



2024

ANNUAL

REPORT

OCTOBER 1, 2023 – SEPTEMBER 30, 2024



John Carney, Governor
State of Delaware



Nathaniel McQueen, Jr., Secretary
Dept. of Safety and Homeland Security



Sharon Bryson, Director
Office of Highway Safety

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MESSAGE FROM THE DIRECTOR



Sharon Bryson, Director

On behalf of the team at the Delaware Office of Highway Safety (OHS), I am pleased to present the Fiscal Year 2024 Annual Report. This report serves as the State's interim evaluation of the FY 2024 - 2026 Triennial Highway Safety Plan (HSP). This also serves as a roadmap for accomplishments and highlights challenges encountered during the last year. This assessment will help to guide the work of the team in 2025 to achieve even greater success.

I am grateful for the dedication and outstanding efforts of the Office of Highway Safety staff and the work accomplished with our many traffic safety partners. We continue working closely with our partners to identify problems, select realistic performance measures, implement proven countermeasures, and conduct a quality analysis of implemented efforts.

The Annual Report reviews the yearly progress of Delaware's Highway Safety Plan (HSP). In addition, it is intended to document the use of grant funding administered by the National Highway Traffic Safety Administration (NHTSA) for federal funds available under the Section 402 State and Community Highway Safety Grant Program and the various sections of the National Priority Safety Program of the Federal transportation bill.

In 2022, Delaware saw a 15 year high in traffic fatalities. We are pleased to report in 2024 this trend reversed significantly with a 21% decrease in fatalities. While this is a small change, it is the beginning of what we hope to see as an ongoing trend in reduced crashes and fatalities on Delaware roadways. We recognize and embrace our role as leaders in fostering cooperation and collaboration to eliminate serious injury and death from preventable crashes. OHS is committed to a comprehensive, inclusive, and equitable approach to delivering education, enforcement, and outreach programs to save lives on all of Delaware's roadways. We have initiated efforts to expand our partnerships and increase our efforts to actively seek the input of local community representatives to help us achieve long-term, and meaningful safety improvements.

The FY 2024 Annual Report includes the following components:

- **Assessment of the State's progress in meeting targets identified in our FY 2024 - 2026 Triennial HSP;**
- **Description of the projects and activities funded;**
- **Federal funds expended on identified projects and activities;**
- **The extent to which the identified projects contributed to meeting the highway safety targets; and**
- **A plan to adjust our Triennial HSP (3HSP) to better meet performance targets in areas where a performance target has not been met.**

This report reflects the efforts of the entire OHS safety team to ensure everyone on the road reaches their destination safely. Our vision is one of a shared responsibility and we continue to encourage Delawareans to take action to keep themselves and others safe by never driving impaired, wearing a seat belt, following the speed limit, giving your undivided attention to driving, and always looking out for the safety of those walking and biking.

We will continue to push Toward a goal of Zero Deaths in 2025. Achieving this requires ongoing collaboration, partnerships, and the sharing of knowledge and resources throughout the implementation of this plan and future Highway Safety Plans. To that end, we will focus on legislative enhancements, thoughtful traffic safety data analysis, the use of identified best practice countermeasures, and innovative ways to strengthen Delaware's traffic safety culture. Together we can make Delaware roadways safer for all.



STAFF BIOGRAPHIES

Sharon Bryson | Director

Responsible for planning, organizing, and directing the operations and programs of the Office of Highway Safety in accordance with Federal and State laws, regulations, and guidelines. Monitors State and Federal legislation that impacts highway safety and the State of Delaware. Serves as the State's Coordinator on behalf of the Governor's Representative.

Jeffrey Horvath | Deputy Director

Serves as a policy advisor to the Director. Responsible for monitoring and evaluation of approved highway safety projects, administration and distribution of Federal funds to State, local, non-profit, and private agencies. Serves as the agency DUI Program Coordinator. Assists with the management of the statewide Impaired Driving Prevention Taskforce.

Jackie McDermott | Senior Traffic Safety Program Manager

Responsible for the monitoring and evaluation of approved highway safety projects, administration, and distribution of Federal funds to State, local, non-profit, and private agencies. Serves as the agency Occupant Protection Coordinator, Distracted Driving Coordinator, Senior Drivers and Young Drivers Programs Coordinator. Responsible for the preparation of the Annual Report. Manages the agency's Car Seat Fitting Stations.

Jason Coleman | Traffic Safety Program Manager

Responsible for the monitoring and evaluation of approved highway safety projects, administration, and distribution of Federal funds to State, local, non-profit, and private agencies; coordinating and organizing non-motorized safety, motorcyclist safety and speed safety initiatives across the state, and manages the 402, and 405 programs. Also serves as the OHS representative on the Delaware Bicycle Council, and the Motorcycle Riders Education Advisory Committee.

Vacant | Marketing Specialist II

Establishes the strategic direction for OHS communications efforts. Develops and implements an annual communications plan for all OHS traffic safety programs and serves as a public information officer and media liaison. Responsible for the management of approved paid media and digital media highway safety projects. Coordinates the content and organization of the OHS social media channels and website(s). Responsible for presentations of safety education programs for schools and other State and local agencies.

Meghan Niddrie | Community Relations Officer

Establishes agency policies, procedures and programs for dissemination of information and matters of public debate. Provides critical information to the community through public engagement helping residents understand the role of the office within their communities. Gathers and organizes statistical data, educational materials, promotion and advertising information related to OHS goals and objectives. Serves as a spokesperson for OHS to ensure the critical safety message is delivered effectively.

Christine Gannon | Accountant

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. Responsible for entering grants into the First State Financial System for the State of Delaware Clearinghouse.

John Horsman | Law Enforcement Liaison

Responsible for the coordination of law enforcement mobilizations throughout the grant year and for organizing law enforcement training opportunities. Encourages law enforcement participation in OHS activities (Part-time position).

Aubrey Klick | Statewide Fitting Station Coordinator

Certified Child Passenger Safety Technician/Instructor serving as the Kent County coordinator of OHS's child passenger safety education demonstrations, customer service appointments, instructing Child Passenger Safety Technician courses, car seat fitting station events in conjunction with child passenger safety and highway safety state partners in cooperation with the Division of Motor Vehicles. Responsible for developing and implementing traffic safety-related programming initiatives for and with our corporate partners.

Shawn Rohe | Statewide Fitting Station Coordinator

Certified Child Passenger Safety Technician/Instructor serving as the New Castle County coordinator of OHS's child passenger safety education demonstrations, customer service appointments, instructing Child Passenger Safety Technician courses, and car seat fitting station events in conjunction with child passenger safety and highway safety state partners in cooperation with the Division of Motor Vehicles (Part-time position).

Juanita Huey Smith | Statewide Fitting Station Coordinator

Certified Child Passenger Safety Technician/Instructor serving as the Sussex County coordinator of OHS's child passenger safety education demonstrations, customer service appointments, instructing Child Passenger Safety Technician courses, and car seat fitting station events in conjunction with child passenger safety and highway safety state partners in cooperation with the Division of Motor Vehicles (Part-time position).

Brian Karst | Data Analyst

Responsible for conducting ongoing problem identification, assisting in the development of the Triennial Highway Safety Plan and Annual Grant Applications, assisting in the development and implementation of enforcement mobilizations, and providing data analysis summaries to the Program Managers. This position also serves as the Program Manager for Traffic Records and serves as the Chair of the Traffic Records Coordinating Committee.

Beverly Ennis | Program Support Specialist

Responsible for ordering public information materials, coordinating, and distributing materials to increase public awareness, and providing program and administrative support to OHS staff. The position also serves as the agency receptionist (Part-time position).

Roy Bryant | Training/Education Administrator I

Responsible for researching, analyzing, and evaluating statewide law enforcement impaired driving training needs in support of the Triennial Highway Safety Plan; develop goals, objectives and performance measures; and assess traffic safety program impact. Serves as the State Drug Recognition Expert Coordinator.





TARGETS AND ACTIVITY MEASURES

FY 2024 HIGHWAY SAFETY TARGETS

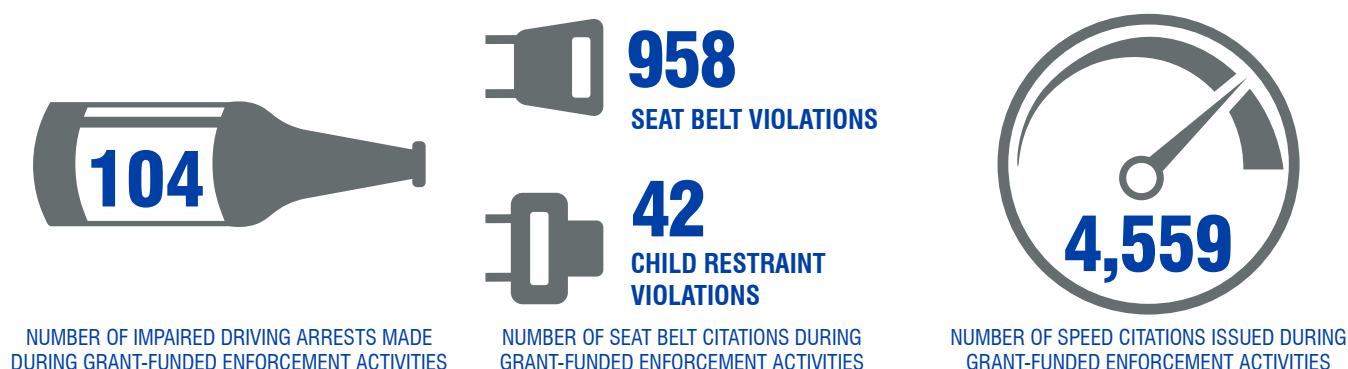
CORE OUTCOME BEHAVIORAL MEASURES TARGETS FOR FY 2024		2020	2021	2022	2023	2024 PROGRESS	2024 TARGET
1	TRAFFIC FATALITIES	116	136	165	137	120	
	5-YEAR AVERAGE	119	123	132	137		108.2
2	SERIOUS TRAFFIC INJURIES	448	564	589	520	472	
	5-YEAR AVERAGE	459	453	476	505		424.3
3	MILEAGE DEATH RATE	1.39	1.34	1.64	N/A	N/A	
	5-YEAR AVERAGE	1.22	1.25	1.35	1.42		1.104
4	UNRESTRAINED PASSENGER VEHICLE OCCUPANT FATALITIES	34	40	36	42	35	
	5-YEAR AVERAGE	31	33	33	35		32.5
5	ALCOHOL-IMPAIRED DRIVING RELATED FATALITIES	30	34	30	24	9*	
	5-YEAR AVERAGE	32	31	31	30		31.5
6	SPEED-RELATED FATALITIES	33	46	47	50	40	
	5-YEAR AVERAGE	35	36	39	43		40.4
7	MOTORCYCLIST FATALITIES	14	23	22	14	22	
	5-YEAR AVERAGE	15	16	19	18		18.7
8	UNHELMETED MOTORCYCLIST FATALITIES	2	4	9	7	4	
	5-YEAR AVERAGE	5	5	6	6		6.9
9	DRIVERS AGED 20 OR YOUNGER INVOLVED IN FATAL CRASHES	8	25	24	19	18	
	5-YEAR AVERAGE	5	10	14	16		13.8
10	PEDESTRIAN FATALITIES	25	29	33	28	27	
	5-YEAR AVERAGE	28	28	28	29		27.6

CHART CONTINUED ON THE NEXT PAGE

11	SEAT BELT USE RATE	92.5	92.4	90	93.9	92.3	
	5-YEAR AVERAGE	92.0	92.2	92.0	92.3		93.4
12	DISTRACTED DRIVING RELATED SERIOUS INJURIES/FATALITIES	29	44	46	42	30	
	5-YEAR AVERAGE	43	37	36	39		35.5
13	BICYCLISTS FATALITIES	3	2	7	5	5	
	5-YEAR AVERAGE	5	5	5	5		4.9
14	VEHICLE OCCUPANTS AGED 65 AND OVER FATALITIES AND SERIOUS INJURIES	56	71	80	53	64	
	5-YEAR AVERAGE	61	63	65	65		64.0
15	PEDESTRIAN RELATED SIDE OF ROAD FATALITIES	2	2	3	3	4	
	5-YEAR AVERAGE	1.6	1.6	1.8	2.4		1.77
16	WORK ZONE RELATED SERIOUS INJURIES AND FATALITIES	7	13	3	5	2	
	5-YEAR AVERAGE	5.8	6.8	6.8	6.2		6.7

*INVESTIGATIONS ARE STILL PENDING

ACTIVITY MEASURES



Based on data-driven program area problem identification, and identified countermeasure strategies, OHS selects the planned activities and partners to participate in each planned activity with the objective of reducing crashes and achieving performance targets related to each program area. The countermeasure strategies were selected from proven countermeasure strategies from Countermeasures that Work, Uniform Highway Safety Program Guidelines, and NHTSA guidance. In areas where a performance target was not met, OHS will review the outcomes and results of planned activities to determine their overall effect on the target audience, if the funding allocation matched the weight of the problem and whether or not to continue similar planned activities in the future. OHS will adjust the Highway Safety Plan based on the assessment of the results.



The assessment of the FY24 performance targets indicates that the following categories will not be met: Traffic Fatalities, Serious Traffic Injuries, Mileage Death Rate, Unrestrained Passenger Vehicle Occupant Fatalities, Speeding-Related Fatalities, Motorcyclist Fatalities, Drivers Age 20 or Younger Involved in Fatal Crashes, Pedestrian Fatalities, Observed Seat Belt Use for Passenger Vehicles, Distracted Driving-Related Serious Injuries/Fatalities, Vehicle Occupants Aged 65 and Over Fatalities and Serious Injuries, and Pedestrian-Related Side of Road Fatalities.

The categories that are currently on trend to meet their performance targets include: the number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration (BAC) of 0.08 or higher, unhelmeted motorcyclist fatalities, bicyclist fatalities, and serious injuries and fatalities related to work zones.

The Delaware Office of Highway Safety is committed to reducing crashes, serious injuries, and fatalities on our roadways. We will continue to use data analysis to guide strategic countermeasures. Additionally, we will collaborate with law enforcement and traffic safety partners, employing a safe systems approach that encourages community engagement and collaboration.

COORDINATION OF DATA COLLECTION AND INFORMATION SYSTEMS WITH THE SHSP

During 2020, the Delaware Department of Transportation (DelDOT), the Office of Highway Safety (OHS), and other statewide safety partners, including the Federal Highway Administration (FHWA) and the National Highway Traffic Safety Administration (NHTSA), collaborated to develop the 2021-2025 Delaware Strategic Highway Safety Plan: Toward Zero Deaths. This plan provides a framework to reduce fatalities and serious injuries resulting from crashes on Delaware's roadways.

To create this plan, several trendlines were analyzed to establish a challenging yet attainable overall objective. The analysis showed that the reduction of combined fatalities and serious injuries could range from 2.6% to 4.4% annually, or 12% to 20% over five years. Based on these historical trends, the 2021-2025 Strategic Highway Safety Plan set a five-year objective to reduce fatalities and serious injuries by 15%, which translates to an annual reduction of 3.2%, measured from the five-year rolling average of 2015-2019.

In Spring 2022, DelDOT and OHS convened to establish Delaware's safety performance measure (SPM) targets for 2023. They agreed to align the annual SPM targets with the five-year overall objective outlined in the Strategic Highway Safety Plan. The objectives specified in the plan are frequency-based and utilize five-year rolling averages. Accordingly, the 2022 SPM targets were calculated using projections that support the plan's goal of reducing fatalities and serious injuries by 15% over five years. These projected figures for fatalities and serious injuries were combined with anticipated vehicle miles traveled (VMT) to determine rate-based SPM targets.

While coordination was limited to the first three performance measures in the FY 2022 Highway Safety Plan, the methodology from the Strategic Highway Safety Plan was also applied by OHS to establish the remaining performance targets, with the exception of the Annual Seat Belt Use rate.



PROGRAM AREA **IMPAIRED DRIVING**

The Office of Highway Safety coordinated the following programming initiatives to reach our impaired driving safety targets for FY 2024:

OCTOBER DUI PATROLS

PROJECT CODE: ACAE24-05, ENFA24-01

PROJECT DESCRIPTION: Crash data indicates that October is one of the months with the highest incidence of DUI-related crashes. The Office of Highway Safety (OHS) has supported law enforcement agencies across the state in conducting high-visibility patrols from October 6 to October 31, 2023, focusing on areas where crash clusters are prevalent. These patrols were scheduled to allow officers to work up to six hours between 7 PM and 3 AM. Additionally, some patrols were allocated for weekends that typically see increased alcohol consumption, specifically Columbus Day Weekend (October 6-9) and Halloween Weekend (October 27-31).

This high-visibility enforcement initiative aimed to reduce fatalities in crashes involving drivers or motorcycle operators with a BAC of .08 or above to an average of 31.5 over five years.



PARTICIPATING AGENCIES: Camden Police, Clayton Police, Dagsboro Police, Delmar Police, Dover Police, Harrington Police, Middletown Police, Milford Police, Millsboro Police, New Castle City Police, New Castle County Div. of Police, Newark Police, Rehoboth Beach Police, Smyrna Police, Wilmington Police , and Delaware State Police.

HOURS WORKED	PATROLS	IMPAIRED DRIVING ARRESTS	OTHER ARRESTS/ E-WARNINGS	TOTAL ARRESTS/ E-WARNINGS
519	90	18	783	801

SAFE FAMILY HOLIDAY DUI PATROLS

PROJECT CODE: ACAE24-06, ENFA24-02

PROJECT DESCRIPTION: The Office of Highway Safety (OHS) provided funding for impaired driving saturation patrols. Crash data indicates that November and December are high-risk months for DUI-related incidents. Funds were allocated to law enforcement agencies statewide to conduct high-visibility patrols, particularly in areas with a high concentration of crashes. The patrols were scheduled to allow officers to work up to six hours each night, from 7 PM to 3 AM. This mobilization took place from November 22, 2023 to January 1, 2024. Additionally, some patrols were specifically planned for weekends with increased drinking activity, including the Thanksgiving holiday (November 22–27) and New Year’s Eve (December 29–January 1).

This high-visibility enforcement initiative aimed to reduce fatalities in crashes involving drivers or motorcycle operators with a BAC of .08 or above to an average of 31.5 over five years.

PARTICIPATING AGENCIES: Camden Police, Clayton Police, Dagsboro Police, Delmar Police, Dover Police, Felton Police, Harrington Police, Middletown Police, Milford Police, Millsboro Police, Milton Police, New Castle City Police, New Castle County Div. of Police, Newark Police, Rehoboth Beach Police, Seaford Police, Selbyville Police, Smyrna Police, Wilmington Police, and Delaware State Police.

HOURS WORKED	PATROLS	IMPAIRED DRIVING ARRESTS	OTHER ARRESTS/ E-WARNINGS	TOTAL ARRESTS/ E-WARNINGS
704	114	22	1,036	1,058



FY24 KICKOFF CHECKPOINT

PROJECT CODE: CHPT24-01, ENFA24-03

PROJECT DESCRIPTION: OHS planned to reestablish DUI checkpoints in 2024. This checkpoint was scheduled to begin DUI enforcement efforts on January 6, 2024; however, due to time constraints and staffing levels, this checkpoint could not be executed.

FEBRUARY/MARCH DUI PATROLS

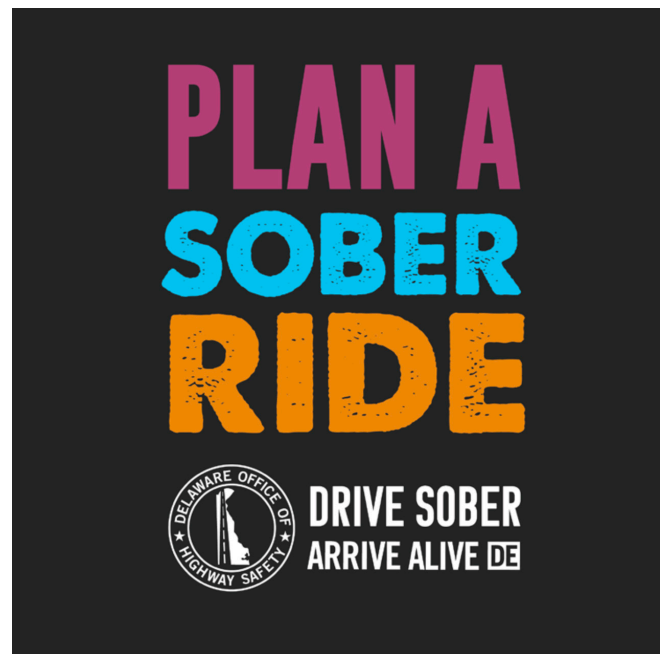
PROJECT CODE: ACAE24-07, ENFA24-04

PROJECT DESCRIPTION: Crash data indicates that late February and March continue to trend with higher frequencies of impaired driving crashes. Funds were provided to law enforcement agencies statewide to perform high visibility patrols, with emphasis on areas where crash clusters occur. Patrols were scheduled to allow officers to work up to six hours between 7 PM – 3 AM. This mobilization occurred February 9 – March 17, 2024. A portion of patrols were scheduled for noted weekends of increased drinking including the Super Bowl (February 9 - 12) and St. Patrick's Day (March 17).

This high-visibility enforcement initiative aimed to reduce fatalities in crashes involving drivers or motorcycle operators with a BAC of .08 or above to an average of 31.5 over five years.

PARTICIPATING AGENCIES: Clayton Police, Dagsboro Police, Delmar Police, Dover Police, Middletown Police, Milford Police, New Castle City Police, Newark Police, Newport Police, Seaford Police, Smyrna Police, Wilmington Police, and Delaware State Police.

HOURS WORKED	PATROLS	IMPAIRED DRIVING ARRESTS	OTHER ARRESTS/ E-WARNINGS	TOTAL ARRESTS/ E-WARNINGS
621.25	105	17	1,040	1,057



MEMORIAL DAY WEEKEND CHECKPOINT

PROJECT CODE: CKPT24-02, ENFA24-05

PROJECT DESCRIPTION: OHS had planned to partner with law enforcement for a DUI checkpoint during Memorial Day weekend on May 24, 2024. This checkpoint was intended to launch the Summer DUI Patrols and outreach campaigns. However, due to time constraints and staffing issues, the checkpoint could not be executed.

SUMMER DUI PATROLS

PROJECT CODE: ACAE24-08, ENFA24-06

PROJECT DESCRIPTION: Crash data indicates that the summer timeframe (Memorial Day weekend through Independence Day weekend) sees a higher frequency of impaired driving incidents. To address this issue, funds were allocated to law enforcement agencies across the state for high-visibility patrols, particularly in areas where crash clusters are prevalent. Officers were scheduled to work up to six hours during the hours of 7 PM to 3 AM. This mobilization took place from May 25 to July 7, 2024. Additionally, some patrols were scheduled during weekends known for increased alcohol consumption, specifically Memorial Day weekend (May 25-28) and the Fourth of July weekend (July 4-7).

PARTICIPATING AGENCIES: Camden Police, Dagsboro Police, Dewey Beach Police, Dover Police, Felton Police, Fenwick Island Police, Georgetown Police, Harrington Police, Middletown Police, Milford Police, Milton Police, New Castle County Div. of Police, Newark Police, Rehoboth Beach Police, Seaford Police, Smyrna Police, Wilmington, and Delaware State Police.



