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MESSAGE FROM THE DIRECTOR

The Delaware Office of Highway Safety is committed to improving safety and security on Delaware roadways through the administration of federal highway safety funds, the development of countermeasures to combat unsafe driving behaviors, and the collection and analysis of crash data.

It is our sincere belief that through a data driven approach to program planning, focused public information and education efforts, and coordinated enforcement initiatives; we can realize our goal of making Delaware roads the safest in the country.

The Fiscal Year 2008 Annual Evaluation Report reflects our major accomplishments in impacting our priority areas, and highlights the programming initiatives undertaken to increase public awareness about highway safety. Throughout the coming year, we will continue in our quest to achieve our outlined goals in each priority area, to identify additional highway safety partners, and work toward improving Delaware's data collection and analysis processes.



**Mrs. Tricia Roberts, Director
Delaware Office of Highway Safety**

Delaware Office of Highway Safety

The Office currently consists of seven full-time employees and five part-time employees, who serve as a resource to many different customers including the citizens of the First State, the Delaware General Assembly, various State and local public and private organizations, and approximately fifteen sub-grantee agencies.

As a division of the Department of Safety and Homeland Security, the Office of Highway Safety (OHS) fulfills its mission through the implementation of public information/education and enforcement initiatives. OHS staff members are committed to maintaining and expanding our partnerships with agencies statewide, including the Delaware State Police, the Division of Alcohol and Tobacco Enforcement, municipal law enforcement agencies, the Delaware Department of Transportation, the Division of Motor Vehicles, State and County emergency medical services, the Department of Justice, the Courts, the Division of Substance Abuse and Mental Health, the Department of Education, the Delaware MADD chapter and other private citizen organizations, and the corporate community. We believe it is through these vital statewide alliances that effective outreach and implementation of safe driving practices by the motoring public will be accomplished.

By focusing on the state's identified highway safety priority areas, developing state-wide partnerships, and increasing public awareness of the importance of safe driving behaviors, the Office of Highway Safety, under the leadership and direction of Mrs. Tricia Roberts, is striving to make Delaware's roadways the safest in the country.



Tricia Roberts addresses the media and law enforcement at the Stop Aggressive Driving campaign kickoff.

Office Staff

Tricia Roberts, Director – Responsible for planning, organizing, and directing the operations and programs of the Office of Highway Safety in accordance with Federal and State rules, regulations, and guidelines. Monitors State and Federal legislation that impacts highway safety and the State of Delaware. Serves as the Governor’s Representative for Highway Safety.

Jana Simpler, Management Analyst III – Responsible for monitoring and evaluation of approved highway safety projects, administration and distribution of federal funds to state, local, and private agencies and preparation of the State Highway Safety Plan. Performs duties as necessary as the agency **Occupant Protection Coordinator, Aggressive Driving Coordinator, and Traffic Records Coordinator.**

Lisa Shaw, Management Analyst III – Responsible for coordinating and organizing impaired driving countermeasures across the state, managing the statewide DUI Provider Program, and the administration of the Section 154 transfer program established under TEA-21. Prepares the Annual Evaluation Report and coordinates the distribution of funds received by the State under the Office of Juvenile Justice and Delinquency Prevention (OJJDP) Federal grant program. Performs duties as necessary as the agency **DUI Program Coordinator, the Pedestrian & Bicycle Safety Coordinator, and the Motorcycle Safety Coordinator.**

Andrea Summers, Community Relations Officer – Responsible for dissemination of information regarding agency programs and events, coordination of public awareness campaigns and media events, and presentation of safety education programs for schools, businesses, and other State and local agencies. Serves as the official agency spokesperson and media liaison. Performs duties necessary as the agency **Teen Driver Safety Coordinator.**

Tim Li, Information Systems Support Specialist – Responsible for the administration of the network computer system, modification of existing programs and implementation of new programs as needed, and maintenance of the OHS website. Maintains internal and external equipment inventory. Performs duties necessary as the agency Webmaster.

Bonnie Whaley, Accounting Specialist – Responsible for processing fiscal documents as required for the daily operations of the office. Manages the agency timesheets and serves as the agency liaison with the Department’s Human Resources Section. Serves as the agency captain for the State Employee Charitable Campaign (SECC).

Linda Kouse, Operations Support Specialist – Responsible for ordering public information materials, coordinates distribution of materials to increase public awareness, and assists the Community Relations Officer with public information and education initiatives. Serves as the agency receptionist.

Jim Brown, Law Enforcement Liaison – Responsible for the coordination of law enforcement mobilizations throughout the grant year and for organizing law enforcement training opportunities (part-time position).

Nadine Holleger, Russell Holleger, and Larry Kelley, Statewide Fitting Station Coordinators – Responsible for the coordination of the Office of Highway Safety’s three statewide Child Passenger Safety Fitting Stations, in cooperation with the Division of Motor Vehicles (part-time positions).

Trish Bachman, Corporate Outreach Coordinator – Responsible for the development and implementation of traffic safety related programming initiatives for and with our corporate partners (part-time position).



**Front Row: Nadine Holleger, Jana Simpler, Tricia Roberts, Lisa Shaw, and Jim Brown
Back Row: Larry Kelley, Trish Bachman, Bonnie Whaley, Linda Kouse, Andrea Summers, Tim Li**

Planning & Administration

Mission Statement: *The Office of Highway Safety is committed to improving safety and security on Delaware roadways through the administration of Federal highway safety funds, the development of countermeasures to combat unsafe driving behaviors, and the collection and analysis of traffic crash data.*

The Delaware Office of Highway Safety, established in accordance with the Highway Safety Act of 1966, is a state agency dedicated to promoting safe travel throughout Delaware. The Office of Highway Safety is a division of the Department of Safety and Homeland Security.

Through the administration of Federal highway safety funds, the Office employs a comprehensive approach to impacting each of the State's identified priority areas. The majority of our programming efforts target the following six traffic safety priority areas:

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



FY 2008 Initiatives

Occupant Protection

- Click It or Ticket Enforcement and Education Campaign
- Nighttime Seat Belt Enforcement Campaign
- Statewide Seat Belt Use Survey
- ‘Tween Seat Belt Use Initiative
- Booster Seat Law Enforcement Research Project
- Child Passenger Safety Awareness Week (CPSAW)
- Child Passenger Safety Fitting Stations
- SAFETEA-LU Occupant Protection Incentive Grant Administration – Sections 405 and 2011

Impaired Driving

- Checkpoint StrikeForce Impaired Driving Enforcement Campaign
- Traffic Safety Resource Prosecutor (TSRP) Position
- Drug Recognition Expert Program
- DUI Enforcement Equipment Purchase for Law Enforcement
- DUI Enforcement Mobilizations
- Safe Family Holiday Campaign
- DUI Training Initiatives
- Federal Underage Drinking Prevention Program Administration (OJJDP)
- SAFETEA-LU Impaired Driving Transfer Sanction Program Administration – Section 154



Aggressive Driving

- Summer/Fall 2008 Stop Aggressive Driving Enforcement and Education Campaign
- Summer/Fall 2008 Stop Aggressive Driving Media Campaign



Traffic Records

- Implementation of the Traffic Records Coordinating Committee (TRCC) Strategic Plan
- Criminal and Highway Analysis and Mapping for Public Safety (CHAMPS) GIS-based Mapping System Development & Implementation
- Restructuring the Automated Crash Reports
- Statewide Implementation of E-Tickets
- Purchase of Modems for Local Law Enforcement

Pedestrian Safety

- **Pedestrian Safety Presentations and Exhibits**
- **Pedestrian and Bicycle Safety Checkpoints**
- **Safety Town**
- **Participation on the Governor's Advisory Council on Walkability & Pedestrian Awareness**



Motorcycle Safety

- **Public Information and Education Campaign**
- **Participation on the State Motorcycle Rider Education Committee**
- **SAFETEA-LU Motorcycle Safety Incentive Grant Administration – Section 2010**

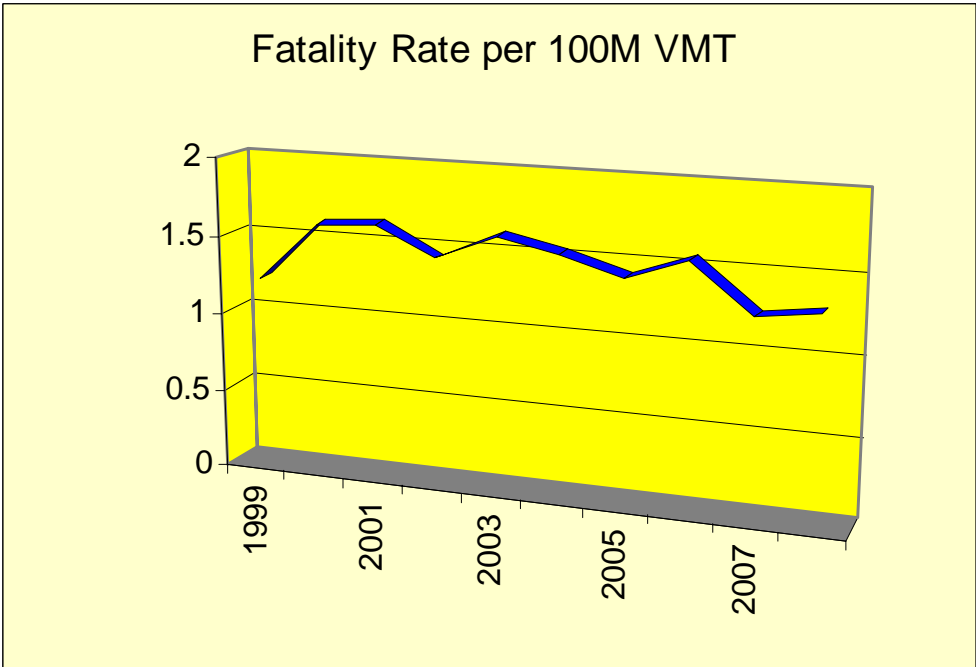
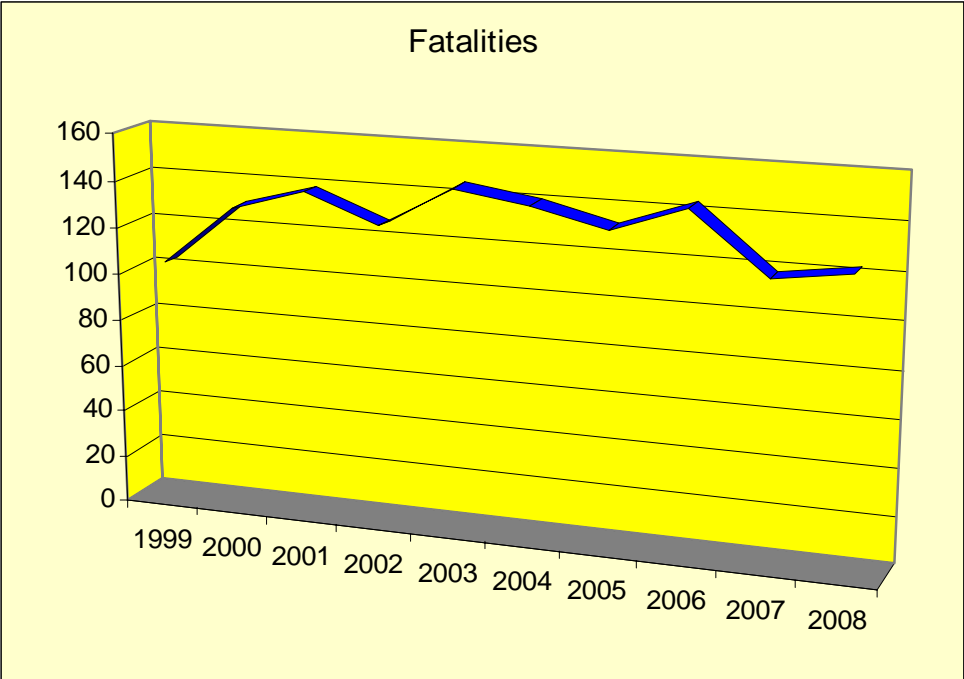
Corporate Outreach Program

