

DELAWARE OFFICE OF HIGHWAY SAFETY



FY 2014

HIGHWAY SAFETY PLAN

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EXECUTIVE SUMMARY

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 2014 Highway Safety Plan. The Plan outlines the Office of Highway Safety's traffic safety priority areas, identifies performance targets and shares planned initiatives for the coming year. The Highway Safety Plan serves as our framework as we implement countermeasures with our traffic safety partners.

The Office of Highway Safety is responsible for the coordination and management of Delaware's comprehensive highway safety program. This includes taking a leadership role in identifying the state's traffic safety priorities and working with our partners to develop programs, public information campaigns and other activities to address the identified problems.

In the spring of 2013, the OHS staff engaged in an extensive data driven problem identification process 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. This information was shared with our Grant Advisory Committee who ultimately assisted with the identification of the following top highway safety priority areas for the State of Delaware for Fiscal Year 2014. These priority areas mirror the behavioral safety Emphasis Areas outlined in the state's Strategic Highway Safety Plan (SHSP):

- 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

Following the enactment of the new surface transportation bill known as Moving Ahead for Progress in the 21st Century (MAP-21) in July 2012, our FY 14 Highway Safety Plan also includes our FY 14 application for Section 405 (b), (c), (d), and (f) funds, as well as the grant certification statements.

Per NHTSA guidelines, the FY 2014 Highway Safety Plan also outlines the performance measures and performance targets for the eleven core outcome and behavior measures as identified by NHTSA and GHSA in 2008. Please note that the most recent FARS data (2011) was used in establishing the goals for these performance measures. The only exception is the serious injury goal—FARS data doesn't include this data and as such, the OHS relied on state crash data. FARS and state crash data are not strictly comparable due to definitional differences.

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 2014 Paid Media Plan, and a description of the process undertaken to select projects for FY 2014.

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 2014:

- Coordination of various enforcement and awareness mobilizations, including:
 - Checkpoint Strikeforce (regional DUI checkpoint initiative) and the national DUI crackdown efforts in the fall of 2013 and during the holiday season;
 - Safe Family Holiday comprehensive enforcement mobilization in November and December 2013;
 - Impaired driving mobilizations in October 2013, January 2014, May 2014, and July-August 2014;
 - Seat belt enforcement mobilizations in January 2014, March 2014, and May-July 2014;
 - Three one-day distracted driving enforcement mobilizations, aimed at cell phone violations, in November 2013, February 2014, and April 2014;
 - Respect the Sign aggressive driving enforcement mobilizations in October 2013, May 2014, July-September 2014; and
 - Share the Road motorcycle safety enforcement mobilization in March and April 2014 and June-September 2014.
- Coordination of paid media and outreach campaigns in conjunction with each of the above enforcement mobilizations. Paid media may include TV spots, radio spots, online ads, print ads, and/or billboards.
- Continuation of the Corporate Outreach Program, which includes distribution of outreach materials to corporate partners; coordination of Corporate Partner Meetings, Fleet Managers Meetings, and award programs; preparation of monthly traffic safety news and newsletter articles to partners; and coordination of the Hispanic Outreach Committee.
- Continued promotion of the Graduated Driver's License Parent Orientation Program as well as other teen driver initiatives.
- Implementation of the Section 408 Strategic Plan, including use of DeIDOT's Crash Analysis Reporting System (CARS) to increase problem identification capabilities.
- Implementation of a pedestrian safety outreach and public awareness campaign in spring 2014.
- Development of initiatives to improve motorcycle safety.
- Supervision of contracts related to DUI Evaluation, Education, and Treatment programs.
- Implementation of awareness campaigns aimed at reducing distracted driving by highlighting the state's hand-held cell phone and texting ban.
- Coordination of FY 2014 awareness evaluations.
- Coordination of the Strategic Highway Safety Plan (SHSP) initiatives with DeIDOT and Delaware State Police.

We thank our partners and federal counterparts for their continued support and commitment to highway safety and we look forward to tackling the changes 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 (OHS) 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 crashes 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 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 identifying 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 evaluating 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, the Distracted Driving Coordinator and Traffic Records Coordinator.**

Management Analyst III, Kimberly Chesser: Responsible for coordinating and organizing occupant protection initiatives across the state, managing portions of the Section 402 and Section 405 and 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 and the Aggressive Driving 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 the agency coordinator for Bicycle Safety, Older Driver issues, and Pedestrian Safety.

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, coordinating distribution of materials to increase public awareness, and assisting the Community Relations Officer with public information and education initiatives. Serves as agency receptionist.

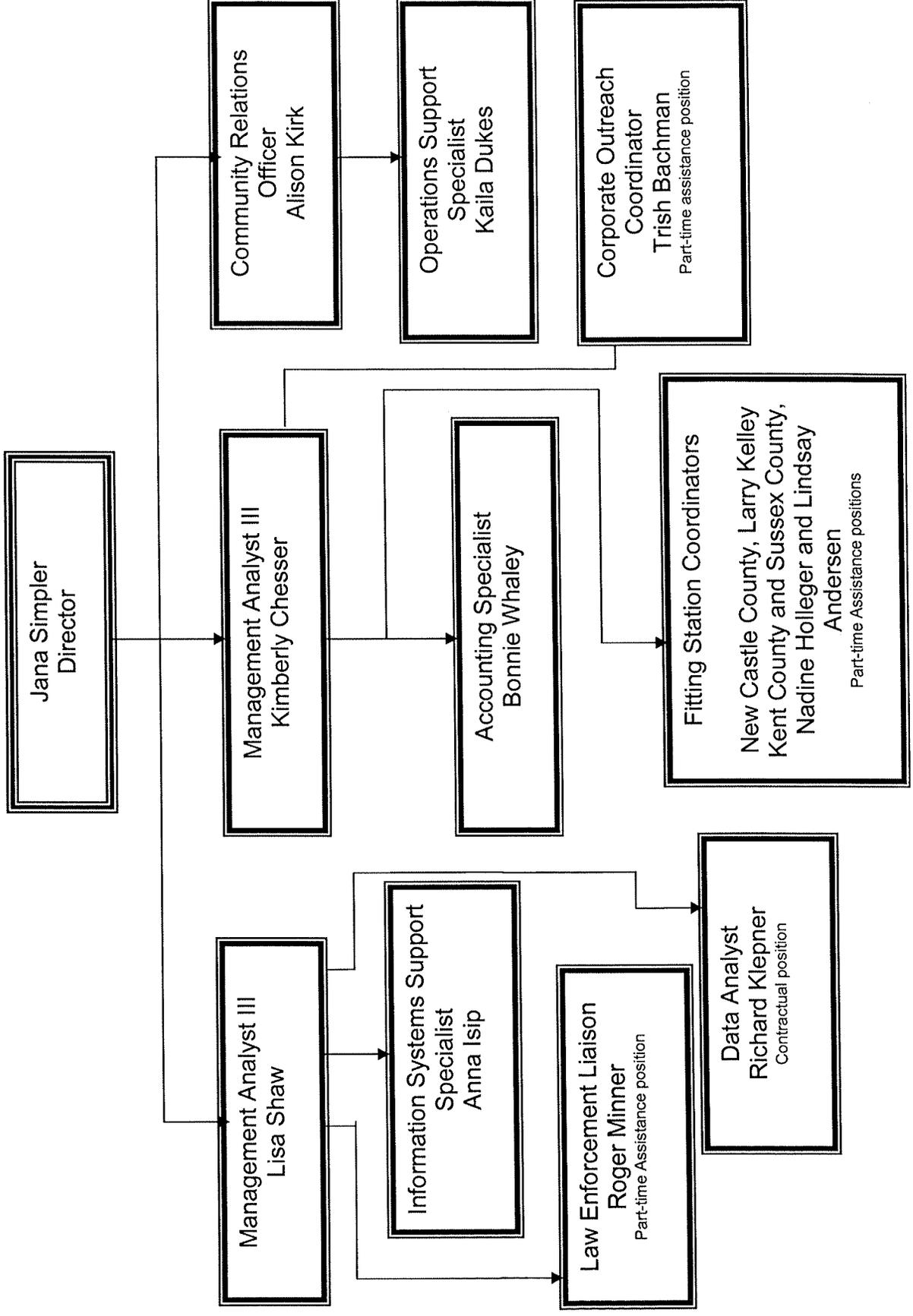
Law Enforcement Liaison, W. Roger Minner: Responsible for the coordination of law enforcement mobilizations throughout the grant year and for organizing law enforcement training opportunities (part-time assistance position).

Fitting Station Coordinator, Larry Kelley, Nadine Holleger, and Lindsay Andersen: 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 positions).

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; and State of Delaware First State Financial training

Kimberly Chesser, Management Analyst III – NHTSA, Program Management Training and the annual Lifesavers 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 49th in the nation with a total area of 1,982 square miles. The state is divided into 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.

2011 Delaware Population Projections Summary Table

Total Projected Population, 2010 - 2040

As of July 1, 2012

Area	2010	2015	2020	2025	2030	2035	2040
State of Delaware	901,208	951,691	996,150	1,032,446	1,060,249	1,081,693	1,099,293
Kent County	163,324	172,323	180,333	187,074	192,834	197,734	202,152
New Castle County	539,519	558,408	578,300	595,007	606,902	614,716	619,820
Sussex County	198,365	220,960	237,517	250,365	260,513	269,243	277,321

(Source: Delaware Population Consortium Annual Population Projections, October 25, 2012, Version 2012.0)

Motor Vehicle Data

	Licensed Drivers	Licensed Commercial Drivers	Registered Motor Vehicles	Motor Vehicle Mileage in Millions
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	33,496	825,184	8,859
2012	658,395	34,895	831,496	9,110

Of the 658,395 licensed drivers in 2012, 5% were between the ages of 16 and 19. See below:

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

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, 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 DeIDOT Planning in cooperation with the US Department of Transportation, Federal Highway Administration.



Miscellaneous State Data

There are 42 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 private ambulance companies and nineteen paramedic units and four State Police helicopters. (source: 2012 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. Members of the military are actively involved in a variety of off-base activities, and a strong military community program provides a forum for both 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.

DART First State Public Transit Service is operated by Delaware Transit Corporation, a Division of DeIDOT. 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, and 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: 2012 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

2011, the station in Wilmington was renamed in honor of Vice President Joseph R. Biden, Jr. In 2012, Amtrak provided 737,846 passenger trips to/from Delaware.



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 14 Republicans and 27 Democrats. The Senate seats are currently held by 8 Republicans and 13 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 previous 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 2003-2006						Progress Report Data 2007 - 2012								
	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012					
Fatalities (Actual)	145	140	133	147	118	122	118	103	103	116					
Fatality Rate /100 million VMT	1.61	1.53	1.41	1.56	1.26	1.30	1.31	1.15	1.14	1.27					
Injuries (Actual)	8895	7610	8367	8145	7568	7200	7239	8001	7700	7705					
Fatality & Serious Injury Rate/100 million VMT	100.3	84.5	89.9	88.1	82.4	81.7	84.7	89.4	86.4	85.9					
Fatality Rate/100K Population	17.7	16.7	15.8	17.2	13.7	14	13.4	11.5	11.3	12.6					
Fatal & Serious Injury Rate/100K population	1105.1	923.8	1011.1	971.6	889.7	840	834.6	893.8	849.9	850.1					
Alcohol Related Fatalities	54	46	60	55	53	52	48	39	37	51					
Percentage of Alcohol Related Fatalities	37	33	45	37	45	43	41	38	36	44					
Alcohol Related Fatality Rate	0.60	0.36	0.63	0.58	0.57	0.58	0.53	0.44	0.41	0.55					
Percent of Population Using Safety Belts	75%	82%	84%	86%	87%	91%	88%	91%	90%	88%					

STATE OF DELAWARE

FY 2014 PERFORMANCE MEASURES AND PERFORMANCE TARGETS

1. **Traffic Fatalities** – To decrease traffic fatalities 6% from the 2009-2011 calendar year average of 105 to 99 by December 31, 2014.
2. **Serious Traffic Injuries** – To decrease serious traffic injuries 2% percent from the 2009-2011 calendar year average of 645 to 632 by December 31, 2014.
3. **Mileage Death Rate** – To decrease the mileage death rate from the 2009-2011 calendar year average of X per 100 million vehicle miles travel to by December 31, 2014.
4. **Rural Mileage Death Rate** – To decrease the rural mileage death from the 2009-2011 calendar year average of X per 100 million vehicle miles travel to by December 31, 2014.
5. **Urban Mileage Death Rate** – To decrease the urban mileage death rate from the 2009-2011 calendar base year average of X per 100 million vehicle miles travel to by December 31, 2014.
6. **Unrestrained Passenger Vehicle Occupant Fatalities** – To decrease unrestrained passenger vehicle occupant fatalities 11% from the 2009-2011 calendar year average of 31 to 28 by December 31, 2014.
7. **Alcohol Impaired Driving Fatalities** – To decrease alcohol impaired driving fatalities 11% from the 2009-2011 calendar year average of 41 to 37 by December 31, 2014.
8. **Speed Related Fatalities** – To decrease speeding-related fatalities 10% from the 2009-2011 calendar year average of 40 to 36 by December 31, 2014.
9. **Motorcyclist Fatalities** – To decrease motorcyclist fatalities 13% from the 2009-2011 calendar year average of 14 to 12 by December 31, 2014.
10. **Unhelmeted Motorcyclist Fatalities** – To decrease unhelmeted motorcyclist fatalities 12% from the 2009-2011 calendar year average of 9 to 8 by December 31, 2014.
11. **Drivers Age 20 or Younger Involved in Fatal Crashes** – To decrease drivers age 20 or younger involved in fatal crashes 12% from the 2009-2011 calendar year average of 17 to 15 by December 31, 2013.
12. **Pedestrian Fatalities** – To reduce pedestrian fatalities 11% from the 2009-2011 calendar year average of 18 to 16 by December 31, 2014.

13. Seatbelt Use Rate – To increase statewide seat belt compliance 4 percentage points from the 2012 calendar year use rate of 88% to 92% by December 31, 2014.

14. Traffic Records – Short-term performance goals:

- Coordinate the planning and development of the Section 405(c) application;
- Convene a Traffic Records Coordinating Committee (TRCC) with a multidisciplinary membership;
- Coordinate the Strategic Plan and approved projects with the TRCC
- Require performance measures and performance targets that demonstrate quantitative improvements;
- Ensure Traffic Records Assessments are completed within five years of this application, including the recommendations and how each was addressed;
- Ensure maintenance of aggregate expenditures from all State and local sources for Traffic Records projects

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.

