DELAWARE OFFICE OF HIGHWAY SAFETY

FY 2017 HIGHWAY SAFETY PLAN

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EXECUTIVE SUMMARY

On behalf of the Governor of the State of Delaware and the Secretary of the Department of Safety and Homeland Security, the Office of Highway Safety is pleased to present our Fiscal Year 2017 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 2016, 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 targets 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 2017. With the exception of Distracted Driving, these priority areas mirror the behavioral safety Emphasis Areas outlined in the state's 2016-2020 Strategic Highway Safety Plan (SHSP):

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

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, Fixing America's Surface Transportation (FAST Act) in December 2015, our FY 2017 Highway Safety Plan application package also includes our FY 2017 applications for seven Section 405 grants including: Occupant Protection, State Traffic Safety Information System Improvements, Impaired Driving Countermeasures, Distracted Driving, Motorcyclist Safety, State Graduated Driver Licensing Incentive, and Nonmotorized Safety.

Per NHTSA guidelines, the FY 2017 Highway Safety Plan also outlines the performance measures and performance targets for the thirteen 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 (2014) 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. Lastly, the seat belt use rate goal was determined through trend analysis of state seat belt use data.

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 2017 Paid Media Plan, and a description of the process undertaken to select projects for FY 2017.

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 2017:

- 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 2016;
    - Safe Family Holiday comprehensive enforcement mobilization in November and December 2016, including seat belts, speeding, pedestrian safety, distracted driving, and impaired driving;
    - Impaired Driving mobilizations in October 2016, March 2017, May 2017, and June-September 2017, including the National Impaired Driving Crackdown;
    - Coordination of the national seat belt enforcement effort, Click It or Ticket, in May 2017, as well as a separate seat belt mobilization in March 2017;
    - Seat Belt and Speed enforcement combination mobilizations in October 2016, December 2016-February 2017, and August 2017;
    - Six distracted driving enforcement mobilizations, aimed at cell phone violations, in November-December 2016, March-May 2017, and July 2017;
    - Motorcycle safety enforcement mobilizations in May-September 2017; and
    - Pedestrian safety initiatives in December 2016, March 2017 and July- September 2017.
- Coordination of paid media and outreach campaigns in conjunction with each of the above enforcement mobilizations. Paid media may include TV spots, radio spots, digital ads, print ads, and/or billboards. Additional outreach will include robust social media efforts, high school programs, press events, college sport outreach efforts, and outreach at NASCAR events at the Dover International Speedway.
- Continuation of the Corporate Outreach Program, which includes distribution of outreach materials to corporate partners; coordination of Corporate Partner Meetings; and preparation of monthly traffic safety news and newsletter articles to partners;
- Continued promotion of the Graduated Driver's License Parent Orientation Program as well as other teen driver initiatives.
- Coordination of the Impaired Driving Prevention Task Force.
- Implementation of both the Judicial Outreach Program (JOL) and the Traffic Safety Resource Prosecutor (TSRP) program.
- 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 pedestrian and motorcycle safety.

- Supervision of contracts related to DUI Evaluation, Education, and Treatment programs.
- Continued support of the DUI Court project in New Castle County. Support efforts to expand the program statewide.
- Support efforts to implement a 24/7 Sobriety Program.
- 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 challenges that this document represents.

DELAWARE OFFICE OF HIGHWAY SAFETY OVERVIEW

MISSION STATEMENT

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

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

As a division of the Department of Safety and Homeland Security, the Office of Highway Safety fulfills its mission through a variety of public information and enforcement efforts aimed at reducing the number of crashes on Delaware roads. OHS serves as a clearinghouse for highway safety information in the state. Office staff members are committed to further developing partnerships with agencies statewide, including state, local, and county law enforcement agencies, the Department of Transportation, the Department of Health and Social Services, the Department of Justice, the Administrative Office of the Courts, the Delaware Justice Information System (DelJIS), 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: Impaired Driving , Occupant Protection, Pedestrian Safety, Speeding, Distracted Driving, Motorcycle Safety, and Traffic Records.

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 four part-time assistance positions, as follows:

Director, Jana Simpler: Serves as the State's Coordinator on behalf of the Governor's Representative.
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. Serves as the Traffic Records Coordinator. Monitors state and federal legislation that impacts highway safety and the State of Delaware.

Management Analyst III, Kimberly Chesser: Serves as the Impaired Driving Coordinator, Occupant Protection Coordinator, Teen Driver Issues Coordinator, Speed Management Coordinator, Motorcycle Safety Coordinator, Distracted Driving Coordinator.
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; coordinating and organizing occupant protection, speed management, teen driver, motorcycle safety and distracted driving initiatives across the state; administration of the Section 402 grant, Section 405 incentive grant programs and Section 154 Transfer Program; and preparation of the annual Highway Safety Plan and annual report.

Management Analyst III, vacant: Lisa Shaw retired in January of 2016 creating a vacancy in this position. The duties of this position are covered primarily by the additional Management Analyst III position. Director Simpler assumed the traffic records coordinator role. Richard Klepner assumed the pedestrian safety coordinator role.

Community Relations Officer, Lisa Flowers: **Serves as the agency coordinator for Bicycle Safety and Older Driver issues. Also serves as the Corporate Partners Program Coordinator.**
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. Responsible for the creation and implementation of programming initiatives to provide traffic safety- related public information and education to our corporate partners. A vacancy was created by the Corporate Partner Coordinator. This was a part-time position. The role of the Coordinator was combined into duties of the Community Relations Officer.

Accountant, Bonnie Dixon: Responsible for processing fiscal documents as necessary for the daily operations of the office. Responsible for the Maintenance of Efforts documentation and certifications, enters grants into the First State Financials Systems on the Pre-award side for submission to clearinghouse. Enters data into the HVE database. Tracks agency spending for enforcement mobilizations. Manages the Office of Highway Safety's timesheets for the Department's Human Resources Section. During FY 16, Bonnie's position was reclassified to an Accountant.

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.

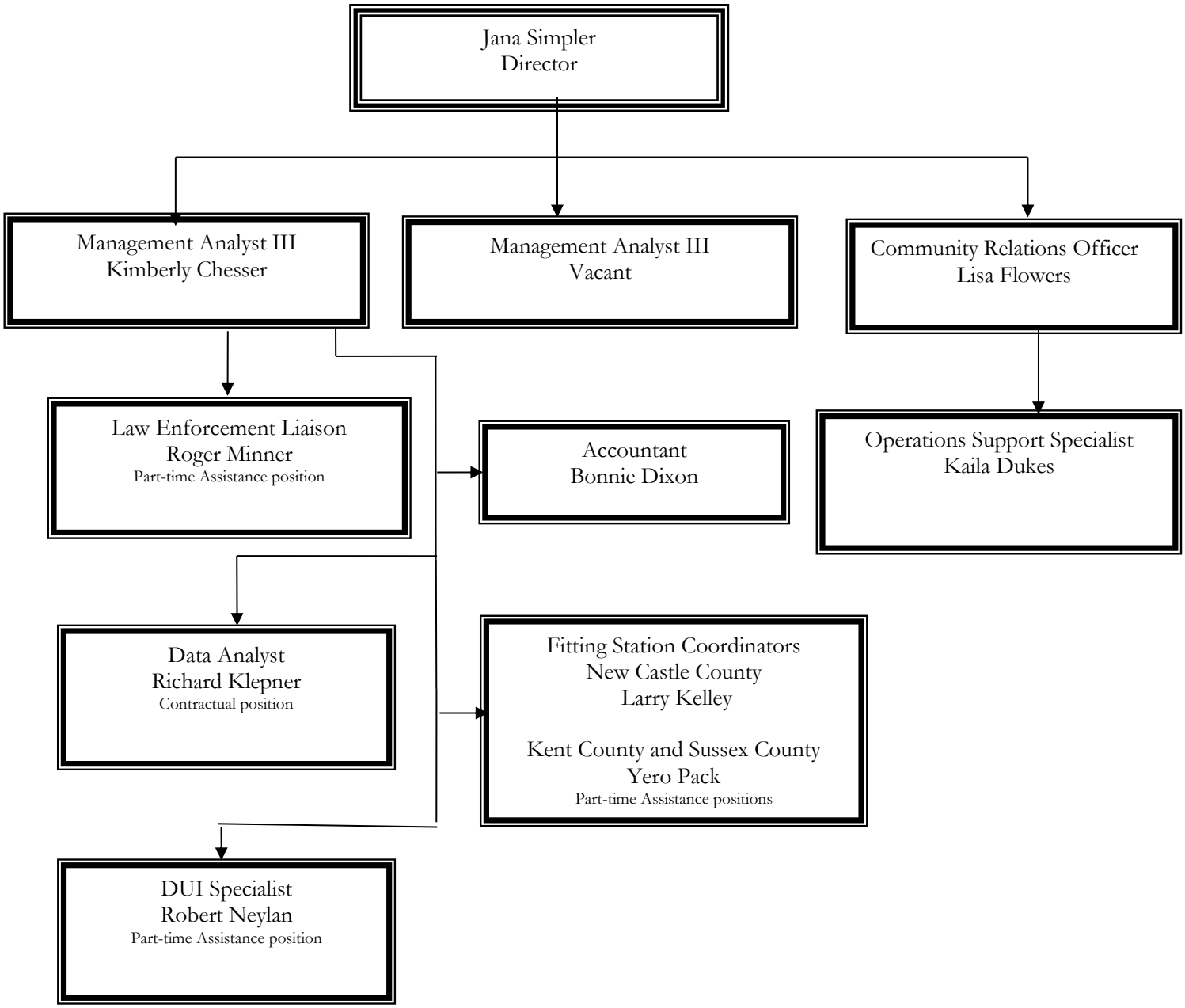
Law Enforcement Liaison, W. Roger Minner: Responsible for the coordination of law enforcement mobilizations throughout the grant year and for organizing law enforcement training opportunities (part-time assistance position).

Fitting Station Coordinator, Larry Kelley and Yero Pack: 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).

Data Analyst, Richard Klepner: Serves as the Pedestrian Safety Coordinator. 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 coordinators (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 performance plan 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 is responsible for the development, implementation, monitoring, and evaluation of the statewide Highway Safety Plan (HSP) that addresses the behavioral safety issues that result in crashes, injuries and fatalities on Delaware's roadways. The Director oversees the state and federal highway safety grant program and is responsible for planning, organizing and directing the operations of the Office of Highway Safety (OHS) in accordance with federal and state rules, regulations and guidelines. The position supports the key functions of OHS – Administration, Problem Identification, Monitoring & Evaluation, and Public Information & Education.

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.

Kimberly Chesser, Management Analyst III – NHTSA, Program Management Training; NHTSA Occupant Protection Program Management, Safe Kids Certified Child Passenger Safety Technician Instructor, GTS Codes; State of Delaware, First State Financial training; State of Delaware, Clearinghouse training; State of Delaware HRM, Providing Constructive Feedback; 2016 Lifesavers Conference, Delaware Office of Highway Safety Bi-annual Highway Safety Conference, National Association of Drug Court Professionals Conference, DUI Court Training; DUI Tracking System Training; State of Delaware Cyber Security Training, Continuity of Operations Training, and Regional GR/Coordinator meetings.

Lisa Flowers, Community Relations Officer – 2016 Life Savers Conference

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

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

Bonnie Dixon, Accountant - First State Financials; Pre-award Grants; State of Delaware Cyber Security Training; and State of Delaware Clearinghouse Training

STATEWIDE DEMOGRAPHICS

Delaware is the second smallest state in the nation in terms of land mass, Delaware ranks 49th in the nation with a total area of 1,982 square miles. The State is divided into three counties, as follows: New Castle County with 438 square miles, Kent County with 594 square miles, and Sussex County with 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 July 1, 2015, shows Delaware's population just above that at 943,879 people. Of the three counties, Sussex County saw the largest percentage of population growth. Females slightly edge out males, 52% to 48%. Lastly, based on Delaware Population Consortiums's population projection, 70% 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.

2015 Delaware Population Projections Summary Table
Total Projected Population, 2015 – 2040

As of July 1, 2015

Area	2015	2020	2025	2030	2035	2040
State of Delaware	943,879	982,358	1,015,437	1,040,518	1,059,990	1,074,556
Kent County	174,025	182,851	190,283	197,236	203,374	208,694
New Castle County	555,779	571,785	586,089	596,006	603,017	607,080
Sussex County	214,075	227,722	239,065	247,276	253,599	258,782

(Source: Delaware Population Consortium Annual Population Projections, Nov. 5, 2015, Version 2015.0)

Motor Vehicle Data

Year	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
2015	684,731	tbd	892,508	9,761

Of the 684,731 licensed drivers in 2015, 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%	8%
20-24	7%	13%	13%
25-34	17%	21%	17%
35-44	15%	16%	15%
45-54	18%	15%	14%
55-64	17%	12%	19%
65+	21%	10%	10%

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

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. Route 1, Route 13 and Route 113 are major arteries that drivers travel to visit Delaware beaches. Delaware beaches are host to thousands of out of state visitors weekly during the summer months. 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.

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.

(source: 2016 Delaware Databook, DEDO)

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 16 Republicans and 25 Democrats. The Senate seats are currently held by 9 Republicans and 12 Democrats.

During the 148th General Assembly's 2nd session (ended June 2015), legislators did not introduce an open container bill. The lack of a compliant open container law subjects the state to Section 154 transfer penalties. Legislators have been resistant to passing an open container law as they believe that it should apply only to the driver of the vehicle and not passengers. In addition, no new bills were introduced to require helmet use by individuals riding on a motorcycle. The 148th General Assembly has introduced the following bill related to highway safety:

- **HB #302** –This bill increases the penalties for the improper use of electronic communication devices while driving. The civil penalty for a first offense is increased from $50 to $100 and for subsequent offenses is increased to $200 up to $300. Additionally, points will be assessed for second or subsequent offenses. This bill was out of committee on 5/18/16 and passed out of the House of Representatives on 6/14/16. The bill has moved to the Senate for consideration.

- **HB #356 -** This bill creates a special license plate urging motorists not to use electronic devices and drive. Having these plates visible on Delaware's roadways will help raise public awareness and encourage drivers to keep their eyes on the road, not on their phones. This bill was out of committee on 5/18/16. No further updates are available at this time.

PROGRESS REPORT OF CORE OUTCOME & PERFORMANCE MEASURES

PROGRESS TOWARDS TARGETS

	CORE OUTCOME BEHAVIORAL MEASURES Progress Report Through 2014	2009	2010	2011	2012	2013	2014 Target	2014 Actual
1	Traffic Fatalities	116	101	99	114	99	99	121
	5 year moving average	127	121	111	110	106		
2	Serious Traffic Injuries	717	678	673	582	615	632	565
	5 year moving average	678	673	582	615	623		
3	Mileage Death Rate	1.28	1.13	1.10	1.25	1.24	1.06	1.26
	5 year moving average	1.37	1.31	1.22	1.22	1.16		
3a	Rural Mileage Death Rate	2.48	2.34	2	1.92	1.67	2.16	2.64
	5 year moving average	2.80	2.62	2.41	2.28	2.07		
3b	Urban Mileage Death Rate	0.76	0.58	0.67	0.92	0.77	0.64	0.73
	5 year moving average	0.76	0.75	0.69	0.74	0.74		
4	Unrestrained Passenger Vehicle Occupant Fatalities	40	21	33	25	23	28	23
	5 year moving average	41	35	32	30	28		
5	Alcohol Impaired Driving Related Fatalities	45	37	41	35	37	37	49
	5 year moving average	46	43	43	40	39		
6	Speed Related Fatalities	44	42	34	46	37	36	44
	5 year moving average	42	40	40	40	41		
7	Motorcycle Fatalities	14	8	19	17	20	12	15
	5 year moving average	16	13	15	15	16		
8	Unhelmeted Motorcyclist Fatalities	9	5	14	4	7	8	7
	5 year moving average	8	8	9	8	8		
9	Drivers Age 20 or Younger Involved in Fatal Crashes	23	15	13	15	12	15	11
	5 year moving average	22	19	17	16	16		
10	Pedestrian Fatalities	15	22	18	27	25	16	25
	5 year moving average	18	20	18	21	21		
11	Seat Belt Use Rate	88%	91%	90%	87%	92%	92%	90%
	5 year moving average	87%	90%	89%	89%	90%		
12	Distracted Driving Related Crashes			143	138	146	132	168
	3 year moving average (data not available for 5-year trend)				172	143		
13	Bicycle Fatalities	6	3	0	4	1	N/A	3
	5 year moving average	4	4	3	4	3		

Sources:

Delaware State Police

Fatality Analysis Reporting System (FARS):

http://www-nrd.nhtsa.dot.gov/departments/nrd-30/ncsa/STSI/10_DE/2014/10_DE_2014.htm

GRANT FUNDED ENFORCEMENT ACTIVITY

The Office of Highway Safety funded several enforcement initiatives in previous grant years. OHS plans to continue funding enforcement activities in FY 2017. These enforcement activities our outlined in a later section of the Highway Safety Plan. See the chart below to note the required reporting of grant funded enforcement for speeding, seat belt, and DUI arrests.

