

# DELAWARE OFFICE OF HIGHWAY SAFETY



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# EXECUTIVE SUMMARY

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On behalf of the Governor of the State of Delaware and the Secretary of the Department of Safety and Homeland Security, the Office of Highway Safety is pleased to present our Fiscal Year 2016 Highway Safety Plan. The Plan outlines the Office of Highway Safety's traffic safety priority areas, identifies performance targets and shares planned initiatives for the coming year. The Highway Safety Plan serves as our framework as we implement countermeasures with our traffic safety partners.

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

In the spring of 2015, the OHS staff engaged in an extensive data driven problem identification process to determine the most critical highway safety priority areas. Various data sources were reviewed to assess the current crash picture, analyze motor vehicle crash trends, and develop appropriate goals and performance measures for all identified priority areas. This information was shared with our Grant Advisory Committee who ultimately assisted with the identification of the following top highway safety priority areas for the State of Delaware for Fiscal Year 2016. With the exception of Distracted Driving, these priority areas mirror the behavioral safety Emphasis Areas outlined in the state's Strategic Highway Safety Plan (SHSP):

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

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

- Highway Safety Plan/Performance Plan
- Evidence Based Traffic Safety Enforcement Plan
- Certification and Assurance Statements
- Program Cost Summary

Following the enactment of the new surface transportation bill known as Moving Ahead for Progress in the 21<sup>st</sup> Century (MAP-21) in July 2012, our FY 16 Highway Safety Plan also includes our FY 16 application for Section 405 (b), (c), (d), and (f) funds, as well as the grant certification statements.

Per NHTSA guidelines, the FY 2016 Highway Safety Plan also outlines the performance measures and performance targets for the twelve core outcome and behavior measures as identified by NHTSA and GHSA in 2008, including the recently added bicycle safety performance measure. Please note that the most recent FARS data (2013) was used in establishing the goals for these performance measures. The only exceptions are the serious injury goal and the distracted driving goal—FARS data doesn't include this data and as such, the

OHS relied on state crash data. FARS and state crash data are not strictly comparable due to definitional differences.

In addition to detailing the problem identification process utilized to identify the priority areas and accompanying goals for the coming year, the Highway Safety Plan includes an organizational overview of the Office of Highway Safety, the FY 2016 Paid Media Plan, and a description of the process undertaken to select projects for FY 2016.

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 2016:

- Coordination of various enforcement and awareness mobilizations, including:
  - Checkpoint Strikeforce (regional DUI checkpoint initiative) and the national impaired driving mobilization efforts during the holiday season of 2015;
  - Safe Family Holiday comprehensive enforcement mobilization in November and December 2015, including seat belts, speeding, and pedestrian safety;
  - Impaired Driving mobilizations in October 2015, March 2016, May 2016, and June-August 2016, including the National Impaired Driving Crackdown;
  - Coordination of the national seat belt enforcement effort, Click It or Ticket, in May 2016;
  - Seat Belt and Speed enforcement combination mobilizations in October 2015, December 2015, January 2016, February 2016, June 2016, and August 2016;
  - Five distracted driving enforcement mobilizations, aimed at cell phone violations, in November 2015, and March – June 2016;
  - Share the Road motorcycle safety enforcement mobilizations in April 2016 and June-September 2016; and
  - Pedestrian safety initiatives in November – December 2015, and September 2016.
- Coordination of paid media and outreach campaigns in conjunction with each of the above enforcement mobilizations. Paid media may include TV spots, radio spots, online ads, print ads, and/or billboards.
- Continuation of the Corporate Outreach Program, which includes distribution of outreach materials to corporate partners; coordination of Corporate Partner Meetings, Fleet Managers Meetings, and award programs; preparation of monthly traffic safety news and newsletter articles to partners; and coordination of the Hispanic Outreach Committee.
- Continued promotion of the Graduated Driver's License Parent Orientation Program as well as other teen driver initiatives.
- Implementation of the Section 405c Strategic Plan, including use of DelDOT's Crash Analysis Reporting System (CARS) to increase problem identification capabilities.
- Development of initiatives to improve motorcycle safety.
- Supervision of contracts related to DUI Evaluation, Education, and Treatment programs.
- Continued support of the DUI Court pilot project in New Castle County.
- Implementation of awareness campaigns aimed at reducing distracted driving by highlighting the state's hand-held cell phone and texting ban.
- Coordination of the Strategic Highway Safety Plan (SHSP) initiatives with DelDOT and Delaware State Police.
- Provision of law enforcement equipment.
- Coordination of training initiatives for law enforcement.

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

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# DELAWARE OFFICE OF HIGHWAY SAFETY



## **Mission Statement**

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

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

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

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

Highway safety programming concentrates on public outreach and education; high-visibility enforcement; utilization of new safety technology; collaboration with safety and business organizations; and cooperation with other state agencies and local governments. Programming resources are directed to the following identified highway safety priority areas: Occupant Protection, Impaired Driving, Speeding, Traffic Records, Motorcycle Safety, Pedestrian Safety, and Distracted Driving.

The primary functions of the Office of Highway Safety include:

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

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

The Office of Highway Safety currently consists of six full-time positions, one contractual position, 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 State's Coordinator on behalf of the Governor's Representative.**

**Management Analyst III, Lisa Shaw:** Serves as the Deputy Director. Responsibilities include monitoring and evaluating approved highway safety projects; distribution of federal funds to state, local, and private agencies; coordinating and organizing impaired driving initiatives across the state; managing the DUI Provider Program; administration of the SAFETEA-LU/Section 154 Transfer Program; MAP-21 Section 405 incentive grants, and preparation of the annual Highway Safety Plan. Performs duties as necessary as the **Impaired Driving Prevention Coordinator, Motorcycle Safety Coordinator, Pedestrian Safety Coordinator, and Traffic Records Coordinator.**

**Management Analyst III, Kimberly Chesser:** Responsible for coordinating and organizing occupant protection initiatives across the state, managing portions of the Section 402 and Section 405 and incentive grant programs and preparing the Annual Evaluation Report. Responsible for coordinating teen driver initiatives throughout the state. Performs duties as necessary as the **Occupant Protection Coordinator, Teen Driver Issues Coordinator, Speed Management Coordinator, and Distracted Driving Coordinator.**

**Community Relations Officer, Alison Kirk:** Responsibilities include serving as agency spokesperson, dissemination of information regarding agency programs and events, coordination of public awareness campaigns and media events, and coordination and planning of safety education programs for schools, state agencies, and businesses. **Serves as the agency coordinator for Bicycle Safety and Older Driver issues.**

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

**Operations Support Specialist, Kaila Dukes:** Responsible for ordering public information materials, coordinating distribution of materials to increase public awareness, and assisting the Community Relations Officer with public information and education initiatives. Serves as agency receptionist.

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

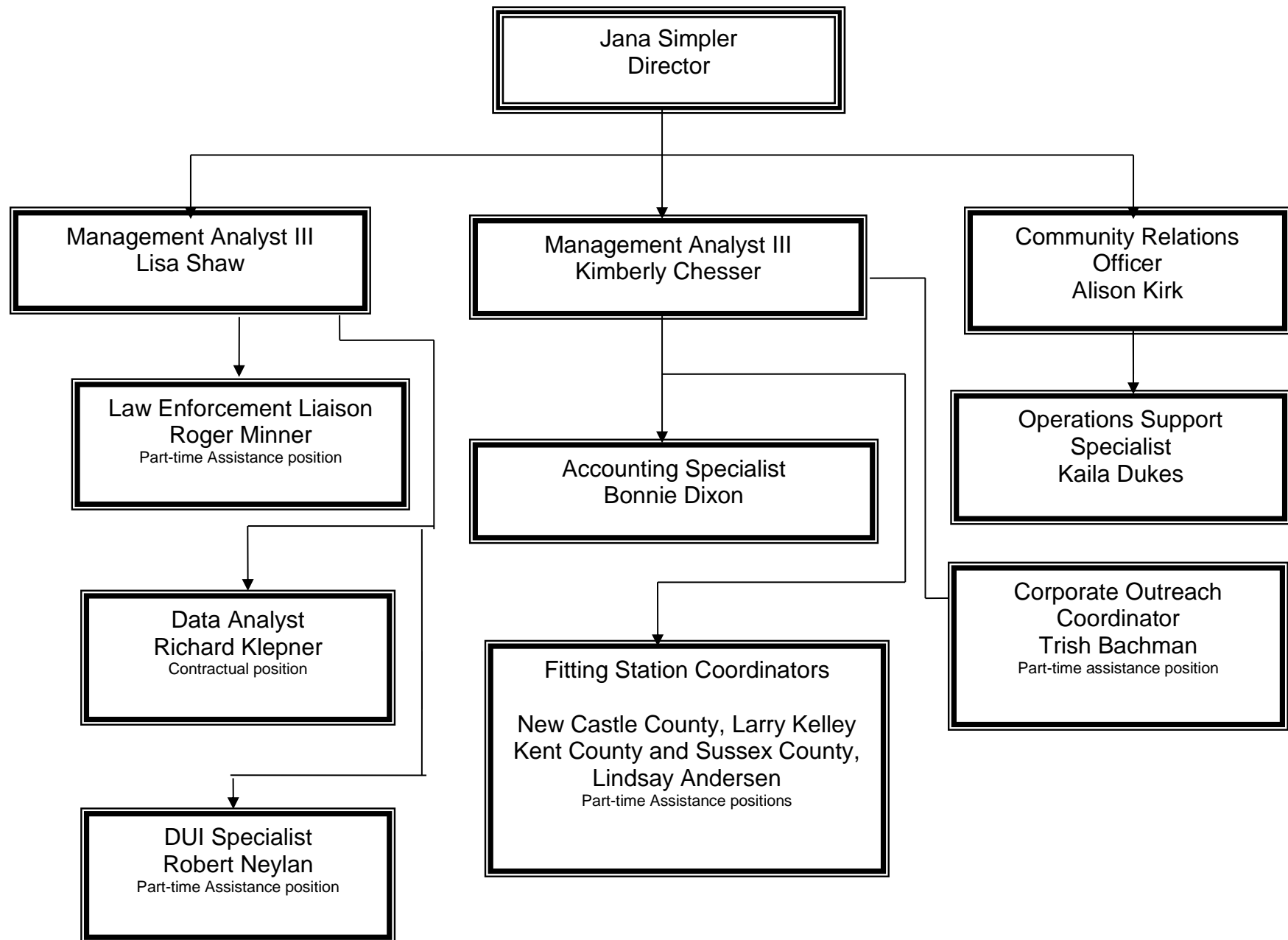
**Fitting Station Coordinator, Larry Kelley and Lindsay Andersen:** Responsible for the coordination of the Office of Highway Safety's Child Passenger Safety Fitting Stations, in cooperation with the Division of Motor Vehicles and Delaware State Police (part-time assistance positions).

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

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

**DUI Specialist, Robert Neylan:** Responsible for acting as a liaison between contracted evaluation, referral, education and treatment providers and impaired driving offenders, investigating complaints, answering questions, and resolving same within legal guidelines (part-time assistance position).

## Office of Highway Safety Organization Chart







### **Delegation of Authority**

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

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



### **Relevant Training**

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

**Jana Simpler, Director** – NHTSA, Program Management; NHTSA, Financial Management, GTS codes; 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, GTS codes; GHSA, Executive Seminar on Program Management; NHTSA, Instructor/Facilitator Training; NHTSA, Financial Management; NHTSA, Pedestrian Safety Program Management; NHTSA Impaired Driving Program Management; Regional GR/Coordinator Meetings; State of Delaware, Clearinghouse training; and State of Delaware, First State Financial training

**Kimberly Chesser, Management Analyst III** – NHTSA, Program Management Training; NHTSA Occupant Protection Program Management, GTS Codes; State of Delaware, First State Financial training; State of Delaware, Clearinghouse training; and State of Delaware HRM, Providing Constructive Feedback.

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

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

**Richard Klepner, Data Analyst** – NHTSA, Data Analysis and Evaluation Training; NHTSA Pedestrian Safety Program Management



## Statewide Demographics

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

The US Census Bureau reports that the 2014 population estimate was 934,471. Total population, as of the October 31, 2014, shows Delaware's population just under that at 933,547 people. Of the three counties, Sussex County saw the largest percentage of population growth. Females slightly edge out males, 51.4% to 48.6%. Lastly, based on DPC's population projection, 71% of the population is white, 22% are African-American, and 8% are either Asian, Hispanic or Latino origin. For more population outlooks, see below or visit

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

## 2015 Delaware Population Projections Summary Table

### Total Projected Population, 2014 - 2040

As of October 31, 2014

Area	2014	2015	2020	2025	2030	2035	2040
State of Delaware	933,547	941,634	979,216	1,011,231	1,035,203	1,053,818	1,068,155
Kent County	171,428	173,343	181,562	188,212	194,146	199,485	204,465
New Castle County	552,415	555,423	571,414	585,655	595,558	602,474	606,477
Sussex County	209,704	212,868	226,240	237,364	245,499	251,859	257,213

(Source: Delaware Population Consortium Annual Population Projections, October 31, 2014, Version 2014.0)

## Motor Vehicle Data

	Licensed Drivers	Licensed Commercial Drivers	Registered Motor Vehicles	Motor Vehicle Mileage in Millions
2003	591,713	29,225	778,016	9,010
2004	604,124	30,138	803,942	9,263
2005	614,417	30,902	824,357	9,486
2006	620,433	31,829	841,620	9,407
2007	627,096	32,329	854,604	9,453
2008	634,358	36,628	850,138	8,959
2009	639,352	33,181	823,590	9,041
2010	648,125	33,468	819,898	8,948
2011	653,141	33,496	825,184	8,859
2012	658,395	34,895	831,496	9,147
2013	667,665	33,132	848,026	9,267
2014	674,869	29,821	867,438	9,450

Of the 674,869 licensed drivers in 2014, the difference among licensed age groups and their crash rates is notable.\* Crashes among the youngest, most inexperienced drivers are more prevalent. Those aged 20-34 are at increased risk of being involved in a fatal crash.

AGE RANGE	% OF POPULATION	% INVOLVED IN ANY CRASH	% INVOLVED IN FATAL CRASH
16-19	4%	8%	6%
20-24	9%	13%	12%
25-34	17%	21%	26%
35-44	15%	16%	13%
45-54	18%	15%	13%
55-64	17%	12%	13%
65+	20%	10%	17%

\*does not include crashes involving unlicensed drivers

Delaware has two Metropolitan Planning Organizations, the Dover/Kent County MPO and the Wilmington Area Planning Council (WILMAPCO). The Dover/Kent County MPO covers all of Kent County while WILMAPCO covers New Castle County and Cecil County, MD. There is no MPO in Sussex County.



### **Miscellaneous State Data**

There are 42 law enforcement agencies in Delaware, including the Delaware State Police. New Castle County has the only county police agency in the state. The Sheriff's Offices in each county do not have traditional enforcement authority and typically provide subpoena support to the court system.

There are seven hospitals in Delaware, including Al DuPont Hospital for Children, which serve children from infancy through 14 years of age and one Level I Trauma Center, Christiana Care Health Systems. Other medical facilities include short-term acute care hospitals, nursing homes, mental health facilities, and a veteran's hospital. Emergency care is provided by area hospitals which have emergency treatment facilities staffed on a 24-hour basis. Emergency medical response to all areas of the State is provided by 57 volunteer ambulance companies, two private ambulance companies and nineteen paramedic units and four State Police helicopters. (source: 2012 Delaware Databook, DEDO)

The capitol of the state, Dover, is home to the state's lone military base, Dover Air Force Base (DAFB). The primary mission of the DAFB is to provide airlift support for troops, cargo, and equipment. Members of the military are actively involved in a variety of off-base activities, and a strong military community program provides a forum for both military and civilian cooperation at all levels. Delaware supports numerous industries, including banking, manufacturing, automotive, poultry processing, and pharmaceuticals. The state's largest employer is the State of Delaware.

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

The major north-south highway along the Eastern Seaboard is Interstate 95. Delaware's direct access to I-95 provides industry with fast, efficient, and economical delivery service anywhere in the nation. More than 25% of the U.S. population can be reached within one day. I-95 joins Delaware in the north from Philadelphia, travels through Wilmington to the Maryland line south of Newark, and provides a direct connection to points south and west via the Baltimore Harbor Tunnel and Baltimore Beltway. I-295 crosses the Delaware River via the Delaware Memorial Twin Bridges, linking with the New Jersey Turnpike on its way to New York and New England. The Wilmington By-Pass, I-495,

provides access to the Port of Wilmington and many of northern Delaware's major industrial parks. Major industrial centers in central and southern Delaware are linked to the interstate system by U.S. Highways 13 and 113. These routes provide direct connections to Norfolk and southern states via the Chesapeake Bay Bridge-Tunnel. U.S. Route 301 begins at the Delaware Memorial Twin Bridges and goes to Richmond, Virginia via the Chesapeake Bay Bridge at Annapolis, Maryland. This convenient route joins I-60 and rejoins I-95 at Richmond, Virginia, thus bypassing the congested Baltimore, Maryland and Washington, DC areas for time-saving delivery. The Cape May-Lewes Ferry links southern New Jersey with southern Delaware, joining the entire Delmarva Peninsula with the Garden State Parkway. (source: 2012 Delaware Databook, DEDO)

On average 82 Amtrak trains serve the historic Wilmington station each weekday, which includes up to 32 high-speed Acela Express trains. Most trains provide service to Richmond, Washington, New York, Boston and direct service to the Carolina's, Atlanta, Miami, New Orleans, and Chicago. In 2011, the station in Wilmington was renamed in honor of Vice President Joseph R. Biden, Jr. In 2012, Amtrak provided 737,846 passenger trips to/from Delaware.



### **Political and Legislation Status**

The Governor of the State of Delaware is Jack A. Markell. The Lt. Governor position is currently vacant, as the former was elected to the position of Attorney General. Delaware's Governor is a Democrat and took office for his first term in January 2009. The state's General Assembly consists of two houses, the House of Representatives and the Senate. The House of Representatives seats are currently held by 15 Republicans and 26 Democrats. The Senate seats are currently held by 9 Republicans and 12 Democrats.

During the 147th General Assembly's 2<sup>nd</sup> session (ended June 2014), 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. Also during this session, a DUI Court Pilot bill was passed. Unfortunately, components of this bill took Delaware out of compliance with the Section 164 requirements for ignition interlock use. The 1<sup>st</sup> session of the 148<sup>th</sup> General Assembly has introduced the following:

- SB 102 will make technical corrections to the DUI Court pilot bill passed last session. This bill was introduced on 5/14/15 and is currently in the Senate awaiting action on the floor for a full Senate vote.
- HB 54 will require all individuals riding on motorcycles to wear a DOT-approved helmet. This bill was introduced on 3/17/15 and is currently in the House Public Safety and Homeland Security Committee. It has not been worked since placed in committee.

<b>CORE OUTCOME AND BEHAVIORAL MEASURES</b>								
<b>Progress Report Through 2013</b>		2008	2009	2010	2011	2012	2013 TARGET	2013 ACTUAL
1	TRAFFIC FATALITIES	121	116	101	99	114	107	99
	5-year moving average	128	127	114	105	105		
2	SERIOUS TRAFFIC INJURIES	717	678	673	582	615	649	587
	5-year moving average	661	674	662	645	633		
3	MILEAGE DEATH RATE	1.35	1.28	1.13	1.1	1.24	1.06	1.06
	5-year moving average	1.38	1.25	1.17	1.17	1.18		
3a	RURAL MILEAGE DEATH RATE	2.73	2.48	2.34	2	1.92	2.35	1.67
	5-year moving average	2.71	2.8	2.46	2.27	2.09		
3b	URBAN MILEAGE DEATH RATE	0.75	0.76	0.58	0.67	0.92	0.65	0.77
	5-year moving average	0.8	0.76	0.68	0.67	0.72		
4	UNRESTRAINED PASSENGER VEHICLE OCCUPANT FATALITIES	29	40	21	33	25	27	23
	5-year moving average	38	41	30	31	26		
5	ALCOHOL IMPAIRED DRIVING RELATED FATALITIES	44	45	37	41	35	41	38
	5-year moving average	44	46	46	41	37		
6	SPEED RELATED FATALITIES	36	44	42	34	46	36	37
	5-year moving average	38	42	40	40	41		
7	MOTORCYCLE FATALITIES	16	14	8	19	17	11	20
	5-year moving average	14	16	13	14	15		
8	UNHELMETED MOTORCYCLIST FATALITIES	8	9	5	14	4	6	7
	5-year moving average	17	8	7	9	8		
9	DRIVERS AGE 20 OR YOUNGER INVOLVED IN FATAL CRASHES	16	23	15	13	15	16	12
	5-year moving average	18	22	18	17	15		
10	PEDESTRIAN FATALITIES	21	15	22	18	27	17	25
	5-year moving average	21	18	19	18	22		
11	SEAT BELT USE RATE	91%	88%	91%	90%	87%	92%	92%
	5-year moving average	87%	87%	90%	89%	92%		
12	DISTRACTED DRIVING RELATED CRASHES	N/A	N/A	230	147	141	N/A	147
	3-year moving average (data not available for 5-year trends)	N/A	N/A	N/A	N/A	172		
13	BICYCLE FATALITIES	6	6	3	0	2	N/A	1
	5-year moving average	3.0	3.6	3.8	3.0	3.1		

\*Data from:

[http://www-nrd.nhtsa.dot.gov/departments/nrd-30/ncsa/STSI/10\\_DE/2013/10\\_DE\\_2013.htm](http://www-nrd.nhtsa.dot.gov/departments/nrd-30/ncsa/STSI/10_DE/2013/10_DE_2013.htm)

[http://www-nrd.nhtsa.dot.gov/departments/nrd-30/ncsa/STSI/10\\_DE/2013/Delaware\\_PER\\_5\\_DATA\\_2013.PDF](http://www-nrd.nhtsa.dot.gov/departments/nrd-30/ncsa/STSI/10_DE/2013/Delaware_PER_5_DATA_2013.PDF)

	<b>GRANT FUNDED ENFORCEMENT</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>
1	SPEEDING CITATION	N/A	11001	8028	4810	6803	4755
2	SEAT BELT CITATIONS	N/A	5778	4855	3122	3650	2522
3	DUI ARRESTS	N/A	896	894	616	595	300

<b>CORE OUTCOME AND BEHAVIORAL MEASURES</b>							2016
<b>Targets for FY 2016</b>		2009	2010	2011	2012	2013	TARGET
1	TRAFFIC FATALITIES	116	101	99	114	99	101
	5-year moving average	127	114	105	105	106	
2	SERIOUS TRAFFIC INJURIES	678	673	582	615	587	596
	5-year moving average	674	662	645	633	627	
3	MILEAGE DEATH RATE	1.28	1.13	1.1	1.24	1.06	1.06
	5-year moving average	1.37	1.25	1.17	1.17	1.16	
3a	RURAL MILEAGE DEATH RATE	2.48	2.34	2.00	1.92	1.67	1.96
	5-year moving average	2.80	2.46	2.27	2.09	2.08	
3b	URBAN MILEAGE DEATH RATE	0.76	0.58	0.67	0.92	0.77	0.6
	5-year moving average	0.76	0.68	0.67	0.72	0.74	
4	UNRESTRAINED PASSENGER VEHICLE OCCUPANT FATALITIES	40	21	33	25	23	25
	5-year moving average	41	30	31	26	28	
5	ALCOHOL IMPAIRED DRIVING RELATED FATALITIES	45	37	41	35	38	34
	5-year moving average	46	46	41	37	39	
6	SPEED RELATED FATALITIES	44	42	34	46	37	37
	5-year moving average	42	40	40	41	40	
7	MOTORCYCLE FATALITIES	14	8	19	17	20	15
	5-year moving average	16	13	14	15	16	
8	UNHELMETED MOTORCYCLIST FATALITIES	9	5	14	4	7	7
	5-year moving average	8	7	9	8	8	
9	DRIVERS AGE 20 OR YOUNGER INVOLVED IN FATAL CRASHES	23	15	13	15	12	10
	5-year moving average	22	18	17	15	15	
10	PEDESTRIAN FATALITIES	15	22	18	27	25	19
	5-year moving average	18	19	18	22	21	
11	SEAT BELT USE RATE	88%	91%	90%	87%	92%	93%
	5-year moving average	87%	90%	89%	92%	89%	
12	DISTRACTED DRIVING RELATED CRASHES	N/A	230	147	141	183	145
	3-year moving average (data not available for 5-year trends)	N/A	N/A	N/A	172	173	
13	BICYCLIST FATALITIES	6	3	0	4	1	≤3
	5-year moving average	4	5	3	2	2	

\*Data from:

[http://www-nrd.nhtsa.dot.gov/departments/nrd-30/ncsa/STSI/10\\_DE/2013/10\\_DE\\_2013.htm](http://www-nrd.nhtsa.dot.gov/departments/nrd-30/ncsa/STSI/10_DE/2013/10_DE_2013.htm)

[http://www-nrd.nhtsa.dot.gov/departments/nrd-30/ncsa/STSI/10\\_DE/2013/Delaware\\_PER\\_5\\_DATA\\_2013.PDF](http://www-nrd.nhtsa.dot.gov/departments/nrd-30/ncsa/STSI/10_DE/2013/Delaware_PER_5_DATA_2013.PDF)

**14. Traffic Records – Short-term performance goals:**

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

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



# 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. Please refer to page 18 for a complete list of GAC members. Data driven problem identification is key to the success of any highway safety plan or specific programming initiative. The problem identification process ensures that the highway safety program addresses specific crash problems, provides the appropriate criteria for the designation of priorities, and creates benchmarks for administration and evaluation of the overall highway safety plan.

