



# FY 2013

## *HIGHWAY SAFETY PLAN*

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# EXECUTIVE SUMMARY

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On behalf of the Governor of the State of Delaware and the Secretary of the Department of Safety and Homeland Security, the Office of Highway Safety is pleased to present our Fiscal Year 2013 Highway Safety Plan. The plan outlines the Office of Highway Safety's planned initiatives for the coming year. Each are designed to reduce the number of crashes on Delaware roadways as well as reducing fatalities and the severity of injuries resulting from motor vehicle crashes.

Beginning in early spring of 2012, an extensive data driven problem identification process was undertaken to determine the most critical highway safety priority areas. Various data sources were reviewed to assess the current crash picture, analyze motor vehicle crash trends, and develop appropriate goals and performance measures for all identified priority areas. Based on this data analysis, the Office of Highway Safety has identified the following top highway safety priority areas for the State of Delaware for Fiscal Year 2013. These priority areas mirror the Emphasis Areas outlined in the state's Strategic Highway Safety Plan (SHSP). OHS partners with the DE Department of Transportation and the Delaware State Police on the development and implementation of that plan.

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

As required by 23 CFR Part 1200, the Highway Safety Plan (HSP), our application for Section 402 highway safety funding, includes the following components:

- Highway Safety Plan/Performance Plan
- Certification and Assurance Statements
- Program Cost Summary

In addition to detailing the problem identification process utilized to identify the priority areas and accompanying goals for the coming year, the Highway Safety Plan includes an organizational overview of the Office of Highway Safety, the FY 2013 Paid Media Plan, and a description of the process undertaken to select projects for FY 2013. Lastly, per NHTSA guidelines, the FY 2013 Highway Safety Plan also outlines the performance measures and performance goals for the eleven core outcome and behavior measures as identified by NHTSA in 2008.

Along with our partners, the Office of Highway Safety will be implementing the following initiatives in order to impact motor vehicle crashes on Delaware roadways in FY 2013:

- Various enforcement and awareness mobilizations, including the following:

- Checkpoint Strikeforce (regional DUI checkpoint initiative) and the national DUI crackdown efforts in late summer and during the holiday season
- Seat belt enforcement mobilization in October 2012, March 2013, May 2013, and June-August 2013
- Safe Family Holiday comprehensive enforcement mobilization in November and December 2012
- Distracted Driving enforcement mobilizations, aimed at cell phone violations, in November 2012, April 2013, and June 2013
- Respect the Sign aggressive driving enforcement mobilization (seven waves of enforcement throughout the year)
- Share the Road motorcycle safety enforcement mobilization (six waves of enforcement from March through September 2013)
- Coordination of tween seat belt use initiatives aimed at increasing seat belt use among 9-13 year old children
- Development of teen driving initiatives, including Parent Orientation Programs that outline GDL requirements for parents and their children taking driver's education
- Implementation of the Section 408 Strategic Plan, including use of DelDOT's Crash Analysis Reporting System (CARS) to increase problem identification capabilities and continued implementation of E-crash's quality assurance/quality control project
- Implementation of a pedestrian safety outreach and public awareness campaign in summer 2013
- Development of initiatives to improve motorcycle safety
- Contract supervision of DUI Evaluation, Education, and Treatment programs
- Partnering with the Division of Motor Vehicles to increase awareness of Older Driver issues
- Implementation of awareness campaigns aimed at reducing distracted driving, highlighting the state's hand-held cell phone and texting ban
- Coordination of traffic safety programming initiatives with the corporate community
- Incorporation of Hispanic outreach materials into key programming initiatives
- Distribution of FY 2013 awareness evaluations via the Division of Motor Vehicles
- Coordination of the Strategic Highway Safety Plan (SHSP) initiatives with DelDOT and Delaware State Police

Additionally, OHS will continue to track legislative activities, prepare for the impact of same and apply for and manage a variety of federal grant opportunities.

We thank our partners and federal counterparts for their continued support and commitment to highway safety and we look forward to tackling the changes with them that this document represents.

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# DELAWARE OFFICE OF HIGHWAY SAFETY



## **Mission Statement**

***The Office of Highway Safety is committed to improving safety on Delaware roadways through the administration of federal highway safety funds, the analysis of crash data to identify problem locations and priority areas and the development and implementation of countermeasures to combat unsafe driving behaviors.***

The Office of Highway Safety, established in 1967 via Delaware Code, Title 29, Part IV, Chapter 49, §4901-4904, promotes public safety through the administration and distribution of federal highway safety funds for a variety of state and local highway safety programs and initiatives. In June 2008, Delaware's General Assembly formally established the Office of Highway Safety as a division of the Department of Safety and Homeland Security and established the administrator of the office as the Director of the Office of Highway Safety. OHS is committed to coordinating highway safety initiatives designed to impact our priority areas in accordance with National Highway Traffic Safety Administration guidelines.

As a division of the Department of Safety and Homeland Security, the Office of Highway Safety fulfills its mission through a variety of public information and enforcement efforts aimed at reducing the number of crash on Delaware roads. OHS serves as a clearinghouse for highway safety information in the state. Office staff members are committed to further developing partnerships with agencies statewide, including state, local, and county law enforcement agencies, the Department of Transportation, the Department of Health and Social Services, the Department of Justice, the Administrative Office of the Courts, the Delaware Justice Information System (DelJIS), local Metropolitan Planning Organizations, SAFE KIDS, county EMS offices, Dover Air Force Base, hospitals, businesses, educators, and a host of other organizations. These vital statewide links are essential to the successful promotion of safe driving practices in our state.

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

Highway safety programming concentrates on public outreach and education; high-visibility enforcement; utilization of new safety technology; collaboration with safety and

business organizations; and cooperation with other state agencies and local governments. Programming resources are directed to the following identified State of Delaware highway safety priority areas: Occupant Protection, Impaired Driving, Aggressive Driving, Traffic Records and Motorcycle Safety.

The primary functions of the Office of Highway Safety include:

- ◆ **Administration:** Includes the management of federal and state highway safety funds, distribution of federal funds to identified agencies and the preparation of the Annual Highway Safety Plan and Annual Evaluation Report.
- ◆ **Problem Identification:** Includes identification of the types of crashes that are occurring, the crash locations and the primary contributing circumstances leading to these crashes, as well as the development of effective countermeasures based on the crash data.
- ◆ **Monitoring & Evaluation:** Includes monitoring legislative initiatives that impact highway safety and monitoring and evaluating the effectiveness of approved highway safety projects.
- ◆ **Public Information & Education:** Includes development and coordination of numerous media events and public awareness/outreach activities with emphasis on the identified priority areas.

### **Highway Safety Staff and Responsibilities**

The Office of Highway Safety currently consists of seven full-time positions, and four part-time assistance positions, as follows:

**Director, Jana Simpler:** 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. Serves as the State's Coordinator on behalf of the Governor's Representative.

**Management Analyst III, Lisa Shaw:** Serves as the Deputy Director. Responsibilities include monitoring and evaluation of approved highway safety projects, distribution of federal funds to state, local and private agencies, coordinating and organizing impaired driving initiatives across the state, managing the DUI Provider Program, administration of the SAFETEA-LU/Section 154 Transfer Program, and preparation of the annual Highway Safety Plan. Performs duties as necessary as the **Impaired Driving Prevention Coordinator, Motorcycle Safety Coordinator and Traffic Records Coordinator.**

**Management Analyst III, Andrea Wojcik:** Responsible for coordinating and organizing occupant protection initiatives across the state, managing the Section 405 and Section 2011 incentive grant programs and preparing the Annual Evaluation Report. Responsible for coordinating teen driver initiatives throughout the state. Performs duties as necessary as the **Occupant Protection Coordinator, Aggressive Driving Coordinator, and Pedestrian Safety Coordinator.**

**Community Relations Officer, Alison Kirk:** Responsibilities include serving as agency spokesperson, dissemination of information regarding agency programs and events, coordination of public awareness campaigns and media events, and coordination and planning of safety education programs for schools, state agencies, and businesses. Serves as program manager for distracted driving and older driver issues.

**Information Systems Support Specialist, Anna Isip:** Responsible for the administration of the network computer system, modification of existing programs and implementation of new programs as needed to increase staff efficiency, and maintenance of the OHS website. Maintains internal and external equipment inventory.

**Accounting Specialist, Bonnie Whaley:** Responsible for processing fiscal documents as necessary for the daily operations of the office. Manages the Office of Highway Safety's timesheets for the Department's Human Resources Section.

**Operations Support Specialist, Kaila Dukes:** 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.

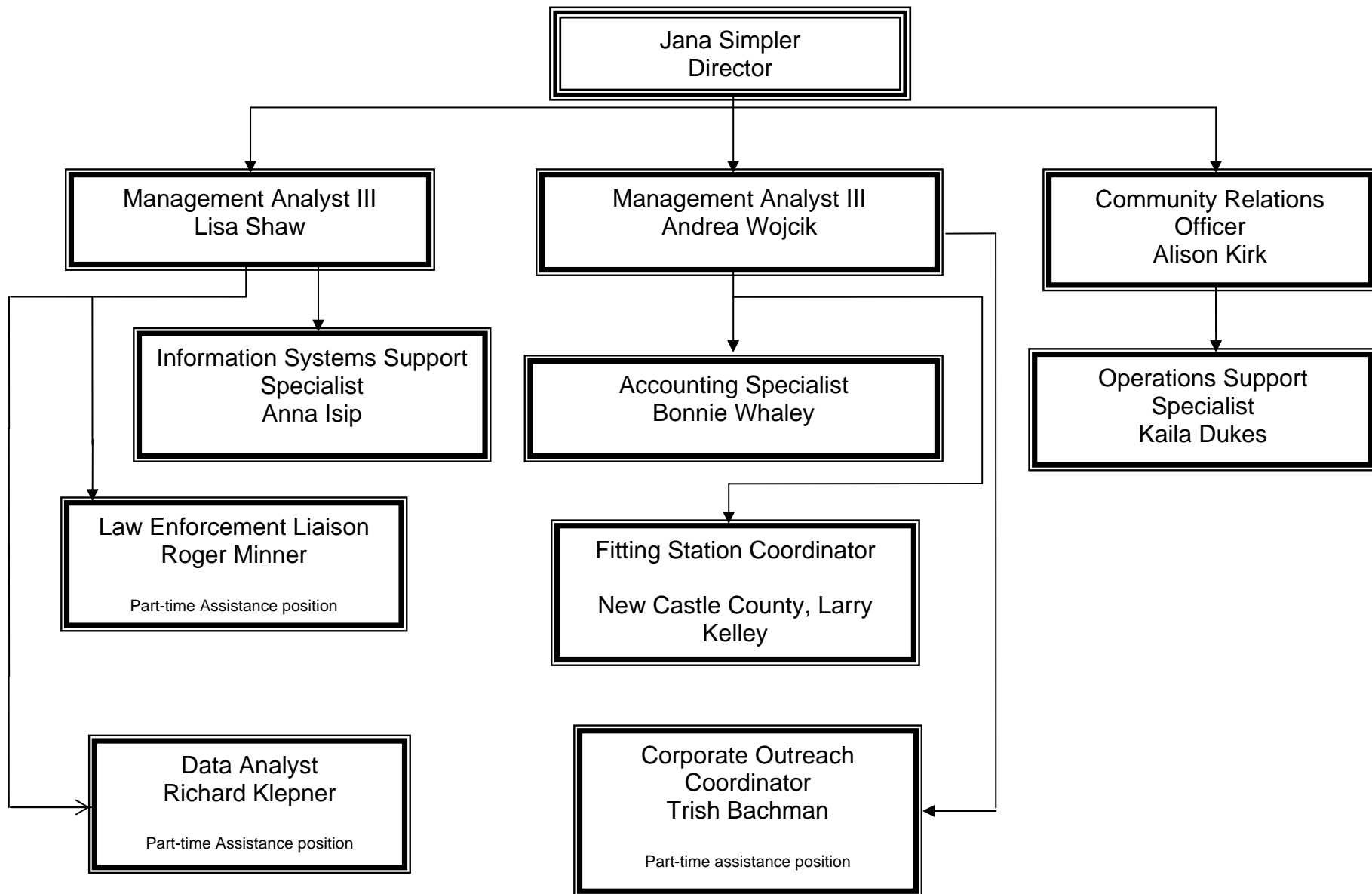
**Law Enforcement Liaison, W. Roger Minner:** Responsible for the coordination of law enforcement mobilizations throughout the grant year and for organizing law enforcement training opportunities (part-time assistance position).

**Fitting Station Coordinator, Larry Kelley:** Responsible for the coordination of the Office of Highway Safety's Child Passenger Safety Fitting Stations, in cooperation with the Division of Motor Vehicles and Delaware State Police (part-time assistance position).

**Corporate Community Outreach Coordinator, Trish Bachman:** Responsible for the creation and implementation of programming initiatives to provide traffic safety-related public information and education to our corporate partners (part-time assistance position).

**Data Analyst, Richard Klepner:** Responsible for conducting ongoing problem identification, assisting in the development of the Annual Highway Safety Plan, assisting in the development and implementation of enforcement mobilizations and providing data analysis summaries to the Program Managers.

## Office of Highway Safety Organization Chart





### **Delegation of Authority**

A written position description is updated and reviewed every year for each of the members of the Office of Highway Safety staff, including the director. These position descriptions clearly outline the expectations of each member of the staff and establish the director as the administrator and manager for the Office of Highway Safety. Specifically, the Director's position description is detailed as follows:

*"The Director of the Office of Highway Safety is responsible for planning, organizing, coordinating, and directing the operation of the Office of Highway Safety to ensure effective distribution of federal highway safety funds to state and local subdivisions in accordance with federal and state rules, regulations and guidelines."*



### **Relevant Training**

As indicated below, the Office of Highway Safety staff regularly participates in National Highway Traffic Safety Administration (NHTSA) training opportunities and relevant training offered by other partners, as well as management training offered within the state.