15. Distracted Driving – To decrease the total number of cell phone-involved traffic crashes by 5%, from 140 to 132 by December 31, 2014.

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. The problem identification process ensures that the highway safety program addresses specific crash problems, provides the appropriate criteria for the designation of priorities, and creates benchmarks 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 2014 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 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 compile 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; 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 previously indicated, the FY 2014 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 2014 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 imperative 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 targets 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 targets is specific, measurable, action oriented, reasonable, time framed and related to the identified problem.



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 secured a contract for a full-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 2014 represents the second year that the Office of Highway Safety staff was 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 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 2014 OHS Knowledge, Attitude, and Behavior Survey will be conducted in August and September 2014 and will be reported in the FY 2014 Annual Evaluation Report.

STRATEGIC HIGHWAY SAFETY PLAN COORDINATION

The Delaware Department of Transportation (DelDOT) is responsible for the development and implementation of the state's Strategic Highway Safety Plan (SHSP). However, DelDOT prepares this plan in coordination with several key stakeholders in the safety community. Agencies involved include the Office of Highway Safety (OHS), the Delaware State Police (DSP), Delaware Office of Emergency Medical Services (OEMS), the Delaware Department of Justice (DOJ), the National Highway Traffic Safety Administration (NHTSA), and the Federal Highway Administration (FHWA). The committee involved in the development of the SHSP includes the following members:

- OHS – Director
- OHS – Program Managers
- OHS – Community Relations Officer
- DSP Traffic Section - Deputy Director
- DSP Truck Enforcement Unit – Sergeant, MCSAP
- OEMS – Director
- DOJ – Traffic Safety Resource Prosecutor
- NHTSA – Program Manager for Delaware
- NHTSA – Traffic Records Manager for Region 3
- FHWA – Operations and Safety Engineer for Delaware
- DelDOT – Chief Traffic Engineer
- DelDOT – Safety Programs Manager
- DelDOT – Traffic Studies Manager
- DelDOT – Safety Program Engineers

In 2006, DelDOT completed the first edition of the SHSP, in collaboration with the partners listed above. Data from 2001, 2002, and 2003 was reviewed and used to establish emphasis areas. In 2008, the plan was updated to reflect more current data. Crash data from 2004, 2005, and 2006 was reviewed and emphasis areas were reevaluated. Finally, in 2010 the SHSP was again reviewed, using data from 2007 and 2008. There are currently seven primary emphasis areas and four secondary emphasis areas defined as a result. The table below identifies the primary and secondary emphasis areas.

OHS staff participated in all the data review meetings and provided input and guidance relative to the behavioral highway safety program areas. OHS and all members listed above participated in the establishment of goals for each emphasis area, identified strategies and countermeasures relevant to each emphasis area, identified appropriate evaluation measures, and participated in follow-up meetings to identify progress toward meeting identified goals. Further, OHS and all the partners listed above participated in the reevaluation of the SHSP as outlined above.

PRIMARY EMPHASIS AREA	SECONDARY EMPHASIS AREA
Reducing Roadway Departure Crashes	Sustaining Proficiency in Older Drivers
Curbing Aggressive Driving	Making Heavy Vehicle Travel Safer
Increasing Seat Belt Use	Designing Safer Work Zones
Reducing Impaired Driving	Improving Traffic Records
Improving the Design of Highway Intersections	
Making Walking & Street Crossing Safer	
Improving Motorcycle Safety & Increasing Motorcycle Awareness	

Highlighted emphasis areas above mirror priority areas outlined in the OHS Highway Safety Plan. The SHSP is also instrumental in DeIDOT's development of their Highway Safety Improvement Plan.

HIGHWAY SAFETY PRIORITY AREAS

PERFORMANCE MEASURES, COMPREHENSIVE STRATEGIES AND FUNDED PROJECTS

Occupant Protection

Based on the Annual Statewide Observational Seat Belt Use Survey conducted in Delaware in June 2012, Delaware's seat belt use rate was 88% down from 90% in 2011. The nation's average seat belt use rate is 86%. In 2012, 45% (29 of 65) of those occupants killed in motor vehicle crashes on Delaware roadways were not wearing seat belts, down from 55% in 2011.

Seat Belt Use Data (Source: Annual Observational Statewide Seat Belt Use Survey)

Year	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
Use Rate	75%	82%	84%	86%	87%	91%	88%	91%	90%	88%

Data analysis further shows that in 2012, New Castle County had the highest percentage of unrestrained fatalities at 52% compared to 15% in Kent County and 33% in Sussex County.

Of the unrestrained motor vehicle occupants killed in 2012, 24% were between the ages of 20-29, 28% were between the ages of 30-39 and 21% were between the ages of 40-49. There was 1 fatality where the unrestrained victim was under 19. 83% of fatal unrestrained victims were drivers.

In 2012, unrestrained crashes occurred most frequently between 4 pm and 7 pm and 1 am – 2am. Most common days were Saturday and Sunday although all days were somewhat consistent. An analysis of the 2010 – 2012 averages shows spikes in unrestrained injury accidents occurred in January, March, May, June, July, and December.

Performance Measure

- Seat Belt use rate - To increase statewide seat belt compliance 4 percentage points from the 2012 calendar year use rate of 88% to 92% by December 31, 2014

Comprehensive Strategies and Projects

- OHS will provide funding to law enforcement agencies in FY 2014, based on months, days, and hours that unrestrained crashes are most likely to occur. Police agencies with an identified traffic safety problem will be selected to conduct six enforcement mobilizations focused on occupant protection violations¹. These seat belt mobilizations will be short-term, high visibility enforcement projects² and will occur in mid- December, early January, March, May (Click It or Ticket), June and the end of July. Enforcement will occur in four hour blocks from 3pm – 3am and will be focused on late afternoons/early evening and late evenings in the early morning based on 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)
 - 35 Municipal Police Departments
- All high-visibility enforcement programs include communications and outreach strategies that use a combination of earned media and paid advertising. Communication is in the form of press releases; outreach to corporate partners; postings to the OHS website, Facebook page and twitter updates; and paid media including posters, flyers, table tents, billboards, sports marketing, radio, television and digital media.³
- OHS maintains fitting stations throughout Delaware where parents can bring their child restraint seats to be inspected for proper installation and use. These stations are staffed by certified Child Passenger Safety (CPS) technicians.⁴ OHS will fund the necessary materials to keep the fitting stations adequately supplied.
- OHS has a Corporate Outreach Program that is managed by the Corporate Outreach Coordinator. The program works to reach the thousands of people who are employed in Delaware with traffic safety messaging. Corporate partners work closely with OHS to evaluate the effectiveness of outreach efforts, offer suggestions, and deliver program outreach to their respective audience.
- Seat Belt Survey Analysis
- Graduated Driver Licensing/Teen Driver Issues

¹ Highway Safety Program Uniform Guidelines #20, Section 3

² Countermeasures That Work, 7th Edition, 2013, Ch. 2, Section 2.1

³ Countermeasures That Work, 7th Edition, 2013, Ch. 2, Section 3.1

⁴ Countermeasures That Work, 7th Edition, 2013, Ch. 7, Section 7.3

Occupant Protection Projects Scheduled in FY 2014

2013 Safe Family Holiday - 12/11 – 12/19/13		
Delaware includes an Occupant Protection enforcement component as part of the Safe Family Holiday Campaign. Six agencies will participate, conducting 72 four hour patrols. Patrols will run all days of the week during the campaign period from 3pm – 3am. In addition, there will be 2 seat belt checkpoints conducted		
Agencies involved: Dover Police, Milford Police, Georgetown Police, Newark Police, Wilmington Police and the Delaware State Police (all 8 troops).		
Amount: \$19,500	Funding Source: Section 402, FY 2014	Project Number: OHOA-1
Winter 2014 Campaign – 1/5 – 1/18/2014		
To combat a high number of unrestrained crashes that occur in January, OHS will schedule 78 patrols. Five agencies will participate, conducting four hour patrols between 3 pm and 3 am.		
Agencies involved: Smyrna Police, Dover Police, Seaford Police, Wilmington Police and the Delaware State Police (all 8 troops).		
Amount: \$17,200	Funding Source: Section 402, FY 2014	Project Number: OHOA-2
Spring 2014 Campaign – 3/8 – 3/16/2014		
March has the highest number of unrestrained reportable crashes. OHS will schedule 90 patrols. Six agencies will participate, conducting four hour patrols between 3 pm and 3 am. In addition, there will be a seat belt checkpoint during this time.		
Agencies involved: Wyoming Police, Milford Police, Newark Police, New Castle County Police, Wilmington Police and the Delaware State Police (all troops).		
Amount: \$21,400	Funding Source: Section 402, FY 2014	Project Number: OHOA-3
2014 Click It or Ticket Campaign – 5/12 – 5/26/2014		
OHS will participate in the Annual Click it or Ticket Campaign. Law enforcement from 36 agencies will participate to conduct 503 four hour patrols between 3 pm and 3 am. In addition, there will be 3 seat belt check points across the state. The OHS Corporate Outreach Coordinator will work with our corporate partners to spread the Click It or Tick message		
Agencies involved: Bethany Beach Police, Blades Police, Bridgeville Police, Camden Police, Capitol Police, Cheswold Police, Clayton Police, Delaware City Police, Delaware River and Bay Authority, Dept. of Natural Resources, Dewey Beach Police, Dover Police, Elsmere Police, Felton Police, Georgetown Police, Greenwood Police, Harrington Police, Laurel Police, Lewes Police, Middletown Police, Milford Police, Newport Police, Ocean View Police, Rehoboth Beach Police, Seaford Police, Smyrna Police, Univ. of DE Police, Wilmington Police, Wyoming Police, and the Delaware State Police (all troops)		
Amount: \$40,000 \$80,000 \$80,000	Funding Source: Section 402, FY 2014 Section 405b, FY 2013, carry over Section 405b, FY 2014	Project Number: OHOA-4 BBBO-1 BBBS-1

Summer 2014 – 6/6 – 6/19 and 7/18 - 7/31/2014		
Unrestrained crashes routinely spike during the summer months. OHS will schedule two waves of enforcement. Wave 1 will include 66 four hour patrols between 3 pm and 3 am. Wave 2 will include 89 four hour patrols between 3 pm and 3 am.		
Agencies involved: Wyoming Police, Smyrna Police, Camden Police, Dover Police, Georgetown Police, Seaford Police, Newark Police, Middletown Police, Wilmington Police, and the Delaware State Police (all troops)		
Amount: \$35,800	Funding Source: Section 402, FY 2014	Project Number: OHOA-5
Corporate Outreach Coordinator 10/1/13 – 9/30/14		
The Corporate Outreach Coordinator manages the Corporate Outreach Program. This program works to reach the thousands of people who are employed in Delaware with traffic safety messaging. Over 100 public and private corporations, as well as state-run and non-profit agencies participate in the program.		
Agencies involved: Office of Highway Safety, Corporate Partners		
Amount: \$19,000	Funding Source: Section 402, FY 2014	Project Number: OHO3-1
Corporate Outreach Supplies 10/1/2013 – 9/30/2014		
Supplies purchased support the Corporate Outreach Program. Funds are used to purchase mailing supplies, mocktail supplies, printing and publishing and other items needed to support the Corporate Outreach Program.		
Agencies involved: Office of Highway Safety, Corporate Partners		
Amount: \$5,000	Funding Source: Section 402, FY 2014	Project Number: OHOF-1
Seat Belt Survey Analysis 6/1/2014 – 9/30/2014		
OHS will participate in the Annual State-wide Seat Belt Use Survey as required by NHTSA. This survey is conducted in June in each year. OHS hires contractors to conduct the survey and a statistician to review the survey results, provide the annual seat belt use rate for Delaware and compile a report of the results.		
Agencies involved: OHS, vendors (to be determined)		
Amount: \$40,000	Funding Source: Section 402, FY 2014	Project Number: OHDC-1
GDL Program/Teen Driver issues 10/1/2013- 9/30/2014		
OHS has formed a Teen Driver Commission to address recommendations from a NHTSA analysis of Delaware's Driver's Education Program. OHS will work through the Commission to implement improvements to the Driver's education program and will continue to educate parents about the GDL requirements and teen driver issues through the GDL Parent-Orientation Program and other educational efforts.		
Agency involved: OHS, Delaware Department of Education, SmartDrive Foundation, Delaware Driver's Safety Education Association, Delaware State Police, Division of Motor Vehicles		
Amount: \$5,000	Funding Source: Section 402, FY 2014	Project Number: AAGE-1

Paid Media – October 1, 2013 – September 30, 2014

OHS will fund paid media to coincide with all seat belt enforcement mobilizations. These monies will be used to fund television, radio, internet, indoor, and billboard advertising. In addition, special materials will be developed to complement the Click It or Ticket campaign. Paid media is a key component to maintaining the high visibility enforcement model.

Agencies involved: ab+c, OHS

Amount:	Funding Source:	Project Number:
\$146,225	Section 402, FY 2014	OHOB-1
\$106,100	Section 402, FY 2014	OHOD-1
\$80,000	Section 405b, FY 2013, carry over	BBBP-1
\$80,000	Section 405b, FY 2014	BBBT-1

Fitting Station Coordinators 10/1/2013- 9/30/2014

OHS maintains fitting stations throughout Delaware where parents can bring their child restraint seats to be inspected for proper installation and use. These stations are staffed by Fitting Station Coordinators who are certified CPS technicians.

Agency involved: OHS

Amount:	Funding Source:	Project Number:
\$38,000	Section 2011, FY 2011, carry over	BBBH-1
\$50,000	Section 2011, FY 2012, carryover	BBBM-1
\$80,000	Section 405b, FY 2013, carry over	BBBQ-1
\$80,000	Section 405b, FY 2014	BBBU-1

Fitting Station Supplies – 10/1/13 – 9/30/14

OHS purchases supplies to support the needs of the Fitting Station Coordinator and maintain the child passenger safety program. Supplies include car seats, noodles, Latch manuals, training supplies, educational materials, and recertification fees.