The OHS and GAC utilize the NHTSA problem identification process and guidelines outlined in the NHTSA Program Management Training manual. Our problem identification process for FY 2016 included:

- Identify the data elements – The OHS staff and the GAC began the analysis process by identifying the crash data elements to determine if a statewide or localized problem existed. We compiled that list, determined which pieces of information we had access to, which year's data we had access to, and prepared our specific data requests for the appropriate data manager. Some sample data elements included teen drivers, commercial vehicle crashes, seat belt use crashes, ages of pedestrian fatalities, types of roadways, primary contributing circumstances, alcohol-related fatalities, and high crash locations. The list of data elements reviewed was extensive and focused on location and demographic data to determine which roadways to focus on and to determine the profile of our most risky drivers.
- Identify the data sources – Once the OHS staff and the GAC determined the data elements that we wanted to focus on, we identified the appropriate data sources from which to compile the information. These included the Delaware State Police (DSP) Traffic Section (statewide crash data repository); Delaware FARS data; the Emergency Medical Services Data Information Network (Patient Care Reports); the Delaware Department of Transportation (DelDOT); Annual Observational Seat Belt Use Surveys; Delaware's 2010 Traffic Records Assessment; crash report demographic data; DUI Tracking System data; child restraint misuse data; the Division of Motor Vehicle registration and licensed driver data; DelJIS citation data; the 2011 Impaired Driving Assessment Report; the Annual OHS Knowledge, Attitude and Behavioral Survey; and DelDOT Highway Safety Improvement Plan data. The Office of Highway Safety also coordinates data analysis in conjunction with DelDOT's preparation of the Strategic Highway Safety Plan (SHSP).
- Identify data display options – In addition to utilizing the paper and electronic reports prepared by the above data sources, the Office of Highway Safety relied heavily on the mapping capabilities provided by DelDOT's GIS based crash analysis and mapping system, CARS (Crash Analysis Reporting System). All the identified priority area crashes were mapped to determine if there were any clustering or location consistencies for various types of crashes, including unrestrained fatalities, low seat belt use areas, aggressive driving-related fatal and injury crashes, impaired driving fatal and injury crashes, pedestrian fatal crashes, and motorcycle fatal crashes. All maps compared three to five years of crash data as well.
- Analyze and interpret the data – Since 2011, CARS has allowed for more comprehensive location analysis within the Office of Highway Safety than was previously available. In addition, in 2006 the Office of Highway Safety unveiled the DUI Tracking System to better track DUI offenders from arrest through treatment to re-licensure. The DUI Tracking System and the CARS crash analysis software are the only in-house traffic records querying systems housed at the Office of Highway Safety, but OHS has extensive partnerships with numerous highway safety partners that provide data and analysis that is very important to our problem identification process. Additionally, OHS identifies the target audience based on analysis of the data using the following questions:
  - Who is involved in crashes more than would be expected given their proportion of the driving population?
  - What types of crashes are taking place?
  - Where are the crashes taking place in numbers greater than would be expected given the amount of travel in those locations?
  - When are the crashes taking place? Time of day? Day of week? Month?
  - What are the major contributing factors to the crashes?

- Establish decision rules – From the information gathered, the state’s top five highway safety problems were identified. As previously indicated, the FY 2016 priority areas were established and ranked:
  - Occupant Protection
  - Impaired Driving
  - Speeding
  - Traffic Records
  - Motorcycle Safety
  - Pedestrian Safety
  - Distracted Driving

Based on data driven problem identification, staff selected the partners to participate in initiatives outlined in this FY 2016 Highway Safety Plan. OHS provides the identified agencies with specific program initiatives and goals to achieve based on their participation in the Highway Safety Plan. The problem identification process is imperative to establishing an effective Highway Safety Plan and the appropriate distribution of federal funds.

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

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

To address emerging trends or unusual spikes in fatality crashes within a priority area, OHS conducts mid-year analysis. This can lead to adjustment of projects or addition of projects, as indicated by the data and/or additional information from our partners.



### **Problem Identification Process Strengths**

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

Some of these strengths include the experience of the staff members involved in the process. Much can be said for intuition in determining the direction when analyzing data, selecting priority areas and setting appropriate goals. Further, the full-time data analyst has proven to be a tremendous asset. Additionally, the willingness of our highway safety partners to provide data upon request, the availability of the NHTSA Region 3 staff in assisting the Office with the task, and the participation of our Grant Advisory Committee were tremendously helpful and contributed greatly to the success of the overall problem identification process. FY 2016 represents the third year that the Office of Highway Safety staff was able to utilize CARS to obtain GIS based location data to accurately identify crash locations and thus law enforcement agencies that can assist OHS in achieving our goals. This tool provides near-real time crash mapping and analysis. Additional strengths include the utilization of an automated crash reporting system and utilization of an electronic format for issuing traffic citations for law enforcement.

# STRATEGIC HIGHWAY SAFETY PLAN COORDINATION

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

OFFICE OF HIGHWAY SAFETY	DIRECTOR, PROGRAM MANAGERS, AND COMMUNITY RELATIONS OFFICER
DELAWARE STATE POLICE	TRAFFIC SECTION, DEPUTY DIRECTOR; TRUCK ENFORCEMENT, MCSAP UNIT
DELAWARE JUSTICE INFORMATION SYSTEMS	DIRECTOR
OFFICE OF EMERGENCY MEDICAL SERVICES	DIRECTOR
DELAWARE DEPARTMENT OF JUSTICE	TRAFFIC SAFETY RESOURCE PROSECUTOR
NHTSA	REGION 3 PROGRAM MANAGER FOR DELAWARE, TRAFFIC RECORDS MANAGER FOR REGION 3
FHWA	OPERATIONS AND SAFETY ENGINEER FOR DELAWARE
DELDOT	CHIEF TRAFFIC ENGINEER, SAFETY PROGRAMS MANAGER, TRAFFIC STUDIES MANAGER, SAFETY PROGRAM ENGINEERS, PLANNING SECTION STAFF
CITY OF WILMINGTON DEPARTMENT OF TRANSPORTATION	DIRECTOR
UNIVERSITY OF DELAWARE TRANSPORTATION STUDIES CENTER	DIRECTOR, ENGINEERING STAFF
DOVER/KENT COUNTY MPO	DIRECTOR
DELAWARE TRANSIT CORPORATION (DART)	DIRECTOR
NEW CASTLE COUNTY POLICE	TRAFFIC SECTION DIRECTOR
WILMAPCO	DIRECTOR
SUSSEX COUNTY COUNCIL	COUNCIL ADMINISTRATOR
OCEAN VIEW POLICE DEPARTMENT	CHIEF
FMCSA	STATE HIGHWAY SAFETY PROGRAMS MANAGER
WHITMAN, REQUARDT & ASSOCIATES	CONSULTING STAFF

The current SHSP was a strategic plan covering 2010 – 2015. In 2014, DelDOT started the process of updating the SHSP, in collaboration with the partners listed above. Data from 2005-2014 was reviewed and used to establish emphasis areas for the updated SPSP covering 2016-2020. The group has determined the 8 Emphasis Areas based on the data, and we are currently in the process of convening Emphasis Area Teams to provide background, strategies, and projects to effect change in each. Delaware OHS staff will participate on many of the Teams and will thus ensure the targets in the SHSP, the HSP, and HSIP mirror one another. The measures that will be identical in FY 2016 include traffic fatalities, the fatality rate per 100M VMT, and serious injuries. The chart below indicates emphasis areas. Items highlighted in yellow indicate the same traffic safety priorities in both the SHSP and the HSP.

SHSP PRIMARY EMPHASIS AREA	OHS PRIORITY AREAS
1) Intersections	1) Seat Belts
2) Roadway Departure	2) Impaired Driving
3) Impaired Driving	3) Speeding
4) Speeding	4) Traffic Records
5) Seat Belts	5) Motorcycles
6) Motorcycles	6) Pedestrians
7) Pedestrians	7) Distracted Driving
8) Traffic Records	8) Bicyclists

# PROJECT SELECTION & HSP APPROVAL PROCESS

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

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

The FY 2016 Grant Advisory Committee (GAC) included the following members:

<u>Agency</u>	<u>Representative</u>
Office of Highway Safety	Jana Simpler
National Highway Traffic Safety Administration	Meg Miller
Federal Highway Administration	Patrick Kennedy
Dover Police Department	Chief Paul Bernat
Department of Transportation	Adam Weiser
Department of Justice	Sean Lugg
Delaware State Police	Lt. Matthew Cox

The FY 2016 planning process followed the timeline below:

- February- March 2015—Collect FY 2016 priorities from our GAC members
- March – April 2015—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.
- May 2015—Annual GAC meeting to review selected projects and approve the draft highway safety plan.
- May – June 2015—Prepare the Highway Safety Plan for NHTSA
- July 1, 2015—Submit the Highway Safety Plan to NHTSA
- October 2015—FY 2016 grant year begins

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

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

- A clear link to one of OHS's identified priority areas

- Sufficient problem identification to clearly outline the problem
- A clear plan to address the problem, utilizing evidence-based solutions
- A list of project tasks, with timelines for completion
- A reasonable budget request, with clear links to the project tasks

Once proposals are received by OHS, the Deputy Director convenes a meeting of the management staff, to include the Director, Deputy Director, and Management Analyst III. When additional data is required, the Data Analyst may also attend these meetings. Proposals will be reviewed at least monthly, but may be reviewed more frequently depending on the number received in a given period. The management team will review the proposals, ensuring the proposal includes the necessary components outlined above, and ensuring funding is available. In addition, projects will be reviewed to determine their overall traffic safety impact. Strategies with a limited impact, or those that cannot make an impact on identified performance targets, will not be considered for funding. If the project is deemed worthy of funding, the team will identify the most appropriate funding source.

At this point, OHS will conduct a risk assessment of the potential awardee. If the risk assessment is acceptable, and the project is data-driven and falls within one of Delaware's priority program areas, the project can be approved. Unanimous approval is required by the management team. Agencies will be notified within five business days of the proposal review meeting.

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

All projects are monitored by the Office of Highway Safety on a regular basis to include on-site monitoring in the FY 2016 grant year. All award recipients will submit reports and reimbursement requests as follows: monthly, quarterly, or one-time (such as funding for a training event). Further, telephone and email monitoring will also be conducted as needed. In addition, 50% of all non-law enforcement projects will be subject to on-site monitoring. Agency selection is random. Law enforcement agencies receiving funds via the mobilization process will also be subject to on-site monitoring if they meet the following criteria: they participated in more than five mobilizations during the fiscal year and were allocated more than \$5,000 for those mobilizations.

All OHS grants are reimbursable in nature, meaning that the agency must first spend the funds and then request reimbursement from OHS. In order to be reimbursed for funds spent as part of the grant, grantees must submit a reimbursement voucher. This form indicates the amount of federal funding spent each month. Backup documentation must be attached to the reimbursement voucher. This documentation includes receipts, timesheets, etc. In addition, in order to be reimbursed monthly, the reimbursement voucher must accompany the monthly administrative report.

# EVIDENCE-BASED ENFORCEMENT

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## DESCRIPTION OF PROBLEM IDENTIFICATION PROCESS

Delaware's Office of Highway Safety conducts an extensive problem identification process each year to determine the most effective and efficient plan for the use of federal highway safety funds. The process starts with the Grant Advisory Committee (GAC). OHS collects information from each partner agency detailing the priority issues they anticipate dealing with in the coming fiscal year. This information is then used in conjunction with the in-house data analysis conducted, as follows:

1. Identify the data elements – see page 15 for detailed information
2. Identify the data sources – see page 15 for detailed information
3. Identify the data display options – see page 15 for detailed information
4. Analyze and interpret the data – see page 15 for detailed information
5. Establish decision rules – see page 16 for detailed information
6. Review the data and analyze further – see page 16 for detailed information
7. Coordination of efforts with the SHSP – see pages 17-18 for detailed information
8. Develop a timeline for completion of HSP process – see page 19 for detailed information
9. Identify top priority areas based on problem identification results, and review of who, what, when, where, and why – for FY 2016 the top priorities in Delaware are:
  - a. Occupant protection
  - b. Impaired driving
  - c. Speeding
  - d. Traffic records
  - e. Motorcycle safety
  - f. Pedestrian safety
  - g. Distracted driving
10. Develop annual targets for each priority area – see page 13 for details about each target
11. Develop comprehensive enforcement plan based on problem identification – a series of targeted enforcement mobilizations are scheduled throughout the fiscal year – see page 60 for the complete list of mobilizations, the number of agencies participating, the dates for each, the type of enforcement, the amount of funding allocated, and the funding source.

The problem identification process is the key to identifying law enforcement agencies to participate in enforcement efforts. Further, it enables OHS to identify the target violations, as well as which days of the week, which times of the day and which months of the year the enforcement should be implemented. Beyond that, enforcement efforts are then directed to the most appropriate locations within each jurisdiction.

## DESCRIPTION OF IMPLEMENTATION AND COUNTERMEASURES

Program managers will review each assigned priority area and research appropriate enforcement efforts and countermeasures that have proven effective in years past. These guides include, but are not limited to the following:

1. Countermeasures That Work
2. Highway Safety Program Guidelines (individual guides for each priority area)
3. Best Practices as shared by other states through NHTSA or GHSA publications
4. Feedback from NHTSA Management Reviews
5. Feedback from NHTSA Program Assessments

6. Information shared on NHTSA, GHSA, and other websites
7. Feedback from partners – their successes or failures with specific countermeasures

Performance targets for each of Delaware’s priority areas can be found on page 13.

Summary of enforcement techniques and activities include the following in FY 2016:

1. Sobriety checkpoints – conducted randomly throughout the year, in addition to a 6-month sustained effort
2. Directed roving patrols – one officer in one vehicle, patrolling assigned roadways (as identified by data)
3. Directed saturation patrols – three or four officers in separate vehicles, patrolling the same assigned area (as identified by data), in tandem
4. Team enforcement – includes patrols with two officers in one vehicle, working together and the use of spotters
5. Border to border enforcement – jurisdictions bordering one another working the same type of enforcement on the same day and during the same time frames
6. Foot patrols – especially to reach pedestrian and cyclists, allows officers to provide educational information
7. Combined enforcement – specifically, combining speeding and seat belt efforts

A complete list of identified emphasis periods for overtime enforcement can be found on page 60.

To implement each of the mobilizations outlined on page 60, Delaware’s Law Enforcement Liaison will draft a project agreement for each of the approved police agencies. The agreement contains the following:

1. Name of mobilization
2. Dates and times of expected activities
3. Expected length of each activity
4. Acceptable locations, based on data-driven problem analysis
5. Number of patrols, checkpoints, etc. assigned for each specific mobilization
6. Rules and regulations for working OHS-funded enforcement
7. Funds provided for the enforcement effort, including the CFDA number
8. Due dates for returning signed agreements, as well as reporting and requests for reimbursements
9. Sub-recipient certification and assurances

Once the agency agrees to participate, signs the project agreement, and returns it to the LEL, the agency is officially included in the enforcement effort. These project agreements are typically sent to agencies one month prior to the enforcement effort, to allow the agency time to schedule the activity.

Once the enforcement is completed, the agencies return their statistical forms and reimbursement vouchers to the LEL, who reviews them for compliance with the signed project agreements. The LEL also reviews the hourly enforcement rates and ensures the total amount of the requested reimbursement is accurate. It is also compared to the amount originally allocated project agreement. Once reviewed and approved, the reimbursements are provided to the program manager, for a second review and to provide appropriate coding to ensure the project is funded from the correct CFDA number.

Following the model outlined in Countermeasures That Work, OHS pairs every enforcement activity period with a paid and/or earned media effort as well. The communication plan is developed in concert with our contracted public relations firm. The plan is developed by priority area, and implementation of billboard advertisements, radio ads, television ads, print ads, and various forms of electronic media are scheduled to coincide with each wave of enforcement. Beyond that, OHS issues press releases, conducts press events, and hosts special media opportunities, such as ride-alongs.

It should be noted that the original problem identification is completed up to one and one-half years prior to implementation of enforcement mobilizations. As a result, OHS will conduct a current data review prior to the start of a mobilization and will make appropriate changes based on the newer data analysis.

## DESCRIPTION OF PROCESS FOR FOLLOW UP AND ADJUSTMENTS

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

When statistical forms are received by the LEL, any exceptional enforcement activities, distinct arrests, or lack of appropriate activity will be addressed with the individual police agency, typically in the form of an email. The following may result in the disapproval of requests for reimbursement:

1. Failure to work within the required time frames
2. Failure to work on the appropriate date, as required
3. Failure to work in the specified location
4. Excessive time spent during the enforcement period conducting non-OHS activities (i.e. assisting with traffic control during a parade through town), or handling complaints during directed patrols
5. Multiple patrols worked by the same officer with little or no results – the LEL may notify the agency that specific officers are ineligible to work OHS-funded enforcement
6. Historical failure to assign all patrols; unspent funds – the LEL will follow up with telephone monitoring to determine the cause and to notify the agency that funding may be cut for future mobilizations
7. Forms are not signed or are illegible – agencies will be given the opportunity to correct these errors

Any ongoing issues, suspected fraud, or other concerns may warrant an on-site monitoring visit. On-site monitoring includes the review of the agency's project file, agency time sheets, agency payroll documents, sign-up sheets, documentation of appropriate training, copies of any related press releases, assorted OHS-funded equipment (in good working order and clearly marked with an OHS tag), and any policy or regulation documents related to the enforcement project. To monitor potential fraudulent law enforcement activities, OHS provides the Delaware Justice Information System (DELJIS) staff with randomly selected information from randomly selected mobilizations. This includes officers from participating agencies, citations listed on their activity sheets, and the dates of these citations. This is done quarterly. DELJIS staff reviews the information and verifies that each citation listed by the officer is legitimate. To date, no fraud has been identified.



# HIGHWAY SAFETY PRIORITY AREAS

## PERFORMANCE MEASURES, COMPREHENSIVE STRATEGIES AND FUNDED PROJECTS

### Occupant Protection

Based on the Annual Statewide Observational Seat Belt Use Survey conducted in Delaware in June 2014, Delaware's seat belt use rate was 92% unchanged from 2013. The nation's average seat belt use rate is 87%. In 2014, 44% (35 of 79) of those occupants killed in motor vehicle crashes on Delaware roadways were not wearing seat belts, down from 47% in 2013.

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

Year	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Use Rate	82%	84%	86%	87%	91%	88%	91%	90%	88%	92%	92%

Data analysis further shows that in 2014, New Castle County had the highest percentage of unrestrained fatalities at 47%, Sussex County followed with 33% compared to 20% in Kent County. Of the unrestrained motor vehicle occupants killed in 2014, 6% were ages 19 and under, 44% were between the ages of 20-29, 9% were between the ages of 35-44, 14% were between the ages of 45-54 and 14% were between 65-74. 67% of fatal unrestrained victims were drivers. Data analysis of the last 4 years shows that unrestrained crashes occurred most frequently between 3 pm and 8 pm and 12 am and 3am. Most common days for these crashes were Friday and Saturday with remaining days of the week having a fairly consistent crash rate. An analysis of the 2011 – 2013 averages shows spikes in unrestrained injury accidents occurred in March – May, and June. February had the least amount of unrestrained crashes. 32% of unrestrained people involved in crashes were also under the influence.

### Performance Measure

- Seat Belt use rate - To increase statewide seat belt compliance 1 percentage points from the 2014 calendar year use rate of 92% to 93% by December 31, 2016.
- Unrestrained passenger vehicle occupant fatalities – To decrease unrestrained passenger vehicle occupant fatalities 10% from the 2009-2013 calendar year average of 28 to 25 by December 31, 2016.

### Comprehensive Strategies and Evidence-Based Enforcement Projects

- OHS will provide funding to law enforcement agencies in FY 2016, based on months, days, and hours that unrestrained crashes are most likely to occur. Police agencies with an identified traffic safety problem will be selected to conduct seven enforcement mobilizations focused on occupant protection violations<sup>1</sup>. These enforcement mobilizations will have a combined focus of occupant protection violations and speed violations. OHS law enforcement partners expressed frustration at not being able to fill multiple OHS enforcement shifts due to lack of manpower, competing schedules, and an abundance of over time jobs. In an effort to work with our partners, OHS combined OP and speed to avoid multiple campaigns running at the same time. We extended the enforcement period an extra week to allow for more opportunities to work shifts. Data showed similar trends for OP and Speed violations. A risk assessment will be completed for each agency receiving funds. Seat belt citations written during these mobilization efforts will be reviewed to determine if police agencies are productively enforcing the laws, and will be considered when selecting agencies to participate in future mobilizations. Additional details on the combined Occupant Protection and Speed mobilizations can be found in

<sup>1</sup> Highway Safety Program Uniform Guidelines #20, Section 3

the Comprehensive Traffic Safety Program section. In addition, OHS will participate in the national Click it or Ticket campaign in May.

- All high-visibility enforcement programs include communications and outreach strategies that use a combination of earned media and paid advertising. Outreach is in the form of press releases; outreach to corporate partners; postings to the OHS website, Facebook page and twitter updates; and paid media including posters, flyers, table tents, billboards, sports marketing, radio, television and digital media.<sup>2</sup>
- OHS maintains fitting stations throughout Delaware where parents can bring their child restraint seats to be inspected for proper installation and use. These stations are staffed by certified Child Passenger Safety (CPS) technicians.<sup>3</sup> OHS will fund the necessary materials to keep the fitting stations adequately supplied, as well as ensure adequate training is provided to maintain technician certification and recruitment of new technicians.
- OHS will participate in the Annual Statewide Seat Belt Use Survey as required by NHTSA. This survey is conducted in June in each year. OHS hires contractors to conduct the survey and a statistician to review the survey results, provide the annual seat belt use rate for Delaware and compile a report of the results.<sup>4</sup>
- OHS maintains a child restraint distribution program to provide the proper child restraint education to caregivers. Participants may qualify for a low cost/no cost seat because they receive State assistance, come to the fitting station with a seat that is grossly misused or have a situation that has received special consideration by OHS's fitting station coordinator. OHS may also fund seat distributions through the OHS project proposal review process.<sup>5</sup>
- OHS will support the needs of law enforcement to include appropriate gear and equipment to allow for officer safety and efficiency while enforcing Delaware's traffic safety laws.<sup>6</sup>

### **Occupant Protection Projects Scheduled in FY 2016**

<b>Fall 2015 OP/Speed Enforcement 10/6/2015 – 10/25/2015</b>		
See details about this campaign in the Police Traffic Services section of this document.		
<b>AMOUNT:</b>	<b>FUNDING SOURCE:</b>	<b>PROJECT NUMBER:</b>
See above.		

<b>Safe Family Holiday OP/Speed Enforcement - 11/24/2015 – 1/1/2016</b>		
See details about this campaign in the Police Traffic Services section of this document.		
<b>AMOUNT:</b>	<b>FUNDING SOURCE:</b>	<b>PROJECT NUMBER:</b>
See above.		

<b>Winter Wave 1 OP/Speed Enforcement - 1/19/2016 - 2/7/2016</b>		
See details about this campaign in the Police Traffic Safety services of this document.		
<b>AMOUNT:</b>	<b>FUNDING SOURCE:</b>	<b>PROJECT NUMBER:</b>
See above.		

<b>Winter Wave 2 OP/Speed Enforcement – 2/23/2016 – 3/13/2016</b>		
See details about this campaign in the Police Traffic Services section of this document.		
<b>AMOUNT:</b>	<b>FUNDING SOURCE:</b>	<b>PROJECT NUMBER:</b>
See above.		

<sup>2</sup> Countermeasures That Work, 7<sup>th</sup> Edition, 2013, Ch. 2, Section 3.1

<sup>3</sup> Countermeasures That Work, 7<sup>th</sup> Edition, 2013, Ch. 7, Section 7.3

<sup>4</sup> Countermeasures That Work, 7<sup>th</sup> Edition, 2013, Ch. 2, Section 2.1

<sup>5</sup> Countermeasures That Work, 7<sup>th</sup> Edition, 2013, Ch. 2, Section 7.2

<sup>6</sup> Countermeasures That Work, 7<sup>th</sup> Edition, 2013, Ch. 1, Sect.2; Ch. 2, Sect. 2; Ch. 3, Sect.2 & Ch. 4, Sect. 1.3 and 1.4

<b>2015 Click It or Ticket Enforcement Campaign – 5/18/2016– 5/31/2016</b>		
OHS will participate in the Annual Click it or Ticket Campaign. Law enforcement from 35 agencies will participate to conduct 386 four hour patrols between 3 pm and 3 am.		
Agencies involved: Bethany Beach Police, Blades Police, Bridgeville Police, Camden Police, Capitol Police, Cheswold Police, Clayton Police, Delaware City Police, Delaware River and Bay Authority, Dewey Beach Police, Dover Police, Elsmere Police, Felton Police, Fenwick Island, Georgetown Police, Greenwood Police, Harrington Police, Laurel Police, Lewes Police, Middletown Police, Milford Police, Millsboro Police, Milton Police, New Castle City Police, New Castle County Police, Newport Police, Ocean View Police, Rehoboth Beach Police, Seaford Police, Smyrna Police, Univ. of DE Police, Wilmington Police, Wyoming Police, and the Delaware State Police (all troops)		
AMOUNT:	FUNDING SOURCE:	PROJECT NUMBER:
\$15,800	Section 402, FY 2016	OHOA-1
\$70,000	Section 405b, FY 2015, carry over	BBAF
\$70,000	Section 405b, FY2016	BAAG

<b>Summer Wave 1 OP/Speed Enforcement – 6/14/2016 - 7/3/2016</b>		
See details about this campaign in the Police Traffic Services section of this document.		
AMOUNT:	FUNDING SOURCE:	PROJECT NUMBER:
See above.		