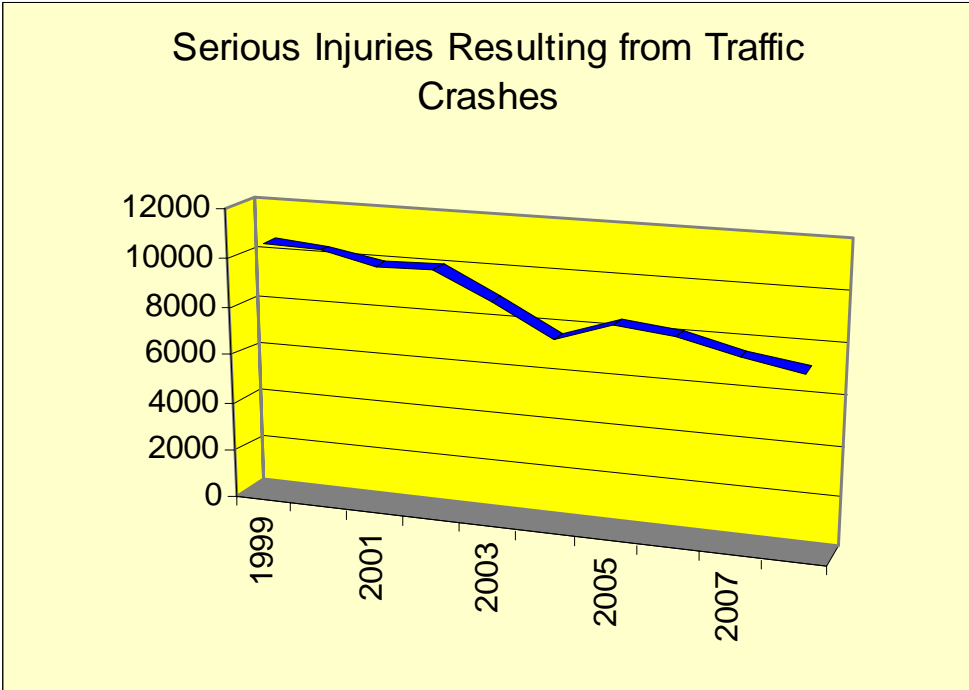
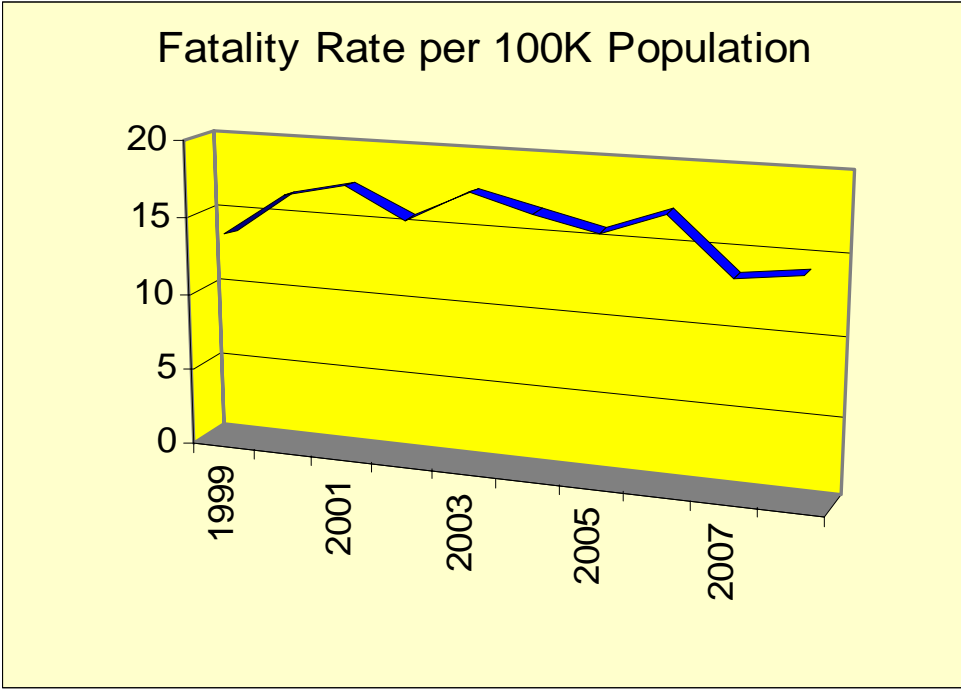
- **Development & Dissemination of Monthly Corporate Communication**
- **Standing Order Distribution of Program Materials**
- **Semi-Annual Corporate Partners Meeting**
- **Annual Fleet Managers Meeting**
- **Annual Corporate Partners Awards**

Crash Data

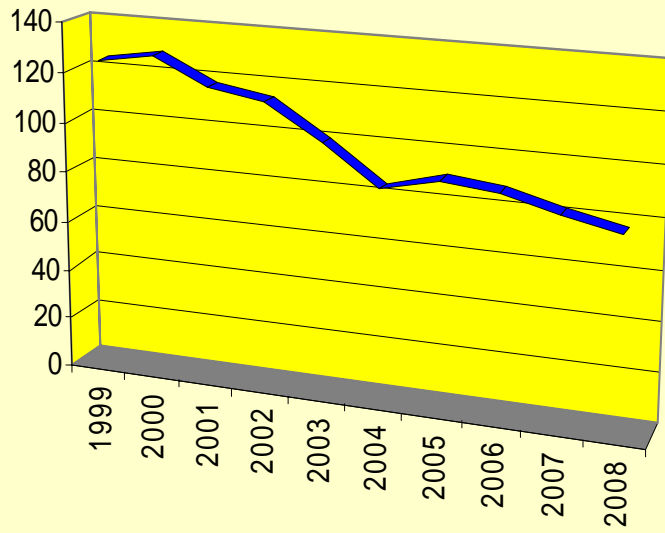
	Baseline Data 1999-2002				Progress Report Data 2003-2008					
	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008*
Fatalities (Actual)	104	130	139	127	145	140	133	147	118	123
Fatality Rate /100 million VMT	1.22	1.59	1.62	1.44	1.61	1.53	1.41	1.56	1.26	1.31
Injuries (Actual)	10,523	10,421	9,965	9,965	8,895	7,610	8,367	8,145	7,568	7,166
Fatality & Serious Injury Rate/100 million VMT	124.5	128.6	117.9	114.2	100.3	84.5	89.9	88.1	82.4	77.7
Fatality Rate/100K Population	13.8	16.6	17.5	15.7	17.7	16.7	15.8	17.2	13.7	14.1
Fatal & Serious Injury Rate/100K population	1412.8	1346.5	1269.6	1250.0	1105.1	923.8	1011.1	971.6	889.7	833.6
Alcohol Related Fatalities Percentage of Alcohol Related Fatalities	40	59	59	46	54	46	60	55	53	47
Alcohol Related Fatality Rate Percent of Population Using Safety Belts	38	45	42	36	37	33	45	37	45	38
	0.45	0.55	0.49	0.41	0.6	0.36	0.63	0.58	0.57	0.50
	64%	66%	67%	71%	75%					
						82%	84%	86%	87%	91%

*2008 Data is Fiscal Year data. 1999-2007 is calendar year data.

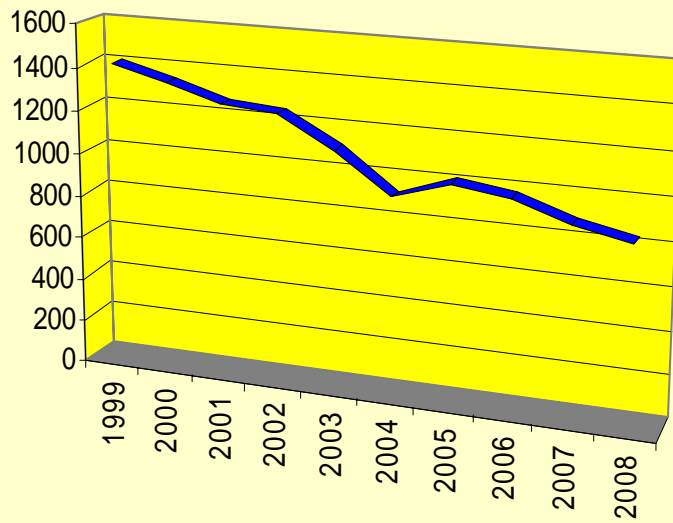


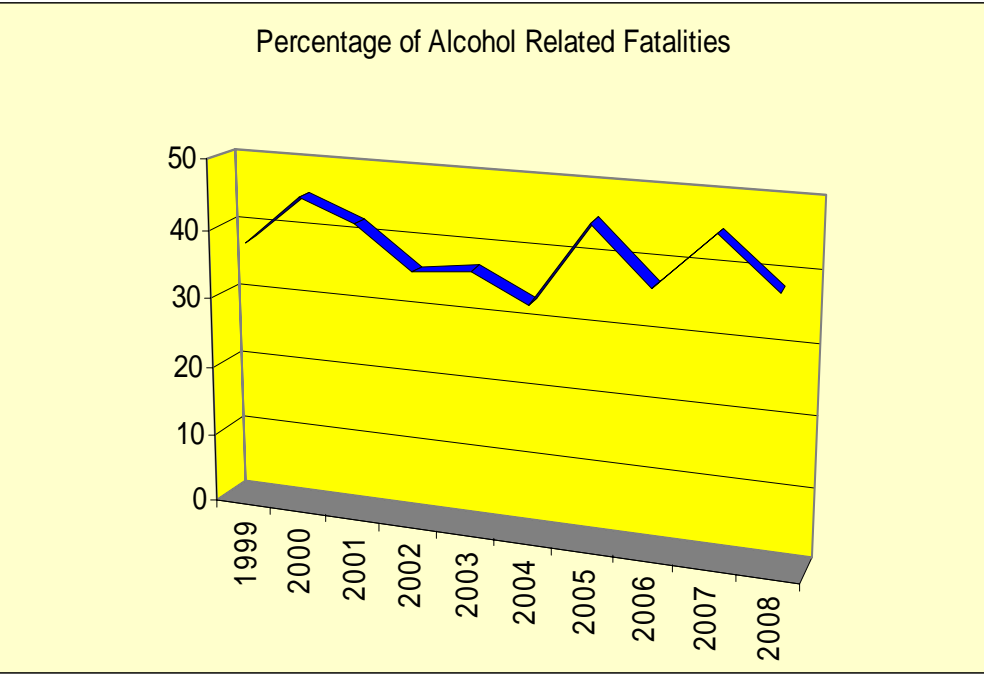


Fatality&Serious Injury Rate per 100M VMT

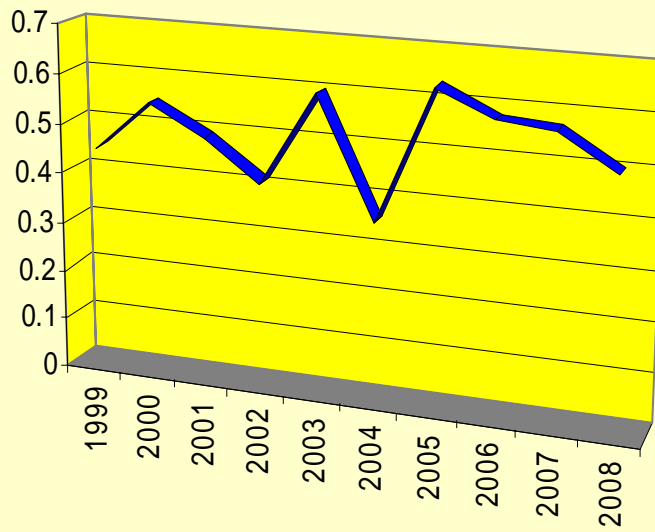


Fatality & Serious Injury Rate per 100K Population

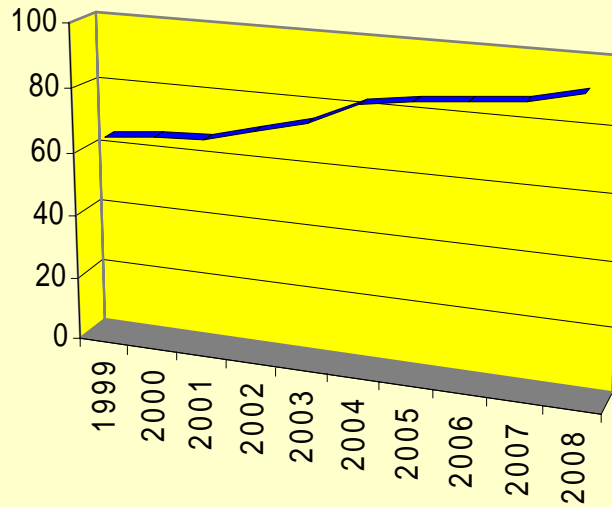




Alcohol Related Fatality Rate per 100M VMT



Percentage of Population Using Safety Belts



Summary of Priority Areas

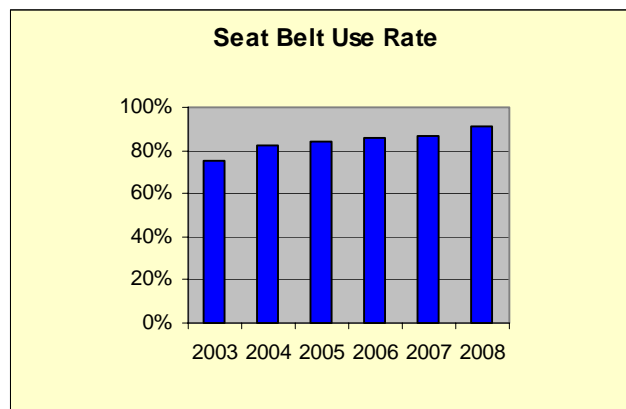
Occupant Protection

Overview

Based on the Annual Statewide Observational Seat Belt Use Survey conducted in Delaware in June 2008, Delaware's seat belt use rate is currently 91%, up from 87% in 2007. Although the nation's average seat belt use rate has remained at or near 83% for the last three years, Delaware's seat belt use rate has steadily improved. The State's seat belt use rate was 62% in 1997. Legislative enhancements, high visibility enforcement, and proactive educational efforts have contributed to the steady increase from the low in 1997 to the current use rate of 91%.