HOURS WORKED	PATROLS	IMPAIRED DRIVING ARRESTS	OTHER ARRESTS/ E-WARNINGS	TOTAL ARRESTS/ E-WARNINGS
673.75	110	25	1,218	1,243

DRIVE SOBER OR GET PULLED OVER

PROJECT CODE: ACAE24-09, ACAD24-19

PROJECT DESCRIPTION: To support NHTSA's national "Drive Sober or Get Pulled Over" campaign, the Office of Highway Safety (OHS) collaborated with law enforcement to implement high-visibility patrols aimed at reducing impaired driving. Funding was provided to law enforcement agencies statewide to carry out these patrols, focusing particularly on areas where crash clusters have been identified. Officers were scheduled to work up to six hours during the hours of 7 PM to 3 AM. This mobilization took place from August 16 to September 2, 2024.

Additionally, twenty-six law enforcement agencies across the state used this program to purchase 146 PAS sensor flashlights and 124 PBT's.



This updated equipment will assist those officers in finding impaired operators now and in the coming years.

This high-visibility enforcement initiative aimed to reduce fatalities in crashes involving drivers or motorcycle operators with a BAC of .08 or above to an average of 31.5 over five years.

PARTICIPATING AGENCIES: Camden Police, Dagsboro Police, DRBA Police, Dewey Beach Police, Dover Police, Ellendale Police, Elsmere Police, Felton Police, Frederica Police, Harrington Police, Delaware Natural Resources Police, Laurel Police, Lewes Police, Middletown Police, Milford Police, Milton Police, New Castle City Police, New Castle County Div. of Police, Newport Police, Rehoboth Beach Police, Seaford Police, Selbyville Police, Smyrna Police, Univ. of DE Police, Wilmington Police, Wyoming Police, and Delaware State Police.

HOURS WORKED	PATROLS	IMPAIRED DRIVING ARRESTS	OTHER ARRESTS/ E-WARNINGS	TOTAL ARRESTS/ E-WARNINGS
473.25	77	13	774	787

DRIVE SOBER OR GET PULLED OVER CHECKPOINT

PROJECT CODE: ACAD24-21, CKPT24-03

PROJECT DESCRIPTION: The Office of Highway Safety (OHS) partnered with law enforcement to conduct a DUI checkpoint on September 6, 2024. This checkpoint was part of the national “Drive Sober or Get Pulled Over” enforcement initiative. The operation ran from 10 PM to 2 AM, lasting a total of six hours. This included four hours dedicated to the checkpoint itself, along with an hour before and after for briefings and travel time. The Delaware State Police determined the location of the checkpoint in accordance with their standard operating procedures, and it took place in Milford, DE.

STATISTICS (2019-2023):

- **50%** of impaired driving fatality crashes occur between 8 PM - 2 AM.
- **83%** of driver fatalities in impaired driving crashes were male.
- **55%** of fatal impaired driving crashes occur on the weekend (Friday, Saturday, Sunday)
- **42%** of fatal crashes from 2019-2023 were impaired driving related.
- The average BAC of a person involved in a fatal crash is **0.14**.

This high-visibility enforcement initiative contributed to the goal of reducing the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 or above to an average of 31.5 over five years.

PARTICIPATING AGENCIES: Clayton Police, Dagsboro Police, Dover Police, Fenwick Island Police, Laurel Police, Milford Police, Milton Police, New Castle County Div. of Police, Smyrna Police, Wilmington Police, Wyoming Police, and Delaware State Police.

HOURS WORKED	PATROLS	IMPAIRED DRIVING ARRESTS	OTHER ARRESTS/ E-WARNINGS	TOTAL ARRESTS/ E-WARNINGS
185	31	3	18	21

APRIL 4/20 DRE ENFORCEMENT

PROJECT CODE: DREA24-02, DCAE24-01

PROJECT DESCRIPTION: The Office of Highway Safety (OHS) partnered with municipal departments and the Delaware State Police statewide for this enforcement program. Cannabis impaired driving cases have continued to increase over the last five years. The active metabolite Delta-9-Tetrahydrocannabinol was found in 22.7% of DUI drug cases. April 20 is an unofficial holiday to celebrate cannabis, and it was anticipated that usage and impaired driving would increase on Delaware roadways during this time. Drug Recognition Experts worked overtime hours on April 20th enforcing impaired driving from 2 PM - 2 AM. This project resulted in six DUI arrests.

This high-visibility enforcement initiative aimed to reduce fatalities in crashes involving drivers or motorcycle operators with a BAC of .08 or above to an average of 31.5 over five years.

PARTICIPATING AGENCIES: DRBA Police, Harrington Police, New Castle City Police, New Castle County Div. of Police, Newport Police, Univ. of DE Police, Wilmington Police, and Delaware State Police.

HOURS WORKED	PATROLS	IMPAIRED DRIVING ARRESTS	OTHER ARRESTS/ E-WARNINGS	TOTAL ARRESTS/ E-WARNINGS
97	15	6	4	121



DRUG RECOGNITION EXPERT PROGRAM

PROJECT CODE: ADAF24-01

PROJECT DESCRIPTION: In FY 2024, Delaware had 61 Drug Recognition Experts (DREs) and conducted 164 enforcement evaluations. To help further grow the DRE program, the emphasis was placed on getting officers who may be interested in becoming DREs trained in ARIDE and to train additional DREs to become DRE instructors.

A DRE certification course was not held this year. However, a course is scheduled to start on January 6, 2025. Funding was provided for DREs to attend the annual IACP-DUID Conference in Washington, DC. Additionally, A

five-year contract was continued with ITSMR that provides access to the necessary DRE reporting software for all 61 DREs.

OHS funds provided overtime for DRE officers to respond to call outs. This allows DREs from across the state to assist other agencies. There was a total of 168 callouts for the year with 92 callouts (54%) being covered. There is an ongoing effort through education and awareness to increase the call-out response.

Additional efforts have focused on educating law enforcement across the state about the DRE program and encouraging officers to call for a DRE when drug-impaired driving is suspected. DREs supported other trainings as needed and served as instructors for impaired driving courses for law enforcement and other professionals. The DREs taught an impairment refresher course for the Court of Common Pleas Judges at their annual retreat in April of this year.

This program aimed to reduce fatalities in crashes involving drivers or motorcycle operators with a BAC of .08 or above to an average of 31.5 over five years.

IMPAIRED DRIVING ENFORCEMENT EQUIPMENT

PROJECT CODE: ENES24-01, EAQD24-01

PROJECT DESCRIPTION: In FY 2024, OHS purchased the necessary impaired driving-enforcement equipment for law enforcement agencies statewide. This included blood collection kits which were purchased and distributed by the Delaware State Police Crime Lab and additional blood collection vials in order to obtain a second tube of blood for additional testing when necessary. OHS continued funding the purchase of dry gas cylinder tanks used for the calibration of PBTs

This initiative aimed to reduce fatalities in crashes involving drivers or motorcycle operators with a BAC of .08 or above to an average of 31.5 over five years.



DUI COURT SUPPORT

PROJECT CODE: ECRB24-01

PROJECT DESCRIPTION: Delaware currently has three DUI Courts; one located in each of its three counties. During FY 2024, OHS provided funding for casual/seasonal administrative DUI Court Coordinators for the Sussex County DUI Court.

OHS also provided funding to all three courts for the implementation of the RANT Assessment tool. This tool offers guidance to the courts on both accepting participants and determining which curriculum track they should follow while involved in the program.

This project aimed to reduce fatalities in crashes involving drivers or motorcycle operators with a BAC of .08 or above to an average of 31.5 over five years.

DUI COURTS – MONITORING DEVICES

PROJECT CODE: TADG24-01

PROJECT DESCRIPTION: In support of the DUI Court project, OHS funded alcohol monitoring devices needed for the DUI Court participants. SL3 units are used for specific sentenced offenders to provide alcohol monitoring for a minimum of 90 days. On average, 23-35 offenders were involved in the testing program, with six positive results for alcohol in FY 2024.

IMPAIRED DRIVING TRAVEL/TRAINING

PROJECT CODE: EDAJ24-01

PROJECT DESCRIPTION: In FY 2024 OHS supported multiple training initiatives by coordinating instructors, providing manuals and training supplies. There was a total of seven SFST courses held within police academies in Delaware and eight SFST refresher courses held for law enforcement throughout the state. There were also three cannabis impairment classes that were attended by fifty-five law enforcement officers.

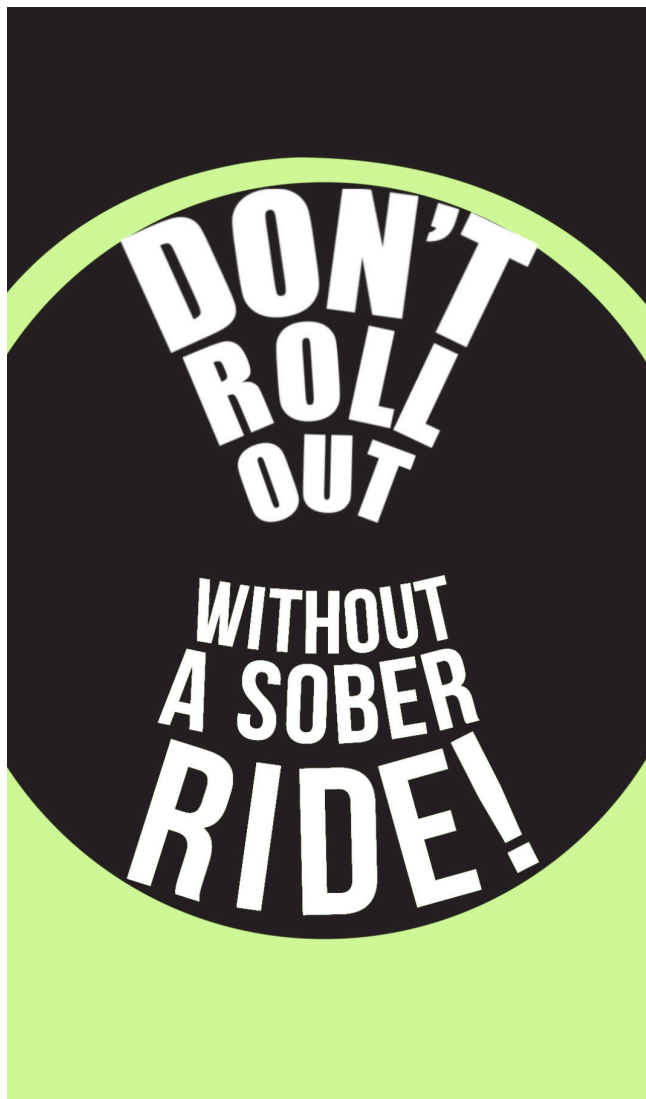
Funding was provided to travel to the following:

The MADD law enforcement impaired driving summit which was in Linthicum Heights, Maryland. Five Delaware law enforcement officers attended this event in February.

The IACP IDTS Conference in Washington, DC. The DRE coordinator and ten officers representing ten police agencies attended the conference in August.

The IPTM symposium in Orlando, FL. The DRE coordinator also attended the symposium in June.

This initiative aimed to reduce fatalities in crashes involving drivers or motorcycle operators with a BAC of .08 or above to an average of 31.5 over five years.



TRAFFIC SAFETY RESOURCE PROSECUTOR PROGRAM

PROJECT CODE: TSRE24-01, TSRF24-01

PROJECT DESCRIPTION: Delaware's TSRP Program includes a lead TSRP within Delaware's Department of Justice and one additional Deputy Attorneys General (DAG) attorney (an additional full-time assistance position, but as a Casual/Seasonal employee, without health benefits) located throughout the State. Further, there are two paralegal positions (one full-time and one casual/seasonal) to assist with all the TSRP responsibilities and initiatives. The TSRP is responsible for oversight of the prosecution of vehicular crimes (to include DUIs

and vehicular fatalities), internal DOJ review of relevant potential new legislation, review of trial and appellate decisions, training for law enforcement and prosecutors, and to act as a liaison between OHS and other partners, such as the Division of Forensic Sciences, the State Police Crime Lab, the Judiciary, et. al. Consistent with prior years, funds were used to cover the salary of the TSRP (full time, with health benefits) and to also cover activity hours of a full-time DAG (no health benefits), and two paralegal positions that assist with the TSRP responsibilities and initiatives. Funding also covered the cost of a Fleet vehicle for the TSRP to assist with conducting business statewide. The budget also incorporated funding for travel/training costs as approved in advance by OHS, to include, but not limited to, the national Lifesaver's conference, the IACP Drug, Alcohol & Impaired Driving (DRE) conference, the Governors Highway Safety Association (GHSA) conference, and other opportunities that might present themselves.

During FY 2024, the TSRP worked with the Office of Highway Safety staff, law enforcement, and other partners to keep them current on relevant case law. The TSRP provided research and information for potential highway safety legislation, such as changes to Delaware's impaired driving and related laws. They also provided training on a variety of traffic safety-related topics to law enforcement officers and prosecutors. In addition to carrying a full motor vehicle fatality caseload for prosecution, the TSRP serves as the lead prosecutor for the New Castle County Court of Common Pleas DUI Treatment Court. The TSRP team consists of the TSRP and a casual/seasonal attorney in Sussex County to assist with vehicular assault and fatal cases, DUI investigations/prosecutions, the DUI Treatment Court, or as otherwise needed for other training initiatives. In addition, two legal assistants are assigned to the team to assist with coordinating case materials and training materials.

IMPAIRED DRIVING PREVENTION TASK FORCE SUPPORT

PROJECT CODE: IDSB24-01

PROJECT DESCRIPTION: Whitman, Requardt, & Associates (WRA) supported OHS for the continued implementation of the Impaired Driving Prevention Strategic Plan and the Impaired Driving Prevention Task Force. Services included support for various tasks including coordination with various stakeholders, tracking implementation of strategies, and assisting with Task Force meetings.

This initiative aimed to reduce fatalities in crashes involving drivers or motorcycle operators with a BAC of .08 or above to an average of 31.5 over five years.

SAFE ALCOHOL SERVICE EVENTS AND COURSE UPDATES

PROJECT CODE: SERA24-01

PROJECT DESCRIPTION: OHS provided funds to the Delaware Restaurant Association to update the overservice curriculum, to translate the course into Spanish, and provide two training sessions to servers. Both training sessions were held in New Castle County. The first training session was on the 23rd of September in Newark, DE in order to coincide with the University of Delaware's fall semester and the second training was held on the 25th of September in the Trolley Square area of Wilmington, DE.

This initiative aimed to reduce fatalities in crashes involving drivers or motorcycle operators with a BAC of .08 or above to an average of 31.5 over five years.

DRUG RECOGNITION EXPERT/IMPAIRED DRIVING TRAINING COORDINATOR

PROJECT CODE: COOB24-01

PROJECT DESCRIPTION: This position provided support to the four active Delaware police training academies. All four of these academies train officers for departments throughout the state. In addition to training the basic SFST course, there was a DUI refresher, ARIDE, and other impaired driving related trainings. Other training opportunities included DITEP, EDIT and activities with driver education students. There were also several other trainings, one of which was for the Judges of the Delaware Court of Common Pleas.

This position also acts as the State DRE Coordinator and is responsible for ensuring the international standards of the Drug and Evaluation and Classification Program are followed. The position oversees the training and certification procedures for the DRE program and maintains the ongoing certification and decertification of the officers. Below are the number of courses that were completed in 2024.

SFTS	REFRESHER	ARIDE	DITEP	EDIT	CANNABIS IMPAIRMENT	OTHER TRAINING
6	7	1	2	1	3	2

Through providing proper training to our law enforcement agencies and partners, this initiative aimed to reduce fatalities in crashes involving drivers or motorcycle operators with a BAC of .08 or above to an average of 31.5 over five years.

MADD DUI AWARDS

PROJECT CODE: MADE24-01

PROJECT DESCRIPTION: OHS partnered with Mothers Against Drunk Driving (MADD) and State Farm Insurance to host the annual DUI Law Enforcement recognition ceremony at the Hyatt Place in Dewey Beach. Fifty awards were given to law enforcement officers representing twenty-one law enforcement agencies. Four officers representing four different agencies received special recognition because of their commitment toward reducing impaired driving through enforcement and education.

This initiative aimed to reduce fatalities in crashes involving drivers or motorcycle operators with a BAC of .08 or above to an average of 31.5 over five years.

ASSESSMENT OF STATE PROGRESS

Performance targets are measured based on a 5-year average and based on alcohol-related driving fatalities only. The target for FY 2024, using a 5-year moving average trend-line, is 31.5. As of December 5th, 2023, the 5-year average is 25. However, with many fatal crashes still pending, OHS will continue to closely monitor and analyze results. Due to several investigations still pending, it is not currently known if this target will be achieved. In FY 2024, OHS continued to expand its efforts with the impaired driving program to reach citizens who have traditionally been underserved. Both the Drive Sober and Be Drug Aware webpages have been translated into Spanish. In addition, more traditional/social media advertisements have also been translated. A town hall was hosted in Georgetown, DE initiating an effort to establish community-based programs working with over-represented and underserved communities. OHS continues plans to expand impaired driving efforts with new partnerships. In FY 2024, after high profile cases involving overservice, OHS partnered with the Division of Alcohol and Tobacco Enforcement and Delaware Restaurant Association to educate servers on updated post pandemic regulations and reinforce existing best practices.

OHS will continue to update impaired driving programs in coordination with the FY 2025 – 2027 Impaired Driving Prevention Strategic Plan which supports the framework for reducing impaired injuries and fatalities on Delaware's roadways. Through the Impaired Driving Prevention Strategic Task Force, OHS will work with partners to implement the various strategies approved in the plan.





PROGRAM AREA **OCCUPANT PROTECTION**

The Office of Highway Safety coordinated the following program initiatives in an effort to reach our occupant protection targets for FY 2024:

FITTING STATION COORDINATORS

PROJECT CODE: SALD24-01, SALE24-01, SALD23-01

PROJECT DESCRIPTION: Since 2002, OHS has operated 2 to 3 child restraint fitting stations across the state where caregivers can go for a free service to have their car seats checked for correct installation and proper harnessing. OHS employs one full-time Fitting Station Coordinator, and two casual/seasonal staff members who are certified Child Passenger Safety Technician Instructors (CPSTIs). Fitting stations are located at Wilmington DMV, and Dover DMV. In FY 2024, OHS Fitting Station Coordinators checked 993 seats in-person (which is a combined total from fitting stations and public seat check events). OHS Fitting Station Coordinators hosted/co-hosted 38 seat check events in FY 2024 and checked a total of 354 car seats at these events. In addition, OHS Fitting Station Coordinators continued to provide education and outreach in both virtual and in-person formats, as requested. Additional outreach included information tables, trainings, and educational speaking engagements at local schools, National Night Out programs, local hospitals, local military bases, non-profit doula service groups, resource centers, and other various community partners. These 22 events allowed OHS to reach the underserved and over-represented communities.



OHS Fitting Station Coordinators continued education and training by attending the Kidz in Motion International Child Passenger Safety Conference, Lifesavers Conference on Roadway Safety, and Buckle Up for Love Tech Update virtual learning. In FY 2024, Delaware had 90 certified technicians and 7 certified instructors. Delaware held two in-person CPST courses, two hybrid CPST Certification Courses, and one CPST Certification Renewal

Course. One of the in-person courses was a pilot course for the new 2024 National CPST Certification Course curriculum. Delaware State Police had two troopers complete a CPST Certification course and nine troopers recertified in 2024. OHS Fitting Station Coordinators hosted one tech update for Delaware CPSTs, which offered Continuing Education Units towards recertification for those who attended.

As a result of the partnership with Safe Kids Delaware, OHS provided free harnessing and installation education of car seats to low-income families. The car seats are provided by Delaware Health and Social Services through their grant funds. Families in need are sent to OHS with a voucher for a car seat and OHS car seat technician instructors provide education for these families. In FY 2024, OHS distributed and provided education for 51 of these car seats to families in need. Families in need who didn't qualify for a car seat via the Safe Kids Delaware program but still needed a car seat were provided a seat through the OHS car seat program. OHS distributed 56 car seats through this program in FY 2024. These initiatives contributed to a goal of reducing the five-year average of unrestrained occupant fatalities by 1.5%.



SEAT BELT SURVEY

PROJECT CODE: SRVG24-01, SRVF24-01

PROJECT DESCRIPTION: OHS continued to work with the University of Delaware to analyze the data utilizing the newly formed SmartSimple Survey Module. OHS utilized six retired law enforcement officers to conduct the observational surveys at 48 selected sites. Based on the analysis from the Statewide Observational Seat Belt Use Survey conducted in June 2024, Delaware's estimated seat belt use rate is currently 92.3%. This information will be submitted to NHTSA to be verified by NCSA.

According to the National Occupant Protection Use Survey (NOPUS), the overall front-seat belt use rate was 91.9% in 2023.

Thus, for the twentieth year in a row, Delaware's seat belt use rate has exceeded the national use rate. This required survey initiative has contributed to the goal of reducing the five-year average of unrestrained occupant fatalities by 1.5%

FITTING STATION SUPPLIES

PROJECT CODE: SUPC24-01, SUPOLICE24-01, SUPE24-01

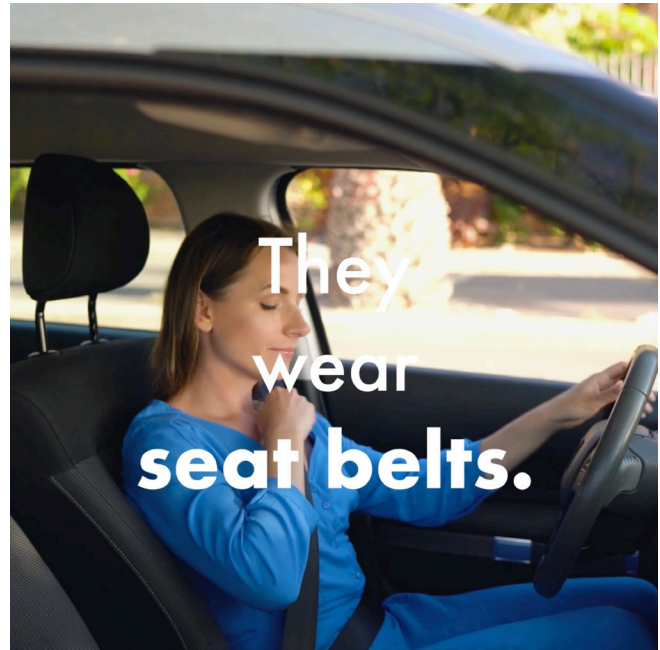
PROJECT DESCRIPTION: OHS purchased supplies to support the needs of the Fitting Station Coordinators and maintaining the child passenger safety program. Supplies include items such as car seats, noodles, training materials, educational materials, and other items as needed. These initiatives contributed to a goal of reducing the five-year average of unrestrained occupant fatalities by 1.5%.

OCCUPANT PROTECTION/CPS TRAINING INITIATIVES

PROJECT CODE: TRAB24-01, TRAC24-01, TRAD24-01, TRAE24-0, TRAC23-01

PROJECT DESCRIPTION: OHS supported two in-person Child Passenger Safety Certification courses, two hybrid Child Passenger Safety Technician Certification courses, and one CPST Certification Renewal course in FY 2024. The courses were held in New Castle, Kent, and Sussex Counties. Costs were limited for these courses – with state (free of charge) facilities utilized.

Two Troopers from the Delaware State Police were funded to complete the Child Passenger Safety Technician course and nine troopers recertified in FY 2024. Additionally, individuals from many different organizations/agencies participated in the Child Passenger Safety Technician courses.



Out of state travel and training was authorized for the Fitting Station Coordinators (all CPST Instructors) to attend the Kidz in Motion International Child Passenger Safety Conference. Additional training attended included the Lifesavers Conference on Roadway Safety, virtual Buckle Up for Love Tech Update, and monthly CPS Board State Contact meetings/webinars. These initiatives contributed to a goal of reducing the five-year average of unrestrained occupant fatalities by 1.5%. No funds were used from, TRAD23-01.