<b>Summer Wave 2 OP/Speed Enforcement – 8/2/2016– 8/21/2016</b>		
See details about this campaign in the Police Traffic Services section of this document.		
AMOUNT:	FUNDING SOURCE:	PROJECT NUMBER:
See above.		
<b>Seat Belt Survey Analysis 6/1/2016 – 9/30/2016</b>		
OHS will participate in the Annual Statewide Seat Belt Use Survey as required by NHTSA. This survey is conducted in June in each year. OHS hires contractors to conduct the survey and a statistician to review the survey results, provide the annual seat belt use rate for Delaware and compile a report of the results.		
Agencies involved: OHS, vendors (to be determined)		
AMOUNT:	FUNDING SOURCE:	PROJECT NUMBER:
\$45,000	Section 402, FY 2016	OHSS

<b>Paid Media – October 1, 2015 – September 30, 2016</b>		
OHS will fund paid media to coincide with the Click it or Ticket enforcement mobilization and to promote Child Passenger Safety and OHS fitting stations. These monies will be used to fund television, radio, internet, indoor, and billboard advertising. In addition, special materials will be developed to complement the Click It or Ticket campaign, as well as sports marketing plans. Paid media is a key component to maintaining the high visibility enforcement model.		
Agencies involved: ab+c, OHS		
AMOUNT:	FUNDING SOURCE:	PROJECT NUMBER:
\$60,000	Section 402, FY 2016	OHAM -1
\$200,000	Section 402, FY 2016	OHCM-1
\$100,000	Section 402, FY 2016	OHCT-1
\$10,000	Section 405b, FY 2014, carry over	BBAD-1
\$134,000	Section 405b, FY 2015, carry over	OHOM-1
\$10,000	Section 405b, FY 2016	BCAA-1
\$100,000	Section 405b, FY 2016	BCAB-1

<b>Fitting Station Coordinators 10/1/2015- 9/30/2016</b>		
OHS maintains fitting stations throughout Delaware where parents can bring their child restraint seats to be inspected for proper installation and use. These stations are staffed by Fitting Station Coordinators who are certified CPS technicians.		
Agencies involved: Office of Highway Safety		
AMOUNT:	FUNDING SOURCE:	PROJECT NUMBER:
\$25,000	Section 405b, FY 2013, carry over	BBBQ
\$30,000	Section 405b, FY 2014, carry over	BBAA
\$40,000	Section 405b, FY 2015, carry over	BBAG
\$40,000	Section 405b, FY 2016	BAAE

<b>Fitting Station Supplies – 10/1/15 – 9/30/16</b>		
OHS purchases supplies to support the needs of the Fitting Station Coordinator and maintain the child passenger safety program. Supplies include car seats, noodles, Latch manuals, training supplies, educational materials, other items as needed and recertification fees.		
Agencies involved: Office of Highway Safety		
AMOUNT:	FUNDING SOURCE:	PROJECT NUMBER:
\$8,000	Section 405b, FY 2013, carry over	BBBR
\$15,000	Section 405b, FY 2014, carry over	BBAB
\$15,000	Section 405b, FY 2015, carry over	BBAE
\$15,000	Section 405b, FY 2016	BAAF

<b>CPS Training Initiatives – 10/1/15-9/30/16</b>		
OHS will support training costs for Child Passenger Safety Technicians to earn certification or obtain the necessary training to maintain certification. Funds also support techs maintaining skills and learning new information related to child passenger safety.		
Agencies involved: Office of Highway Safety, various agencies with an interest or CPS program		
AMOUNT:	FUNDING SOURCE:	PROJECT NUMBER:
\$5,000	Section 405b, FY 2013, carry over	BAAB
\$10,000	Section 405b, FY 2014, carry over	BAAC
\$5,000	Section 405b, FY 2015, carry over	BAAD
10,000	Section 405b, FY 2016	BAAH

<b>Law Enforcement Equipment – 10/1/15-9/30/16</b>		
OHS will fund traffic safety equipment for law enforcement. OHS believes it is imperative to ensure officers are properly equipped with appropriate equipment and provide necessary equipment for officer safety reasons when conducting work on Delaware roadways. In addition, equipment may be purchased for law enforcement agencies that participate in non-ot mobilizations, submit their stats to OHS and win a piece of speed equipment in a random drawing. Equipment will support occupant protection and other priority areas using 405b flexed funds.		
Agencies involved: Office of Highway Safety, Delaware Law Enforcement Agencies		
AMOUNT:	FUNDING SOURCE:	PROJECT NUMBER:
\$10,000	Section 405b, FY 2016	BAAJ

## **Summary of Occupant Protection Projects Scheduled in FY 2016**

<b>PROJECTS</b>	<b>FUNDING SOURCE</b>	<b>AMOUNT ALLOCATED</b>
FALL 2015 OP/SPEED ENFORCEMENT	See Summary of Police Traffic Services in this document.	
SAFE FAMILY HOLIDAY OP/SPEED ENFORCEMENT	See Summary of Police Traffic Services in this document.	
WINTER WAVE 1 OP/SPEED ENFORCEMENT	See Summary of Police Traffic Services in this document.	
WINTER WAVE 2 OP/SPEED ENFORCEMENT	See Summary of Police Traffic Services in this document.	
CLICK IT OR TICKET ENFORCEMENT CAMPAIGN	SECTION 402, FY 2016 SECTION 405b, FY 2015 SECTION 405b, FY 2016	\$155,800.00
SUMMER WAVE 1 OP/SPEED ENFORCEMENT	See Summary of Police Traffic Services in this document.	
SUMMER WAVE 2 OP/SPEED ENFORCEMENT	See Summary of Police Traffic Services in this document.	
SEAT BELT SURVEY ANALYSIS	SECTION 402, FY 2016	\$45,000.00
FITTING STATION COORDINATORS	SECTION 405b, FY 2013 SECTION 405b, FY 2014 SECTION 405b, FY 2015 SECTION 405b, FY 2016	\$135,000.00
FITTING STATION SUPPLIES	SECTION 405b, FY 2013 SECTION 405b, FY 2014 SECTION 405b, FY 2015 SECTION 405b, FY 2016	\$53,000.00
CPS TRAINING INITIATIVES	SECTION 405b, FY 2013 SECTION 405b, FY 2014 SECTION 405b, FY 2015 SECTION 405b, FY 2016	\$30,000.00
LAW ENFORCEMENT EQUIPMENT	SECTION 405B, FY16	\$10,000.00
PAID MEDIA	SECTION 402, FY 2016 SECTION 405b, FY 2014 SECTION 405b, FY 2015	\$614,000.00
<b>TOTAL</b>		<b>\$1,042,800.00</b>

## Impaired Driving

Based on the Delaware Department of Transportation's Crash Analysis Reporting System, impaired driving-related fatalities accounted for 67 of the 127 total traffic crash fatalities (54%) in 2014. This is an increase from 2013, when 47% of these fatalities involved alcohol and/or other drugs. Delaware law enforcement made 4,304 impaired driving arrests in 2014.

The data listed below, between 2005 – 2014 is based on the Delaware State Police Annual Traffic Statistics Reports. It provides a ten year summary of fatalities, injuries, and total crashes attributed to impaired driving. Based on this information, the average number of fatalities is 52, which equates to 44% of all crashes.

In the past ten years, impaired driving related fatalities were three times as likely to happen during the summer months than during any other month. In addition more than 60% of these fatalities happen between Friday, 9p.m. and Sunday, 4a.m. Drivers in Kent and Sussex Counties are over-represented when compared to population data, making them 1.5 times more likely to be killed or injured in an impaired driving related crash.

Further crash analysis revealed that males are eight times more likely to be killed and four times as likely to be injured in impaired driving crashes than females. In addition, those aged 20-44 are over-represented in impaired driving fatalities by nearly double.

### Alcohol Involvement in Traffic Crashes

	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Fatalities	133	147	118	122	118	103	103	116	101	124
Alcohol-related	60	55	53	52	48	39	37	60	47	67
% of Total	45%	37%	45%	43%	41%	38%	36%	52%	47%	54%
Injuries	8367	8145	7568	7200	7239	8001	7700	7704	7825	7540
Alcohol-related	802	919	830	782	686	733	729	738	672	591
% of Total	11%	10%	10%	11%	9%	9%	9%	10	9%	8%
All Crashes	18681	19351	20017	19506	18927	20697	20867	21197	22453	22986
Alcohol-related	1454	1511	1521	1366	1268	1297	1198	1270	1176	1130
% of Total	8%	8%	8%	7%	7%	6%	6%	6%	5%	5%

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

	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Rate	.63	.58	.57	.58	.53	.44	.41	.55	.41	.54

## Performance Measure

- Alcohol Impaired Driving Fatalities – To decrease impaired driving fatalities 13% from the 2009-2013 calendar year average of 39 to 34 by December 31, 2016. (FARS data measure)

## Comprehensive Strategies and Evidence-Based Enforcement Projects

- OHS will continue to schedule impaired driving enforcement activities throughout FY 2016, based on months, days, and hours that crashes are most likely to occur. In addition, agencies will be selected to participate based on identified high crash locations<sup>7</sup>. Impaired driving arrests made during these mobilization efforts will be reviewed to determine police agencies are productively enforcing the laws. Enforcement will include traditional sobriety checkpoints, multi-jurisdictional sobriety checkpoints, and saturation patrols.<sup>8</sup> A risk assessment will be completed for each agency receiving funds.
- All enforcement efforts will be paired with paid and earned media efforts, as identified by NHTSA as the model for high visibility enforcement projects.<sup>9</sup>
- OHS has a Corporate Outreach Program to provide OHS safety messages to the thousands of working Delawareans. Our corporate partners work closely with OHS to ensure the anti-impaired driving messages are appropriate and effective with their specific population of employees.<sup>10</sup> The corporate messages are designed to coincide with scheduled enforcement mobilizations.
- In addition, OHS will continue to support the Drug Recognition Expert program by providing necessary equipment and funding ongoing training.<sup>11</sup> In FY 2016, Delaware intends to conduct an in-state DRE School.
- OHS will continue to support other non-enforcement initiatives, such as the Traffic Safety Resource Prosecutor program;<sup>12</sup> maintaining the DUI Tracking System for impaired driving offenders,<sup>13</sup> and the purchase of equipment to aid law enforcement efforts to enforce impaired driving laws.<sup>14</sup>
- OHS will continue to monitor contracts with State-sanctioned providers of substance abuse evaluations, education programs, and treatment programs. Through the use of the DUI Tracking System, these agencies work together, with OHS, to ensure offenders receive necessary services to treat the underlying problem of alcohol or other substance use/abuse.<sup>15</sup> There is no funding allocated to this project.
- OHS will fund alcohol-impaired driving training initiatives as the opportunities arise. In the past, these funds were utilized to send the State Police Chemist to the Borkenstein Breath Analysis course, to send members of the judiciary to the National Judicial College for Advanced Impaired Driving Case Essentials, and to send members of law enforcement to the Symposium on Alcohol Impaired Driving at the Institute for Police Technology and Management.<sup>16</sup>
- Further, OHS will provide information and technical support for the newly hired Judicial Outreach Liaison, housed in the Administrative Office of the Courts. The JOL will be working with the Courts to maintain and refine a DUI Court. OHS will be part of the committee steering the project,<sup>17</sup> and has provided funding in the past to purchase an assessment tool and to rent sufficient monitoring devices for DUI Court participants.
- OHS has developed a multi-discipline impaired driving prevention task force that meets at least once every two months. The taskforce has developed a statewide impaired driving strategic plan.<sup>18</sup> Over the course of FY 2016, the taskforce will identify the top five initiatives to address. There is no funding allocated to this project.
- OHS will fund a project to provide analysis of historical data, to review and monitor conviction rates in Delaware. This project will be a manual data review and will provide excellent information about conviction rates and recidivism.<sup>19</sup>
- OHS will fund a part-time position to monitor activity between DUI offenders and evaluation and treatment provider agencies. This position will act as a liaison between the parties and settle disputes, while also providing guidance to offenders as needed.<sup>20</sup>

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7 Highway Safety Program Uniform Guidelines #8, Section 1

8 Countermeasures That Work, 7th Edition, 2013, Ch. 1, Sections 2.1, 2.2

9 Countermeasures That Work, 7th Edition, 2013, Ch. 1, Section 5.2

10 Countermeasures That Work, 7th Edition, 2013, Ch. 1, Section 5.0

11 Countermeasures That Work, 7th Edition, 2013, Ch. 1, Section 7.1

12 Highway Safety Programs Uniform Guidelines #12, Section 1

13 Highway Safety Program Uniform Guidelines #8, Section 6

14 Countermeasures That Work, 7th Edition, 2013, Ch. 1, Sections 2.3, 2.4

15 Countermeasures That Work, 7th Edition, 2013, Ch. 1, Section 4.1

16 Countermeasures That Work, 7th Edition, 2013, Ch. 1, Section 1

17 Countermeasures That Work, 7th Edition, 2013, Ch. 1, Section 3.1

18 Highway Safety Programs Uniform Guidelines #8, Section 1

19 Highway Safety Programs Uniform Guidelines #8, Section 4 & #10, Section 3

20 Highway Safety Programs Uniform Guidelines #8, Section 3

## **Impaired Driving Projects Scheduled in FY 2016**

<b>HALLOWEEN LOOP CHECKPOINT - 10/24/15</b>		
The City of Wilmington hosts an annual pub crawl the Saturday before Halloween. OHS will fund one checkpoint that night. A taskforce will convene, comprised of officers from ten agencies in New Castle County, to conduct one checkpoint.		
Agencies involved: Capitol Police, Delaware City Police, New Castle County Police, Newark Police, Newport Police, University of Delaware Police, Wilmington Police, and the Delaware State Police (Troops 1,2,6,&9).		
AMOUNT:	FUNDING SOURCE:	PROJECT NUMBER:
\$8,900	Section 402, FY 2016	OHIA-1
\$11,000	Section 164, FY 2015, carry over	AAME-3

<b>HALLOWEEN 2015 DUI – 10/30/15 – 10/31/15</b>		
To combat a rise in impaired driving related fatalities during the Halloween weekend, OHS will fund 65 patrols during this period, between the hours of 9pm and 4am.		
Agencies involved: Dover Police, Georgetown Police, Laurel Police, New Castle County Police, Rehoboth Beach Police, Seaford Police, and Delaware State Police (all troops).		
AMOUNT:	FUNDING SOURCE:	PROJECT NUMBER:
\$21,000	Section 154, FY 2013, carry over	AAHQ-1
\$20,000	Section 164, FY 2015, carry over	AAME-2

<b>SAFE FAMILY HOLIDAY 2015 - 11/25/15 - 1/1/2016</b>		
Delaware participates annually in the National Impaired Driving enforcement campaign during the Thanksgiving/Christmas holiday period. Beginning the day before Thanksgiving and ending on New Year's Eve, OHS will fund 892 roving patrols. Patrols will be scheduled between 8pm and 4am and will be four hours in duration. 38 agencies will participate.		
Agencies involved: Bethany Beach Police, Blades Police, Bridgeville Police, Camden Police, Cheswold Police, Clayton Police, Dagsboro Police, Delaware City Police, Dewey Beach Police, Dover Police, Delaware River and Bay Authority, Ellendale Police, Elsmere Police, Felton Police, Fenwick Island Police, Frankford Police, Georgetown Police, Greenwood Police, Harrington Police, Laurel Police, Lewes Police, Middletown Police, Milford Police, Millsboro Police, Milton Police, New Castle City Police, New Castle County Police, Newark Police, Newport Police, Ocean View Police, Rehoboth Beach Police, Seaford Police, Selbyville Police, Smyrna Police, South Bethany Police, Wilmington Police, Wyoming Police, and the Delaware State Police (all troops).		
AMOUNT:	FUNDING SOURCE:	PROJECT NUMBER:
\$179,300	Section 154, FY 2013, carry over	AAHQ-2
\$20,000	Section 154, FY 2015, carry over	AAMA-1

<b>ST PATRICK'S DAY LOOP - 3/12/16</b>		
The City of Wilmington hosts an annual pub crawl the Saturday before St. Patrick's Day. OHS will fund one checkpoint that night. A taskforce will convene, comprised of officers from ten agencies in New Castle County, to conduct one checkpoint.		
Agencies involved: Capitol Police, Delaware City Police, New Castle County Police, Newark Police, Newport Police, University of Delaware Police, Wilmington Police, and the Delaware State Police (Troops 1,2,6,&9).		
AMOUNT:	FUNDING SOURCE:	PROJECT NUMBER:
\$9,200	Section 402, FY 2016	OHIA-2
\$5,000	Section 154, FY 2015, carry over	AAMA-2



<b>MAY IMPAIRED DRIVING ENFORCEMENT – 5/12/16-5/14/16</b>		
In 2014, impaired driving accounted for more than half of all motor vehicle crash fatalities. A review of data from the last ten years indicates that 10% of those fatalities occur in May. As a result OHS is scheduling 140 patrols for the second weekend of May, saturating areas with high numbers of injury or fatal crashes attributed to impaired driving. 22 agencies will participate.		
Agencies involved: Bethany Beach Police, Bridgeville Police, Camden Police, Clayton Police, Dewey Beach Police, Dover Police, Georgetown Police, Greenwood Police, Laurel Police, Lewes Police, Middletown Police, Millsboro Police, Milton Police, New Castle County Police, Newark Police, Newport Police, Ocean View Police, Rehoboth Beach Police, Seaford Police, Smyrna Police, Wilmington Police, and Delaware State Police (all troops).		
AMOUNT:	FUNDING SOURCE:	PROJECT NUMBER:
\$31,400	Section 154, FY 2013	AAHQ-3
\$11,000	Section 154, FY 2015, carry over	AAMA-3

<b>JUNE IMPAIRED DRIVING ENFORCEMENT – 6/3/16 – 6/25/16</b>		
In 2014, more than half of all motor vehicle fatalities were related to impaired driving. A review of the past ten years' data shows that 11% of those fatalities happen in June. As a result, OHS is scheduling 294 patrols over the course of three weekends in June, when the likelihood of these crashes is highest. 17 agencies will participate.		
Agencies involved: Bridgeville Police, Camden Police, Clayton Police, Dewey Beach Police, Dover Police, Georgetown Police, Greenwood Police, Laurel Police, Millsboro Police, New Castle County Police, Newark Police, Newport Police, Rehoboth Beach Police, Seaford Police, Smyrna Police, Wilmington Police, and Delaware State Police (all troops).		
AMOUNT:	FUNDING SOURCE:	PROJECT NUMBER:
\$66,700	Section 154, FY 2013	AAHQ-5
\$75,000	Section 405d, FY 2016	AANB-1

<b>JULY IMPAIRED DRIVING ENFORCEMENT – 7/1/16 – 7/4/16</b>		
In 2014, more than half of all motor vehicle fatalities were related to impaired driving. A review of the past ten years' data shows that 10% of those fatalities happen in July. As a result, OHS is scheduling 160 patrols over the course of the long July 4 <sup>th</sup> weekend, when the likelihood of these crashes is highest. 11 agencies will participate.		
Agencies involved: Dover Police, Georgetown Police, Laurel Police, Milford Police, Millsboro Police, New Castle County Police, Newark Police, Rehoboth Beach Police, Seaford Police, Wilmington Police, and Delaware State Police (Troops 2, 3, 5, 6, & 7).		
AMOUNT:	FUNDING SOURCE:	PROJECT NUMBER:
\$36,000	Section 154, FY 2013, carry over	AAHQ-4
\$50,000	Section 405d, FY 2016	AANB-2

<b>CHECKPOINT STRIKEFORCE, OCTOBER 1 - DECEMBER 31, 2015</b>		
Delaware's annual sobriety checkpoint campaign will again run during FY 2016. This campaign includes eleven agencies and historically has averaged three checkpoints each week. There is one multi-jurisdictional checkpoint each week, as well as checkpoints supported by the Dover Police Department and the Delaware State Police. Checkpoints will be scheduled in high crash locations.		
Agencies involved: (Checkpoints) Capitol Police, Dover Police, Middletown Police, New Castle City Police, New Castle County Police, Newark Police, Newport Police, University of Delaware Police, Wilmington Police, and Delaware State Police (all troops).		
AMOUNT:	FUNDING SOURCE:	PROJECT NUMBER:
\$81,000	Section 154, FY 2013, carry over	AAHQ-6
\$63,500	Section 154, FY 2014, carry over	AAHG-1
\$75,000	Section 405d, FY 2016	AANB-3

<b>CHECKPOINT STRIKEFORCE, JULY 4 - SEPTEMBER 30, 2016</b>		
Delaware's annual sobriety checkpoint campaign will again run during FY 2016. This campaign includes eleven agencies and historically has averaged three checkpoints each week. There is one multi-jurisdictional checkpoint each week, as well as checkpoints supported by the Dover Police Department and the Delaware State Police. Checkpoints will be scheduled in high crash locations.		
Agencies involved: (Checkpoints) Capitol Police, Dover Police, Middletown Police, New Castle City Police, New Castle County Police, Newark Police, Newport Police, University of Delaware Police, Wilmington Police, and Delaware State Police (all troops).		
AMOUNT:	FUNDING SOURCE:	PROJECT NUMBER:
\$144,500	Section 154, FY 2014, carry over	AAHG-2
\$50,000	Section 154, FY 2016	AANH-1

<b>DELAWARE STATE FAIR - 7/21 - 7/30/16</b>		
The Town of Harrington faces a significant population increase during the week of the Delaware State Fair. Approximately 300,000 people visit the fair, in addition to vendors, carnival staff, fair staff, and additional law enforcement. Routine traffic citations nearly tripled during this period in 2013. There is typically an increase in impaired driving arrests within this jurisdiction during this period each year as well. The agency is funded to provide an additional 25 impaired driving patrols during this period. The Harrington Police Department will advertise their increased patrols with signage throughout the municipality.		
Agencies involved: Harrington Police		
AMOUNT:	FUNDING SOURCE:	PROJECT NUMBER:
\$5,000	Section 402, FY 2016	OHIA-3

<b>2016 NATIONAL IMPAIRED DRIVING CRACKDOWN - 8/19 - 9/5/16</b>		
Delaware participates in the National Impaired Driving enforcement campaign each year. In FY 2016, 38 agencies will participate, conducting 626 patrols during the campaign. Patrols will be four hours in duration and will be conducted between 8pm and 4am. Checkpoint Strikeforce activities will run concurrently.		
Agencies involved: Bethany Beach Police, Blades Police, Bridgeville Police, Camden Police, Cheswold Police, Clayton Police, Dagsboro Police, Delaware City Police, Dewey Beach Police, Dover Police, Delaware River and Bay Authority, Ellendale Police, Elsmere Police, Felton Police, Fenwick Island Police, Frankford Police, Georgetown Police, Greenwood Police, Harrington Police, Laurel Police, Lewes Police, Middletown Police, Milford Police, Millsboro Police, Milton Police, New Castle City Police, New Castle County Police, Newark Police, Newport Police, Ocean View Police, Rehoboth Beach Police, Seaford Police, Selbyville Police, Smyrna Police, South Bethany Police, Wilmington Police, Wyoming Police, and the Delaware State Police (all troops).		
AMOUNT:	FUNDING SOURCE:	PROJECT NUMBER:
\$135,000	Section 154, FY 2014, carry over	AAHG-3
\$5,000	Section 164, FY 2015, carry over	AAME-1
\$50,000	Section 154, FY 2016	AANH-2

<b>DELAWARE STATE POLICE OMEGA PROGRAM - 10/1/15 - 9/30/16</b>		
Delaware State Police contracts for blood draw services with Omega Medical Center, a company that provides on-site blood draws for DUI offenders who refuse a breath test, or for those suspected of drug impairment. The reports are available in a timely manner and aid in securing convictions.		
Agencies involved: Delaware State Police, Omega Medical Center		
AMOUNT:	FUNDING SOURCE:	PROJECT NUMBER:
\$100,000	Section 405d, FY 2016	AANF-1

<b>IMPAIRED DRIVING PAID MEDIA EFFORTS - 10/1/15 - 9/30/16</b>		
Each enforcement mobilization conducted in Delaware has a corresponding paid and earned media component. The Checkpoint Strikeforce materials are used for smaller campaigns, to bridge the gap between the end of the campaign on 12/31 and the restart of it again in July. Delaware holds a contract with a full-service public relations firm to provide creative materials, develop campaigns, produce materials, place media buys, and develop our comprehensive media plan. Media materials include items like brochures/handouts, posters, billboards, radio advertisements, television advertisements, online advertisements, sports marketing, print advertising, a mix of indoor advertising that includes mirror clings in restrooms, coasters in bars/restaurants, and table tents for our corporate partners to place in their lunchrooms. Paid media efforts will be included with each enforcement effort listed above.		
Agencies involved: OHS and ab+c		
AMOUNT:	FUNDING SOURCE:	PROJECT NUMBER:
\$556,600	Section 405d, FY 2015, carry over	AAKC-1
\$600,000	Section 154, FY 2014, carry over	AAHH-1
\$550,000	Section 154, FY 2015, carry over	AAMD-1
\$300,000	Section 164, FY 2015, carry over	AAMG-1
\$600,000	Section 405d, FY 2016	AANC-1
\$750,000	Section 154, FY 2016	AANG-1

<b>DRUG RECOGNITION EXPERT PROGRAM - 10/1/15 - 9/30/16</b>		
Delaware currently has 12 trained and certified DREs. OHS supports their overtime efforts for DRE call-outs to conduct evaluations, as well as funding the necessary training initiatives that ensure the officers remain certified. In addition, OHS funds the necessary equipment for these officers. In an effort to increase the number of certified DREs, Delaware is hosting an in-state DRE school in FY 2016.		
Agencies involved: OHS, various police agencies		
AMOUNT:	FUNDING SOURCE:	PROJECT NUMBER:
\$12,800	Section 405d, FY 2014, carry over	AAHM-1
\$40,000	Section 405d, FY 2015, carry over	AAKB-1
\$10,000	Section 405d, FY 2015, carry over	AAKE-1
\$50,000	Section 405d, FY 2016	AAND-1

<b>TRAFFIC SAFETY RESOURCE PROSECUTOR PROGRAM - 10/1/15 - 9/30/16</b>		
Delaware's TSRP Program now includes a lead TSRP within Delaware's Department of Justice, two additional attorneys (part-time assistance positions) to help with issues in Kent and Sussex Counties, as well as assist in New Castle County. Further, there is a dedicated paralegal to assist with all the TSRP responsibilities and initiatives. The lead TSRP is working with his administration to develop a dedicated traffic section within the Dept. of Justice. This unit would be responsible for oversight of the prosecution of vehicular crimes, review of potential new legislation, review of trial and appellate decisions, training for law enforcement and prosecutors, and continue to act as a liaison between OHS and other partners, such as the Division of Forensic Sciences, the State Police Crime Lab, the Judiciary, etc.		
Agencies involved: OHS, Delaware Dept. of Justice, other professional partners		
AMOUNT:	FUNDING SOURCE:	PROJECT NUMBER:
\$225,000	Section 405d, FY 2014, carry over	AAHL-2
\$120,000	Section 405d, FY 2015, carry over	AAKF-1
\$125,000	Section 154, FY 2015, carry over	AAMC-1
\$100,000	Section 164, FY 2015, carry over	AAMF-1
\$200,000	Section 405d, FY 2016	AANA-1

<b>DUI TRACKING SYSTEM MAINTENANCE - 10/1/15 - 9/30/16</b>		
Delaware's DUI Tracking System provides tracking of impaired driving offenders from the point of conviction (Court or DMV), through their completion of a legally mandated drug/alcohol education or therapeutic treatment program. This system has been in place since 2007 and requires a maintenance contract to ensure functionality and to oversee any system difficulties. A replacement system is currently in the design phase, and testing is expected in early summer, 2015. Maintenance costs may change as a result.		
Agencies involved: OHS, Delaware Department of Technology and Information		
AMOUNT:	FUNDING SOURCE:	PROJECT NUMBER:
\$24,800	Section 405d, FY 2014, carry over	AAJU-1
\$40,000	Section 154, FY 2014, carry over	AAHI-1
\$50,000	Section 154, FY 2015, carry over	AAMB-1
\$100,000	Section 154, FY 2016	AANI-1

<b>DUI TRACKING SYSTEM REDESIGN - 10/1/15 - 9/30/16</b>		
The current tracking system is still operating but has become slower over time. This is due in part to the large number of records, as well as the age of the software and hardware. Newer technologies are available to redesign the system and make it more productive, more user friendly, and more intuitive. OHS has completed the business requirements gathering with the Department of Technology and Information (DTI). DTI will begin reviewing these requirements and the existing system to recommend a course of action. This project is in the development phase, with beta testing anticipated in early summer, 2015. We expect to take ownership of the system by the end of the 2015 calendar year.		
Agencies involved: OHS, DTI		
AMOUNT:	FUNDING SOURCE:	PROJECT NUMBER:
\$50,000	Section 154, FY 2016	AANO-1