Agency involved: OHS

Amount:	Funding Source:	Project Number:
\$11,000	Section 2011, FY 2011, carry over	BBBJ-1
\$6,700	Section 2011, FY 2012, carry over	BBBN-1
\$10,000	Section 405b, FY 2013, carry over	BBBR-1
\$10,000	Section 405b, FY 2014	BBBV-1

Summary of Occupant Protection Projects Scheduled in FY 2014

PROJECTS	FUND SOURCE	AMOUNT ALLOCATED
Safe Family Holiday	Section 402 – FY 2014	\$19,500
Winter 2014 Campaign	Section 402 – FY 2014	\$17,200
Spring 2014 Campaign	Section 402 – FY 2014	\$21,400
Click It or Ticket Campaign	Section 402 – FY 2014 Section 405b – FY 2013 Section 405b – FY 2014	\$200,000
Summer 2014 Campaign	Section 402 – FY 2014	\$35,800
Corporate Outreach Coordinator	Section 402 – FY 2014	\$19,000
Corporate Outreach Supplies	Section 402 – FY 2014	\$5,000
Seat Belt Survey Analysis	Section 402 – FY 2014	\$40,000
Fitting Station Coordinator	Section 2011 – FY 2011 Section 2011 – FY 2012 Section 405b – FY 2013 Section 405b – FY 2014	\$248,000
Fitting Station Supplies	Section 2011 – FY 2011 Section 2011 – FY 2012 Section 405b – FY 2013 Section 405b – FY 2014	\$37,700
GDL Program/Teen Driver Issues	Section 402 – FY 2014	\$5,000
Paid Media	Section 402 – FY 2014 Section 405b – FY 2013 Section 405b – FY 2014	\$412,325
TOTAL		\$1,1,060,925

Impaired Driving

Based on the Delaware Department of Transportation's Crash Analysis Reporting System, impaired driving-related fatalities accounted for 60 of the 116 total traffic crash fatalities (52%) in 2012. This is a significant increase from 2011, when 36% were impaired driving-related. It should be noted that the Office of Highway Safety is using a more comprehensive data system to collect and analyze crashes in 2012, resulting in better reporting of drug-impaired drivers. Thus, numbers for 2012 cannot accurately be compared to numbers from prior years.

However, the data listed below is based on the Delaware State Police Annual Traffic Statistics Report for 2012, and includes only alcohol impaired driving-related crash data. Injuries were at 10%, 739 of 7705 total crash injuries resulted from alcohol impairment. Overall, there were 1,272 total alcohol impaired driving-related crashes, compared to 1,198 in 2011. This includes fatal, personal injury, and property damage crashes.

Further crash analysis revealed that males are six times more likely to be killed and twice as likely to be injured in impaired driving crashes than females. In addition, those aged 35-44 and 45-54 are over-represented in impaired driving fatalities by nearly double. Those aged 25-29 are one and one-half times more likely to be injured in an impaired driving crash than any other age group. Beyond that, 50% of all impaired driving-related fatalities occur between Friday –Sunday. 56% occur between 8pm-4am, with another 13% occurring between 4am-8am. Delaware law enforcement made 5,413 impaired driving arrests in 2012.

Alcohol Involvement in Traffic Crashes

	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
Fatalities	148	140	133	147	118	122	118	103	103	116
Alcohol-related	57	47	60	55	53	52	48	39	37	51
% of Total	39%	34%	45%	37%	45%	43%	41%	38%	36%	44%
Injuries	8898	8314	8367	8145	7568	7200	7239	8001	7700	7705
Alcohol-related	1035	899	802	919	830	782	686	733	729	739
% of Total	10%	10%	11%	10%	10%	11%	9%	9%	9%	10%
All Crashes	21020	19642	18681	19351	20017	19506	18927	20697	20867	21202
Alcohol-related	1472	1336	1454	1511	1521	1366	1268	1297	1198	1272
% of Total	7%	7%	8%	8%	8%	7%	7%	6%	6%	6%

Alcohol-Related Fatality Rate per 100 Million Vehicle Miles Traveled

	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
Rate	.60	.36	.63	.58	.57	.58	.53	.44	.41	.55

Performance Measure

- Alcohol Impaired Driving Fatalities – To decrease impaired driving fatalities 11% from the 2009-2011 calendar year average of 41 to 37 by December 31, 2014. (FARS data measure)

Comprehensive Strategies and Projects

- OHS will continue to schedule impaired driving enforcement activities throughout FY 2014, based on months, days, and hours that crashes are most likely to occur. In addition, agencies will be selected to participate based on identified high crash locations⁵. Enforcement will include traditional sobriety checkpoints, multi-jurisdictional sobriety checkpoints, and saturation patrols.⁶
- All enforcement efforts will be paired with paid and earned media efforts, as identified by NHTSA as the model for high visibility enforcement projects.⁷
- In addition, OHS will continue to support the Drug Recognition Expert program by providing necessary equipment and funding ongoing training.⁸
- OHS will continue to support other non-enforcement initiatives, such as the Traffic Safety Resource Prosecutor program;⁹ maintaining the DUI Tracking System for impaired driving offenders, and updating the system to include technological advances;¹⁰ and the purchase of equipment to aid law enforcement efforts to enforce impaired driving laws.¹¹
- OHS will continue to monitor contracts with State-sanctioned providers of substance abuse evaluations, education programs, and treatment programs. Through the use of the DUI Tracking System, these agencies work together, with OHS, to ensure offenders receive necessary services to treat the underlying problem of alcohol or other substance use/abuse.¹²
- OHS will fund alcohol-impaired driving training initiatives as the opportunities arise. In the past, these funds were utilized to send the State Police Chemist to the Borkenstein Breath Analysis course, to send members of the judiciary to the National Judicial College for Advanced Impaired Driving Case Essentials, and to send members of law enforcement to the Symposium on Alcohol Impaired Driving at the Institute for Police Technology and Management.
- Further, OHS will provide information and technical support for the newly hired Judicial Outreach Liaison, housed in the Administrative Office of the Courts. The JOL will be working with the Courts to develop a DUI Court and OHS will be part of the committee steering the project.¹³ OHS has no funding allocated to this project.
- OHS will convene a multi-discipline impaired driving prevention task force to develop and ultimately implement a statewide impaired driving strategic plan.¹⁴ There is no funding allocated to this project.

⁵ Highway Safety Program Uniform Guidelines #8, Section 1

⁶ Countermeasures That Work, 6th Edition, 2011, Ch. 1, Sections 2.1, 2.2

⁷ Countermeasures That Work, 6th Edition, 2011, Ch. 1, Section 5.2

⁸ Countermeasures That Work, 6th Edition, 2011, Ch. 1, Section 7.1

⁹ Highway Safety Programs Uniform Guidelines #12, Section 1

¹⁰ Highway Safety Program Uniform Guidelines #8, Section 6

¹¹ Countermeasures That Work, 6th Edition, 2011, Ch. 1, Sections 2.3, 2.4

¹² Countermeasures That Work, 6th Edition, 2011, Ch. 1, Section 4.1

¹³ Countermeasures That Work, 6th Edition, 2011, Ch. 1, Section 3.1

¹⁴ Highway Safety Programs Uniform Guidelines #8, Section 1

Impaired Driving Projects Scheduled in FY 2014

Halloween Loop – 10/26/13		
The City of Wilmington hosts an annual pub crawl the Saturday before Halloween. OHS will fund one checkpoint that night. A taskforce will convene, comprised of officers from ten agencies in New Castle County, to conduct one traveling checkpoint. The taskforce will set up in three consecutive locations during an eight hour period.		
Agencies involved: Capitol Police, Elsmere Police, Middletown Police, New Castle City Police, New Castle County Police, Newark Police, Newport Police, University of Delaware Police, Wilmington Police, and the Delaware State Police (Troops 1,2,6,&9).		
Amount:	Funding Source:	Project Number:
\$13,000	Section 402, FY 2014	OHIA-1
\$20,000	Section 154, FY 2013, carry over	AAHA-1
\$20,000	Section 154, FY 2014	AAHF-1
Memorial Weekend Blitz – 5/23/14 – 5/26/14		
To combat a spike in impaired driving injury and fatal crashes during this early-summer weekend, OHS will schedule 74 patrols during a four-day blitz. Seven agencies will participate, conducting four-hour patrols. Friday patrols will run from 8pm-2am; Saturday patrols will run from 10pm-6am; Sunday patrols will run from noon-midnight; and Monday patrols will also run from noon-midnight.		
Agencies involved: Dover Police, New Castle City Police, New Castle County Police, Newark Police, Rehoboth Beach Police, Wilmington Police, and Delaware State Police (Troops 2,3,6,&7).		
Amount:	Funding Source:	Project Number:
\$17,000	Section 402, FY 2014	OHIA-2
\$15,000	Section 154, FY 2013, carry over	AAHA-2
\$15,000	Section 154, FY 2014	AAHF-2
Delaware State Fair Week – 7/25 – 8/2/14		
The Town of Harrington faces a significant population increase during the week of the Delaware State Fair. Approximately 300,000 people visit the fair, in addition to vendors, carnival staff, fair staff, and additional law enforcement. Routine traffic citations nearly double during this two-week period. There is typically an increase in impaired driving arrests within their jurisdiction during this period each year as well. The agency is funded to provide an additional 17 impaired driving patrols during this period. The Harrington Police Department will establish patrol times based on the operations of the fair and carnival rides. Harrington will advertise their increased patrols through signage throughout the municipality.		
Agencies involved: Harrington Police		
Amount:	Funding Source:	Project Number:
\$3,400	Section 402, FY 2014	OHIA-3

Checkpoint Strikeforce – October – December 2013

Delaware's annual sobriety checkpoint campaign will again run during FY 2014. This campaign includes fourteen agencies and averages three checkpoints per week. There is one multi-jurisdictional checkpoint each weekend, as well as checkpoints supported by the Delaware State Police and three municipalities. Historically, officers make an average of seven impaired driving arrests during the campaign.

Agencies involved: Capitol Police, Delaware City Police, Elsmere Police, Georgetown Police, Middletown Police, Milford Police, New Castle City Police, New Castle County Police, Newark Police, Newport Police, Rehoboth Beach Police, University of Delaware Police, Wilmington Police and Delaware State Police (all Troops).

Amount:	Funding Source:	Project Number:
\$132,600	Section 410, FY 2011, carry over	AAJA-1
\$30,000	Section 410, FY 2012, carry over	AAFS-1

Traffic Safety Resource Prosecutor Program – 10/1/13 – 9/30/14

Delaware's TSRP program includes a TSRP within Delaware's Department of Justice, as well as a dedicated paralegal to assist with program initiatives. FY 2014 activities include development of a dedicated "Traffic Section" within the DE DOJ, oversight of vehicular prosecutions and impaired driving cases statewide, review of legislatively impacted vehicular crimes and related matters, review of trial and appellate decisions pertaining to vehicular crimes, training for law enforcement pertaining to impaired driving enforcement and testimony, training for prosecutors for impaired driving cases, training for professional partners (Office of the Chief Medical Examiner, Delaware State Police Crime Lab) for matters dealing with impaired driving case prosecution, and continuing the liaison role between OHS, law enforcement, the judiciary, and other professional partners.

Agencies involved: DE DOJ, OHS, other professional partners

Amount:	Funding Source:	Project Number:
\$21,000	Section 410, FY 2011, carry over	AAJF-1
\$147,000	Section 410, FY 2012, carry over	AAFT-1
\$200,000	Section 405d, FY 2014	AAHL-1

DUI Tracking System Maintenance – 10/1/13 – 9/30/14

Delaware's DUI Tracking System provides tracking of impaired driving offenders from the point of conviction, or Division of Motor Vehicle hearing, through their completion of a legally required drug/alcohol education or therapeutic treatment program. This system has been in place since 2007 and requires an annual maintenance contract to ensure functionality and to oversee any system difficulties. In addition, software licensing renewal fees are required each year.

Agencies involved: OHS, VelMicro Systems, Inc.

Amount:	Funding Source:	Project Number:
\$30,000	Section 410, FY 2011, carry over	AAJC-1
\$30,000	Section 154, FY 2013, carry over	AAHE-1
\$30,000	Section 154, FY 2014	AAHJ-1

Checkpoint Strikeforce – July – September 2014		
<p>Delaware's annual sobriety checkpoint campaign will again run during FY 2014. This campaign includes fourteen agencies and averages three checkpoints per week. There is one multi-jurisdictional checkpoint each weekend, as well as checkpoints supported by the Delaware State Police and three municipalities. Historically, officers make an average of seven impaired driving arrests during the campaign.</p>		
<p>Agencies involved: Capitol Police, Delaware City Police, Elsmere Police, Georgetown Police, Middletown Police, Milford Police, New Castle City Police, New Castle County Police, Newark Police, Newport Police, Rehoboth Beach Police, University of Delaware Police, Wilmington Police and Delaware State Police (all Troops).</p>		
Amount:	Funding Source:	Project Number:
\$127,500	Section 410, FY 2012, carry over	AAFS-2
\$105,000	Section 154, FY 2013, carry over	AAHA-3
\$295,000	Section 154, FY 2014	AAHF-3
\$165,000	Section 405d, FY 2014	AAHK-1
DUI Tracking System Redesign – 10/1/13 – 9/30/14		
<p>The current tracking system is still operating, but has become slower over time. This is due in part to the large number of records, as well as the age of the software and hardware. Newer technologies are available to redesign the system and make it more productive and more user-friendly. OHS is interesting in pursuing a contract with a systems developer to design an improved system.</p>		
<p>Agencies involved: OHS, vendor (to be determined)</p>		
Amount:	Funding Source:	Project Number:
\$200,000	Section 410, FY 2012, carry over	AAFV-1
Impaired Driving Enforcement Equipment – 10/1/13 – 9/30/14		
<p>OHS awarded the Delaware State Police funds to purchase a mobile intoxilyzer vehicle. Once the specifications are prepared, an estimate is reviewed, and OHS has requested authorization from the NHTSA Region 3 office, we will proceed with completing the purchase. In addition, OHS will fund necessary equipment for conducting safe and legally compliant sobriety checkpoints (signs, traffic cones, safety vests, LED flares, etc.). Further, portable breath testers and passive alcohol sensors will be purchased. Also, the Delaware State Police Crime Lab is beginning a transition to the newest Intoxilyzer technology. OHS will assist in the purchase of these breath testing machines during the transition.</p>		
<p>Agency involved: OHS, law enforcement agencies statewide, Crime Lab</p>		
Amount:	Funding Source:	Project Number:
\$531,000	Section 410, FY 2012, carry over	AAFY-1
\$120,000	Section 154, FY 2013, carry over	AAHD-1
\$120,000	Section 154, FY 2014	AAHI-1

