



# FY2019 ANNUAL REPORT



**OCTOBER 1, 2018 –  
SEPTEMBER 30, 2019**

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State of Delaware

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# Message from The Director

## EXECUTIVE SUMMARY



The Delaware Office of Highway Safety is pleased to present the Fiscal Year 2019 Annual Report. This Report serves as the State's evaluation of the 2019 Highway Safety Plan (HSP) and is our opportunity to celebrate performance target attainment in the last year and to identify opportunities for additional improvements in the coming year.

The Office of Highway Safety works closely with our partners to conduct appropriate problem identification, identify priority areas, select realistic performance measures, identify and implement proven countermeasures, and conduct a quality evaluation of implemented efforts. The Annual Report reviews the yearly progress on implementing Delaware's HSP and documents the use of grant funding administered by NHTSA for federal funds available under the Section 402 State and Community Highway Safety Grant Program and the various sections of the National Priority Safety Program of the Federal transportation bill.

The Office of Highway Safety's mission statement is as follows:

*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.*

In accordance with the current legislation, Fixing America's Surface Transportation Act (FAST Act), the Office of Highway Safety has included the following components in the FY2019 Annual Report:

- Assessment of the state's progress in meeting targets identified in our FY2019 HSP;
- Description of the projects and activities funded;
- Federal funds expended on identified funded projects and activities; and
- The extent to which the identified projects contributed to meeting the highway safety targets and how we will adjust our upcoming HSP to better meet performance targets in areas where a performance target has not been met.

We are grateful for the many partnerships that have made our successes possible in 2019. We will continue to strive *Toward Zero Deaths* in 2020 in an effort to make Delaware roadways the safest in the country. To that end, we will focus on legislative enhancements, thoughtful traffic safety data analysis, and use of identified best practice countermeasures to continue to tackle the challenges that lie ahead.



# *Delaware Office of Highway Safety*

## *Staff Overview*

### FY2019 OFFICE POSITIONS INCLUDED:

#### Director

Responsible for planning, organizing, and directing the operations and programs of the Office of Highway Safety in accordance with Federal and State laws, 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. Kimberly Chesser served the role of Acting Director until January 2019. Christopher Klein served the role of Acting Director from January – August 2019. Kimberly Chesser was appointed Director on September 1, 2019.

#### Deputy Director

Responsible for the monitoring and evaluation of approved highway safety projects, administration and distribution of Federal funds to State, local, and private agencies; coordinating and organizing impaired driving countermeasures across the state, managing the statewide DUI Provider Program, and manages the 402, 405, and 154 programs under MAP- 21 and FAST act. Serves as the agency DUI Program Coordinator. Serves as the Chair of the Statewide Impaired Driving Prevention Taskforce, the Co-Chair for the Motor Vehicle Committee of The Injury Prevention Coalition, and a member of the DUI Court Steering Committee. The Deputy Director position was filled by Kimberly Chesser until January 2019 and remained vacant through the end of the fiscal year.

#### Management Analyst III

Responsible for coordinating traffic records as well as organizing pedestrian/bicycle, and speed safety initiatives across the state; the administration of 402 and 405 grants; serves a program manager in the implementation of a new OHS E-Grants system; and is responsible for the preparation of the Annual Report. Also serves as the OHS representative on the Delaware Bicycle Council, the Advisory Council on Walkability and Pedestrian Awareness (Pedestrian Safety Council), and Education/Enforcement and Legislative and Policy Subcommittees for the Pedestrian Safety Council. In January of 2019, this position assumed the duties of the Impaired Driving Program Manager including Chairing the Statewide Impaired Driving Prevention Task Force due to the vacancy of the Deputy Director. This position is filled by Richard Klepner.

#### Management Analyst III

Performs duties as necessary as the agency Occupant Protection Coordinator, Distracted Driving Coordinator, Motorcycle Safety Coordinator and Young Driver Programs Coordinator; responsible for administration of 402 and 405 funds. Serves as the Chair of the Teen Driver Task Force, as a member of the



Motorcycle Riders Education Advisory Committee, and is a Board Member for Safe Kids Delaware. This position is filled by Sarah Cattie.

### **Marketing Specialist II**

Serves as the official agency spokesperson and media liaison, responsible for dissemination of information regarding agency programs and events, coordination of public awareness campaigns and media events, and managing our social media presence. Responsible for presentations of safety education programs for schools and other State and local agencies. Manages the agency Corporate Partner Program Coordinator. This position is filled by Cynthia Cavett.

### **Accountant**

Responsible for processing fiscal documents as required for the daily operations of the office. Manages the agency timesheets and serves as the agency liaison with the Department's Human Resources Section. Responsible for Maintenance of Effort (MOE), and entering grants into the First State Financial System for the State of Delaware Clearinghouse. This position is filled by Lilliana Guilamo.

### **Law Enforcement Liaison**

Responsible for the coordination of law enforcement mobilizations throughout the grant year and for organizing law enforcement training opportunities. Encourages law enforcement participation in OHS activities (part-time position). This role is filled by John Horsman.

### **Statewide Fitting Station Coordinators**

— OHS employs two Fitting Station Coordinators with one serving New Castle County and one serving Kent and Sussex Counties. These two positions are responsible for the coordination of the Office of Highway Safety's three statewide Child Passenger Safety Fitting Stations, in cooperation with the Division of Motor Vehicles and Delaware State Police Troop 7 (part-time positions). New Castle County was served by Larry Kelley through June of 2019. Shawn Rohe currently fills the position. Kent/Sussex Counties were served by Shannon Powers until December of 2018. Aubrey Klick currently fills the position.

### **Data Analyst**

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. Ian Peters served as the Data Analyst through September of 2019. This role is currently filled by Victoria Bowler.

### **DUI Case Specialist**

Responsible for acting as a liaison between DUI offenders and the Evaluation and Referral Program or the substance abuse education and treatment providers. Works with the Division of Motor Vehicles, Courts, Delaware Department of Justice, Legislators, and the Division of Substance Abuse and Mental Health. Primary responsibility is resolving conflicts and directing DUI offenders to the appropriate resources (part-time position). This position was filled by Robert Neylan until the DUI Education and Referral Program, Substance Abuse Education Program and Treatment Provider Program transitioned to the Department of Health and Social Services in January 2019.





Corporate Outreach  
Coordinator

Responsible for developing and implementing traffic safety-related programming initiatives for and with our corporate partners. Assists the Marketing Specialist II with public information and education initiatives. (part-time position). This position was held by Alexis Williams until August 2019. Amanda Horton currently fills the position.

Administrative  
Specialist III

Responsible for ordering public information materials, coordinating and distributing materials to increase public awareness and providing administrative support to staff. The position also serves as the agency receptionist (part-time position). This role is filled by Christine Gannon.



*Pictured:*

*Top Row (Left to Right): John Horsman, Richard Klepner  
4<sup>th</sup> Row (Left to Right): Sarah Cattie, Kimberly Chesser, Cynthia Cavett  
3<sup>rd</sup> Row (Left to Right): Amanda Horton, Victoria Bowler  
2<sup>nd</sup> Row (Left to Right): Shawn Rowe, Aubrey Klick  
Front Row (Left to Right): Lilliana Guilamo, Christine Gannon*







## FY2019 HIGHWAY SAFETY TARGETS<sup>1</sup>

CORE OUTCOME BEHAVIORAL MEASURES Targets for FY2019		2015	2016	2018	2018	2019 <sup>2</sup>	2019 Target	2019 Progress
1	Traffic Fatalities	131	119	119	111	127		
	5-year moving average	113	117	118	121		119	121
2	Serious Traffic Injuries	567	593	474	341	352		
	5-year moving average	612	604	577	520		507	465
3	Mileage Death Rate <sup>3</sup>	1.32	1.17	1.14	1.18	N/A		
	5-year moving average	1.20	1.22	1.21	1.22		1.19	N/A
3a	Rural Mileage Death Rate	2.07	2.30	2.33	2.22	N/A		
	5-year moving average	1.98	2.04	2.12	2.23		2.1	N/A
3b	Urban Mileage Death Rate	1.00	0.70	0.71	0.82	N/A		
	5-year moving average	0.85	0.86	0.81	0.82		0.80	N/A
4	Unrestrained Passenger Vehicle Occupant Fatalities	33	31	33	32	18		
	5-year moving average	28	27	29	31		31	29
5	Alcohol-Impaired Driving Related Fatalities	39	37	31	28	16		
	5-year moving average	41	40	39	37		35	32
6	Speed-Related Fatalities	35	39	33	33	38		
	5-year moving average	39	40	38	37		37	36
7	Motorcycle Fatalities	19	14	10	17	19		
	5-year moving average	18	17	16	15		12	16
8	Unhelmeted Motorcyclist Fatalities	6	4	4	11	9		
	5-year moving average	8	6	6	6		5	7
9	Drivers Age 20 or Younger Involved in Fatal Crashes	20	13	7	10	14		
	5-year moving average	14	14	13	12		14	13
10	Pedestrian Fatalities	36	27	33	23	26		
	5-year moving average	26	28	29	29		30	29
11	Seat Belt Use Rate	90%	91%	91%	92.4%	92.5%		
	5-year moving average	90%	91%	91%	91%		91%	91.4%
12	Distracted Driving Related Crashes	150	212	224	198	176		
	5-year moving average <sup>4</sup>	150	163	184	190		198	192
13	Bicycle Fatalities	3	2	5	6	7		
	5-year moving average	2	3	3	4		3	5

<sup>1</sup> Sources: Fatal Analysis Reporting System (FARS), Crash Analysis Reporting System (CARS)

<sup>2</sup> Progress only available through November 30, 2019.

<sup>3</sup> Mileage death rate for 2018 is based on estimated 2018 vehicle miles traveled (VMT) data. Mileage death rate for 2019 is pending actual 2019 VMT data, which should be released in spring 2020.



## ACTIVITY MEASURES<sup>4</sup>

- > Number of impaired driving arrests made during grant-funded enforcement activities: 128
- > Number of seat belt citations during grant-funded enforcement activities: 1,761 seat belt violations, 240 child restraint violations
- > Number of speed citations issued during grant-funded enforcement activities: 4,769

Based on data-driven program area problem identification, and identified countermeasure strategies, OHS selects the planned activities and partners to participate in each planned activity with the objective of reducing crashes and achieving performance targets related to each program area. The countermeasure strategies were selected from proven countermeasure strategies from Countermeasures that Work, Uniform Highway Safety Program Guidelines, and NHTSA guidance. In areas where a performance target was not met, OHS will review the outcomes and results of planned activities to determine their overall effect on the right audience, if the funding allocation matched the weight of the problem and whether or not to continue similar planned activities in the future. OHS will adjust the Highway Safety Plan based on the assessment of the results.

<sup>4</sup> Includes 402 Sub-grants and arrests made as part of mobilizations funded by 402, 405, and 154.



## Impaired Driving

The Office of Highway Safety coordinated the following programming initiatives in an effort to achieve our impaired driving prevention goals for FY2019:

### HALLOWEEN CHECKPOINT

#### Project Code(s): ACAA-1

Three checkpoints were planned statewide on October 27, 2018. Data shows that the weekend before Halloween is one of the highest impaired driving crash weekends. Three checkpoints were held from 10 PM – 2 AM with a pre-checkpoint briefing held for officers participating in the checkpoint. Checkpoints were held in Newark, Dover, and Millsboro, DE.

Participating Agencies: Capitol PD, Clayton PD, Dagsboro PD, Delaware City PD, Delmar PD, Dewey Beach PD, Ellendale PD, Frederica PD, Georgetown PD, Laurel PD, Milford PD, Milton PD, New Castle County PD, Newark PD, Selbyville PD, University of Delaware PD, Wilmington PD, Wyoming PD, Delaware State Police

Hours Worked	Checkpoints	Impaired Driving Arrests	Other Arrests	Total Arrests
306	3	6	28	34

### NOVEMBER DUI PATROLS

#### Project Code(s): ACAA-2

OHS partnered with law enforcement agencies statewide to combat impaired driving from November 1 - 19, 2019. Data shows that November is one of the highest impaired driving crash months. Funding was provided for officers to work four-hour shifts between 9 PM – 2 AM.

Participating Agencies: Blades PD, Bridgeville PD, Camden PD, Cheswold PD, Clayton PD, Dagsboro PD, Delmar PD, Dover PD, Ellendale PD, Greenwood PD, Harrington PD, Laurel PD, Middletown PD, Milford PD, Millsboro PD, Milton PD, New Castle City PD, New Castle County PD, Newark PD, Seaford PD, Selbyville PD, Wilmington PD, Delaware State Police

Hours Worked	Patrols	Impaired Driving Arrests	Other Arrests	Total Arrests
450	112	7	520	527



## NOVEMBER CHECKPOINT

### Project Code(s): ACAA-3

Three checkpoints were planned statewide on November 21, 2018. The Wednesday before Thanksgiving is one of the largest drinking holidays of the year. These checkpoints were held from 10 PM – 2 AM with a pre-checkpoint briefing held for officers participating in the checkpoint. Checkpoints were held in Wilmington, Dover, and Lincoln, DE.

Participating Agencies: Capitol PD, Clayton PD, Dagsboro PD, Delaware City PD, DRBA, Delmar PD, Ellendale PD, Frederica PD, Georgetown PD, Harrington PD, Laurel PD, Milford PD, Milton PD, New Castle County PD, Newark PD, Newport PD, Seaford PD, Wilmington PD, Wyoming PD, Delaware State Police

Hours Worked	Checkpoints	Impaired Driving Arrests	Other Arrests	Total Arrests
372	3	4	49	53

## SAFE FAMILY HOLIDAY DUI ENFORCEMENT

### Project Code(s): ACAA-4

Crash and arrest data show increased incidents of impaired driving during the holiday season. OHS activates its Safe Family Holiday campaign during this time period with a priority on impaired driving. Funding was provided for Impaired driving enforcement from December 14, 2018 – January 1, 2019 for four-hour patrols between the hours of 9 PM and 2 AM.

Participating Agencies Dover PD, Milford PD, New Castle County PD, Wilmington PD, Delaware State Police

Hours Worked	Patrols	Impaired Driving Arrests	Other Arrests	Total Arrests
305	54	13	425	438

## SUPER BOWL DUI ENFORCEMENT

### Project Code(s): ACAA-5

Crash and arrest data show increases in impaired driving during Super Bowl weekend. In an effort to combat impaired driving crashes, funding was provided statewide for four-hour impaired driving patrols between February 1 – 3, 2019 between 9 PM – 2 AM. Funding was based on analysis of crash data and distributed to agencies deemed most appropriate based on the crash data.

Participating Agencies: Bridgeville PD, Camden PD, Dagsboro PD, Delmar PD, Dover PD, Ellendale PD, Elsmere PD, Georgetown PD, Harrington PD, Laurel PD, Middletown PD, Milford PD, Millsboro PD, New Castle City PD, New Castle County PD, Newark PD, Seaford PD, Smyrna PD, University of Delaware PD, Wilmington PD, Delaware State Police, Delaware State University PD

Hours Worked	Patrols	Impaired Driving Arrests	Other Arrests	Total Arrests
301	76	7	292	299



## ST. PATRICK'S DAY DUI ENFORCEMENT

### Project Code(s): ACAA-6

St. Patrick's Day weekend is one of the highest drinking holidays of the year. To combat impaired driving crashes, funding was provided for four-hour impaired driving team enforcement patrols from March 14 – 18, 2019 between 9 PM – 2 AM. Funding was based on analysis of crash data and distributed to agencies deemed most appropriate based on the crash data.

Participating Agencies: Bridgeville PD, Camden PD, Cheswold PD, Clayton PD, Dagsboro PD, Delmar PD, Dover PD, Georgetown PD, Harrington PD, Laurel PD, Milford PD, Milton PD, New Castle County PD, Newark PD, Selbyville PD, Wyoming PD, Delaware State Police.

Hours Worked	Patrols	Impaired Driving Arrests	Other Arrests	Total Arrests
246.25	61	6	303	309

## JULY DUI ENFORCEMENT

### Project Code(s): ACAA-7

Data shows increased impaired driving crashes and arrests during July 4th weekend. To combat impaired driving crashes, funding was provided for four-hour impaired driving patrols from July 4 – 7, 2019 between 9 PM – 2 AM. Funding was based on analysis of crash data and distributed to agencies deemed most appropriate based on the crash data.

Participating Agencies: Bethany Beach PD, Bridgeville PD, Camden PD, Cheswold PD, Clayton PD, Dagsboro PD, Delmar PD, DRBA, Ellendale PD, Fenwick Island PD, Georgetown PD, Laurel PD, Lewes PD, Milford PD, Millsboro PD, New Castle County PD, Newark PD, Ocean View PD, Seaford PD, Wilmington PD, Delaware State Police

Hours Worked	Patrols	Impaired Driving Arrests	Other Arrests	Total Arrests
350	88	9	483	492

## JULY CHECKPOINT

### Project Code(s): ACAA-8

Three checkpoints were planned statewide on July 12, 2019. Data shows that July is one of the highest impaired driving crash months. Three checkpoints were held from 10 PM – 2 AM with a pre-checkpoint briefing held for officers participating in the checkpoint. Checkpoints were held in Cheswold, Newark, and Seaford, DE.

Participating Agencies: Camden PD, Clayton PD, Dagsboro PD, Delaware City PD, Delmar PD, Felton PD, Laurel PD, Middletown PD, Milford PD, Millsboro PD, New Castle County PD, Newark PD, University of Delaware PD, Wilmington PD, Delaware State Police

Hours Worked	Checkpoints	Impaired Driving Arrests	Other Arrests	Total Arrests
410	3	7	147	154



## DRIVE SOBER OR GET PULLED OVER

### Project Code(s): ACAA-9

Funding was provided for four-hour impaired driving saturation patrols from May 4th – May 6th, 2018 to coincide with the Cinco de Mayo holiday. This holiday is widely celebrated, and impaired driving crashes increase around the holiday.

Participating Agencies: Bethany Beach PD, Bridgeville PD, Camden PD, Cheswold PD, Dagsboro PD, Delaware City PD, DRBA, Delmar PD, Dewey Beach PD, Ellendale PD, Elsmere PD, Felton PD, Fenwick Island PD, Georgetown PD, Greenwood PD, Harrington PD, Laurel PD, Lewes PD, Middletown PD, Milford PD, Millsboro PD, Newark PD, Ocean View PD, Rehoboth Beach PD, Seaford PD, Selbyville PD, Smyrna PD, University of Delaware PD, Wilmington PD, Wyoming PD, Delaware State Police

Hours Worked	Patrols	Impaired Driving Arrests	Other Arrests	Total Arrests
1092.3	273	44	1,614	1,658

## AUGUST CHECKPOINT

### Project Code(s): ACAA-10

As part of the “Drive Sober or Get Pulled Over” campaign, three checkpoints were held on August 31, 2019 from 10 PM – 2 AM with a pre-checkpoint briefing held for officers participating in the checkpoint. Checkpoints were held in Newark, Camden, and Millsboro, DE.

Participating Agencies: Capitol PD, Camden PD, Clayton PD, DRBA, Delmar PD, Dewey Beach PD, Ellendale PD, Georgetown PD, Harrington PD, Laurel PD, Milford PD, New Castle County PD, Newark PD, Rehoboth Beach PD, Wilmington PD, University of Delaware PD, Wyoming PD, Delaware State Police

Hours Worked	Checkpoints	Impaired Driving Arrests	Other Arrests	Total Arrests
220	3	4	66	70

## DELAWARE STATE POLICE DUI MENTOR PROGRAM

### Project Code(s): ACAA-11

The Office of Highway Safety provided funding to the Delaware State Police to offer the opportunity for newer troopers to ride along with experienced. Officers participating in this program learned about the process of conducting a DUI investigation, patrolled for DUIs, and other assorted information including discussing courtroom testimony, DMV hearings, increasing conviction rates, Drug Recognition Expert program, etc.

Participating Agencies: Delaware State Police





## TRAFFIC SAFETY RESOURCE PROSECUTOR

### **Project Code(s): AANA-1, ABBC-1, ABAK-1**

For eleven years, the Traffic Safety Resource Prosecutor (TSRP) has brought agencies together to establish good working partnerships, create efficiencies, and establish long-term solutions to various prosecution and enforcement issues related to traffic safety. During FY2019, Barzilai (Barzi) Axelrod was Delaware's TSRP. Barzi keeps the Office of Highway Safety staff, law enforcement, and other partners current on relevant case law. He provides research and information for potential highway safety legislation, such as changes to Delaware's impaired driving law. He also provided training on a variety of traffic safety-related topics to law enforcement and prosecutors. Barzi serves as the lead prosecutor for the New Castle County DUI Court. Additionally, Barzi has been working with the DSP Crime Lab to transition the state to the Intoxilyzer 9000. This transition should occur in FY2020. The TSRP team consists of the TSRP and two additional attorneys across the state to assist with vehicular assault and fatal cases, DUI investigations/prosecutions, and with training initiatives. In addition, two paralegals are assigned to the team to assist with coordinating case materials and training materials.

In FY2019, the TSRP team conducted or participated in the following:

- > Participated in several committees and task forces
- > DUI Court Steering Committee
- > Statewide Impaired Driving Prevention Taskforce
- > SB 168 Committee to prepare knowledge exams and education documents at the DMV relating to traffic stops
- > Lead prosecutor for CCP DUI Court Program in New Castle County
- > Attended DUI Court Training (conducted by NCDC), Annapolis, MD
- > Attended the National IACP / DRE conference, Anaheim, CA
- > Attended National TSRP Conference, Richmond, VA
- > Attended the Lifesavers Conference, Louisville, KY
- > Attended the NADCP Rise Up Conference, National Harbor, MD
- > Attended National Governors Association Impaired Driving Summit, Columbus, OH
- > Participated in SFST training
- > Participated in ARIDE training
- > Participated in DRE training
- > Taught DUI legal issues and updates at the Delaware State Police Academy, New Castle County Police Academy, and Wilmington Police Academy
- > Conducted Cops in Court training programs (curricula from NTLC)
- > Conducted Lethal Weapon training program
- > Conducted Mock Testimony Hearing with DFS Analyst for training purposes
- > Implemented new DOJ Procedures for traffic-related prosecutions
- > Oversaw vehicular fatality and DUI prosecutions for the State
- > Acted as an on-call resource for law enforcement officers investigating vehicular fatalities
- > Prosecuted a caseload of vehicular fatality cases
- > Provided in-house training to prosecutors about recurring issues in impaired driving cases
- > Assisted prosecutors with drafting legal responses to traffic safety and DUI-related cases
- > Facilitated a tour of the DSP Crime Lab for prosecutors
- > Worked with DSP Crime Lab to further future implementation of Intoxilyzer 9000



- > Worked with law enforcement officers to begin to create an updated Impaired Driving Report

In addition to the above, the TSRP also sits as the second chair on many vehicular assault and vehicular homicide cases. Also, the TSRP frequently responds to the site of fatal vehicle crashes to gain first-hand knowledge from the Crash Reconstruction Unit

## DUI COURT

### **Project Code(s): AANG-12, AANG-14, ABBI-1, AANN-1, ABAE-1**

OHS funded the travel and training of the core team from New Castle, and Kent County Court of Common Pleas DUI Court to attend the National Association of Drug Court Professionals (NADCP) Training. Additionally, funding was provided to allow the New Castle County DUI Court team to attend an Operational Tune Up training in Annapolis, MD.

The pilot DUI Court is located only in New Castle County and is only available to Delawareans living within the County limits. DUI Court expansion to Kent County began in February 2018. Funds were used to pay the salary of the newly created DUI Court Coordinator and the RANT assessment used for screening potential DUI court participants.

## IMPAIRED DRIVING TRAVEL/TRAINING

### **Project Code(s): ABBE-1**

In FY2019, OHS supported multiple training initiatives by providing manuals and training supplies, making facilities available, and when appropriate, providing meals during the training periods. These training initiatives included SFST full courses held within police academies in Delaware; SFST refresher courses held at the State Police Academy and local police departments across Delaware; ARIDE trainings, and Cops in Court sessions.



## DRUG RECOGNITION EXPERT PROGRAM

### Project Code(s): AAND-1, ABBB-1

During FY2019, Lt. Andrew Rubin of the Newark Police Department served as the Delaware DRE Coordinator helping promote exceptional growth of this program. Andrew was assisted by Cpl/3 Roy Bryant of the Delaware State Police. Andrew and Roy have enthusiastically taken on the role working to involve DREs in more Drugged Driving evaluations and arrests.

In FY2019, Delaware had 34 DREs and conducted more than 340 evaluations. To help further grow the DRE program, the emphasis was placed on getting officers who may be interested in becoming DREs trained in ARIDE and to train additional DREs to become DRE instructors to assist with future DRE Schools.

OHS sponsored one DRE class in September 2019. This class was supplemented by funding received by the Governors Highway Safety Association (GHSA). Training needs included instructional and participant manuals for the pre and full seven-day courses, equipment, food, and other needs for successful completion of the course. 9 officers were accepted for the training, with all completing the course and being certified.

Additionally, OHS funded other training opportunities as needed. 16 DREs attended the annual DRE Conference to complete their yearly training requirements. OHS also funded Roy Bryant to attend a training on DRE evaluation software.

OHS funds overtime for a DRE officer that responds to a call out. This allows DREs from across the state to assist other agencies that may not be a part of their jurisdiction. Additional efforts have focused on educating law enforcement across the state about the DRE program and encouraging officers to call for a DRE when drug-impaired driving is suspected.





