

# DELAWARE

FY 2006



## Highway Safety Annual Report

**Ruth Ann Minner**

Governor, State of Delaware

**David B. Mitchell**

Secretary, Department of Safety and Homeland Security

**Tricia Roberts**

Director, Office of Highway Safety





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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 2006 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 six 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 thirty sub-grantee agencies.

As a division of the Department of Safety and Homeland Security, the Office of Highway Safety (OHS) fulfills its mission through a variety of public information/education and enforcement initiatives. OHS staff members are committed to 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 links 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, law enforcement, and other safety partners at the Checkpoint Strikeforce Kickoff event.**

## 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 and 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 **Occupant Protection Coordinator, Aggressive Driving Coordinator, and Traffic Records Coordinator.**

**Lisa Moore, Management Analyst III** – Responsible for coordinating and organizing impaired driving initiatives 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 funds received under the Office of Juvenile Justice and Delinquency Prevention (OJJDP) Federal grant program. Performs duties as necessary as the **DUI Program Coordinator, the Pedestrian 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.

**Gohar Qureshi, 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.

**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.

**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, Larry Kelley, and Victoria Love, 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 and the Delaware State Police (part-time positions).

**Pamela Knotts, Corporate Outreach Coordinator** – Responsible for the development and implementation of programming initiatives to provide traffic safety-related public information and education to our corporate partners (part-time position).



**Seated(L to R): Jim Brown, Vicky Love, Tricia Roberts, Andrea Summers, Jana Simpler, Lisa Moore, and Larry Kelley; Standing(L to R): Russell Holleger, Nadine Holleger, Gohar Qureshi, Linda Kouse, Bonnie Whaley, and Pam Knotts**

# 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.

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 are focused on the following five traffic safety areas:

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



At the Click It or Ticket campaign kick-off in Rehoboth Beach, covered beach chairs provided a visual image representing the number of unrestrained fatalities in 2005.



# FY 2006 Initiatives

## Occupant Protection

- Child Passenger Safety Awareness Week (CPSAW) Initiative
- NHTSA Mid-Atlantic Region Risky Driver Summit
- Click It or Ticket Enforcement and Education Campaign
  - CIOT Focused Enforcement & Education Initiative
- Statewide Observational Seat Belt Survey
- Child Passenger Safety Fitting Stations
- SAFETEA-LU Occupant Protection Incentive Grant Administration
  - Sections 405 and 406

## Impaired Driving

- Checkpoint StrikeForce Impaired Driving Enforcement Campaign
- Safe Family Holiday Campaign
- Underage Drinking Enforcement
- Operation Nighthawk
- DUI Training Initiatives
- Drug Recognition Expert Program Implementation
- Safe Rides Program
- DUI Enforcement Mobilizations
- DUI Law Enforcement Equipment Purchase
- Partnership with the Division of Substance Abuse & Mental Health
- Legislative Improvements & Upgrades
- SAFETEA-LU Impaired Driving Incentive Grant and Transfer Program Administration – Sections 410 and 154



## Aggressive Driving

- Stop Aggressive Driving Campaign

## Traffic Records

- NHTSA Traffic Records Assessment
- Traffic Records Coordinating Committee (TRCC) Reorganization and TRCC Strategic Plan Development
- Automated Crash Report Project (TraCS)
- CARE (Critical Analysis Reporting Environment) Software Package
- Emergency Medical Services Data Projects
- DUI Tracking System Upgrades
- SAFETEA-LU Data Improvements Incentive Grant Administration

## Bicycle and Pedestrian Safety

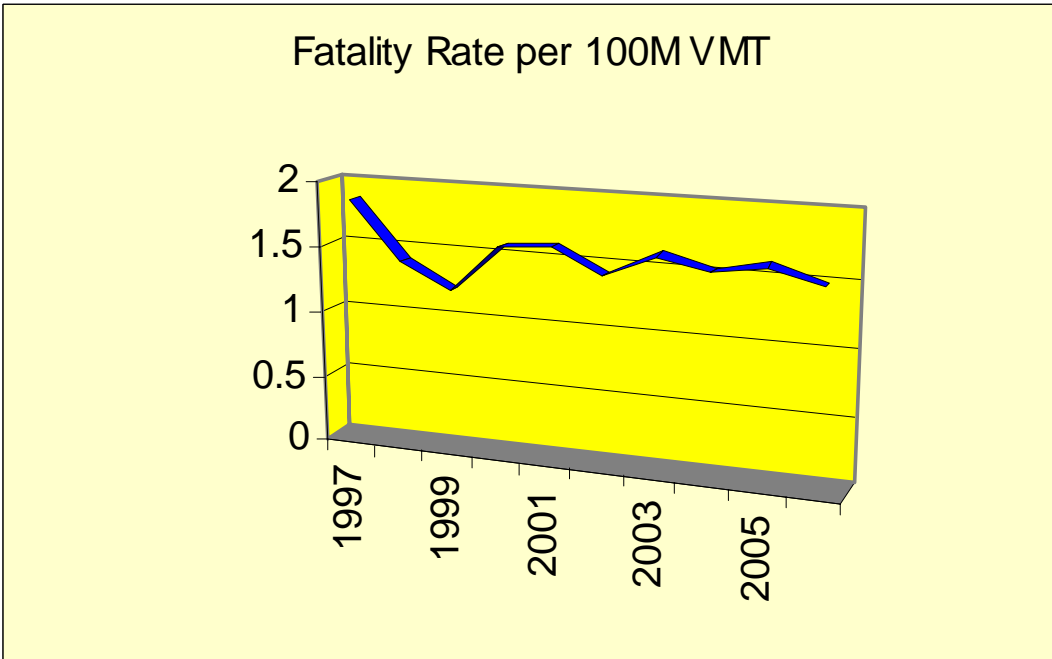
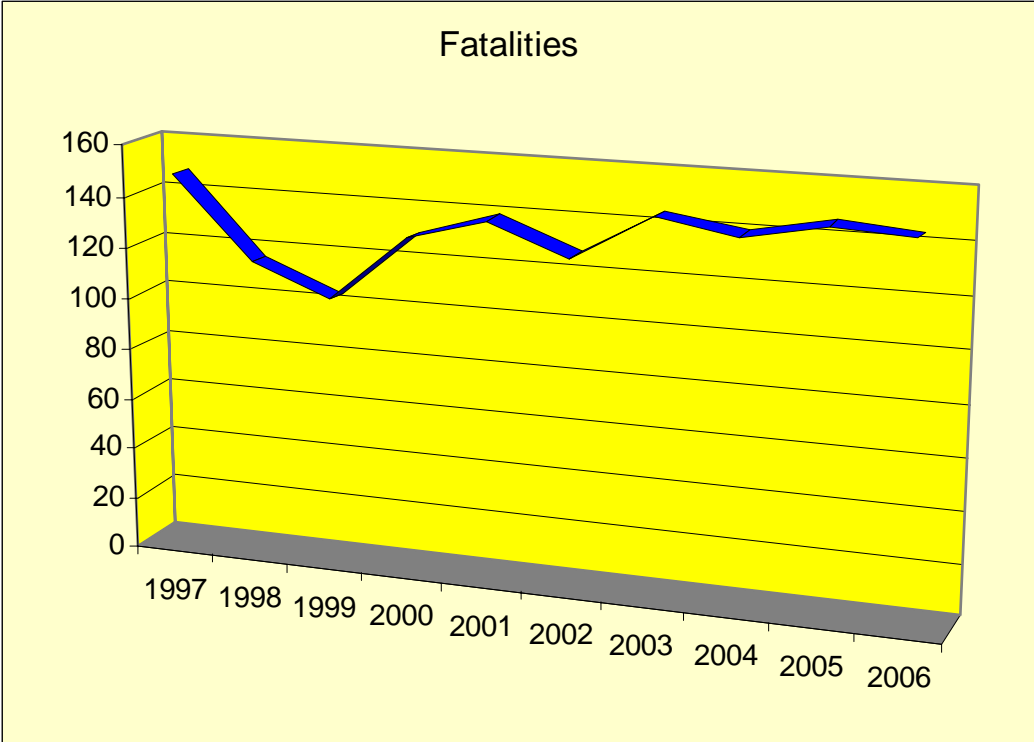
- Community Partnership
- Walk Smart Corporate Outreach
- Safe Routes to School
- Safety Town

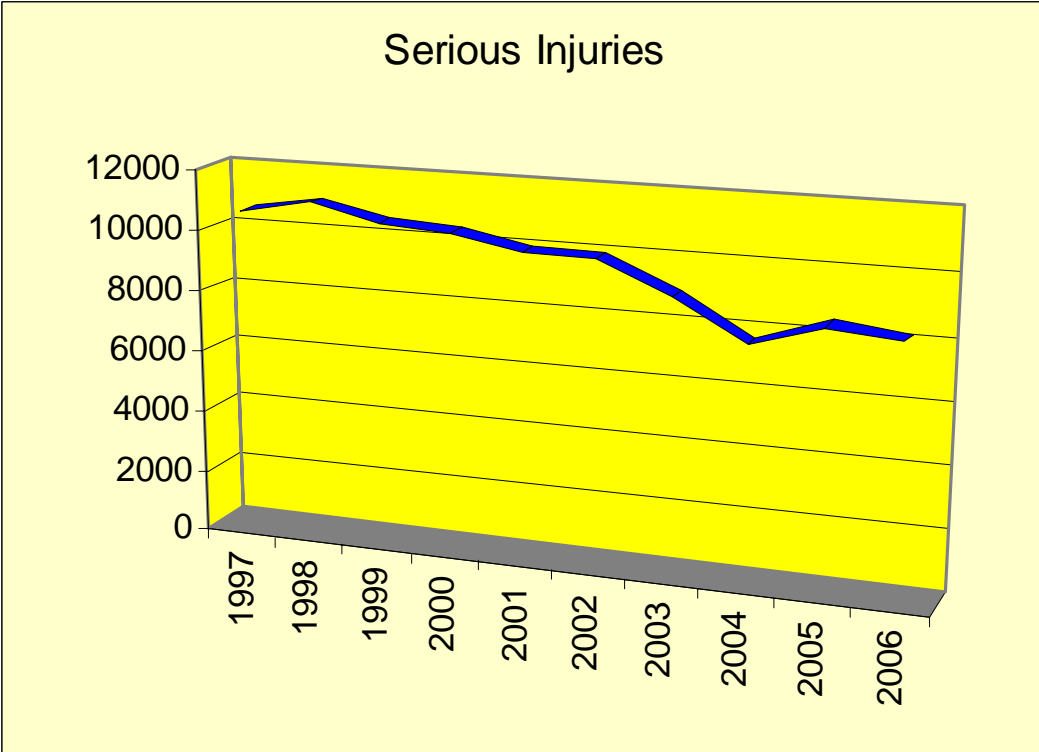
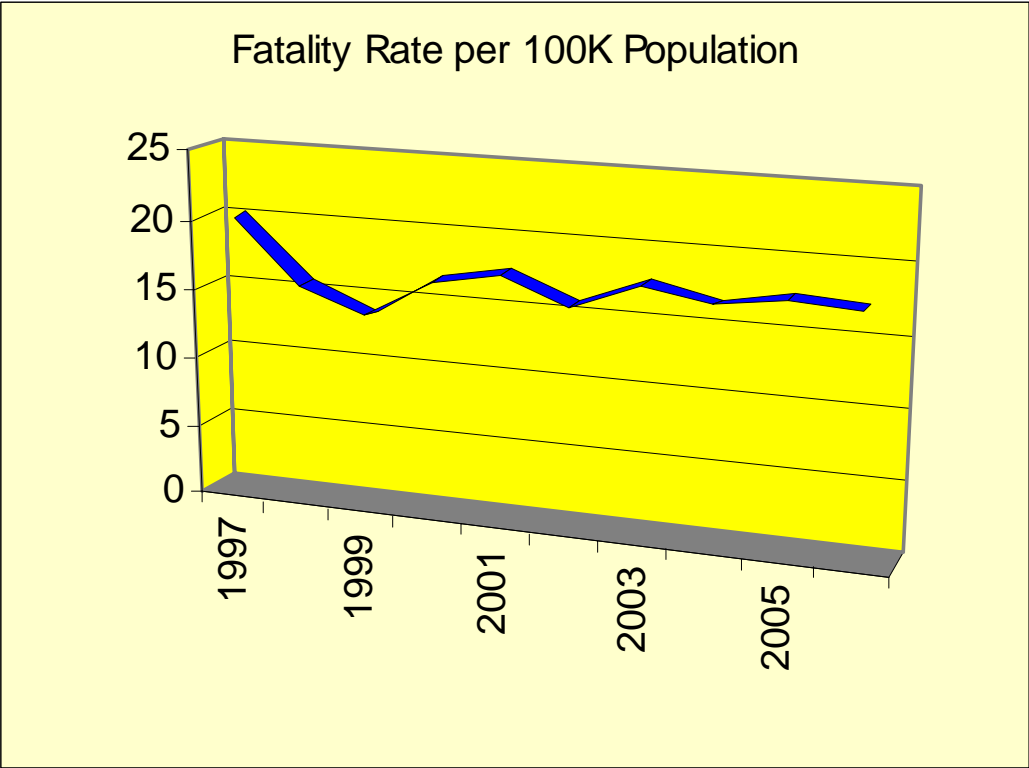
## Corporate Outreach Program

