passenger vehicle occupant fatalities 11% from the 2005-2007 calendar year average of 45 to 40 by December 31, 2010.
  - a. Progress toward goal – 35 unrestrained fatalities (2008 – 2009 CY Avg.)**
- 7. Alcohol Impaired Driving Fatalities** – To decrease alcohol impaired driving fatalities 11% from the 2005-2007 calendar year average of 47 to 42 by December 31, 2010.
  - a. Progress toward goal – 45 alcohol impaired fatalities (2008–2009 CY Avg.)**

- 8. Speed Related Fatalities** – To decrease speeding-related fatalities 14% from the 2005-2007 calendar year average of 43 to 37 by December 31, 2010.
  - a. **Progress toward goal – 40 fatalities (2008 – 2009 CY Avg.)**
- 9. Motorcyclist Fatalities** – To decrease motorcyclist fatalities 12% from the 2005-2007 calendar year average of 16 to 14 by December 31, 2010.
  - a. **Progress toward goal – 15 fatalities (2008 – 2009 CY Avg.)**
- 10. Unhelmeted Motorcyclist Fatalities** – To decrease unhelmeted motorcyclist fatalities 12% from the 2005-2007 calendar year average of 8 to 7 by December 31, 2010.
  - a. **Progress toward goal – 9 unhelmeted fatalities (2008-2009 CY Avg.)**
- 11. Drivers Age 20 or Younger Involved in Fatal Crashes** – To decrease drivers age 20 or younger involved in fatal crashes 17% from the 2005-2007 calendar year average of 24 to 20 by December 31, 2010.
  - a. **Progress toward goal – 20 fatalities (2008 – 2009 CY Avg.)**
- 12. Pedestrian Fatalities** – To reduce pedestrian fatalities 11% from the 2005-2007 calendar year average of 18 to 16 by December 31, 2010.
  - a. **Progress toward goal – 18 fatalities (2008 – 2009 CY Avg.)**

### **Core Behavior Measure**

- 13. Seatbelt Use Rate** – To increase statewide seat belt compliance 2 percentage points from the 2009 calendar year use rate of 88% to 90% by December 31, 2010.
  - a. **Progress toward goal – 91% statewide seat belt use rate**

### **Additional State Measure**

- 14. Traffic Records – Short-term performance goals:**
  - Coordinate the planning and development of the Section 408 application and TRCC (Traffic Records Coordinating Committee) Strategic Plan with the TRCC.  
**Progress toward goal – ongoing, Section 408 application completed for FY 2010.**
  - Assist the TRCC with the implementation of projects as outlined in the TRCC Strategic Plan. See below:
    - Support efforts by the Delaware Justice Information System (DelJIS) to re-tool the current automated crash reporting project (TRACS) and incorporate into the Law Enforcement Investigative Support Services (LEISS) suite of enforcement reporting tools (e-crash).  
**Progress toward goal – Redesign of E-Crash is complete, tool has been implemented statewide and quality control assessment is nearly completed.**



- Support efforts by the Division of Motor Vehicles in the creation of a DMV Data Mining Tool  
**Progress toward goal – DMV is continuing to work on this project.**
- Support efforts by the Office of Emergency Medical Services to enhance the EMS Data Information Network (EDIN)  
**Progress toward goal – The Delaware Information management for Emergency Service (DIMES) project is underway, Phase I has been completed and Phase II is in progress.**
- Support efforts by DelDOT to create a new locator tool to support the electronic crash data system currently in development by DelJIS  
**Progress toward goal – Phase I of CARS has been developed and is in testing. Phase II deliverables are due in early FY 2011 with complete implementation in early 2011 anticipated.**

**Long-range performance goal:** Continue to support TRCC partners' efforts to upgrade existing traffic records systems and efforts to identify additional resources to further aid in accurate, timely, and complete data analysis.

- **Progress toward goal – ongoing**

## **Activity measures**

(includes 402 subgrants and arrests made as part of mobilizations funded by 402 and 154)

**1) Number of seat belt citations issued during grant-funded enforcement activities (grant activity reporting) 5,778**

**2) Number of impaired driving arrests made during grant-funded enforcement activities (grant activity reporting) 896**

**3) Number of speeding citations issued during grant-funded enforcement activities (grant activity reporting) 11,001**

- Unless otherwise indicated all measures based on FARS data.
- Goals listed in the HSP referenced Dec. 31, 2011 as the end date; that was an error. The goal end dates are Dec. 31, 2010.

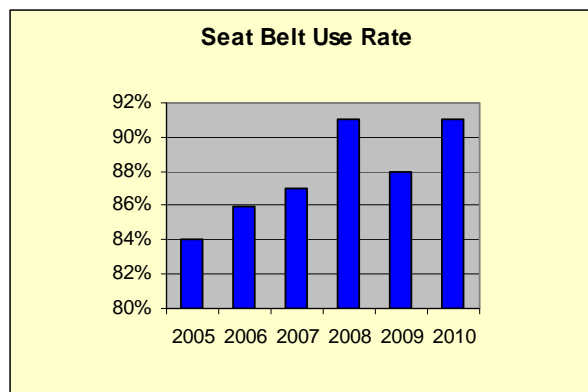
# Summary of Priority Areas

## Occupant Protection

### Overview

Based on the Annual Statewide Observational Seat Belt Use Survey conducted in Delaware in June 2010, Delaware's seat belt use rate is currently 91%, up from 88% in 2009. Delaware also remains above the national average of 85%.

In Fiscal Year 2010 31% (71 of 22) of those motor vehicle occupants killed in motor vehicle crashes on Delaware roadways were not wearing seat belts, down significantly from 52% in FY 2009. In addition, of those 7,038 injured 321 (5%) were not wearing seat belts at the time of the crash. Based on crash data, the greatest percentage of crashes where the victims were not wearing their seat belts in CY 2009 occurred in Kent County. In the past several years, this was not the case. Historically, Sussex County has had the greatest number of unbelted victims.



### Performance Goals

1) **Seat Belt Use Rate** - To increase statewide seat belt compliance 2 percentage points from the 2009 calendar year use rate of 88% to 90% by December 31, 2010.

|                         | FY 2010    | FY 2011 |
|-------------------------|------------|---------|
| % use goal              | 90%        | 92%     |
| <b>FY 2010 % actual</b> | <b>91%</b> |         |

2) **Unrestrained Passenger Vehicle Occupant Fatalities** – To decrease unrestrained passenger vehicle occupant fatalities 11% from the 2005-2007 calendar year average of 45 to 40 by December 31, 2010.

|                      | 2005 – 2007 CY Avg | 2008 – 2009 CY Avg |
|----------------------|--------------------|--------------------|
| Number of fatalities | 45                 | 35                 |
| <b>% decrease</b>    |                    | <b>23%</b>         |

## **Programming Efforts**

The Office of Highway Safety coordinated the following programming initiatives in an effort to reach our occupant protection goals for FY 2010:

### **❑ Click It or Ticket (CIOT) Enforcement and Education Campaign**

The Office of Highway Safety coordinated our ninth annual Click it or Ticket high-visibility enforcement and education campaign in May of 2010. The initiative is designed to raise public awareness about the importance of seat belt use through coordinated enforcement and outreach activities. The Office of Highway Safety Corporate Outreach Coordinator implemented a month long initiative with our corporate partners to increase seat belt use among their employees. Additional outreach efforts included material distribution to libraries, schools, and colleges, messaging on coffee sleeves and pizza boxes, and the display of magnetic signage on law enforcement vehicles. Lastly, OHS coordinated both day and night time traffic safety checkpoints and patrols designed to ticket violators of the state's seat belt law. Thirty law enforcement agencies participated in the two-week enforcement blitz across the state. Officers conducted 242 daytime saturation patrols and 174 night time patrols, as well as 11 checkpoints. The combined efforts of these law enforcement agencies resulted in 1,634 seat belt arrests, 81 child restraint arrests, 1,302 other traffic arrests, 23 drug arrests, the apprehension of 32 wanted persons, and arrest of 18 persons for DUI. OHS also coordinated the paid media component of the campaign, including the TV and radio spots, the billboard placements, and the print media as well.



2010 Click it or Ticket Flier

### **❑ Nighttime Seat Belt Enforcement Campaign**

In February 2010, the Office of Highway Safety coordinated a mini Click it or Ticket campaign (one week) aimed specifically at increasing belt use among motorists on Delaware roadways at night. Crash data revealed that belt use is indeed lower at nighttime, despite the fact that the odds of being in a crash increase. In fact, only 23% of those killed in traffic crashes after 9 p.m. in 2009 were wearing seat belts. Enforcement tactics included stationary patrols in well lit areas, traffic safety checkpoints, and roving patrols where officers were on the lookout for aggressive driving violations. Collateral

educational materials included a flyer on nighttime belt use, table tents for our corporate partners, and posters. The paid media plan included television and radio spots. Seven law enforcement agencies participated in the initiative, which resulted in 384 seat belt violations, 25 child restraint violations, 424 other traffic arrests, and 46 criminal arrests.



The Wilmington Police Department conducts a day-time Click It or Ticket Checkpoint.

❑ **Statewide Observational Seat Belt Use Survey 2010**

In conjunction with the May 2010 Click it or Ticket campaign, the Office of Highway Safety coordinated seat belt use surveys at locations statewide. The surveys revealed that following the CIOT campaign belt use increased from 88% in 2009 to 91% in 2010. Delaware remains above the National average.

❑ **2nd Annual Highway Safety Conference**

In November 2009, the Office of Highway Safety hosted its second Highway Safety Conference. The more than 200 participants included law enforcement personnel of all levels, members of the judiciary, prosecutors, highway safety officials, driver education teachers, prevention specialists, and other highway safety partners. Occupant protection topics included: Increasing Seat Belt use Through Nighttime Enforcement Strategies and Creating Deterrence With Limited Budgets.

❑ **Child Passenger Safety Awareness Week (CPSAW) Initiative**

In September 2010, the Office of Highway Safety coordinated an education and enforcement initiative during National CPS Awareness Week. Twenty-two law enforcement agencies conducted over 1,000 hours of enforcement, and made 114 child restraint arrests and 905 seat belt arrests during saturation patrols and child restraint checkpoints. Throughout the week-long campaign, OHS participated in three community car seat checks, and checked twenty six child restraint seats as a way to educate the public about car seats and the availability of OHS's fitting stations.

❑ **Child Restraint Fitting Stations**

The Office of Highway Safety presently has four child restraint fitting stations at locations across the state. Three are located at the Division of Motor Vehicles in Kent, Sussex, and New Castle Counties. In addition, OHS opened up a fourth Fitting Station in Sussex County at Delaware State Police Troop 7. At these locations, certified Child Passenger Safety Technicians assist parents and other caregivers with the correct installation of their car seats. In FY 2010, the Fitting Station personnel checked 1,966 car seats, a slight decrease from the 2,152 seats checked in FY 2009.



□ **SAFETEA-LU Occupant Protection Incentive Grant Administration—  
Sections 405 and 2011**

In FY 2010, the Office of Highway Safety was successful in qualifying for and receiving both Sections 405 and 2011 occupant protection incentive grants. The State of Delaware qualified for the FY 10 Section 405 funds by having certain occupant protection laws in place and by outlining a qualifying Click it or Ticket campaign. These funds supported the Click it or Ticket campaign, including paid media and enforcement activities. In addition, the State qualified for FY 2010 Section 2011 funds by having in place an unchanged compliant child passenger safety law which provides increased protection for older children. The FY 2009 Section 2011 funds were used to educate the public as allowed by Section 2011 guidelines by: funding fitting station personnel salaries, child passenger safety supplies, CPSAW 2010 paid media, and paid media to promote the fitting stations. As previously mentioned, the Fitting Station Coordinators in FY 2010 inspected 1,966 child passenger safety seats, additionally Fitting Station Coordinators provided 50 seats to low income families in FY 2010. In an effort to increase traffic to the Fitting Stations, particularly those in Kent and Sussex Counties, the FY 2010 Section 2011 funds will be used not only to support not only Fitting Station Salaries and Supplies but also a Child Passenger Safety Educator who will provide information on child safety seats to expectant parents at southern Delaware hospital pre natal classes and direct them to the Fitting Stations.

**Evaluation**

Based on the Statewide Observational Seat Belt Use Survey conducted in June 2010, Delaware's seat belt use rate is currently 91%, up from 88% in 2009. According to the National Occupant Protection Use Survey (NOPUS), the national seat belt use rate is 85%, thus for the seventh year in a row, Delaware's use rate for seat belts has exceeded the national use rate.

Based on preliminary DE State data, in FY 2010, there were 56 motor vehicle occupant deaths. Of those 56, 20 (36%) were not wearing their seat belt at the time of the crash.

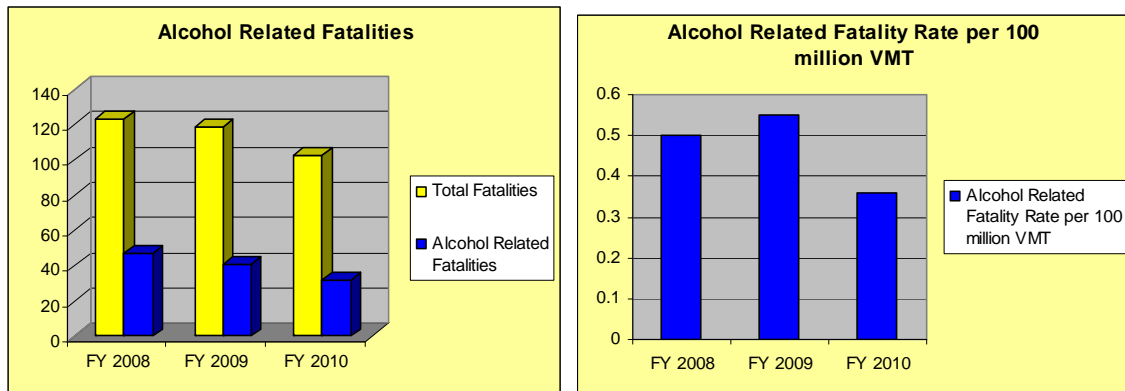


## Impaired Driving

### Overview

In FY 2010, Delaware identified impaired driving as a priority area based on the number of alcohol-related crash fatalities. In FY 2010, 32 of 103 crash fatalities (31%) were alcohol-related. This is a decrease from CY 2009, when 48 of 118 crash fatalities (41%) involved alcohol. In FY 2010 the alcohol-related fatality rate was 0.36 per 100 million vehicle miles traveled. This is a decrease from CY 2009, when the rate was 0.55.

Further crash analysis indicates males are more than three times as likely to be killed in an alcohol-related crash. Seventy-seven percent (77%) of alcohol-related fatalities were males; 30% of those males were between 21-34 years old. In addition, males in that age group are nearly twice as likely to suffer serious injury as a result of an alcohol-related crash.



### Performance Goals

**Alcohol Impaired Driving Fatalities** – To decrease alcohol impaired driving fatalities 11% from the 2005-2007 calendar year average of 47 to 42 by December 31, 2010.

|                      | 2005 – 2007 CY<br>Avg | 2008 – 2009 CY<br>Avg |
|----------------------|-----------------------|-----------------------|
| Number of fatalities | 47                    | 45                    |
| % decrease           |                       | 4%                    |

## **Programming Efforts**

The Office of Highway Safety coordinated the following programming initiatives in an effort to achieve our impaired driving prevention goals for FY 2010:

### **□ Checkpoint Strikeforce (CPSF)**

Delaware once again participated in this regional impaired driving prevention program initiated by the NHTSA Region 3 office. In the beginning of FY 2010 (October – December 2009), OHS refocused its efforts, conducting extensive problem identification, locating high incidence roadways and identifying the appropriate law enforcement agencies to conduct enforcement. In a cooperative agreement with Delaware's Department of Justice, the Attorney General continued to grant statewide arrest authority to 55 officers from eight New Castle County law enforcement agencies. These agencies work cooperatively to form the New Castle County Taskforce and conduct multi-jurisdictional checkpoints within their county. In Kent and Sussex Counties, for the third year in a row, specific agencies were identified based on the crash data and continue to work independently. Delaware had 24 participating agencies that conducted 78 checkpoints, resulting in 472 DUI arrests and more than 43,000 vehicle contacts in the beginning of FY 2010. After a break during the spring months, the revamped program picked up steam again in July 2010, and thus far, the beginning of year nine of CPSF has shown outstanding results. By the end of September, 35 checkpoints had been conducted, resulting in 264 DUI arrests and more than 28,000 vehicle contacts. In addition, 81 fugitives were apprehended, 100 drug arrests were made, 95 felony arrests were made, 4 stolen vehicles were recovered, and 1,100 other arrests were made. But most importantly, the refocused enforcement has shown dramatic decreases in alcohol-related fatalities. During July-September 2010, alcohol-related fatalities are at 24% of the total, compared to 46% during that same time period last year!



**Delaware State Police Troop 7 participates in the CPSF campaign.**

❑ **Drug Recognition Expert (DRE) Program**

Delaware became the 41st state in the nation to offer the DRE program on April 9, 2005. Eight trained DRE officers represent the Delaware State Police, New Castle County Police, Newark Police, and Dover Police. In FY 2010 these officers completed 11 enforcement evaluations, bringing Delaware's total to 147. Officers are routinely called to provide this service, but due to the lack of available trained DRE officers, there are many instances when a DRE cannot respond. To manage the increase in potential drug-impaired driving cases, as well as officer interest in the program, Delaware is developing protocol to identify officers for DRE program. The first step is the ARIDE (Advanced Roadside Impaired Driving Enforcement) program. Applications are currently being accepted for the first ARIDE course, scheduled for December 16, 2010. Successful graduates of the ARIDE course will be considered for the first in-state DRE school. Two DRE officers successfully completed the DRE Instructor course and the ARIDE Instructor course.

❑ **Traffic Safety Resource Prosecutor (TSRP) Position**

In early FY 2008, Deputy Attorney General Sean Lugg assumed the responsibilities of the Traffic Safety Resource Prosecutor in Delaware. Sean assists with vehicular assault and vehicular homicide cases statewide, while also investigating other traffic-related court cases. He keeps the Office of Highway Safety staff, law enforcement, and other partners current on relevant case law. He provides research and information for potential highway safety legislation, such as mandatory motorcycle helmet use and changes to Delaware's ignition interlock law. Sean meets regularly with the Office of the Chief Medical Examiner and the Delaware State Police Crime Lab to mediate blood testing issues, with law enforcement regarding discovery and trial issues, and with OHS staff to keep it apprised of current programming initiatives. Sean has also been instrumental in the planning the second statewide highway safety conferences, as well as being invited to conduct a mock trial at the 2010 Annual Lifesavers Conference. In FY 2010, he reorganized the statewide DUI Taskforce, with meetings to begin in FY 2011. Sean is also working with the Delaware Superior Court to develop a DUI Court model. In addition, Sean regularly conducts a variety of training initiatives. These include Basic DUI Issues for Prosecutors, a component of each SFST course, DUI Training for Law Enforcement, Trial Technology, Basic Trial Advocacy, and Checkpoint Case Law Review and Trial Tips.

❑ **DUI Enforcement Mobilizations**

OHS coordinated three impaired driving enforcement mobilizations during the 2010 fiscal year. The impaired driving mobilizations were held November 25 – December 31, 2009 (Christmas/New Year's), January 9 - February 7, 2010 (NFL Playoffs/Superbowl), March 13 – March 20, 2010 (St. Patrick's Day), and August 20 – September 6, 2010 (National Crackdown). A total of 33 agencies worked more than 4,900 hours, yielding 285 DUI arrests, 177 seat belt arrests, and more than 4,000 various other arrests.