In 2007, 49% (41 of 84) of those motor vehicle occupants killed in motor vehicle crashes on Delaware roadways were not wearing seat belts, down from 52% in 2006 (58% in 2005). In addition, in 2007, 13% (915 of 6,779) of those injured were not wearing seat belts at the time of the crash. This has remained fairly constant since 2004. Based on crash data, the greatest percentage of crashes where the victims were not wearing their seat belts occurred in Sussex County. This was the case in 2006 and 2007.

In 2007, nine motor vehicle occupants between the ages of 15 and 19 were killed in crashes. Of these nine, 33% (3 of 9) were not wearing their seat belt at the time of the crash. This is a great improvement over 2006, when 12 teens were killed and half were not wearing their seat belt. Of the sixteen teens killed in 2005, 44% (7 of 16) were not wearing their seat belt. Overall in 2007, those in their mid to late twenties and early thirties and those between the ages of 45 and 54 had the lowest seat belt use in fatal crashes. Additionally, the Office of Highway Safety determined that seat belt use among those between the ages of 8 and 15 ("tweens") was also very low—as low as 51% for 14 year olds. Specifically, the seat belt use rate for tweens is below that of new drivers. See the state's historical seat belt use rate below:



Performance Goals

Increase Seat Belt Usage Rates

	FY 2008	FY 2009	FY 2010
% use goal	88%	89%	90%
FY 2008 % actual	91%		

Programming Efforts

The Office of Highway Safety coordinated the following programming initiatives in an effort to reach our occupant protection goals for FY 2008:

□ **Click It or Ticket (CIOT) Enforcement and Education Campaign**

The Office of Highway Safety coordinated our seventh annual Click it or Ticket high-visibility enforcement and education campaign in May of 2008. The initiative is designed to raise public awareness about the importance of seat belt use through coordinated enforcement and outreach activities. For the second year in a row, in 2008 the Office of Highway Safety coordinated the Click it FOR Tickets campaign where OHS partnered with law enforcement and Dover Downes International Speedway to provide 5 sets of tickets to the June 2008 NASCAR race to motorists that were buckled up. Motorists simply logged on to a website after getting a coupon from law enforcement which made them eligible to win race tickets. Additionally, OHS and our partners at the University of Delaware's Cooperative Extension Office participated in a number of health and safety fairs in the month of May to further increase exposure to the CIOT message. Specifically, the Office of Highway Safety Corporate Outreach Coordinator implemented a month long initiative with Perdue, Inc to increase seat belt use among their employees. Pre campaign surveys indicated that passenger belt use was half of driver belt use. Following the month long outreach effort, post campaign surveys revealed that passenger seat belt use did increase dramatically, to almost as high as driver seat belt use. OHS worked with our media contractor to develop a teen tool kit for use by School Resource Officers, Wellness teachers and/or YELL/SADD groups in high schools to encourage teens to buckle up. Lastly, OHS coordinated the first night time traffic safety checkpoint designed to ticket violators of the state's seat belt law. Twenty-nine law enforcement agencies participated in the two-week enforcement blitz across the state. Officers conducted 408 saturation patrols and 9 checkpoints, made 2,347 seat belt arrests, 1,389 other traffic arrests, apprehended 42 wanted persons, and arrested 8 persons for DUI. OHS also coordinated the paid media component of the campaign, including the TV and radio spots, the billboard placements, and the print media as well.

Officers Conduct Click It or Ticket Checkpoints



City of Dover Police Department



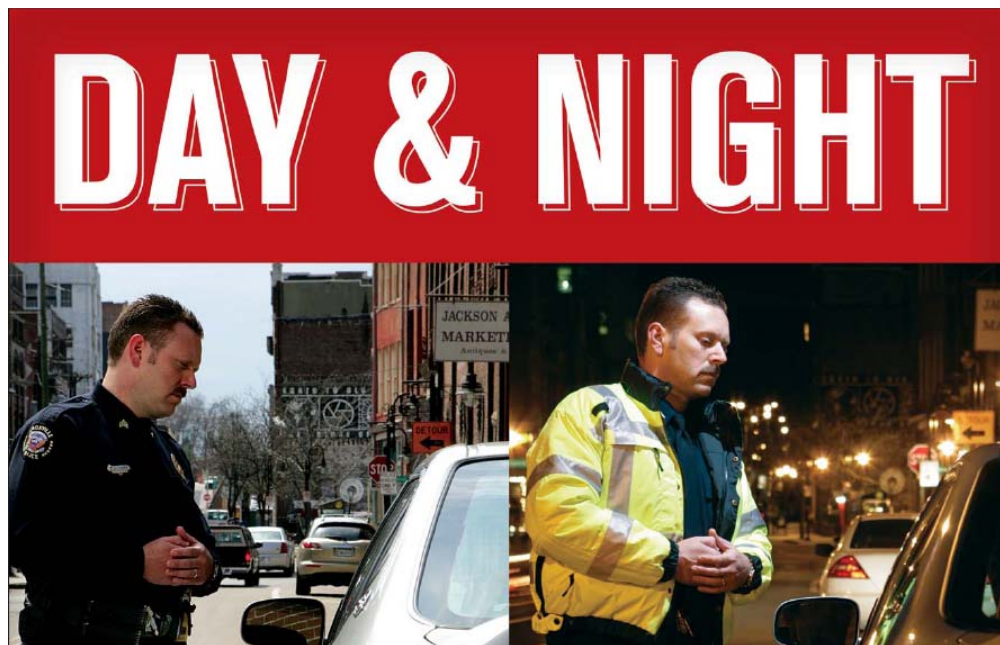
Delaware State Police Troop 4



**Delaware State Police Troop 5
distribute Click It or Ticket literature.**

□ **Nighttime Seat Belt Enforcement Campaign**

In February 2008, the Office of Highway Safety coordinated a mini Click it or Ticket campaign (one week) aimed specifically at increasing belt use among motorists on Delaware roadways at night. Pre campaign belt use surveys revealed that belt use is indeed lower at night time, despite the fact that the odds of being in a crash increase. Enforcement tactics included stationary patrols in well lit areas and roving patrols where officers were on the lookout for aggressive driving violations. Collateral educational materials included a flyer on night time belt use, table tents for our corporate partners, and posters for distribution. The paid media plan included television and radio spots. Twenty-eight law enforcement agencies participated in the initiative, which resulted in 372 seat belt violations, 528 other traffic arrests, and 30 criminal arrests in 848 hours of overtime enforcement.



□ **Statewide Observational Seat Belt Use Survey**

In conjunction with the May 2008 Click it or Ticket campaign, the Office of Highway Safety coordinated several seat belt use surveys. Prior to the campaign kick-off in May, OHS conducted a pre-campaign survey in the daylight and another to record use at night. Then, in June 2008, following the Click it or Ticket campaign, OHS conducted the post campaign belt use surveys again during the day and night. The surveys revealed that night time belt use increased from 82% to 86% following the CIOT campaign and that daytime belt use increased from 88% pre campaign to 91% post campaign.

□ **“Tween” Seat Belt Use Initiative**

As indicated above in the overview, review of seat belt use statistics in crashes revealed that children between the ages of 8 and 15 have belt use rates that are much lower than the state average. Seat belt use for this age group ranges between 51% and 83% based on a review of motor vehicle occupant injuries from 2000-2005. Based on this data, the Office of Highway Safety created and implemented a program designed to increase ‘tween’ belt use with our partners from the Bear Babe Ruth League and the University of Delaware’s Cooperative Extension. OHS partnered with these organizations to reach the BBRL athletes with a seat belt message throughout their baseball/softball season. In addition to signs on the fields and a presence throughout the season, the Office of Highway Safety conducted pre and post campaign seat belt use surveys. These surveys revealed that belt use by the target population increased from 86% to 94% throughout the season!



□ **Booster Seat Law Enforcement Research Project**

In December 2007, the Office of Highway Safety was approached by Tansalytics Research Group reference participating in a NHTSA sponsored research effort aimed a determining what impediments law enforcement officers face when enforcing the state’s child passenger safety law. OHS selected three police agencies to participate. Transanalytics and OHS provided training for each of the police agencies in advance of the six month campaign and met with each PD to obtain their initial impressions of the difficulties they faced when enforcing the child restraint law. The information gathered by Transanalytics will be incorporated into a report on several states’ impressions of enforcement of their child passenger safety law. Early analysis indicates that the most efficient enforcement sites should include:

- Several officers (spotters and ticket writers)
- At least one CPS Technician available
- A method to channel traffic to slow down and stop traffic to make clear observations of any child passenger safety law violations
- Adequate parking area to safely process violators
- Location of site near schools, shopping centers, and other locations where parents routinely transport young children

- **Child Passenger Safety Awareness Week (CPSAW) Initiative**
In September 2008, the Office of Highway Safety coordinated an education and enforcement initiative during National CPS Awareness Week. Seventeen law enforcement agencies conducted 781 hours of enforcement, and made 67 child restraint arrests and 532 seat belt arrests during saturation patrols and child restraint checkpoints. Throughout the week-long campaign, OHS coordinated three community car seat checks, checked over twenty child restraint seats, and participated in several health and safety fairs to educate the public about car seats and the availability of the fitting stations.



Chris Massaferi, AAA, buckles in another satisfied customer!

- **Child Passenger Safety Fitting Stations**
The Office of Highway Safety presently has four child passenger safety fitting stations at locations across the state. Three are located at the Division of Motor Vehicles in Kent, Sussex, and New Castle Counties, and another is located at the Lewes Auto Mall automobile dealership in Sussex County. At these locations, certified Child Passenger Safety Technicians assist parents and other caregivers with the correct installation of their car seats. In FY 2008, the four fitting stations checked 2,367 car seats, surpassing the 2,039 seats checked in FY 2007.

□ **SAFETEA-LU Occupant Protection Incentive Grant Administration—Sections 405 and 2011**

In FY 2008, the Office of Highway Safety was successful in qualifying for and receiving both Sections 405 and 2011 occupant protection incentive grants. The State of Delaware qualified for the FY 08 Section 405 funds by having certain occupant protection laws in place and by outlining a qualifying Click it or Ticket campaign. These funds supported the Click it or Ticket campaign, including paid media and enforcement activities. In addition, the State qualified for FY 2008 Section 2011 funds by upgrading the state's child passenger safety law to provide increased protection for older children. These funds will support fitting station salaries, CPS supplies, CPSAW 2009 paid media, and fitting station paid media.

Evaluation

Based on the Statewide Observational Seat Belt Use Survey conducted in June 2008, Delaware's seat belt use rate is currently 91%, up from 87% in 2007. Based on the National Highway Traffic Safety Administration's conversion formula, Delaware converted 31% of its non-seat belt users to seat belt users by increasing the state's use rate to an all-time high of 91%. According to the National Occupant Protection Use Survey (NOPUS), the national seat belt use rate is 83%, thus for the fifth year in a row, Delaware's use rate for seat belts has exceeded the national use rate.

Based on preliminary DE FARS data, in FY 2008, there were 89 motor vehicle occupant deaths. Of those 89, 48 (54%) were not wearing their seat belt at the time of the crash.

**make your truck
tougher**

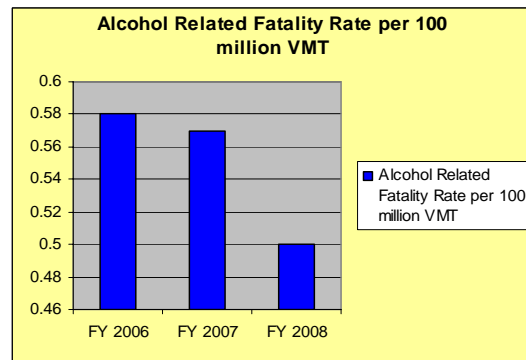
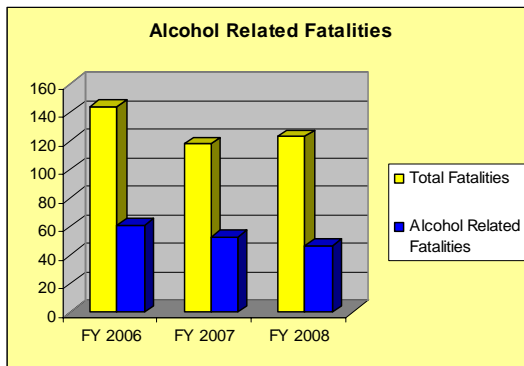


Impaired Driving

Overview

In FY 2008, Delaware identified impaired driving as a priority area based on the number of alcohol-related crash fatalities. In FY 2008, 47 of 123 crash fatalities (38%) were alcohol-related. This is a decrease from 2007, when 53 of 118 crash fatalities (45%) involved alcohol. In FY 2008 the alcohol-related fatality rate was 0.50 per 100 million vehicle miles traveled. This is a decrease from 2007, when the rate was 0.57.