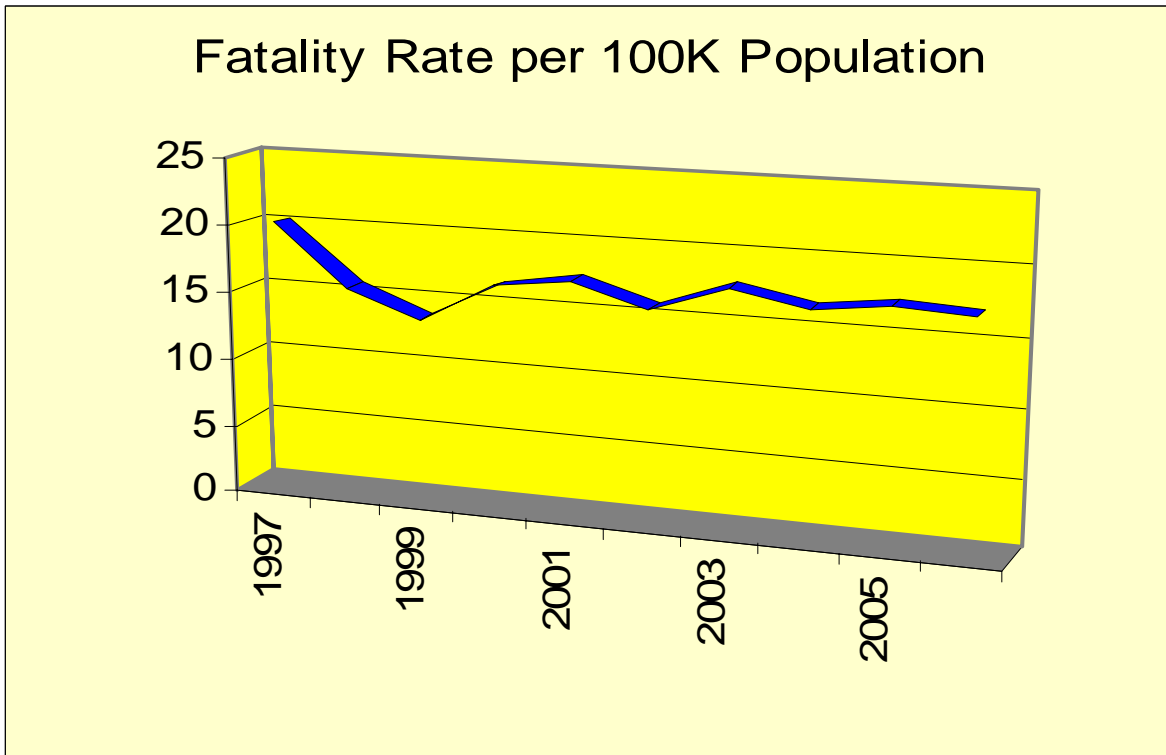
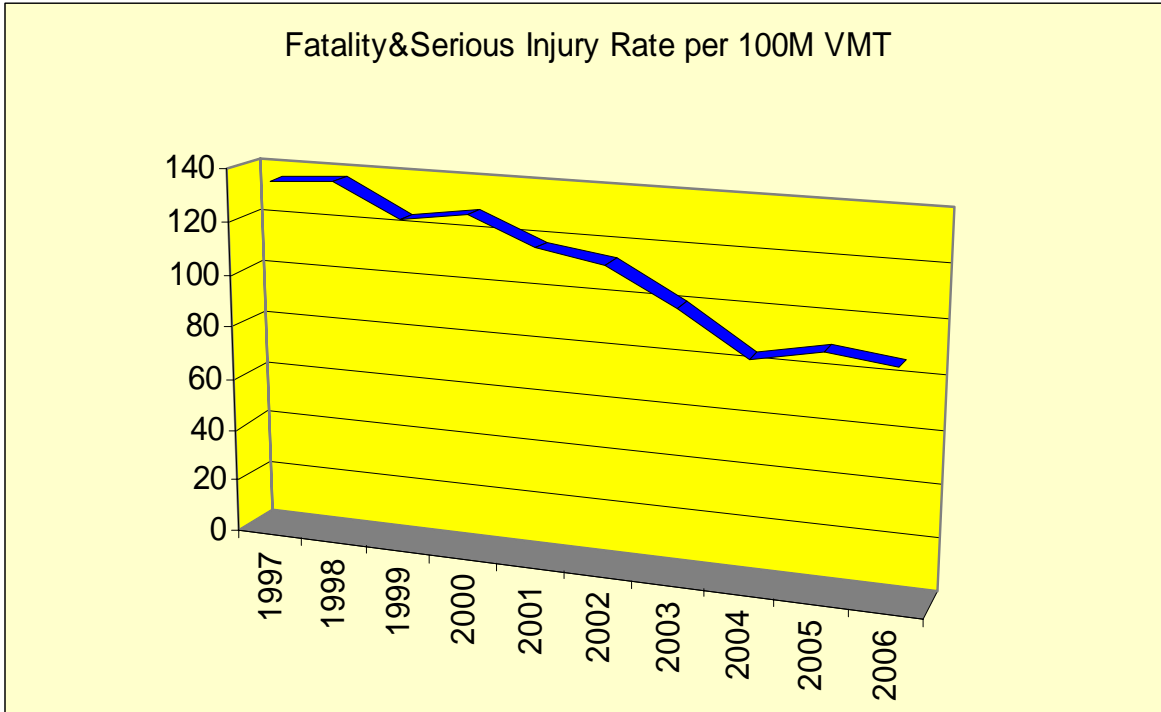
- Occupant Protection
- Impaired Driving Prevention
- Aggressive Driving Prevention
- Pedestrian Safety