*Lt. Andrew Rubin, Delaware DRE Coordinator*

## ALCOHOL-IMPAIRED DRIVING TRAVEL/TRAINING

### **Project Code(s): AATR-1**

In FY2019, OHS supported multiple training initiatives by providing manuals and training supplies, making facilities available, and when appropriate, providing meals during the training periods. These training initiatives included SFST full courses held within police academies in Delaware; and SFST refresher courses held at the State Police Academy and local police departments across Delaware.

## DUI COURT TRANSDERMAL ALCOHOL MONITORING DEVICE

### **Project Code(s): AANM-1, DAAA-1**

In support of the DUI Court project, OHS agreed to fund the transdermal alcohol monitoring devices (TAD) needed for the DUI Court participants. These units are attached at the ankle of the offender and monitor for any alcohol use. The units are rented and tracked to a specific offender. While the DOC uses these units for a variety of offenders, OHS only supports the devices needed for the DUI Court participants. In addition, OHS funded the overtime costs of Probation and Parole officers to conduct Saturday testing as part of the random urine screenings that all DUI Court participants must do.

## DELAWARE STATE POLICE BLOOD DRAW PROGRAM

### **Project Code(s): AANF-1, ADNF-1**

In FY2019, OHS provided funds to the Delaware State Police to continue a contract for phlebotomy services associated with impaired driving cases. Because of legal concerns, some hospitals have refused to draw blood for the purposes of a DUI prosecution even when the officer has a warrant. The BAC is a valuable piece of evidence that wins trials and holds Impaired-driving offenders accountable for their criminal behavior.

## DUI SPECIALIST

### **Project Code(s): ABBH-1, ABAD-1**

OHS utilizes a part-time, casual/seasonal position to act as the liaison between DUI offenders and the DUI treatment program providers. This position investigates complaints made by offenders and determines the appropriate path forward. This position's primary responsibilities include conflict resolution and direction to appropriate resources. In January 2019, this position and program was moved from OHS to the Division of Public Health - Division of Substance Abuse and Mental Health. OHS agreed to continuing funding the position until the end of the calendar year 2019.



## DUI TRACKING SYSTEM

### **Project Code(s): ABBG-1**

The DUI Tracking System follows the progress of impaired driving offenders from the point of interaction with the court or the DMV and follows them through the completion of their mandated education or treatment program. This system requires a regular maintenance contract as well as monthly fees for hosting the virtual server. The state's Department of Technology and Information manages the system. In January 2019, this program was moved from OHS to the Division of Public Health - Division of Substance Abuse and Mental Health. OHS agreed to continuing funding the Tracking System until the end of the calendar year 2019.

## IMPAIRED DRIVING ENFORCEMENT EQUIPMENT

### **Project Code(s): AANE-1, DAAB-1, ABBF-1**

In FY2019, OHS funded and supplied law enforcement agencies statewide with necessary pieces of impaired driving-enforcement equipment. This included Checkpoint StrikeForce equipment, blood collection kits which were purchased and distributed by the Delaware State Police Crime Lab and additional blood collection vials which were purchased so that a second tube of blood can be collected for additional testing if necessary. OHS also funded the purchase of dry gas cylinder tanks used for the calibration of PBTs as well as PBTs for law enforcement statewide that receive project funding for impaired driving mobilizations.

## ANTICIPATED PROJECTS

### **Project Code(s): AAKI-1**

OHS uses a project proposal method to receive funding requests throughout the fiscal year. These requests are typically funded by Section 402 money, but due to the number of impaired driving-related requests received, some additional funding is appropriate to ensure critical impaired driving projects have the opportunity for implementation. These project lines are a holding place for the funds until new projects are created and the funds are moved. Therefore, no funds were spent from EAAA-1 in FY2019.

## IMPAIRED DRIVING PAID MEDIA

**Project Code(s): NSCR-1, AANC-1, AANG-11, AANG-24, ABBD-1, FFMF-1, EAPM-1, ACAF-1, DAPM-1**

The Delaware Office of Highway Safety coordinated several outreach campaigns to support Impaired Driving programming initiatives. OHS and Aloysius, Butler, & Clark (AB&C) Marketing agency worked together to develop this year's strategy and used traditional and digital audio spots, and banner Ads, Facebook promoted posts, YouTube videos, and additional paid media efforts as summarized below:



*DOHS Presents the "Bottoms Up" Creative - Part of the Your Night Redefined Campaign for FY2019*

### FY2019 Impaired Driving Awareness Efforts

The Office of Highway Safety continued the use of the paid media theme "Your Night Redefined" for FY2019 and distributed its message through these diverse channels:

#### Traditional Media:

- > Cable TV Statewide coverage on networks targeting both males and females 18-49 on BRVO, CMDY, ESPN, FX, TBSC, USA, VH1, ENT, ZCSN, MASN
- > Clear Channel Outdoor Tall-Digits 14'X48' Billboard
- > I-95 Southbound S/O Exit 6
- > Cinema :30 movie theater video advertisements
- > 6 Movie theaters statewide
- > Terrestrial Radio statewide coverage with a target of both males and females ages 18-34 for a monthly average of 169,000 gross impressions
- > WSTW, WWFG, WXCX, WZBH
- >

#### All Over Media:

- > Posters & Mirror Clings
- > Bar/Restaurant restroom posters & mirror clings
- > 30x Locations Statewide – 1 poster & 2 mirror clings per location
- > 3'x2' poster; 14"x18" restroom mirror cling
- > Liquor Store Floor Clings





- > 20X Locations Statewide – 1 2'x2' cling per location
- > Estimated impressions = 150,000+
- > Coasters
- > Bar/Restaurant Drink Coasters – Statewide
- > 30,000 coasters
- > Hoy en Delaware Monthly Magazine
- > Two-month activation: July & August 2019
- > ½ page advertisement 6.2"x8.75"
- > El Tiempo Hispano Bi-weekly Newspaper
- > Six activations between January through July 2019
- > ½ page advertisement 10.25"x7.5"
- > Delaware Hispano Monthly Magazine
- > Two-month activation: July & August 2019
- > Full-page advertisement 8.25"x10.75"
- > Gateway Transit Hispanic Messaging
- > C-Store Signage placed on the front of the store
- > Posters 46" H x 25" W
- > 25 Locations Statewide

#### Digital Media:

- > AdTheorent
- > Statewide digital advertising targeting both males and females ages 18-59 on Desktop & Mobile
- > Display Banners, Rich Media Unit includes: Carousel of Videos
- > Ground Truth
- > Statewide digital advertising targeting both males and females ages 18-59 on Mobile devices in restaurants and bars
- > :15 Video advertisements
- > Standard Banners: 300x250, 320x50
- > Refuel – College Advertisement Network
- > Statewide digital advertising targeting both males and females ages 18-26 on Desktop & Mobile
- > Standard Banners
- > VEVO – Video Advertisement Network
- > Statewide digital advertising targeting both males and females ages 18-59 on Desktop & Mobile
- > :15 Video advertisements
- > Standard Banner: 300x60
- > Pandora Online Music Streaming Network
- > Statewide digital advertising targeting both males and females ages 18-59 on Mobile
- > :30 Video advertisements
- > Standard Banners: 300x250, 500x500
- > Facebook/Instagram
- > Statewide digital advertising targeting both males and females ages 18-59 on Desktop & Mobile
- > Newsfeed Videos & Link Advertisements
- > Newsfeed (Link Advertisements) or :15/:30 Video

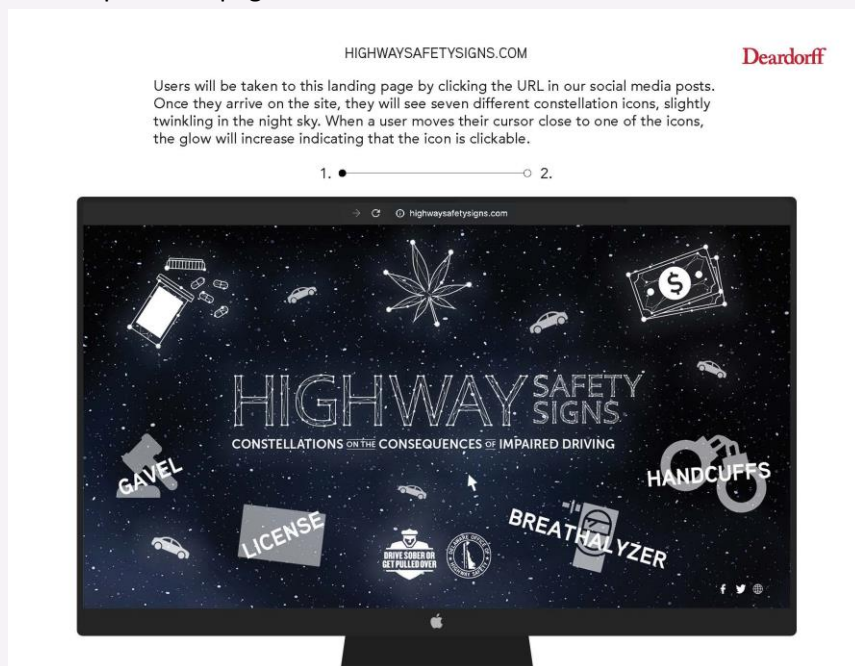
- > Valassis Digital
- > Standard Banners: 300x250, 728x90, 160x600, 300x600, Mobile: 320x50, 320x480
- > 1.4+ Million impressions

## Social Media:

At the core of its FY2019 organic social media strategy, OHS continued to deliver key behavior-specific safety messages in alignment with the broader enforcement plan, exploring and utilizing a variety of post types/formats, seasonal visual treatments and trending themes to stay relevant and timely. The Office introduced several different creative tactics that include using poems, safety message scrambles, pledge buttons, comparisons (e.g. “Texting while driving is like chopping firewood while blindfolded”), pro tips, and consequence calculations. In addition to these tactics, OHS also implemented a range of content formats — from videos and animated GIFs that bring still images to life, to contests, Twitter chats and live streams that provide real-time engagement, and social teasers that drive users to interactive experiences on YouTube, Spotify and custom campaign microsites. This variation ensures that OHS’ messages reach a diverse mix of audiences and helps to retain and attract followers.

In conjunction with enforcement mobilizations, social media mobilizations ran throughout the fiscal year. To maximize awareness for these initiatives, we implemented the following social media tactics:

- > Development of eight social media campaigns capitalizing on how we can help drivers make the responsible decision and avoid getting behind the wheel under the influence of alcohol, marijuana, and prescription medications in interactive and innovative ways.
- > To promote the Drive Sober or Get Pulled Over mobilization, we used the borrowed interest of astrology and horoscopes to create a constellation-themed microsite delivering facts about the ramifications of impaired driving. The microsite was accompanied by social media GIF posts that featured each of the seven constellations representing consequences of impaired driving from the ArriveAliveDE.com impairment page on the website.



*HighwaySafetySigns.com Impairment Driving Micro-Site Home Page*

## ArriveAliveDE Website:

Dedicated landing pages for impaired driving awareness education.

- > Landing Page: <https://www.arrivealivede.com/Drive-Sober>



- > 12+ Million Impressions
- > 32,000+ Website Clicks



*DUI Digital Media Ad*

## Safe Family Holiday (SFH) FY2019 Campaign

The Office of Highway Safety participates in the national mobilization Safe Family Holiday which is heavily focused on the following priority areas during the winter holiday season: Impairment, Occupant Protection/Distracted Driving, Speed, & Pedestrian Safety. The annual mobilization is funded by OHS for both enforcement(s) and marketing/communication(s). This year's mobilization was activated between 11/1 – 11/18/2018, and 11/22/2018 – 1/1/2019.

### Digital Media:

- > Facebook Statewide coverage targeting both males and females between 18-59 years old.
- > Facebook/Instagram– Newsfeed Ads
- > 14+ Million impressions

### Earned Media:

- > OHS executed a press release highlighting the Safe Family Holiday marketing campaign and enforcement efforts resulting in media interviews, articles, and television coverage.
- > Media agencies and partners covering/promoting the SFH 2019 campaign for DOHS:
- > 6ABC, CBS3, WBOC-TV Fox, WMDT, WFDE, DelHispano, Delaware State News, Foreign Affairs New Zealand, Delaware State Chamber of Commerce

### Social Media:

To best maximize awareness for impaired driving during this time, our strategy used a combination of electronic device wallpaper reminders, holiday poems, and the OHS safety mascot Rhodes DEfender. We implemented the following social media tactics:

- > Most Dangerous Times of the Year (Mobile/Tablet/Computer) Wallpaper Reminders
- > Tag-A-Friend Holiday Poems
- > Rhodes Defender posts using the FY2019 strategy



>

*"You better watch out, you better not cry.. You're going on the naughty list if you get a DUI." Rhodes DEfender FY2019 SFH Post*

#### ArriveAliveDE Website:

Safe Family Holiday campaign, digital media, and website traffic highlights:

- > 39,000+ Website Clicks/Visits
- > 914,000 Video Completions
- > Specifically, for Impairment Awareness:
  - > 1,879,483 Impressions
  - > .10% CTR

#### Carvertise Marketing Media

Carvertise is a unique marketing service capitalizing on quality high-mileage drivers with advertising-wrapped vehicles throughout the state.

- > OHS Safe Family Holiday graphics and logo(s) on 40 vehicles statewide from November–December 2018
- > Each vehicle partially wrapped with hood graphics and side panel graphics
- > "Safe Family Holiday" fleet for the Office of Highway Safety averages:
  - > New Castle County: 3,000,000+ Million impressions (5,640 daily per driver; 169,200 monthly per driver)
  - > Kent County: 684,000+ Impressions (4,560 daily per driver; 136,800 monthly per driver)
  - > Sussex County: 918,000+ Impressions (6,120 daily per driver; 183,600 monthly per driver)

#### Checkpoint Strikeforce (CPSF)

In addition to our DUI paid media efforts, CPSF is preceded and followed by media advisories. Media interests in DUI checkpoints tend to be significant, providing earned media. Additionally, social media posts are used to announce the CPSF effort. The Office of Highway Safety Impairment program manager, law enforcement liaison and public information officer work together to implement the communications surrounding each CPSF event throughout the year.





>  
*Checkpoint Strikeforce Summer FY2019*

## Wilmington Blue Rocks

The Wilmington Blue Rocks play in the Carolina League, an advanced Single-A affiliate minor league baseball team affiliated with the Kansas City Royals. The team draws in over 249,000 fans during the summer season. The impaired driving message was seen at each Blue Rocks game through prominent outfield signage. Also, the Delaware Office of Highway Safety and Alliance Highway Safety Marketing staff was on-site to engage fans through interactive activities such as “Walk the Line,” and the OHS Arrive Alive selfie station while also asking fans to pledge safe and sober driving.



>  
*A Wilmington Blue Rocks fan pledges to drive safely A family poses for a photo at the OHS Arrive Alive selfie station*

## Delaware Blue Hens Football & Basketball Games

The Office of Highway Safety and Alliance Highway Safety Marketing staff engaged college students at the University of Delaware through an on-site activation at the Blue Hens’ Football and Basketball games. The Delaware Office of Highway Safety and Alliance Highway Safety Marketing staff was on-site to engage parents and students through interactive activities such as “Walk the Line,” and the OHS Arrive Alive selfie station while also asking fans to pledge safe and sober driving.



*Photos from the University of Delaware Blue Hens Games 2019*



## Delaware State Parks

The Delaware State Parks Concert series provided an opportunity to engage live music fans at summer concerts throughout the state parks. The Office of Highway Safety was recognized as the title sponsor of the summer concert series. This allowed OHS messaging to be included on all advertising promoting the summer concert series and an on-site presence with signage at each event. The Delaware Office of Highway Safety and Alliance Highway Safety Marketing staff was on-site to engage concert attendees through interactive activities such as “Walk the Line,” and the OHS Arrive Alive selfie station while also asking fans to pledge safe and sober driving.



*Photos from Delaware State Parks Concert Series Arrive Alive DE Activation 2019*

## Delaware Fairs & Festivals

The Office of Highway Safety and Alliance Highway Safety Marketing activated a display at twenty fairs and festivals, raising awareness of the dangers of impaired driving. The display included a 10' x 10' branded tent, tablecloth, and backdrop. Staff was on-site to engage fair & festival attendees through interactive activities such as “Walk the Line,” and the OHS Arrive Alive selfie station while also asking fans to pledge safe and sober driving.



*Delaware Fair & Festival Photos 2019*

## Delaware State Fair

The Delaware Office of Highway Safety and Alliance Highway Safety Marketing staff set up the Drive Sober 60' X 60' interactive booth display on the midway just a few feet from the entrance and across from the fair's main office. The Drive Sober booth offered fairgoers an opportunity to take commemorative photos at the Arrive Alive selfie station, sign the Drive Sober banner to pledge safe and sober driving, and test the hand-eye coordination challenge of the impaired goggles, and “Walk the Line.” NASCAR driver Ross Chastain and his show car were present signing autographs and engaging fans about the dangers of impaired driving.





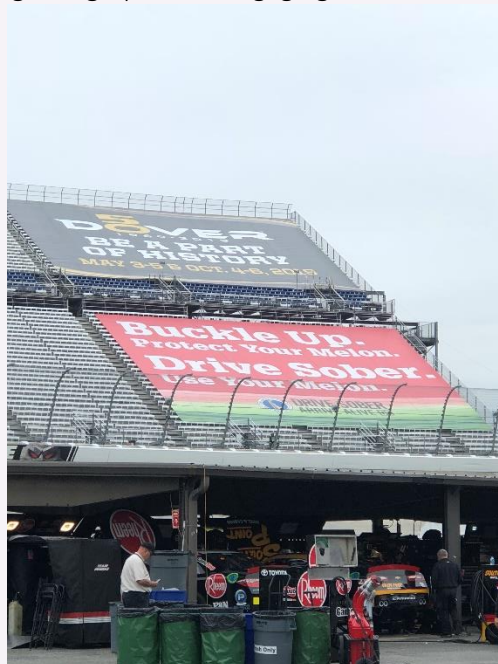
*Delaware State Fair Arrive Alive Visitors FY2019*

## NASCAR “Use Your Melon” Campaign – Fall 2019 Race Dover International Speedway

This year’s “Use Your Melon” campaign included site visits during the week up to and including the Fall 2019 NASCAR race with OHS’ sponsored NASCAR driver Ross Chastain. The site-visit schedule included schools, hospitals, and grocery stores where Ross engaged fans to promote the message to “Use Your Melon,” to Arrive Alive.

### “Use Your Melon” Efforts

The weekend presence capped a great week of exposure throughout the state at the “Use Your Melon” Fan Zone at the Dover International Speedway. The Fan Zone elements engaged fans arriving for the race(s) with various activities such as taking commemorative photos at the Arrive Alive selfie station with highway safety messaging, an on-site disc jockey who interacted daily with fans through trivia questions and engagement, signing the Drive Sober banner to pledge safe and sober driving, and “Walk the Line.” NASCAR driver Ross Chastain and his show car were present during the fan zone experience, signing autographs and engaging fans about the importance of “Using Your Melon.”



*The Drive Sober Arrive Alive DE message at Dover International Speedway*

The Delaware Office of Highway Safety partnered with the Delaware International Speedway where high-visibility signage was placed throughout the stadium and fan zone. A partnership with JD Motorsports and Ross Chastain provided the Protect Your Melon/Use Your Melon message on the vehicles driven by Ross Chastain during the Xfinity Series and Monster Energy Series Cup race(s). OHS also partnered with Alliance Highway Safety Marketing, and Carvertise to raise awareness to “Protect Your Melon/Use Your Melon” throughout the state’s most visible sporting event(s).



### Carvertise Marketing Media

Carvertise is a unique marketing service capitalizing on quality high-mileage drivers with advertising-wrapped vehicles throughout the state.

- > OHS “Use Your Melon” & OHS logo on 20 vehicles statewide
- > Each vehicle partially wrapped with hood graphics and side panel graphics
- > “Use Your Melon” fleet for the Office of Highway Safety averaged:
- > New Castle County: 3,384,000 impressions (5,640 daily per driver; 169,200 monthly per driver)
- > Kent County: 684,000 impressions (4,560 daily per driver; 136,800 monthly per driver)
- > Sussex County: 918,000 impressions (6,120 daily per driver; 183,600 monthly per driver)



*“Use Your Melon” Drive Sober FY2019 Carvertise Campaign*

Grassroots marketing through street teams included visiting local businesses in the Dover area to distribute marketing materials to highly visible, high-traffic locations. Marketing components included artwork based on the “Use Your Melon,” campaign further demonstrating the OHS message: Vinyl banners, yard signs, pizza flyers, drink coasters, posters, and gas station pump advertising. Additional engagement and messaging provided through paid media, digital media, and broadcast media.



*Use Your Melon Banners Saturated the Dover International Speedway in FY2019*

### All Over Media:

- > OHS “Use Your Melon” logo on 750,000 watermelons statewide from April – June 2019
- > Mar-Del Watermelon Queen accompanied NASCAR-sponsored driver to all events/activations to additionally promote occupant protection

- > OHS Use Your Melon and OHS Highway Safety messaging distributed on over 3,000 hero cards, through autograph sessions and appearances throughout the state and on-site at the Dover International Speedway
- > OHS Use Your Melon and OHS logo featured on all race team marketing materials
- > Use Your Melon and OHS logo featured on NASCAR #4 JDM Chevrolet Hood, Upper Quarter Panels, TV Panel, and DeckLid
- > Use Your Melon and OHS logo featured on a branded driver fire suit and crew shirts
- > Use Your Melon and OHS logo featured on the pit box and pit wall signage during the race

#### Social Media:

- > JD Motorsports (JDM) actively promoted the OHS partnership through social media promotions including Facebook Live videos, Twitter chats, Instagram, and Snapchat beginning September 19 – October 5, 2018
- > JDM distributed press releases to all media outlets regarding the partnership with OHS and the Protect Your Melon campaign
- > JDM coordinated media representation with OHS

### SoberLift Ridesharing Program – Sober Ride Partnership with Lyft

In partnership with the ridesharing company, Lyft, the Delaware Office of Highway Safety provided a limited number of Lyft codes giving free rides up to \$15 during specific periods through FY2019. Codes were advertised for specified periods via paid, digital, and earned media. All discount codes used were funded through donations from various safety and corporate partners throughout Delaware. To redeem the discount code via text message, commuters texted “SoberLift” to 99000. OHS funding was used for a press event and public relations efforts.



*SoberLift Kick-off Press Event held at the Kelly's Logan House in Wilmington for Super Bowl Weekend 2019*

#### Press Conference Outreach:

- > Press Advisory, Run-of-show, Press Release
- > Social Media Advertisements and Facebook Live Video Stream
- > SoberLift Ridesharing Program Awareness Street Teams

OHS was successful in securing 32 regional, local, and national earned media placements highlighting the SoberLift Ridesharing program resulting in additional activity and engagement on social media.

#### Print/Online Media:

- > Delaware News Journal/DelawareOnline.com, WDEL, WGMD, WBOC, Delaware State News, CBS3 Philadelphia, DelawareBusinessNow.com, MSN, WilmingtonDE.gov, AOL.CA, DelawarePublic.org, Cape Gazette, Milford Beacon, Smyrna-Clayton Sun Times, TownSquareDelaware.com, 215Blog, OneNewsPage.com, USPosts.net, News.Delaware.gov, USABreakingNews.net, Delaware Governor's Office Weekly Communications, AAMVA Monthly Communications

#### Broadcast Media:

- > WGMD, WBOC Fox Delmarva Life, WBOC CBS Delmarva Life, 6ABC, PHL17, KYW-TV CBS3 Philly, WPVI-TV 6ABC, WCAU-TV NBC10, MSN
- > WDDE 91.1 and 105.9

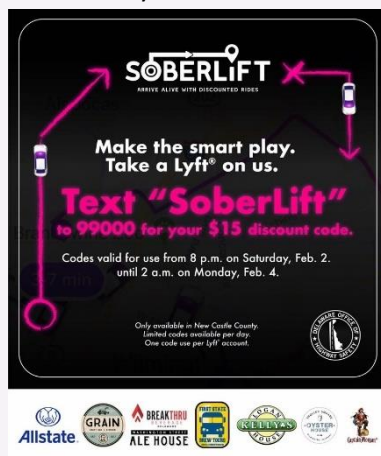
#### SoberLift Success - Activation Events & Locations

The Delaware Office of Highway Safety provided the following paid, digital, and earned media to advertise the SoberLift program efforts throughout FY2019 resulting in overall success for the campaign of providing 695 safe and sober rides home for Delawareans in all 3 counties:

Super Bowl Weekend 2019 – New Castle County  
St. Patrick's Day Weekend 2019 – New Castle County  
July 4<sup>th</sup> Weekend – Sussex County Beaches

#### Social Media:

- > Social Media campaign advertising the SoberLift Ridesharing program details, dates, and instructions
- > Facebook Live Video of the press conference yielded 500+ views and 7 shares.



*Super Bowl 2019 SoberLift Social Media Campaign Post*

#### SoberLift Ridesharing Program Awareness Street Teams:

SoberLift Ridesharing Program Awareness Street Teams were deployed throughout Delaware with routes and locations targeting bars/restaurants within areas identified for a high crash, injury, and fatality rates for impairment. These street teams educated Delawareans of the SoberLift Ridesharing Program and gave out information tear-off fliers to help remind patrons to text in and apply the code during the designated time frame(s) for a safe and sober ride home.





*Photos from SoberLift Super Bowl 2019 Activation in New Castle County*

## Firefly Music Festival Impairment Campaign

The Delaware Office of Highway Safety partnered with the Delaware Tourism Office, Delaware Lottery, and DART to bring Firefly Music Festival attendees the first-ever Visit Delaware Shuttle program designed to transport attendees with an interactive experience that provides a safe and sober ride to and from the festival. OHS and Alliance Highway Safety Marketing organized and activated a campaign designed to promote an impaired driving message during the Firefly Music Festival in Dover from June 21 – 23, 2019.

