

FY 2011 HIGHWAY SAFETY PLAN

State of Delaware Office of Highway Safety

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EXECUTIVE SUMMARY

On behalf of the Governor of the State of Delaware and the Secretary of the Department of Safety and Homeland Security, the Office of Highway Safety is pleased to present our Fiscal Year 2011 Highway Safety Plan. The plan outlines the Office of Highway Safety's planned initiatives for the coming year. Each are designed to reduce the number of crashes on Delaware roadways as well as reducing fatalities and the severity resulting from motor vehicle crashes.

Beginning in early spring of 2010, an extensive data driven problem identification process was undertaken to determine the most critical highway safety priority areas. Various data sources were reviewed to assess the current crash picture, analyze motor vehicle crash trends, and develop appropriate goals and performance measures for all identified priority areas. Based on this data analysis, the Office of Highway Safety has identified the following highway safety priority areas for the State of Delaware for Fiscal Year 2011:

- Occupant Protection
- Impaired Driving
- Speeding
- Traffic Records
- Pedestrian Safety
- Motorcycle Safety

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

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

This document incorporates the Highway Safety Plan elements into the Performance Plan section of this plan. In addition to detailing the problem identification process utilized to identify the priority areas and accompanying goals for the coming year, the Highway Safety Plan includes an organizational overview of the Office of Highway Safety, the FY 2011 Paid Media Plan, and a description of the process undertaken to select sub-grantees for FY 2011. Lastly, per NHTSA guidelines, the FY 2011 Highway Safety Plan also outlines the new performance measures and performance goals for the eleven core outcome and behavior measures as identified by NHTSA in 2008.

Along with our partners, the Office of Highway Safety will be implementing the following initiatives in order to impact motor vehicle crashes on Delaware roadways in FY 2011:

- Checkpoint Strikeforce and national DUI crackdown enforcement and public awareness campaigns throughout FY 2011
- Click it or Ticket enforcement and public awareness campaigns in February and May 2011
- Stop Aggressive Driving/speed enforcement and public awareness campaign in summer 2011
- Tween seat belt use initiatives aimed at increasing seat belt use among 9-13 year old children
- Teen driving initiatives, including Parent Orientation Programs in high schools that outline GDL requirements for parents and their children taking driver's education
- Section 408 Strategic Plan implementation, including the new Crash Analysis Reporting System (CARS) by DelDOT, implementation and distribution of an E-Crash manual for end users, upgrading the locator tool, and development and implementation of Delaware Information Management for Emergency Services (DIMES)
- Pedestrian safety outreach and public awareness campaign in summer 2011
- Work with the State Motorcycle Rider Education Committee on initiatives to improve motorcycle safety
- Coordination of DUI Evaluations, Education, and Treatment programs
- Awareness campaigns aimed at Teen Drivers as well as Older Drivers
- Awareness campaigns aimed at reducing distracted driving, highlighting new comprehensive cell phone law
- Incorporate Hispanic outreach materials into key programming initiatives

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

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

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DELAWARE OFFICE OF HIGHWAY SAFETY



Mission Statement

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

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

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

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

Highway safety programming concentrates on public outreach and education; high-visibility enforcement; utilization of new safety technology; collaboration with safety and business organizations; and cooperation with other state agencies and local

governments. Programming resources are directed to the following identified State of Delaware highway safety priority areas: Occupant Protection, Impaired Driving, Speeding, Traffic Records, Pedestrian Safety and Motorcycle Safety.

The primary functions of the Office of Highway Safety include:

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

Highway Safety Staff and Responsibilities

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

Director, Jana Simpler: Responsible for planning, organizing and directing the operations and programs of the Office of Highway Safety in accordance with Federal and State rules, regulations and guidelines. Monitors state and federal legislation that impacts highway safety and the State of Delaware. Serves as the Governor's Representative for Highway Safety.

Management Analyst III, Lisa Shaw: Serves as the Deputy Director. Responsibilities include monitoring and evaluation of approved highway safety projects, distribution of federal funds to state, local and private agencies, coordinating and organizing impaired driving initiatives across the state, managing the DUI Provider Program, administration of the TEA-21/Section 154 Transfer Program, and preparation of the annual Highway Safety Plan. Performs duties as necessary as the **Impaired Driving Prevention Coordinator, Motorcycle Safety Coordinator and Traffic Records Coordinator.**

Management Analyst III, Andrea Summers: Responsible for coordinating and organizing occupant protection initiatives across the state, managing the Section 405 and Section 2011 incentive grant programs, prepares the Annual Evaluation Report and coordinates the state's participation in the state's OJJDP program. Responsible for coordinating teen driver initiatives throughout the state and coordinating aging driver programs statewide. Performs duties as necessary as the **Occupant Protection Coordinator, Aggressive Driving Prevention Coordinator, and Pedestrian Safety Coordinator.**

Community Relations Officer, Alison Kirk: Responsibilities include serving as agency spokesperson, dissemination of information regarding agency programs and events, coordination of public awareness campaigns and media events, and coordination and planning of safety education programs for schools, state agencies, and businesses.

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

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

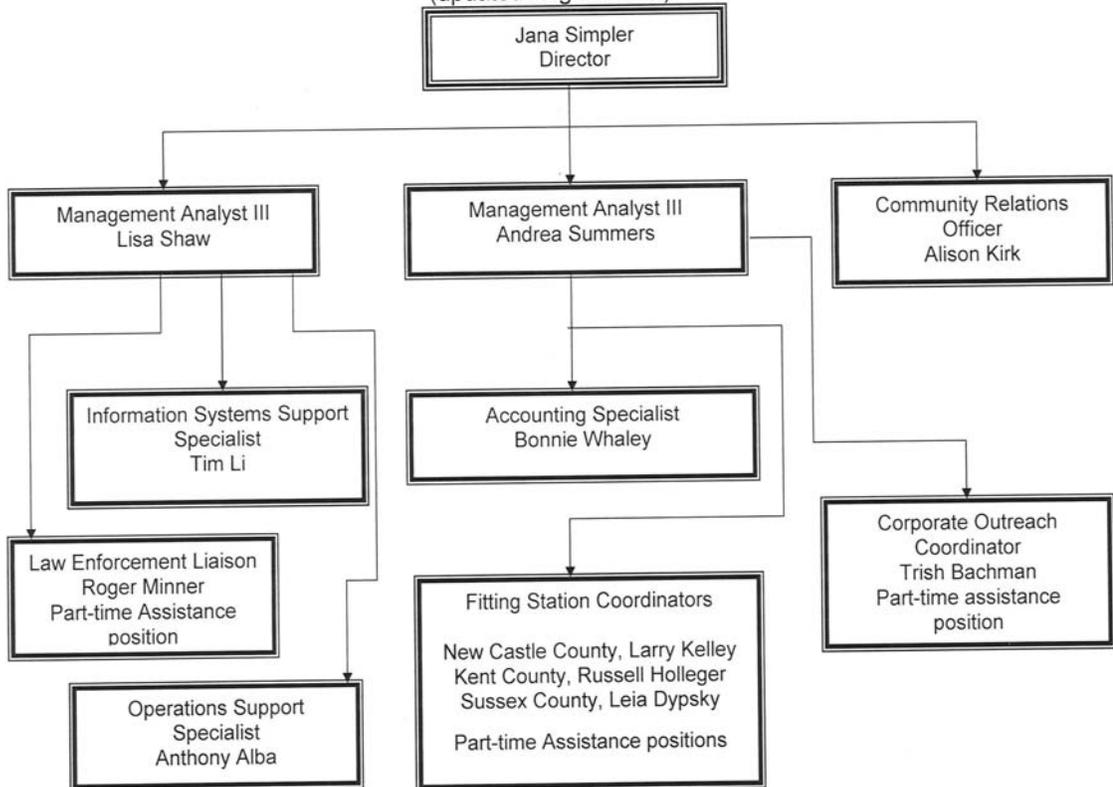
Operations Support Specialist, J. Anthony Alba: Responsible for ordering public information materials, coordinates distribution of materials to increase public awareness, and assists the Community Relations Officer with public information and education initiatives.

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

Three Fitting Station Coordinators, Leia Dypsky, Russell Holleger, and Larry Kelley: Responsible for the coordination of the Office of Highway Safety's three Child Passenger Safety Fitting Stations, in cooperation with the Division of Motor Vehicles (part-time assistance positions).

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

Office of Highway Safety Organization Chart
 (updated August 2010)





Delegation of Authority

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

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



Relevant Training

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

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

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

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

Alison Kirk, Community Relations Officer – Regional GR/Coordinator Meeting



Statewide Demographics

Delaware is the second smallest state in the nation and in terms of land mass, Delaware ranks 49th in the nation with a total area of 1,982 square miles. The state boasts just three counties, as follows: New Castle County, 438 square miles, Kent County, 594 square miles, and Sussex County, 950 square miles. Delaware is 96 miles long and varies from 9 to 35 miles in width. There are 401.0 persons per square mile and DelDOT maintains 89% of the 12,994 lane miles of roads in Delaware.

The US Census Bureau reports that the 2000 population estimate was 786,418 (501,856 New Castle County, 127,103 Kent County, and 157,459 Sussex County) . Since 1990, the state's population has increased 12% as The Delaware Population Consortium has estimated Delaware's 2009 population at 881,532. Persons under the age of 5 represent 6.6% of the state's population and persons over the age of 65 represent 14% of the population. Females slightly edge out males, 51.5% to 48.5%. Lastly, based on DPC's estimate of the 2009 population, 75% of the population is white, 21% are African-American, and 4% are either Asian or Hispanic or Latino origin. For more population outlooks, see below or visit http://stateplanning.delaware.gov/information/dpc_projections.shtml.