Further crash analysis indicates males aged 21-34 are three times as likely to be killed in an alcohol-related crash. 36% of the alcohol-related crash fatalities that occurred during 2007 were individuals aged 21 – 34; 83% of those individuals were male. In addition, males in that age group are more than four times as likely to suffer serious injury as a result of an alcohol-related crash.



Performance Goals

Decrease Alcohol related fatalities

	FY 2008	FY 2009	FY 2010
% goal	34%	32%	31%
FY 2008 % actual	38%		

Decrease Alcohol-related fatality rate

	FY 2008	FY 2009	FY 2010
goal	0.56	0.54	0.52
FY 2008 actual	0.50		

Programming Efforts

The Office of Highway Safety coordinated the following programming initiatives in an effort to reach our impaired driving prevention goals for FY 2008:

□ **CheckPoint StrikeForce (CPSF)**

Delaware is once again participating in the regional CPSF program initiated by the NHTSA Region III office. In FY 2008, OHS completed its sixth year of this initiative. Delaware had 31 participating agencies that conducted 106 checkpoints, resulting in 607 DUI arrests and over 77,000 vehicle contacts. And while those results were good, during the campaign period alcohol-related fatalities accounted for 45% of the total fatalities, a dramatic increase over the prior campaign period, when that number was only 35%. Delaware refocused its efforts, conducting extensive problem identification, locating high incidence roadways and identifying the appropriate law enforcement agencies to conduct enforcement. In a cooperative agreement with Delaware's Department of Justice, the Attorney General granted statewide arrest authority to 53 officers from six New Castle County law enforcement agencies. These agencies work cooperatively to form the New Castle County Taskforce and conduct multi-jurisdictional checkpoints within their county. Problem identification indicated the agencies involved had identified roadways within their jurisdictions in need of high visibility checkpoint enforcement. In Kent and Sussex Counties, the taskforce model was found to be less effective. Very specific agencies were identified based on the crash data and are now working independently. To maintain the high visibility of the program, OHS continued CPSF on a modified basis from January 1st through June 26th, completing 8 checkpoints, resulting in 34 DUI arrests and more than 4,400 vehicle contacts. The newly revamped program picked up steam again June 27th, and thus far, year seven of CPSF has shown outstanding results. By the end of September, 52 checkpoints had been conducted, resulting in 269 DUI arrests and more than 31,000 vehicle contacts. In addition, 96 fugitives were apprehended, 123 drug arrests were made, 82 felony arrests were made, 5 stolen vehicles were recovered, and nearly 1,300 other arrests were made. But most importantly, the newly refocused enforcement has shown dramatic decreases in alcohol-related fatalities. During July-September 2008, alcohol-related fatalities are at 24% of the total, compared to 45% during that same time period last year!



Lt. Joe Huttie leads a checkpoint conducted by Delaware State Police Troop 3.

❑ **Traffic Safety Resource Prosecutor (TSRP) Position**

In early FY 2008, Deputy Attorney General Sean Lugg assumed the responsibilities of the Traffic Safety Resource Prosecutor in Delaware. Sean has taken the reins with a “full steam ahead” approach, accomplishing much for Delaware in a very short time. He has worked closely with the National Association of Prosecuting Attorneys and attended the National TSRP Conference, the Lifesavers Conference, and a Speed Management Workshop hosted by Delaware OHS. He has met with prosecutors statewide to provide support and resources for traffic related cases. He has provided multiple training sessions on a variety of topics, including Standardized Field Sobriety Testing, DUI testimony and prosecution issues, and the TSRP function with respect to vehicular homicide. Sean has also taken on the issue of blood testing in fatal alcohol-related crashes, coordinating efforts between the Department of Justice, the Office of the Chief Medical Examiner, the State Police Crime Lab, and the Courts. He remains involved in vehicular homicide cases and assists with appellate issues for DUI-related cases. In addition, he participates on the Alcohol Awareness Taskforce which works to prevent underage drinking and driving in Delaware.



TSRP Sean Lugg addresses members of the New Castle Co. Taskforce as they prepare for Checkpoint Strikeforce 2008.

❑ **Drug Recognition Expert (DRE) Program**

Delaware became the 41st DRE state in the nation on April 9, 2005. The DRE officers completed more than 100 hours of classroom training, followed by more than 250 hours of field certification. The enforcement program began in earnest in early 2006. The eight trained officers represent the Delaware State Police, New Castle County Police, Newark Police, and Dover Police. In FY 2008 these officers completed 36 enforcement evaluations, bringing Delaware’s total to 108. In seven cases, the DRE’s were able to rule out drug impairment – in one case the subject had an underlying medical condition and was quickly sent to the hospital for medical care. Based on the IACP’s National DRE database, DRE’s nationwide are about 85% accurate in correctly identifying every substance causing impairment in each subject. In Delaware that number is 89%. Due to increasing interest in the program, Delaware was able to send two DRE’s to a neighboring state’s DRE Instructor course. Both officers completed the classroom portion of their training and are in the process of completing their field certification. By early 2009 both should be certified DRE Instructors, allowing Delaware to host training classes in-state and more easily expand its roster of certified DRE’s.

- ❑ **DUI Enforcement Equipment Purchase for Law Enforcement**
 In FY 2008 the Office of Highway Safety was able to provide DUI enforcement equipment for agencies participating in Checkpoint Strikeforce and statewide DUI enforcement mobilizations. Agencies conducting checkpoints received portable speed bumps, safety vests, traffic cones, reflective signs, and LED lights. 100 portable breath testers were purchased and allocated as deemed appropriate, based on the results of equipment inventory surveys.
- ❑ **DUI Enforcement Mobilizations**
 OHS coordinated five impaired driving enforcement mobilizations and one underage drinking prevention mobilization during the 2008 fiscal year. The underage drinking enforcement mobilization consisted of saturation patrols and Cops In Shops operations conducted in April 1 – May 24 to target prom events. A total of 4 agencies worked 115 hours, yielding 8 underage drinking-related arrests, 2 DUI arrests, and 41 various other arrests. The impaired driving mobilizations were held October 26 – November 3, 2007 (Halloween), November 19 – December 31, 2007 (Christmas/New Year’s), February 3, 2008 (Superbowl), July 17 – 26, 2009 (Delaware State Fair Week), and August 15 – September 1, 2008 (National Crackdown). A total of 32 agencies worked over 2,500 hours, yielding 193 DUI arrests, 106 seat belt arrests, and more than 2,200 various other arrests.
- ❑ **Safe Family Holiday Campaign**
 OHS implemented its 10th annual comprehensive education and enforcement campaign over the 2007 holiday season. The paid media for this campaign included DUI prevention radio and television advertising, magazine and billboard ads, distribution of anti-drinking and driving messages on Christmas tree tags, distribution of safe party planning booklets, direct distribution of materials to corporate partners, ten mocktail parties, and the roll out of the HERO campaign, urging citizens to “be a hero, be a designated driver.” In addition, OHS placed a DUI Victim’s tree in the lobby of the Safety and Homeland Security Building, as well as the lobby of the Georgetown and Wilmington DMV buildings, using green and red light bulbs to illustrate the number of alcohol-related crash injuries and fatalities during the holiday season. The enforcement component of the campaign included 20 checkpoints and 256 saturation patrols conducted by 31 law enforcement agencies statewide between Thanksgiving and New Year’s Eve.



□ **DUI Training Initiatives**

In FY 2008, the Office of Highway Safety funded and/or participated in several significant training opportunities for Delaware law enforcement, prosecutors, and the judiciary. In October 2007, the Impaired Driving Coordinator provided a presentation to members of the defense bar, explaining the process for DUI offenders to satisfy the legal requirement for an alcohol and/or drug abuse evaluation and subsequent education or outpatient treatment program. In November 2007, OHS coordinated a Standardized Field Sobriety Testing live drinking lab demonstration at the Annual Justice of the Peace Court Judges' Retreat. Judges witnessed the administration of field sobriety tests on impaired individuals, attempted to determine impairment level, and were advised of the actual impairment level of each individual. In March 2008, OHS was able to fund ten officers to attend the Virginia Beach Annual Mid-Atlantic DUI Conference. During FY 2008, 95 officers completed the SFST Refresher program. Two cadet classes, comprised of a total of 79 students, completed the SFST course. In addition, 15 officers completed the SFST Instructor course. Further, the Traffic Safety Resource Prosecutor provided SFST training to prosecutors with heavy DUI caseloads. OHS provided training manuals and other materials for these courses. OHS was also able to fund six of Delaware's eight Drug Recognition Experts (DRE) to attend the Annual DRE Conference in July 2008. Further, OHS funded two DRE's to attend DRE Instructor training in May 2008. Most notably, OHS created a database to track the SFST training efforts in Delaware. The database contains comprehensive information from State and municipal law enforcement agencies statewide, detailing the dates of initial SFST training, dates of subsequent SFST refresher training, as well as all trained SFST Instructors. The system goes one step further by tracking information for those officers interested in becoming Instructors, so that when classes become available, these officers can be contacted and included.



State prosecutors participate in SFST training while their instructor, TFC Roland Mills, observes.

□ **Underage Drinking Prevention**

OHS partnered with the State's Division of Substance Abuse and Mental Health to coordinate four statewide Town Hall Meetings with parents, children, and community leaders. Speakers included members of law enforcement, prosecutors, substance abuse prevention professionals, highway safety professionals, and concerned citizens. In addition, the Community Traffic Safety Program coordinators provided educational and demonstration sessions at area high schools throughout the fiscal year. Information is distributed and educational activities are provided, including the use of mock crashes, the SIDNE, and Fatal Vision Goggles. These interactive sessions have proven successful with middle and high school students.



The SIDNE simulates impaired driving, in a safe, controlled environment.

□ **SAFETEA-LU Impaired Driving Transfer Sanction Program Administration – Section 154**

In FY 2008, the Office of Highway Safety administered Section 154 transfer sanction funds. Specific programming initiatives included enforcement funding opportunities, updating public awareness materials, providing DUI enforcement equipment, and providing training for law enforcement, prosecutors, and the judiciary.

Evaluation

Through comprehensive efforts including high-visibility enforcement initiatives, purchase of impaired driving enforcement equipment, and distribution of public information and education materials, Delaware works to reduce the incidence of impaired driving on our roadways. There was a decrease in alcohol-related fatalities from the FY 2007 levels (45% of all fatalities) to 38% in FY 2008. We believe that by continuing our comprehensive strategies, including sustained enforcement efforts like Checkpoint Strikeforce, we can again realize reductions in alcohol-related fatalities in the years to come. Impaired driving programming efforts will continue to be closely monitored and evaluated for effectiveness.

Aggressive Driving

Overview

The Office of Highway Safety determined that aggressive driving crashes were a major contributor to the state's fatal crash picture in the late 1990's. Since that time, OHS has focused our mobilizations and outreach efforts on reducing the top four aggressive driving acts that contribute to crashes: speeding, failure to yield, red light violations, and stop sign violations. While some progress was made, speeding remained by far the number one primary contributing factor in aggressive driving related crashes. In 2007, speeding contributed to 25% of all fatal crashes. Following further analysis of the crash data, for FY 2008, the Office of Highway Safety narrowed the scope of our aggressive driving efforts to focus on speeding specifically. Please see below the data reference the percentage of fatal crashes where the primary contributing circumstance is speed:

	1999	2000	2001	2002	2003	2004	2005	2006	2007
Total fatal crashes	95	121	119	117	138	130	118	133	106
Speeding related	15	13	20	23	35	33	33	21	27
Percentage	15%	11%	17%	20%	25%	25%	28%	16%	25%

Based on review of available crash data, the Office of Highway Safety determined that the majority of speed-related crashes were occurring during the months of July, September and October. Enforcement was scheduled between the hours of 1pm and 11pm as these were the times of the day when most of the speed-related crashes were occurring.



Performance Goals

Decrease Percentage of fatal crashes resulting from aggressive driving behavior

	2008	2009	2010
% goal	48%	47%	46%
FY 2008 % actual	57%		

*Based on preliminary FARS data

*Note that the percentage of fatal crashes resulting from speeding was 20% for FY 2008, down from 25% in CY 2007.

Programming Efforts

The Office of Highway Safety coordinated the following programming initiative in an effort to reach our aggressive driving prevention goals for FY 2008:

- **Summer/Fall 2008 Stop Aggressive Driving Enforcement Mobilization**
In July 2008, the Office of Highway Safety kicked off our third annual Stop Aggressive Driving campaign aimed at reducing speed-related crashes. This campaign was the third component of our annual 100 Days of Summer Heat, following the kickoffs of the Click it or Ticket and Checkpoint Strikeforce campaigns. We kicked off the Stop Aggressive Driving campaign with two separate press events, one in Kent County and one in New Castle County at the sites of two speed-related crashes where motorists lost their lives. The events were well covered by the media and all of the participating police agencies were present to demonstrate their support for the campaign. The statewide enforcement effort included the following components:
 - Overtime enforcement funds for six police agencies, plus Delaware State Police
 - Use of team enforcement and unconventional vehicles where appropriate
 - Identification of high speed-related crash roadways by OHS and all enforcement was directed at those roadways

By the end of FY 2008, law enforcement officers have arrested 2,023 motorists for speeding in nearly 1,700 hours of enforcement since July 7, 2008. In addition, they have made 170 seat belt arrests, 6 DUI arrests, and 41 criminal arrests. The campaign will run through October 31, 2008.