CLICK IT OR TICKET ENFORCEMENT

PROJECT CODE: CIEE24-01, CIOT24-01

PROJECT DESCRIPTION: The Office of Highway Safety (OHS) supported Occupant Protection enforcement during the national "Click It or Ticket" campaign, which ran from May 9 to June 9, 2024. OHS encouraged team patrols and additional shifts for officers to educate the public about the importance of seat belt use

and issue citations when necessary. Communication efforts were also intensified during this period. Enforcement for this campaign included scheduled patrols between 11 AM and 11 PM. A total of 29 municipal agencies and the Delaware State Police were invited to participate, resulting in 154 patrols.

This high-visibility enforcement initiative contributed to a goal of reducing the 5-year average of unrestrained occupant protection fatalities by 1.5%.

PARTICIPATING AGENCIES: Bridgeville Police, Camden Police, Clayton Police, Dagsboro Police, Delmar Police, Dewey Beach Police, Dover Police, Ellendale Police, Elsmere Police, Felton Police, Fenwick Island Police, Greenwood Police, Harrington Police, Frankford Police, Laurel Police, Middletown Police, Milford Police, Millsboro Police, Milton Police, New Castle City Police, New Castle County Div. of Police, Newark Police, Newport Police, Ocean View Police, Rehoboth Beach Police, Seaford Police, Selbyville Police, Smyrna Police, Wilmington Police, and Delaware State Police.



HOURS WORKED	PATROLS	SEAT BELT ARRESTS	CHILD PASSENGER SAFETY ARRESTS	OTHER ARRESTS/ E-WARNINGS	TOTAL ARRESTS/ E-WARNINGS
637	154	355	20	790	1,165

ASSESSMENT OF STATE PROGRESS

Performance targets are measured based on a 5-year moving average (2020-2024). The targets include the following:

- **To maintain statewide seat belt compliance from the 5-year average use rate of 93.4% by December 31, 2024.**

Based on the FY 2024 seat belt survey conducted by the University of Delaware, the current seat belt usage rate is 92.3%, exceeding our target goal of 92.28%. OHS will continue our current partnerships and expand our corporate partnerships to raise awareness.

- **The second target was to complete CY 2024 with a 5-year average of 32.5 unrestrained passenger fatalities.**

The 5-year average is 38 unrestrained fatalities, which currently does not meet our target of 32.5 for unrestrained fatalities. OHS continues to place a high priority on occupant protection projects and will work to expand our corporate partner engagement to improve awareness of the importance of seat belt usage.

The projects funded in FY 2024 supported Delaware’s continued designation as a high belt use state that exceeds the national average. OHS will continue high-visibility enforcement, paid media efforts, and other data-driven projects focused on increased belt use among the high-risk population, to continue meeting our target for unrestrained passenger fatalities and seat belt compliance in the future.



PROGRAM AREA

DISTRACTED DRIVING

The Office of Highway Safety coordinated the following programming initiatives to reach our distracted driving safety targets for FY 2024:

APRIL DISTRACTED DRIVING ENFORCEMENT

PROJECT CODE: OHDA24-01

PROJECT DESCRIPTION: The Office of Highway Safety (OHS) supported targeted enforcement for distracted driving throughout April in recognition of National Distracted Driving Month. This enforcement campaign ran from April 1 to April 30, 2024, with patrols scheduled between 7 AM and 7 PM. OHS encouraged team patrols and additional shifts for officers to cite and educate the public about the dangers of distracted driving. Communication and public relations efforts were also increased to spread awareness during the campaign.

Additionally, OHS provided funding to support the Delaware State Police's "Drive to Save Lives" initiative that occurred in April 2024. This specialized enforcement effort focused on the I-95 corridor and involved participation by multiple states from Florida to Maine.



This high-visibility enforcement initiative contributed to a goal of reducing the 5-year average of distracted driving-related fatalities by 1.5%.

PARTICIPATING AGENCIES: Camden Police, Cheswold Police, Clayton Police, Dagsboro Police, Delmar Police, Dewey Beach Police, Dover Police, Ellendale Police, Elsmere Police, Felton Police, Fenwick Island Police, Georgetown Police, Greenwood Police, Laurel Police, Lewes Police, Middletown Police, Milford Police, Millsboro Police, New Castle City Police, New Castle County Div. of Police, Newark Police, Newport Police, Ocean View Police, Rehoboth Beach Police, Seaford Police, Smyrna Police, Townsend Police, Wilmington Police, Wyoming Police, and Delaware State Police.

HOURS WORKED	PATROLS	CELL PHONE ARRESTS	OTHER ARRESTS / E-WARNINGS	TOTAL ARRESTS / E-WARNINGS
572.5	140	334	642	976

DELAWARE HIGH SCHOOLS DISTRACTED DRIVING PROGRAM II - CASEY FELDMAN FOUNDATION ENDDD.ORG

PROJECT CODE: ENDD24-01

PROJECT DESCRIPTION: Based on requests from local high schools, OHS continued to support this project submitted by Joel Feldman of the Casey Feldman Foundation. The foundation contacted local Delaware high schools and held assemblies to discuss the death of Casey Feldman and how to End Distracted Driving. The goal was to perform 28 presentations. 36 were completed in FY 2024. Additionally, several schools contacted OHS inquiring about future presentations. This initiative contributed to reducing distracted driving fatalities by 1.5%.

HSP PROJECTS NOT IMPLEMENTED:

OBSERVATIONAL SURVEY FOR CELL PHONES

PROJECT CODE: DSRV24-01

PROJECT DESCRIPTION: OHS planned to work with the University of Delaware to develop a statewide observational distracted driving survey to be performed in 2024. This survey was intended to assist in gaining a better understanding of actual distraction rates on Delaware roadways. Coordination between University of Delaware and OHS were unsuccessful due to staffing and time constraints in FY 2024 but efforts will continue into FY 2025.

ASSESSMENT OF STATE PROGRESS

The target for FY 2024 was to complete CY 2024 with a 5-year average of 35.5 distracted driving related serious injuries and fatalities. As of December 5, 2024, the target will not be met with a 5-year average of 38 crashes. Distracted driving has become one of law enforcement's most high-profile violations. The increase in overall enforcement of Delaware's cell phone law has made officers more vigilant in determining cell phone use or involvement in motor vehicle crashes. OHS will continue distracted driving education and enforcement and will focus on the locations, months, days of the week, and times of the day when distracted driving crashes are most prevalent.





PROGRAM AREA **SPEED MANAGEMENT**

The Office of Highway Safety coordinated the following programming initiatives in an effort to reach our goal of reducing speed related crashes and fatalities for FY 2024:

FALL SPEED ENFORCEMENT

PROJECT CODE: SPED24-01

PROJECT DESCRIPTION: Speed-related crashes and fatalities remain disproportionately high in Delaware. The Office of Highway Safety (OHS) funded 41 municipal agencies, and the Delaware State Police, enabling a total of 110 patrols. This enforcement campaign ran from October 16, 2023 through November 4, 2023. Using a data-driven strategy and implementing 4-hour patrol shifts to maximize agency participation, the patrols were conducted from 7 AM to 10 PM. Based on ongoing data analysis, OHS will continuously identify specific projects to effectively address the needs of both over-represented and underserved communities.

This high-visibility enforcement initiative contributed to a goal of reducing the 5-year average of speed-related fatalities by 1.5%.



PARTICIPATING AGENCIES: Bethany Beach Police, Blades Police, Bridgeville Police, Camden Police, Cheswold Police, Clayton Police, Dagsboro Police, Delaware City Police, DRBA Police, Delmar Police, Dewey Beach Police, Dover Police, Ellendale Police, Elsmere Police, Felton Police, Fenwick Island Police, Frederica Police, Georgetown Police, Greenwood Police, Harrington Police, Kenton Police, Laurel Police, Lewes Police, Middletown Police, Milford Police, Millsboro Police, Milton Police, New Castle City Police, New Castle County Div. of Police, Newark Police, Newport Police, Ocean View Police, Rehoboth Beach Police, Seaford Police, Selbyville Police, Smyrna Police, South Bethany Police, Townsend Police, Univ. of DE Police, Wilmington Police, Wyoming Police, and Delaware State Police.

HOURS WORKED	PATROLS	SPEED ARRESTS	OTHER ARRESTS	TOTAL ARRESTS
436	110	501	349	850

SAFE FAMILY HOLIDAY SPEED ENFORCEMENT

PROJECT CODE: SPED24-02

PROJECT DESCRIPTION: Speed related crashes and fatalities continue to be over-represented in Delaware during the winter holidays. OHS provided funding to 17 municipal agencies and the Delaware State Police, enabling a total of 114 patrols. This enforcement campaign ran December 15 - 31, 2023. Using a data-driven strategy and implementing 4-hour patrol shifts to maximize agency participation, the patrols were conducted from 7 AM to 10 PM. Through ongoing data analysis, OHS will continue to select specific projects aimed at effectively serving over-represented and underserved communities.

This high-visibility enforcement initiative contributed to a goal of reducing the 5-year average of speed-related fatalities by 1.5%.

PARTICIPATING AGENCIES: Bethany Beach Police, Bridgeville Police, Camden Police, Clayton Police, Dagsboro Police, Delmar Police, Ellendale Police, Felton Police, Harrington Police, Milford Police, Millsboro Police, Milton Police, New Castle County Div. of Police, Newark Police, Newport Police, Smyrna Police, Wilmington Police, and Delaware State Police.

HOURS WORKED	PATROLS	SPEED ARRESTS	OTHER ARRESTS	TOTAL ARRESTS
416.75	114	566	323	889



WINTER SPEED ENFORCEMENT

PROJECT CODE: SPED24-03

PROJECT DESCRIPTION: Speed-related crashes and fatalities continue to be disproportionately high in Delaware during the winter months. The Office of Highway Safety (OHS) provided funding to 25 municipal agencies and the Delaware State Police, enabling 126 patrols. This enforcement campaign ran from January 20, 2024 through February 25, 2024. These patrols were conducted from 7 AM to 10 PM, following a data-driven strategy and using 4-hour shifts to maximize agency participation. OHS will continually analyze data to

identify specific projects that best serve both over-represented and underserved communities.

This high-visibility enforcement initiative contributed to a goal of reducing the 5-year average of speed-related fatalities by 1.5%.

PARTICIPATING AGENCIES: Bethany Beach Police, Bridgeville Police, Camden Police, Cheswold Police, Clayton Police, Dagsboro Police, Delmar Police, Dover Police, Elsmere Police, Felton Police, Georgetown Police, Greenwood Police, Harrington Police, Middletown Police, Milford Police, Millsboro Police, New Castle City Police, New Castle County Div. of Police, Newark Police, Newport Police, Seaford Police, Selbyville Police, Smyrna Police, Townsend Police, Wilmington Police, and Delaware State Police.

HOURS WORKED	PATROLS	SPEED ARRESTS	OTHER ARRESTS	TOTAL ARRESTS
502	126	632	407	1,039

SPRING SPEED ENFORCEMENT

PROJECT CODE: SPED24-04

PROJECT DESCRIPTION: Speed-related crashes and fatalities in Delaware are particularly high during the Spring season. To address this issue, the Office of Highway Safety (OHS) provided funding to 25 municipal agencies and the Delaware State Police, enabling a total of 129 patrols. This enforcement campaign ran from March 11, 2024 through March 29, 2024. These patrols used a data-driven approach and implemented 4-hour shifts to ensure maximum participation from the agencies, operating from 7 AM to 10 PM. Continuous data analysis was conducted throughout the effort to track effectiveness.

This high-visibility enforcement initiative contributed to a goal of reducing the 5-year average of speed-related fatalities by 1.5%.



PARTICIPATING AGENCIES: Camden Police, Clayton Police, Dagsboro Police, Delaware City Police, Delmar Police, Dewey Beach Police, Dover Police, Ellendale Police, Elsmere Police, Felton Police, Frankford Police, Georgetown Police, Greenwood Police, Middletown Police, Milford Police, Milton Police, New Castle City Police, New Castle County Div. of Police, Newark Police, Newport Police, Ocean View Police, Rehoboth Beach Police, Seaford Police, Selbyville Police, Wilmington Police, and Delaware State Police.

HOURS WORKED	PATROLS	SPEED ARRESTS	OTHER ARRESTS	TOTAL ARRESTS
525.25	129	701	401	1,102

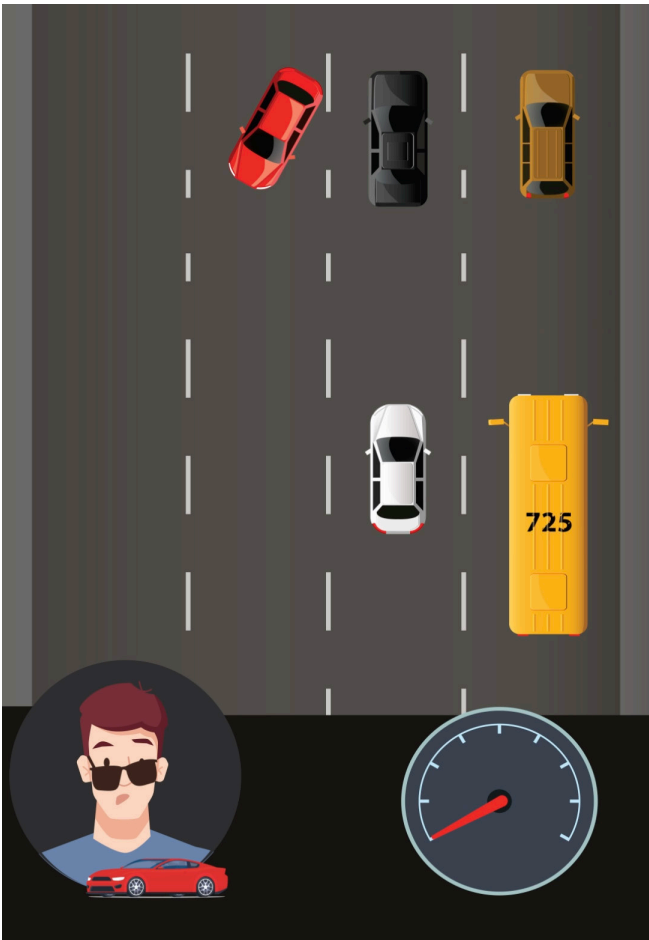
SUMMER SPEED ENFORCEMENT

PROJECT CODE: SPED24-05

PROJECT DESCRIPTION: Speed-related crashes and fatalities remain disproportionately high in Delaware during the “100 Deadly Days of Summer.” The Office of Highway Safety (OHS) allocated funding to 30 municipal agencies along with the Delaware State Police for a total of 230 patrols. This enforcement campaign from June 10, 2024 through August 3, 2024. To encourage maximum participation, these patrols were conducted in 4-hour shifts from 7 AM to 10 PM. OHS will use data-driven strategies to select initiatives that effectively address both over-represented and underserved communities.

This high-visibility enforcement initiative contributed to a goal of reducing the 5-year average of speed-related fatalities by 1.5%.

PARTICIPATING AGENCIES: Blades Police, Camden Police, Cheswold Police, Clayton Police, Dagsboro Police, Delaware City Police, Delmar Police, Dewey Beach Police, Dover Police, Ellendale Police, Elsmere Police, Felton Police, Fenwick Island Police, Georgetown Police, Greenwood Police, Harrington Police, Lewes Police, Middletown Police, Milford Police, Millsboro Police, New Castle City Police, New Castle County Div. of Police, Newark Police, Newport Police, Ocean View Police, Rehoboth Beach Police, Seaford Police, Townsend Police, Wilmington Police, Wyoming Police, and Delaware State Police.



HOURS WORKED	PATROLS	SPEED ARRESTS	OTHER ARRESTS	TOTAL ARRESTS
922.5	230	1,215	703	1,918

SEPTEMBER SPEED ENFORCEMENT

PROJECT CODE: SPED24-06

PROJECT DESCRIPTION: Speed-related crashes and fatalities remain a significant concern in Delaware during the month of September. The Office of Highway Safety (OHS) has allocated funding to 25 municipal agencies and the Delaware State Police to facilitate a total of 146 patrols. This enforcement campaign ran from September 1, 2024 through September 29, 2024. These patrols operated under a data-driven strategy, employing 4-hour shifts to optimize agency participation. The patrols were conducted from 7 AM to 10 PM. OHS is committed to ongoing data analysis to identify targeted projects that effectively serve both over-represented and underserved communities.

This high-visibility enforcement initiative contributed to a goal of reducing the 5-year average of speed-related fatalities by 1.5%.

PARTICIPATING AGENCIES: Camden Police, Clayton Police, Dagsboro Police, Delmar Police, Dewey Beach Police, Dover Police, Ellendale Police, Elsmere Police, Felton Police, Fenwick Island Police, Georgetown Police, Greenwood Police, Lewes Police, Middletown Police, Milford Police, Millsboro Police, New Castle City Police, New Castle County Div. of Police, Newark Police, Newport Police, Ocean View Police, Rehoboth Beach Police, Seaford Police, Smyrna Police, Wilmington Police, and Delaware State Police.

HOURS WORKED	PATROLS	SPEED ARRESTS	OTHER ARRESTS	TOTAL ARRESTS
596	146	686	459	1,145

ASSESSMENT OF STATE PROGRESS

Performance targets are measured on a 5-year average. The FY 2024 target was to achieve a 5-year average of 40.4 speed related fatalities. As of December 5, 2024, the 5-year average is 43 speed-related fatalities, thus not meeting the goal. Over the last 10 years, Delaware has consistently observed approximately one-third of fatal crashes involving speed. OHS will continue to support the funding of data-driven programs aimed specifically for reducing speed related crashes with focus on developing positive habits on the roadways. OHS will continue to support Delaware’s newly formed traffic safety unit, which has demonstrated significant success in the first few months of activation. One of their key focus areas has been and will be speed enforcement.





PROGRAM AREA

NON-MOTORIZED/ PEDESTRIAN SAFETY

The Office of Highway Safety coordinated the following programming initiatives to reach our non-motorized/pedestrian safety targets in FY 2024:

OCTOBER PEDESTRIAN EDUCATION & ENFORCEMENT

PROJECT CODE: OHPA24-01

PROJECT DESCRIPTION: Non-motorized crashes and fatalities remain over-represented in Delaware. The Office of Highway Safety (OHS) allocated funding to 10 municipal agencies and the Delaware State Police for a total of 74 patrols. This education and enforcement campaign ran from October 1, 2023 through October 31, 2023. These patrols were conducted from 5 PM to 2 AM. Following a data-driven strategy and using four-hour patrol shifts, this schedule aimed to maximize participation from various agencies. OHS will continue to analyze data and select specific projects that effectively address the needs of over-represented and underserved communities.

This high-visibility enforcement initiative contributed to a goal of reducing the 5-year average of pedestrian-related fatalities by 1.5%.

PARTICIPATING AGENCIES: Bridgeville Police, Dover Police, Elsmere Police, Milton Police, New Castle County Div. of Police, Newark Police, Newport Police, Seaford Police, Univ. of DE Police, Wilmington Police, and Delaware State Police.

HOURS WORKED	PATROLS/TEAM ENFORCEMENTS	PEDESTRIAN ARRESTS/WARNINGS	PEDESTRIAN CONTACTS	OTHER ARRESTS	TOTAL ARRESTS/CONTACTS
291.5	74	109	1,534	128	1,771



SAFE FAMILY HOLIDAY PEDESTRIAN EDUCATION AND ENFORCEMENT

PROJECT CODE: OHPA24-02

PROJECT DESCRIPTION: Non-motorized crashes and fatalities continue to be over-represented in Delaware, especially during the winter holidays. The Office of Highway Safety (OHS) allocated funding to five municipal agencies and the Delaware State Police for a total of 46 patrols. This education and enforcement campaign ran from November 19, 2023 through December 31, 2023. These patrols were conducted from 5 PM to 2 AM. Following a data-driven strategy and using four-hour patrol shifts, this schedule aimed to maximize participation from various agencies. OHS will continue to analyze data and select specific projects that effectively address the needs of over-represented and underserved communities.

This high-visibility enforcement initiative contributed to a goal of reducing the 5-year average of pedestrian-related fatalities by 1.5%.

PARTICIPATING AGENCIES: Dover Police, New Castle County Div. of Police, Newark Police, Newport Police, Wilmington Police, and Delaware State Police.

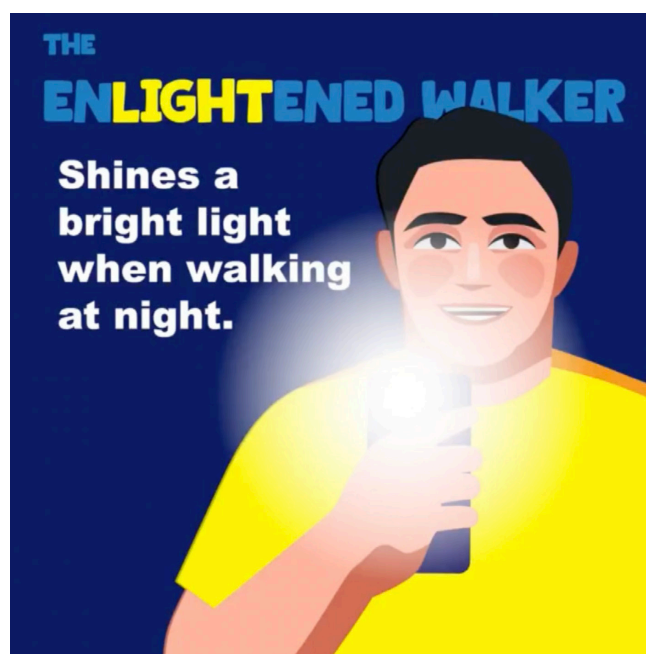
HOURS WORKED	PATROLS/TEAM ENFORCEMENTS	PEDESTRIAN ARRESTS/WARNINGS	PEDESTRIAN CONTACTS	OTHER ARRESTS	TOTAL ARRESTS/CONTACTS
188.5	46	65	199	160	424

MAY PEDESTRIAN EDUCATION AND ENFORCEMENT

PROJECT CODE: OHPA24-03

PROJECT DESCRIPTION: Non-motorized crashes and fatalities remain over-represented in Delaware. The Office of Highway Safety (OHS) allocated funding to seven municipal agencies and the Delaware State Police for a total of 54 patrols. This education and enforcement campaign ran from May 5, 2024 through May 25, 2024. These patrols were conducted from 5 PM to 2 AM. Following a data-driven strategy and using four-hour patrol shifts, this schedule aimed to maximize participation from various agencies. OHS will continue to analyze data and select specific projects that effectively address the needs of over-represented and underserved communities.

This high-visibility enforcement initiative contributed to a goal of reducing the 5-year average of pedestrian-related fatalities by 1.5%.



PARTICIPATING AGENCIES: Dover Police, Elsmere Police, New Castle County Div. of Police, Newark Police, Newport Police, Seaford Police, Wilmington Police, and Delaware State Police.

HOURS WORKED	PATROLS/TEAM ENFORCEMENTS	PEDESTRIAN ARRESTS/WARNINGS	PEDESTRIAN CONTACTS	OTHER ARRESTS	TOTAL ARRESTS/CONTACTS
216	54	72	263	113	448

SUMMER BEACH PEDESTRIAN EDUCATION AND ENFORCEMENT

PROJECT CODE: OHPL24-01

PROJECT DESCRIPTION: Non-motorized crashes and fatalities continue to be over-represented in Delaware especially over the summer months in Delaware's tourist beach areas. The Office of Highway Safety (OHS) allocated funding to four municipal agencies and the Delaware State Police for a total of 78 patrols. This education and enforcement campaign ran from May 5, 2024 through September 2, 2024. These patrols were conducted from 5 PM to 2 AM. Following a data-driven strategy and using four-hour patrol shifts, this schedule aimed to maximize participation from various agencies. OHS will continue to analyze data and select specific projects that effectively address the needs of over-represented and underserved communities.