<b>DATA ANALYSIS PROJECT – 10/1/15 – 9/30/16</b>		
Delaware's Department of Justice Information System (DELJIS) has been contracted to complete analysis regarding the outcome of impaired driving cases. Staff will be tracking impaired driving arrests through conviction to determine how many convictions result, how many pleas result, how many dismissals, etc. Five years' worth of data will be reviewed. This information will be shared with the TSRP for review and analysis. The results of this project will have implications for the state's entire impaired driving process.		
Agencies involved: OHS, DELJIS		
AMOUNT:	FUNDING SOURCE:	PROJECT NUMBER:
\$30,000	Section 154, FY 2013 carry over	ADJS-2

<b>DUI SPECIALIST POSITION – 10/1/15 – 09/30/16</b>		
OHS has hired a part-time assistance position to handle the volume of DUI client calls that require mediation between the offender and the treatment program agencies. This position will work approximately 15 hours per week, as needed. This will allow the Impaired Driving Coordinator to focus more on budgeting and programming for impaired driving initiatives.		
Agencies involved: OHS		
AMOUNT:	FUNDING SOURCE:	PROJECT NUMBER:
\$16,000	Section 405d, FY 2014, carry over	ADDS-1
\$25,000	Section 154, FY 2016	AANJ-1

<b>ALCOHOL IMPAIRED DRIVING TRAINING INITIATIVES - 10/1/15 - 9/30/16</b>		
Funds are set aside to allow OHS to support alcohol impaired driving training programs, such as breath and blood alcohol testing courses for the State Crime Lab and SFST training programs for law enforcement, the judiciary, and prosecutors.		
Agencies involved: OHS, Delaware Courts, Delaware Dept. of Justice, Delaware law enforcement statewide		
AMOUNT:	FUNDING SOURCE:	PROJECT NUMBER:
\$13,500	Section 154, FY 2013, carry over	AAHR-1
\$25,000	Section 154, FY 2014 carry over	AAKA-1
\$25,000	Section 154, FY 2016	AANL-1

<b>DUI COURT TRANSDERMAL MONITORING PROGRAM – 02/01/15 – 09/30/16</b>		
To support the needs of the newly established DUI Court program, OHS will fund transdermal alcohol devices (TAD), to allow Probation and Parole to closely monitor these offenders while in the program. P&P did not have sufficient devices for this new population of offenders. Close monitoring with immediate consequences is a key component of a successful DUI Court. For this reason, OHS will support this alcohol monitoring device. Initially, 20 additional devices will be rented. This project may be amended if additional devices prove to be necessary.		
Agencies involved: OHS, P&P, DUI Court		
<b>AMOUNT:</b>	<b>FUNDING SOURCE:</b>	<b>PROJECT NUMBER:</b>
\$50,000	Section 154, FY 2016	AANM-1

<b>IMPAIRED DRIVING ENFORCEMENT EQUIPMENT - 10/1/15 - 9/30/16</b>		
OHS routinely funds requests for impaired driving enforcement equipment. OHS believes it is imperative to ensure officers are properly equipped with accurate equipment. In addition, for officer safety reasons, equipment for sobriety checkpoints is also provided regularly. This includes signs, cones, lights, vests, etc.		
Agencies involved: OHS and law enforcement agencies statewide		
<b>AMOUNT:</b>	<b>FUNDING SOURCE:</b>	<b>PROJECT NUMBER:</b>
\$35,000	Section 405d, FY 2014, carry over	AAJV-1
\$120,000	Section 154, FY 2013, carry over	AAHT-1
\$150,000	Section 154, FY 2014, carry over	AAHJ-1
\$50,000	Section 405d, FY 2016	AANE-1
\$50,000	Section 154, FY 2016	AANK-1

<b>CONTINGENCY FUNDS - 10/1/15 - 9/30/16</b>		
OHS uses a project proposal method to receive funding requests throughout the fiscal year. We do this with our Section 402 funds, but due to the number of impaired driving related requests we receive, some additional funding is appropriate to ensure critical impaired driving projects have the opportunity for implementation. These funds will be allocated to those proposals with a data-driven impaired driving need in Delaware.		
Agencies involved: OHS and various agencies (TBD)		
<b>AMOUNT:</b>	<b>FUNDING SOURCE:</b>	<b>PROJECT NUMBER:</b>
\$50,000	Section 154, FY 2016	AANN-1

### **Summary of Impaired Driving Projects Scheduled in FY 2016**

<b>PROJECTS</b>	<b>FUNDING SOURCE</b>	<b>AMOUNT ALLOCATED</b>
HALLOWEEN 2015 DUI	SECTION 154, FY 2013 SECTION 164, FY 2015	\$41,000.00
HALLOWEEN LOOP	SECTION 402, FY 2016 SECTION 164, FY 2015	\$19,900.00
SAFE FAMILY HOLIDAY 2015	SECTION 154, FY 2013 SECTION 154, FY 2015	\$199,300.00
ST. PATRICK'S DAY LOOP	SECTION 402, FY 2016 SECTION 154, FY 2015	\$14,200.00
MAY DUI 2016	SECTION 154, FY 2013 SECTION 154, FY 15	\$42,400.00
JUNE DUI 2016	SECTION 154, FY 2013 SECTION 405d, FY 2016	\$141,700.00

JULY DUI 2016	SECTION 154, FY 2013 SECTION 405d, FY 2016	\$86,000.00
CHECKPOINT STRIKEFORCE (OCT-DEC)	SECTION 154, FY 2013 SECTION 154, FY 2014 SECTION 405d, FY 2016	\$219,500.00
CHECKPOINT STRIKEFORCE (JUL-SEPT)	SECTION 154, FY 2014 SECTION 154, FY 2016	\$194,500.00
DE STATE FAIR WEEK	SECTION 402, FY 2016	\$5,000.00
NATIONAL IMPAIRED DRIVING CRACKDOWN	SECTION 154, FY 2014 SECTION 164, FY 2015 SECTION 154, FY 2016	\$190,000.00
IMPAIRED DRIVING PAID MEDIA	SECTION 405d, FY 2015 SECTION 154, FY 2014 SECTION 154, FY 2015 SECTION 164, FY 2015 SECTION 405d, FY 2016 SECTION 154, FY 2016	\$3,356,600.00
DRUG RECOGNITION EXPERT PROGRAM (DRE)	SECTION 405d, FY 2014 SECTION 405d, FY 2015 SECTION 405d, FY 2016	\$112,800.00
TRAFFIC SAFETY RESOURCE PROSECUTOR PROGRAM	SECTION 405d, FY 2014 SECTION 405d, FY 2015 SECTION 154, FY 2015 SECTION 164, FY 2015 SECTION 405d, FY 2016	\$770,000.00
DUI TRACKING SYSTEM MAINTENANCE	SECTION 405d, FY 2014 SECTION 154, FY 2014 SECTION 154, FY 2015 SECTION 154, FY 2016	\$214,800.00
DUI TRACKING SYSTEM REDESIGN	SECTION 154, FY 2016	\$50,000.00
CONVICTION DATA ANALYSIS PROJECT	SECTION 154, FY 2012	\$30,000.00
DUI SPECIALIST POSITION	SECTION 405d, FY 2014 SECTION 154, FY 2016	\$41,000.00
IMPAIRED DRIVING ENFORCEMENT EQUIPMENT	SECTION 154, FY 2013 SECTION 154, FY 2014 SECTION 405d, FY 2014 SECTION 405d, FY 2016 SECTION 154, FY 2016	\$405,000.00
ALCOHOL-IMPAIRED DRIVING TRAINING INITIATIVES	SECTION 154, FY 2013 SECTION 154, FY 2014 SECTION 154, FY 2016	\$63,500.00
TRANSDERMAL ALCOHOL MONITORING FOR DUI COURT PARTICIPANTS	SECTION 154, FY 2016	\$50,000.00
CONTINGENCY FUNDS	SECTION 154, FY 2016	\$50,000.00
DSP OMEGA PROJECT	SECTION 405d, FY 2016	\$100,000.00
<b>TOTAL</b>		<b>\$6,347,200.00</b>

## Speed Management

OHS has conducted in depth crash data analysis and as a result is focusing more broadly on the issue of speeding as a contributing factor in fatal crashes over the last several years. Enforcement and paid media efforts will be directed to a combined speed and occupant protection focus.

	2008	2009	2010	2011	2012	2013	2014
Total fatalities	121	116	101	99	114	101	124
Speeding related	36	44	42	34	46	37	42
Percentage	30%	38%	42%	34%	40%	37%	34%

FARS Data

In CY 2014, 42 people (34%) were killed in speed related crashes. Another 202 were injured in such crashes. Data analysis over the past three years shows that 63% of persons responsible for speed related crashes were male. 56% of drivers responsible for speed related crashes were 29 or younger. Most speed-related crashes occur weekdays between 6 am – 9 am and 3 pm – 7 pm. Weekends have higher speed crash rates later in the day than typical weekdays. Friday has the most speed-related reportable crashes. Saturday was the most common day for fatal speed-related crashes in an average of the previous 3 years. Speed related crashes are more likely to occur during colder months. October, December and January had the highest number of crashes.

## Performance Measure

- Speed Related Fatalities – Decrease speeding related fatalities 7% from the 2009 - 2013 calendar year average of 40 to 37 by December 31, 2016.

## Comprehensive Strategies and Evidence-Based Enforcement Projects

- OHS will provide overtime funding to law enforcement agencies in FY 2016, to run speed enforcement based on months, days, and hours that crashes are most likely to occur. Agencies with an identified speed problem will be selected to conduct enforcement mobilizations focused on speed violations. These enforcement mobilizations will have a combined focus of occupant protection violations and speed violations. OHS law enforcement partners expressed frustration at not being able to fill multiple OHS enforcement shifts due to lack of manpower, competing schedules, and an abundance of over time jobs. In an effort to work with our partners, OHS combined OP and speed to avoid multiple campaigns running at the same time. We extended the enforcement period an extra week to allow for more opportunities to work shifts. Data showed similar trends for OP and Speed violations. The combined occupant protection and speed enforcement will be short-term and high visibility.<sup>21</sup> A risk assessment will be completed for each agency receiving funds. Seat belt citations written during these mobilization efforts will be reviewed to determine if police agencies are productively enforcing the laws, and will be considered when selecting agencies to participate in future mobilizations. Additional details on the combined Occupant Protection and Speed mobilizations can be found in the Police Traffic Services section.
- Delaware will coordinate a Teen Speed project, in an effort to promote a speed safety message at Delaware high school sporting events. Ultimately teens will be asked to sign a pledge card.<sup>22</sup>
- All high-visibility enforcement programs include communications and outreach strategies that use a combination of earned media and paid advertising. Communication is in the form of press releases; outreach to corporate partners; postings to the OHS website, Facebook page and twitter updates; and paid media including posters, flyers, table tents, billboards, sports marketing, radio, television and digital media.<sup>23</sup>
- Delaware uses automated enforcement in some jurisdictions to reduce red-light running.<sup>24</sup> OHS does not provide any funding for this project.

<sup>21</sup> Countermeasures That Work, 7<sup>th</sup> Edition, 2013, Ch. 3, Section 2.2

<sup>22</sup> Countermeasures That Work, 7<sup>th</sup> Edition, 2013, Ch. 4, Section 4

<sup>23</sup> Countermeasures That Work, 7<sup>th</sup> Edition, 2013, Ch.4, Section 4.1

<sup>24</sup> Countermeasures That Work, 7<sup>th</sup> Edition, 2013, Ch. 3, Section 2.1

## **Speed Management Projects Scheduled in FY 2016**

<b>Fall 2015 OP/Speed Enforcement 10/6/2015 – 10/25/2015</b>		
See details about this campaign in the Police Traffic Services section of this document.		
<b>AMOUNT:</b>	<b>FUNDING SOURCE:</b>	<b>PROJECT NUMBER:</b>
See above.		

<b>Safe Family Holiday OP/Speed Enforcement - 11/24/2015 – 1/1/2016</b>		
See details about this campaign in the Police Traffic Services section of this document.		
<b>AMOUNT:</b>	<b>FUNDING SOURCE:</b>	<b>PROJECT NUMBER:</b>
See above.		

<b>Winter Wave 1 OP/Speed Enforcement - 1/19/2016 - 2/7/2016</b>		
See details about this campaign in the Police Traffic Services section of this document.		
<b>AMOUNT:</b>	<b>FUNDING SOURCE:</b>	<b>PROJECT NUMBER:</b>
See above.		

<b>Winter Wave 2 OP/Speed Enforcement – 2/23/2016 – 3/13/2016</b>		
See details about this campaign in the Police Traffic Services section of this document.		
<b>AMOUNT:</b>	<b>FUNDING SOURCE:</b>	<b>PROJECT NUMBER:</b>
See above.		

<b>Summer Wave 1 OP/Speed Enforcement – 6/14/2016 - 7/3/2016</b>		
See details about this campaign in the Police Traffic Services section of this document.		
<b>AMOUNT:</b>	<b>FUNDING SOURCE:</b>	<b>PROJECT NUMBER:</b>
See above.		

<b>Summer Wave 2 OP/Speed Enforcement – 8/2/2016– 8/21/2016</b>		
See details about this campaign in the Police Traffic Services section of this document.		
<b>AMOUNT:</b>	<b>FUNDING SOURCE:</b>	<b>PROJECT NUMBER:</b>
See above.		

<b>Teen Speed Project – 10/1/2015 – 9/30/2016</b>		
To combat speed related crashes involving teen drivers, OHS will promote a safety message about speed at Delaware high school sporting events using event signage, sporting event displays, promotional items, pledge cards, and teen ambassadors.		
Agencies involved: OHS, Alliance Sports Marketing, ab+c		
<b>AMOUNT:</b>	<b>FUNDING SOURCE:</b>	<b>PROJECT NUMBER:</b>
\$60,000	Section 402, FY 2016	OHTS-1

<b>PAID MEDIA – 10/1/15 – 9/30/16</b>		
See details about this project in the Police Traffic Services section of this document.		
<b>AMOUNT:</b>	<b>FUNDING SOURCE:</b>	<b>PROJECT NUMBER:</b>
See above.		



### **Summary of Speed Management Projects Scheduled in FY 2016**

<b>PROJECTS</b>	<b>FUNDING SOURCE</b>	<b>AMOUNT ALLOCATED</b>
FALL 2015 OP/SPEED ENFORCEMENT	See Summary of Police Traffic Services in this document.	
SAFE FAMILY HOLIDAY OP/SPEED ENFORCEMENT	See Summary of Police Traffic Services in this document.	
WINTER WAVE 1 OP/SPEED ENFORCEMENT	See Summary of Police Traffic Services in this document.	
WINTER WAVE 2 OP/SPEED ENFORCEMENT	See Summary of Police Traffic Services in this document.	
SUMMER WAVE 1 OP/SPEED ENFORCEMENT	See Summary of Police Traffic Services in this document.	
SUMMER WAVE 2 OP/SPEED ENFORCEMENT	See Summary of Police Traffic Services in this document.	
TEEN SPEED PROJECT	Section 402, FY 2016	\$60,000.00
PAID MEDIA	See Summary of Police Traffic Services in this document.	
<b>TOTAL</b>		<b>\$60,000.00</b>

## Traffic Records

Accurate, complete and timely traffic safety data is the cornerstone of the state's highway safety program. Efforts are currently underway to make improvements and upgrades to existing records systems to ensure that data that is captured and used in resource allocation decision making is as accurate as possible. The efforts currently underway include the enhancement of the E-Crash system, the utilization of CARS (Crash Analysis Reporting System) to map crashes and the Quality Assurance/Quality Control (QA/QC) project to ensure quality data in the E-crash system. Problem identification remains a key function of the Office of Highway Safety. In order to ensure that the federal funds received by Delaware are allocated in an efficient and effective manner, it is critical to review as much highway safety data as possible to determine the types of crashes that are occurring, where and when they are occurring and who is our target audience. Thus, complete traffic records systems are essential to the highway safety program.

## Performance Measures

### **Short-term performance goals:**

- Coordinate the planning and development of the Section 405(c) application 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 (DeJIS) to enhance the quality of data in the E-Ticket and E-Crash systems
  - Support a full-time data analyst to provide accurate, timely data to allow for data-driven problem identification and countermeasure selection
  - Support efforts by DeJIS to collect DUI conviction information to allow review and analysis of prosecution efforts, law enforcement efforts, and effectiveness of current laws

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

## Comprehensive Strategies and Projects

- OHS will fund a position dedicated to conducting problem identification and ongoing analysis of traffic records data, primarily for OHS. Continued analysis of this data provides long range trends and assists with project planning and resource allocation.<sup>25</sup> A risk assessment will be completed for every agency receiving funds.
- The Traffic Records Coordinating Committee (TRCC) will continue to review and update the strategic plan as needed. This ongoing process allows OHS to track progress and to support changing needs and emerging issues.<sup>26</sup>
- OHS will support projects that continue to monitor existing traffic records systems for data quality. This will ensure accurate and timely data to enable accurate project planning and effective resource allocation.<sup>27</sup>
- OHS will continue to support projects to enhance existing traffic records systems to ensure accurate collection of crash data, roadway data, driver data, vehicle data, and citation data. This support will include efforts to maintain and/or improve data linkages.<sup>28</sup>

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<sup>25</sup> Highway Safety Program Guideline #10, Section 3

<sup>26</sup> Highway Safety Program Guideline #10, Section 4

<sup>27</sup> Highway Safety Program Guideline #10, Section 2

<sup>28</sup> Highway Safety Program Guideline #10, Section 1

## **Traffic Records Projects Scheduled in FY 2016**

<b>DATA ANALYST CONTRACT - 10/1/15 - 9/30/16</b>		
Funds are provided to Whitman, Requardt, and Associates (WRA) for a contractual position to provide on-site data analysis. This position is currently filled by Richard Klepner, who is responsible for data analysis for all priority areas to direct programming and project development.		
Agencies involved: OHS, WRA		
AMOUNT:	FUNDING SOURCE:	PROJECT NUMBER:
\$20,000	Section 405c, FY 2015, carry over	AALA-1
\$40,000	Section 405c, FY 2016	AALD-1

<b>TRCC STRATEGIC PLAN IMPLEMENTATION – 10/1/15 – 9/30/16</b>		
Funds are provided to Whitman, Requardt, and Associates (WRA) to provide assistance with the Traffic Records Coordinating Committee (TRCC), meetings, to coordinate the Traffic Records Assessment, to assist the TRCC Coordinator with the development of the grant application, analysis of project outcomes, and guidance with the selection of appropriate projects. This position will guide the TRCC in continuing to review and update the strategic plan as needed. This ongoing process allows OHS to track progress and to support changing needs and emerging issues.		
Agencies involved: OHS, WRA, TRCC Membership		
AMOUNT:	FUNDING SOURCE:	PROJECT NUMBER:
\$40,000	Section 405c, FY 2015, carry over	AALC-1
\$30,000	Section 405c, FY 2016	AALF-1

<b>E-CRASH QUALITY ASSESSMENT/CONTROL AND ENHANCEMENTS – 10/1/15 – 9/30/16</b>		
Funds are provided to the Delaware Justice Information Systems (DELJIS) to review records within E-Crash to determine accuracy and to correct inaccuracies. Recurrent inaccuracies are addressed in one of two ways: the programming team identifies needed enhancements to the E-Crash or E-Ticket system or training is provided in the necessary areas to enable officers to more accurately complete their records. Scheduled updates and improvements are directly identified through the quality monitoring provided.		
Agencies involved: DELJIS		
AMOUNT:	FUNDING SOURCE:	PROJECT NUMBER:
\$125,000	Section 405c, FY 2015, carry over	AALB-1
\$100,000	Section 405c, FY 2016	AALF-1

<b>DELDOT ROAD INVENTORY DATA COLLECTION– 10/1/15 – 9/30/16</b>		
Funds will be provided to allow for the collection of roadway inventory data. This data will be used to determine the need for specific signs, signals, ADA ramps, lanes and shoulders, curbs, gutters, guardrails, bike lanes, and sidewalks. This phase of the project is just to collect the necessary data, which the vendor believes will be completed by the end of calendar year 2015.		
Agencies involved: DELDOT		
AMOUNT:	FUNDING SOURCE:	PROJECT NUMBER:
\$120,000	Section 405c, FY 2016	AALG-1

**Summary of Traffic Records Projects Scheduled in FY 2016**

<b>PROJECTS</b>	<b>FUNDING SOURCE</b>	<b>AMOUNT ALLOCATED</b>
DATA ANALYST CONTRACT	SECTION 405c, FY 2015 SECTION 405c, FY 2016	\$60,000.00
TRCC STRATEGIC PLAN IMPLEMENTATION	SECTION 405c, FY 2015 SECTION 405c, FY 2016	\$70,000.00
E-CRASH QUALITY CONTROL AND ENHANCEMENTS	SECTION 405c, FY 2015 SECTION 405c, FY 2016	\$225,000.00
DELDOT ROADWAY INVENTORY DATA COLLECTION	SECTION 405c, FY 2016	\$120,000.00
<b>TOTAL</b>		<b>\$475,000.00</b>

## Motorcycle Safety

In 2014, 13% of all fatalities were motorcyclists, 15 of 118. This is a decrease since 2013, when 20 of 101 fatalities were motorcyclists (20%). Of the 15 motorcyclists killed in 2014, 6 were wearing helmets (40%). Further analysis shows that in the past 5 years, an average of 36% involved impairment. In 2014, 50% of motorcycle fatalities occurred between 1pm-11pm. 95% of all motorcycle fatalities were males.

In the last five years, 61 Delaware-licensed motorcycle riders were killed in traffic crash. Of those 61 riders, only 59% had a motorcycle endorsement on their license, and only 16% had completed any type of motorcycle safety course.

Only 24% of all motorcycle fatalities in Delaware are caused by error on the part of the motorist. The remaining fatalities result from rider error. 34% of these errors involve some type of speeding or other aggressive driving behavior. A full 10% of motorcycle fatalities involve just the motorcycle, in roadway departure crashes.

### **Percentage of Motorcycle Fatalities**

	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>
Total Traffic Fatalities	103	103	116	101	118
Motorcycle Fatalities	9	18	17	20	15
% Motorcycle Fatalities	13%	17%	15%	20%	13%

### **Percentage of Motorcycle Fatalities Wearing Helmets**

	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>
Total Motorcycle Fatalities	9	18	17	20	15
Total Wearing Helmets	6	8	12	12	6
% Wearing Helmets	66%	44%	71%	65%	40%

## Performance Measures

**Motorcyclist Fatalities** – To decrease motorcyclist fatalities 7% from the 2009-2013 calendar year average of 16 to 15 by December 31, 2016.

**Un-helmeted Motorcyclist Fatalities** – To decrease un-helmeted motorcyclist fatalities 13% from the 2009-2013 calendar year average of 8 to 7 by December 31, 2016.