**Jana Simpler, Director** – NHTSA, Program Management; NHTSA, Financial Management; GHSA, Executive Seminar on Program Management; State of Delaware, Leadership Training; US Department of Justice, Office of Justice Programs, Financial Management Training; Regional GR/Coordinator meetings; and GHSA Annual Meeting and executive board meetings.

**Lisa Shaw, Management Analyst III** – NHTSA, Program Management Training; GHSA, Executive Seminar on Program Management; NHTSA, Instructor/Facilitator Training; NHTSA, Financial Management; Regional GR/Coordinator Meetings. State of Delaware First State Financial training

**Andrea Wojcik, Management Analyst III** – NHTSA, Program Management Training; NHTSA, Instructor/Facilitator Training; NHTSA, Child Passenger Safety Technician and Instructor Training; NHTSA, Media Skills Workshop; NHTSA, Financial Management; State of Delaware, Management Training; and the annual NIOA Conference.

**Alison Kirk, Community Relations Officer** – NHTSA, Program Management Training; State of Delaware, Supervisory Development Certificate Program

**Roger Minner, Law Enforcement Liaison** – NHTSA, Program Management Training

**Richard Klepner, Data Analyst** – NHTSA, Data Analysis and Evaluation Training



## **Statewide Demographics**

Delaware is the second smallest state in the nation and in terms of land mass, Delaware ranks 49<sup>th</sup> in the nation with a total area of 1,982 square miles. The state boasts just three counties, as follows: New Castle County, 438 square miles, Kent County, 594 square miles, and Sussex County, 950 square miles. Delaware is 96 miles long and varies from 9 to 35 miles in width. There are 401.0 persons per square mile and DelDOT maintains 89% of the 13,562 lane miles of roads in Delaware.

The US Census Bureau reports that the 2011 population estimate was 907,003—a 15.3% growth over 2000 (541,153 New Castle County, 164,748 Kent County, and 201,102 Sussex County). Of the three counties, Kent County saw the largest percentage of population growth. Females slightly edge out males, 51.4% to 48.6%. Lastly, based on DPC's population projection, 71% of the population is white, 22% are African-American, and 8% are either Asian, Hispanic or Latino origin. For more population outlooks, see below or visit

[http://stateplanning.delaware.gov/information/dpc\\_projections.shtml](http://stateplanning.delaware.gov/information/dpc_projections.shtml).

### **2011 Delaware Population Projections Summary Table**

#### **Total Projected Population, 2000 - 2035**

As of Aug 1, 2012

<b>Area</b>	<b>2000</b>	<b>2005</b>	<b>2010</b>	<b>2015</b>	<b>2020</b>	<b>2025</b>	<b>2030</b>	<b>2035</b>
State of Delaware	786,393	845,155	899,773	943,107	989,170	1,029,617	1,064,393	1,096,305
Kent County	127,230	144,588	162,916	171,924	180,357	187,662	194,255	200,016
New Castle County	501,846	523,348	538,987	554,243	573,239	588,123	599,150	607,896
Sussex County	157,317	177,219	197,870	216,940	235,574	253,832	271,018	288,393

(Source: Delaware Population Consortium Annual Population Projections, October 27, 2011, Version 2011.1)

## Motor Vehicle Data

	Licensed Drivers	Licensed Commercial Drivers	Registered Motor Vehicles	Motor Vehicle Mileage in Millions
2001	569,143	27,811	733,207	8,565
2002	577,581	28,446	755,272	8,838
2003	591,713	29,225	778,016	9,010
2004	604,124	30,138	803,942	9,263
2005	614,417	30,902	824,357	9,486
2006	620,433	31,829	841,620	9,407
2007	627,096	32,329	854,604	9,453
2008	634,358	36,628	850,138	8,959
2009	639,352	33,181	823,590	9,041
2010	648,125	33,468	819,898	8,948
2011	653,141	38,257	825,184	8,859

Of the 653,141 licensed drivers in 2011, 5% were between the ages of 16 and 19. See below:

16-19	5%
20-24	9%
25-34	17%
35-44	16%
45-54	19%
55-64	17%
65+	18%

A recent survey conducted by the University of Delaware showed an average of 83% of the workforce in New Castle County commuted to work alone—80% in Kent County and 79% in Sussex County. Though few use other modes of transportation to travel to work, New Castle County has the highest number of persons that use public transportation.

Note: Public transportation is extremely limited in Kent and Sussex County.

Please see below.

Commuting by Delaware Workers			
County	Car Pools	Public Transportation	Mean Travel Time to work
	(percent)		(minutes)
Kent	11.7	1.2	24.1
New Castle	10.2	4.5	25.2
Sussex	8.7	0.3	23.5
Delaware	10.1	3.1	24.3

Delaware has two Metropolitan Planning Organizations, including the Dover/Kent County MPO and the Wilmington Area Planning Council (WILMAPCO). The Dover/Kent

County MPO covers all of Kent County while WILMAPCO covers New Castle County and Cecil County, MD. There is no MPO in Sussex County.

\*\*Some facts gleaned from the Department of Transportation Facts Book, published by DelDOT Planning in cooperation with the US Department of Transportation, Federal Highway Administration.



### **Miscellaneous State Data**

There are 41 law enforcement agencies in Delaware, including the Delaware State Police. New Castle County has the only county police agency in the state. The Sheriff's Offices in each county do not have traditional enforcement authority and typically provide subpoena support to the court system.

There are seven hospitals in Delaware, including Al DuPont Hospital for Children, which serves children from infancy through 14 years of age and one Level I Trauma Center, Christiana Care Health Systems. Other medical facilities include short-term acute care hospitals, nursing homes, mental health facilities, and a veteran's hospital. Emergency care is provided by area hospitals which have emergency treatment facilities staffed on a 24-hour basis. Emergency medical response to all areas of the State is provided by 57 volunteer ambulance companies, two provide ambulance companies and nineteen paramedic units and four State Police helicopters. (source: 2010 Delaware Databook, DEDO)

The capitol of the state, Dover, is home to the state's lone military base, Dover Air Force Base (DAFB). The primary mission of the DAFB is to provide airlift support for troops, cargo, and equipment. There are more than 4,080 active duty and reserve military and 1,558 civilians with a total economic impact of approximately \$341,800.00 per year, which ranks the air base as Delaware's fifth largest employer. Members from the base are actively involved in a variety of off-base activities, and a strong base community program provides a forum for military and civilian cooperation at all levels.

Delaware supports numerous industries, including banking, manufacturing, automotive, poultry processing, and pharmaceuticals. The state's largest employer is the State of Delaware with approximately 17,000 workers in 2008. Christiana Care Health Systems (health care) ranks second, the University of Delaware (education) ranks third, DuPont Company (chemicals) ranks fourth, and Dover Air Force Base (military transport) ranks fifth. The unemployment rate in June 2012 was 6.7%, lower than the national rate of 8.2%. (source: Delaware Department of Labor)

DART First State Public Transit Service is operated by Delaware Transit Corporation, a Division of DelDOT. This public transit system is provided by one provider, travels statewide and includes seasonal resort service and para-transit door-to-door service for the elderly and disabled. The DART fleet includes over 400 buses, provides transportation on over 65 bus routes, and serviced nearly 10.2 million passengers in 2010.

The major north-south highway along the Eastern Seaboard is Interstate 95. Delaware's direct access to I-95 provides industry with fast, efficient, economical delivery service anywhere in the nation. More than 25% of the U.S. population can be reached within

one day. I-95 joins Delaware in the north from Philadelphia, travels through Wilmington to the Maryland line south of Newark, and provides a direct connection to points south and west via the Baltimore Harbor Tunnel and Baltimore Beltway. I-295 crosses the Delaware River via the Delaware Memorial Twin Bridges, linking with the New Jersey Turnpike on its way to New York and New England. The Wilmington By-Pass, I-495, provides access to the Port of Wilmington and many of northern Delaware's major industrial parks. Major industrial centers in central and southern Delaware are linked to the interstate system by U.S. Highways 13 and 113. These routes provide direct connections to Norfolk and southern states via the Chesapeake Bay Bridge-Tunnel. U.S. Route 301 begins at the Delaware Memorial Twin Bridges and goes to Richmond, Virginia via the Chesapeake Bay Bridge at Annapolis, Maryland. This convenient route joins I-60 and rejoins I-95 at Richmond, Virginia, thus bypassing the congested Baltimore, Maryland and Washington, DC areas for time-saving delivery. The Cape May-Lewes Ferry links southern New Jersey with southern Delaware, joining the entire Delmarva Peninsula with the Garden State Parkway. (source: 2010 Delaware Databook, DEDO)

On average 82 Amtrak trains serve the historic Wilmington station each weekday, which includes up to 32 high-speed Acela Express trains. Most trains provide service to Richmond, Washington, New York, Boston and direct service to the Carolina's, Atlanta, Miami, New Orleans, and Chicago. In 2010, Amtrak provided 706,279 passenger trips to/from Delaware. In 2011, the station in Wilmington was renamed in honor of Vice President Joseph R. Biden, Jr.



### **Political and Legislation Status**

The Governor of the State of Delaware is Jack A. Markell. The Lt. Governor is Matt Denn. Both are Democrats and took office for their first terms in January 2009. The state's General Assembly consists of two houses, the House of Representatives and the Senate. The House of Representatives seats are currently held by 15 Republicans and 26 Democrats. The Senate seats are currently held by 7 Republicans and 14 Democrats, plus the Lt. Governor who presides over the Senate as the President.

During the 146th General Assembly (ended June 2012), legislators did not introduce an open container bill. The lack of a compliant open container law subjects the state to Section 154 transfer penalties. Legislators have been resistant to passing an open container law as they believe that it should apply only to the driver of the vehicle and not passengers. There was one highway safety-related bill passed by legislators during the most recent General Assembly session:

- HB 378 creates a single track for processing DUI offenders and creates a framework for the development of a DUI Court. The bill was signed by the Governor on July 18, 2012.

## Crash Data

	Baseline Data 2001-2004					Progress Report Data 2005 - 2011				
	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Fatalities (Actual)	127	145	140	133	147	118	122	118	103	103
Fatality Rate /100 million VMT	1.44	1.61	1.53	1.41	1.56	1.26	1.30	1.31	1.15	1.16
Injuries (Actual)	9,965	8895	7610	8367	8145	7568	7200	7239	8001	7694
Fatality & Serious Injury Rate/100 million VMT	114.2	100.3	84.5	89.9	88.1	82.4	81.7	84.7	89.4	86.8
Fatality Rate/100K Population	15.7	17.7	16.7	15.8	17.2	13.7	14	13.4	11.5	11.3
Fatal & Serious Injury Rate/100K population	1250.0	1105.1	923.8	1011.1	971.6	889.7	840.0	834.6	893.8	849.9
Alcohol Related Fatalities	46	54	46	60	55	53	52	48	39	36
Percentage of Alcohol Related Fatalities	36	37	33	45	37	45	43	41	38	36
Alcohol Related Fatality Rate	0.41	0.60	0.36	0.63	0.58	0.57	0.58	0.53	0.44	0.42
Percent of Population Using Safety Belts	71%	75%	82%	84%	86%	87%	91%	88%	91%	90%

# STATE OF DELAWARE

## FY 2013 HIGHWAY SAFETY GOALS

1. **Traffic Fatalities** – To decrease traffic fatalities 6% from the 2008-2010 calendar year average of 114 to 107 by December 31, 2013.
2. **Serious Traffic Injuries** – To decrease serious traffic injuries 2% percent from the 2008-2010 calendar year average of 662 to 649 by December 31, 2013.
3. **Mileage Death Rate** – To decrease the mileage death rate from the 2008-2010 calendar year average of 1.25 per 100 million vehicle miles travel to 1.16 by December 31, 2013.
4. **Rural Mileage Death Rate** – To decrease the rural mileage death from the 2008-2010 calendar year average of 2.46 per 100 million vehicle miles travel to 2.35 by December 31, 2013.
5. **Urban Mileage Death Rate** – To decrease the urban mileage death rate from the 2008-2010 calendar base year average of .68 per 100 million vehicle miles travel to .65 by December 31, 2013.
6. **Unrestrained Passenger Vehicle Occupant Fatalities** – To decrease unrestrained passenger vehicle occupant fatalities 11% from the 2008-2010 calendar year average of 30 to 27 by December 31, 2013.
7. **Alcohol Impaired Driving Fatalities** – To decrease alcohol impaired driving fatalities 11% from the 2008-2010 calendar year average of 46 to 41 by December 31, 2013.
8. **Speed Related Fatalities** – To decrease speeding-related fatalities 10% from the 2008-2010 calendar year average of 40 to 36 by December 31, 2013.
9. **Motorcyclist Fatalities** – To decrease motorcyclist fatalities 13% from the 2008-2010 calendar year average of 13 to 11 by December 31, 2013.
10. **Unhelmeted Motorcyclist Fatalities** – To decrease unhelmeted motorcyclist fatalities 12% from the 2008-2010 calendar year average of 7 to 6 by December 31, 2013.
11. **Drivers Age 20 or Younger Involved in Fatal Crashes** – To decrease drivers age 20 or younger involved in fatal crashes 12% from the 2008-2010 calendar year average of 18 to 16 by December 31, 2013.
12. **Pedestrian Fatalities** – To reduce pedestrian fatalities 11% from the 2008-2010 calendar year average of 19 to 17 by December 31, 2013.

**13. Seatbelt Use Rate** – To increase statewide seat belt compliance 2 percentage points from the 2010 calendar year use rate of 90% to 92% by December 31, 2013.

**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.
- Support efforts of the TRCC to implement projects as outlined in the TRCC Strategic Plan.

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

# PROBLEM IDENTIFICATION PROCESS

The Office of Highway Safety (OHS) staff and the Grant Advisory Committee (GAC) conduct an extensive problem identification process each year to determine the most effective and efficient plan for the use of federal highway safety funds. Data driven problem identification is key to the success of any highway safety plan or specific programming initiative. Problem identification ensures that the highway safety program addresses specific crash problems, provides the appropriate criteria for the designation of priorities, and provides a benchmark for administration and evaluation of the overall highway safety plan.