GRANT FUNDED ENFORCEMENT	2009	2010	2011	2012	2013	2014	2015
SPEEDING CITATION	N/A	11,001	8,028	4,810	6,803	4,755	6,868
SEAT BELT CITATIONS	N/A	5,778	4,855	3,122	3,650	2,522	2082
DUI ARRESTS	N/A	896	894	616	595	300	218

FY 2017 TARGETS

	CORE OUTCOME BEHAVIORAL MEASURES Targets for FY17	2010	2011	2012	2013	2014	2017 Target
1	Traffic Fatalities	101	99	114	99	121	101
	5 year moving average	121	111	110	106	107	
2	Serious Traffic Injuries	678	673	582	615	565	556
	5 year moving average	673	582	615	623	623	
3	Mileage Death Rate	1.13	1.10	1.25	1.24	1.26	1.1
	5 year moving average	1.31	1.22	1.22	1.16	1.20	
3a	Rural Mileage Death Rate	2.34	2	1.92	1.67	2.64	1.81
	5 year moving average	2.62	2.41	2.28	2.07	2.11	
3b	Urban Mileage Death Rate	0.58	0.67	0.92	0.77	0.73	0.71
	5 year moving average	0.75	0.69	0.74	0.74	0.73	
4	Unrestrained Passenger Vehicle Occupant Fatalities	21	33	25	23	23	21
	5 year moving average	35	32	30	28	25	
5	Alcohol Impaired Driving Related Fatalities	37	41	35	37	49	36
	5 year moving average	43	43	40	39	40	
6	Speed Related Fatalities	42	34	46	37	44	37
	5 year moving average	40	40	40	41	41	
7	Motorcycle Fatalities	8	19	17	20	15	15
	5 year moving average	13	15	15	16	16	
8	Unhelmeted Motorcyclist Fatalities	5	14	4	7	7	6
	5 year moving average	8	9	8	8	7	
9	Drivers Age 20 or Younger Involved in Fatal Crashes	15	13	15	12	11	11
	5 year moving average	19	17	16	16	13	
10	Pedestrian Fatalities	22	18	27	25	25	20
	5 year moving average	20	18	21	21	23	
11	Seat Belt Use Rate	91%	90%	87%	92%	90%	91%
	5 year moving average	90%	89%	89%	90%	90%	
12	Distracted Driving Related Crashes		143	138	146	168	126
	3 year moving average (data not available for 5-year trend)			172	143	151	
13	Bicycle Fatalities	3	0	4	1	3	≤2
	5 year moving average	4	3	4	3	2	

Sources:

Delaware State Police

Fatality Analysis Reporting System (FARS):

http://www-nrd.nhtsa.dot.gov/departments/nrd-30/ncsa/STSI/10_DE/2014/10_DE_2014.htm

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

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 Delaware 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 24 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 2017 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). Although not used by OHS, DSP recently created the mapping system OMEGA, allowing them to easily find locations for enforcements for the many different priority areas.
- 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 2015 the Office of Highway Safety unveiled the enhanced 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 highway safety problems were identified. As previously indicated, the FY 2017 priority areas were established and ranked:
  - Impaired Driving (Alcohol and Drugs)
  - Occupant Protection
  - Pedestrian Safety
  - Speeding
  - Distracted Driving
  - Motorcycle Safety
  - Traffic Records

  Based on data driven problem identification, staff selected the project and partners to participate in initiatives outlined in this FY 2017 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
  - Actions taken by drivers/pedestrians/bicyclists during a crash
  - High crash locations with an emphasis on fatality clusters

  It should also be understood that the characteristics of crashes that are reviewed will differ depending on which program area is being addressed. For example, the ambient and street lighting may be considered a top factor in a pedestrian crash, but is not as important in other types of crashes. 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. Staff used their experience and knowledge to assist with determining the direction when analyzing data, selecting priority areas and setting appropriate goals. 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 2017 represents the fourth year that the Office of Highway Safety staff is 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. Having an electronic crash reporting system has provides CARS with daily updates, allowing OHS to make any needed adjustments to education and enforcement efforts.

The Office of Highway Safety data review process allows us to thoroughly review current data related to all areas of highway safety. As recommended by the FAST act, OHS reviewed data related to unsecured loads on non-commercial vehicles. The Office of Highway Safety determined that in the past 5 years, Delaware has had one fatality possibly related to unsecured load, and 16 crashes resulting in an incapacitating injury due to unsecured loads. OHS has determined that we do not have a traffic safety issue in our state related to unsecured loads on non-commercial vehicles, but will include reminders to law enforcement in the coming year to be on the lookout for unsecured loads that may lead to injury on DE roadways.

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, DIVISION OF MOTOR VEHICLES DIRECTOR
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 2016-2020 Strategic Highway Safety Plan was developed in 2015 with the above noted partners. Data from 2005-2014 was reviewed and used to establish emphasis areas for the updated SHSP. Based on the data analysis, the group established eight Emphasis Areas. Based on the feedback provided by the Emphasis Area Teams, background, strategies, and projects were outlined and added to the SHSP in hopes of achieving the goal of "achieve a reduction of at least three fatalities and 15 serious injuries annually and continue to reduce the total number of fatalities and serious injuries to achieve at least a 50 percent reduction by 2035."

Delaware OHS staff participated on many of the teams and ensures the targets in the SHSP, the HSP, and HSIP mirror one another. The measures that will be identical in FY 2017 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) Impaired Driving
2) Roadway Departure	2) Seat Belts
3) Impaired Driving	3) Pedestrians
4) Speeding	4) Speeding
5) Seat Belts	5) Distracted Driving
6) Motorcycles	6) Motorcycles
7) Pedestrians	7) Traffic Records
8) Traffic Records	8) Bicyclists

PROJECT SELECTION & HSP APPROVAL PROCESS

The Delaware 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 2017 Grant Advisory Committee (GAC) included the following members:

Agency	Representative
Office of Highway Safety	Jana Simpler
National Highway Traffic Safety Administration	Rod Chu
Federal Highway Administration	Patrick Kennedy
Dover Police Department	Chief Paul Bernat
Department of Transportation	Adam Weiser
Department of Justice	Danielle Brennan
Delaware State Police	Lt. Matthew Cox

The FY 2017 planning process followed the timeline below:

- January 2016—Collect FY 2017 priorities from our GAC members
- February – April 2016—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 2016—Annual GAC meeting to review selected projects and approve the draft highway safety plan.
- May – June 2016—Prepare the Highway Safety Plan for NHTSA
- July 1, 2016—Submit the Highway Safety Plan to NHTSA
- October 2016—FY 2017 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, a review committe of the management staff convenes to review the proposal. When additional staff input is required, the Data Analyst or other relevant OHS staff, 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.

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 2017 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

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
2. Identify the data sources
3. Identify the data display options
4. Analyze and interpret the data
5. Establish decision rules
6. Review the data and analyze further
7. Coordination of efforts with the SHSP
8. Develop a timeline for completion of HSP process
9. Identify top priority areas based on problem identification results, and review of who, what, when, where, and why – for FY 2017 the top priorities in Delaware are:
    a. Impaired driving
    b. Occupant protection
    c. Pedestrian safety
    d. Speeding
    e. Distracted driving
    f. Motorcycle safety
    g. Traffic records
10. Develop annual targets for each priority area
11. Develop comprehensive enforcement plan based on problem identification

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 17.

Summary of enforcement techniques and activities include the following in FY 2017:

1. Sobriety checkpoints – conducted statewide throughout the year on selected dates identified by OHS. Multiple checkpoints are conducted on one date throughout the state.
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 76.

To implement each of the mobilizations outlined on page 76, 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. Agency receiving funds and their DUNS number
3. Project number
4. Funds provided for the enforcement, including amount, the FAIN number, Grant, and CFDA number
5. Dates and times of expected activities
6. Expected length of each activity
7. Data related to the problem ID and OHS performance measure and Target
8. Acceptable locations, based on data-driven problem analysis
9. Number of patrols, checkpoints, etc. assigned for each specific mobilization
10. Rules and regulations for working OHS-funded enforcement including certs and assurances
11. Due dates for returning signed agreements, as well as reporting and requests for reimbursements
12. Indirect cost rate, if the award is R&D and an indication that a risk assessment has been completed

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 in the 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 as appropriate.

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 Monitoring, 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.

OCCUPANT PROTECTION

Based on the Annual Statewide Observational Seat Belt Use Survey conducted in Delaware in June 2015, Delaware's seat belt use rate was 90.4%. This was a decrease from 2014. The nation's average seat belt use rate is 87%. In 2015, 53% (59 of 72) of those occupants killed in motor vehicle crashes on Delaware roadways were not wearing seat belts, up from 44% in 2014. This percentage included only seat belt eligible vehicles.

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

Year	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Use Rate	82%	84%	86%	87%	91%	88%	91%	90%	88%	92%	92%	90%

Data analysis further shows that in the most recent 5-year average, New Castle County had the highest percentage of unrestrained crashes at 55%, Sussex County followed with 29% compared to 16% in Kent County.

In overall unrestrained crashes, 58% were drivers, 42% were passengers and 25% involved an impaired driver. 43% were ages 16 – 24 and 36% percent ages 25 – 44. 64% were male and 36% were female.

Data analysis of the last 4 years shows that unrestrained crashes occurred most frequently between 3 pm and 8 pm and 1 am and 3am. Most common days for these crashes were Saturday and Sunday with remaining days of the week having a fairly consistent crash rate. March, April and June had the highest amount of unrestrained crashes.

Performance Measure

- Seat Belt use rate - To increase statewide seat belt compliance 1 percentage points from the 2015 calendar year use rate of 90% to 91% by December 31, 2017.
- Unrestrained passenger vehicle occupant fatalities – To decrease unrestrained passenger vehicle occupant fatalities 16% from the 2010-2014 calendar year average of 25 to 21 by December 31, 2017.

Comprehensive Strategies and Evidence-Based Enforcement Projects

- OHS will provide funding to law enforcement agencies in FY 2017, 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[1]. 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

[1] Highway Safety Program Uniform Guidelines #20, Section 3

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 the Comprehensive Traffic Safety Program section. In addition, OHS will conduct a seat belt enforcement mobilization in March and 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.[2]
- 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.[3] 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.
- 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. [4]
- 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.[5]

Occupant Protection Projects Scheduled in FY 2017

Fall 2016 OP/Speed Enforcement 10/4/2016 – 10/23/2016		
See details about this campaign in the Police Traffic Services section of this document.		
AMOUNT:	**FUNDING SOURCE:**	**PROJECT NUMBER:**
See above.		

Safe Family Holiday OP/Speed Enforcement – 12/21/2016 – 1/2/2017		
See details about this campaign in the Police Traffic Services section of this document.		
AMOUNT:	**FUNDING SOURCE:**	**PROJECT NUMBER:**

[2] Countermeasures That Work, 8th Edition, 2015, Ch. 2, Section 3.1
[3] Countermeasures That Work, 8th Edition, 2015, Ch. 7, Section 7.2
[4] Countermeasures That Work, 8th Edition, 2015, Ch. 2, Section 7.2
[5] Countermeasures That Work, 8th Edition, 2015, Ch. 1, Sect.2; Ch. 2, Sect. 2; Ch. 3, Sect.2 & Ch. 4, Sect. 1.3 and 1.4

See above.		

Winter Wave I OP/Speed Enforcement - 1/11/2017 - 1/29/2017		
See details about this campaign in the Police Traffic Safety services of this document.		
AMOUNT:	**FUNDING SOURCE:**	**PROJECT NUMBER:**
See above.		

Winter Wave II OP/Speed Enforcement – 2/14/2017 – 2/26/2017		
See details about this campaign in the Police Traffic Services section of this document.		
AMOUNT:	**FUNDING SOURCE:**	**PROJECT NUMBER:**
See above.		

March OP Enforcement – 3/21/2017 – 4/1/2017		
In an effort to combat a high number of occupant protection crashes that occur during the March months and to conduct an occupant protection only enforcement campaign a pre-cursor to Click it or Ticket, OHS is conducting occupant protection enforcement between the hours of 3 pm – 2 am. Law enforcement from 24 agencies will participate.		
AMOUNT:	**FUNDING SOURCE:**	**PROJECT NUMBER:**
$37,230.00	Section 405b, FY2015, carry over	BBAF-1

2017 Click It or Ticket Enforcement Campaign – 5/22/2017– 6/4/2017		
OHS will participate in the Annual Click it or Ticket Campaign. Law enforcement from 36 agencies will participate to conduct 386 four hour patrols between 7 am and 1 am. OHS will also participate in Border to Border as part of CIOT efforts.		
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, New Castle City Police, New Castle County Police, Newark, 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:**
$ 6,100	Section 405b, FY 2015, carry over	BBAF-2
$75,600	Section 405b, FY2016, carry over	BAAG-1

August OP/Speed Enforcement – 8/8/2017 – 8/27/2017		
See details about this campaign in the Police Traffic Services section of this document.		
AMOUNT:	**FUNDING SOURCE:**	**PROJECT NUMBER:**
See above.		

Observational Seat Belt Survey - 6/1/2017 – 9/30/2017

OHS will participate in the Annual Statewide Seat Belt Use Survey as required by NHTSA. This survey is conducted in June each year. Funding will be used to support the efforts of the seat belt survey. 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. The statistician follows all NHTSA guidelines related to the survey.

Agencies involved: OHS, University of Delaware and vendors (to be determined)

AMOUNT:	**FUNDING SOURCE:**	**PROJECT NUMBER:**
$60,000	Section 405b, FY 2016, carry over	OHSS-1
$47,000	Section 405b, FY 2017	BEAG-1

Fitting Station Coordinators 10/1/2016- 9/30/2017

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:**
$45,000	Section 405b, FY 2015, carry over	BBAG-1
$40,000	Section 405b, FY 2016, carry over	BAAE-1
$40,000	Section 405b, FY 2017	BEAC-1

Fitting Station Supplies – 10/1/2016 – 9/30/2017

OHS purchases supplies to support the needs of the Fitting Station operations 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:**
$ 15,000	Section 405b, FY 2014, carry over	BBAB-1
$20,000	Section 405b, FY 2015, carry over	BBAE-1
$15,000	Section 405b, FY 2016, carry over	BAAF-1
$10,000	Section 405b, FY 2017	BEAD-1

Occupant Protection/CPS Training Initiatives – 10/1/2016 - 9/30/2017

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:**
$10,000	Section 405b, FY 2015, carry over	BBAI-1
$10,000	Section 405b, FY 2016, carry over	BAAJ-1
$10,000	Section 405, FY 2017	BEAH-1

Law Enforcement Equipment – 10/1/2016 -9/30/2017

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, OHS will fund traffic safety enforcement equipment such as radar units or fatal crash investigation equipment. 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:**
$40,000	Section 405b, FY 2017	BEAB -1

Anticipated Projects – 10/1/2016 -9/30/2017
OHS will set aside funds for anticipated projects that may occur during the year. Opportunities may arise at a later date during the fiscal year to conduct projects and funds are set aside for this purpose.
Agencies involved: Office of Highway Safety, Delaware Law Enforcement Agencies

AMOUNT:	**FUNDING SOURCE:**	**PROJECT NUMBER:**
$80,000	Section 405b, FY 2017	BEAF -1

Occupant Protection Paid Media – 10/1/2016 – 9/30/2017
OHS will fund paid media to coincide with buckle up enforcement mobilizations 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. Additionally, social media will play a larger role in promoting and supporting our messages as well as engaging our community.
Agencies involved: ab+c, Alliance Sports Marketing, Dover International Speedway, JD Motorsports

AMOUNT:	**FUNDING SOURCE:**	**PROJECT NUMBER:**
$ 306,500	Section 402, FY 2017	OHCT-1
$ 123,000	Section 405b, FY 2017	BEAA-1
$ 10,000	Section 405b, FY 2017	BEAI-1
$120,000	Section 405b, FY 16 carryover	BCAB-1

Summary of Occupant Protection Projects Scheduled in FY 2017

PROJECTS	FUNDING SOURCE	AMOUNT ALLOCATED
Fall 2016 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.	
March Enforcement	Section 405b, FY 2015	$37,230
Click It Or Ticket Enforcement	Section 405b, FY 2015	$81,700

Campaign	Section 405b, FY 2016	
August Op/Speed Enforcement	See Summary Of Police Traffic Services In This Document.	
Observational Seat Belt Survey	Section 405b, FY 2016 Section 405b, FY 2017	$107,000
Fitting Station Coordinators	Section 405b, FY 2014 Section 405b, FY 2015 Section 405b, FY 2016 Section 405b, FY 2017	$125,000
Fitting Station Supplies	Section 405b, FY 2014 Section 405b, FY 2015 Section 405b, FY 2016 Section 405b, FY 2017	$60,000
Cps Training Initiatives	Section 405b, FY 2015 Section 405b, FY 2016 Section 405b, FY 2017	$30,000
Law Enforcement Equipment	Section 405b, FY 2017	$40,000
Anticipated Projects	Section 405b, FY 2017	$70,000
Paid Media	Section 402, FY 2017 Section 405b, FY 2017 Section 405b, FY 2017 Section 405b, FY 16 carryover	$559,500
Total		$1,110,430

IMPAIRED DRIVING

Based on the Delaware Department of Transportation's Crash Analysis Reporting System, impaired driving-related fatalities accounted for 69 of the 129 total traffic crash fatalities (53%) in 2015. This is a slight decrease from 2014 when 54% of these fatalities involved alcohol and/or other drugs. Delaware law enforcement made 4,190 impaired driving arrests in 2015.

The data listed below, between 2005 – 2015 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 alcohol related impaired driving. This information was provided by Delaware State Police. Based on this information, the average number of fatalities is 56, which equates to 42% of all fatal crashes.

Review of impaired driving crash data from the last 5 years shows October, August, November, May are the highest months for crashes. Saturday has the highest number of crashes followed by Sunday and Friday. 31% of the crashes occur between 9 pm – 2 am. 76% of the drivers in impaired driving crashes are male.

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

*OHS uses the lower threshold level because of the already small sample size for crashes.

	2005	**2006**	**2007**	**2008**	**2009**	**2010**	**2011**	**2012**	**2013**	**2014**	**2015**
Overall Fatalities	133	147	118	122	118	103	103	116	101	124	133
Alcohol-related	60	55	53	52	48	39	37	50	43	61	61
% of Total	45%	37%	45%	43%	41%	38%	36%	43%	43%	49%	46%
Overall Injuries	8367	8145	7568	7200	7239	8001	7700	7704	7829	7537	8058
Alcohol-related	802	919	830	782	686	733	728	738	677	591	587
% of Total	11%	10%	10%	11%	9%	9%	9%	10%	9%	8%	7%
All Crashes	18681	19351	20017	19506	18927	20697	20867	21197	21378	22967	24069
Alcohol-related	1454	1511	1521	1366	1268	1297	1198	1270	1146	1130	1133
% of Total	8%	8%	8%	7%	7%	6%	6%	6%	5%	5%	5%

Alcohol-Related Fatality Rate per 100 Million Vehicle Miles Traveled

	2005	**2006**	**2007**	**2008**	**2009**	**2010**	**2011**	**2012**	**2013**	**2014**	**2015**
Rate	.63	.58	.57	.58	.53	.44	.41	.55	.41	.54	unk

Performance Measure

- Alcohol Impaired Driving Fatalities – To decrease impaired driving fatalities 10% from the 2010-2014 calendar year average of 40 to 36 by December 31, 2017. (FARS data measure)

Comprehensive Strategies and Evidence-Based Enforcement Projects

- OHS will continue to schedule impaired driving enforcement activities throughout FY 2017, 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[6]. 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.[7] 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.[8]
- 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.[9] 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.[10] In FY 2017, 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;[11] maintaining the DUI Tracking System for impaired driving offenders,[12] and the purchase of equipment to aid law enforcement efforts to enforce impaired driving laws.[13]
- 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.[14] 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.[15]
- Further, OHS will fund the Judicial Outreach Liaison position. This position was previously housed in the Administrative Office of the Courts. The position term expired and it was not renewed by the

6 Highway Safety Program Uniform Guidelines #8, Section 1

7 Countermeasures That Work, 8th Edition, 2015, Ch. 1, Sections 2.1, 2.2

8 **Countermeasures** That Work, 8th Edition, 2015, Ch. 1, Section 5.2

9 Countermeasures That Work, 8th Edition, 2015, Ch. 1, Section 5.0

10 Countermeasures That Work, 8th Edition, 2015, Ch. 1, Section 7.1

11 Highway Safety Programs Uniform Guidelines #12, Section 1

12 Highway Safety Program Uniform Guidelines #8, Section 6

13 Countermeasures That Work, 8th Edition, 2015, Ch. 1, Sections 2.3, 2.4

14 Countermeasures That Work, 8th Edition, 2015, Ch. 1, Section 4.1

15 Countermeasures That Work, 8th Edition, 2015, Ch. 1, Section 1

AOC. In an effort to continue the tremendous work conducted by the JOL, OHS has contracted with the Honarable Richard Gebelein to continue his role as the JOL. The JOL will be working with the Courts to maintain and refine a DUI Court as well as to address other important Impaired Driving related initiatives and issues.