❑ **Safe Family Holiday Campaign**

OHS implemented its 12<sup>th</sup> annual comprehensive education and enforcement campaign over the 2009 holiday season. Paid media for this campaign included DUI prevention radio and television advertising, magazine and billboard ads, distribution of anti-drinking and driving messages on Christmas tree tags, distribution of safe party planning booklets, direct distribution of materials to corporate partners, mocktail parties, and distribution of

**HERO campaign materials, urging citizens to “be a hero, be a designated driver.” In addition, OHS placed a DUI Victim’s tree in the lobby of each DMV building statewide, using green and red light bulbs to illustrate the number of alcohol-related crash injuries and fatalities during the holiday season. The enforcement component of the campaign included 13 checkpoints and nearly 270 saturation patrols conducted by 33 law enforcement agencies statewide between Thanksgiving and New Year’s Eve.**



**Hero Campaign materials displayed at Jimmy’s Grille**

❑ **Underage Drinking Prevention**

**OHS launched its Underage Drinking Prevention campaign entitled Under 21. Think. Don’t Drink., in April for which Delaware Governor Jack Markell recorded a radio spot urging parents to talk to their children about the dangers of alcohol use. These ads were supplemented with matching shuttle bus and movie theatre ads followed by the launch of a video contest in September. Awards were given out in FY 2011. Summertime enforcement described above complemented the awareness efforts. The underage drinking prevention mobilization consisted of saturation patrols and Cops In Shops details conducted between June 6 - 12, to target underage drinking activities at the start of the summer season in Delaware. Three agencies in the resort area worked nearly 36 hours of overtime enforcement in these two weeks, yielding 15 underage drinking-related arrests, 1 adult DUI arrest, and 21 other arrests. In addition, the Community Traffic Safety Program coordinators provided educational and demonstration sessions at area high schools throughout the fiscal year. Educational activities including the use of mock crashes, the SIDNE, and Fatal Vision Goggles were provided. These interactive sessions have proven successful with middle and high school students. Materials were developed to reach parents with critical information regarding their children and the problem of underage drinking.**



OHS also was invited to sit on the newly formed Delaware Advisory Council for the Strategic Prevention Framework – State Incentive Grant (SPF-SIG). SPF-SIG funding is provided by the US Substance Abuse and Mental Health Services Administration, Center for Substance Abuse Prevention (SAMHSA/CSAP). The Delaware SPF-SIG is a cooperative agreement between the Office of the Governor of the State of Delaware and SAMHSA/CSAP. Delaware's Department of Health and Social Services, Division of Substance Abuse and Mental Health (DHSS/DSAMH) administers the SPF-SIG on behalf of the Governor. The purpose of the SPF-SIG program is to provide funding to States in order to:

- Prevent the onset and reduce the progression of substance abuse, including childhood and underage drinking;
- Reduce substance abuse-related problems; and
- Building prevention capacity and infrastructure at the state and community-level.



□ **Second Annual State of Delaware Highway Safety Conference**

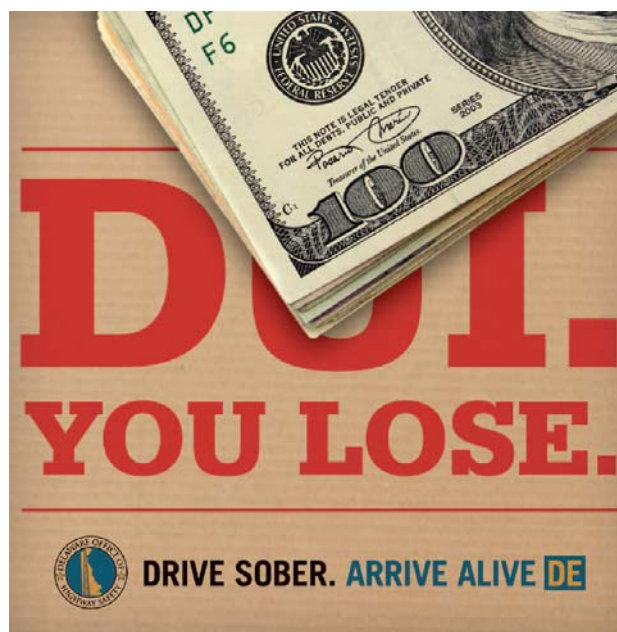
In FY 2010, the Office of Highway Safety funded its second Highway Safety Conference. The more than 200 participants included law enforcement personnel of all levels, members of the judiciary, prosecutors, highway safety officials, driver education teachers, prevention specialists, and other highway safety partners. Impaired driving sessions included Drugged Driving Enforcement Tactics, Case Review and Legal Updates, Delaware Treatment Providers and Their Role in Preventing DUI Crashes, Mobile Video Recorders and Benefits to Law Enforcement, DUI Toxicology: Evidentiary Issues, and ALR/DMV Administrative Hearings for DUI Cases.



**Dr. Elizabeth Baker addresses attendees at the 2<sup>nd</sup> Annual Highway Safety Conference.**

□ **SAFETEA-LU Impaired Driving Transfer Sanction Program Administration – Section 154**

In FY 2010, the Office of Highway Safety was responsible for administering Section 154 transfer sanction funds. Specific programming initiatives included overtime for law enforcement agencies, updating public awareness materials, providing DUI enforcement equipment to area police agencies, funding a Traffic Safety Resource Prosecutor, and providing training for law enforcement, prosecutors, and the judiciary.



**Evaluation**

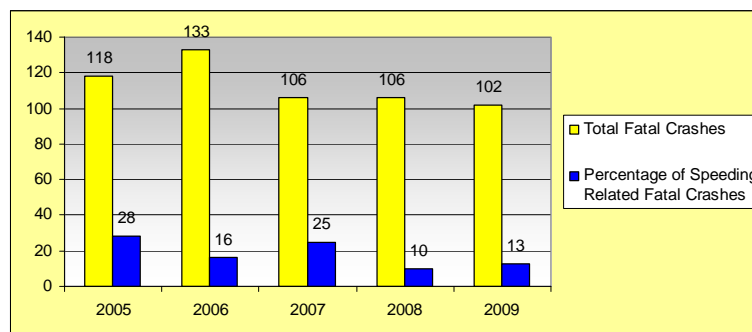
Through comprehensive efforts including high-visibility enforcement initiatives, the purchase of impaired driving enforcement equipment, and distribution of public information and education materials, Delaware works to reduce the incidence of impaired driving on our roadways. There was a decrease in alcohol-related fatalities from the CY 2009 levels (41% of all fatalities) to 31% in FY 2010. We believe that by continuing our comprehensive strategies, including sustained enforcement efforts like Checkpoint Strikeforce, we can again realize reductions in alcohol-related fatalities in the years to come. Impaired driving programming efforts will continue to be closely monitored and evaluated for effectiveness.



## Speed and Other Aggressive Driving Behaviors

### Overview

The Office of Highway Safety determined that aggressive driving crashes were a major contributor to the state's fatal crash picture in the late 1990's. Since that time, OHS has focused our enforcement and outreach efforts on reducing the top four aggressive driving behaviors that contribute to crashes: speeding, failure to yield, red light violations, and stop sign violations. By focusing more narrowly on the issue of speeding over the 2008 and 2009 Calendar Years, OHS and its law enforcement partners were able to make some progress, finally decreasing speed involvement in fatal crashes down to 13% of the total. In FY 2010, that number dropped even further down to 8% (7 of 93). Please see below the data reference the percentage of fatal crashes where the primary contributing circumstance is speed:



However, failure to yield the right of way, as opposed to speed, was revealed as a bigger cause of fatal and injury crashes during CY 2009 and FY 2010. Overall aggressive driving behaviors decreased in FY 2010 (from 42% of all fatal crashes in FY 2009 to 34%) but are still posing a significant highway safety issue. Seeing this trend early in FY 2010 after an analysis of both speed and aggressive driving crash data, OHS chose to supplement grant funded speed enforcement with a special speed mobilization in April and a comprehensive enforcement effort focusing on all aggressive driving behaviors, from June through September. Enforcement was scheduled between the hours of noon and 11 p.m. as these were the times of the day when most of the aggressive driving crashes were occurring.

### Performance Goal

**Speed Related Fatalities** – To decrease speeding-related fatalities 14% from the 2005-2007 calendar year average of 43 to 37 by December 31, 2010.

|                         | 2005 – 2007 CY<br>Avg | 2008 – 2009 CY<br>Avg |
|-------------------------|-----------------------|-----------------------|
| Number of<br>fatalities | 43                    | 40                    |
| % decrease              |                       | 7%                    |

## **Programming Efforts**

The Office of Highway Safety coordinated the following programming initiatives in an effort to reach our speed and other aggressive driving prevention goals for FY 2010:

❑ **April 2010 Delaware State Police Speed Initiative**

The Delaware State Police conducted a speed enforcement initiative during the entire month of April. Troopers worked more than 500 hours conducting roving patrols and team enforcement activities, using unconventional vehicles when appropriate. In 30 days, Troopers arrested 858 motorists for speeding, apprehended 2 wanted individuals, made 1 DUI arrest as well as nearly 120 arrests for other violations.

❑ **Memorial Day 2010 Speed Enforcement Effort**

Law enforcement agencies conducted enforcement patrols to reduce speed related crashes on the most heavily traveled roadways during this particular holiday weekend. The three law enforcement agencies (the Delaware State Police, New Castle County Police and Milford Police) collectively they worked 58 hours of enforcement, issued 318 speeding citations, made 1 DUI arrest, apprehended 1 wanted person, and made 97 other traffic arrests.



❑ **Summer 2010 Stop Aggressive Driving Enforcement Mobilization**

In June 2010, the Office of Highway Safety kicked off the fifth annual Stop Aggressive Driving campaign aimed at reducing not only speed-related crashes but also those caused by other aggressive driving behaviors. The statewide enforcement effort included the following components:

- Overtime enforcement funds for eleven police agencies including the Delaware State Police;
- Use of team enforcement and unconventional vehicles where appropriate; and
- Identification of high speed-related crash roadways by OHS to direct all enforcement to those roadways

Throughout the summertime campaign, law enforcement officers had arrested 3,088 motorists for speeding, 241 for other aggressive driving behaviors and 17 motorists under Delaware's Aggressive Driving statute (which requires officers to observe 3 specified

traffic violations in a single occurrence). During the more than 2,400 hours of enforcement, officers also made 249 seat belt arrests, 10 DUI arrests, and 27 criminal arrests.

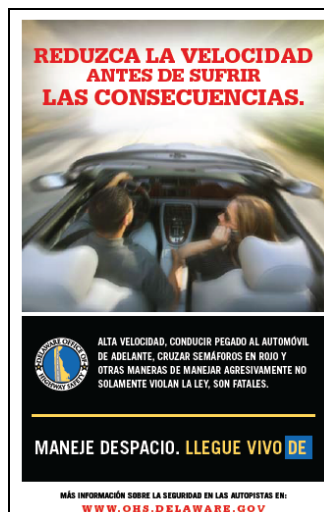
In addition, OHS included an extensive media and public outreach component to heighten awareness of the enforcement initiative. Paid media was placed on television, radio, billboards, print media, transit, and the internet. For the first time an online aggressive driving survey was developed in connection with the campaign. Visitors to the OHS website could take the survey and discover their “aggressive driver profile”. Other media efforts included live radio interviews, and the distribution of posters, fliers, and table tents. Materials were available in English and Spanish.

#### □ 2<sup>nd</sup> Annual Highway Safety Conference

In FY 2010, the Office of Highway Safety funded its second Highway Safety Conference. The more than 200 participants included law enforcement personnel of all levels, members of the judiciary, prosecutors, highway safety officials, driver education teachers, prevention specialists, and other highway safety partners. Aggressive driving sessions included: Investigating Techniques at Signalized Intersections, Police Pursuit/Safety Tactics, and Taking Back our Highways: Speed Management Strategies.

### Evaluation

As indicated above, 34% of the fatal crashes in FY 2010 were attributed to aggressive driving behaviors. To date in CY 2010, of the 76 fatal crashes that have occurred, 18% have been attributed to speeding. While this is higher than CY 2009, we hope to address this trend during the holiday season by adding aggressive driving enforcement to our traditional DUI patrols and checkpoints. We are hopeful that continued enforcement will have an impact on these numbers prior to the end of CY 2010.



Flier in Spanish for Stop Aggressive Driving campaign

# **Traffic Records/Safety Management Systems**

## **Overview**

Accurate, complete, and timely traffic safety data is the cornerstone of the state's highway safety program. Efforts are currently underway to make improvements and upgrades to existing records systems to ensure that data used in resource allocation decision making is as accurate as possible. FY 2010 efforts included the restructuring of the automated crash report (E-Crash) to incorporate it into the DelJIS' Law Enforcement Investigating Support System (LEISS) suite of reporting tools; development of a new incident locator tool; development of a new crash reporting system in response to E-Crash called CARS (Crash Analysis Reporting System) for improved problem identification; development of a new pre-hospital care reporting system DIMES (Delaware Information Management for Emergency Service); review, analysis, and on-going linkage of CODES data (Crash Outcome Data Evaluation System); and development of a DMV data analysis tool. Data driven problem identification remains a key function of the Office of Highway Safety. In order to ensure that the federal funds received by the State of Delaware are allocated in an efficient and effective manner, it is critical to review as much highway safety data as possible to determine the types of crashes that are occurring, where and when they are occurring, and identify our priority areas and target audiences.

## **Performance Goals**

### **Short-Term Performance Goals:**

- Continue implementation of the TRCC Strategic Plan and projects outlined for improvements to Delaware's data systems, including development of the Section 408 grant application.
- Restructuring of E-Crash, the automated crash reporting system and electronic ticket module.
- Development of the new incident locator tool to be used within E-Crash.
- Development of a user's manual and data dictionary for E-Crash users.
- Development of a data analysis tool for DMV to enhance their querying capabilities of the driver and vehicle files.
- Development of CARS, an improved problem identification analysis and mapping tool.
- Development of the DIMES reporting tool for the Delaware Office of EMS replace the current EDIN system.

### **Long-Range Performance Goal:**

Continue to support TRCC partners' efforts to upgrade existing traffic records systems and efforts to identify additional resources to further aid in accurate, timely, and complete data analysis.

## **Programming Efforts**

The Office of Highway Safety coordinated the following initiatives in an effort to reach our traffic records goals for FY 2010:

### **❑ Implementation of the TRCC Strategic Plan**

In FY 2010 OHS continued to implement the updated Traffic Safety Information System Strategic Plan and goals of the TRCC. The plan outlines each of the six information systems' (crash, roadway, vehicle, driver, enforcement/adjudication, and injury surveillance) status, goals/objectives (if appropriate), and performance measures (if appropriate). The plan outlines specific traffic records improvement projects in place as well as plans for future initiatives to improve the consistency, accuracy, and timeliness of all data related to crashes.

### **❑ Restructuring the Automated Crash Report and Quality Control Assessment**

The State of Delaware implemented Electronic Crash Reporting System (E-Crash) in December 2009. Throughout FY 2010 the system has been evaluated and restructured as necessary to make it more user-friendly. A quality assessment and control evaluation is currently being conducted to ensure accuracy of information and to determine deficiencies, as well as training needs. The study should be completed in early FY 2011.

### **❑ Development of an Incident Locator Tool**

The development of a new crash reporting system has created a need for a new Incident Locator Tool (ILT) to enable law enforcement officers to accurately locate crashes along the Delaware roadway network. The ILT, developed by DelDOT, will be incorporated into E-Crash. The tool will capture longitude and latitude coordinates, road names, route numbers, roadway milepoints and generate a literal description to be stored as part of the crash report. This tool was deployed in December 2009.

### **❑ Crash Analysis Reporting System (CARS)**

The development of E-Crash has also generated a need for DelDOT to update their crash data and analysis system. DelDOT is currently developing CARS (Crash Analysis Reporting System) to replace their Safety Data Management (SDM) system. CARS will allow users to analyze crash data spatially in addition to their traditional reporting methods. The system will integrate crash data with DelDOT's roadway inventory data allowing for generation of crash rate information and other reports needed for the Highway Safety Improvement Plan (HSIP), safety decision making, and resource allocation. Phase I of CARS was completed in FY 2010 and is currently being tested. Phase 2 deliverables are due in early FY 2011, with completion planned for early January 2011.

### **❑ Delaware Information Management for Emergency Services (DIMES)**

OEMS is currently working to upgrade the statewide EDIN system from its PowerBuilder platform to support the longevity and sustainability of statewide injury data collection. The new EMS data system, called DIMES (Delaware Information Management for Emergency Services), will have an open, scalable architecture and support standards which are key to streamlined processing and data exchange. The system will further

provide a secure method of collecting pre-hospital data, extracting existing data, and exporting or sharing data for strategic planning and process improvement initiatives. The program is being designed to be NEMSIS certified.

❑ **Development of a DMV Data Analysis Tool**

DMV is currently developing a secure data mining tool in order to allow Department of Safety and Homeland Security colleagues to analyze various DMV data scenarios that may occur multiple times throughout the year. DMV will also utilize this tool to pull specific data for their various investigations. This will reduce the time spent by DMV application programmers in developing "one time only" data retrieval applications in order to support the Department of Safety and Homeland Security requirements.

❑ **Administration of SAFETEA-LU Data Improvements Incentive Grant**

The TRCC Core Team and data contractor met repeatedly over the course of the year to prepare the FY 2010 Section 408 application to NHTSA. The grant application was developed from the state's Traffic Safety Information System Strategic Plan. The Plan is Delaware's blueprint for improving safety via data improvements on Delaware roadways.

❑ **NHTSA Traffic Records Assessment**

NHTSA conducted a Traffic Records Assessment in Delaware March 8-12, 2010. Overall, the assessment team commended Delaware's progress since the 2005 Traffic Records Assessment. The assessment team reported that Delaware is one of just a few states to receive a "good" rating on all seven of FMCSA's State Safety Data Quality Measures as most of our analytic needs are satisfied by current resource levels and applications, and Delaware crash data is nearly 100% real-time. The major recommendations included adding the Alcohol Initial Impairment Report to the E-Ticket and E-Crash applications, promoting closer cooperation among traffic safety groups and health organizations, continuing the development of the Division of Motor Vehicle's web-based data mining tool, establishing uniform data submission standards among inpatient and emergency hospital data, and providing technical assistance to local metropolitan planning organizations.

❑ **2<sup>nd</sup> Annual Highway Safety Conference**

In FY 2010, the Office of Highway Safety funded its second Highway Safety Conference. The more than 200 participants included law enforcement personnel of all levels, members of the judiciary, prosecutors, highway safety officials, driver education teachers, prevention specialists, and many others. Traffic Records sessions included The Real ID Act: Implications for Law Enforcement; DDACTS – Data Driven Approaches to Crime and Traffic Safety – A Model for Improving Both Crime and Crash Rates; and the E-Crash Demonstration and Question/Answer Session.