The OHS and GAC utilize the NHTSA problem identification process and guidelines outlined in the NHTSA Program Management Training manual. Our problem identification process for FY 2013 included:

- Identify the data elements – The OHS staff and the GAC began the analysis process by identifying the crash data elements to determine if a statewide or localized problem existed. We compiled that list, determined which pieces of information we had access to, which year's data we had access to, and prepared our specific data requests for the appropriate data manager. Some sample data elements included teen drivers, commercial vehicle crashes, seat belt use crashes, ages of pedestrian fatalities, types of roadways, primary contributing circumstances, alcohol-related fatalities, and high crash locations. The actual list of data elements reviewed was extensive and focused on location and demographic data to determine which roadways to focus on and to determine the profile of our most risky drivers.
- Identify the data sources – Once the OHS staff and the GAC determined the data elements that we wanted to focus on, we identified the appropriate data sources from which to draw the information. These included the Delaware State Police (DSP) Traffic Section (statewide crash data repository); Delaware FARS data; the Emergency Medical Services Data Information Network (Patient Care Reports); the Delaware Department of Transportation (DelDOT); Annual Observational Seat Belt Use Surveys; Delaware's 2010 Traffic Records Assessment; crash report demographic data; DUI Tracking System data; child restraint misuse data; the Division of Motor Vehicle registration and licensed driver data; CODES; DelJIS citation data; the 2011 Impaired Driving Assessment Report; the Annual OHS Knowledge, Attitude and Behavioral Survey; and DelDOT Highway Safety Improvement Plan data. The Office of Highway Safety also coordinates data analysis in conjunction with DelDOT's preparation of the Strategic Highway Safety Plan (SHSP).
- Identify data display options – In addition to utilizing the paper and electronic reports prepared by the above data sources, the Office of Highway Safety relied heavily on the mapping capabilities provided by our GIS based crash analysis and mapping system, CARS (Crash Analysis Reporting System). All the identified priority area crashes were mapped to determine if there were any clustering or location consistencies for various types of crashes, including unrestrained fatalities, low seat belt use areas, aggressive driving-related fatal and injury crashes, impaired driving fatal

and injury crashes, pedestrian fatal crashes, and motorcycle fatal crashes. All maps compared three to five years of crash data as well.

- Analyze and interpret the data –In October 2011, the Delaware Department of Transportation made the GIS based mapping system, CARS, available to the Office of Highway Safety, allowing both mapping and analysis of crashes on the user's desktop. This web-based tool has allowed for more comprehensive crash location analysis within the Office of Highway Safety than was previously available. In 2006 the Office of Highway Safety unveiled the DUI Tracking System to better track DUI offenders from arrest through treatment to relicensure. The DUI Tracking System and the CARS crash analysis software are the only in-house traffic records querying systems housed at the Office of Highway Safety, but OHS has extensive partnerships with numerous highway safety partners that provide data and analysis that is very important to our problem identification process. Additionally, OHS identifies the target audience based on analysis of the data using the following questions:
  - Who is involved in crashes more than would be expected given their proportion of the driving population?
  - What types of crashes are taking place?
  - Where are the crashes taking place in numbers greater than would be expected given the amount of travel in those locations?
  - When are the crashes taking place? Time of day? Day of week? Month?
  - What are the major contributing factors to the crashes?
- Establish decision rules – From the information gathered, the state's top five highway safety problems were identified. As indicated above, the FY 2013 priority areas were established and ranked:
  - Occupant Protection
  - Impaired Driving
  - Aggressive Driving
  - Traffic Records
  - Motorcycle Safety

Based on data driven problem identification, staff selected the partners to participate in initiatives outlined in this FY 2013 Highway Safety Plan. OHS provides the identified agencies with specific program initiatives and goals to achieve based on their participation in the Highway Safety Plan. The problem identification process is key to establishing an effective Highway Safety Plan and the appropriate distribution of federal funds.

- Review the data and analyze further – OHS conducts additional analysis to review data in greater detail to further ensure that programming initiatives that are selected specifically target the identified problems, for example:
  - Day of the week/month
  - Time of day
  - Age and sex by type of crash

Following extensive review and analysis of the data, the Office developed goals for each of the identified priority areas. We took into account crash, fatality and injury trends, evaluation of programming initiatives, goal achievement in the previous year, and pending legislation. Each of the

established goals are specific, measurable, action oriented, reasonable, time framed and related to the identified problem. Lastly, performance measures for each goal were identified. In doing so, we ensure that the selected measurement will accurately demonstrate the effectiveness of the goal.



### **Problem Identification Process Strengths and Challenges**

The problem identification process undertaken by the Office of Highway Safety staff and Grant Advisory Committee revealed some of Delaware's inherent strengths and challenges related to data collection.

Some of these strengths include the experience of the staff members involved in the process. Much can be said for intuition in determining the direction when analyzing data, selecting priority areas and setting appropriate goals. Further, the Office of Highway Safety hired a part-time data analyst. This has proved to be a tremendous asset. Additionally, the willingness of our highway safety partners to provide data upon request, the availability of the NHTSA Region 3 staff in assisting the Office with the task, and the participation of our Grant Advisory Committee were tremendously helpful and contributed greatly to the success of the overall problem identification process. FY 2013 represents the first year that the Office of Highway Safety staff were able to utilize CARS to obtain GIS based location data to accurately identify crash locations and thus law enforcement agencies that can assist OHS in achieving our goals. This tool is provides near-real time crash mapping and analysis. Additional strengths include the utilization of an automated crash reporting system and utilization of an electronic format for issuing traffic citations for law enforcement.

The FY 2012 OHS Knowledge, Attitude, and Behavior Survey will be conducted in August and September 2012 and will be reported in the FY 2012 Annual Evaluation Report.

# HIGHWAY SAFETY PRIORITY AREAS

## PERFORMANCE GOALS, MEASURES, AND FUNDED PROJECTS

### Occupant Protection

Based on the Annual Statewide Observational Seat Belt Use Survey conducted in Delaware in June 2011, Delaware's seat belt use rate is 90%, down slightly from 91% in 2010. The nation's average seat belt use rate is 85%. In 2011, 55% (36 of 65) of those occupants killed in motor vehicle crashes on Delaware roadways were not wearing seat belts, up from 34% in 2010. In addition, 14% (825 of 6,851) of those injured were not wearing seat belts at the time of the crash.

#### **Seat belt Use Data** (source: Annual Observational Statewide Seat Belt Use Survey)

	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Use rate	71%	75%	82%	84%	86%	87%	91%	88%	91%	90%

#### **Motor Vehicle Occupant Injury and Fatality Data and Seat belt Use** (source: DE State Police Annual Traffic Statistical Report)

	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Injuries	9430	8381	7132	7821	7449	6779	6450	6525	7127	6851
% not using seat belts	18%	17%	13%	15%	15%	13%	14%	13%	13%	13%
	1697 of 9430	1433 of 8381	911 of 7132	1135 of 7821	1102 of 7449	915 of 6779	876 of 6450	843 of 6525	947 of 7127	825 of 6026
Fatalities	100	113	110	100	104	84	78	83	68	65
% not using seat belts	64%	55%	50%	59%	52%	49%	53%	54%	34%	55%
	64 of 100	62 of 113	55 of 110	59 of 100	54 of 104	41 of 84	41 of 78	45 of 83	23 of 68	36 of 65

Data analysis further shows that 2011, of those killed in each county, New Castle County had the highest percentage of unrestrained fatalities at 68% compared to 55% unrestrained in Kent, and 45% unrestrained in Sussex County. A three-year trend analysis (2009-2011) shows that 41% of the unrestrained fatal crashes occurred in New Castle County, followed closely by Sussex County at 39%, and finally Kent County with 21%.

Of the motor vehicle occupants killed in 2011, 41 of 65 (63%) were between the ages of 15 and 54. The greatest number of unrestrained occupants was between the ages of 25-34. A three-year trend review shows a clear spike in unrestrained fatalities between ages 16-29 with a smaller spike between ages 35-44. The gender of those most often killed was male (76% of the total). These individuals were most often drivers (81%).

Data analysis for 2009-2011 shows that most unrestrained crashes occur between the late afternoon and early evening hours of 3pm-7pm and late evening to early morning

hours of 9pm-2am. Common days of the week for unrestrained crashes were all days except for Mondays and Thursdays, and common months of the year were March, May, June, July, October, and December. Other data reveals that approximately 46% of the crashes involving alcohol/drugs over the three years, but 63% of the crashes in Sussex County alone in 2011 involved alcohol or drugs.

### Performance Goal

- **Seatbelt Use Rate** – To increase statewide seat belt compliance 2 percentage points from the 2010 calendar year use rate of 90% to 92% by December 31, 2013.

### Performance Measures

- Annual **statewide observational seat belt use surveys** will continue to be utilized to measure the statewide usage rates for seat belts. In 1998, the Delaware Office of Highway Safety's Observational Survey Plan was developed and was approved by the National Highway Traffic Safety Administration. In 2012, however, OHS was required to have its seat belt survey methodology redesigned. The newly NHTSA-approved seat belt survey design was implemented in June of 2012. Because all new sites were chosen (and fewer were deemed necessary to producing an accurate observational use rate) future comparisons of the use rate to that of pre-2012 will be difficult to make with any degree of reliability.
- **Monitoring of overall seat belt use rates** in personal injury and fatal crashes will allow for a comprehensive approach to the problem identification process. The Office of Highway Safety will continue to monitor the locations of unrestrained fatal and personal injury crashes and direct targeted enforcement and education efforts in those areas.
- **Number of seat belt citations issued during grant funded enforcement activity in FY 2011: 4,176**

### Performance Plan

- In FY 2013, OHS will again provide funding to law enforcement agencies with an identified traffic safety problem to conduct six 2-week enforcement blitzes focused on occupant protection violations. Those blitzes will occur in late October, early December, early March, May for Click It or Ticket, mid-June and late July. Enforcement will be focused on late afternoons/early evenings and late evenings into the early morning hours based on an analysis of crash data. Enforcement will include both checkpoints and saturation patrols and will be supported by paid media.
- Enforcement agencies participating include:
  - Delaware State Police (8 Troops statewide)
- Paid media will include:
  - Radio, television, print, internet, and sports marketing with a seat belt message in October and December 2012, and March, July, and August 2013
  - Radio, television, billboards, internet, print, and partnerships with a Click It or Ticket message in May 2013

- Radio and print advertising with a Child Passenger Safety message in September 2013
- Radio advertising to increase awareness of area child seat fitting stations

### FY 2013 Occupant Protection Project Safe Highways and Enforcement Mobilization Funding Plan

<b>Mobilization</b>	<b>Time Frame</b>	<b>Amount Allocated</b>
Fall Seat Belt	10/7 – 10/20/12	\$16,720
Winter 2012	12/2 – 12/15/12	\$16,720
Spring 2013	3/3 – 3/16/13	\$20,240
Click It or Ticket	5/20 – 6/2/13	\$100,000 (non-402)
Summer – Wave 1	6/7 – 6/29/13	\$18,480
Summer – Wave 2	7/21 – 8/3/13	\$18,480
<b>Total 402</b>		<b>\$90,640 (incl. carry-over)</b>
<b>Total Non-402</b>		<b>\$100,000</b>

<b>Office of Highway Safety—Project Safe Highways</b>	Corporate Outreach Coordinator, OP materials, Corporate Outreach materials, and Tween projects	<b>\$62,000 (incl. carry-over)</b>
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<b>Paid Media</b>	October 2012 December 2012 March, May, July, August 2013	<b>\$410,000</b> <b>(\$365,000 – 402 incl. carry-over)</b> <b>(\$45,000 – non 402)</b>
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### SAFETEA-LU Occupant Protection Incentive Grants

**SAFETEA-LU Section 405 Occupant Protection Incentive Grant** – eligibility criteria includes meeting 4 of the following 6 criteria:

- **a law requiring seat belt use by all passengers**
- **a primary enforcement seat belt law.**
- minimum fine or penalty points for occupant protection law violations.
- **a statewide special traffic enforcement program for occupant protection that emphasizes publicity.**
- a statewide child passenger safety education program.
- **a child passenger law that requires minors to be properly secured in a child safety seat.**

FY 2012 – (\$147,271.29) Delaware qualified for this incentive grant by meeting 4 of 6 of the above eligibility criteria. See highlighted criteria. As of August 1, Delaware has received only \$110,453 of the total award. These funds were allocated to the 2012 Click it or Ticket media and enforcement initiative in May 2012. Due to a remaining balance in FY11 Section 405 funds, not all FY12 funds were expended during the May campaign. The remainder will be used to support high visibility seat belt enforcement activities in FY 2013. A decreasing amount of funding available in Section 405 funds has been noted and is being taken into consideration when planning future mobilizations.

**SAFETEA-LU Section 2011 Child Safety and Child Booster Seat Incentive Grant** – eligibility criteria includes enforcing a child restraint law that meets federal standards and provides protection for children through at least 65 lbs.

FY 2010 – (\$81,337) Funds are allocated to support the state's child passenger safety fitting stations, including salary and supply needs, and a small grant for a certified CPS Technician to conduct informational classes on car seat safety to expectant parents taking childbirth classes at Delaware hospitals as well as to aid the Occupant Protection Coordinator with increasing certification rates.

FY 2011 – (\$78,399) Funds awarded will support the state's child passenger safety fitting stations, including salary and supply needs, and a small grant for a certified CPS Technician to conduct informational classes on car seat safety to expectant parents taking childbirth classes at Delaware hospitals as well as to aid the Occupant Protection Coordinator with increasing certification rates.

FY 2012 - funds have not yet been awarded. Our grant application was submitted on June 1, 2012 and approximately \$78,000 is anticipated.