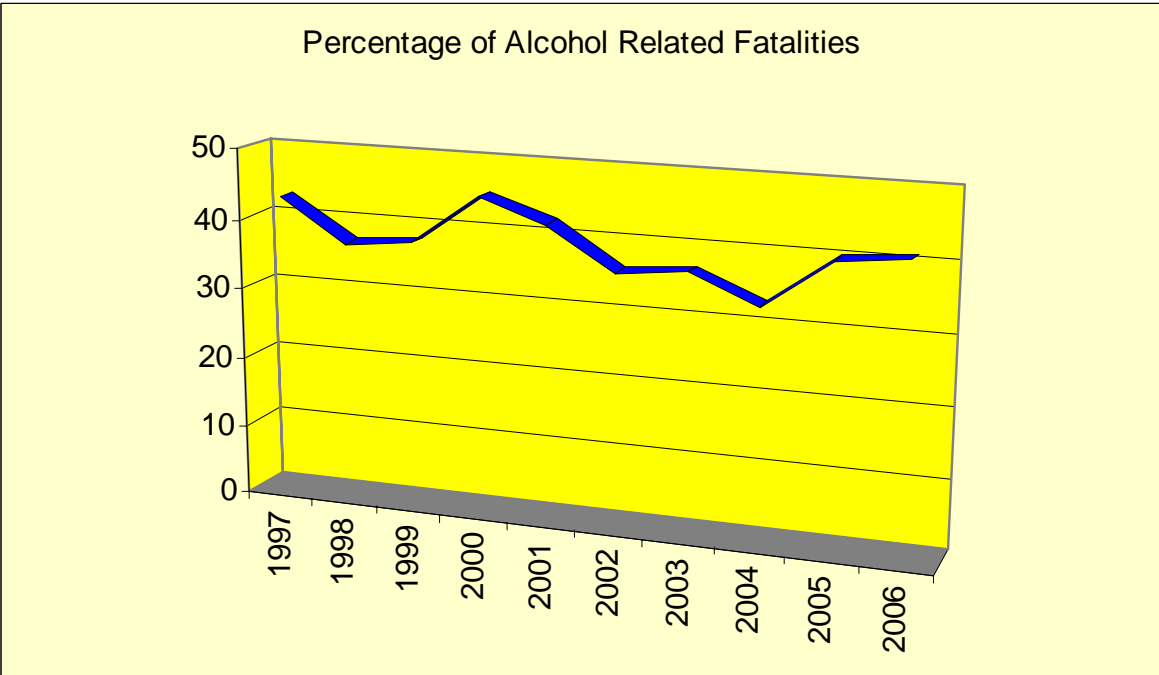




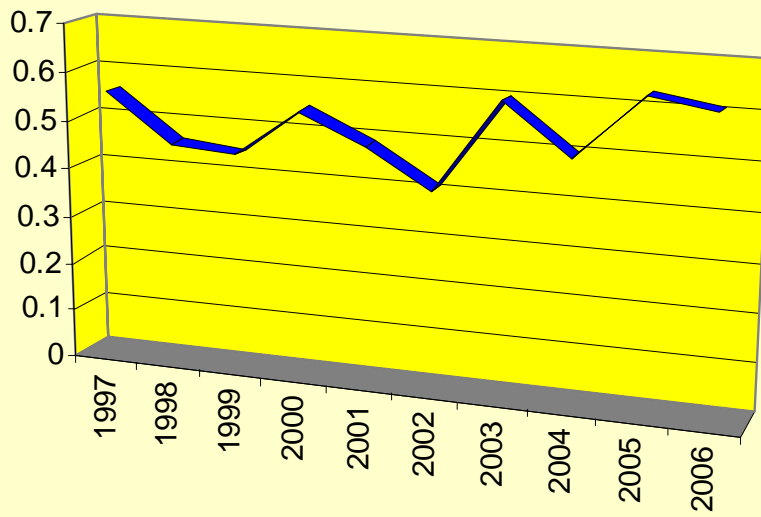




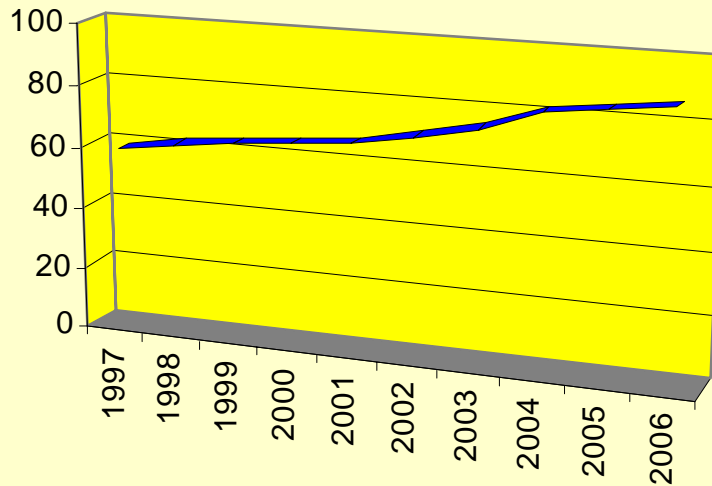




Alcohol Related Fatality Rate per 100M VMT



Percentage of Population Using Safety Belts





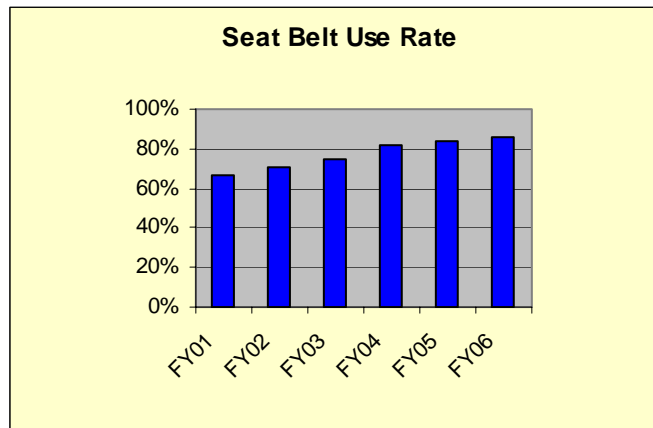
# Summary of Priority Areas

## Occupant Protection

### Overview

Based on the Annual Statewide Observational Seat Belt Use Survey conducted in Delaware in June 2006, Delaware's seat belt use rate is 86%, up from 84% in 2005. Although the nation's average seat belt use rate has remained at 82% for the last two years, Delaware's seat belt use rate has steadily improved. Unfortunately, in 2005, 59% (59 of 100) of those occupants killed in motor vehicle crashes on Delaware roadways were not wearing seat belts, up from 48% in 2004 (52% in 2003). In addition, in 2005, 15% (1,135 of 7821) of those injured were not wearing seat belts at the time of the crash. This is a slight increase over 2004, when 13% of motor vehicle occupants injured in crashes were not wearing seat belts. Based on crash data, the larger percentages of crashes where the victims were not wearing their seat belts occurred in New Castle and Sussex Counties.

In 2005, sixteen motor vehicle occupants between the ages of 15 and 19 were killed in crashes. Of these sixteen, 44% (7 of 16) were not wearing their seat belt at the time of the crash. Of the twenty teens killed in 2004, 60% were not wearing their seat belt. Overall in 2005, the age groups with the lowest belt use in crashes are those between the ages of 20-24 and particularly those between the ages of 25-34.



### Performance Goals

#### *Increase Seat Belt Usage Rates*

	<b>FY 2006</b>	<b>FY 2007</b>	<b>FY 2008</b>
% use goal	85%	87%	88%
<b>FY 2006 % actual</b>	<b>86%</b>		

## **Programming Efforts**

The Office of Highway Safety coordinated the following programming initiatives in an effort to impact our occupant protection goals for FY 2006:

□ **Child Passenger Safety Awareness Week (CPSAW) Initiative**

In February 2006, the Office of Highway Safety coordinated an education and enforcement initiative during this national CPS awareness week. Fourteen law enforcement agencies conducted 830 hours of enforcement, and made 87 child restraint and over 650 seatbelt arrests during saturation patrols and child restraint checkpoints. In addition, OHS purchased radio advertisements to highlight the state's fitting stations as well as CPSAW enforcement activities. State Farm Insurance contributed funds for this effort. Throughout the week-long campaign, OHS coordinated an Open House to celebrate the relocation of the fitting station in Kent County, coordinated three public car seat checks and five booster seat distribution programs for low-income families.



Occupant Protection Coordinator Jana Simpler checks an infant seat for proper fit.



Kent/Sussex County CTSP Mike Love shows a young passenger how to properly wear her seat belt with her booster seat.

□ **NHTSA Mid-Atlantic Region Risky Driver Summit**

In the spring of 2006, the Office of Highway Safety and several of our key law enforcement partners attended the NHTSA Mid-Atlantic Region Risky Driver Summit in Ocean City, MD, which replaced the Occupant Protection Summit from previous years. Five OHS staff members and thirty-five Delaware law enforcement officers representing eight police departments attended the two-day conference. Occupant protection-related topics included nighttime seat belt enforcement, communication strategies, expanding Click it or Ticket partnerships, and media opportunities.

- ❑ **Click It or Ticket (CIOT) Enforcement and Education Campaign**  
In May 2006, the Office of Highway Safety launched one of the state's most successful Click it or Ticket enforcement and education campaigns ever. The initiative combined both high-visibility enforcement and education throughout the month of May. Overall, 31 law enforcement agencies participated, conducted 2,390 hours of checkpoints and saturation patrols, and made 2,930 seat belt arrests in two weeks. Over \$163,000 in paid media supported the enforcement efforts, including TV and radio ads, plus statewide billboards. Lastly, the Office of Highway Safety partnered with the Delaware Chapter of NOBLE, FHWA, and Dover Air Force Base to further expand the reach of the CIOT message.



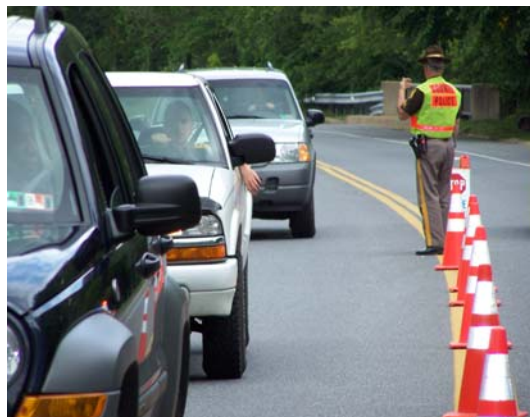
**PFC Brent Guyer, Milford Police, hands out literature at a Click It or Ticket checkpoint.**



**Cpl. Melissa Ivans, Delaware State Police, provides information to a motorist at a Click It or Ticket checkpoint.**



**Sgt. Philip Strohm, Delaware State Police, distributes a Click It or Ticket flyer.**



**Sgt. Joseph Fitzgerald, New Castle Co. Police supervises a Click It or Ticket checkpoint.**

**State and Municipal Law Enforcement Officers were Recognized for their Participation in the Click It or Ticket Campaign**

**Secretary David Mitchell, Safety & Homeland Security, with Director Tricia Roberts, OHS, and Law Enforcement Liaison Jim Brown, OHS, pose with Click It or Ticket award recipients.**



**Newport Police Ptl. Domenic Maiorano (center) and MCpl. Mark Wohner**



**Bethany Beach Police Sgt. Darin Cathell**



**Laurel Police Cpl. Derrick Calloway (center) and Chief Michael Wilson**



**Felton Police Cpl. Philip Thomas (center) and Sgt. Chris Swan**



- ❑ **CIOT Focused Enforcement and Education Initiative**  
 In conjunction with CIOT, the Office of Highway Safety identified the areas of the state that had the lowest seat belt use rate based on the 2005 statewide seat belt use survey. Once the locations were identified, OHS developed a comprehensive plan utilizing education and enforcement strategies to focus efforts in those areas in hopes of increasing the seat belt use rate. Ultimately, the use rates in the targeted communities increased from between six percentage points and seventeen percentage points, contributing significantly to the State's overall use rate increase.
- ❑ **Statewide Observational Seat Belt Use Survey**  
 In June, following the Click it or Ticket campaign, OHS conducted the state's annual seat belt observational use survey which revealed a higher-than-ever use rate in Delaware of 86%, up two percentage points from 2005. The current national seat belt use rate is 82%. Delaware's use rate has exceeded the national average use rate for the past three years.
- ❑ **Child Passenger Safety Fitting Stations**  
 The Office of Highway Safety presently has four child passenger safety fitting stations at locations across the state. Two are located at the Division of Motor Vehicles in Kent and New Castle Counties, and one is located at the Delaware State Police Troop 5 in Sussex County. In FY 2006, the Office of Highway Safety added the fourth fitting station location at the CP Diver Chevrolet 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 2006, the four fitting stations checked over 2,100 car seats, far exceeding the 1,832 seats checked in FY 2005.



Secretary David Mitchell recognizes the OHS nominees for the Safer Delaware award: Fitting Station Coordinators Victoria Love, Nadine Holleger, Larry Kelley, and Russell Holleger.



Scott Clapper, DMV; Tricia Roberts, OHS; Nadine Holleger & Russell Holleger, fitting station coordinators, cut the ribbon at the new Dover Fitting Station.

- **SAFETEA-LU Occupant Protection Incentive Grant Administration—Sections 405 and 406**

In FY 2006, the Office of Highway Safety was successful in qualifying for and receiving both Sections 405 and 406 occupant protection incentive grants. The State of Delaware qualified for the FY 06 Section 405 funds by having certain occupant protection laws in place and by outlining a qualifying Click it or Ticket campaign. In addition, the State qualified for Section 406 funds by enacting a primary seat belt law after December 31, 2002. These funds will support the upcoming 2007 and 2008 CIOT campaigns, as well as other highway safety initiatives.

### **Evaluation**

Based on the Statewide Observational Seat Belt Use Survey conducted in June 2006, Delaware's seat belt use rate is currently 86%, up from 84% in 2005. Based on the National Highway Traffic Safety Administration's conversion formula, Delaware converted 13% of its non-seat belt users to seat belt users by increasing the state's use rate to an all-time high of 86%. According to the National Occupant Protection Use Survey (NOPUS), the national seat belt use rate is 82%, thus for the third 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 2006, there were 104 motor vehicle occupant deaths. Of those 104, 57 (55%) were not wearing their seatbelt at the time of the crash. This is slightly higher than FY 2005 when 54% (57 of 106) of those motor vehicle occupants killed were not wearing their seatbelt.



**Secure your most precious cargo.**

**Have your child's car seat checked.**

**Call 302-434-3234.**



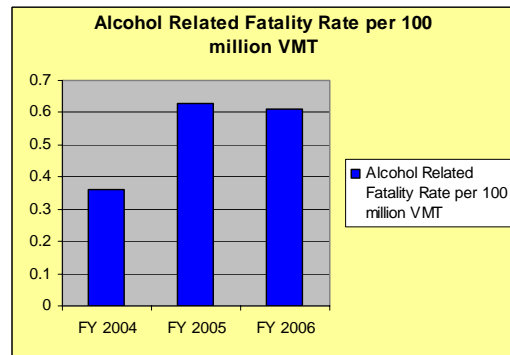
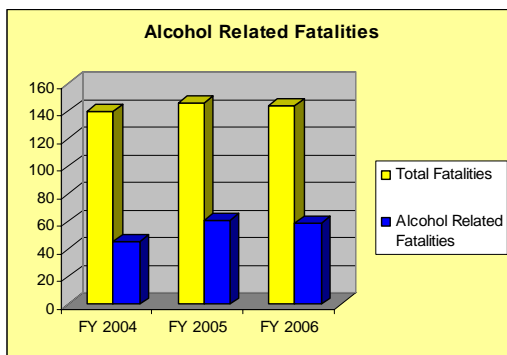
This billboard ad was placed at the Blue Rocks' Stadium in Wilmington.