**Capt. Howard Hall, Baltimore Co. Police, and Retired Capt. Bill Alexander, Delaware State Police present the DDACTS session at the 2<sup>nd</sup> Annual Highway Safety Conference.**

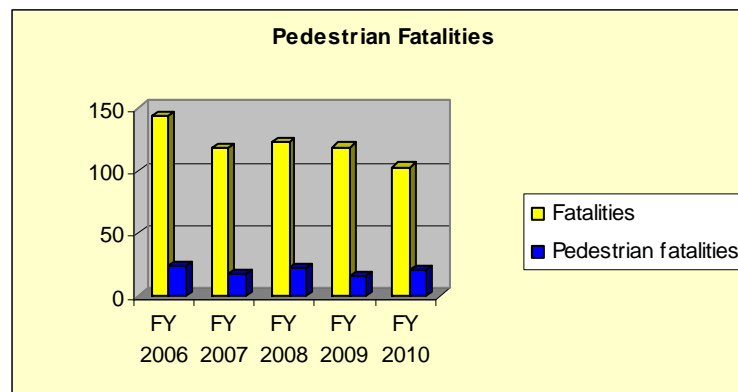
### **Evaluation**

**The State of Delaware continues to make great progress in improving the collection and analysis of crash data and we are pleased to note that all of the FY 2010 short-range traffic records goals were achieved or are underway. The TRCC continues to guide the efforts intended to improve the collection of data, including the development and implementation of a new automated crash report. Statewide use of the new electronic reporting system, E-Crash, will greatly improve access to the data and reduce officer time spent on data collection and reporting, creating more timely, accurate, and complete crash data. These tools are key to highway safety countermeasures selection and resource allocation decision making.**

# Pedestrian Safety

## Overview

In FY 2010, pedestrian fatalities accounted for 20% (21 of 103) of Delaware's total fatalities. This number represents a significant increase from 13% (16 of 119) in FY 2009. Seventy-five percent (15) of these crashes occurred in New Castle County, 20% (4) in Sussex County, and 5% (1) in Kent County. Enforcement efforts were focused in each county as appropriate. Forty percent (8) of pedestrian fatalities involved drug or alcohol impairment and 40% (8) of all pedestrian fatalities were between the ages of 25-54. Sixty-five percent (13) occurred in low-light conditions (at dusk or dawn), or after dark. Sixteen of the pedestrians were found by fatal crash investigators to be at-fault either walking or running in front of the vehicle that struck them. Enforcement efforts were conducted in the evening, late night, and early morning hours to specifically target the at-risk populations. This year efforts were focused to provide public information and education materials to the corporate community, and to update the look of the Walk Smart campaign and increase visibility through the use of transit signage.



## Performance Goals

**Pedestrian Fatalities** – To reduce pedestrian fatalities 11% from the 2005-2007 calendar year average of 18 to 16 by December 31, 2010.

|                      | 2005 – 2007 CY<br>Avg | 2008 – 2009 CY<br>Avg |
|----------------------|-----------------------|-----------------------|
| Number of fatalities | 18                    | 18                    |
| % decrease           |                       | 0%                    |

## **Programming Efforts**

The Office of Highway Safety coordinated the following programming initiatives in an effort to reach our pedestrian safety goals for FY 2010:

- ❑ **Walk Smart Awareness Campaign & Pedestrian Safety Awareness efforts**  
During FY 2010, the Office of Highway Safety's Corporate Outreach Coordinator and the Community Traffic Safety Program Coordinators (CTSP) provided statewide pedestrian safety presentations and exhibits at health and safety fairs statewide. The programs highlighted Delaware's pedestrian traffic laws, safety guidelines for protecting oneself, and additional awareness tips for motorists. Presentations were conducted for area elementary and middle schools, businesses statewide, law enforcement officers, and other safety professionals. The New Castle County CTSP also assisted Newark Police in educating returning students to the University of Delaware by providing information and handout materials at a Pedestrian Safety education initiative on one of the main crossing areas in the city/University area.



Transit signage used in Walk Smart Awareness Campaign to encourage use of crosswalks by pedestrians.

- ❑ **Participation on the Wilmington Area Planning Council (WILMAPCO)**  
The New Castle County CTSP sits on WILMAPCO attending monthly meetings as well as its Non-motorized Transportation Working Group. WILMAPCO is the regional transportation planning agency for Cecil County, Maryland and New Castle County, Delaware. It is a federally required Metropolitan Planning Organization (MPO) charged with planning and coordinating how to invest federal transportation agencies, state and local governments and the public to ensure that transportation investments will satisfy the needs of residents and employers. The WILMAPCO Nonmotorized Transportation Working Group advocates the creation and funding a safe, direct network of bicycle and pedestrian facilities through the region. State and local government representatives, bicycle, greenway and pedestrian organizations and advocates come together to coordinate their work through this group. The group reviews bicycle and pedestrian plans, programs and policies and advises WILMAPCO staff, committees, Council and member agencies on the Transportation Improvement Program and Metropolitan Transportation Plan by identifying non-motorized travel needs, incorporating these needs into additional plans and projects and prioritizing non-motorized transportation projects.

❑ **Walk Smart Stencil**

The Kent/Sussex CTSP Coordinator created a Walk Smart Stencil that can be applied on sidewalks and private driveways to remind pedestrians where and how to walk safely. The Delaware River and Bay Authority Police Department plans to use this stencil at its facilities during FY 2011.

❑ **2nd Annual Highway Safety Conference**

In FY 2010, the Office of Highway Safety funded its second Highway Safety Conference. The more than 200 participants included law enforcement personnel of all levels, members of the judiciary, prosecutors, highway safety officials, driver education teachers, prevention specialists, and other highway safety partners. The pedestrian safety sessions included: Bicycle and Pedestrian Safety Strategies and Pedestrian Safety Enforcement: A Model for Successful Enforcement Initiatives.

## **Evaluation**

There was a significant increase in pedestrian fatalities from FY 2009 (13%) to FY 2010 (20%). OHS is also partnering with the Delaware Department of Transportation as part of the statewide Strategic Highway Safety Plan to address the multiple factors involved in this increase including better striping, and pedestrian signaling as well as messaging. Media messages are targeted to address causal trends in pedestrian crashes. In addition, we partner with law enforcement agencies with identified pedestrian issues and provided pedestrian safety enforcement funds where appropriate. With help from our partners, we will continue to strive to meet the pedestrian safety goals outlined in our Highway Safety Plan.

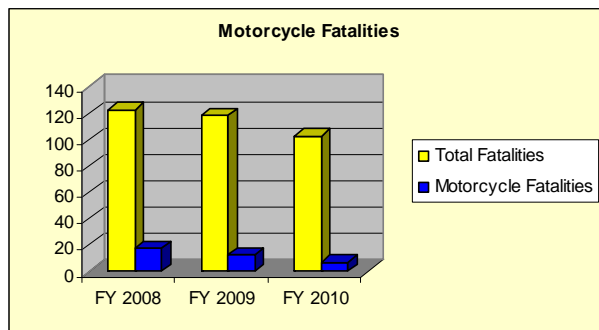


**The Walk Smart Stencil**

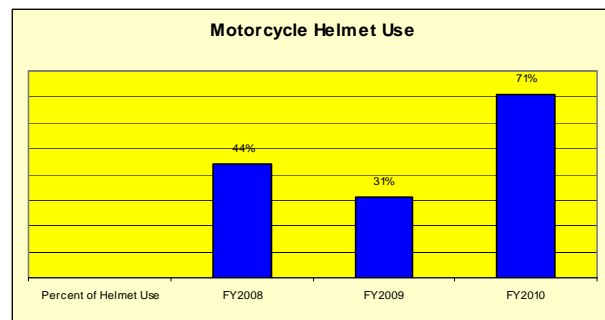
## Motorcycle Safety

### Overview

In FY 2010, motorcycle fatalities accounted for 7% (7 of 103) of all traffic crash fatalities. This is a decrease from 12% (14 of 118) in CY 2009. Helmet use in fatal motorcycle crashes increased in FY 2010, to 71% (5 of 7), compared to 28% (5 of 18) in CY 2009. During this fiscal year, alcohol was a factor in 37% of these fatal crashes. Also, in FY 2010, excessive speed contributed to 63% of fatal motorcycle crashes. In CY 2009, the Delaware Division of Motor Vehicles reported the death rate for motorcyclists as 5.71 per 10,000 registrations. This is a decrease from CY 2008, when the death rate for motorcyclists was 6.49 per 10,000 registrations. This is still considerably higher than the death rate for all vehicles, which was 1.43 per 10,000 registered vehicles.



Graph 1: Motorcycle fatalities compared to total fatalities



Graph 2: 5 of motorcycle helmet use in fatal crashes

### Performance Goals

**Motorcyclist Fatalities** – To decrease motorcyclist fatalities 12% from the 2005-2007 calendar year average of 16 to 14 by December 31, 2010.

|                         | 2005 – 2007 CY<br>Avg | 2008 – 2009 CY<br>Avg. |
|-------------------------|-----------------------|------------------------|
| Number of<br>fatalities | 16                    | 15                     |
| % decrease              |                       | 6%                     |



## **Programming Efforts**

The Office of Highway Safety coordinated the following programming initiatives in an effort to reach our motorcycle safety goal for FY 2010:

### **❑ Public Information and Education Campaign**

OHS developed paid media materials targeting both motorcyclists and motorists. These materials encouraged motorcyclists to wear all appropriate safety gear, to be alert, and to never drive impaired. Motorists were encouraged to be alert for motorcycles and to share the road. Materials include a billboard advertisement, which was placed in fourteen locations statewide, in areas identified as high crash locations. In addition, a brochure was developed and placed in various motorcycle retail stores, distributed at safety fairs statewide, and provided to our partners on the Motorcycle Rider Education Committee for distribution at various motorcycling events. Bumper stickers were also designed and distributed through various channels.



OHS coordinates the filming of a new motorcycle safety PSA featuring State Representative Dan Short as the motorcyclist.

### **❑ Motorcycle Rider Education Committee**

OHS continues to be an active member of the Motorcycle Rider Education Committee, co-chaired by State Senator Bruce Ennis and State Representative Daniel Short. The committee is comprised of members from the Division of Motor Vehicles (DMV), members of ABATE, motorcycle retail shop owners, the Dover Air Force Base safety office, and other motorcycle enthusiasts. The committee plays an active role in coordinating motorcycle safety events throughout the year, including a Legislator's Ride, a Fourth of July parade, and other events designed to raise awareness. Both DMV and OHS participate on this committee to ensure adequate availability of Novice and Experienced Rider Education programs. Currently, DMV coordinates the MSF-approved safety courses.



❑ **NHTSA Tri-Regional Motorcycle Summit**

The National Highway Traffic Safety Administration's Regions 3, 5, and 7 co-hosted a motorcycle safety summit in Columbus, Ohio August 18-19, 2010. The summit included representatives from 18 states and offered an opportunity to share best practices for enforcement, education efforts, and increasing the number of properly trained motorcyclists with valid endorsements. The summit also provided a national overview, providing states with a broad perspective of motorcycle safety issues. Participants included highway safety professionals, motorcycle safety training coordinators, and law enforcement.

❑ **SAFETEA-LU Motorcycle Safety Incentive Grant Administration—  
Section 2010**

In FY 2010, the Office of Highway Safety was successful in qualifying for and receiving a Section 2010 motorcycle safety incentive grant. The State of Delaware qualified for the FY 10 Section 2010 funds by having conforming motorcycle rider training courses and motorcycle safety programs. These funds were used to develop new media materials and to purchase public information and education materials. Finally, paid media advertisements targeting motorists were placed in high-crash locations statewide.

❑ **2<sup>nd</sup> Annual Highway Safety Conference**

In FY 2010, the Office of Highway Safety coordinated its second Highway Safety Conference. The more than 200 participants included law enforcement personnel of all levels, members of the judiciary, prosecutors, highway safety officials, driver education teachers, prevention specialists, and other highway safety partners. The motorcycle safety sessions included Motorcycle Enforcement Strategies, Police Pursuit/Safety Tactics, and Taking Back Our Highways – Speed Management Strategies.



Lt. James Halvorson, New York State Police, discusses motorcycle enforcement strategies.

## **Evaluation**

**There was a decrease in motorcycle fatalities during this fiscal year, from 12% in CY 2009 to 7% in FY 2010. At the conclusion of FY 2009 we refocused our enforcement plan in an effort to reach our goal during this fiscal year. Law enforcement agencies were identified based on crash data, to receive enforcement funds to specifically target motorcycle-involved traffic infractions. Enforcement is directed in high-crash locations as well as to areas where motorcyclists are known to congregate. Agencies are directed to use speed enforcement as their primary tool, to use in-car video systems to photograph tag numbers of fleeing motorcycles, to look for signs of impaired riding, to look for equipment violations, and to use team enforcement where appropriate. OHS will continue to issue alerts and trend updates to law enforcement and the corporate community, as well as issue regular press releases to encourage both motorcyclists and motorists to stay alert.**

## **Corporate Outreach Program**

### **Overview**

Now in it's fourth year, the Corporate Outreach Program was implemented as a strategic effort to assist our corporate partners in educating their employees about specific traffic laws and safe driving behaviors. The main goal of the program is to create working partnerships within the corporate community that contribute to saving lives and preventing injury on Delaware roadways.

Over the last several years the program has changed in size and scope to include non-profit and state-run agencies, as well as the corporate community. The Corporate Outreach Program looks for effective ways to reach both small and large groups of employees with consistent information about traffic safety.

### **Programming Efforts**

#### **❑ Monthly Traffic Safety News and Newsletter Articles**

Originally created as a newsletter for safety managers to share with their employees, the Traffic Safety News has grown in simplicity and scope. The format has been simplified so that the corporate partners may easily forward it to an internal email distribution list or easily print on a single sheet of paper. The information can be shared with small or large audiences with minimal effort for our corporate partners. It is based on the traffic safety hot topic of the month and is divided into two easy to read sections: *What You Need to Know* and *What You Can Do*. To date, over 13,000 people receive the Traffic Safety News every month.

In addition, a monthly newsletter article is created for our partners who produce an internal newsletter. The monthly article is distributed on the last Monday of each month and is usually a short version of the Traffic Safety News. Each article is written in the style of an editorial, so the audience will read and relate to the subject matter.

#### **❑ Standing Order Distribution of Program Materials**

Each business or agency that participates in the program can sign up for a regular mailing of promotional traffic safety materials. OHS produces quantities of posters, flyers and table tents. The number and type of materials received is based on the needs of the company, the number of employees, and availability. The Corporate Outreach Coordinator recommends one poster per bulletin board, one flyer per employee, and one table tent per table in a break area or cafeteria. This information is kept in a data base so OHS knows how many materials to produce and distribute for any given campaign.

#### **❑ Corporate Partners and Fleet Managers Meetings**

Held in a round table format, the Corporate Partners Meetings bring safety managers together with highway safety officials to brainstorm effective ways to bring the safety message to groups of employees. Partners meetings are held every year in the months of March and September. In March 2010, 12 Corporate Partners attended the meeting to discuss the federal ban on texting for commercial drivers, a local municipal ban on hand

held cell phones, current traffic statistics and upcoming OHS programs. In September, 23 of the partners attended the Outreach Awards ceremony, to discuss Drive Safely to Work Week, and review the elements of Delaware's new cell phone law.

Once a year, the OHS Corporate Outreach Coordinator gathers together partners that administer large fleets of vehicles and drivers. Fleet administrators from both the public and private sector meet to discuss the unique challenges of maintaining the safety of large fleets of vehicles and drivers. In 2010 Fleet Managers met to discuss upcoming OHS programs for the 2010 calendar year, policies related to cell phone use on the job, and statistics on impaired and aggressive driving.

#### ❑ **Hispanic Outreach Committee**

In response to the growing need to educate the Hispanic and Latino communities in Delaware, OHS has organized a Hispanic Outreach Committee. The committee is comprised of representatives from both the public and private sector to analyze OHS's outreach efforts and provide input on how to reach this segment of the population effectively. The committee meets as needed, and is called upon for translation approval on all OHS materials produced in Spanish.

#### ❑ **Corporate Outreach Awards**

Once a year, Corporate Outreach awards are given to companies that have done an outstanding job working with OHS in outreach to their employees or clients. Twenty three of the Corporate Partners gathered this year for the awards ceremony and meeting. The following businesses were awarded for their outstanding efforts in 2010:

- Outstanding Outreach Award– Delaware Department of Transportation, Maintenance & Operations Division
- Outstanding Program- Perdue Farms, Inc., Fleet Safety
- Outstanding Partner- Delaware National Guard, State Safety Office



**Delaware National Guard Safety Specialist, Timothy Layton, accepts this year's top honor. Presented by OHS Corporate Outreach Coordinator, Trish Bachman, and Director, Jana Simpler.**

#### ❑ **Safe Family Holiday Mocktail Event/Party**

Reserved for the holiday period between Thanksgiving and Christmas, partners are given the opportunity to host a “Mocktail Party” to encourage their employees to have a safe and sober holiday. Mocktail Parties are non alcoholic cocktail parties where non alcoholic punches and “smart” (i.e.: high protein, low/no salt) party foods are served and information on impaired driving prevention is distributed. Mocktail parties have been an incredibly successful venue for outreach to large audiences with lifesaving messages about Driving under the Influence (DUI) and distributing designated driver information. During the 2009 holiday season, our corporate partners held mocktail parties across the state. Special thanks to our mocktail hosts: A I DuPont Hospital for Children, Christiana Hospital, Bayhealth Medical Center, Beebe Hospital, Nanticoke Memorial Hospital, Perdue Farms, BJ’s Wholesale Club, Comcast Cable, and Delaware Transit Corporation.



Every Mocktail includes DUI demonstrations.

#### **Evaluation**

In 2010, Delaware experienced the closure of several major companies. Other companies downsized considerably. Staff changes, budgeting, and downsizing have all impacted the number of companies that we work with. Even though OHS lost some of its partners, the Corporate Outreach Coordinator also added some significant partnerships this year, including Delaware Transit Corporation (DART), Chesapeake Utilities, and Dover AFB. Our state and military partners continue to bring us the largest audience of employees.

Bringing the Hispanic Outreach Committee together, face to face, has been one the most productive accomplishments this year. Through this effort alone, we have added 8 new partners and gained knowledge to move forward and successfully reach that segment of the population.

We have found a valuable partnership with the Trauma Departments and Injury Prevention community. This partnership continues to create opportunities to conduct face to face outreach with both hospital staff and the general public.

**The following is an approximate amount of materials the Corporate Outreach Program distributed through its Standing Order Distribution Program:**

**English**

- **Posters- 382**
- **Flyers – 3932**
- **Table Tents – 669**

**Spanish**

- **Posters – 83**
- **Flyers – 1150**
- **Table Tents - 185**

**Plans/Goals for FY 2011 include:**

- **Enhancing the partnerships that are already in place (participating in standing order materials and corporate partners meetings)**
- **Encouraging partners to host an event (i.e.: distracted driving pledge or mocktail party) or safety presentation**
- **Involving the Hispanic Outreach Committee more, by creating a line of traffic safety materials specifically for the Hispanic/ Latino community**
- **Recruiting a minimum of six (6) new partners**
- **Conducting eight (8) out of office outreach activities**
- **Develop an evaluation tool to solicit feedback from Corporate Partners regarding the types of materials they use and the perceived effectiveness**



# Young Driver Programs

## Overview

By many accounts, Delaware has one of the strongest Graduated Driver Licensing (GDL) laws in the nation, containing most of the recommended components including: starting age of 16, a one-year permit process, 50 hours of supervised driving required, night-time driving, passenger and cell phone use restrictions, and mandatory seat belt use requirements. The GDL law was designed to give 16 year olds who are applying for their drivers' license for the first time additional behind the wheel supervision beyond Drivers Education classes, to improve their driving skills, instill a sense of responsibility, sharpen their judgment, and promote strict observance of the rules of the road.