## Impaired Driving

Based on the Delaware State Police Annual Traffic Statistics Report for 2011, alcohol-related fatalities accounted for 37 of the 103 total traffic crash fatalities (36%). This is down from 39% in 2010, when 39 of 103 traffic crash fatalities involved alcohol. Also, in 2011 alcohol-related crash injuries were at 9%, 729 of 7694 total crash injuries involved alcohol. Overall, there were 1199 total alcohol-related crashes, down from 1297 in 2010. This includes fatal, personal injury, and property damage crashes. Further crash analysis revealed that 75% of all alcohol-related crashes occurred between 6pm and 2am. Also, 36% happen on Fridays and Saturdays. Males account for 81% of all alcohol-related fatalities. Seventy-six percent of all impaired driving arrests were males in 2011 and 27% of those males were between the ages of 20-24, while another 30% were between the ages of 35-44. In 2011, Delaware law enforcement made a total of 5487 impaired driving arrests, down from 5636 in 2010.

### **Alcohol Involvement in Traffic Crashes**

	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Fatalities	127	148	140	133	147	118	122	118	103	103
Alcohol-related	46	57	47	60	55	53	52	48	39	37
% of Total	36%	39%	34%	45%	37%	45%	43%	41%	38%	36%
Injuries	9965	8898	8314	8367	8145	7568	7200	7239	8001	7694
Alcohol-related	1054	1035	899	802	919	830	782	686	733	729
% of Total	10%	10%	10%	11%	10%	10%	11%	9%	9%	9%
All Crashes	21215	21020	19642	18681	19351	20017	19506	18927	20697	20872
Alcohol-related	1663	1472	1336	1454	1511	1521	1366	1268	1297	1199
% of Total	8%	7%	7%	8%	8%	8%	7%	7%	6%	6%

### **Alcohol-Related Fatality Rate per 100 Million Vehicle Miles Traveled**

	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Rate	.41	.60	.36	.63	.58	.57	.58	.53	.44	.42

## Performance Goal

- Alcohol Impaired Driving Fatalities – To decrease alcohol impaired driving fatalities 11% from the 2008-2010 calendar year average of 46 to 41 by December 31, 2013.

## Performance Measures

- Ongoing **analysis of state traffic crash data** will be used to measure progress towards the desired goals. Particular attention will be placed on

all crashes which involve alcohol, the age and gender of the drivers involved in these crashes, the BAC level of the drivers involved in these crashes, the counties in which the crashes occur, the law enforcement jurisdiction in which the crashes occur, the time of day and day of week the crashes occur, and the total number of arrests made by Delaware law enforcement agencies.

- A **comprehensive automated traffic crash report**, currently utilizing the E-crash software, was implemented statewide in January 2009. This reporting system, which utilizes MMUCC data elements, allows for more comprehensive, real-time data collection with regard to all traffic crashes, including alcohol-related crashes.
- The **DUI Tracking System** provides data related to the post-arrest processing of a DUI offender. The system tracks progress from arrest through re-licensure. System improvements have been made to include Court disposition data, DMV administrative hearing data, and more detailed treatment program information.
- **Number of DUI arrests during grant funded enforcement activity in FY 2011: 595**

### Performance Plan

- In FY 2013, OHS will provide funding to law enforcement agencies with an identified traffic safety problem to participate in eleven enforcement blitzes focused on impaired driving. Those blitzes will occur in late October, November-December, January, March, and June-September. Enforcement will be focused on days of the week and times of the day supported by crash data, will include both checkpoints and saturation patrols and will be supported by paid media.
- Agencies participating in the enforcement efforts include:

Bethany Beach Police	Georgetown Police	Newport Police
Blades Police	Greenwood Police	Ocean View Police
Bridgeville Police	Harrington Police	Rehoboth Beach Police
Camden Police	Laurel Police	Seaford Police
Capitol Police	Middletown Police	Smyrna Police
Cheswold Police	Milford Police	Univ of Delaware Police
Clayton Police	Millsboro Police	Wilmington Police
Dewey Beach Police	Milton Police	Wyoming Police
Div. of Alcohol & Tobacco Enforcement	New Castle Police	Delaware State Police
Dover Police	New Castle Co. Police	
Felton Police	Newark Police	

- Paid media will include:
  - Radio, television, billboards, internet, print, indoor, movie theatre, transit, and sports marketing with a Checkpoint Strikeforce message from October – December 2012 and July – September 2013

- Radio, billboards, internet, print, and indoor with an anti-impaired driving message during the National Impaired Driving Crackdown, Halloween, St. Patrick's Day, and Super Bowl Sunday

### FY 2013 Impaired Driving Enforcement Mobilization and Funding Plan

<b>MOBILIZATION</b>	<b>TIME FRAME</b>	<b>AMOUNT ALLOCATED</b>
Halloween	10/26/12	\$12,400 (Non-402)
Safe Family Holiday	11/21 – 12/31/12	\$82,800 (Non-402)
NFL	1/5 – 2/3/13	\$48,500 (Non-402)
St. Patrick's Day	3/9/13 & 3/16/13	\$21,200 (402)
Summer Wave One	5/31 – 6/15/13	\$47,600 (Non-402)
Summer Wave Two	6/28 – 7/6/13	\$31,500 (402)
Checkpoint Strikeforce	6/29 – 12/31/13	\$401,700 (Non-402)
Delaware State Fair	7/18 – 7/27/13	\$2,300 (402)
Summer Wave Three	7/26 – 8/13/13	\$58,500 (Non-402)
National Impaired Driving Crackdown	8/16 – 9/2/13	\$102,100 (Non-402)
Fall 2013	9/13 – 9/28/13	\$36,900 (Non-402)
<b>Total 402</b>		<b>\$55,000</b>
<b>Total Non-402</b>		<b>\$790,500</b>

<b>Paid Media</b>	October – December 2012, February 2013, March 2013, July – September 2013	<b>\$1,000,000 (non-402)</b>
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### SAFETEA-LU Impaired Driving Incentive Grants and Transfer Funding

**SAFETEA-LU Section 410 Incentive Grant** - eligibility criteria included meeting 4 of the 8 in FY 2007, and 5 of the 8 in FY 2008, FY 2009, FY 2010, FY 2011, and FY 2012. In addition, Delaware was identified as a “high fatality rate state” for FY 2010 and FY 2012 and qualified for additional funds as a result.

Highlighted criteria represent those that the state met in order to qualify:

- **A high visibility enforcement program**
- **A prosecution and adjudication program**
- A BAC testing program
- **A high risk drivers program**
- **An alcohol rehabilitation or DWI court program**
- **An underage drinking prevention program**
- An administrative license revocation program
- A self-sustaining impaired driving prevention program

FY 2009 – (\$986,797) Delaware is using these funds to support overtime enforcement mobilization activities, to provide funding for the Traffic Safety Resource Prosecutor position, to fund paid media efforts coordinated with our enforcement mobilizations, to fund travel and training for OHS staff, law

enforcement and the judiciary, and to provide impaired driving enforcement equipment to local and State law enforcement.

FY 2010 – (\$1,981,973) Delaware is using these funds to support salary needs for our Traffic Safety Resource Prosecutor, redesign of the DUI Tracking System, travel/training needs for impaired driving-related activities, DRE supplies, law enforcement equipment, impaired driving paid media, underage drinking and driving awareness, designated driver awareness efforts, and overtime enforcement of DE's impaired driving laws.

FY 2011 – (\$964,139) Delaware is using these funds to support overtime enforcement mobilization activities, to provide funding for the Delaware State Police's blood draw program, to fund maintenance of the DUI Tracking System, and to fund development and placement of paid media.

FY 2012 -- Funds have not yet been awarded. Our application was submitted August 1, 2012. We anticipate approximately \$2,300,000. Based on FY 2010 FARS data, Delaware was rated as a "High Fatality Rate" state and was eligible to apply for additional funding.

**Section 154/164 Funds** – these funds represent a transfer penalty due to Delaware's failure to enact specific DUI legislation:

- Prohibiting open containers of alcohol from the passenger compartment of a vehicle (Section 154)

FY 2009 – (\$2,874,374) Delaware was again penalized for failure to enact a conforming open container law (Section 154). \$1,868,343 is allocated to the Hazard Elimination Program managed by the Delaware Department of Transportation. The balance, \$1,006,031 is allocated to the Section 402 Impaired Driving Countermeasures Program.

FY 2010 – (\$3,278,985) Delaware was again penalized for failure to enact a conforming open container law (Section 154). \$2,131,341 is allocated to the Hazard Elimination Program managed by the Delaware Department of Transportation. The balance, \$1,147,644 is allocated to the Section 402 Impaired Driving Countermeasure Program.

FY 2011 – (\$3,493,544) Delaware was again penalized for failure to enact a conforming open container law (Section 154). \$2,270,803 is allocated to the Hazard Elimination Program managed by the Delaware Department of Transportation. The balance, \$1,222,741 is allocated to the Section 402 Impaired Driving Countermeasure Program.

FY 2012 – (\$3,368,456 – anticipated total) Delaware was again penalized for failure to enact a conforming open container law (Section 154). \$2,187,496 of the anticipated total is allocated to the Hazard Elimination Program managed by the Delaware Department of Transportation. The balance of funds anticipated, \$1,178,960, is allocated to the Section 402 Impaired Driving Countermeasures Program. As of August 1, 2012, Delaware has only received 75% of these funds.

## Speeding and Aggressive Driving Behaviors

In depth crash data analysis has caused the OHS to focus more broadly on the issue of Aggressive Driving behaviors as a leading contributing factor in fatal crashes over the last several years. The data analysis has shown that speeding is no longer the leading cause of fatal aggressive driving crashes; instead failure to yield the right of way has taken its place. However, OHS continues to address speeding in its overall aggressive driving plan as it is one of the NHTSA required performance measures and it is still a primary contributing factor to fatal crashes in the First State.

### **Percentage of fatal crashes resulting from speeding** (source: DE State Police Annual Traffic Statistical Report)

	<b>2002</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
Total fatal crashes	117	138	130	118	133	106	106	102	94	97
Speeding related	23	35	33	33	21	27	20	13	6	8
Percentage	20%	25%	25%	28%	16%	25%	19%	13%	6%	8%

In FY 2012 OHS focused its mobilizations and outreach efforts on reducing the top *four* aggressive driving acts that contribute to crashes: 1) failure to yield the right of way 2) speeding 3) Driving left of Center, 4) Stop Sign violations.

### **Percentage of fatal crashes resulting from Aggressive Driving** (source: DE State Police Annual Traffic Statistical Report)

	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
Total fatal crashes	133	106	106	102	94	97
Aggressive Driving Related	54	41	39	35	34	37
Percentage	41%	39%	37%	34%	36%	38%

In CY 2011, 47 persons were killed in aggressive driving related crashes where the factors include not only the top three mentioned above but also: following too close, crossing the center line, and red light violations. Another 3,122 were injured in such crashes. A three year trend analysis (2009 – 2011) reveals that the primary age of those killed in aggressive driving related crashes was 20 – 29 with a second spike for ages 35 – 44.

Of those killed in the last three years, 70% were males. Most aggressive driving related crashes occurred between noon and 8 p.m., straying a bit from late day crash trends. The most frequent days of the week for both injury and fatal crashes were Wednesdays and Saturdays. All other days except for Sundays had an even spread of fatal crashes. The most common months of the year for injury and fatal crashes were May, July – September and then October & December.

## Performance Goal

Speed Related Fatalities – To decrease speeding-related fatalities 10% from the 2008-2010 calendar year average of 40 to 36 by December 31, 2013.

## Performance Measures

- OHS will continue on-going **analysis of aggressive driving-related crash data**, to assist in more targeted program planning in this priority area. Continued implementation of coordinated data collection systems will enable a more efficient and accurate problem identification process related to the problem of aggressive driving.
- OHS will **monitor the percentage of fatal crashes that involve aggressive driving behaviors versus those that are speed related**. The Office of Highway Safety will continue to monitor the locations of aggressive driving related fatal and personal injury crashes and direct targeted enforcement and education efforts in those areas.
- **Number of speed arrests during grant funded enforcement activity in FY 2011: 5,382**
- **Number of aggressive driving arrests during grant funded enforcement activity in FY 2011: 6,916**

## Performance Plan

- Conduct 2 week waves of enforcement similar to the 7 waves set up in CY 2012.
  - Enforcement will consist of saturation patrols and the Delaware State Police will be permitted to utilize teams of up to 5 troopers to support their patrol efforts.
  - Enforcement will occur during the week during afternoons and evenings with paid media accompanying each wave.
- Agencies participating in enforcement based on crash data analysis:
  - Delaware State Police – (8 Troops statewide)
  - New Castle County Police
  - Wilmington Police
- Paid media will include:
  - Cable television, radio, billboards, internet ads, and sports marketing with an anti-aggressive driving message October – December 2012 and May, July, August, and September 2013

FY 2013 Aggressive Driving Project Safe Highways and Enforcement  
Mobilization Funding Plan

<b>Mobilization</b>	<b>Time Frame</b>	<b>Amount Allocated</b>
October Fall mobilization	10/23-11/3	\$23,100
November Fall mobilization	11/20 – 12/1	\$22,000
Winter mobilization	12/18-1/5	\$23,320
Spring mobilization	5/7 – 5/18	\$23,980
Summer Wave 1	7/9-7/20	\$23,100
Summer Wave 2	8/13-8/24	\$22,880
Fall 2013 mobilization	9/17-9/28	\$21,560
<b>Total 402</b>		<b>\$159,940 (incl. carry-over)</b>

<b>Paid Media</b>	October – December 2012, May 2013, July – September 2013	<b>\$180,000.00 (incl. carry-over)</b>
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## Traffic Records

Accurate, complete and timely traffic safety data is the cornerstone of the states highway safety program. Efforts are currently underway to make improvements and upgrades to existing records systems to ensure that data that is captured and used in resource allocation decision making is as accurate as possible. The efforts currently underway include the restructuring of pre-hospital care reporting procedures, review, analysis, and on-going linkage of CODES data (Crash Outcome Data Evaluation System), the utilization of CARS (Crash Analysis Reporting System) to map crashes and the Quality Assurance/Quality Control (QA/QC) project to ensure quality data in the E-crash system. 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 who is our target audience. Thus, complete traffic records systems are essential to the highway safety program.