- OHS is a member of the DUI court steering committee[16] and continues to support the DUI court through training, rental of sufficient monitoring devices for DUI Court participants, and other needs as they arise.
- 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.[17] Over the course of FY 2016, the taskforce updated the 3 year strategic plan. During FY 2017, the taskforce will work on the initiatives as outlined in the strategic plan.
- 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.[18]

Impaired Driving Projects Scheduled in FY 2017

October 2016 Impaired Driving Saturation Patrols - 10/15/16		
In an effort to combat a high number of impaired driving crashes, OHS will fund saturation patrols statewide. These patrols will be highly concentrated in a high crash location as identified by crash data. Enforcement will occur in 4 hour blocks between 8 pm and 4 am.		
Agencies involved: Clayton Police, Dover Police, Georgetown Police, Harrington Police, Laurel Police, Milford Police, Millsboro Police, New Castle County Police, Newark Police, Newport Police, Rehoboth Police, Seaford Police, Smyrna Police, University of Delaware Police, Wilmington Police, DSP. In addition, OHS will fund a DRE to work the enforcement mobilization and be available for suspected drug impaired driving evaluations. Note- The DRE will be funded with 405d funds		
AMOUNT:	**FUNDING SOURCE:**	**PROJECT NUMBER:**
$17,650	Section 154, FY 2014, carry over	AAHG-1

Halloween Checkpoints - 10/29/16		
The City of Wilmington hosts an annual pub crawl the Saturday before Halloween. OHS will fund a checkpoint that night to coincide with the pub crawl. Additional checkpoints will be held statewide in effort to reduce the number of impaired driving crashes. In addition, OHS will fund a DRE to work the enforcement mobilization and be available for suspected drug impaired driving evaluations. Note- The DRE will be funded with 405d funds		
Agencies involved: Capitol Police, Clayton Police, Delaware City Police, Dover Police, Georgetown Police, Harrington Police, Laurel Police, Lewes Police, Milford Police, Millsboro Police, New Castle County Police, Newark Police, Newport Police, Rehoboth Police, Seaford Police, Smyrna, University of Delaware Police, Wilmington Police, and the Delaware State Police. In addition, OHS will fund a DRE to work the checkpoints in each county to be available for suspected drug impaired driving evaluations.		

16 Countermeasures That Work, 8th Edition, 2015, Ch. 1, Section 3.1

17 Highway Safety Programs Uniform Guidelines #8, Section 1

18 Highway Safety Programs Uniform Guidlines #8, Section 3

AMOUNT:	FUNDING SOURCE:	PROJECT NUMBER:
$20,850	Section 154, FY 2014, carry over	AAHG-2

November Impaired Driving Enforcement 11/18/2016 – 12/4/2016		
To combat a rise in impaired driving related crashes, OHS will fund 199 patrols during this period, between the hours of 8pm and 4am.		
Agencies involved: Bridgeville Police, Clayton Police, Dewey Beach Police, Dover Police, Georgetown Police, Greenwood Police, Kenton Police, Laurel Police, Middletown Police, Millsboro Police, New Castle County Police, Newark Police, Newport Police, Rehoboth Beach Police, Seaford Police, Smyrna Police, University of Delaware Police, Wilmington Police and Delaware State Police (all troops).		
AMOUNT:	**FUNDING SOURCE:**	**PROJECT NUMBER:**
$43,500	Section 154, FY 2014, carry over	AAHG-3

December Checkpoints - 12/10/2016		
Checkpoints will be held statewide in effort to reduce the number of impaired driving crashes that occur during the holiday season in the month of December.		
Agencies involved: Capitol Police, Clayton Police, Delaware City Police, Dover Police, Georgetown Police, Harrington Police, Laurel Police, Lewes Police, Milford Police, Millsboro Police, New Castle County Police, Newark Police, Newport Police, Rehoboth Police, Seaford Police, Smyrna, University of Delaware Police, Wilmington Police, and the Delaware State Police. In addition, OHS will fund a DRE to work the checkpoints in each county to be available for suspected drug impaired driving evaluations. Note: The DRE's will be funded with 405d funds.		
AMOUNT:	**FUNDING SOURCE:**	**PROJECT NUMBER:**
$20,850	Section 154, FY 2014, carry over	AAHG-4

Safe Family Holiday 2016 – 12/15/2016 – 1/2/2017		
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 796 roving patrols. Patrols will be scheduled between 8pm and 4am and will be four hours in duration. 40 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, University of Delaware, Wilmington Police, Wyoming Police, and the Delaware State Police (all troops).		
AMOUNT:	**FUNDING SOURCE:**	**PROJECT NUMBER:**
$159,200	Section 154, FY 2014, carry over	AAHG-5

St Patrick's Day Loop/Checkpoints - 3/17/2017
The City of Wilmington hosts an annual pub crawl the Saturday before St. Patrick's Day. OHS will fund a

checkpoint that night to coincide with the pub crawl. Additional checkpoints will be held statewide in effort to reduce the number of impaired driving crashes.
Agencies involved: Agencies involved: Capitol Police, Clayton Police, Delaware City Police, Dover Police, Georgetown Police, Harrington Police, Laurel Police, Lewes Police, Milford Police, Millsboro Police, New Castle County Police, Newark Police, Newport Police, Rehoboth Police, Seaford Police, Smyrna, University of Delaware Police, Wilmington Police, and the Delaware State Police. In addition, OHS will fund a DRE to work the checkpoints in each county to be available for suspected drug impaired driving evaluations.

AMOUNT:	**FUNDING SOURCE:**	**PROJECT NUMBER:**
$20,850	Section 154, FY 2014, carry over	AAHG-6

Cinco De Mayo DUI Saturation Patrols – 5/5/2017
In an effort to combat a high number of impaired driving crashes, OHS will fund saturation patrols statewide. These patrols will be highly concentrated in a high crash location as identified by crash data. Enforcement will occur in a 4 hour block between 8 pm and 4 am.
Agencies involved: Clayton Police, Dover Police, Georgetown Police, Harrington Police, Laurel Police, Milford Police, Millsboro Police, New Castle County Police, Newark Police, Newport Police, Rehoboth Police, Seaford Police, Smyrna Police, University of Delaware Police, Wilmington Police, DSP. In addition, OHS will fund a DRE to work the enforcement mobilization and be available for suspected drug impaired driving evaluations. Note: The DRE's will be funded with 405d funds.

AMOUNT:	**FUNDING SOURCE:**	**PROJECT NUMBER:**
$17,650	Section 154, FY 2014, carry over	AAHG-7

May Impaired Driving Enforcement – 5/12/2017 - 5/14/2017
In 2015, 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 116 patrols for the second weekend of May, saturating areas with high numbers of injury or fatal crashes attributed to impaired driving. 25 agencies will participate.
Agencies involved: Bridgeville Police, Camden Police, Clayton Police, Dewey Beach Police, Dover Police, Elsmere, Georgetown Police, Greenwood Police, Harrington, Laurel Police, Lewes Police, Middletown Police, Milford, Millsboro Police, Milton Police, New Castle County Police, Newark Police, Newport Police, Ocean View Police, Rehoboth Beach Police, Seaford Police, Smyrna Police, University of Delaware, Wilmington Police, and Delaware State Police (all troops).

AMOUNT:	**FUNDING SOURCE:**	**PROJECT NUMBER:**
$25,500	Section 154, FY 2014, carry over	AAHG-8

June Impaired Driving Enforcement – 6/3/2017 – 6/25/2017
In 2015, 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 330 patrols over the course of three weekends in June, when the likelihood of these crashes is highest. 18 agencies will participate.
Agencies involved: Bridgeville Police, Camden Police, Clayton Police, Dewey Beach Police, Dover Police, Georgetown Police, Greenwood Police, Laurel Police, Middletown 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 2015, carry over	AAMA-1

Delaware State Fair - 7/2/2017 - 7/30/2017		
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 154, FY 15, carry over	AAMA-2

July Checkpoints - 7/1/2017		
Checkpoints will be held statewide in effort to reduce the number of impaired driving crashes that occur during the holiday season in the month of December.		
Agencies involved: Capitol Police, Clayton Police, Delaware City Police, Dover Police, Georgetown Police, Harrington Police, Laurel Police, Lewes Police, Milford Police, Millsboro Police, New Castle County Police, Newark Police, Newport Police, Rehoboth Police, Seaford Police, Smyrna, University of Delaware Police, Wilmington Police, and the Delaware State Police. In addition, OHS will fund a DRE to work the checkpoints in each county to be available for suspected drug impaired driving evaluations. Note: The DRE's will be funded with 405d funds.		
AMOUNT:	**FUNDING SOURCE:**	**PROJECT NUMBER:**
$20,850	Section 154, FY 2014, carry over	AAMA-3

2017 National Impaired Driving Crackdown - 8/19/2017 - 9/5/2017		
Delaware participates in the National Impaired Driving enforcement campaign each year. In FY 2017, 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:
$138,300	Section 154, FY 2015, carry over	AAMA-4

Delaware State Police Omega Program - 10/1/2016 - 9/30/2017		
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, carry over	AANF-1

Drug Recognition Expert Program - 10/1/2016 - 9/30/2017		
Funds will be used to support all aspects of the DRE program. Delaware currently has 12 trained and certified DREs. Delaware is planning to host an in-state DRE class in late FY16 or early FY 17. Funds will be used to conduct training of new DRE officers and provide current DRE officers training to maintain and grow their skills and remain certified. OHS supports their overtime for DRE call-outs, to conduct evaluations. In addition, OHS funds the necessary equipment and supplies for these officers.		
Agencies involved: OHS, various police agencies		
AMOUNT:	**FUNDING SOURCE:**	**PROJECT NUMBER:**
$ 6,000	Section 405d, FY 2014, carry over	AAHM-1
$50,000	Section 405d, FY 2015, carry over	AAKB-1
$50,000	Section 405d, FY 2016, carry over	AAND-1
$80,000	Section 405d, FY 2017	ABBB-1

Traffic Safety Resource Prosecutor Program - 10/1/2016 - 9/30/2017		
Delawares 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 are two paralegal positions to assist with all the TSRP responsibilities and initiatives. The lead TSRP is working with her 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 enforcment 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:**
$100,000	Section 405d, FY 2015, carry over	AAKF-1
$200,000	Section 154, FY 2015, carry over	AAMC-1
$ 60,000	Section 154, FY 2017	ABAK-1
$100,000	Section 164, FY 2015, carry over	AAMF-1
$200,000	Section 405d, FY 2016, carry over	AANA-1
$300,000	Section 405d, FY 2017	ABBC-1

DUI Tracking System Maintenance - 10/1/2016 - 9/30/2017

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. Maintenance costs may change as a result.

Agencies involved: OHS, Delaware Department of Technology and Information

AMOUNT:	**FUNDING SOURCE:**	**PROJECT NUMBER:**
$20,000	Section 154, FY 2014, carry over	AAHI-1
$24,000	Section 154, FY 2015, carry over	AAMB-1
$150,000	Section 154, FY 2016, carry over	AANI-1
$150,000	Section 154, FY 2017	ABAC-1
$ 55,000	Section 405d, FY 2017	ABBG-1

DUI Specialist Position – 10/1/2016 – 09/30/2017

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:**
$ 1,000	Section 405d, FY 2014, carry over	ADDS-1
$25,000	Section 154, FY 2014, carry over	AANJ-1
$25,000	Section 154, FY 2016, carry over	AANO-1
$25,000	Section 154, FY 2017	ABAD-1

Alcohol Impaired Driving Travel/Training Initiatives - 10/1/2016 - 9/30/2017

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 and ARIDE training programs for law enforcment, the judiciary, and prosecutors. Funds are also used for training materials used for alcohol impaired training courses.

Agencies involved: OHS, Delaware Courts, Delaware Dept. of Justice, Delaware law enforcement statewide

AMOUNT:	**FUNDING SOURCE:**	**PROJECT NUMBER:**
$25,000	Section 154, FY 2014 carry over	AAKA-1
$25,000	Section 154, FY 2016 carry over	AANL-1
$25,000	Section 154, FY 2017	ABAE-1

Impaired Driving Travel/Training Initiatives - 10/1/2016 - 9/30/2017

Funds are set aside to allow OHS to support impaired driving training programs for law enforcment, the judiciary, and prosecutors.

Agencies involved: OHS, Delaware Courts, Delaware Dept. of Justice, Delaware law enforcement statewide

AMOUNT:	FUNDING SOURCE:	PROJECT NUMBER:
$30,000	Section 405d, FY 2017	ABBE-1

24/7 Sobriety Program - 10/1/2016 - 9/30/2017		
Delaware has created a legislative subcommittee to the Statewide Impaired Driving Taskforce. The subcommittee is exploring the possibility of bringing a 24/7 Sobriety Program to Delaware. Funds will be used to support efforts to implement a 24/7 sobriety program.		
Agencies involved: OHS, Delaware Courts, Delaware Dept. of Justice, Delaware law enforcement statewide		
AMOUNT:	**FUNDING SOURCE:**	**PROJECT NUMBER:**
$50,000	Section 154, FY 2017	ABAF-1

DUI Court Transdermal Monitoring Program – 10/01/2016 – 9/30/2017		
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		
AMOUNT:	**FUNDING SOURCE:**	**PROJECT NUMBER:**
$50,000	Section 154, FY 2016, carry over	AANM-1
$130,000	Section 154, FY 2017	ABAH-1

DUI Court Program – 10/01/2016 – 9/30/2017		
Delaware has created a legislative subcommittee to the Statewide Impaired Driving Taskforce. The subcommittee is exploring the possibility of expanding the pilot DUI court. The pilot DUI court is located only in New Castle County. DUI court staff recently travelled to the NADCP training in California to obtain additional training. There have been several discussions about expanding the DUI court statewide. Funds will be used to support efforts to implement DUI courts in other counties.		
Agencies involved: OHS, P&P, DUI Court		
AMOUNT:	**FUNDING SOURCE:**	**PROJECT NUMBER:**
$50,000	Section 154, FY 2017	ABAG-1

Judicial Outreach Liaison – 10/01/2016 – 9/30/2017		
In an effort to strengthen our partnership with the Judicial division of the State of Delaware Courts, OHS will work through the JOL to establish a more thorough public understanding of traffic safety issues and the adjudication of motor vehicle cases. The JOL will focus efforts on impaired driving program areas and other highway safety program areas as needed to mobilize support OHS' traffic safety activities. Funds will be used to cover the costs associated with JOL program.		
Agencies involved: OHS, Selected Judicial Outreach Liaison		
AMOUNT:	**FUNDING SOURCE:**	**PROJECT NUMBER:**

$40,000	Section 164, FY 2015, carry over	AAML-1
$50,000	Section 154, FY 2016, carry over	AANN-1

Impaired Driving Enforcement Equipment - 10/1/2016 - 9/30/2017		
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. Equipment for DSP crime lab impaired driving enforcement/conviction may also be purchased with these funds.		
Agencies involved: OHS and law enforcement agencies statewide		
AMOUNT:	**FUNDING SOURCE:**	**PROJECT NUMBER:**
$10,000	Section 405d, FY 2014, carry over	AAJV-1
$60,000	Section 154, FY 2014, carry over	AAHJ-1
$50,000	Section 405d, FY 2016, carry over	AANE-1
$50,000	Section 154, FY 2016, carry over	AANK-1
$75,000	Section 405d, FY 2017	ABBF-1

Anticipated Projects - 10/1/15 - 9/30/16		
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)		
AMOUNT:	**FUNDING SOURCE:**	**PROJECT NUMBER:**
$ 100,000	Section 154, FY 2016, carry over	AANH-1
$ 50,000	Section 154, FY 2017	ABAI-1
$ 95,000	Section 164, FY 2015, carry over	AAMK-1

Impaired Driving Paid Media - 10/1/2016 - 9/30/2017		
OHS will fund paid media to coincide with each impaired driving enforcement mobilization and to promote a variety of other impaired driving activities to prevent drunk/drugged driving. These monies will be used to fund television, radio, internet, indoor, and billboard advertising. In addition, special materials will be developed to complement the enforcement campaigns, as well as sports marketing plans. Paid media is a key component to maintaining the high visibility enforcement model. Additionally, social media will play a larger role in promoting and supporting our messages as well as engaging our community.		
Agencies involved: ab+c, Alliance Sports Marketing, Dover International Speedway, JD Motorsports		
AMOUNT:	**FUNDING SOURCE:**	**PROJECT NUMBER:**
$550,000	Section 405d, FY 2017	ABBD-1
$500,000	Section 405d, FY 2016 carryover	AANC-1
$650,000	Section 154, FY 2017	ABAJ-1
$571,000	Section 154, FY 2016 carryover	AANG-1

$570,000	Section 154, FY 2015 carryover	AAMD-1
$412,000	Section 164, FY 2015 carryover	AAMG-1

Summary of Impaired Driving Projects Scheduled in FY 2017

PROJECTS	FUNDING SOURCE	AMOUNT ALLOCATED
October 2016 DUI	Section 154, FY 2014	$17,650
Halloween Checkpoints	Section 154, FY 2014	$20,850
November Impaired	Section 154, FY 2014	$43,500
December Checkpoints	Section 154, FY 2014	$20,850
Safe Family Holiday	Section 154, FY 2014	$159,200
St. Patrick's Day Loop/Checkpoints	Section 154, FY 2014	$20,850
CINCO D MAYO DUI Sat Patrols	Section 154, FY 2014	$17,650
May Impaired Driving Enforcement	Section 154, FY 2014	$25,500
June Impaired Driving Enforcement	Section 154, FY 2015	$66,700
July Checkpoint	Section 154, FY 2014	$20,850
DE State Fair Week	Section 154, FY 2015	$5,000
2017 National Impaired Driving Crackdown	Section 154, FY 2015 Section 164, FY 2015	$138,300
Delaware State Police Omega Program	Section 405d, FY 2016	$100,000
Drug Recognition Expert Program (DRE)	Section 405d, FY 2014 Section 405d, FY 2015 Section 405d, FY 2016 Section 405d, FY 2017	$186,000
Traffic Safety Resource Prosecutor Program (TSRP)	Section 405d, FY 2015 Section 154, FY 2015 Section 164, FY 2015 Section 405d, FY 2016 Section 405d, FY 2017 Section 154, FY 2017	$960,000
DUI Tracking System Maintenance	Section 154, FY 2014 Section 154, FY 2015 Section 154, FY 2016	$399,000

	Section 154, FY 2017 Section 405d, FY 2017	
DUI Specialist Position	Section 405d, FY 2014 Section 154, FY 2014 Section 154, FY 2016 Section 154, FY 2017	$76,000
Alcohol-Impaired Driving Training Initiatives	Section 154, FY 2014 Section 154, FY 2016 Section 154, FY 2017	$75,000
Impaired Driving Training Initiative	Section 405d, FY 2017	$30,000
24/7 Sobriety Program	Section 154, FY 2017	$50,000
DUI Court Participants Transdermal Alcohol Monitoring	Section 154, FY 2016 Section 154, FY 2017	$180,000
DUI Court Program	Section 154, FY 2017	$50,000
Judicial Outreach Liaison	Section 154, FY 2016 Section 164, FY 2015	$90,000
Impaired Driving Enforcement Equipment	Section 405d, FY 2014 Section 154, FY 2014 Section 405d, FY 2016 Section 154, FY 2016 Section 405d, FY 2017	$245,000
Anticipated Projects	Section 154, FY 2016 Section 154, FY 2017 Section 164, FY 2017	$245,000
Impaired Driving Paid Media	Section 405d, FY 17 Section 405d, FY 16 carryover Section 154, FY 17 Section 154, FY 16 carryover Section 154, FY 15 carryover Section 164, FY 15 carryover	$3,253,000
TOTAL		**$6,500,900**

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	2015
Total fatalities	121	116	101	99	114	101	124	129
Speeding related	36	44	42	34	46	37	42	44
Percentage	30%	38%	42%	34%	40%	37%	34%	34%

FARS Data

In CY 2015, 44 people (34%) were killed in speed related crashes. Another 97 were seriously injured in such crashes.