2009 Delaware Population Projections Summary Table Total Projected Population, 2000 - 2040

As of July 1, 2010

Area	2000	2009	2010	2015	2020	2025	2030	2040
State of Delaware	786,418	881,532	891,495	936,348	977,567	1,015,038	1,049,865	1,115,443
Kent County	127,103	157,430	159,722	169,433	178,257	185,578	192,152	204,317
New Castle County	501,856	532,083	535,572	551,609	564,944	575,985	586,387	603,835
Sussex County	157,459	192,019	196,201	215,306	234,366	253,475	271,326	307,291

(Source: Delaware Population Consortium Annual Population Projections, October 29, 2009, Version 2009.0)

Motor Vehicle Data

	Licensed Drivers	Licensed Commercial Drivers	Registered Motor Vehicles	Motor Vehicle Mileage in Millions
2000	563,949	27,157	717,360	8,199
2001	569,143	27,811	733,207	8,565
2002	577,581	28,446	755,272	8,838
2003	591,713	29,225	778,016	9,010
2004	604,124	30,138	803,942	9,263
2005	614,417	30,902	824,357	9,486
2006	620,433	31,829	841,620	9,407
2007	627,096	32,329	854,604	9,453
2008	634,358	36,628	850,138	9,410
2009	639,352	33,181	823,590	8,690

Of the 639,352 licensed drivers in 2009, 5% were between the ages of 16 and 19. See below:

16-19	5%
20-24	8%
25-34	16%
35-44	17%
45-54	20%
55-64	16%
65+	17%

A recent survey conducted by the University of Delaware showed an average of 78% of the workforce in New Castle County commuted to work alone—66% in Kent County and 72% in Sussex County. Though few use other modes of transportation to travel to work, New Castle County has the highest number of persons that use public transportation. The Delaware Population Consortium estimates that 18,300 persons commuted to work in 2008. Please see below.

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

Commuting by Delaware Workers				
County	Car Pools	Public Transportation	Work Outside County of Residence	Mean Travel Time to work
	(percent)			(minutes)
Kent	11.7	1.2	20.7	24
New Castle	10.2	4.5	14.4	24.6
Sussex	8.7	0.3	23.6	23.5
Delaware	10.1	3.1	17.1	24.3

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

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

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



Miscellaneous State Data

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

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

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

Delaware supports numerous industries, including banking, manufacturing, automotive, poultry processing, and pharmaceuticals. The state's largest employer is the State of Delaware with 13,500 workers in 2006. Bank of America (banking) ranks second, DuPont Company (chemicals) ranks third, Christiana Care Health Systems (health care) ranks fourth and Dover Air Force Base (military transport) ranks fifth. The unemployment rate in January 2010 was 9%, lower than the national rate of 9.7%. (source: Delaware Department of Labor)

DART First State Public Transit Service is operated by Delaware Transit Corporation, a Division of DelDOT. The statewide public transit system is provided by one provider, travels statewide and includes seasonal resort service and para-transit door-to-door service for the elderly and disabled. The DART fleet includes over 320 buses, provides transportation on over 69 bus routes, and serviced 10.2 million passengers in 2006.

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

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

On average 80 Amtrak trains serve the historic Wilmington station each weekday, which includes up to 30 high-speed Acela Express trains. Most trains provide service to Richmond, Washington, New York, Boston and direct service to the Carolina's, Atlanta, Miami, New Orleans, and Chicago. In 2008, Amtrak provided 784,488 passenger trips to/from Delaware.



Political and Legislation Status

The Governor of the State of Delaware is Jack A. Markell. The Lt. Governor is Matt Denn. Both are Democrats and took office for their first terms in January 2009. The state's General Assembly consists of two houses, the House of Representatives and the Senate. The House of Representatives seats are currently held by 17 Republicans and 24 Democrats. The Senate seats are currently held by 5 Republicans and 16 Democrats, plus the Lt. Governor who presides over the Senate as the President.

During the first session of the 145th General Assembly (ended June 2010), legislators did not introduce an open container bill. The lack of a compliant open container law subjects the state to Section 154 transfer penalties. Legislators have been resistant to passing an open container law as they believe that it should apply only to the driver of the vehicle and not passengers.

In June 2010, the General Assembly passed legislation to ban texting and hand-held cell phone use while driving. HB 229, HB 493, and HB 494 collectively ban texting while driving, including reading, writing, and sending messages; wireless browsing; the use of pagers, PDA's, laptops, games, etc.; and hand-held cell phone use. This is a primary offense with a \$50 fine for the first offense. The law becomes effective January 2, 2011 to allow for public awareness efforts.

Also in June 2010, the General Assembly passed legislation to protect vulnerable users while on our highways. HB 269 creates a fine up to \$550 for motorists who strike a vulnerable user, identified as a pedestrian, bicyclist, motorcyclist, on a skateboard, scooter, etc. This also includes those persons engaged in work upon a highway or providing emergency services.

Crash Data

	Baseline Data 2000-2003					Progress Report Data 2004 - 2009				
	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Fatalities (Actual)	130	139	127	145	140	133	147	118	122	118
Fatality Rate /100 million VMT	1.59	1.62	1.44	1.61	1.53	1.41	1.56	1.26	1.30	1.36
Injuries (Actual)	10,421	9,965	9,965	8,895	7,610	8,367	8,145	7,568	7,200	7,239
Fatality & Serious Injury Rate/100 million VMT	128.6	117.9	114.2	100.3	84.5	89.9	88.1	82.4	81.7	84.7
Fatality Rate/100K Population	16.6	17.5	15.7	17.7	16.7	15.8	17.2	13.7	14	13.4
Fatal & Serious Injury Rate/100K population	1346.5	1269.6	1250.0	1105.1	923.8	1011.1	971.6	889.7	840.0	834.6
Alcohol Related Fatalities	59	59	46	54	46	60	55	53	52	48
Percentage of Alcohol Related Fatalities	45	42	36	37	33	45	37	45	43	41
Alcohol Related Fatality Rate	0.55	0.49	0.41	0.6	0.36	0.63	0.58	0.57	0.58	0.55
Percent of Population Using Safety Belts	66%	67%	71%	75%	82%	84%	86%	87%	91%	88%

STATE OF DELAWARE

FY 2011 HIGHWAY SAFETY GOALS

1. **Traffic Fatalities** – To decrease traffic fatalities 6% from the 2006-2008 calendar year average of 129 to 121 by December 31, 2011.
2. **Serious Traffic Injuries** – To decrease serious traffic injuries 2% percent from the 2006-2008 calendar year average of 743 to 725 by December 31, 2011.
3. **Mileage Death Rate** – To decrease the mileage death rate from the 2006-2008 calendar year average of 1.4 per 100 million vehicle miles travel to 1.3 by December 31, 2011.
4. **Rural Mileage Death Rate** – To decrease the rural mileage death from the 2006-2008 calendar year average of 2.75 per 100 million vehicle miles travel to 2.65 by December 31, 2011.
5. **Urban Mileage Death Rate** – To decrease the urban mileage death rate from the 2006-2008 calendar base year average of .80 per 100 million vehicle miles travel to .73 by December 31, 2011.
6. **Unrestrained Passenger Vehicle Occupant Fatalities** – To decrease unrestrained passenger vehicle occupant fatalities 11% from the 2006-2008 calendar year average of 45 to 40 by December 31, 2011.
7. **Alcohol Impaired Driving Fatalities** – To decrease alcohol impaired driving fatalities 11% from the 2006-2008 calendar year average of 53 to 47 by December 31, 2011.
8. **Speed Related Fatalities** – To decrease speeding-related fatalities 14% from the 2006-2008 calendar year average of 17 to 15 by December 31, 2011.
9. **Motorcyclist Fatalities** – To decrease motorcyclist fatalities 12% from the 2006-2008 calendar year average of 15 to 13 by December 31, 2011.
10. **Unhelmeted Motorcyclist Fatalities** – To decrease unhelmeted motorcyclist fatalities 12% from the 2006-2008 calendar year average of 9 to 8 by December 31, 2011.
11. **Drivers Age 20 or Younger Involved in Fatal Crashes** – To decrease drivers age 20 or younger involved in fatal crashes 17% from the 2006-2008 calendar year average of 18 to 15 by December 31, 2010.
12. **Pedestrian Fatalities** – To reduce pedestrian fatalities 11% from the 2006-2008 calendar year average of 22 to 20 by December 31, 2011.

13. Seatbelt Use Rate – To increase statewide seat belt compliance 1 percentage point from the 2010 calendar year use rate of 91% to 92% by December 31, 2011.