## Performance Goals

### **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.
- Support efforts of the TRCC to implement projects as outlined in the TRCC Strategic Plan.

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

## Performance Measures

- The Traffic Records Coordinating Committee's **Strategic Plan** will be utilized as a guide to ensure that the proper steps are being taken to create data systems that are timely, accurate, consistent, complete, and accessible.

## FY 2013 Traffic Records Projects

<b>Office of Highway Safety—Project Safe Highways</b>	FY 2013 evaluations and OHS IT manager salary	<b>\$79,000 (incl. carry-over)</b>
<b>Office of EMS—CODES—Trauma Data Linkage</b>	Grant period 10/1/12 through 9/30/13	<b>\$30,500 (incl. carry-over)</b>

## SAFETEA-LU Traffic Records Incentive Grant

**Section 408 Incentive Grant** - eligibility criteria includes (a) an established Traffic Records Coordinating Committee; and (b) a multiyear highway safety data and traffic records system strategic plan that incorporates specific performance based measures.

FY 2009 – (\$500,000) Delaware has allocated the funds to six specific traffic records projects as follows:

- Refining E-Crash system, design DUI reporting capability
- Development of E-Crash manual
- Quality control assessment of E-Crash
- DeIDOT locator tool project
- DIMES system for the Office Emergency Medical Services
- Contract with Whitman, Requardt, and Associates for consulting services and management of Section 408 projects

FY 2010 – (\$500,000) Delaware has allocated the funds to the following traffic records projects:

- E-crash enhancements
- CARS enhancements
- AIIR report for E-ticket/E-crash
- Quality control assessment of E-Crash
- DIMES system for the Office Emergency Medical Services
- Contract with Whitman, Requardt, and Associates for consulting services and management of Section 408 projects

FY 2011 – (\$500,000) Delaware has allocated the funds to the following traffic records projects:

- E-crash enhancements
- CARS enhancements
- Quality control assessment of E-Crash
- Contract with Whitman, Requardt, and Associates for consulting services and management of Section 408 projects

FY 2012 – funds have not yet been awarded. Our grant application was submitted on June 1, 2012. We anticipate a grant award of \$500,000.

## Motorcycle Safety

In 2011, 17% of all fatalities were motorcyclists, 18 of 103. This is an increase since 2010, when 9 of 103 fatalities were motorcyclists (9%). Of the 18 motorcyclists killed in 2011, 8 were wearing helmets (44%). Further analysis shows that 47% of all motorcycle fatalities involved alcohol in 2011 and 80% of those fatalities that occurred between 12am-4am were attributed to impaired driving. 60% of all motorcycle fatalities were males aged 35-54.

### **Percentage of Motorcycle Fatalities** (source: DE State Police Annual Traffic Statistical Report)

	2004	2005	2006	2007	2008	2009	2010	2011
Total Traffic Fatalities	140	133	147	118	122	118	103	103
Motorcycle Fatalities	10	21	12	17	16	14	9	18
% Motorcycle Fatalities	7%	16%	8%	14%	13%	12%	13%	17%

### **Percentage of Motorcycle Fatalities Wearing Helmets** (source: DE State Police Annual Traffic Statistical Report)

	2004	2005	2006	2007	2008	2009	2010	2011
Total Motorcycle Fatalities	10	21	12	17	16	14	9	18
Total Wearing Helmets	5	12	4	6	7	5	6	8
% Wearing Helmets	50%	57%	33%	35%	44%	36%	66%	44%

## Performance Goals

**Motorcyclist Fatalities** – To decrease motorcyclist fatalities 13% from the 2008-2010 calendar year average of 13 to 11 by December 31, 2013.

**Unhelmeted Motorcyclist Fatalities** – To decrease unhelmeted motorcyclist fatalities 12% from the 2008-2010 calendar year average of 7 to 6 by December 31, 2013.

## Performance Measures

- The Office of Highway Safety will continue ongoing **analysis of motorcycle crash data**, including the age of victims, crash locations, helmet use, motorcycle safety course participation and alcohol involvement.
- **Number of motorcycle arrests during grant funded enforcement activity in FY 2011: 1,248**

## Performance Plan

- In FY 2013, OHS will provide funding to law enforcement agencies with an identified traffic safety problem to participate in six enforcement blitzes focused on motorcycle safety. Those blitzes will occur in during March, April, May, June, July, August, and September. Enforcement will be focused on days of the week and times of the day supported by crash data, and will include saturation patrols.
- Paid media will include:
  - Billboards, online, and print ads with a Share the Road message targeting motorists May – August 2013
  - Billboards, online, and print ads with a motorcyclist-focused message targeting motorcycle riders March-April 2013, June - September 2013

## FY 2013 Motorcycle Safety Enforcement Mobilization and Funding Plan

MOBILIZATION	TIME FRAME	AMOUNT ALLOCATED
Spring – Wave 1	3/22 – 4/1/13	\$10,800
Spring – Wave 2	4/15 – 4/27/12	\$11,900
Spring – Wave 3	5/24 – 6/2/12	\$14,000
Summer – Wave 1	6/14 – 6/27/12	\$18,000
Summer – Wave 2	7/29 – 8/25/12	\$27,100
Delmarva Bike Week	9/11 – 9/17/12	\$11,200
<b>Total 402</b>		<b>\$93,000 (incl. carry-over)</b>

<b>Paid Media</b>	March through September 2013	<b>\$95,000</b> <b>\$64,000 – 402 (incl. carry-over)</b> <b>\$31,000 – non 402</b>
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## SAFETEA-LU Motorcycle Safety Incentive Grant

**Section 2010 Incentive Grant** – States can qualify for this grant in the first year by meeting one of six criteria. In subsequent years, states must meet two of the six criteria. Delaware has applied for second year funding and expects to qualify by meeting the following two eligibility criteria:

- **Offer an effective motorcycle rider training course that is offered throughout the state**
- **Offer an effective statewide program to enhance motorist awareness of the presence of motorcyclists**
- Experience a reduction in fatalities and crashes involving motorcyclists for the preceding calendar year
- Implement a statewide program to reduce impaired motorcycle operation

- Experience a reduction of fatalities and crashes involving impaired motorcyclist for the preceding calendar year
- Use the fees collected from motorcyclists for motorcycle training and safety programs

FY 2009 – (\$100,000) Delaware is using these funds for the development of media materials targeting both motorists and motorcyclists. In addition, the funds are being used to place paid media targeting motorists with a “share the road” message. Other PI&E materials are being developed for distribution at health and safety fairs.

FY 2010 – (\$100,000) Delaware is using these funds for the development of media materials targeting both motorists. In addition, the funds are being used to place paid media targeting motorists with a “share the road” message. Other PI&E materials are being developed for distribution at health and safety fairs.

FY 2011 – (\$100,000) Delaware is using these funds to develop motorist-focused paid media ads and to fund a sub-grant to the Delaware Division of Motor Vehicles’ Motorcycle Safety Program.

FY 2012 funds have not yet been awarded. Our application was submitted August 1, 2012. We anticipate receiving approximately \$100,000.

**COMPLETE BUDGET OVERVIEW  
FY 2013 FUNDS**

(\$1,995,400 TOTAL ANTICIPATED W/ CARRY-OVER)

<b>Program Area</b>	<b>Salaries</b>	<b>Contractual Services</b>	<b>Supplies &amp; Materials</b>	<b>Equipment</b>	<b>Sub-Grants</b>
<b>Comprehensive Traffic Safety Program</b>	\$182,500 – Program Managers and PIO	\$7,000 – Paid Media Strategic Planning			
<b>Occupant Protection</b>	\$17,000 – Corporate Outreach Coordinator	\$473,750 – Enforc., S/B Survey Analysis, Paid Media	\$30,000 – Corp Outreach materials, 'Tween Projects		
<b>Impaired Driving</b>		\$55,000 – Mobilizations			
<b>Speed &amp; Aggressive Driving Behaviors</b>		\$343,400 – Mobilizations and Paid Media			
<b>Traffic Records</b>	\$74,000 – IT Services Manager		\$5,000 – FY 2013 behavior surveys		\$30,500 – Office of EMS
<b>Motorcycle Safety</b>		\$157,000 – Mobilizations and Paid Media			
<b>Police Traffic Services</b>	\$30,000 – LEL			\$34,345 – Equip Awards	
<b>Pedestrian Safety</b>		\$26,000 – Paid Media			
<b>Distracted Driving</b>		\$322,050 – Mobilizations. and Paid Media			\$4,255 – Smart Drive
<b>Other (young drivers/older drivers)</b>					\$70,000 - DE Div. of Motor Vehicles
<b>Planning &amp; Administration</b>	\$65,000 – Acctg Spec and Support Staff	\$57,000 – audit, training, ofc operations	\$4,500 – Office Supplies	\$7,100 – Technology needs	

## **FY 2013 Paid Media Plan**

In FY 2013, the Office of Highway Safety will continue to support its enforcement based campaigns with a combination of paid and earned media. NHTSA strongly believes in the importance of combining intense enforcement with high visibility public awareness as the most effective way to positively impact on SHSO's priority areas as well as affect behavior change.

OHS, through the Community Relations Officer, will continue to utilize a full service communications PR firm to assist with efforts such as media buying/creative development/production/evaluation as well as development of campaign collateral materials and additional work as needed. The Community Relations Officer however, will continue to handle Earned Media Relations efforts which include issuing press releases, conducting media interviews, and coordinating media events and photo opportunities.

The Communications/PR Firm will also continue to assist with year-round strategic communications planning, as well as the creation, development and implementation of statewide public awareness campaigns. These campaigns include Click It or Ticket, Checkpoint Strikeforce and the Respect the Sign campaign. Other public information initiatives the firm will support include the Child Passenger Safety, Hispanic Safety Outreach, Pedestrian Safety, and Motorcycle Safety which will include increased paid media efforts and educational materials that address the high number of motorcycle crashes and fatalities we have seen in the past year. Additional initiatives include: fitting station advertising, safe family holiday, senior driver task force participation, bicycle safety council participation, and our designated driver campaign.

OHS was awarded the Distracted Driving pilot program grant to enforce Delaware's hands free cell phone law. The grant provides funding for three 2 week waves of enforcement with the first wave beginning November 2012, followed by a wave in April and June 2013. All enforcement will be coupled with paid media. The paid media will be paid for and placed by NHTSA. OHS, with the assistance of our full service communications PR firm, is planning to complement the paid media with earned media outreach and educational events. Such events include partnering with business to bring the distracted driving simulator to their employees, demonstration with law enforcement and news reporter of distracted driving, Delaware Governor record radio PSA, and participation in safety fairs.

The media mix for enforcement-based, as well as for non-enforcement based campaigns, depends largely upon the demographics of the target audiences determined for each. Many of our primary initiatives involve male audience ages 18-34. OHS attended the 2011 Communications Forum in Atlanta hosted by NHTSA and learned that this audience is on the internet getting their information from news to sports to communication with others, owns many electronic devices, and looks to their peers for acceptance and reassurance. Therefore, OHS will continue its efforts to increase campaign presence and messaging on the internet through channels such as Twitter, Facebook, YouTube, and popular online gaming, entertainment, and news outlets. The benefit of using these mediums specifically is to be able to target ads based on Delaware IP (computer) addresses and specific age ranges. OHS has found that online ads are a valuable media outlet not only because the target audience is always online

but also because Delaware falls in between the Philadelphia and Salisbury, MD areas and geo-targeting online ads helps eliminate spillover of message.

Traditional media outlets will continue to be utilized in the coming year. OHS will use traditional means of advertising via billboard, radio, print, and cable particularly for primary campaigns such as Click It or Ticket, Checkpoint Strikeforce, and the Respect The Sign campaign. In some cases indoor advertising in bars and restaurants and messages on transit buses and limousines will be used as well.

OHS has found that building partnerships in the community to promote traffic safety campaigns is the most beneficial and seems to have the best return on investment. OHS has successfully worked with Alliance Sport Marketing firm to strategically place the Buckle Up and Driver Sober campaign messages in sporting venues throughout the state. Venues for Buckle Up message include Wilmington Blue Rocks baseball team, Delaware State University & University of Delaware football & basketball arenas. The Delaware International Speedway, Dover International Speedway, Airport Speedway, and US 13 Dragway venues promote the Drive Sober campaign. OHS has also utilized the sport marketing tactic to educate the public by taking advantage of the two NASCAR races in Delaware. With the assistance of Alliance, OHS has partnered with two NASCAR teams and driver J.J. Yeley to promote and educate both messages through various community partners including high schools, the Dover Air Force Base, restaurants, casinos, and Dover International Speedway. OHS has found the return on investment and public response very positive and will continue to build upon these tactics to increase additional participation by the public and community.

OHS is also building a partnership with Delaware Sports League (DSL) to promote the Designated Driver and Drive Sober campaign messages. The DSL is a league for individuals 21 years and over to promote fun, exercise, meeting new friends and socializing in the community. OHS is partnering with DSL because both organizations know that participants want to have fun but also want to educate them about safe choices to have fun responsibly and have the tools to get home safely after the games and social events. OHS activities with DSL include the DUI simulator, adult tricycles and impaired vision goggles. OHS will receive advertising space on all team t-shirts, DSL website and marketing materials.

In FY 2013, OHS will continue to increase efforts to reach out to the Latino community by advertising with Hispanic based radio stations and print magazines especially with the Checkpoint Strikeforce campaign. Members of the OHS's Hispanic Outreach Committee requested that more emphasis be placed on DUI for their community. Translations are completed by the media contractor and proofed by members of the Hispanic Outreach Committee. OHS continues to build its Hispanic messaging and make all collateral two-sided, English on one side and Spanish on the other. OHS has worked with the Hispanic Outreach Committee to learn more about how the Spanish population views and reacts to law enforcement and what messages and visuals resonate best with them. OHS will rely more on photos than text to reach a variety of literacy levels in this community.