Data analysis over the past four years shows that 64% of persons responsible for speed related crashes were male. 43% of drivers responsible for speed related crashes were 24 or younger and 36% were 25-44 years of age. 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 and Sunday was the most common day for fatal speed-related crashes in an average of the previous 4 years. Speed related crashes are more likely to occur during colder months. October, December January and February had the highest number of crashes.

Performance Measure

- Speed Related Fatalities – Decrease speeding related fatalities 9% from the 2010 - 2014 calendar year average of 41 to 37 by December 31, 2017.

Comprehensive Strategies and Evidence-Based Enforcement Projects

- OHS will provide overtime funding to law enforcement agencies in FY 2017, 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.[19] 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. [20]

[19] Countermeasures That Work, 8th Edition, 2015, Ch. 3, Section 2.2

[20] Countermeasures That Work, 8th Edition, 2015, Ch. 4, Section 4

- 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.[21]
- Delaware uses automated enforcement in some jurisdictions to reduce red-light running. [22] OHS does not provide any funding for this project.

Speed Management Projects Scheduled in FY 2017

Fall 2016 OP/Speed Enforcement 10/4/2016 – 10/23/2016		
See details about this campaign in the Police Traffic Services section of this document.		
AMOUNT:	**FUNDING SOURCE:**	**PROJECT NUMBER:**
See above.		

Safe Family Holiday OP/Speed Enforcement – 12/21/2016 – 1/2/2017		
See details about this campaign in the Police Traffic Services section of this document.		
AMOUNT:	**FUNDING SOURCE:**	**PROJECT NUMBER:**
See above.		

Winter Wave I OP/Speed Enforcement - 1/11/2017 - 1/29/2017		
See details about this campaign in the Police Traffic Safety services of this document.		
AMOUNT:	**FUNDING SOURCE:**	**PROJECT NUMBER:**
See above.		

Winter Wave II OP/Speed Enforcement – 2/14/2017 – 2/26/2017		
See details about this campaign in the Police Traffic Services section of this document.		
AMOUNT:	**FUNDING SOURCE:**	**PROJECT NUMBER:**
See above.		

August OP/Speed Enforcement – 8/8/2017 – 8/27/2017		
See details about this campaign in the Police Traffic Services section of this document.		
AMOUNT:	**FUNDING SOURCE:**	**PROJECT NUMBER:**
See above.		

Teen Driver Week Paid Media – 10/2016
OHS will coordinate paid media during the October 2016 Teen Driver Week to encourage teens to slow

[21] Countermeasures That Work, 8th Edition, 2015, Ch.4, Section 4.1
[22] Countermeasures That Work, 8th Edition, 2015, Ch. 3, Section 2.1

down while driving on DE roadways.		
Agencies involved: ab+c		
AMOUNT:	**FUNDING SOURCE:**	**PROJECT NUMBER:**
$11,000	Section 402, FY 17	OHTM-1

Life of an Athlete/Influencer Speed High School Program – 10/1/2016 – 12/30/2016		
OHS and Alliance Sports Marketing will collaborate to coordinate a program in high schools aimed at using a high school influencer (football star, homecoming king) to encourage students to slow down while behind the wheel. This peer-to-peer program will be coordinated at 30 high schools statewide.		
Agencies involved: Alliance Sports Marketing, high schools		
AMOUNT:	**FUNDING SOURCE:**	**PROJECT NUMBER:**
$33,979	Section 402, FY 17	OHTM-2
$20,000	Section 405g, FY 17	AHTD-1

Speed Paid Media – 10/1/2016 – 9/30/2017		
See details about this campaign in the Police Traffic Services section of this document.		
Agencies involved:		
AMOUNT:	**FUNDING SOURCE:**	**PROJECT NUMBER:**
See above.		

Summary of Speed Management Projects Scheduled in FY 2017

PROJECTS	**FUNDING SOURCE**	**AMOUNT ALLOCATED**
Fall 2016 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 I Op/Speed Enforcement	See Summary of Police Traffic Services in this document.	
Winter Wave II Op/Speed Enforcement	See Summary of Police Traffic Services in this document.	
August Op/Speed Enforcement	See Summary of Police Traffic Services in this document.	
Teen Driver Week Paid Media	Section 402, FY 17	$11,000
Life of an Athlete/Influencer Speed High School Program	Section 402, FY 17 Section 405g, FY 17	$53,979
TOTAL		**$64,979**

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

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

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

Comprehensive Strategies and Projects

- OHS will fund a position dedicated to conducting problem identification and ongoing analysis of traffic records data, primarily for OHS. Continued analysis of this data provides long range trends and assists with project planning and resource allocation.[23] 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.[24]
- 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.[25]
- 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.[26]

[23] Highway Safety Program Guideline #10, Section 3
[24] Highway Safety Program Guideline #10, Section 4
[25] Highway Safety Program Guideline #10, Section 2

Traffic Records Projects Scheduled in FY 2017

DATA ANALYST CONTRACT - 10/1/16 - 9/30/17		
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:**
$80,000	Section 405c, FY 2017	AALK-1

TRCC STRATEGIC PLAN IMPLEMENTATION – 10/1/16 – 9/30/17		
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:**
$30,000	Section 405c, FY 2015, carry over	AALC-1
$30,000	Section 405c, FY 2016, carry over	AALF-1
$24,000	Section 405c, FY 2017	AALL-1

E-CRASH QUALITY ASSESSMENT/CONTROL AND ENHANCEMENTS – 10/1/16 – 9/30/17		
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:**
$93,000	Section 405c, FY 2016, carry over	AALE-1
$200,000	Section 405c, FY 2017	AALJ-1

DELDOT ROAD INVENTORY DATA COLLECTION–10/1/16 – 9/30/17
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,

[26] Highway Safety Program Guideline #10, Section 1

which the vendor believes will be completed by the end of calendar year 2015.		
Agencies involved: DELDOT		
AMOUNT:	**FUNDING SOURCE:**	**PROJECT NUMBER:**
$110,000	Section 405c, FY 2016, carry over	AALG-1

Summary of Traffic Records Projects Scheduled in FY 2016

PROJECTS	**FUNDING SOURCE**	**AMOUNT ALLOCATED**
Data Analyst Contract	Section 405c, FY 2017	$80,000
Trcc Strategic Plan Implementation	Section 405c, FY 2015 Section 405c, FY 2016 Section 405c, FY 2017	$84,000
E-Crash Quality Control And Enhancements	Section 405c, FY 2016 Section 405c, FY 2017	$293,000
Deldot Roadway Inventory Data Collection	Section 405c, FY 2016	$110,000
TOTAL		**$567,000**

MOTORCYCLE SAFETY

In 2015, 15% of all fatalities were motorcyclists, 20 of 133. This is a decrease since 2013, when 20 of 101 fatalities were motorcyclists (20%). Of the 20 motorcyclists killed in 2015, 14 were wearing helmets (70%). Last year, 10% involved impairment. 95% of all motorcycle fatalities were males. In the last six years, 94 motorcycle riders were killed in crashes.

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.

The majority of motor cycle crashes occur in summer months with June having the highest number of crashes. Crashes tend to increase drastically from 11 am – 5 pm and then slowly decrease from 5 pm – 11pm.

Percentage of Motorcycle Fatalities

	2010	2011	2012	2013	2014	2015
Total Traffic Fatalities	103	103	116	101	118	133
Motorcycle Fatalities	9	18	17	20	15	20
% Motorcycle Fatalities	13%	17%	15%	20%	13%	15%

Percentage of Motorcycle Fatalities Wearing Helmets

	2010	2011	2012	2013	2014	2015
Total Motorcycle Fatalities	9	18	17	20	15	20
Total Wearing Helmets	6	8	12	12	6	14
% Wearing Helmets	66%	44%	71%	65%	40%	70%

Performance Measures

Motorcyclist Fatalities – To decrease motorcyclist fatalities 7% from the 2010-2014 calendar year average of 16 to 15 by December 31, 2017.

Un-helmeted Motorcyclist Fatalities – To decrease un-helmeted motorcyclist fatalities 14% from the 2010-2014 calendar year average of 7 to 6 by December 31, 2017.

Comprehensive Strategies and Evidence-Based Enforcement Projects

- OHS will continue to schedule motorcycle safety enforcement efforts. Enforcement activities will be scheduled throughout FY 2017 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.[27] Enforcement strategies will include roving patrols focused on both impaired driving and aggressive driving violations.[28] In addition, riders and motorists violating motorcycle safety laws will be cited.[29] 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 the very public and political nature of motorcycling issues in Delaware, the media focus is split between riders and motorists.[30]
- 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.[31]
- 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.[32]

Motorcycle Safety Projects Scheduled in FY 2017

May Motorcycle Enforcement – 5/5/2017 – 5/21/2017		
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. A four year average of data shows that 11% of crashes occur in May. 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 38 patrols are scheduled, including 6 agencies, which will work 4 hour patrols between the hours of 12pm-8pm.		
Agencies involved: Dover Police, Georgetown Police, Milford Police, Millsboro Police, Seaford Police, and Delaware State Police (troops 2,3,4,5,& 7).		
AMOUNT:	**FUNDING SOURCE:**	**PROJECT NUMBER:**
$12,380	Section 402, FY 2017	OHMA-1

June Motorcycle Enforcement – 6/9/2017 – 6/25/2017
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 103 patrols are scheduled, including eight agencies, which will work 4

[27] Highway Safety Program Guidelines #3, Section 1
[28] Highway Safety Program Guidelines #3, Section 5 and Countermeasures That Work, 8th Edition, 2015, Ch. 5, Section 2.1
[29] Highway Safety Program Guidelines #3, Section 7
[30] Countermeasures That Work, 8th Edition, 2015, Ch. 5, Sections 4.1,4.2
[31] Countermeasures That Work, 8th Edition, 2015, Ch. 5, Section 3.2
[32] Countermeasures That Work, 8th Edition, 2015, Ch. 5, Section 4.1

hour patrols between the hours of 12pm-8pm.		
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)		
AMOUNT:	**FUNDING SOURCE:**	**PROJECT NUMBER:**
$12,380	Section 402, FY 2017	OHMA-2

July Motorcycle Enforcement – 7/7/2017 – 7/9/2017		
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 12pm-8pm.		
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)		
AMOUNT:	**FUNDING SOURCE:**	**PROJECT NUMBER:**
$12,780	Section 402, FY 2017	OHMA-3

August Motorcycle Enforcement – 8/11/2017 -8/13/2017		
Trend analysis shows that motorcycle crashes of all types increase in the summer. In Delaware, 14.6% of motorcycle crashes 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 12pm and 8pm.		
Agencies involved: Dover Police, Georgetown Police, Milford Police, Millsboro Police, Seaford Police, and Delaware State Police (troops 2,3,4,5,& 7).		
AMOUNT:	**FUNDING SOURCE:**	**PROJECT NUMBER:**
$13,380	Section 402, FY 2017	OHMA-4

September Motorcycle Enforcement – 9/14/2017 – 9/17/2017		
In Delaware, 14% of motorcycle crashes 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 12pm and 8pm. This enforcement will occur on the Ocean City, MD Bike Weekend, when many riders are passing through Delaware to participate in the bike week festivities.		
Agencies involved: Dover Police, Georgetown Police, Milford Police, Millsboro Police, Seaford Police, and Delaware State Police (troops 2,3,4,5,& 7).		
AMOUNT:	**FUNDING SOURCE:**	**PROJECT NUMBER:**
$11,970	Section 402, FY 2017	OHMA-5

Motorcycle Paid Media – 5/5/2017 – 9/17/2017		
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, motorcycle retail shops, motorcycle education groups		
AMOUNT:	**FUNDING SOURCE:**	**PROJECT NUMBER:**
$33,000	Section 405f, FY 17	AAGX-1
$35,000	Section 402, FY 17	OHMM-1

Summary of Motorcycle Safety Projects Scheduled in FY 2017

PROJECTS	**FUNDING SOURCE**	**AMOUNT ALLOCATED**
SPRING MOTORCYCLE ENFORCEMENT	SECTION 402, FY 2017	$12,380
JUNE MOTORCYCLE ENFORCEMENT	SECTION 402, FY 2017	$12,380
JULY MOTORCYCLE ENFORCEMENT	SECTION 402, FY 2017	$12,780
AUGUST MOTORCYCLE ENFORCEMENT	SECTION 402, FY 2017	$13,380
SEPTEMBER MOTORCYCLE ENFORCEMENT	SECTION 402, FY 2017	$11,970
MOTORCYCLE PAID MEDIA	Section 405f, FY 17 Section 402, FY 17	$68,000
TOTAL		**$130,890**

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 2015, that number was 150. Delaware has a "hands-free" and "no-texting" cell phone law. OHS funds enforcement and paid media efforts to promote the hands-free message and enforce the cell phone law. In 2015, law enforcement made 12,237 cell phone arrests.

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

	2011	**2012**	**2013**	**2014**	**2015**
Total Reportable Crashes	20,867	21,197	22,453	22,904	24,069
Total Cell Phone involved*	147	140	147	166	150
Percentage of Total	1%	1%	1%	1%	1%

*self-reported

Performance Measures

Distracted Driving-related crashes – To decrease the total number of distracted driving-involved traffic crashes by 27%, from the 2012-2014 calendar year average of 151 to 126 by December 31, 2017.

Comprehensive Strategies and Evidence-Based Enforcement Projects

- OHS will schedule overtime patrols for agencies to conduct distracted driving enforcement in FY 2017, 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. [33]
- OHS will coordinate paid and earned media activities to coincide with all enforcement activities, following the accepted NHTSA model for high visibility enforcement. [34]

[33] Countermeasures That Work 8th Edition, 2015, Chapter 4, Section 1.2
[34] Countermeasures That Work, 8th Edition, 2015, Chapter 4, Section 2.2

Distracted Driving Projects Scheduled in FY 2017

November Distracted Driving Enforcement – 11/2/2016 – 11/21/2016		
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 14 agencies to conduct 75 patrols, between the hours of 7 am - 8pm.		
Agencies involved: Bridgeville Police, Dover Police, Elsmere Police, Georgetown Police, Greenwood Police, Harrington Police, Kenton Police, Milford Police, Millsboro Police, New Castle County Police, Newark Police, Seaford Police, Smyrna Police, and Delaware State Police.		
AMOUNT:	**FUNDING SOURCE:**	**PROJECT NUMBER:**
$16,100	Section 402, FY 2017	OHDA-1

Safe Family Holiday Distracted Driving Enforcement – 12/1/2016 – 12/12/2016		
During the holiday season of late November and Early December, OHS conducts a Safe Family Holiday campaign. Data analysis shows that this is the most dangerous time of the year on the road. OHS will conduct a distracted driving enforcement during the above time period. OHS has scheduled 17 agencies to conduct 75 patrols, between the hours of 7 am - 8pm.		
Agencies involved: Bridgeville Police, Dover Police, Elsmere Police, Georgetown Police, Greenwood Police, Harrington Police, Kenton Police, Milford Police, Millsboro Police, New Castle City Police, New Castle County Police, Newark Police, Seaford Police, Selbyville Police, Smyrna Police, Wilmington Police and Delaware State Police.		
AMOUNT:	**FUNDING SOURCE:**	**PROJECT NUMBER:**
$17,800	Section 402, FY 2017	OHDA-2

March Distracted Driving Enforcement – 3/2/2017 – 3/19/2017		
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 15 agencies to conduct 80 patrols, between the hours of 7 am – 8pm		
Agencies involved: Bridgeville Police, Dover Police, Elsmere Police, Georgetown Police, Greenwood Police, Harrington Police, Middletown Police, Milford Police, New Castle City Police, New Castle County Police, Newark Police, Seaford Police, Smyrna Police, Wilmington Police, and Delaware State Police.		
AMOUNT:	**FUNDING SOURCE:**	**PROJECT NUMBER:**
$16,800	Section 402, FY 2017	OHDA-3

April Distracted Driving Enforcement – 4/13/2017 – 4/30/2017		
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 24 agencies to conduct 110 patrols, between the hours of 7am and 8pm.		
Agencies involved: Dover Police, Middletown Police, Millsboro Police, New Castle County Police, Newark Police, Seaford, and Delaware State Police.		
AMOUNT:	**FUNDING SOURCE:**	**PROJECT NUMBER:**
$20,800	Section 402, FY 2017	OHDA-4

May Distracted Driving Enforcement – 5/5/16 – 5/9/16		
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.		
AMOUNT:	**FUNDING SOURCE:**	**PROJECT NUMBER:**
$11,850	Section 402, FY 2017	OHDA-5

July Distracted Driving Enforcement – 7/20/2017 – 7/31/2017		
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 13 agencies to conduct 69 patrols, between the hours of 7am – 8 pm.		
Agencies involved: Bethany Beach Police, Dover Police,Elsmere Police, Fenwick Island Police, Georgetown Police, Milford Police, New Castle County Police, Newark Police, Ocean View Police, Rehoboth Beach Police, Seaford Police,Wilmington Police, and Delaware State Police.		
AMOUNT:	**FUNDING SOURCE:**	**PROJECT NUMBER:**
$14,750	Section 402, FY 2017	OHDA-6

Distracted Driving Paid Media–10/1/2016 – 9/30/17 to coincide with enforcement efforts		
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		
AMOUNT:	**FUNDING SOURCE:**	**PROJECT NUMBER:**
$151,306	Section 402, FY 17	OHDM-1
$50,000	Section 405e, FY 17	OHDD-1

Summary of Distracted Driving Projects Scheduled in FY 2017

PROJECTS	**FUNDING SOURCE**	**AMOUNT ALLOCATED**
November Distracted Driving Enforcement	Section 402, FY 2017	$16,100
Safe Family Holiday Distracted Driving Enforcement	Section 402, FY 2017	$17,800
March Distracted Driving Enforcement	Section 402, FY 2017	$16,800
April Distracted Driving Enforcement	Section 402, FY 2017	$20,800
May Distraction Driving Enforcement	Section 402, FY 2017	$11,850
July Distracted Driving Enforcement	Section 402, FY 2017	$14,750
Distracted Driving Paid Media	Section 402, FY 2017 Section 405e, FY 2017	$201,306
TOTAL		**$299,406**

PEDESTRIAN SAFETY

Pedestrian-involved crashes, specifically fatalities, continue to be a highly important but difficult program area to create significant change. While vehicle involved fatalities continue to trend downwards, pedestrian fatalities have seen a dramatic increase both nationally and in Delaware. The areas most affected by pedestrian crashes continue to be located in New Castle County, and specifically fatalities on multi-lane high speed roadways. Since 2012, 72% of pedestrian crashes have occurred in New Castle County. Additionally, during that same time period, 72% (84 of 117) of pedestrian fatality crashes were in New Castle County. Since 2012, 80% of pedestrian fatality crashes occurred during nighttime hours, peaking between 8 PM and 2 AM. To couple with the dangerous high speed roadways that pedestrians are attempting to cross, many are not using crosswalks or crossing at signalized intersections. Only 7% of fatal crashes occurred at an intersection and 6% within a crosswalk.