## Impaired Driving

### Overview

In FY 2006, Delaware identified impaired driving as a priority area based on the number of alcohol-related crash fatalities. In FY 2006, 59 of 144 crash fatalities (41%) were alcohol-related. This is a decrease since FY 2005, when 61 of 146 crash fatalities (42%) involved alcohol. In FY 2006 the alcohol-related fatality rate was 0.61 per 100 million vehicle miles traveled. This is a decrease from FY 2005, when the rate was 0.63.

Further crash analysis indicates males aged 21-34 are three times as likely to be killed in an alcohol-related crash. 37% of the alcohol-related crash fatalities that occurred during 2005 were individuals aged 21 – 34; 82% 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 2006	FY 2007	FY 2008
% goal	32%	42%	40%
<b>FY 2006 % actual</b>	<b>41%</b>		

#### Decrease Alcohol-related fatality rate

	FY 2006	FY 2007	FY 2008
goal	0.49	0.59	0.56
<b>FY 2006 actual</b>	<b>0.61</b>		

## Programming Efforts

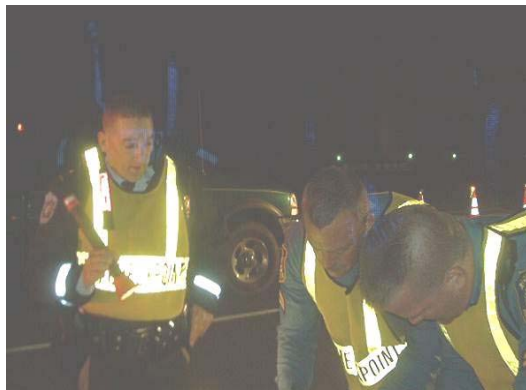
The Office of Highway Safety coordinated the following programming initiatives in an effort to impact our impaired driving prevention goals for FY 2006:

□ **CheckPoint StrikeForce (CPSF)**

Delaware is once again participating in the CPSF program initiated by the NHTSA Mid-Atlantic Region office. October 1, 2005 through January 1, 2006, OHS completed its fourth year of this six-month initiative. Delaware had 31 participating agencies that conducted 112 checkpoints resulting in 685 DUI arrests and over 84,000 vehicle contacts. In a cooperative agreement with Delaware's Department of Justice, the Attorney General granted statewide arrest authority to 159 officers from the 31 participating law enforcement agencies statewide. Under the direction of OHS, these officers form teams in each county and work together conducting checkpoints in every jurisdiction represented on the "team." To maintain the momentum, OHS continued CPSF on a modified basis from January 2<sup>nd</sup> through June 29<sup>th</sup>, completing 24 checkpoints, resulting in 143 DUI arrests and nearly 15,000 vehicle contacts. The program picked up steam again June 30<sup>th</sup>, and thus far, year five of CPSF has continued to show outstanding results. By the end of September, 59 checkpoints had been conducted, resulting in 315 DUI arrests and nearly 42,000 vehicle contacts. In addition, 85 fugitives were apprehended, 125 drug arrests were made, 73 felony arrests were made, 4 stolen vehicles were recovered, and more than 1,750 other arrests were made.



Chief Michael Capriglione is presented with an award from NHTSA by Lisa Moore, OHS; for his leadership of the New Castle Co Taskforce.



Chief Ken McLaughlin directs members of the Sussex County Taskforce on their responsibilities at the evening's checkpoint.



Attorney General Carl Danberg swears in officers from the Kent and Sussex County taskforces





**State and Municipal Law Enforcement Officers were Recognized for their Participation in Checkpoint Strikeforce**



**Troopers from Delaware State Police Troop 9. Troop Cmdr, Capt. James Paige displays the certificate.**



**Officers from the City of Dover Police Dept. Capt. Paul Bernat holds the certificate.**



**Officers from the Millsboro Police Dept. Chief John Murphy displays the certificate.**



**Troopers from Delaware State Police Troop 3. Troop Cmdr, Capt. Robert Hawkins displays the certificate.**



**Officers from the New Castle County Taskforce are recognized for their outstanding efforts in DUI enforcement.**

□ **Safe Family Holiday Campaign**

OHS implemented this 8<sup>th</sup> annual comprehensive education and enforcement campaign over the 2005 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, as well as two mocktail parties. 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 32 checkpoints and 240 saturation patrols conducted by 26 law enforcement agencies statewide between Thanksgiving and New Year's Eve.



Bonnie Whaley & Linda Kouse set up the “mocktail” event at the Wilmington DMV lanes.

□ **Delaware Safe Rides Program**

This year OHS supported the Delaware Designated Driver program using Section 154 funds. This program operates using volunteers from the University of Delaware's Greek organizations to provide safe rides to impaired drivers each Friday and Saturday night. The service telephone number was distributed to local restaurants and bars, program information was distributed at health and safety fairs within the community, and promotional cards, brochures, and key chains were distributed to increase awareness of the service. In addition, OHS included information about the program in a variety of press releases and other media outlets. Volunteers worked in teams of two – one to drive the impaired person home and another to drive the impaired person's vehicle home. In its second year, the program secured a total of 104 volunteers and provided 472 rides for impaired individuals who may have otherwise driven home.

□ **Drug Recognition Expert Program Implementation (DRE)**

Delaware became the 41st DRE state in the nation on April 9, 2005. In FY 2005, eight officers completed the classroom portion of the training necessary to become a certified DRE. In October 2005 these officers completed 30 days of field certification at the Baltimore County, MD detention facility. Full training and certification was completed by December 1, 2005 and the new DREs began taking calls in early 2006. Delaware's eight DREs are comprised of officers from the Delaware State Police, New Castle County Police, Newark Police, and Dover Police. On June 29, 2006 OHS coordinated a media event to introduce the DREs and award them their completion certificates and DRE cards. In FY 2006 the DREs conducted 28 evaluations of potential drug-impaired drivers.



Delaware's DREs: Andrew Rubin(Newark), Jeff Whitmarsh(DSP), Joe Parker(DSP), Tom Mason(NC Co), Roy Bryant(DSP), Jeff Gott(Dover), and Dave Hall(DSP) pose with Lisa Moore and Tricia Roberts, OHS Director.

□ **DUI Enforcement Mobilizations**

OHS coordinated six impaired driving enforcement mobilizations and three underage drinking prevention mobilizations during the 2006 fiscal year. The underage drinking enforcement mobilizations consisted of saturation patrols and Cops In Shops operations and were conducted October 20 – 29, 2005, November 3 – 12, 2005, and May 5 – 20, 2006 to target homecoming, prom, and graduation events. A total of 14 agencies worked 460 hours, yielding 55 unlawful entry arrests, 21 underage consumption arrests, 14 underage possession arrests, 16 false id's confiscated, 8 DUI arrests, and 158 various other arrests. The impaired driving mobilizations were held November 23 – December 31, 2005 (Christmas/New Year's), February 5, 2006 (Superbowl), March 17, 2006 (St. Patrick's Day), May 5, 2006 (Cinco de Mayo), April 1 – June 30, 2006 (Delaware State Police "Team DUP") and August 16 – September 4, 2006 (Labor Day). A total of 32 agencies worked over 1,950 hours, yielding 267 DUI arrests, 24 apprehended fugitives, and over 1,900 various other arrests.

❑ **Underage Drinking Prevention**

OHS partnered with Delaware's Attorney General to develop new underage drinking prevention materials. These materials are used to target teens during peak social events, such as homecoming, prom, and graduation. The campaign consists of enforcement mobilizations paired with media awareness and a partnership with local high schools. Resource materials were sent to School Resource Officers and Wellness Center Directors. Informational materials included banners, posters, MADD red ribbons, radio PSAs, and a list of local speakers available for school assemblies. In addition, 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, the Attorney General, substance abuse prevention professionals, highway safety professionals, and concerned citizens.



Members of the Lewes Fire Department demonstrate a rescue at a mock crash at Cape Henlopen High School for Prom 2006.



A SIDNE (Simulated Impaired Driving Experience) machine was purchased and several safety partners were trained in its use.

❑ **Operation Nighthawk**

Delaware coordinated Operation Nighthawk on August 19, 2006 in conjunction with other states in the NHTSA Mid-Atlantic Region. Three events were held statewide, one in each county. A total of 56 law enforcement officers from 25 State and municipal police agencies participated. Officers were provided with training, motivational speakers, and dinner. A four-hour patrol block followed. Speakers included Delaware's U.S. Marshal, David Thomas; State Representative John Atkins; and the University of Delaware's head football coach, K.C. Keeler. Officers made 401 vehicle contacts that night, conducted field tests on 57 individuals, made 19 DUI arrests, apprehended 5 fugitives, and made nearly 300 arrests for various other traffic and criminal violations.



Coach K.C. Keeler speaks to the officers before their DUI patrols.



Rep. John Atkins addresses the officers in Sussex County.

❑ **DUI Training Initiatives**

In FY 2006, the Office of Highway Safety funded and/or participated in several significant training opportunities for Delaware law enforcement, prosecutors, and the judiciary. In November 2005, OHS coordinated a round-table discussion of DUI issues at the Annual Justice of the Peace Court Judges' Retreat. Discussion topics included SFST administration, DRE information, and courtroom testimony. In March 2006, the Impaired Driving Coordinator provided a presentation about the Checkpoint Strikeforce campaign at the Annual Life Savers Conference. In April 2006, 11 officers completed the SFST Instructor course. Between December 2005 and May 2006, three SFST Refresher programs were conducted for 43 police officers across the state. In addition, OHS provided training manuals and other materials for the SFST/HGN instruction portion of three academy classes. OHS was able to fund five of Delaware's eight Drug Recognition Experts (DRE) to attend the Annual DRE Conference in June 2006. Further, OHS coordinated with the NHTSA Mid-Atlantic Region's Law Enforcement Liaison to provide a presentation about the new DRE program at Delaware's Annual Prosecutor's Retreat in September 2006. In addition, OHS funded training for two Justice of the Peace Court judges at the ABA's National Judicial College.

❑ **DUI Law Enforcement Equipment Purchase**

In FY 2006 the Office of Highway Safety purchased impaired driving detection equipment for the Delaware State Police and several municipal police departments. In all, 26 portable breath testers, 15 passive alcohol sensors, and 20,000 portable breath tester mouthpieces were provided. In addition, safety equipment for agencies working the Checkpoint Strikeforce campaign was also provided. This equipment included reflective safety vests, battery powered flares, flashlights, portable speed bumps, and Intoxilyzer mouthpieces and cards. In addition, a pull-behind trailer funded through another source was equipped with checkpoint equipment and lights, then labeled with the Checkpoint Strikeforce billboard advertisement. The trailer has been used regularly at checkpoints throughout the year.