14. Traffic Records – Short-term performance goals:

- Coordinate the planning and development of the Section 408 application and TRCC (Traffic Records Coordinating Committee) Strategic Plan with the TRCC.
- Assist the TRCC with the implementation of projects as outlined in the TRCC Strategic Plan. See below:
 - Support efforts by the Delaware Justice Information System (DelJIS) to improve the automated crash report and create a users manual
 - Support efforts by the Division of Motor Vehicles in the creation of a DMV Data Mining Tool
 - Support efforts by the Office of Emergency Medical Services to enhance the EMS Data Information Network (EDIN)
 - Support efforts by DelDOT to create a new locator tool to support the electronic crash data system currently in development by DelJIS

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

PROBLEM IDENTIFICATION PROCESS

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

The OHS and GAC utilize the NHTSA problem identification process and guidelines outlined in the NHTSA Program Management Training manual. Our problem identification process for FY 2011 included:

- Identify the data elements – The OHS staff and the GAC began the analysis process by identifying the crash data elements to determine if a statewide or localized problem existed. We compiled that list, determined which pieces of information we had access to, which year's data we had access to, and prepared our specific data requests for the appropriate data manager. Some sample data elements included teen drivers, commercial vehicle crashes, seat belt use crashes, ages of pedestrian fatalities, types of roadways, primary contributing circumstances, alcohol-related fatalities, and high crash locations. The actual list of data elements reviewed was extensive and focused on location and demographic data to determine which roadways to focus on and to determine the profile of our most risky drivers.
- Identify the data sources – Once the OHS staff and the GAC determined the data elements that we wanted to focus on, we identified the appropriate data sources from which to draw the information. These included the Delaware State Police (DSP) Traffic Section (statewide crash data repository); Delaware FARS data; the Emergency Medical Services Data Information Network (Patient Care Reports); the Delaware Department of Transportation (DelDOT), Office of Planning for location data; Annual Observational Seat Belt Use Surveys; Delaware's 2005 Traffic Records Assessment; crash report demographic data; DUI Tracking System data; child restraint misuse data; the Division of Motor Vehicle registration and licensed driver data; CODES; DelJIS citation data; the 2004 Impaired Driving Assessment Report; and DelDOT Highway Safety Improvement Plan data.
- Identify data display options – In addition to utilizing the paper and electronic reports prepared by the above data sources, the Office of Highway Safety relied heavily on the mapping capabilities provided by our GIS based crash analysis and mapping system, CHAMPS (Criminal and Highway Analysis Mapping for Public Safety). All the identified priority area crashes were mapped to determine if there were any clustering or location consistencies for various types of crashes, including unrestrained fatalities, low seat belt use areas, aggressive driving-related fatal and injury crashes, impaired driving fatal and injury crashes, pedestrian fatal crashes, and motorcycle fatal crashes. All maps compared three to five years of crash data as well.

- Analyze and interpret the data –In January 2008, the Office of Highway Safety took delivery of the GIS based mapping system, CHAMPS, which allows for both mapping and analysis of crashes on the user’s desktop. This web-based tool has allowed for comprehensive crash analysis within the Office of Highway Safety that had not previously been available. In 2006 the Office of Highway Safety unveiled a new DUI Tracking System to better track DUI offenders from arrest through treatment to relicensure. The DUI Tracking System and the CHAMPS crash analysis software are the only in-house traffic records querying systems housed at the Office of Highway Safety, but OHS has extensive partnerships with numerous highway safety partners that provide data and analysis that is very important to our problem identification process. Additionally, OHS identifies the target audience based on analysis of the data using the following questions:
 - Who is involved in crashes more than would be expected given their proportion of the driving population?
 - What types of crashes are taking place?
 - Where are the crashes taking place in numbers greater than would be expected given the amount of travel in those locations?
 - When are the crashes taking place? Time of day? Day of week? Month?
 - What are the major contributing factors to the crashes?
- Establish decision rules – From the information gathered, the state’s top six highway safety problems were identified. As indicated above, the FY 2011 priority areas were established and ranked:
 - Occupant Protection
 - Impaired Driving
 - Speeding
 - Traffic Records
 - Pedestrian Safety
 - Motorcycle Safety

Based on data driven problem identification, subgrantees were identified to participate in initiatives outlined in this FY 2011 Highway Safety Plan. OHS provides the identified agencies with specific program initiatives and goals to achieve based on their participation in the Highway Safety Plan. The problem identification process is key to establishing an effective Highway Safety Plan and the appropriate distribution of federal funds.

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

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

time framed and related to the identified problem. Lastly, performance measures for each goal were identified. In doing so, we ensure that the selected measurement will accurately demonstrate the effectiveness of the goal.



Problem Identification Process Strengths and Challenges

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

Some of these strengths include the experience of the staff members involved in the process. Much can be said for intuition in determining the direction when analyzing data, selecting priority areas and setting appropriate goals. Additionally, the willingness of our highway safety partners to provide data upon request, the availability of the NHTSA Region 3 staff in assisting the Office with the task, and the participation of our Grant Advisory Committee were tremendously helpful and contributed greatly to the success of the overall problem identification process. FY 2011 represents the third year that the Office of Highway Safety staff were able to utilize CHAMPS to obtain GIS based location data to accurately identify crash locations and thus subgrantees that can assist OHS in achieving our goals. Additional strengths include the utilization of an automated crash reporting system and implementation of an electronic format for issuing traffic citations for law enforcement.

While there is an abundance of data available for review, timeliness is currently an issue. As the state's law enforcement community embraces the automated crash report and e-ticket, the timeliness of the accessibility of data will greatly improve.

HIGHWAY SAFETY PRIORITY AREAS PERFORMANCE GOALS, MEASURES, AND FUNDED PROJECTS

Occupant Protection

Based on the Annual Statewide Observational Seat Belt Use Survey conducted in Delaware in June 2010, Delaware's seat belt use rate is 91%, up from 88% in 2009. The nation's average seat belt use rate is 84%. In 2009, 54% (45 of 83) of those occupants killed in motor vehicle crashes on Delaware roadways were not wearing seat belts, up slightly from 53% in 2008. Statistics reveal that as many as half of those killed who weren't wearing seat belts may have survived had they buckled up. In addition, in 2009, 13% (843 of 6,525) of those injured were not wearing seat belts at the time of the crash. In 2009, 58% of the motor vehicle occupants killed in New Castle County were not wearing their seatbelt, as compared to 63% in Kent and 47% in Sussex County. Of the motor vehicle occupants killed in 2009, 41 of 83 were between the ages of 15 and 44. Of those 41, 66% were not buckled at the time of the crash.

Seat belt Use Data

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Use rate	66%	67%	71%	75%	82%	84%	86%	87%	91%	88%	91%

Motor Vehicle Occupant Injury and Fatality Data and Seat belt Use

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Injuries	9805	9396	9430	8381	7132	7821	7449	6779	6450	6525
% not using seat belts	23%	21%	18%	17%	13%	15%	15%	13%	14%	13%
	2255 of 9805	1973 of 9396	1697 of 9430	1433 of 8381	911 of 7132	1135 of 7821	1102 of 7449	915 of 6779	873 of 6450	843 of 6525
Fatalities	100	108	100	113	110	100	104	84	78	83
% not using seat belts	72%	64%	64%	55%	50%	59%	52%	49%	53%	54%
	72 of 100	69 of 108	64 of 100	62 of 113	55 of 110	59 of 100	54 of 104	41 of 84	41 of 78	45 of 83

Number of Seat Belt citations issued during grant funded enforcement activity – 2009: 7205

Performance Goal

Seatbelt Use Rate – To increase statewide seat belt compliance 1 percentage point from the 2010 calendar year use rate of 91% to 92% by December 31, 2011.

Performance Measures

- Annual **statewide observational seat belt use surveys** will continue to be utilized to measure the statewide usage rates for seat belts. In 1998, the Delaware Office of Highway Safety's Observational Survey Plan was developed and was approved by the National Highway Traffic Safety Administration. Seat belt use is surveyed at over eighty sites across the state and calculations of use are based on VMT (vehicle miles traveled).
- **Monitoring of overall seat belt use rates** in personal injury and fatal crashes will allow for a comprehensive approach to the problem identification process. The Office of Highway Safety will continue to monitor the locations of unrestrained fatal and personal injury crashes and direct targeted enforcement and education efforts in those areas.

FY 2011 Section 402 Occupant Protection Projects

Office of Highway Safety-Project Safe Highways	\$557,500
Delaware State Police	\$85,000
New Castle County Police Department	\$29,000
Dover Police Department	\$13,000
Georgetown Police Department	\$9,000
Seaford Police Department	\$8,000
Wilmington Police Department	\$14,000
Section 402 Total	\$715,500

For FY 2011 Occupant Protection project descriptions, see below:

Office of Highway Safety-Project Safe Highways

- Staff salaries, including the Occupant Protection Coordinator, the Accounting Specialist, the Law Enforcement Liaison and the Corporate Outreach Coordinator
- Corporate outreach materials
- Occupant Protection materials, including seat belt and child restraint brochures
- Paid media to support the tween seat belt campaign
- CIOT enforcement and paid media to support a mini-mobilization in February 2011
- Outreach and awareness for the tween population on seat belt issues

Delaware State Police
New Castle County Police Department
Dover Police Department
Georgetown Police Department
Seaford Police Department
Wilmington Police Department

- Overtime enforcement (saturation patrols and checkpoints) to arrest violators of the state's seat belt laws on days of the week and times of the day when crashes have occurred that involve unrestrained motorists. Officers will be directed to conduct enforcement at locations where a high incidence of crashes have occurred that involve unrestrained motorists.

Corporate Outreach Coordinator

- Issue monthly traffic safety news, highlighting occupant protection initiatives; provide posters and other distribution materials for corporate partners; and coordinate meetings with corporate partners and fleet managers.

SAFETEA-LU Occupant Protection Incentive Grants

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

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

FY 2010 – (\$150,827) Delaware qualified for this incentive grant by meeting 4 of 6 of the above eligibility criteria. See highlighted criteria. Funds were allocated to the 2010 Click it or Ticket media and enforcement initiative in May 2010. Eighty-eight percent of funds have been expended.

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

FY 2009 – (\$92,185) Funds are allocated to support the state's three child passenger safety fitting stations, including salary and supply needs, and CPSAW paid media.

FY 2010 - (\$81,337) Funds are allocated to support the state's three child passenger safety fitting stations, including salary and supply needs.

SAFETEA-LU Section 406 Seat Belt Performance Grant – The state of Delaware was eligible to receive this one-time grant based on passage of a primary seat belt law in June 2003.

FY 2009—(\$496,323) The Section 406 final rule allowed for any remaining 406 funds to be allocated to eligible states. Delaware was notified in July 2009 that we were eligible to receive these remaining funds. Funds are being used to fund seat belt enforcement mobilizations, to purchase radar equipment for local and State law enforcement, to fund paid media for older driver awareness, seat belt awareness, and GDL awareness, and to provide funding for the 2010 Child Passenger Safety Awareness mobilization.