This high-visibility enforcement initiative contributed to a goal of reducing the 5-year average of pedestrian-related fatalities by 1.5%.

PARTICIPATING AGENCIES: Dewey Beach Police, Fenwick Island Police, Ocean View Police, Rehoboth Beach Police, and Delaware State Police.

HOURS WORKED	PATROLS/TEAM ENFORCEMENTS	PEDESTRIAN ARRESTS/WARNINGS	PEDESTRIAN CONTACTS	OTHER ARRESTS	TOTAL ARRESTS/CONTACTS
312	78	39	4,464	63	4,566



AUGUST/SEPTEMBER PEDESTRIAN EDUCATION AND ENFORCEMENT

PROJECT CODE: OHPL24-02

PROJECT DESCRIPTION: Non-motorized crashes and fatalities remain over-represented in Delaware, particularly during the summer months. The Office of Highway Safety (OHS) allocated funding to seven municipal agencies and the Delaware State Police for a total of 55 patrols. This education and enforcement campaign ran from August 17, 2024 through September 15, 2024. These patrols were conducted from 5 PM to 2 AM. Following a data-driven strategy and using four-hour patrol shifts, this schedule aimed to maximize participation from various agencies. OHS will continue to analyze data and select specific projects

that effectively address the needs of over-represented and underserved communities.

This high-visibility enforcement initiative contributed to a goal of reducing the 5-year average of pedestrian-related fatalities by 1.5%.

PARTICIPATING AGENCIES: Dover Police, Elsmere Police, Georgetown Police, Milton Police, New Castle County Div. of Police, Univ. of DE Police, Wilmington Police, and Delaware State Police.

HOURS WORKED	PATROLS/TEAM ENFORCEMENTS	PEDESTRIAN ARRESTS/WARNINGS	PEDESTRIAN CONTACTS	OTHER ARRESTS	TOTAL ARRESTS/CONTACTS
220	55	91	366	118	575

DELAWARE AVE BICYCLE, PEDESTRIAN AND ELECTRIC SCOOTER SAFETY INITIATIVE

PROJECT CODE: NPOLICEB24-01

PROJECT DESCRIPTION: The City of Newark has seen an increase in crashes involving bicycles, pedestrians, and electric scooters on Delaware Avenue. In response, a safety and education initiative has been launched to address these concerns. The initiative, funded by OHS, aims to promote safe biking practices among residents and visitors, ultimately working to reduce crashes and serious injuries.

To achieve this goal, the initiative included educational campaigns, informational brochures, social media advertisements, and community workshops. Additionally, officers patrolled Delaware Avenue to distribute materials and enforce local laws related to the safety of pedestrians, bicycles, and scooters.



HOURS WORKED	PATROLS/TEAM ENFORCEMENTS	PEDESTRIAN ARRESTS/WARNINGS	PEDESTRIAN CONTACTS	OTHER ARRESTS	TOTAL ARRESTS/CONTACTS
24	6	0	147	0	147

ASSESSMENT OF STATE PROGRESS

The goal of FY 2024 is to finish CY 2024 with a 5-year average of 27.6 pedestrian fatalities. As of December 5th, 2024, the 5-year average is 28. This currently does not meet the 5-year target. CY 2024 saw no change in annual pedestrian fatalities thus far but remains consistent with pedestrian fatality data over the previous 5 years. The target for FY 2024 was to complete CY 2024 with a 5-year average of bicyclist fatalities at 4.9. For Delaware to meet this 5-year average goal, Delaware must have less than 8 bicyclist involved fatalities. As of December 5, 2024, the bicyclist involved fatality total was 5, indicating the 5-year average goal has been met. OHS will continue to support funding data-driven programs aimed specifically for pedestrian, bicyclist, and non-motorized and motorized roadway users to assist them on developing positive habits on the roadways. Additionally, OHS will fully support the efforts of the newly formed Pedestrian Council providing quarterly data and recommendations to reduce fatalities.



PROGRAM AREA

MOTORCYCLIST SAFETY

The Office of Highway Safety coordinated the following programming initiatives to reach our motorcyclist safety targets for FY 2024:

DELMARVA BIKE WEEK ENFORCEMENT

PROJECT CODE: OHMB24-01

PROJECT DESCRIPTION: Delmarva Bike Week (September 11 - 15, 2024) is recognized as the peak week for motorcycle activity, attracting a significant number of motorcyclists. To ensure safety and support, OHS provided funding to 11 municipal agencies and the Delaware State Police, enabling a total of 19 patrols. These patrols occurred from 10 AM to 11 PM, following a data-driven strategy and aligning with patrol shifts to maximize agency involvement. Additionally, no funds were allocated for helmet checkpoints. Through ongoing data analysis, OHS will continue to select specific projects aimed at serving overrepresented and underserved communities effectively.

PARTICIPATING AGENCIES: Bridgeville Police, Dagsboro Police, Dewey Beach Police, Dover Police, Fenwick Island Police, New Castle City Police, Newark Police, Newport Police, Ocean View Police, Seaford Police, Wilmington Police, and Delaware State Police.



HOURS WORKED	PATROLS	MOTORCYCLE ARRESTS	OTHER ARRESTS	TOTAL ARRESTS
78	19	1	100	101

ASSESSMENT OF STATE PROGRESS

The target for FY 2024 was to complete CY 2024 with a 5-year average of 18.7 motorcyclist related fatality crashes. As of December 5, 2024, the target has not been met with a current 5-year progress of 19 fatalities. The target for FY 2024 was to complete CY 2024 with a 5-year average of 6.9 un-helmeted motorcyclist fatalities. As of December 5th, 2024, the target has been met with a current 5-year progress of 5 un-helmeted motorcyclist fatalities. OHS will continue motorcyclist safety education and will continue to fund motorcyclist safety enforcements with a focus on the locations, months, days of the week, and times of the day for when motorcyclist crashes are prevalent.





PROGRAM AREA

TEEN DRIVER PROGRAMS

Delaware continues to have a strong Graduated Driver Licensing (GDL) law, containing most of the recommended components including: a 1-year permit process starting at the age of 16; fifty hours of required supervised driving; night-time driving restrictions; passenger and cell phone use restrictions; and mandatory seat belt requirements.

The GDL law was designed to give 16-year-olds who are first time driver's license applicants additional behind-the-wheel supervision beyond Driver Education classes to improve their driving skills, instill a sense of responsibility, sharpen their judgement, and promote more strict observance of the rules of the road.

Delaware has a Teen Driver Task Force, made up of partners from a variety of agencies: Delaware Division of Motor Vehicles, Delaware State Police, Delaware Department of Education, Delaware Driver Safety Education Association, Delaware Safety Council, and Delaware Division of Alcohol & Tobacco Enforcement as well as teen driver representatives. This Task Force was coordinated in 2016 to update the Teen Driver Education Curriculum and has continued to meet to share ideas and establish programs in support of teen driver safety.

OHS reached teen drivers as well as their parents and caregivers through paid media and social media. In addition, OHS offers the GDL Parent Orientation Program online to educate sponsors of teen drivers about their responsibilities under the law.

The Office of Highway Safety coordinated the following programming initiatives in FY 2024:



TEEN DRIVER TASK FORCE SUPPORT

PROJECT CODE: TDTF24-01

PROJECT DESCRIPTION: Whitman, Requardt & Associates, LLP, (WRA) assisted OHS in providing support services for the Teen Driver Task Force meetings and development of meeting materials. The tasks included but were not limited to attendance at Teen Driver Task Force meetings, scheduling the meetings, development of agenda and minutes. WRA assisted OHS in coordinating with various stakeholders and implementation activities as needed.

This support initiative contributed to reducing the five-year average of teen driver related fatalities by 1.5%.



HSP PROJECTS NOT IMPLEMENTED:

GRADUATED DRIVER'S LICENSE PARENT ORIENTATION PROGRAM

PROJECT CODE: TGDP24-01

PROJECT DESCRIPTION: OHS planned to support programming to continue to educate parents and sponsors about the graduated driver license requirements and teen driver issues through the on-line GDL Parent Orientation Program. Funds were going to be used to support contractual costs to support the overhaul of the program. Unfortunately, staffing levels, and time constraints did not make this possible in FY 2024.

ASSESSMENT OF STATE PROGRESS

The target for FY 2024 was to complete CY 2024 with a 5-year average of drivers 20-years-old or younger involved in fatal crashes at 13.8. As of December 5th, 2024, the average crash total was 19, indicating the goal had not been met. OHS will continue to support funding data-driven programs aimed specifically for novice teen drivers to prepare them to drive with focus on developing positive habits on the roadways. This will include supporting Driver's Education teachers in their mission to educate novice drivers. Additionally, a Teen Driver Task Force meets bi-monthly to more thoroughly understand the challenges teen drivers face and develop solutions specifically for teen drivers. A new addition to the task force will be 3 students (one representing each county) who will be uniquely positioned to provide the teen perspective.



PROGRAM AREA **TRAFFIC RECORDS**

Accurate, complete, and timely traffic safety data is the cornerstone of the state's highway safety program. Efforts are currently underway to make improvements and upgrades to existing records systems to ensure the data that is captured and used in resource allocation decision making is as accurate as possible. 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. OHS has established short and long-term goals in association with the Traffic Records Coordinating Committee (TRCC):

SHORT-TERM PERFORMANCE GOALS

- **Coordinate the planning and development of Section 405 application;**
- **Convene a Traffic Records Coordinating Committee (TRCC) with multidisciplinary membership;**
- **Coordinate the Strategic Plan and approved projects with the TRCC;**
- **Require performance measures and performance targets that demonstrate quantitative improvements; and**
- **Ensure Traffic Records Assessments are completed within 5 years, including the recommendations and how each was addressed.**

LONG-TERM PERFORMANCE GOALS

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

The Office of Highway Safety coordinated the following initiatives to reach our traffic records goals for FY 2024:

TRCC STRATEGIC PLAN IMPLEMENTATION SUPPORT

PROJECT CODE: CACD24-01, CACE24-01, CACF-24-01, CACG-24-01

PROJECT DESCRIPTION: In FY 2024, OHS continued to implement the updated Traffic Safety Information System Strategic Plan and goals of the Traffic Records Coordinating Committee (TRCC). The plan outlines each of the 6 information systems' (crash, roadway, vehicle, driver, enforcement/adjudication, and injury surveillance) status, goals/objectives (if appropriate), and performance measures (if appropriate). As noted below, the Office of Highway Safety implemented programs to improve traffic records systems and our subsequent use of these systems to implement a comprehensive Highway Safety Plan (HSP). OHS worked with Whitman, Requardt &

Associates to achieve these goals and complete the Traffic Records Assessment. ***Funds were not spent from CACF24-01 and CACG24-01.***

This project contributed to the goal of reducing the five-year average of fatalities to 108.2 in 2024.

QA/QC E-CRASH/E-TICKET ASSESSMENT/ CONTROL AND ENHANCEMENTS

PROJECT CODE: CABD24-01, CABE24-01, CABF24-01, CABG24-01

PROJECT DESCRIPTION: The State of Delaware implemented an Electronic Crash Reporting System (E-Crash) in December 2009 and then in 2010, the TRCC approved a project proposed by DelJIS to implement a QA/QC process to ensure that the reports submitted by state, county and local law enforcement are indeed as accurate as possible. Both the TRCC, and OHS, continue to approve this project on a yearly basis. ***Funds were not spent from CABF24-01 and CABG24-01.***

This project contributed to the goal of reducing the five-year average of fatalities to 108.2 in 2024.

DATA ANALYST CONTRACT

PROJECT CODE: DATD24-01, DATE24-01, DATF24-01, DATG24-01

PROJECT DESCRIPTION: The Data Analyst is responsible for the analysis of a variety of highway safety data sets and for the target setting process. The Analyst is a full-time member of the OHS staff and provides valuable data analysis information to the program managers to help identify priority areas, crash demographics, crash causation, and crash location in order to prepare a comprehensive plan for the efficient use of federal highway safety dollars. ***Funds were not spent from DATE24-01, DATF24-01 and DATG24-01.***

This position contributed to the goal of reducing the five-year average of fatalities to 108.2 in 2024.

TRAUMA/EMS REGISTRY

PROJECT CODE: EMSA24-01

PROJECT DESCRIPTION: OHS provided funding for the Office of Emergency Medical Services to switch to a cloud-based registries (DEMRS and the Trauma Registry) to allow for much more seamless updates. DEMRS and the Trauma Registry capture all encounters with Emergency Medical Services (EMS) and encounters of trauma patients in Delaware. These registries can provide both high level and very specific data reports.

ASSESSMENT OF STATE PROGRESS

OHS is pleased to partner with various agencies throughout Delaware to provide funding for traffic database improvements. The Traffic Records Coordinating Committee continues to guide the efforts for improving the collection of data, including the enhancement of the automated crash report. Through these partnerships, the Traffic Records Assessment was completed in FY 2024. Together, we will continue to strive for improvement and further linkages to have the foremost tools for highway safety countermeasures selection and resource allocation decision-making.



PROGRAM AREA

PREVENTING ROADSIDE DEATHS

PREVENTING ROADSIDE DEATHS ENFORCEMENT

PROJECT CODE: PRDE24-01

PROJECT DESCRIPTION: Roadside related crashes and fatalities are a concern on Delaware roadways. OHS supported funding to municipal agencies and the Delaware State Police to enforce State laws in order to protect the safety of vehicles and individuals stopped at the roadside. Following a data driven strategy and in accordance with 4-hour patrol shifts to maximize options for agency participation, the patrols ran from 7 AM to 10 PM. Based on the continuous data analysis OHS selected specific projects to best serve the over-represented and underserved communities.

This high-visibility enforcement initiative contributed to a goal of reducing the target of preventing roadside deaths that was a new FY2024 goal. The target goal set was 1.77.

PARTICIPATING AGENCIES: Dover Police, Felton Police, Middletown Police, Milford Police, Newport Police, and Delaware State Police.

HOURS WORKED	PATROLS	SPEED	CELL PHONE	OTHER ARRESTS/ E-WARNINGS	TOTAL ARRESTS/ E-WARNINGS
279.5	68	87	11	406	504



PROGRAM AREA

POLICE TRAFFIC SERVICES

The Office of Highway Safety coordinated the following programming initiatives to reach our targets for FY 2024:

LAW ENFORCEMENT LIAISON

PROJECT CODE: OHBL24-01

PROJECT DESCRIPTION: Responsible for the coordination of law enforcement mobilizations throughout the grant year and organizing law enforcement training opportunities. The Law Enforcement Liaison encourages law enforcement leaders and officers to support the enforcement of traffic safety laws and engage in highway safety projects. In FY 2024, the Law Enforcement Liaison assisted with coordination of multiple training events including a formal grants training, etc. These initiatives assisted in the overall reduction goals and targets set by the Office of Highway Safety.

FALL OCCUPANT PROTECTION/DISTRACTED DRIVING ENFORCEMENT

PROJECT CODE: OHOS24-01

PROJECT DESCRIPTION: October trends as one of the highest months in a five-year period for not only Occupant Protection/Distracted Driving crashes, but also for fatal crashes in Delaware. OHS provided funding to 33 municipal agencies and the Delaware State Police for a total of 132 patrols. This mobilization took place October 1 - 22, 2023. In following a data driven strategy and in accordance with patrol shifts to maximize options for agency participation, the patrols were conducted between 11 AM - and midnight.

This high-visibility enforcement initiative contributed to a goal of reducing the 5-year average of occupant protection and distracted driving fatalities by 1.5%.

PARTICIPATING AGENCIES: Bethany Beach Police, Bridgeville Police, Camden Police, Cheswold Police, Clayton Police, Dagsboro Police, Delmar Police, Dewey Beach Police, Dover Police, Ellendale Police, Elsmere Police, Felton Police, Fenwick Island Police, Georgetown Police, Greenwood Police, Laurel Police, Middletown Police, Milford Police, Millsboro Police, Milton Police, New Castle City Police, New Castle County Div. of Police, Newark Police, Newport Police, Rehoboth Beach Police, Seaford Police, Selbyville Police, Smyrna Police, South Bethany Police, Townsend Police, Univ. of DE Police, Wilmington Police, Wyoming Police, and Delaware State Police.

HOURS WORKED	PATROLS	CELL PHONE ARRESTS	SEAT BELT ARRESTS	CHILD PASSENGER SAFETY ARRESTS	OTHER ARRESTS/ E-WARNINGS	TOTAL ARRESTS/ E-WARNINGS
528	132	215	200	6	567	988

SAFE FAMILY HOLIDAY OCCUPANT PROTECTION/DISTRACTED DRIVING

PROJECT CODE: OHOS24-02

PROJECT DESCRIPTION: Occupant Protection and Distracted Driving enforcement were combined for the seasonal Safe Family Holiday campaign, which aims to increase awareness of roadway issues and behaviors during the holiday season by combining efforts across key focus areas. The Office of Highway Safety (OHS) provided funding to 24 municipal agencies and the Delaware State Police, resulting in a total of 105 patrols. This mobilization occurred from November 13 to December 3, 2023. Following a data-driven strategy and aligning with patrol shifts to maximize participation, the patrols were conducted between 11 AM and midnight.

This high-visibility enforcement initiative contributed to a goal of reducing the 5-year average of occupant protection and distracted driving fatalities by 1.5%.

PARTICIPATING AGENCIES: Bethany Beach Police, Camden Police, Clayton Police, Dagsboro Police, Delmar Police, Dewey Beach Police, Dover Police, Ellendale Police, Elsmere Police, Felton Police, Georgetown Police, Greenwood Police, Middletown Police, Milford Police, Millsboro Police, Milton Police, New Castle County Div. of Police, Newark Police, Newport Police, Rehoboth Beach Police, Selbyville Police, Smyrna Police, Univ. of DE Police, Wilmington Police, and Delaware State Police.

HOURS WORKED	PATROLS	CELL PHONE ARRESTS	SEAT BELT ARRESTS	CHILD PASSENGER SAFETY ARRESTS	OTHER ARRESTS/ E-WARNINGS	TOTAL ARRESTS/ E-WARNINGS
408	105	149	122	5	458	734

WINTER OCCUPANT PROTECTION/DISTRACTED DRIVING ENFORCEMENT

PROJECT CODE: OHOS24-03

PROJECT DESCRIPTION: The Office of Highway Safety (OHS) implemented a coordinated enforcement initiative targeting Occupant Protection and Distracted Driving from January 15 to February 12, 2024. OHS allocated funding to 23 municipal agencies, as well as the Delaware State Police, facilitating a total of 102 patrols during this period. To optimize participation and effectiveness, these patrols adhered to a data-driven strategy and were conducted between the hours of 11 AM and midnight.

This high-visibility enforcement initiative contributed to a goal of reducing the 5-year average of occupant protection and distracted driving fatalities by 1.5%.

PARTICIPATING AGENCIES: Bethany Beach Police, Camden Police, Clayton Police, Dagsboro Police, Delmar Police, Dewey Beach Police, Dover Police, Ellendale Police, Elsmere Police, Felton Police, Georgetown Police, Greenwood Police, Middletown Police, Milford Police, Millsboro Police, Milton Police, New Castle County Div. of Police, Newark Police, Newport Police, Selbyville Police, Smyrna Police, Univ. of DE Police, Wilmington Police, and Delaware State Police.

HOURS WORKED	PATROLS	CELL PHONE ARRESTS	SEAT BELT ARRESTS	CHILD PASSENGER SAFETY ARRESTS	OTHER ARRESTS/ E-WARNINGS	TOTAL ARRESTS/ E-WARNINGS
415.5	102	152	122	5	449	728

SUMMER OCCUPANT PROTECTION/DISTRACTED DRIVING ENFORCEMENT

PROJECT CODE: OHOS24-04

PROJECT DESCRIPTION: During the summer months of May to August, there has been an increase in crashes related to occupant protection and distracted driving. To address this issue, enforcement efforts were conducted during the mid-summer period from July 15 to August 12, 2024.

Additionally, the Harrington Police Department received extra funding during the Delaware State Fair in July 2024 to promote safe driving behaviors during the event. The Office of Highway Safety (OHS) provided support to 25 municipal agencies and the Delaware State Police, allowing for a total of 117 patrols.

To optimize participation and effectiveness, these patrols adhered to a data-driven strategy and were conducted between the hours of 11 AM and midnight.

This high-visibility enforcement initiative contributed to a goal of reducing the 5-year average of occupant protection and distracted driving fatalities by 1.5%.

PARTICIPATING AGENCIES: Bridgeville Police, Camden Police, Clayton Police, Dagsboro Police, Delmar Police, Dewey Beach Police, Dover Police, Ellendale Police, Elsmere Police, Felton Police, Fenwick Island Police, Georgetown Police, Greenwood Police, Harrington Police, Middletown Police, Milford Police, Millsboro Police, New Castle City Police, New Castle County Div. of Police, Newark Police, Newport Police, Ocean View Police, Rehoboth Beach Police, Seaford Police, Smyrna Police, and Delaware State Police.

HOURS WORKED	PATROLS	CELL PHONE ARRESTS	SEAT BELT ARRESTS	CHILD PASSENGER SAFETY ARRESTS	OTHER ARRESTS/ E-WARNINGS	TOTAL ARRESTS/ E-WARNINGS
470.5	117	190	159	6	587	942

DAGSBORO SAFE STREETS 2.0

PROJECT CODE: DOSS24-01

PROJECT DESCRIPTION: The Town of Dagsboro, the Dagsboro Police Department, and the Office of Highway Safety (OHS) experienced significant success with our previous Safe Streets project in 2023. OHS continued to support Dagsboro Police for the multi-program project in 2024.

In 2024, Dagsboro proposed this project to continue to address the rise in traffic collisions and fatalities caused by factors such as speeding, distracted driving, and occupant protection. The project was approved for 160 patrols consisting of 2-hour shifts of additional enforcement and reimbursement for one ProLaser 4 LIDAR handheld speed detection device.

The patrols were modified to 2-hour blocks to provide greater flexibility for officers, allowing them to work the additional 2 hours on their regular scheduled days. This adjustment enabled officers to extend their shifts by 2 hours compared to the previous 4-hour blocks. Officers could choose to work either one 2-hour block or two 2-hour blocks, depending on their availability. This change helped to alleviate scheduling conflicts and reduce fatigue, ultimately improving officer safety and performance.

PARTICIPATING AGENCIES: Dagsboro Police Department.

HOURS WORKED	PATROLS	SPEED ARRESTS	OTHER ARRESTS	TOTAL ARRESTS
182	91	171	315	486

HSP PROJECTS NOT IMPLEMENTED:

LAW ENFORCEMENT COMMUNITY ENGAGEMENT

PROJECT CODE: LECE24-01

PROJECT DESCRIPTION: OHS will fund law enforcement agencies to develop and engage with the community on motorcyclist safety and pedestrian safety in at risk communities to reach the over-represented population. Based on continuous data analysis OHS will continue to select specific projects to best serve the over-represented and underserved communities no funds were used due to agencies performing their own Community engagement efforts.



PROGRAM AREA

PAID MEDIA & COMMUNICATIONS PROGRAM

DUI ALCOHOL PAID MEDIA

PROJECT CODE: EAP024-01, EAPZ24-01, EAPP24-01, DAP024-01

PROJECT DESCRIPTION: OHS worked with contracted marketing partners to educate the public on alcohol impaired driving issues. OHS coordinated paid media and outreach opportunities to help reduce DUI crashes in Delaware. Paid media efforts were conducted statewide with emphasis on areas of enforcement and crash clusters. These communication strategies provided education and meaningful engagement with the community which contributed to the goal of reducing the 5-year average of traffic fatalities by 1.5%.