**Checkpoint Strikeforce trailer**

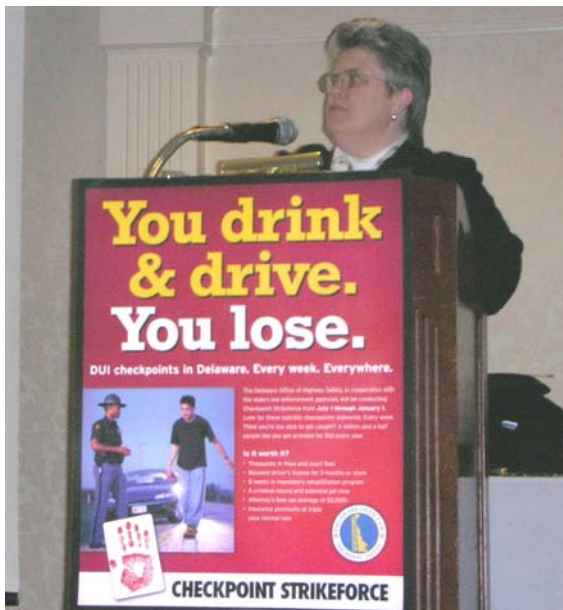
- **Division of Substance Abuse and Mental Health (DSAMH) Partnership**  
 OHS has partnered with DSAMH on a number of worthwhile initiatives in FY 2006. First, using the network of DUI Education and Treatment providers, we coordinated efforts for National Alcohol Screening Day on April 6, 2006. In addition, OHS is a member of the Underage Drinking Coalition led by DSAMH. OHS will become a member of a new group this year, the First State Prevention Coalition, also led by DSAMH. Finally, OHS is part of the State Epidemiological Outcomes Workgroup coordinated by DSAMH and the University of Delaware’s Center for Drug and Alcohol Studies. This committee works to make data available across disciplines, to aid in effective problem identification and subsequent programming.
- **Legislative Enhancements**  
 Revisions to Delaware’s Ignition Interlock law were made during the FY 2006 legislative session. The revisions to this law were passed on June 30, 2006 and signed by the Governor on July 10, 2006. As a result, enhanced license revocation and ignition interlock device (IID) sanctions will now apply to first-time DUI offenders with a blood alcohol concentration level of .15 or greater. The sanctions increase again at a blood alcohol concentration level of .20. The sanctions apply as follows:

<b>Offense</b>	<b>BAC Level</b>	<b>Revocation Period</b>	<b>IID is Mandatory</b>
First	below 0.15	12 months	no
First	0.15 - 0.19	18 months	yes, after 30 days
First	0.20 +	24 months	yes, after 30 days
Second	below 0.15	18 months	yes, after 12 months
Second	0.15 - 0.19	24 months	yes, after 12 months
Second	0.20 +	30 months	yes, after 12 months
Third	below 0.15	24 months	yes, after 12 months
Third	0.15 - 0.19	30 months	yes, after 12 months
Third	0.20 +	36 months	yes, after 12 months
Fourth +	any	60 months	yes, after 12 months

- **SAFETEA-LU Impaired Driving Incentive Grant and Transfer Program Administration – Sections 410 and 154**  
 In FY 2006, the Office of Highway Safety applied for and was awarded funding under Section 410 and administered Section 154 transfer funds. Specific programming initiatives included enforcement funding opportunities, updating public awareness materials, and the purchase of impaired driving detection equipment for State and local law enforcement.

## Evaluation

Through comprehensive efforts including 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 2005 levels (42% of all fatalities) to 41% in FY 2006. We believe that by continuing our comprehensive strategies, including sustained high-visibility 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.

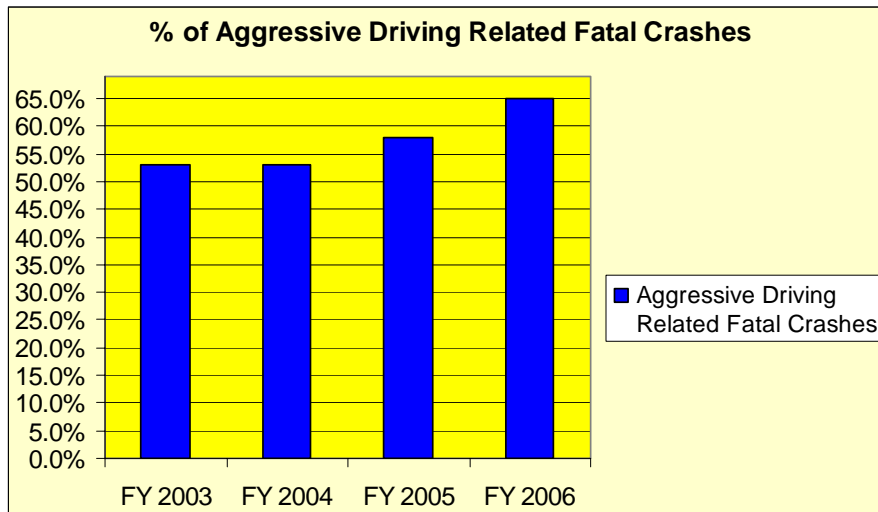


**Dr. Beth Baker, NHTSA and Attorney General Carl Danberg commend Delaware law enforcement for their outstanding work on the Checkpoint Strikeforce program.**

## Aggressive Driving

### Overview

In 2005, 58% of fatal motor vehicle crashes were aggressive driving-related, compared to 55% in 2003. Of these fatalities, the larger percentage were men. The top four primary contributing circumstances for fatal aggressive driving-related crashes in 2005 were speed, failure to yield the right of way, passing a stop sign and driving left of center. In 2005, fatal and personal injury aggressive driving-related crashes occurred most often on Fridays and most often in March and December. Additionally, the majority of these crashes occurred between the hours of 1pm and 7pm. Since 1997, the percentage of all crashes resulting from aggressive driving behaviors has remained on average close to 51%, yet the percentage of fatal crashes resulting from aggressive driving behavior has risen from a low of 38% (46 of 121) in 2000 to a current high of 58% (69 of 118) in 2005.



### Performance Goals

*Decrease Percentage of fatal crashes resulting from aggressive driving behavior*

	2006	2007	2008
% goal	50%	48%	47%
<b>FY 2006 % actual</b>	<b>65%*</b>		

\*Based on preliminary FARS data



## **Programming Efforts**

The Office of Highway Safety coordinated the following programming initiative in an effort to impact our aggressive driving prevention goals for FY 2006:

□ **Stop Aggressive Driving Campaign**

In the summer of 2006, the Office of Highway Safety coordinated the second annual high visibility anti-aggressive driving campaign aimed at reducing aggressive driving-related crashes. The aggressive driving campaign was kicked off in July, as the crash data revealed that the months of July, and September through December were identified as the most critical months to conduct the campaign. In addition, OHS staff identified the most appropriate days of the week and times of the day to conduct the enforcement and target the media buy. The high-visibility enforcement and media initiative combined several innovative components, as follows:

- Law enforcement agencies utilized two-person teams and an unconventional vehicle to identify those drivers that were driving aggressively.
- In addition to billboards and radio advertisements, OHS created new aggressive driving flyers to coordinate with the highly successful billboard campaign.

The Office of Highway Safety identified specific roadways based on high crash locations for the aggressive driving enforcement. Due to the volume of aggressive driving-related crashes in New Castle County, the team enforcement was conducted in the northern part of the state, while law enforcement agencies in the remaining counties conducted additional saturation patrols to support the initiative. Through the end of September 2006, officers had issued over 1,905 citations for aggressive driving behaviors during 1,136 hours of enforcement. Of the 1,900 aggressive driving-related arrests, 58 were for drivers that committed three or more aggressive driving violations in one driving incident. In FY 2007, OHS will be implementing the following additional components to the Stop Aggressive Driving Campaign:

- Operation Commute will target morning rush hour commuters to encourage those drivers to travel safely to work.
- Roadside signs will encourage motorists to call 911 to report aggressive drivers.
- Motorists who are reported to police as driving aggressively will receive a written warning letter from Delaware State Police.
- A second, shorter enforcement and education campaign will be coordinated in late winter, 2007.

## **Evaluation**

Preliminary DE FARS data indicates that in FY 2006, 65% of the fatal crashes were attributed to aggressive driving behaviors. In FY 2005, 60% of the state's fatal crashes were attributed to aggressive driving behaviors. This is slightly higher than FY 2004, when 53% of all fatal crashes were attributed to aggressive driving behaviors. This trend in the rise in the percentage of aggressive driving-related crashes is of particular concern to the Office of Highway Safety. We are addressing this trend by using data to determine the locations of aggressive driving crashes and implementing high visibility enforcement and education campaigns in and around those areas to impact the problem. Currently in calendar year 2006, through October 30, 48% of the fatal crashes are attributed to aggressive driving behaviors. To date, this represents a significant decrease over last year.



## **Traffic Records/Safety Management Systems**

### **Overview**

The absence of comprehensive statewide data on injuries and fatalities resulting from motor vehicle crashes has hindered an efficient problem identification process. These deficiencies include an inability to link traffic records from one agency to another and a lack of a comprehensive system to analyze crash data from the crash scene, patient care systems, licensing, and adjudication of the violations. Currently there are efforts underway to prepare the primary data files (crash, vehicle, location, injury, adjudication, and registration) to ensure they are fully operational prior to the creation of an integrated data collection system. This network will capture crash data from the incident at the roadside through case adjudication in order to aid analysts with proper problem identification, project development, and resource allocation.

These efforts currently underway include the continued implementation of an automated crash report, restructuring of pre-hospital care reporting procedures, review, analysis, and on-going linkage of CODES data (Crash Outcome Data Evaluation System), on-going training efforts for emergency care professionals utilizing the EDIN (Emergency Medical Services Data Information Network) automated patient care reporting system, and implementation of a revised DUI Tracking System.

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. In 2004, the Office of Highway Safety implemented the University of Alabama's CARE (Critical Analysis Reporting Environment) software package prior to the full implementation of the integrated data collection system to assist the office in problem identification and development of comprehensive solutions. Additionally, the Office will be implementing a GIS based mapping solution to assist with identification of high crash locations to help specifically target additional enforcement and public awareness campaigns.

### **Performance Goals**

To implement a statewide integrated 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 impact our traffic records goal for FY 2006:**

❑ **NHTSA Traffic Records Assessment**

**In December 2005, the Office of Highway Safety coordinated a NHTSA Traffic Records Assessment. The previous TR Assessment had been conducted in December of 2000. The assessment team spent two days interviewing key traffic records stakeholders, in addition to highway safety staff and Traffic Records Coordinating Committee members. The team spent an additional two days reviewing the information gathered and provided OHS with a document that outlined numerous recommendations to improve the timeliness, accuracy, and completeness of all traffic records data, including crash, location, EMS, DMV and adjudication data.**

❑ **Traffic Records Coordinating Committee Reorganization and TRCC Strategic Plan Development**

**Based on recommendations from the TR Assessment, one of the first tasks that the TRCC undertook was the reorganization of the committee in order to better facilitate the development and implementation of the TRCC Strategic Plan. Ultimately, the Committee was reorganized to create an Executive Level, a Core Team, and several Sub-Committees designed to meet special project needs. With the aid of a consultant, OHS developed a Memorandum of Understanding (MOU) that establishes the responsibilities of each of these levels of the Committee. The TRCC will guide the development and implementation of the TR Strategic Plan for the state and will ultimately provide a process for the selection of traffic records projects to be implemented statewide.**

❑ **Automated Crash Report Project**

**To facilitate real-time crash reporting, to eliminate duplication of effort in entering data among various agencies, and to aid in improved crash data analysis, the Delaware State Police is in the process of implementing the state's automated crash reporting system. Programmers have also developed an electronic tow slip and are currently piloting the electronic citation. All of Delaware law enforcement are required to utilize the automated crash report to facilitate analysis of the data to identify problem areas and target resources to those locations. Delaware is one of approximately twenty-two states in the country utilizing the State of Iowa's TraCS model for the automated crash report.**