### Firefly Music Festival Efforts:

The Office of Highway Safety and Alliance Highway Safety Marketing activated an interactive display in a high-traffic location within the festival along with Visit Delaware shuttle partners Delaware Tourism, DE Lottery, and DART, raising awareness of the dangers of impaired driving. The display included a branded tablecloth with a table and backdrop. Staff was on-site to engage music festival attendees through interactive activities such as the OHS Arrive Alive selfie station while also asking fans to pledge safe and sober driving.

Grassroots marketing through street teams included visiting local businesses in the Dover area to distribute materials to highly visible, high-traffic locations. Marketing components included Firefly Music Festival OHS artwork further demonstrating the OHS message and partnership with the Firefly Music Festival: Vinyl banners, yard signs, pizza flyers, drink coasters, and posters. Additional engagement and messaging provided through paid media, digital media, and broadcast media.



*Delaware Governor John Carney Chats with (then) Acting Director Christopher Klein at the DE Hangout Hub*

#### Social Media:



*Firefly Music Festival Visit Delaware Wooden Sign Social Media Graphic*

The Firefly Music Festival Highway Safety Social Media messaging included generating user engagement with the social media platform(s), the ArriveAliveDE website, and on-site engagement at the OHS activation within the DE Hangout Hub. The social media campaign included:

- > Animated contest posts (glittering fireflies in a jar)
- > Visit Delaware Shuttle Program Promotion posts
- > Firefly “sign” posts that promote a sober driving message and OHS’ tent activation at the festival





## HSP PROJECTS NOT IMPLEMENTED

### IMPAIRED DRIVING ENFORCEMENT RECOGNITION CEREMONY

**Project Code(s): AANR-1**

Due to OHS staffing issues during FY2019, this project was postponed.

## Assessment of State Progress:

Performance targets are measured based on a five-year average and based on alcohol-related driving fatalities only. The target for FY2019, using a five-year moving average trend-line, is 35. As of November 30, 2019, the five-year average is 32, with 18 in the current year. However, with many fatal crashes still pending, we will continue to closely monitor and analyze results. Although we are on pace to achieve our target, we know that there is more work to be done. OHS is monitoring emerging issues with drugged impaired driving and will continue to educate Delawareans on those dangers. With the possible legalization of recreational marijuana, new educational and enforcement efforts will need to be developed. OHS will continue to strive to improve the impaired driving picture in Delaware. We will continue to maintain a well-balanced, comprehensive approach to reducing impaired driving.



## Occupant Protection

The Office of Highway Safety Coordinated the following program initiatives in an effort to reach our occupant protection targets for FY2019:

### CLICK IT OR TICKET

#### Project Code(s): BAAH-1, BCAA-1

The Office of Highway Safety and our partners coordinated another successful Click It or Ticket campaign from May 13 – May 27, 2019. Officers worked a four-hour patrol between 11 AM – 3 AM with an emphasis on nighttime seat belt enforcement. High-visibility enforcement, coupled with educational efforts, reached Delaware motorists to increase seat belt compliance. Law enforcement officers from 32 police departments participated in the statewide effort, conducting seat belt use patrols. Delaware participated in the NHTSA Border to Border activities with surrounding State law enforcement partners. Five police agencies participated in Border to Border on May 20, 2019 (4 PM – 8 PM) and they issued 37 citations for seat belt usage. Officers conducted nighttime enforcement and patrolled the state borders for seat belt violations to kick off the CIOT campaign. Please note the Border to Border citation numbers are included in the chart below. The campaign was funded entirely from 405b.

Participating Agencies: Bethany Beach PD, Bridgeville PD, Camden PD, Cheswold PD, Dagsboro PD, Delaware City PD, Delmar PD, Dewey Beach PD, Ellendale PD, Elsmere PD, Felton PD, Fenwick Island PD, Georgetown PD, Greenwood PD, Harrington PD, Laurel PD, , Middletown PD, Milford PD, Millsboro PD, Milton PD, New Castle City PD, New Castle County PD, Newark PD, Ocean View PD, Rehoboth Beach PD, Seaford PD, Selbyville PD, Smyrna PD, University of Delaware PD, Wilmington PD, Wyoming PD, Delaware State Police

Total Hours	Total Patrols	Seat Belt Arrests	Child Restraint Arrests	Other Arrests	Total Arrests
1,246.8	339	765	24	1,542	2,331



## SEAT BELT SURVEY

### Project Code(s): BEAG-1, SRVA-1, SRVB-1

OHS used the same survey design as the previous year to comply with NHTSA survey guidelines. OHS utilized six retired law enforcement officers to conduct the observational surveys at 48 selected sites, while The University of Delaware assisted OHS with the data analysis. OHS again partnered with In3, affiliated with Purdue University, to complete an iOS app update for surveyors conducting the observational fieldwork. This provided efficiency and accuracy with reporting data. Additional data was collected this year to record the type of vehicle (ex. car, SUV, truck, and minivan) as a recommendation from Delaware's 2018 Occupant Protection assessment. The data found that for the second year in a row, SUVs were the vehicle with the most observed compliance, while sedans had the lowest compliance. This information was shared with our public relations group to assist in marketing for occupant protection. Based on the analysis from the Statewide Observational Seat Belt Use Survey conducted in June 2019, Delaware's seat belt use rate is currently 92.5%. This has been submitted to NHTSA and verified by NCSA. According to the National Occupant Protection Use Survey (NOPUS), the national seat belt use rate is 89.6% in 2018. Thus, for the sixteenth year in a row, Delaware's seat belt use rate has exceeded the national use rate. No funds from BEAG were used – the funds were spent out in FY 2018 after the submission of the FY 2019 HSP.

**92.5%**

Delaware's Seatbelt use rate 2019

**89.6%**

National Seatbelt use rate 2018





## FITTING STATION COORDINATORS

### **Project Code(s): BEAC-1, BCAD-1**

Since 2002, OHS has operated two to three child restraint fitting stations across the state where parents, guardians, grandparents, and caregivers can go for a free service to have their car seats checked for correct installation. OHS currently operates three fitting stations with various hours every week. These fitting stations are located at Wilmington DMV, Dover DMV, and Delaware State Police Troop 7 in Lewes, Delaware. In FY2019, OHS Fitting Station Coordinators checked 770 seats at these locations.

In addition, OHS technicians provided education and outreach about child passenger safety and our fitting stations to parents and caregivers at a number of community events. These locations and events include: New Castle County Head Start – all locations, social workers at Pressley Ridge, drivers for Caesar Rodney School District, the Foster Care Conference, Protect Your Melon DMV night (part of Nascar outreach), Milford Early Learning Center Family Fun Night, Safe Kids State Fair table, Bundles for Babies at Dover Air Force Base, Greenwood Police Dept. Night Out, DEMA Family Preparedness Day, monthly training sessions with employees from the Division of Family Services, along with monthly infant care classes and birth tours at Kent General Hospital, and several daycares and doctor offices throughout Delaware. Seat check events included National Seat Check Saturday, Safe Summer Day (Kent County), Little Scholars Daycare, Thurgood Marshall Elementary, Seaford Walmart Safety Day, Little Creek Fire Dept, Mill Creek Fire Dept, Gumboro Family Fun Night, Milford Stay and Play and Newark Family Fun Night. A total of 91 seats were checked at the events over the course of FY2019.

OHS fitting station instructors Aubrey Klick (hired October 2018), Larry Kelley (retired June 2019) and Shawn Rohe (hired July 2019), taught one Safe Kids Child Passenger Safety Technician (CPST) four-day classes, in March and prepared for an additional class that started October 2, 2019. Classes were held in two counties and a total of 24 technicians were certified. In FY2019, Delaware had approximately 97 certified technicians and 7 certified instructors. This number holds steady from 2018, when we had 98 certified technicians.

As a result of a grant that Delaware Health and Social Services (DHSS) received and their subsequent partnership with Delaware Safe Kids, OHS provides free installation of car seats to low-income families. The seats are provided by DHSS through their grant funds. Families in need are sent to OHS with a voucher for a car seat and OHS car seat technicians install the seats for these families. In FY2019, OHS distributed and installed 50 of these seats to families in need. Families who didn't qualify for a seat via the Safe Kids program but were still in need of a car seat were provided a seat through OHS' car seat program. OHS distributed 38 seats through this program in FY2019.

## FITTING STATION SUPPLIES

### **Project Code(s): BAAF-1, BEAD-1, BEAE-1, BCAC-1**

OHS purchased supplies to support the needs of the Fitting Station Coordinators and maintain the child passenger safety program. Supplies include items such as car seats, noodles, Latch manuals, training materials, educational materials, and other items as needed. No funds were used from BEAE-1 or BCAC-1.



## OCCUPANT PROTECTION/CPS TRAINING INITIATIVES

### **Project Code(s):BAAJ-1, BEAH-1, BBAL-1, BCAB-1**

OHS sent CPS instructors Aubrey Klick, Shawn Rohe, Sgt. Tony Mendez, Cpl. Juanita Huey-Smith and Mary Ann Crosley to the Kidz in Motion Child Passenger Safety Conference in Orlando, Florida.

As part of the OHS plan to recruit and retain more child passenger safety technicians, OHS funded the fee for five State Troopers to attend the CPST Course. OHS also funded the recertification fee for two of DSP's active instructors.

OHS sponsored CPS Tech Update Meetings – which gave technicians in attendance CEUS to use towards their renewal credits. Three meetings were held – December 2018, May 2019 and August 2019 with over 20 techs in attendance.

No funds were used from BCAB-1.

## OCCUPANT PROTECTION PAID MEDIA

### **Project Code(s): BEAO-1, BCAE-1, OHCT-1, BEAI-1**

The Office of Highway Safety coordinated several outreach campaigns to support Occupant Protection programming initiatives, as follows:

### **Click It or Ticket Efforts**

Click It or Ticket paid and earned media efforts targeted males ages 18 to 34 statewide during the national enforcement and education campaign between May 13 – June 2, 2019. The Delaware Office of Highway Safety and Aloysius, Butler, & Clark Marketing agency worked together to develop this year's strategy and used broadcast and digital audio spots, and banner Ads, Facebook promoted posts, YouTube videos, Clear Channel and Premium outdoor billboards, and additional paid media efforts as summarized below:

#### **Traditional Media:**

- > Cable TV Statewide coverage on networks targeting males 18-34 Rural, African- American focus on BET, CMDY, ESPN, FX, MTV, MASN, NBC SPORTS, TBS, TNT, VH1, TRU, USA
- > Terrestrial Radio statewide coverage with a target of males 18-34 targeting males ages 18-34 Rural, African- American focus on Country, Rock, CHR
- > Clear Channel Outdoor Billboard(s) covering Wilmington, Appoquinimink, Dover and Sussex County

#### **All Over Media:**

- > Gas Pump Toppers and Squawkers, average 4 signs/squawkers per stations
- > El Tiempo Hispano Newspaper
- > Half-page four-color ad 10.25x7.50 5/13 – 5/20
- > Outside the Oval – NASCAR Publication
- > Full-page 4-color ad – 7"x8.75" 4/29 – 5/6



### Digital Media:

- > Spotify
- > Delaware State :30 Audio Companion banners: 640x640
- > Valassis Digital
- > Video, 300x250, 728x90, 160x600, 320x50 banners
- > VEVO
- > DE State Video & Companion Banner: 300x60
- > Facebook
- > Newsfeed & Video Ads
- > Delaware State :30 Audio Companion banners: 640x640
- > 1.8+ Million impressions

### Public Relations:

Border-2-Border National Seat Belt Initiative

- > Press Release Joint Collaboration with the Maryland Department of Transportation Motor Vehicle Administration (MDOT MVA) for the annual kick-off of the National Click-It-Or-Ticket campaign in conjunction with NHTSA (National Highway Traffic Safety Administration).



*Child on a seat belt swing waiting for their loved one*

### Social Media:

In FY2018, OHS introduced John Q. Rhodes (RhodesDEfender), the #1 Unofficial Defender of Delaware Roadways, to its social media audience. Acting as an everyday citizen with his social media accounts, this self-appointed watchdog and highway safety superfan spread safe driving messages as a way of garnering more engagement on the OHS social media accounts.





In FY2019, OHS expanded upon Rhodes DEFender's success and now recognizable role as the organization's safety mascot. To achieve a more programmatic approach to Rhodes' message dissemination, OHS activated content for each scheduled enforcement period using the following seven personas:

- > Trivia Rhodes – “Decode Road Safety” gameshow trivia with your host, Rhodes
- > Road Trip Rhodes – Rhodes highlights safety-inspired bumper stickers using Delaware location tagging
- > Detective Rhodes – Rhodes debunks popular misconceptions about the rules of the road
- > Master Rhodes – Sensei Rhodes dispenses safety tips and words of wisdom
- > Influencer Rhodes – Rhodes plays trendsetter through internet memes, talk show, and event appearances and user-submitted content
- > Fresh Rhodes – The all-seeing air freshener provides everyday reminders about common safe driving fails
- > Scientist Rhodes – Rhodes conducts safety experiments to demonstrate the consequences of bad driving practices

In addition to the programmatic safety content, Rhodes interviewed OHS sponsored NASCAR driver, Ross Chastain, for a video series promoting the “Use Your Melon” seat belt campaign. Rhodes and Ross Chastain discussed the importance of highway safety relating to Ross' experiences within the confines of his racecar. The interview was filmed and disseminated across social media to generate greater awareness for OHS' seat belt safety and impaired driving messages with the NASCAR fanbase and beyond.

Rhodes DEFender content was developed with the primary intent to amplify engagement on the OHS social media accounts. The content was first posted to his own social media accounts to maintain his image as a Delawarean and then shared on the OHS social media accounts as user-generated content. His everyday interactions with online users have continued to foster conversation about highway safety in a unique fashion and have broadened the reach and awareness of the OHS mission.

The May Click It or Ticket mobilization ran for 14 days. To maximize awareness for this initiative the following social media tactics were implemented:

- > Three social media graphics demonstrating the reasons why it is vital to “Click-It-Or-Ticket”.
- > NASCAR Driver (OHS-sponsored) Click It or Ticket Sit Down video posts with Rhodes Defender.

## Delaware State Parks

Delaware State Parks draws over 3.5 million visitors during the summer months at Cape Henlopen State Park, Delaware Seashore, Fenwick Island State Park, and Killens Pond Water Park. Delaware Office of Highway Safety displayed prominent signage in each of these venues through lifeguard stand signs placed in each location to promote a buckle up message.

## NASCAR “Protect Your Melon” Campaign – Spring 2019 Race Dover International Speedway



*Fans taking a selfie at the OHS Arrive Alive Selfie Station*

### “Protect Your Melon” Efforts

This year’s “Protect Your Melon” campaign included new site visits with OHS’ sponsored NASCAR driver Ross Chastain throughout the week leading up to and including the spring 2019 NASCAR race at the Dover International Speedway including Kent Sussex Industries to educate drivers and riders of every age and ability, NASCAR Night at the DMV, Sussex Technical High School driver’s education and mechanical curriculum students, local farm stands, and a one-on-one produced video with OHS spokesperson Rhodes Defender through marketing agency Deardorff Associates, Inc. at the Dover International Speedway.

Race fans of all ages packed into the “Protect Your Melon” Fan Zone to receive messaging about always buckling up and staying safe on the roads. Alliance Highway Safety, in conjunction with Office of Highway Staff, engaged with our audience through interactive activities such as the Buckle Up Challenge, driving simulators, the Arrive Alive selfie station with highway safety messaging, and on-site disc jockey who educated fans daily through trivia questions and additional engagement. Additional messaging was provided through paid media, digital media, and broadcast media.



*OHS LEL John Horsman and Ross Chastain    Delaware State Police & Carvertise Vehicle*

### Carvertise Marketing Media

Carvertise is a unique marketing service capitalizing on quality high-mileage drivers with advertising-wrapped vehicles throughout the state.

- > OHS Protect Your Melon & OHS logo on 30 vehicles statewide from April–July 2019
- > Each vehicle partially wrapped with hood graphics and side panel graphics
- > “Protect Your Melon” fleet for the Office of Highway Safety averaged:
  - > New Castle County: 3,384,000 impressions (5,640 daily per driver; 169,200 monthly per driver)
  - > Kent County: 684,000 impressions (4,560 daily per driver; 136,800 monthly per driver)
  - > Sussex County: 918,000 impressions (6,120 daily per driver; 183,600 monthly per driver)



### All Over Media:

- > OHS “Protect Your Melon” logo on 750,000 watermelons statewide from April – June 2019
  - > Mar-Del Watermelon Queen accompanied NASCAR-sponsored driver to all events/activations to additionally promote occupant protection
- > “Protect Your Melon” and OHS highway safety messaging distributed on over 3,000 hero cards, through autograph sessions and appearances throughout the state and on-site at the Dover International Speedway
- > “Protect Your Melon” and OHS logo featured on all race team marketing materials including:
  - > NASCAR #4 JDM Chevrolet Hood, Upper Quarter Panels, TV Panel, and DeckLid
  - > Branded driver fire suit and crew shirts
  - > Pit box and pit wall signage during the race

### Social Media:

- > JD Motorsports (JDM) actively promoted the OHS partnership through social media promotions including Facebook Live videos, Twitter chats, Instagram, and Snapchat beginning April 15 – May 5, 2019
- > JDM distributed press releases to all media outlets and coordinated media representation regarding the partnership with OHS and the “Protect Your Melon” campaign

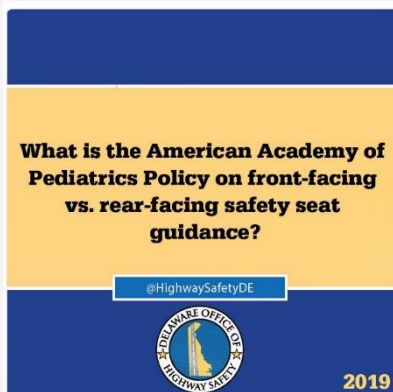
## Youth Baseball and Softball League Statewide Tour

Alliance Highway Safety coordinated twenty-five outreach events with youth baseball and softball leagues in Delaware. Alliance staff activated an educational display. Tweens and parents were reminded of the need to always wear their seat belt when in a vehicle and the importance of riding in the back seat.

## Child Passenger Safety (CPS) and CPS Week Awareness Efforts

In coordination with Child Passenger Safety Week, OHS funded and coordinated earned media initiatives to promote Child Passenger Safety awareness and OHS fitting stations. OHS developed a Child Passenger Safety article that was translated and printed in El Tiempo Hispano during CPS Week 2019.

Additionally, OHS developed and executed a Child Passenger Safety Week Twitter chat held on September 19, 2019, that gained popularity on the social media app after initial promotion on both Facebook and Twitter.



*Example of CPS Week 2019 Twitter Chat Question*

OHS worked with state and local law enforcement agencies and Safe Kids Inc. representatives to develop a CPS Law Enforcement (laminated) handout for traffic stops including CPS Fitting Station(s) statewide and CPS tear-off flier with CPS Fitting Station(s) listed for the public.



## REFERENCES FOR PROPER CHILD RESTRAINT USE



### Infants (Children birth to 12 months)

- Always ride in a rear-facing car seat.
- Always ride in the back seat.
- Must be in a size-appropriate infant or convertible seat.
- Must have the harness straps pulled snugly against the body, and the straps should come through slots that are located at or below the shoulders.

\*Note—Never place a rear-facing car seat in front of an active air bag.



### Toddlers (Children age 1 to 3 years)

- Always ride in the back seat.
- Should ride in a rear-facing car seat (convertible seat) until they reach the top height or weight limit allowed. Once they weigh more than the rear-facing weight limit, they're ready to ride in a forward-facing seat with a harness.
- Must have harness straps pulled snugly against the body, and when facing forward, should have the straps come through slots that are located at or above the shoulders (harness straps usually go in top slots of the seat frame—see manufacturer's instructions).



### Young Kids (Children age 4 to 8 years)

- Always ride in the back seat.
- Always ride in a forward-facing car seat with a harness until they reach the top height or weight limit allowed by your car seat's manufacturer.
- Can ride in a booster seat once they outgrow the forward-facing car seat with a harness.
- Must be secured by both lap and shoulder belts (cannot use a booster seat with only a lap belt).
- Are too tall for a booster seat when their ears rise above the seat frame.



### Older Kids (age 8 to 12 years)

- Always ride in the back seat.
- Must be secured by both lap and shoulder belts when riding in a booster seat or using the seat belt alone.
- Wear the lap belt on the hips, not the stomach.
- Wear the shoulder belt on the shoulder, not the neck, and never put the shoulder belt behind the back or under the arm.



This poster was created by the Delaware Office of Highway Safety in partnership with Safe Kids Delaware.

## DELAWARE CODE SAFETY VIOLATIONS CHILD PASSENGER SAFETY LAWS

### Title 21, Chapter 48—Section 4802

- Children from birth up to age 8, or weighing at least 65 pounds (whichever comes first), must be properly secured according to the manufacturer's instructions in a car seat or booster seat.
- Children from age 8, or weighing at least 66 pounds up to age 16, must be properly restrained by a seat belt.
- Children must be age 12 or at least 5'5" tall to sit in the front passenger seat of any vehicle with an active passenger air bag.
- The fine for not having your child in an appropriate child safety seat is \$25.

### QUICK CHECKLIST FOR VISIBLE ERRORS

- Child riding unrestrained or sharing a belt
- Child riding in the front seat
- Rear-facing child in front of an air bag
- Harness loose or not on shoulders
- Chest clip on tummy instead of chest
- Safety seat not installed tightly
- Shoulder belt under arm or behind back
- Shoulder belt close to child's face (needs booster seat)

### OHS FITTING STATIONS

**Wilmington DMV:** Rt. 13 South, New Castle  
Tuesday and Thursday, 9 a.m.–1 p.m.; Wednesday 4–8 p.m.  
By appointment only. Call (302) 434-3234.

**Dover DMV:** Rt. 113 South, Dover, Tuesday and Thursday,  
9 a.m.–1 p.m.; Wednesday 5–8 p.m. By appointment only.  
Call (302) 744-2749 or (302) 387-2324.

**Delaware State Police Troop 7:** Rt. 1 S/B, Lewis.  
By appointment only. Call (302) 744-2749 or (302) 387-2324.

### MORE FITTING STATIONS

• **Nemours/Alfred I. duPont Hospital for Children's CPS Station:** By appointment only. Call (302) 651-5437.

• **Christiana Care's SAFE KIDS Fitting Station:**  
Women's Health Care Building at Christiana Hospital  
Ogletown-Stanton Road, Newark. By appointment only (small fee). Call (302) 733-3360 to leave a message. Specify that you are calling to request an appointment for a car seat check.

• **Mill Creek Fire Company Fitting Station:**  
Mill Creek Fire House, 3808 Kirkwood Highway, Wilmington.  
By appointment only (no charge for fittings).  
Email [carseatcheck@millcreekfire.org](mailto:carseatcheck@millcreekfire.org) with your name, address, phone number and the best time to contact you.

• **Delaware State Police:** All troops available for fittings.  
Call your local troop for an appointment.

## SECURE YOUR MOST PRECIOUS CARGO

Have your child safety seat fitted at the following OHS locations:

**Wilmington DMV:** Rt. 13 South, New Castle  
Tuesday and Thursday, 9 a.m.–1 p.m.; Wednesday 4–8 p.m.  
By appointment only. Call (302) 434-3234.

**Dover DMV:** Rt. 113 South, Dover, Tuesday and Thursday,  
9 a.m.–1 p.m.; Wednesday 5–8 p.m. By appointment only.  
Call (302) 744-2749 or (302) 387-2324.

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Ogletown-Stanton Road, Newark. By appointment only (small fee).  
Call (302) 733-3360 to leave a message. Specify that you are calling to request an appointment for a car seat check.

• **Mill Creek Fire Company's Fitting Station:**  
Mill Creek Fire House, 3808 Kirkwood Highway, Wilmington.  
By appointment only (no charge for fittings).  
Email [carseatcheck@millcreekfire.org](mailto:carseatcheck@millcreekfire.org) with your name, address, phone number and the best time to contact you.

• **Delaware State Police:** All troops available for fittings.  
Call your local troop for an appointment.



This poster was created by the Delaware Office of Highway Safety in partnership with Safe Kids Delaware.

Law Enforcement Card Side 1

Law Enforcement Card Side 2

CPS Fitting Station Flier

The OHS Corporate Partners program participated in Child Passenger Safety education during September with the Traffic Safety Newsletter, memo, posters, and fliers, mailed to over 150 corporate partners throughout the state of Delaware.



## ASSESSMENT OF STATE PROGRESS:

Assessment of State Progress:

Performance targets are measured based on a five-year moving average (2015-2019). The targets for this year include the following:

- > To maintain statewide seat belt compliance from the five-year average use rate of 91% by December 31, 2019.

The five-year average use rate remained at 91%. Additionally, the observational seat belt survey for FY2019 determined a 92.5% statewide seat belt use rate.

- > The second target was to complete CY2019 with a five-year average of 31 unrestrained passenger fatalities.

As of November 30, 2019, the five-year average is 29 unrestrained fatalities, which meets our target for unrestrained fatalities. OHS continues to place a high priority on occupant protection projects. The projects funded in FY2019 supported Delaware's continued designation as a high belt use state that exceeds the national average. OHS will continue high-visibility enforcement, paid media efforts, and other projects focused on increased belt use among the high-risk population, in an effort to continue meeting our target for unrestrained passenger fatalities in the future.