Please see the chart on the following page to see how DE OHS plans to use federal funding for the purposes of paid media advertising.

<b>Program Area</b> (include campaign name if applicable)	<b>Amount of Funding Allocated</b>	<b>Method of Assessing Effectiveness of Paid Media/Campaign</b>	<b>Amount \$ for Evaluation</b>	<b>Funding Source</b>
<b>Occupant Protection</b> 1) Click It or Ticket/Buckle Up (October, December 2012. March, July, August 2013)	\$140,000 – for radio, t.v., print and internet and sport marketing events/promotions to focus on increasing night time seat belt use. Will accompany enforcement mobilizations focused on night time enforcement.	Provide number of paid airings or print ads, reach, frequency and GRP's	Evaluation provided as part of contract with OHS's PR firm	402
2) Click It or Ticket (May, June 2013)	Approximately \$250,000 - \$205,000 is from 402, the remainder from 405. The funds are for cost of paid advertising ( radio, t.v., billboards, internet, print, partnerships), the rest is account management, production costs and evaluation.	Observational Seat Belt surveys and NHTSA Behavior survey along with the number of paid airings or print ads, reach, frequency and GRP's	Evaluation provided as part of contract with OHS's PR firm (approx \$25,000 for survey conduct)	402/405
3) CPSAW (September 2013)	\$10,000 – radio, limited print and collateral materials.	Provide number of paid airings or print ads, reach, frequency and GRP's	Evaluation provided as part of contract with OHS's PR firm	402/2011
5) Fitting Station Awareness	\$10,000 for radio and collateral materials.	Provide number of paid airings or print ads, reach, frequency and GRP's	Evaluation provided as part of contract with OHS's PR firm	402/2011
<b>Impaired Driving</b> 1) Checkpoint Strikeforce (July 2013 – Dec 2013) includes paid media for National Over the Limit crackdowns in August and December as well as Holiday mobilizations (New Years, St. Patrick's Day, Halloween, etc.), and Designated Driver campaign.	Total - \$1,000,000 \$750,000 for paid media and partnerships (figure includes paid media: radio, t.v., billboards, internet, indoor, movie theatre ad transit, sport marketing opportunities, etc) \$250,000 for account management, creation and production of campaign and materials.	NHTSA Behavior Survey along with the number of paid airings or print ads, reach, frequency and GRP's	Evaluation provided as part of contract with OHS's PR firm (approx \$25,000 for surveys)	154/410
<b>Aggressive Driving</b> 1) Respect The Sign– aggressive driving behavior focus (October, November, December 2012. May, July, August, September 2013)	Total - \$180,000.00 \$100,000 for paid media-cable, radio, billboards, internet ads, sport marketing. \$80,000 for campaign account management, creative, and production of campaign materials.	Provide number of paid airings, reach, frequency and GRP's as well as the before and after approach (analysis of fatal crash data related to acts of aggressive driving), and NHTSA Behavior Survey	Evaluation provided as part of contract with OHS's PR firm (\$25,000 to conduct surveys)	402
<b>Pedestrian Safety</b>	\$26,000 – radio, transit, partnerships, and print materials	Provide number of paid airings or print ads, reach, frequency and GRP's	Evaluation provided as part of contract with OHS's PR firm	402
<b>Motorcycle Safety</b>	\$95,000 – billboards, online, print ads, and collateral	Provide number of paid airings or print ads, reach, frequency and GRP's	Evaluation provided	402/2010

	\$60,000 from 402 for paid media alone \$35,000 from 2010 for print materials and media development		as part of contract with OHS's PR firm	
<b>Bicycle Safety</b>	\$15,000 – radio and collateral materials for Delaware Bicycle Council.*	Provide number of paid airings reach, frequency and GRP's along with measurables for radio program	Evaluation provided as part of contract with OHS's PR firm	402
<b>Distracted Driving</b> 1)Phone In One Hand. Ticket In The Other. Pilot program.	\$232,000 – this funding is separate from the grant money that will be used by NHTSA for paid media. This will be used for earned media opportunities to support NHTSA paid media and enforcement to include simulator, collateral, partnerships, and safety fairs events.	NHTSA contractor PRG will provide pre and post survey results and Tombras group will provide number of paid airings or signage and reach, frequency and GRP's.	Evaluation provided as part of contract with OHS's PR firm	402
<b>Senior Driver Outreach</b>	\$10,000- Paid media to promote Senior Driver Days in form of radio. Production of senior driver manual and collateral materials. *	Provide number of paid airings and reach, frequency and GRP's.	Evaluation provided as part of contract with OHS's PR firm	402

**\*These items will be included if carry-over funds are greater than anticipated or if the Federal allocation is more than expected.**

### **Total Obligations Summary**

	<b>402</b>	<b>405</b>	<b>2011</b>	<b>410</b>	<b>408</b>	<b>406</b>	<b>2010</b>	<b>1906</b>	<b>154/164</b>
FY 08	\$1,686,525	\$159,874	\$101,549	*	\$500,000	N/A	\$100,000	*	\$2,728,335
FY 09	\$1,761,525	\$156,643	\$92,185	\$986,797	\$500,000	\$496,323	\$100,000	*	\$2,874,374
FY 10	\$1,761,525	\$150,827	\$81,337	\$2,233,813	\$500,000	N/A	\$100,000	*	\$3,278,985
FY 11	\$1,761,525	\$149,687	\$78,399	\$964,139	\$500,000	N/A	\$100,000	*	\$3,493,544
FY 12	\$1,169,144 (incomplete)	\$110,453 (incomplete)	\$78,000 (anticipated)	\$2,300,000 (anticipated)	\$500,000 (anticipated)	N/A	\$100,000 (anticipated)	*	\$2,525,556 (incomplete)

N/A = funds not available that fiscal year

\* = DE didn't qualify for the funds

(incomplete) = full authorization not yet received

(anticipated) = applied for grant, funds not yet approved

# GRANT SELECTION PROCESS

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The Office of Highway Safety is committed to implementing a comprehensive highway safety plan to reduce the number and severity of crashes and injuries on Delaware roadways. The Office is charged with determining the appropriate allocation of federal funds to impact highway safety and reach as many motorists as possible. The foundation of Delaware's grant selection process and the allocation of funds rests on extensive data-driven problem identification. The agencies included in the highway safety plan to receive federal funds have been identified based on crash, DMV, EMS and GIS data and their agency's ability to impact Delaware's crash, fatality and injury picture.

The grant selection process has evolved extensively over the last several years. In 1993, the Office of Highway Safety implemented a Grant Review Committee to assist with the selection of grantees for the coming grant year. Currently, the Grant Advisory Committee (GAC) assists the Office with problem identification and in establishing and ranking our priority areas, as well as grant selection. The GAC meets twice in the spring of each year in preparation for the coming grant year.

The FY 2013 Grant Advisory Committee (GAC) included the following members:

<u>Agency</u>	<u>Representative</u>
Office of Highway Safety	Jana Simpler
National Highway Traffic Safety Administration	Kristen Allen
Federal Highway Administration	Patrick Kennedy
Dover Police Department	Lt. Alan Rachko
Department of Transportation	Adam Weiser
Department of Justice	Sean Lugg
Delaware State Police	Lt. Michael Wysock

The FY 2013 planning process followed the timeline below:

- February 2012—Meeting with Grant Advisory Committee to begin the problem identification process for FY 2013.
- March 2012—OHS staff conducted extensive problem identification, ranked the priority areas, identified goals and performance measures and identified agencies to allocate funds to impact the identified problems. This exercise was instrumental in the development of the Highway Safety Plan.
- Late March 2012—Grant application mailed to non-law enforcement agencies. Due to OHS late April.
- Late May 2012—Annual GAC meeting to rate grant applications received and to review and approve the draft highway safety plan. The GAC also assists in identifying priorities and selects programs and projects for the coming year.
- June 2012—Sub-grantee award notices mailed.
- August 2012—Prepare the Highway Safety Plan for NHTSA
- August 2012—Develop Project Agreements and reporting requirements for all grantees
- September 1, 2012—Submit the Highway Safety Plan to NHTSA
- Early September 2012—FY 2013 Pre-Award meetings
- October 2012—FY 2013 grant year begins

Each non-law enforcement application is reviewed and scored based on the following criteria:

1. CLEAR, REALISTIC PROBLEM STATEMENT: 25 POINTS

A highway safety problem is clearly identified in brief and concise language and relates to the priority areas set forth by the Office of Highway Safety.

- a. Need for the project is established by using relevant and supporting data.
- b. Program is based on local and state historic/current data.
- c. Problem clearly identified for each priority area for which funds are being requested.

2. CLEAR, MEASURABLE AND REALISTIC GOALS: 15 POINTS

Goals must be relevant to the Highway Safety goals as outlined in the top 5 priority areas.

- a. Achievement of the previous year's program goals will be a major consideration under this rating component.

3. COMPREHENSIVE PROBLEM SOLUTION PLAN: 25 POINTS

A project action plan must be developed and discussed in clear and specific terms. Programs that include the community, have both public information and education elements and address several of the specified priority areas will be given major consideration when rating this component.

- a. The applicant must define:
  1. the systematic steps necessary to solve the identified problem.
  2. a time frame for conducting the activities involved in the action plan.
  3. solutions which correlate with the identified project goals as outlined in the proposal.

4. APPROPRIATENESS OF PLAN FOR MONTHLY MONITORING OF SUCCESS, INCLUDING GOALS AND TIMEFRAMES: 15 points

The project proposal must include timelines for administering and monitoring the program in terms of activities, goal-achievement, and fiscal expenditures.

- a. Past history in relationship to timely reporting, comprehensive evaluation component, funding allocations, and grant monitoring play a significant part in the overall rating of this component.

5. BUDGET PREPARATION - SELF-SUFFICIENCY/ MATCHING PLAN: 20 Points

Grantee must provide a project budget proposal which reflects a realistic and specific funding plan related to the identified problem.

- a. Budget must be itemized as it pertains to the priority areas and must reflect costs associated with performing tasks as described.
- b. Proposal must include a written plan for becoming self-sustaining within a three-year period.
- c. Proposal must include an in-kind matching plan for requested federal funds.

**SCORING SCALE (based on availability of funds)**

**Numerical Scores and Percentage Funded**

**Acceptable Levels**

90 to 100= **100% Funding**

80 to 89= **90% Funding**

70 to 79= **80% Funding**

60 to 69= **70% Funding**

**Marginal Levels**

50 to 59 = **50% Funding**

40 to 49 = **25% Funding**

### **Unacceptable Level**

0 to 39 = **NOT FUNDED**

For each agency that receives federal funding, the Project Director is required to attend a pre-award session held during the month of September. At the session, the Project Director is notified of the approved amount of funding and advised of their individual fiscal and administrative reporting requirements. In addition, the project objectives, performance measures and problem solution plan are reviewed for clarification.

Reporting requirements are established based on the individual project proposal. Project directors are required to review and sign off on the monthly reporting requirement stipulations at the pre-award meeting.

All projects are monitored by the Office of Highway Safety on a regular basis to include on site monitoring in the FY 2013 grant year. Project directors are required to submit a monthly administrative report indicating project progress. If project goals are not being achieved, the Office of Highway Safety reserves the right to terminate the project or require changes to the project action plan.

The project director shall, by the fifteenth of each month, submit an Administrative Report which outlines activities from the previous month as detailed in the reporting requirements obtained at the pre-award meeting, as well as the reimbursement voucher requesting reimbursement. See reporting schedule below:

Reporting Month	Report Due Date
October	November 15
November	December 15
December	January 15
January	February 15
February	March 15
March	April 15
April	May 15
May	June 15
June	July 15
July	August 15
August	September 15
September	October 15

All OHS grants are reimbursable in nature, meaning that the agency must first spend the funds and then request reimbursement from OHS. In order to be reimbursed for funds spent as part of the grant, grantees must submit a reimbursement voucher. This form indicates the amount of federal funding spent each month. Backup documentation must be attached to the reimbursement voucher. This documentation includes receipts, timesheets, etc. In addition, in order to be reimbursed monthly, the reimbursement voucher must accompany the monthly administrative report. A final administrative report is required to be submitted at the end of the project period. This report is an in-depth cumulative summary of the tasks performed and goals achieved during the project period. This report is due no later than November 30 of each year.

## Certifications and Assurances

## **STATE CERTIFICATIONS AND ASSURANCES**

Failure to comply with applicable Federal statutes, regulations and directives may subject State officials to civil or criminal penalties and/or place the State in a high risk grantee status in accordance with 49 CFR 18.12.

Each fiscal year the State will sign these Certifications and Assurances that the State complies with all applicable Federal statutes, regulations, and directives in effect with respect to the periods for which it receives grant funding. Applicable provisions include, but not limited to, the following:

- 23 U.S.C. Chapter 4 - Highway Safety Act of 1966, as amended
- 49 CFR Part 18 - Uniform Administrative Requirements for Grants and Cooperative Agreements to State and Local Governments
- 23 CFR Chapter II - (§§1200, 1205, 1206, 1250, 1251, & 1252) Regulations governing highway safety programs
- NHTSA Order 462-6C - Matching Rates for State and Community Highway Safety Programs
- Highway Safety Grant Funding Policy for Field-Administered Grants

### **Certifications and Assurances**

#### **Section 402 Requirements (as amended by Pub. L. 112-141)**

The Governor is responsible for the administration of the State highway safety program through a State highway safety agency which has adequate powers and is suitably equipped and organized (as evidenced by appropriate oversight procedures governing such areas as procurement, financial administration, and the use, management, and disposition of equipment) to carry out the program (23 USC 402(b) (1) (A));

The political subdivisions of this State are authorized, as part of the State highway safety program, to carry out within their jurisdictions local highway safety programs which have been approved by the Governor and are in accordance with the uniform guidelines promulgated by the Secretary of Transportation (23 USC 402(b) (1) (B));

At least 40 per cent of all Federal funds apportioned to this State under 23 USC 402 for this fiscal year will be expended by or for the benefit of the political subdivision of the

State in carrying out local highway safety programs (23 USC 402(b) (1) (C)), unless this requirement is waived in writing;

This State's highway safety program provides adequate and reasonable access for the safe and convenient movement of physically handicapped persons, including those in wheelchairs, across curbs constructed or replaced on or after July 1, 1976, at all pedestrian crosswalks (23 USC 402(b) (1) (D));

**The State will implement activities in support of national highway safety goals to reduce motor vehicle related fatalities that also reflect the primary data-related crash factors within the State as identified by the State highway safety planning process, including:**

- National law enforcement mobilizations and high-visibility law enforcement mobilizations,
- Sustained enforcement of statutes addressing impaired driving, occupant protection, and driving in excess of posted speed limits,
- An annual statewide safety belt use survey in accordance with criteria established by the Secretary for the measurement of State safety belt use rates to ensure that the measurements are accurate and representative,
- Development of statewide data systems to provide timely and effective data analysis to support allocation of highway safety resources,
- Coordination of its highway safety plan, data collection, and information systems with the State strategic highway safety plan (as defined in section 148)(a)).