The law, which was passed in 1998 and took effect in July of 1999, increased the age at which a teen could apply for a driving permit from age 15 years and 10 months to age 16. In 1998, the year before the GDL law was implemented 16 year old drivers residing in Delaware were involved in just over 1,000 crashes while driving. In 2000, after one year of implementation of the law, the number of crashes 16 yr old drivers were involved in fell to 596. In one single year the number of 16 yr old driver crashes fell by 37.6%.

So in FY 2010 OHS chose to have a formal evaluation to see what the long term impact of the GDL law on 16 year old crashes and fatalities were. OHS contracted with the University of Delaware Center for Applied Demography & Survey Research Center. Researcher Ed Ratledge gathered data from the DMV, Delaware State Police and Delaware Justice Information System (DELJIS) to compare crashes, deaths and injuries for young drivers pre – GDL (1994 – 1998) and post GDL (1999 – 2008). Here is a summary of the results for 16 year old drivers:

- Crash rates for drivers decreased by 30.8%;
- Crash rates involving personal injury decreased by 30.1%;
- Crash rates during the period 10pm-6am decreased by 59.1%;
- Crash rates involving male drivers decreased by 35.1%;
- Crash rates involving female drivers decreased by 28.8%.
- Violation rates for drivers of age 16 decreased by 17.4%;
- Violations involving male drivers decreased by 20.6%;
- Violations involving female drivers decreased by 25.2%.

The results for 16-year old drivers declined as expected. In fact, the data showed that the declines are particularly dramatic in light of the fact that many of the 16 – year old crash rates were much higher than for the 17 year old drivers pre-GDL. Ratledge explains that the primary factors leading to the declines in crash rates are the supervision and the restricted driving hours which lowers exposure and avoids driving during the high risk times. However, he also found no evidence in the data that the effects of the GDL program translate into fewer crashes one year later when teens gain full licensure sometime during age 17.

## **Performance Goal**

**Drivers Age 20 or Younger Involved in Fatal Crashes – To decrease drivers age 20 or younger involved in fatal crashes 17% from the 2005-2007 calendar year average of 24 to 20 by December 31, 2010.**

|                      | 2005 – 2007 CY<br>Avg | 2008 – 2009 CY<br>Avg. |
|----------------------|-----------------------|------------------------|
| Number of fatalities | 24                    | 20                     |
| % decrease           |                       | 17%                    |

## **Programming Efforts**

### **□ Parent Orientation Program**

In 2004, in response to a spike in teen driving fatalities, and hearing anecdotal stories that parents were not following the requirements of the GDL law, the Office of Highway Safety began looking at other avenues for educating parents about the requirements of the State's GDL law. From this, the GDL Parent Orientation Program was created. The GDL POP is an hour and a half long program conducted at high schools statewide in the evenings. Participating schools make attending this program a mandatory assignment of the driver education class. Since the program is geared toward parents, attendance by both the teen driver and at least one parent is required. The GDL POP consists of four PowerPoint presentations by OHS and its partners the Delaware State Police, the Division of Motor Vehicles, Think First of Delaware, and State Farm Insurance. Additionally there are videotaped interviews with a parent and sibling of two young people killed in teen driving crashes, and a memorial tribute to the teen victims of motor vehicle crashes (made possible thanks to support from the victims families). The GDL POP reaches 3,000 – 4,000 families each year and plans are underway to convert it to an online program during FY 2011 so that parents statewide can view the information.



**Delaware State Police Cpl. Jeff Weaver addresses families from multiple high schools in New Castle County attending the GDL Parent Orientation Program at Dickinson High School.**

## ❑ Teen Driver Task Force

The Delaware Teen Driver Task Force, led by the Division of Motor Vehicles (DMV), is a consortium of agencies dedicated to educating youth and their parents on safe driving habits, skills, training, and the consequences if ignored. The Task Force's motto is, "Delaware Does More for Teen Driving." The Teen Driving Task Force is a joint effort of the Division of Motor Vehicles (DMV), the Department of Education (DOE), the Office of Highway Safety (OHS), the Delaware State Police (DSP), AAA Mid-Atlantic, and Delmarva Broadcasting's *SmartDrive*.

In FY 2010, the Teen Driver Task Force was selected as a finalist for the Governor's 2009 Team Excellence Award. The Task Force, lead by DMV Director Jennifer Cohan, was recognized for its collaborative effort in creating a statewide teen driver website, Novice Driver reflective magnets and stickers that parents can put on their vehicles as they teach their teens to drive, and its support of OHS's GDL Parent Orientation program.



DMV Teen Driver Website

## Results: July 2010 Driver Behavior Survey

### Overview

In 2009 NHTSA and the Governor's Highway Safety Association formed a working group and determined that States should conduct annual Driver Behavior Surveys to measure attitudes and behaviors on driver safety topics. The working group came to an agreement on 9 core questions to be asked as part of this survey. The questions centered around behaviors related to impaired driving, seat belt use, and speeding. It was recommended that states conduct these surveys in the summer months after the national seat belt mobilization and before the national impaired driving crackdown. The Delaware Office of Highway Safety, used the expertise of its communications firm, Deardorff Associates to conduct surveys of DMV customers in August of 2010. The following excerpts outline demographic data, survey methodology and detailed findings from the survey:

#### **Delaware Population by County\***

| County     | Population | % of State Population |
|------------|------------|-----------------------|
| Kent       | 157,741    | 17.8%                 |
| New Castle | 534,634    | 60.4%                 |
| Sussex     | 192,747    | 21.8%                 |
| Total      | 885,122    |                       |

\*Based on U.S. Census Bureau 2009 — <http://quickfacts.census.gov/qfd/states/10000.html>.

#### **Delaware Valid Licensed Drivers by County\***

| County     | Population | # of Valid Drivers | % of Valid Drivers/County |
|------------|------------|--------------------|---------------------------|
| Kent       | 157,741    | 115,813            | 18%                       |
| New Castle | 534,634    | 377,368            | 58.7%                     |
| Sussex     | 192,747    | 149,559            | 23.3%                     |
| Total      | 885,122    | 642,740            |                           |

\* As of 5/31/2010. Figures obtained from individual lane managers at Delaware Division of Motor Vehicles offices and confirmed by an Administrative Specialist III, Drivers Services, Division of Motor Vehicles.

#### **Number of People Served at Delaware DMV/Day\***

| DMV Office        | People Served/Day |
|-------------------|-------------------|
| Dover             | 1,879             |
| Georgetown        | 837               |
| New Castle County | 1,015             |
| Wilmington        | 1,207             |

\* Number accounts for all drive-through and walk-in DMV customers (not just licensed drivers).

## **Methodology**

### **Survey Design**

As recommended by NHTSA and GHSA, the survey was conducted using a representative sample of all licensed drivers throughout the State of Delaware through the DMV intercept method. DMV offices naturally attract the desired population of licensed drivers. In addition, the DMV intercept method is more cost effective than a telephone survey. The survey included a total of 1,204\* drivers who were intercepted across the four DMV offices in Delaware — Dover, Georgetown, New Castle and Wilmington.

To be manageable for participants waiting at DMV offices where procedural changes were going into effect, survey length was kept to a single page with multiple choice questions. The same survey questions were asked at each DMV location, including the core questions as recommended by NHSTA and GHSA.

Demographic questions were modified for the purpose of customizing the survey for the State of Delaware. In addition, with Delaware's new cell phone law set to go into effect on January 2, 2011, questions on the topic of distracted driving were included to gain further insight.

### **Survey Execution**

Representatives from Deardorff Associates set up survey centers at each DMV location. Participants completed the surveys themselves and Deardorff representatives were on hand to collect completed questionnaires. A minimum of 300 completed surveys was required at each location across Delaware. Due to higher than anticipated refusal rates, Deardorff representatives visited each DMV office twice to accomplish this goal. The breakdown of questionnaires completed at each location is as follows:

**DMV Survey Field Totals**

|                                | <b>Dover</b> | <b>New Castle</b> | <b>Georgetown</b> | <b>Wilmington</b> |
|--------------------------------|--------------|-------------------|-------------------|-------------------|
| Wednesday, August 4            |              | 217               |                   | 224               |
| Wednesday, August 11           |              | 132               |                   |                   |
| Thursday, August 12            | 149          |                   |                   |                   |
| Friday, August 20              | 153          |                   |                   |                   |
| Tuesday, August 24             |              |                   |                   | 81                |
| Thursday, August 26            |              |                   | 150               |                   |
| Friday, August 27              |              |                   | 162               |                   |
| Total                          | 302          | 349               | 312               | 305               |
| <b>Total for All Locations</b> | <b>1268</b>  |                   |                   |                   |

\* This number represents the net total of licensed participants. Of the 1,268 people surveyed, 64 were unlicensed drivers and their responses were eliminated from the results tabulation.

## **Results Tabulation**

To ensure objectivity in the survey results, a third-party market research firm, MAXimum Research, Inc., was contracted to tabulate and analyze all of the completed questionnaires. Due to rounding, in some cases total percentages may not be 100. The following pages summarize the collected data and provide a detailed question-by-question analysis of the participants' responses.

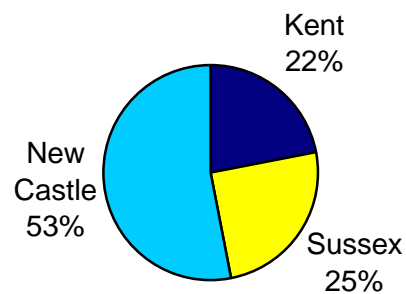


## **Detailed Findings**

### **Demographic Questions**

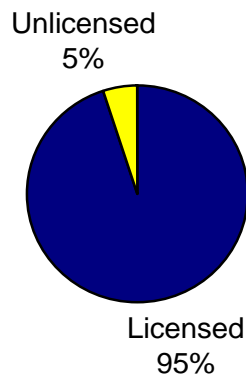
#### **What county do you live in?**

According to the net total of 1,204 surveys completed by licensed participants, 53% lived in New Castle County, 25% lived in Sussex County and 22% lived in Kent County. This survey population of licensed drivers mirrors the overall distribution of licensed drivers in Delaware fairly closely



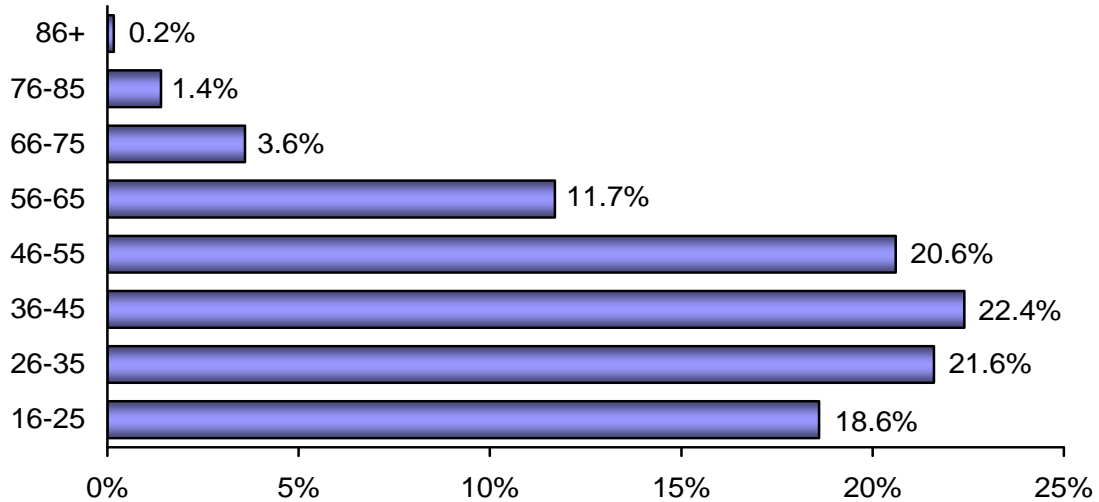
#### **1. Are you a licensed driver?**

According to survey tabulations, 95% of respondents were licensed drivers.



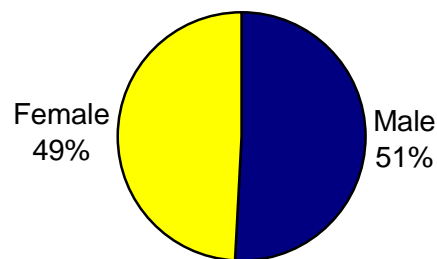
## 2. Please select your age range:

The sample population skewed younger — as NHTSA indicated is typical of DMV attendance — with the majority of respondents under 55 years of age (83.2%). The breakdown is as follows:



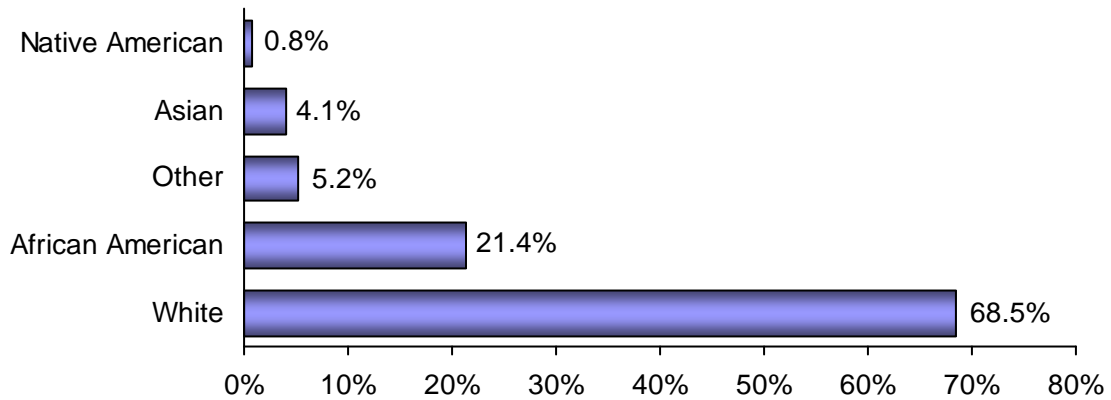
## 3. Please select your gender:

The gender of respondents was slightly higher male (50.8%) than female (49.2%).



#### 4. Please select your race:

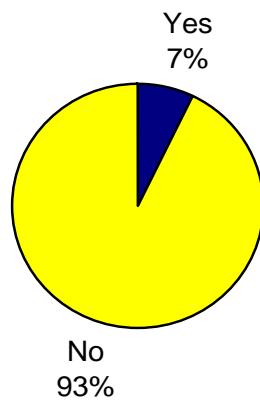
An overwhelming percentage of respondents selected White (68.5%) as their race with the second highest answer being African American (21.4%). The breakdown is as follows:



Write-in responses for “Other” included: Hispanic, Mixed Race, Latino, Puerto Rican, Spanish, Alaskan Native and Caribbean.

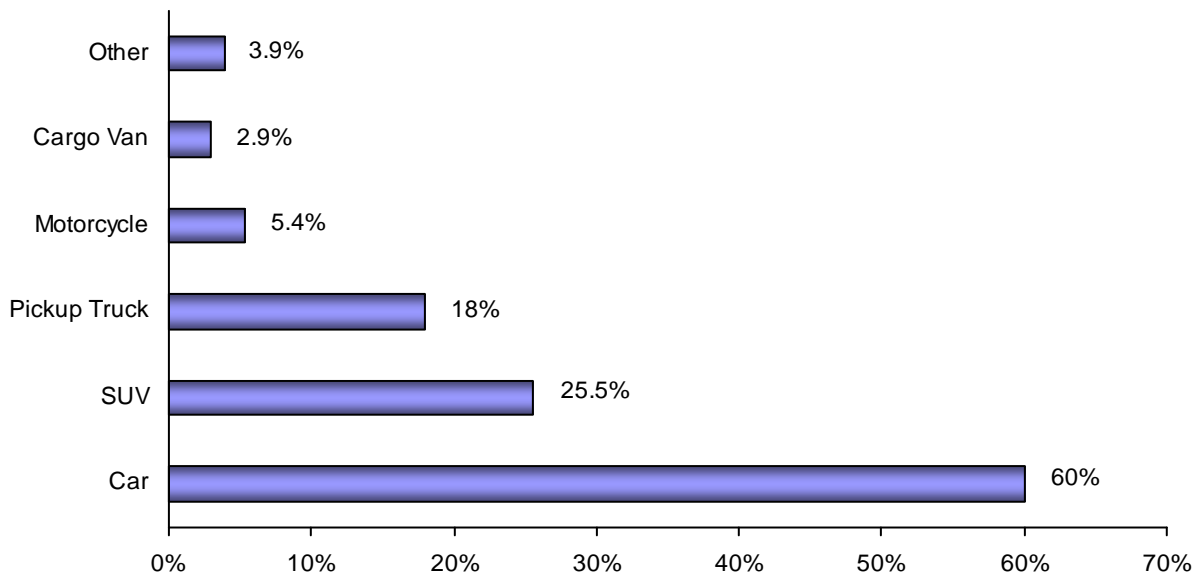
#### 5. Are you of Spanish/Hispanic origin?

Of all licensed respondents, 7.3% indicated they were of Spanish or Hispanic origin.



## 6. Please select the type of vehicle you drive?

Well over half of the vehicles driven were passenger cars (60%), followed by SUVs (25.5%), pickup trucks (18%), motorcycles (5.4%) and cargo vans (2.9%). Less than 4% of respondents specified “Other” with write-in responses, including mini-van, heavy truck, school bus, motor home and scooter.

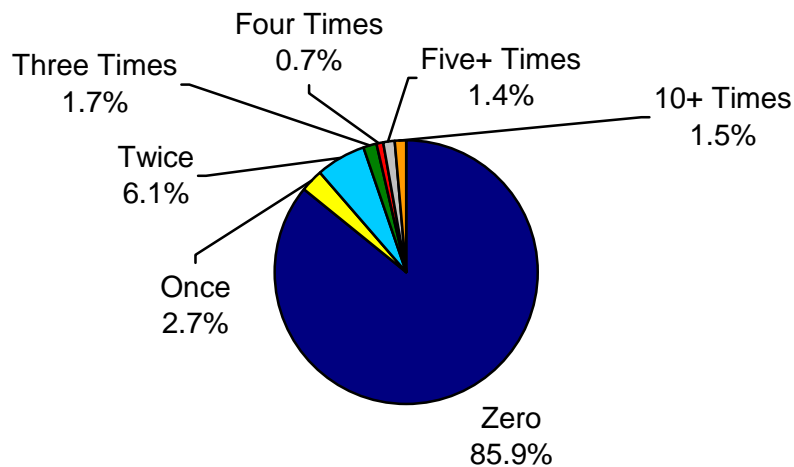


## Impaired Driving Questions

### 7. In the past 30 days, how many times have you driven a motor vehicle within 2 hours after drinking alcoholic beverages?

An overwhelming percentage of respondents (85.9%) indicated they had not driven within 2 hours after drinking alcoholic beverages. Of those who had driven after drinking:

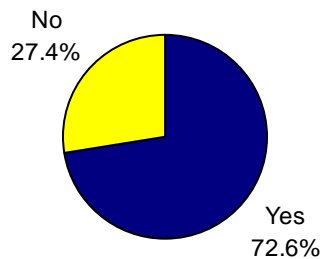
2.7% drove once  
6.1% drove twice  
1.7% drove three times  
0.7% drove four times  
1.4% drove five times or more  
1.5% drove 10 times or more.



A significant comparison can be made when comparing responses by age group. The younger the respondent, the more likely they were to drive after drinking alcohol.