## Speed Management

In previous fiscal years, law enforcement partners had expressed frustration about multiple OHS enforcements consistently overlapping and an inability to fill all the overtime jobs provided for a variety of reasons. Efforts were made to combine speed and occupant protection enforcements to reduce the administrative and manpower issues. In FY2019, based on law enforcement feedback and a significant decline in occupant protection arrests, OHS decided to separate occupant protection and speed enforcement mobilizations. Law enforcement found it difficult to enforce both priorities during the same shift because of different observation methods.

The Office of Highway Safety coordinated the following programming initiatives in an effort to reach our speed and other aggressive driving prevention goals for FY2019:

### JANUARY/FEBRUARY SPEED ENFORCEMENT

#### Project Code(s): SPED-2

Data analysis shows that winter months in Delaware coincide with increased speed related crashes. OHS provided funds for statewide enforcement to combat speeding on Delaware's roadways. This enforcement period lasted from January 20 – February 3, 2019. Patrols were scheduled to work from 7 AM – 8 PM.

Participating Agencies: Bridgeville PD, Delaware City PD, Delmar PD, Dover PD, Elsmere PD, Harrington PD, Milford PD, New Castle City PD, New Castle County PD, Selbyville PD, Smyrna PD, Wilmington PD, Delaware State Police

Hours Worked	Patrols	Speed Arrests	Other Arrests	Total Arrests
281	70	345	173	518

### MARCH/APRIL SPEED ENFORCEMENT

#### Project Code(s): SPED-3

March and April precede months of high-speed crashes. OHS used these months to remind drivers of the dangers of speeding and provided funds for statewide enforcement to combat speeding on Delaware's roadways. This enforcement period lasted from March 18 – April 8, 2019. Patrols were scheduled to work from 7 AM – 8 PM.

Participating Agencies: Camden PD, Cheswold PD, Clayton PD, Dagsboro PD, Dover PD, Georgetown PD, Ellendale PD, Milford PD,

Hours Worked	Patrols	Speed Arrests	Other Arrests	Total Arrests
150.5	37	156	91	247





## JUNE/JULY SPEED ENFORCEMENT

**Project Code(s): SPED-4**

June and July precede months of high-speed crashes. OHS provided funds for statewide enforcement to combat speeding on Delaware's roadways. This enforcement period lasted from June 24 – July 15, 2019. Patrols were scheduled to work from 7 AM – 8 PM.

Participating Agencies: Bethany Beach PD, Elsmere PD, Laurel PD, Middletown PD, Millsboro PD, Milton PD, New Castle County PD, Ocean View PD, Seaford PD, Selbyville PD, Wilmington PD, Wyoming PD, Delaware State Police,

Hours Worked	Patrols	Speed Arrests	Other Arrests	Total Arrests
306	76	455	195	650

## SEPTEMBER SPEED ENFORCEMENT

**Project Code(s): SPED-5**

September precedes months of high-speed crashes. OHS provided funds for statewide enforcement to combat speeding on Delaware's roadways. This enforcement period lasted from September 3 – 24, 2019. Patrols were scheduled from work from 7 AM – 8 PM.

OHS agreed to fund speed equipment for Lewes PD, Seaford PD, Middletown PD and Ocean View PD in association with this enforcement mobilization. Reimbursement was provided for a LIDAR unit for Ocean View PD, and a speed trailer for Lewes PD, Seaford PD, and Middletown PD respectively.

Participating Agencies: Bethany Beach PD, Elsmere PD, Laurel PD, Middletown PD, Millsboro PD, Milton PD, New Castle County PD, Ocean View PD, Seaford PD, Selbyville PD, Wilmington PD, Wyoming PD, Delaware State Police,

Hours Worked	Patrols	Speed Arrests	Other Arrests	Total Arrests
293	73	384	181	565

## MAY/JUNE SPEED ENFORCEMENT

**Project Code(s): AANG-18**

OHS provided extra enforcement funding to the Delaware State Police for a special enforcement time during the months of May and June. This time period coincides with one of the highest speed crash frequencies throughout the year

Participating Agencies: Delaware State Police

Hours Worked	Patrols	Speed Arrests	Other Arrests	Total Arrests
262	65	320	54	374

## SPEED PAID MEDIA

### Project Code(s): OHSP-1

The Delaware Office of Highway Safety coordinated paid media and outreach campaigns to support Speed awareness driving programming initiatives. OHS and Aloysius, Butler, & Clark (AB&C) Marketing agency worked together to develop this year's strategy and used traditional and digital audio spots, and banner Ads, Facebook promoted posts, YouTube videos, and additional paid media efforts as summarized below.

OHS brought back "Stu" for its paid media messaging for FY2019. Originally spun-off of the "Dave" Click It or Ticket promotion, the "Stu" character was aimed towards the 18-34-year-old male demographic. Speed was also included within the Safe Family Holiday campaign. Paid media included the following:



Speed Marketing Materials "Stu" for FY2019

## FY2019 Speed Awareness Efforts

### Traditional Media:

- > Terrestrial Radio Statewide coverage with a target of both males and females ages 18-34
  - > :30 spots
- > WDSD, WSTW, WXCX, WOCQ, WWFG, WZBH
  - > Cinema :30 movie theater video advertisements
  - > 7 Movie theaters statewide

### Digital Media:

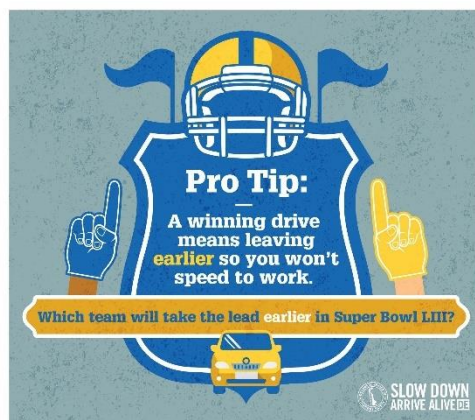
- > Facebook/Instagram mobile newsfeed and Link Ad video advertisements targeted to males ages 18-34 in the State of Delaware through behavioral, interest, and contextual targeting
- > Pandora Internet Radio :30 Audio advertisements targeted to males ages 18-34 in the State of Delaware through behavioral, interest, and contextual targeting
  - > Banners: 300x250, 500x500

- > Vevo Desktop and Mobile Video Advertisements targeted to males ages 18-34 in the State of Delaware through behavioral, interest, and contextual targeting
- > Companion Banner: 300x600

### Social Media:

FY2019 Speed Awareness enforcement social media mobilizations ran throughout the fiscal year in conjunction with enforcement periods. To maximize awareness for these initiatives, we implemented the following social media tactics:

- > Development of five social media campaigns to engage our target audience while driving home our message about slowing down on the road.



Caption: The best drivers start their day earlier so they don't have to speed to their destination, just like the best teams score earlier so they don't have to play catch-up. Like this post if you think (Team A) will score first or share it for (Team B). #SlowDown #DOHS

*"The best drivers start their day earlier, so they don't have to speed to their destination."*

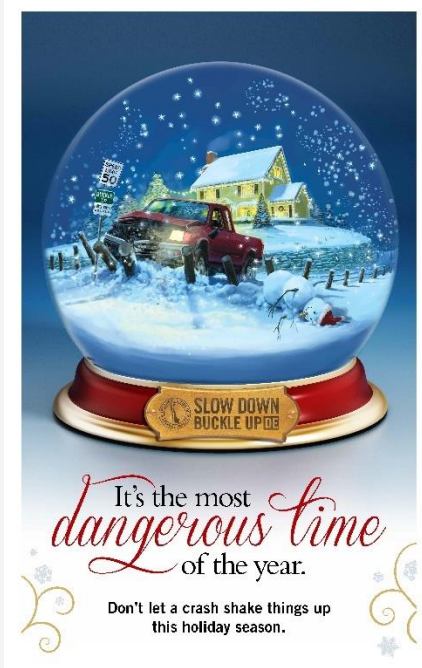
### ArriveAliveDE Website:

Dedicated landing page for occupant protection and distracted driving awareness education.

- > Landing Page: <https://www.arrivealivede.com/Slow-Down>
- > 724,000+ Impressions
- > 1,300+ Website Clicks/Visits
- > .19% Click-through rate (CTR): the ratio of users who clicked on an ad to the total number of users who saw the ad.
- > 78% View-through rate (VTR): the percentage of completed views divided by the impressions served.

### Safe Family Holiday (SFH) FY19 Campaign

The Office of Highway Safety participates in the national mobilization Safe Family Holiday which is heavily focused on the following priority areas during the winter holiday season: Impairment, Occupant Protection/Distracted Driving, Speed, & Pedestrian Safety. The annual mobilization is funded by OHS for both enforcement(s) and marketing/communication(s). This year's mobilization was activated between 11/1 – 11/18/2018, and 11/22/2018 – 1/1/2019. Although, the enforcement project was cancelled in FY2019, speed media efforts were still coordinated for Safe Family Holiday.



*"Slow Down" Speed Awareness Creative for Safe Family Holiday FY19*

The Safe Family Holiday campaign included outreach events such as a life sized snow globe and Traffic Safety Carolers that were featured at prominent community events and locations throughout the state. These activations were joined by Highway Safety SFH Street Teams that encouraged passersby to sign a holiday drive responsibility pledge and have their picture taken to commemorate their commitment to safe driving and walking.

#### Outreach Events:

- > Saturday, Dec. 1 from noon to 5 PM – A Farmer's Christmas at the Delaware Agricultural Museum in Dover, DE.
- > Saturday Dec. 8, from 4 PM to 8 PM – Winter WonderFEST2018 at Cape Henlopen State Park in Lewes, DE.
- > Saturday Dec. 15 from 10 AM to 2 PM – Dover Mall in Dover, DE
- > Saturday Dec. 22 from 10 AM to 2 Pm – Christiana Mall, in Newark, DE

#### Digital Media:

- > Facebook Statewide coverage targeting both males and females between 18-59 years old.
  - > Facebook/Instagram– Newsfeed Ads
  - > 14+ Million impressions

#### Earned Media:

- > OHS executed a press release highlighting the Safe Family Holiday marketing campaign and enforcement efforts resulting in media interviews, articles, and television coverage.
- > Media agencies and partners covering/promoting the SFH 2018 campaign for DOHS:
  - > 6ABC, CBS3, WBOC-TV Fox, WMDT, WFDE, DelHispano, Delaware State News, Foreign Affairs New Zealand, Delaware State Chamber of Commerce

#### Carvertise Marketing Media

Carvertise is a unique marketing service capitalizing on quality high-mileage drivers with advertising-wrapped vehicles throughout the state.

- > OHS Safe Family Holiday graphics and logo(s) on 40 vehicles statewide from November–December 2018
  - > Each vehicle partially wrapped with hood graphics and side panel graphics
  - > “Safe Family Holiday” fleet for the Office of Highway Safety averages:
    - > New Castle County: 3,000,000+ Million impressions (5,640 daily per driver; 169,200 monthly per driver)
    - > Kent County: 684,000+ Impressions (4,560 daily per driver; 136,800 monthly per driver)
    - > Sussex County: 918,000+ Impressions (6,120 daily per driver; 183,600 monthly per driver)



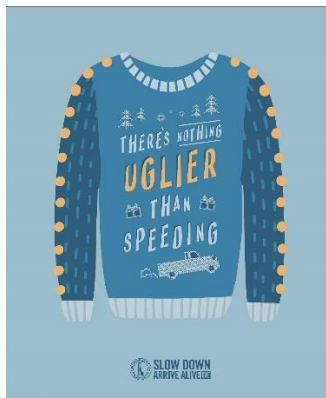
*"Safe Family Holiday - Speed" Carvertise Marketing Vehicle*

## Social Media:

The Speed Safe Family Holiday mobilization ran for 15 days in conjunction with the Safe Family Holiday OP/Distracted, Pedestrian Safety, and Impaired Driving mobilizations. To best maximize awareness for speeding during this time, our strategy used a combination of social media graphic posts and speeding-focused Rhode DEFender posts. The following social media tactics were implemented:

- > Development of three social media graphics, using the trendiness and relatability of ugly sweaters to appeal to our target audience and keep with the Safe Family Holiday theme to promote the not-so-attractive dangers of driving over the speed limit.
- > Two Rhodes DEFender posts





Caption: Speeding to the mall for a last-minute gift? That's not a good look. With hazardous weather conditions and tons of drivers out shopping, there's even more reason to #SlowDown this holiday season. #DOHS

Other messages to be used:  
Things can go ugly when you prove too speed I-m-ill.  
High speeds & winter weather is an ugly combo.

Deardorff

*"There's nothing uglier than speeding. Slow Down Delaware."*

## ArriveAliveDE Website:

Safe Family Holiday campaign, digital media, and website traffic highlights:

- > 39,000+ Website Clicks/Visits
- > 914,000 Video Completions
- > Specifically, for Speed Awareness:
  - > 204,280 Impressions
  - > .29% CTR

OHS continued to incorporate the "speed" and "occupant protection" messages into one campaign for FY2018. Spun-off of the "Dave" Click It or Ticket promotion, a new campaign this year featuring the "Stu" character aimed at the 18-34 year old male demographic. In addition, we've updated our microsite and expanded our social media and PR efforts. Paid media included the following:

- » Cable TV – networks targeting A 18-34
- » :30 movie theater spots statewide
- » Radio – Country, Contemporary Hits and Rock formats statewide
- » Pandora internet radio :30 Audio, Banner Ads
- » Vevo – Desktop and mobile video Ads, geo: Delaware, M18-34, interest in
- » Racing, Driving, Extreme Sports
- » Facebook/Instagram newsfeed Ads targeted to M18-34 in the State of DE with
- » an interest in Racing, Driving, Extreme Sports
- » Valassis – geo-targeted Video & Banner Ads





## HSP PROJECTS NOT IMPLEMENTED

### SAFE FAMILY HOLIDAY SPEED ENFORCEMENT

**Project Code(s): SPED-1**

Due to OHS staffing issues during FY2019, this project was cancelled.

## ASSESSMENT OF STATE PROGRESS:

Performance targets are measured on a five-year average. The 2019 target was to achieve a five-year average of 37 speed related fatalities. As of November 30, 2019, the five- year average is 36 speed-related fatalities. Over the last ten years, Delaware has consistently observed around one third of fatal crashes involving speed. After receiving feedback from law enforcement partners, OHS decided that speed should be a separate priority area in FY2019. This feedback allows OHS to place extra emphasis on changing driver behavior related to speeding and continued analysis on specialized paid media efforts.



## *Pedestrian Safety*

The Office of Highway Safety coordinated the following efforts in FY2019:

### FALL PEDESTRIAN MOBILIZATION

#### **Project Code(s): OHPA-1**

October was designated Pedestrian Safety Month in Delaware. Mobilization efforts were made to promote education and awareness on pedestrian safety behaviors. This mobilization occurred October 10 - 31, 2018 between 5 PM and 2 AM. Officers were allowed to work in teams of two (or single officer enforcements) for four hours. Officers were directed to approach pedestrians and educate on safe walking habits and enforce as necessary.

Participating Agencies: Dover PD, New Castle County PD, Newark PD, University of Delaware PD, Rehoboth Beach PD, Wilmington PD, Delaware State Police

Hours Worked	Patrols/Team Enforcements	Pedestrian Arrests	Pedestrian Contacts	Other Arrests	Total Arrests/Contacts
<b>597.25</b>	<b>75</b>	<b>168</b>	<b>4,993</b>	<b>191</b>	<b>5,198</b>

### SAFE FAMILY HOLIDAY PEDESTRIAN MOBILIZATION

#### **Project Code(s): OHPA-2**

Winter months coincide with an increase in serious injury and fatal pedestrian crashes. OHS funded education and enforcement efforts from December 2 – 23, 2018 between 5 PM and 2 AM, in an effort to reduce these crash types. Officers were asked to work in teams of two (or single officer enforcements) for four hours. Officers were directed to approach pedestrians and educate on safe walking habits and enforce as necessary.

Participating Agencies: Delaware State Police

Hours Worked	Patrols/Team Enforcements	Pedestrian Arrests	Pedestrian Contacts	Other Arrests	Total Arrests/Contacts
<b>234</b>	<b>59</b>	<b>16</b>	<b>210</b>	<b>96</b>	<b>322</b>



## APRIL PEDESTRIAN MOBILIZATION

### Project Code(s): OHPF-5, OHPG-1

From April 8 – April 29, 2019, officers could work in teams of two (or single officer enforcements) for four hours. Officers worked between 5 PM and 2 AM. Officers were directed to approach pedestrians and educate on safe walking habits and enforce as necessary.

Participating Agencies: Newark PD, Rehoboth Beach PD, New Castle County PD, Wilmington PD, Delaware State Police

Hours Worked	Patrols/Team Enforcements	Pedestrian Arrests	Pedestrian Contacts	Other Arrests	Total Arrests/Contacts
440.5	55	26	2,320	238	2,584

## JUNE PEDESTRIAN MOBILIZATION

### Project Code(s): OHPG-2

With many tourists coming to Delaware Beaches, and increased pedestrian activity along busy roadways, it is important to remind Delawareans of safe walking behaviors. From May 26 – June 16, 2019, officers could work in teams of two (or single officer enforcements) for four hours. Officers worked between 5 PM and 2 AM. Officers were directed to approach pedestrians and educate on safe walking habits and enforce as necessary.

Participating Agencies: Bethany Beach PD, Dewey Beach PD, Dover PD, Fenwick Island PD, New Castle County PD, Newark PD, Rehoboth Beach PD, Wilmington PD, Delaware State Police

Hours Worked	Patrols/Team Enforcements	Pedestrian Arrests	Pedestrian Contacts	Other Arrests	Total Arrests/Contacts
625.5	78	22	5,404	251	5,677



## JULY PEDESTRIAN MOBILIZATION

### Project Code(s): OHPG-3

From July 7 – 29, 2019, officers could work in teams of two (or single officer enforcements) for four hours. Officers worked between 5 PM and 2 AM. During this mobilization, OHS partnered with many of the Delaware Beach law enforcement agencies to promote safe walking habits to the many tourists that visit the area. Officers were directed to approach pedestrians and educate on safe walking habits and enforce as necessary.

Participating Agencies: Bethany Beach PD, Dewey Beach PD, Fenwick Island PD, Lewes PD, Rehoboth Beach PD, Delaware State Police

Hours Worked	Patrols/Team Enforcements	Pedestrian Arrests	Pedestrian Contacts	Other Arrests	Total Arrests/Contacts
<b>215</b>	<b>38</b>	<b>23</b>	<b>7,072</b>	<b>217</b>	<b>7,312</b>

## SEPTEMBER PEDESTRIAN MOBILIZATION

### Project Code(s): OHPG-4

From September 3 – 24, 2019, officers could work in teams of two (or single officer enforcements) for four hours. Officers worked between 5 PM and 2 AM. Officers were allowed to work in teams of two (or single officer enforcements) for four hours. Officers were directed to approach pedestrians and educate on safe walking habits and enforce as necessary.

Participating Agencies: Newark PD, Rehoboth Beach PD, Wilmington PD, Delaware State Police

Hours Worked	Patrols/Team Enforcements	Pedestrian Arrests	Pedestrian Contacts	Other Arrests	Total Arrests/Contacts
<b>308</b>	<b>38</b>	<b>15</b>	<b>4,787</b>	<b>84</b>	<b>4,871</b>

## DELAWARE STATE POLICE TROOP 7 END OF SUMMER ENFORCEMENT

### Project Code(s): DSPP-1

In response to several non-motorized crashes, Delaware State Police engaged with pedestrians and bicyclists at Delaware's beaches. From September 11 – 30, 2019, Troop 7 participated in a pedestrian safety initiative for both pedestrians and motorists. Law enforcement worked between 5 PM and 2 AM and patrolled DE 1 in targeted locations.

Participating Agencies: Delaware State Police

Hours Worked	Patrols/Team Enforcements	Pedestrian Arrests	Pedestrian Contacts	Other Arrests	Total Arrests/Contacts
<b>68</b>	<b>17</b>	<b>0</b>	<b>147</b>	<b>5</b>	<b>152</b>



## 2019 WALKABLE/BIKEABLE SUMMIT

### Project Code(s): AANG-16

The Office of Highway Safety partnered with Bike Delaware to provide funding in sponsorship of the 2019 Walkable/Bikeable Summit. The summit brought engineering and policy experts from the Netherlands to provide insights on creating positive bicycling and walking behaviors. Sessions included discussions on how the Netherlands became a cycling nation and public support of their programs, engineering and educational policies that promote safe biking in Utrecht, and the efforts and costs of creating a safe environment for bicycling. OHS assisted in providing funding for the facility that the one-day workshop was located in.

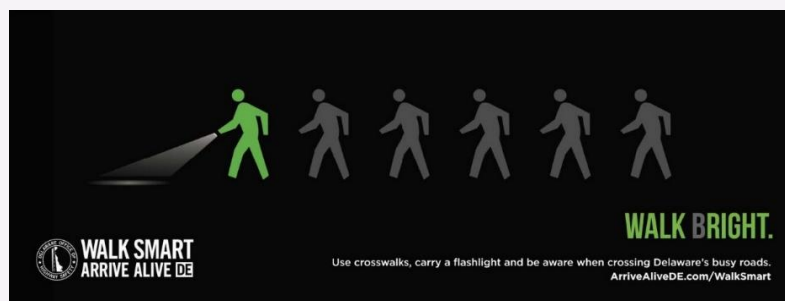
## PEDESTRIAN/NON-MOTORIZED SAFETY PAID MEDIA AND OUTREACH

### Project Code(s): OHPM-1, PEDN-1

The Delaware Office of Highway Safety coordinated paid media and outreach campaigns to support Pedestrian Safety programming initiatives for FY2019. OHS and Aloysius, Butler, & Clark (AB&C) Marketing agency worked together to develop this year's strategy and used traditional and digital audio spots, and banner Ads, Facebook promoted posts, YouTube videos, and additional paid media efforts as summarized below:

### FY2019 Pedestrian Safety Awareness Efforts

The Office of Highway Safety kicked off the introduction for the new Pedestrian Safety paid media campaign in FY2019. New collateral was developed and implemented via traditional, digital, social, and broadcast media for pedestrian safety. Pedestrian Safety Street Teams were also launched during Delaware's Annual Pedestrian Safety Month, which is the month of October.



*The New Pedestrian Safety Creative Demonstrates How To "Walk Bright"*

### Pedestrian Safety Campaign Kick-Off Press Conference – October 5, 2018

OHS kicked off the introduction for the new Pedestrian Safety paid media campaign at a press conference on October 4, 2018, at Delaware State Police Troop 6 on Kirkwood Highway.





*Pedestrian Safety Press Conference October 2018*

#### Press Conference Outreach:

- > Press Advisory, Run-of-show, Press Release
- > Social Media Advertisements and Facebook Live Video Stream
- > Pedestrian Safety Street Teams

OHS was successful in securing ten regional and local media placements highlighting the Pedestrian Safety program and stories generated over 550,000 in reach and resulted in additional activity and engagement on social media.

#### Print/Online Media:

- > WDEL, Dover Post, Smyrna-Clayton Sun Times, Middletown Transcript

#### Broadcast Media:

- > KYW-TV CBS3, WPVI-TV 6ABC, WCAU-TV NBC10

#### Social Media:

- > Facebook Live Video of the press conference yielded 500+ views and 7 shares.

## Pedestrian Safety Street Teams

Pedestrian Safety Street Teams were deployed on DART buses with routes that travel corridors with higher occurrences of pedestrian crashes and fatalities. These street teams educated Delawareans of safe walking habits and installed safety reflectors for use on passenger bags, coats, etc.

- > Six separate deployments throughout October:
  - > Route 6 (Kirkwood Highway)
  - > Route 40 (Glasgow)
  - > Route 13 (DuPont Highway)
  - > Route 104 (Camden)
  - > Route 206 (Georgetown, Lewes, Rehoboth)
- > The street teams resulted in more than 900 impressions, distributed all 340 safety reflectors, and 250 reflectors were distributed/demonstrated at DART community events.



*Pedestrian Safety Street Teams Instructing DART Passengers*

#### Traditional Media:

- > Jolly Trolley Top Panel Graphic
  - > 34.75" H x 182.25" W
- > Gateway Transit Public Transportation Bus Shelter
  - > 14 Bus Shelter Wraps 75" H x 25" W
  - > 60 Interior Cards 11" W x 28" H
- > Pedestrian Safety Awareness Street Teams

#### Digital Media:

- > Facebook/Instagram
  - > Geographic Target: Entire state of Delaware
  - > Males ages 18-59
  - > Desktop & Mobile
  - > Newsfeed :15 Video and 300x60 companion banner
- > Vevo Digital
  - > Newsfeed :15 Video and companion banner
- > 569,000+ Impressions



The spookiest time of the year can be extra scary for pedestrians walking at night. Always wear bright clothing, use crosswalks and carry a flashlight after dark to stay visible on Delaware's busy roads. #WalkSmart #DOHS

Deardorff

*"The spookiest time of the year can be extra scary for pedestrians walking at night."*

#### Social Media:

The FY2019 Highway Safety Plan involved events strategically selected to bring the highway safety messages to the target audiences during social gatherings, local happenings, and highly anticipated festivities. To promote OHS' involvement in these events, custom, event-specific social media campaigns were developed to drive attendance, increase brand recognition and encourage the opportunity for in-person education and conversation. OHS developed custom social media event promotion pages for the Facebook platform.

FY2019 Pedestrian Safety enforcement and non-enforcement social media mobilizations ran throughout the fiscal year. To maximize awareness for these initiatives, we implemented the following social media tactics:

- > OHS and Deardorff Associates collaborated on the development of six social media campaigns including graphics, illustrations, and videos.
- > Content highlights the importance of staying visible when walking both day and night.