Impaired Driving

Based on the Delaware State Police Annual Traffic Statistics Report for 2009, alcohol-related fatalities accounted for 48 of the 118 total traffic crash fatalities (41%). This is down from 43% in 2008, when 52 of 122 traffic crash fatalities involved alcohol. Also, in 2009 alcohol-related crash injuries were at 7%, 686 of 7239 total crash injuries involved alcohol. Overall, there were 1268 total alcohol-related crashes, down from 1366 in 2008. This includes fatal, personal injury, and property damage crashes. Further crash analysis revealed that 61% of all alcohol-related crashes occurred between 8pm and 4am. Also, 59% happen between Friday and Sunday. Male drivers account for 77% of all alcohol-related fatal crashes, and 78% of those males are between the ages of 22 and 54. In 2009, Delaware law enforcement made a total of 6029 impaired driving arrests, down from 6881 in 2008.

Alcohol Involvement in Traffic Crashes

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Fatalities	130	139	127	148	140	133	147	118	122	118
Alcohol-related	59	59	46	57	47	60	55	53	52	48
% of Total	45%	42%	36%	39%	34%	45%	37%	45%	43%	41%
Injuries	10421	9965	9965	8898	8314	8367	8145	7568	7200	7239
Alcohol-related	1038	1021	1054	1035	899	802	919	830	782	686
% of Total	10%	11%	10%	10%	10%	11%	10%	10%	11%	9%
All Crashes	21218	20406	21215	21020	19642	18681	19351	20017	19506	18927
Alcohol-related	1542	1621	1663	1472	1336	1454	1511	1521	1366	1268
% of Total	7%	8%	8%	7%	7%	8%	8%	8%	7%	7%

Alcohol-Related Fatality Rate per 100 Million Vehicle Miles Traveled

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Rate	.55	.49	.41	.60	.36	.63	.58	.57	.58	.55

Number of DUI arrests made during grant funded enforcement activities –
2009: 897

Performance Goals

Alcohol Impaired Driving Fatalities – To decrease alcohol impaired driving fatalities 11% from the 2006-2008 calendar year average of 53 to 47 by December 31, 2011.

Performance Measures

- Ongoing **analysis of state traffic crash data** will be used to measure progress towards the desired goals. Particular attention will be placed on all crashes which involve alcohol, the age and gender of the drivers involved in these crashes, the BAC level of the drivers involved in these crashes, the counties in which the crashes occur, the time of day and day of week the crashes occur, and the total number of arrests made by Delaware law enforcement agencies.
- A **comprehensive automated traffic crash report**, currently utilizing the E-Crash software, was implemented statewide in January 2009. This reporting system, which utilizes MMUCC data elements, allows for more comprehensive data collection with regard to all traffic crashes, including alcohol-related crashes.
- The **DUI Tracking System** provides data related to the post-arrest processing of a DUI offender. The system tracks progress from arrest through relicensure. System improvements have been made to include Court disposition data, DMV administrative hearing data, and more detailed treatment program information.

FY 2011 Section 402 Impaired Driving Projects

Office of Highway Safety-Project Safe Highways	\$180,500
Delaware State Police	\$116,600
New Castle County Police Department	\$4,400
Camden Police Department	\$3,900
Clayton Police Department	\$2,300
Dewey Beach Police Department	\$2,800
Dover Police Department	\$12,000
Georgetown Police Department	\$6,200
Harrington Police Department	\$2,900
Laurel Police Department	\$2,900
Middletown Police Department	\$3,200
Milford Police Department	\$6,800
Millsboro Police Department	\$3,200
Newark Police Department	\$8,400
Newport Police Department	\$3,800
Rehoboth Beach Police Department	\$4,700
Seaford Police Department	\$4,200
Smyrna Police Department	\$2,400
Wilmington Police Department	\$3,600
Total 402 funds	\$374,800

For FY 2011 Impaired Driving project descriptions, see below:

Office of Highway Safety-Project Safe Highways

- Staff salaries, including the DUI Coordinator, the Community Relations Officer and the Public Information Clerk

Delaware State Police
New Castle County Police Department
Camden Police Department
Clayton Police Department
Dewey Beach Police Department
Dover Police Department
Georgetown Police Department
Harrington Police Department
Laurel Police Department

Middletown Police Department
Milford Police Department
Millsboro Police Department
Newark Police Department
Newport Police Department
Rehoboth Beach Police Department
Seaford Police Department
Smyrna Police Department
Wilmington Police Department

- Overtime enforcement (saturation patrols and checkpoints) to arrest violators of the state's DUI laws on days of the week and times of the day when alcohol-related crashes have occurred. Officers will be directed to conduct enforcement at locations where alcohol-related crashes have occurred.

Corporate Outreach Coordinator

- Issue monthly traffic safety news, highlighting impaired driving initiatives; provide posters and other distribution materials for corporate partners; and coordinate meetings with corporate partners and fleet managers.

SAFETEA-LU Impaired Driving Incentive Grants and Transfer Funding

SAFETEA-LU Section 410 Incentive Grant - eligibility criteria included meeting 4 of the 8 in FY 2007, and 5 of the 8 in FY 2008, FY 2009, FY 2010. In addition, Delaware was listed as a "high fatality rate state" for FY 2010 and will qualify for additional funds as a result. Highlighted criteria represent those that the state met in order to qualify:

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

FY 2007 – (\$558,348) Delaware is using these funds to support overtime enforcement mobilization activities, to provide funding for the Traffic Safety Resource Prosecutor position, to fund maintenance and software updates for the online DUI Tracking System, for paid media efforts coordinated with our mobilizations, and to fund travel and training for OHS staff, law enforcement, and the judiciary.

Delaware did not qualify for Section 410 funds in FY 2008. Eligibility criteria required compliance with 5 of the 8 criteria listed above. As of last year, Delaware only met four of those listed.

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

FY 2010 funds have not yet been awarded. Our application was submitted July 22, 2010. We anticipate approximately \$2,100,000.

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

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

FY 2007 – (\$2,543,170) Delaware was again penalized for failure to enact a conforming open container law (Section 154). \$1,653,060.00 is being allocated to the Hazard Elimination Program managed by the Delaware Department of Transportation. The balance, \$890,110.00 is being allocated to the Section 402 Impaired Driving Countermeasures Program. Funds are being used to support the Checkpoint Strikeforce program, as well as to provide training opportunities to law enforcement, the judiciary, and highway safety personnel. In addition, the funds will be used for paid media to accompany the Checkpoint Strikeforce campaign, and to fund a Traffic Safety Resource Prosecutor.

FY 2008 – (\$2,728,335) Delaware was again penalized for failure to enact a conforming open container law (Section 154). \$1,773,418.00 is allocated to the Hazard Elimination Program managed by the Delaware Department of Transportation. The balance, \$954,917.00 is allocated to the Section 402 Impaired Driving Countermeasures Program. Funds are being used to fund the Traffic Safety Resource Prosecutor position, to fund overtime enforcement efforts for Checkpoint Strikeforce, to fund paid media and other PI&E efforts coordinated with the Checkpoint Strikeforce campaign, to fund travel and training for OHS staff, law enforcement, and the judiciary, to fund maintenance for the online DUI Tracking System, to purchase equipment for law enforcement to aid in the detection of impaired drivers, and to fund a sub-grant to the Delaware State Police to aid in the conviction of impaired drivers.

FY 2009 – (\$2,874,374) Delaware was again penalized for failure to enact a conforming open container law (Section 154). \$1,868,343 is allocated to the Hazard Elimination Program managed by the Delaware Department of Transportation. The balance, \$1,006,031 is allocated to the Section 402 Impaired Driving Countermeasures Program. Funds are being used to fund the Traffic Safety Resource Prosecutor position, to fund overtime enforcement efforts for Checkpoint Strikeforce, to fund paid media and other PI&E efforts coordinated with the Checkpoint Strikeforce campaign, to fund travel and training for OHS staff, law enforcement, and the judiciary, to fund maintenance for the DUI Tracking System, to purchase equipment for law enforcement to aid in the detection of impaired drivers, to fund training and travel, as well as equipment needs for the Drug Recognition Expert officers, and to fund a sub-grant for the Delaware State Police to aid in the conviction of impaired drivers.

FY 2010 – (\$3,278,985) Delaware was again penalized for failure to enact a conforming open container law (Section 154). \$2,131,341 is allocated to the Hazard Elimination Program managed by the Delaware Department of Transportation. The balance, \$1,147,644 is allocated to the Section 402 Impaired Driving Countermeasure Program. Funds are being used to help fund the Traffic Safety Resource Prosecutor position, to fund overtime enforcement efforts for Checkpoint Strikeforce, to fund paid media and other PI&E efforts coordinated with the Checkpoint Strikeforce campaign, to fund travel and training for OHS staff, law enforcement, and the judiciary, to purchase equipment for law enforcement to aid in the detection of impaired drivers, to fund training and travel, as well as equipment needs for the Drug Recognition Expert officers, and to fund a sub-grant for the Delaware State Police to aid in the conviction of impaired drivers.