PAID MEDIA:

WELLER DOES DELMARVA SPONSORSHIP: Weller Does Delmarva radio Show segment. Weller Does Delmarva is a 10 year running, LIVE and interactive weekly show, airing on Delaware 105.9 FM, Fine Day Radio 102.3 FM, TV Delmarva channel 14, YouTube, multiple Facebook pages and is streamed on Roku, as well as online at www.tvdelmarva.com, www.finedayradio.com and on the Fine Day Radio app. Sponsorship included live radio segments, radio commercials, and billboards.

OCTOBER DUI: Organic social posts with Zoey Glowey garnered approximately 800+ impressions across Facebook, Instagram and X (Twitter).



ROSS CHASTAIN PARTNERSHIP: Media outreach resulted in securing nearly 17 news media placements

across eight news outlets, which generated 325,525 impressions. On Friday, April 26, AB&C assisted OHS in coordinating a video shoot with Ross Chastain at the Delaware Agricultural Museum, to develop three creative tactics to be leveraged on social media, TV and radio stations, and the Arrive Alive website. The PSA video highlighted the importance of the partnership between OHS and Chastain, and shared messaging aligning with the “Use Your Melon” and “Drive Sober. Arrive Alive.” campaigns.

MEDIA OUTREACH:

OHS created press releases and social media posts for the national Click it or Ticket campaign and the Drive Sober or Get Pulled Over campaign and checkpoint enforcement. OHS also alerted the media with a press release and media advisory announcing the signing events with NASCAR driver Ross Chastain.

SOCIAL MEDIA:

In FY 2024, OHS developed 14 Drive Sober posts (11 in English, three in Spanish) for three scheduled enforcement periods. The campaign discouraged driving while impaired by alcohol, and targeted areas with high crash rates and the home locations of those involved. Optimized content was shared on Facebook, Instagram (including Reels), X (formerly Twitter) and TikTok, and was enhanced by statewide geotagging to target and maximize reach. Each campaign included hyper-localized strategy development, creative concepts, post creation and launch, engagement management and project oversight.



As part of the Summer DUI campaign, this high-performing July 4th post generated 50,000 cross-platform engagements. The post’s message acknowledged those who chose to not drink and drive at celebrations for the mid-summer holiday.

The FY 2024 impaired driving campaigns featured highly animated posts designed to deliver targeted, informative messaging with the goal of changing behaviors among Delaware motorists. In addition, Spanish-language posts provided additional, customized outreach to Delaware’s Hispanic community.

There were five social media posts to bring awareness to DUI prevention and drive Delawareans to the three community engagement events with NASCAR driver Ross Chastain during race weekend. These were posted on Facebook, Instagram, and X (formerly Twitter).

STREET TEAMS/ACTIVATIONS:

OHS street teams attended the following events:

- **Ross Chastain Events:**
 - Delaware Agricultural Museum - 866 N. Dupont Hwy., Dover, DE - Thursday, April 25, 2024
 - Georgetown Speedway - 22206 Speedway Road, Georgetown, DE - Friday, April 26, 2024
 - Grotto Pizza - 1159 N. Dupont Hwy., Dover, DE - Saturday, April 27, 2024
- **Beer, Bourbon, & BBQ Festival – Tubman-Garrett Riverfront Park: Rosa Parks Dr., Wilmington, DE – Saturday, August 17, 2024**
- **Delaware Caribbean Carnival – Legislative Mall, 401 Legislative Ave, Dover, DE – Saturday, August 17, 2024**
- **Baila Con Dover Latin Festival – Legislative Mall, Legislative Ave, Dover, DE – Saturday, August 31, 2024**
- **Sculpture Garden Happy Hour – Delaware Art Museum, Kentmere Parkway, Wilmington, DE – Thursday, September 5, 2024**
- **First Friday Bock Party – Downtown Milford, S. Walnut Street, Milford, DE - Friday, September 6, 2024**
- **Family Emergency Preparedness Day – Brecknock Park, 80 Old Camden Road, Camden, DE – Saturday, September 14, 2024**
- **86 Hook & Ladder BrewFest – Rehoboth Beach Convention Center, 229 Rehoboth Ave, Rehoboth, DE – Saturday, September 14, 2024**
- **Festival Hispano – 303 North Race Street, Georgetown, DE – Sunday, September 15, 2024**
- **Delaware State University Football Game – Alumni Stadium, 1282 N. DuPont Hwy., Dover, DE – Saturday, September 21, 2024**
- **University of Delaware Football Tailgate – Delaware Stadium, 625 S. College Ave, Newark, DE – Saturday, September 28, 2024**

DUI DRUG PAID MEDIA

PROJECT CODE: DRUC24-01, DRUD24-01

PROJECT DESCRIPTION: OHS worked with contracted marketing partners to educate the public on drug impaired driving through paid media. Information for safe driving habits was posted to social media platforms, added to a new module on the ArriveAliveDE.com website, and displayed with yard signs in the local communities. Locations were determined with data analysis and focused on high crash areas. These communication strategies provided education and meaningful engagement with the community which contributed to the goal of reducing the 5-year average of DUID fatalities by 1.5%.

ARRIVEALIVEDE.COM MODULE UPDATES TO THE DRIVER SOBER PAGE:

OHS enhanced the Drive Sober web page on ArriveAliveDE.com by researching, creating, engineering and launching the following interactive modules in FY 2024:

THE SOBERING CONSEQUENCES OF A DUI: This newly engineered module for the Drive Sober page of ArriveAliveDE.com adds critical content on the consequences of receiving a DUI. In keeping with the serious nature of the subject, this module features straightforward, factual copy designed to engage and educate visitors. By clicking on each consequence box, users can view detailed information providing them with even more reasons to not drive impaired. This engagement also increases users' time spent on the page to help

increase the likelihood of changing driving behaviors. The launch of the module, which was developed as part of the Summer DUI Patrols social media campaign, was promoted with links embedded in three campaign posts that engaged followers to click over to the new, web-based DUI module.

THE MANY FACES OF DRUGGED DRIVING: This new module was developed to illustrate the many ways drugs can alter a driver's mental and physical states, which can impair their driving skills. By clicking on the tiles to reveal each scenario, users take a deeper dive and learn more about how various substances can cause impairment. This increase in depth of content and awareness helps perpetuate safe driving behaviors.

SOCIAL MEDIA:

OHS developed eight DUI/Drugged impaired driving-focused social media posts (six in English and two in Spanish) across two scheduled enforcements in FY 2024. Data-driven campaign messaging was developed to help drivers make the responsible decision to avoid getting behind the wheel while under the influence of illicit drugs and/or prescription medications. Optimized content was shared on Facebook, Instagram (including Reels), X (formerly Twitter) and TikTok, and was enhanced by statewide geotagging to target and maximize reach. Each campaign included hyper-localized strategy development.



As a part of the impactful Summer DUI-Drugged campaign, “The Many Forms of Cannabis // They All Can Lead to a DUI” social media post was viewed by more than 90,000 Delawareans and brought awareness to the new interactive module on the Be Drug Aware page of ArriveAliveDE.com. Spanish-language posts provided customized outreach to the Hispanic community. OHS also shared social media posts aligned with the April, 4/20 DRE enforcement to remind people to make sure they still plan for a sober ride if they are under the influence of marijuana.

LOCAL PARTNERSHIP:

In efforts to meet local expenditure, OHS reached out to multiple businesses for partnership opportunities. Businesses range from restaurants and bars to liquor stores and cannabis shops, and even insurance agents.

Target zip codes determined based off of crash data: **19709, 19711, 19713, 19720, 19805, 19808, 19901, 19904, 19947, 19958, 19963, 19966, 19971, 19973, 19977.**

Partners were offered educational materials featuring the Love Bug with DUID messaging. This is the toolkit that was shared:



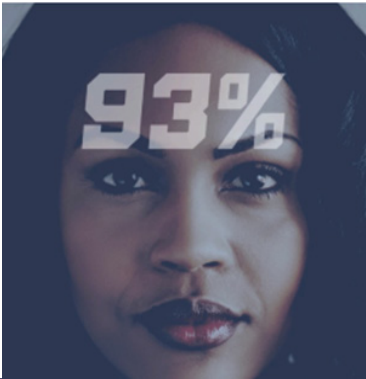


OCCUPANT PROTECTION/CIOT COMMUNICATIONS

PROJECT CODE: OHCT23-01, PMOA23-01, PMOB23-01, PMOC23-01, PMOX23, PMOD23

PROJECT DESCRIPTION: In FY 2024, OHS conducted educational campaigns on social media to coincide with the national Click It or Ticket (CIOT) enforcement and programming initiatives. OHS also developed a press release to inform the public on the importance of buckling up. OHS also launched a social media campaign for the summertime OP enforcement.

FY 2024 CIOT AWARENESS EFFORTS:

OHS launched the Click It or Ticket (CIOT) campaign to remind drivers to wear seat belts. The campaign aimed to emphasize the importance of personal safety and include a more emotional theme by showing the impact that not buckling up can have on families and loved ones.

POST 1 ANALYTICS (ENGLISH)	
	FACEBOOK <ul style="list-style-type: none"> • LINK CLICKS: 277 • IMPRESSIONS: 12,519 • ENGAGEMENTS: 3,343 • VIDEO ENGAGEMENT RATE: 27%
	INSTAGRAM <ul style="list-style-type: none"> • ENGAGEMENTS: 3,766 • IMPRESSIONS: 7,273 • VIDEO ENGAGEMENT RATE: 51%
POST 3 ANALYTICS (SPANISH)	
	FACEBOOK <ul style="list-style-type: none"> • LINK CLICKS: 174 • IMPRESSIONS: 17,971 • ENGAGEMENTS: 1,882 • VIDEO ENGAGEMENT RATE: 11%
	INSTAGRAM <ul style="list-style-type: none"> • ENGAGEMENTS: 2,378 • IMPRESSIONS: 4,491 • VIDEO ENGAGEMENT RATE: 53%
POST 2 ANALYTICS	
	FACEBOOK <ul style="list-style-type: none"> • LINK CLICKS: 152 • IMPRESSIONS: 15,355 • ENGAGEMENTS: 2,816 • VIDEO ENGAGEMENT RATE: 18%
	INSTAGRAM <ul style="list-style-type: none"> • ENGAGEMENTS: 3,813 • IMPRESSIONS: 6,542 • VIDEO ENGAGEMENT RATE: 78%

OCCUPANT PROTECTION SUMMER ENFORCEMENT EDUCATION:

OHS developed a social media campaign to coincide with the OP summer enforcement period. OHS continued with the Alive in DE video series and created a new video in FY 2024. The Summer Occupant Protection Campaign reminds people that nothing protects them on their roads to adventure like seat belts.

SOCIAL MEDIA:

There were 3 posts (one in Spanish) presenting different summer activities, all representing positive, life-saving and protective behaviors like buckling up, and delivering the message that safe summer fun begins only after your seat belts are firmly secured.

POST 1 ANALYTICS



FACEBOOK

- IMPRESSIONS: **19,160**
- VIDEO VIEWS: **2,605**
- ENGAGEMENT: **2,799**
- LINK CLICKS: **175**
- VIDEO ENGAGEMENT RATE: **15%**

INSTAGRAM

- IMPRESSIONS: **6,589**
- VIDEO VIEWS: **992**
- ENGAGEMENT: **1,051**
- LINK CLICKS: **58**
- VIDEO ENGAGEMENT RATE: **16%**

POST 2 ANALYTICS



FACEBOOK

- IMPRESSIONS: **24,667**
- VIDEO VIEWS: **1,710**
- ENGAGEMENT: **1,894**
- LINK CLICKS: **174**
- VIDEO ENGAGEMENT RATE: **8%**

INSTAGRAM

- IMPRESSIONS: **6,770**
- VIDEO VIEWS: **1,494**
- ENGAGEMENT: **1,548**
- LINK CLICKS: **53**
- VIDEO ENGAGEMENT RATE: **23%**

POST 3 ANALYTICS



FACEBOOK

- IMPRESSIONS: **26,420**
- VIDEO VIEWS: **1,679**
- ENGAGEMENT: **1,376**
- LINK CLICKS: **168**
- VIDEO ENGAGEMENT RATE: **6%**

INSTAGRAM

- IMPRESSIONS: **5,534**
- VIDEO VIEWS: **1,274**
- ENGAGEMENT: **1,859**
- LINK CLICKS: **101**
- VIDEO ENGAGEMENT RATE: **23%**

ALIVE IN DE VIDEO:

OHS filmed a new Alive in DE video shot at Rehoboth's Beach's iconic Funland amusement park. These videos highlight local Delawareans and businesses making them relatable and intriguing to the audience. This video takes the safety messaging and compares it to other ways buckling up can help save lives. Featuring

fun summer scenarios based on fun summer activities, the posts also reinforce the seat belt messaging by reminding motorists that summer fun always begins with a click. A social media post was also developed to drive viewers to the video section on [ArriveAliveDE.com](https://www.arrivealiveDE.com) page.

POST ANALYTICS	
	FACEBOOK
	<ul style="list-style-type: none"> • IMPRESSIONS: 17,365 • VIDEO VIEWS: 4,605 • ENGAGEMENT: 4,936 • LINK CLICKS: 290 VIDEO • ENGAGEMENT RATE: 28%
	INSTAGRAM
	<ul style="list-style-type: none"> • IMPRESSIONS: 6,275 • VIDEO VIEWS: 1,141 • ENGAGEMENT: 1,235 • VIDEO ENGAGEMENT RATE: 20%
	TIKTOK
	<ul style="list-style-type: none"> • IMPRESSIONS: 157 • VIDEO VIEWS: 2

CHILD PASSENGER SAFETY COMMUNICATIONS

PROJECT CODE: PMCS24-01, PMCP24-01

PROJECT DESCRIPTION: OHS worked with contracted marketing partners to educate the public on Child Passenger Safety issues. With the passage of an updated Delaware Child Passenger Safety law in June 2023, OHS is required to provide education/awareness regarding the changes to the components of the law and to encourage the public to correctly and consistently use child safety seats, booster seats and seatbelts. OHS used funds to print updated educational materials and attended local events to inform the public of the updated law. The print materials were made to extend outreach to diverse communities by being produced in multiple languages (English, Spanish, and Haitian Creole). These communication strategies provided education and meaningful engagement with the community which contributed to the goal of reducing the 5-year average of Child Passenger fatalities by 1.5%.

EDUCATIONAL MATERIALS:

OHS updated and printed the following materials to be distributed to the public:

- **Brochures** – in English, Spanish and Haitian Creole
- **Posters and rack cards with the updated law and fitting station contacts** – in English, Spanish and Haitian Creole
- **Tear off pads with the contact information for the car seat fitting stations in each county** – in English and Spanish
- **Ride Height Posters and a pull up banner** – the ride height materials are new and offer law enforcement, pediatricians, day care providers, and caregivers a reference to the height a child must be to ride without a booster seat.

STREET TEAMS/ACTIVATIONS:

The local community requested OHS attend the following events:

- Blades PD Night Out – Blades Park – 136-198 E. 7th Street, Blades, DE – Tuesday, August 6, 2024
- Greenwood PD Night Out – Greenwood Fire Department – 12611 Fire Hall Avenue, Greenwood, DE – Tuesday, August 13, 2024

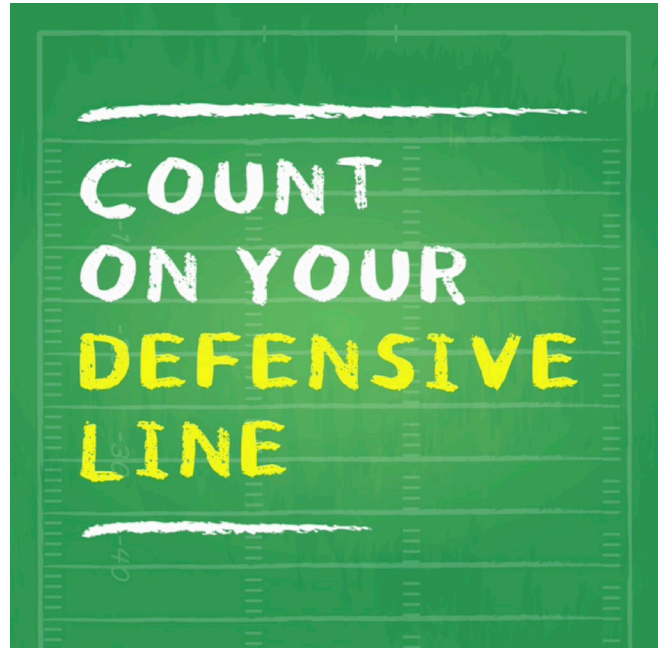
OCCUPANT PROTECTION/DISTRACTED DRIVING COMMUNICATIONS

PROJECT CODE: OHOD24-01

PROJECT DESCRIPTION: OHS worked with contracted marketing partners to educate the public on Occupant Protection/Distracted Driving issues. In FY 2024 OHS developed a social media campaign that reminds Delaware motorists to buckle up and limit distractions when driving. The campaigns align with the OP/DD enforcement period. These communication strategies provided education and meaningful engagement with the community which contributed to the goal of reducing the 5-year average of occupant protection and distracted driving fatalities by 1.5%.

SOCIAL MEDIA:

Primarily targeting male drivers ages 18-34, the campaign features a football theme and includes two posts – an animated TikTok video post for Distracted Driving and an animated post for Occupant Protection. Captions for the posts encourage users to engage with the Test Your Focus Fitness quiz or the Seat Belt Simulator on [ArriveAliveDE.com](https://www.arrivealive.com). Posts went out on the Facebook, Instagram (including Reels), X (formerly Twitter), and TikTok platforms. In addition, to increase the campaign's reach and engagement, posts were boosted at optimized times.



PUBLIC EDUCATION EVENTS & OUTREACH:

Street teams interacted with high school students to educate and inform them on the dangers of distracted driving. The crashed car serves as a very real example of the consequences and can be an impressionable tool to use at events. Street Team members were present at the following location:

- Cape Henlopen High School Senior Night Tailgate Activation – 1250 Kings Hwy. Lewes – Friday, October 27, 2023

DISTRACTED DRIVING COMMUNICATIONS

PROJECT CODE: PMDD24-01

PROJECT DESCRIPTION: In FY 2024, OHS continued to use the “Be Alert and Arrive Alive” media campaign, which is focused on distracted driving, during April’s Distracted Driving Month. This campaign aimed to highlight various ways in which drivers can become distracted while driving a motor vehicle. Many people are aware of the dangers of drunk driving, but they often don’t give much thought to the risks associated with distracted driving. This campaign is designed to link distracted driving to impaired driving, to raise awareness about the potential consequences of this type of behavior. These communication strategies provided education and meaningful

engagement with the community which contributed to the goal of reducing the 5-year average of Distracted Driving fatalities by 1.5%.

The distracted driving media plan campaign assets included:

- **Video and Image ads on Facebook/Instagram**
- **Audio & Companion Banner on Spotify**
- **GroundTruth (Hispanic) Mobile Display**
- **AdTheorent Display Banners**

ARRIVEALIVEDE.COM WEBSITE:

OHS developed a new module for the Be Alert Page on the ArriveAliveDE.com website. This module includes an at-a-glance list of featured topics, including why texting is so risky, the truth about multitasking, and more. Users are instructed to press a number (1 to 9) on the module's "phone keypad" to learn about their chosen cell phone distraction. A Spanish-language version was created as well.



SOCIAL MEDIA:

OHS developed 3 social media posts (One in Spanish) and an additional post to drive viewers to the Alive in DE video.

POST 1 ANALYTICS**FACEBOOK**

- IMPRESSIONS: **19,451**
- VIDEO VIEWS: **4,855**
- ENGAGEMENT: **5,192**
- LINK CLICKS: **234**
- VIDEO ENGAGEMENT RATE: **27%**

INSTAGRAM

- IMPRESSIONS: **13,372**
- VIDEO VIEWS: **8,671**
- ENGAGEMENT: **8,855**
- VIDEO ENGAGEMENT RATE: **66%**

POST 2 ANALYTICS**FACEBOOK**

- IMPRESSIONS: **19,056**
- VIDEO VIEWS: **4,287**
- ENGAGEMENT: **4,583**
- LINK CLICKS: **228**
- VIDEO ENGAGEMENT RATE: **24%**

INSTAGRAM

- IMPRESSIONS: **4,140**
- VIDEO VIEWS: **998**
- ENGAGEMENT: **1,088**
- LINK CLICKS: **83**
- VIDEO ENGAGEMENT RATE: **26%**

POST 3 ANALYTICS**FACEBOOK**

- IMPRESSIONS: **12,064**
- VIDEO VIEWS: **3,092**
- ENGAGEMENT: **3,247**
- LINK CLICKS: **181**
- VIDEO ENGAGEMENT RATE: **27%**

INSTAGRAM

- IMPRESSIONS: **6,975**
- VIDEO VIEWS: **1,812**
- ENGAGEMENT: **1,967**
- VIDEO ENGAGEMENT RATE: **28%**

ALIVE IN DE VIDEO SERIES:

OHS filmed a new Alive in DE video to educate people on distracted driving. These videos highlight local Delawareans and businesses making them relatable and intriguing to the audience. This video takes place in Rehoboth Beach interviewing with Rawley Florax, a member of the Rehoboth Beach Patrol, about how staying focused and putting away cell phones can help save lives on the beach and on the roads

SPEED MANAGEMENT SAFETY COMMUNICATIONS

PROJECT CODE: OHSP24-01

PROJECT DESCRIPTION: In FY 2024 OHS partnered with contracted marketing firms to educate the public on speed management. Campaigns aligned with enforcements and NHTSA speed awareness efforts. OHS developed social media posts, digital paid media, video and radio advertisements, and educational materials. This communication strategy provided education and meaningful engagement with the community which contributed to the goal of reducing the 5-year average of speed related fatalities by 1.5%.

PAID MEDIA:

Media plan campaigns included:

- **Image ads on Facebook and Instagram**
- **Display Banners with AdTheorent**
- **Video on Tik Tok**
- **Mobile Display with GroundTruth (Hispanic)**

EDUCATIONAL MATERIALS:

OHS partnered with local high schools to create educational materials featuring the “Love Bug” to encourage students to slow down – targeting the young adult male age group that is more likely to speed. Signage included the names of the school mascots. There were posters, tear off pads, banners and yard signs produced and placed around the campuses.



SOCIAL MEDIA:

OHS developed 11 social media posts in conjunction with three speed enforcement periods.

OCTOBER SPEED

“Respect the Speed Limit, Respect the Roads” - This three-post campaign introduced Delawareans to new speeding signage and compares where speeding is good vs. bad with Delaware roadways being the bad place to speed. Posts went out on Facebook, Instagram (including Reels), X (formerly Twitter), and TikTok. Captions for each post will encourage users to visit the Slow Down page of [ArriveAliveDE.com](https://www.arrivealiveDE.com).