## Comprehensive Strategies and Evidence-Based Enforcement Projects

- OHS will continue to schedule motorcycle safety enforcement efforts. Enforcement activities will be scheduled throughout FY 2016 based on months, days, and hours that motorcycle crashes are most likely to occur. In addition, agencies will be selected to participate based on identified high crash locations.<sup>29</sup> Enforcement strategies will include roving patrols focused on both impaired driving and aggressive driving violations.<sup>30</sup> In addition, riders and motorists violating motorcycle safety laws will be cited.<sup>31</sup> A risk assessment will be conducted for every agency provided funding.
- OHS will continue to coordinate both paid and earned media with all scheduled enforcement, as identified by NHTSA as the model for high visibility enforcement projects. Paid media will be placed in high crash locations identified through data analysis. Further, target demographics will be determined and media will be developed aimed at those populations. Due to

<sup>29</sup> Highway Safety Program Guidelines #3, Section 1

<sup>30</sup> Highway Safety Program Guidelines #3, Section 5 and Countermeasures That Work, 7<sup>th</sup> Edition, 2013, Ch. 5, Section 2.1

<sup>31</sup> Highway Safety Program Guidelines #3, Section 7

the very public and political nature of motorcycling issues in Delaware, the media focus is split between riders and motorists.<sup>32</sup>

- OHS will continue to participate in Delaware's Motorcycle Rider Education Committee, comprised of members from the Division of Motor Vehicles, the Dover Air Force Base, private motorcycle groups, motorcycle retail shop owners, and is co-chaired by State Senator Bruce Ennis and State Representative Daniel Short. OHS has no funding allocated to this initiative.<sup>33</sup>
- Throughout the spring and summer months, OHS will provide educational materials to the motorcycle riding community, urging the use of helmets and all available safety equipment. These materials will be available at motorcycle retail shops, as well as motorcycle safety events statewide.<sup>34</sup>

## **Motorcycle Safety Projects Scheduled in FY 2016**

<b>SPRING MOTORCYCLE ENFORCEMENT – 4/29 – 5/2/16</b>		
Data analysis indicates that when the weather starts to warm up, motorcyclists start riding, and after several months of inactivity, both injury and fatal crashes begin to occur. An average of five years' data indicates 16% of fatalities occur in April. Agencies with higher incidence of motorcycle crashes were selected to participate in this effort. Officers will focus on motorist violations that impact motorcyclists, as well as motorcycle safety law violations. A total of 35 patrols are scheduled, including 6 agencies, which will work 4 hour patrols between the hours of 1pm-11pm.		
Agencies involved: Dover Police, Georgetown Police, Milford Police, Millsboro Police, Seaford Police, and Delaware State Police (troops 2,3,4,5,& 7).		
<b>AMOUNT:</b>	<b>FUNDING SOURCE:</b>	<b>PROJECT NUMBER:</b>
\$8,000	Section 402, FY 2016	OHMA-1

<b>JUNE 2016 MOTORCYCLE ENFORCEMENT – 6/10 – 6/27/16</b>		
Data analysis indicates that warmer weather increases the likelihood of motorcyclists to be on the roads, and with that increase, fatalities also occur. Based on an average of five years' data, June accounts for 22% of all motorcycle fatalities in Delaware. As a result, efforts will be focused during June, on the days of the week and at times of the day when crashes are more likely to occur. Agencies with high crash rates were selected to participate. A total of 90 patrols are scheduled, including eight agencies, which will work 4 hour patrols between the hours of 1pm-11pm.		
Agencies involved: Dover Police, Georgetown Police, Milford Police, Millsboro Police, New Castle County Police, Seaford Police, Wilmington Police, and the Delaware State Police (Troops 2, 3, 4, 5, 7, & 9)		
<b>AMOUNT:</b>	<b>FUNDING SOURCE:</b>	<b>PROJECT NUMBER:</b>
\$21,100	Section 402, FY 2016	OHMA-2

<b>JULY 2016 MOTORCYCLE ENFORCEMENT – 7/8-7/18/16</b>		
Data analysis indicates that warmer weather increases the likelihood of motorcyclists to be on the roads, and with that increase, fatalities also occur. Based on an average of five years' data, July accounts for 16% of all motorcycle fatalities in Delaware. As a result, efforts will be focused during July, on the days of the week and at times of the day when crashes are more likely to occur. Agencies with high crash rates were selected to participate. A total of 88 patrols are scheduled, including eight agencies, which will work 4 hour patrols between the hours of 1pm-11pm.		
Agencies involved: Dover Police, Georgetown Police, Milford Police, Millsboro Police, New Castle County Police, Seaford Police, Wilmington Police, and the Delaware State Police (Troops 2, 3, 4, 5, 7, & 9)		
<b>AMOUNT:</b>	<b>FUNDING SOURCE:</b>	<b>PROJECT NUMBER:</b>
\$21,000	Section 402, FY 2016	OHMA-3

<sup>32</sup> Countermeasures That Work, 7<sup>th</sup> Edition, 2013, Ch. 5, Sections 4.1,4.2

<sup>33</sup> Countermeasures That Work, 7<sup>th</sup> Edition, 2013, Ch. 5, Section 3.2

<sup>34</sup> Countermeasures That Work, 7<sup>th</sup> Edition, 2013, Ch. 5, Section 4.1

<b>AUGUST 2016 MOTORCYCLE ENFORCEMENT – 8/12-8/15/16</b>		
Trend analysis shows that motorcycle crashes of all types increase in the summer. In Delaware, 13% of motorcycle fatalities historically happen in August. Officers will focus on motorist violations that impact motorcyclists, as well as motorcycle safety law violations. A total of 50 patrols are scheduled, including 6 agencies, who will work 4 hour patrols between the hours of 1pm and 11pm.		
Agencies involved: Dover Police, Georgetown Police, Milford Police, Millsboro Police, Seaford Police, and Delaware State Police (troops 2,3,4,5,& 7).		
<b>AMOUNT:</b>	<b>FUNDING SOURCE:</b>	<b>PROJECT NUMBER:</b>
\$11,800	Section 402, FY 2016	OHMA-4

<b>SEPTEMBER 2016 MOTORCYCLE ENFORCEMENT – 9/9-9/12/16</b>		
Many motorcycle riders enjoy the more comfortable weather in September and take advantage of it before the colder weather sets in. In Delaware, 13% of motorcycle fatalities historically happen in September. Officers will focus on motorist violations that impact motorcyclists, as well as motorcycle safety law violations. A total of 50 patrols are scheduled, including 6 agencies, who will work 4 hour patrols between the hours of 1pm and 11pm.		
Agencies involved: Dover Police, Georgetown Police, Milford Police, Millsboro Police, Seaford Police, and Delaware State Police (troops 2,3,4,5,& 7).		
<b>AMOUNT:</b>	<b>FUNDING SOURCE:</b>	<b>PROJECT NUMBER:</b>
\$11,800	Section 402, FY 2016	OHMA-5

<b>PAID MEDIA – 4/29 – 9/12/16</b>		
Paid media focused on motorcycle rider awareness and safety will be funded to coincide with enforcement efforts throughout this time period. Delaware’s message is “Respect Your Ride,” and aims to educate riders about the need to wear all appropriate safety gear. In addition, paid media focused on motorist awareness of motorcycle riders will be funded to coincide with enforcement during this period. Delaware will promote the “Share the Road” message in an effort to remind motorists to look for motorcycles and be aware of their vulnerability. Media will include radio, billboards, print materials, and online advertising. Media placement will be targeted at identified high crash locations and the identified demographics of both motorists and riders identified through crash data.		
Agencies involved: OHS, ab+c		
<b>AMOUNT:</b>	<b>FUNDING SOURCE:</b>	<b>PROJECT NUMBER:</b>
\$80,000	Section 402, FY 2016	OHMM-1
\$23,000	Section 405f, FY 2015, carry over	AAGY-1
\$35,000	Section 405f, FY 2016	AAGZ-1

### **Summary of Motorcycle Safety Projects Scheduled in FY 2016**

<b>PROJECTS</b>	<b>FUNDING SOURCE</b>	<b>AMOUNT ALLOCATED</b>
SPRING MOTORCYCLE ENFORCEMENT	SECTION 402, FY 2016	\$8,000.00
JUNE MOTORCYCLE ENFORCEMENT	SECTION 402, FY 2016	\$21,100.00
JULY MOTORCYCLE ENFORCEMENT	SECTION 402, FY 2016	\$21,000.00
AUGUST MOTORCYCLE ENFORCEMENT	SECTION 402, FY 2016	\$11,800.00
FALL 2016 MOTORCYCLE ENFORCEMENT	SECTION 402, FY 2016	\$11,800.00
PAID MEDIA	SECTION 402, FY 2016 SECTION 405f, FY 2015 SECTION 405f, FY 2016	\$138,000.00
<b>TOTAL</b>		<b>\$211,700.00</b>

## Distracted Driving/Cell Phone Use

Distracted driving crashes are often difficult to identify, as the officers arrive on-scene after-the-fact and are dependent upon the drivers' accounts of the facts. Self-reported information is statistically unreliable, and it is estimated that cell phone-related crashes are severely under-reported. Delaware has been collecting cell phone-related crash information since 2011. In 2011, 147 of all reportable crashes involved hand-held cell phone use. In 2014, that number was 166. The public is quite vocal about witnessing large numbers of drivers using hand-held cell phones. Due to the public demand, there has been significant political pressure to strictly enforce Delaware's "hands-free" and "no-texting" cell phone law.

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

### **Number of Cell Phone-Involved Traffic Crashes**

	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>
Total Reportable Crashes	20,867	21,197	22,453	22,904
Total Cell Phone involved*	147	140	147	166
Percentage of Total	1%	1%	1%	1%

\*self-reported

## Performance Measures

**Distracted Driving-related crashes** – To decrease the total number of distracted driving-involved traffic crashes by 16%, from the 2010-2013 calendar year average of 173 to 145 by December 31, 2016.

## Comprehensive Strategies and Evidence-Based Enforcement Projects

- OHS will schedule overtime patrols for agencies to conduct distracted driving enforcement in FY 2016, based on months, days, and hours that distracted driving crashes are most likely to occur. Police agencies with an identified traffic safety problem will be selected to conduct five enforcement mobilizations focused on distracted driving violations. A risk assessment will be completed for each agency receiving funds. Distracted driving citations written during these mobilization efforts will be reviewed to determine if police agencies are productively enforcing the laws, and will be considered when selecting agencies to participate in future mobilizations. These patrols will focus on enforcing Delaware's hands-free cell phone law, as well as the ban on sending or reading text messages. <sup>35</sup>
- OHS will coordinate paid and earned media activities to coincide with all enforcement activities, following the accepted NHTSA model for high visibility enforcement. <sup>36</sup>

<sup>35</sup> Countermeasures That Work 7<sup>th</sup> Edition, 2013, Chapter 4, Section 1.2

<sup>36</sup> Countermeasures That Work, 7<sup>th</sup> Edition, 2013, Chapter 4, Section 2.2



## **Distracted Driving Projects Scheduled in FY 2016**

<b>November Distracted Driving Enforcement – 11/19/2015 – 11/23/2015</b>		
Due to unreliable crash data, it was important to find other resources to guide the development of distracted driving enforcement projects. In 2013, Delaware participated in a demonstration grant project which allowed OHS to record violations statewide. This gave us needed information regarding geographic “hot spots,” time of day, day of week, etc. Thursday and Friday were identified as the days of the week with the highest probability of cell phone use while driving. As a result of this analysis, OHS has scheduled 7 agencies to conduct 53 patrols over five days, between the hours of 4pm and 11pm.		
Agencies involved: Dover Police, Middletown Police, Millsboro Police, New Castle County Police, Newark Police, Seaford Police and Delaware State Police.		
<b>AMOUNT:</b>	<b>FUNDING SOURCE:</b>	<b>PROJECT NUMBER:</b>
\$11,500	Section 402, FY 2016	OHDA-1

<b>March Distracted Driving Enforcement – 3/2/2016 – 3/17/2016</b>		
Due to unreliable crash data, it was important to find other resources to guide the development of distracted driving enforcement projects. In 2013, Delaware participated in a demonstration grant project which allowed OHS to record violations statewide. This gave us needed information regarding geographic “hot spots,” time of day, day of week, etc. Thursday and Friday were identified as the days of the week with the highest probability of cell phone use while driving. As a result of this analysis, OHS has scheduled 5 agencies to conduct 45 patrols over five days, between the hours of 4pm and 11pm.		
Agencies involved: Dover Police, Georgetown Police, Milford Police, New Castle County Police, Wilmington Police, and Delaware State Police.		
<b>AMOUNT:</b>	<b>FUNDING SOURCE:</b>	<b>PROJECT NUMBER:</b>
\$9,800	Section 402, FY 2016	OHDA-2

<b>April Distracted Driving Enforcement – 4/14/16 – 4/18/16</b>		
Due to unreliable crash data, it was important to find other resources to guide the development of distracted driving enforcement projects. In 2013, Delaware participated in a demonstration grant project which allowed OHS to record violations statewide. This gave us needed information regarding geographic “hot spots,” time of day, day of week, etc. Thursday and Friday were identified as the days of the week with the highest probability of cell phone use while driving. As a result of this analysis, OHS has scheduled 8 agencies to conduct 53 patrols over five days, between the hours of 4pm and 11pm.		
Agencies involved: Dover Police, Middletown Police, Millsboro Police, New Castle County Police, Newark Police, Seaford, and Delaware State Police.		
<b>AMOUNT:</b>	<b>FUNDING SOURCE:</b>	<b>PROJECT NUMBER:</b>
\$11,500	Section 402, FY 2016	OHDA-3

<b>May Distracted Driving Enforcement – 5/5/16 – 5/9/16</b>		
Due to unreliable crash data, it was important to find other resources to guide the development of distracted driving enforcement projects. In 2013, Delaware participated in a demonstration grant project which allowed OHS to record violations statewide. This gave us needed information regarding geographic “hot spots,” time of day, day of week, etc. Thursday and Friday were identified as the days of the week with the highest probability of cell phone use while driving. As a result of this analysis, OHS has scheduled 8 agencies to conduct 45 patrols over five days, between the hours of 4pm and 11pm.		
Agencies involved: Dover Police, Middletown Police, Millsboro Police, New Castle County Police, Newark Police, Seaford, and Delaware State Police.		
<b>AMOUNT:</b>	<b>FUNDING SOURCE:</b>	<b>PROJECT NUMBER:</b>
\$9,800	Section 402, FY 2016	OHDA-4

<b>June Distracted Driving Enforcement – 6/2/16 – 6/6/16</b>		
Due to unreliable crash data, it was important to find other resources to guide the development of distracted driving enforcement projects. In 2013, Delaware participated in a demonstration grant project which allowed OHS to record violations statewide. This gave us needed information regarding geographic “hot spots,” time of day, day of week, etc. Thursday and Friday were identified as the days of the week with the highest probability of cell phone use while driving. As a result of this analysis, OHS has scheduled 8 agencies to conduct 49 patrols over five days, between the hours of 4pm and 11pm.		
Agencies involved: Dover Police, Middletown Police, Millsboro Police, New Castle County Police, Seaford, and Delaware State Police.		
<b>AMOUNT:</b>	<b>FUNDING SOURCE:</b>	<b>PROJECT NUMBER:</b>
\$10,600	Section 402, FY 2016	OHDA-5

<b>PAID MEDIA – 11/19/15 – 6/06/16</b>		
Paid media efforts will be focused on demographic populations identified through crash data analysis and citation data. Placement of media will be determined based on identification of high crash locations. Delaware will continue to use the message “Phone in One Hand. Ticket in the Other.” This will alert drivers that enforcement is ongoing and remind them of the importance of using hands-free devices and not texting while driving. Media will be paired with the above enforcement initiatives.		
Agencies involved: OHS, ab+c		
<b>AMOUNT:</b>	<b>FUNDING SOURCE:</b>	<b>PROJECT NUMBER:</b>
\$50,000	Section 402, FY 2016	OHDM-1

### **Summary of Distracted Driving Projects Scheduled in FY 2016**

<b>PROJECTS</b>	<b>FUNDING SOURCE</b>	<b>AMOUNT ALLOCATED</b>
NOVEMBER DISTRACTED DRIVING ENFORCEMENT	SECTION 402, FY 2016	\$11,500.00
MARCH DISTRACTED DRIVING ENFORCEMENT	SECTION 402, FY 2016	\$9,800.00
APRIL DISTRACTED DRIVING ENFORCEMENT	SECTION 402, FY 2016	\$11,500.00
MAY DISTRACTED DRIVING ENFORCEMENT	SECTION 402, FY 2016	\$9,800.00
JUNE DISTRACTION DRIVING ENFORCEMENT	SECTION 402, FY 2016	\$10,600.00
PAID MEDIA	SECTION 402, FY 2016	\$50,000.00
<b>TOTAL</b>		<b>\$103,200.00</b>

## Pedestrian Safety

Pedestrian-involved crashes, specifically fatalities, continue to be a complex program area to impact. With only 124 fatalities since 2010, it is difficult to determine if pedestrian safety countermeasures are successful. New Castle County continues to be the biggest concern, as 247 of 352 pedestrian crashes occurred here in 2014. In addition, although only 59% of the population lives in New Castle County, a 5-year average indicates 75% of all pedestrian crashes occur here. In Kent County, fatal pedestrian crashes are over-represented compared to population data, with these pedestrians 1.5 times more likely to be killed. In the past five years, 75% of all pedestrian fatalities occurred during low light or dark conditions.

Since 2010, the percentage of fatal crashes involving pedestrians has averaged 23%. This is a dramatic increase since 2006. Between 2006-2010, this rate averaged 17%. Although there were many causal factors, the most common causes included pedestrians walking into the path of a vehicle. Of the 27 pedestrians killed in 2014, 74% were deemed "at fault." An average of the past 5 years' data indicates 46% of pedestrians killed were under the influence of alcohol or other drugs.

### **Percentage of Pedestrian Fatalities**

	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>
Total Traffic Fatalities	103	103	116	101	124
Pedestrian Fatalities	22	19	30	26	27
% Pedestrian Fatalities	21%	18%	26%	26%	22%

## Performance Measures

**Pedestrian Fatalities** – To reduce pedestrian fatalities 10% from the 2009-2013 calendar year average of 21 to 19 by December 31, 2016.

## Comprehensive Strategies and Projects

- Delaware will partner with the Department of Transportation to provide specific paid media and community outreach to educate the walking public and the motoring public about the importance of pedestrian safety. Law enforcement officers will conduct foot patrols in high pedestrian traffic areas, using the opportunity to remind them of safety issues, including the dangers impaired walking, and provide an educational hand-out. Paid and earned media will be scheduled to coincide with these efforts.<sup>37</sup> A risk assessment will be completed for each agency receiving funds.
- Delaware will continue to utilize its Safe Routes to School initiative<sup>38</sup>, managed by the State's Department of Transportation. OHS supports this initiative, but there are currently no funds allocated.

<sup>37</sup> Countermeasures That Work, 7<sup>th</sup> Edition, 2013, Chapter 8, Section 3.1

<sup>38</sup> Countermeasures That Work, 7<sup>th</sup> Edition, 2013, Chapter 8, Section 2.3

## **Pedestrian Safety Projects Scheduled in FY 2016**

<b>FALL PEDESTRIAN SAFETY OUTREACH – 11/5 – 11/14/15</b>		
Data indicates that 14% of all pedestrian fatalities occur in November. As a result, OHS has scheduled the first pedestrian safety outreach effort in November, 2015 between the hours of 3pm-9pm. Delaware law enforcement will make targeted contact with pedestrians in identified high-crash areas, supplying them with educational information. Officers will work in 4-hour shifts, with a partner, and will discuss safe walking habits with each pedestrian contacted. 42 patrols are scheduled during this period, with 4 agencies participating.		
Agencies involved: Dover Police, Newark Police, Wilmington Police, and Delaware State Police (Troops 1, 2, 3, & 6).		
<b>AMOUNT:</b>	<b>FUNDING SOURCE:</b>	<b>PROJECT NUMBER:</b>
\$20,700	Section 402, FY 2016	OHPA-1

<b>DECEMBER PEDESTRIAN OUTREACH/ENFORCEMENT – 12/3 – 12/19/15</b>		
Data indicates that 23% of all pedestrian fatalities occur in December. As a result, OHS is tying the pedestrian efforts in December with other enforcement activities taking place under our Safe Family Holiday Campaign. Delaware law enforcement will make targeted contact with pedestrians in identified high-crash areas, supplying them with educational information. Officers will work in 4-hour shifts, with a partner, and will discuss safe walking habits with each pedestrian contacted. The outreach efforts will be conducted through 12/12/15, followed by enforcement of pedestrian safety laws for the remainder of the mobilization period. 87 patrols are scheduled, with 9 agencies participating.		
Agencies involved: Dover Police, Elsmere Police, Laurel Police, Milford Police, Newark Police, Seaford Police, Smyrna Police, Wilmington Police, and Delaware State Police (Troops 1, 2, 3, & 6).		
<b>AMOUNT:</b>	<b>FUNDING SOURCE:</b>	<b>PROJECT NUMBER:</b>
\$39,400	Section 402, FY 2016	OHPA-2

<b>SEPTEMBER PEDESTRIAN OUTREACH/ENFORCEMENT – 9/1 – 9/17/16</b>		
Data indicates that 10% of all pedestrian fatalities occur in December. As a result, OHS is planning one final mobilization at the end of the fiscal year. Delaware law enforcement will make targeted contact with pedestrians in identified high-crash areas, supplying them with educational information. Officers will work in 4-hour shifts, with a partner, and will discuss safe walking habits with each pedestrian contacted. The outreach efforts will be conducted through 9/10, followed by enforcement of pedestrian safety laws for the remainder of the mobilization period. 54 patrols are scheduled, with 4 agencies participating.		
Agencies involved: Dover Police, Newark Police, Wilmington Police, and Delaware State Police (Troops 2, 3, & 6).		
<b>AMOUNT:</b>	<b>FUNDING SOURCE:</b>	<b>PROJECT NUMBER:</b>
\$27,500	Section 402, FY 2016	OHPA-3

<b>PAID MEDIA – 11/5/15 – 9/17/16</b>		
Delaware will identify high pedestrian crash corridors as well as locations where pedestrians tend to gather. These identified locations will allow for proper placement of paid media. In addition, the demographics unique to this population will be identified to best target Delaware's pedestrian population.		
Agencies involved: OHS, ab+c		
<b>AMOUNT:</b>	<b>FUNDING SOURCE:</b>	<b>PROJECT NUMBER:</b>
\$100,000	Section 402, FY 2016	OHPM-1

**Summary of Pedestrian Safety Projects Scheduled in FY 2016**

<b>PROJECTS</b>	<b>FUNDING SOURCE</b>	<b>AMOUNT ALLOCATED</b>
PAID MEDIA	SECTION 402, FY 2016	\$100,000.00
NOVEMBER PEDESTRIAN OUTREACH	SECTION 402, FY 2016	\$20,700.00
DECEMBER PEDESTRIAN OUTREACH & ENFORCEMENT	SECTION 402, FY 2016	\$39,400.00
SEPTEMBER PEDESTRIAN OUTREACH & ENFORCEMENT	SECTION 402, FY 2016	\$27,500.00
<b>TOTAL</b>		<b>\$187,600.00</b>

## Bicycle Safety

In 2014, 163 crashes involved a bicycle, including 3 that were fatalities. Last year, 79% of all bicycle crashes involved personal injury. Despite a bike helmet law requiring those under age 18 to wear a helmet, children aged 15 and younger account for 22% of all bike crash injuries. This is double the national level of 11%.

New Castle County continues to have the highest number of bicycle crashes overall, but fatalities occur randomly in all three counties.

### **Bicycle Fatalities by County:**

	2010	2011	2012	2013	2014
New Castle Co Total	90	87	82	96	95
New Castle Co Fatalities	1	0	1	0	2
Kent Co Total	29	11	29	17	23
Kent Co Fatalities	0	0	2	0	0
Sussex Co Total	42	44	48	33	45
Sussex Co Fatalities	2	0	1	2	1
Total Bicycle Fatalities	3	0	4	2	3

## Performance Measures

**Bicyclist Fatalities** – To maintain bicycle fatalities at the 2009-2013 calendar year average of 2 or fewer by December 31, 2016.

## Comprehensive Strategies and Projects

- Delaware will provide our partners with bicycle safety materials for youth. Many of our partners already provide safety presentations within the schools, including the Office of Emergency Services, the University of Delaware Cooperative Extension, and State and local law enforcement.<sup>39</sup>
- Delaware will continue to utilize its Safe Routes to School initiative<sup>40</sup>, managed by the State's Department of Transportation. OHS supports this initiative, but there are currently no funds allocated.
- Delaware will continue its membership on the Bicycle Safety Council, ensuring safe biking opportunities throughout Delaware for cyclists of all ages.<sup>41</sup>

<sup>39</sup> Countermeasures That Work, 7<sup>th</sup> Edition, 2013, Chapter 9, Section 1.3

<sup>40</sup> Countermeasures That Work, 7<sup>th</sup> Edition, 2013, Chapter 9, Section 1.2

<sup>41</sup> Highway Safety Program Guideline Number 14, Section 2

## **Bicycle Safety Projects Scheduled in FY 2016**

<b>BICYCLE INFORMATION FOR YOUTH &amp; PARENTS – 10/1/15 – 9/30/16</b>		
OHS will provide information about bicycle safety, including the mandatory helmet law for those under age 18, making sure the helmet fits properly, and the need for parental oversight. OHS will purchase the necessary public information and education materials as needed.		
Agencies involved: OHS, ab+c		
<b>AMOUNT:</b>	<b>FUNDING SOURCE:</b>	<b>PROJECT NUMBER:</b>
\$500	Section 402, FY 2016	OHBK-1

## **Summary of Bicycle Safety Projects Scheduled in FY 2016**

<b>PROJECTS</b>	<b>FUNDING SOURCE</b>	<b>AMOUNT ALLOCATED</b>
PUBLIC INFORMATION AND EDUCATION MATERIALS FOR YOUTH	SECTION 402, FY 2016	\$500.00
<b>TOTAL</b>		<b>\$500.00</b>

# ADDITIONAL INITIATIVES

## Comprehensive Traffic Safety Programs

This section of the HSP will focus on projects that impact more than one area of traffic safety. In FY 2016, OHS proposes the following projects:

## Comprehensive Strategies and Evidence-Based Enforcement Projects

- OHS will fund a program manager for the impaired driving, motorcycle safety, traffic records, and pedestrian safety program areas.<sup>42</sup>
- OHS will fund a program manager for the occupant protection, speeding, distracted driving, and teen driver program areas.<sup>43</sup>
- OHS will fund a community relations officer to manage all community outreach, public information and education campaigns, and paid media campaigns for all program areas.<sup>44</sup>
- OHS will reserve funds in order to provide flexibility for project proposals throughout the fiscal year. It is beneficial to states to have a variety of enforcement and non-enforcement projects throughout the local and community level.<sup>45</sup> This allows OHS to provide funding when appropriate and data-driven proposals are received.
- OHS has formed a Teen Driver Task Force to address recommendations from a NHTSA analysis of Delaware's Driver's Education Program. OHS will continue to work through the Task Force to implement improvements to the Driver's education program and will continue to educate parents about the GDL requirements and teen driver issues through the GDL Parent-Orientation Program and other educational efforts.<sup>46</sup>
- OHS has a Corporate Outreach Program that is managed by the Corporate Outreach Coordinator. The program works to reach the thousands of people who are employed in Delaware with traffic safety messaging. Corporate partners work closely with OHS to evaluate the effectiveness of outreach efforts, offer suggestions, and deliver program outreach to their respective audience.<sup>47</sup> The corporate messages are designed to coincide with OHS enforcement mobilizations.

## Performance Measures

**Drivers Age 20 or Younger Involved in Fatal Crashes** – To reduce the number of drivers age 20 or younger involved in fatal crashes by 35% from the 2009-2013 calendar year average of 15 to 10 by December 31, 2016.