(23 USC 402 (b)(1)(F));

**The State shall actively encourage all relevant law enforcement agencies in the State to follow the guidelines established for vehicular pursuits issued by the International Association of Chiefs of Police that are currently in effect. (23 USC 402(j)).**

#### **Other Federal Requirements**

Cash drawdowns will be initiated only when actually needed for disbursement. 49 CFR 18.20

Cash disbursements and balances will be reported in a timely manner as required by NHTSA. 49 CFR 18.21.

The same standards of timing and amount, including the reporting of cash disbursement and balances, will be imposed upon any secondary recipient organizations. 49 CFR 18.41.

Failure to adhere to these provisions may result in the termination of drawdown privileges.

The State has submitted appropriate documentation for review to the single point of contact designated by the Governor to review Federal programs, as required by Executive Order 12372 (Intergovernmental Review of Federal Programs);

Equipment acquired under this agreement for use in highway safety program areas shall be used and kept in operation for highway safety purposes by the State; or the State, by formal agreement with appropriate officials of a political subdivision or State agency, shall cause such equipment to be used and kept in operation for highway safety purposes 23 CFR 1200.21

The State will comply with all applicable State procurement procedures and will maintain a financial management system that complies with the minimum requirements of 49 CFR 18.20;

### **Federal Funding Accountability and Transparency Act (FFATA)**

The State will comply with FFATA guidance, OMB Guidance on FFATA Subaward and Executive Compensation Reporting, August 27, 2010, ([https://www.fsrs.gov/documents/OMB\\_Guidance\\_on\\_FFATA\\_Subaward\\_and\\_Executive\\_Compensation\\_Reporting\\_08272010.pdf](https://www.fsrs.gov/documents/OMB_Guidance_on_FFATA_Subaward_and_Executive_Compensation_Reporting_08272010.pdf)) by reporting to FSRS.gov for each sub-grant awarded:

- Name of the entity receiving the award;
- Amount of the award;
- Information on the award including transaction type, funding agency, the North American Industry Classification System code or Catalog of Federal Domestic Assistance number (where applicable), program source;
- Location of the entity receiving the award and the primary location of performance under the award, including the city, State, congressional district, and country; , and an award title descriptive of the purpose of each funding action;
- A unique identifier (DUNS);
- The names and total compensation of the five most highly compensated officers of the entity if-- of the entity receiving the award and of the parent entity of the recipient, should the entity be owned by another entity;
  - (i) the entity in the preceding fiscal year received—
    - (I) 80 percent or more of its annual gross revenues in Federal awards; and (II) \$25,000,000 or more in annual gross revenues from Federal awards; and (ii) the public does not have access to information about the compensation of the senior executives of the entity through periodic reports filed under section 13(a) or 15(d) of the Securities Exchange Act of 1934 (15 U.S.C. 78m(a), 78o(d)) or section 6104 of the Internal Revenue Code of 1986;
- Other relevant information specified by OMB guidance.

The State highway safety agency will comply with all Federal statutes and implementing regulations relating to nondiscrimination. These include but are not limited to: (a) Title VI of the Civil Rights Act of 1964 (P.L. 88-352) which prohibits discrimination on the basis of race, color or national origin (and 49 CFR Part 21); (b) Title IX of the Education Amendments of 1972, as amended (20 U.S.C. §§ 1681-1683, and 1685-1686), which prohibits discrimination on the basis of sex; (c) Section 504 of the Rehabilitation Act of 1973, as amended (29 U.S.C. §794) and the Americans with Disabilities Act of 1990 (42 USC § 12101, *et seq.*; PL 101-336), which prohibits discrimination on the basis of disabilities (and 49 CFR Part 27); (d) the Age Discrimination Act of 1975, as amended (42U.S.C. §§ 6101-6107), which prohibits discrimination on the basis of age; (e) the Drug Abuse Office and Treatment Act of 1972 (P.L. 92-255), as amended, relating to nondiscrimination on the basis of drug abuse; (f) the comprehensive Alcohol Abuse and Alcoholism Prevention, Treatment and Rehabilitation Act of 1970(P.L. 91-616), as amended, relating to nondiscrimination on the basis of alcohol abuse of alcoholism; (g) §§ 523 and 527 of the Public Health Service Act of 1912 (42 U.S.C. §§ 290 dd-3 and 290 ee-3), as amended, relating to confidentiality of alcohol and drug abuse patient records; (h) Title VIII of the Civil Rights Act of 1968 (42 U.S.C. § 3601 *et seq.*), as amended, relating to nondiscrimination in the sale, rental or financing of housing; (i) any other nondiscrimination provisions in the specific statute(s) under which application for Federal assistance is being made; The Civil Rights Restoration Act of 1987, which provides that any portion of a state or local entity receiving federal funds will obligate all programs or activities of that entity to comply with these civil rights laws; and, (k) the requirements of any other nondiscrimination statute(s) which may apply to the application.

**The Drug-free Workplace Act of 1988(41 U.S.C. 702);:**

The State will provide a drug-free workplace by:

- a. Publishing a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited in the grantee's workplace and specifying the actions that will be taken against employees for violation of such prohibition;
- b. Establishing a drug-free awareness program to inform employees about:
  1. The dangers of drug abuse in the workplace.
  2. The grantee's policy of maintaining a drug-free workplace.
  3. Any available drug counseling, rehabilitation, and employee assistance programs.
  4. The penalties that may be imposed upon employees for drug violations occurring in the workplace.

- c. Making it a requirement that each employee engaged in the performance of the grant be given a copy of the statement required by paragraph (a).
- d. Notifying the employee in the statement required by paragraph (a) that, as a condition of employment under the grant, the employee will --
  - 1. Abide by the terms of the statement.
  - 2. Notify the employer of any criminal drug statute conviction for a violation occurring in the workplace no later than five days after such conviction.
- e. Notifying the agency within ten days after receiving notice under subparagraph (d) (2) from an employee or otherwise receiving actual notice of such conviction.
- f. Taking one of the following actions, within 30 days of receiving notice under subparagraph (d) (2), with respect to any employee who is so convicted -
  - 1. Taking appropriate personnel action against such an employee, up to and including termination.
  - 2. Requiring such employee to participate satisfactorily in a drug abuse assistance or rehabilitation program approved for such purposes by a Federal, State, or local health, law enforcement, or other appropriate agency.
- g. Making a good faith effort to continue to maintain a drug-free workplace through implementation of paragraphs (a), (b), (c), (d), (e), and (f) above.

### **BUY AMERICA ACT**

The State will comply with the provisions of the Buy America Act (49 U.S.C. 5323(j)) which contains the following requirements:

Only steel, iron and manufactured products produced in the United States may be purchased with Federal funds unless the Secretary of Transportation determines that such domestic purchases would be inconsistent with the public interest; that such materials are not reasonably available and of a satisfactory quality; or that inclusion of domestic materials will increase the cost of the overall project contract by more than 25 percent. Clear justification for the purchase of non-domestic items must be in the form of a waiver request submitted to and approved by the Secretary of Transportation.

### **POLITICAL ACTIVITY (HATCH ACT).**

The State will comply, as applicable, with provisions of the Hatch Act (5 U.S.C. §§1501-1508 and 7324-7328) which limit the political activities of employees whose principal employment activities are funded in whole or in part with Federal funds.

### **CERTIFICATION REGARDING FEDERAL LOBBYING**

#### **Certification for Contracts, Grants, Loans, and Cooperative Agreements**

The undersigned certifies, to the best of his or her knowledge and belief, that:

1. No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.
2. If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions.
3. The undersigned shall require that the language of this certification be included in the award documents for all sub-award at all tiers (including subcontracts, subgrants, and contracts under grant, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, U.S. Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

### **RESTRICTION ON STATE LOBBYING**

None of the funds under this program will be used for any activity specifically designed to urge or influence a State or local legislator to favor or oppose the adoption of any specific legislative proposal pending before any State or local legislative body. Such activities include both direct and indirect (e.g., "grassroots") lobbying activities, with one exception. This does not preclude a State official whose salary is supported with NHTSA funds from engaging in direct communications with State or local legislative officials, in

accordance with customary State practice, even if such communications urge legislative officials to favor or oppose the adoption of a specific pending legislative proposal.

## **CERTIFICATION REGARDING DEBARMENT AND SUSPENSION**

### **Instructions for Primary Certification**

1. By signing and submitting this proposal, the prospective primary participant is providing the certification set out below.
2. The inability of a person to provide the certification required below will not necessarily result in denial of participation in this covered transaction. The prospective participant shall submit an explanation of why it cannot provide the certification set out below. The certification or explanation will be considered in connection with the department or agency's determination whether to enter into this transaction. However, failure of the prospective primary participant to furnish a certification or an explanation shall disqualify such person from participation in this transaction.
3. The certification in this clause is a material representation of fact upon which reliance was placed when the department or agency determined to enter into this transaction. If it is later determined that the prospective primary participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default.
4. The prospective primary participant shall provide immediate written notice to the department or agency to which this proposal is submitted if at any time the prospective primary participant learns its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
5. The terms *covered transaction*, *debarred*, *suspended*, *ineligible*, *lower tier covered transaction*, *participant*, *person*, *primary covered transaction*, *principal*, *proposal*, and *voluntarily excluded*, as used in this clause, have the meaning set out in the Definitions and coverage sections of 49 CFR Part 29. You may contact the department or agency to which this proposal is being submitted for assistance in obtaining a copy of those regulations.
6. The prospective primary participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from

participation in this covered transaction, unless authorized by the department or agency entering into this transaction.

7. The prospective primary participant further agrees by submitting this proposal that it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion-Lower Tier Covered Transaction," provided by the department or agency entering into this covered transaction, without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions.

8. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the list of Parties Excluded from Federal Procurement and Non-procurement Programs.

9. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.

10. Except for transactions authorized under paragraph 6 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default.

*Certification Regarding Debarment, Suspension, and Other Responsibility Matters-  
Primary Covered Transactions*

(1) The prospective primary participant certifies to the best of its knowledge and belief, that its principals:

(a) Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded by any Federal department or agency;

(b) Have not within a three-year period preceding this proposal been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State or local) transaction or contract under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of record, making false statements, or receiving stolen property;

(c) Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (Federal, State or Local) with commission of any of the offenses enumerated in paragraph (1)(b) of this certification; and

(d) Have not within a three-year period preceding this application/proposal had one or more public transactions (Federal, State, or local) terminated for cause or default.

(2) Where the prospective primary participant is unable to certify to any of the Statements in this certification, such prospective participant shall attach an explanation to this proposal.

#### Instructions for Lower Tier Certification

1. By signing and submitting this proposal, the prospective lower tier participant is providing the certification set out below.

2. The certification in this clause is a material representation of fact upon which reliance was placed when this transaction was entered into. If it is later determined that the prospective lower tier participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.

3. The prospective lower tier participant shall provide immediate written notice to the person to which this proposal is submitted if at any time the prospective lower tier participant learns that its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.

4. The terms *covered transaction*, *debarred*, *suspended*, *ineligible*, *lower tier covered transaction*, *participant*, *person*, *primary covered transaction*, *principal*, *proposal*, and *voluntarily excluded*, as used in this clause, have the meanings set out in the Definition and Coverage sections of 49 CFR Part 29. You may contact the person to whom this proposal is submitted for assistance in obtaining a copy of those regulations.

5. The prospective lower tier participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency with which this transaction originated.

6. The prospective lower tier participant further agrees by submitting this proposal that it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion -- Lower Tier Covered Transaction," without

modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions. (See below)

7. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the List of Parties Excluded from Federal Procurement and Non-procurement Programs.

8. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.

9. Except for transactions authorized under paragraph 5 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.

*Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion -- Lower Tier Covered Transactions:*

1. The prospective lower tier participant certifies, by submission of this proposal, that neither it nor its principals is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal department or agency.

2. Where the prospective lower tier participant is unable to certify to any of the statements in this certification, such prospective participant shall attach an explanation to this proposal.

## POLICY TO BAN TEXT MESSAGING WHILE DRIVING

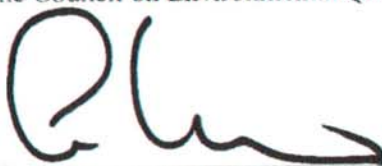
In accordance with Executive Order 13513, Federal Leadership On Reducing Text Messaging While Driving, and DOT Order 3902.10, Text Messaging While Driving, States are encouraged to:

- (1) Adopt and enforce workplace safety policies to decrease crashes caused by distracted driving including policies to ban text messaging while driving—
  - a. Company-owned or –rented vehicles, or Government-owned, leased or rented vehicles; or

- b. Privately-owned when on official Government business or when performing any work on or behalf of the Government.
- (2) Conduct workplace safety initiatives in a manner commensurate with the size of the business, such as –
- a. Establishment of new rules and programs or re-evaluation of existing programs to prohibit text messaging while driving; and
  - b. Education, awareness, and other outreach to employees about the safety risks associated with texting while driving.