- **CARE (Critical Analysis Reporting Environment) Software Package**  
 In the fall of 2004 the Office of Highway Safety began utilizing a crash data analysis package developed by the University of Alabama called CARE. The CARE analysis system allows OHS staff to analyze crashes to determine causation, fatality and injury rates, restraint use, and alcohol involvement to determine priority areas, performance goals, and countermeasure strategies. With the implementation of the automated crash reporting project, that facilitated the need to create a system that could provide analysis of both the written and automated crash reports. In September of 2006, Delaware's version of CARE was established to provide that analysis capability for the office. The OHS staff will also continue to utilize CARE to conduct evaluations of various mobilizations and initiatives throughout the year.
- **Emergency Medical Services Data Projects**  
 In 1999, the Office of Emergency Medical Services embarked on a project, EMS Data Information Network (EDIN), to automate ALS (Advanced Life Support) and BLS (Basic Life Support) patient care reports (PCR). To date, all ALS and most BLS providers provide their PCRs via EDIN. Approximately 25% of the PCRs involve crashes and provide invaluable injury data not available from any other source. EDIN will be incorporated into the integrated crash data collection system once completed. In addition, the Office of Emergency Medical Services manages the state's Crash Outcome Data Evaluation System (CODES) project. To date, the CODES analyst has linked 1999-2004 crash, EDIN, and hospital discharge data. This information has been particularly useful in securing passage of key highway safety legislation in the past, including .08 BAC and primary seat belt laws.
- **DUI Tracking System Upgrades**  
 Delaware has had an on-line tracking system for DUI offenders since 1998. For the past year, the system has been redesigned by an information systems consulting group. The new system will meet all NHTSA model criteria. The development of this system included a partnership between OHS, DMV, DUI Education and Treatment providers, Probation and Parole, and the Judiciary. Data migration is being tested, and end-user training is scheduled for mid-December. The final version of the new system should be implemented and in use by the end of January 2007.
- **SAFETEA-LU Data Improvements Incentive Grant Administration**  
 The State of Delaware did not meet the established criteria to apply for Section 408 funds in FY 2006. However, specific steps have been taken to ensure that the state will qualify in coming years. Delaware does plan to apply in FY 2007.

## **Evaluation**

**The State of Delaware continues to make great progress in improving the collection and analysis of crash data. The TRCC continues to guide the efforts intended to improve the collection of the 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.**

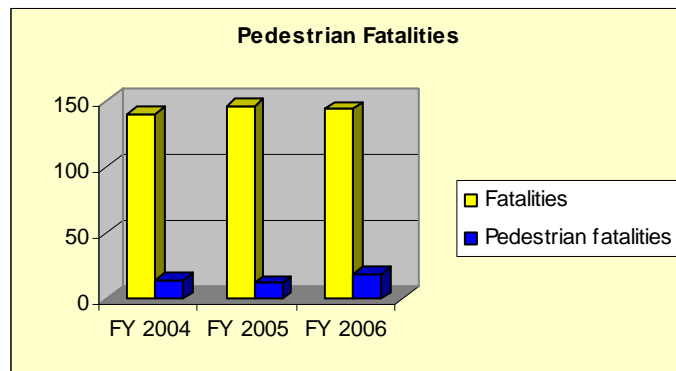
**In FY 2007, the Office of Highway Safety and the Traffic Records Coordinating Committee look forward to guiding the following traffic records initiatives:**

- **Guide the TRCC reorganization, establish the Executive Level Committee and obtain buy-in from same for TR system improvements**
- **Implementation of the electronic citation initiative**
- **Development and implementation of the TRCC Strategic Plan**
- **Continued data linkage via CODES (Crash Outcome Data Evaluation System)**
- **Continued enhancement and statewide implementation of the automated crash reporting system**
- **Development and eventual implementation of the integrated data collection system**
- **Applying for and receiving Section 408 funds and establishing TR projects to help achieve goals outlined in the TRCC Strategic Plan**

## Pedestrian Safety

### Overview

In FY 2006, pedestrian fatalities accounted for 13% (19 of 144) of total fatalities. This number represents a marked increase from 8% (12 of 146) in FY 2005. 44% of these crashes occurred in New Castle County, 32% in Sussex County, and 24% in Kent County. Enforcement efforts were focused in each county as appropriate. 60% of all pedestrian fatalities were between the ages of 25-54, and 60% occurred in low-light conditions (at dusk or dawn), or after dark. In 12 of the 19 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 refocused 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 2006	FY 2007	FY 2008
% goal	11%	7%	6%
<b>FY 2006 % actual</b>	<b>13%</b>		

## **Programming Efforts**

The Office of Highway Safety coordinated the following programming initiatives in an effort to impact our pedestrian safety goals for FY 2006:

□ **Community Partnership**

The City of Wilmington’s metropolitan planning organization (WILMAPCO) implemented a “Non-Motorized Committee” to address pedestrian issues within the city. Delaware’s New Castle County Community Traffic Safety Program (CTSP) coordinator participated as a member of the committee. The committee addressed issues such as walkability, and other pedestrian safety concerns. Pedestrian safety materials were provided for distribution to local businesses, government offices, and schools.

□ **Walk Smart Corporate Outreach**

Packets of pedestrian safety materials were assembled, with a cover letter, and disseminated to local businesses throughout the state. Delaware’s Corporate Outreach Coordinator partnered with the CTSP coordinators to distribute those materials in each county. Pedestrian safety presentations were also offered.

□ **Safe Routes to School**

Delaware’s CTSP coordinators have worked with the Department of Transportation on the development and implementation of its Safe Routes to School project. The program sourcebook has been developed and distributed and schools are now being selected. The CTSP coordinators have been involved in the school selection and have coordinated National Walk to School activities with those schools. In FY 2006, three Walk-to-School events were conducted. Two of these events are pictured below.



**Newark Police Department partners with Downes Elementary School on National Walk-to-School Day.**



**Students, their parents, and teachers from Milton Elementary school participate in National Walk-to-School day.**



□ **Safety Town**

The Kent and Sussex County CTSP coordinator conducted a total of ten Safety Town presentations during FY 2006, averaging 75 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 from Tatnall Elementary School learn about pedestrian safety at a Safety Town demonstration.

**Evaluation**

There was a significant increase in pedestrian fatalities during this fiscal year, from 8% in FY 2005 to 13% in FY 2006, 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 State Police to identify the most common types of violations of Delaware's pedestrian laws to help determine the most appropriate types of enforcement. We will continue to strive to meet the goals outlined in our FY 2007 Highway Safety Plan.



Safety Town

## **Corporate Outreach Program**

### **Overview**

**In 2006, the Office of Highway Safety introduced its Corporate Outreach Program. This is a strategic effort to help companies educate their employees about specific traffic laws and safe driving behavior. 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. Since January 2006, seventeen site visits have been made to introduce the program, with more visits scheduled.**

**A contact list for Delaware business organizations was developed and is regularly updated. This list is used to communicate, via various tools, the urgent messages of our highway safety campaigns. Currently a total of 50 businesses are contacted on a regular basis through electronic means and mass mailings. Over 19,000 employees have received information about OHS traffic safety campaigns.**

**Never before has it been more important for employers to make traffic safety a corporate priority. Work-related roadway crashes are the leading cause of unintentional injury in the workplace. Our corporate partners have proven to be an invaluable resource in assisting OHS in reaching the motoring public with safe driving messages.**

### **Programming Efforts**

#### **□ Occupant Protection**

**Click It or Ticket (CIOT) was the first campaign the new Corporate Outreach Coordinator offered to the business community. OHS participated in corporate health & safety fairs, observational seat belt surveys at businesses, and safety meetings designed to educate employees about buckling up to prevent injury and death. Additionally, highway safety materials were distributed to our corporate partners to facilitate educational awareness centered around helping employees make the choice to be safe on Delaware's roadways. More than 5,000 employees were reached during this campaign. Also, in conjunction with CIOT, the Outreach Coordinator assisted the New Castle County CTSP with reaching residents and business owners in an area of the state with lower than average seat belt use rates. Ultimately, the percentage of seat belt users in the identified community increased between six and seventeen percentage points. Lastly, the Outreach Coordinator contacted over 200 businesses following the annual seat belt survey in June 2006. Survey observers noted commercial motorists that were or were not wearing seat belts and letters were mailed to those businesses either congratulating them for their efforts to buckle up or encouraging them to mandate seat belt use by their vehicle operators.**

□ **DUI Prevention**

To bring further awareness to the problem of impaired driving, the OHS Corporate Outreach Coordinator distributed highway safety materials to 50 businesses to help them educate their employees about the consequences of drinking and driving in the State of Delaware. OHS participated in two corporate in-service days by providing presentations about the dangers of impaired driving. One very successful event focused on using company marquees, message boards or internal email to communicate a Driving Under the Influence prevention message around the Halloween holiday. Companies throughout the state displayed or emailed a DUI slogan the week prior to Halloween.

□ **Stop Aggressive Driving**

During the summer and fall of 2006, the Corporate Outreach Coordinator used various methods to educate employees on the risks of aggressive driving. Two presentations were provided to corporations about the Aggressive Driving law and the risks associated with aggressive driving. Education was focused on helping drivers make a conscious choice to be safe. More than 20 businesses were contacted and mailed flyers and posters to support the Stop Aggressive Driving campaign.

□ **Pedestrian Safety**

As pedestrian fatalities increased, companies were sent alerts to educate their employees about pedestrian safety by providing safety tips for both the pedestrians and the motorists. Two pedestrian safety presentations to corporations were also provided. OHS partnered with defensive driving instructors to provide additional information to corporations statewide about the prevention of pedestrian crashes.

## **Paid Media Summary**

### **Overview**

**In FY 2006, the Delaware Office of Highway Safety created its first formal strategic communications plan. To help OHS steer its statewide highway safety public awareness initiatives. The communications plan focused primarily on the use of paid media, and was based on motor vehicle crash, injury, and fatality data. The data helped OHS 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 2006 OHS spent more than \$900,000 in Section 402 and other Incentive Grants to maximize the effectiveness of enforcement and educational programming initiatives. This is an increase of \$300,000 from funds spent in FY 2005. In addition to what is reflected in this document, OHS also spent nearly \$12,000 on an Underage DUI prevention media campaign in April, funded through a grant from the Office of Juvenile Justice and Delinquency Prevention (OJJDP).**

**In the coming Fiscal Year, OHS will expand its Strategic Communications Plan by incorporating earned media and community level activities, and increasing its focus on program evaluation.**

**This section of the Annual Report provides a description of OHS's paid media efforts for FY 2006. 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 2006 Federal fiscal year**

## I. Paid Media Funds Spent in FY 2006

<b>Use of 402 and Incentive Grant Funds for Paid Media in FY 2006</b>		
<b>Federal Grant Code</b>	<b>Campaign</b>	<b>Total Funds Spent</b>
<b>Section 402</b>	1) "Stop Aggressive Driving" campaign (\$56,000) 2) "Walk Smart" Pedestrian Safety campaign (\$12,500) 3) "Click It or Ticket" (\$155,000) 4) "Ride Safe, Ride Smart" Motorcycle Campaign (\$19,700)	<b>\$243,200.00</b>
<b>Section 163</b>	1) <i>Click It or Ticket</i> campaign (\$38,000) 2) "Stop Aggressive Driving" campaign (\$63,468.36) 3) Checkpoint Strikeforce (\$12,472.45) 4) Graduated Driver Licensing (\$9,952.75) 5) Ride Safe, Ride Smart – Motorcycle Safety Campaign (\$5,294.12) 6) Strategic Planning (\$3,605.07)	<b>\$132,792.75</b>
<b>Section 154</b>	1) Checkpoint Strikeforce (\$242,225.36) 2) Underage Drinking (\$2,423.73)	<b>\$244,649.09</b>
<b>Section 405</b>	1) Child Passenger Safety Awareness Week & Fitting Station Media (\$82,607) 2) Click It or Ticket (\$75,000)	<b>\$157,607.00</b>
<b>Section 157 Incentive</b>	1) Seat Belt Use Maintenance Campaign (gas pump toppers) (\$28,937.93) 2) "Stop Aggressive Driving Campaign (\$117,094.48)	<b>\$146,032.41</b>
<b>Total Funds Spent</b>		<b>\$924,281.25</b>