#### ArriveAliveDE Website:

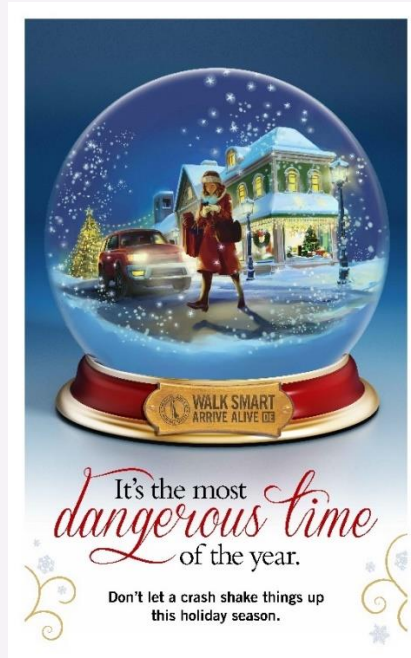
Dedicated landing pages for pedestrian safety awareness education.

- > Landing Page: <https://www.arrivealivede.com/Walk-Smart/>
- > 569,000+ Impressions
- > 1,300+ Website Clicks/Visits
- > 55% View-through rate (VTR): the percentage of completed views divided by the impressions served.



## Safe Family Holiday (SFH) FY2019 Campaign

The Office of Highway Safety participates in the national mobilization Safe Family Holiday which is heavily focused on the following priority areas during the winter holiday season: Impairment, Occupant Protection/Distracted Driving, Speed, & Pedestrian Safety. The annual mobilization is funded by OHS for both enforcement(s) and marketing/communication(s). This year's mobilization was activated between 11/1 – 11/18/2018, and 11/22/2018 – 1/1/2019.



*"Walk Smart" Pedestrian Safety Creative for Safe Family Holiday FY2019*

The Safe Family Holiday campaign included outreach events such as a life sized snow globe and Traffic Safety Carolers that were featured at prominent community events and locations throughout the state. These activations were joined by Highway Safety SFH Street Teams that encouraged passersby to sign a holiday drive responsibility pledge and have their picture taken to commemorate their commitment to safe driving and walking.

### Outreach Events:

- > Saturday, Dec. 1 from noon to 5 PM – A Farmer's Christmas at the Delaware Agricultural Museum in Dover, DE.
- > Saturday Dec. 8, from 4 PM to 8 PM – Winter WonderFEST2018 at Cape Henlopen State Park in Lewes, DE.
- > Saturday Dec. 15 from 10 AM to 2 PM – Dover Mall in Dover, DE
- > Saturday Dec. 22 from 10 AM to 2 Pm – Christiana Mall, in Newark, DE

### Digital Media:

- > Facebook Statewide coverage targeting both males and females between 18-59 years old.
  - > Facebook/Instagram– Newsfeed Ads
  - > 14+ Million impressions



### Earned Media:

- > OHS executed a press release highlighting the Safe Family Holiday marketing campaign and enforcement efforts resulting in media interviews, articles, and television coverage.
- > Media agencies and partners covering/promoting the SFH 2018 campaign for DOHS:
- > 6ABC, CBS3, WBOC-TV Fox, WMDT, WFDE, DelHispano, Delaware State News, Foreign Affairs New Zealand, Delaware State Chamber of Commerce

### Social Media:

The Pedestrian Safety mobilization ran for 22 days in conjunction with the Safe Family Holiday. To best maximize awareness for occupant protection and distracted driving during this time, our strategy used a combination of GIFts (GIFs) and graphic posts. OHS implemented the following social media tactics:

- > Development of three social media GIFts (GIFs) for our targeted audience, keeping the Safe Family Holiday theme in mind while reinforcing the “Walk Bright” message
- > Two Rhodes DEfender posts

### Carvertise Marketing Media

Carvertise is a unique marketing service capitalizing on quality high-mileage drivers with advertising-wrapped vehicles throughout the state.

- > OHS Safe Family Holiday graphics and logo(s) on 40 vehicles statewide from November–December 2018
- > Each vehicle partially wrapped with hood graphics and side panel graphics
- > “Safe Family Holiday” fleet for the Office of Highway Safety averages:
  - > New Castle County: 3,000,000+ Million impressions (5,640 daily per driver; 169,200 monthly per driver)
  - > Kent County: 684,000+ Impressions (4,560 daily per driver; 136,800 monthly per driver)
  - > Sussex County: 918,000+ Impressions (6,120 daily per driver; 183,600 monthly per driver)

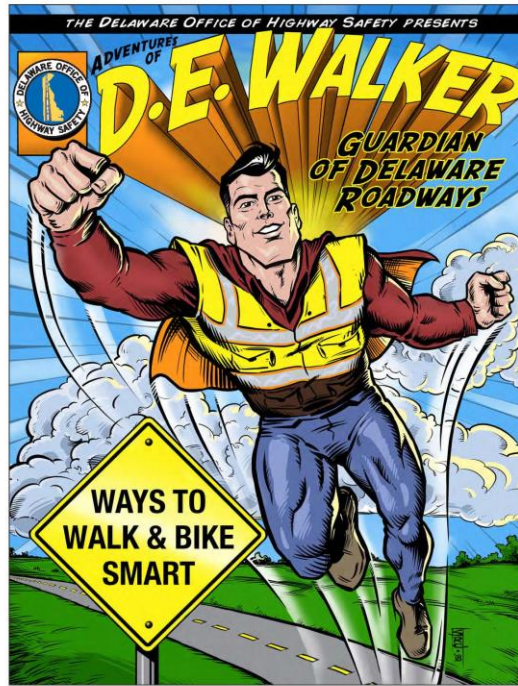
Safe Family Holiday campaign, digital media, and website traffic highlights:

- > 39,000+ Website Clicks/Visits
- > 914,000 Video Completions
- > Specifically, for Pedestrian Safety Awareness:
  - > 270,834 Impressions
  - > .31% CTR

### Pedestrian Safety Youth School Initiative

The Office of Highway Safety and Alliance Highway Safety Marketing coordinated the concept development and design of the D.E. Walker Pedestrian & Bicycle Safety coloring book comic for distribution in select elementary schools in New Castle County where pedestrian crashes, injuries, and fatalities are a known issue. The book was delivered to 13,331 students in 42 schools with 11,586 in English and 1,745 in Spanish.





*D.E. Walker Coloring Book Cover*

## Choices Matter Middle School Cross Country Events

Middle school sports were utilized as the platform for reaching an entire student population, school administrators, and the surrounding community at large. The Delaware Office of Highway Safety and Alliance Highway Safety Marketing staff was on-site for 5 middle school cross country events to engage parents, siblings, and fellow students through safety messaging activities, spirit signs, and commemorative photos from the OHS Arrive Alive selfie station while also asking families to pledge safe walking habits.

## Summer Pedestrian Safety Street Teams

Pedestrian Safety Street Teams were deployed at DART bus route drop-off/pick-up locations in Lewes, Rehoboth Beach, and Dewey Beach, Delaware throughout the summer season from Memorial Day weekend to Labor Day weekend. These street teams educated Delawareans and vacationers of safe walking habits and installed safety reflectors for use on passenger bags, coats, etc.

### Print/Online Media:

- > WDEL, Dover Post, Smyrna-Clayton Sun Times, Middletown Transcript

### Broadcast Media:

- > KYW-TV CBS3, WPVI-TV 6ABC, WCAU-TV NBC10

In FY2019, the Office of Highway Safety continued using the “Cheswick the Crab” character to provide consistent messaging across the Southeastern Delaware/Maryland border. From Rehoboth Beach, DE to Ocean City, MD, the message was unified.



*OHS Pedestrian Safety Messaging in the Sussex County Coastal Region*

## ASSESSMENT OF STATE PROGRESS:

The goal of FY2019 is to finish CY2019 with a five-year average of 30 pedestrian fatalities. As of November 30, the five-year average is 29. 2019 saw a significant increase in annual pedestrian fatalities but remains consistent with pedestrian fatality data over the previous five years. OHS will continue to partner with various law enforcement along high crash roadways to communicate with pedestrians on proper walking behaviors. Partnering with DART, OHS has seen progress with street team efforts to provide reflective materials and information to its customers. OHS will continue to evaluate paid media efforts and research additional communication efforts.



## *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 the data that is captured and used in resource allocation decision making is as accurate as possible. Problem identification remains a key function of the Office of Highway Safety. In order to ensure that the federal funds received by the state of Delaware are allocated in an efficient and effective manner, it is critical to review as much highway safety data as possible to determine the types of crashes that are occurring, where and when they are occurring and who is our target audience.

OHS has established short and long-term goals in association with the Traffic Records Coordinating Committee (TRCC):

### Short-term performance goals:

- > Coordinate the planning and development of 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; and
- > Ensure Traffic Records Assessments are completed within five years of this application, including the recommendations and how each was addressed.

### Long-term 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.

The Office of Highway Safety coordinated the following initiatives in an effort to reach our traffic records goals for FY2019:

## TRCC STRATEGIC PLAN IMPLEMENTATION

### **Project Code(s): AALL-1, CACA-1, CACB-1**

In FY2019, OHS continued to implement the updated Traffic Safety Information System Strategic Plan and goals of the TRCC. The plan outlines each of the six information systems' (crash, roadway, vehicle, driver, enforcement/adjudication, and injury surveillance) status, goals/objectives (if appropriate), and performance measures (if appropriate). As noted below, the Office of Highway Safety implemented programs to improve traffic records systems and our subsequent use of these systems to implement a comprehensive Highway Safety Plan (HSP). Funds were not spent from CACA-1 and CACB-1.



## E-CRASH QUALITY ASSESSMENT/CONTROL AND ENHANCEMENTS

### **Project Code(s): AALJ-1, CABA-1, CABB-1**

The State of Delaware implemented an Electronic Crash Reporting System (E-Crash) in December 2009 and in 2010, the TRCC approved a project proposed by DelJIS to implement a QC/QA process to ensure that the reports submitted by state, county and local law enforcement are indeed as accurate as possible. Both the TRCC, and OHS, continue to approve this project on a yearly basis. Funds were not spent from CABB-1

## DATA ANALYST CONTRACT

### **Project Code(s): AALK-1, DATA-1, DATB-1**

The Data Analyst is responsible for the analysis of a variety of highway safety data sets and for the target setting process. The Analyst is a full-time member of the OHS staff and provides valuable data analysis skills to the program managers to help identify priority areas, crash demographics, crash causation and crash location in order to prepare a comprehensive plan for the efficient use of federal safety dollars. The Data Analyst position is provided for via a contract with Whitman, Requart, and Associates. Funds were not spent from DATB-1.

## CARS ENHANCEMENTS

### **Project Code(s): CARS-1, DDOT-1**

The Crash Analysis Report System (CARS) is a crash database operated and maintained by the Delaware Department of Transportation. In FY2019, OHS provided funding to enhance the capabilities of this database including the purchasing of Oracle Spatial licenses, enhancing the user interface, and improving query and database update times. These updates will provide users quicker and more accurate data. Funds were not spent out of DDOT-1.

## TRAFFIC RECORDS FORUM

### **Project Code(s): AANG-21**

The Traffic Records Forum is a four-day conference sponsored by the Association of Transportation Safety Information Professionals (ATSIP) that focuses on improving data for highway safety professionals. Funding was used to send the Traffic Safety Engineer, Scott Neidert of DelDOT, to the 2019 conference in Austin, TX. Scott is the Project Manager for the CARS Enhancement projects and was able to learn about different systems and database to continue efforts in improve the CARS database.



## SPEXS ENHANCEMENT

### **Project Code(s): DMVA-1**

OHS partnered with the Division of Motor Vehicles to provide funding to enhance their State-to-State Verification Service. This system allows DMV to electronically check with other participating states to determine if the applicant currently holds a driver's license or identification card in another state. DMV's current system does not provide an efficient process. DMV has decided to move their process to a different service, and the funding provided was for their discovery phase to plan that move.

## ASSESSMENT OF STATE PROGRESS:

OHS is pleased to partner with various agencies throughout Delaware to provide funding for improvements to their traffic databases. The TRCC continues to guide the efforts intended to improve the collection of data, including the enhancement of the automated crash report. We will continue to strive for improvement and further linkages to have the very best tools available for highway safety countermeasures selection and resource allocation decision making.





## Motorcycle Safety

The Office of Highway Safety coordinated the following programming initiatives in an effort to reach our motorcycle safety targets for FY2019:

### DELMARVA BIKE WEEK ENFORCEMENT

#### Project Code(s): OHMA-1

OHS reduced motorcycle enforcement in FY2018 and eliminated it from the HSP in FY2019 to allocate more funds towards motorcycle paid media to educate both motorists and riders. However, with an increase from 10 fatal motorcycle crashes in 2017 to 17 in 2018, OHS reintroduced an enforcement for Delmarva Bike Week, held September 12-15, 2019. There was an increased in the number of motorcycle riders traveling to events in Delaware and Maryland. OHS funded Delaware State Police to enforce motorcycle safety from 8 AM – 12 AM. OHS also conducted additional paid media efforts surrounding the event to promote motorcycle safety.

Participating Agencies: Delaware State Police

Total Hours	Total Patrols	Motorcycle Arrests	Other Arrests	Total Arrests
55	14	14	98	112

### MOTORCYCLE PAID MEDIA

#### Project Code(s): MCPB-1, MCPA-1, OHMM-1, AANG-15

The Delaware Office of Highway Safety coordinated paid media campaigns and outreach initiatives to support our motorcycle safety targets for FY2019. OHS and Aloysius, Butler, & Clark (AB&C) Marketing agency worked together to develop this year's strategy and used traditional and digital audio spots, and banner Ads, Facebook/Instagram promoted posts, YouTube videos, and additional paid media efforts as summarized below:

:

#### FY2019 Motorcycle Awareness Driving Efforts

##### Motorists:

Traditional Media:

- > Clear Channel Outdoor – (12) Billboard(s) covering scenic routes statewide
- > Motorcycle Stickers/Clings that promote looking out for motorcycle riders
  - > Utilized in conjunction with outreach event – Miles for Military



### All Over Media:

- > Gas Pump Toppers and Squawkers, average four signs/squawkers per stations
- > 20 Stations covering all three counties
- > Motor Vehicle Network – Wilmington, Dover, Delaware City, Georgetown
- > :30 video slides
- > 168 spots per week, per location

### Riders:

#### Digital Media:

- > Google/Bing Text Ads targeted across Delaware
- > Valassis Digital media targeted across Delaware to males between the ages of 35-64 who own a motorcycle and/or have an interest in motorcycles
  - > Desktop & Mobile Ads
  - > 1.6+ Million impressions
- > Facebook/Instagram media targeted across Delaware to males between the ages of 35-64 who own a motorcycle and/or have an interest in motorcycles
  - > Desktop & Mobile Ads

### ArriveAliveDE Website (Motorists and Riders):

Dedicated landing page for motorcycle riders and motorists who want to learn more about motorcycle safety

- > Landing Page: <https://www.arrivealivede.com/Motorcycle-Safety>
- > 1.6+ Million Impressions
- > 4,900+ Website visits
- > 165 Motorcycle Safety Course Registration Form Clicks
- > 1,418 Safety Course Location Clicks

### Outreach Events:

New to FY2019 was the implementation of ten Motorcycle Safety Awareness Events throughout the state. Alliance Highway Safety and the Delaware Office of Highway Safety coordinated on-site engagements at Delaware motorcycle rides and events to engage riders and motorists on motorcycle safety campaigns. Additionally, Alliance developed marketing (lawn signs, banners) for further outreach within local businesses in the Smyrna and Dagsboro areas that are frequented by motorcycle riders and motorists on their way to/from Delmarva Bike Week and OC Bike Week.

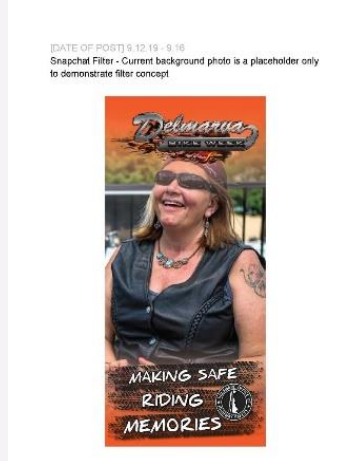


*Motorcycle Rider Education Event FY2019 – Smyrna Rommel Harley Davidson Bike Night*



## Social Media:

The Office of Highway Safety and Deardorff Associates were driven to develop a dynamic social media campaign to coincide with both motorcycle safety and Delmarva Bike Week 2019. This campaign included several tactics to drive user engagement with the OHS social media platforms and motorcycle page on the ArriveAliveDE.com website. The campaign ran for 13 days in conjunction with Delmarva Bike Week 2019.



*Delmarva Bike Week OHS Snapchat Filter*

To best maximize awareness for motorcycle safety during this time, our strategy used a combination of posts geared towards both riders and motorists, Q&A-style, and photo filters.

We implemented the following social media tactics:

- > Development of eight social media graphics. Rider posts focused on proper gear and riding safety, while motorist posts focused on reinforcing the importance of being extra cautious of riders on the road.
- > Five posts were utilized for invoking engagement with social platform-users with discussing Delmarva Bike Week, memories created in the past, and riding safely.
- > On Snapchat, the filter feature was utilized to invite our audience to engage with the post. The filter placed a call-to-action on the rider's photo to ensure they were "Making Safe Riding Memories."



## ASSESSMENT OF STATE PROGRESS:

Performance targets are measured based on a five-year calendar average (2015 – 2019), the targets for this year included the following:

- > The goal of FY2019 is to finish CY2019 with a five-year average (2015-2019) of 12 motorcycle crash fatalities.

As of November 30, 2019, Delaware has not met the five-year average goal. The motorcycle fatalities in 2019 totaled 16. This year saw an increase in passenger fatalities from 1 in 2018 to 3 in 2019.

- > The goal of FY2019 is to finish CY2019 with a five-year average (2015-2019) of 5 unhelmeted motorcyclist crash fatalities.

As of November 30, 2019, Delaware has not met the five-year average goal for unhelmeted motorcyclist fatalities. The total fatalities for unhelmeted motorcycle crashes was 7. Expectations were not met because of a 175% increase of unhelmeted fatalities between 2017 (4) and 2018 (11).

Because of the generally low frequency of these types of fatalities, any variance from the average will cause significant adjustments to the five-year average. Delaware will continue to monitor motorcycle crashes and adjust if a frequency increase becomes a trend. OHS will continue an increased educational and outreach effort to reach out target audience.



## *Distracted Driving*

The Office of Highway Safety coordinated the following programming initiatives in an effort to reach our distracted driving safety targets for FY2019:

### APRIL DISTRACTED DRIVING ENFORCEMENT

#### **Project Code(s): OHDA-1**

OHS supported Distracted Driving specific enforcement in the month of April in support of National Distracted Driving Month. OHS encouraged team patrols and additional shifts for officers to cite and educate the public about distracted driving. Paid media efforts were increased during this period as well. This enforcement occurred April 11 – April 28, 2019. Officers worked in four-hour shifts from 11 AM – 3 AM.

Participating Agencies: Bridgeville PD, Camden PD, Cheswold PD, Clayton PD, Dagsboro PD, Delaware City PD, Dover PD, Elsmere PD, Felton PD, Georgetown PD, Greenwood PD, Harrington PD, Kenton PD, Lewes PD, Middletown PD, Milford PD, Millsboro PD, Milton PD, New Castle City PD, New Castle County PD, Newark PD, Ocean View PD, Rehoboth Beach PD, Seaford PD, Selbyville PD, Smyrna PD, University of Delaware PD, Wilmington PD, Delaware State Police

Total Hours	Total Patrols	Cell Phone Arrests	Other Arrests	Total Arrests
535.5	120	255	834	1,089

### DSP SUSSEX WINTER SPECIAL DISTRACTED INITIATIVE

#### **Project Code(s): OHDB-1**

OHS partnered with the Delaware State Police to support a non-traditional distracted driving enforcement in Sussex County. Troops 4, 5, and 7 worked in teams led by Sgt. Anthony Mendez and targeted back roads using DelDOT vehicles as stationary vantage points to identify and cite distracted drivers. This enforcement took place from January 15 – April 30 between 1130 AM – 5 PM with officers working in teams in four.

Participating Agencies: Delaware State Police

Total Hours	Total Patrols	Cell Phone Arrests	Other Arrests	Total Arrests
48	3	26	28	54





## NEW CASTLE COUNTY END OF SUMMER DISTRACTED DRIVING ENFORCEMENT

### Project Code(s): NCDD-1

OHS partnered with the Delaware State Police to support a non-traditional distracted driving enforcement that in New Castle County between September 3 – September 30, 2019 from 10 AM – 4 PM. Officers from Troops 2 and 6 focused on the heavily traveled locations of DE 2 (Kirkwood Hwy/Old Capitol Trail) and DE 1. This enforcement relied on the use of teams with spotters and covert vehicles.

Participating Agencies: New Castle County PD

Total Hours	Total Patrols	Cell Phone Arrests	Other Arrests	Total Arrests
68	12	1	30	31

## NEWARK SPECIAL DISTRACTED DRIVING ENFORCEMENT

### Project Code(s): OHDB-2

OHS funded a project proposed by Newark PD to use special vantage points from the University of Delaware parking garage and team enforcement to cite drivers using their cell phones. This enforcement took place April 2 – 5, 2019 from 6 PM - 10 PM as an additional support to Newark PD's participation in the April Distracted Driving Enforcement.

Participating Agencies: Newark PD

Total Hours	Total Patrols	Cell Phone Arrests	Other Arrests	Total Arrests
48	12	31	89	120

## MILLSBORO SPECIAL DISTRACTED DRIVING ENFORCEMENT

### Project Code(s): OHDB-3

OHS approved and funded a proposal from Millsboro PD for a non-traditional Distracted Driving enforcement. Millsboro PD worked their initiative in teams of three on three dates during the busy summer season – July 18, July 25 and August 1, 2019. They worked from 12 PM – 4 PM.

Participating Agencies: Millsboro PD

Total Hours	Total Patrols	Cell Phone Arrests	Other Arrests	Total Arrests
48	12	65	63	128



## DOVER SPECIAL DISTRACTED DRIVING ENFORCEMENT

### Project Code(s): OHDB-4

OHS funded a special Distracted Driving initiative proposed by Dover PD. Dover used three-man teams during nine enforcement periods to cite distracted drivers. They used an unmarked vehicle to covertly spot drivers and radio to another officer to complete the traffic stop. Areas focused within the jurisdiction included US 13 and DE 8 from 8 AM - 10 PM between June 1 – 30, 2019.

Participating Agencies: Dover PD

Total Hours	Total Patrols	Cell Phone Arrests	Other Arrests	Total Arrests
109	27	59	77	136

## SEAFORD SPECIAL DRIVING ENFORCEMENT

### Project Code(s): OHDB-5

OHS funded a special Distracted Driving initiative proposed by Seaford PD called “Operation Cool Down.” Seaford PD used teams of three officers and held 10 enforcement events to cite distracted drivers. They used an unmarked vehicle to covertly spot drivers and radio to another officer to complete the traffic stop. This project ran June 1 – July 31, 2019 from 4 PM – 8 PM. Seaford PD worked with OHS to produce a press release that was distributed to the media.

Participating Agencies: Seaford PD

Total Hours	Total Patrols	Cell Phone Arrests	Other Arrests	Total Arrests
120	30	114	138	252

## LAUREL SPECIAL DRIVING ENFORCEMENT

### Project Code(s): OHDB-6

Laurel PD requested funding from OHS for a special Distracted Driving enforcement from June 1 – July 31, 2019 to cite distracted drivers using covert techniques. OHS approved funding for ten patrols between 7 AM - 6 PM. During the enforcement period, Laurel requested additional funding to double their efforts and to extend the project until August 31. OHS approved this additional funding and extension.

Participating Agencies: Laurel PD

Total Hours	Total Patrols	Cell Phone Arrests	Other Arrests	Total Arrests
80	20	68	50	118



## HARRINGTON SPECIAL DRIVING ENFORCEMENT

### Project Code(s): OHDB-7

OHS funded enforcement for Harrington PD as part of a special Distracted Driving Initiative. This enforcement was conducted during the 2019 Delaware State Fair – from July 18 – July 27, 2019 within the city limits of Harrington. Teams of three officers worked four shifts. OHS worked with Harrington PD to craft and distribute a press release. The press release brought attention to this initiative and released the results to the public.

Participating Agencies: Harrington PD

Total Hours	Total Patrols	Cell Phone Arrests	Other Arrests	Total Arrests
120	12	105	78	183

## DSP SUSSEX SUMMER SPECIAL DRIVING ENFORCEMENT

### Project Code(s): OHDB-8

As part of the Non-Traditional Distracted Driving Program, OHS funded Delaware State Police to conduct covert distracted driving enforcement specifically in Sussex County. Troop 4 used team methods to work in a roving manner, focusing on secondary back roads. Troops 5 and 7 participated in this enforcement as well and focused on the higher speed roadways of US 13 and US 113 from August 29 – September 30, 2019.

Participating Agencies: Delaware State Police

Total Hours	Total Patrols	Cell Phone Arrests	Other Arrests	Total Arrests
56	14	1	70	71

## DISTRACTED DRIVING PAID MEDIA

### Project Code(s): OHOD-1

#### National Connect-2-Disconnect Initiative

The Delaware Office of Highway Safety and the Delaware State Police partnered on a non-traditional distracted driving enforcement across the state in four installments and partnered on a press release surrounding the endeavor(s) and national distracted driving month.