**FACEBOOK**

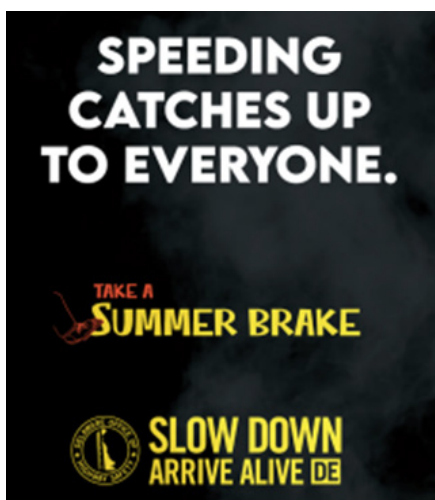
- IMPRESSIONS: **18,530**
- VIDEO VIEWS: **4,672**
- ENGAGEMENT: **5,011**
- LINK CLICKS: **226**
- VIDEO ENGAGEMENT RATE: **27%**

INSTAGRAM

- IMPRESSIONS: **6,975**
- VIDEO VIEWS: **1,583**
- ENGAGEMENT: **1,611**
- VIDEO ENGAGEMENT RATE: **23%**

SUMMER SPEED

“Taking a Brake in Summer” - This five-post campaign focused on the misconceptions speeding drivers have about the risks and replaced them with the realities of driving too fast. Posts launched on Facebook, Instagram, X (formerly Twitter), and TikTok. In addition, posts were optimized to increase reach and engagement across the target audience. Post captions remind drivers of the dangers of speeding and direct users to the Slow Down page of [ArriveAliveDE.com](https://www.arrivealiveDE.com).

**RESULTS**

- Campaign Impressions **94,402**
- Campaign Video Views **27,240**
- Campaign Engagements **21,101**
- Campaign Link Clicks **1,554**
- Campaign Video Engagement Rate **22%**

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SEPTEMBER SPEED

“A Heartfelt Approach to Slowing Down Speeders” - This three-post campaign was designed to reach the hearts and minds of these Delawareans through emotional storytelling, surprising facts, and “what if” scenarios. Posts went out across Facebook, Instagram, and X (formerly Twitter) with post captions directing users to visit the Slow Down page of [ArriveAliveDE.com](https://www.ArriveAliveDE.com).



RESULTS

- Campaign Impressions **48,223**
- Campaign Video Views **8,724**
- Campaign Engagements **10,699**
- Campaign Link Clicks **686**
- Campaign Video Engagement Rate **22%**

STREET TEAMS/ACTIVATIONS:

OHS street teams were at the following events:

- Delmarva Heat Car Show – Milford Little League, 307 Montgomery Street, Milford, DE – Saturday, September 7, 2024
- Dover High School Football Game – 1 Dover High Drive, Dover, DE – Friday, September 13, 2024



NON-MOTORIZED SAFETY COMMUNICATIONS

PROJECT CODE: OHPM24-01, PEDT24-01, PEDX24-01, PEDS24-01, PEDR24-01, PEDQ24-01

PROJECT DESCRIPTION: OHS launched a comprehensive campaign aimed at educating and reminding pedestrians to Walk Smart. The campaign emphasized the importance of using crosswalks, staying alert, avoiding distractions, and ensuring visibility, especially at night. OHS also created messaging for motorists, urging them to keep an eye out for pedestrians and follow posted speed limits, allowing them to stop in

time if necessary. The pedestrian safety campaign was conducted in conjunction with enforcement and programming initiatives for FY 2024. To reach a wider audience, the campaign employed various traditional and digital channels including paid media, terrestrial radio and video spots, social media (both organic and paid), and other outreach efforts detailed below. These communication strategies provided education and meaningful engagement with the community which contributed to the goal of reducing the 5-year average of non-motorized and pedestrian fatalities by 1.5%. ***Funds were not spent from PEDT24-01 and PEDX24-01.***

FY 2024 PEDESTRIAN SAFETY AWARENESS EFFORTS:

In FY 2024, OHS continued utilizing the Walk Bright pedestrian media campaign coinciding with enforcement and programming initiatives throughout FY 2024. OHS also launched the “Walk this way summer ‘24” social media campaign.


The pedestrian safety media plan campaign assets included:

- **Video and Image ads with Facebook and Instagram**
- **Video and banner ads with Spotify**
- **Video on YouTube**

SOCIAL MEDIA:

OHS developed 11 social media posts with two of them in Spanish in conjunction with 4 pedestrian enforcements in FY 2024. Social media campaigns included the following activation efforts:

- **Boosting/paid promotions across Facebook, Instagram, X (formerly Twitter), and TikTok**
- **Strategy, recommendation, and execution of campaign location tagging to focus messaging with crash data and residence (home) data based on where fatalities/injuries occur most frequently and where those involved originated from in terms of their home location.**

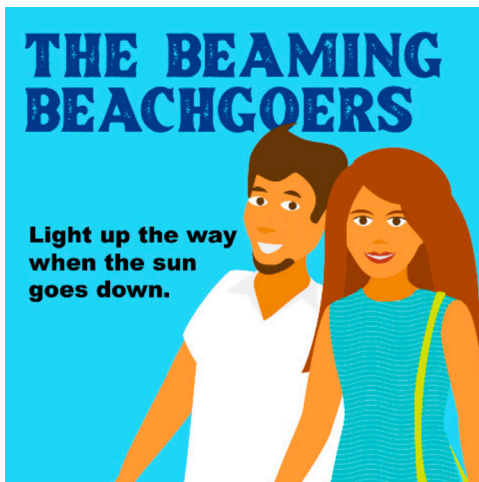
WALK BRIGHT ANALYTICS	
	FACEBOOK <ul style="list-style-type: none"> • IMPRESSIONS: 652 • VIDEO VIEWS: 624 • ENGAGEMENT: 8 • VIDEO ENGAGEMENT RATE: 1.4% • ADDITIONAL SHARE: 1
	INSTAGRAM <ul style="list-style-type: none"> • IMPRESSIONS: 46 • VIDEO VIEWS: 24 • ENGAGEMENT: 4 • VIDEO ENGAGEMENT RATE: 4.4%
	X (FORMERLY TWITTER) <ul style="list-style-type: none"> • IMPRESSIONS: 136 • VIDEO VIEWS: 24 • ENGAGEMENT: 4 • VIDEO ENGAGEMENT RATE: 2.9%
	CHART CONTINUED ON THE NEXT PAGE

OCTOBER PEDESTRIAN ANALYTICS**FACEBOOK**

- IMPRESSIONS: **13,109**
- VIDEO VIEWS: **4,131**
- ENGAGEMENT: **4,157**
- LINK CLICKS: **153**
- VIDEO ENGAGEMENT RATE: **32%**

INSTAGRAM

- IMPRESSIONS: **5,094**
- VIDEO VIEWS: **1,189**
- ENGAGEMENT: **1,376**
- VIDEO ENGAGEMENT RATE: **27%**

SUMMER PEDESTRIAN ANALYTICS**SOCIAL MEDIA**

- CAMPAIGN IMPRESSIONS: **196,485**
- CAMPAIGN VIDEO VIEWS: **42,903**
- CAMPAIGN ENGAGEMENTS: **47,118**
- CAMPAIGN LINK CLICKS: **1,516**
- CAMPAIGN VIDEO ENGAGEMENT RATE: **22%**

PEDESTRIAN PUBLIC EDUCATION & OUTREACH ACTIVATIONS:

STREET TEAMS: OHS deployed street teams to multiple locations to focus on pedestrian safety. Most of the activations were strategically chosen to reach members of the underserved and under-represented populations in Delaware. OHS provided reflectors as a resource for people to use while walking or cycling so they can be seen. This kind of grass roots outreach provides a meaningful way to interact with the public and encourage and educate them to be safe pedestrians and to look out for them if they are driving.

- Apple Scrapple Festival – Various Venues in Bridgeville – Friday, October 13, 2023
- The People Demand: End Homelessness Now Rally – Rodney Square, 1000 N. Market St., Wilmington – Sunday, October 15, 2023
- Brandywine YMCA Trunk or Treat – 3 Mount Lebanon Road, Wilmington – Friday, October 27, 2023
- Spark Summer Camp and After-School Program Trunk or Treat – 35 Commerce Way, Dover – Saturday, October 28, 2023

OHS staff also attended the LIFE Conference to engage with the disabled community. The goal was to talk to that population about being a safe pedestrian and getting feedback on how we can reach their communities better with messaging and education..

- LIFE Conference – Bally’s Casino & Resort – Wednesday, January 24, 2024

MOTORCYCLIST SAFETY COMMUNICATIONS

PROJECT CODE: OHMM24-01, MCPG24-01, MCPX24-01, MCPF24-01

PROJECT DESCRIPTION: To promote motorcyclist safety, OHS ran a two-post campaign around Delmarva Bike Week (September 11 - 15, 2024). Both posts were motorist focused and encouraged drivers to look out for motorcyclists and to be mindful of blind spots. Posts ran on Facebook, Instagram, and Tik Tok. ***Funds were not spent from OHMM24-01.***

ANALYTICS:

RESPECT THE RIDE: Delaware Statistics

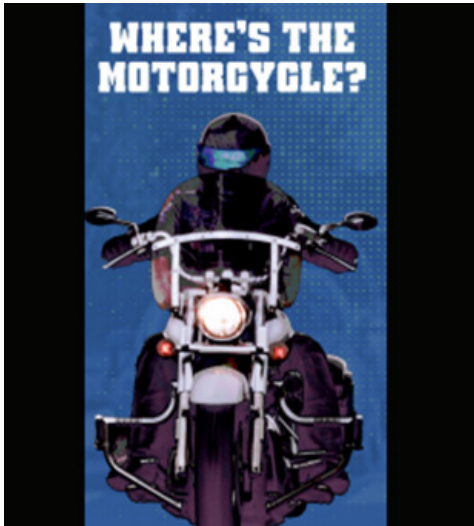
- Page views: 554 (+1,219.05%)
- Active Users: 493 (+1,393.94%)
- Event Count: 1,625 (+1,221.14%)

TOP CITIES ENGAGED WITH RESPECT THE RIDE:

1. Long Neck, DE
2. Middletown, DE
3. Dover, DE
4. Glasgow, DE
5. Wilmington, DE September 11, 2024 - September 15, 2024

SOCIAL MEDIA CAMPAIGN RESULTS:

- Campaign Impressions 47,681
- Campaign Video Views 15,854
- Campaign Engagements 17,064
- Campaign Link Clicks 658
- Campaign Video Engagement Rate 36%

INDIVIDUAL CAMPAIGN POST BREAKDOWN**FACEBOOK**

- IMPRESSIONS: **16,540**
- VIDEO VIEWS: **3,292**
- ENGAGEMENT: **3,731**
- LINK CLICKS: **269**
- VIDEO ENGAGEMENT RATE: **23%**

INSTAGRAM

- IMPRESSIONS: **7,150**
- VIDEO VIEWS: **3,655**
- ENGAGEMENT: **3,869**
- VIDEO ENGAGEMENT RATE: **54%**

TIKTOK

- IMPRESSIONS: **538**

INDIVIDUAL CAMPAIGN POST BREAKDOWN**FACEBOOK**

- IMPRESSIONS: **17,710**
- VIDEO VIEWS: **7,656**
- ENGAGEMENT: **8,127**
- LINK CLICKS: **322**
- VIDEO ENGAGEMENT RATE: **46%**

INSTAGRAM

- IMPRESSIONS: **5,743**
- VIDEO VIEWS: **1,251**
- ENGAGEMENT: **1,337**
- LINK CLICKS: **67**
- VIDEO ENGAGEMENT RATE: **23%**

TEEN DRIVER COMMUNICATIONS**PROJECT CODE: TEDR24-01**

PROJECT DESCRIPTION: OHS worked with contracted marketing partners to educate the public on Teen Driver issues. In FY 2024 a social media campaign was developed to speak to both teens and parents about the dangers facing teens on the road. Both of the posts linked to the Protect Teen Drivers Page of [ArriveAliveDE.com](https://www.arrivealiveDE.com). This communication strategy provided education and meaningful engagement with the community which contributed to the goal of reducing the 5-year average of Teen Driver fatalities by 1.5%.



SOCIAL MEDIA:

There were two social media posts launched for Teen Driver Safety week which was October 15 - 21, 2023.

- For teens, there was an emotional approach to get them to put down their phones while they drive.
- For parents, we remind them of the crucial role they play in their teens' development of safe driving skills and attitudes.

AGING DRIVERS COMMUNICATIONS**PROJECT CODE: SENR24-01**

PROJECT DESCRIPTION: OHS planned to work with contracted marketing partners to educate the public on issues related to Aging Drivers and their caregivers. OHS did not use funds out of this project for any campaigns on aging drivers due to the prioritization of planning for local expenditures.

SAFE FAMILY HOLIDAY PAID MEDIA**PROJECT CODE: SFAM24-01**

PROJECT DESCRIPTION: In FY 2024, OHS continued the annual Safe Family Holiday Campaign. This effort runs from Thanksgiving weekend through New Year's Day. This campaign focuses on impaired driving, occupant protection, distracted driving, speed, and pedestrian priority areas. OHS worked with contracted media vendors to develop media tactics and coordinate community events. These communication strategies provided education and meaningful engagement with the community which contributed to the goal of reducing the 5-year average of roadway fatalities.

MEDIA TACTICS:

- Meta (Facebook/Instagram) image ads
- Spotify streaming audio w/companion banner
- Pandora :30 audio
- WSTW-FM Holiday Sponsorship Package

HIGHLIGHTS:

- Meta reported the most impressions overall (1.4M) and the most clicks (8,829), for a moderate CTR of 0.59%
- Spotify and Pandora were effective awareness-driving tactics, reporting strong reaches at desired frequencies
- Spotify saw a 94% completions rate, showing that almost all users listened to the ads all the way through
- Meta also reported the most sessions (7,532) on the site



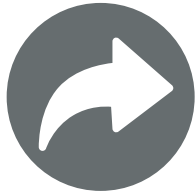
2.2M
Impressions



9.8K
Clicks



8.1K
Sessions



0.43%
CRT



91%
Bounce Rate



94%
Completion Rate



DUI
Top Campaign
For Impressions



DUI
Top Campaign
For Clicks



META
Top Tactic
By Clicks

“SAFE HOLIDAY TRAVELS” SOCIAL MEDIA:

In FY 2024, OHS developed Safe Family Holiday social media posts in English and in Spanish during the enforcement period. The “Safe Holiday Travels” concept was developed and incorporated as an umbrella message on all posts to include driving sober and alert, wearing seat belts, respecting the speed limit, and walking safely during the holidays. Optimized content was shared on Facebook, Instagram (including Reels), X (formerly Twitter) and TikTok, and was enhanced by statewide geotagging to maximize reach.

ALIVE IN DE VIDEO SERIES:

An Alive in DE video for the Safe Family Holiday DUI campaign, featuring Klondike Kate’s holiday-themed Sleigh Bar, was the top-performing video on TikTok, where it amassed 1,799 video views. This engagement was significant since much of the young adult male target audience spends most of their digital time on the TikTok platform.



PR AND GRASSROOTS TACTICS:

FY 2024 PR and grassroots tactics included:

- **Development of pledge card**
 - Pledge cards were utilized during the campaign activations. Event partners displayed the signed pledge cards at their locations following the street team’s appearance.

- **Formal proclamation with Governor Carney and Delaware Blue Coats launch event**

- On November 30, 2023, Governor Carney joined OHS and the Delaware Blue Coats at the Chase Fieldhouse to sign a formal proclamation declaring December as Safe Family Holiday Month in Delaware. Additionally, Governor Carney signed the pledge promising to “prevent the holidays from getting ugly” by traveling safely.

- **Media relations**

- Media advisories were distributed to assist in gathering media attention for the many events that took place during the campaign, including the proclamation signing, launch event, and mocktail event with Perdue Farms. A press release highlighted details of all the Safe Family Holiday activities planned for the month of December, such as the grassroots public relations tactics, including events and partnerships, along with the paid media tactics. There were 39 media placements secured promoting Safe Family Holiday across print, radio, and broadcast news outlets. In total, these placements reached approximately 540,000 individuals.

- **Partner outreach**

- Secured 69 partnerships with restaurants and bars, faith-based organizations, and grocery stores. We provided them with Safe Family Holiday messaging for their customers during the holidays. In total, partners received 179 posters; 2,345 palm cards; and 676 table tents. Partners include:
 - Restaurants and bars (43)
 - Faith-based organizations (21)
 - Grocery stores (5)
- Estimated number of impressions: 350,000+

STREET TEAMS/ACTIVATION:

OHS street teams attended the following events:

- Georgetown Christmas Parade and Caroling – Sussex County Courthouse and Circle – Thursday, December 7, 2023
- Fifer Orchards – Camden Wyoming – Saturday, December 9, 2024
- Christiana Care Trauma/Injury Prevention Day – Newark – Wednesday, December 13, 2023

STRATEGIC OUTREACH TO EMPLOYERS:

To reach the Delaware Hispanic and Haitian-Creole audience, contracted media vendors assisted with outreach to employers with Hispanic employees to share campaign messaging.

- **Perdue Farms** received materials for their multiple locations including digital files for their PowerPoints on digital display screens, 17 English posters, 17 Spanish posters, and 14 Haitian Creole posters reaching their 3,000+ employees.
- **Montaire Farms** received the digital PowerPoint to display on their digital screens in the cafeteria to reach their 5,000+ employees with all three languages.
- **Allen Harim Foods** received 10 English posters, eight Spanish posters, and eight Haitian Creole posters to share with their 1,200+ employees.
- **Delaware Farm Bureau** received the digital files to share with employees and members.

- **Bayhealth Health System** shared campaign messaging via their internal newsletter and posted on their Facebook and Instagram platforms. The newsletter reached an estimated 4,200+ employees and the social posts reached their 12,000+ followers.

PERDUE FARMS MOCKTAIL EVENT – MILFORD – WEDNESDAY, DECEMBER 20, 2023:

This was a trilingual event reaching the Hispanic, Haitian Creole, and English-speaking communities. Marketing partners and employees of Perdue provided translations while there were trilingual educational materials available. QR codes linked to a full mocktail booklet to remind and encourage drivers that they can stay sober and enjoy festive nonalcoholic beverages.



AMBASSADORS OF SAFETY VIDEOS

PROJECT CODE: OHVD24-01

PROJECT DESCRIPTION: The Ambassadors of Safety video series is a community centered multimedia campaign featuring traffic safety partners addressing safety issues regularly encountered in their profession. These videos highlight their services and dedication to protecting drivers and vulnerable users on Delaware roadways and in their communities. OHS did not use any funds from this project to film any Ambassador of Safety videos due to the prioritization of planning for local expenditures.

ARRIVEALIVEDE.COM

PROJECT CODE: OHWS24-01, OHWX24-01

PROJECT DESCRIPTION: The [ArriveAliveDE.com](https://arrivealivede.com) website is part of the OHS paid media program that covers all of the highway safety priority areas. This site provides information to the public about the Delaware Office

of Highway Safety, statistics, educational information, and interactive modules. The website focus is statewide and is linked out on social media posts and mentioned in other paid media tactics to drive Delawareans to the site. Funds are used to support the website through content creation, maintenance, and engineering costs.

WEBSITE SUCCESS MEASUREMENT:

ArriveAliveDE.com received 102,122 page views from promotion via digital marketing and social media outreach during FY 2024. Goals for the website were to enhance the digital holistic experience by developing additional interactive modules, and to provide additional Spanish-language content across mobilizations to broaden the road safety knowledge of all Delawareans. The Spanish-language landing page visits increased by 200%, specifically on the Be Drug Aware, Drive Sober, and Buckle Up road safety topic pages. New tools and videos developed for ArriveAliveDE.com continued to expand this nationally recognized roadway safety resource. During the Summer DUI Drugged campaign, the implementation of “The Many Faces of Drugged Driving” module gave the Be Drug Aware page a 600% increase in engagement time from the average the day after going live. The Be Alert page benefited from the new “Nix the Text” module, which resulted in a 48% increase in time spent on the page. Through social media campaigns, visitors have been driven to the tools on ArriveAliveDE.com, enhancing metrics for social media engagement, website visitors and page views – all intending to educate and to change driving behaviors in Delaware. The ArriveAliveDE.com website was built with a robust content management system, allowing efficient extensibility and updating to ensure highway safety content is timely, relevant and in sync with OHS roadway safety enforcements and initiatives.

FY24 ARRIVEALIVEDE.COM ANALYTICS:

PAGE TITLE	VIEWS	ACTIVE USERS	EVENT COUNT
DRIVE SOBER	30,468	23,644	82,271
HOME PAGE	16,442	11,315	45,756
WALK SMART	13,668	11,030	38,086
BE ALERT	12,632	9,523	34,092
SLOW DOWN	8,830	7,480	25,222
BUCKLE UP	7,813	6,743	22,111
SECURE THE KIDS	2,226	1,660	6,755
PROTECT TEEN DRIVERS	2,201	1,792	6,406
BE DRUG AWARE	1,455	1,040	3,715
ABOUT HIGHWAY SAFETY	1,226	710	2,589
RESPECT THE RIDE	1,077	788	3,032
BE AGE AWARE	132	74	313
SITEWIDE TOTALS	102,122	73,135	281,271

HOME PAGE REFRESH:

To keep the Home Page fresh and engaging for visitors to the site, an update was implemented to add new content across the page to promote interaction with many of the most visited and recently added modules, as well as with other relevant content available on each road safety topic page on the website. Users who visit the site via the home page are now able to interact with simulators, quizzes, videos and more with just a click, increasing time spent on pages statewide.

HEATSTROKE AWARENESS




PROJECT CODE: HTSA24-01

PROJECT DESCRIPTION: This project provided the public with information relating to the risks of child heatstroke death when left unattended in a motor vehicle after the motor is deactivated by the operator as required by the Bipartisan Infrastructure Law (BIL). The goal is to reduce the incidence of vehicular heatstroke of children who are left or lock themselves in a vehicle. OHS hosted three activations (one in each county) with the heatstroke thermometer and also used social media to educate the public around National Heatstroke Prevention Day (May 1, 2024). These communication strategies provided education and meaningful engagement with the community which contributed to the goal of reducing the 5-year average of Vehicular Heatstroke fatalities by 1.5%.

STREET TEAMS/ACTIVATIONS:

OHS set up with the heatstroke thermometer at three DMV locations. The thermometer shows the temperature outside versus the temperature inside of the vehicle. Staff and street team members interacted with the public as they went in and out of the DMV and handed out cards with information about heatstroke on them.

INDIVIDUAL CAMPAIGN POST BREAKDOWN

		
DOVER, DMV 5/1/2024 • 1:00 P.M. - 3:00 P.M.	WILMINGTON, DMV 5/17/2024 • 1:00 P.M. - 3:00 P.M.	GEORGETOWN, DMV 5/22/2024 • 3:00 P.M. - 5:00 P.M.
It was about 80 degrees outside and partially cloudy and the temperature inside of the car reached 100 degrees.	It was about 70 degrees and overcast and the thermometer still gave results of the car being hot. The temperature inside of the car reached 90 degrees.	The temperature outside was about 90 degrees and sunny and the inside of the car reached 125 degrees.

SOCIAL MEDIA:

OHS developed a social media post that went out on National Heatstroke Prevention Day and also posted with the results of each activation. There was positive feedback from the public on this initiative.

PREVENTING ROADSIDE DEATH COMMUNICATIONS

PROJECT CODE: PRSD24-01

PROJECT DESCRIPTION: OHS did not use any funds from this project due to the prioritization of planning for local expenditure. With the updates to Title 21, Section 4134(b), OHS staff did put out a post on Facebook

and Instagram to educate the public of the changes.