## II. Paid Media Activities Color Chart by Calendar Month

Campaign	Oct '05	Nov	Dec	Jan '06	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Checkpoint Strikeforce '05	Red	Red	Red									
"Stop Aggressive Driving Campaign '05	Purple	Purple	Purple									
Seat Belt Reminder Campaign		Dark Blue	Dark Blue	Dark Blue	Dark Blue							
Holiday Checkpoint Strikeforce (New Year's Eve, Superbowl, St. Patrick's Day, Easter, Cinco de Mayo, race weekend)				Pink	Pink	Pink	Pink	Pink	Pink			
Child Passenger Safety Awareness Week '06				Cyan	Cyan	Cyan	Cyan					
Click It or Ticket								Yellow	Yellow			
Checkpoint Strikeforce '06										Red	Red	Red
"Stop Aggressive Driving" campaign					Purple	Purple	Purple	Purple	Purple	Purple	Purple	Purple
Over the Limit/Under Arrest(Labor Day)											Pink	Pink
"Walk Smart" Pedestrian Safety											Orange	Orange
Ride Smart Motorcycle safety												Grey

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

#### Occupant Protection

##### A. *Click It or Ticket* 2006

**Total Budget \$268,000**

Delaware utilized the national model, a combination of paid media and enforcement activities, to obtain maximum impact and behavior change during the 2006 *Click It or Ticket* campaign. In the end, seat belt use statewide increased from 84% in 2004 to 86% in 2006.

Paid media ran for one month while the enforcement ran for two weeks in the middle of the campaign. The target age demographic for Click It or Ticket was 18-34 year olds, with a heavy emphasis on teens 16 – 20. This age group was identified based on data which revealed that they are most often involved in crashes and least likely to wear seat belts. A mix of radio, billboards, and a small amount of print ads 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.

<b>"Click it or Ticket" 2006 Paid Media BUDGET SUMMARY</b>	
Radio	\$56,480
Cable & Broadcast Television (includes Spanish)	\$72,486
Outdoor	\$28,400
Print (Spanish & Entertainment Magazines)	\$10,108
total:	\$167,474

Sixty percent of the target audience saw the message on TV an average of 6 times per week. In New Castle County (the most populated and heavily urban) 53% of the target audience heard the message on radio an average of 6 times as well, and in the two more rural southernmost counties 89% of the target audience heard the radio ads an average of 15 times. In addition to the paid media message, 23 stories about the campaign appeared in statewide TV, radio, and print media outlets.

The remaining \$100,526 in the budget was used to create new TV and radio ads for the campaign. Two focus groups were used, and they provided valuable feedback for the team. The remainder of the budget was also used to redesign and print fliers, posters, and banners to incorporate OHS's new umbrella safety campaign, the "120 Days of Summer HEAT (Highway Enforcement of Aggressive Traffic)."

In OHS's ongoing effort to more strategically target non-seat belt users, special fliers were designed, printed and distributed in two of Delaware's identified low belt use communities. This information, along with participation in safety fairs and presentations to community groups in those locations, helped increase belt use there and raise the state's belt use rate in return.

Funding was again used to maintain special partnerships with the Delaware chapter of NOBLE (National Organization of Black Law Enforcement Executives) and the Dover Air Force Base, by designing special fliers with each partners logo and the *Click It or Ticket* message on them. The fliers were then distributed by Dover Air Force Base personnel and NOBLE members through their outreach channels.

**B. National Child Passenger Safety Awareness Week (CPSAW) 2006 & Support of OHS Fitting Stations**  
**Total Budget \$82,607**

In 2006 OHS decided to increase public awareness of its permanent Fitting Stations. To do this radio spots encouraging residents to have their car seats checked by a Fitting Station Coordinator were created. The spots provided a phone number for parents to call and began in January, just prior to February’s Child Passenger Safety Awareness Week (CPSAW). To launch CPSAW, OHS held a ribbon cutting ceremony for the new home of its Kent County Fitting Station in conjunction with a community car seat check. The ribbon cutting ceremony and car seat check were used to thank the DMV for providing OHS with the building (a former recheck bay) and was covered by local media.

In addition to the radio spots, OHS created a billboard to support the Fitting Station awareness campaign and posted it at the Wilmington Blue Rocks minor league team baseball stadium. Families make up a large portion of attendees at the Blue Rocks games.

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

CHILD PASSENGER SAFETY MEDIA 2006

<b>BUDGET SUMMARY</b>	
Radio	\$50,700
Outdoor- Blue Rocks sign	\$7,060
Total:	\$57,760

The remainder of the \$82,000 budget was spent on the creation of the radio ads as well as the creation and printing of new Child Passenger Safety informational brochures, and the creation of portable CPS display boards for the Fitting Station Coordinators to use at safety fairs and classes.



**C. Seat Belt Reminder Campaign**

**Total Budget - \$28,937.93**

OHS utilized a unique type of media to maintain the level of awareness of Delaware’s seat belt law outside the Click It or Ticket and Child Passenger Safety Awareness Week enforcement periods. The Office used advertising space on top of gas pumps (commonly known as gas pump toppers) at Valero gas stations to remind motorists at the pumps to “Buckle Up after you fill up.”

<b>BUDGET SUMMARY</b>	
Gas Pump Toppers	\$21,200
Total:	\$21,200

Another method OHS used to remind motorists already in their cars to wear their seat belts was the distribution of Buckle Up decals to fast food restaurants, convenience stores and banks. Managers of the establishments were asked to attach the decals, or window clings, to the drive through windows of their establishments where customers would see them. The remainder of the \$28,000 budget was used for this portion of the reminder campaign.



## Impaired Driving

### **A. Checkpoint Strikeforce Total Budget - \$254,697.00**

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

The CPSF campaign truly evolved into a year-round initiative in 2006 with the addition of monthly checkpoints from January through June and DUI saturation patrols on major holidays such as St. Patrick’s Day and Cinco de Mayo.

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 reporting out results from the previous weekend and locations (towns only) of upcoming checkpoints.

For the 2006 CPSF campaign, new TV and radio spots as well as new billboards were created after concepts were tested in two focus groups. Ultimately, the tagline, “Checkpoint Strikeforce. Going out tonight? So are we.” was chosen. The tag line reminds those going out to parties or bars to drink that law enforcement would also be out in the evenings to stop impaired drivers.

The media mix relies heavily on radio, particularly in the spring months, and billboards to get the message out. In 2006, internet ads on sites such as Delaware Online (which is also the site for Delaware’s major daily newspaper) and Sparkweekly.com were added in an effort to better reach young adults who frequently visit these sites. Other efforts to reach out more effectively to young adults included running TV ads during the Summer “X” games on ESPN 2, posting billboard and electronic messages at the US 13 Speedway, and radio ads on Hispanic radio stations during specific Hispanic holidays.

To launch the 2006 campaign, OHS held a press event to introduce another facet of its impaired driving prevention efforts, its Drug Recognition Expert (DRE) program. The press event was held at a northern Delaware restaurant and bar to highlight the importance of responsible alcohol service. The new DREs were awarded their certificates, and officers demonstrated SFST and DRE testing to local media who covered the launch event extensively.

Earned media coverage for the 2005 and early 2006 campaign was again strong, 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.

**Paid Media Budget -**

*Checkpoint Strikeforce 2005 (Oct. – Dec.) Total Budget \$72,762*

*Checkpoint Strikeforce 2006 (Jan – June) Total Budget \$53,574*

*Checkpoint Strikeforce 2006 (July – Sept.) Total Budget \$101,711*

<b>BUDGET SUMMARY - Checkpoint Strikeforce (Jan – June 2006) all radio</b>	
New Year's Eve	\$4,633
Superbowl Sunday	\$4,633
St. Patrick's Day	\$7,935
Easter	\$7,935
Cinco de Mayo	\$7,935
Race weekend	\$7,935
Total:	\$53,574

OHS also increased the level of media advertising during the NHTSA mobilization times of December 2005, and Labor Day 2006 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.

**TOTAL MEDIA COSTS- CHECKPOINT STRIKEFORCE  
(Oct. – Dec 2005 and July – Sept. 2006)**

<b>BUDGET SUMMARY</b>	
Print	\$10,446
Radio (including Hispanic)	\$78,050
TV	\$22,638
Internet	\$704
Outdoor	\$58,635
Total:	\$137,035

The remaining \$23,000 in the budget was used for the creation of the media elements and print materials for distribution to the public.

## Aggressive Driving

### **A. The “Stop Aggressive Driving” campaign**

**Total Budget – Oct. 2005 – Sept. 2006 (\$236,562.84)**

In 2006 the “Stop Aggressive Driving campaign” entered its second year. Enforcement activities were conducted weekly from July 5<sup>th</sup> through the end of December, with the exception of August when crash data did not support additional enforcement. As with the 2005 campaign, crash data revealed that the primary target audience was young, adult males ages 16 – 25, the population most frequently involved in aggressive driving-related crashes. Data also showed crashes most frequently occurred Wednesdays – Saturdays. Subsequently, corresponding radio advertising was aired on these days.

The media mix for the campaign included radio ads featuring the voices of teenagers, and billboards which show a teenage male on a couch playing a video game, with the caption “Limit Your Aggressive Driving to the Couch, not the Road”.

A second series of billboards were designed to reach a broader audience, focused on specific aggressive driving violations and resembling interstate signs. One of these billboards was aimed at reaching the NASCAR crowd during the Dover International Speedway September race. It said “This is not Dover International Speedway and you are not Dale Earnhardt, Jr. Speeding drivers will be ticketed.”

All billboards are placed along corridors identified as having high numbers of aggressive driving-related crashes.



Radio advertising continued on a more limited basis from February – June of 2006 to maintain awareness about the dangers of aggressive driving.

<b>BUDGET SUMMARY (Oct. 2005 – Sept. 2006)</b>	
Radio	\$61,695
Internet (2005 only)	\$9,000
Print	\$850
Outdoor (Billboard and Transit)	\$40,250
Total:	\$111,795

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

## [Pedestrian Safety](#)

### **“Walk Smart” Campaign**

**Total Budget - \$12,500**

In the second year of the “Walk Smart” Pedestrian Safety campaign, OHS again relied on billboard advertising to make pedestrians and motorists aware of safe crossing techniques. Using the billboards that were created for the 2005 campaign, the boards were posted in high pedestrian crash locations in August, the month when most crashes occurred.

<b>BUDGET SUMMARY</b>	
Outdoor	\$4,235
Total:	\$4,235

The remainder of the budget was used to create and print the billboards, as well as reflective wristbands with the message **Be Safe. Be Seen. Walk Smart.** These were distributed primarily to adults at health and safety fairs. It is adults and not children who are most often killed in pedestrian crashes.

Other earned media efforts had OHS’s Community Traffic Safety Program Coordinators distributing Walk Smart fliers to businesses along the high crash corridors asking them to distribute the fliers to their customers or post a “Walk Smart” message on their marquee boards.

## Motorcycle Safety

### **“Ride Safe. Ride Smart.” Campaign**

**Total Budget - \$24,994.12**

In 2005, motorcycle crashes more than doubled from 2004 numbers, killing 22 individuals by the end of the year. As a result, OHS began meeting with members of Delaware’s Motorcycle Safety Committee, chaired by Delaware State Representative Bruce Ennis. Committee members include representatives from the DMV Motorcycle Program, ABATE, the Dover Air Force Base, and motorcycle retail stores.