Drug Recognition Expert Program – 10/1/13 – 9/30/14		
Delaware currently has three trained and certified DREs. OHS supports the overtime call-outs for DRE evaluations and funds the necessary training initiatives that ensure the officers remain certified. In addition, any necessary equipment is supplied. In an effort to increase the number of certified DREs in Delaware, OHS is currently working with DRE instructors to schedule a DRE School during FY 2014.		
Agencies involved: OHS, Delaware State Police, Newark Police		
Amount:	Funding Source:	Project Number:
\$5,000	Section 410, FY 2012, carry over	AAGA-1
\$35,000	Section 405d, FY 2014	AAHM-1
Fall 2013 Blitz – 11/1 – 11/9/13		
To combat a rise in impaired driving related fatalities during early November, OHS will fund 76 patrols. Eight agencies will participate in roving patrols, four hours in duration, between the hours of 9pm-4am.		
Agencies involved: Camden Police, Dover Police, New Castle City Police, New Castle County Police, Newark Police, Smyrna Police, Wilmington Police, and Delaware State Police (Troops 2,3,&6)		
Amount:	Funding Source:	Project Number:
\$16,000	Section 154, FY 2011, carry over	AABM-1
\$20,000	Section 154, FY 2013, carry over	AAHA-4
\$20,000	Section 154, FY 2014	AAHF-4
Safe Family Holiday 2013 – 11/27-12/31		
Delaware participates annually in the National impaired driving enforcement campaign during the Thanksgiving/Christmas holiday period. Beginning the day before Thanksgiving, and ending on New Year's Eve, OHS will fund 462 patrols. Patrols will be scheduled between 9pm-6am, and will be four hours in duration. 29 agencies will participate.		
Agencies involved: Blades Police, Bridgeville Police, Camden Police, Clayton Police, Delaware City Police, Dewey Beach Police, Dover Police, Elsmere Police, Felton Police, Georgetown Police, Greenwood Police, Harrington Police, Laurel Police, Lewes Police, Middletown Police, Milford Police, Millsboro Police, Milton Police, New Castle City Police, New Castle County Police, Newark Police, Newport Police, Ocean View Police, Rehoboth Beach Police, Seaford Police, Smyrna Police, Wilmington Police, Wyoming Police, and Delaware State Police (all Troops).		
Amount:	Funding Source:	Project Number:
\$96,100	Section 154, FY 2011, carry over	AABM-2
\$100,000	Section 154, FY 2013, carry over	AAHA-5

NFL 2014 Impaired Driving Campaign – 1/4-2/2

To address a spike in impaired driving fatalities during the early winter months, OHS focuses enforcement during the NFL playoffs and during the Super Bowl. OHS has scheduled 150 patrols, with eleven agencies participating. Patrols are conducted on Saturdays and Sundays, during and after playoff games, and from 8pm-2am on Super Bowl Sunday. In addition, one checkpoint is scheduled in New Castle County, Delaware's most heavily populated county. This is a multi-jurisdictional checkpoint, with officers from nine agencies participating.

Agencies involved: Camden Police, Capitol Police, Dover Police, Middletown Police, Millsboro Police, Milton Police, New Castle City Police, New Castle County Police, Newark Police, Newport Police, Rehoboth Beach Police, Smyrna Police, University of Delaware Police, Wilmington Police, and Delaware State Police (all Troops).

Amount:	Funding Source:	Project Number:
\$42,300	Section 154, FY 2011, carry over	AABM-3
\$50,000	Section 154, FY 2013, carry over	AAHA-6

St. Patrick's Day Loop – 3/15

The City of Wilmington hosts an annual pub crawl the Saturday before St. Patrick's Day. OHS will fund one checkpoint that night. A taskforce will convene, comprised of officers from eight agencies in New Castle County, to conduct one traveling checkpoint. The taskforce will set up three locations during the eight-hour period.

Agencies involved: Capitol Police, New Castle City Police, New Castle County Police, Newark Police, Newport Police, University of Delaware Police, Wilmington Police and Delaware State Police Troops 1, 2, 6, and 9.

Amount:	Funding Source:	Project Number:
\$12,700	Section 154, FY 2011, carry over	AABM-4
\$20,000	Section 154, FY 2013, carry over	AAHA-7
\$20,000	Section 154, FY 2014	AAHF-5

Summer 2014 Campaign – 7/18-8/2

Impaired driving injury and fatal crashes routinely spike during the summer months. OHS will schedule 105 patrols during this period, with ten agencies participating. Enforcement during this period is focused in New Castle County and Sussex County. Patrols on Friday nights will run from 8pm – 2am and on Saturdays from 11pm-6am. In addition, Delaware's Checkpoint Strikeforce campaign will be running concurrently.

Agencies involved: Middletown Police, Millsboro Police, Milton Police, New Castle City Police, New Castle County Police, Newark Police, Newport Police, Rehoboth Beach Police, Wilmington Police, and Delaware State Police Troops 1, 2, 4, 5, 6, 7, and 9.

Amount:	Funding Source:	Project Number:
\$30,300	Section 154, FY 2011, carry over	AABM-5
\$20,000	Section 154, FY 2013, carry over	AAHA-8
\$20,000	Section 154, FY 2014	AAHF-6

National Impaired Driving Crackdown – 8/15-9/1		
Delaware participates in this National impaired driving enforcement campaign each year. In FY 2014, 29 agencies will participate in conducting 480 patrols during the campaign. Patrols will be four hours in duration. Friday patrols will run from 8pm-2am; Saturday patrols will run from 11pm-6am; and patrols on Sunday-Thursday will run from 8pm-6am.		
Agencies involved: Blades Police, Bridgeville Police, Camden Police, Clayton Police, Delaware City Police, Dewey Beach Police, Dover Police, Elsmere Police, Felton Police, Georgetown Police, Greenwood Police, Harrington Police, Laurel Police, Lewes Police, Middletown Police, Milford Police, Millsboro Police, Milton Police, New Castle City Police, New Castle County Police, Newark Police, Newport Police, Ocean View Police, Rehoboth Beach Police, Seaford Police, Smyrna Police, Wilmington Police, Wyoming Police, and Delaware State Police (all Troops).		
Amount:	Funding Source:	Project Number:
\$99,800	Section 154, FY 2011, carry over	AABM-6
\$3,000	Section 154, FY 2012, carry over	AACA-1
\$100,000	Section 154, FY 2013, carry over	AAHA-9
\$50,000	Section 154, FY 2014	AAHF-7
DeIDOT, Hazard Elimination Project – 10/1/13-9/30/14		
DeIDOT receives 65% of the Section 154 Sanction/Transfer funds for use in their Hazard Elimination plan. These projects are included in their Highway Safety Improvements Plan and their Strategic Highway Safety Plan.		
Agency involved: Delaware Department of Transportation		
Amount:	Funding Source:	Project Number:
\$2,200,000	Section 154, FY 2011 carry over	AABW-1
Impaired Driving Paid Media Efforts – 10/1/13-9/30/14		
Each enforcement mobilization conducted in Delaware has a corresponding paid and earned media component. The Checkpoint Strikeforce materials are used for smaller campaigns, to bridge the gap between the end of the campaign on 12/31 and the beginning of it again in July. Delaware holds a contract with a full-service public relations firm to provide creative materials, develop campaigns, produce materials, place media buys, and develop our comprehensive media plan. Media materials include items like brochures/handouts, posters, billboards, radio advertisements, television advertisements, online advertisements, print advertising, a mix of indoor advertising that includes mirror clings in restrooms, coasters in bars/restaurants, and table tents for our corporate partners to place in their lunchrooms. Paid media efforts will be included with the following campaigns: Fall 2013 Blitz; Halloween Loop 2013; Safe Family Holiday 2013; NFL 2014; St. Patrick's Day 2014 Loop; Memorial Weekend Blitz 2014; Checkpoint Strikeforce; Summer 2014 Enforcement; and the 2014 National Impaired Driving Crackdown.		
Agencies involved: ab+c, Office of Highway Safety		
Amount:	Funding Source:	Project Number:
\$500,000	Section 154, FY 2012, carry over	AACE-1
\$570,000	Section 154, FY 2013, carry over	AAHC-1
\$570,000	Section 154, FY 2014	AAHH-1
\$500,000	Section 405d, FY 2014	AAHN-1

Alcohol-Impaired Driving Training initiatives – 10/1/13-9/30/14		
Funds are set aside to allow OHS to support alcohol impaired driving training programs, such as breath and blood alcohol testing courses for the State Crime Lab and SFST training programs for law enforcement, the judiciary, and prosecutors.		
Agencies involved: Office of Highway Safety, Delaware Courts, Delaware Department of Justice, Delaware Law Enforcement statewide		
Amount:	Funding Source:	Project Number:
\$25,000	Section 154, FY 2012, carry over	AACC-1
\$55,000	Section 154, FY 2013, carry over	AAHB-1
\$55,000	Section 154, FY 2014	AAHG-1
DeIDOT, Hazard Elimination Project – 10/1/13-9/30/14		
DeIDOT receives 65% of the Section 154 Sanction/Transfer funds for use in their Hazard Elimination plan. These projects are included in their Highway Safety Improvements Plan and their Strategic Highway Safety Plan.		
Agency involved: Delaware Department of Transportation		
Amount:	Funding Source:	Project Number:
\$2,200,000	Section 154, FY 2012 carry over	AACF-1

Summary of Impaired Driving Projects Scheduled in FY 2014

PROJECTS	FUND SOURCE	AMOUNT ALLOCATED
Halloween Loop	Section 402 – FY 2014 Section 154 – FY 2013 Section 154 – FY 2014	\$53,000
Memorial Weekend Blitz	Section 402 – FY 2014 Section 154 – FY 2013 Section 154 – FY 2014	\$47,000
DE State Fair Week	Section 402 – FY 2014	\$3,400
Checkpoint Strikeforce (Oct-Dec)	Section 410 – FY 2011 Section 410 – FY 2012	\$162,600
Traffic Safety Resource Prosecutor	Section 410 – FY 2011 Section 410 – FY 2012 Section 405d – FY 2014	\$368,000
DUI Tracking System Maintenance	Section 410 – FY 2011 Section 154 – FY 2013 Section 154 – FY 2014	\$90,000
Checkpoint Strikeforce (Jul-Sept)	Section 410 – FY 2012 Section 154 – FY 2013 Section 154 – FY 2014 Section 405d – FY 2014	\$692,500
DUI Tracking System Redesign	Section 410 – FY 2012	\$200,000
Impaired Driving Enforcement Equipment	Section 410 – FY 2012 Section 154 – FY 2013 Section 154 – FY 2014	\$771,000

Drug Recognition Expert Program	Section 410 – FY 2012 Section 405d – FY 2014	\$40,000
Fall 2013 Blitz	Section 154 – FY 2011 Section 154 – FY 2013 Section 154 – FY 2014	\$56,000
Safe Family Holiday 2013	Section 154 – FY 2011 Section 154 – FY 2013	\$196,100
NFL 2014	Section 154 – FY 2011 Section 154 – FY 2013	\$92,300
St. Patrick's Day Loop	Section 154 – FY 2011 Section 154 – FY 2013 Section 154 – FY 2014	\$52,700
Summer 2014	Section 154 – FY 2011 Section 154 – FY 2013 Section 154 – FY 2014	\$70,300
National Impaired Driving Crackdown	Section 154 – FY 2011 Section 154 – FY 2012 Section 154 – FY 2013 Section 154 – FY 2014	\$252,800
Alcohol-Impaired Driving Training Initiatives	Section 154 – FY 2012 Section 154 – FY 2013 Section 154 – FY 2014	\$135,000
Delaware Department of Transportation Hazard Elimination	Section 154 – FY 2011 Section 154 – FY 2012	\$4,400,000
Impaired Driving Paid Media	Section 154 – FY 2012 Section 154 – FY 2013 Section 154 – FY 2014 Section 405d – FY 2014	\$2,140,000
TOTAL		\$9,822,700

Speeding and Aggressive Driving Behaviors

OHS has conducted in depth crash data analysis and as a result is focusing more broadly on the issue of Aggressive Driving behaviors as a contributing factor in fatal crashes over the last several years. Data analysis again shows that in 2012, speeding is no longer the leading cause of fatal aggressive driving crashes; instead failure to yield the right of way continues to be leading cause. 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 Delaware.

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

	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
Total fatal crashes	138	130	118	133	106	106	102	94	97	110
Speeding related	35	33	33	21	27	20	13	6	8	13
Percentage	25%	25%	28%	16%	25%	19%	13%	6%	8%	12%

In FY 2013, 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).

	2007	2008	2009	2010	2011	2012
Total fatal crashes	106	106	102	94	97	110
Aggressive Driving related	41	39	35	34	37	40
Percentage	39%	37%	34%	36%	38%	36%

In CY 2012, 40 persons were killed in aggressive driving crashes where the factors include not only the top 4 mentioned above but following too closely and red light violations. Another 2,533 were injured in such crashes.

76% of persons responsible for fatalities in Aggressive driving crashes during the year 2012 were male. Most aggressive driving related crashes occur weekdays between 6 am – 9 am and 3 pm – 7 pm. Weekends have higher rates later in the day than typical weekdays. Friday has the most aggressive driving related accidents while Sunday has had the least.

Performance Measure

- Speed Related Fatalities – Decrease speeding related fatalities 10% from the 2009-2011 calendar year average of 40 to 36 by December 31, 2014.