Speeding

The Office of Highway Safety determined that aggressive driving crashes were a large contributor to the state's fatal crash picture in the late 1990's. Since that time, OHS has focused our mobilizations and outreach efforts on reducing the top four aggressive driving acts that contribute to crashes: speeding, failure to yield, red light violations, and stop sign violations. Significant progress was made between 2007 and 2008 when the office began concentrating on reducing speed related crashes specifically. In 2008, speed related crashes dropped from 18% to 10% of all fatal crashes. In 2009, speeding was a factor in 9 of 101, or 9%, of all fatal crashes. Because of this reduction, for FY 2011, OHS will expand its efforts again to include the four primary contributing aggressive driving behaviors which were listed above. Please see below the data reference the percentage of fatal crashes where the primary contributing circumstance is speed:

Percentage of fatal crashes resulting from speeding

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Total fatal crashes	118	119	117	136	130	118	133	106	106	101
Speeding related	15	15	20	22	33	32	21	19	11	9
Percentage	13%	13%	17%	16%	18%	27%	16%	18%	10%	9%

Number of speed citations issued during grant funded enforcement activities – 2009: 11,158

Performance Goal

Speed Related Fatalities – To decrease speeding-related fatalities 14% from the 2006-2008 calendar year average of 17 to 15 by December 31, 2011.

Performance Measures

- OHS will continue on-going **analysis of aggressive driving-related crash data**, to assist in more targeted program planning in this priority area. Continued implementation of coordinated data collection systems will enable a more efficient and accurate problem identification process related to the problem of aggressive driving. By identifying the location of crashes involving speed, failure to yield the right of way, red light running, and following too close, plus time of day and day of week, special emphasis can be placed on target areas at certain times of the year.
- Special emphasis during analysis will be placed on **state and local jurisdictions** that have been identified as having an aggressive driving-related crash problem.

FY 2011 Section 402 Speed Projects

Office of Highway Safety— Project Safe Highways	\$327,000
Delaware State Police	\$62,000
New Castle County Police Department	\$17,500
Total 402	\$406,500

For FY 2011 Speeding countermeasure project descriptions, see below:

Office of Highway Safety-Project Safe Highways

- Speeding-related educational materials, materials for the promotion of the GDL law, Stop Aggressive Driving enforcement and paid media efforts, and radar equipment for law enforcement.

Delaware State Police

New Castle County Police Department

- Overtime enforcement to arrest violators of the state's speeding laws on days of the week and times of the day when speeding-related crashes have occurred. Officers will be directed to conduct enforcement at locations where speeding-related crashes have occurred.

Corporate Outreach Coordinator

- Issue monthly traffic safety news, highlighting speed reduction initiatives; provide posters and other distribution materials for corporate partners; and coordinate meetings with corporate partners and fleet managers.

Traffic Records

Accurate, complete and timely traffic safety data is the cornerstone of the states highway safety program. Efforts are currently underway to make improvements and upgrades to existing records systems to ensure that data that is captured and used in resource allocation decision making is as accurate as possible. The efforts currently underway include the restructuring of pre-hospital care reporting procedures, review, analysis, and on-going linkage of CODES data (Crash Outcome Data Evaluation System), implementation of paperless tickets, and utilization of CHAMPS (Criminal and Highway Analysis Mapping for Public Safety) and the DUI Tracking System. Problem identification remains a key function of the Office of Highway Safety. In order to ensure that the federal funds received by the state of Delaware are allocated in an efficient and effective manner, it is critical to review as much highway safety data as possible to determine the types of crashes that are occurring, where and when they are occurring and who is our target audience.

Performance Goal

Short-term performance goals:

- Coordinate the planning and development of the Section 408 application and TRCC Strategic Plan with the TRCC.
- Assist the TRCC with the implementation of projects as outlined in the TRCC Strategic Plan. See below:
 - Support efforts by the Delaware Justice Information System (DELJIS) to improve the automated crash report and create a users manual
 - Support efforts by the Division of Motor Vehicles in the creation of a DMV Data Mining Tool
 - Support efforts by the Office of Emergency Medical Services to enhance the EMS Data Information Network (EDIN)
 - Support efforts by DeIDOT to create a new locator tool to support the electronic crash data system currently in development by DeJIS

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

Performance Measures

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

FY 2011 Traffic Records Projects

Office of Highway Safety-Project Safe Highways	\$50,800
Office of Emergency Medical Services – Driving Behaviors, Crash Characteristics and Injury Severity Analysis Project	\$78,000
Total	\$128,800
402 funds	

For FY 2011 Traffic Records project descriptions, see below:

Office of Highway Safety-Project Safe Highways

- Salary costs for the Information System Support Specialist for the Office of Highway Safety and FY2011 attitude and behavior surveys.

Office of Emergency Medical Services – Driving Behaviors, Crash Characteristics and Injury Severity Analysis Project

- Contract with an epidemiologist to provide in-depth analysis of linked crash and Trauma System Registry data to identify relationships between risky driving behaviors, crash characteristics, and severity of injury.

SAFETEA-LU Traffic Records Incentive Grant

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

FY 2007 – (\$350,000) Delaware has allocated the funds to two specific traffic records projects, including the purchase of GPS enabled modem for local law enforcement to aid in location analysis of e-tickets and for the development and implementation of E-crash, our new electronic crash data capture system.

FY 2008 – (\$500,000) Delaware has allocated the funds to four specific traffic records projects, as follows:

- DelDOT locator tool project
- Additional modems for police agencies
- DMV Data Analysis Tool
- EDIN Next Generation System (consultant only to scope the project)

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

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

Pedestrian Safety

In 2009, 265 persons were injured and 15 were killed (13% of all persons killed) in pedestrian crashes. This percentage has remained roughly static since 2002 with small spikes in 2006 and 2008. Of the 15 pedestrians killed in 2009, 10 were under the influence of alcohol or other drugs (67%). 10 of the fatal crashes occurred in New Castle County, 2 occurred in Kent County and 3 occurred in Sussex County. Also, 73% of all pedestrian fatalities occur among persons aged 20-54 with 63% of these being in the 45 – 54 age range.

Percentage of Pedestrian Fatalities

	2003	2004	2005	2006	2007	2008	2009
Total Traffic Fatalities	145	140	133	147	118	122	118
Pedestrian Fatalities	18	17	10	27	17	22	15
% Pedestrian Fatalities	12%	12%	8%	18%	14%	18%	13%

Number of pedestrian citations issued during grant funded enforcement activities – 2009: 330

Performance Goal

Pedestrian Fatalities – To reduce pedestrian fatalities 11% from the 2006-2008 calendar year average of 22 to 20 by December 31, 2011.

Performance Measures

- The Office of Highway Safety will continue ongoing **analysis of pedestrian crash data**, including the age of victims, crash locations, and alcohol involvement to direct enforcement and education campaigns to targeted locations and audiences to achieve maximum results.

FY 2011 Section 402 Pedestrian Safety Projects

Office of Highway Safety-Project Safe Highways	\$79,000
Delaware State Police	\$20,000
Dover Police Department	\$6,500
Laurel Police Department	\$2,200
Middletown Police Department	\$4,400
Milford Police Department	\$5,400
Newark Police Department	\$13,000
Wilmington Police Department	\$2,700
Total 402 funds	\$133,200

For FY 2011 Pedestrian Safety project descriptions, see below:

Office of Highway Safety-Project Safe Highways

- Pedestrian safety materials and pedestrian paid media

Delaware State Police

Dover Police Department

Laurel Police Department

Middletown Police Department

Milford Police Department

Newark Police Department

Wilmington Police Department

- Overtime enforcement to arrest violators (motor vehicle operators and pedestrians) of the state's pedestrian laws on days of the week and times of the day when pedestrian crashes have occurred. Officers will be directed to conduct enforcement at locations where pedestrian crashes have occurred.

Corporate Outreach Coordinator

- Issue monthly traffic safety news, highlighting pedestrian safety initiatives; provide posters and other distribution materials for corporate partners; and coordinate meetings with corporate partners and fleet managers.

Motorcycle Safety

In 2009, 12% of all fatalities were motorcyclists, 14 of 118. This is down from 2008, when 16 of 122 fatalities were motorcyclists (13%). Of the 14 motorcyclists killed in 2009, 5 were wearing helmets (36%). That represents a decrease in helmet use from 2008 when 44% of motorcycle fatalities were wearing helmets. Further analysis shows that 71% of motorcycle fatalities involved alcohol, or 10 of 14. This is a significant increase since 2007 when 4 of the 17 fatalities involved alcohol (24%).

Percentage of Motorcycle Fatalities

	2003	2004	2005	2006	2007	2008	2009
Total Traffic Fatalities	148	140	133	147	118	122	118
Motorcycle Fatalities	12	10	21	12	17	16	14
% Motorcycle Fatalities	8%	7%	16%	8%	14%	13%	12%

Percentage of Motorcycle Fatalities Wearing Helmets

	2003	2004	2005	2006	2007	2008	2009
Total Motorcycle Fatalities	12	10	21	12	17	16	14
Total Wearing Helmets	7	5	12	4	6	7	5
% Wearing Helmets	58%	50%	57%	33%	35%	44%	36%

Number of motorcycle citations issued during grant funded enforcement activities – 2009: 390

Performance Goal

Motorcyclist Fatalities – To decrease motorcyclist fatalities 12% from the 2006-2008 calendar year average of 15 to 13 by December 31, 2011.

Unhelmeted Motorcyclist Fatalities – To decrease unhelmeted motorcyclist fatalities 12% from the 2006-2008 calendar year average of 9 to 8 by December 31, 2011.

Performance Measures

- The Office of Highway Safety will continue ongoing **analysis of motorcycle crash data**, including the age of victims, crash locations, helmet use, motorcycle safety course participation and alcohol involvement.