### **ENVIRONMENTAL IMPACT**

The Governor's Representative for Highway Safety has reviewed the State's Fiscal Year highway safety planning document and hereby declares that no significant environmental impact will result from implementing this Highway Safety Plan. If, under a future revision, this Plan will be modified in such a manner that a project would be instituted that could affect environmental quality to the extent that a review and statement would be necessary, this office is prepared to take the action necessary to comply with the National Environmental Policy Act of 1969 (42 USC 4321 et seq.) and the implementing regulations of the Council on Environmental Quality (40 CFR Parts 1500-1517).



\_\_\_\_\_  
Governor's Representative for Highway Safety

DELAWARE

\_\_\_\_\_  
State or Commonwealth

2013

\_\_\_\_\_  
For Fiscal Year

08/08/12

\_\_\_\_\_  
Date

U.S. Department of Transportation National Highway Traffic Safety Administration

Highway Safety Plan Cost Summary

2013-HSP-1

State: Delaware

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Report Date: 08/10/2012

For Approval

Program Area	Project	Description	Prior Approved Program Funds	State Funds	Previous Bal.	Incre/ (Decre)	Current Balance	Share to Local
<b>NHTSA</b>								
<b>NHTSA 402</b>								
<b>Planning and Administration</b>								
	PA-2013-13-00-00	FY 13- Section 402 P & A	\$ .00	\$176,000.00	\$ .00	\$176,000.00	\$176,000.00	\$ .00
<b>Planning and Administration Total</b>			<b>\$ .00</b>	<b>\$176,000.00</b>	<b>\$ .00</b>	<b>\$176,000.00</b>	<b>\$176,000.00</b>	<b>\$ .00</b>
<b>Alcohol</b>								
	AL-2013-13-00-00	FY 13 Section 402 AL	\$ .00	\$31,250.00	\$ .00	\$125,000.00	\$125,000.00	\$125,000.00
<b>Alcohol Total</b>			<b>\$ .00</b>	<b>\$31,250.00</b>	<b>\$ .00</b>	<b>\$125,000.00</b>	<b>\$125,000.00</b>	<b>\$125,000.00</b>
<b>Motorcycle Safety</b>								
	MC-2013-13-00-00	FY 13 Section 402 MC	\$ .00	\$20,000.00	\$ .00	\$80,000.00	\$80,000.00	\$80,000.00
<b>Motorcycle Safety Total</b>			<b>\$ .00</b>	<b>\$20,000.00</b>	<b>\$ .00</b>	<b>\$80,000.00</b>	<b>\$80,000.00</b>	<b>\$80,000.00</b>
<b>Occupant Protection</b>								
	OP-2013-13-00-00	FY 13 Section 402 OP	\$ .00	\$93,750.00	\$ .00	\$225,000.00	\$225,000.00	\$225,000.00
<b>Occupant Protection Total</b>			<b>\$ .00</b>	<b>\$93,750.00</b>	<b>\$ .00</b>	<b>\$225,000.00</b>	<b>\$225,000.00</b>	<b>\$225,000.00</b>
<b>Pedestrian/Bicycle Safety</b>								
	PS-2013-13-00-00	FY 13 Section 402 PED	\$ .00	\$25,000.00	\$ .00	\$100,000.00	\$100,000.00	\$100,000.00
<b>Pedestrian/Bicycle Safety Total</b>			<b>\$ .00</b>	<b>\$25,000.00</b>	<b>\$ .00</b>	<b>\$100,000.00</b>	<b>\$100,000.00</b>	<b>\$100,000.00</b>
<b>Police Traffic Services</b>								
	PT-2013-13-00-00	Fy 13 Section 402 PTS	\$ .00	\$75,000.00	\$ .00	\$149,344.00	\$149,344.00	\$75,000.00
<b>Police Traffic Services Total</b>			<b>\$ .00</b>	<b>\$75,000.00</b>	<b>\$ .00</b>	<b>\$149,344.00</b>	<b>\$149,344.00</b>	<b>\$75,000.00</b>
<b>Traffic Records</b>								
	TR-2013-13-00-00	FY 13 Section 402 TR	\$ .00	\$17,500.00	\$ .00	\$70,000.00	\$70,000.00	\$70,000.00
<b>Traffic Records Total</b>			<b>\$ .00</b>	<b>\$17,500.00</b>	<b>\$ .00</b>	<b>\$70,000.00</b>	<b>\$70,000.00</b>	<b>\$70,000.00</b>
<b>Community Traffic Safety Project</b>								
	CP-2013-13-00-00	FY 13 Section 402 CTSP	\$ .00	\$176,000.00	\$ .00	\$176,000.00	\$176,000.00	\$ .00

U.S. Department of Transportation National Highway Traffic Safety Administration  
**Highway Safety Plan Cost Summary**

State: Delaware

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For Approval

Program Area	Project	Description	Prior Approved Program Funds	State Funds	Previous Bal.	Incre/ (Decre)	Current Balance	Share to Local
<b>Community Traffic Safety Project Total</b>								
			\$0.00	\$176,000.00	\$0.00	\$176,000.00	\$176,000.00	\$0.00
<b>Speed Enforcement</b>								
	SE-2013-13-00-00	FY 13 Section 402 SE	\$0.00	\$39,664.00	\$0.00	\$158,656.00	\$158,656.00	\$158,656.00
<b>Speed Enforcement Total</b>			\$0.00	\$39,664.00	\$0.00	\$158,656.00	\$158,656.00	\$158,656.00
<b>Paid Advertising</b>								
	PM-2013-13-00-00	FY 13 Section 402 Paid Media	\$0.00	\$200,000.00	\$0.00	\$500,000.00	\$500,000.00	\$500,000.00
<b>Paid Advertising Total</b>			\$0.00	\$200,000.00	\$0.00	\$500,000.00	\$500,000.00	\$500,000.00
<b>NHTSA 402 Total</b>			\$0.00	\$854,164.00	\$0.00	\$1,760,000.00	\$1,760,000.00	\$1,333,656.00
<b>405 OP SAFETEA-LU</b>								
	K2-2013-13-12-00	Section 405 FY 12	\$0.00	\$36,817.75	\$0.00	\$36,817.75	\$36,817.75	\$36,817.75
<b>405 Occupant Protection Total</b>			\$0.00	\$36,817.75	\$0.00	\$36,817.75	\$36,817.75	\$36,817.75
<b>405 OP SAFETEA-LU Total</b>								
			\$0.00	\$36,817.75	\$0.00	\$36,817.75	\$36,817.75	\$36,817.75
<b>408 Data Program SAFETEA-LU</b>								
	K9-2013-13-10-00	FY 10 Section 408	\$0.00	\$53,750.00	\$0.00	\$215,000.00	\$215,000.00	\$215,000.00
	K9-2013-13-11-00	FY 11 Section 408	\$0.00	\$125,000.00	\$0.00	\$500,000.00	\$500,000.00	\$500,000.00
	K9-2013-13-12-00	FY 12 Section 408	\$0.00	\$125,000.00	\$0.00	\$500,000.00	\$500,000.00	\$500,000.00
<b>408 Data Program Incentive Total</b>			\$0.00	\$303,750.00	\$0.00	\$1,215,000.00	\$1,215,000.00	\$1,215,000.00
<b>408 Data Program SAFETEA-LU Total</b>			\$0.00	\$303,750.00	\$0.00	\$1,215,000.00	\$1,215,000.00	\$1,215,000.00
<b>410 Alcohol SAFETEA-LU</b>								
	K8-2013-13-10-00	FY 10 Section 410	\$0.00	\$692,482.00	\$0.00	\$692,482.00	\$692,482.00	\$692,482.00
	K8-2013-13-11-00	FY 11 Section 410	\$0.00	\$877,367.00	\$0.00	\$877,367.00	\$877,367.00	\$877,367.00
	K8-2013-13-12-00	FY 12 Section 410	\$0.00	\$2,300,000.00	\$0.00	\$2,300,000.00	\$2,300,000.00	\$2,300,000.00
<b>410 Alcohol SAFETEA-LU Total</b>			\$0.00	\$3,869,849.00	\$0.00	\$3,869,849.00	\$3,869,849.00	\$3,869,849.00
<b>410 Alcohol SAFETEA-LU Total</b>			\$0.00	\$3,869,849.00	\$0.00	\$3,869,849.00	\$3,869,849.00	\$3,869,849.00

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Program Area	Project	Description	Prior Approved Program Funds	State Funds	Previous Bal.	Incr/(Decr)	Current Balance	Share to Local
<b>2010 Motorcycle Safety</b>								
	K6-2013-13-10-00	FY 10 Section 2010	\$00	\$10,000.00	\$00	\$10,000.00	\$10,000.00	\$10,000.00
	K6-2013-13-11-00	FY 11 Section 2010	\$00	\$100,000.00	\$00	\$100,000.00	\$100,000.00	\$100,000.00
	K6-2013-13-12-00	FY 12 Section 2010	\$00	\$100,000.00	\$00	\$100,000.00	\$100,000.00	\$100,000.00
	<b>2010 Motorcycle Safety Incentive Total</b>		<b>\$00</b>	<b>\$210,000.00</b>	<b>\$00</b>	<b>\$210,000.00</b>	<b>\$210,000.00</b>	<b>\$210,000.00</b>
	<b>2010 Motorcycle Safety Total</b>		<b>\$00</b>	<b>\$210,000.00</b>	<b>\$00</b>	<b>\$210,000.00</b>	<b>\$210,000.00</b>	<b>\$210,000.00</b>
<b>2011 Child Seats</b>								
	K3-2013-13-11-00	FY 11 Section 2011	\$00	\$107,015.00	\$00	\$61,151.00	\$61,151.00	\$61,151.00
	K3-2013-13-12-00	FY 12 Section 2011	\$00	\$137,200.00	\$00	\$78,400.00	\$78,400.00	\$78,400.00
	<b>2011 Child Seat Incentive Total</b>		<b>\$00</b>	<b>\$244,215.00</b>	<b>\$00</b>	<b>\$139,551.00</b>	<b>\$139,551.00</b>	<b>\$139,551.00</b>
	<b>2011 Child Seats Total</b>		<b>\$00</b>	<b>\$244,215.00</b>	<b>\$00</b>	<b>\$139,551.00</b>	<b>\$139,551.00</b>	<b>\$139,551.00</b>
<b>154 Transfer Funds</b>								
	154AL-2013-13-10-00	FY 10 Section 154-AL	\$00	\$00	\$00	\$608,251.00	\$608,251.00	\$608,251.00
	154AL-2013-13-11-00	FY 11 Section 154-AL	\$00	\$00	\$00	\$917,055.75	\$917,055.75	\$917,055.75
	154AL-2013-13-12-00	FY 12 Section 154-AL	\$00	\$00	\$00	\$1,178,960.00	\$1,178,960.00	\$1,178,960.00
	<b>154 Alcohol Total</b>		<b>\$00</b>	<b>\$00</b>	<b>\$00</b>	<b>\$2,704,266.75</b>	<b>\$2,704,266.75</b>	<b>\$2,704,266.75</b>
<b>154 Hazard Elimination</b>								
	154HE-2013-13-10-00	FY 10 Section 154-HE	\$00	\$00	\$00	\$2,131,341.00	\$2,131,341.00	\$2,131,341.00
	154HE-2013-13-11-00	FY 11 Section 154 HE	\$00	\$00	\$00	\$2,270,803.00	\$2,270,803.00	\$2,270,803.00
	154HE-2013-13-12-00	FY 12 Section 154-HE	\$00	\$00	\$00	\$2,189,496.00	\$2,189,496.00	\$2,189,496.00
	<b>154 Hazard Elimination Total</b>		<b>\$00</b>	<b>\$00</b>	<b>\$00</b>	<b>\$6,591,640.00</b>	<b>\$6,591,640.00</b>	<b>\$6,591,640.00</b>
	<b>154 Transfer Funds Total</b>		<b>\$00</b>	<b>\$00</b>	<b>\$00</b>	<b>\$9,295,906.75</b>	<b>\$9,295,906.75</b>	<b>\$9,295,906.75</b>
	<b>NHTSA Total</b>		<b>\$00</b>	<b>\$5,518,795.75</b>	<b>\$00</b>	<b>\$16,527,124.50</b>	<b>\$16,527,124.50</b>	<b>\$16,100,780.50</b>
	<b>Total</b>		<b>\$00</b>	<b>\$5,518,795.75</b>	<b>\$00</b>	<b>\$16,527,124.50</b>	<b>\$16,527,124.50</b>	<b>\$16,100,780.50</b>

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Report Date: 08/10/2012

For Approval

Program Area	Project	Description	Prior Approved Program Funds	State Funds	Previous Bal.	Incre/(Decre)	Current Balance	Share to Local
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## SUMMARY OF COUNTERMEASURE PROGRAMS AND TOTAL 402 OBLIGATIONS

### PERCENTAGE OF FY 2012 and 2013 FUNDS BY PROJECT AREA (includes anticipated carry over funds)

	2012	2013
PLANNING & ADMINISTRATION	8%	7%
OCCUPANT PROTECTION	22%	26%
IMPAIRED DRIVING	4%	3%
AGGRESSIVE DRIVING	21%	17%
TRAFFIC RECORDS	10%	5%
PEDESTRIAN SAFETY	6%	1%
MOTORCYCLE SAFETY	7%	8%
COMPREHENSIVE TRAFF. SAFETY	10%	13%
POLICE TRAFFIC SERVICES	2%	3%
OTHER	10%	17%
(Distracted Driving/Cell Phone Use)		

\*\*Percentages are rounded.

The proposed Countermeasure Programs for FY 2013 Section 402 total an obligation of \$1,584,000 (not including anticipated carryover \$411,400).