In combination with crash data, the meetings provided OHS with more background information on motorcyclists and ideas for distribution outlets for brochures.

OHS settled on a combination of strategies aimed at reaching both the motorcyclist, and the motorist as well. They included billboards (aimed at motorists), print ads (aimed at motorcyclists) and brochures (aimed at motorcyclists). The brochures are being distributed through Motorcycle Safety Committee members primarily at events where riders meet. DMV is also preparing to do a direct mailing of motorcycle brochures – which contains information and safety tips about avoiding riding hazards – to those who are registered bike owners but have no motorcycle endorsement on their license.

Billboards ran during the month of September, as did print ads. The print ads ran in weekly publications distributed in or near high motorcycle crash locations. A spring/summer 2007 campaign is being planned for billboard and print advertising. DMV is also providing funding to support the 2007 campaign.

<b>BUDGET SUMMARY (July – Sept. 2006)</b>	
Print	\$2,150
Outdoor (Billboard and Transit)	\$5,300
total:	\$7,450

The remainder of the \$24,000 dollar budget was used to produce and print the billboards, the brochures, and the print ads.

#### IV. Summary Chart of Paid Media Activities

<b>Program Area/ Campaign Name</b>	<b>Television Airings</b>	<b>Radio Spots</b>	<b>Prints Ads</b>	<b>Other Media</b>	<b>Target Demo</b>	<b>Evaluation\Results</b>	<b>Funding Source</b>	<b>Amount</b>
<b><u>Occupant Protection</u></b>  Seat Belt Reminder Campaign November 2005- February 2006				Gas pump ads- 30 per month statewide	Adults 25+		157 Incentive	Media Buy: \$21,200
Child Passenger Safety Awareness  January-April 2006	0	836		Signage at Blue Rocks Stadium  Press release issued to announce ribbon cutting for new Kent County Fitting Station. Covered by local print media.	Women 25-44	Radio NCC Reach- 46% Frequency- 9x GRPs- 403  Kent/Sussex Reach- 61% Frequency- 9x GRPs: 600	405	Total Budget \$82,607  Includes: Media Buy: \$57,760  Radio: \$50,700 Outdoor: \$7,060
May 2006 Click It or Ticket	Cable: 744  Telenundo72	1,656 of which 112 on WYUS- Hispanic	4x- El Tiempo 1x- Out and About 4x- Spark	49 billboard posters statewide 1 billboard vinyl on I-95 1 billboard vinyl in Milford 51 media hits total.  Press releases issued on launch and enforcement results of CIOT. Two dozen stories on campaign appeared	Men 18- 34	TV-statewide: Reach: 60% Frequency 6x GRPs- 370  Radio: NCC: Reach- 53%	402 163 405	Total Budget \$268,000.00  Includes: Media Buy total \$167,474

<b>Program Area/ Campaign Name</b>	<b>Television Airings</b>	<b>Radio Spots</b>	<b>Prints Ads</b>	<b>Other Media</b>	<b>Target Demo</b>	<b>Evaluation\Results</b>	<b>Funding Source</b>	<b>Amount</b>
				in print, radio, t.v. and online media.		<p>Frequency- 6.3x GRPs- 334</p> <p>Kent/Sussex: Reach: 89% Frequency- 15x GRPs- 1300</p> <p>Billboard- Near 100 showing or 100% of target exposed on daily basis</p> <p>Print: 80,000 combined circulation</p> <p>Evaluation: Statewide seat belt use increased to 86% from 84%</p>		<p>(Print – \$10,108</p> <p>Radio - \$56,480</p> <p>TV - \$ 72,486</p> <p>Outdoor – \$28,400</p>
<p><b><u>Impaired Driving</u></b></p> <p>Oct. – Dec. 2005 Checkpoint Strikeforce</p>	82	740	1x- Out and About	<p>25 ads in restrooms of bars and restaurants</p> <p>Earned Media – weekly press releases on upcoming checkpoints and weekly results. Ongoing radio, print and t.v. interviews were conducted. In December supporting activities included non-alcoholic cocktail parties in DMV locations, the distribution of DUI information to the public, and the distribution of MADD red ribbons.</p>	Males 18 - 34	<p>TV: statewide avg. Reach- 40% Frequency- 2x GRPs- 80</p> <p>Radio NCC: Reach- 50% Frequency- 3x GRPs- 150</p> <p>Kent/Sussex Reach- 90%</p>	163 154	<p>Total Media buy - \$72,762</p> <p>Print- \$1050 Radio- \$29,702 TV- \$4828 Outdoor- \$37182</p>



<b>Program Area/ Campaign Name</b>	<b>Television Airings</b>	<b>Radio Spots</b>	<b>Prints Ads</b>	<b>Other Media</b>	<b>Target Demo</b>	<b>Evaluation\Results</b>	<b>Funding Source</b>	<b>Amount</b>
						Frequency- 11x GRPs- 480  Evaluation conducted by Pacific Institute for Research for NHTSA.		
Checkpoint Strikeforce Holiday Messages  January 2006  New Years	None	120	None	Earned - OHS issued a press release regarding the Superbowl enforcement.	Target Demo – Young adult males 18- 34.	NCC: Reach- 27% Frequency- 2x GRPs- 57  Kent/Sussex: Reach- 54% Frequency- 2.5x GRPs- 150	Section 154	\$4633
February 2006 Superbowl Sunday	None	120	None	Earned - Placed a designated driver message on state employee paycheck stubs for the Friday before the Super Bowl.  OHS issued a press release regarding the Superbowl initiative.	Target Demo – Young adult males 18- 34.	NCC: Reach- 27% Frequency- 2x GRPs- 57  Kent/Sussex: Reach- 54% Frequency- 2.5x GRPs- 150	Section 154	\$4633
March 2006 St. Patrick's Day DUI prevention		140		Earned media – OHS issued a press release about the enforcement initiative which resulted in TV live shots.  OHS also distributed posters from	Young adult males 18 - 34	NCC: Reach- 40% Frequency- 1.5x GRPs- 50  Kent/Sussex:	154	\$7935

<b>Program Area/ Campaign Name</b>	<b>Television Airings</b>	<b>Radio Spots</b>	<b>Prints Ads</b>	<b>Other Media</b>	<b>Target Demo</b>	<b>Evaluation\Results</b>	<b>Funding Source</b>	<b>Amount</b>
				NHTSA planners to bars and restaurants.		Reach- 70% Frequency- 2.5x GRPs- 150		
April 2006 Easter DUI prevention		140		OHS issued press release on enforcement results.	Persons 18-34	NCC: Reach- 40% Frequency- 1.5x GRPs- 50  Kent/Sussex: Reach- 70% Frequency- 2.5x GRPs- 150	154	\$7935
May 2006 Cinco De Mayo DUI prevention		140		Earned media – OHS issued press release on enforcement and results.  Posters were printed and distributed to community centers and to restaurants and bars	Persons 18-34	NCC: Reach- 40% Frequency- 1.5x GRPs- 50  Kent/Sussex: Reach- 70% Frequency- 2.5x GRPs- 150	154	\$7935
June 2006 Race weekend DUI prevention		140		OHS issued a press release on DUI enforcement efforts.	Persons 18-34	NCC: Reach- 40% Frequency- 1.5x GRPs- 50  Kent/Sussex: Reach- 70% Frequency- 2.5x GRPs- 150	154	\$7935
July 2006-Sept. 2006 Checkpoint Strikeforce	136	1390	4x- Spark  8x- Beachcombe	13 billboard posters statewide per month 1 billboard vinyl on Rt 1/Milford  Restaurant/bar restroom signage-	Persons 18-34	TV: statewide avg  Reach-40% Frequency- 3x GRPs- 120	154	Media Buy Total -  \$101,711 (Print –

<b>Program Area/ Campaign Name</b>	<b>Television Airings</b>	<b>Radio Spots</b>	<b>Prints Ads</b>	<b>Other Media</b>	<b>Target Demo</b>	<b>Evaluation\Results</b>	<b>Funding Source</b>	<b>Amount</b>
			r magazine  1x- Out & About magazine  Speed Scene  Beyond the Track	25 signs statewide per month  Fliers and posters printed for distribution at checkpoints  Earned media: Weekly press releases issued on upcoming checkpoints and results of enforcement		Radio NCC: Reach- 48% Frequency- 7.5x GRPs- 180  Kent/Sussex Reach- 86% Frequency- 15x GRPs- 1000  Billboards- 25 showing, or 25% of audience exposed daily  Evaluation will be conducted at end of calendar year 2006.		9,396 Radio - \$48,348 TV - \$ 17,810 Outdoor - \$21,453 Internet- \$704
<b><u>Aggressive Driving</u></b>  October-December 2005		355		20 billboards statewide  Yahoo banner ads-Nov  OHS issued weekly releases on results of enforcement.	Men 18- 24	NCC: Reach- 40% Frequency- 3.5x GRPs- 140  Kent/Sussex: Reach: 60% Frequency- 6x GRPs- 360	163	Includes: Media Buy Total \$53,320  (Radio - \$19,620  Outdoor - \$24,700  Internet- \$9,000

<b>Program Area/ Campaign Name</b>	<b>Television Airings</b>	<b>Radio Spots</b>	<b>Prints Ads</b>	<b>Other Media</b>	<b>Target Demo</b>	<b>Evaluation\Results</b>	<b>Funding Source</b>	<b>Amount</b>
<b>“Stop Aggressive Driving” campaign Additional weeks</b>  Feb-June 2006  Feb 20 Mar 20 Apr 24 May 22 Jun 19		78/week			Men 18-24	NCC: Reach- 32% Frequency- 4x GRPs- 115  Kent/Sussex: Reach: 54% Frequency- 6x GRPs- 320	402	Media Buy Total \$19,385  Radio - \$19,385
July-September 2006  <b>“Stop Aggressive Driving” campaign</b>		580	1x Beyond Track	18 billboard posters statewide 18 bus signs  Traffax  Earned media – OHS issued weekly releases on enforcement	Men 18-24	NCC: Reach- 40% Frequency- 4x GRPs- 160  Kent/Sussex: Reach: 43% Frequency- 6x GRPs- 260  Evaluation: number of agg driving related fatal crashes decreased slightly	402 163 157 incentive	<b>Includes: Media Buy Total \$39,040</b>  (Radio - \$22,690  Outdoor - \$15,550  Print- \$850
<u><b>Pedestrian Safety</b></u>  August 2006 <b>“Walk Smart” campaign</b>				10 billboard posters statewide  Distribution of fliers and Walk Smart reflective wristbands for increased pedestrian visibility.	General audience	Targeted high-traffic intersections. 12 boards represent near a 25 showing, or reaching 25% of target audience daily	402	<b>Total Budget \$12,500</b>  <b>Includes: Media Buy</b>

<b>Program Area/ Campaign Name</b>	<b>Television Airings</b>	<b>Radio Spots</b>	<b>Prints Ads</b>	<b>Other Media</b>	<b>Target Demo</b>	<b>Evaluation\Results</b>	<b>Funding Source</b>	<b>Amount</b>
								<b>Total - \$4,235</b>
<b><u>Motorcycle Safety</u></b>  Juy 06-September 06			2x-Cape Gazette 1x- Community News 2x-Smyrna Sun Times, 1x-Sussex Countian 2x-Dover Post	I-95 Bulletin in July	Cycle riders and drivers		<b>402 163</b>	Media Buy: \$7,450  Print: \$2150  Outdoor: \$5300