Delaware State Police Colonel Thomas MacLeish addresses the media at the Stop Aggressive Driving enforcement mobilization kickoff event.

□ **Summer/Fall 2008 Stop Aggressive Driving Media Campaign**

In addition to kicking off the enforcement component of the campaign, OHS also included an extensive media and public outreach component to heighten awareness of the enforcement initiative and our efforts to reduce speeding on Delaware roadways. The Office of Highway Safety partnered with the Department of Transportation on the development of a television spot to enhance the paid media effort. In addition, the Office of Highway Safety updated the billboards and radio spot to compliment the television ads. Lastly, OHS created posters, flyers, and bus wraps to further enhance the public's awareness of the campaign.



Evaluation

As indicated above, 57% of the fatal crashes were attributed to aggressive driving behaviors in 2007 and FY 2008. To date in 2008, of the 88 fatal crashes that have occurred, 20% have been attributed to speeding. This is somewhat lower than 2007 and we hope to be able to continue this downward trend by using data to determine the hot spot locations of aggressive driving crashes and implementing high visibility enforcement and education campaigns in and around those areas to impact the problem. We are hopeful that continued enforcement throughout the Stop Aggressive Driving campaign will continue to have an impact on these numbers prior to the end of 2008.

Traffic Records/Safety Management Systems

Overview

Accurate, complete and timely traffic safety data is the cornerstone of the states highway safety program. Efforts are currently underway to make improvements and upgrades to existing records systems to ensure that data that is captured and used in resource allocation decision making is as accurate as possible. The efforts currently underway include the restructuring of the automated crash report (E-Crash) to incorporate it into the DelJIS' Law Enforcement Investigative Support System (LEISS) suite of reporting tools; restructuring of pre-hospital care reporting procedures via EDIN (EMS Data Information Network); review, analysis, and on-going linkage of CODES data (Crash Outcome Data Evaluation System); implementation of paperless tickets (E-Tickets); and utilization of CHAMPS (Criminal and Highway Analysis Mapping for Public Safety) for improved problem identification purposes. Data driven problem identification remains a key function of the Office of Highway Safety. In order to ensure that the federal funds received by the state of Delaware are allocated in an efficient and effective manner, it is critical to review as much highway safety data as possible to determine the types of crashes that are occurring, where and when they are occurring and who is our target audience.

Currently there are efforts underway to prepare the primary data files (crash, vehicle, location, injury, adjudication, and registration) and ensure that they are fully operational to create an integrated data collection network in order to capture crash, driver licensing, location, and medical data relating to location of crashes, demographics of those involved, occupant protection use, primary contributing circumstances in crashes, severity of injury data, and specifics with regard to fatalities. The integrated data collection system will allow for comprehensive problem identification for the purpose of improving highway safety in Delaware.

Performance Goals

Short-term performance goals:

- Continue to restructure and reorganize the Traffic Records Coordinating Committee (TRCC) as recommended in the 2005 Traffic Records Assessment
- Continue implementation of the TRCC Strategic Plan and projects outlined for improvements to Delaware's data systems
- Continue with the statewide implementation of the automated crash reporting system and electronic ticket module
- Implement a GIS based crash mapping system within the Office of Highway Safety.

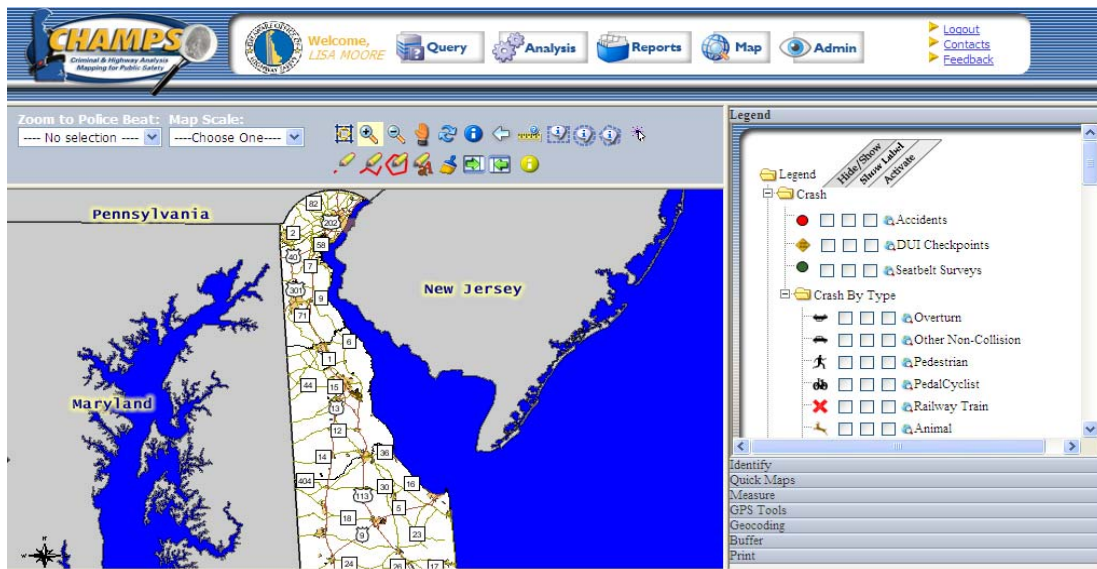
Long-range performance goal: To implement a statewide-integrated crash data collection system to allow for comprehensive analysis of all traffic crashes and thus improve the timeliness, accuracy, and completeness of transportation safety information.

Programming Efforts

The Office of Highway Safety coordinated the following initiatives in an effort to reach our traffic records goals for FY 2008:

- **Implementation of the TRCC Strategic Plan**
Much of the spring of 2008 was dedicated to the update of the TRCC Strategic Plan. The entire TRCC participated in the effort and were instrumental in reviewing the document to ensure that the information was appropriate, in providing details about current projects, and in determining the future direction of the TRCC and project identification. The plan outlines each of the six information systems' (crash, roadway, vehicle, driver, enforcement/adjudication, and injury surveillance) status, goal/objective (if appropriate) and performance measure (if appropriate). The plan outlines specific traffic records improvement projects in place as well as plans for future initiatives to improve the consistency, accuracy, and timeliness of all data related to crashes. See remaining bullet points reference specific accomplishments regarding implementation of the TRCC Strategic Plan in FY 2008.

- **CHAMPS (Criminal and Highway Analysis and Mapping for Public Safety)**
Recognizing the need for complete and accurate location information reference crashes, the Office of Highway Safety and the Delaware State Police partnered on the development of a GIS-based mapping system to map crash locations as well as to provide analysis of crash data. The system utilizes crash data from the automated crash reporting system (TraCS) to use in the mapping and analysis functions of CHAMPS. Additionally, the system is available for a variety of users to further enhance problem identification, including local, county and state law enforcement officials. OHS utilized the system extensively in conducting the problem identification process for the FY 2009 HSP.



CHAMPS mapping screen

- ❑ **Restructuring the Automated Crash Reports**
 The State of Delaware implemented TraCS (Traffic and Criminal Software) for automated capture of crash data in 2005. In 2008, the Delaware State Police (the central repository for crash data) approached the TRCC with an idea to further enhance the timeliness, accuracy and completeness of the crash data collected via TraCS and transition to a system designed by DelJIS--one that mirrors the data collection capabilities that officers are already using on the crime side.
- ❑ **Statewide Implementation of E-Tickets**
 In 2008, Delaware State Police and the Delaware Justice Information System (DelJIS) partnered on an effort to develop and implement a statewide electronic ticketing system for all Delaware law enforcement agencies. Obviously, this will improve the timeliness, accuracy and completeness of data collected reference traffic arrests. To date, 77% of all tickets generated by law enforcement are completed via e-ticket.
- ❑ **Purchase of Modems for Local Law Enforcement**
 Following analysis during the TRCC Strategic Plan development and implementation in 2007 and 2008, the TRCC determined that local law enforcement were in need of GIS capable modems in order to capture lat/long coordinates to be inserted into the electronic ticket. This is critical for locating arrests as they related to traffic safety, i.e. the location of DUI arrests assist the Office of Highway Safety in determining locations for upcoming DUI checkpoints. Additionally, electronic tickets can be mapped via CHAMPS if the lat/long coordinates are included on the ticket.
- ❑ **Administration of SAFETEA-LU Data Improvements Incentive Grant**
 The TRCC Core Team met repeatedly over the course of the year to prepare the FY 2008 Section 408 application to NHTSA. Much effort was expended to update the strategic plan following the implementation of the strategies outlined above and in the strategic plan. The Plan is Delaware's blueprint for improving safety via data improvements on Delaware roadways and we look forward to tackling the challenges the document presents.

Evaluation

The State of Delaware continues to make great progress in improving the collection and analysis of crash data and we are pleased to note that all of the 2008 short-range traffic records goals were achieved, as outlined above. The TRCC continues to guide the efforts intended to improve the collection of data, including the development and implementation of the automated crash report. Statewide use of the electronic reporting form will greatly improve access to the data, reduce officer time spent on data collection and reporting, and will create a mechanism for real-time crash analysis. These tools are key to highway safety countermeasure selection and for resource allocation decision making.

In FY 2009, the Office of Highway Safety and the Traffic Records Coordinating Committee look forward to guiding the following traffic records initiatives:

- Continued implementation of the TRCC Strategic Plan
- Development of a user’s manual and data dictionary for E-Crash users
- Statewide implementation of the electronic citation initiative
- Continued enhancement of the automated crash reporting system
- Development of a data analysis tool for DMV to enhance their querying capabilities of the driver and vehicle files
- Enhancement of EDIN (EMS Data Information Network), an electronic patient care reporting system
- Applying for and receiving FY 2009 Section 408 funds and tracking traffic records projects to help achieve goals outlined in the TRCC Strategic Plan

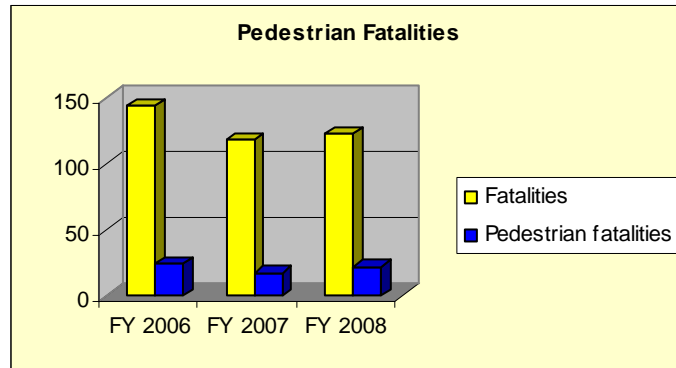
The screenshot displays the CHAMPS (Crash & Highway Analysis Mapping for Public Safety) interface. At the top, there is a navigation bar with the CHAMPS logo, a welcome message from Lisa Moore, and buttons for Query, Analysis, Reports, Map, Admin, Logout, Contacts, and Feedback. On the left side, a vertical menu allows users to filter by Geographic Area, Date/Time, Crash, Driver, Non-Driver, Vehicle, Roadway, and Person. The main content area is titled 'Crash' and includes a 'Crash Identification' section with fields for Case Number, Alcohol Related (checkbox), Crash Type (dropdown menu with options: 01 - Non-reportable Crash, 02 - Reportable, 03 - Personal Injury, 04 - Fatality), and Agency (dropdown menu with options: 00 - Delaware State Police Headquarters, 01 - Troop 1 State Police, 02 - Troop 2 State Police, 03 - Troop 3 State Police, 04 - Troop 4 State Police). Below this is the 'Crash Related' section, which includes fields for Injured (dropdown), Killed (dropdown), Aggressive Driving (dropdown with options: 01 - Speeding, 02 - Failed to yield right of way, 03 - Passed Stop Sign, 04 - Disregard Traffic Signal, 05 - Wrong side or wrong way, 06 - Improper passing), First Harmful Event (dropdown with options: 01 - Non-collision - Overturn, 02 - Non-collision - Jackknife, 03 - Non-collision - Other non-collision, 04 - Collision with person, vehicle, or object not fixed - Pedestrian, 05 - Collision with person, vehicle, or object not fixed - Pedalcycle), and Primary Contributing Circumstance (dropdown with options: 01 - Speeding, 02 - Failed to yield right of way, 03 - Passed Stop Sign, 04 - Disregard Traffic Signal, 05 - Wrong side or wrong way, 06 - Improper passing). At the bottom, there is a 'Date Range' field set to '2004-01-13 to 2008-11-09', an 'Output Options' section with checkboxes for Data (checked), Map, and Analysis, and three buttons: Submit, Load Query, and Reset.