Comprehensive Strategies and Projects

- Delaware uses automated enforcement in some jurisdictions to reduce red-light running.¹⁵
- OHS will continue to provide overtime funding to law enforcement agencies in FY 2014, to run aggressive driving enforcement based on months, days, and hours that crashes are most likely to occur. Agencies with an identified aggressive driving problem will be selected to conduct seven enforcement mobilizations focused on aggressive driving violations. The aggressive driving enforcement will be short-term and high visibility.¹⁶ Those mobilizations will occur in late November, December, May, July, August, and September. Enforcement will occur in four hour blocks from 7 am – 7pm. Enforcement will include saturation patrols and special team operations targeting aggressive driving and will be supported by paid media.
 - Enforcement agencies participating include:
 - Delaware State Police (8 Troops statewide)
 - 8 Municipal Police Departments
- All high-visibility enforcement programs include communications and outreach strategies that use a combination of earned media and paid advertising. Communication is in the form of press releases; outreach to corporate partners; postings to the OHS website, Facebook page and twitter updates; and paid media including posters, flyers, table tents, billboards, sports marketing, radio, television and digital media.¹⁷

¹⁵ Countermeasures That Work, 7th Edition, 2013, Ch. 3, Section 2.1

¹⁶ Countermeasures That Work, 7th Edition, 2013, Ch. 3, Section 2.2

¹⁷ Countermeasures That Work, 7th Edition, 2013, Ch.4, Section 4.1

Aggressive Driving Projects Scheduled in FY 2014

Fall 2013 Aggressive Driving 10/10 – 10/19/2013		
To combat aggressive driving, seven agencies will participate in conducting 93 four hour patrols. Patrols will run as mini blitzes Thursday – Saturday between 7 am and 7 pm.		
Agencies involved: Milford Police, Georgetown Police, Seaford Police, Newark Police, Wilmington Police, New Castle County Police and the Delaware State Police (all 8 troops).		
Amount: \$20,400	Funding Source: Section 402, FY 2014	Project Number: OHSA-1
Safe Family Holiday 2013 – 11/26–12/7 and 12/19–12/28/2013		
Delaware will include an aggressive driving enforcement component in their annual Safe Family Holiday Campaign. Eight agencies will participate, conducting 154 four hour patrols. Enforcement will occur Tuesday – Saturday between the hours of 7 a.m. and 7 pm.		
Agencies involved: Millsboro Police, Dover Police, Wilmington Police, New Castle County Police and the Delaware State Police (all 8 troops).		
Amount: \$34,000	Funding Source: Section 402, FY 2014	Project Number: OHSA-2
Spring 2014 Campaign – 5/1 – 5/10/2014		
Fatalities involving aggressive drivers peak in May. OHS will schedule 91 patrols. Six agencies will participate, conducting four hour patrols between 7 am and 7 pm. There will be a special team enforcement approach that focuses on aggressive driving.		
Agencies involved: Dover Police, Milford Police, Newark Police, New Castle County Police, Wilmington Police and the Delaware State Police (all troops).		
Amount: \$21,600	Funding Source: Section 402, FY 2014	Project Number: OHSA-3
Summer 2014 Campaign – 7/1 – 7/12 and 8/7-8/9/2014		
Aggressive driving continues to peak in July and August. OHS will schedule 196 patrols. Nine agencies will participate, conducting four hour patrols between 7 am and 7pm. In addition, there will be a special team enforcement approach that focuses on aggressive driving.		
Agencies involved: Millsboro Police, Dover Police, Milford Police, Georgetown Police, Seaford Police, Newark Police, Wilmington Police, New Castle County Police and the Delaware State Police (all troops)		
Amount: \$38,850	Funding Source: Section 402, FY 2014	Project Number: OHSA-4

Fall 2014 – 9/2 – 9/13/2014		
OHS will address the high number of aggressive related crashes that occur in September by conducting a fall wave of enforcement. Six agencies will participate, conducting four hour patrols between 7 am and 7 pm. In addition, there will be a special team enforcement approach that focuses on aggressive driving.		
Agencies involved: Millsboro Police, Milford Police, Newark Police, Wilmington Police, New Castle County Police, and the Delaware State Police (all troops)		
Amount: \$23,500	Funding Source: Section 402, FY 2014	Project Number: OHSA-5
Paid Media – 10/1/13 – 9/30/14		
OHS will pair paid media with every enforcement mobilization scheduled. This allows us to maintain the high visibility enforcement model recommended by NHTSA. Paid media will include television, online, streaming ads, print, collateral, outdoor ads, Pandora, and website updates to http://www.aggressivedriving.com/ to include a driving skills game and visual interactive description of aggressive driving behaviors.		
Agencies involved: ab+c, OHS		
Amount: \$149,100	Funding Source: Section 402, FY 2014	Project Number: OHSA-1

Summary of Aggressive Driving Projects Scheduled in FY 2014

PROJECTS	FUND SOURCE	AMOUNT ALLOCATED
Fall Aggressive Driving	Section 402 – FY 2014	\$20,400
Safe Family Holiday 2013	Section 402 – FY 2014	\$34,000
Spring 2014 Campaign	Section 402 – FY 2014	\$21,600
Summer 2014 Campaign	Section 402 – FY 2014	\$38,850
Fall 2014 Campaign	Section 402 – FY 2014	\$23,500
Paid Media	Section 402 – FY 2014	\$149,100
TOTAL		\$287,450

Traffic Records

Accurate, complete and timely traffic safety data is the cornerstone of the state's highway safety program. Efforts are currently underway to make improvements and upgrades to existing records systems to ensure that data that is captured and used in resource allocation decision making is as accurate as possible. The efforts currently underway include the enhancement of the E-Crash 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 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 Measures

Short-term performance goals:

- Coordinate the planning and development of the Section 405(c) application;
- Convene a Traffic Records Coordinating Committee (TRCC) with a multidisciplinary membership;
- Coordinate the Strategic Plan and approved projects with the TRCC
- Require performance measures and performance targets that demonstrate quantitative improvements;
- Ensure Traffic Records Assessments are completed within five years of this application, including the recommendations and how each was addressed;
- Ensure maintenance of aggregate expenditures from all State and local sources for Traffic Records projects

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.

Comprehensive Strategies and Projects

- OHS will fund a position dedicated to conducting problem identification and ongoing analysis of traffic records data. Continued analysis of this data provides long range trends and assists with project planning and resource allocation.¹⁸
- The Traffic Records Coordinating Committee (TRCC) will continue to review and update the strategic plan as needed. This ongoing process allows OHS to track progress and to support changing needs and emerging issues.¹⁹
- OHS will support projects that continue to monitor existing traffic records systems for data quality. This will ensure accurate and timely data to enable accurate project planning and effective resource allocation.²⁰

¹⁸ Highway Safety Program Guideline #10, Section 3

¹⁹ Highway Safety Program Guideline #10, Section 4

²⁰ Highway Safety Program Guideline #10, Section 2

- OHS will continue to support projects to enhance existing traffic records systems to ensure accurate collection of crash data, roadway data, driver data, vehicle data, and citation data. This support will include efforts to maintain and/or improve data linkages.²¹
- OHS will continue to fund driver behavior surveys as required in MAP-21. These surveys will assess the public's awareness of enforcement campaigns and determine behavior changes resulting from that awareness.

Traffic Records Projects Scheduled in FY 2014

Salary – 10/1/13 – 9/30/14		
Funds are provided to support a full-time Information Systems Support Specialist, currently filled by Anna Isip.		
Agencies involved: OHS		
Amount: \$76,500	Funding Source: Section 402, FY 2014	Project Number: OHT-1
Driver Behavior Evaluations – 6/1/14 – 9/30/14		
Each year, driver behavior surveys are conducted to evaluate the effectiveness of OHS enforcement and paid media campaigns. Both behavior changes and public awareness are measured. These results are published in the Annual Evaluation Report.		
Agencies involved: OHS		
Amount: \$5,000	Funding Source: Section 402, FY 2014	Project Number: OHTJ-1
E-Crash Enhancements		
Funds are provided to Delaware Justice Information Systems (DelJIS) to update and enhance the E-Crash system used statewide by Delaware law enforcement. As new features become necessary, or as the interface with other systems changes, these funds ensure the system will remain functional and will continue to be used statewide.		
Agencies involved: DelJIS, OHS		
Amount: \$50,000	Funding Source: Section 408, FY 2011 carry over	Project Number: DDDA-1
\$50,000	Section 405c, FY 2014	AAGR-1

²¹ Highway Safety Program Guideline #10, Section 1

Crash Analysis Reporting System (CARS) Enhancements		
Funds are provided to enhance the CARS data system, managed by the Delaware Dept. of Transportation (DelDOT). This is the primary tool used by OHS for crash data analysis. Plans include linking roadway inventory data into CARS, as well as upgrading the platform. Accurate and timely data is the cornerstone for all OHS-funded projects.		
Agencies involved: DelDOT, OHS		
Amount:	Funding Source:	Project Number:
\$100,000	Section 408, FY 2011 carry over	DDDB-1
\$100,000	Section 408, FY 2012 carry over	AAFR-1
\$100,000	Section 405c, FY 2014	AAGT-1
Quality Assurance/Quality Control for E-Crash		
Funds are provided to Delaware Justice Information Systems (DelJIS) to review records within E-Crash to determine accuracy and correct inaccuracies. Recurrent inaccuracies are addressed by the programming team to determine if the system requires an update or if additional training for users is necessary.		
Agencies involved: DelJIS, OHS		
Amount:	Funding Source:	Project Number:
\$100,000	Section 408, FY 2011 carry over	DDDC-1
\$200,000	Section 408, FY 2012 carry over	AAFQ-1
\$100,000	Section 405c, FY 2014	AAGS-1
Data Analyst Contract – 10/1/13 – 9/30/14		
Funds are provided to Whitman, Requardt, and Associates (WRA) for a contractual position to provide on-site data analysis. This position is currently filled by Richard Klepner who is responsible for data analysis for all priority areas to direct programming and project development.		
Agencies involved: WR&A, OHS		
Amount:	Funding Source:	Project Number:
\$4,600	Section 408, FY 2011 carry over	DDDE-1
\$129,000	Section 408, FY 2012 carry over	AAGC-1
\$150,000	Section 405c, FY 2014	AAGV-1
TRCC Strategic Plan Implementation – 10/1/13 – 9/30/14		
Funds are provided to Whitman, Requardt, and Associates (WRA) for a contractual position to provide assistance with the Traffic Records Coordinating Committee (TRCC) meetings, to assist the TRCC Coordinator with the development of the grant application, analysis of project outcomes, and guidance with selection of appropriate projects. This position will guide the TRCC in continuing to review and update the strategic plan as needed. This ongoing process allows OHS to track progress and to support changing needs and emerging issues.		
Agencies involved: WR&A, OHS		
Amount:	Funding Source:	Project Number:
\$50,000	Section 408, FY 2012 carry over	AAFN-1

Data Collection for Roadway Inventory – 10/1/13 – 9/30/14		
Funds will be provided to DelDOT to collect data as mandated in MAP-21 for a complete roadway inventory.		
Agencies involved: DelDOT, OHS		
Amount: \$100,000	Funding Source: Section 405c, FY 2014	Project Number: AAGU-1
Contingency Funds – 10/1/13 – 9/30/14		
Funds are set aside to allow for mid-year project proposals. Often, projects come to light at various times during the fiscal year. These funds exist to allow OHS to support eligible requests of this nature.		
Agencies involved: OHS, TRCC members		
Amount: \$6,000 \$118,000	Funding Source: Section 408, FY 2011 carry over Section 408, FY 2012 carry over	Project Number: DDDD-1 AAFR-1

Summary of Traffic Records Projects Scheduled in FY 2014

PROJECT	FUND SOURCE	AMOUNT ALLOCATED
Information Systems Support Specialist Salary	Section 402 – FY 2014	\$76,500
Driver Behavior Surveys	Section 402 – FY 2014	\$5,000
E-Crash Enhancements	Section 408 – FY 2011 Section 405c – FY 2014	\$100,000
CARS Enhancements	Section 408 – FY 2011 Section 405c – FY 2014	\$300,000
QA/QC for E-Crash	Section 408 – FY 2011 Section 408 – FY 2012 Section 405c – FY 2014	\$400,000
Data Analyst Contract	Section 408 – FY 2011 Section 408 – FY 2012 Section 405c – FY 2014	\$283,600
Strategic Plan Implementation	Section 408 – FY 2012	\$50,000
Data Collection for Roadway Inventory	Section 405c – FY 2014	\$100,000
Contingency Funds	Section 408 – FY 2011 Section 408 – FY 2012	\$124,000
TOTAL		\$1,439,100

Motorcycle Safety

In 2012, 15% of all fatalities were motorcyclists, 17 of 116. This is a decrease since 2011, when 18 of 103 fatalities were motorcyclists (17%). Of the 17 motorcyclists killed in 2012, 12 were wearing helmets (71%). Further analysis shows that 35% of all motorcycle fatalities involved alcohol in 2012. 58% of all motorcycle crash fatalities occurred in low-light or dark conditions, and 88% of all motorcycle fatalities were males.

Percentage of Motorcycle Fatalities

	2005	2006	2007	2008	2009	2010	2011	2012
Total Traffic Fatalities	133	147	118	122	118	103	103	116
Motorcycle Fatalities	21	12	17	16	14	9	18	17
% Motorcycle Fatalities	16%	8%	14%	13%	12%	13%	17%	15%

Percentage of Motorcycle Fatalities Wearing Helmets

	2005	2006	2007	2008	2009	2010	2011	2012
Total Motorcycle Fatalities	21	12	17	16	14	9	18	17
Total Wearing Helmets	12	4	6	7	5	6	8	12
% Wearing Helmets	57%	33%	35%	44%	36%	66%	44%	71%

Performance Measures

Motorcyclist Fatalities – To decrease motorcyclist fatalities 13% from the 2009-2011 calendar year average of 14 to 12 by December 31, 2014.

Unhelmeted Motorcyclist Fatalities – To decrease unhelmeted motorcyclist fatalities 12% from the 2009-2011 calendar year average of 9 to 8 by December 31, 2014.

Comprehensive Strategies and Projects

- OHS will continue to schedule motorcycle safety enforcement efforts. Enforcement activities will be scheduled throughout FY 2014 based on months, days, and hours that motorcycle crashes are most likely to occur. In addition, agencies will be selected to participate based on identified high crash locations.²² Enforcement strategies will include roving patrols focused on both impaired driving and aggressive driving violations.²³ In addition, riders and motorists violating motorcycle safety laws will be cited.²⁴

²² Highway Safety Program Guidelines #3, Section 1

²³ Highway Safety Program Guidelines #3, Section 5 and Countermeasures That Work, 6th Edition, 2011, Ch. 5, Section 2.1

²⁴ Highway Safety Program Guidelines #3, Section 7

- OHS will continue to coordinate both paid and earned media with all scheduled enforcement, as identified by NHTSA as the model for high visibility enforcement projects. Paid media will be placed in high crash locations identified through data analysis. Further, target demographics will be determined and media will be developed aimed at those populations. Due to the very public and political nature of motorcycling issues in Delaware, the media focus is split between riders and motorists.²⁵
- OHS will continue to participate in Delaware's Motorcycle Rider Education Committee, comprised of members from the Division of Motor Vehicles, the Dover Air Force Base, private motorcycle groups, motorcycle retail shop owners, and is co-chaired by State Senator Bruce Ennis and State Representative Daniel Short. OHS has no funding allocated to this initiative.²⁶
- Throughout the spring and summer months, OHS will provide hand-out materials to the motorcycle riding community, urging the use of helmets and all available safety equipment. These materials will be available at motorcycle retail shops, as well as motorcycle safety events statewide.²⁷ Materials were purchased in FY 2013 and no additional funding is allocated in FY 2014.