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

A large number of respondents (72.6%) had recalled reading, seeing or hearing something about imp driving enforcement.

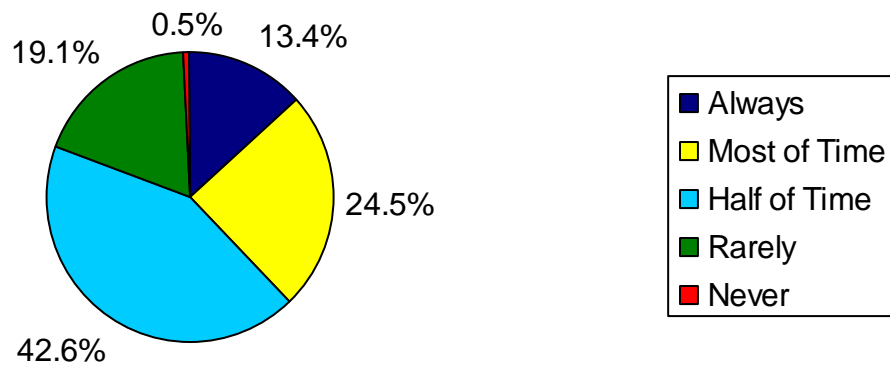


Comparing the responses by county of residence, a higher percentage of Sussex County residents indicated they had read, seen or heard something about drunk driving enforcement.

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

According to the results, 13.4% of respondents thought an arrest for drinking and driving would always occur; 24.5% thought an arrest would occur most of the time; 42.6% thought half of the time; 19.1% thought rarely; and 0.5% thought an arrest would never occur. Together, a total of 80.5% of the respondents thought that someone would be arrested for drinking and driving at least half of the time or more.

Chances of Being Arrested for DUI

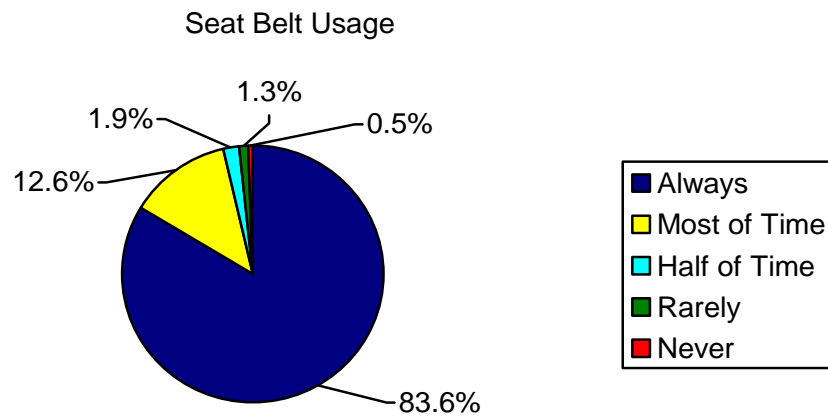




## Seat Belt Usage Questions

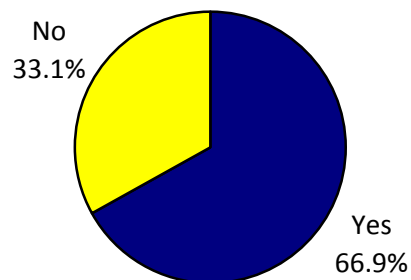
### 10. How often do you use seat belts when you drive or ride in a car, van, SUV or pickup?

A combined 96.2% of the respondents said they wore seat belts all of the time or most of the time. The breakdown is as follows:



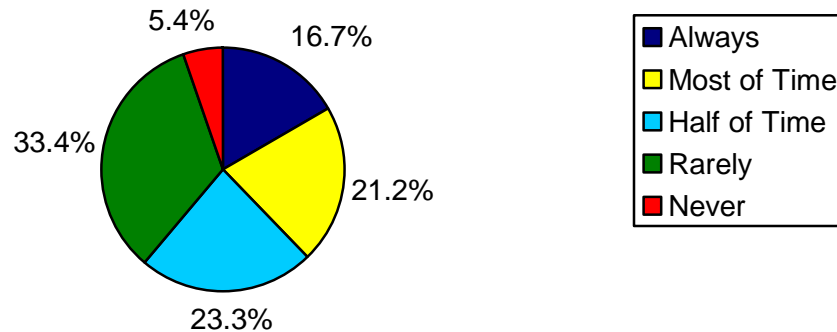
### 11. In the past 60 days, have you read, seen or heard anything about seat belt law enforcement by police?

Approximately 66.9% of respondents recalled reading, seeing or hearing something about seat belt law enforcement.

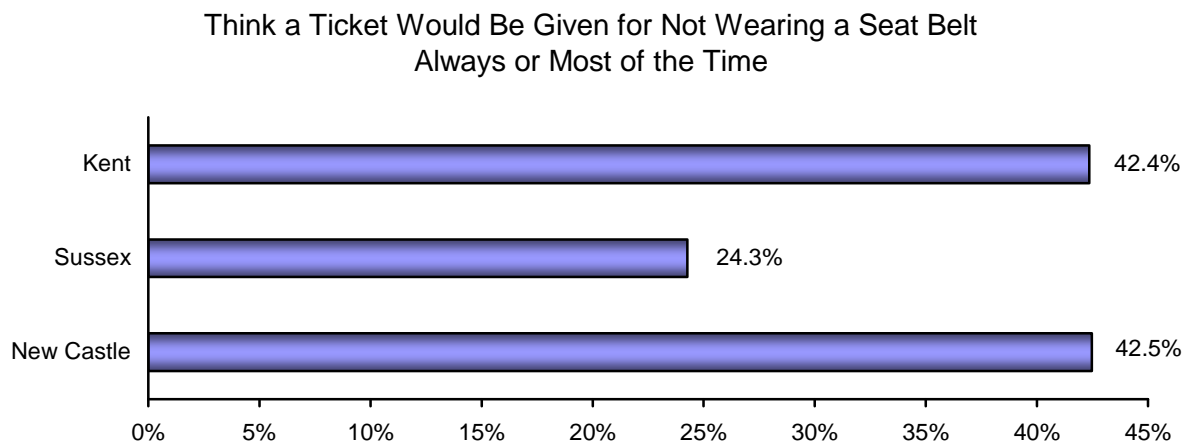


## 12. What do you think the chances are of getting a ticket if you don't wear your seat belt?

According to the results, 16.7% of respondents thought they would always get a ticket for not wearing a seat belt; 21.2% thought they would get a ticket most of the time; 23.3% thought half of the time; 33.4% thought rarely; and 5.4% thought they would never get a ticket.



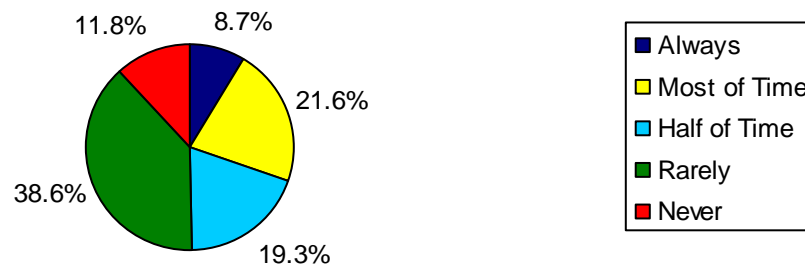
Cross-tabulating the results, a difference can be seen based on county with Sussex County residents less likely to believe a ticket would be given always or most of the time.



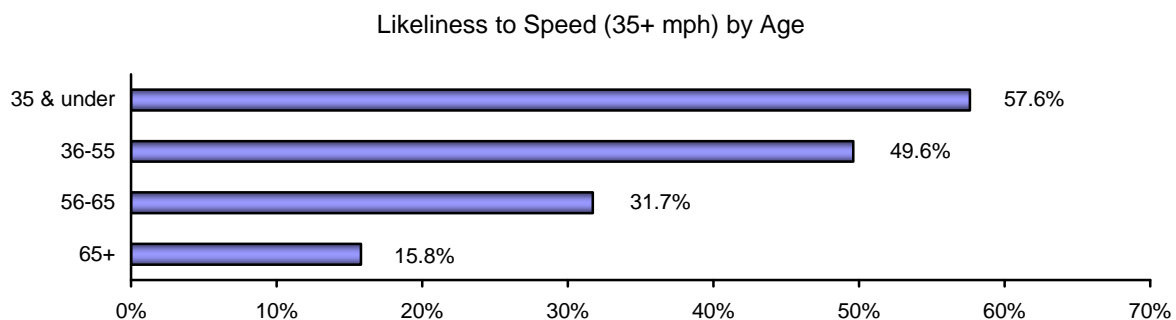
## Speeding Questions

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

Overall, 8.7% of respondents said they always drive faster than 35 mph when the speed limit is 30 mph; 21.6% said they drive faster most of the time; 19.3% half of the time; 38.6% rarely; and 11.8% said they never drive faster than 35 mph.

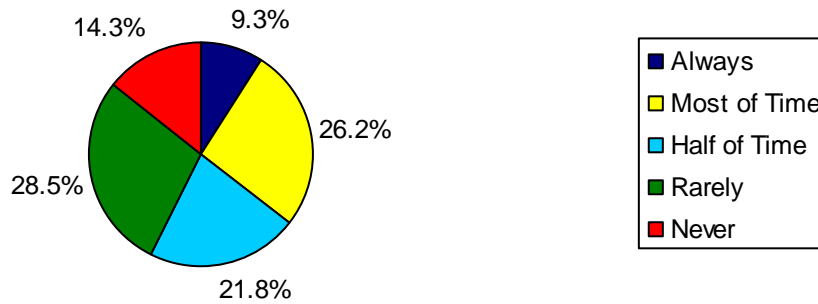


Cross-tabulating by age, younger drivers were more likely to speed than older drivers.

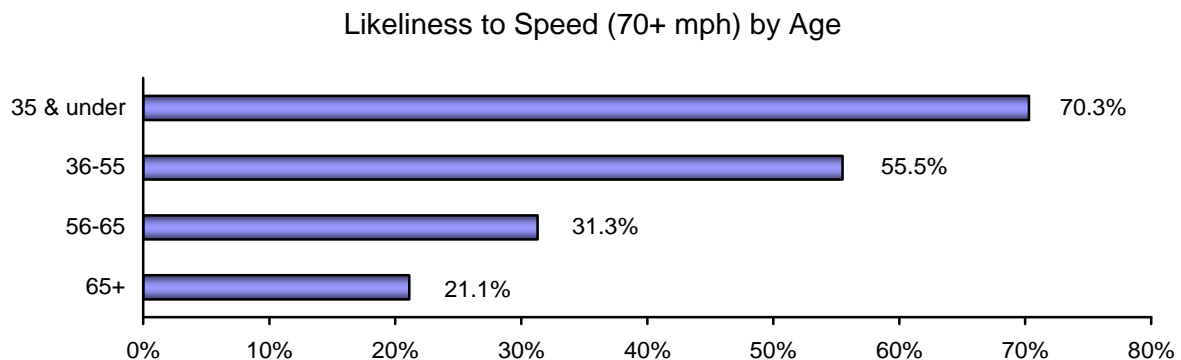


#### 14. On a local road with a speed limit of 65 mph, how often do you drive faster than 70 mph?

Overall, 9.3% of respondents said they always drive faster than 70 mph when the speed limit is 65 mph; 26.2% said they drive faster most of the time; 21.8% half of the time; 28.5% rarely; and 14.3% said they never drive faster than 70 mph.

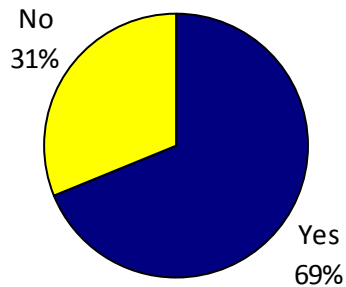


**Cross-tabulating by age, younger drivers were more likely to speed than older drivers.**



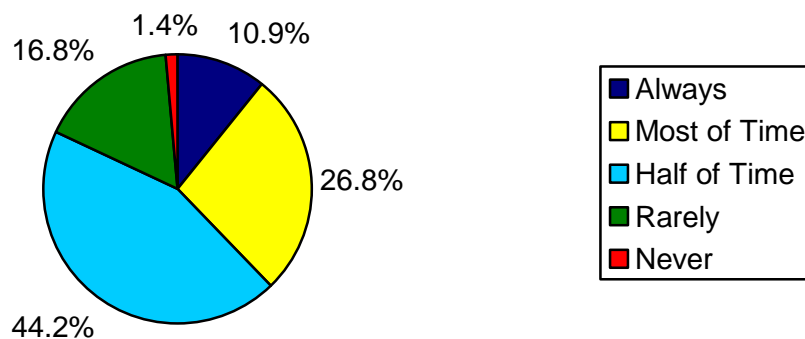
**15. In the past 60 days, have you read, seen or heard anything about speed enforcement by police?**

Overall, 69% of respondents recalled reading, seeing or hearing something about speed enforcement by police.



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

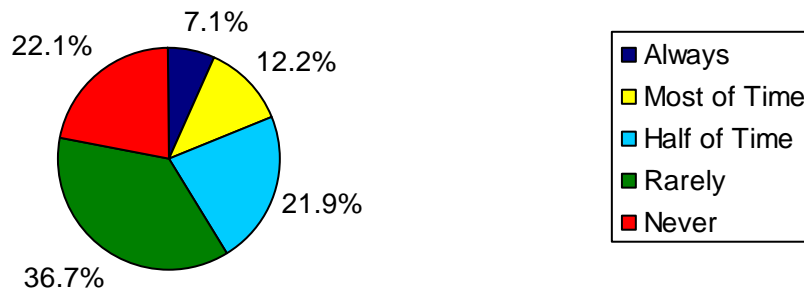
According to the results, 10.9% of respondents thought they would always get a ticket for speeding; 26.8% thought they would get a ticket most of the time; 44.2% thought half of the time; 16.8% thought rarely; and 1.4% thought they would never get a ticket.



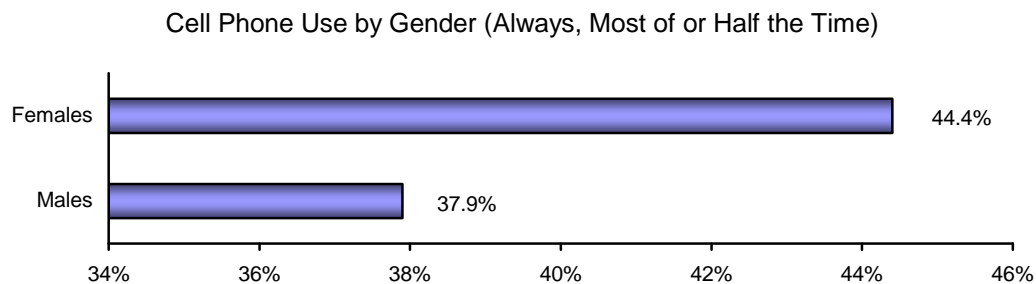
## Distracted Driving Questions

### 17. How often do you use a cell phone while operating a vehicle?

Overall, 7.1% of respondents said they always use a cell phone while driving; 12.2% said most of the time; 21.9% said half the time; 36.7% said rarely; and 22.1% said never.



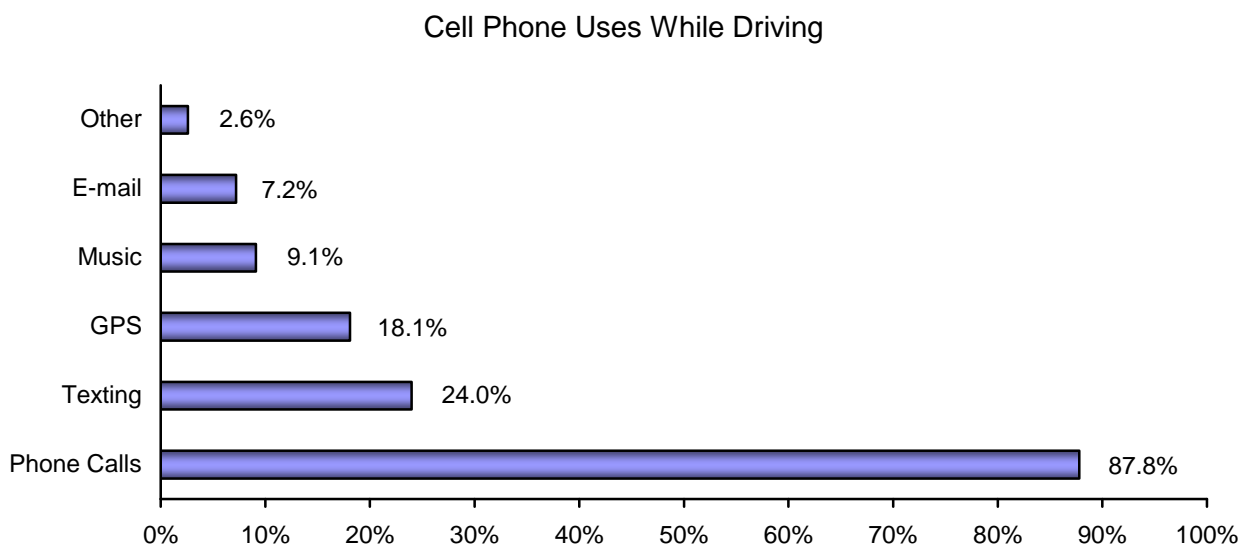
Cross-tabulating by gender, females were more likely than males to use a cell phone while driving.





## 18. When driving, I use my cell phone for: (check all that apply)

The most popular use for a cell phone while driving was, overwhelmingly, phone calls at 87.8%. Text messaging came in second at 24%. Other frequent uses were GPS (18.1%), playing music (9.1%) and checking e-mail (7.2%). Less than 3% of respondents specified “Other” uses, including hands-free devices, checking the time, Internet and games.



Cross-tabulating, the results for this question showed that females were approximately 10% more likely than males to use their phones for text messaging while driving.

Cross tabulation also revealed that age played a large part in what cell phones were being used for while driving. The older the driver, the less likely they were to use their cell phone for anything other than a phone call.



The Delaware Office of Highway Safety wants your views on how to improve traffic safety behavior throughout the state. Please note that your comments will be kept confidential and no individual names will be collected or identified.

Which county do you live in:

- ☐ Kent County  
☐ New Castle County  
☐ Sussex County

**Please complete the survey and then hand it back in.  
Thank you in advance for your time.**

1. Are you a licensed driver?

- ☐ Yes ☐ No

2. Please select your age range:

- ☐ 16 - 25 ☐ 26 - 35 ☐ 36 - 45 ☐ 46 - 55  
☐ 56 - 65 ☐ 66 - 75 ☐ 76 - 85 ☐ 86 or older

3. Please select your gender:

- ☐ Male ☐ Female

4. Please select your race:

- ☐ White ☐ African American ☐ Asian  
☐ Native American ☐ Other \_\_\_\_\_

5. Are you of Spanish/Hispanic origin?

- ☐ Yes ☐ No

6. Please select the type of vehicle you drive:

- ☐ Passenger car ☐ SUV ☐ Pickup truck  
☐ Cargo van ☐ Motorcycle  
☐ Other \_\_\_\_\_

#### IMPAIRED DRIVING

7. In the past 30 days, how many times have you driven a motor vehicle within 2 hours after drinking alcoholic beverages?