FY 2011 Section 402 Motorcycle Safety Projects

Office of Highway Safety-Project Safe Highways	\$60,000
Delaware State Police	\$69,200
New Castle County Police Department	\$6,500
Clayton Police Department	\$3,400
Dover Police Department	\$7,300
Georgetown Police Department	\$6,500
Laurel Police Department	\$3,900
Middletown Police Department	\$3,900
Milford Police Department	\$4,500
Millsboro Police Department	\$3,900
Newark Police Department	\$3,300
Rehoboth Beach Police Department	\$2,000
Seaford Police Department	\$5,100
Smyrna Police Department	\$5,300
Wilmington Police Department	\$5,500
Total 402 funds	\$190,300

Office of Highway Safety-Project Safe Highways

- Paid media for motorcycle safety outreach efforts and motorcycle safety materials

Delaware State Police

New Castle County Police Department

Clayton Police Department

Dover Police Department

Georgetown Police Department

Laurel Police Department

Middletown Police Department

Milford Police Department

Millsboro Police Department

Newark Police Department

Rehoboth Beach Police Department

Seaford Police Department

Smyrna Police Department

Wilmington Police Department

- Overtime enforcement to arrest violators of the state's motorcycle safety laws on days of the week and times of the day when motorcycle crashes have occurred. Officers will be directed to conduct enforcement at locations where these crashes have occurred.

Corporate Outreach Coordinator

- Issue monthly traffic safety news, highlighting motorcycle safety initiatives; provide posters and other distribution materials for corporate partners; and coordinate meetings with corporate partners and fleet managers.

SAFETEA-LU Motorcycle Safety Incentive Grant

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

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

FY 2007 – (\$100,000) Delaware is using these funds for the development of media materials targeting both motorists and motorcyclists. In addition, the funds are being used to place paid media targeting motorists, with a “share the road” message. Other PI&E materials are being developed for distribution at health and safety fairs.

FY 2008 – (\$100,000) Delaware is using these funds in coordination with the Division of Motor Vehicles to enhance Delaware’s motorcycle safety program. In addition, the funds are being used to place paid media targeting motorists, with a “share the road” message.

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

FY 2010 funds have not yet been awarded. Our application was submitted on July 22, 2010.

FY 2011 PAID MEDIA PLAN

In 2011, the Office of Highway Safety will continue to support its enforcement based campaigns with a combination of paid and earned media. NHTSA strongly believes in the importance of combining intense enforcement with high visibility public awareness as the most effective way to positively impact an SHSO's priority areas as well as effect behavior change.

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

The Communications/PR Firm will also continue to assist with year-round strategic communications planning, as well as the creation, development and implementation of statewide public awareness campaigns. These campaigns include *Click It or Ticket*, *Checkpoint Strikeforce* and the *Stop Aggressive Driving* campaign. Other public information initiatives the firm will support include the new Handheld Cell Phone and Texting law, Child Passenger Safety, Hispanic Safety Outreach, Motorcycle Safety, and Pedestrian Safety which will include increased paid media efforts in the areas with high pedestrian injuries and fatalities with a "Walk Smart" message.

Additional non enforcement initiatives include: increasing awareness of the state's "Move Over law", bicycle safety outreach in support of OHS's participation on the Statewide Bicycle Council, increasing awareness of Delaware's Graduated Driver Licensing law, and new this year, a campaign aimed at older driver safety.

The media mix for enforcement-based, as well as for non-enforcement based campaigns, depends largely upon the demographics of the target audiences determined for each. Many of our primary initiatives involve a primarily teen or young adult audience. Therefore, OHS will undertake efforts to increase use of ads on internet spaces such as Twitter, YouTube, and popular online news outlets. The benefit of using these mediums specifically is to be able to target ads based on Delaware IP (computer) addresses and specific age ranges. OHS has also successfully partnered with local business to disseminate safety and enforcement messages with coffee sleeve holders and pizza box bans. OHS has found the response very positive and will reach out to more business in the future for additional participation.

OHS will continue to use traditional means of advertising via billboard, radio and television, particularly for primary campaigns such as *Click It or Ticket*, *Checkpoint Strikeforce*, and *Stop Aggressive Driving*. In some cases targeted print ads, indoor advertising in bars and restaurants and messages on transit buses will be used as well.

In FY 2011, OHS will continue to increase efforts to reach out to the Hispanic community by advertising with Hispanic-based radio stations and print magazines. Translations are done by editors of an Hispanic publication and proofed by members of the OHS Hispanic Outreach Committee, which includes members of the Spanish-

speaking community. In late FY 2010, OHS began the process of designing Spanish safety materials that will reach across the Spanish speaking audiences with general safety messages that can be used all year with different campaigns. OHS has worked with the Hispanic Outreach Committee to learn more about how the Spanish population views and reacts to law enforcement and what messages and visuals resonate best with them. OHS will rely more on photos than text to reach a variety of literacy levels in this community.

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

FY 2011 Paid Media Plan

Program Area (include campaign name if applicable)	Amount of Funding Allocated	Method of Assessing Effectiveness of Paid Media/Campaign	Amount \$ for Evaluation	Funding Source
Occupant Protection 1) Click It or Ticket (Feb 2011)	\$80,000 – for radio, t.v., print and internet to focus on increasing night time seat belt use. Will accompany one week enforcement mobilization focused on night time enforcement	Provide number of paid airings or print ads, reach, frequency and GRP's	Evaluation provided as part of contract with OHS's PR firm	402
2) Click It or Ticket (May 2011)	Approximately \$245,000 - \$165,000 is from 402, the remainder from 405. The funds are for cost of paid advertising (radio, t.v., billboards, internet, print, partnerships) the rest is account management, production costs and evaluation	Observational Seat Belt surveys and NHTSA Behavior survey along with the number of paid airings or print ads, reach, frequency and GRP's	Evaluation provided as part of contract with OHS's PR firm (approx \$15,000 for survey conduct)	402/405
3) CPSAW (September 2011)	\$20,000 – radio, limited print and collateral materials.	Provide number of paid airings or print ads, reach, frequency and GRP's	Evaluation provided as part of contract with OHS's PR firm	402/2011
5) Fitting Station Awareness	\$20,000 for radio, print, and collateral materials	Provide number of paid airings or print ads, reach, frequency and GRP's	Evaluation provided as part of contract with OHS's PR firm	402/2011
Impaired Driving 1) Checkpoint Strikeforce (July 2011 – Dec 2011) includes paid media for National Over the Limit crackdowns in August and December as well as Holiday mobilizations (New Years, St. Patrick's Day, Halloween, etc.), new Designated Driver campaign, and materials for HERO Designated Driver campaign	Total - \$350,000 \$300,000 for paid media (figure includes paid media: radio, t.v., billboards, internet, indoor, movie theatre ad transit etc) \$50,000 for account management, production of materials	NHTSA Behavior Survey along with the number of paid airings or print ads, reach, frequency and GRP's	Evaluation provided as part of contract with OHS's PR firm (approx \$15,000 for surveys)	154/410
Aggressive Driving 1) Stop Aggressive Driving Campaign – speed focus (March, June, August, September 2011)	Total - \$170,000.00 \$160,000 for paid media alone radio, billboards, movie theatre ads, internet ads \$10,000 for production of information materials and account management	Provide number of paid airings, reach, frequency and GRP's as well as the before and after approach (analysis of fatal crash data related to acts of aggressive driving), and NHTSA Behavior Survey	Evaluation provided as part of contract with OHS's PR firm (\$15,000 to conduct surveys)	402
Pedestrian Safety	\$60,000 – radio (traffic spots), billboards, transit, outdoor, partnerships, and print materials	Provide number of paid airings or print ads, reach, frequency and GRP's	Evaluation provided as part of contract with OHS's PR firm	402
Motorcycle Safety	\$80,000 – billboards, print ads and materials \$60,000 from 402 for paid media alone \$20,000 from 2010 for print materials and media development	Provide number of paid airings or print ads, reach, frequency and GRP's	Evaluation provided as part of contract with OHS's PR firm	402/2010
Bicycle Safety	\$15,000 – radio and production of bumper stickers	Provide number of paid airings reach, frequency and GRP's along with measurables for radio program	Evaluation provided as part of contract with OHS's PR firm	402
Distraacted Driving 1)Cell Phone/Texting Law	\$60,000 – development of materials for radio, billboards, internet ads, print, and/or transit	Provide number of paid airings or signage and reach, frequency and GRP's plus NHTSA Behavior Survey	Evaluation provided as part of contract with OHS's PR firm	402/406
Graduated Driver Licensing	\$30,000 – radio and production of collateral materials for driver education teachers	Provide number of paid airings reach, frequency and GRP's along with measurables for radio program	Evaluation provided as part of contract with OHS's PR firm	406

FY 2011 Paid Media Plan

Hispanic Safety Outreach	\$50,000- production of print, collateral, transit, and/or radio	Provide number of paid airings or signage and reach, frequency and GRP's	PR firm Evaluation provided as part of contract with OHS's PR firm	402
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TOTAL OBLIGATIONS SUMMARY

	402	405	2011	410	408	406	2010	1906	154/164
FY 07	\$1,099,350	\$159,874	\$143,709	\$558,348	\$350,000	N/A	\$100,000	*	\$2,221,681
FY 08	\$1,686,525	\$159,874	\$101,549	*	\$500,000	N/A	\$100,000	*	\$2,728,335
FY 09	\$1,761,525	\$156,643	\$92,185	\$986,797	\$500,000	\$496,323	\$100,000	*	\$2,874,374
FY 10	\$1,761,525	\$150,827	\$81,337	\$2,100,000 (anticipated)	\$500,000	N/A	\$100,000 (anticipated)	*	\$3,278,985

N/A = funds not available that fiscal year

* = DE didn't qualify for the funds

GRANT SELECTION PROCESS

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

The grant selection process has evolved extensively over the last several years. In 1993, the Office of Highway Safety implemented a Grant Review Committee to assist with the selection of grantees for the coming grant year. In the spring of 2004, OHS revised the role of the Grant Review Committee from simply rating and scoring potential sub-grantee grant applications. The renamed Grant Advisory Committee (GAC) assists the Office with problem identification and in establishing and ranking our priority areas, as well as grant selection. The GAC meets twice in the spring of each year in preparation for the coming grant year.