Motorcycle Safety Projects Scheduled in FY 2014

Spring, Wave 1 – 3/24-29		
Data analysis indicates that when the weather starts to warm up, motorcyclists start riding, and after several months of inactivity, both injury crashes and fatal crashes begin to occur. Agencies with a higher incidence of motorcycle crashes were selected to participate in this effort. Officers will focus on motorist violations that impact motorcyclists, and motorcycle safety law violations. A total of 24 patrols are scheduled during this period. Patrols will be 3-hours in duration and will be scheduled between 6pm and 1am.		
Agencies involved: Dover Police, New Castle County Police, Newark Police, and Delaware State Police Troops 2, 3, 5, and 7.		
Amount: \$4,400	Funding Source: Section 402, FY 2014	Project Number: OHMA-1
Spring, Wave 2 – 4/21 – 5/3		
Data analysis indicates warmer spring weather leads to an increase in injury crashes and fatal crashes among the motorcycle riding population. Agencies with a higher incidence of motorcycle crashes were selected to participate in this effort. Officers will focus on motorist violations that impact motorcyclists, and motorcycle safety law violations. 72 patrols are scheduled during this period. Patrols will be 3-hours in duration and will be scheduled between 6pm and 1am.		
Agencies involved: Dover Police, New Castle County Police, Newark Police, and Delaware State Police Troops 2, 3, 5 and 7.		
Amount: \$13,400	Funding Source: Section 402, FY 2014	Project Number: OHMA-2

²⁵ Countermeasures That Work, 6th Edition, 2011, Ch. 5, Sections 4.1,4.2

²⁶ Countermeasures That Work, 6th Edition, 2011, Ch. 5, Section 3.2

²⁷ Countermeasures That Work, 6th Edition, 2011, Ch. 5, Section 4.1

Summer, Wave 1 – 6/23-28		
Trend analysis shows that motorcycle crashes of all types increase in the summer. In addition, certain areas of the state are over-represented in the summer months. Officers will focus on motorist violations that impact motorcyclists, as well as motorcycle safety law violations. In addition, impaired driving and aggressive driving violations will be a focus. 56 patrols are scheduled during this period. Patrols will be 3-hours in duration and will be scheduled between 6pm and 1am.		
Agencies involved: Dover Police, Georgetown Police, Milford Police, New Castle County Police, Newark Police, and Delaware State Police Troops 2, 3, 5, and 7.		
Amount: \$10,000	Funding Source: Section 402, FY 2014	Project Number: OHMA-3
Summer, Wave 2 – 7/7-12		
Trend analysis shows that motorcycle crashes of all types increase in the summer. Over-represented areas across the state with the largest crash problem are included in this plan. Officers will focus on motorist violations that impact motorcyclists, as well as motorcycle safety law violations. In addition, impaired driving and aggressive driving violations will be a focus. 46 patrols are scheduled during this period. Patrols will be 3-hours in duration and will be scheduled between 6pm and 1am.		
Agencies involved: Dover Police, New Castle County Police, Newark Police, and Delaware State Police Troops 2, 3, 5, and 7.		
Amount: \$8,500	Funding Source: Section 402, FY 2014	Project Number: OHMA-4
Summer, Wave 3 – 8/4-9		
Trend analysis shows August to be the deadliest month of the year for motorcycle riders in Delaware. Areas that continue to be over-represented are included in this plan. Officers will focus on motorist violations that impact motorcyclists, as well as motorcycle safety law violations. In addition, impaired driving and aggressive driving violations will be a focus. 64 patrols are scheduled during this period. Patrols will be 3-hours in duration and will be scheduled between 6pm and 1am.		
Agencies involved: Dover Police, Georgetown Police, Milford Police, New Castle County Police, Newark Police, and Delaware State Police Troops 2, 3, 4, 5, 6, and 7.		
Amount: \$11,400	Funding Source: Section 402, FY 2014	Project Number: OHMA-5

Delmarva Bike Week 2014 – 9/11-15

Motorcyclists from around the region will meet in Ocean City, Maryland for the weekend of September 12th – 14th. As a result, many will travel through different areas of the Delaware to reach their destination. Trend analysis shows a higher-than-average incidence of motorcycle crashes during this period. To reduce the potential of additional crashes, Delaware is scheduling additional motorcycle safety patrols in areas along Delaware’s major thoroughfares, with a particular focus on Delaware’s resort beach locations, which lead directly into Ocean City. Officers will be directed to focus on impaired driving and aggressive driving violations, as well as specific motorcycle safety law violations. 73 patrols are scheduled during this period. Patrols will run from 3pm-10pm on the Thursday prior to the event, from 3pm-1am on Friday, 6pm-2am on Saturday, noon-9pm on Sunday, and 10am-6pm on the Monday following the event. These hours are designed to target typical travel times during these five days.

Agencies involved: Bethany Beach Police, Dewey Beach Police, Dover Police, Fenwick Island Police, Georgetown Police, Lewes Police, Milford Police, Milton Police, New Castle County Police, Newark Police, Rehoboth Beach Police, and Delaware State Police (all Troops).

Amount: \$11,650	Funding Source: Section 402, FY 2014	Project Number: OHMA-6
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Paid Media – 10/1/13 – 9/30/14

Paid media focused on motorcycle rider awareness and safety will be funded to coincide with enforcement efforts throughout this time period. Media will include radio, billboards, print materials, and online advertising. Delaware’s message is “Respect Your Ride” and aims to educate riders about the need to wear all safety gear. Media messages are targeted at identified demographics based on crash data analysis; placement is targeted at identified high crash locations.

In addition, paid media focused on motorist awareness of motorcycle riders will be funded to coincide with enforcement efforts throughout this time period. Media will include radio, billboards, print materials, and online advertisement. Delaware will promote its “Share the Road” message in an effort to remind motorists to look for motorcycles, and to be aware of the vulnerability of motorcyclists. Messages are placed based on crash data analysis and the identification of high crash locations.

Agencies involved: ab+c, OHS

Amount: \$77,000	Funding Source: Section 402, FY 2014	Project Number: OHMB-1
\$80,000	Section 2010, FY 2012 carry over	AACB-1
\$100,000	Section 405f, FY 2013 carry over	AAGW-1
\$100,000	Section 405f, FY 2014	AAGX-1

Summary of Motorcycle Safety Projects Scheduled in FY 2014

PROJECT	FUND SOURCE	AMOUNT ALLOCATED
Spring Wave 1 Enforcement	Section 402 – FY 2014	\$4,400
Spring Wave 2 Enforcement	Section 402 – FY 2014	\$13,400
Summer Wave 1 Enforcement	Section 402 – FY 2014	\$10,000
Summer Wave 2 Enforcement	Section 402 – FY 2014	\$8,500
Summer Wave 3 Enforcement	Section 402 – FY 2014	\$11,400
Delmarva Bike Week Enforcement	Section 402 – FY 2014	\$11,650
Paid Media	Section 402 – FY 2014 Section 2010 – FY 2012 Section 405f – FY 2013 Section 405f – FY 2014	\$357,000
TOTAL		\$416,350

Distracted Driving/Cell Phone Use

Distracted driving crashes are often difficult to identify, as the officers arrive on –scene after-the-fact and are dependent upon the drivers’ accounts of the facts. Self-reported information is statistically unreliable, and it is estimated that cell phone-related crashes are severely under-reported. Delaware has been collecting cell phone-related crash information since 2011. In 2011, 147 of all reportable crashes involved hand-held cell phone use. In 2012, that number was 140. The public is quite vocal about witnessing large numbers of drivers using hand-held cell phones. Due to the public demand, there has been significant political pressure to strictly enforce Delaware’s “hands-free” and “no-texting” cell phone law.

The crashes that occur tend to increase around lunchtime, and then again between 4pm-11pm. In addition, another spike occurs between 1am-2am, coinciding with the closing of Delaware drinking establishments. One is 20% more likely to crash on Friday as the result of cell phone use than any other day of the week. Further, more than half of all cell phone-related crashes involve individuals under age 30.

Number of Cell Phone-Involved Traffic Crashes

	2011	%	2012	%
Total Reportable Crashes	20,867		21,202	
Total Cell Phone involved*	147	1%	140	1%

*self-reported

In FY 2013, Delaware participated in a demonstration grant project with the National Highway Traffic Safety Administration. The project included three waves of high visibility enforcement, with nearly every law enforcement agency in Delaware participating, with each wave lasting two weeks. In addition, there was heavy media coverage during these enforcement periods. At the time of this writing, two waves were completed, resulting in 3,967 cell phone violations made during overtime patrols. In addition, 533 cell phone violations were made during regular patrol duty during the same period. Also of note, 761 seat belt citations were written, 395 uninsured motorists were apprehended, 354 offenders were driving on a revoked or suspended driver’s license, 1,043 speeding citations were written, 64 fugitives were apprehended, and more than 1,600 other traffic offenses were cited.

Performance Measures

Cell Phone-Involved Crashes – To decrease the total number of cell phone-involved traffic crashes by 5%, from 140 to 132 by December 31, 2014.

Comprehensive Strategies and Projects

- OHS will schedule overtime patrols for agencies identified through the demonstration project. These patrols will focus on enforcing Delaware’s hands-free cell phone law, as well as the ban on sending or reading text messages.²⁸
- OHS will coordinate paid and earned media activities to coincide with all enforcement activities, following the accepted NHTSA model for high visibility enforcement.²⁹
- OHS will continue to utilize its Corporate Outreach Coordinator (identified on page 23 of this document) to provide employer safety programs that will coincide with increased enforcement and periods of paid media.³⁰

Distracted Driving Projects Scheduled in FY 2014

Fall 2013 – November 15th		
<p>Due to unreliable crash data, it was important to find other resources to guide the development of future enforcement mobilizations. In FY 2013, Delaware participated in a demonstration grant project for distracted driving enforcement. Using the information recorded from various agencies statewide, we were able to determine which agencies had the largest percentage of violations, as well as what time of day and day of the week the violations were more prevalent. As a result of this analysis, it was determined that Fridays were the best day for enforcement. Patrols will be scheduled in 4-hour blocks, between noon and 9pm. There will be 53 patrols scheduled on November 15th.</p>		
<p>Agencies involved: Capitol Police, Dover Police, Elsmere Police, Greenwood Police, New Castle County Police, Newport Police, Smyrna Police, Wilmington Police, and Delaware State Police Troops 2, 3, 7, and 9.</p>		
Amount:	Funding Source:	Project Number:
\$11,100	Section 402, FY 2014	OHBF-1
\$30,000	Section 405e, FY 2013 carry over	AAGZ-1
Winter 2014 - February 14th		
<p>Due to unreliable crash data, it was important to find other resources to guide the development of future enforcement mobilizations. In FY 2013, Delaware participated in a demonstration grant project for distracted driving enforcement. Using the information recorded from various agencies statewide, we were able to determine which agencies had the largest percentage of violations, as well as what time of day and day of the week the violations were more prevalent. As a result of this analysis, it was determined that Fridays were the best day for enforcement. Patrols will be scheduled in 4-hour blocks, between noon and 9pm. There will be 53 patrols scheduled on February 14th.</p>		
<p>Agencies involved: Capitol Police, Dover Police, Elsmere Police, Greenwood Police, New Castle County Police, Newport Police, Smyrna Police, Wilmington Police, and Delaware State Police Troops 2, 3, 7, and 9.</p>		
Amount:	Funding Source:	Project Number:
\$11,100	Section 402, FY 2014	OHBF-2
\$30,000	Section 405e, FY 2013 carry over	AAGZ-2

²⁸ Countermeasures That Work, 6th Edition, 2011, Chapter 4, Section 1.2

²⁹ Countermeasures That Work, 6th Edition, 2011, Chapter 4, Section 2.2

³⁰ Countermeasures That Work, 6th Edition, 2011, Chapter 4, Section 3.1

Spring 2014 – April 11th		
Due to unreliable crash data, it was important to find other resources to guide the development of future enforcement mobilizations. In FY 2013, Delaware participated in a demonstration grant project for distracted driving enforcement. Using the information recorded from various agencies statewide, we were able to determine which agencies had the largest percentage of violations, as well as what time of day and day of the week the violations were more prevalent. As a result of this analysis, it was determined that Fridays were the best day for enforcement. Patrols will be scheduled in 4-hour blocks, between noon and 9pm. There will be 53 patrols scheduled on April 11 th .		
Agencies involved: Capitol Police, Dover Police, Elsmere Police, Greenwood Police, New Castle County Police, Newport Police, Smyrna Police, Wilmington Police, and Delaware State Police Troops 2, 3, 7, and 9..		
Amount:	Funding Source:	Project Number:
\$11,100	Section 402, FY 2014	OHBF-3
\$30,000	Section 405e, FY 2013 carry over	AAGZ-3
Paid Media – Nov 2013, Feb 2014, Apr 2014		
Paid media efforts will be focused on demographic populations identified through crash data analysis, and placement will be determined based on identified high crash locations. Delaware will use the message “Phone in One Hand, Ticket in the Other” to alert drivers of the enforcement of hands-free cell phone and no-texting laws. Media will be paired with enforcement efforts as identified by NHTSA as a model for high visibility enforcement projects.		
Agencies involved: ab+c, OHS		
Amount:	Funding Source:	Project Number:
\$61,500	Section 402, FY 2014	OHNB-1
\$60,000	Section 405e, FY 2013 carry over	AAGY-1

Summary of Distracted Driving Projects Scheduled in FY 2014

PROJECT	FUND SOURCE	AMOUNT ALLOCATED
Fall 2013 Enforcement	Section 402 – FY 2014 Section 405e – FY 2013	\$41,100
Winter 2014 Enforcement	Section 402 – FY 2014 Section 405e – FY 2013	\$41,100
Spring 2014 Enforcement	Section 402 – FY 2014 Section 405e – FY 2013	\$41,100
Paid Media	Section 402 – FY 2014 Section 405e – FY 2013	\$121,500
TOTAL		\$244,800

Pedestrian Safety

Pedestrian-involved crashes, specifically fatalities, continue to be a complex program area to impact. With only 152 fatalities since 2006, it is difficult to determine if pedestrian safety countermeasures are successful. New Castle County continues to be the biggest concern, as 24 of 30 pedestrian fatalities occurred here in 2012.