Example of CHAMPS Query screen

Pedestrian Safety

Overview

In FY 2008, pedestrian fatalities accounted for 18% (22 of 123) of Delaware’s total fatalities. This number represents an increase from 14% (17 of 118) in 2007. 59% of these crashes occurred in New Castle County, 18% in Sussex County, and 23% in Kent County. Enforcement efforts were focused in each county as appropriate. 41% of all pedestrian fatalities were between the ages of 25-54, and 82% occurred in low-light conditions (at dusk or dawn), or after dark. In 13 of the 17 cases, the pedestrian was deemed at-fault. Enforcement efforts were focused in those geographic areas with the highest incidence of pedestrian fatal crashes, and directed in the evening, late night, and early morning hours to specifically target the at-risk populations. This year efforts were focused to provide public information and education materials to the corporate community, and to encourage pedestrian enforcement efforts in communities where crashes involving pedestrians were occurring.



Performance Goals

Decrease Pedestrian Fatalities

	FY 2008	FY 2009	FY 2010
% goal	14%	12%	11%
FY 2008 % actual	18%		

Programming Efforts

The Office of Highway Safety coordinated the following programming initiatives in an effort to reach our pedestrian safety goals for FY 2008:

- **Pedestrian Safety Presentations and Exhibits**
During FY 2008, the Office of Highway Safety's Corporate Outreach Coordinator and the Community Traffic Safety Program coordinators provided statewide pedestrian safety classes, presentations, and exhibits at health and safety fairs. The programs highlighted Delaware's pedestrian traffic laws, safety guidelines for protecting oneself, and additional awareness tips for motorists. Classes and presentations were conducted for area elementary and middle schools, businesses statewide, law enforcement officers, and other safety professionals.

- **Pedestrian and Bicycle Safety Checkpoints – DeIDOT Partnership**
In a partnership with the Delaware Department of Transportation, the Delaware Bicycle Council, and the Delaware State Police, the Kent/Sussex County Community Traffic Safety Program coordinator participated in a series of pedestrian and bicycle safety checkpoints along the Route 1 corridor in the resort beach areas. Initially, partners attended international student meals at area churches. These meals were hosted for those young adults from foreign nations working in the resort areas during the summer. At the meals, partners provided information on safe walking and biking for these young adults. The pedestrian and bicycle laws can vary dramatically in the U.S. compared to their home countries. LED lights, reflective materials, bicycle helmets and other safety equipment were distributed. At the checkpoints, those individuals passing through could have their bicycles or gear inspected for safety and pedestrians were given instruction as to following pedestrian traffic laws. Recirculated bicycles were also distributed to students with bikes deemed unsafe to be on the roadway. A total of ten checkpoints were conducted on the Route 1 corridor, and fifteen on other identified high-traffic roadways during the summer of 2008. Members interacted with more than 1250 international students and tourists. In addition, four safety classes were conducted at Resort Quest, "share the road" materials were placed in local business outlets, and members worked closely with resort police departments in Ocean View, Fenwick Island, and Bethany Beach.

□ **Safety Town**

The Kent/Sussex County CTSP coordinator conducted a total of fifteen Safety Town presentations during FY 2008, averaging 75-110 students per event. The Safety Town display includes stations depicting a variety of highway safety priority areas, but in the elementary schools, pedestrian safety is one the most widely utilized. Children are taught the proper way to cross the street, to identify marked intersections and signals, and are instructed about basic pedestrian safety laws.



Students learn about pedestrian safety using Safety Town.

□ **Participation on the Governor’s Advisory Council on Walkability and Pedestrian Awareness**

OHS is a participating member of the Advisory Council on Walkability and Pedestrian Awareness, as appointed by the Governor. The Council serves to assist the Department of Transportation with the development, adoption, and implementation of a Statewide Pedestrian Action Plan. Other members include the Division of Parks and Recreation, Delaware Greenways, the American Heart Association, county Metropolitan Planning groups, and many others.

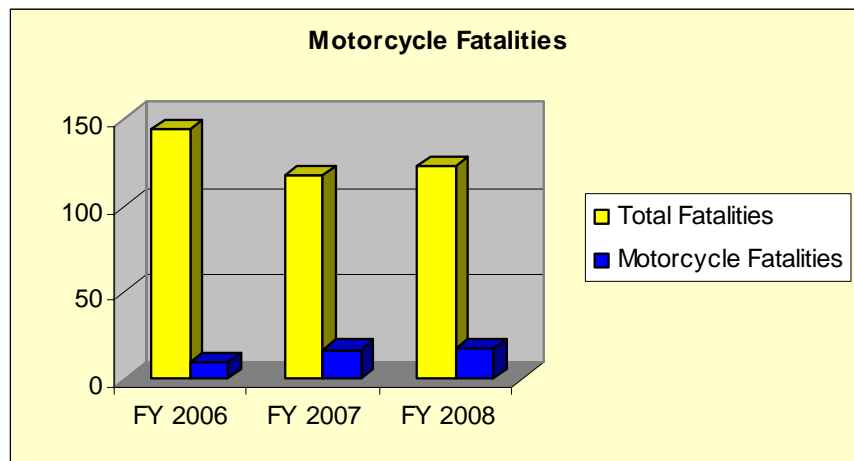
Evaluation

There was an increase in pedestrian fatalities during this fiscal year, from 14% in FY 2007 to 18% in FY 2008, which fell short of our goal. We have refocused our efforts to include regular updates to law enforcement, alerts to the corporate community, and regular press releases to encouraged both pedestrians and motorists to be more alert to the walking public. OHS is partnering with the Delaware Department of Transportation to provide media messaging to a broader audience. Media messages will be targeted to address causal trends in pedestrian crashes. In addition, we are partnering with law enforcement agencies that have been identified using high crash locations and provided pedestrian safety enforcement funds where appropriate. With help from our partners and the CTSPs, we will continue to strive to meet the goals outlined in our Highway Safety Plan.

Motorcycle Safety

Overview

In FY 2008, motorcycle fatalities accounted for 15% (18 of 123) of all traffic crash fatalities. Although this is an increase from 14% (17 of 118) in 2007, it is still an overall decrease from the high in 2005 of 16% (21 of 133). Helmet use in fatal motorcycle crashes increased slightly in FY 2008, to 39% (7 of 18), compared to 35% (6 of 17) in 2007. During this fiscal year, alcohol was a factor in 24% of these fatal crashes (4 of 17). In FY 2008, excessive speed contributed to 79% of fatal motorcycle crashes. In 2007, the Delaware Division of Motor Vehicles reported the death rate for motorcyclists was 7.37 per 10,000 registrations. This is an increase from 2006, when the death rate for motorcyclists was 5.65 per 10,000 registrations. It is important to note that the death rate for all vehicles registered dropped from 1.75 in 2006 to 1.38 in 2007, while the death rate for motorcyclists increased.



Performance Goals

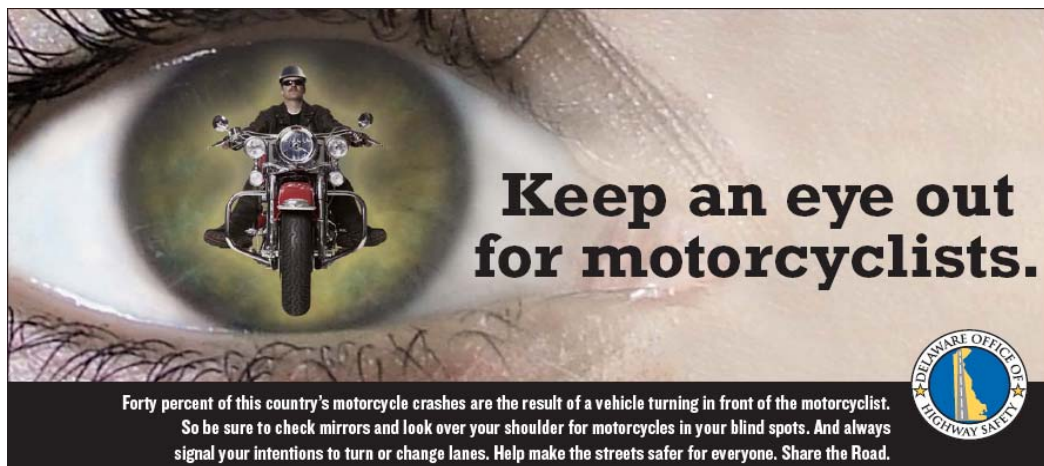
Decrease Motorcycle Fatalities

	FY 2008	FY 2009	FY 2010
% goal	8%	6%	5%
FY 2008 % actual	15%		

Programming Efforts

The Office of Highway Safety coordinated the following programming initiatives in an effort to reach our motorcycle safety goal for FY 2008:

- **Public Information and Education Campaign**
Paid media materials were developed, targeting both motorcyclists and motorists. These materials encourage motorcyclists to wear all appropriate safety gear, to be alert, and to never drive impaired. Motorists are encouraged to be alert for motorcycles and to share the road. Materials include a billboard advertisement, which was placed in fourteen locations statewide, in areas identified as high crash locations. In addition, a brochure was developed and placed in various motorcycle retail stores, distributed at safety fairs statewide, and provided to our partners on the Motorcycle Rider Education Committee for distribution at various motorcycling events. Bumper stickers were also designed and distributed through various channels.



- **Motorcycle Rider Education Committee**
OHS continues to be a participating member of the Motorcycle Rider Education Committee co-chaired by State Senator Bruce Ennis and State Representative Daniel Short. The committee is also comprised of members from the Division of Motor Vehicles (DMV), members of ABATE, motorcycle retail shop owners, the Dover Air Force Base safety office, and other motorcycling enthusiasts. The committee plays an active role in coordinating motorcycle safety events throughout the year, including a Legislator's Ride, a Fourth of July parade, and other events designed to raise awareness. Both DMV and OHS participate on this committee to ensure adequate availability of Novice and Experienced Rider Education programs. Currently, DMV coordinates the MSF-approved safety courses.

□ **SAFETEA-LU Motorcycle Safety Incentive Grant Administration—Section 2010**

In FY 2008, the Office of Highway Safety was successful in qualifying for and receiving a Section 2010 motorcycle safety incentive grant. The State of Delaware qualified for the FY 08 Section 2010 funds by having conforming motorcycle rider training courses and motorcyclist awareness programs. These funds are used to develop new media materials and to purchase public information and education materials, such as brochures. Further, paid media advertisements were placed, targeting motorists. In addition, a sub-grant was issued to the Division of Motor Vehicles to enhance the services they offer through their administration of the state's motorcycle rider education courses. Funds are used for training instructors, purchasing training motorcycles, and making repairs to older training motorcycles.

Evaluation

Although there was an increase in motorcycle fatalities during this fiscal year, from 14% in 2007 to 15% in FY 2008, Delaware has remained below the high point of 16% in 2005. We fell short of our goal this fiscal year, and have refocused our enforcement plan in an effort to reach our goal during the next fiscal year. Law enforcement agencies have been identified, based on high crash locations, to receive enforcement funds to specifically target motorcycle-involved traffic infractions. Agencies are directed to use speed enforcement as their primary tool, to use in-car video systems to photograph tag numbers of fleeing motorcycles, and to use team enforcement where appropriate. In addition, OHS issues alerts and trend updates to law enforcement and the corporate community, as well as regular press releases to encouraged both motorcyclists and motorists to be more alert.



Corporate Outreach Program

Overview

Introduced in 2006, the Corporate Outreach Program was implemented as a strategic effort to help companies educate their employees about specific traffic laws and safe driving behaviors. The program is aimed at partnering with the corporate community to help save lives and prevent injuries on Delaware's roadways through education and awareness.

To reach the greatest number of people with our traffic safety programs, the Corporate Outreach Program works to establish communication with businesses, corporations and agencies across the state to reach the hundreds of thousands of people who live and work in the State of Delaware. Corporate partners have proven to be an invaluable resource in assisting OHS in reaching the motoring public with safe driving messages.

Programming Efforts

- **Monthly Corporate Communication**
A contact list for Delaware business organizations has been developed and is regularly updated to include the growing number of businesses and agencies who choose to become a Corporate Partner. The Corporate Outreach Coordinator will use this list to coordinate corporate community involvement in National and State Safety Campaigns. Each month, the Corporate Outreach Coordinator sends out an electronic newsletter outlining the major priority area for the month. Each newsletter includes graphics and links to program area information and resources that are available.
- **Standing Order Distribution of Program Materials**
Corporate Partners are given the opportunity to be placed on a Standing Order Distribution List, which enables them to receive program materials in the format that best suits the needs of their employees. Each package of materials is designed to reflect the major program of the time frame and is free of charge.
- **Semi Annual Corporate Partners Meeting**
A round table discussion format, the Corporate Partners Meeting brings corporate safety managers together with highway safety advocates to brainstorm about effective ways to bring the safety message to groups of employees. Two partners meetings are held every year in the months of March and September. These round-table discussions are attended by corporate businesses and agencies from across the state.

- **Annual Fleet Managers Meeting**
In 2008, Corporate Outreach Programs incorporated a Fleet Managers Meeting. This round table discussion is attended by Fleet Managers and Administrators from agencies and businesses from both the public and private sectors to discuss the unique challenges of maintaining the safety of large fleets of vehicles and drivers.