Since 2012, the percentage of fatal crashes involving pedestrians has averaged 25.1%. This is a dramatic increase since 2011. Between 2008-2011, this rate averaged 17.6%. Although there were many causal factors, the most common causes included pedestrians walking into the path of a vehicle, pedestrians failing to yield, and pedestrians being under the influence of alcohol and/or drugs.. Since 2012, only 4% of pedestrians involved in pedestrian crashes were considered to have "no action" in the crash. 55% of pedestrians were under the influence of alcohol and/or drugs, and in 2015 the number jumped to 75%.

Additionally, there are a few other factors that appear to influence pedestrian crashes. Research has shown that when a pedestrian is struck by a vehicle traveling 35 mph or faster, they are much less likely to survive the crash. This is highly reflected through pedestrian crash data. Since 2012, 87% of pedestrian fatality crashes occurred where the speed limit is at or higher than 35 mph.

Percentage of Pedestrian Fatalities (State Data)

	2011	**2012**	**2013**	**2014**	**2015**
Total Traffic Fatalities	103	116	101	124	133
Pedestrian Fatalities	19	30	26	27	36
% Pedestrian Fatalities	18%	26%	26%	22%	25%

Performance Measures

Pedestrian Fatalities – To reduce pedestrian fatalities 23% from the 2010-2014 calendar year average of 26 to 20 by December 31, 2017.

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.[35] A risk assessment will be completed for each agency receiving funds.

- Delaware will continue to utilize its Safe Routes to School initiative[36], managed by the State's Department of Transportation. OHS supports this initiative, but there are currently no funds allocated.

Pedestrian Safety Projects Scheduled in FY 2017

Winter Pedestrian Safety Outreach – 12/1/2016 – 12/17/2016		
Data shows that both pedestrian crashes and pedestrian fatalities peak in December. Since 2012, there has been an average of 4.2 pedestrians killed in December. Pedestrian efforts will be combined with other Safe Family Holiday Campaign outreach during this period. As a result, OHS has scheduled the first pedestrian safety outreach effort in December, 2016 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. 73 patrols are scheduled during this period, with 9 agencies participating.		
Agencies involved: Dover Police, Elsmere Police, Georgetown Police, Milford Police, New Castle County Police, Newark Police, Smyrna Police, Wilmington Police, and Delaware State Police (Troops 1, 2, & 6).		
AMOUNT:	**FUNDING SOURCE:**	**PROJECT NUMBER:**
$33,040	Section 402, FY 2017	OHPA-1

Spring Pedestrian Outreach/Enforcement – 3/22/2017 – 4/1/2017		
Pedestrian crashes tend to lower during January and February as harsher weather arrives in Delaware. As the weather warms, pedestrian crashes increase in March. 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 4/1/17, followed by enforcement of pedestrian safety laws for the remainder of the mobilization period. 58 patrols are scheduled, with 7 agencies participating.		
Agencies involved: Dover Police, Elsmere Police, Milford Police, Newark Police, Seaford Police, Wilmington Police, and Delaware State Police (Troops 1, 2, & 6).		
AMOUNT:	**FUNDING SOURCE:**	**PROJECT NUMBER:**
$26,800	Section 402, FY 2017	OHPA-2

July Pedestrian Outreach/Enforcement – 7/8/2017 – 7/17/2017
Since 2012, July has had the highest amount of pedestrian crashes. Through our partnership with the Ocean City Pedestrian Safety Committee, Delaware's Beaches have seen a significant reduction in pedestrian crashes and fatalities. With a large influx or tourist pedestrians to Delaware's Beaches, it is important to keep up educational and enforcement efforts. 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

[35] Countermeasures That Work, 7th Edition, 2013, Chapter 8, Section 3.1
[36] Countermeasures That Work, 7th Edition, 2013, Chapter 8, Section 2.3

contacted. The outreach efforts will be conducted through 7/17, followed by enforcement of pedestrian safety laws for the remainder of the mobilization period. 58 patrols are scheduled, with 8 agencies participating.
Agencies involved: Bethany Beach Police, Dewey Beach Police, Dover Police, Fenwick Island Police, Rehoboth Beach Police, South Bethany Police, Wilmington Police, and Delaware State Police (Troops 2, 6, & 7).

AMOUNT:	**FUNDING SOURCE:**	**PROJECT NUMBER:**
$26,050	Section 402, FY 2017	OHPA-3

August Pedestrian Outreach/Enforcement – 8/12/2017 – 8/21/2017
Since 2012, July has had the highest amount of pedestrian crashes. Through our partnership with the Ocean City Pedestrian Safety Committee, Delaware's Beaches have seen a significant reduction in pedestrian crashes and fatalities. With a large influx or tourist pedestrians to Delaware's Beaches, it is important to keep up educational and enforcement efforts. 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 8/21/17, followed by enforcement of pedestrian safety laws for the remainder of the mobilization period. 60 patrols are scheduled, with 8 agencies participating.
Agencies involved: Bethany Beach Police, Dewey Beach Police, Dover Police, Fenwick Island Police, Rehoboth Beach Police, South Bethany Police, Wilmington Police, and Delaware State Police (Troops 2, 6, & 7).

AMOUNT:	**FUNDING SOURCE:**	**PROJECT NUMBER:**
$35,500	Section 402, FY 2017	OHPA-4

September Pedestrian Outreach/Enforcement – 9/7/2017 – 9/26/2017
October, November, and December have averaged the highest number of pedestrian fatalities since 2012. In an effort to curb this increase, a mobilization will be scheduled in September reminding pedestrians of issues with visibility, and other pedestrian safety concerns. 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 9/26, followed by enforcement of pedestrian safety laws for the remainder of the mobilization period. 91 patrols are scheduled, with 9 agencies participating.
Agencies involved: Dover Police, Elsmere Police, Georgetown Police, Milford Police, New Castle County Police, Newark Police, Smyrna Police, Wilmington Police, and Delaware State Police (Troops 1, 2, & 6).

AMOUNT:	**FUNDING SOURCE:**	**PROJECT NUMBER:**
$41,100	Section 402, FY 2017	OHPA-5

Pedestrian Paid Media – 10/1/2016 – 9/30/2017 to coincide with enforcement efforts		
OHS plans to aggressively utilize highway safety funds and recent pedestrian survey results for the purpose of improving pedestrian safety across the state. In addition to traditional paid media opportunities, to include TV, radio, billboards, digital media, and other outdoor advertising, OHS plans to launch a pedestrian safety month, collaborate with 5K and endurance race planners, and partner with our corporate outreach partners to identify ways to better reach the pedestrian population.		
Agencies involved: OHS, ab+c, Alliance Sports Marketing and other partners to be named		
AMOUNT:	**FUNDING SOURCE:**	**PROJECT NUMBER:**
$50,000	Section 405h, FY 17	OHPD-1
$110,000	Section 402, FY 17	OHPM-1

Summary of Pedestrian Safety Projects Scheduled in FY 2017

PROJECTS	**FUNDING SOURCE**	**AMOUNT ALLOCATED**
Winter Pedestrian Enforcement & Outreach	Section 402, FY 2017	$33,040
Spring Pedestrian Enforcement & Outreach	Section 402, FY 2017	$26,800
July Pedestrian Enforcement & Outreach	Section 402, FY 2017	$26,050
August Pedestrian Enforcement & Outreach	Section 402, FY 2017	$35,500
September Pedestrian Outreach & Enforcement	Section 402, FY 2017	$41,100
Pedestrian Paid Media	Section 405h, FY 17 Section 402, FY 17	$160,000
TOTAL		**$322,490**

BICYCLE SAFETY

In 2015, 163 crashes involved a bicycle, including 8 serious injury and 3 that were fatalities. 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	2015
New Castle Co Total	90	87	82	96	95	91
New Castle Co Fatalities	1	0	1	0	2	0
Kent Co Total	29	11	29	17	23	26
Kent Co Fatalities	0	0	2	0	0	1
Sussex Co Total	42	44	48	33	45	35
Sussex Co Fatalities	2	0	1	2	1	2
Total Bicycle Fatalities	3	0	4	2	3	3

Performance Measures

Bicyclist Fatalities – To maintain or decrease bicycle fatalities from the 2010-2014 calendar year average of 2 to 2 or fewer fatalities by December 31, 2017.

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.[37]
- Delaware will continue to utilize its Safe Routes to School initiative[38], 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. [39]

[37] Countermeasures That Work, 8th Edition, 2015, Chapter 9, Section 1.3
[38] Countermeasures That Work, 8th Edition, 2015, Chapter 9, Section 1.2
[39] Highway Safety Program Guideline Number 14, Section 2

Bicycle Safety Projects Scheduled in FY 2017

BICYCLE INFORMATION FOR YOUTH & PARENTS – 10/1/2016 – 9/30/2017		
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		
AMOUNT:	**FUNDING SOURCE:**	**PROJECT NUMBER:**
$500	Section 402, FY 2017	OHBK-1

Summary of Bicycle Safety Projects Scheduled in FY 2016

PROJECTS	**FUNDING SOURCE**	**AMOUNT ALLOCATED**
Public Education Materials For Youth	SECTION 402, FY 2017	$500
TOTAL		**$500.00**

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 2017, 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.[40]
- OHS will fund a program manager for the occupant protection, speeding, distracted driving, and teen driver program areas.[41]
- 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.[42]
- 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.[43] 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. [44]
- OHS has a Corporate Outreach Program that is managed by the community relations officer. 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. [45] 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 15% from the 2010-2014 calendar year average of 13 to 11 by December 31, 2017.

[40] Highway Safety Program Guideline Number 3, Section 1; Number 8, Section 1; Number 10, Section 1; & Number 14, Section 1
[41] Highway Safety Program Guideline Number 4, Section 1; Number 19, Section 1; & Number 20, Section 1
[42] Highway Safety Program Guideline Number 3, Section 10; Number 8, Section 4; Number 14, Section 6; Number 19, Section 4; & Number 20, Section 4
[43] NHTSA Highway Safety Grant Funding Policy, Section A (23 U.S.C. 402)
[44] Countermeasures That Work, 8th Edition, 2015, Ch. 6, Sections 1 & 3
[45] Countermeasures That Work, 8th Edition, 2015, Ch. 7, Section 3.1

Community Traffic Safety Projects Scheduled in FY 2017

SALARY/BENEFITS FOR OHS STAFF – 10/1/2016 - 9/30/2017		
Salaries and benefits will be provided for staff members who work in multiple program areas. This includes Kimberly Chesser, Management Analyst III position, Program Manager for Impaired Driving, Motorcycle, Distracted Driving, Occupant Protection (incl. Child Passenger Safety), Speed Management, and Teen-related projects; a vacant Management Analyst III position; and Lisa Flowers, Community Relations Officer, who is also responsible for the corporate partner program, 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		
AMOUNT:	**FUNDING SOURCE:**	**PROJECT NUMBER:**
$36,000	Section 402, FY 2017	OHC-3
$88,000	Section 402, FY 2017	OHC-1
$64,000	Section 402, FY 2017	OHC-2

ANTICIPATED PROJECT PROPOSALS – 10/1/2016 - 09/30/2017		
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		
AMOUNT:	**FUNDING SOURCE:**	**PROJECT NUMBER:**
$50,000	Section 402, FY 2017	OHPP-1

GDL Program/Teen Driver issues 10/1/2016 - 9/30/2017		
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. Funds will also be used to update the OHS on-line Graduated Driver's License Program. This program was first created in 2012. Updates are needed to reflect changes in fees, and to allow for more current information.		
Agency involved: OHS, Delaware Department of Education, Smart Drive Foundation, Delaware Driver's Safety Education Association, Delaware State Police, Division of Motor Vehicles		
AMOUNT:	**FUNDING SOURCE:**	**PROJECT NUMBER:**
$15,000	Section 402, FY 2017	OHGD

Corporate Outreach Program 10/1/2016 – 9/30/2017		
Funds program expenses including corporate mailings, and supplies purchased to support the Corporate Outreach Program. Funds are used to purchase mailing supplies, printing and publishing, partner awards, pledge banners, and other allowable items needed to support the Corporate Outreach Program.		
Agencies involved: Office of Highway Safety, Corporate Partners		
AMOUNT:	**FUNDING SOURCE:**	**PROJECT NUMBER:**
$5,000	Section 402, FY 2017	OHOF

Summary of Comprehensive Traffic Safety Projects Scheduled in FY 2017

PROJECTS	**FUNDING SOURCE**	**AMOUNT ALLOCATED**
Salaries/Benefits For Staff	Section 402, FY 2017	$190,000
Anticipated Project Proposals	Section 402, FY 2017	$50,000
GDL Program/Teen Driver Issues	Section 402, FY 2017	$15,000
Corporate Outreach Supplies	Section 402, FY 2017	$5,000
TOTAL		**$260,000**

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.[46] This role coordinates mobilization efforts, makes contact with police agencies regarding their participation, and follows up to collect statistical information afterward.
- 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. OHS will provide overtime funding to law enforcement agencies in FY 2017, 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.[47] 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 2017

LAW ENFORCEMENT LIAISON – 10/1/2016 -09/30/2017		
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		
AMOUNT:	**FUNDING SOURCE:**	**PROJECT NUMBER:**
$40,000	Section 402, FY 2017	OHB-5

[46] http://www.nlelp.org/about-lel/history-of-lels/
[47] Countermeasures That Work, 7th Edition, 2013, Ch. 3, Section 2.2

Fall 2016 OP/Speed Enforcement Campaign – 10/4/2016 – 10/23/2016		
To combat a high number of unrestrained and speed related crashes that occur in October, OHS will schedule 137 patrols. Sixteen agencies will participate, conducting four hour patrols between 7am -1 am Tuesday - Sunday. Paid and earned media will be part of the effort, to maximize visibility.		
Agencies involved: Clayton Police, Dagsboro Police, Dover Police, Elsmere Police, Georgetown Police, Harrington Police, Milford Police, Millsboro Police, New Castle County Police, Newark Police, Newport Police, Smyrna Police, Seaford Police, Wilmington Police, Wyoming Police, and the Delaware State Police (all 8 troops).		
AMOUNT:	**FUNDING SOURCE:**	**PROJECT NUMBER:**
$27,920	Section 402, FY 2017	OHOS-1

Safe Family Holiday 2016 OP/Speed Enforcement Campaign – 11/24/2015 – 1/1/2016		
To combat a high number of unrestrained and speed related crashes that occur around the holidays, OHS will schedule 134 patrols. Twenty-one agencies will participate, conducting four hour patrols between 7 am – 1 am Tuesday - Sunday. 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, Dover Police, Elsmere Police, Georgetown Police, Greenwood Police, Harrington Police, Milford Police, Millsboro Police, New Castle County Police, Newark Police, Newport Police, Rehoboth Police, Smyrna Police, Seaford Police, Selbyville Police, Wilmington Police, Wyoming Police and the Delaware State Police (all 8 troops).		
AMOUNT:	**FUNDING SOURCE:**	**PROJECT NUMBER:**
$27,300	Section 402, FY 2017	OHOS-2

Winter Wave I OP/Speed Enforcement Campaign – 1/11/2017 – 1/29/2017		
To combat a high number of unrestrained and speed related crashes that occur in January, OHS will schedule 127 patrols. Nineteen agencies will participate, conducting four hour patrols between 7am – 1 am Tuesday - Sunday. Paid and earned media will be part of the effort, to maximize visibility.		
Agencies involved: Bridgeville Police, Clayton Police, Dagsboro Police, Delaware River and Bay Authority Police, Dover Police, Elsmere Police, Georgetown Police, Harrington Police, Milford Police, Millsboro Police, Milton Police, New Castle County Police, Newark Police, Newport Police, Seaford Police, Selbyville Police, Smyrna Police , Wilmington Police and the Delaware State Police (all 8 troops).		
AMOUNT:	**FUNDING SOURCE:**	**PROJECT NUMBER:**
$26,200	Section 402, FY 2017	OHOS-3

Winter Wave II OP/Speed Enforcement Campaign – 2/14/2017 – 2/26/2017
To combat a high number of unrestrained and speed related crashes that occur in February, OHS will schedule 113 patrols. Twenty-two agencies participate, conducting four hour patrols between 7 am – 1 am Tuesday - Sunday. 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).		
AMOUNT:	**FUNDING SOURCE:**	**PROJECT NUMBER:**
$23,580	Section 402, FY 2017	OHOS-4