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<sup>42</sup> Highway Safety Program Guideline Number 3, Section 1; Number 8, Section 1; Number 10, Section 1; & Number 14, Section 1

<sup>43</sup> Highway Safety Program Guideline Number 4, Section 1; Number 19, Section 1; & Number 20, Section 1

<sup>44</sup> Highway Safety Program Guideline Number 3, Section 10; Number 8, Section 4; Number 14, Section 6; Number 19, Section 4; & Number 20, Section 4

<sup>45</sup> NHTSA Highway Safety Grant Funding Policy, Section A (23 U.S.C. 402)

<sup>46</sup> Countermeasures That Work, 7<sup>th</sup> Edition, 2013, Ch. 6, Sections 1 & 3

<sup>47</sup> Countermeasures That Work, 7<sup>th</sup> Edition, 2013, Ch. 7, Section 3.1



## Community Traffic Safety Projects Scheduled in FY 2016

<b>SALARY/BENEFITS FOR OHS STAFF – 10/1/15-9/30/16</b>		
Salaries and benefits will be provided for staff members who work in multiple program areas. This includes Lisa Shaw, Program Manager for Impaired Driving, Traffic Records, Motorcycle, and Pedestrian; Kimberly Chesser, Program Manager for Occupant Protection (incl. Child Passenger Safety), Speeding, Distracted Driving, and Teen-related projects; and Alison Kirk, Community Relations Officer, who is also responsible for older driver issues, management of media relations contracts, and all paid or earned media. The Occupant Protection program manager position is funded 50% Federally and 50% by the State of Delaware.		
Agencies involved: OHS		
<b>AMOUNT:</b>	<b>FUNDING SOURCE:</b>	<b>PROJECT NUMBER:</b>
\$36,000	Section 402, FY 2016	OHC-3
\$88,000	Section 402, FY 2016	OHC-1
\$64,000	Section 402, FY 2016	OHC-2

<b>ANTICIPATED PROJECT PROPOSALS – 10/1/15-09/30/16</b>		
OHS uses a project proposal method to solicit and receive funding requests throughout the year. The process is open-ended, and proposals can be submitted at any time throughout the fiscal year. These requests are typically non-enforcement, though special enforcement requests are considered as well. It is paramount that funds be set aside and available for those proposals that are data-driven and assist in reaching identified traffic safety targets.		
Agencies involved: OHS and various other agencies		
<b>AMOUNT:</b>	<b>FUNDING SOURCE:</b>	<b>PROJECT NUMBER:</b>
\$50,000	Section 402, FY 2016	OHPP-1

<b>GDL Program/Teen Driver issues 10/1/2015- 9/30/2016</b>		
OHS has formed a Teen Driver Task Force to address recommendations from a NHTSA analysis of Delaware's Driver's Education Program. OHS will continue to work through the Task Force to implement improvements to the Driver's education program and will continue to educate parents about the GDL requirements and teen driver issues through the GDL Parent-Orientation Program and other educational efforts. Funds will support contractual costs, supplies and materials needed to promote teen driver education and awareness.		
Agency involved: OHS, Delaware Department of Education, Smart Drive Foundation, Delaware Driver's Safety Education Association, Delaware State Police, Division of Motor Vehicles		
<b>AMOUNT:</b>	<b>FUNDING SOURCE:</b>	<b>PROJECT NUMBER:</b>
\$19,000	Section 402, FY 2016	OHGD

<b>Corporate Outreach Coordinator 10/1/15 – 9/30/16</b>		
The Corporate Outreach Coordinator manages the Corporate Outreach Program. This program works to reach the thousands of people who are employed in Delaware with traffic safety messaging. Over 100 public and private corporations, as well as state-run and non-profit agencies participate in the program.		
Agencies involved: Office of Highway Safety, Corporate Partners		
<b>AMOUNT:</b>	<b>FUNDING SOURCE:</b>	<b>PROJECT NUMBER:</b>
\$15,000	Section 402, FY 2016	OH03

<b>Corporate Outreach Supplies 10/1/2015 – 9/30/2016</b>		
Supplies purchased support the Corporate Outreach Program. Funds are used to purchase mailing supplies, mocktail supplies, printing and publishing, partner awards and other items needed to support the Corporate Outreach Program.		
Agencies involved: Office of Highway Safety, Corporate Partners		
<b>AMOUNT:</b>	<b>FUNDING SOURCE:</b>	<b>PROJECT NUMBER:</b>
\$5,000	Section 402, FY 2016	OHOF

### **Summary of Comprehensive Traffic Safety Projects Scheduled in FY 2016**

<b>PROJECTS</b>	<b>FUNDING SOURCE</b>	<b>AMOUNT ALLOCATED</b>
SALARIES/BENEFITS FOR STAFF	SECTION 402, FY 2016	\$188,000.00
ANTICIPATED PROJECT PROPOSALS	SECTION 402, FY 2016	\$50,000.00
GDL PROGRAM/TEEN DRIVER ISSUES	SECTION 402, FY 2016	\$19,000.00
CORPORATE OUTREACH COORDINATOR	SECTION 402, FY 2016	\$15,000.00
CORPORATE OUTREACH SUPPLIES	SECTION 402, FY 2016	\$5,000.00
<b>TOTAL</b>		<b>\$277,000.00</b>

## POLICE TRAFFIC SERVICES

The following projects focus on more than one area of traffic safety, and are geared largely toward law enforcement.

### Comprehensive Strategies and Evidence-Based Enforcement Projects

- OHS will continue to fund a Law Enforcement Liaison, who is vital to accomplishing the high visibility enforcement initiatives statewide.<sup>48</sup> This role coordinates mobilization efforts, makes contact with police agencies regarding their participation, and follows up to collect statistical information afterward.
- OHS will host its biennial conference for law enforcement in early November 2015. The conference will focus on training for law enforcement, focusing on a review of impaired driving laws and legal updates,<sup>49</sup> as well as informative sessions in most areas of traffic safety.<sup>50</sup> Previous years' attendance has been at or above 200 participants. This year's attendance is expected to surpass that, and brings a variety of speakers from across the nation as well as from Delaware and the local region.
- To alleviate the overlap of highway safety-funded jobs for local law enforcement, OHS has combined the efforts related to seat belt enforcement and speed enforcement. Please see pages 23 and 37 of this document for further details. OHS will provide overtime funding to law enforcement agencies in FY 2016, to run a combined occupant protection, speed management speed enforcement based on months, days, and hours that crashes are most likely to occur. Agencies with an identified speed and/or occupant protection problem will be selected to conduct enforcement mobilizations focused on speed and occupant protection violations. OHS law enforcement partners expressed frustration at not being able to fill multiple OHS enforcement shifts due to lack of manpower, competing schedules, and an abundance of over time jobs. In an effort to work with our partners, OHS combined OP and speed to avoid multiple campaigns running at the same time. We extended the enforcement period an extra week to allow for more opportunities to work shifts. Data showed similar trends for OP and Speed violations. The combined occupant protection and speed enforcement will be short-term and high visibility.<sup>51</sup> A risk assessment will be completed for each agency receiving funds. Seat belt citations written during these mobilization efforts will be reviewed to determine if police agencies are productively enforcing the laws, and will be considered when selecting agencies to participate in future mobilizations.

### Police Traffic Safety Projects Scheduled in FY 2016

<b>LAW ENFORCEMENT LIAISON – 10/1/15-09/30/16</b>		
Delaware will fund the services of a part-time law enforcement liaison to assist with implementation of enforcement mobilizations, answer questions from participating agencies, and provide training as needed.		
Agencies involved: OHS		
<b>AMOUNT:</b>	<b>FUNDING SOURCE:</b>	<b>PROJECT NUMBER:</b>
\$40,000	Section 402, FY 2016	OHB-5

<b>OHS Biennial Safety Conference – 10/1/15 – 11/30/15</b>		
OHS will host a highway safety conference in early November, to provide law enforcement and other partners with current, relevant training opportunities and informational sessions. The conference will take place at Dover Downs Hotel and will cover three days.		
Agencies involved: OHS		
<b>AMOUNT:</b>	<b>FUNDING SOURCE:</b>	<b>PROJECT NUMBER:</b>
\$50,000	Section 402, FY 2015 carry over	OHBB-1

<sup>48</sup> <http://www.nlelp.org/about-lel/history-of-lels/>

<sup>49</sup> Countermeasures That Work, 7<sup>th</sup> Edition, 2013, Chapter 1, Section 1.5

<sup>50</sup> Countermeasures That Work, 7<sup>th</sup> Edition, 2013, Chapter 2, Section 3.1; Chapter 3, Section 4.1; & Chapter 4, Sections 2.2 & 3.2

<sup>51</sup> Countermeasures That Work, 7<sup>th</sup> Edition, 2013, Ch. 3, Section 2.2

<b>Fall 2015 OP/Speed Enforcement Campaign – 10/6/2016 – 10/25/2016</b>		
To combat a high number of unrestrained and speed related crashes that occur in October, OHS will schedule 145 patrols. Sixteen municipal agencies and DSP will participate, conducting four hour patrols between 2 pm and 3 am Tuesday - Saturday. Paid and earned media will be part of the effort, to maximize visibility.		
Agencies involved: Camden Police, Clayton Police, Dover Police, Elsmere Police, Harrington Police, Middletown Police, Milford Police, Millsboro Police, New Castle City Police, New Castle County Police, Newark Police, Newport Police, Wyoming Police, Smyrna Police, Seaford Police, Wilmington Police and the Delaware State Police (all 8 troops).		
<b>AMOUNT:</b>	<b>FUNDING SOURCE:</b>	<b>PROJECT NUMBER:</b>
\$31,500	Section 402, FY 2016	OHOS-1

<b>Safe Family Holiday 2015 OP/Speed Enforcement Campaign – 11/24/2015 – 1/1/2016</b>		
To combat a high number of unrestrained and speed related crashes that occur around the holidays, OHS will schedule 154 patrols. Twenty municipal agencies and DSP will participate, conducting four hour patrols between 2 pm and 3 am Tuesday - Saturday. Paid and earned media will be part of the effort, to maximize visibility.		
Agencies involved: Bridgeville Police, Camden Police, Clayton Police, Delaware River and Bay Authority Police, Elsmere Police, Georgetown Police, Greenwood Police, Harrington Police, Middletown Police, Millsboro Police, New Castle City Police, New Castle County Police, Newark Police, Newport Police, Rehoboth Police, Wyoming Police, Smyrna Police, Dover Police, Seaford Police, Wilmington Police and the Delaware State Police (all 8 troops).		
<b>AMOUNT:</b>	<b>FUNDING SOURCE:</b>	<b>PROJECT NUMBER:</b>
\$33,300	Section 402, FY 2016	OHOS-2

<b>Winter Wave I OP/Speed Enforcement Campaign – 1/19/16 – 2/7/16</b>		
To combat a high number of unrestrained and speed related crashes that occur in January and February, OHS will schedule 144 patrols. Sixteen municipal agencies and DSP will participate, conducting four hour patrols between 2 pm and 3 am Tuesday - Saturday. Paid and earned media will be part of the effort, to maximize visibility.		
Agencies involved: Bridgeville Police, Camden Police, Clayton Police, Delaware River and Bay Authority Police, Elsmere Police, Harrington Police, Middletown Police, Milford Police, New Castle City Police, New Castle County Police, Newark Police, Newport Police, Wyoming Police, Smyrna Police, Dover Police, Seaford Police, Wilmington Police and the Delaware State Police (all 8 troops).		
<b>AMOUNT:</b>	<b>FUNDING SOURCE:</b>	<b>PROJECT NUMBER:</b>
\$31,300	Section 402, FY 2016	OHOS-3

<b>Winter Wave 2 OP/Speed Enforcement Campaign – 2/23/16 – 3/13/16</b>		
To combat a high number of unrestrained and speed related crashes that occur in February and March, OHS will schedule 147 patrols. Eighteen municipal agencies and DSP will participate, conducting four hour patrols between 2 pm and 3 am Tuesday - Saturday. Paid and earned media will be part of the effort, to maximize visibility.		
Agencies involved: Bridgeville Police, Camden Police, Clayton Police, Elsmere Police, Georgetown Police, Harrington Police, Middletown Police, Millsboro Police, New Castle City Police, New Castle County Police, Newark Police, Newport Police, Rehoboth Police, Wyoming Police, Smyrna Police, Dover Police, Seaford Police, Wilmington Police and the Delaware State Police (all 8 troops).		
<b>AMOUNT:</b>	<b>FUNDING SOURCE:</b>	<b>PROJECT NUMBER:</b>
\$31,900	Section 402, FY 2016	OHOS-4

<b>Summer 1 OP/Speed Enforcement Campaign – 6/14/16 – 7/3/16</b>		
To combat a high number of unrestrained and speed related crashes that occur in early summer, OHS will schedule 154 patrols. Twenty-one municipal agencies and DSP will participate, conducting four hour patrols between 2 pm and 3 am Tuesday - Saturday. Paid and earned media will be part of the effort, to maximize visibility.		
Agencies involved: Bridgeville Police, Camden Police, Clayton Police, Delaware River and Bay Authority Police, Elsmere Police, Georgetown Police, Greenwood Police, Harrington Police, Middletown Police, Milford Police, Millsboro Police, New Castle City Police, New Castle County Police, Newport Police, Ocean View Police, Wyoming Police, Smyrna Police, Dover Police, Seaford Police, Wilmington Police and the Delaware State Police (all 8 troops).		
<b>AMOUNT:</b>	<b>FUNDING SOURCE:</b>	<b>PROJECT NUMBER:</b>
\$33,200	Section 402, FY 2016	OHOS-5

<b>Summer 2 OP/Speed Campaign – 8/2/16 – 8/15/16</b>		
To combat a high number of unrestrained and speed related crashes that occur in April, OHS will schedule 151 patrols. Twenty municipal agencies and DSP will participate, conducting four hour patrols between 2 pm and 3 am Tuesday - Saturday. Paid and earned media will be part of the effort, to maximize visibility.		
Agencies involved: Bridgeville Police, Camden Police, Clayton Police, Elsmere Police, Georgetown Police, Greenwood Police, Milford Police, Millsboro Police, New Castle City Police, New Castle County Police, Newark Police, Newport Police, Ocean View Police, Rehoboth Police, Wyoming Police, Smyrna Police, Dover Police, Seaford Police, Wilmington Police, Wyoming Police and the Delaware State Police (all 8 troops).		
<b>AMOUNT:</b>	<b>FUNDING SOURCE:</b>	<b>PROJECT NUMBER:</b>
\$32,600	Section 402, FY 2016	OHOS-6

<b>OP/Speed Paid Media – 10/1/15 – 9/30/15</b>		
Paid media efforts will be focused on demographic populations identified through crash data analysis and citation data. Placement of media will be determined based on identification of high crash locations. Delaware will use the message “Buckle Up/Slow Down.” This will alert drivers that enforcement is ongoing and remind them of the importance of using seat belts for every trip and following posted speed limits. Media will be paired with the above enforcement initiatives.		
Agencies involved: Bridgeville Police, Camden Police, Clayton Police, Elsmere Police, Georgetown Police, Greenwood Police, Milford Police, Millsboro Police, New Castle City Police, New Castle County Police, Newark Police, Newport Police, Ocean View Police, Rehoboth Police, Wyoming Police, Smyrna Police, Dover Police, Seaford Police, Wilmington Police, Wyoming Police and the Delaware State Police (all 8 troops).		
<b>AMOUNT:</b>	<b>FUNDING SOURCE:</b>	<b>PROJECT NUMBER:</b>
\$200,000	Section 402, FY 2016	OHSO-1

### **Summary of Police Traffic Safety Projects Scheduled in FY 2016**

<b>PROJECTS</b>	<b>FUNDING SOURCE</b>	<b>AMOUNT ALLOCATED</b>
LAW ENFORCEMENT LIAISON	SECTION 402, FY 2016	\$40,000.00
OHS CONFERENCE	SECTION 402, FY 2015	\$50,000.00
FALL 2015 OP/SPEED ENFORCEMENT	SECTION 402, FY 2016	\$31,500.00
SAFE FAMILY HOLIDAY OP/SPEED ENFORCEMENT	SECTION 402, FY 2016	\$33,300.00
WINTER WAVE 1 OP/SPEED ENFORCEMENT	SECTION 402, FY 2016	\$31,300.00
WINTER WAVE 2 OP/SPEED ENFORCEMENT	SECTION 402, FY 2016	\$31,900.00
SUMMER 1 OP/SPEED ENFORCEMENT	SECTION 402, FY 2016	\$33,200.00
SUMMER 2 OP/SPEED ENFORCEMENT	SECTION 402, FY 2016	\$32,600.00
OP/SPEED PAID MEDIA	SECTION 402, FY 2016	\$200,000.00
<b>TOTAL</b>		<b>\$483,800.00</b>

## PLANNING & ADMINISTRATION

### Comprehensive Strategies and Evidence-Based Enforcement Projects

- OHS will continue to utilize up to 13% of the total Section 402 allotment for planning and administration purposes. The following expenses fall within the acceptable range of P&A costs.<sup>52</sup>

### Planning & Administration Projects Scheduled in FY 2016

<b>AUDIT FEES – 10/1/15 – 09/30/16</b>		
In the event OHS is audited by either the State or Federal auditors, funds are allocated to cover the costs associated with those audits.		
Agencies involved: OHS, State Auditor's Office, NHTSA		
<b>AMOUNT:</b>	<b>FUNDING SOURCE:</b>	<b>PROJECT NUMBER:</b>
\$20,000	Section 402, FY 2016	OHHA-1

<b>TRAVEL AND TRAINING – 10/1/15-09/30/16</b>		
OHS funds travel and training opportunities for OHS staff, to include Lifesavers, GHSA meetings, NHTSA Regional training activities and meetings, and other opportunities as they arise.		
Agencies involved: OHS		
<b>AMOUNT:</b>	<b>FUNDING SOURCE:</b>	<b>PROJECT NUMBER:</b>
\$15,000	Section 402, FY 2016	OHHD-1

<b>OFFICE SUPPLIES – 10/1/15-09/30/16</b>		
OHS sets aside a small portion of funds to cover the necessary supplies to effectively run an office. These include copy paper, pens/pencils, paper clips, ink/toner, file folders, staples, etc.		
Agencies involved: OHS and Staples		
<b>AMOUNT:</b>	<b>FUNDING SOURCE:</b>	<b>PROJECT NUMBER:</b>
\$4,000	Section 402, FY 2016	OHHE-1

<b>GENERAL OPERATING EXPENSES – 10/1/15 – 09/30/16</b>		
OHS sets aside the necessary funds to cover the costs associated with managing an office. These costs include copier rental, telephone charges, storage rental, GHSA dues, newspaper subscriptions, mailing services, business cards, etc.		
Agencies involved: OHS and various vendors		
<b>AMOUNT:</b>	<b>FUNDING SOURCE:</b>	<b>PROJECT NUMBER:</b>
\$20,000	Section 402, FY 2016	OHHG-1

<b>TECHNOLOGY INITIATIVES – 10/1/15-09/30/16</b>		
OHS sets aside minimal funds to cover the costs of any technology needs that may arise throughout the year. This could include the need for a new computer/laptop, payment of license fees, repair of existing machines, etc.		
Agencies involved: OHS and various vendors		
<b>AMOUNT:</b>	<b>FUNDING SOURCE:</b>	<b>PROJECT NUMBER:</b>
\$5,000	Section 402, FY 2016	OHHH-1

<sup>52</sup> Management Review, 2013, Delaware Office of Highway Safety, as conducted by NHTSA, Region 3 staff

<b>ADMINISTRATIVE STAFF SALARIES AND BENEFITS – 10/1/15-09/30/16</b>		
OHS uses planning and administration funds to cover the costs of salaries and benefits for administrative staff in the office. This includes Kaila Dukes, Operations Support Specialist, who acts as the office receptionist, sorts and distributes mail, formats and types various documents, and other duties as needed; and Bonnie Dixon, Accounting Specialist, whose responsibilities include processing all accounts payable and receivable, tracking and paying utility bills, editing and preparing staff timesheets, and working with the fiscal office to ensure all financial matters are handled appropriately. The Accounting Specialist position is funded 50% Federally and 50% by the State of Delaware.		
Agencies involved: OHS		
<b>AMOUNT:</b>	<b>FUNDING SOURCE:</b>	<b>PROJECT NUMBER:</b>
\$25,000	Section 402, FY 2016	OHO-2
\$40,000	Section 402, FY 2016	OHA-3

### **Summary of Planning and Administration Projects Scheduled in FY 2016**

<b>PROJECTS</b>	<b>FUNDING SOURCE</b>	<b>AMOUNT ALLOCATED</b>
AUDIT FEES	SECTION 402, FY 2016	\$20,000.00
TRAVEL AND TRAINING	SECTION 402, FY 2016	\$15,000.00
OFFICE SUPPLIES	SECTION 402, FY 2016	\$4,000.00
GENERAL OPERATING EXPENSES	SECTION 402, FY 2016	\$20,000.00
TECHNOLOGY INITIATIVES	SECTION 402, FY 2016	\$5,000.00
ADMINISTRATIVE STAFF SALARIES AND BENEFITS	SECTION 402, FY 2016	\$65,000.00
<b>TOTAL</b>		<b>\$129,000.00</b>

# MOBILIZATION SUMMARY

## FY 2016

MOBILIZATION	PRIORITY AREA	DATES	AGENCIES	TYPE	TOTAL	FUNDING SOURCE(S)
FALL OP/SPEED	SEAT BELT AND SPEED	OCT 6-25	17	PATROLS	31500	402
HALLOWEEN LOOP	IMPAIRED DRIVING	OCT 24	8	CHECKPOINT	19900	402/164
HALLOWEEN DUI	IMPAIRED DRIVING	OCT 30-31	7	PATROLS	41000	154/164
FALL PEDESTRIAN	PEDESTRIAN	NOV 5-14	4	PATROLS/OUTREACH	20700	402
FALL DISTRACTED	DISTRACTED DRIVING	NOV 19-23	7	PATROLS	11500	402
SFH OP/SPEED	SEAT BELT AND SPEED	NOV 24-JAN 1	21	PATROLS	33300	402
SFH DUI	IMPAIRED DRIVING	NOV 25-DEC 31	38	PATROLS	199300	154
SFH PEDESTRIAN	PEDESTRIAN SAFETY	DEC 3-19	9	PATROLS/OUTREACH	39400	402
CHECKPOINT STRIKEFORCE	IMPAIRED DRIVING	OCT-DEC	11	CHECKPOINTS	219500	405d/154
WINTER 1 OP/SPEED	SEAT BELT AND SPEED	JAN 19-FEB 7	17	PATROLS	31300	402
WINTER 2 OP/SPEED	SEAT BELT AND SPEED	FEB 23-MAR 13	19	PATROLS	31900	402
MARCH DISTRACTED	DISTRACTED DRIVING	MAR 2-17	5	PATROLS	9800	402
ST PATS LOOP – DUI	IMPAIRED DRIVING	MAR 12	8	CHECKPOINT	14200	402/154
APRIL DISTRACTED	DISTRACTED DRIVING	APR 14-18	7	PATROLS	11500	402
SPRING MC	MOTORCYCLE SAFETY	APR 29-MAY 2	6	PATROLS	8000	402
MAY DISTRACTED	DISTRACTED DRIVING	MAY 5-9	5	PATROLS	9800	402
MAY DUI	IMPAIRED DRIVING	MAY 12-14	22	PATROLS	42400	154
CLICK IT OR TICKET	SEAT BELT	MAY 18-31	35	PATROLS	155800	402/405b
JUNE DISTRACTED	DISTRACTED DRIVING	JUN 2-6	6	PATROL	10600	402
JUNE DUI	IMPAIRED DRIVING	JUN 3-25	18	PATROLS	141700	405d/154
JUNE MC	MOTORCYCLE SAFETY	JUN 10-27	8	PATROLS	21100	402
SUMMER 1 OP/SPEED	SEAT BELT AND SPEED	JUN 14-JUL 3	22	PATROLS	33200	402
JULY DUI	IMPAIRED DRIVING	JUL 1-4	9	PATROLS	86000	405d/154
JULY MC	MOTORCYCLE SAFETY	JUL 8-18	8	PATROLS	21000	402
DE STATE FAIR	IMPAIRED DRIVING	JUL 21-30	1	PATROLS	5000	402
SUMMER 2 OP/SPEED	SEAT BELT AND SPEED	AUG 2-21	20	PATROLS	32600	402
AUGUST MC	MOTORCYCLE SAFETY	AUG 12-15	6	PATROLS	11800	402
NATIONAL CRACKDOWN	IMPAIRED DRIVING	AUG 19-SEP 5	38	PATROLS	190000	154/164
FALL PEDESTRIAN	PEDESTRIAN SAFETY	SEP 1-17	4	PATROLS/OUTREACH	27500	402
FALL MC	MOTORCYCLE SAFETY	SEP 9-12	6	PATROLS	11800	402
CHECKPOINT STRIKEFORCE	IMPAIRED DRIVING	JUL - SEP	11	CHECKPOINTS	194500	154



# MAINTENANCE OF EFFORT

The State spending plan for occupant protection, impaired driving, and traffic records meets or exceeds the Section 402 expenditures in the budgets for FY 2010 and FY 2011, thus allowing Delaware to avoid supplanting. Documentation to this effect was provided for FY 2013 and FY 2014. The State of Delaware will be vigilant in maintaining State expenditure levels at or above those in FY 2010 and FY 2011. Delaware will submit FY 15 documentation by March 1, 2016 and is confident this threshold will continue to be met in FY 2016.

## OTHER FUNDING SOURCES

### FUNDING FOR MATCH REQUIREMENTS

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

### OCCUPANT PROTECTION

AGENCY	FUNDING SOURCE*	ACTIVITIES FUNDED
Delaware Office of Highway Safety	Public Donations to Child Car Seat Bank	Purchase of child safety seats for distribution through statewide fitting stations
Delaware Office of Highway Safety – Enforcement Mobilization Projects	Law Enforcement Agency Partners	Municipal and State of Delaware funding for regular duty pay/benefits, office space, supplies and equipment, court overtime, vehicles and vehicle use
Delaware Safe Kids	National Safe Kids	Child Passenger Safety activities, including provision of child safety seats for under-privileged population
Al DuPont Hospital	Al DuPont Hospital	Child Safety Seat Fitting Station
Christiana Care Trauma Program	Christiana Hospital	Child Safety Seat Fitting Station
UD Cooperative Extension Office	University of Delaware	Community Traffic Safety program outreach to parents about Child Passenger Safety
Coalition for Injury Prevention	State of Delaware funding, Centers for Disease Control, National Center for Injury Prevention & Control	Educate the public about the correct use of seat belts, and educate parents about the correct use of child safety seats, promote child passenger safety fitting stations

## IMPAIRED DRIVING

AGENCY	FUNDING SOURCE*	ACTIVITIES FUNDED
Delaware Office of Highway Safety – TSRP Program	Delaware Department of Justice	In-kind match provides office space, supplies and equipment, IT support, and clerical support
Delaware Office of Highway Safety – Enforcement Mobilization Projects	Law Enforcement Agency Partners	Municipal and State of Delaware funding for regular duty pay/benefits, office space, supplies and equipment, court overtime, vehicles and vehicle use
Delaware Department of Transportation	Federal Highway Administration and State of DE funds	Section 154 HE funds, FHWA funds, State of DE funds to support behavioral highway safety projects, including overtime for personnel and equipment to provide lighting at sobriety checkpoints
Sodat, Delaware (non-profit agency)	Grants from the State of Delaware, Private Donations, Client Fees	Provide drug/alcohol evaluation and referral for impaired driving offenders
Open Door, Inc.	Grants from the State of Delaware, Client Fees	Provide drug/alcohol impaired driving education and outpatient treatment programs for impaired driving offenders
Thresholds, Inc.	Grants from the State of Delaware, Client Fees	Provide drug/alcohol impaired driving education and outpatient treatment programs for impaired driving offenders
Connections CSP, Inc.	Grants from the State of Delaware, Client Fees	Provide drug/alcohol impaired driving outpatient treatment programs for impaired driving offenders
Pace	Grants from the State of Delaware, Client Fees	Provide drug/alcohol impaired driving education programs for impaired driving offenders
Coalition for Injury Prevention	State of Delaware funding, Centers for Disease Control, National Center for Injury Prevention & Control	Educate public on the dangers of impaired driving

### TRAFFIC RECORDS

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

### PEDESTRIAN SAFETY

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

### MOTORCYCLE SAFETY

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

### SPEED

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

### OTHER TRAFFIC SAFETY ISSUES

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

\*These funds are listed to demonstrate all other sources of funding used for these program areas; however, they are not used to calculate the Delaware State match unless specifically identified as such.

# FY 2016 PAID MEDIA PLAN

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

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

The communications/public relations firm will also continue to assist with year-round strategic communications planning, as well as the creation, development and implementation of statewide public awareness campaigns. These campaigns include Click It or Ticket, Checkpoint Strikeforce, Phone In One Hand – Ticket In The Other, Slow Down, and the Walk Smart campaign. Other public information initiatives include motorcycle safety, child passenger safety, teen driver safety, and Hispanic safety outreach which will include increased paid media efforts and educational materials that address the crashes and fatalities we have seen in the past year. Additional initiatives include fitting station advertising and bicycle safety council participation.