Since 2006, the percentage of fatal crashes involving pedestrians has averaged 15%. In 2012 this rate increased dramatically to 26%. This equates to an increase in actual fatalities from 10 in 2005 to 30 in 2012. Although there were many causal factors, the most common causes included pedestrians walking into the path of a vehicle. Of the 30 pedestrians killed in 2012, 20 were deemed “at fault” and of those, 16 were under the influence of drugs or alcohol.

Percentage of Pedestrian Fatalities

	2005	2006	2007	2008	2009	2010	2011	2012
Total Traffic Fatalities	133	147	118	122	118	103	103	116
Pedestrian Fatalities	10	27	17	22	15	22	19	30
% Pedestrian Fatalities	8%	18%	14%	18%	13%	21%	18%	26%

Performance Measures

Pedestrian Fatalities – To reduce pedestrian fatalities 11% from the 2009-2011 calendar year average of 18 to 16 by December 31, 2014.

Comprehensive Strategies and Projects

- Delaware will continue to utilize its Safe Routes to School initiative³¹, managed by the State’s Department of Transportation. OHS supports this initiative, but there are currently no funds allocated.
- Delaware will partner with the Department of Transportation to provide specific paid media and community outreach to educate the walking public and the motoring public about the importance of pedestrian safety. Officers will conduct foot patrols in high pedestrian traffic areas, using the opportunity to remind them of safety issues, including the dangers impaired walking, and provide a reflective hand-out. Paid and earned media will be scheduled to coincide with these efforts.³²
- Delaware’s Corporate Outreach Coordinator (as detailed on Page 23 of this document) will continue to provide employers with resource materials to educate their employees about this important safety issue. Pedestrian safety information will also be coordinated with impaired driving materials for this audience, to reinforce the dangers of impaired walking.³³

³¹ Countermeasures That Work, 6th Edition, 2011, Chapter 8, Section 2.3

³² Countermeasures That Work, 6th Edition, 2011, Chapter 8, Section 3.1

³³ Countermeasures That Work, 6th Edition, 2011, Chapter 8, Section 3.1

Pedestrian Safety Projects Scheduled in FY 2014

Paid Media/Community Outreach		
Delaware will identify high pedestrian crash corridors as well as locations where pedestrians tend to gather. These identified locations will allow for proper placement of paid media. In addition, the demographics unique to this population will be identified to best target Delaware's pedestrian population. Delaware law enforcement will make targeted contact with pedestrians in these areas, supplying them with reflective materials as well as educational information.		
Agency involved: ab+c, OHS		
Amount: \$51,000	Funding Source: Section 402, FY 2014	Project Number: OHPB-1

Summary of Pedestrian Safety Projects Scheduled in FY 2014

PROJECT	FUND SOURCE	AMOUNT ALLOCATED
Paid Media/Community Relations	Section 402 – FY 2014	\$51,000
TOTAL		\$51,000

MOBILIZATION SUMMARY FY 2014

MOBILIZATION	PRIORITY AREA	DATES	AGENCIES	TYPE	TOTAL	FUNDING SOURCE(S)	FUNDING SOURCE(S)
FALL 2013	AGGRESSIVE DRIVING	OCT 10-19	7	PATROLS	20,400	402	
HALLOWEEN	IMPAIRED DRIVING	OCT 26	10	CHECKPOINT	13,900	402	
FALL 2013	IMPAIRED DRIVING	NOV 1-9	8	PATROLS	16,000	154	
NOV BLITZ	DISTRACTED DRIVING	NOV 15 TH	9	PATROLS	11,100	402	
SAFE FAMILY HOLIDAY	AGGRESSIVE DRIVING	NOV 26 – DEC 7	5	PATROLS	17,050	402	
SAFE FAMILY HOLIDAY	IMPAIRED DRIVING	NOV 27 – DEC 31	29	PATROLS/CHECKPOINTS	96,100	154	
SAFE FAMILY HOLIDAY	SEAT BELT	DEC 11-19	6	PATROLS/CHECKPOINTS	19,500	402	
SAFE FAMILY HOLIDAY	AGGRESSIVE DRIVING	DEC 19-28	6	PATROLS	16,950	402	
NFL 2014	IMPAIRED DRIVING	JAN/FEB 2014	15	PATROLS/CHECKPOINTS	42,300	154	
WINTER 2014	SEAT BELT	JAN 5-18	5	PATROLS	17,200	402	
FEB BLITZ	DISTRACTED DRIVING	FEB 14 TH	9	PATROLS	11,100	402	
SPRING 2014	SEAT BELT	MAR 8-16	6	PATROLS/CHECKPOINTS	21,400	402	
ST. PATRICK'S DAY	IMPAIRED DRIVING	MAR 15 TH	8	CHECKPOINT	12,700	154	
SPRING WAVE 1	MOTORCYCLE	MAR 24 – 29	4	PATROLS	4,400	402	
SPRING WAVE 2	DISTRACTED DRIVING	APR 11 TH	9	PATROLS	11,100	402	
SPRING WAVE 2	MOTORCYCLE	APR 21 – MAY 2	4	PATROLS	13,400	402	
SPRING WAVE 2	AGGRESSIVE DRIVING	MAY 1-10	6	PATROLS/TEAM ENF.	21,600	402	
CLICK IT OR TICKET	SEAT BELT	MAY 12-26	36	PATROLS/CHECKPOINTS	110,000	402 (\$40k)	405 (\$70k)
MEMORIAL DAY	IMPAIRED DRIVING	5/23-26	7	PATROLS	17,000	402	
SUMMER WAVE 1	SEAT BELT	JUN 6-19	4	PATROLS	14,700	402	
SUMMER WAVE 1	MOTORCYCLE	JUN 23-28	6	PATROLS	10,000	402	
SUMMER WAVE 1	AGGRESSIVE DRIVING	JUL 1-12	6	PATROLS/TEAM ENF.	21,650	402	
SUMMER WAVE 2	MOTORCYCLE	JUL 7-12	4	PATROLS	8,500	402	
SUMMER WAVE 2	IMPAIRED DRIVING	JUL 18- AUG 2	10	PATROLS	30,300	154	
SUMMER WAVE 2	SEAT BELT	JUL 18-31	6	PATROLS	21,100	402	
DE STATE FAIR	IMPAIRED DRIVING	JUL 25 – AUG 2	1	PATROLS	3,400	402	
SUMMER WAVE 3	MOTORCYCLE	AUG 4-9	6	PATROLS	11,400	402	
SUMMER WAVE 3	AGGRESSIVE DRIVING	AUG 7-9	7	PATROLS	17,200	402	
NATIONAL CRACKDOWN	IMPAIRED DRIVING	AUG 15 – SEPT 1	29	PATROLS/CHECKPOINTS	99,800	154	
FALL 2014	AGGRESSIVE DRIVING	SEPT 2-13	6	PATROLS/TEAM ENF.	23,500	402	
DELMARVA BIKE WEEK	MOTORCYCLE	SEPT 11-15	12	PATROLS	11,650	402	
CHECKPOINT STRIKEFORCE	IMPAIRED DRIVING	OCT-DEC 2013	14	CHECKPOINTS	167,000	410	
CHECKPOINT STRIKEFORCE	IMPAIRED DRIVING	JUL-SEPT 2014	14	CHECKPOINTS	127,500	410	

MAINTENANCE OF EFFORT

The State of Delaware will be vigilant in maintaining expenditure levels at or above those in FY 2010 and FY 2011. The spending plan for Section 402 occupant protection, impaired driving, and traffic records meets or exceeds the State and local expenditures in the budgets for FY 2010 and FY 2011, thus allowing Delaware to avoid supplanting. Delaware is confident this threshold will continue to be met.

OTHER FUNDING SOURCES

FUNDING FOR MATCH REQUIREMENTS

AGENCY	FUNDING SOURCE	ACTIVITIES FUNDED
Delaware Office of Highway Safety – General Funds	State of DE funds (*note – this funding is the hard match requirement against Section 402 P&A)	OHS Director, ½ FTE Occupant Protection Coordinator, ½ FTE Accounting Specialist, misc. unallowable expenses under Federal grant
Delaware Division of Motor Vehicles	State of DE funds (*note – this funding is the soft match requirement against Sections 402 and 405)	Staff salary and benefits of DMV's Driver Improvement Section

OCCUPANT PROTECTION

AGENCY	FUNDING SOURCE	ACTIVITIES FUNDED
Delaware Office of Highway Safety	Public Donations to Child Car Seat Bank	Purchase of child safety seats for distribution through statewide fitting stations
Delaware Office of Highway Safety – Enforcement Mobilization Projects	Law Enforcement Agency Partners	Municipal and State of Delaware funding for regular duty pay/benefits, office space, supplies and equipment, court overtime, vehicles and vehicle use
Delaware Safe Kids	National Safe Kids	Child Passenger Safety activities, including provision of child safety seats for under-privileged population
Al Dupont Hospital	Al Dupont Hospital	Child Safety Seat Fitting Station
Christiana Care Trauma Program	Christiana Hospital	Child Safety Seat Fitting Station

UD Cooperative Extension Office	University of Delaware	Community Traffic Safety program outreach to parents about Child Passenger Safety
Coalition for Injury Prevention	State of Delaware funding, Centers for Disease Control, National Center for Injury Prevention & Control	Educate the public about the correct use of seat belts, and educate parents about the correct use of child safety seats, promote child passenger safety fitting stations

IMPAIRED DRIVING

AGENCY	FUNDING SOURCE	ACTIVITIES FUNDED
Delaware Office of Highway Safety – TSRP Program	Delaware Department of Justice	In-kind match provides office space, supplies and equipment, IT support, and clerical support
Delaware Office of Highway Safety – Enforcement Mobilization Projects	Law Enforcement Agency Partners	Municipal and State of Delaware funding for regular duty pay/benefits, office space, supplies and equipment, court overtime, vehicles and vehicle use
Delaware Department of Transportation	Federal Highway Administration and State of DE funds	Section 154 HE funds, FHWA funds, State of DE funds to support behavioral highway safety projects, including overtime for personnel and equipment to provide lighting at sobriety checkpoints
Newport Police Department	USDOJ Byrne Grant	Supplemental funding for Delaware’s sobriety checkpoint efforts and enforcement equipment
Sodat, Delaware (non-profit agency)	Grants from the State of Delaware, Private Donations, Client Fees	Provide drug/alcohol evaluation and referral for impaired driving offenders
Open Door, Inc.	Grants from the State of Delaware, Client Fees	Provide drug/alcohol impaired driving education and outpatient treatment programs for impaired driving offenders
Thresholds, Inc.	Grants from the State of Delaware, Client Fees	Provide drug/alcohol impaired driving education and outpatient treatment programs for impaired driving offenders

Connections CSP, Inc.	Grants from the State of Delaware, Client Fees	Provide drug/alcohol impaired driving outpatient treatment programs for impaired driving offenders
Pace	Grants from the State of Delaware, Client Fees	Provide drug/alcohol impaired driving education programs for impaired driving offenders
Coalition for Injury Prevention	State of Delaware funding, Centers for Disease Control, National Center for Injury Prevention & Control	Educate public on the dangers of impaired driving

TRAFFIC RECORDS

AGENCY	FUNDING SOURCE	ACTIVITIES FUNDED
Delaware Office of Emergency Medical Services	State of Delaware Public Health, Centers for Disease Control	Emergency Medical Services Coordination and training of EMTs
Delaware Justice Information Systems	State of Delaware funding	Develop and maintain E-crash and E-ticket systems, provide training for law enforcement and other end users
Delaware Department of Transportation	State of Delaware funding, FHWA funding	Develop and maintain the CARS (crash analysis reporting system) for enhanced data mapping and analysis capabilities

PEDESTRIAN SAFETY

AGENCY	FUNDING SOURCE	ACTIVITIES FUNDED
Delaware Department of Transportation	State of Delaware funding, FHWA funding,	Pedestrian Safety paid media efforts, coordinated with OHS, design and develop pedestrian friendly infrastructure
WILMAPCO (Wilmington Area Planning Council)	US Department of Transportation funding, State of Delaware funding, New Castle County funding, City of Wilmington funding	Coordinate infrastructure plans to improve pedestrian safety
Dover/Kent County MPO	US Department of Transportation, State of Delaware funding, Kent County funding, City of Dover funding	Coordinate infrastructure plans to improve pedestrian safety
University of Delaware Cooperative Extension	University of Delaware	Educate youth about pedestrian safety practices

MOTORCYCLE SAFETY

AGENCY	FUNDING SOURCE	ACTIVITIES FUNDED
Delaware Division of Motor Vehicles	State of Delaware funding, Transportation Trust Fund	Motorcycle rider education programs
Delaware Motorcycle Rider Training Committee	State of Delaware funding	Advocate for motorcycle safety programs, review and monitor education programs for rider training

AGGRESSIVE DRIVING

AGENCY	FUNDING SOURCE	ACTIVITIES FUNDED
Coalition for Injury Prevention	State of Delaware funding, Centers for Disease Control, National Center for Injury Prevention & Control	Educate the public about the dangers of aggressive driving
Delaware Department of Transportation		Electronic Red Light Safety Program

OTHER TRAFFIC SAFETY ISSUES

AGENCY	FUNDING SOURCE	ACTIVITIES FUNDED
Coalition for Injury Prevention	State of Delaware funding, Centers for Disease Control, National Center for Injury Prevention & Control	Expand and promote the use of the online Graduated Driver License Parent Orientation Program , educate the public about the dangers of cell phone use while driving
Delaware State Police Traffic Section	State of Delaware funding, Federal Motor Carrier Safety Program funding	Enforce the rules of the road as related to commercial motor vehicles, including driver behavior

FY 2014 Paid Media Plan

In FY 2014, 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 and development of campaign collateral materials, as well as 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, Phone In One Hand – Ticket In The Other, 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 pedestrian and 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.