August OP/Speed Enforcement Campaign – 8/8/2017 – 8/27/2017		
To combat a high number of unrestrained and speed related crashes that occur in summer, OHS will schedule 149 patrols. Twenty-three agencies will participate, conducting four hour patrols between 7 am and 1am Tuesday - Sunday. 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, Dover Police, Elsmere Police, Felton Police, Georgetown Police, Greenwood Police, Harrington Police, Milford Police, Millsboro Police, New Castle City Police, New Castle County Police, Newark Police, Newport Police, Ocean View Police, Rehoboth Beach Police, Seaford Police, Smyrna Police, Wilmington Police, Wyoming Police, and the Delaware State Police (all 8 troops).		
AMOUNT:	**FUNDING SOURCE:**	**PROJECT NUMBER:**
$31,260	Section 402, FY 2017	OHOS-5

Lethal Weapon Training/Homicide by Vehicle – 10/3/2016 – 10/3/2017		
This course is taught by John Kwasnoski and Joe McCormack. They are a nationally recognized team of experts that teach about investigating, charging, and litigating the topic of homicide by vehicle. This course is geared towards police officers with crash reconstruction duties and prosecutors.		
Agencies involved: OHS, John Kwasnoski, Joe McCormack		
AMOUNT:	**FUNDING SOURCE:**	**PROJECT NUMBER:**
$12,000	Section 402, FY 2017	OHFA-1

OP/Speed Paid Media – 10/1/2016 – 9/30/2017		
OHS will fund paid media to coincide with the combined buckle up/speed enforcement mobilizations. These monies will be used to fund television, radio, internet, indoor, and billboard advertising, as well as other paid media and outreach opportunities. Paid media is a key component to maintaining the high visibility enforcement model. Additionally, social media will play a larger role in promoting and supporting our messages as well as engaging our community.		
Agencies involved: OHS, ab+c		
AMOUNT:	**FUNDING SOURCE:**	**PROJECT NUMBER:**
$220,000	Section 402, FY 2017	OHSO-1

Summary of Police Traffic Safety Projects Scheduled in FY 2017

PROJECTS	FUNDING SOURCE	AMOUNT ALLOCATED
Law Enforcement Liaison	Section 402, FY 2017	$40,000
Fall 2016 OP/Speed Enforcement	Section 402, FY 2017	$27,920
Safe Family Holiday OP/Speed Enforcement	Section 402, FY 2017	$27,300
Winter Wave 1 OP/Speed	Section 402, FY 2017	$26,200

Enforcement		
Winter Wave II OP/Speed Enforcement	Section 402, FY 2017	$23,580
August OP/Speed Enforcement	Section 402, FY 2017	$31,260
Lethal Weapon Training	Section 402, FY 2017	$12,000
OP/Speed Paid Media	Section 402, FY 2017	$220,000
TOTAL		**$408,260**

PLANNING & ADMINISTRATION

- 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.[48]

Planning & Administration Projects Scheduled in FY 2017

Travel And Training – 10/1/2016 - 09/30/2017		
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		
AMOUNT:	**FUNDING SOURCE:**	**PROJECT NUMBER:**
$25,000	Section 402, FY 2017	OHHD-1

Office Supplies – 10/1/2016 - 09/30/2017		
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		
AMOUNT:	**FUNDING SOURCE:**	**PROJECT NUMBER:**
$10,000	Section 402, FY 2017	OHHE-1

General Operating Expenses – 10/1/2016 – 09/30/2017		
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		
AMOUNT:	**FUNDING SOURCE:**	**PROJECT NUMBER:**
$30,000	Section 402, FY 2017	OHHG-1

Technology Initiatives – 10/1/2016 - 09/30/2017		
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		
AMOUNT:	**FUNDING SOURCE:**	**PROJECT NUMBER:**

[48] Management Review, 2013, Delaware Office of Highway Safety, as conducted by NHTSA, Region 3 staff

$5,000	Section 402, FY 2017	OHHH-1

Administrative Staff Salaries And Benefits – 10/1/2016 - 09/30/2017
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

AMOUNT:	**FUNDING SOURCE:**	**PROJECT NUMBER:**
$30,000	Section 402, FY 2017	OHO-2
$40,000	Section 402, FY 2017	OHA-3

Summary of Planning and Administration Projects Scheduled in FY 2017

PROJECTS	FUNDING SOURCE	AMOUNT ALLOCATED
Travel And Training	Section 402, FY 2017	$25,000
Office Supplies	Section 402, FY 2017	$10,000
General Operating Expenses	Section 402, FY 2017	$30,000
Technology Initiatives	Section 402, FY 2017	$ 5,000
Administrative Staff Salaries And Benefits	Section 402, FY 2017	$70,000
TOTAL		**$140,000**

FY 2017 ENFORCEMENT MOBILIZATION SUMMARY

MOBILIZATION	PRIORITY AREA	DATES	TYPE	TOTAL	FUNDING SOURCE
FALL OP/SPEED	SEAT BELT AND SPEED	10/4-10/23	PATROLS	$27,920	402
HALLOWEEN SATURATION PATROLS	IMPAIRED DRIVING	10/15	PATROLS	$17,650	154
HALLOWEEN CHECKPOINT	IMPAIRED DRIVING	10/29	CHKPOINTS	$20,850	154
FALL DISTRACTED	DISTRACTED DRIVING	11/2 – 11/21	PATROLS	$16,100	402
NOVEMBER DUI	IMPAIRED DRIVING	11/18 – 12/4	PATROLS	$43,500	154
SFH- DEC PEDESTRIAN	PEDESTRIAN SAFETY	12/1 – 12/17	PATROLS/ OUTREACH	$33,040	402
DEC CHECKPOINT	IMPAIRED DRIVING	12/10	CHKPOINTS	$20,850	154
SFH – DISTRACTED	DISTRACTED	12/1 – 12/12	PATROLS	$17,800	402
SFH- DUI	IMPAIRED DRIVING	12/15 – 1/2	PATROLS	$159,200	154
SFH – OP/SPEED	SEAT BELT AND SPEED	12/21 - 1/2	PATROLS	$27,300	402
WINTER 1 OP/SPEED	SEAT BELT AND SPEED	1/11 – 1/29	PATROLS	$26,200	402
WINTER 2 OP/SPEED	SEAT BELT AND SPEED	2/14 – 2/26	PATROLS	$23,580	402
MARCH DISTRACTED	DISTRACTED DRIVING	3/2 – 3/19	PATROLS	$16,800	402
ST PATS LOOP – DUI	IMPAIRED DRIVING	3/17	CHKPOINTS	$20,850	154
MARCH OP/SPEED	SEAT BELT AND SPEED	3/21 – 4/1	PATROLS	$37,230	402
MARCH PEDESTRIAN	PEDESTRIAN SAFETY	3/22 – 4/1	PATROLS/ OUTREACH	$26,800	402
APRIL DISTRACTED	DISTRACTED DRIVING	4/13 – 4/30	PATROLS	$20,800	402
CINCO DE MAYO IMPAIRED DRIVING	IMPAIRED DRIVING	5/5	CHKPOINTS	$17,650	154

MAY MC	MOTORCYCLE SAFETY	5/5 – 5/21	PATROLS	$12,380	402
MAY DISTRACTED	DISTRACTED DRIVING	5/8 – 5/20	PATROLS	$11,850	402
MAY DUI	IMPAIRED DRIVING	5/12 – 5/14	PATROLS	$25,500	154
CLICK IT OR TICKET	SEAT BELT	5/22 – 6/4	PATROLS	$81,700	405B
JUNE DUI	IMPAIRED DRIVING	6/15 – 6/25	PATROLS	$66,700	154
JUNE MC	MOTORCYCLE SAFETY	6/9 – 6/25	PATROLS	$12,380	402
JULY DUI	IMPAIRED DRIVING	7/1	CHKPOINTS	$20,850	154
JULY MC	MOTORCYCLE SAFETY	7/7 – 7/9	PATROLS	$12,780	402
JULY PEDESTRIAN	PEDESTRIAN SAFETY	7/8 – 7/17	PATROLS/ OUTREACH	$26,050	402
JULY DISTRACTED	DISTRACTED DRIVING	7/20 – 7/31	PATROLS	$14,750	402
DE STATE FAIR	IMPAIRED DRIVING	7/21 – 7/30	PATROLS	$5,000	402
AUGUST OP/SPEED	SEAT BELT AND SPEED	8/8 – 8/27	PATROLS	$31,260	402
AUGUST MC	MOTORCYCLE SAFETY	8/11 – 8/13	PATROLS	$13,380	402
AUGUST PEDESTRIAN	PEDESTRIAN SAFETY	8/12 – 8/21	PATROLS/ OUTREACH	$35,500	402
NATIONAL CRACKDOWN	IMPAIRED DRIVING	8/19 – 9/5 5	PATROLS	$138,300	154
SEPTEMBER PEDESTRIAN	PEDESTRIAN SAFETY	9/7 – 9/23	PATROLS/ OUTREACH	$41,100	402
SEPTEMBER MOTORCYCLE	MOTORCYCLE SAFETY	9/14 – 9/17	PATROLS	$11,970	402

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 was vigilant in maintaining State expenditure levels at or above those in FY 2010 and FY 2011. Delaware submitted FY 15 documentation by March 1, 2016 and continued to meet the threshold. We will continue to meet MOE requirements in FY 2017.

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
AI DuPont Hospital	AI 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 2017 PAID MEDIA PLAN

The Office of Highway Safety (OHS) will continue to support its enforcement 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 OHS' priority areas as well as affect behavior change. Traditional, digital, and social media are used in addition to public relations, and corporate / community relations.

OHS, through the Community Relations Officer/Public Information Officer (CRO/PIO), will continue to utilize a full service communications/public relations firm and other contractors to assist with efforts such as:

- Strategic communications planning
- Campaign management
- Creative development, production, and implementation
- Media buying
- Evaluation
- Distribution of printed materials
- Research and reporting

The CRO/PIO will also continue to handle earned media relations efforts which include issuing press releases, conducting media interviews, and coordinating media events and photo opportunities.

Delaware's paid media plan is designed to heighten traffic safety awareness and support enforcement efforts by aggressively marketing State and national traffic safety campaigns. Each media campaign purchase is program specific. Location and medium are based on:

- Program area target audience
- Number of expected impressions
- Geographic locations of highest risk
- Statewide exposure benefits
- Available funding

Paid and earned media efforts will support education and enforcement activities in high-risk areas as well as statewide messaging exposure in an effort to reduce vehicular fatalities and serious injuries throughout Delaware. Our media plan includes the following state-wide public awareness campaigns:

● Protect Your Melon / Buckle Up (Occupant Protection) – A public safety messaging campaign to increase awareness of and compliance with safety belt use laws and the consequences of non-use, paired with a two-month summer promotion on 500,000 branded stickers on watermelons distributed throughout Delaware.

● Use Your Melon / Drive Sober (Impaired Driving) – A public safety campaign to increase awareness of the dangers and financial repercussions of driving while under the influence. This campaign includes a branded stickers on 1,000,000 watermelons distributed throughout Delaware for three months.

● Checkpoint StrikeForce) (Impaired Driving) – A public safety campaign to increase awareness of the dangers and financial repercussions of driving while under the influence. These sobriety checkpoints will run four times throughout the year and feature multi-jurisdictional checkpoints on select dates. Checkpoints are scheduled in high crash locations.

● U Drive. U Text. U Pay. (Distracted Driving) – Replacing 2016's Phone In One Hand campaign, this public safety messaging campaign aligns with national efforts to reduce the most dangerous form of distracted driving – texting.

● Run Fast. Drive Slow. (Speed) – A public safety campaign to increase awareness of the dangers of driving at a high rate of speed.

● Walk Smart (Pedestrian) – A public safety messaging campaign to increase awareness of and compliance with pedestrian and bicycle laws

● Ride Smart (Motorcycle Rider) – A motorcyclist education campaign to encourage motorcyclists to make themselves more visible, to always wear a helmet, to ride within personal and legal limits, to train regularly, and to obtain a motorcycle endorsement on their license

● Share the Road (Motorcycle/Motorist)– A motorist awareness campaign to remind motorists to look for and share the road with motorcyclists

Regional/national traffic safety campaigns supported via the media plan include:

● Drive Sober or Get Pulled Over (Impaired Driving) – A public safety messaging campaign to increase awareness of and compliance with impaired driving laws and consequences

● Click It or Ticket (Occupant Protection) – A public safety messaging campaign to increase awareness of and compliance with safety belt use laws and the consequences of non-use

● Checkpoint StrikeForce (Impaired Driving) – A research-based, multi-state, zero-tolerance initiative designed to get impaired drivers off the roads using checkpoints and patrols

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, ads placed in movie theaters & DMVs, gas station pump toppers and ice chests will be used as well.

While traditional and digital media will continue to be a vital part of OHS' efforts in 2017; social media will play an increasingly larger role in reaching and engaging our audiences. These efforts should be particularly effective in reaching not only the millennial population but also Delaware population and visitors. We saw great interest and participation in our inaugural Twitter Chat held during our spring 2016 NASCAR activation with driver, Ross Chastain. Use of social media (both paid and earned) will dramatically increase not only during day-to-day activities, but also for events such as NASCAR activation. OHS is also adding monthly Twitter Chats, focused on Program areas, to its social media activities.

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 showing the following characteristics of millennials.

- Experiences, such as adventure, are important to them
- They look to their friends for acceptance and reassurance
- They prefer marketing themes with humor, stunts, going local
- They prefer ads and posts that are shareable on mobile devices
- Have a preference to Facebook, LinkedIn, Instagram, Twitter, YouTube, online TV and radio, internet and radio
- 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
- Instagram
- Pandora
- YouTube
- Popular online gaming, entertainment, and news outlets

The benefit of using these mediums specifically is to be able to target ads based on Delaware IP (computer) addresses and specific age ranges. OHS has found that online ads are a valuable media outlet not only because the target audience is always online but also because Delaware falls in between the Philadelphia and Salisbury, MD areas and geo-targeting online ads helps eliminate spillover of message.

Corporate partnerships and relations will see a renewed focus especially related to use of social media to strengthen existing relationships and building new relationships. Supportive and engaging initiatives include:

- Creation of a Facebook group (new)
- Monthly electronic bundles (focused on a traffic safety message / program)
- Seven marketing collateral bundles (focused on a traffic safety message / program)
- Monthly Twitter Chats (new)
- Two annual meetings

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 Sports Marketing to strategically place campaign messages in sporting venues throughout Delaware. 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 will also continue to use the Dover International Speedway venue to promote the Buckle Up / CIOT and Drive Sober campaign. OHS has partnered with many NASCAR teams and drivers over the last five years including drivers:

- Ross Chastain
- J.J. Yeley
- Paulie Harraka
- Jeremy Clements
- David Starr
- Reed Sorenson
- Ben Kennedy
- 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. In 2016, OHS added a new program to its Buckle Up / CIOT and Drive Sober campaign – 1,500,000 stickers on watermelons. Partnering with JD Motorsports and their driver, Ross Chastain, OHS launched a five month campaign, two featuring Buckle Up / CIOT and three months featuring our Drive Sober message. Supported by active and no-cost social media messaging, this campaign will reinforce both messages away from the track and throughout Delaware.

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 also continue to support and participate in the Walkable/Bikeable Delaware Summit such as the one held in 2016.

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. As previously mentioned, a stronger presence on our social media platforms will take place in 2017.

APPENDIX A TO PART 1300 –
CERTIFICATIONS AND ASSURANCES
FOR HIGHWAY SAFETY GRANTS
(23 U.S.C. CHAPTER 4; SEC. 1906, PUB. L. 109-59,
AS AMENDED BY SEC. 4011, PUB. L. 114-94)

[*Each fiscal year, the Governor's Representative for Highway Safety must sign these Certifications and Assurances affirming that the State 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.*]

State: Delaware Fiscal Year: 2017

By submitting an application for Federal grant funds under 23 U.S.C. Chapter 4 or Section 1906, the State Highway Safety Office acknowledges and agrees to the following conditions and requirements. In my capacity as the Governor's Representative for Highway Safety, I hereby provide the following Certifications and Assurances:

GENERAL REQUIREMENTS

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
- Sec. 1906, Pub. L. 109-59, as amended by Sec. 4011, Pub. L. 114-94
- 23 CFR part 1300 – Uniform Procedures for State Highway Safety Grant Programs
- 2 CFR part 200 – Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards
- 2 CFR part 1201 – Department of Transportation, Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards

INTERGOVERNMENTAL REVIEW OF FEDERAL 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 Subward and Executive Compensation Reporting, August 27, 2010, (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.

NONDISCRIMINATION
(applies to subrecipients as well as States)

The State highway safety agency will comply with all Federal statutes and implementing regulations relating to nondiscrimination ("Federal Nondiscrimination Authorities"). These include but are not limited to:

- **Title VI of the Civil Rights Act of 1964** (42 U.S.C. 2000d *et seq.,* 78 stat. 252), (prohibits discrimination on the basis of race, color, national origin) and 49 CFR part 21;
- **The Uniform Relocation Assistance and Real Property Acquisition Policies** Act of 1970, (42 U.S.C. 4601), (prohibits unfair treatment of persons displaced or whose property has been acquired because of Federal or Federal-aid programs and projects);
- **Federal-Aid Highway Act of 1973**, (23 U.S.C. 324 *et seq.),* **and Title IX of the Education Amendments of 1972**, as amended (20 U.S.C. 1681-1683 and 1685-1686) (prohibit discrimination on the basis of sex);
- **Section 504 of the Rehabilitation Act of 1973**, (29 U.S.C. 794 *et seq.),* as amended, (prohibits discrimination on the basis of disability) and 49 CFR part 27;
- **The Age Discrimination Act of 1975**, as amended, (42 U.S.C. 6101 *et seq.),* (prohibits discrimination on the basis of age);
- **The Civil Rights Restoration Act of 1987**, (Pub. L. 100-209), (broadens scope, coverage and applicability of Title VI of the Civil Rights Act of 1964, The Age Discrimination Act of 1975 and Section 504 of the Rehabilitation Act of 1973, by expanding the definition of the terms "programs or activities" to include all of the programs or activities of the Federal aid recipients, sub-recipients and contractors, whether such programs or activities are Federally-funded or not);
- **Titles II and III of the Americans with Disabilities Act** (42 U.S.C. 12131-12189) (prohibits discrimination on the basis of disability in the operation of public entities,

public and private transportation systems, places of public accommodation, and certain testing) and 49 CFR parts 37 and 38;

- **Executive Order 12898, Federal Actions to Address Environmental Justice in Minority Populations and Low-Income Populations** (prevents discrimination against minority populations by discouraging programs, policies, and activities with disproportionately high and adverse human health or environmental effects on minority and low-income populations); and
- **Executive Order 13166, Improving Access to Services for Persons with Limited English Proficiency** (guards against Title VI national origin discrimination/discrimination because of limited English proficiency (LEP) by ensuring that funding recipients take reasonable steps to ensure that LEP persons have meaningful access to programs (70 FR at 74087 to 74100).