\_\_\_\_\_ times

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

- ☐ Yes ☐ No

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

- ☐ Always ☐ Most of the time ☐ Half of the time  
☐ Rarely ☐ Never

#### SEAT BELT USAGE

10. How often do you use seat belts when you drive or ride in a car, van, SUV or pickup?

- ☐ Always ☐ Most of the time ☐ Half of the time  
☐ Rarely ☐ Never

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

- ☐ Yes ☐ No

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

- ☐ Always ☐ Most of the time ☐ Half of the time  
☐ Rarely ☐ Never

#### SPEEDING

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

- ☐ Always ☐ Most of the time ☐ Half of the time  
☐ Rarely ☐ Never

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

- ☐ Always ☐ Most of the time ☐ Half of the time  
☐ Rarely ☐ Never

15. In the past 60 days, have you read, seen or heard anything about speed enforcement by police?

- ☐ Yes ☐ No

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

- ☐ Always ☐ Most of the time ☐ Half of the time  
☐ Rarely ☐ Never

#### DISTRACTED DRIVING

17. How often do you use your cell phone while operating a motor vehicle?

- ☐ Always ☐ Most of the time ☐ Half of the time  
☐ Rarely ☐ Never

18. When driving, I use my cell phone for: (check all that apply)

- ☐ Text messaging ☐ Phone calls ☐ GPS  
☐ Checking e-mail ☐ Playing music  
☐ Other \_\_\_\_\_

## **Paid Media Summary**

### **Overview**

In FY 2010, the combination of paid and earned media to increase awareness of critical highway safety issues in the First State continued to be the backbone of OHS's Communication Strategy. Most paid media efforts undertaken by OHS support its enforcement campaigns as national research shows that the greatest impact can be made by combining the two. As with its enforcement efforts, the OHS paid media plan is driven by crash data to identify primary and secondary audiences for each of the agency's priority areas, as well as provide information on times of day and days of the week when crashes were occurring. Not only did this information dictate where and when enforcement would be conducted, it helped determine where and when paid media messages would run, so that it most effectively supported the enforcement efforts. OHS used this formula and applied it across the board to all of its media awareness campaigns.

In FY 2010 OHS spent more than \$ 1.8 million in Section 402 and other Incentive Grants to maximize the effectiveness of enforcement and educational programming initiatives. In addition to what is reflected in this document, OHS also spent more than \$80,000 on an Underage DUI prevention media campaign, funded through a grant from the Office of Juvenile Justice and Delinquency Prevention (OJJDP), and \$10,000 from 402 for supplies and materials such as brochures, incentive items, as well as materials to support OHS's Corporate Outreach Program.

In FY 2010, OHS contracted with a new public relations firm, Deardorff Associates, who created an ownable, distinctive and unifying look for the OHS public information campaigns by adopting a brand approach with a consistent overall design along with a brand positioning line for each specific initiative. The unifying and yet customizable tagline (see figure 1 for examples) ensures the message is being communicated to build overall recognition for safe driving issues. The tagline better communicates the desired behavior for each individual initiative as well as reinforces all campaign safety messages.

OHS continued its use of internet advertising including digital entertainment channels for the *Click It or Ticket*, *Checkpoint Strikeforce*, and *Stop Aggressive Driving* campaigns in an effort to reach the younger demographic which is often over-represented in crashes where speeding, alcohol, and lack of belt use are involved. New initiatives which began in FY 2010 and will continue into FY 2011 include, Distracted Driving/Hands Free Cell Phone Campaign, and Senior Driver Awareness.

This section of the Annual Report provides a description of OHS's paid media efforts for FY 2010. It is presented in four different formats.

- I. A breakdown of projects funded with Section 402 and other Incentive Funds
- II. A chart of OHS's sustained media efforts reflected by calendar month
- III. A narrative explanation of the highlights and achievements of paid media efforts by program area
- IV. A summary chart of paid media efforts for the entire 2010 Federal fiscal year

## I. Paid Media Funds Spent in FY 2010

### Use of 402 and Incentive Grant Funds for Paid Media in FY 2010

| Federal Grant Code | Campaign   | Total Funds Spent                                  |
|--------------------|--|--|
| Section 402        | 1) "Stop Aggressive Driving" campaign (\$191,396.03)<br>2) "Walk Smart" Pedestrian Safety campaign (\$75,000)<br>3) "Ride Safe. Ride Smart." Motorcycle Safety Campaign (\$60,000)<br>4) Click It or Ticket campaign (\$250,891.22)<br>5) Distracted Driving campaign (\$73,833.95)<br>6) Move Over law campaign (\$7,500)<br>7) Bicycle Safety campaign (\$24,000)<br>8) Deardorff Associates Campaign Administrative Fees (\$7,000)<br>9) Fitting Station Paid Media (\$49,009.35) | \$738,630.55                                       |
| Section 154        | Checkpoint Strikeforce Oct- Dec. 2009<br><br>Checkpoint Strikeforce 2010   | \$95,325.13<br><br>\$366,371.34                    |
| Section 405        | Click It or Ticket (May)   | \$71,108.43  |
| Section 406        | Buckle Up Day & Night Seat Belt Mobilization<br><br>Senior Driver Paid Media<br><br>GDL Awareness Campaign   | \$116,529.97<br><br>\$18,111.17<br><br>\$12,000.20 |
| Section 410        | Checkpoint Strikeforce Campaign<br><br>Underage Drinking Paid Media<br><br>Designated Driver/HERO Paid Media   | \$76,823.24<br><br>\$71,327.75<br><br>\$114,867.67 |
| Section 2010       | "Ride Safe. Ride Smart." Motorcycle Safety campaign  | \$126,558.39                                       |
| Section 2011       | Child Passenger Safety Week/Fitting Station Paid Media (\$14,249.50/\$9,881.15)  | \$24,130.65  |
| Total Funds Spent  |  | \$1,831,784  |

**Figure 1**

**OHS Brand Marks and Taglines**



**Occupant Protection**



**Impaired Driving**



**Aggressive Driving**



**Motorcycle Safety**



## **Pedestrian Safety**



**WALK SMART. ARRIVE ALIVE DE**

## **Bicycle Safety**



**BIKE SAFE. ARRIVE ALIVE DE**

## **Distracted Driving**



**PHONE HANDS FREE. ARRIVE ALIVE DE**



## II. Paid Media Activities Color Chart by Calendar Month

Delaware Office of Highway Safety Comprehensive Campaign Schedule for 2010

| Campaigns:   | January | February | March | April | May | June | July | August | September | October | November | December |
|--|---------|----------|-------|-------|-----|------|------|--------|-----------|---------|----------|----------|
| <b>Occupant Protection:</b>                              |         |          |       |       |     |      |      |        |           |         |          |          |
| 1. Click It or Ticket Campaign                           |         |          |       |       |     |      |      |        |           |         |          |          |
| 3. Child Passenger Safety Campaign (includes CPSAW)      |         |          |       |       |     |      |      |        |           |         |          |          |
| <b>Impaired Driving:</b>                                 |         |          |       |       |     |      |      |        |           |         |          |          |
| 1. Checkpoint Strikeforce Campaign                       |         |          |       |       |     |      |      |        |           |         |          |          |
| 2. Underage Drinking Campaign                            |         |          |       |       |     |      |      |        |           |         |          |          |
| 3. Designated Driver Campaign                            |         |          |       |       |     |      |      |        |           |         |          |          |
| 4. Safe Family Holiday Campaign                          |         |          |       |       |     |      |      |        |           |         |          |          |
| <b>Aggressive Driving:</b>                               |         |          |       |       |     |      |      |        |           |         |          |          |
| 1. Stop Aggressive Driving Campaign                      |         |          |       |       |     |      |      |        |           |         |          |          |
| <b>Pedestrian Safety:</b>                                |         |          |       |       |     |      |      |        |           |         |          |          |
| 1. Walk Smart Pedestrian Safety Campaign                 |         |          |       |       |     |      |      |        |           |         |          |          |
| <b>Motorcycle Safety:</b>                                |         |          |       |       |     |      |      |        |           |         |          |          |
| 1. Ride Smart Motorcycle Safety Campaign - Motorists     |         |          |       |       |     |      |      |        |           |         |          |          |
| 2. Ride Smart Motorcycle Safety Campaign - Motorcyclists |         |          |       |       |     |      |      |        |           |         |          |          |
| <b>Bicycle Safety:</b>                                   |         |          |       |       |     |      |      |        |           |         |          |          |
| 1. Bike Smart Bicycle Safety Campaign                    |         |          |       |       |     |      |      |        |           |         |          |          |
| <b>Distracted Driving:</b>                               |         |          |       |       |     |      |      |        |           |         |          |          |
| 1. Distracted Driving Social Norming Campaign            |         |          |       |       |     |      |      |        |           |         |          |          |
| <b>Other:</b>  |         |          |       |       |     |      |      |        |           |         |          |          |
| 1. Graduated Drivers Licensing Program                   |         |          |       |       |     |      |      |        |           |         |          |          |
| 2. Move Over Law Promotion                               |         |          |       |       |     |      |      |        |           |         |          |          |

### **III. Narrative Explanation of Paid Media Highlights and Achievements by Program Area**

#### **Occupant Protection**

##### **A. *Click It or Ticket* 2010 and Buckle Up Day & Night Mobilizations Total Budget - \$438,529.49**

For FY 2010 Delaware conducted two seat belt mobilizations, first one in February and the second in May. Both utilized the national model, a combination of paid media and enforcement activities, to effect behavior change.

For the third year, OHS conducted a seat belt enforcement mobilization in February with accompanying paid and earned media. The effort again focused on increasing night time seat belt use, and the message was “Buckle Up Day & Night.” Enforcement ran for one week while paid and earned media were out for two.

For the February mobilization, the target age demographic for Click It or Ticket was females 16 – 27 year olds. The media mix included radio, cable TV, billboards, and internet ads on Comcast.net interactive. OHS collaborated with the new public relations firm Deardorff Associates and created a customized OHS brand mark and tagline for the February Seat Belt initiative, “Buckle Up. Arrive Alive DE,” that was incorporated into a new billboard with a social-norming message. New collateral materials such as posters, fliers and table tents were produced in English and Spanish to maintain a cohesive look across the campaign. They were distributed to dozens of Corporate Partners statewide, as well as high schools, libraries, community centers, restaurants, and law enforcement agencies. In addition, email blasts went out to 10,000 people who are registered to receive OHS’s monthly Traffic Safety News.

| <b>February Seat Belt Nighttime Campaign – Paid Media Budget Summary<br/>(February 2010 – March 2010)</b> |          |
|---|----------|
| Cable Television  | \$22,000 |
| Online  | \$4,380  |
| Outdoor   | \$4,853  |
| Radio   | \$20,392 |
| Total:  | \$51,625 |



Seat Belt Mobilization Billboard, February 2010

In May, Delaware conducted its annual Click It or Ticket Campaign. After crash data was reviewed, the target demographic changed to males and females ages 17 – 27, with a secondary audience of males 30 - 49. The campaign, which includes two weeks of enforcement and four weeks of paid and earned media, was launched with a comprehensive press release. In all, earned media efforts included four press releases. These efforts resulted in 17 media stories, including the campaign being highlighted on the local TV station WBOC and regional station Fox 29 Philadelphia.

An integrated mix of paid media, including cable television, online, outdoor, print and radio advertising were created using the OHS brand mark and tagline which featured a Delaware State Police Officer to strengthen the enforcement messaging. Campaign posters, flyers and table tents were produced in the new campaign look and distributed to corporate, law enforcement and community partners statewide. A new 30 second custom radio spot was created but OHS did utilize the TV spot from FY 2009. A new online advertisement was also created to run on Comcast.net to drive the target audience to the OHS website to learn more about Delaware's seat belt laws.

A new initiative for the May seat belt campaign were partnerships with Delaware businesses, Grotto's Pizza, Brew Haha! and local coffee shops, to distribute promotional materials during the three-week long enforcement period that featured the social-norming and enforcement messages in unique ways. Customized coffee cup sleeves and pizza box belly bands were developed with "buckle up" messaging to create awareness for the saturation patrols and checkpoints. These promotional items were utilized to integrate the traffic safety message into the daily routines of the target audience.

| <b>Click It or Ticket Campaign – Paid Media Budget Summary<br/>(May 2010 – June 2010)</b> |          |
|---|----------|
| Cable Television  | \$37,000 |
| Online  | \$8,000  |
| Outdoor   | \$12,334 |
| Print (includes Hispanic)   | \$3,880  |
| Radio   | \$30,294 |
| Total:  | \$91,508 |

Collateral materials were distributed through a variety of channels including a mailer containing campaign posters to be distributed to all public and private Delaware high schools asking faculty to hang the posters throughout schools to create awareness for the younger audience. Law enforcement agencies received materials such as posters, fliers, table tents, and incentive items to distribute in the community and at seat belt checkpoints. Other distribution channels were our Corporate Outreach Program, high schools, libraries, and colleges. OHS's Community Traffic Safety Program Coordinators scheduled the painting of Buckle Up Stencils and some Corporate Partners conducted month long seat belt campaigns which included pre and post observational seat belt surveys, newsletter article placement, and setting up information tables in or near the cafeteria.

With the new brand approach, partnerships, and distribution of materials undertaken during the Click It or Ticket campaign, observational seat belt surveys revealed a increase in the 2010 Seat Belt use rate. Seat Belt use increased statewide from 88% back up to Delaware's previous highest rate of 91%.

## **B. National Child Passenger Safety Week (CPSW) 2010**

### **Support of OHS Fitting Stations**

#### **Total Budget \$73,140.00**

OHS used its child passenger safety budget in FY 2010 to increase awareness of the OHS Fitting Stations as well as to support Child Passenger Safety Week. Fitting Station awareness included support materials such as signage displayed in DMV locations in Kent and Sussex Counties as well as Delaware State Troop 7 where the Fitting Stations are located, to draw traffic in. A 30-second custom radio spot was also produced and placed to create awareness for the free car seat inspections at the fitting stations, and the child passenger safety brochure was redesigned and for distribution to the public.

| Fitting Station Promotion – Paid Media Budget Summary<br>(July 2010 – September 2010) |          |
|---|----------|
| Radio   | \$25,001 |
| Total:  | \$25,001 |

The National Child Passenger Safety Week media efforts included distributing posters with Fitting Station locations in Delaware day care facilities and law enforcement agencies. A 30-second public service announcement encouraging parents to have their child safety seats inspected featuring Governor Jack Markell was also produced and aired on several radio stations statewide. Reach and frequency information can be found in the chart at the end of this section.

| Child Passenger Safety Campaign – Paid Media Budget Summary<br>(September 19 – 25, 2010) |          |
|--|----------|
| Radio  | \$10,000 |
| Total:   | \$10,000 |

## Impaired Driving

### A. Checkpoint Strikeforce Total Budget - \$538,519.71

*Checkpoint Strikeforce* is a regional sobriety checkpoint campaign aimed at arresting impaired drivers and deterring those who may otherwise choose to drink and drive. FY 2010 impaired driving efforts began with wrapping up the CY 2009 Checkpoint Strikeforce campaign which ran through New Year's Eve. New CPSF CY 2010 efforts included starting the year with both enforcement and radio advertising centered around the NFL Playoffs and St. Patrick's Day, then beginning again in July for its original 6 month long concentrated form to run until New Years Day.

For the NFL Playoffs, paid media included :15 and :60 second radio spots during NFL playoff games and Superbowl Sunday to convey the message about enforcement and the consequences for driving impaired. Collateral materials were produced using the NHTSA Superbowl Sunday MVP poster and bar napkin that was customized for Delaware using the new OHS brand line and mark. Posters and bar napkins were distributed to bars and restaurants for the 2010 NFL playoff season. Additionally, earned media included press releases announcing the results of enforcement were issued weekly.

| Checkpoint Strikeforce NFL Playoffs Campaign – Paid Media Budget Summary<br>(January 2010 – February 2010) |          |
|--|----------|
| Radio  | \$16,286 |
| Total:   | \$16,286 |

Then in March, OHS continued with DUI enforcement and awareness activities for St. Patrick's Day. Fifteen second radio spots were created conveying the message of DUI enforcement and designating a driver before the party starts. Posters were also produced utilizing the NHTSA St. Patrick's Day "License and Registration" poster and then customized with the new OHS tag line "Drive Sober. Arrive Alive DE". Posters were distributed to Delaware bars and restaurants for two weeks surrounding St. Patrick's Day.

| Checkpoint Strikeforce St. Patrick's Day Campaign – Paid Media Budget Summary<br>(March 2010) |         |
|---|---------|
| Radio   | \$4,997 |
| Total:  | \$4,997 |

July began the official OHS kick off for the *Checkpoint Strikeforce* campaign. The media component of the campaign involves a media buy, the printing and distribution of fliers at checkpoints and posters through businesses and other partners in our Corporate Outreach Program, and weekly press releases featuring results from the previous weekend and locations (towns only) of upcoming checkpoints.

The media mix is quite diverse in an effort to reach the primary audience (young males in their late 20's and early 30's) in a variety of places. The mix still relies heavily on radio, with 39% of the media buy budget going to radio. This year OHS has integrated new media outlets into the mix of cable television, online, outdoor, radio, print, restroom signage, and movie theater.

Billboards are still a preferred method of paid media outreach and this year OHS used four life-changing consequences of DUI including fines, criminal record, lose of license, and fatalities, and made each one into a billboard that would rotate through out the State. All billboards used the OHS brand mark and tagline "Drive Sober. Arrive Alive DE " and had a cohesive look that tied them together as a unified DUI campaign. OHS continued to utilize the 2009 Cable television ad to communicate the DUI prevention message. It focused on a young male in a bar realizing he was "buzzed" and choosing to call for a ride home, which turns out to be a good idea as they roll through a DUI checkpoint.

New this year, OHS created and produced a 30-second custom radio spot to be aired during live broadcasts of the 2010 Philadelphia Eagles games on radio channel Eagle 97.7. Former Eagles linebacker Kevin Reilly was selected as the voice talent based on his long standing sports reputation with the target audience. Also, a new online campaign was created with the four life-changing consequences used in the billboard campaign and were placed on entertainment and gaming websites tailored for the target audience. Another 30 second custom radio spot was also created which focused on a young male repeatedly calling various friends for a ride because he got a DUI and lost his license and his only



ride now is his mother. The spot emphasizes the social and financial consequences a person will face every day if they get a DUI.

Other methods of paid media advertising included restroom signage, print in entertainment magazines, tavern/bar coaster distribution, and movie theatre ads that used the cohesive look of the four-life changing consequences.



One of four consequence based message billboards for the July 2010 Checkpoint Strikeforce campaign

| BUDGET SUMMARY - CHECKPOINT STRIKEFORCE<br>(Oct. – Dec 2009 and July – Sept. 2010) |              |
|--|--------------|
| Print  | \$20,730     |
| Radio  | \$83,119.52  |
| TV   | \$41,938     |
| Internet   | \$39,073.08  |
| Outdoor/Transit  | \$71,653.07  |
| Movie Theatre  | \$29,949     |
| Restroom Stall Advertising   | \$8,730      |
| Total  | \$295,192.67 |

The remainder of the budget was used for the creation of the media elements and collateral materials such as new campaign posters, flyers and table tents in the campaign look featuring the four life changing consequence images and distributed the items to corporate, law enforcement, community partners, bars, restaurants and liquor stores statewide.

Earned media coverage for the campaign was again strong (approximately 51 stories from July to September) especially among print media who consistently report out the results of weekly enforcement.