- **Annual Corporate Partners Awards**
In 2008, the Corporate Partners Awards were created to recognize outstanding efforts by our Corporate Partners in implementing traffic safety programs at their place of business. The following individuals and businesses were awarded for the year of 2008:
 - **Outstanding Outreach Award- Margaret Reyes, Governors Advisory Council on Hispanic Affairs**
 - **OHS- HERO Award- Dover Downs Hotel and Casino**
 - **Outstanding Program Award- Perdue Farms, Inc of Milford, DE**
 - **Outstanding Partner Award (shown)- Wilmington Trust Company**



Wilmington Trust wins the Outstanding Corporate Partner award, presented to Katie Mangrelli by Trish Bachman and Tricia Roberts from OHS.

[Paid Media Summary](#)

Overview

In FY 2008, the Delaware Office of Highway Safety continued to use a combination of paid and earned media to increase awareness of critical highway safety issues in the First State. Most paid media efforts undertaken by OHS support its enforcement campaigns as national research shows that the greatest impact can be made by combining the two. As with its enforcement efforts, the OHS paid media plan is driven by crash data to identify primary and secondary audiences for each of the agency's priority areas, as well as provide information on times of day and days of the week when crashes were occurring. Not only did this information dictate where and when enforcement would be conducted, it helped determine where and when paid media messages would run, so that it most effectively supported the enforcement efforts. OHS used this formula and applied it across the board to all of its media awareness campaigns.

In FY 2008 OHS spent more than \$840,000 in Section 402 and other Incentive Grants to maximize the effectiveness of enforcement and educational programming initiatives. In addition to what is reflected in this document, OHS also spent more than \$66,291.27 on an Underage DUI prevention media campaign, funded through a grant from the Office of Juvenile Justice and Delinquency Prevention (OJJDP), \$14,991.00 from the Section 406 grant award on educational materials to support OHS's Graduated Driver Licensing Parent Orientation Program, \$28,643.81 from Section 402 for supplies and materials such as brochures and incentive items, and another \$16,225.98 for materials to support OHS's pilot Tween Seat Belt initiative.

In FY 2008, OHS furthered its use of internet advertising through the *Click It or Ticket*, *Checkpoint Strikeforce*, and "Stop Aggressive Driving" campaigns in an effort to reach the younger demographic which is often over-represented in crashes where speeding, alcohol, and lack of belt use are involved. OHS also increased its efforts to reach the Latino population in Delaware through not only paid but earned media efforts, by both advertising and doing interviews with a bi-weekly newspaper that serves the Hispanic community statewide. Finally, OHS revamped its "Stop Aggressive Driving" campaign by focusing on the role that speed plays in the state's fatal crashes. With that came new campaign materials, including a TV spot, which was made possible largely due to a new partnership with the Department of Transportation.

This section of the Annual Report provides a description of OHS's paid media efforts for FY 2008. It is presented in four different formats.

- I. A breakdown of projects funded with Section 402 and other Incentive Funds
- II. A chart of OHS's sustained media efforts reflected by calendar month
- III. A narrative explanation of the highlights and achievements of paid media efforts by program area
- IV. A summary chart of paid media efforts for the entire 2008 Federal fiscal year

I. Paid Media Funds Spent in FY 2008

Use of Section 402 and Incentive Grant Funds for Paid Media in FY 2008		
Federal Grant Code	Campaign	Total Funds Spent
Section 402	1) "Stop Aggressive Driving" campaign (\$72,318) 2) "Walk Smart" Pedestrian Safety campaign (\$30,000) 3) "Ride Safe. Ride Smart." Motorcycle Safety Campaign (\$35,463.87) 4) Aloysius, Butler & Clark Campaign Admin Fees (\$3,000)	\$140,781.87
Section 410	Checkpoint Strikeforce (\$200,000.00)	\$200,000.00
Section 154	Checkpoint Strikeforce (\$114,713.60 – FY 06) (\$31,011.38 – FY 07)	\$145,724.98
Section 406	1) "Stop Aggressive Driving" campaign (\$33,707.18) 2) Click It or Ticket (\$200,000) 3) Seat Belt Maintenance Efforts (\$1,542.99)	\$250,241.17
Section 405	<i>Click It or Ticket</i> (February) (\$75,139.00)	\$75,139.00
Section 2010	"Ride Safe. Ride Smart." Motorcycle Safety campaign (\$9,236.24)	\$9,236.24
Section 2011	Child Passenger Safety Week/Fitting Station Paid Media (\$20,000.00)	\$20,000.00
Total Funds Spent		\$841,123.26

II. Paid Media Activities Color Chart by Calendar Month

Campaign	Oct '07	Nov	Dec	Jan '08	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Checkpoint Strikeforce '07	Red	Red	Red									
	Blue	Blue	Blue									
						Dark Green					Dark Olive	Dark Olive
Holiday Checkpoint Strikeforce: New Years Superbowl, St. Patrick's Day)				Dark Red		Dark Red						
Child Passenger Safety Awareness Week '08					Dark Blue							Dark Blue
Click It or Ticket								Orange				
Checkpoint Strikeforce '08										Blue	Blue	Blue
"Stop Aggressive Driving" campaign										Purple	Purple	Purple
Underage drinking							Green	Green				
"Walk Smart" Pedestrian Safety						Teal						
Ride Smart Motorcycle safety							Red	Red	Red	Red	Red	Red
					Cyan	Cyan						

III. Narrative Explanation of Paid Media Highlights and Achievements by Program Area

Occupant Protection

A. *Click It or Ticket* 2008

Total Budget - \$275,139

Delaware utilized the national model, a combination of paid media and enforcement activities, to obtain maximum impact and behavior change during the 2008 *Click It or Ticket* campaign. In the end, seat belt use statewide increased from 87% in 2007 to an all time high of 91.3% in 2008.

For the first time, OHS ran a mini *Click It or Ticket* mobilization in February. The enforcement and media efforts involved with this mobilization focused on increasing night time seat belt use. Observational surveys showed a 10% decrease in night time seat belt use in Delaware's central county only, while the night belt use rates for the other two counties remained near their daytime use. While new radio messages were created locally, OHS took advantage of the NHTSA night time billboard and TV ads and used them to save production dollars.

For both the February and May mobilizations, the target age demographic for *Click It or Ticket* was again 16 – 27 year olds. The emphasis was only slightly skewed toward males vs. females. A mix of radio, billboards, print ads, and Myspace.com were chosen as the most appropriate mediums for spreading the message. Cable television was also selected as the most appropriate choice for the media buy because Delaware does not have its own network TV market.

February Night time "Click it or Ticket" 2008 Paid Media BUDGET SUMMARY	
Radio	\$20,700
Cable & Broadcast	\$22,580
Outdoor	\$2,718
Print (Spanish & Entertainment Magazines)	\$1,457
Internet	\$2,940
	Total:
	\$50,395

During the May initiative, radio and TV schedules ran for three weeks instead of four for the second consecutive year. The decision to cut back on the number of paid ads was made due to the fact that *Click It or Ticket* is such a recognizable brand name that the same level of advertising is no longer needed to achieve the desired impact.

May "Click it or Ticket" 2008 Paid Media BUDGET SUMMARY	
Radio	\$29,902
Cable & Broadcast	\$65,660
Outdoor	\$15,529
Print (Spanish & Entertainment Magazines)	\$6,411
Internet	\$5,882
	Total:
	\$123,384

Eighty percent of the target audience saw the message on TV an average of 3 times per week. In New Castle County (the most populated and heavily urban) 25% of the target audience heard the message on radio an average of 3 times per week as well, and in the two more rural southernmost counties 71% of the target audience heard the radio ads an average of 11 times per week. In addition to the paid media message, 30 stories about the campaign appeared in statewide TV, radio, and print media outlets. Some of the stories ran in newspapers in states as far away as Michigan based on a "Top 10 Excuses" for not wearing a seat belt press release that OHS issued.

The remainder of the budget was used to produce materials to support the campaign. Among these materials were special kits for use in high schools statewide. The tool kits provided a variety of supplies, newsletters, activity suggestions, posters, and incentive items for teens or youth supervisors to promote the campaign themselves.

For the second year, OHS continued its partnership with Dover International Speedway and the TEAM (Techniques for Effective Alcohol Management) Coalition with the Click It for Tickets initiative. Under this effort, law enforcement officers rewarded motorists who were buckled up with a coupon that directed them to the TEAM website. Visitors then had the chance to register for one of five pairs of tickets to the September Dover Speedway NASCAR race. PSA's that were filmed at last year's race with members of the public and NASCAR's David Ragan, encouraging seat belt use were aired on local t.v. stations in advance of the June race as well.

OHS's Corporate Outreach Coordinator worked with one local business, Purdue Farms, Inc. in Milford on a month long *Click It or Ticket* project. The COC trained Purdue Safety staff to conduct seat belt surveys where it was learned that passenger belt use was low. Information was then provided to employees at the plant on Delaware's law requiring belt use by passengers, and the result was an across the board increase in seat belt use. The COC also worked with many of OHS's other corporate partners, many with large Fleet pools, to distribute information on belt use. Particularly useful were posters and table tents for many of these venues.

OHS continued to expand its outreach to the state's Spanish speaking population by consulting with representatives from the Latin community to proof translations in our print materials for accuracy and comprehension.

**B. National Child Passenger Safety Awareness Week (CPSAW) 2008
Support of OHS Fitting Stations
Total Budget \$20,000**

OHS used its child passenger safety budget in FY 2008 to focus on providing outreach materials for the OHS Fitting Stations such as posters and brochures for pediatricians’ offices and daycares, and to run paid media during National Child Passenger Safety Week – which for the first time was held nationwide in September.

Radio was determined to be the most effective use of the limited budget dollars for this effort.

Reach and frequency information can be found in the chart at the end of this section.

CHILD PASSENGER SAFETY MEDIA 2008

BUDGET SUMMARY	
Radio	\$5,734
Total:	\$5,734

[Impaired Driving](#)

A. Checkpoint Strikeforce Total Budget - \$345,724.98

Checkpoint Strikeforce is a regional sobriety checkpoint campaign aimed at arresting impaired drivers and deterring those who may otherwise choose to drink and drive. It also served as the second of our three “120 Days of Summer HEAT” traffic safety campaigns.

The CPSF campaign truly evolved into a year-round initiative in 2007 with the addition of monthly checkpoints from January through June and DUI saturation patrols on major holidays such as St. Patrick’s Day. Likewise additional media was added in 2008 to support the springtime enforcement efforts and provide year round sustained enforcement and awareness levels.

The media component of the campaign involves a media buy, the printing and distribution of fliers at checkpoints and posters through businesses and schools, and weekly press releases featuring results from the previous weekend and general locations (towns only) of upcoming checkpoints.

The media mix is quite diverse in an effort to reach the primary audience (young males in their late 20's and early 30's) in a variety of places. The mix still relies heavily on radio, particularly in the spring months to get the message out. Radio spots were updated for the 2008 stepped efforts that began in July to emphasize the fact that a DUI arrest means a criminal record for all offenders.

Billboards are still a preferred method of paid media outreach. However, in the next fiscal year, the plan will be to slightly reduce the number of billboards used in the future as surveys have shown that more people are being reached through TV as well as radio. In 2008 a new billboard was developed in an effort to appeal to a more working class demographic as well as to reflect diversity among Delaware's population and its law enforcement community advertising on city transit buses was also added to increase reach to motorists. Billboards were placed at strategic locations statewide targeting the beach crowd, the University of Delaware in Newark, and Trolley Square in New Castle County where many younger adults reside.

Other methods of paid media advertising include internet ads on My Space as an effective method of reaching young adults, restroom signage, print in entertainment magazines and tavern/bar coaster distribution. A concerted effort to reach the Hispanic community through radio and print was also utilized. Fortunately, attitudinal surveys pre and post campaign show a high level of campaign name recognition, and indicate that the message is reaching the target audience and influencing their decisions to not drive after consuming alcohol.

OHS also increased the level of media advertising during the NHTSA mobilization times of December 2007, and Labor Day 2008 for the "Drunk Driving. Over the Limit. Under Arrest." campaign periods. The media levels for these holidays, as well as for the Halloween "Buzzed Driving is Drunk Driving" mobilization is not detailed in the table above, but is included in total figures for the table below.

Paid Media Budget -

Checkpoint Strikeforce (Oct. – Dec.) 2007 Total Budget \$94,007

Checkpoint Strikeforce (Jan – June) 2008 Total Budget \$23,775

Checkpoint Strikeforce (July – Sept.) 2008 Total Budget \$195,550

TOTAL MEDIA COSTS- CHECKPOINT STRIKEFORCE (Oct. – Dec 2007 and Jan – Sept. 2008)

BUDGET SUMMARY	
Print	\$20,899
Radio (including Hispanic)	\$130,574
TV	\$72,361
Internet	\$16,264
Outdoor/Transit	\$73,234
Total:	\$313,332

The remainder of the budget was used for the creation of the media elements and print materials for distribution to the public.

Earned media coverage for the 2007 and early 2008 campaign was again strong (approximately 75 stories) especially among print media who consistently report out the results of weekly enforcement. Opportunities for T.V. live shots were also provided to broadcast media during high enforcement times, including Halloween and New Year’s Eve holidays.