INTERNAL SOCIAL MEDIA POST: Title 21, Section 4134(b), requires motorists to move over for stationary vehicles with flashing lights. This was updated from just emergency, DelDOT, tow trucks, and utility vehicles to any vehicle displaying hazard lights. If changing lanes is impossible or unsafe, motorists must reduce their speed. Help to Prevent Roadside Deaths, if you see flashing lights make sure to move over or slow down. Remember to follow the rules of the road and always give driving your undivided attention so we can all Arrive Alive. **#ArriveAliveDE #MoveOver #DriveSober #SlowDown #PutThePhoneDown.**



NON-EMPHASIS/MULTI AREA PAID MEDIA

PROJECT CODE: NEAP24-01

PROJECT DESCRIPTION: OHS used funds to attend an event where non emphasis or multiple priority areas were requested. Non emphasis areas include work zone safety, move over laws, “secure your load”, commercial motor vehicle, etc. In FY 2024 OHS attended a Local Police Department Night Out event where they requested a wide range of road safety priority area topics. These communication strategies provided education and meaningful engagement with the community which contributed to the goal of reducing the 5-year average of traffic fatalities by 1.5%.

STREET TEAMS/ACTIVATIONS:

Local agencies requested OHS to attend the following Night Out Events:

- Wyoming Police Night Out – Wyoming Park, 323 W. Third Street, Camden-Wyoming, DE – Tuesday August 27, 2024

HSP PROJECTS NOT IMPLEMENTED:

SAFE SUMMER ROADS PAID MEDIA

PROJECT CODE: SUMM24-01

PROJECT DESCRIPTION: Like the annual Safe Family Holiday campaign, OHS initiated the Safe Summer Roads project to coordinate multiple project areas. Over the last five years, fatal crash and serious injury crashes have peaked during summer months. This effort overlaps with mobilizations starting May 24 – August 12, 2024. There were no funds used out of this project. Each Safe Summer Roads campaign will be reflected under the corresponding priority area.

ALIVE IN DE VIDEO SERIES

PROJECT CODE: ALIV24-01

PROJECT DESCRIPTION: There were no funds taken out of this project. Alive in DE videos will be included in the report under their priority area:

- **DUI** – Klondike Kate's
- **OP** – Funland
- **DD** – Rehoboth beach patrol



PROGRAM AREA

PLANNING & ADMINISTRATION

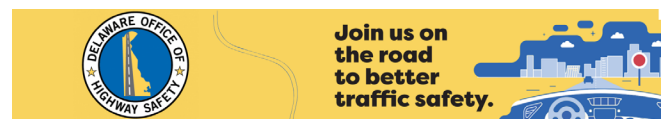
FY24 HSP/AGA PUBLIC ENGAGEMENT EFFORTS

PROJECT CODE: HSPA24-01

PROJECT DESCRIPTION: During FY 2024, the Office of Highway Safety (OHS) held focus session meetings with representatives from law enforcement and first responders from each county to review and analyze crash data specific to their areas across the state. These focus groups were an outgrowth of town hall meetings held in late FY 2023. The input from the town hall meetings directed the focus group discussions with law enforcement and other first responders. After the initial focus group meetings, representatives from each county shared data and solicited feedback from their local jurisdictions, highlighting primary concerns across several traffic safety priority areas, with speeding being the foremost issue in all counties.

The focus groups were designed to ensure that each Delaware community had an active voice in the initiation, development and implementation of programs funded by OHS. Through these meetings, OHS and their vendor presented three different creative concepts, all developed based on insights obtained from the focus session meetings. Participants provided feedback on each concept, including sample execution and strategic approach, contributing to the development of localized communications and awareness campaigns.

The Office of Highway Safety (OHS) implemented various strategies to launch a new campaign and communications approach that resonated with all Delaware communities. Each tactic was designed to provide OHS with insights and information to assist in planning overall highway safety initiatives. More specifically, these tactics aimed to make communication campaigns more engaging, meaningful, and motivational, targeting specific local communities and audiences. As a data-driven organization, OHS utilized information from recent data analyses of key audiences. This analysis identified underserved and over-represented populations in terms



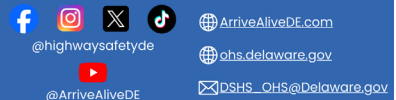
DELAWARE OFFICE OF HIGHWAY SAFETY

Public participation and engagement

- **Town Halls**
 - OHS held 3 Town Halls, one in each county, inviting the public to discuss and receive feedback on road safety concerns.
- **Focus Groups**
 - After listening to the concerns of the public, OHS met with first responders, law enforcement, and county officials to present data and solicit additional feedback on road safety topics
- **Campaign Development**
 - OHS will continue to work with county partners to develop and create a campaign that can be tailored to specific local communities.



- **Grassroots**
 - Outreach to the underserved and overrepresented populations.
 - Having a presence at community events.
 - Distribution of educational materials which include options for multiple languages – English, Spanish, and Haitian Creole.



of traffic crashes and fatalities, giving OHS essential data to determine priority communities for implementing these tactics.

This project aimed to reduce the five-year average of fatalities to 108.2 in 2024.

GENERAL OPERATING EXPENSES

PROJECT CODE: OHHG24-01

PROJECT DESCRIPTION: General operating expenses fund items and fees required for the operation of the office to include items like our storage unit, phone bills, copier, newspapers, personnel charges from the Office of Management and Budget, Messenger Services, FedEx, and memberships to organizations.

OFFICE SUPPLIES

PROJECT CODE: OHHE24-01

PROJECT DESCRIPTION: Throughout the year, the Office of Highway Safety purchases general office supplies to assist with the operations of the office.

TECHNOLOGY INITIATIVES

PROJECT CODE: OHHH24-01

PROJECT DESCRIPTION: The Office of Highway Safety utilizes technology enhancement funds to replace aging technology that no longer works and to upgrade technologies as necessary to maintain efficient operations.

ADMINISTRATIVE STAFF AND SALARIES

PROJECT CODE: OHAB24-01

PROJECT DESCRIPTION: Salaries and benefits support the Fiscal Advisor/Accountant. The fiscal advisor/accountant is responsible for processing fiscal documents as required for the daily operations of the office, and serving as the agency liaison with the Department's Fiscal and Human Resources Section.

TRAVEL AND TRAINING

PROJECT CODE: OHHD24-01

PROJECT DESCRIPTION: In FY 2024, funds were used to provide training opportunities to OHS staff. Examples of trainings/conferences attended included the TSI's Grants Management, GHSA Annual meeting, Lifesavers, KIM Conference, the IACP Impaired Driving and Traffic Safety conferences, etc.

HIGHWAY SAFETY PLANNING P&A

PROJECT CODE: HSPA24-01

PROJECT DESCRIPTION: OHS worked with Whitman, Requardt, & Associates to assist with the FY 2024 - 2026 Triennial Highway Safety and the FY 2024 Annual Grants Application.

Tasks included:

- WRA continually reviews the final regulation outlining the requirements of the Triennial HSP/AGA/AR.
- WRA assisted OHS with data analysis needs including review of crash data, development of GIS related data, and review of data for over-represented areas. WRA will prepare necessary tables, maps, and graphics for presenting the data analysis in the HSP/AGA.
- WRA supported OHS public engagement efforts by preparing meeting agenda, meeting minutes, meeting presentation, and meeting facilitation.
- WRA assisted OHS with recommendations on an advisory committee and facilitate advisory committee meetings.
- WRA prepares drafts of the Triennial HSP/Annual Grant Application/Annual Report. OHS will review the plan and provide comments. WRA will update the plan based on OHS's comments and provide a final version of the plan to OHS for submission to NHTSA. The plan will be prepared using Adobe InDesign and WRA prepares templates for the various chapters of the plan.

HSP PROJECTS NOT IMPLEMENTED:

AUDIT FEES

PROJECT CODE: OHHA23-01

PROJECT DESCRIPTION: Audit fees are used when the Office of Highway Safety is required to participate in a state-mandated audit. An audit was not conducted in FY 2024.

ASSESSMENT OF STATE PROGRESS

Planning and Administration projects contributed to efforts to meet state targets and reducing OHS targets by 1.5% by providing administrative support, accounting support and funds necessary to support staff needs for task completion.



COMPREHENSIVE TRAFFIC SAFETY PROGRAM

These projects assist OHS in efforts to achieve annual targets and goals by providing foundational programmatic efforts, creating efficiencies, and reducing paperwork. The Office of Highway Safety coordinated the following programming initiatives to reach our target 1.5% reduction in fatalities set by OHS and the Delaware DOT for FY 2024:

SALARIES/BENEFITS FOR OHS STAFF

PROJECT CODE: OHCP24-01, OHC024-01, OHCM24-01, OHCD24-01, FSCP24-01, PSSA24-01, TSOC24-01

PROJECT DESCRIPTION: Salaries and benefits are provided for staff members who work in multiple program areas.

- **Planning Supervisor:** Responsible for monitoring and evaluation of approved highway safety projects, administration and distribution of federal funds. This position also manages traffic safety programs as assigned, including impaired driving prevention. Serves as the Deputy Director.
- **Planner IV:** Acts as the Program Manager for a variety of traffic safety priority programs. These programs include but are not limited to; Occupant Protection, Distracted Driving, Teen Driving, Senior/ Aging Drivers. The Occupant Protection program manager position is funded 50% Federally and 50% by the State of Delaware.
- **Management Analyst III:** Acts as the Program Manager for a variety of traffic safety priority programs. These programs include but are not limited to, non-motorized safety, motorcyclist safety, and speed management.
- **Marketing Specialist II:** Manages media relations contracts and affiliate paid/earned media for various programs. Acts as the OHS Public Information Officer.
- **Planner II (Fitting Station Coordinator):** Manages efforts related to the Corporate Partner Program. Responsibilities also include the management of the Kent County Fitting Station for child passenger safety.
- **Community Relations Officer:** Will work with the Marketing Specialist II to establish partnerships with a variety of stakeholders and engage with affected communities.
- **Program Support Specialist:** Provides assistance to Program Managers with planning functions and supports staff, assists with compiling data, and preparing required reports. This position is considered casual/seasonal.

ELECTRONIC GRANTS SYSTEM

PROJECT CODE: OHGS24-01

PROJECT DESCRIPTION: Partnering with the Department of Safety and Homeland Security - Office of the Secretary (OSEC), OHS contracted through the Delaware Department of Technology and Information (DTI) to create an electronic grants system. This system allows grant sub-recipients to conduct their transactions with OHS electronically. It also reduces paperwork and creates efficiencies for OHS and sub-recipients by streamlining processes and putting all files electronically in one system. Funds were used for maintenance and licensing costs and to continue development for multiple functionality improvements. In FY 2024, a development phase was implemented providing necessary updates related to 23 CFR Part 1300 final rule, creating modules for the salaries, equipment and improvements/technical updates. This system is used by all grantees.

CORPORATE PARTNER PROGRAM SUPPLIES

PROJECT CODE: OHOF24-01

PROJECT DESCRIPTION: In 2024, there were 196 corporate partners receiving traffic safety information from OHS. OHS provides corporate partners with a monthly Traffic Safety Newsletter (TSN) that coincides with the OHS communications campaign calendar. The TSN is a monthly e-newsletter discussing the topic reflecting the major campaign for the given month. This newsletter is distributed to all partners and coincides with accompanying media sent to all participants. The TSN contains statistics, facts, and other useful safe driving tips. Other traffic safety outreach materials are provided either digitally or through posters, flyers, banners, etc. Examples include PowerPoint presentations, fact sheets, and sample traffic safety policies which are sent to partners for their use via e-mail. Posters and flyers are mailed to Corporate Partners based on the needs of the organization, the number of employees/clients, and availability. Mailings continued as normal in 2024. ***Funds were not spent from OHOF24-01.***

OHS TOWN HALL/FOCUS GROUP SERIES

PROJECT CODE: TNH24-01

PROJECT DESCRIPTION: OHS worked with Aloysius, Butler, & Clark to conduct town hall meetings as part of the public participation and engagement efforts. OHS developed a community engagement tour that reached areas and populations that are impacted the most by unsafe roadway behaviors. Feedback obtained during these sessions shaped programmatic efforts during the 3HSP period. Activities included town halls/listening sessions with each of the Chairmen of the County Chief's Associations and EMS representatives in each county and specific focus on identified highway over-represented and underserved communities described in the 3HSP. Additional costs included promotion of these events, partnership outreach, and various costs. Funds were used for planning and execution efforts.

SAFE SYSTEM - POST CRASH CARE

PROJECT CODE: CRUS24-01

PROJECT DESCRIPTION: OHS set aside funds to allow for first responders to improve practices related to serious crash response. Activities included training, equipment updates, or other measures needed to improve practices. Sub-recipients submitted proposals to OHS based on their need for training, equipment, and other programmatic efforts that align with the post-crash care element of the Safe System Approach. The trainings utilized were advanced collision training, pedestrian/bicycle crash training, motorcyclist crash training and level III crash reconstruction training.

LIFE SAVING IMMEDIATE VICTIM EXTRICATION SERVICES (L.I.V.E.S.)

PROJECT CODE: LFDE24-01

PROJECT DESCRIPTION: As part of the Safe System Approach to improve post-crash care, OHS partnered with the Lewes Fire Department to expand education/outreach efforts to vulnerable populations and provide lifesaving extraction equipment. This equipment significantly reduces the time needed for extracting trapped vehicle occupants in severe crashes.

This roadway safety initiative has contributed to the goal of reducing the overall traffic fatalities to an overall target of 108.2 that was set by the State DOT.

LAW ENFORCEMENT ENGAGEMENT AND COMMUNITY COLLABORATION

The Office of Highway Safety (OHS) actively collaborates with local municipalities and the Delaware State Police to enhance public participation and engagement in traffic safety initiatives. OHS recently conducted monitoring visits with police departments in Harrington, Milford, Dagsboro, Seaford, Rehoboth Beach, Wilmington, New Castle City, Dover, and the Delaware State Police.

During these visits, objective data and evidence were shared to inform agencies about effective, evidence-based strategies for fostering community partnerships. The Delaware State Police and local agencies engage in various events throughout the year focused on traffic safety, including monthly City and Town Council meetings, Community Night Out events, and Healthy Options for Prevention Education. They also participate in community and neighborhood meetings, C.O.R.E. (Community Outreach Response and Engagement) program, and Coffee with a Cop sessions. Furthermore, police statistical reports are shared and discussed at Civic Association meetings to address traffic concerns tailored to the specific needs of each local community. Based on the data and feedback gathered from the community, law enforcement agencies have made adjustments to their enforcement plans. These changes aim to more effectively address the concerns and complaints expressed by constituents.

HSP PROJECTS NOT IMPLEMENTED:

OHS HIGHWAY SAFETY CONFERENCE

PROJECT CODE: OHBB24-01

PROJECT DESCRIPTION: OHS had planned to host a highway safety conference in 2024 to provide law enforcement and other partners with current, relevant training opportunities and information workshops. Funds were to be used to support efforts relating to venue fees, speaker costs, etc. Due to staffing issues, no funds were spent from this project in FY 2024.



FINANCIAL SUMMARY



State: Delaware

U.S. Department of Transportation National Highway Traffic Safety Administration
Status of Obligations and Expenditures

2023-FINAL
Posted: 01/26/2024

Page: 1
Report Date: 01/26/2024

Program Area	Project	Description	Obligation Limitation	Carry Fwd	Obligated Funds	Expended Funds	Carried Fwd into Next FY	Unobligated Balance	Unexpended Balance	
NHTSA										
154 Transfer Funds										
154 Alcohol										
	154AL-2023-AC-AD-08	October DUI Patrols FY21			\$36,700.04	\$36,700.04	\$26,689.96		\$0.00	
	154AL-2023-AC-AD-09	Safe Family Holiday DUI Patrols FY21			\$19,892.43	\$19,892.43	\$24,615.54		\$0.00	
	154AL-2023-AC-AD-11	February/March DUI Patrols FY21			\$6,786.49	\$6,786.49	\$3,263.11		\$0.00	
	154AL-2023-DA-BC-10	Anticipated Projects FY20			\$0.00	\$0.00	\$196.90		\$0.00	
	154AL-2023-DA-BD-01	Anticipated Projects FY21			\$0.00	\$0.00	\$385,626.71		\$0.00	
	154AL-2023-EN-EQ-01	FY23 ENFORCEMENT EQUIPMENT			\$103,643.23	\$103,643.23	\$10		\$0.00	
	154AL-2023-HO-LD-10	154 Holding Pot			\$0.00	\$0.00	\$91,273.44		\$0.00	
	154 Alcohol Total				\$167,022.19	\$167,022.19	\$531,665.76		\$0.00	
154 Paid Media										
	154PM-2023-DA-PN-01	FY23 DUI ALCOHOL PAID MEDIA			\$100,000.00	\$100,000.00	\$0		\$0.00	
	154PM-2023-DA-PO-01	DUI Alcohol Paid Media FY21			\$150,000.00	\$150,000.00	\$0		\$0.00	
	154 Paid Media Total				\$250,000.00	\$250,000.00	\$0		\$0.00	
	154 Transfer Funds Total				\$0.00	\$948,687.95	\$417,022.19	\$417,022.19	\$531,665.76	\$0.00
FAST Act NHTSA 402										
Community Traffic Safety Project										
	CP-2023-HO-LD-10				\$0.00	\$0.00	\$216,616.56		\$0.00	
	Community Traffic Safety Project Total				\$0.00	\$0.00	\$216,616.56		\$0.00	
	FAST Act NHTSA 402 Total				\$0.00	\$216,616.56	\$0.00	\$216,616.56	\$0.00	\$0.00
FAST Act 405b OP High										
405b High HVE										
	M1HVE-2023-CI-EB-10	Click or Ticket FY21			\$0.00	\$0.00	\$18,808.20		\$0.00	
	405b High HVE Total				\$0.00	\$0.00	\$18,808.20		\$0.00	
405b High Training										
	M1TR-2023-TR-AB-01	OP/CPS Training FY21			\$6,863.41	\$6,863.41	\$5,342.47		\$0.00	
	405b High Training Total				\$6,863.41	\$6,863.41	\$5,342.47		\$0.00	
405b High Public Education										
	M1PE-2023-PM-OA-01	CIOT/OP Paid Media FY20			\$16,211.79	\$16,211.79	\$0		\$0.00	
	M1PE-2023-PM-OB-10	Occupant Protection Paid Media FY21			\$27,996.72	\$27,996.72	\$0		\$0.00	
	405b High Public Education Total				\$44,208.51	\$44,208.51	\$0		\$0.00	
405b High Community CPS Services										
	M1CPS-2023-SU-PB-01	Fitting Station Supplies FY21			\$7,136.75	\$7,136.75	\$0		\$0.00	
	405b High Community CPS Services Total				\$7,136.75	\$7,136.75	\$0		\$0.00	
405b High Match										
	M1MATCH-2023-00-00-00	FAST ACT MATCH FY 20, 21			\$0.00	\$0.00	\$0		\$0.00	

FINANCIAL SUMMARY

405b High Match Total				\$.00	\$.00	\$.00		\$.00
FAST Act 405b OP High Total		\$.00	\$82,359.34	\$58,208.67	\$58,208.67	\$24,150.67	\$.00	\$.00
FAST Act 405c Data Program								
405c Data Program								
M3DA-2023-CA-BC-01	QA/QC E/Crash FY20			\$114,144.86	\$114,144.86	\$.00		\$.00
M3DA-2023-CA-BD-01	QA/QC E/Crash FY21			\$1,798.89	\$1,798.89	\$148,201.11		\$.00
M3DA-2023-CA-CC-01	TRCC Strategic Implementation FY20			\$3,137.41	\$3,137.41	\$.00		\$.00
M3DA-2023-CA-CD-01	TRCC Strategic Implementation FY21			\$2,591.20	\$2,591.20	\$7,408.80		\$.00
M3DA-2023-CB-AC-01	Traffic Records Anticipated Projects FY2			\$.00	\$.00	\$.00		\$.00
M3DA-2023-CB-AD-01	Traffic Records Anticipated Projects FY2			\$.00	\$.00	\$78,888.46		\$.00
M3DA-2023-DA-TC-01	FY23 DATA ANALYST CONTRACT			\$14,500.00	\$14,500.00	\$.00		\$.00
M3DA-2023-DA-TD-01	Data Analyst FY21			\$46,840.52	\$46,840.52	\$.00		\$.00
405c Data Program Total				\$183,012.88	\$183,012.88	\$234,498.37		\$.00
405c Match								
M3MATCH-2023-00-00-00	FAST ACT MATCH FY 20, 21			\$.00	\$.00	\$.00		\$.00
405c Match Total				\$.00	\$.00	\$.00		\$.00
FAST Act 405c Data Program Total		\$.00	\$417,511.25	\$183,012.88	\$183,012.88	\$234,498.37	\$.00	\$.00
FAST Act 405d Impaired Driving Mid								
405d Mid BAC Testing/Reporting								
M5BAC-2023-EA-QC-01	DUI Enforcement Equipment FY21			\$24,050.00	\$24,050.00	\$55,950.00		\$.00
405d Mid BAC Testing/Reporting Total				\$24,050.00	\$24,050.00	\$55,950.00		\$.00
405d Mid Paid/Earned Media								
M5PEM-2023-DR-UB-01	DUI Drug Paid Media FY20			\$60,000.00	\$60,000.00	\$.00		\$.00
M5PEM-2023-DR-UC-01	DUI Drug Paid Media FY21			\$99,410.30	\$99,410.30	\$60,589.70		\$.00
M5PEM-2023-EA-PN-01	DUI Alcohol Paid Media FY20			\$197,806.40	\$197,806.40	\$.00		\$.00
405d Mid Paid/Earned Media Total				\$357,216.70	\$357,216.70	\$60,589.70		\$.00
405d Mid Training								
M5TR-2023-ED-AI-01	Impaired Driving Travel/Training FY21			\$12,781.02	\$12,781.02	\$7,218.98		\$.00
405d Mid Training Total				\$12,781.02	\$12,781.02	\$7,218.98		\$.00
405d Impaired Driving Mid								
M5X-2023-AD-AE-01	DRE Program FY21			\$130,611.08	\$130,611.08	\$.00		\$.00
M5X-2023-EA-AC-01	Anticipated Projects FY21			\$.00	\$.00	\$136,660.20		\$.00
405d Impaired Driving Mid Total				\$130,611.08	\$130,611.08	\$136,660.20		\$.00
405d Mid Match								
M5MATCH-2023-00-00-00	Fast Act Match FY20 FY21			\$.00	\$.00	\$.00		\$.00
405d Mid Match Total				\$.00	\$.00	\$.00		\$.00
FAST Act 405d Impaired Driving Mid Total		\$.00	\$785,077.68	\$524,658.80	\$524,658.80	\$260,418.88	\$.00	\$.00
FAST Act 405h Nonmotorized Safety								
405h Public Education								
FHPE-2023-PE-DP-01	Pedestrian Paid Media FY20			\$3,352.52	\$3,352.52	\$.00		\$.00
FHPE-2023-PE-DQ-10	Pedestrian Paid Media FY21			\$.00	\$.00	\$8,625.17		\$.00
405h Public Education Total				\$3,352.52	\$3,352.52	\$8,625.17		\$.00
405h Match								
FHMATCH-2023-00-00-00	Fast Act Match FY20 & 21			\$.00	\$.00	\$.00		\$.00
405h Match Total				\$.00	\$.00	\$.00		\$.00
FAST Act 405h Nonmotorized Safety Total		\$.00	\$11,977.69	\$3,352.52	\$3,352.52	\$8,625.17	\$.00	\$.00

BIL NHTSA 402**Planning and Administration**

PA-2023-HS-PA-01	FY23 HSP PLANNING P	\$42,525.41	\$42,525.41	\$27,474.59	\$.00
PA-2023-OH-AA-01	Administrative Specialist Position FY23	\$.00	\$.00	\$46,000.00	\$.00
PA-2023-OH-AB-01	Accountant Position Christine Gannon FY2	\$28,024.47	\$28,024.47	\$15,975.53	\$.00
PA-2023-OH-HA-01	Audit Fees FY23	\$.00	\$.00	\$20,000.00	\$.00
PA-2023-OH-HD-01	Travel/Training FY23	\$17,142.38	\$17,142.38	\$22,857.62	\$.00
PA-2023-OH-HE-00	Office Supplies	\$.00	\$.00	\$.00	\$.00
PA-2023-OH-HE-01	Office Supplies FY23	\$1,826.38	\$1,826.38	\$8,173.62	\$.00
PA-2023-OH-HG-01	General Operating Supplies FY23	\$40,324.91	\$40,324.91	\$4,675.09	\$.00
PA-2023-OH-HH-01	Technology Enhancements	\$6,857.00	\$6,857.00	\$8,143.00	\$.00