**B. Designated Driver/HERO Campaign -  
Total Budget \$114,867.67**

In the area of public awareness, OHS increased its efforts with a new custom Designated Driver campaign to run in conjunction with the HERO designated driver campaign in Delaware. The social-norming message to “designate a sober driver” was the focus of the campaign and included a mix of paid media, including outdoor, radio, and University of Delaware shuttle bus advertising. Campaign posters with the message to “Show Your DD Some Love” targeted the younger male audience and were distributed to bars, restaurants and liquor stores statewide. HERO campaign materials continued to be distributed by the CTSPs.

| Designated Driver Campaign – Paid Media Budget Summary<br>(April 2010 – June 2010) |          |
|--|----------|
| Outdoor  | \$5,698  |
| Radio  | \$29,448 |
| University of Delaware Shuttle Bus Advertising                                     | \$2,647  |
| Total:   | \$37,793 |

**C. Underage Drinking Prevention Campaign Budget- \$71,327.75**

To create greater awareness for underage drinking as a health and safety issue, OHS developed a campaign strategy and branded the underage drinking prevention campaign, “Under 21 Think. Don’t Drink.”. The campaign utilized an integrated mix of paid media including radio, online, movie theater ads and University of Delaware shuttle bus advertising to increase reach and frequency to the target audience.

The 15-second movie theater advertisement featuring teenagers having fun without the presence of alcohol to reinforce the “Under 21 Think. Don’t Drink.” tagline was developed and placed in movie theaters across the State during pre-show reels and on concession stand screens. Also a 60-second public service announcement was produced that targeted parents of teenagers addressing their responsibilities in keeping their teens alcohol-free. Governor Jack Markell was selected as the voice talent based on his ability to relate to the parental audience, as the father of teenagers himself.

To bring greater awareness to the Under 21 Think. Don't Drink. brand, OHS developed an innovative and education-based promotion and online strategy to inform the target audience of consequences of underage drinking. Teens and young adults under 21, who live, work and attend school in Delaware were asked to create a 30-second TV commercial about underage drinking while using the campaign tagline. A website was created for participants and their peers to upload videos, rate the videos and learn about underage drinking laws. The contest was designed to occur annually, with modifications made to format and rules to increase participation and reach. Prize money was donated.



Under 21. Think. Don't Drink. Contest Poster

To publicize the Under 21 Think. Don't Drink. contest OHS used a variety of social media tactics including a Facebook page and Twitter account. The social media tactics were utilized to communicate updates on new video submissions and to promote contest participation. Social media efforts were explored and selected based on the most popular networks among the target audience. Advertising space was also purchased on all University of Delaware shuttle buses. Two different underage drinking ads, one in the new brand look to create awareness for OHS and one in the new "Under 21 Think. Don't Drink." look to promote the video contest were placed on the buses. Video contest posters were also created and distributed by *Spark* magazine to Delaware high schools and colleges/universities; pizza, coffee and sub shops; and bowling alleys as a way of promoting the contest to the target audience in their everyday environments. Awards for this contest took place in early FY 2011.

| Underage Drinking Campaign – Paid Media Budget Summary<br>(April 2010 – April 2011) |          |
|---|----------|
| Movie Theater Advertising   | \$16,965 |
| Online  | \$13,104 |
| Radio   | \$36,628 |
| University of Delaware Shuttle Bus Advertising                                      | \$2,647  |
| Total:  | \$69,344 |

## Aggressive Driving

### **A. The “Stop Aggressive Driving” campaign**

**Total Budget – \$191,396.03**

In FY 2010, the “Stop Aggressive Driving campaign” again focused on the role speed plays in fatal crashes in Delaware. A mini speed mobilization was initiated in April to stem the tide of rising fatal crashes attributed to speed. Accompanying the enforcement was a media buy in the form of a new 30-second radio spot, and new billboard and online ads with social-norming messages to highlight the dangers of speeding. To supplement those efforts new campaign posters, flyers and table tents were created in the new brand look and distributed to corporate partners, law enforcement, and community partners. The bulk of the enforcement – and therefore awareness efforts however - was in June, August, and September.

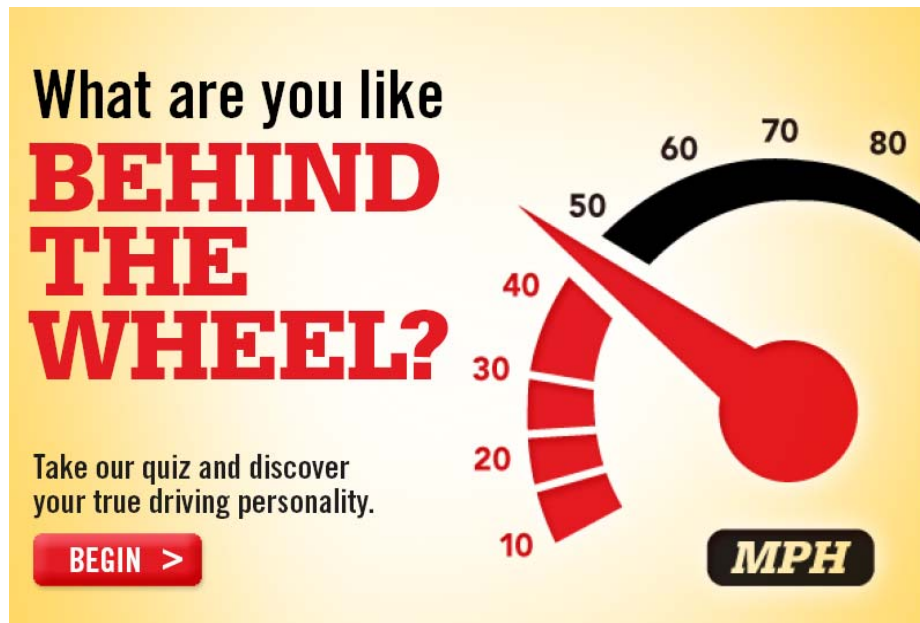
| <b>Aggressive Driving Campaign Phase I – Paid Media Budget Summary<br/>(March 2010 – April 2010)</b> |          |
|--|----------|
| Online   | \$6,000  |
| Outdoor  | \$5,698  |
| Radio  | \$23,011 |
| Total:   | \$34,709 |

For the full summer campaign, new branding and taglines were created with the enforcement message “Slow Down. Arrive Alive DE” and were integrated into billboards, online, radio advertising, and collateral materials. New this year was an online survey designed to increase the target audience knowledge of their driving personalities. Participants were asked a series of questions about their behind-the-wheel behavior. Based on their scores, participants were placed into one of five driver profiles, ranging from very safe drivers to aggressive drivers. The survey provided participants with tips for improving their driving behavior and increased traffic to the OHS website, where additional information on Delaware traffic safety laws was communicated.

| <b>Aggressive Driving Campaign Phase II – Paid Media Budget Summary<br/>(June 2010 – September 2010)</b> |          |
|--|----------|
| Online   | \$8,016  |
| Outdoor  | \$12,504 |
| Radio  | \$21,976 |
| Total:   | \$42,496 |

Earned media efforts included a launch press release, weekly press releases sharing results of enforcement activities, and a wrap up press release at the end of September. Close to 50 news stories were aired about the campaign during its three month run.

Public awareness activities once again centered around providing our network of corporate partners and law enforcement agencies with collateral materials to distribute throughout the campaign. Additionally, incentive items were distributed to the public, schools, and corporate partners including posters, fliers, and special key chains with a stop speeding message.



Screen shot of Stop Aggressive Driving campaign driver personality survey.

## [Pedestrian Safety](#)

### **“Walk Smart” Campaign Total Budget - \$75,000**

Addressing the issue of pedestrian safety is one of the most challenging that OHS faces. OHS has seen a spike in pedestrian fatalities in FY2010 but data is limited, locations are scattered, contributing circumstances vary, and finding effective ways to reach pedestrians remains difficult. Based on data available the target audience was males over age of 45 with a secondary audience of adults over the age of 40. A media mix consisting of radio to target motorists, and transit advertising aimed at reaching pedestrians was chosen as being among the more effective strategies. Taglines for the Pedestrian Safety Campaign - “Walk Smart. Arrive Alive DE” -were created and incorporated into all print materials.

Messages for two audiences were developed. Motorists were urged to be on the lookout for pedestrians particularly when driving at night and be aware of pedestrians in crosswalks. Pedestrians were reminded to “Cross This Way” at designated cross walks or signaled intersections. Messages on radio and transit were placed during the summer months through early fall.

The remainder of the media budget was used to produce and distribute campaign flyers with Delaware’s pedestrian laws and tips for safe walking practices along with reflective arm bands to pedestrians so that they could be seen when walking or biking at night with the message “Walk Smart. Arrive Alive DE. OHS also partnered with Races2Run to distribute flyers and reflective arm bands to participants of various walks and races throughout the state from July through October.

OHS is also currently working on establishing partnerships with the City of Wilmington and other towns to implement sidewalk advertising on heavily trafficked or dangerous city streets. The sidewalk ads will promote the “Walk Smart” message to remind pedestrians to use crosswalks. Failure to be visible to motorists, along with pedestrians not crossing at designated areas were leading contributing factors in fatal crashes involving pedestrians. Fourteen stories appeared about the launch of the campaign and rise of pedestrian fatalities in local media.

| Pedestrian Safety Campaign – Paid Media Budget Summary<br>(June 2010, August 2010 – September 2010) |          |
|---|----------|
| Radio   | \$16,955 |
| Transit   | \$6,774  |
| Total:  | \$23,729 |

## **Bicycle Safety**

### **“Bike Safe. Arrive Alive DE” Campaign Total Budget - \$24,000**

OHS continues to be a member of the Delaware Governor’s Bicycle Safety Council. On behalf of the Bicycle Safety Council OHS created and produced a 60-second public service announcement featuring Governor Jack Markell, that asked motorists to share the road with bicyclists and for bicyclists to ride the correct way on the road and use appropriate safety equipment. A brand mark and tagline was also created and customized for the Bicycle Safety initiative, “Bike Safe. Arrive Alive DE”. The remaining budget was used to purchase

incentive items such as coloring books and crayons for kids that have the Bike Safe message incorporated in it.

| Bicycle Safety Campaign – Paid Media Budget Summary<br>(September 2010 – October 2010) |          |
|--|----------|
| Radio  | \$12,006 |
| Total:   | \$12,006 |

### Motorcycle Safety

**“Share the Road. Arrive Alive DE”- Delaware motorists**

**“Ride Smart. Arrive Alive DE” - Motorcyclists**

**Total Budget - \$186,558.39**

Motorcycle fatalities decreased from 13 in 2008 to 7 in 2009. Because of the up and down trend in fatal motorcycle crashes, motorcycle safety continued to be a top priority for OHS in FY 2010. The media mix was varied as was the funding source. Grant funds from 2010 were used but could only be used to target motorists with messages and in Delaware, the fault is most often on the part of the motorcyclist when a crash occurs. Therefore OHS supplemented funding from 2010 with 402 grant funds.

Two media plans were developed, one to reach motorcyclists and one to reach the drivers of passenger vehicles. The mediums chosen to reach both motorcyclists and motorist included billboards and radio. Decals and window clings promoting the “Share the Road” message with a cruiser or sport bike below it were also created and distributed through the Motorcycle Safety Committee, corporate and community partners, and to the public through safety fairs. The decals and window clings incentive items were widely popular and went fast and there is a demand for more.

| Motorcycle Safety Campaign Phase I – Paid Media Budget Summary<br>(April 2010 – July 2010) |          |
|--|----------|
| Outdoor  | \$34,254 |
| Radio  | \$24,216 |
| Total:   | \$58,470 |



Media ran from April through July and August to October for both the motorist and motorcycle focused messages featuring 10 & 15 second live radio reads to provide safe driving tips for motorists and motorcyclists to create a “shared” and safe driving experience for both groups. The length of the combined media campaign was long because in Delaware, riders start getting out on their bikes in the spring and ride into November as long as the weather is nice.

| Motorcycle Safety Campaign Phase II – Paid Media Budget Summary<br>(August 2010 – October 2010) |          |
|---|----------|
| Outdoor   | \$11,529 |
| Radio   | \$26,488 |
| Total:  | \$38,017 |

OHS remained on the state’s Motorcycle Safety Committee, chaired by Delaware State Senator Bruce Ennis and Representative Danny Short. Committee members also include representatives from the DMV Motorcycle Program, ABATE, the Dover Air Force Base, and motorcycle retailers. OHS provides statistical data on crashes to the group and coordinates the paid media activities with input from the group. Participation in this committee, in turn, provides OHS with an outlet for distributing informational brochures and bumper stickers, window clings, and decals.

The remainder of the budget was used to create and photograph a new “Share the Road” billboard featuring Representative Danny Short from the Motorcycle Safety Committee on Delaware roads to be displayed in FY2011.



## **Distracted Driving**

**“Phone Hands Free. Arrive Alive DE”**

**Total Budget - \$73,833.95**

Delaware legislation passed a new law banning the use of hand held cell phones, pagers, PDS's, blackberrys, and any other computable device while driving. The law will take effect January 2<sup>nd</sup>, 2011. OHS created a media awareness plan that will begin October 2010 and continue into March 2011. Section 402 funding has already been used in FY 2010 to begin the planning and creation of the campaign look, brand mark and tagline.

Campaign collateral materials were the first to be produced and distributed including two sided flyers that explain the law, exceptions, and fine violations, along with table tents and posters. Campaign materials were distributed through the Corporate Outreach program and posters were sent to all Delaware high schools, colleges and universities to be hung throughout campuses. Paid will begin in FY 2011.

## **Senior Driver Awareness**

**Total Budget - \$18,111.17**

The Delaware Division of Motor Vehicles created a Senior Driver Task Force to determine what additional steps the State of Delaware can take to ensure that it is responsive to the needs of our fastest growing population - our seniors; specifically our senior drivers. The task force, which meets monthly, began by identifying existing services (AARP Defensive Driving for Seniors), projects in the works (improved signage by DelDOT which meet new federal requirements) and gaps in services. The Task Force members have been working on a variety of efforts to inform and educate seniors about existing services for the aging and safe driving habits. These include a senior driver newsletter, a senior driver website and the coordination of a Senior Driver Day at DMV. The first one was held at the Dover Division of Motor Vehicles. This event, held on a weekend, was a collaborative effort among many agencies including AAA, AARP, DMV, OHS, Division of Aging, University of Delaware, State Police, Delaware Transit Corporation, Medical Society of Delaware, DelDOT, Department of Health & Social Services, Sussex County Mobility Consortium, Insurance Commissioners Office, and Dover/Kent County MPO. DMV provided licensing services such as license and registration renewal, many agencies distributed information, and AAA Mid Atlantic provided a “car fit” workshop to assist seniors in making sure their vehicle was appropriately set up for their needs. As a member of the Senior Driver Task Force, OHS agreed to fund 2 weeks of paid media radio buys

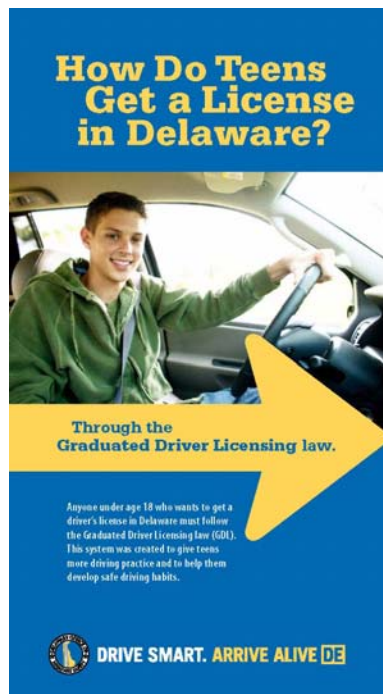
on three stations as well as refreshments for the first Senior Driver Day. The remaining budget was allocated to fund incentive items and to assist with the creation and printing of a new Senior Driver Guide Book.

| Senior Driver Task Force<br>(July 2010-September 2010) |          |
|--|----------|
| Radio  | \$14,845 |
| Total:   | \$14,845 |

## **GDL Awareness Campaign**

**Total Budget \$12,000.20**

Funds for the Graduated Driver Licensing (GDL) Awareness Campaign were used to create a new brochure in English and Spanish explaining the steps a teen and parent need to take in order for the teen to get their drivers license, and the subsequent rules they must follow for the next year as outlined in the State's Graduated Driver Licensing law. This brochure was distributed through driver education teachers and health and safety fairs. Additional funding was used to create the script for a :30 second Public Service Announcement (PSA) which was recorded by Governor Jack Markell for National Teen Driver Safety week. The spot was placed as a PSA to save on paid media costs. No funds were spent on paid media buys.



Cover of the new Teen Driver brochure

## IV. Summary Chart of Paid Media Activities

| Program Name/<br>Campaign Name  | Campaign Budget | Funding Source | Target Demo                               | Television Airings  | Radio Spots                                   | Out of Home             | Print   | Online  | Other Media   | Media Budget  | Evaluation/Results  |
|---|-----------------|----------------|---|---------------------|---|-------------------------|---|---|---|---|---|
| <b><u>Occupant Protection</u></b><br><br>February 2010 Seat Belt Nighttime Campaign | \$75,000        | 402            | Persons 16-27 (male skew)                 | Cable – 667 spots   | 840 spots                                     | 12 poster panel boards  |   | Comcast.net Interactive – 365,000 total impressions | <b>Earned media – 2</b><br>Press releases issued on launch and enforcement results of CIOT. Generated 12 media stories including print, internet, tv, and radio | Total – \$51,625<br><br>Cable – \$22,000<br><br>Radio – \$20,392<br><br>Out of Home – \$4,853<br><br>Online – \$4,380 | <b>Cable</b><br>Reach: 22.4%<br>Freq: 2.4<br>GRPs: 58.0<br><br><b>Radio</b><br>Adults 18-34<br>Reach: 41.0%<br>Frequency: 7.8<br>GRPs: 313.1<br><br>Men 18-34<br>Reach: 35.8%<br>Frequency: 8.0<br>GRPs: 286.1<br><br>Persons 12+<br>Reach: 29.8%<br>Freq: 6.8<br>GRPs: 203.6<br><br><b>Outdoor</b><br>DEC: 256<br>Reach: 84.6%<br>Freq: 13<br><br><b>Online</b><br>Comcast – 366,787 impressions<br>CTR: 12% |
| Click It or Ticket May 2010 Campaign  | \$240,000       | 402<br>405     | Primary – Persons 16-27 (slightly higher) | Cable – 1,250 spots | 1,065 spots<br><br>Traffic Sponsorship - WAFL | 19 poster panel boards; | Spark – Full page, color ad in 3 consecutive issues | Comcast.net Interactive – 333,333 total impressions | <b>Earned Media – 5</b><br>Press releases issued on   | Total – \$91,508<br><br>Cable – \$37,000  | <b>Cable</b><br>Reach: 78.2%<br>Freq: 5.3<br>GRPs: 413.9  |