- > Released paid media and social media campaigns for national distracted driving awareness month specifically on April 11<sup>th</sup>, 2019 known as Connect-2-Disconnect Day
- > DelDOT partnered with OHS and state agencies by reinforcing the distracted driving messaging on variable message boards statewide



**Print/Online Media:**

- > DelawarePublic.org, WGMD, News.Delaware.gov, Delaware State News

**Broadcast Media:**

- > WGMD, WDDE 91.1 and 105.9

## ASSESSMENT OF STATE PROGRESS:

The target for FY2019 was to complete CY2019 with a five year average of 198 cell phone- related crashes. As of November 30, 2019, the five year average is 186 crashes. It is expected that this goal will be met. Distracted driving has become one of law enforcement's most high profile violations. The increase in overall enforcement of Delaware's cell phone law has made officers more vigilant in determining their use or involvement in motor vehicle crashes. OHS will continue to fund distracted driving enforcement and will target the locations, the months, days of the week, and times of the day when the crashes are more prevalent.

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## *Young Driver Programs*

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

The law, passed in 1998 and took effect in July of 1999, increased the age at which a teen could apply for a driving permit from age 15 years and 10 months to age 16.

The Office of Highway Safety coordinated the following programming initiatives in FY2019:

### GDL PROGRAM/TEEN DRIVER ISSUES

#### **Project Code(s): OHGD-1**

This project was established in 402 to update the existing GDL Parent Orientation Program. It was discovered that the platform in which the GDL POP was designed was out of date and not working with updated web browsers. This project was successfully completed in FY2019 working with a contractor, Amananet to make the updates.

### ISSUES IN DRIVERS EDUCATION

#### **Project Code(s): AANG-19**

OHS worked with the Department of Education to fund travel for Lisa Minjares-Kyle from Texas A&M Transportation Institute to present a two-part workshop for three hours covering Teen Driving Issues and the Teens in the Driver's Seat program to 12 attendees. The workshop provided attendees information and tools on how to address distracted driving and impaired driving along with nighttime drowsy driving, speed and low seat belt use through the Teens in the Driver's Seat peer to peer program. As a result of the positive feedback, OHS is also sponsoring a pilot in five schools for the Teens in the Driver's Seat program for FY2020.



## VIRTUAL DRIVING EXAM

### Project Code(s): AANG-6

OHS partnered with the Division of Motor Vehicles to fund a program with Diagnostic Driving to conduct a six month pilot with their virtual road exam product. The project supported hardware and set up of four systems – one system in each DMV location. The system assesses a driver's skills and abilities prior to conducting a road exam. Drivers are placed in common NHTSA crash scenarios with varying routes. The program in Delaware has shown the current algorithm is 81% accurate (1719 exams conducted as of 11/29/19).

## DDSEA SPONSORSHIPS

### Project Code(s): AANG-7

The Delaware Driver Safety Education Association and the Delaware Department of Education held the 31st Annual Delaware Driver Education Competition event in 2019, inviting all Driver Education teachers in the State of Delaware to each bring three students to compete for scholarships, trophies, and plaques. As part of this year's competition, sponsorships were attained to increase the number and amount of scholarships to be awarded. For 2019's event, there were just over 100 students participating. Students compete against each other in 3 categories: a written test based on the Delaware Driver Manual, a road skills test, and a driving skills competition. OHS sponsored this program, providing printed materials for the students, including a driving log to be used with their sponsors as they practice their skills in preparation for their road exam.

## YOUNG DRIVER PAID MEDIA

### Project Code(s): OHSP-1

The Delaware Office of Highway Safety coordinated paid media and outreach campaigns to support Teen Driver Safety programming initiatives. OHS and Alliance Highway Safety Marketing agency (Alliance) worked together to develop this year's outreach strategy and used traditional media, digital audio spots, broadcast radio, and additional efforts as summarized below.

The Choices Matter campaign and outreach events. Paid media included the following:

### FY2019 Teen Driver Safety Efforts

#### Traditional Media:

- > Terrestrial Radio Statewide coverage with a target of both males and females ages 18-34
  - > :30 spots
  - > WDSD, WSTW, WXCX, WOCQ, WWFG, WZBH
- > Cinema :30 movie theater video advertisements
  - > 7 Movie theaters statewide





#### Digital Media:

- > Facebook/Instagram mobile newsfeed and Link Ad video advertisements targeted to males ages 18-34 in the State of Delaware through behavioral, interest, and contextual targeting
- > Pandora Internet Radio :30 Audio advertisements targeted to males ages 18-34 in the State of Delaware through behavioral, interest, and contextual targeting
  - > Banners: 300x250, 500x500
- > Vevo Desktop and Mobile Video Advertisements targeted to males ages 18-34 in the State of Delaware through behavioral, interest, and contextual targeting
  - > Companion Banner: 300x600

#### ArriveAliveDE Website:

Dedicated landing page for teen driver education.

- > Landing Page: <https://www.arrivealivede.com/Drive-Smart>
- > 724,000+ Impressions
- > 1,300+ Website Clicks/Visits
- > .19% Click-through rate (CTR): the ratio of users who clicked on an ad to the total number of users who saw the ad.
- > 78% View-through rate (VTR): the percentage of completed views divided by the impressions served.

### Choices Matter Marketing Campaign

The Delaware Office of Highway Safety and Alliance Highway Safety and Sports Marketing work cohesively to develop the Choices Matter Annual Marketing Campaign. The Choices Matter initiative is a life-changing program using personal stories and interactive materials to inspire students to make the right choices while behind the wheel.

The Choices Matter program includes:

- > An in-school speaker to share their personal stories to connect with students
- > Interactive Display that includes goggles and a driving simulator to engage and involve students
- > Campaign materials including posters, banners, and digital media that are provided to the schools so the messaging can continually influence and remind students that choices matter

The following elements were used to communicate the "Choices Matter" message:

#### Choices Matter Campaign Resource Kit

Each school received a campaign resource kit. The kit included full-color campaign posters, print outs of recommended school announcement messages and parent driver contracts. It also included a flash drive with digital copies of posters, logos, videos, recommended school public service announcement messages, parent driver contracts, and surveys.

#### Choices Matter High School Outreach Event & Speaker Series Tour

The "Choices Matter" school assembly and the interactive display was set up for 11 high schools. Choices Matter provided an impactful speech to high school students from a nationally recognized guest speaker who has experienced the importance of making smart choices and the dangers of speeding. The goal of this campaign was to show students a real-life story about real-life choices and the impact they have on many lives. Alliance staff was on-



site at each school during the assembly to engage students through interactive displays and activities, including a driving simulator.



*American Idol Star and Crash Survivor David Francisco and his wife + Cara Filler Surviving Twin of Speed-Related Crash Victim*

### Choices Matter - Teen Driver Safety Week

The Delaware Office of Highway Safety and Alliance Highway Safety and Sports Marketing developed and produced PSA radio spots to be distributed and aired for Teen Driver Safety Week. Alliance also provided each school with a promotional kit including information for school resource officers to implement a You've Been Ticketed program, as well as a yard sign promoting Teen Driver Safety Week.

### Choices Matter – Junior Varsity & Middle School Sports

Junior Varsity & Middle School Sports Campaign

Middle school sports were used to connect with the influencers in the school system, the athletes, and to utilize the sporting event as the platform for reaching an entire student population, their parents and siblings, school administrators, and the surrounding community at large.



*Delaware Junior Varsity & Middle School Teens*



Middle School sporting events are a great opportunity to reach fans from locations across the state when they are gathered in one place to show support for their communities and cheer on the young athletes representing their hometowns.

### Choices Matter Display Activation

The Delaware Office of Highway Safety and Alliance Highway Safety and Sports Marketing set up an interactive tent display at five middle school and/or Junior Varsity sporting events. Fans engaged with interactive elements such as spirit signs and activities that featured the "Choices Matter" and/or "Slow Down, Buckle Up" messaging. Alliance collected surveys from attendees to measure demographic information as well as the attitudes and campaign awareness.



*Basketball State Champions & Choices Matter Banner*

### Choices Matter High School & State Championship Program

High School sporting events are a great opportunity to reach fans from locations across the state when they are gathered in one place to show support for their communities and cheer on the young athletes representing their hometowns. The Delaware Office of Highway Safety and Alliance Highway Safety and Sports Marketing promoted the highway safety message, emphasizing speed, at 30 high school sporting events across the state of Delaware with the following elements:

- > High School Athletic Banners – Up to 200 team banners were provided to schools across the state of Delaware with the “Choices Matter” messaging to be hung in and around each school
- > Championship Banners – Banners provided to each championship team in the state with the Choices Matter logo
- > Highway Safety Display Activation – An interactive tent display at high school sports events. Fans engaged with interactive elements such as spirit signs and activities that featured the “Choices Matter” and/or “Slow Down,” messaging. Surveys were collected from attendees to measure campaign efficacy.
- > Slam Dunk to the Beach - The Delaware Office of Highway Safety was a partner of the Slam Dunk to the Beach high school basketball tournament held at Cape Henlopen High School in Lewes, Delaware. The event was staffed during each of the three-day tournament engaging attendees through an interactive display with an educational highway safety message focusing on speed.



## ASSESSMENT OF STATE PROGRESS:

The target for FY2019 was to complete CY2019 with a five-year average of drivers age 20 or younger involved in fatal crashes at 14. As of November 30, 2019, the average crash total 13, indicating the goal should be met. OHS will continue to support funding programs aimed specifically for novice teen drivers to prepare them to drive with focus on developing positive habits on the roadways.



# *Planning & Administration*

## FY2019—ADDITIONAL INITIATIVES

### GENERAL OPERATING EXPENSES

#### **Project Code(s): OHHG-1**

General operating expenses fund items and fees required for the operation of the office to include items like our storage unit, phone bills, copier, newspapers, personnel charges from the Office of Management and Budget, Messenger Services, FedEx, and memberships to organizations.

### OFFICE SUPPLIES

#### **Project Code(s): OHHE-1**

Throughout the year, the Office of Highway Safety purchases general office supplies to assist with the operations of the office.

### TECHNOLOGY INITIATIVES

#### **Project Code(s): OHHH-1**

The Office of Highway Safety utilizes technology enhancement funds to replace aging technology that no longer works and to upgrade technologies as necessary to maintain efficient operations.



## ADMINISTRATIVE STAFF SALARIES AND BENEFITS

### **Project Code(s): OHO2-1, OHA3-1**

Salaries and benefits support the Accountant and the Administrative Specialist. The accountant is responsible for processing fiscal documents as required for the daily operations of the office, managing the agency timesheets and serving as the agency liaison with the Department's Fiscal and Human Resources Section. The accountant served as the agency captain for the State Employee Charitable Campaign (SECC) and the Department Chair for SECC. The Administrative Specialist is a part-time casual/seasonal position and is responsible for ordering public information materials, coordinating distribution of materials to increase public awareness, and assisting the Marketing Specialist with public information and education initiatives. The Administrative Specialist also provides administrative support to OHS staff and serves as the agency receptionist.

## TRAVEL AND TRAINING

### **Project Code(s): OHHD-1**

In FY2019, the Office of Highway Safety used travel and training funds to support OHS staff who attended training and conferences throughout the year or served on boards or committees requiring attendance.

## ASSESSMENT OF STATE PROGRESS:

Planning and Administration projects contributed to efforts to meet state targets by providing administrative support, accounting support and funds necessary to support staff needs for task completion.

### **HSP PROJECTS NOT IMPLEMENTED:**

## AUDIT FEES

### **Project Code(s): OHHA-1**

Audit fees are used when the Office of Highway Safety is required to participate in a state- mandated Audit. An audit was not conducted in FY2019.





# *Comprehensive Traffic Safety Program*

## SALARIES/BENEFITS FOR OHS STAFF

### **Project Code(s): OHC-1, OHC-2, OHC-3, OHC-4**

Salaries and benefits are provided for staff members who work in multiple program areas. This includes two Management Analyst III positions, which manage, Pedestrian, Motorcycle, Traffic Records, Distracted Driving, Occupant Protection (incl. Child Passenger Safety), Speed Management, and Teen-related projects. A Planning Supervisor who serves as the Deputy Director and manages the Impaired Driving Program; and a Marketing Specialist, who is also responsible for the corporate partner program, management of media relations contracts, and all paid or earned media. The Occupant Protection program manager position is funded 50% Federally and 50% by the State of Delaware.

No funding was used from OHC-4, as the position was vacant during FY2019

## ANTICIPATED PROJECT PROPOSALS

### **Project Code(s): OHPP-1**

OHS uses a project proposal method to receive funding requests throughout the year. The process is open-ended, and proposals can be submitted at any time. These requests are typically non-enforcement, though special enforcement requests are considered as well. It is paramount that funds be set aside and available for those proposals that are data-driven and assist in reaching identified traffic safety targets. Funds were reallocated from this project line and assigned to new project codes as OHS received and approved project proposals.

## ELECTRONIC GRANTS SYSTEM

### **Project Code(s): OHGS-1**

Partnering with the Department of Safety and Homeland Security - Office of the Secretary (OSEC), OHS contracted through the Delaware Department of Technology and Information (DTI) to create an electronic grants system. This will allow grant sub-recipients to conduct their transactions with OHS electronically. Through DTI, OHS worked with SmartSimple during the first phase of development that was launched in September 2019. This phase saw all law enforcement agencies within Delaware join the electronic grants system. Additionally, a second phase is expected to launch in September 2020 for non-law enforcement partners.



## ARRIVEALIVEDE WEBSITE REDESIGN

### Project Code(s): OHWS-1

The Office of Highway Safety begun coordinating the redesign of the ArriveAliveDE website with Deardorff Associates in FY2019.

### FY19 ArriveAliveDE Website Efforts

The new ArriveAliveDE.com website is being re-created by the Delaware Office of Highway Safety and Deardorff Associates marketing agency to give a new online experience (mobile, tablet and web) that provides a single platform for the agency's highway safety efforts to expand the conversation, build an online safety community, and create synergies with social media, all to further compel positive highway safety behavior change. The new digital experience, which will be dynamic and highly interactive, will move beyond the "one-size-fits-all" approach to deliver an experience based on the target audience's self-identified roles and the resources they desire most. Also, OHS & Deardorff will develop the site with a content management system, allowing DOHS to make content updates internally if desired to keep messaging timely and relevant.

### Social Media Success Measurement

OHS utilizes social media analytics to identify engagement strategies and develop content that resonates with its target audiences every month. In FY2019, organic engagement and followership continued to increase on Facebook, Instagram, and Twitter – and these numbers are still growing every month with the third year of this social media approach underway.

Delaware Office of Highway Safety - Overall Engagement				
	FY2018 Engagement	FY2019 Engagement	Percent Increase	
Facebook	23,592	27,461	16.4%	
Instagram	2,764	3,171	14.7%	
Twitter	1,377	1,797	30.5%	
Delaware Office of Highway Safety - Followers				
	FY2017 Followers	FY2018 Followers	FY2019 Followers	Increase from FY2018 to FY2019
Facebook	8,837	10,776	11,649	873
Instagram	258	1,211	1,246	35
Twitter	5,213	5,426	5,611	185

Besides an increase in overall engagement and followership across platforms, OHS saw a 59.1% increase in overall post sharing, up to 7,270 in FY2019 from 4,570 in FY2018. This key performance metric indicates that, of the users viewing our content, they are more likely to share it with their respective followers, thus amplifying our primary highway safety messages. As a result of this success metric, we believe that our audience is finding our social media content important, relevant and of high-enough quality to share it with those closest to them.

The Office will continue to stay at the forefront of new trends, approaches and technologies to make its social media presence more meaningful and memorable to its target audiences, and ultimately to move the needle on Delaware roadway fatalities with behavioral change.



# Police Traffic Services

## LAW ENFORCEMENT LIAISON

### Project Code(s): OHB-5

Responsible for the coordination of law enforcement mobilizations throughout the grant year and organizing law enforcement training opportunities. The Law Enforcement Liaison encourages law enforcement leaders and officers to support the enforcement of traffic safety laws and engage in highway safety projects. This position is held by John Horsman. (Part-time position)

## LETHAL WEAPON COURSE

### Project Code(s): AANG-22

The Lethal Weapon Course was two-day training held between June 26 – 27, 2019. This course was organized by TSRP Barzalai Axelrod and led by John Kwasnoski. This training is designed to provide guidance to prosecutors and law enforcement on all the steps in prosecuting a vehicular homicide case. Topics include; understanding crash investigation and reconstruction, the language of reconstruction, speed estimates from braking evidence, pedestrian and single vehicle crashes, event data records, and evaluating defense experts. OHS provided funding for John Kwasnoski's teaching fee.

## FALL OP/DISTRACTED DRIVING ENFORCEMENT

### Project Code(s): OHOS-1

OHS combined enforcement for Occupant Protection and Distracted Driving for four mobilizations. Officers worked October 5 – 26, 2018 focusing on unrestrained/improperly restrained vehicle occupants and distracted driving violations. The enforcements were scheduled between 11 AM and 3 AM as data indicates that crashes are consistent throughout the day. October trends as the highest month for Distracted Driving crashes in Delaware over a five-year average from 2013 – 2017. OHS also recognizes the increased likelihood of vehicle occupants being unbuckled during nighttime hours. This time frame allows officers to prioritize nighttime hours should they chose.

Participating Agencies: Clayton PD, Dagsboro PD, Dover PD, Ellendale PD, Elsmere PD, Felton PD, Georgetown PD, Harrington PD, Milford PD, Millsboro PD, New Castle County PD, Newark PD, Seaford PD, Wilmington PD, Wyoming PD, Delaware State Police

Hours Worked	Patrols	Seat Belt Arrests	Cell Phones Arrests	Child Restraint Arrests	Other Arrests	Total Arrests
434	113	102	161	4	501	768



## SAFE FAMILY HOLIDAY OP/DISTRACTED DRIVING

### Project Code(s): OHOS-2

OHS combined enforcement for Occupant Protection and Distracted Driving for four mobilizations. Officers worked this enforcement, as part of the Safe Family Holiday campaign, combining multiple priority areas with increased paid media and a safe holiday message. The mobilization took place from December 3, 2018 – January 1, 2019 between the hours of 12 PM – 11 PM. The enforcements were scheduled as data indicates that crashes are consistent throughout the day. OHS also recognizes the increased likelihood of vehicle occupants being unbuckled during nighttime hours. This time frame allows officers to prioritize nighttime hours should they chose.

Participating Agencies: Bridgeville PD, Clayton PD, Dover PD, Elsmere PD, Greenwood PD, Harrington PD, Milford PD, Millsboro PD, Milton PD, New Castle County PD, Newark PD, Newark PD, Seaford PD, Wilmington PD, Wyoming PD, Delaware State Police

Hours Worked	Patrols	Seat Belt Arrests	Cell Phone Arrests	Child Restraint Arrests	Other Arrests	Total Arrests
416.5	104	71	165	9	482	718

## WINTER OP/DISTRACTED DRIVING ENFORCEMENT

### Project Code(s): OHOS-3

OHS combined enforcement for Occupant Protection and Distracted Driving for four mobilizations. This enforcement covered the winter months from January 28 – March 1, 2019. The enforcements were scheduled as data indicates that crashes are consistent throughout the day. The hours the enforcement ran was 11 AM to 11 PM. OHS also recognizes the increased likelihood of vehicle occupants being unbuckled during nighttime hours. This time frame allows officers to prioritize nighttime hours should they chose. This enforcement had the highest number of cell phone citations of the four combined Occupant Protection/Distracted mobilizations

Participating Agencies: Bridgeville PD, Camden PD, Cheswold PD, Clayton PD, Dagsboro PD, Delaware City PD, Dover PD, Ellendale PD, Elsmere PD, Felton PD, Georgetown PD, Greenwood PD, Harrington PD, Middletown PD, Milford PD, Millsboro PD, Milton PD, New Castle County PD, Newark PD, Rehoboth Beach PD, Smyrna PD, Wilmington PD, Wyoming PD, Delaware State Police

Hours Worked	Patrols	Seat Belt Arrests	Cell Phone Arrests	Child Restraint Arrests	Other Arrests	Total Arrests
748	193	164	275	15	655	1,109



## AUGUST OP/DISTRACTED DRIVING ENFORCEMENT

### Project Code(s): OHOS-4

OHS combined enforcement for Occupant Protection and Distracted Driving for four mobilizations. Officers worked August 8 – August 27, 2019, supporting a time of year when more drivers are involved in unrestrained/distracted driving crashes due to summer travel. The enforcement was conducted from 11 AM to 3 AM. OHS also recognizes the increased likelihood of vehicle occupants being unbuckled during nighttime hours. This time frame allows officers to prioritize nighttime hours should they chose.

Participating Agencies: Bethany Beach PD, Bridgeville PD, Camden PD, Clayton PD, Ellendale PD, Elsmere PD, Felton PD, Georgetown PD, Greenwood PD, Harrington PD, Lewes PD, Middletown PD, Milford PD, Millsboro PD, Milton PD, New Castle City PD, New Castle County PD, Newark PD, Ocean View PD, Rehoboth Beach PD, Seaford PD, Smyrna PD, Wilmington PD, Wyoming PD, Delaware State Police

Hours Worked	Patrols	Seat Belt Arrests	Cell Phone Arrests	Child Restraint Arrests	Other Arrests	Total Arrests
507	126	159	145	48	430	782

## SPECIAL DISTRACTED DRIVING LAW ENFORCEMENT PROJECTS

### Project Code(s): OHDB-1

*See Distracted Driving Section for this project*

## DSP SCHOOL BUS ENFORCEMENT

### Project Code(s): SBUS-1

Delaware State Police requested funding to support enforcement in Troop 5 (Sussex County) regarding school bus safety. OHS funded ten troopers to work a four hour shift all during one enforcement period at pre-determined locations in the Woodbridge School District. They followed buses and used both marked and unmarked vehicles to cite drivers and serve as a deterrent to drivers regarding stopping and following laws related to school buses. This enforcement took place in September, 2019

Participating Agencies: Delaware State Police

Total Hours	Total Patrols	School Bus Violations	Other Arrests	Total Arrests
40	10	2	3	5



## CRASH RECONSTRUCTION UNIT TRAININGS

### Project Code(s): CRUT-1, AANG-5, AANG-13

OHS supported travel costs for several training opportunities for Troopers from Delaware State Police. Cpl. Booth (CRUT-1) who completed the Advanced Traffic Investigation Course offered by IPTM in Jacksonville, FL. Cpl. Booth transferred to the Kent County CRU Team due to a vacancy. This training was a requirement for Cpl. Booth to serve on the CRU Team.

Troopers Argo, Burns, Alexander, Forester, Lane and Killen (AANG-5) attended the 2018 Pennsylvania State Police Reconstruction Seminar to witness live crash demonstrations.

Troopers Burns, Forester and Lane (AANG-13) attended the 2019 Tennessee Highway Patrol Crash Conference. The conference provided live crash tests and seminars that included topics related to pedestrian crashes, crash data retrieval, and reconstructions using drones.

## LIFESAVERS CONFERENCE

### Project Code(s): AANG-8

The National Conference of State Legislatures and NHTSA requested Sgt. Tony Mendez' participation in a panel of traffic safety specialists. Sgt. Mendez was asked to relay information about fatal crash investigations in which distracted driving is suspected. The panel convened at the 2019 Lifesavers Conference in Louisville, KY (March 31-April 2, 2019). OHS is supportive of Sgt. Tony Mendez' participation at Lifesavers. He is an extremely dedicated Trooper, whose continued focus and expertise on highway safety topics is greatly valued. OHS funded the conference fee, flight, hotel and shuttle services for Sgt. Mendez.

Additionally, OHS provided funding for TSRP Barzilai Axelrod to attend Lifesavers. TSRP Axelrod participated in workshops related to overcoming common defense challenges in impaired driving cases, engaging the judiciary to reduce impaired driving recidivism, and other workshops relating to driver education policy.

## OP/DISTRACTED DRIVING PAID MEDIA

### Project Code(s): OHOD-1

The Delaware Office of Highway Safety coordinated several outreach campaigns to support combined Occupant Protection and Distracted Driving programming initiatives. OHS and Aloysius, Butler, & Clark (AB&C) Marketing agency worked together to develop this year's strategy and used traditional and digital audio spots, and banner Ads, Facebook promoted posts, YouTube videos, and additional paid media efforts as summarized below:

### FY19 Occupant Protection/Distracted Driving Efforts

#### All Over Media:

- > Gas Pump Toppers and Squawkers, average 4 signs/squawkers per stations
- > (25) Stations covering all (3) counties = avg. 2,383,500 impressions monthly

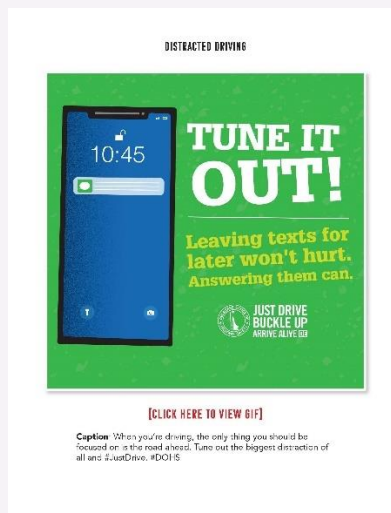




- > Terrestrial Radio statewide coverage with a target of both males and females ages 18-34 for a monthly average of 169,000 gross impressions
  - > NCC/Kent Stations: WXCX, WDSD, Sussex Stations: WWFG, WAFL, WZBH

#### Digital Media:

- > Facebook/Instagram
  - > Newsfeed (Link Advertisements) or :15/:30 Video
- > Valassis Digital
  - > Standard Banners: 300x250, 728x90, 160x600, 300x600, Mobile: 320x50, 320x480
  - > 1.4+ Million impressions



*When you're driving, the only thing you should be focused on is the road ahead. Tune out the biggest distraction of all and #JustDrive.*

#### Social Media:

The Delaware Office of Highway Safety (OHS) recognized that there was an opportunity to create greater impact with young adult drivers and passengers, ages 18 to 34, and ultimately compel behavior change through strategic and persistent social media marketing. During the fiscal year 2018, existing efforts included an OHS presence on both Facebook and Twitter and paid social media such as newsfeed ads and promoted posts. To complement the existing paid social media tactics, OHS conceived and implemented a more innovative social media approach focused on generating organic engagement to more impactfully communicate safe driving messages. The result was a multi-pronged strategy designed to enhance the safety conversation with Delaware drivers and passengers while concurrently increasing brand recognition and overall perception of OHS. Analysis of performance metrics confirmed the success of this new social media approach, with engagement and followership increasing significantly across all OHS accounts on Facebook, Instagram, and Twitter.