The media mix for various campaigns depends largely upon the demographics of the target audiences determined for each. Many of our primary initiatives involve reaching the millennial generation. Much research has been conducted by NHTSA and other safety groups that indicate the millennial audience does not trust marketing advisors; they look to their friends for acceptance and reassurance, they prefer marketing themes with humor, stunts, going local and ads that are shareable on mobile devices, with preferences to online tv, internet radio, web videos, YouTube, & Twitter. They are multi-taskers and like unique, authentic messages. OHS also continues to conduct marketing research through focus group testing and surveys to ensure campaign messaging will resonate with the target audience. OHS will expand placement of messaging through online messaging such as Twitter, Facebook, YouTube, and popular online gaming, entertainment, and news outlets as this is where the majority of the target audience receives their news. The benefit of using these mediums specifically is to be able to target ads based on Delaware IP (computer) addresses and specific age ranges. OHS has found that online ads are a valuable media outlet not only because the target audience is always online but also because Delaware falls in between the Philadelphia and Salisbury, MD areas and geo-targeting online ads helps eliminate spillover of message.

Traditional media outlets will continue to be utilized in the coming year. OHS will use traditional means of advertising via billboard, radio, print, and cable particularly for primary campaigns such as Click It or Ticket, Checkpoint Strikeforce, and the Walk Smart campaign. In some cases other types of advertising will be added such as indoor advertising in bars and restaurants, messages on transit buses and limousines, ads placed in movie theaters & DMVs, gas station pump toppers and ice chests will be used as well.

OHS has found that building partnerships in the community to promote traffic safety campaigns is the most beneficial and seems to have the best return on investment. OHS has successfully worked with Alliance Sport Marketing firm to strategically place the Buckle Up and Driver Sober campaign messages in sporting venues throughout Delaware. Venues for Buckle Up messaging include Wilmington Blue Rocks baseball team and Dover International Speedway. OHS will also continue to use the Dover International Speedway venue to promote the Drive Sober campaign. OHS has found that utilizing sports venues to conduct outreach and education brings a larger audience in front of your message and opens the opportunity to interact with individuals on a bigger scale. OHS has partnered with many NASCAR teams and drivers over the last five years including drivers J.J. Yeley, Paulie Harraka, Jeremy Clements, David Starr, Reed Sorenson, Ben Kennedy, and Alex Bowman. OHS has found the return on investment and public response very positive and will continue to build upon these tactics to increase additional participation by the public and community.

OHS has expanded the Pedestrian budget with a partnership with the Delaware Department of Transportation (DelDOT). With the extra funding the paid and earned media tactics can support two creatives within the state. Two creatives were done for several reasons. The southern Delaware campaign runs through summer with a lot of tourists plus the partnership with Ocean City to bring a cohesive pedestrian message from beach to beach. The northern campaign is focused on a more urban area with a consistent Delaware audience. OHS will continue to work with partners including the Delaware Department of Transportation and law enforcement agencies to set up Pedestrian Safety checks at and around high pedestrian crash locations. Information and resources will be distributed to passing pedestrians on how to cross safely at intersections and how to be seen at night along roadways. OHS will also conduct surveys at the safety checks to get a better understanding of the public's crossing and walking behaviors.

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

OHS will continue to include Spanish messaging in all campaigns. Our contractors will work with local Hispanic organizations to make sure the materials are culturally competent and relevant. Paid media buys will be considered in each campaign. Hispanic media markets in Delaware include print and radio.

Please see the chart on the following page to see how DE OHS plans to use federal funding for the purposes of paid media advertising, outreach, and education activities

**FY 2016**

<b>Program Area</b> (include campaign name if applicable)	<b>Amount of Funding Allocated</b>	<b>Method of Assessing Effectiveness of Paid Media/Campaign</b>	<b>Amount \$ for Evaluation</b>	<b>Funding Source</b>
<b>Occupant Protection</b> 1) Buckle Up/Slow Down (combined op/speed)	\$200,000 Strategic plan, paid media, creative, and production.	The number of paid airings or print ads, reach, frequency and GRP's. Vocus media report tracking news hits, value, and tone.	Evaluation provided as part of contract with OHS's PR firm	402
2) Click It or Ticket	\$100,000 Strategic plan, paid media, creative, and production.  \$50,000 Paid media, creative, production.	Observational Seat Belt surveys along with the number of paid airings or print ads, reach, frequency and GRP's. Vocus media report tracking news hits, value, and tone.	Evaluation provided as part of contract with OHS's PR firm	402  405B
3) CPSAW/Fitting Station	\$10,000 – Strategic plan, paid media, creative, and production.	The number of paid airings or print ads, reach, frequency and GRP's. Vocus media report tracking news hits, value, and tone.	Evaluation provided as part of contract with OHS's PR firm	405B
4) Buckle Up <ul style="list-style-type: none"> <li>Big Barrel Music Concert partner with Professional Bull Riders</li> <li>Tween Little League project</li> <li>NASCAR Drive For Autism</li> <li>Buckle Up NASCAR Fan Zone display</li> <li>Buckle Up 200 NASCAR race sponsorship</li> </ul>	\$100,000- Big Barrel- Buckle Up messaging at PBR event during a three day country music festival that has national exposure.  \$60,000- Tween little league project conducted by Alliance Sport Marketing  \$10,000- NASCAR Drive For Autism event with Buckle Bear and Buckle Up show car  \$75,000- Buckle Up NASCAR Fan Zone display for 3 days at Dover International Speedway.  \$200,000- Buckle Up 200 Xfinity NASCAR race sponsorship- Messaging, signage, and media during May NASCAR weekend at Dover International Speedway	Evaluations will vary for each project. Methods include behavior surveys; number of contacts made, earned media reports, and paid media reports.	Evaluation provided as part of contract with vendors	405B  402  405B  405B  402
5) Tween Little League	\$60,000 Alliance Sport Marketing. Youth little league project to reach the 'tweens' at risk of not wearing seat belt.	Measure number of contacts at each venue, signage at each location and value.	Evaluation provided as part of contract with vendor	402

<b>Impaired Driving</b> 1) Checkpoint Strikeforce includes paid media for National crackdowns in August and December as well as Holiday mobilizations (New Years, St. Patrick's Day, Halloween, etc.), Safe Family Holiday and Designated Driver campaigns.  2) Delaware State Fairgrounds DUI project  3) Impaired Pedestrian program  4) Drive Sober 125 NASCAR race sponsorship  5) Drive Sober NASCAR Fan Zone display  6) NASCAR Bayhealth/Dover Speedway event  7) NASCAR Drive Sober team sponsorship	\$800,000- Strategic plan, paid media, creative, and production.	The number of paid airings or print ads, reach, frequency and GRP's. Vocus media report tracking news hits, value, and tone.	Evaluation provided as part of contract with OHS's PR firm	405D
	\$60,000- Alliance Sport Marketing. Presence at two major events: The Triple Threat BBQ, Beer and Music Festival and the Delaware State Fair.	Evaluations will vary for each project. Methods include behavior surveys, number of contacts made, earned media reports and paid media reports.	Evaluation provided as part of contract with vendors	405D/154
	\$20,000- Alliance Sport Marketing. Be on site and interact with students at local colleges and universities about dangers drinking and walking/driving.			
	\$95,692- Dover International Speedway. Track signage, PSA, :30 video, ads in various publications, title sponsorship of race, and message exposure throughout weekend.			
	\$75,000- JHE production group. Design display, interaction games with fans, design survey collection, staff event over three day weekend, set up and take down of display.			
	\$10,000- Show car and signage to support NASCAR related event during race weekend.			
	\$100,000- Opportunity to work with 1 or 2 NASCAR teams to promote the Drive Sober message over the course of race weekend. Branding on car, pit box, pit stall, driver suit, driver autograph cards, and other team branding opportunities for tv exposure.			
<b>Aggressive Driving</b> 1) High School State Championships (Speed focus)	\$60,000- Alliance Sport Marketing. Presence at Delaware high school football, basketball, and hockey events and at each state championships tournament with a speed focused message.	Measure number of contacts at each venue, signage at each location and value.	Evaluation provided as part of contract with vendors	402 (carry over)
<b>Pedestrian Safety</b>	\$100,000 – Strategic plan, paid media, creative, outreach/education, and production.	The number of paid airings or print ads, reach, frequency and GRP's. Vocus media report tracking news hits, value, and tone.	Evaluation provided as part of contract with OHS's PR firm	402



<b>Motorcycle Safety</b>	<p>\$34,000 – Motorists Focused message. Strategic plan, paid media, creative, and production.</p> <p>\$80,000- Motorcycle Focused message. Strategic plan, paid media, creative, website updates, outreach/education, and production.</p>	The number of paid airings or print ads, reach, frequency and GRP's. Vocus media report tracking news hits, value, and tone.	Evaluation provided as part of contract with OHS's PR firm	405F  402
<b>Distracted Driving</b>	\$50,000- Strategic plan, paid media, creative, outreach/education, and production.	The number of paid airings or print ads, reach, frequency and GRP's. Vocus media report tracking news hits, value, and tone.	Evaluation provided as part of contract with OHS's PR firm	402
<b>Teen Driver</b>	\$10,000- Strategic plan, paid media, creative, outreach/education, and production.	The number of paid airings or print ads, reach, frequency and GRP's. Vocus media report tracking news hits, value, and tone.	Evaluation provided as part of contract with OHS's PR firm	402

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

# **CERTIFICATIONS AND ASSURANCES**

## **APPENDIX A TO PART 1200—CERTIFICATION AND ASSURANCES FOR HIGHWAY SAFETY GRANTS (23 U.S.C. CHAPTER 4)**

State: Delaware

Fiscal Year: 2016

Each fiscal year the State must sign these Certifications and Assurances that it complies with all requirements including applicable Federal statutes and regulations that are in effect during the grant period. (Requirements that also apply to subrecipients are noted under the applicable caption.)

In my capacity as the Governor's Representative for Highway Safety, I hereby provide the following certifications and assurances:

### **GENERAL REQUIREMENTS**

To the best of my personal knowledge, the information submitted in the Highway Safety Plan in support of the State's application for Section 402 and Section 405 grants is accurate and complete. (Incomplete or incorrect information may result in the disapproval of the Highway Safety Plan.)

The Governor is the responsible official for the administration of the State highway safety program through a State highway safety agency that 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 U.S.C. 402(b)(1)(A))

The State will comply with applicable statutes and regulations, including but not limited to:

- 23 U.S.C. Chapter 4—Highway Safety Act of 1966, as amended
- 49 CFR Part 18—Uniform Administrative Requirements for Grants and Cooperative Agreements to State and Local Governments
- 23 CFR Part 1200—Uniform Procedures for State Highway Safety Grant Programs

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).

### **FEDERAL FUNDING ACCOUNTABILITY AND TRANSPARENCY ACT (FFATA)**

The State will comply with FFATA guidance, *OMB Guidance on FFATA Subaward and Executive Compensation Reporting*, August 27, 2010,

([https://www.fsrs.gov/documents/OMB\\_Guidance\\_on\\_FFATA\\_Subaward\\_and\\_Executive\\_Compensation\\_Reporting\\_08272010.pdf](https://www.fsrs.gov/documents/OMB_Guidance_on_FFATA_Subaward_and_Executive_Compensation_Reporting_08272010.pdf)) by reporting to FSRS.gov for each sub-grant awarded:

- Name of the entity receiving the award;
- Amount of the award;

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

## **NON-DISCRIMINATION**

### **(applies to subrecipients as well as States)**

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 (88), 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 (101), as amended (42 U.S.C. 12101, et seq.), which prohibits discrimination on the basis of disabilities (and 49 CFR Part 27); (d) the Age Discrimination Act of 1975, as amended (42 U.S.C. 6101-6107), which prohibits discrimination on the basis of age; (e) the Civil Rights Restoration Act of 1987 (100), which requires Federal-aid recipients and all subrecipients to prevent discrimination and ensure nondiscrimination in all of their programs and activities; (f) the Drug Abuse Office and Treatment Act of 1972 (92), as amended, relating to nondiscrimination on the basis of drug abuse; (g) the comprehensive Alcohol Abuse and Alcoholism Prevention, Treatment and Rehabilitation Act of 1970 (91), as amended, relating to nondiscrimination on the basis of alcohol abuse or alcoholism; (h) Sections 523 and 527 of the Public Health Service Act of 1912, as amended (42 U.S.C. 290dd-3 and 290ee-3), relating to confidentiality of alcohol and drug abuse patient records; (i) Title VIII of the Civil Rights Act of 1968, as amended (42 U.S.C. 3601, et seq.), relating to nondiscrimination in the sale, rental or financing of housing; (j) any other nondiscrimination provisions in the specific statute(s) under which application for Federal assistance is being made; and (k) the requirements of any other nondiscrimination statute(s) which may apply to the application.

## **THE DRUG-FREE WORKPLACE ACT OF 1988 (41 U.S.C. 8103)**

The State will provide a drug-free workplace by:

- 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;
- Establishing a drug-free awareness program to inform employees about:
  - The dangers of drug abuse in the workplace.
  - The grantee's policy of maintaining a drug-free workplace.
  - Any available drug counseling, rehabilitation, and employee assistance programs.
  - The penalties that may be imposed upon employees for drug violations occurring in the workplace.
  - 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).
- Notifying the employee in the statement required by paragraph (a) that, as a condition of employment under the grant, the employee will—
  - Abide by the terms of the statement.
  - Notify the employer of any criminal drug statute conviction for a violation occurring in the workplace no later than five days after such conviction.
- Notifying the agency within ten days after receiving notice under subparagraph (d)(2) from an employee or otherwise receiving actual notice of such conviction.
- 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—
  - Taking appropriate personnel action against such an employee, up to and including termination.
  - 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.
- Making a good faith effort to continue to maintain a drug-free workplace through implementation of all of the paragraphs above.

## **BUY AMERICA ACT**

**(applies to subrecipients as well as States)**

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)**

### **(applies to subrecipients as well as States)**

The State will comply with provisions of the Hatch Act (5 U.S.C. 1501-1508) which limits the political activities of employees whose principal employment activities are funded in whole or in part with Federal funds.

## **CERTIFICATION REGARDING FEDERAL LOBBYING**

### **(applies to subrecipients as well as States)**

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**

### **(applies to subrecipients as well as States)**

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**

### **(applies to subrecipients as well as States)**

#### **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 ON SEAT BELT USE**

In accordance with Executive Order 13043, Increasing Seat Belt Use in the United States, dated April 16, 1997, the Grantee is encouraged to adopt and enforce on-the-job seat belt use policies and programs for its employees when operating company-owned, rented, or personally-owned vehicles. The National Highway Traffic Safety Administration (NHTSA) is responsible for providing leadership and guidance in support of this Presidential initiative. For information on how to implement such a program, or statistics on the potential benefits and cost-savings to your company or organization, please visit the Buckle Up America section on NHTSA's Web site at [www.nhtsa.dot.gov](http://www.nhtsa.dot.gov). Additional resources are available from the Network of Employers for Traffic Safety (NETS), a public-private partnership headquartered in the Washington, DC metropolitan area, and dedicated to improving the traffic safety practices of employers and employees. NETS is prepared to provide technical assistance, a simple, user-friendly program kit, and an award for achieving the President's goal of 90 percent seat belt use. NETS can be contacted at 1 (888) 221-0045 or visit its Web site at [www.trafficsafety.org](http://www.trafficsafety.org).

## **POLICY ON BANNING 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 adopt and enforce workplace safety policies to decrease crashes caused by distracted driving, including policies to ban text messaging while driving company-owned or -rented vehicles, Government-owned, leased or rented vehicles, or privately-owned when on official Government business or when performing any work on or behalf of the Government. States are also encouraged to conduct workplace safety initiatives in a manner commensurate with the size of the business, such as establishment of new rules and programs or re-evaluation of existing programs to prohibit text messaging while driving, and 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 is modified in a manner that could result in a significant environmental impact and trigger the need for an environmental review, this office is prepared to take the action necessary to comply with the National Environmental Policy Act of 1969 (42 U.S.C. 4321, et seq.) and the implementing regulations of the Council on Environmental Quality (40 CFR Parts 1500-1517).

## **SECTION 402 REQUIREMENTS**

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 U.S.C. 402(b)(1)(B))

At least 40 percent (or 95 percent, as applicable) of all Federal funds apportioned to this State under 23 U.S.C. 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 U.S.C. 402(b)(1)(C), 402(h)(2)), unless this requirement is waived in writing.

The 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 U.S.C. 402(b)(1)(D))

The State will provide for an evidenced-based traffic safety enforcement program to prevent traffic violations, crashes, and crash fatalities and injuries in areas most at risk for such incidents. (23 U.S.C. 402(b)(1)(E))

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:

- Participation in the National high-visibility law enforcement mobilizations;
- Sustained enforcement of statutes addressing impaired driving, occupant protection, and driving in excess of posted speed limits;
- An annual statewide seat belt use survey in accordance with 23 CFR Part 1340 for the measurement of State seat belt use rates;
- Development of statewide data systems to provide timely and effective data analysis to support allocation of highway safety resources;
- Coordination of Highway Safety Plan, data collection, and information systems with the State strategic highway safety plan, as defined in 23 U.S.C. 148(a).

(23 U.S.C. 402(b)(1)(F))

The State will 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 U.S.C. 402(j))

The State will not expend Section 402 funds to carry out a program to purchase, operate, or maintain an automated traffic enforcement system. (23 U.S.C. 402(c)(4))

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

I sign these Certifications and Assurances based on personal knowledge, after appropriate inquiry, and I understand that the Government will rely on these representations in awarding grant funds.



Signature Governor's Representative for Highway Safety

Date 6-22-15



Printed name of Governor's Representative for Highway Safety

# **HIGHWAY SAFETY PLAN COST SUMMARY**

State: Delaware

**U.S. Department of Transportation National Highway Traffic Safety Administration**  
**Highway Safety Plan Cost Summary**  
**2016-HSP-1**  
For Approval

Page: 1

Report Date: 06/19/2015

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-2016-OH-A3-10	OPS Support Salary FY16	\$ .00	\$40,000.00	\$ .00	\$40,000.00	\$40,000.00	\$ .00
	PA-2016-OH-HA-10	Audit Fees FY16	\$ .00	\$20,000.00	\$ .00	\$20,000.00	\$20,000.00	\$ .00
	PA-2016-OH-HD-10	Travel/Training FY16	\$ .00	\$15,000.00	\$ .00	\$15,000.00	\$15,000.00	\$ .00
	PA-2016-OH-HE-10	Office Supplies FY16	\$ .00	\$4,000.00	\$ .00	\$4,000.00	\$4,000.00	\$ .00
	PA-2016-OH-HG-10	General Operating Expenses FY16	\$ .00	\$20,000.00	\$ .00	\$20,000.00	\$20,000.00	\$ .00
	PA-2016-OH-HH-10	Tech Updates FY16	\$ .00	\$5,000.00	\$ .00	\$5,000.00	\$5,000.00	\$ .00
	PA-2016-OH-O2-10	Account Specialist Salary FY16	\$ .00	\$25,000.00	\$ .00	\$25,000.00	\$25,000.00	\$ .00
Planning and Administration Total			\$ .00	\$129,000.00	\$ .00	\$129,000.00	\$129,000.00	\$ .00
Alcohol								
	AL-2016-OH-IA-10	Halloween Loop FY16	\$ .00	\$1,780.00	\$ .00	\$8,900.00	\$8,900.00	\$8,900.00
	AL-2016-OH-IA-20	St. Patrick's Loop FY16	\$ .00	\$1,840.00	\$ .00	\$9,200.00	\$9,200.00	\$9,200.00
	AL-2016-OH-IA-30	Delaware State Fair FY16	\$ .00	\$1,000.00	\$ .00	\$5,000.00	\$5,000.00	\$5,000.00
Alcohol Total			\$ .00	\$4,620.00	\$ .00	\$23,100.00	\$23,100.00	\$23,100.00
Motorcycle Safety								
	MC-2016-OH-MA-10	Spring MC Enforcement FY16	\$ .00	\$1,600.00	\$ .00	\$8,000.00	\$8,000.00	\$8,000.00
	MC-2016-OH-MA-20	June 2016 MC Enforcement FY16	\$ .00	\$4,220.00	\$ .00	\$21,100.00	\$21,100.00	\$21,100.00
	MC-2016-OH-MA-30	July 2016 MC Enforcement FY16	\$ .00	\$4,200.00	\$ .00	\$21,000.00	\$21,000.00	\$21,000.00
	MC-2016-OH-MA-40	August 2016 MC Enforcement FY16	\$ .00	\$2,360.00	\$ .00	\$11,800.00	\$11,800.00	\$11,800.00
	MC-2016-OH-MA-50	September 2016 MC Enforcement FY16	\$ .00	\$2,360.00	\$ .00	\$11,800.00	\$11,800.00	\$11,800.00
Motorcycle Safety Total			\$ .00	\$14,740.00	\$ .00	\$73,700.00	\$73,700.00	\$73,700.00
Occupant Protection								
	OP-2016-OH-AM-10	TWEEN Sports Marketing FY16	\$ .00	\$12,000.00	\$ .00	\$60,000.00	\$60,000.00	\$24,000.00

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

State: Delaware

## Highway Safety Plan Cost Summary

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2016-HSP-1

Report Date: 06/19/2015

For Approval

Program Area	Project	Description	Prior Approved Program Funds	State Funds	Previous Bal.	Incre/ (Decre)	Current Balance	Share to Local
	OP-2016-OH-CM-10	CIOT Nascar FY16	\$ .00	\$40,000.00	\$ .00	\$200,000.00	\$200,000.00	\$80,000.00
	OP-2016-OH-OA-10	CIOT 2016 FY16	\$ .00	\$3,160.00	\$ .00	\$15,800.00	\$15,800.00	\$6,320.00
	OP-2016-OH-SS-10	Seat Belt Surveys FY16	\$ .00	\$9,000.00	\$ .00	\$45,000.00	\$45,000.00	\$ .00
	<b>Occupant Protection Total</b>		<b>\$ .00</b>	<b>\$64,160.00</b>	<b>\$ .00</b>	<b>\$320,800.00</b>	<b>\$320,800.00</b>	<b>\$110,320.00</b>
	<b><i>Pedestrian/Bicycle Safety</i></b>							
	PS-2016-OH-PA-10	Fall 2015 Ped Outreach FY16	\$ .00	\$4,140.00	\$ .00	\$20,700.00	\$20,700.00	\$8,280.00
	PS-2016-OH-PA-20	Dec 2015 Ped Outreach/Enforcement FY16	\$ .00	\$7,880.00	\$ .00	\$39,400.00	\$39,400.00	\$15,760.00
	PS-2016-OH-PA-30	Sept. 2016 Ped Outreach/ Enforcement FY1	\$ .00	\$5,500.00	\$ .00	\$27,500.00	\$27,500.00	\$11,000.00
	<b>Pedestrian/Bicycle Safety Total</b>		<b>\$ .00</b>	<b>\$17,520.00</b>	<b>\$ .00</b>	<b>\$87,600.00</b>	<b>\$87,600.00</b>	<b>\$35,040.00</b>
	<b><i>Police Traffic Services</i></b>							
	PT-2016-OH-OS-10	Fall 2015 OP/SPD Enforcement FY16	\$ .00	\$6,300.00	\$ .00	\$31,500.00	\$31,500.00	\$12,600.00
	PT-2016-OH-OS-20	Safe Family Holiday OP/SPD Enforcement F	\$ .00	\$6,660.00	\$ .00	\$33,300.00	\$33,300.00	\$13,320.00
	PT-2016-OH-OS-30	Winter Wave 1 OP/SPD Enforcement FY16	\$ .00	\$6,260.00	\$ .00	\$31,300.00	\$31,300.00	\$12,520.00
	PT-2016-OH-OS-40	Winter Wave 2 OP/SPD Enforcement FY16	\$ .00	\$6,380.00	\$ .00	\$31,900.00	\$31,900.00	\$12,760.00
	PT-2016-OH-OS-50	Summer 1 OP/SPD Enforcement FY16	\$ .00	\$6,640.00	\$ .00	\$33,200.00	\$33,200.00	\$13,280.00
	PT-2016-OH-OS-60	Summer 2 OP/SPD Enforcement FY16	\$ .00	\$6,520.00	\$ .00	\$32,600.00	\$32,600.00	\$13,040.00
	<b>Police Traffic Services Total</b>		<b>\$ .00</b>	<b>\$38,760.00</b>	<b>\$ .00</b>	<b>\$193,800.00</b>	<b>\$193,800.00</b>	<b>\$77,520.00</b>
	<b><i>Community Traffic Safety Project</i></b>							
	CP-2016-OH-C1-10	Imp Driving Coordinator Salary - Kim Che	\$ .00	\$17,600.00	\$ .00	\$88,000.00	\$88,000.00	\$ .00
	CP-2016-OH-C2-10	PIO Salary - Allison Kirk FY16	\$ .00	\$12,800.00	\$ .00	\$64,000.00	\$64,000.00	\$ .00
	CP-2016-OH-C3-10	OP Coordinator Salary-Lisa Shaw FY16	\$ .00	\$7,200.00	\$ .00	\$36,000.00	\$36,000.00	\$ .00
	CP-2016-OH-GD-10	GLD/Teen Driver FY16	\$ .00	\$3,800.00	\$ .00	\$19,000.00	\$19,000.00	\$7,600.00
	CP-2016-OH-O3-10	Corporat Outreach Coordinator Salary-Tri	\$ .00	\$3,000.00	\$ .00	\$15,000.00	\$15,000.00	\$8,000.00
	CP-2016-OH-OF-10	Corporate Outreach Program Supplies FY16	\$ .00	\$1,000.00	\$ .00	\$5,000.00	\$5,000.00	\$2,000.00