The State highway safety agency—

- Will take all measures necessary to ensure that no person in the United States shall, on the grounds of race, color, national origin, disability, sex, age, limited English proficiency, or membership in any other class protected by Federal Nondiscrimination Authorities, be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any of its programs or activities, so long as any portion of the program is Federally-assisted.

- Will administer the program in a manner that reasonably ensures that any of its subrecipients, contractors, subcontractors, and consultants receiving Federal financial assistance under this program will comply with all requirements of the Non-Discrimination Authorities identified in this Assurance;

- Agrees to comply (and require any of its subrecipients, contractors, subcontractors, and consultants to comply) with all applicable provisions of law or regulation governing US DOT's or NHTSA's access to records, accounts, documents, information, facilities, and staff, and to cooperate and comply with any program or compliance reviews, and/or complaint investigations conducted by US DOT or NHTSA under any Federal Nondiscrimination Authority;

- Acknowledges that the United States has a right to seek judicial enforcement with regard to any matter arising under these Non-Discrimination Authorities and this Assurance;

- Insert in all contracts and funding agreements with other State or private entities the following clause:

  "During the performance of this contract/funding agreement, the contractor/funding recipient agrees—

  a. To comply with all Federal nondiscrimination laws and regulations, as may be amended from time to time;

b. Not to participate directly or indirectly in the discrimination prohibited by any Federal non-discrimination law or regulation, as set forth in Appendix B of 49 CFR part 21 and herein;

c. To permit access to its books, records, accounts, other sources of information, and its facilities as required by the State highway safety office, US DOT or NHTSA;

d. That, in event a contractor/funding recipient fails to comply with any nondiscrimination provisions in this contract/funding agreement, the State highway safety agency will have the right to impose such contract/agreement sanctions as it or NHTSA determine are appropriate, including but not limited to withholding payments to the contractor/funding recipient under the contract/agreement until the contractor/funding recipient complies; and/or cancelling, terminating, or suspending a contract or funding agreement, in whole or in part; and

e. To insert this clause, including paragraphs a through e, in every subcontract and subagreement and in every solicitation for a subcontract or sub-agreement, that receives Federal funds under this program.

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

The State will provide a drug-free workplace by:

a. Publishing a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited in the grantee's workplace and specifying the actions that will be taken against employees for violation of such prohibition;
b. Establishing a drug-free awareness program to inform employees about:
    - 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).
c. 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.
d. Notifying the agency within ten days after receiving notice under subparagraph (c)(2) from an employee or otherwise receiving actual notice of such conviction.
e. Taking one of the following actions, within 30 days of receiving notice under subparagraph (c)(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.

f. Making a good faith effort to continue to maintain a drug-free workplace through implementation of all of the paragraphs above.

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 (States)

1. By signing and submitting this proposal, the prospective primary participant is providing the certification set out below and agrees to comply with the requirements of 2 CFR Parts 180 and 1300.

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 or may pursue suspension or debarment.

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, debarment, suspension, ineligible, lower tier, participant, person, primary tier, principal, and voluntarily excluded*, as used in this clause, have the

meaning set out in the Definitions and coverage sections of 2 CFR Part 180. 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 NHTSA.

7. The prospective primary participant further agrees by submitting this proposal that it will include the clause titled "Instructions for Lower Tier Certification" including the "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 and will require lower tier participants to comply with 2 CFR Parts 180 and 1300.

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, the department or agency may disallow costs, annul or terminate the transaction, issue a stop work order, debar or suspend you, or take other remedies as appropriate.

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 and agrees to comply with the requirements of 2 CFR Parts 180 and 1300.

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, debarment, suspension, ineligible, lower tier, participant, person, primary tier, principal, and voluntarily excluded*, as used in this clause, have the meanings set out in the Definition and Coverage sections of 2 CFR Part 180. 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 NHTSA.

6. The prospective lower tier participant further agrees by submitting this proposal that it will include the clause titled "Instructions for Lower Tier Certification" including the "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 and will require lower tier participants to comply with 2 CFR Parts 180 and 1300.

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, the department or agency with which this transaction originated may disallow costs, annul or terminate the transaction, issue a stop work order, debar or suspend you, or take other remedies as appropriate.

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.

BUY AMERICA ACT
(applies to subrecipients as well as States)

The State and each subrecipient will comply with the Buy America requirement (23 U.S.C. 313) when purchasing items using Federal funds. Buy America requires a State, or subrecipient, to purchase only steel, iron and manufactured products produced in the United States with Federal funds, unless the Secretary of Transportation determines that such domestically produced items 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. In order to use Federal funds to purchase

foreign produced items, the State must submit a waiver request that provides an adequate basis and justification to and approved by the Secretary of Transportation.

PROHIBITION ON USING GRANT FUNDS TO CHECK FOR HELMET USAGE
(applies to subrecipients as well as States)

The State and each subrecipient will not use 23 U.S.C. Chapter 4 grant funds for programs to check helmet usage or to create checkpoints that specifically target motorcyclists.

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 website at 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, D.C. 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 website at 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 crashed 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.

SECTION 402 REQUIREMENTS

1. To the best of my personal knowledge, the information submitted in the Highway Safety Plan in support of the State's application for a grant under 23 U.S.C. 402 is accurate and complete.

2. The Governor is the responsible official for the administration of the State highway safety program, by appointing a Governor's Representative for Highway Safety who shall be responsible for 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))

3. 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))

4. At least 40 percent 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 political subdivisions of the State in carrying out local highway safety programs (23 U.S.C. 402(b)(1)(C)) or 95 percent by and for the benefit of Indian tribes (23 U.S.C. 402(h)(2)), unless this requirement is waived in writing. (This provision is not applicable to the District of Columbia, Puerto Rico, the U.S. Virgin Islands, Guam, American Samoa, and the Commonwealth of the Northern Mariana Islands.)

5. 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))

6. 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))

7. 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 as identified annually in the NHTSA Communications Calendar, including not less than 3 mobilization campaigns in each fiscal year to –
        - Reduce alcohol-impaired or drug-impaired operation of motor vehicles; and
        - Increase use of seatbelts by occupants of motor vehicles;
    - Submission of information regarding mobilization participation into the HVE Database;
    - 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, except for the Secretary of Interior on behalf of Indian tribes;
    - 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))

8. 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))

9. 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))

The State: **[*CHECK ONLY ONE*]**

☐ Certifies that automated traffic enforcement systems are not used on any public road in the State;

OR

☐ Is unable to certify that automated traffic enforcement systems are not used on any public road in the State, and therefore will conduct a survey meeting the requirements of 23 CFR 1300.13(d)(3) AND will submit the survey results to the NHTSA Regional office no later than March 1 of the fiscal year of the grant.

I understand that my statements in support of the State's application for Federal grant funds are statements upon which the Federal Government will rely in determining qualification for grant funds, and that knowing misstatements may be subject to civil or criminal penalties under 18 U.S.C. 1001. I sign these Certifications and Assurances based on personal knowledge, and after appropriate inquiry.

Signature Governor's Representative for Highway Safety _____ Date _____

James N. Mosley

Printed name of Governor's Representative for Highway Safety

HIGHWAY COST SUMMARY

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-2017-OH-A3-10	OPS Support Salary, Kaila Dukes FY17	$.00	$40,000.00	$.00	$40,000.00	$40,000.00	$.00
	PA-2017-OH-HA-10	Audit Fees FY17	$.00	$20,000.00	$.00	$20,000.00	$20,000.00	$.00
	PA-2017-OH-HD-10	Travel/Training FY17	$.00	$25,000.00	$.00	$25,000.00	$25,000.00	$.00
	PA-2017-OH-HE-10	Office Supplies FY17	$.00	$10,000.00	$.00	$10,000.00	$10,000.00	$.00
	PA-2017-OH-HG-10	General Operating Expenses FY17	$.00	$20,000.00	$.00	$20,000.00	$20,000.00	$.00
	PA-2017-OH-HH-10	Tech Updates FY17	$.00	$5,000.00	$.00	$5,000.00	$5,000.00	$.00
	PA-2017-OH-O2-10	Accountant Salary, Bonnie Dixon FY17	$.00	$30,000.00	$.00	$30,000.00	$30,000.00	$.00
Planning and Administration Total			**$.00**	**$150,000.00**	**$.00**	**$150,000.00**	**$150,000.00**	**$.00**
Motorcycle Safety								
	MC-2017-OH-MA-10	May MC Enforcement FY17	$.00	$3,095.00	$.00	$12,380.00	$12,380.00	$12,380.00
	MC-2017-OH-MA-20	June 2016 MC Enforcement FY17	$.00	$3,095.00	$.00	$12,380.00	$12,380.00	$12,380.00
	MC-2017-OH-MA-30	July 2016 MC Enforcement FY17	$.00	$3,195.00	$.00	$12,780.00	$12,780.00	$12,780.00
	MC-2017-OH-MA-40	August MC Enforcement FY17	$.00	$3,345.00	$.00	$13,380.00	$13,380.00	$13,380.00
	MC-2017-OH-MA-50	Sept. MC Enforcement FY17	$.00	$2,992.50	$.00	$11,970.00	$11,970.00	$11,970.00
Motorcycle Safety Total			**$.00**	**$15,722.50**	**$.00**	**$62,890.00**	**$62,890.00**	**$62,890.00**
Pedestrian/Bicycle Safety								
	PS-2017-OH-PA-10	Winter PED Outreach Enforcement FY17	$.00	$8,260.00	$.00	$33,040.00	$33,040.00	$33,040.00
	PS-2017-OH-PA-20	Spring PED Outreach Enforcement FY17	$.00	$6,700.00	$.00	$26,800.00	$26,800.00	$26,800.00
	PS-2017-OH-PA-30	July PED Outreach Enforcement FY17	$.00	$6,512.50	$.00	$26,050.00	$26,050.00	$26,050.00
	PS-2017-OH-PA-40	August PED Outreach Enforcement FY17	$.00	$8,260.00	$.00	$35,500.00	$35,500.00	$35,500.00
	PS-2017-OH-PA-50	September PED Outreach Enforcement FY17	$.00	$10,275.00	$.00	$41,100.00	$41,100.00	$41,100.00

Program Area	Project	Description	Prior Approved Program Funds	State Funds	Previous Bal.	Incre/(Decre)	Current Balance	Share to Local
Pedestrian/Bicycle Safety Total			**$.00**	**$40,007.50**	**$.00**	**$162,490.00**	**$162,490.00**	**$162,490.00**
Police Traffic Services								
	PT-2017-OH-B5-10	LEL Salary - Roger Minner FY17	$.00	$10,000.00	$.00	$40,000.00	$40,000.00	$.00
	PT-2017-OH-DA-10	November 2016 Distracted Driving Enforce	$.00	$4,025.00	$.00	$16,100.00	$16,100.00	$16,100.00
	PT-2017-OH-DA-20	Safe Family Holiday December Enforcement	$.00	$4,450.00	$.00	$17,800.00	$17,800.00	$17,800.00
	PT-2017-OH-DA-30	March DD Enforcement FY17	$.00	$4,200.00	$.00	$16,800.00	$16,800.00	$16,800.00
	PT-2017-OH-DA-40	April 2016 Distracted Enforcement FY17	$.00	$5,200.00	$.00	$20,800.00	$20,800.00	$20,800.00
	PT-2017-OH-DA-50	May 2016 Distracted Driving Enforcement	$.00	$2,962.50	$.00	$11,850.00	$11,850.00	$11,850.00
	PT-2017-OH-DA-60	July 2016 DD Enforcement FY17	$.00	$3,687.50	$.00	$14,750.00	$14,750.00	$14,750.00
	PT-2017-OH-FA-10	Lethal Weapon Training FY17	$.00	$3,000.00	$.00	$12,000.00	$12,000.00	$.00
	PT-2017-OH-OS-10	Fall 2016 OP/SPD Enforcement FY17	$.00	$6,980.00	$.00	$27,920.00	$27,920.00	$27,920.00
	PT-2017-OH-OS-20	Safe Family Holiday OP/SPD Enforcement F	$.00	$6,825.00	$.00	$27,300.00	$27,300.00	$27,300.00
	PT-2017-OH-OS-30	Winter Wave 1 OP/SPD Enforcement FY17	$.00	$6,550.00	$.00	$26,200.00	$26,200.00	$26,200.00
	PT-2017-OH-OS-40	Winter Wave 2 OP/SPD Enforcement FY17	$.00	$5,895.00	$.00	$23,580.00	$23,580.00	$23,580.00
	PT-2017-OH-OS-50	August OP/SPD Enforcement FY17	$.00	$7,815.00	$.00	$31,260.00	$31,260.00	$31,260.00
Police Traffic Services Total			**$.00**	**$71,590.00**	**$.00**	**$286,360.00**	**$286,360.00**	**$234,360.00**
Community Traffic Safety Project								
	CP-2017-OH-C1-10	Imp Driving Coordinator Salary Kim Chess	$.00	$22,000.00	$.00	$88,000.00	$88,000.00	$.00
	CP-2017-OH-C2-10	PIO Salary, Lisa Flowers FY17	$.00	$16,000.00	$.00	$64,000.00	$64,000.00	$.00
	CP-2017-OH-C3-10	OP Coordinator Salary FY17	$.00	$9,000.00	$.00	$36,000.00	$36,000.00	$.00
	CP-2017-OH-GD-10	GDL/Teen Driver FY17	$.00	$3,750.00	$.00	$15,000.00	$15,000.00	$15,000.00
	CP-2017-OH-OF-10	Corporate Outreach Program Supplies FY17	$.00	$1,250.00	$.00	$5,000.00	$5,000.00	$.00
	CP-2017-OH-PP-10	Project Proposals FY17	$.00	$12,500.00	$.00	$50,000.00	$50,000.00	$.00
Community Traffic Safety Project Total			**$.00**	**$64,500.00**	**$.00**	**$258,000.00**	**$258,000.00**	**$15,000.00**

Program Area	Project	Description	Prior Approved Program Funds	State Funds	Previous Bal.	Incre/(Decre)	Current Balance	Share to Local
Paid Advertising								
	PM-2017-OH-BK-10	Bike Paid Media FY17	$.00	$125.00	$.00	$500.00	$500.00	$500.00
	PM-2017-OH-CT-10	Occupant Protection Paid Media FY17	$.00	$76,625.00	$.00	$306,500.00	$306,500.00	$306,500.00
	PM-2017-OH-DM-10	Distracted Driving Paid Media FY17	$.00	$37,826.50	$.00	$151,306.00	$151,306.00	$151,306.00
	PM-2017-OH-MM-10	MC Paid Media FY17	$.00	$8,750.00	$.00	$35,000.00	$35,000.00	$35,000.00
	PM-2017-OH-PM-10	Pedestrian Paid Media FY17	$.00	$27,500.00	$.00	$110,000.00	$110,000.00	$110,000.00
	PM-2017-OH-SO-10	OP/SPEED Combo Paid Media FY17	$.00	$55,000.00	$.00	$220,000.00	$220,000.00	$220,000.00
	PM-2017-OH-TM-10	Teen Driver Paid Media FY17	$.00	$2,750.00	$.00	$11,000.00	$11,000.00	$11,000.00
	PM-2017-OH-TM-20	Life OF an Athlete FY17	$.00	$8,494.75	$.00	$33,979.00	$33,979.00	$33,979.00
	Paid Advertising Total		**$.00**	**$217,071.25**	**$.00**	**$868,285.00**	**$868,285.00**	**$868,285.00**
	NHTSA 402 Total		***$.00***	***$558,891.25***	***$.00***	***$1,788,025.00***	***$1,788,025.00***	***$1,343,025.00***
154 Transfer Funds								
154 Alcohol								
	154AL-2017-AA-HG-10	October 2016 Enforcement FY14	$.00	$.00	$.00	$17,650.00	$17,650.00	$7,060.00
	154AL-2017-AA-HG-20	Halloween Checkpoints FY14	$.00	$.00	$.00	$20,850.00	$20,850.00	$8,340.00
	154AL-2017-AA-HG-30	November DUI Enforcement FY14	$.00	$.00	$.00	$43,500.00	$43,500.00	$17,400.00
	154AL-2017-AA-HG-40	December Checkpoints FY14	$.00	$.00	$.00	$20,850.00	$20,850.00	$8,340.00
	154AL-2017-AA-HG-50	Safe Family Holiday DUI Enforcement FY14	$.00	$.00	$.00	$159,200.00	$159,200.00	$63,680.00
	154AL-2017-AA-HG-60	St. Patrick's Checkpoints FY14	$.00	$.00	$.00	$20,850.00	$20,850.00	$8,340.00
	154AL-2017-AA-HG-70	Cinco De Mayo DUI Enforcement FY14	$.00	$.00	$.00	$17,650.00	$17,650.00	$7,060.00
	154AL-2017-AA-HG-80	May DUI Enforcement FY14	$.00	$.00	$.00	$25,500.00	$25,500.00	$10,200.00
	154AL-2017-AA-HI-10	Tracking Maintenance FY14	$.00	$.00	$.00	$20,000.00	$20,000.00	$8,000.00
	154AL-2017-AA-HJ-10	DUI Equipment FY14	$.00	$.00	$.00	$60,000.00	$60,000.00	$24,000.00
	154AL-2017-AA-KA-10	DUI Training FY14	$.00	$.00	$.00	$25,000.00	$25,000.00	$10,000.00