The FY 2011 Grant Advisory Committee (GAC) included the following members:

<u>Agency</u>	<u>Representative</u>
Office of Highway Safety	Tricia Roberts
National Highway Traffic Safety Administration	Rod Chu
Federal Highway Administration	Patrick Kennedy
Milford Police Department	Lt. Steve Rust
Department of Transportation	Adam Weiser
Delaware State Police	Lt. Michael Wysock

The FY 2011 planning process followed the timeline below:

- February 2010—Meeting with Grant Advisory Committee to begin the problem identification process for FY 2011.
- March 2010—OHS staff conducted extensive problem identification, ranked the priority areas, identified goals and performance measures and identified agencies to allocate funds to impact the identified problems. This exercise was instrumental in the development of the Highway Safety Plan.
- Late March 2010—Grant application mailed to non-law enforcement agencies. Due to OHS late April.
- Early May 2010—Annual GAC meeting to rate grant applications received and to review and approve the draft highway safety plan. The GAC also assists in identifying priorities and selects programs and projects for the coming year.
- Late May 2010—Sub-grantee award notices mailed.
- July 2010—Prepare the Highway Safety Plan for NHTSA

- August 2010—Develop Project Agreements and reporting requirements for all grantees
- September 1, 2010—Submit the Highway Safety Plan to NHTSA
- Early September 2010—FY 2011 Pre-Award meetings
- October 2010—FY 2011 grant year begins

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

1. CLEAR, REALISTIC PROBLEM STATEMENT: 25 POINTS

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

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

2. CLEAR, MEASURABLE AND REALISTIC GOALS: 15 POINTS

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

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

3. COMPREHENSIVE PROBLEM SOLUTION PLAN: 25 POINTS

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

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

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

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

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

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

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

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

- c. Proposal must include an in-kind matching plan for requested federal funds.

SCORING SCALE (based on availability of funds)

Numerical Scores and Percentage Funded

Acceptable Levels

90 to 100= **100% Funding**

80 to 89= **90% Funding**

70 to 79= **80% Funding**

60 to 69= **70% Funding**

Marginal Levels

50 to 59 = **50% Funding**

40 to 49 = **25% Funding**

Unacceptable Level

0 to 39 = **NOT FUNDED**

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

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

All projects are monitored by the Office of Highway Safety on a regular basis to include on site monitoring in the FY 2011 grant year. Project directors are required to submit a monthly administrative report indicating project progress. If project goals are not being achieved, the Office of Highway Safety reserves the right to terminate the project or require changes to the project action plan.

The project director shall, by the fifteenth of each month, submit an Administrative Report which outlines activities from the previous month as detailed in the reporting

requirements obtained at the pre-award meeting, as well as the reimbursement voucher requesting reimbursement. See reporting schedule below:

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

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

CERTIFICATIONS AND ASSURANCES

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

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

At least 40 per cent of all Federal funds apportioned to this State under 23 USC 402 for this fiscal year will be expended by or for the benefit of the political subdivision of the State in carrying out local highway safety programs (23 USC 402(b) (1) (C)), unless this requirement is waived in writing;

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

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

- **National law enforcement mobilizations,**
- **Sustained enforcement of statutes addressing impaired driving, occupant protection, and driving in excess of posted speed limits,**
- **An annual statewide safety belt use survey in accordance with criteria established by the Secretary for the measurement of State safety belt use rates to ensure that the measurements are accurate and representative,**
- **Development of statewide data systems to provide timely and effective data analysis to support allocation of highway safety resources.**

The State shall actively encourage all relevant law enforcement agencies in the State to follow the guidelines established for vehicular pursuits issued by the International Association of Chiefs of Police that are currently in effect. (23 USC 402 (b)(1)(E).

Other Federal Requirements

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

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

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

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

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

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

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

Federal Funding Accountability and Transparency Act

The State will report for each **sub-grant** awarded:

- Name of the entity receiving the award;
- Amount of the award;
- Information on the award including transaction type, funding agency, the North American Industry Classification System code or Catalog of Federal Domestic Assistance number (where applicable), program source;
- Location of the entity receiving the award and the primary location of performance under the award, including the city, State, congressional district, and country; , and an award title descriptive of the purpose of each funding action;
- A unique identifier (DUNS);
- The names and total compensation of the five most highly compensated officers of the entity if-- of the entity receiving the award and of the parent entity of the recipient, should the entity be owned by another entity;

(i) the entity in the preceding fiscal year received—

(I) 80 percent or more of its annual gross revenues in Federal awards; and(II) \$25,000,000 or more in annual gross revenues from Federal awards; and(ii) the public does not have access to information about the compensation of the senior executives of the entity through periodic reports filed under section 13(a) or 15(d) of the Securities Exchange Act of 1934 (15 U.S.C. 78m(a), 78o(d)) or section 6104 of the Internal Revenue Code of 1986;

- Other relevant information specified by the Office of Management and Budget in subsequent guidance or regulation.

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

The Drug-free Workplace Act of 1988(49 CFR Part 29 Sub-part F):

The State will provide a drug-free workplace by:

- a. Publishing a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited in the grantee's workplace and specifying the actions that will be taken against employees for violation of such prohibition;

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

BUY AMERICA ACT

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

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

POLITICAL ACTIVITY (HATCH ACT).

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

CERTIFICATION REGARDING FEDERAL LOBBYING

Certification for Contracts, Grants, Loans, and Cooperative Agreements

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

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

subcontracts, subgrants, and contracts under grant, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly.

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

RESTRICTION ON STATE LOBBYING

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

CERTIFICATION REGARDING DEBARMENT AND SUSPENSION

Instructions for Primary Certification

1. By signing and submitting this proposal, the prospective primary participant is providing the certification set out below.
2. The inability of a person to provide the certification required below will not necessarily result in denial of participation in this covered transaction. The prospective participant shall submit an explanation of why it cannot provide the certification set out below. The certification or explanation will be considered in connection with the department or agency's determination whether to enter into this transaction. However, failure of the prospective primary participant to furnish a certification or an explanation shall disqualify such person from participation in this transaction.
3. The certification in this clause is a material representation of fact upon which reliance was placed when the department or agency determined to enter into this transaction. If it is later determined that the prospective primary participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default.
4. The prospective primary participant shall provide immediate written notice to the department or agency to which this proposal is submitted if at any time the

prospective primary participant learns its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.

5. The terms *covered transaction, debarred, suspended, ineligible, lower tier covered transaction, participant, person, primary covered transaction, principal, proposal, and voluntarily excluded*, as used in this clause, have the meaning set out in the Definitions and coverage sections of 49 CFR Part 29. You may contact the department or agency to which this proposal is being submitted for assistance in obtaining a copy of those regulations.

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

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

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

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

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

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

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

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

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

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

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

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

Instructions for Lower Tier Certification

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

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

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

4. The terms *covered transaction*, *debarred*, *suspended*, *ineligible*, *lower tier covered transaction*, *participant*, *person*, *primary covered transaction*, *principal*, *proposal*, and *voluntarily excluded*, as used in this clause, have the meanings set out in the Definition and Coverage sections of 49 CFR Part 29. You may contact

the person to whom this proposal is submitted for assistance in obtaining a copy of those regulations.

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

6. The prospective lower tier participant further agrees by submitting this proposal that it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion -- Lower Tier Covered Transaction," without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions. (See below)

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

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

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

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

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

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

POLICY TO BAN TEXT MESSAGING WHILE DRIVING

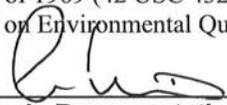
In accordance with Executive Order 13513, Federal Leadership On Reducing Text Messaging While Driving, and DOT Order 3902.10, Text Messaging While Driving, States are encouraged to:

- (1) Adopt and enforce workplace safety policies to decrease crashed caused by distracted driving including policies to ban text messaging while driving—
 - a. Company-owned or –rented vehicles, or Government-owned, leased or rented vehicles; or
 - b. Privately-owned when on official Government business or when performing any work on or behalf of the Government.

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

ENVIRONMENTAL IMPACT

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



Governor's Representative for Highway Safety

Delaware

State or Commonwealth

2011
For Fiscal Year

08/13/10
Date

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Program Area	Project	Description	Prior Approved Program Funds	State Funds	Previous Bal.	Incre/ (Decre)	Current Balance	Share to Local
NHTSA								
NHTSA 402								
Planning and Administration								
	PA-2011-11-00-00	FY 11 Section 402 P & A	\$.00	\$70,000.00	\$.00	\$70,000.00	\$70,000.00	\$.00
	Planning and Administration Total		\$.00	\$70,000.00	\$.00	\$70,000.00	\$70,000.00	\$.00
Alcohol								
	AL-2011-11-00-00	FY 11 Section 402 Alcohol	\$.00	\$77,500.00	\$.00	\$310,000.00	\$310,000.00	\$124,000.00
	Alcohol Total		\$.00	\$77,500.00	\$.00	\$310,000.00	\$310,000.00	\$124,000.00
Motorcycle Safety								
	MC-2011-11-00-00	FY 11 Section 402 MC	\$.00	\$17,500.00	\$.00	\$70,000.00	\$70,000.00	\$70,000.00
	Motorcycle Safety Total		\$.00	\$17,500.00	\$.00	\$70,000.00	\$70,000.00	\$70,000.00
Occupant Protection								
	OP-2011-11-00-00	FY 11 Occupant Protection	\$.00	\$128,750.00	\$.00	\$516,770.85	\$516,770.85	\$70,000.00
	Occupant Protection Total		\$.00	\$128,750.00	\$.00	\$516,770.85	\$516,770.85	\$70,000.00
Pedestrian/Bicycle Safety								
	PS-2011-11-00-00	FY 11 Ped/Bike Safety	\$.00	\$56,000.00	\$.00	\$60,000.00	\$60,000.00	\$56,000.00
	Pedestrian/Bicycle Safety Total		\$.00	\$56,000.00	\$.00	\$60,000.00	\$60,000.00	\$56,000.00
Traffic Records								
	TR-2011-11-00-00	FY 11 Traffic Records	\$.00	\$19,875.00	\$.00	\$99,500.00	\$99,500.00	\$63,600.00
	Traffic Records Total		\$.00	\$19,875.00	\$.00	\$99,500.00	\$99,500.00	\$63,600.00
Speed Enforcement								
	SE-2011-11-00-00	FY 11 Speed Enforcement	\$.00	\$132,500.00	\$.00	\$530,000.00	\$530,000.00	\$530,000.00
	Speed Enforcement Total		\$.00	\$132,500.00	\$.00	\$530,000.00	\$530,000.00	\$530,000.00
Paid Advertising								
	PM-2011-11-00-00	FY 11 Paid Media	\$.00	\$185,250.00	\$.00	\$741,000.00	\$741,000.00	\$741,000.00