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	CP-2016-OH-PP-10	Project Proposals FY16	\$0.00	\$10,000.00	\$0.00	\$50,000.00	\$50,000.00	\$20,000.00
	<b>Community Traffic Safety</b>		<b>\$0.00</b>	<b>\$55,400.00</b>	<b>\$0.00</b>	<b>\$277,000.00</b>	<b>\$277,000.00</b>	<b>\$37,600.00</b>
	<b>Project Total</b>							
	<b>Speed Enforcement</b>							
	SE-2016-OH-TS-10	Teen Speed Project FY16	\$0.00	\$12,000.00	\$0.00	\$60,000.00	\$60,000.00	\$24,000.00
	<b>Speed Enforcement Total</b>		<b>\$0.00</b>	<b>\$12,000.00</b>	<b>\$0.00</b>	<b>\$60,000.00</b>	<b>\$60,000.00</b>	<b>\$24,000.00</b>
	<b>Paid Advertising</b>							
	PM-2016-OH-BK-10	Bike Paid Media FY16	\$0.00	\$100.00	\$0.00	\$500.00	\$500.00	\$200.00
	PM-2016-OH-CT-10	CIOT Paid Media FY16	\$0.00	\$20,000.00	\$0.00	\$100,000.00	\$100,000.00	\$100,000.00
	PM-2016-OH-DM-10	Distracted Driving Paid Media FY16	\$0.00	\$10,000.00	\$0.00	\$50,000.00	\$50,000.00	\$30,000.00
	PM-2016-OH-MM-10	Motorcycle Paid Media FY16	\$0.00	\$16,000.00	\$0.00	\$80,000.00	\$80,000.00	\$50,000.00
	PM-2016-OH-PM-10	PedIstrian Paid Media FY16	\$0.00	\$20,000.00	\$0.00	\$100,000.00	\$100,000.00	\$50,000.00
	PM-2016-OH-SO-10	OP/SPEED Combo Paid Media FY16	\$0.00	\$40,000.00	\$0.00	\$200,000.00	\$200,000.00	\$100,000.00
	<b>Paid Advertising Total</b>		<b>\$0.00</b>	<b>\$106,100.00</b>	<b>\$0.00</b>	<b>\$530,500.00</b>	<b>\$530,500.00</b>	<b>\$330,200.00</b>
	<b>Traffic Records</b>							
	TS-2016-OH-B5-10	LEL Salary - Roger Minner FY16	\$0.00	\$8,000.00	\$0.00	\$40,000.00	\$40,000.00	\$0.00
	TS-2016-OH-BB-10	OHS Conference FY16	\$0.00	\$10,000.00	\$0.00	\$50,000.00	\$50,000.00	\$20,000.00
	<b>Traffic Records Total</b>		<b>\$0.00</b>	<b>\$18,000.00</b>	<b>\$0.00</b>	<b>\$90,000.00</b>	<b>\$90,000.00</b>	<b>\$20,000.00</b>
	<b>Distracted Driving</b>							
	DD-2016-OH-DA-10	November 2015 Distracted Driving Enforce	\$0.00	\$2,300.00	\$0.00	\$11,500.00	\$11,500.00	\$4,600.00
	DD-2016-OH-DA-20	March 2016 Distracted Driving Enforcemen	\$0.00	\$1,960.00	\$0.00	\$9,800.00	\$9,800.00	\$3,920.00
	DD-2016-OH-DA-30	April 2016 Distracted Enforcement FY16	\$0.00	\$2,300.00	\$0.00	\$11,500.00	\$11,500.00	\$4,600.00
	DD-2016-OH-DA-40	May 2016 Distracted Driving Enforcement	\$0.00	\$1,960.00	\$0.00	\$9,800.00	\$9,800.00	\$3,920.00
	DD-2016-OH-DA-50	June 2016 Distracted Driving Enforcement	\$0.00	\$2,120.00	\$0.00	\$10,600.00	\$10,600.00	\$4,240.00
	<b>Distracted Driving Total</b>		<b>\$0.00</b>	<b>\$10,640.00</b>	<b>\$0.00</b>	<b>\$53,200.00</b>	<b>\$53,200.00</b>	<b>\$21,280.00</b>

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<b>NHTSA 402 Total</b>				<b>\$00</b>	<b>\$470,940.00</b>	<b>\$00</b>	<b>\$1,838,700.00</b>	<b>\$1,838,700.00</b>
<b>154 Transfer Funds</b>								
<b>154 Alcohol</b>								
	154AL-2016-AA-HG-10	CPSF 2015 FY14	\$00	\$00	\$00	\$63,500.00	\$63,500.00	\$25,400.00
	154AL-2016-AA-HG-20	CPSF 2016 FY14	\$00	\$00	\$00	\$144,500.00	\$144,500.00	\$57,800.00
	154AL-2016-AA-HG-30	2016 NIDC FY14	\$00	\$00	\$00	\$135,000.00	\$135,000.00	\$54,000.00
	154AL-2016-AA-HI-10	Tracking Maintenance FY14	\$00	\$00	\$00	\$40,000.00	\$40,000.00	\$16,000.00
	154AL-2016-AA-HQ-10	Halloween 2015 Enforcement FY13	\$00	\$00	\$00	\$21,000.00	\$21,000.00	\$8,400.00
	154AL-2016-AA-HQ-20		\$00	\$00	\$00	\$179,300.00	\$179,300.00	\$71,720.00
	154AL-2016-AA-HQ-30	May DUI Enforcement FY13	\$00	\$00	\$00	\$31,400.00	\$31,400.00	\$12,560.00
	154AL-2016-AA-HQ-40	July DUI Enforcement FY13	\$00	\$00	\$00	\$36,000.00	\$36,000.00	\$14,400.00
	154AL-2016-AA-HQ-50	June DUI Enforcement FY13	\$00	\$00	\$00	\$66,700.00	\$66,700.00	\$26,680.00
	154AL-2016-AA-HQ-60	CPSF 2015 FY13	\$00	\$00	\$00	\$81,000.00	\$81,000.00	\$32,400.00
	154AL-2016-AA-HR-10	DUI Training FY13	\$00	\$00	\$00	\$13,500.00	\$13,500.00	\$5,400.00
	154AL-2016-AA-HT-10	DUI Equipment FY13	\$00	\$00	\$00	\$120,000.00	\$120,000.00	\$48,000.00
	154AL-2016-AA-KA-10	DUI Training FY14	\$00	\$00	\$00	\$25,000.00	\$25,000.00	\$10,000.00
	154AL-2016-AA-KF-10	TSRP FY15	\$00	\$00	\$00	\$120,000.00	\$120,000.00	\$48,000.00
	154AL-2016-AA-MA-10	Safe Family Holiday 2015 Enforcement FY1	\$00	\$00	\$00	\$20,000.00	\$20,000.00	\$8,000.00
	154AL-2016-AA-MA-20	ST Patrick's Loop FY15	\$00	\$00	\$00	\$5,000.00	\$5,000.00	\$2,000.00
	154AL-2016-AA-MA-30	May DUI Enforcement FY15	\$00	\$00	\$00	\$11,000.00	\$11,000.00	\$4,400.00
	154AL-2016-AA-MB-10	Tracking Maintenance FY15	\$00	\$00	\$00	\$50,000.00	\$50,000.00	\$20,000.00
	154AL-2016-AA-MC-10	TSRP FY15	\$00	\$00	\$00	\$125,000.00	\$125,000.00	\$50,000.00
	154AL-2016-AA-NH-10	CPSF 2016 FY16	\$00	\$00	\$00	\$50,000.00	\$50,000.00	\$20,000.00
	154AL-2016-AA-NH-20	2016 NIDC FY16	\$00	\$00	\$00	\$50,000.00	\$50,000.00	\$20,000.00



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	154AL-2016-AA-NI-10	Tracking Maintenance FY16	\$0.00	\$0.00	\$0.00	\$100,000.00	\$100,000.00	\$40,000.00
	154AL-2016-AA-NJ-10	DUI Specialist Salary FY16	\$0.00	\$0.00	\$0.00	\$25,000.00	\$25,000.00	\$10,000.00
	154AL-2016-AA-NK-10	DUI Equipment FY16	\$0.00	\$0.00	\$0.00	\$50,000.00	\$50,000.00	\$20,000.00
	154AL-2016-AA-NL-10	DUI Training FY16	\$0.00	\$0.00	\$0.00	\$25,000.00	\$25,000.00	\$10,000.00
	154AL-2016-AA-NM-10	DUI Court TAD FY16	\$0.00	\$0.00	\$0.00	\$50,000.00	\$50,000.00	\$20,000.00
	154AL-2016-AA-NN-10	DUI Contingency FY16	\$0.00	\$0.00	\$0.00	\$50,000.00	\$50,000.00	\$20,000.00
	154AL-2016-AD-JS-20	Conviction Data Project FY13	\$0.00	\$0.00	\$0.00	\$30,000.00	\$30,000.00	\$12,000.00
	154AL-2016-AN-NO-10	Tracking Redesign FY16	\$0.00	\$0.00	\$0.00	\$50,000.00	\$50,000.00	\$20,000.00
	<b>154 Alcohol Total</b>		<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$1,767,900.00</b>	<b>\$1,767,900.00</b>	<b>\$707,160.00</b>
<b>154 Paid Media</b>								
	154PM-2016-AA-HH-10	DUI Paid Media FY14	\$0.00	\$0.00	\$0.00	\$600,000.00	\$600,000.00	\$240,000.00
	154PM-2016-AA-MD-10	DUI Paid Media FY15	\$0.00	\$0.00	\$0.00	\$550,000.00	\$550,000.00	\$220,000.00
	154PM-2016-AA-NG-10	DUI Paid Media	\$0.00	\$0.00	\$0.00	\$750,000.00	\$750,000.00	\$300,000.00
	<b>154 Paid Media Total</b>		<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$1,900,000.00</b>	<b>\$1,900,000.00</b>	<b>\$760,000.00</b>
	<b>154 Transfer Funds Total</b>		<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$3,667,900.00</b>	<b>\$3,667,900.00</b>	<b>\$1,467,160.00</b>
<b>164 Transfer Funds</b>								
<b>164 Alcohol</b>								
	164AL-2016-AA-ME-20	Halloween 2015 Enforcement FY15	\$0.00	\$0.00	\$0.00	\$20,000.00	\$20,000.00	\$8,000.00
	164AL-2016-AA-ME-30	Halloween Loop FY15	\$0.00	\$0.00	\$0.00	\$11,000.00	\$11,000.00	\$4,400.00
	164AL-2016-AA-MF-10	TSRP FY15	\$0.00	\$0.00	\$0.00	\$100,000.00	\$100,000.00	\$40,000.00
	<b>164 Alcohol Total</b>		<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$131,000.00</b>	<b>\$131,000.00</b>	<b>\$52,400.00</b>
<b>164 Paid Media</b>								
	164PM-2016-AA-ME-10	DUI Paid Media FY15	\$0.00	\$0.00	\$0.00	\$300,000.00	\$300,000.00	\$120,000.00
	164PM-2016-AA-MG-10	Paid Media FY15	\$0.00	\$0.00	\$0.00	\$300,000.00	\$300,000.00	\$300,000.00

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	<b>164 Paid Media Total</b>		<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$600,000.00</b>	<b>\$600,000.00</b>	<b>\$420,000.00</b>
	<b>164 Transfer Funds Total</b>		<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$731,000.00</b>	<b>\$731,000.00</b>	<b>\$472,400.00</b>
	<b>MAP 21 405b OP High</b>							
	<b>405b High HVE</b>							
	M1HVE-2016-BA-AG-10	CIOT 2016 FY16	\$0.00	\$14,000.00	\$0.00	\$70,000.00	\$70,000.00	\$28,000.00
	M1HVE-2016-BB-AF-10	CIOT 2016 FY15	\$0.00	\$14,000.00	\$0.00	\$70,000.00	\$70,000.00	\$28,000.00
	<b>405b High HVE Total</b>		<b>\$0.00</b>	<b>\$28,000.00</b>	<b>\$0.00</b>	<b>\$140,000.00</b>	<b>\$140,000.00</b>	<b>\$56,000.00</b>
	<b>405b High Training</b>							
	M1TR-2016-BA-AB-10	CPS Training FY13	\$0.00	\$1,000.00	\$0.00	\$5,000.00	\$5,000.00	\$2,000.00
	M1TR-2016-BA-AD-10	CPS Training FY15	\$0.00	\$1,000.00	\$0.00	\$5,000.00	\$5,000.00	\$2,000.00
	M1TR-2016-BA-AH-10	CPS Training FY16	\$0.00	\$2,000.00	\$0.00	\$10,000.00	\$10,000.00	\$4,000.00
	<b>405b High Training Total</b>		<b>\$0.00</b>	<b>\$4,000.00</b>	<b>\$0.00</b>	<b>\$20,000.00</b>	<b>\$20,000.00</b>	<b>\$8,000.00</b>
	<b>405b High Public Education</b>							
	M1PE-2016-BC-AA-10	CIOT Paid Media FY16	\$0.00	\$2,000.00	\$0.00	\$10,000.00	\$10,000.00	\$4,000.00
	M1PE-2016-BC-AB-10	Other OP Paid Media FY16	\$0.00	\$20,000.00	\$0.00	\$100,000.00	\$100,000.00	\$40,000.00
	M1PE-2016-OH-OM-10	CIOT Paid Media FY15	\$0.00	\$26,800.00	\$0.00	\$134,000.00	\$134,000.00	\$53,000.00
	<b>405b High Public Education Total</b>		<b>\$0.00</b>	<b>\$48,800.00</b>	<b>\$0.00</b>	<b>\$244,000.00</b>	<b>\$244,000.00</b>	<b>\$97,000.00</b>
	<b>405b High Community CPS Services</b>							
	M1CPS-2016-BA-AE-10	Fitting Station Coordinators Salaries FY	\$0.00	\$8,000.00	\$0.00	\$40,000.00	\$40,000.00	\$15,000.00
	M1CPS-2016-BA-AF-10	Fitting Station Supplies FY16	\$0.00	\$3,000.00	\$0.00	\$15,000.00	\$15,000.00	\$6,000.00
	M1CPS-2016-BB-AE-10	Fitting Station Supplies FY15	\$0.00	\$3,000.00	\$0.00	\$15,000.00	\$15,000.00	\$6,000.00
	M1CPS-2016-BB-AG-10	Fitting Station Coordinators Salary FY15	\$0.00	\$8,000.00	\$0.00	\$40,000.00	\$40,000.00	\$16,000.00
	M1CPS-2016-BB-BQ-10	Fitting Station Coordinators Salaries FY	\$0.00	\$5,000.00	\$0.00	\$25,000.00	\$25,000.00	\$0.00
	M1CPS-2016-BB-BR-10	Fitting Station Supplies FY13	\$0.00	\$1,600.00	\$0.00	\$8,000.00	\$8,000.00	\$3,200.00

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	<b>405b High Community CPS Services Total</b>		<b>\$0.00</b>	<b>\$28,600.00</b>	<b>\$0.00</b>	<b>\$143,000.00</b>	<b>\$143,000.00</b>	<b>\$46,200.00</b>
	<b>405b OP High</b>							
	M1X-2016-BA-AJ-10	Law Enforcement Equipment FY16	\$0.00	\$2,000.00	\$0.00	\$10,000.00	\$10,000.00	\$4,000.00
	<b>405b OP High Total</b>		<b>\$0.00</b>	<b>\$2,000.00</b>	<b>\$0.00</b>	<b>\$10,000.00</b>	<b>\$10,000.00</b>	<b>\$4,000.00</b>
	<b>MAP 21 405b OP High Total</b>		<b>\$0.00</b>	<b>\$111,400.00</b>	<b>\$0.00</b>	<b>\$557,000.00</b>	<b>\$557,000.00</b>	<b>\$211,200.00</b>
	<b>MAP 21 405b OP Low</b>							
	<b>405b Low Training</b>							
	M2TR-2016-BA-AC-10	CPS Training FY14	\$0.00	\$2,000.00	\$0.00	\$10,000.00	\$10,000.00	\$4,000.00
	<b>405b Low Training Total</b>		<b>\$0.00</b>	<b>\$2,000.00</b>	<b>\$0.00</b>	<b>\$10,000.00</b>	<b>\$10,000.00</b>	<b>\$4,000.00</b>
	<b>405b Low Public Education</b>							
	M2PE-2016-BB-AD-10	Fitting Station Paid Media FY14	\$0.00	\$2,000.00	\$0.00	\$10,000.00	\$10,000.00	\$4,000.00
	<b>405b Low Public Education Total</b>		<b>\$0.00</b>	<b>\$2,000.00</b>	<b>\$0.00</b>	<b>\$10,000.00</b>	<b>\$10,000.00</b>	<b>\$4,000.00</b>
	<b>405b Low Community CPS Services</b>							
	M2CPS-2016-BB-AA-10	Fitting Station Coordinators Salaries FY	\$0.00	\$6,000.00	\$0.00	\$30,000.00	\$30,000.00	\$0.00
	M2CPS-2016-BB-AB-10	Fitting Station Supplies FY14	\$0.00	\$3,000.00	\$0.00	\$15,000.00	\$15,000.00	\$6,000.00
	<b>405b Low Community CPS Services Total</b>		<b>\$0.00</b>	<b>\$9,000.00</b>	<b>\$0.00</b>	<b>\$45,000.00</b>	<b>\$45,000.00</b>	<b>\$6,000.00</b>
	<b>MAP 21 405b OP Low Total</b>		<b>\$0.00</b>	<b>\$13,000.00</b>	<b>\$0.00</b>	<b>\$65,000.00</b>	<b>\$65,000.00</b>	<b>\$14,000.00</b>
	<b>MAP 21 405c Data Program</b>							
	<b>405c Data Program</b>							
	M3DA-2016-AA-LA-10	Data Analyst Salary FY15	\$0.00	\$4,000.00	\$0.00	\$20,000.00	\$20,000.00	\$0.00
	M3DA-2016-AA-LB-10	ECRASH Quality Control FY15	\$0.00	\$25,000.00	\$0.00	\$125,000.00	\$125,000.00	\$50,000.00
	M3DA-2016-AA-LC-10	Strategic Plan Implementation FY15	\$0.00	\$8,000.00	\$0.00	\$40,000.00	\$40,000.00	\$16,000.00
	M3DA-2016-AA-LD-10	DATA Analyst Salary FY16	\$0.00	\$8,000.00	\$0.00	\$40,000.00	\$40,000.00	\$0.00
	M3DA-2016-AA-LE-10	ECRASH Quality Control FY16	\$0.00	\$20,000.00	\$0.00	\$100,000.00	\$100,000.00	\$40,000.00

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Program Area	Project	Description	Prior Approved Program Funds	State Funds	Previous Bal.	Incre/ (Decre)	Current Balance	Share to Local
	M3DA-2016-AA-LF-10	Strategic Plan Implementation FY16	\$ .00	\$6,000.00	\$ .00	\$30,000.00	\$30,000.00	\$12,000.00
	M3DA-2016-AA-LG-10	DELDOT Road Inventory FY16	\$ .00	\$24,000.00	\$ .00	\$120,000.00	\$120,000.00	\$48,000.00
	<b>405c Data Program Total</b>		<b>\$ .00</b>	<b>\$95,000.00</b>	<b>\$ .00</b>	<b>\$475,000.00</b>	<b>\$475,000.00</b>	<b>\$166,000.00</b>
	<b>MAP 21 405c Data Program Total</b>		<b>\$ .00</b>	<b>\$95,000.00</b>	<b>\$ .00</b>	<b>\$475,000.00</b>	<b>\$475,000.00</b>	<b>\$166,000.00</b>
	<b>MAP 21 405d Impaired Driving Mid</b>							
	<b>405d Mid HVE</b>							
	M5HVE-2016-AA-HJ-10	DUI Equipment FY14	\$ .00	\$30,000.00	\$ .00	\$150,000.00	\$150,000.00	\$60,000.00
	M5HVE-2016-AA-HL-20	TSRP FY14	\$ .00	\$45,000.00	\$ .00	\$225,000.00	\$225,000.00	\$90,000.00
	M5HVE-2016-AA-JV-10	DUI Equipment FY14	\$ .00	\$7,000.00	\$ .00	\$35,000.00	\$35,000.00	\$14,000.00
	M5HVE-2016-AA-NB-10	June DUI Enforcement FY16	\$ .00	\$15,000.00	\$ .00	\$75,000.00	\$75,000.00	\$30,000.00
	M5HVE-2016-AA-NB-20	July DUI Enforcement FY16	\$ .00	\$10,000.00	\$ .00	\$50,000.00	\$50,000.00	\$20,000.00
	M5HVE-2016-AA-NB-30	CPSF 2015 FY16	\$ .00	\$15,000.00	\$ .00	\$75,000.00	\$75,000.00	\$30,000.00
	M5HVE-2016-AA-NE-10	DUI Equipment FY16	\$ .00	\$10,000.00	\$ .00	\$50,000.00	\$50,000.00	\$20,000.00
	<b>405d Mid HVE Total</b>		<b>\$ .00</b>	<b>\$132,000.00</b>	<b>\$ .00</b>	<b>\$660,000.00</b>	<b>\$660,000.00</b>	<b>\$264,000.00</b>
	<b>405d Mid ID Coordinator</b>							
	M5IDC-2016-AD-DS-10	DUI Specialist Salary FY14	\$ .00	\$3,200.00	\$ .00	\$16,000.00	\$16,000.00	\$6,400.00
	<b>405d Mid ID Coordinator Total</b>		<b>\$ .00</b>	<b>\$3,200.00</b>	<b>\$ .00</b>	<b>\$16,000.00</b>	<b>\$16,000.00</b>	<b>\$6,400.00</b>
	<b>405d Mid Court Support</b>							
	M5CS-2016-AA-NA-10	TSRP FY16	\$ .00	\$40,000.00	\$ .00	\$200,000.00	\$200,000.00	\$40,000.00
	<b>405d Mid Court Support Total</b>		<b>\$ .00</b>	<b>\$40,000.00</b>	<b>\$ .00</b>	<b>\$200,000.00</b>	<b>\$200,000.00</b>	<b>\$40,000.00</b>
	<b>405d Mid BAC Testing/Reporting</b>							
	M5BAC-2016-AA-NF-10	DSP Omega FY16	\$ .00	\$20,000.00	\$ .00	\$100,000.00	\$100,000.00	\$40,000.00
	<b>405d Mid BAC Testing/Reporting Total</b>		<b>\$ .00</b>	<b>\$20,000.00</b>	<b>\$ .00</b>	<b>\$100,000.00</b>	<b>\$100,000.00</b>	<b>\$40,000.00</b>
	<b>405d Mid Paid/Earned Media</b>							
	M5PEM-2016-AA-KC-10	DUI Paid Media FY15	\$ .00	\$111,320.00	\$ .00	\$556,600.00	\$556,600.00	\$222,640.00

State: Delaware

**U.S. Department of Transportation National Highway Traffic Safety Administration**  
**Highway Safety Plan Cost Summary**  
**2016-HSP-1**  
For Approval

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Program Area	Project	Description	Prior Approved Program Funds	State Funds	Previous Bal.	Incre/ (Decre)	Current Balance	Share to Local
	M5PEM-2016-AA-NC-10	DUI Paid Media FY16	\$ .00	\$120,000.00	\$ .00	\$600,000.00	\$600,000.00	\$240,000.00
	<b>405d Mid Paid/Earned Media Total</b>		<b>\$ .00</b>	<b>\$231,320.00</b>	<b>\$ .00</b>	<b>\$1,156,600.00</b>	<b>\$1,156,600.00</b>	<b>\$462,640.00</b>
	<b>405d Mid Training</b>							
	M5TR-2016-AA-HM-10	DRE Program FY14	\$ .00	\$2,560.00	\$ .00	\$12,800.00	\$12,800.00	\$5,120.00
	M5TR-2016-AA-KB-10	DRE Program FY15	\$ .00	\$8,000.00	\$ .00	\$40,000.00	\$40,000.00	\$16,000.00
	M5TR-2016-AA-KE-10	DRE Program FY15	\$ .00	\$2,000.00	\$ .00	\$10,000.00	\$10,000.00	\$4,000.00
	M5TR-2016-AA-ND-10	DRE Program FY16	\$ .00	\$10,000.00	\$ .00	\$50,000.00	\$50,000.00	\$20,000.00
	<b>405d Mid Training Total</b>		<b>\$ .00</b>	<b>\$22,560.00</b>	<b>\$ .00</b>	<b>\$112,800.00</b>	<b>\$112,800.00</b>	<b>\$45,120.00</b>
	<b>405d Mid Information System</b>							
	M5IS-2016-AA-JU-10	Tracking Maintenance FY14	\$ .00	\$4,960.00	\$ .00	\$24,800.00	\$24,800.00	\$9,920.00
	<b>405d Mid Information System Total</b>		<b>\$ .00</b>	<b>\$4,960.00</b>	<b>\$ .00</b>	<b>\$24,800.00</b>	<b>\$24,800.00</b>	<b>\$9,920.00</b>
	<b>MAP 21 405d Impaired Driving Mid Total</b>		<b>\$ .00</b>	<b>\$454,040.00</b>	<b>\$ .00</b>	<b>\$2,270,200.00</b>	<b>\$2,270,200.00</b>	<b>\$868,080.00</b>
	<b>MAP 21 405f Motorcycle Programs</b>							
	<b>405f Motorcyclist Awareness</b>							
	M9MA-2016-AA-GY-10	MC Paid Media FY15	\$ .00	\$4,600.00	\$ .00	\$23,000.00	\$23,000.00	\$9,200.00
	M9MA-2016-AA-GZ-10	MC Paid Media FY16	\$ .00	\$7,000.00	\$ .00	\$35,000.00	\$35,000.00	\$14,000.00
	<b>405f Motorcyclist Awareness Total</b>		<b>\$ .00</b>	<b>\$11,600.00</b>	<b>\$ .00</b>	<b>\$58,000.00</b>	<b>\$58,000.00</b>	<b>\$23,200.00</b>
	<b>MAP 21 405f Motorcycle Programs Total</b>		<b>\$ .00</b>	<b>\$11,600.00</b>	<b>\$ .00</b>	<b>\$58,000.00</b>	<b>\$58,000.00</b>	<b>\$23,200.00</b>
	<b>NHTSA Total</b>		<b>\$ .00</b>	<b>\$1,155,980.00</b>	<b>\$ .00</b>	<b>\$9,662,800.00</b>	<b>\$9,662,800.00</b>	<b>\$3,974,800.00</b>
	<b>Total</b>		<b>\$ .00</b>	<b>\$1,155,980.00</b>	<b>\$ .00</b>	<b>\$9,662,800.00</b>	<b>\$9,662,800.00</b>	<b>\$3,974,800.00</b>

# SUMMARY OF COUNTERMEASURE PROGRAMS AND TOTAL OBLIGATIONS

## PERCENTAGE OF FY 2015 and 2016 FUNDS BY PROJECT AREA (includes all funding sources & anticipated carry over funds)

	2015 (actual)	2016 (planned)
PLANNING & ADMINISTRATION	3%	2%
OCCUPANT PROTECTION	14%	14%
IMPAIRED DRIVING	45%	63%
AGGRESSIVE DRIVING	2%	1%
TRAFFIC RECORDS	7%	3%
PEDESTRIAN SAFETY	4%	3%
MOTORCYCLE SAFETY	3%	3%
COMPREHENSIVE TRAFF. SAFETY	6%	4%
POLICE TRAFFIC SERVICES	10%	5%
OTHER (Distracted Driving/Older Drivers)	6%	2%

\*\*Percentages are rounded.

## Proposed Countermeasure Programs for FY 2016 Sections 402, 405, and anticipated carry-over