The media mix for various campaigns depends largely upon the demographics of the target audiences determined for each. Many of our primary initiatives involve reaching the Millennial generation. OHS attended the 2013 Lifesavers Conference in Denver, Colorado and learned that this audience does not trust marketing advisors; they look to their friends for acceptance and reassurance, they prefer marketing themes with humor, stunts, going local and ads that are shareable on mobile devices, with preferences to online tv, internet radio, web videos, YouTube, & Twitter. They are multi-taskers and like unique, authentic messages. Therefore, OHS will continue its efforts to increase campaign presence and online 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 other types of advertising will be added such as indoor advertising in bars and restaurants, messages on transit buses and limousines,

ads placed in movie theaters & DMVs, gas station pump toppers and ice chests 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 Delaware. Venues for Buckle Up message include Wilmington Blue Rocks baseball team and Dover International Speedway. Delaware State University & University of Delaware football stadiums will feature a Distracted Driving message. OHS will also continue to use the Dover International Speedway venue to promote the Drive Sober campaign. OHS will continue to utilize 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 a successful partnership with NASCAR driver J.J. Yeley, from the Tommy Baldwin Racing team, 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 is also working on expanding their partnership with other teams and partners on the NASCAR circuits including Autism Delaware, Bayhealth, and Dover Motorsports, Paulie Harraka Racing, and Jeremy Clements Racing. 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 will focus largely on earned media to promote Pedestrian Safety with community partners and state agencies to reduce the pedestrian fatality and injury crashes in Delaware in FY2014. Multiagency roundtable discussions have taken place in FY2013 to combine resources and messaging. OHS will lead the effort with Delaware Department of Transportation and law enforcement agencies to set up Pedestrian Safety checks at and around high pedestrian crash locations. Information and resources will be distributed to passing pedestrians on how to cross safely at intersections and how to be seen at night along roadways. OHS will also organize a statewide 'Walk for Road Safety' based on the similar model from The Long Short Walk, Make Roads Safe campaign for Global Road Safety. Sections of the walking course will be dedicated to victims of traffic crashes with pictures and QR codes that walkers can scan to read the story of the incident. Family members will be able to submit to OHS a form to dedicate a section of the walk to their loved one.

OHS will continue its partnership with Delaware Sports League (DSL) to promote the Designated Driver and Drive Sober campaign messages. The DSL is a recreation 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 2014, OHS will revamp their efforts to reach out to the Hispanic population. OHS attended a Hispanic Marketing/Media session at the 2013 Lifesavers Conference, led by

speaker Carlos Alcazar and learned that an English message should not be directly translated for the Hispanic audience. It was recommended that we use NHTSA created campaign materials specifically created for Hispanics or create a budget line for Hispanic marketing materials. The speaker stated that if you are going to create your own messages to keep the following in mind from the Hispanic focus group; first, have a family hero; second, have multiple ethnicities; and third, have a silent message. OHS will reanalyze it's Hispanic messaging and work with the Hispanic Outreach Committee to determine if we should use NHTSA materials or create new messages.

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, outreach, and education activities.

FY 2014

Program Area (include campaign name if applicable)	Amount of Funding Allocated	Method of Assessing Effectiveness of Paid Media/Campaign	Amount \$ for Evaluation	Funding Source
Occupant Protection 1) Buckle Up (October 2013 January, March, June, July 2014)	\$199,000 – for radio, t.v., print, website updates, media rich internet ads, collateral, video equipment, and incentive items focused on increasing night time seat belt use. Will accompany enforcement mobilizations focused on night time enforcement. \$8,750- paid media for wrap of Racing Limo of Dover with Buckle Up/Click It or Ticket message. Limo used in community parades and OHS events.	NHTSA Behavior survey along with the number of paid airings or print ads, reach, frequency and GRP's. Vocus media report tracking news hits, value, and tone.	Evaluation provided as part of contract with OHS's PR firm	402/405
2) Click It or Ticket (May/June 2014)	\$103,500. Paid media- billboards, print, collateral, media rich internet ads, radio, website updates, incentive items, and non-traditional outdoor media. \$87,000- Alliance Sport Marketing. Dover International Speedway activation activities. Static signage, PA announcements, Sprint Vision video board ads, print ads, incentive items	Observational Seat Belt surveys and NHTSA Behavior survey along with the number of paid airings or print ads, reach, frequency and GRP's. Vocus media report tracking news hits, value, and tone.	Evaluation provided as part of contract with OHS's PR firm	402/405
3) CPSAW (September 2014)	\$10,000 – radio, limited print and collateral materials.	NHTSA Behavior survey along with the number of paid airings or print ads, reach, frequency and GRP's. Vocus media report tracking news hits, value, and tone.	Evaluation provided as part of contract with OHS's PR firm	402/2011
4) Fitting Station Awareness	\$10,000 for radio and collateral materials.	NHTSA Behavior survey along with the number of paid airings or print ads, reach, frequency and GRP's. Vocus media report tracking news hits, value, and tone.	Evaluation provided as part of contract with OHS's PR firm	402/2011
Impaired Driving 1) Checkpoint Strikeforce (July 2014 – Dec 2014) includes paid media for National crackdowns in August and December as well as Holiday mobilizations (New Years, St. Patrick's	\$750,000 includes paid media: radio, t.v., billboards, internet, indoor, movie theatre ad transit, collateral. incentive items, etc. \$6,250- paid media for wrap of Racing Limo of Dover with Drive Sober message.	NHTSA Behavior survey along with the number of paid airings or print ads, reach, frequency and GRP's. Vocus media report tracking news hits, value, and tone.	Evaluation provided as part of contract with OHS's PR firm	154/410

<p>Day, Halloween, etc.). Safe Family Holiday and Designated Driver campaigns.</p>	<p>Limo used in community parades and OHS events.</p> <p>\$130,000- September Dover NASCAR race partnership with Tommy Baldwin Racing, JJ Yeley, & Genuine Partners that includes primary advertising rights on the #36 NASCAR Sprint Cup car along with Drive Sober marketing around the track, on the driver suit, driver appearances, social media promotion.</p> <p>\$50,000- September Dover NASCAR race partnership with JCR & Jeremy Clements #51 NASCAR Nationwide Series team that includes primary advertising rights on the #51 car along with Drive Sober marketing around the track, on the driver suit, driver appearances, social media promotion.</p> <p>\$137,500- Alliance Sport Marketing- September Dover NASCAR track activation activities in FanZone. Static signage, PA announcements, Sprint Vision video board ads, print ads, incentive items, campaign and parking lot signs, pit stall signs, social media contest.</p> <p>\$146,000- paid media-cable, radio, media rich internet ads, outdoor, website updates, print, collateral, and internet radio ads.</p> <p>\$50,000 – 5k Traffic Safety Awareness Event. Pedestrian Safety Checks, collateral and incentive materials, non-traditional outdoor ads.</p> <p>\$76,000 – Motorists Focused message website updates, media rich internet ads, collateral, incentive items, outdoor & indoor non-traditional ads.</p> <p>\$80,000- Motorcycle Focused message</p>	
<p>Aggressive Driving 1) Respect The Sign-- aggressive driving behavior focus (October, November, 2013. May, July, August, September 2014)</p> <p>Pedestrian Safety</p> <p>Motorcycle Safety(March-September 2014)</p>	<p>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 along Vocus media report tracking news hits, value, and tone.</p> <p>NHTSA Behavior survey along with the number of paid airings or print ads, reach, frequency and GRP's. Vocus media report tracking news hits, value, and tone.</p> <p>NHTSA Behavior survey along with the number of paid airings or print ads, reach, frequency and GRP's. Vocus media report tracking news hits, value, and tone.</p>	<p>402</p> <p>402</p> <p>402/2010</p>
	<p>Evaluation provided as part of contract with OHS's PR firm (\$25,000 to conduct surveys)</p> <p>Evaluation provided as part of contract with OHS's PR firm</p> <p>Evaluation provided as part of contract with OHS's PR firm</p>	

<p>Distraacted Driving 1) Put the Phone Down- cell phone enforcement. One day blitzes in November 2013, February, April, 2014.</p>	<p>website updates, media rich internet ads, collateral, incentive items, outdoor & indoor non-traditional ads. \$61,500 – paid media- radio, online, microsite, collateral, tv spot. \$6,000- Huddle High School Ticket Program- 5 high schools participating in pilot program in Delaware.</p>	<p>NHTSA Behavior survey along with the number of paid airings or print ads, reach, frequency and GRP's. Vocus media report tracking news hits, value, and tone.</p>	<p>Evaluation provided as part of contract with OHS's PR firm</p>	<p>402</p>
<p>Child-Focused Traffic Safety (Bicycle, Seat Belt, Pedestrian Safety)</p>	<p>\$15,000 –Collateral and incentive materials for outreach events and law enforcement that speak to children groups.</p>		<p>Evaluation provided as part of contract with OHS's PR firm</p>	<p>402</p>

**all budgets include public relations firm account management, creative, and production of campaign materials

TBD FY 2014

Program Area (Items to be determined if we receive more funding)	Amount of Funding Allocated	Method of Assessing Effectiveness of Paid Media/Campaign	Amount \$ for Evaluation	Funding Source
Occupant Protection 1) Buckle Up (October 2013 January, March, June, July 2014)	\$22,000- Alliance Sport Marketing- Wilmington Blue Rocks- outfield signage, PA announcements, FanZone display, You've Been Ticketed promotion, print ads, program ads, schedule poster ads. \$130,000- May Dover NASCAR race partnership with Tommy Baldwin Racing, JJ Yeley, & Genuine Partners that includes primary advertising rights on the #36 NASCAR Sprint Cup car along with Click It or Ticket marketing around the track, on the driver suit, driver appearances, social media promotion. \$35,000-May Dover NASCAR race partnership with JCR & Jeremy Clements #51 NASCAR Nationwide Series team that includes primary advertising rights on the #51 car along with Click It or Ticket marketing around the track, on the driver suit, driver appearances, social media promotion.	Paid airings or print ads, reach, frequency and GRP's. Vocus media report tracking news hits, value, and tone. Provide ROI report for earned media stories and interviews.	Evaluation provided as part of contract with OHS's PR firm	402/405
Distraction Driving Put the Phone Down- cell phone enforcement. One day blitzes in November 2013, February, April, 2014	\$64,000- Alliance Sport Marketing- UD & DSU video scoreboard announcements or static signage, PA announcements, schedule posters, promotional t-shirts, AT&T simulator. High School promotion- signage in each school, on-site presence during sporting events, thumb band distributed at events, social marketing in each school.	NHTSA Behavior survey along with the number of paid airings or print ads, reach, frequency and GRP's. Vocus media report tracking news hits, value, and tone.	Evaluation provided as part of contract with OHS's PR firm	402
Hispanic Safety Outreach	\$50,000- development of Hispanic traffic safety messages that complement campaigns. Paid media- online, internet radio, tv.	NHTSA Behavior survey along with the number of paid airings or print ads, reach, frequency and GRP's. Vocus media report tracking news hits, value, and tone.	Evaluation provided as part of contract with OHS's PR firm	402
Corporate Outreach Program	\$22,586- mocktail books, incentive items, collateral.			402

PROJECT SELECTION & HSP APPROVAL PROCESS

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. OHS 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 project 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.

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

The FY 2014 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
New Castle City Police Department	Lt. Adam Brams
Department of Transportation	Adam Weiser
Department of Justice	Sean Lugg
Delaware State Police	Lt. Robert Jones

The FY 2014 planning process followed the timeline below:

- January 2013—Meeting with Grant Advisory Committee to begin the problem identification process for FY 2014.
- February 2013—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.
- April 2013—Annual GAC meeting to review selected projects and approve the draft highway safety plan.
- May-June, 2013—Prepare the Highway Safety Plan for NHTSA
- July 1, 2013—Submit the Highway Safety Plan to NHTSA
- October 2013—FY 2014 grant year begins

As part of the preparation of the Highway Safety Plan, OHS develops a comprehensive enforcement plan for the fiscal year. This plan includes mobilization initiatives funded with Section 402 monies as well as incentive grant monies. Identified law enforcement agencies are notified approximately one month prior to the start of each mobilization. They must sign a project agreement form, as well as certifications and assurances.

Non-law enforcement agencies interested in applying for funds are provided with a project proposal form. These proposals are accepted at any point during the fiscal year. The proposals require:

- A clear link to one of OHS's identified priority areas
- Sufficient problem identification to clearly outline the problem
- A clear plan to address the problem, utilizing evidence-based solutions
- A list of project tasks, with timelines for completion
- A reasonable budget request, with clear links to the project tasks

Once proposals are received by OHS, the Deputy Director convenes a meeting of the management staff, to include the Director, Deputy Director, and Management Analyst III. When additional data is required, the Data Analyst may also attend these meetings. Proposals will be reviewed at least monthly, but may be reviewed more frequently depending on the number received in a given period. The management team will review the proposals, ensuring the proposal includes the necessary components outlined above, and ensuring funding is available. If the project is deemed worthy of funding, the team will identify the most appropriate funding source. Agencies will be notified within five business days of the proposal review meeting.

Projects will be managed by the OHS Program Manager overseeing the priority area in which the proposal falls. A pre-award meeting will be scheduled with all new award recipients, outlining reporting requirements, fiscal requirements, and reviewing certifications and assurances.

All projects are monitored by the Office of Highway Safety on a regular basis to include on-site monitoring in the FY 2014 grant year. All award recipients will submit reports and reimbursement requests as follows: monthly, quarterly, or one-time (such as funding for a training event). Further, telephone and email monitoring will also be conducted as needed. In addition, 50% of all non-law enforcement projects will be subject to on-site monitoring. Agency selection is random. Law enforcement agencies receiving funds via the mobilization process will also be subject to on-site monitoring if they meet the following criteria: they participated in more than five mobilizations during the fiscal year and were allocated more than \$5,000 for those mobilizations.

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.

SUMMARY OF COUNTERMEASURE PROGRAMS AND TOTAL 402 OBLIGATIONS

PERCENTAGE OF FY 2013 and 2014 FUNDS BY PROJECT AREA (includes all funding sources & anticipated carry over funds)

	2013	2014
PLANNING & ADMINISTRATION	3%	4%
OCCUPANT PROTECTION	12%	22%
IMPAIRED DRIVING	49%	36%
AGGRESSIVE DRIVING	6%	6%
TRAFFIC RECORDS	7%	14%
PEDESTRIAN SAFETY	1%	1%
MOTORCYCLE SAFETY	6%	8%
COMPREHENSIVE TRAFF. SAFETY	3%	6%
POLICE TRAFFIC SERVICES	1%	1%
OTHER (Distracted Driving/Older Drivers)	12%	2%

**Percentages are rounded.

Proposed Countermeasure Programs for FY 2014
Sections 402, 405, and anticipated carry-over (402, 405, & SAFETEA-LU funds).