In the area of public awareness, OHS continued its efforts to implement the HERO campaign for Designated Drivers in the First State. A full complement of posters, coasters, window clings, and table tents have been developed for bars and restaurants to use. The goal is for managers and owners of drinking establishments to provide free soft drinks to designated drivers. In 2008, the Dewey Beach Grill became the first official HERO business to sign on. The program is expected to grow in FY 2009 to other establishments and plans are being made to incorporate limited paid media as well.

[Aggressive Driving](#)

A. The “Stop Aggressive Driving” campaign

Total Budget – \$228,000.00

In FY 2008, the “Stop Aggressive Driving campaign” focused on the role speed plays in fatal crashes in Delaware. The enforcement campaign was conducted in July and September of 2008, both high crash months where speed has been a primary contributing factor. The new direction of the campaign meant an entirely new media campaign was needed as well.

New radio, billboard, internet, print and TV ads were created. As Section 402 funding for OHS is limited, a new partnership with the Department of Transportation allowed us to place the TV ads as well as some of the other media during the month of October. DeIDOT used \$60,000 of its FY 2006 406 sanction funds and \$71,000 of its FY 2007 Section 154 sanction funds.

Messaging focused on the costs associated with speeding. Three different billboard designs were created and displayed throughout the campaign to focus on the three different areas of cost 1) money from speeding ticket fines/points on your license (enforcement message), 2) money in wasted gas 3) your life. The message targeting gas waste was particularly well received and noticed by both the public and the media.

The campaign was launched in two counties with press events held near the sites of fatal crashes. Media representatives were provided opportunities to ride a long with law enforcement officers. In addition to the OHS Director, law enforcement and DelDOT engineers were also speakers. The launch and the early days of the campaign were well covered by local media generating 21 stories. An additional 10 ran in September.

BUDGET SUMMARY (July, Sept. 2008)	
Radio	\$55,989
Television	\$24,710
Internet	\$5,885
Print	\$6,422
Outdoor (Billboard and Transit)	\$32,059
Total:	\$125,065

Crash data continued to support directing messages toward young, adult males in their early 20's. As enforcement was increased to include all days of the week, so was media messaging. Current data showed a decrease in aggressive driving-related traffic deaths compared to the same time frame last year.

The remainder of the budget was used for production costs related to the new media campaign as well to produce collateral materials including posters and fliers in English and Spanish for distribution in the corporate community and at health and safety fairs.

[Pedestrian Safety](#)

Total Budget - \$30,000

Addressing the issue of pedestrian safety is one of the most challenging that OHS faces. Data is limited as the number of fatalities is relatively low compared to the number of alcohol-related fatalities for instance. Locations are also scattered, and finding effective ways to reach pedestrians remains difficult. Ultimately, a media mix consisting of billboards to target motorists, and transit advertising aimed at reaching pedestrians was selected as being among the more effective strategies. Motorists were urged to "Give Pedestrians a Brake"...and pedestrians were reminded to be as visible as possible, particularly when walking at night. The media

components began in July and ran through the end of September...peak times for fatal pedestrian crashes.

The remainder of the media budget was used to produce poster style ads to go in the interior of the buses, thereby reaching pedestrians directly, as well as to produce brochures and posters for distribution among OHS's corporate partners. Blinking reflective lights were purchased and distributed to adults at health and safety fairs so that they could be seen when walking or biking at night. Failure to be visible to motorists was a leading contributing factor in fatal crashes involving pedestrians. Ten stories appeared about the launch of the campaign in local media.

BUDGET SUMMARY	
Billboards	\$7,906
Transit	\$4,230
Total:	\$12,136

[Motorcycle Safety](#)

“Ride Safe. Ride Smart.” Campaign Total Budget - \$45,236.24

Motorcycle fatalities increased slightly from 12 in 2006 to 17 in 2007. Because of the up and down trend in fatal motorcycle crashes, motorcycle safety continued to be a top priority for OHS in FY 2008. A media mix of billboards, weekly newspaper print ads, and 15 sec. radio messages also known as Traffic Watch spots was selected. Though most often the motorcyclist has been determined to be at fault in fatal crashes, it is important for OHS to balance its messaging between motorcycle operators and the operators of passenger vehicles. That's why the billboards urged motorists to share the road with motorcyclists, the radio spots reached out to both audiences, and the print ads were targeted toward motorcyclists.

It should be noted that the radio stations and weekly newspapers were selected for their likelihood to reach the target demographic of older riders in their 40's. Historically, this has been the age group most often killed in Delaware's fatal motorcycle crashes. However, in mid 2008 OHS reviewed the most current fatal data involving motorcycles and found that younger individuals were being killed more often this calendar year. Therefore earned media and plans for early paid media in FY 2009 were refocused on this younger rider population. FY 2008 media ran from May through the end of September, which are both peak riding times and high crash times for motorcyclists.

OHS remains on the state’s Motorcycle Safety Committee, chaired by Delaware State Senator Bruce Ennis and Representative Danny Short. Committee members also include representatives from the DMV Motorcycle Program, ABATE, the Dover Air Force Base, and motorcycle retailers. OHS provides statistical data on crashes to the group and coordinates the paid media activities with input from the group. Participation in this committee, in turn, provides OHS with an outlet for distributing informational brochures and bumper stickers.

BUDGET SUMMARY	
Radio	\$16,638
Print	\$6,120
Outdoor (Billboard and Transit)	\$12,705
total:	\$34,563

The remainder of the budget was used to produce and print the billboards, the brochures, and the print ad.



Banner for use by motorcycle groups to promote partnership and safety campaign.

IV. Summary Chart of Paid Media Activities

Program Area/ Campaign Name	Television Airings	Radio Spots	Prints Ads	Other Media	Target Demo	Evaluation\Results	Funding Source	Amount
<u>Occupant Protection</u> Click It or Ticket (nighttime belt use) February 2008	Cable: 374 TV: 13	561 spots	2 ads – Spark	Earned media - Press releases issued on launch and enforcement results of CIOT. Generated a total of 7 hits for the one week campaign	Persons 16-27 (male skew)		405	Total Budget: \$75,139.00 Includes: Media Buy: Radio – \$20,700 Print – \$1,457 TV – \$22,580 Outdoor – \$2,718 Internet - \$2,940
May 2007 Click It or Ticket	Cable: 2,436 TV: 27	1,325	Spark, El Tiempo, Airlifter, Out and About, Beyond the Track, The Guide	Billboard posters throughout region My Space	Persons 16-27 (male skew)	TV Statewide: Reach: 77% Frequency: 2.5 Radio: NCC: Reach: 25% Frequency: 3x GRPs: 100	406	Total Budget \$200,000.00 Includes: Media Buy: Print – \$6,411

Program Area/ Campaign Name	Television Airings	Radio Spots	Prints Ads	Other Media	Target Demo	Evaluation\Results	Funding Source	Amount
				arned Media - Press releases issued on launch and enforcement results of CIOT. Generated 23 media stories.		Kent/Sussex: Reach: 71% Frequency: 11x GRPs - 800 Evaluation: Statewide seat belt use increased to 91% from 87%		Radio - \$29,902 TV - \$65,660 Outdoor – \$15,529 Internet – \$5,882
Child Passenger Safety Awareness September 2008		60			Women 25-64	Radio: NCC: Reach – 17.5% Frequency: 2.4x Kent/Sussex: Reach – 10.4% Frequency: 2.4x	2011	Total Budget \$20,000.00 Includes: Media Buy total \$5,734
<u>Impaired Driving</u> Oct. – Dec. 2007 Checkpoint Strikeforce	Cable - 626 TV	475	Out and About, Spark	Outdoor – statewide billboards, transit signage My Space Earned Media – weekly press releases on upcoming checkpoints and weekly results. Ongoing radio, print and t.v. interviews were conducted. Generated 24 media hits over a 7 week period. In December supporting activities included non-alcoholic mocktail	Men 18-34	DMV surveys conducted at conclusion of campaign indicated an increase in campaign name recognition from the year before. Additionally surveys indicated that 1/3 rd of the individuals who had heard of the campaign said the message influenced their behavior. Particularly	154	Total Media buy - \$94,007 Print- \$3,816 Radio- \$23,241 TV- \$29,656

Program Area/ Campaign Name	Television Airings	Radio Spots	Prints Ads	Other Media	Target Demo	Evaluation\Results	Funding Source	Amount
				parties in DMV locations, the distribution of DUI information to the public, and the distribution of MADD red ribbons.		encouraging was the percentage of people within the target age range who said the message influenced their behavior not to drink and drive.		Outdoor- \$25,529 Internet - \$11,765
February 2008 Superbowl Sunday		57	None	Earned - Placed a designated driver message on state employee paycheck stubs on the Friday before the Super Bowl. OHS issued a press release regarding the Superbowl initiative.	Target Demo – Young adult males 18- 34.	NCC: Reach – 13.7% Frequency – 3x	Section 410	\$3,160
March 2008 St. Patrick's Day DUI prevention		31		Earned media – OHS issued a press release about the enforcement initiative which resulted in TV live shots. OHS also distributed posters from NHTSA planners to bars and restaurants. Sponsored the St. Patrick's Day Loop (bar events) in northern Delaware by providing DUI prevention and Designated Driver Messages	Young adult males 18 - 34	NCC: Reach – 11.3% Frequency – 3.4x	Section 410	\$3,160
July 2008-Sept. 2008 Checkpoint Strikeforce	Cable – 1,225 TV – 51	2,143	Out and About, Spark, Beyond the Track,	Outdoor – statewide poster panels, premier rotary, 195/141 bulletin in Bridgeville Transit – king size bus panels, streetside displays, tails	Persons 18-34	Oct 07 – Sept 08 TV: Statewide avg. Reach – 89.6% Frequency – 4.7x	410 154	Media Buy Total - \$219,325 Print – \$17,083

Program Area/ Campaign Name	Television Airings	Radio Spots	Prints Ads	Other Media	Target Demo	Evaluation\Results	Funding Source	Amount
			Camp Rehoboth Beach Paper, El Tiempo, Delaware Hispanic Yellow Pages	My Space – over 7 million impressions Restaurant/bar restroom signage- throughout popular bars/restaurants statewide Fliers and posters printed for distribution at checkpoints Earned media: Weekly press releases issued on upcoming checkpoints and results of enforcement. Generated 48 media stories in a three month period.		Radio: Reach – 48.4% Frequency – 446.6x Evaluation in the form of DMV behavior/attitude surveys will be conducted at end of calendar year 2008.		Radio - \$107,333 TV - \$ 42,705 Outdoor - \$47,705 Internet- \$4,449
<u>Aggressive Driving</u> “Stop Aggressive Driving” July, September 2008	Cable – 420	777	Spark, Out and About	Billboards – posters and bulletins in major arteries and secondary roads, transit advertising throughout the state Earned Media – weekly press releases on enforcement results. Generated 29 stories in a two month period.	Men 20 - 34	Radio: Reach – 41.9% Frequency – 11.5x Cable: Reach – 80.5% Frequency – 3.1x	402 406	Includes: Media Buy Total \$125,065 Radio - \$55,989 Outdoor – 32,059 TV - \$24,710 Internet - \$5,885 Print - \$6,422

Program Area/ Campaign Name	Television Airings	Radio Spots	Prints Ads	Other Media	Target Demo	Evaluation\Results	Funding Source	Amount
<u>Pedestrian Safety</u> “Walk Smart” campaign				Distribution of fliers, posters, and Walk Smart reflective wristbands for increased pedestrian visibility.	General adult audience		402	Total Budget \$30,000.00 Includes: Media Buy Total - \$12,136
<u>Motorcycle Safety</u> May -September 08		292	Spark, Delaware weekly newspaper network,	Billboard posters statewide Earned media – Press release issued on the launch of the campaign. Ongoing releases issued as motorcycle fatalities continued to climb. Efforts generated 19 stories.	Cycle riders ages 35 – 50 and drivers of passenger vehicles		2010	Media Buy: \$35,463 Print: \$6,120 Radio: \$16,638 Outdoor: \$12,705

Financial Summary

	402	405	406	408	410	154	2011	163	164	2010	Total	% of Total
P&A	\$64,800	0	0	0	0	0	0	0	0	0	\$64,800	1.75%
Traffic Records	\$32,748	0	0	500,000	0	0	0	0	0	0	\$532,748	14.40%
Impaired Driving	\$261,164	0	0	0	0	951,823	0	0	0	0	\$1,212,987	32.78%
Occupant Protection	\$317,189	159,874	0	0	0	0	101,549	0	0	0	\$578,612	15.64%
Pedestrians	\$43,484	0	0	0	0	0	0	0	0	0	\$43,484	1.18%
Bicycles	\$10,000	0	0	0	0	0	0	0	0	0	\$10,000	0.27%
CTSP	\$178,701	0	0	0	0	0	0	0	0	0	\$178,701	4.83%
Motorcycles	\$36,000	0	0	0	0	0	0	0	0	100,000	\$136,000	3.68%
Aggressive Driving	\$943,282	0	0	0	0	0	0	0	0	0	\$943,282	25.49%
TOTAL											\$3,700,614	