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	Paid Advertising Total		\$.00	\$185,250.00	\$.00	\$741,000.00	\$741,000.00	\$741,000.00
	NHTSA 402 Total		\$.00	\$687,375.00	\$.00	\$2,397,270.85	\$2,397,270.85	\$1,654,600.00
405 OP SAFETEA-LU								
	K2-2011-10-00-00	FY 10 405 OP SAFETEA-LU-K2	\$.00	\$452,481.00	\$.00	\$150,827.00	\$150,827.00	\$150,827.00
405 Occupant Protection Total			\$.00	\$452,481.00	\$.00	\$150,827.00	\$150,827.00	\$150,827.00
405 OP SAFETEA-LU Total			\$.00	\$452,481.00	\$.00	\$150,827.00	\$150,827.00	\$150,827.00
NHTSA 406								
	K4PM-2011-09-00-00	FY 09 Section 406 Paid Media	\$.00	\$.00	\$.00	\$55,198.36	\$55,198.36	\$55,198.36
406 Safety Belts Paid Media Total			\$.00	\$.00	\$.00	\$55,198.36	\$55,198.36	\$55,198.36
406 Alcohol								
	K4AL-2011-09-00-00	FY 09 Section 406	\$.00	\$.00	\$.00	\$13,750.00	\$13,750.00	\$13,750.00
406 Alcohol Total			\$.00	\$.00	\$.00	\$13,750.00	\$13,750.00	\$13,750.00
406 Occupant Protection								
	K4OP-2011-09-00-00	FY 09 Section 406	\$.00	\$.00	\$.00	\$27,500.00	\$27,500.00	\$27,500.00
406 Occupant Protection Total			\$.00	\$.00	\$.00	\$27,500.00	\$27,500.00	\$27,500.00
406 Speed Enforcement								
	K4SE-2011-09-00-00	FY 09 Section 406	\$.00	\$.00	\$.00	\$67,100.00	\$67,100.00	\$67,100.00
406 Speed Enforcement Total			\$.00	\$.00	\$.00	\$67,100.00	\$67,100.00	\$67,100.00
406 Data Program SAFETEA-LU								
	K9-2011-08-00-00	FY 08 Section 408	\$.00	\$464.91	\$.00	\$1,859.61	\$1,859.61	\$1,859.61
	K9-2011-09-00-00	FY 09 Section 408	\$.00	\$77,359.36	\$.00	\$309,437.42	\$309,437.42	\$309,437.42
408 Data Program Incentive Total			\$.00	\$77,824.27	\$.00	\$311,297.03	\$311,297.03	\$311,297.03
408 Data Program SAFETEA-LU Total			\$.00	\$77,824.27	\$.00	\$311,297.03	\$311,297.03	\$311,297.03

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410 Alcohol SAFETEA-LU								
	K8-2011-09-00-00	FY 09 Section 410 Alcohol	\$ 00	\$ 00	\$ 00	\$514,916.91	\$514,916.91	\$514,916.91
	410 Alcohol SAFETEA-LU Total		\$ 00	\$ 00	\$ 00	\$514,916.91	\$514,916.91	
410 Alcohol SAFETEA-LU Paid Media								
	K8PM-2011-09-00-00	FY 09 Section 410 Paid Media	\$ 00	\$ 00	\$ 00	\$84,137.13	\$84,137.13	\$84,137.13
	410 Alcohol SAFETEA-LU Paid Media Total		\$ 00	\$ 00	\$ 00	\$84,137.13	\$84,137.13	
410 Alcohol SAFETEA-LU Total			\$ 00	\$ 00	\$ 00	\$599,054.04	\$599,054.04	\$599,054.04
2010 Motorcycle Safety								
	K6-2011-08-00-00		\$ 00	\$ 00	\$ 00	\$13,291.46	\$13,291.46	\$13,291.46
	K6-2011-09-00-00	FY 09 Motorcycle Safety	\$ 00	\$ 00	\$ 00	\$6,447.47	\$6,447.47	\$6,447.47
	2010 Motorcycle Safety Incentive Total		\$ 00	\$ 00	\$ 00	\$19,738.93	\$19,738.93	\$19,738.93
2010 Motorcycle Safety Total			\$ 00	\$ 00	\$ 00	\$19,738.93	\$19,738.93	\$19,738.93
2011 Child Seats								
	K3-2011-09-00-00	FY 09 Child Seat Incentive	\$ 00	\$8,192.20	\$ 00	\$24,576.59	\$24,576.59	\$24,576.59
	2011 Child Seat Incentive Total		\$ 00	\$8,192.20	\$ 00	\$24,576.59	\$24,576.59	\$24,576.59
2011 Paid Media								
	K3PM-2011-08-00-00	FY 08 Section 2011 Paid Media	\$ 00	\$57.44	\$ 00	\$172.31	\$172.31	\$172.31
	K3PM-2011-09-00-00	FY 09 Section 2011 Paid Media	\$ 00	\$5,643.17	\$ 00	\$16,929.50	\$16,929.50	\$16,929.50
	2011 Paid Media Total		\$ 00	\$5,700.61	\$ 00	\$17,101.81	\$17,101.81	\$17,101.81
2011 Child Seats Total			\$ 00	\$13,892.81	\$ 00	\$41,678.40	\$41,678.40	\$41,678.40
154 Transfer Funds								
	154AL-2011-08-00-00	FY 08 Section 154 Alcohol	\$ 00	\$ 00	\$ 00	\$111,718.84	\$111,718.84	\$111,718.84
	154AL-2011-09-00-00	FY 09 Section 154 Alcohol	\$ 00	\$ 00	\$ 00	\$622,758.65	\$622,758.65	\$622,758.65
	154AL-2011-10-00-00	FY 10 Section 154 Alcohol	\$ 00	\$ 00	\$ 00	\$797,644.00	\$797,644.00	\$797,644.00

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	154 Alcohol Total		\$.00	\$.00	\$.00	\$1,532,121.49	\$1,532,121.49	\$1,532,121.49
	154 Paid Media							
	154PM-2011-08-00-00	Fy 08 Section 154 Paid Media	\$.00	\$.00	\$.00	\$8,185.75	\$8,185.75	\$8,185.75
	154PM-2011-09-00-00	Fy 09 Section 154 Paid Media	\$.00	\$.00	\$.00	\$298,443.13	\$298,443.13	\$298,443.13
	154PM-2011-10-00-00	Fy 10 Section 154 Paid Media	\$.00	\$.00	\$.00	\$350,000.00	\$350,000.00	\$350,000.00
	154 Paid Media Total		\$.00	\$.00	\$.00	\$656,628.88	\$656,628.88	\$656,628.88
	154 Hazard Elimination							
	154HE-2011-08-00-00	Fy 08 Section 154 HE	\$.00	\$.00	\$.00	\$422,144.43	\$422,144.43	\$422,144.43
	154HE-2011-09-00-00	Fy 09 Section 154 HE	\$.00	\$.00	\$.00	\$1,868,344.00	\$1,868,344.00	\$1,868,344.00
	154HE-2011-10-00-00	Fy 10 Section 154 HE	\$.00	\$.00	\$.00	\$2,131,341.00	\$2,131,341.00	\$2,131,341.00
	154 Hazard Elimination Total		\$.00	\$.00	\$.00	\$4,421,829.43	\$4,421,829.43	\$4,421,829.43
	154 Transfer Funds Total		\$.00	\$.00	\$.00	\$6,610,579.80	\$6,610,579.80	\$6,610,579.80
	NHTSA Total		\$.00	\$1,231,573.08	\$.00	\$10,293,994.41	\$10,293,994.41	\$9,551,323.56
	Total		\$.00	\$1,231,573.08	\$.00	\$10,293,994.41	\$10,293,994.41	\$9,551,323.56

SUMMARY OF COUNTERMEASURE PROGRAMS AND TOTAL OBLIGATIONS

PERCENTAGE OF FY 2010 and 2011 FUNDS BY PROJECT AREA

	2010	2011
PLANNING & ADMINISTRATION	3%	3%
OCCUPANT PROTECTION	34%	34%
IMPAIRED DRIVING	13%	18%
SPEEDING	34%	21%
TRAFFIC RECORDS	3%	6%
PEDESTRIAN SAFETY	7%	6%
MOTORCYCLE SAFETY	5%	8%
OTHER (Distracted Driving/Cell Phone Use)	1%	3%

**Percentages are rounded.

The proposed Countermeasure Programs for FY 2011 total an obligation of \$2,186,200.