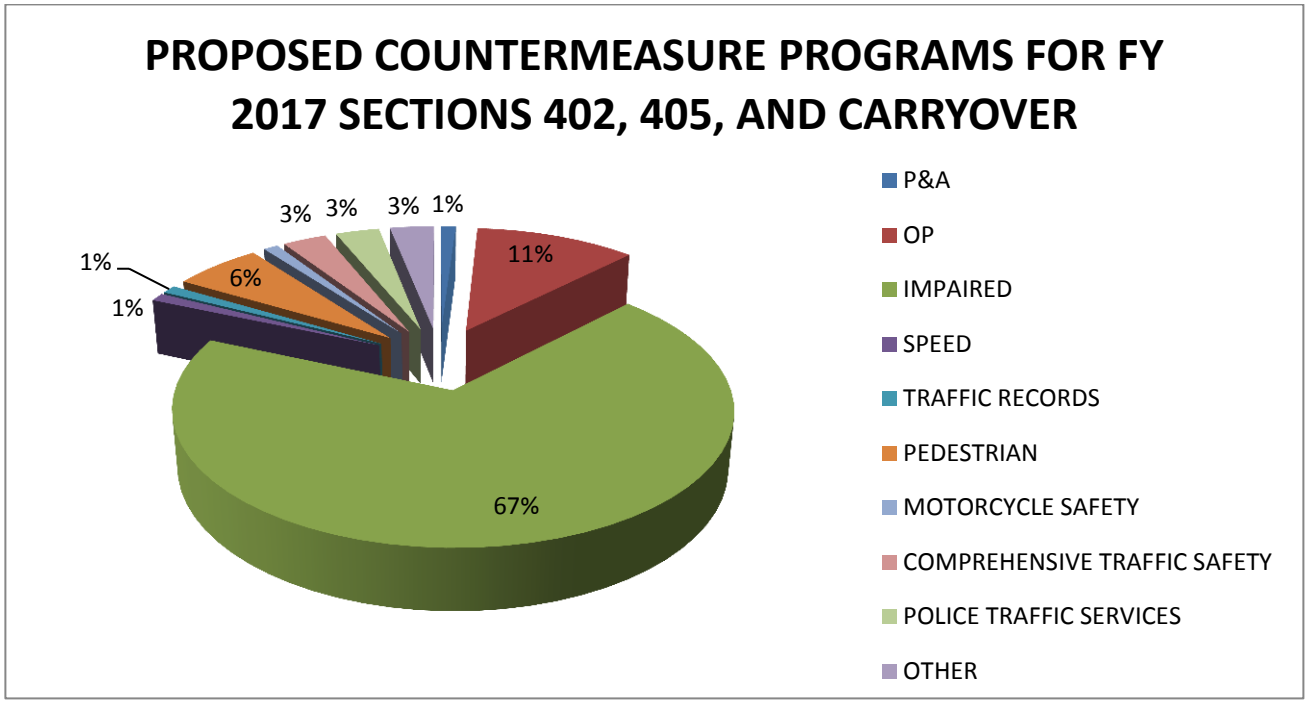
Program Area	Project	Description	Prior Approved Program Funds	State Funds	Previous Bal.	Incre/(Decre)	Current Balance	Share to Local
	154AL-2017-AA-MA-10	June Impaired FY15	$.00	$.00	$.00	$66,700.00	$66,700.00	$26,680.00
	154AL-2017-AA-MA-20	Delaware State Fair FY15	$.00	$.00	$.00	$5,000.00	$5,000.00	$2,000.00
	154AL-2017-AA-MA-30	July Checkpoints FY15	$.00	$.00	$.00	$20,800.00	$20,800.00	$8,320.00
	154AL-2017-AA-MA-40	2016 NIDC FY15	$.00	$.00	$.00	$138,300.00	$138,300.00	$55,320.00
	154AL-2017-AA-MB-10	DUI Tracking Maintenance FY15	$.00	$.00	$.00	$24,000.00	$24,000.00	$9,600.00
	154AL-2017-AA-NH-10	Anticipated Project Proposal FY16	$.00	$.00	$.00	$100,000.00	$100,000.00	$40,000.00
	154AL-2017-AA-NI-10	Tracking Maintenance FY16	$.00	$.00	$.00	$150,000.00	$150,000.00	$60,000.00
	154AL-2017-AA-NJ-10	DUI Specialist Salary FY14	$.00	$.00	$.00	$30,000.00	$30,000.00	$12,000.00
	154AL-2017-AA-NL-10	DUI Training FY16	$.00	$.00	$.00	$25,000.00	$25,000.00	$10,000.00
	154AL-2017-AA-NM-10	DUI Court TAD FY16	$.00	$.00	$.00	$50,000.00	$50,000.00	$20,000.00
	154AL-2017-AA-NN-10	DUI Equipment FY16	$.00	$.00	$.00	$50,000.00	$50,000.00	$20,000.00
	154AL-2017-AA-NO-10	DUI Specialist Salary FY16	$.00	$.00	$.00	$25,000.00	$25,000.00	$10,000.00
	154AL-2017-AB-AC-10	DUI Tracking System FY17	$.00	$.00	$.00	$100,000.00	$100,000.00	$40,000.00
	154AL-2017-AB-AD-10	DUI Specialist Salary FY17	$.00	$.00	$.00	$25,000.00	$25,000.00	$10,000.00
	154AL-2017-AB-AE-10	DUI Training/Travel FY17	$.00	$.00	$.00	$25,000.00	$25,000.00	$10,000.00
	154AL-2017-AB-AF-10	24/7 SOBRIETY FY17	$.00	$.00	$.00	$50,000.00	$50,000.00	$12,500.00
	154AL-2017-AB-AG-10	DUI Court Statewide FY17	$.00	$.00	$.00	$50,000.00	$50,000.00	$20,000.00
	154AL-2017-AB-AH-10	DUI Court TAD FY17	$.00	$.00	$.00	$150,000.00	$150,000.00	$60,000.00
	154AL-2017-AB-AI-10	Anticipated Project FY17	$.00	$.00	$.00	$50,000.00	$50,000.00	$20,000.00
	154AL-2017-AB-AK-10	TSRP FY17	$.00	$.00	$.00	$60,000.00	$60,000.00	$24,000.00
	154 Alcohol Total		**$.00**	**$.00**	**$.00**	**$1,625,850.00**	**$1,625,850.00**	**$642,840.00**
154 Paid Media								
	154PM-2017-AA-MD-10	DUI Paid Media FY15	$.00	$.00	$.00	$570,000.00	$570,000.00	$570,000.00
	154PM-2017-AA-NG-10	DUI Paid Media FY16	$.00	$.00	$.00	$571,000.00	$571,000.00	$571,000.00

Program Area	Project	Description	Prior Approved Program Funds	State Funds	Previous Bal.	Incre/(Decre)	Current Balance	Share to Local
	154PM-2017-AN-AJ-10	DUI Paid Media FY17	$.00	$.00	$.00	$650,000.00	$650,000.00	$650,000.00
	154 Paid Media Total		**$.00**	**$.00**	**$.00**	**$1,791,000.00**	**$1,791,000.00**	**$1,791,000.00**
	154 Transfer Funds Total		***$.00***	***$.00***	***$.00***	***$3,416,850.00***	***$3,416,850.00***	***$2,433,840.00***
164 Transfer Funds								
164 Alcohol								
	164AL-2017-AA-MF-10	TSRP FY15	$.00	$.00	$.00	$100,000.00	$100,000.00	$40,000.00
	164AL-2017-AA-MK-10	Anticipated Projects FY17	$.00	$.00	$.00	$95,000.00	$95,000.00	$38,000.00
	164AL-2017-AA-ML-10	JOL Program FY15	$.00	$.00	$.00	$40,000.00	$40,000.00	$16,000.00
	164 Alcohol Total		**$.00**	**$.00**	**$.00**	**$235,000.00**	**$235,000.00**	**$94,000.00**
164 Paid Media								
	164PM-2017-AA-MG-10	DUI Paid Media FY15	$.00	$.00	$.00	$412,000.00	$412,000.00	$412,000.00
	164 Paid Media Total		**$.00**	**$.00**	**$.00**	**$412,000.00**	**$412,000.00**	**$412,000.00**
	164 Transfer Funds Total		***$.00***	***$.00***	***$.00***	***$647,000.00***	***$647,000.00***	***$506,000.00***
MAP 21 405b OP High								
405b High HVE								
	M1HVE-2017-BA-AG-10	CIOT 2017 FY16	$.00	$18,900.00	$.00	$75,600.00	$75,600.00	$.00
	M1HVE-2017-BB-AF-10	March OP Enforcement FY15	$.00	$9,307.50	$.00	$37,230.00	$37,230.00	$.00
	M1HVE-2017-BB-AF-20	CIOT Paid Media FY15	$.00	$1,525.00	$.00	$6,100.00	$6,100.00	$.00
	405b High HVE Total		**$.00**	**$29,732.50**	**$.00**	**$118,930.00**	**$118,930.00**	**$.00**
405b High Training								
	M1TR-2017-BA-AJ-10	CPS Training FY16	$.00	$2,500.00	$.00	$10,000.00	$10,000.00	$.00
	M1TR-2017-BB-AI-10	CPS Training FY15	$.00	$2,500.00	$.00	$10,000.00	$10,000.00	$.00
	M1TR-2017-BE-AH-10	OP/CPS Training FY17	$.00	$2,500.00	$.00	$10,000.00	$10,000.00	$.00
	405b High Training Total		**$.00**	**$7,500.00**	**$.00**	**$30,000.00**	**$30,000.00**	**$.00**

Program Area	Project	Description	Prior Approved Program Funds	State Funds	Previous Bal.	Incre/(Decre)	Current Balance	Share to Local
405b High Public Education								
	M1PE-2017-BE-AA-10	OP Paid Media FY17	$.00	$30,750.00	$.00	$123,000.00	$123,000.00	$.00
	M1PE-2017-BE-AI-10	Fitting Station Paid Media FY17	$.00	$2,500.00	$.00	$10,000.00	$10,000.00	$.00
	405b High Public Education Total		**$.00**	**$33,250.00**	**$.00**	**$133,000.00**	**$133,000.00**	**$.00**
405b High Community CPS Services								
	M1CPS-2017-BA-AE-10	Fitting Station Coordinators Salaries FY	$.00	$10,000.00	$.00	$40,000.00	$40,000.00	$.00
	M1CPS-2017-BA-AF-10	Fitting Station Supplies FY16	$.00	$3,750.00	$.00	$15,000.00	$15,000.00	$.00
	M1CPS-2017-BB-AE-10	Fitting Station Supplies FY15	$.00	$5,000.00	$.00	$20,000.00	$20,000.00	$.00
	M1CPS-2017-BB-AG-10	Fitting Station Coordinators Salaries FY	$.00	$10,000.00	$.00	$40,000.00	$40,000.00	$.00
	M1CPS-2017-BE-AC-10	Fitting Station Coordinators Salaries FY	$.00	$10,000.00	$.00	$40,000.00	$40,000.00	$.00
	M1CPS-2017-BE-AD-10	Fitting Station Supplies FY17	$.00	$2,500.00	$.00	$10,000.00	$10,000.00	$.00
	405b High Community CPS Services Total		**$.00**	**$41,250.00**	**$.00**	**$165,000.00**	**$165,000.00**	**$.00**
405b OP High								
	M1X-2017-BE-AF-10	Anticipated Project Proposal FY17	$.00	$20,000.00	$.00	$80,000.00	$80,000.00	$.00
	M1X-2017-BE-AG-10		$.00	$11,750.00	$.00	$47,000.00	$47,000.00	$.00
	M1X-2017-OH-SS-10	Seat Belt Surveys FY16	$.00	$15,000.00	$.00	$60,000.00	$60,000.00	$.00
	405b OP High Total		**$.00**	**$46,750.00**	**$.00**	**$187,000.00**	**$187,000.00**	**$.00**
405b High Police Traffic Services								
	M1*PT-2017-BE-AB-10	Law Enforcement Equipment FY17	$.00	$10,000.00	$.00	$40,000.00	$40,000.00	$.00
	405b High Police Traffic Services Total		**$.00**	**$10,000.00**	**$.00**	**$40,000.00**	**$40,000.00**	**$.00**
405b High Paid Advertising								
	M1*PM-2017-BC-AB-10	Other OP Paid Media FY16	$.00	$30,000.00	$.00	$120,000.00	$120,000.00	$.00
	405b High Paid Advertising Total		**$.00**	**$30,000.00**	**$.00**	**$120,000.00**	**$120,000.00**	**$.00**
	MAP 21 405b OP High Total		***$.00***	***$198,482.50***	***$.00***	***$793,930.00***	***$793,930.00***	***$.00***

Program Area	Project	Description	Prior Approved Program Funds	State Funds	Previous Bal.	Incre/(Decre)	Current Balance	Share to Local
MAP 21 405b OP Low								
405b Low Community CPS Services								
	M2CPS-2017-BB-AB-10	Fitting Station Supplies FY14	$.00	$3,750.00	$.00	$15,000.00	$15,000.00	$.00
405b Low Community CPS Services Total			**$.00**	**$3,750.00**	**$.00**	**$15,000.00**	**$15,000.00**	**$.00**
MAP 21 405b OP Low Total			***$.00***	***$3,750.00***	***$.00***	***$15,000.00***	***$15,000.00***	***$.00***
MAP 21 405c Data Program								
405c Data Program								
	M3DA-2017-AA-LC-10	Strategic Plan Implementation FY15	$.00	$7,500.00	$.00	$30,000.00	$30,000.00	$.00
	M3DA-2017-AA-LE-10	ECRASH Quality Control FY16	$.00	$23,250.00	$.00	$93,000.00	$93,000.00	$.00
	M3DA-2017-AA-LF-10	Strategic Plan Implementation FY16	$.00	$7,500.00	$.00	$30,000.00	$30,000.00	$.00
	M3DA-2017-AA-LG-10	DELDOT Road Inventory FY16	$.00	$27,500.00	$.00	$110,000.00	$110,000.00	$.00
	M3DA-2017-AA-LJ-10	ECRASH Quality Control FY17	$.00	$50,000.00	$.00	$200,000.00	$200,000.00	$.00
	M3DA-2017-AA-LK-10	DATA Analyst Salary FY17	$.00	$20,000.00	$.00	$80,000.00	$80,000.00	$.00
	M3DA-2017-AA-LL-10	Strategic Plan Implementation FY17	$.00	$6,000.00	$.00	$24,000.00	$24,000.00	$.00
405c Data Program Total			**$.00**	**$141,750.00**	**$.00**	**$567,000.00**	**$567,000.00**	**$.00**
MAP 21 405c Data Program Total			***$.00***	***$141,750.00***	***$.00***	***$567,000.00***	***$567,000.00***	***$.00***
MAP 21 405d Impaired Driving Mid								
405d Mid HVE								
	M5HVE-2017-AA-HM-10	DRE Program FY14	$.00	$1,500.00	$.00	$6,000.00	$6,000.00	$.00
	M5HVE-2017-AA-JV-10	DUI Equipment FY14	$.00	$2,500.00	$.00	$10,000.00	$10,000.00	$.00
	M5HVE-2017-AA-KB-10	DRE Program FY15	$.00	$12,500.00	$.00	$50,000.00	$50,000.00	$.00
	M5HVE-2017-AA-KF-10	TSRP Program FY15	$.00	$50,000.00	$.00	$200,000.00	$200,000.00	$.00
	M5HVE-2017-AA-NA-10	TSRP FY16	$.00	$50,000.00	$.00	$200,000.00	$200,000.00	$.00
	M5HVE-2017-AA-ND-10	DRE Program FY16	$.00	$12,500.00	$.00	$50,000.00	$50,000.00	$.00
	M5HVE-2017-AA-NE-10	DUI Equipment FY16	$.00	$12,500.00	$.00	$50,000.00	$50,000.00	$.00
	M5HVE-2017-AA-NF-10	DSP Omega FY16	$.00	$25,000.00	$.00	$100,000.00	$100,000.00	$.00
	M5HVE-2017-AB-BB-10	DRE Program FY17	$.00	$20,000.00	$.00	$80,000.00	$80,000.00	$.00
	M5HVE-2017-AB-BC-10	TSRP FY17	$.00	$75,000.00	$.00	$30,000.00	$30,000.00	$.00
	M5HVE-2017-AB-BE-10	Impaired Driving Training FY17	$.00	$7,500.00	$.00	$30,000.00	$30,000.00	$.00
	M5HVE-2017-AB-BF-10	Impaired Driving Equipment FY17	$.00	$18,750.00	$.00	$75,000.00	$75,000.00	$.00
	M5HVE-2017-AB-BG-10	DUI Tracking System FY17	$.00	$13,750.00	$.00	$55,000.00	$55,000.00	$.00
	M5HVE-2017-AD-DS-10	DUI Specialist Salary FY14	$.00	$250.00	$.00	$1,000.00	$1,000.00	$.00
405d Mid HVE Total			**$.00**	**$301,750.00**	**$.00**	**$937,000.00**	**$937,000.00**	**$.00**
405d Mid Paid/Earned Media								
	M5PEM-2017-AA-NC-10	DUI Paid Media FY16	$.00	$125,000.00	$.00	$500,000.00	$500,000.00	$.00
	M5PEM-2017-AB-BD-10	DUI Paid Media FY17	$.00	$137,500.00	$.00	$500,000.00	$500,000.00	$.00
405d Mid Paid/Earned Media Total			**$.00**	**$262,500.00**	**$.00**	**$1,000,000.00**	**$1,000,000.00**	**$.00**
MAP 21 405d Impaired Driving Mid Total			***$.00***	***$564,250.00***	***$.00***	***$1,937,000.00***	***$1,937,000.00***	***$.00***
MAP 21 405d Impaired Driving Int								
405d Impaired Driving Int								
	M7X-2017-AA-NG-10	Anticpated Project Proposal/Interlock FY	$.00	$41,245.46	$.00	$164,981.82	$164,981.82	$.00
405d Impaired Driving Int Total			**$.00**	**$41,245.46**	**$.00**	**$164,981.82**	**$164,981.82**	**$.00**
MAP 21 405d Impaired Driving Int Total			***$.00***	***$41,245.46***	***$.00***	***$164,981.82***	***$164,981.82***	***$.00***
MAP 21 405e Distracted Driving								
405e Paid Advertising								
	M8*PM-2017-OH-DD-10	Distracted Driving Paid Media FY17	$.00	$12,500.00	$.00	$50,000.00	$50,000.00	$.00
405e Paid Advertising Total			**$.00**	**$12,500.00**	**$.00**	**$50,000.00**	**$50,000.00**	**$.00**
MAP 21 405e Distracted Driving Total			***$.00***	***$12,500.00***	***$.00***	***$50,000.00***	***$50,000.00***	***$.00***
MAP 21 405f Motorcycle Programs								
405f Motorcyclist Awareness								
	M9MA-2017-AA-GX-10	MC Paid Media FY17	$.00	$8,250.00	$.00	$33,000.00	$33,000.00	$.00
405f Motorcyclist Awareness Total			**$.00**	**$8,250.00**	**$.00**	**$33,000.00**	**$33,000.00**	**$.00**
MAP 21 405f Motorcycle Programs Total			***$.00***	***$8,250.00***	***$.00***	***$33,000.00***	***$33,000.00***	***$.00***
NHTSA Total			***$.00***	***$1,529,119.21***	***$.00***	***$9,412,786.82***	***$9,412,786.82***	***$4,282,865.00***
Total			***$.00***	***$1,529,119.21***	***$.00***	***$9,412,786.82***	***$9,412,786.82***	***$4,282,865.00***

PERCENTAGE OF FY 2016 and 2017 FUNDS BY PROJECT AREA
(includes all funding sources & anticipated carry over funds)

	2016 (actual)	2017 (planned)
PLANNING & ADMINISTRATION	2%	1%
OCCUPANT PROTECTION	12%	11%
IMPAIRED DRIVING	63%	67%
SPEED	1%	1%
TRAFFIC RECORDS	5%	6%
PEDESTRIAN SAFETY	3%	3%
MOTORCYCLE SAFETY	2%	1%
COMPREHENSIVE TRAFFIC SAFETY	5%	3%
POLICE TRAFFIC SERVICES	6%	4%
OTHER (Distracted Driving/Older Drivers)	1%	3%

**Percentages are rounded.