**Facebook:** The Delaware Office of Highway Safety (@highwaysafetyde), John Q. Rhodes (@rhodesDEfender)

**Instagram:** @highwaysafetyde, @rhodesDEfender

**Twitter:** @highwaysafetyde, @rhodesDEfender

In FY2019, the social media strategy called for an evolution of the organic engagement approach established in FY2018. With Delawareans now actively engaging with OHS across multiple social media platforms daily, OHS set out to push the bar even further to drive behavior change with the following social media organic strategies:



FY2019 Occupant Protection and Distracted Driving social media mobilizations ran throughout the fiscal year to coincide with enforcements. To maximize awareness for these initiatives, we implemented the following social media tactics:

- > Development of five social media campaigns to deliver easy-to-consume safe driving tips that use hard-hitting headlines and animated illustrations and/or graphics to communicate the importance of putting your phone down and buckling up.



*Rhodes Defender as the Highway Safety "Tourist" Checking out the Variable Messaging Board*

#### ArriveAliveDE Website:

Dedicated landing pages for occupant protection awareness education.

- > Landing Page: <https://www.arrivealivede.com/Buckle-Up>
- > 1.8+ Million Impressions
- > 3,300+ Website Clicks/Visits
- > 59% View-through rate (VTR): the percentage of completed views divided by the impressions served.

Dedicated landing page for distracted driving awareness education.

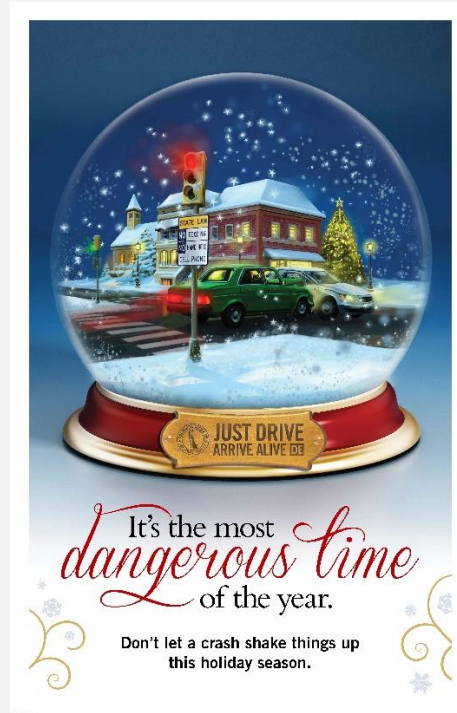
- > Landing Page: <https://www.arrivealivede.com/Just-Drive>
- > 1.4+ Million Impressions
- > 5,400+ Website Clicks/Visits



- > .40% Click-through rate (CTR): the ratio of users who clicked on an ad to the total number of users who saw the ad.
- > 74% View-through rate (VTR): the percentage of completed views divided by the impressions served.

## Safe Family Holiday (SFH) FY2019 Campaign

The Office of Highway Safety participates in the national mobilization Safe Family Holiday which is heavily focused on the following priority areas during the winter holiday season: Impairment, Occupant Protection/Distracted Driving, Speed, & Pedestrian Safety. The annual mobilization is funded by OHS for both enforcement(s) and marketing/communication(s). This year's mobilization was activated between 11/1 – 11/18/2018, and 11/22/2018 – 1/1/2019.



*"Just Drive" Occupant Protection & Distracted Driving Creative for Safe Family Holiday FY19*

The Safe Family Holiday campaign included outreach events that were featured at prominent community events and locations throughout the state. These activations were joined by Highway Safety SFH Street Teams that encouraged passersby to sign a holiday drive responsibility pledge and to have their picture taken to commemorate their commitment to safe driving and walking.

### Outreach Events:

- > Saturday, Dec. 1 from 12 PM – 5 PM: A Farmer's Christmas at the Delaware Agricultural Museum
- > Saturday, Dec. 8 from 4 PM – 8 PM: Winter WonderFEST at Cape Henlopen State Park, Lewes, DE
- > Saturday Dec. 15 from 10 AM – 2 PM: Dover Mall, Dover, DE
- > Saturday, Dec. 22 from 10 AM – 2 PM: Christiana Mall, Newark, DE

### Traditional Media:

- > Terrestrial Radio statewide coverage with a target of males 18-34 targeting males with a focus on Country, Rock, Adult Contemporary, Contemporary Hit Radio



#### Digital Media:

- > Facebook Statewide coverage targeting both males and females between 18-59 years old.
- > Facebook/Instagram– Newsfeed Ads
- > 14+ Million impressions

#### Earned Media:

- > OHS executed a press release highlighting the Safe Family Holiday marketing campaign and enforcement efforts resulting in media interviews, articles, and television coverage.
- > Media agencies and partners covering/promoting the SFH 2019 campaign for DOHS:
- > 6ABC, CBS3, WBOC-TV Fox, WMDT, WFDE, DelHispano, Delaware State News, Foreign Affairs New Zealand, Delaware State Chamber of Commerce

#### Carvertise Marketing Media

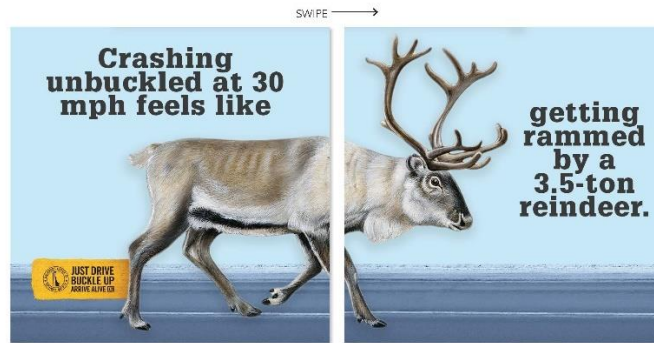
Carvertise is a unique marketing service capitalizing on quality high-mileage drivers with advertising-wrapped vehicles throughout the state.

- > OHS Safe Family Holiday graphics and logo(s) on 40 vehicles statewide from November–December 2018
- > Each vehicle partially wrapped with hood graphics and side panel graphics
- > “Safe Family Holiday” fleet for the Office of Highway Safety averages:
- > New Castle County: 3,000,000+ Million impressions (5,640 daily per driver; 169,200 monthly per driver)
- > Kent County: 684,000+ Impressions (4,560 daily per driver; 136,800 monthly per driver)
- > Sussex County: 918,000+ Impressions (6,120 daily per driver; 183,600 monthly per driver)

#### Social Media:

The Occupant Protection/Distracted Driving mobilization ran for 22 days in conjunction with the Safe Family Holiday Speed, Pedestrian Safety, and Impaired Driving mobilizations. To best maximize awareness for occupant protection and distracted driving during this time, our strategy used a combination of Holiday Season Crash Comparison posts and OP/Distracted-focused Rhodes Defender posts using the FY2019 strategy. We implemented the following social media tactics:

- > Development of three social media graphics, taking crash comparisons that are advertised on the ArriveAliveDE.com and reimagined them for the holiday season. Using metaphors, a tactic that has been successful in the past on social platforms, we compared the dangers of driving unbuckled and distracted to other unsafe, winter-themed scenarios. On Instagram, we utilized the swipe feature to build suspense and invite our audience to engage with the post to see the conclusion of the metaphor.



Caption: Unless you want to feel how grandma felt, you should #BuckleUp. #DOHS

Other scenarios to be used:  
- Crashing unbuckled at 40 mph feels like falling off a six-story building while trying to hang holiday lights.  
- Texting while driving is as dangerous as trying to chop firewood with a blindfold on.

*Unless you want to feel how grandma felt, you should #BuckleUp. #DOHS*

### ArriveAliveDE Website:

Safe Family Holiday campaign, digital media, and website traffic highlights:

- > 39,000+ Website Clicks/Visits
- > 914,000 Video Completions
- > Specifically, for OP/DD:
  - > 181,533 Impressions
  - > .49% CTR

### Projects Not Completed

## OHS HIGHWAY SAFETY CONFERENCE

### Project Code(s): OHBB-1

As the last OHS Highway Safety Conference was held in 2017, the project was planned for FY 2019. However, with multiple staff vacancies, including the Director and Deputy Director, it was not possible to organize and produce a conference during FY 2019. The funds have been included in the FY 2020 plan with the hope that a conference can be held when the staff is fully restored.



## Corporate Outreach Program

The Corporate Partners Outreach Program works to reach the thousands of people who are currently employed in the State of Delaware with consistent traffic safety messaging. In FY2019, over 170 public and private corporations, as well as state-run and non-profit agencies, participated in the highway-safety-messaging-based program. Business leaders, safety managers, military personnel, fleet managers, human resource management, and safety advocates work closely with OHS staff to evaluate the effectiveness of outreach efforts, offer suggestions, and deliver program outreach to their respective audiences.

OHS also sends monthly informational mailings to each of our Corporate Partners. These packets contain a memo and newsletter providing data, information relevant to the program area, and helpful practices for safe behavior. Mailings also provide OHS partners with posters and flyers to share with their employees, customers, and clients.

**The following Corporate Outreach programming initiatives occurred in FY2019:**

### TRAFFIC SAFETY NEWS, MONTHLY ARTICLES, AND CORPORATE PARTNER PROGRAM SUPPLIES

#### **Project Code(s): OHOF-1**

OHS provides partners with a monthly bundle package including the Traffic Safety Newsletter, highway safety topic-specific posters and fliers. Other materials such as PowerPoint presentations, fact sheets, and additional information are sent to partners for their use via e-mail or USPS.

Traffic Safety News (TSN) is a monthly e-newsletter discussing the highway safety-related topic reflecting the selected campaign(s) for the month. This newsletter is distributed to all partners and coincides with accompanying media sent to all participants. The TSN contains statistics, facts, and helpful tips. The current distribution exceeds 60,000 people. The average distribution for an active partner is 350 people.

The monthly mailings are provided at no cost to our partners. The number and type of materials received are based on the needs of the organization, the number of employees and clients, and availability. For FY2019, the combined distribution for police agencies and corporate partners were over 1000 posters and 12,500 flyers.

In FY2019, OHS recruited a total of 53 new subscribers from various businesses and organizations to receive the electronic TSN.

#### **Safety Events and Outreach Opportunities**

The Corporate Partners Outreach Coordinator is often invited to give presentations to businesses and other participating organizations. In 2019, Alexis Williams and Sarah Cattie were invited to present to the student population at Cab Calloway High School in Wilmington Delaware about Distracted Driving.





The OHS sponsorship of NASCAR driver Ross Chastain garners popular engagement amongst OHS Corporate Partners, and social media followers. Many of the active partners and followers requested signed Ross Chastain hero cards. OHS does not keep stock of these cards in-house, thus the corporate partner outreach coordinator worked with the Ross Chastain Racing Team to take over the distribution process for OHS partners and followers going forward.

The Corporate Partners Outreach Coordinator provided updates to the Delaware Office of Highway Safety LinkedIn page throughout FY2019 on highway safety topics. The LinkedIn platform has been reinvigorated in FY2019 and is now utilized for sharing introductions to new OHS staff, press releases, and monthly TSN's with partners and community members.

OHS strives to provide various outreach opportunities relevant to monthly priority areas. In September 2019, OHS organized a Child Passenger Safety "Live" Twitter chat. Corporate Partners such as AAA Mid-Atlantic and Safe Kids Delaware participated in the chat with OHS. The Corporate Partners Outreach Coordinator worked with the Marketing Specialist II and CPS Program Manager to develop the "Live" Twitter chat campaign including graphics, Hootsuite automation, relevant content, and statistics gathering.

## ASSESSMENT OF STATE PROGRESS:

Corporate Partner Outreach programming initiatives help us achieve our annual goals by sharing our traffic safety messages with our Corporate Partners. Our partners then share it with their employees and clients, allowing us to reach thousands of Delawareans. These programs allow us to reach a large, and diverse audience with minimal resources required to do so.



# DELAWARE OFFICE OF HIGHWAY SAFETY

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### NHTSA Obligations vs. Expenditures

Program Area	Project	Description	Obligation Limitation	Carry Fwd	Obligated Funds	Expended Funds	Carried Fwd into Next FY	Unobligated Balance	Unexpended Balance
<b>154 Transfer Funds</b>									
<b>154 Alcohol</b>									
	154AL-2019-AA-NI-10	DUI Tracking System FY16			\$ .00	\$ .00	\$ .00		<b>\$ .00</b>
	154AL-2019-AA-NK-10	Impaired Driving Enforcement Equipment F			\$ .00	\$ .00	\$ .00		<b>\$ .00</b>
	154AL-2019-AA-NL-10	Alcohol Impaired Driving Training Initia			\$ .00	\$ .00	\$ .00		<b>\$ .00</b>
	154AL-2019-AA-NM-00	DUI Transdermal Monitoring FY16			\$42,253.85	\$42,253.85	\$ .00		<b>\$ .00</b>
	154AL-2019-AA-NM-10	DUI Training and Travel FY18			\$ .00	\$ .00	\$28,382.57		<b>\$ .00</b>
	154AL-2019-AA-NN-00	CONTINGENCY FUNDS FY16			\$ .00	\$ .00	\$ .00		<b>\$ .00</b>
	154AL-2019-AA-NN-10	DUI COURT FY18			\$25,531.07	\$25,531.07	\$ .00		<b>\$ .00</b>
	154AL-2019-AA-NO-10	DUI Specialist Salary FY16			\$ .00	\$ .00	\$ .00		<b>\$ .00</b>
	154AL-2019-AA-NR-10	DUI Recognition FY18			\$ .00	\$ .00	\$10,000.00		<b>\$ .00</b>
	154AL-2019-AA-TR-10	Alcohol Impaired Driving Training FY18			\$6,601.42	\$6,601.42	\$3,398.58		<b>\$ .00</b>
	154AL-2019-AB-AC-10	DUI Tracking System FY17			\$ .00	\$ .00	\$5,000.00		<b>\$ .00</b>
	154AL-2019-AB-AD-00	DUI Specialist Salary FY17			\$4,811.92	\$4,811.92	\$2,980.06		<b>\$ .00</b>
	154AL-2019-AB-AE-10	DUI COURT FY17			\$ .00	\$ .00	\$40,188.07		<b>\$ .00</b>
	154AL-2019-AB-AG-10	DUI Training and Travel FY17			\$ .00	\$ .00	\$30,000.00		<b>\$ .00</b>
	154AL-2019-AB-AH-10	TAD Monitoring FY17			\$ .00	\$ .00	\$47,860.00		<b>\$ .00</b>
	154AL-2019-AB-AI-10	Anticipated Projects FY17			\$ .00	\$ .00	\$54,343.96		<b>\$ .00</b>
	154AL-2019-AB-AK-10	TSRP FY17			\$100,074.51	\$100,074.51	\$ .00		<b>\$ .00</b>
	154AL-2019-AB-AL-30	Drive Sober or Get Pulled Over FY17			\$ .00	\$ .00	\$ .00		<b>\$ .00</b>
	154AL-2019-AB-AL-40	September Checkpoint FY17			\$ .00	\$ .00	\$ .00		<b>\$ .00</b>



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Program Area	Project	Description	Obligation Limitation	Carry Fwd	Obligated Funds	Expended Funds	Carried Fwd into Next FY	Unobligated Balance	Unexpended Balance
	154AL-2019-AC-AA-01	August Checkpoint FY18			\$10,262.50	\$10,262.50	\$7,426.84		<b>\$0.00</b>
	154AL-2019-AC-AA-10	Halloween Checkpoint FY18			\$17,380.33	\$17,380.33	\$5,412.16		<b>\$0.00</b>
	154AL-2019-AC-AA-11	DSP DUI Mentoring Program FY18			\$300.86	\$300.86	\$0.00		<b>\$0.00</b>
	154AL-2019-AC-AA-12	FY20 Halloween FY18 Grant			\$0.00	\$0.00	\$31,050.00		<b>\$0.00</b>
	154AL-2019-AC-AA-13	FY20 FALL DYUI Patrols FY18 Grant			\$0.00	\$0.00	\$31,500.00		<b>\$0.00</b>
	154AL-2019-AC-AA-14	FY20 Thanksgiving Checkpoint FY18 Grant			\$0.00	\$0.00	\$31,050.00		<b>\$0.00</b>
	154AL-2019-AC-AA-15	FY20 Safe Family Holiday Patrols FY18 Gr			\$0.00	\$0.00	\$58,615.07		<b>\$0.00</b>
	154AL-2019-AC-AA-20	November DUI Patrols Enforcement FY18			\$27,753.35	\$27,753.35	\$0.00		<b>\$0.00</b>
	154AL-2019-AC-AA-30	November Checkpoint FY18			\$21,675.37	\$21,675.37	\$0.00		<b>\$0.00</b>
	154AL-2019-AC-AA-40	Safe Family Holiday DUI Enforcement FY18			\$20,124.12	\$20,124.12	\$0.00		<b>\$0.00</b>
	154AL-2019-AC-AA-50	Superbowl DUI Enforcement FY18			\$16,929.50	\$16,929.50	\$0.00		<b>\$0.00</b>
	154AL-2019-AC-AA-60	March DUI Patrols FY18			\$14,503.10	\$14,503.10	\$0.00		<b>\$0.00</b>
	154AL-2019-AC-AA-70	July DUI Patrols FY18			\$21,181.61	\$21,181.61	\$0.00		<b>\$0.00</b>
	154AL-2019-AC-AA-80	July Checkpoints FY18			\$22,402.49	\$22,402.49	\$0.00		<b>\$0.00</b>
	154AL-2019-AC-AA-90	Drive Sober or Get Pulled Over FY18			\$72,245.09	\$72,245.09	\$3,816.54		<b>\$0.00</b>
	154AL-2019-AC-AB-11	Labor Day Checkpoint FY19			\$0.00	\$0.00	\$31,050.00		<b>\$0.00</b>
	154AL-2019-AC-AB-12	DSP DUI Mentoring Program FY19			\$0.00	\$0.00	\$15,000.00		<b>\$0.00</b>
	154AL-2019-AC-AB-20	Safe Family Holiday Checkpoint FY20			\$0.00	\$0.00	\$31,050.00		<b>\$0.00</b>
	154AL-2019-AC-AB-30	Super Bowl DUI Patrols FY19			\$0.00	\$0.00	\$25,560.00		<b>\$0.00</b>
	154AL-2019-AC-AB-40	March DUI Patrols FY19			\$0.00	\$0.00	\$29,160.00		<b>\$0.00</b>
	154AL-2019-AC-AB-50	April DUI Patrols FY19			\$0.00	\$0.00	\$28,700.00		<b>\$0.00</b>



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Program Area	Project	Description	Obligation Limitation	Carry Fwd	Obligated Funds	Expended Funds	Carried Fwd into Next FY	Unobligated Balance	Unexpended Balance
	154AL-2019-AC-AB-60	May DUI Patrols FY19			\$ .00	\$ .00	\$21,680.00		\$ .00
	154AL-2019-AC-AB-70	July DUI Patrols FY19			\$ .00	\$ .00	\$30,720.00		\$ .00
	154AL-2019-AC-AB-80	July Checkpoint FY19			\$ .00	\$ .00	\$31,050.00		\$ .00
	154AL-2019-AC-AB-90	DSOGPO FY19			\$ .00	\$ .00	\$70,560.00		\$ .00
	154AL-2019-AC-AD-10	Impaired Driving Enforcement Equipment F			\$ .00	\$ .00	\$ .00		\$ .00
	154AL-2019-AC-AE-10	TSRP FY18			\$ .00	\$ .00	\$ .00		\$ .00
	154AL-2019-AD-AF-10	DUI Tracking System FY18			\$ .00	\$ .00	\$ .00		\$ .00
	154AL-2019-AM-GA-10	DSP Omega FY16			\$ .00	\$ .00	\$ .00		\$ .00
	154AL-2019-DA-AA-10	DUI TAD Project FY19			\$68,426.77	\$68,426.77	\$ .00		\$ .00
	154AL-2019-DA-AB-10	DUI Equipment FY19			\$11,195.00	\$11,195.00	\$99,250.00		\$ .00
	154AL-2019-DA-AC-10	Anticipated Projects FY19			\$ .00	\$ .00	\$52,948.23		\$ .00
	154AL-2019-DA-PM-10	DUI Paid Media FY19			\$649,999.62	\$649,999.62	\$ .38		\$ .00
<b>154 Alcohol Total</b>					\$1,153,652.48	\$1,153,652.48	\$857,752.46		\$ .00
<b>154 Paid Media</b>									
	154PM-2019-AC-AF-10	DUI Paid Media FY18			\$570,778.00	\$570,778.00	\$ .00		\$ .00
<b>154 Paid Media Total</b>					\$570,778.00	\$570,778.00	\$ .00		\$ .00
<b>154 Transfer Funds Total</b>			\$1,196,350.00	\$1,385,832.94	\$1,724,430.48	\$1,724,430.48	\$857,752.46	\$ .00	\$ .00
<b>MAP 21 405b OP High</b>									
	M1HVE-2019-BA-AG-20	CIOT 2018 FY16			\$1,543.03	\$1,543.03	\$ .00		\$ .00
<b>405b High HVE Total</b>					\$1,543.03	\$1,543.03	\$ .00		\$ .00
<b>405b High Training</b>									



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Program Area	Project	Description	Obligation Limitation	Carry Fwd	Obligated Funds	Expended Funds	Carried Fwd into Next FY	Unobligated Balance	Unexpended Balance
	M1TR-2019-BA-AJ-10	OP/CPS Training FY16			\$856.66	\$856.66	\$0.00		\$0.00
<b>405b High Training Total</b>					\$856.66	\$856.66	\$0.00		\$0.00
<b>405b High Community CPS Services</b>									
	M1CPS-2019-BA-AF-10	Fitting Station Supplies FY16			\$1,968.73	\$1,968.73	\$0.00		\$0.00
<b>405b High Community CPS Services Total</b>					\$1,968.73	\$1,968.73	\$0.00		\$0.00
	MAP 21 405b OP High Total		\$0.00	\$4,368.42	\$4,368.42	\$4,368.42	\$0.00	\$0.00	\$0.00
<b>MAP 21 405c Data Program</b>									
	M3DA-2019-AA-LG-10	CARS Enhancements FY16			\$7,921.66	\$7,921.66	\$0.00		\$0.00
<b>405c Data Program Total</b>					\$7,921.66	\$7,921.66	\$0.00		\$0.00
<b>MAP 21 405c Data Program Total</b>			\$0.00	\$7,921.66	\$7,921.66	\$7,921.66	\$0.00	\$0.00	\$0.00
<b>MAP 21 405d Impaired Driving Mid</b>									
	M5HVE-2019-AA-NB-10	July Checkpoints FY16			\$0.00	\$0.00	\$0.00		\$0.00
<b>405d Mid HVE Total</b>					\$0.00	\$0.00	\$0.00		\$0.00
<b>405d Mid Paid/Earned Media</b>									
	M5PEM-2019-AA-NC-10	DUI Paid Media FY16			\$40,000.00	\$40,000.00	\$0.00		\$0.00
<b>405d Mid Paid/Earned Media Total</b>					\$40,000.00	\$40,000.00	\$0.00		\$0.00
<b>405d Impaired Driving Mid</b>									
	M5X-2019-AA-NA-10	TSRP FY16			\$76,461.83	\$76,461.83	\$0.00		\$0.00
	M5X-2019-AA-ND-10	DRE Program FY16			\$54,999.00	\$54,999.00	\$0.00		\$0.00



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	M5X-2019-AA-NE-10	Impaired Driving Equipment FY16			\$884.50	\$884.50	\$0.00		\$0.00
	M5X-2019-AA-NF-10	DSP DUI Blood Draw/ Old Omega Project FY			\$115,292.50	\$115,292.50	\$0.00		\$0.00
<b>405d Impaired Driving Mid Total</b>					\$247,637.83	\$247,637.83	\$0.00		\$0.00
<b>MAP 21 405d Impaired Driving Mid Total</b>			\$0.00	\$287,637.83	\$287,637.83	\$287,637.83	\$0.00	\$0.00	\$0.00
<b>MAP 21 405d Impaired Driving Int</b>									
	M7PEM-2019-AA-NG-11	Firefly Music Festival FY16			\$20,000.00	\$20,000.00	\$0.00		\$0.00
	M7PEM-2019-AA-NG-24	NASCAR Paid Media FY16			\$27,710.09	\$27,710.09	\$0.00		\$0.00
<b>405d Int Paid/Earned Media Total</b>					\$47,710.09	\$47,710.09	\$0.00		\$0.00
<b>405d Int Training</b>									
	M7TR-2019-AA-NG-12	DUI Treatment Court Team Training FY16			\$2,136.83	\$2,136.83	\$0.00		\$0.00
	M7TR-2019-AA-NG-13	Crash Reconstruction Unit Conference FY1			\$4,289.01	\$4,289.01	\$0.00		\$0.00
	M7TR-2019-AA-NG-14	NADCP Conference FY16			\$23,872.15	\$23,872.15	\$0.00		\$0.00
	M7TR-2019-AA-NG-22	Lethal Weapon (Course) FY16			\$4,500.00	\$4,500.00	\$0.00		\$0.00
<b>405d Int Training Total</b>					\$34,797.99	\$34,797.99	\$0.00		\$0.00
<b>405d Impaired Driving Int</b>									
	M7X-2019-AA-NG-10	Anticipated Project FY16			\$0.00	\$0.00	\$0.00		\$0.00
<b>405d Impaired Driving Int Total</b>					\$0.00	\$0.00	\$0.00		\$0.00
<b>405d Int Pedestrian/Bicycle Safety</b>									
	M7*PS-2019-AA-NG-16	Walkable/Bikeable Summit FY16			\$543.16	\$543.16	\$0.00		\$0.00