|  |  |  |   |  |  |                |   |   |  |   |  |
|--|--|--|---|--|--|----------------|---|---|--|---|--|
|  |  |  | focus on younger males in NCCo/ Sussex) Secondary – Persons 30-49 |  |  | 2 10x30 boards | <i>El Tiempo Hispano</i> – half page color ad in May 21 issue | Delaware online.com – 340,000 total impressions | launch and enforcement results of CIOT. Generated 23 media stories and was highlighted on State of DE webpage. | Radio – \$30,294<br><br>Out of Home – \$12,334<br><br>Online – \$8,000<br><br>Print – \$3,880 | <b>Radio</b><br>Adults 18-34<br>Reach: 38.2%<br>Frequency: 8.7<br>GRPs: 327.0<br><br>Persons 12+<br>Reach: 24.7%<br>Frequency: 8.1<br>GRPs: 200.5<br><br>Men 18-34<br>Reach: 32.7%<br>Frequency: 9.0<br>GRPs: 293.7<br><br>Men 18-24<br>Reach: 36.1%<br>Frequency: 9.9<br>GRPs: 359.8<br><br><b>Outdoor – Posters</b><br>DEC: 288.17<br>Reach: 88.9%<br>Freq: 18<br><b>10x30</b><br>DEC: 58.8<br>Reach: 60.6%<br>Freq: 10.1<br><br><b>Print</b><br><i>Spark</i> Circulation – 50,000<br><i>El Tiempo</i> Circulation – 10,000<br><br><b>Online</b><br>Comcast – 333,692 impressions<br>CTR: 15%<br>DE online – 484,055 impressions<br>CTR: 10% |
|--|--|--|---|--|--|----------------|---|---|--|---|--|

|   |          |      |                     |  |             |  |  |  |   |  |  |
|---|----------|------|---------------------|--|-------------|--|--|--|---|--|--|
| Child Passenger Safety 2010 Campaign (July 2010 – September 2010)           | \$56,025 | 2011 | Females, ages 18-34 |  | 2,735 spots |  |  |  | <b>CPS/CPSAW earned media- 2 press releases, and 1 newsletter article that was sent to over 10,000 email recipients generated 2 radio stories, 3 print and 1 tv media story hit</b> | Total – \$25,001<br><br>Radio – \$25,001 | <b>Radio</b><br>Reach: 78.6%<br>Freq: 37<br>GRPs: 2,940  |
| Child Passenger Safety Awareness Week 2010 Campaign (September 19-25, 2010) | \$18,000 | 2011 | Females, ages 18-34 |  | 535 spots   |  |  |  |   | Total – \$10,000<br><br>Radio – \$10,000 | <b>Radio</b><br>Reach: 34.3%<br>Freq: 5.2<br>GRPs: 179.6 |

|                                |   |                |  |   |                                    |  |   |  |  |   |  |
|--------------------------------|---|----------------|--|---|------------------------------------|--|---|--|--|---|--|
| <b><u>Impaired Driving</u></b> | Budget figure includes all Checkpoint Strikeforce initiatives | 154<br><br>410 | Primary – Males, ages 21-34<br>Secondary – Males, ages 21-54 | <u>Oct- Dec. 2009</u><br>Cable- 831 spots<br><br>Broadcast TV- 50 paid spots, 35 bonus spots. | <u>Oct- Dec. 2009</u><br>446 spots | <u>Oct-Dec 2009</u><br>Outdoor- 18 poster panel boards; 10’5”x22’8”; Bonus 14’x48’ | <u>Oct-Dec 2009</u><br><i>Spark</i> - full page 4 color ad, Dec issue.<br><br><i>Out &amp; About</i> – full page, 4 color ad, Oct & Dec. issue. | <u>July to Sept. 2010</u><br>Comcast.net DE/Digital Ent. – 999,000 total impressions | Earned Media – weekly press releases on upcoming checkpoints and weekly results. Ongoing radio, print and t.v. interviews were | <u>Oct-Dec 2009</u><br>Cable- \$34,802<br><br>Broadcast- \$2,642<br><br>Outdoor- \$19,600<br><br>Print- \$3,858 | <b><u>Oct- Dec. 2009</u></b><br>Cable<br>Reach: 82.3%<br>Freq: 3.5<br>GRP: 293.2<br><br>Broadcast TV<br>Reach: 33.3%<br>Freq: 3.9<br><br><b>Radio</b><br>Men 18-34<br>Reach: 42.3% |
|--------------------------------|---|----------------|--|---|------------------------------------|--|---|--|--|---|--|

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| (Deardorff Associates pr firm July 2010 – September 2010) |  |  |  | <u>July to Sept 2010</u><br><br><b>Cable –</b><br>594 spots | <u>July to Sept. 2010</u><br>1,029 spots<br><br>WAFL Traffic Sponsorship | <u>July to Sept. 2010</u><br><br>Outdoor – 11 poster panel boards (Jul.- Aug.); 1 12'x40' bulletin board; 2 10'x30' boards<br><br>Stall Advertising – 20 locations<br><br>Movie Theater – 7 weeks Rehoboth | <i>El Tiempo Hispano</i> – full page, black/white, Dec issue.<br><br><u>July to Sept 2010</u><br><br><i>Spark</i> – Tall stick, 4 color ad – 2/week for 4 weeks<br><br><i>Out &amp; About</i> – 1/2 page, 4 color ad – 2/issue, 3 months |  | conducted. Generated <b>35 stories from Sept. to Dec. 2009, 38 stories for Safe Family Holiday 2009, and 51 stories from Checkpoint Strikeforce July to Sept 2010.</b><br><br>In December 2009 supporting activities included non-alcoholic mocktail parties in DMV locations, the distribution of DUI information to the public. | Radio- \$20,902<br><br>Nontradl- \$10,000<br><br><u>July to Sept. 2010</u><br>Cable – \$36,000<br><br>Radio – \$31,539<br><br>Outdoor – \$26,226<br><br>Online – \$12,000<br><br>Print – \$4,116<br><br>Nontrdl – \$7,013 | Frequency: 12.3 GRPs: 525.7<br><br><b>Outdoor – Posters</b><br>Reach: 96.8% Freq: 62.2 10'5"x22'8"<br><br><b>Print</b><br><i>Spark</i> Circulation – 30,000<br><i>Out &amp; About</i> Circulation – 25,000<br><br><u><b>July to Sept. 2010 Cable</b></u><br>Reach: 78.0% Freq: 4.1 GRPs: 325.5<br><br><b>Radio</b><br>Men 21-34 Reach: 32.8% Frequency: 21.2 GRPs: 695.9<br><br>Men 35-44 Reach: 31.1% Frequency: 30.6 GRPs: 946.4<br><br><b>Outdoor – Posters</b><br>DEC: 241.12 Reach: 91.2% Freq: 22.8<br><b>10x30</b><br>DEC: 58.8 Reach: 60.6% Freq: 10.1 |
|---|--|--|--|---|--|--|--|--|---|---|--|



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|  |  |  |  |  |           |  |  |  |  |  | <b>Stall Ads</b><br>Impressions:<br>50,000/month<br><br><b>Movie Theater</b><br>Atlantic Horizons<br>(Rehoboth) =<br>87,124 (7 weeks)<br><br><b>Print</b><br><i>Spark</i> Circulation<br>– 50,000<br><i>Out &amp; About</i><br>Circulation –<br>25,000<br><br><b>Online</b><br>Comcast –<br>Impressions =<br>999,000/333,000<br>per month<br>CTR: 14%<br>(note – figures<br>through<br>9/12/10) |
| Checkpoint<br>Strikeforce<br>NFL Playoffs<br>Campaign<br>(January<br>2010 –<br>February<br>2010) |  |  | Primary –<br>Males,<br>ages 21-34<br>Secondary<br>– Males,<br>ages 21-54 |  | 394 spots |  |  |  | <b>Earned<br/>media efforts<br/>resulted in<br/>11 media<br/>stories</b> | Total –<br>\$16,286<br><br>Radio –<br>\$16,286 | <b>Radio</b><br>Men 21-54<br>Reach: 26.3%<br>Frequency: 5.4<br>GRPs: 147.5<br><br>Men 21-34<br>Reach: 28.5%<br>Frequency: 5.1<br>GRPs: 144.3  |
| Checkpoint<br>Strikeforce<br>St. Patrick's<br>Day<br>Campaign<br>(March 11 –<br>17, 2010)        |  |  | Primary –<br>Males,<br>ages 21-34<br>Secondary<br>– Males,<br>ages 21-54 |  | 233 spots |  |  |  | <b>Earned<br/>media efforts<br/>resulted in<br/>13 media<br/>stories</b> | Total –<br>\$4,997<br><br>Radio –<br>\$4,997   | <b>Radio</b><br>Men 21-34<br>Reach: 15%<br>Frequency: 4.3<br>GRPs: 64.7<br><br>Men 25-54<br>Reach: 13.5%<br>Frequency: 3.2<br>GRPs: 42.9  |

|  |              |                                |  |  |             |   |  |  |  |  |   |
|--|--------------|--------------------------------|--|--|-------------|---|--|--|--|--|---|
| Designated Driver Campaign (April 2010 – Sept. 2010) | \$114,867.67 | Section 154 and 410            | Primary – Males, 21-30<br>Secondary – Males, 35-44             |  | 1,205 spots | 12 poster panel boards<br><br>Signage inside 15 shuttle buses for 12 months   |  |  | Earned media- 1 press release resulted in 2 internet, 3 radio, and 2 print stories                 | Total – \$37,793<br><br>Radio – \$29,448<br><br>Outdoor – \$5,698<br><br>Nontrdl – \$2,647<br><br>HERO materials-          | <b>Radio</b><br>Men 18-34<br>Reach: 24.4%<br>Freq: 10.5<br>GRPs: 257.1<br><br>Men 35-44<br>Reach: 24.3%<br>Freq: 15.8<br>GRPs: 381.7<br><br><b>Outdoor</b><br>DEC: 226.39<br>Reach: 84.05%<br>Freq: 12.55<br><br><b>Shuttle Bus</b><br>Univ. of Del. estimates 1 million riders/year (no actual numbers available). |
| Underage Drinking Campaign (April 2010 – Sept. 2010) | \$71,327.75  | Section 410<br><br>OJJDP funds | Primary – Teens, ages 15-20<br>Secondary – Parents, ages 40-60 |  | 801 spots   | Signage inside 15 shuttle buses for 12 months<br><br>Movie Theater – Rehoboth – 13 weeks<br>Dover – 8 weeks<br>NCCo – 8 weeks |  | Comcast Digital Ent. – 1,092,000 impressions | Earned media efforts include 5 press releases generating 1 radio story, 2 web and 8 print stories. | Total – \$69,344<br><br>Radio – \$36,628<br><br>Online – \$13,104<br><br>Nontrdl – \$2,647<br><br>Movie Theater – \$16,965 | <b>Radio</b><br>Reach: 25.2%<br>Freq: 12.3<br>GRPs: 304.8<br><br><b>Online</b><br>Comcast – Impressions = 1,092,000 purchased (campaign still running)<br><br><b>Shuttle Bus</b><br>Univ. of Del. estimates 1 million riders/year (no actual numbers available).  |

|   |          |     |   |  |           |                        |  |  |   |   |  |
|---|----------|-----|---|--|-----------|------------------------|--|--|---|---|--|
|   |          |     |   |  |           |                        |  |  |   |   | <b>Movie Theater</b><br>National<br>Cinemia = 558,746 (projected) each for both screens and Lobby<br>Entertainment Network<br><br>Screenvision = 20,780<br><br>Atlantic Horizons = 161,802 (total June-August)   |
|   |          |     |   |  |           |                        |  |  |   |   |  |
| <b><u>Aggressive Driving</u></b><br><br>Aggressive Driving Campaign Phase I (March 2010 – April 2010) | \$75,658 | 402 | Adults, 16-27 (primarily younger males) |  | 454 spots | 12 poster panel boards |  | Comcast Digital Ent. – 500,000 total impressions | Earned Media – launch and weekly press releases on enforcement results. Generated 15 media stories. | Total – \$34,709<br><br>Radio – \$23,011<br><br>Outdoor – \$5,698<br><br>Online – \$6,000 | <b>Radio</b><br>Men 18-34<br>Reach: 14.9%<br>Freq: 6.7<br>GRPs: 101.3<br><br>Persons 12-24<br>Reach: 15.1%<br>Freq: 5.3<br>GRPs: 80.2<br><br><b>Outdoor</b><br>DEC: 260.55<br>Reach: 84.9%<br>Freq: 13.2<br><br><b>Online</b><br>Comcast – Impressions = 755,675<br>CTR: 15% |
| Aggressive Driving Campaign Phase II (June 2010 – Sept 2010)  | \$93,395 | 402 | Adults, 16-27 (primarily younger males) |  | 813 spots | 26 poster panel boards |  | Comcast Digital Ent. – 668,000 total impressions | Earned Media – launch and weekly press releases on enforcement                                      | Total – \$42,496<br><br>Radio – \$21,976  | <b>Radio</b><br>Adults 18-34<br>Reach: 25%<br>Freq: 9.8<br>GRPs: 244.4   |

|  |          |      |   |  |           |                        |  |  |   |  |  |
|--|----------|------|---|--|-----------|------------------------|--|--|---|--|--|
|  |          |      |   |  |           |                        |  |  | results.<br>Generated 26 stories.   | Outdoor – \$12,504<br><br>Online – \$8,016                         | Men 18-34<br>Reach: 19.9%<br>Freq: 9.6<br>GRPs: 190.2<br><br>Persons 12-24<br>Reach: 25.7%<br>Freq: 9.8<br>GRPs: 253.0<br><br><b>Outdoor</b><br>DEC: 228.04<br>Reach: 89%<br>Freq: 13.2<br><br><b>Online</b><br>Comcast –<br>Impressions = 669,774<br>CTR: 16% |
|  |          |      |   |  |           |                        |  |  |   |  |  |
| <b><u>Motorcycle Safety</u></b><br><br>Motorists Campaign Phase I (April 2010 – July 2010) | \$78,113 | 2010 | All Delaware motorists                          |  | 720 spots | 13 poster panel boards |  |  | Distribution of stickers and window clings to bars and restaurants frequented by motorcyclists, and to those in the riding community. | Total – \$39,066<br><br>Radio – \$16,208<br><br>Outdoor – \$22,858 | <b>Radio</b><br>Reach: 16.3%<br>Freq: 8.8<br>GRPs: 146.9<br><br><b>Outdoor</b><br>DEC: 217.86<br>Reach: 94.9%<br>Freq: 39.0  |
| Motorcyclists Campaign Phase I (April 2010 – June 2010)                                    | \$40,393 | 402  | Motorcycle riders, ages 40-60 (primarily males) |  | 453 spots | 12 poster panel boards |  |  |   | Total – \$19,404<br><br>Radio – \$8,008<br><br>Outdoor – \$11,396  | <b>Radio</b><br>Reach: 14.2%<br>Freq: 7.7<br>GRPs: 110.1<br><br><b>Outdoor</b><br>DEC: 254.24<br>Reach: 90.9%<br>Freq: 22.0  |

|  |          |      |   |  |           |                        |  |  |  |  |   |   |
|--|----------|------|---|--|-----------|------------------------|--|--|--|--|---|---|
| Motorists Campaign Phase II (September 2010)                   | \$34,892 | 2010 | All Delaware motorists                          |  | 771 spots | 12 poster panel boards |  |  |  |  | Total – \$24,262<br>Radio – \$18,498<br>Outdoor – \$5,764 | <b>Radio</b><br>Reach: 20.4%<br>Freq: 8.5<br>GRPs: 176.4<br><br><b>Outdoor</b><br>DEC: 263.58<br>Reach: 83.7%<br>Freq: 12.2 |
| Motorcyclists Campaign Phase II (August 2010 – September 2010) | \$19,928 | 402  | Motorcycle riders, ages 40-60 (primarily males) |  | 182 spots | 12 poster panel boards |  |  |  |  | Total – \$13,755<br>Radio – \$7,990<br>Outdoor – \$5,765  | <b>Radio</b><br>Reach: 14.0%<br>Freq: 7.6<br>GRPs: 106.8<br><br><b>Outdoor</b><br>DEC: 289.1<br>Reach: 83.7%<br>Freq: 12.2  |

|   |          |     |   |  |           |  |  |  |  |   |   |  |
|---|----------|-----|---|--|-----------|--|--|--|--|---|---|--|
| <b><u>Pedestrian Safety</u></b><br><br>Pedestrian Safety Campaign (June 2010, August 2010 – September 2010) | \$75,000 | 402 | Primary – Males, ages 46+<br>Secondary – Adults, ages 40+ |  | 859 spots | 18 bus tails in NCCo<br><br>50 interior signage cards in Kent and Sussex |  |  |  | Distribution of fliers, posters, and Walk Smart reflective armbands for increased pedestrian visibility.<br><br>1 press release resulted in 14 stories. | Total – \$23,729<br>Radio – \$16,955<br>Transit – \$6,774 | <b>Radio</b><br>Men 25-54<br>Reach: 16.5%<br>Freq: 11.5<br>GRPs: 186.3<br><br>Adults 35+<br>Reach: 15.5%<br>Freq: 10.3<br>GRPs: 160.5<br><br><b>Transit</b><br>25 showing<br>Reach: 76% of adults 18+ in NCCo<br>Freq: 8.0<br>Impressions: 3,750,000 monthly |
|   |          |     |   |  |           |  |  |  |  |   |   |  |

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|--|---|-----|---|--|-----------|--|--|--|---|--|--|
| <b><u>Bicycle Safety</u></b><br><br>Bicycle Safety Campaign<br>(September 2010)                | \$20,000  | 402 | Adults,<br>ages 18+   |  | 292 spots |  |  |  |   | Total –<br>\$12,006<br><br>Radio –<br>\$12,006 | <b>Radio</b><br>Reach: 20.1%<br>Freq: 4.9<br>GRPs: 100.0 |
|  |   |     |   |  |           |  |  |  |   |  |  |
| <b><u>Distracted Driving</u></b><br><br>Distracted Driving Campaign<br>(June 2010 – Sept 2010) | \$73,833.95 used to pay for paid media research/development and collateral materials. | 402 | Primary –<br>Adults,<br>ages 18-30<br>Secondary –<br>Motorists,<br>ages 16-54 |  |           |  |  |  | Earned media includes a bill signing event in July by the Governor which resulted in tv and print coverage. Paid media will run in FY 2011 beginning in October 2010 thru March 2011. |  |  |

# Financial Summary

Chart below outlines federal funds received in FY 2010 detailed by Section and Priority Area

| Section 402 | Section 405 | Section 406 | Section 408 | Section 410 | Section 154 | Section 2011 | Section 2010 | Total | % of Total |
|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--------------|-------|------------|
|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--------------|-------|------------|

## Priority Area

|                  |           |         |   |         |           |           |         |             |        |
|------------------|-----------|---------|---|---------|-----------|-----------|---------|-------------|--------|
| P&A              | \$67,700  | 0       | 0 | 0       | 0         | 0         | 0       | \$67,700    | 1.07%  |
| Traffic Records  | \$102,496 | 0       | 0 | 500,000 | 0         | 0         | 0       | \$602,496   | 9.50%  |
| Impaired Driving | \$323,469 | 0       | 0 | 0       | 1,981,973 | 1,147,644 | 0       | \$3,453,086 | 54.48% |
| Occ. Protection  | \$776,145 | 150,827 | 0 | 0       | 0         | 0         | 81,337  | \$1,008,309 | 15.91% |
| Pedestrians      | \$134,598 | 0       | 0 | 0       | 0         | 0         | 0       | \$134,598   | 2.12%  |
| Bicycles         | \$24,000  | 0       | 0 | 0       | 0         | 0         | 0       | \$24,000    | 0.38%  |
| Motorcycles      | \$123,387 | 0       | 0 | 0       | 0         | 0         | 0       | \$123,387   | 3.52%  |
| Agg. Driving     | \$825,216 | 0       | 0 | 0       | 0         | 0         | 100,000 | \$925,216   | 13.02% |

## TOTAL

\$6,338,792