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<b>405d Int Pedestrian/Bicycle Safety Total</b>					\$543.16	\$543.16	\$ .00		<b>\$ .00</b>
<b>405d Int Police Traffic Services</b>									
	M7*PT-2019-AA-NG-30	Collision Reconstruction Training			\$ .00	\$ .00	\$ .00		<b>\$ .00</b>
	M7*PT-2019-AA-NG-50	DSP CRU PSP Training FY16			\$2,097.90	\$2,097.90	\$ .00		<b>\$ .00</b>
	M7*PT-2019-AA-NG-90	Drive to Save Lives/Distracted Driving M			\$3,492.81	\$3,492.81	\$ .00		<b>\$ .00</b>
<b>405d Int Police Traffic Services Total</b>					\$5,590.71	\$5,590.71	\$ .00		<b>\$ .00</b>
<b>405d Int Traffic Records</b>									
	M7*TR-2019-AA-NG-80	Lifesavers Conference (Law Enforcement)			\$2,398.28	\$2,398.28	\$ .00		<b>\$ .00</b>
	405d Int Traffic Records Total				\$2,398.28	\$2,398.28	\$ .00		<b>\$ .00</b>
<b>405d Int Driver Education</b>									
	M7*DE-2019-AA-NG-60	Virtual Driving Exam FY16			\$24,000.00	\$24,000.00	\$ .00		<b>\$ .00</b>
	M7*DE-2019-AA-NG-70	DDSEA Sponsorship FY16			\$1,500.00	\$1,500.00	\$ .00		<b>\$ .00</b>
<b>405d Int Driver Education Total</b>					\$25,500.00	\$25,500.00	\$ .00		<b>\$ .00</b>
<b>405d Int Speed Management</b>									
	M7*SC-2019-AA-NG-17	Speed Trailer FY16			\$4,550.00	\$4,550.00	\$ .00		<b>\$ .00</b>
	M7*SC-2019-AA-NG-23	Speed Equipment/Sept. Enforcement FY16			\$11,550.00	\$11,550.00	\$ .00		<b>\$ .00</b>
<b>405d Int Speed Management Total</b>					\$16,100.00	\$16,100.00	\$ .00		<b>\$ .00</b>
<b>405d Int Speed Enforcement</b>									



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	M7*SE-2019-AA-NG-18	May/June Enforcement 16			\$16,654.24	\$16,654.24	\$ .00		<b>\$ .00</b>
<b>Program Area</b>	<b>Project</b>	<b>Description</b>	<b>Obligation Limitation</b>	<b>Carry Fwd</b>	<b>Obligated Funds</b>	<b>Expended Funds</b>	<b>Carried Fwd into Next FY</b>	<b>Unobligated Balance</b>	<b>Unexpended Balance</b>
	M7*SE-2019-AA-NG-21	Traffic Records Forum FY16			\$2,096.51	\$2,096.51	\$ .00		<b>\$ .00</b>
<b>405d Int Speed Enforcement Total</b>					\$18,750.75	\$18,750.75	\$ .00		<b>\$ .00</b>
<b>405d Int Paid Advertising</b>									
	M7*PM-2019-AA-NG-15	Motorcycle Stickers FY16			\$3,632.68	\$3,632.68	\$ .00		<b>\$ .00</b>
<b>405d Int Paid Advertising Total</b>					\$3,632.68	\$3,632.68	\$ .00		<b>\$ .00</b>
<b>405d Int Teen Safety Program</b>									
	M7*TSP-2019-AA-NG-19	Issues in Drivers Ed			\$403.63	\$403.63	\$ .00		<b>\$ .00</b>
<b>405d Int Teen Safety Program Total</b>					\$403.63	\$403.63	\$ .00		<b>\$ .00</b>
<b>MAP 21 405d Impaired Driving Int Total</b>			\$ .00	\$155,427.29	\$155,427.29	\$155,427.29	\$ .00	\$ .00	<b>\$ .00</b>
<b>FAST Act NHTSA 402</b>									
	PA-2019-OH-A3-10	Administrative Assistant FY19			\$17,928.65	\$17,928.65	\$12,071.35		<b>\$ .00</b>
	PA-2019-OH-HA-10	AUDIT FEES FY19			\$ .00	\$ .00	\$20,000.00		<b>\$ .00</b>
	PA-2019-OH-HD-10	Travel/Training FY19			\$13,837.34	\$13,837.34	\$25,708.23		<b>\$ .00</b>
	PA-2019-OH-HE-10	General Office Supplies FY19			\$1,754.73	\$1,754.73	\$14,554.09		<b>\$ .00</b>
	PA-2019-OH-HG-10	General Operating Expenses FY19			\$25,532.64	\$25,532.64	\$4,467.36		<b>\$ .00</b>
	PA-2019-OH-HH-10	Technology Enhancements FY19			\$5,957.67	\$5,957.67	\$5,048.22		<b>\$ .00</b>
	PA-2019-OH-O2-10	Accountant Salary, Lilliana Guilamo FY1			\$19,976.73	\$19,976.73	\$23,812.15		<b>\$ .00</b>
<b>Planning and Administration Total</b>					\$84,987.76	\$84,987.76	\$105,661.40		<b>\$ .00</b>



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<b>Motorcycle Safety</b>									
	MC-2019-OH-MA-10	Delmarva Bike Week MC Enforcement FY19			\$4,974.54	\$4,974.54	\$1,745.46		<b>\$ .00</b>
<b>Motorcycle Safety Total</b>					\$4,974.54	\$4,974.54	\$1,745.46		<b>\$ .00</b>
<b>Pedestrian/Bicycle Safety</b>									
	PS-2019-OH-PA-10	Fall Pedestrian Enforcement FY19			\$35,544.67	\$35,544.67	\$2,511.56		<b>\$ .00</b>
	PS-2019-OH-PA-20	Safe Family Holiday Pedestrian Enforcement			\$13,849.41	\$13,849.41	\$ .00		<b>\$ .00</b>
<b>Pedestrian/Bicycle Safety Total</b>					\$49,394.08	\$49,394.08	\$2,511.56		<b>\$ .00</b>
<b>Police Traffic Services</b>									
	PT-2019-CR-UT-10	CRU Training - Cpl. Booth FY19			\$2,807.50	\$2,807.50	\$136.50		<b>\$ .00</b>
	PT-2019-DS-PP-10	Troop 7 PED End of Summer Enforcement FY			\$4,316.85	\$4,316.85	\$1,283.15		<b>\$ .00</b>
	PT-2019-NC-DD-10	DSP School Bus Enforcement FY19			\$2,961.46	\$2,961.46	\$1,798.54		<b>\$ .00</b>
	PT-2019-OH-B5-10	LEL Salary - John Horsman FY19			\$34,469.09	\$34,469.09	\$5,530.91		<b>\$ .00</b>
	PT-2019-OH-BB-10	OHS Conference FY19			\$ .00	\$ .00	\$10,000.00		<b>\$ .00</b>
	PT-2019-OH-DB-10	Special OP/Distracted Law Enf. Project F			\$38,129.04	\$38,129.04	\$4,830.96		<b>\$ .00</b>
	PT-2019-OH-OH-10	Fall 2018 OP/Distracted Enforcement FY19			\$ .00	\$ .00	\$ .00		<b>\$ .00</b>
	PT-2019-OH-OS-10	Fall 2018 OP/Distracted Enforcement FY19			\$27,182.84	\$27,182.84	\$4,357.16		<b>\$ .00</b>
	PT-2019-OH-OS-20	Safe Family Holiday OP/Distracted Enforc			\$27,658.03	\$27,658.03	\$2,061.97		<b>\$ .00</b>
	PT-2019-OH-OS-31	Winter OP/Distracted Enforcement FY19			\$48,116.97	\$48,116.97	\$9,719.54		<b>\$ .00</b>
	PT-2019-OH-OS-40	August OP/Distracted Enforcement FY19			\$32,694.44	\$32,694.44	\$5,445.56		<b>\$ .00</b>



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<b>Police Traffic Services Total</b>	PT-2019-SB-US-10	DSP School Bus Enforcement FY19			\$2,247.57	\$2,247.57	\$552.43		<b>\$0.00</b>
					\$220,583.79	\$220,583.79	\$45,716.72		<b>\$0.00</b>
<b>Community Traffic Safety Project</b>									
	CP-2019-CO-RP-10	Corporate Partner Outreach Coordinator F			\$7,408.51	\$7,408.51	\$2,591.49		<b>\$0.00</b>
	CP-2019-OH-C1-10	OP Coordinator Salary - Sarah Cattie FY1			\$37,355.57	\$37,355.57	\$3,644.43		<b>\$0.00</b>
	CP-2019-OH-C2-10	Marketing Specialist - Cynthia Cavett FY			\$63,797.68	\$63,797.68	\$2,540.91		<b>\$0.00</b>
	CP-2019-OH-C3-10	Management Analyst III - Richard Klepner			\$74,820.54	\$74,820.54	\$3,179.46		<b>\$0.00</b>
	CP-2019-OH-C4-10	Deputy Director/Imp Driving Coordinator			\$0.00	\$0.00	\$80,661.41		<b>\$0.00</b>
	CP-2019-OH-GD-10	GLD/Teen Driver FY19			\$2,660.00	\$2,660.00	\$0.00		<b>\$0.00</b>
	CP-2019-OH-GS-10	Electronics Grants System FY19			\$86,507.00	\$86,507.00	\$1,693.00		<b>\$0.00</b>
	CP-2019-OH-OF-10	Corporate Partners Materials FY19			\$8,713.22	\$8,713.22	\$286.78		<b>\$0.00</b>
	CP-2019-OH-PP-10	Project Proposals FY19			\$0.00	\$0.00	\$604,070.25		<b>\$0.00</b>
	CP-2019-OH-WS-10	Arrive Alive DE Website Redesign FY19			\$20,495.00	\$20,495.00	\$74,505.00		<b>\$0.00</b>
<b>Community Traffic Safety Project Total</b>					\$301,757.52	\$301,757.52	\$773,172.73		<b>\$0.00</b>
<b>Speed Enforcement</b>									
	SE-2019-SP-ED-20	January/February Speed Enf. FY19			\$17,393.68	\$17,393.68	\$3,266.32		<b>\$0.00</b>
	SE-2019-SP-ED-30	April/May Speed Enf. FY19			\$9,482.26	\$9,482.26	\$12,217.74		<b>\$0.00</b>
	SE-2019-SP-ED-40	June/July Speed Enf. FY19			\$18,534.10	\$18,534.10	\$2,065.90		<b>\$0.00</b>
	SE-2019-SP-ED-50	September Speed Enf. FY19			\$20,600.00	\$20,600.00	\$0.00		<b>\$0.00</b>



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<b>Speed Enforcement Total</b>					\$66,010.04	\$66,010.04	\$17,549.96		<b>\$0.00</b>
<b>Paid Advertising</b>									
	PM-2019-NS-CR-00	Nascar Sponsorship/DUI Paid Media			\$82,725.35	\$82,725.35	\$0.00		<b>\$0.00</b>
	PM-2019-OH-CT-10	Occupant Protection Paid Media FY19			\$467,028.33	\$467,028.33	\$0.00		<b>\$0.00</b>
	PM-2019-OH-MM-10	Motorcycle Paid Media FY19			\$102,232.50	\$102,232.50	\$0.00		<b>\$0.00</b>
	PM-2019-OH-OD-10	OP/Distracted Combo Paid Media FY19			\$216,907.11	\$216,907.11	\$0.00		<b>\$0.00</b>
	PM-2019-OH-PM-10	Pedestrian Paid Media FY19			\$220,283.11	\$220,283.11	\$0.00		<b>\$0.00</b>
	PM-2019-OH-SP-10	Speed Paid Media FY19			\$322,319.55	\$322,319.55	\$0.00		<b>\$0.00</b>
<b>Paid Advertising Total</b>					\$1,411,495.95	\$1,411,495.95	\$0.00		<b>\$0.00</b>
<b>Distracted Driving</b>									
	DD-2019-OH-DA-10	April Distracted Driving Enforcement FY1			\$29,957.98	\$29,957.98	\$8,117.66		<b>\$0.00</b>
<b>Distracted Driving Total</b>					\$29,957.98	\$29,957.98	\$8,117.66		<b>\$0.00</b>
<b>FAST Act NHTSA 402 Total</b>			\$2,185,514.37	\$938,122.78	\$2,169,161.66	\$2,169,161.66	\$954,475.49	\$0.00	<b>\$0.00</b>
<b>FAST Act 405b OP High</b>									
	M1HVE-2019-BA-AH-10	CIOT FY18			\$21,125.96	\$21,125.96	\$0.00		<b>\$0.00</b>
	M1HVE-2019-BC-AA-10	OP Enforcement FY19			\$61,876.54	\$61,876.54	\$38,533.46		<b>\$0.00</b>
<b>405b High HVE Total</b>					\$83,002.50	\$83,002.50	\$38,533.46		<b>\$0.00</b>
<b>405b High HVE Total</b>					\$83,002.50	\$83,002.50	\$38,533.46		<b>\$0.00</b>
<b>405b High Training</b>									



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	M1TR-2019-BB-AL-10	OP/CPS Training FY18			\$733.32	\$733.32	\$13,686.16		\$ .00
	M1TR-2019-BC-AB-10	OP/CPS Training FY19			\$ .00	\$ .00	\$4,214.48		\$ .00
	M1TR-2019-BE-AH-10	OP/CPS Training FY17			\$8,523.57	\$8,523.57	\$ .00		\$ .00
<b>405b High Training Total</b>					\$9,256.89	\$9,256.89	\$17,900.64		\$ .00
<b>405b High Public Education</b>									
	M1PE-2019-BC-AE-10	OP Paid Media FY19			\$ .00	\$ .00	\$135,000.00		\$ .00
	M1PE-2019-BE-AI-10	Fitting Station Paid Media FY17			\$3,215.95	\$3,215.95	\$878.73		\$ .00
	M1PE-2019-BE-AO-10	OP Paid Media FY18			\$386.75	\$386.75	\$ .00		\$ .00
<b>405b High Public Education Total</b>					\$3,602.70	\$3,602.70	\$135,878.73		\$ .00
<b>405b High Community CPS Services</b>									
	M1CPS-2019-BC-AC-10	Fitting Station Supplies FY19			\$ .00	\$ .00	\$4,214.48		\$ .00
	M1CPS-2019-BC-AD-10	Fitting Station Coordinators Salaries FY			\$6,699.83	\$6,699.83	\$13,300.17		\$ .00
	M1CPS-2019-BE-AC-10	Fitting Station Coordinators Salaries FY			\$30,363.90	\$30,363.90	\$825.77		\$ .00
	M1CPS-2019-BE-AD-10	Fitting Station Supplies FY17			\$5,476.43	\$5,476.43	\$ .00		\$ .00
	M1CPS-2019-BE-AE-10	Fitting Station Supplies FY18			\$ .00	\$ .00	\$14,419.48		\$ .00
<b>405b High Community CPS Services Total</b>					\$42,540.16	\$42,540.16	\$32,759.90		\$ .00
<b>405b OP High</b>									
	M1X-2019-BB-AM-10	Click4Life Smart Drive FY17			\$ .00	\$ .00	\$6,000.00		\$ .00
	M1X-2019-BE-AF-10	Anticipated Projects FY17			\$ .00	\$ .00	\$ .00		\$ .00





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	M1X-2019-SR-VA-10	Seat Belt Surveys FY18			\$23,940.64	\$23,940.64	\$0.00		\$0.00
	M1X-2019-SR-VB-00	Seat Belt Surveys FY19			\$16,603.12	\$16,603.12	\$6,979.79		\$0.00
<b>405b OP High Total</b>					\$40,543.76	\$40,543.76	\$12,979.79		\$0.00
<b>FAST Act 405b OP High Total</b>			\$287,421.87	\$129,576.66	\$178,946.01	\$178,946.01	\$238,052.52	\$0.00	\$0.00
<b>FAST Act 405c Data Program</b>									
	M3DA-2019-AA-LJ-10	QA/QC E-Crash FY17			\$57,445.39	\$57,445.39	\$0.00		\$0.00
	M3DA-2019-AA-LK-10	DATA Analyst Salary FY17			\$55,073.85	\$55,073.85	\$0.00		\$0.00
	M3DA-2019-AA-LL-10	TRCC Strategic Plan Implementation FY17			\$12,810.09	\$12,810.09	\$9,153.35		\$0.00
	M3DA-2019-CA-BA-10	QA/QC E-Crash FY18			\$70,661.09	\$70,661.09	\$79,338.91		\$0.00
	M3DA-2019-CA-BB-10	QA/QC E-Crash FY19			\$0.00	\$0.00	\$150,000.00		\$0.00
	M3DA-2019-CA-CA-10	TRCC Strategic Plan Implementation FY18			\$0.00	\$0.00	\$30,000.00		\$0.00
	M3DA-2019-CA-CB-10	TRCC Strategic Plan Implementation FY19			\$0.00	\$0.00	\$10,000.00		\$0.00
	M3DA-2019-CA-RS-10	CARS Enhancements FY18			\$42,667.64	\$42,667.64	\$0.00		\$0.00
	M3DA-2019-CB-AA-10	Anticipated Project FY18			\$0.00	\$0.00	\$0.00		\$0.00
	M3DA-2019-CB-AB-10	Anticipated Project FY19			\$0.00	\$0.00	\$0.00		\$0.00
	M3DA-2019-DA-TA-10	DATA Analyst Salary FY18			\$28,211.14	\$28,211.14	\$19,062.97		\$0.00
	M3DA-2019-DA-TB-10	DATA Analyst Salary FY19			\$0.00	\$0.00	\$80,000.00		\$0.00
	M3DA-2019-DD-OT-10	CARS Enhancements FY19			\$0.00	\$0.00	\$87,559.73		\$0.00
	M3DA-2019-DM-VA-10	SPEXS Enhancement FY18			\$44,200.00	\$44,200.00	\$0.00		\$0.00



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<b>405c Data Program Total</b>					\$311,069.20	\$311,069.20	\$465,114.96		<b>\$ .00</b>
<b>FAST Act 405c Data Program Total</b>			\$327,559.73	\$448,624.43	\$311,069.20	\$311,069.20	\$465,114.96	\$ .00	<b>\$ .00</b>
<b>FAST Act 405d Impaired Driving Mid</b>									
	M5HVE-2019-AD-AB-10	DRE Program FY18			\$ .00	\$ .00	\$80,000.00		<b>\$ .00</b>
	M5HVE-2019-AD-AF-10	DUI Tracking System FY18			\$ .00	\$ .00	\$ .00		<b>\$ .00</b>
<b>405d Mid HVE Total</b>					\$ .00	\$ .00	\$80,000.00		<b>\$ .00</b>
<b>405d Mid Court Support</b>									
	M5CS-2019-AB-BC-10	TSRP FY17			\$170,740.06	\$170,740.06	\$29,259.94		<b>\$ .00</b>
	M5CS-2019-AB-BI-10	DUI COURT FY17			\$35,000.00	\$35,000.00	\$ .00		<b>\$ .00</b>
	M5CS-2019-EC-AA-10	DUI COURT FY19			\$ .00	\$ .00	\$60,000.00		<b>\$ .00</b>
	M5CS-2019-TA-DC-10	DUI Court Transdermal Monitoring FY18			\$ .00	\$ .00	\$50,000.00		<b>\$ .00</b>
<b>405d Mid Court Support Total</b>					\$205,740.06	\$205,740.06	\$139,259.94		<b>\$ .00</b>
<b>405d Mid BAC Testing/Reporting</b>									
	M5BAC-2019-AD-NF-10	DSP Seascape Blood Draw FY18			\$37,505.00	\$37,505.00	\$143,950.00		<b>\$ .00</b>
	M5BAC-2019-EA-QA-10	DUI Enforcement Equipment FY18			\$ .00	\$ .00	\$134,000.00		<b>\$ .00</b>
<b>405d Mid BAC Testing/Reporting Total</b>					\$37,505.00	\$37,505.00	\$277,950.00		<b>\$ .00</b>
<b>405d Mid Paid/Earned Media</b>									
	M5PEM-2019-AB-BD-10	Paid Media FY17			\$43,201.17	\$43,201.17	\$ .00		<b>\$ .00</b>



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	M5PEM-2019-EA-PM-10	Paid Media FY19			\$343,915.00	\$343,915.00	\$319,323.00		\$0.00
	M5PEM-2019-FF-MF-10	Firefly Music Festival FY17			\$0.00	\$0.00	\$0.00		\$0.00
<b>405d Mid Paid/Earned Media Total</b>					\$387,116.17	\$387,116.17	\$319,323.00		\$0.00
<b>405d Mid Training</b>									
	M5TR-2019-AB-BE-10	DUI Training and Travel FY17			\$7,600.00	\$7,600.00	\$200.00		\$0.00
	M5TR-2019-AD-AD-10	Alcohol Impaired Driving Training FY18			\$0.00	\$0.00	\$0.00		\$0.00
	M5TR-2019-ED-AG-10	Impaired Training FY19			\$0.00	\$0.00	\$10,000.00		\$0.00
<b>405d Mid Training Total</b>					\$7,600.00	\$7,600.00	\$10,200.00		\$0.00
<b>405d Impaired Driving Mid</b>									
	M5X-2019-AB-BB-10	DRE Program FY17			\$47,411.33	\$47,411.33	\$44,588.67		\$0.00
	M5X-2019-AB-BF-10	DUI Equipment FY17			\$10,921.00	\$10,921.00	\$79.00		\$0.00
	M5X-2019-AB-BG-10	DUI Tracking System FY17			\$6,490.40	\$6,490.40	\$509.60		\$0.00
	M5X-2019-AB-BH-10	DUI Specialist Salary FY17			\$0.00	\$0.00	\$25,000.00		\$0.00
	M5X-2019-AB-BJ-10	Anticipated Project FY17			\$0.00	\$0.00	\$137,262.91		\$0.00
	M5X-2019-AD-AG-10	Anticipated Project FY18			\$0.00	\$0.00	\$299,156.67		\$0.00
	M5X-2019-EA-AA-10	Anticipated Project FY19			\$0.00	\$0.00	\$395,983.22		\$0.00
	M5X-2019-TS-RA-10	TSRP Program FY18			\$0.00	\$0.00	\$380,000.00		\$0.00
<b>405d Impaired Driving Mid Total</b>					\$64,822.73	\$64,822.73	\$1,282,580.07		\$0.00
<b>FAST Act 405d Impaired Driving Mid Total</b>			\$1,129,221.22	\$1,682,875.75	\$702,783.96	\$702,783.96	\$2,109,313.01	\$0.00	\$0.00
<b>FAST Act 405f Motorcycle Programs</b>									
	M9MA-2019-MC-PA-10	MC Paid Media FY18			\$8,515.04	\$8,515.04	\$0.00		\$0.00



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	M9MA-2019-MC-PB-10	MC Paid Media FY19			\$30,338.76	\$30,338.76	\$5,516.61		\$0.00
<b>405f Motorcyclist Awareness Total</b>					\$38,853.80	\$38,853.80	\$5,516.61		\$0.00
<b>FAST Act 405f Motorcycle Programs Total</b>			\$35,855.37	\$8,515.04	\$38,853.80	\$38,853.80	\$5,516.61	\$0.00	\$0.00
<b>FAST Act 405h Nonmotorized Safety</b>									
	FHLE-2019-OH-PF-10	September Checkpoint FY18			\$0.00	\$0.00	\$0.00		\$0.00
	FHLE-2019-OH-PF-50	April Pedestrian Mobilizations FY18			\$4,835.10	\$4,835.10	\$0.00		\$0.00
	FHLE-2019-OH-PG-10	Pedestrian Enforcement FY19			\$19,575.15	\$19,575.15	\$0.00		\$0.00
	FHLE-2019-OH-PG-20	June Enforcement FY19			\$39,166.77	\$39,166.77	\$0.00		\$0.00
	FHLE-2019-OH-PG-30	July Enforcement FY19			\$19,260.24	\$19,260.24	\$0.00		\$0.00
	FHLE-2019-OH-PG-40	September Enforcement FY19			\$16,037.03	\$16,037.03	\$21,676.91		\$0.00
<b>405h Law Enforcement Total</b>					\$98,874.29	\$98,874.29	\$21,676.91		\$0.00
<b>405h Public Education</b>									
	FHPE-2019-PE-DN-00	Pedestrian Paid Media FY19			\$40,932.66	\$40,932.66	\$59,067.34		\$0.00
<b>405h Public Education Total</b>					\$40,932.66	\$40,932.66	\$59,067.34		\$0.00
<b>FAST Act 405h Nonmotorized Safety Total</b>			\$215,716.10	\$4,835.10	\$139,806.95	\$139,806.95	\$80,744.25	\$0.00	\$0.00
<b>NHTSA Total</b>			\$5,377,638.66	\$5,053,737.90	\$5,720,407.26	\$5,720,407.26	\$4,710,969.30	\$0.00	\$0.00
<b>Total</b>			\$5,377,638.66	\$5,053,737.90	\$5,720,407.26	\$5,720,407.26	\$4,710,969.30	\$0.00	\$0.00