Planning and Administration Total

\$136,700.55 \$136,700.55 \$153,299.45 \$.00

Motorcycle Safety

MC-2023-OH-MA-01	April/May Motorcycle Enforcement FY23	\$.00	\$.00	\$.00	\$.00
MC-2023-OH-MA-02	Delmarva Bike Week Motorcycle Enforcemen	\$.00	\$.00	\$.00	\$.00
MC-2023-OH-MB-10	April/May Motorcycle Enforcement FY23	\$8,371.46	\$8,371.46	\$3,888.54	\$.00
MC-2023-OH-MB-20	Delmarva Bike Week Motorcycle Enforcemen	\$6,577.93	\$6,577.93	\$4,702.07	\$.00

Motorcycle Safety Total

\$14,949.39 \$14,949.39 \$8,590.61 \$.00

Pedestrian/Bicycle Safety

PS-2023-OH-PA-01	October Pedestrian Enforcement/Education	\$20,652.13	\$20,652.13	\$7,491.42	\$.00
PS-2023-OH-PA-02	Safe Family Holiday Pedestrian Enforceme	\$17,498.06	\$17,498.06	\$5,021.94	\$.00
PS-2023-OH-PA-03	March/April Pedestrian Enforcement/Educa	\$18,713.18	\$18,713.18	\$4,366.82	\$.00

Pedestrian/Bicycle Safety Total

\$56,863.37 \$56,863.37 \$16,880.18 \$.00

Traffic Enforcement Services

PT-2023-CR-US-10	CRU Trainings FY23	\$19,390.29	\$19,390.29	\$25,609.71	\$.00
PT-2023-DO-SS-10	Dagsboro Safe Streets FY23	\$17,839.49	\$17,839.49	\$2,110.51	\$.00
PT-2023-OH-BL-01	LEL Salary - John Horsman FY23	\$31,962.79	\$31,962.79	\$8,037.21	\$.00
PT-2023-OH-OS-01	Fall OP/DD Enforcement FY23	\$26,898.81	\$26,898.81	\$11,461.19	\$.00
PT-2023-OH-OS-02	SFH OP/DD Enforcement FY23	\$21,799.27	\$21,799.27	\$8,400.73	\$.00
PT-2023-OH-OS-03	Winter OP/DD Enforcement FY23	\$34,329.83	\$34,329.83	\$6,610.17	\$.00
PT-2023-OH-OS-04	Summer OP/DD Enforcement FY23	\$40,056.30	\$40,056.30	\$11,923.70	\$.00

Traffic Enforcement Services Total

\$192,276.78 \$192,276.78 \$74,153.22 \$.00

Community Traffic Safety Programs

CP-2023-FS-CP-01	Corp Partner/Fitting Coord Aubrey Klick	\$45,460.32	\$45,460.32	\$4,539.68	\$.00
CP-2023-GH-SA-01	OHS Policy and Procedures Manual Updates	\$29,856.68	\$29,856.68	\$.00	\$.00
CP-2023-HS-PD-01	Annual Report/HSP Design and Publishing	\$1,340.27	\$1,340.27	\$18,659.73	\$.00
CP-2023-LD-FE-10	FY23 Lives Project	\$79,817.39	\$79,817.39	\$9,182.61	\$.00
CP-2023-OH-CD-01	Deputy Director/Imp Driving Coord RICHA	\$87,706.92	\$87,706.92	\$1,293.08	\$.00
CP-2023-OH-CM-01	Marketing Specialist/Jason Coleman FY23	\$70,839.36	\$70,839.36	\$2,160.64	\$.00
CP-2023-OH-CO-01	OP Coordinator/ Sarah Cattie FY23	\$39,949.65	\$39,949.65	\$13,550.35	\$.00
CP-2023-OH-CP-01	MA III/Jackie McDermott FY23	\$73,565.58	\$73,565.58	\$11,434.42	\$.00
CP-2023-OH-GS-01	Electronic Grants Management System FY23	\$171,523.33	\$171,523.33	\$53,476.67	\$.00
CP-2023-OH-OF-01	Corporate Partner Program Supplies FY23	\$8,525.44	\$8,525.44	\$6,474.56	\$.00
CP-2023-OH-PP-01	Anticipated Projects FY23	\$.00	\$.00	\$773,489.16	\$.00
CP-2023-PS-SA-10	Program Support Specialist FY23	\$11,139.48	\$11,139.48	\$18,860.52	\$.00
CP-2023-TD-TF-01	Teen Driver Task Force Support Services	\$9,119.78	\$9,119.78	\$880.22	\$.00
CP-2023-TG-DP-01	Graduated Drivers License POP Update FY2	\$.00	\$.00	\$50,000.00	\$.00
CP-2023-TN-HL-01		\$86,759.13	\$86,759.13	\$23,240.87	\$.00
CP-2023-TS-OC-01	Traffic Safety Outreach Coordinator FY23	\$32,045.05	\$32,045.05	\$27,954.95	\$.00

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Community Traffic Safety Programs Total		\$747,648.38	\$747,648.38	\$1,015,197.46	\$.00			
Speed Enforcement								
SE-2023-DS-PD-10	DSP Operation Breaking Point FY23	\$15,647.36	\$15,647.36	\$1,152.64	\$.00			
SE-2023-DS-PD-20	FY23 Operation Braking Point 2.0	\$28,938.41	\$28,938.41	\$7,861.59	\$.00			
SE-2023-SP-ED-01	Safe Family Holiday Speed Enforcement FY	\$20,454.01	\$20,454.01	\$6,745.99	\$.00			
SE-2023-SP-ED-02	February/March Speed Enforcement FY23	\$24,107.45	\$24,107.45	\$6,732.55	\$.00			
SE-2023-SP-ED-03	April/May Speed Enforcement FY23	\$22,231.92	\$22,231.92	\$9,388.08	\$.00			
SE-2023-SP-ED-04	June/July Speed Enforcement FY23	\$192,253.03	\$192,253.03	\$5,715.97	\$.00			
SE-2023-SP-ED-05	September Speed Enforcement FY23	\$28,417.11	\$28,417.11	\$8,662.89	\$.00			
Speed Enforcement Total		\$332,049.29	\$332,049.29	\$46,259.71	\$.00			
Distracted Driving								
DD-2023-DS-RV-01	Observational Survey for Cell Phones FY2	\$.00	\$.00	\$50,000.00	\$.00			
DD-2023-EN-DD-01	EndDD.org FY23	\$15,676.00	\$15,676.00	\$3,124.00	\$.00			
DD-2023-OH-DA-01	April Distracted Driving Enforcement	\$42,145.40	\$42,145.40	\$15,294.60	\$.00			
Distracted Driving Total		\$57,821.40	\$57,821.40	\$68,418.60	\$.00			
Paid Advertising								
PM-2023-AL-IV-01	AliveInDE Paid Media	\$.00	\$.00	\$20,000.00	\$.00			
PM-2023-NE-AP-01	Non-Emphasis Area Paid Media FY23	\$.00	\$.00	\$25,000.00	\$.00			
PM-2023-OH-CT-01	Occupant Protection Paid Media FY23	\$50,000.00	\$50,000.00	\$.00	\$.00			
PM-2023-OH-MM-01	Motorcycle Paid Media FY23	\$102,374.88	\$102,374.88	\$37,625.12	\$.00			
PM-2023-OH-OD-01	Occupant Protection/Distracted Driving P	\$279,688.21	\$279,688.21	\$27,999.79	\$.00			
PM-2023-OH-PM-01	Pedestrian Paid Media FY23	\$220,000.00	\$220,000.00	\$.00	\$.00			
PM-2023-OH-SP-01	Speed Paid Media FY23	\$204,967.84	\$204,967.84	\$32.16	\$.00			
PM-2023-OH-VD-01	Ambassador of Safety Video Project FY23	\$109,444.96	\$109,444.96	\$555.04	\$.00			
PM-2023-OH-WS-01	Arrive Alive DE Website PAID MEDIA FY23	\$49,195.00	\$49,195.00	\$10,805.00	\$.00			
PM-2023-PM-DD-01	Distracted Driving Paid Media FY23	\$40,500.00	\$40,500.00	\$9,500.00	\$.00			
PM-2023-SE-NR-01	Senior/Aging Driver Paid Media FY23	\$60,857.58	\$60,857.58	\$14,142.42	\$.00			
PM-2023-SF-AM-01	Safe Family Holiday Paid Media FY23	\$141,071.38	\$141,071.38	\$2,628.62	\$.00			
PM-2023-TE-DR-01	Teen Driver Paid Media FY23	\$72,987.52	\$72,987.52	\$12,012.48	\$.00			
Paid Advertising Total		\$1,331,087.37	\$1,331,087.37	\$160,300.63	\$.00			
BIL NHTSA 402 Total		\$2,891,141.25	\$1,521,355.14	\$2,869,396.53	\$2,869,396.53	\$1,543,099.86	\$.00	\$.00
BIL 154 Transfer Funds								
Alcohol Enforcement								
ENF_AL-2023-AC-AE-01	Safe Family Holiday DUI Patrols FY22	\$19,012.66	\$19,012.66	\$7,867.34	\$.00			
ENF_AL-2023-AC-AE-02	February/March DUI Patrols FY22	\$33,718.13	\$33,718.13	\$5,461.87	\$.00			
ENF_AL-2023-AC-AE-03	Summer DUI Patrols FY22	\$34,540.12	\$34,540.12	\$34,609.88	\$.00			
ENF_AL-2023-AC-AE-04	Drive Sober or Get Pulled Over FY22	\$31,818.69	\$31,818.69	\$27,611.31	\$.00			
Alcohol Enforcement Total		\$119,089.60	\$119,089.60	\$75,550.40	\$.00			
DUI Courts and Support								
DUI_AL-2023-EC-RA-01	DUI Court - Sussex County FY22	\$60,758.90	\$60,758.90	\$4,241.10	\$.00			
DUI_AL-2023-TA-DF-01	DUI Court - Monitoring Devices FY22	\$44,303.62	\$44,303.62	\$45,696.38	\$.00			
DUI Courts and Support Total		\$105,062.52	\$105,062.52	\$49,937.48	\$.00			
Alcohol Paid Media								
PM_AL-2023-DA-PP-01	DUI Alcohol Paid Media FY22	\$148,945.22	\$148,945.22	\$1,054.78	\$.00			
PM_AL-2023-DA-PQ-01	FY23 DUI ALCOHOL PAID MEDIA	\$20,816.92	\$20,816.92	\$129,183.08	\$.00			
Alcohol Paid Media Total		\$169,762.14	\$169,762.14	\$130,237.86	\$.00			
Alcohol Law Enforcement Training								
LET_AL-2023-AA-TT-01	Impaired Dirving Related Travel/Training	\$2,479.27	\$2,479.27	\$17,520.73	\$.00			

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Alcohol Law Enforcement Training Total			\$2,479.27	\$2,479.27	\$17,520.73		\$.00
Alcohol Toxicology Support							
TOX_AL-2023-EN-ER-01	DUI Enforcement Equipment FY22		\$27,983.52	\$27,983.52	\$12,016.48		\$.00
Alcohol Toxicology Support Total			\$27,983.52	\$27,983.52	\$12,016.48		\$.00
Alcohol Non-Law Enforcement Training							
NLET_AL-2023-SE-RW-01	Safe Alcohol Service Events and Course U		\$35,373.60	\$35,373.60	\$44,626.40		\$.00
Alcohol Non-Law Enforcement Training Total			\$35,373.60	\$35,373.60	\$44,626.40		\$.00
Funds Uncommitted to Projects							
UP_154-2023-DA-BE-01	Anticipated Projects FY22		\$.00	\$.00	\$786,487.00		\$.00
UP_154-2023-DA-BF-01	Anticipated Projects FY23		\$.00	\$.00	\$1,249,396.00		\$.00
Funds Uncommitted to Projects Total			\$.00	\$.00	\$2,035,883.00		\$.00
BIL 154 Transfer Funds Total		\$1,399,396.00	\$1,426,127.00	\$459,750.65	\$459,750.65	\$2,365,772.35	\$.00
BIL 405b OP High							
405b High HVE							
M1HVE-2023-AN-TC-10	Anticipated Projects BIL FY22		\$.00	\$.00	\$54,137.14		\$.00
M1HVE-2023-CI-ED-01	Click It or Ticket Enforcement FY23		\$48,347.21	\$48,347.21	\$21,892.79		\$.00
405b High HVE Total			\$48,347.21	\$48,347.21	\$76,029.93		\$.00
405b High Training							
M1TR-2023-TR-AC-01	OP/CPS Training FY22		\$.00	\$.00	\$5,500.00		\$.00
M1TR-2023-TR-AD-01	OP/CPS Training FY23		\$190.00	\$190.00	\$14,810.00		\$.00
405b High Training Total			\$190.00	\$190.00	\$20,310.00		\$.00
405b High Public Education							
M1PE-2023-PM-OC-01	CIOT/OP Paid Media FY22		\$129,164.70	\$129,164.70	\$.00		\$.00
M1PE-2023-PM-OD-01	CIOT/OP Paid Media FY23		\$17,113.86	\$17,113.86	\$107,886.14		\$.00
405b High Public Education Total			\$146,278.56	\$146,278.56	\$107,886.14		\$.00
405b High Community CPS Services							
M1CPS-2023-SA-LC-01	Fitting Station Coordinators FY22		\$41,383.39	\$41,383.39	\$2,804.75		\$.00
M1CPS-2023-SA-LD-01	Fitting Station Coordinators FY23		\$.00	\$.00	\$60,000.00		\$.00
M1CPS-2023-SU-PC-01	Fitting Station Supplies FY22		\$5,500.00	\$5,500.00	\$.00		\$.00
M1CPS-2023-SU-PD-01	Fitting Station Supplies FY23		\$11,898.18	\$11,898.18	\$3,101.82		\$.00
405b High Community CPS Services Total			\$58,781.57	\$58,781.57	\$65,906.57		\$.00
405b OP High Uncommitted							
M1X-2023-AN-TD-01	Anticipated Projects FY23		\$.00	\$.00	\$39,946.04		\$.00
M1X-2023-CL-ID-10	Click4Life FY23		\$.00	\$.00	\$6,000.00		\$.00
M1X-2023-SR-VE-01	Seat Belt Survey FY22		\$37,668.70	\$37,668.70	\$.00		\$.00
M1X-2023-SR-VF-01	Seat Belt Survey FY23		\$13,440.30	\$13,440.30	\$4,559.70		\$.00
405b OP High Uncommitted Total			\$51,109.00	\$51,109.00	\$50,505.74		\$.00
405b High Match							
M1MATCH-2023-00-00-00	BII 405B Match FY22, FY23		\$.00	\$.00	\$.00		\$.00
405b High Match Total			\$.00	\$.00	\$.00		\$.00
BIL 405b OP High Total		\$349,186.04	\$276,158.68	\$304,706.34	\$304,706.34	\$320,638.38	\$.00
BIL 405c Data Program							
405c Data Program							
M3DA-2023-CA-BE-01	QA/QC E/Crash FY22		\$.00	\$.00	\$120,000.00		\$.00
M3DA-2023-CA-BF-01	QA/QC E/Crash FY23		\$.00	\$.00	\$90,306.70		\$.00

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M3DA-2023-CA-CE-01	TRCC Strategic Implementation FY22				\$0.00	\$0.00	\$5,000.00	\$0.00
M3DA-2023-CA-CF-01	TRCC Strategic Implementation FY23				\$0.00	\$0.00	\$5,000.00	\$0.00
M3DA-2023-CB-AE-01	Traffic Records Anticipated Projects FY2				\$0.00	\$0.00	\$186,567.35	\$0.00
M3DA-2023-CB-AF-01	Traffic Records Anticipated Projects FY2				\$0.00	\$0.00	\$212,167.59	\$0.00
M3DA-2023-DA-TE-01	Data Analyst FY22				\$13,250.69	\$13,250.69	\$66,749.31	\$0.00
M3DA-2023-DA-TF-01	Data Analyst FY23				\$0.00	\$0.00	\$80,000.00	\$0.00
405c Data Program Total					\$13,250.69	\$13,250.69	\$765,790.95	\$0.00
405c Match								
M3MATCH-2023-00-00-00	BIL 405c Match FY22, FY23				\$0.00	\$0.00	\$0.00	\$0.00
405c Match Total					\$0.00	\$0.00	\$0.00	\$0.00
BIL 405c Data Program Total		\$387,474.29	\$391,567.35		\$13,250.69	\$13,250.69	\$765,790.95	\$0.00
BIL 405d Impaired Driving Mid								
405d Mid Media/ID training/Enf Related exp.								
M5PEM-2023-EA-PP-01	DUI Alcohol Paid Media FY22				\$300,347.76	\$300,347.76	\$8,577.24	\$0.00
405d Mid Media/ID training/Enf Related exp. Total					\$300,347.76	\$300,347.76	\$8,577.24	\$0.00
405d Mid Other Based on Problem ID								
M5OT-2023-MA-DD-01	FY23 DUI AWARDS				\$1,750.00	\$1,750.00	\$3,250.00	\$0.00
405d Mid Other Based on Problem ID Total					\$1,750.00	\$1,750.00	\$3,250.00	\$0.00
405d Impaired Driving Mid Uncommitted								
M5X-2023-CO-OA-01	DRE Coordinator FY22				\$67,061.14	\$67,061.14	\$12,938.86	\$0.00
M5X-2023-DR-EA-01	FY23 DRE ENFORCEMENT				\$4,029.08	\$4,029.08	\$2,970.92	\$0.00
M5X-2023-EA-AD-01	Anticipated Projects FY22				\$0.00	\$0.00	\$524,604.68	\$0.00
M5X-2023-ID-SA-01	Impaired Driving Task Force Support FY22				\$4,079.64	\$4,079.64	\$10,920.36	\$0.00
M5X-2023-TS-RE-01	TSRP Program FY22				\$311,978.02	\$311,978.02	\$74,879.98	\$0.00
405d Impaired Driving Mid Uncommitted Total					\$387,147.88	\$387,147.88	\$626,314.80	\$0.00
405d Mid Match								
M5MATCH-2023-00-00-00	BIL 405D Mid Match FY22				\$0.00	\$0.00	\$0.00	\$0.00
405d Mid Match Total					\$0.00	\$0.00	\$0.00	\$0.00
BIL 405d Impaired Driving Mid Total		\$0.00	\$1,327,387.68	\$689,245.64	\$689,245.64	\$638,142.04	\$0.00	\$0.00
BIL 405d Impaired Driving Low								
405d Impaired Driving Low Uncommitted								
M6X-2023-EA-AE-01	Anticipated Projects FY23				\$0.00	\$0.00	\$1,380,242.66	\$0.00
405d Impaired Driving Low Uncommitted Total					\$0.00	\$0.00	\$1,380,242.66	\$0.00
405d Low Match								
M6MATCH-2023-00-00-00	BIL 405D Low Match FY22				\$0.00	\$0.00	\$0.00	\$0.00
405d Low Match Total					\$0.00	\$0.00	\$0.00	\$0.00
BIL 405d Impaired Driving Low Total		\$1,380,242.66	\$0.00	\$0.00	\$0.00	\$0.00	\$1,380,242.66	\$0.00
BIL 405f Motorcycle Programs								
405f Motorcycle Uncommitted								
M11X-2023-MC-PE-01	Motorcycle Motorists Paid Media FY22				\$20,359.41	\$20,359.41	\$0.00	\$0.00
M11X-2023-MC-PF-01	Motorcycle Motorists Paid Media FY23				\$36,846.14	\$36,846.14	\$5,533.63	\$0.00
405f Motorcycle Uncommitted Total					\$57,205.55	\$57,205.55	\$5,533.63	\$0.00
405f Match								
M11MATCH-2023-00-00-00	BIL 405F Match FY22, FY23				\$0.00	\$0.00	\$0.00	\$0.00

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405f Match Total			\$.00	\$.00	\$.00		\$.00
BIL 405f Motorcycle Programs Total	\$42,379.77	\$20,359.41	\$57,205.55	\$57,205.55	\$5,533.63	\$.00	\$.00
BIL 405h Nonmotorized Safety							
405h Law Enforcement							
FHLE-2023-OH-PJ-04 Summer Beach Pedestrian Enforcement/Educ			\$6,686.25	\$6,686.25	\$5,813.75		\$.00
FHLE-2023-OH-PK-01 Summer Beach Pedestrian Enforcement/Educ			\$13,345.66	\$13,345.66	\$13,194.34		\$.00
FHLE-2023-OH-PK-02 August / September Pedestrian Enforcemen			\$20,441.71	\$20,441.71	\$558.29		\$.00
FHLE-2023-OH-PK-03 Anticipated Projects FY23			\$.00	\$.00	\$75,139.31		\$.00
405h Law Enforcement Total			\$40,473.62	\$40,473.62	\$94,705.69		\$.00
405h Public Education							
FHPE-2023-PE-DR-01 Pedestrian Paid Media FY22			\$45,190.90	\$45,190.90	\$.00		\$.00
FHPE-2023-PE-DS-01 Pedestrian Paid Media FY23			\$12,909.01	\$12,909.01	\$60,812.99		\$.00
405h Public Education Total			\$58,099.91	\$58,099.91	\$60,812.99		\$.00
405h Nonmotorized Safety Uncommitted							
FHX-2023-NU-NA-10 FY23 NUHNA ENHANCING SAFETY			\$3,030.30	\$3,030.30	\$8.70		\$.00
405h Nonmotorized Safety Uncommitted Total			\$3,030.30	\$3,030.30	\$8.70		\$.00
405h Match							
FHMATCH-2023-00-00-00 BIL 405H Match FY22, FY23			\$.00	\$.00	\$.00		\$.00
405h Match Total			\$.00	\$.00	\$.00		\$.00
BIL 405h Nonmotorized Safety Total	\$199,440.31	\$57,690.90	\$101,603.83	\$101,603.83	\$155,527.38	\$.00	\$.00
SUPPLEMENTAL BIL NHTSA 402							
Paid Advertising							
PM-2023-OH-WX-01 OHS ArriveAlive SUP			\$161,055.00	\$161,055.00	\$.00		\$.00
Paid Advertising Total			\$161,055.00	\$161,055.00	\$.00		\$.00
SUPPLEMENTAL BIL NHTSA 402 Total	\$161,055.00	\$.00	\$161,055.00	\$161,055.00	\$.00	\$.00	\$.00
SUPPLEMENTAL BIL 405b OP High							
405b High Public Education							
M1PE-2023-PM-OX-01 CIOT/OP Paid Media SUP FY22			\$22,170.54	\$22,170.54	\$.00		\$.00
405b High Public Education Total			\$22,170.54	\$22,170.54	\$.00		\$.00
405b OP High Uncommitted							
M1X-2023-AN-TE-10 OP Anticipated Projects BIL FY23 SUP			\$.00	\$.00	\$22,170.54		\$.00
405b OP High Uncommitted Total			\$.00	\$.00	\$22,170.54		\$.00
405b High Match							
M1MATCH-2023-00-00-00 BIL SUP 405B Match FY22, FY23			\$.00	\$.00	\$.00		\$.00
405b High Match Total			\$.00	\$.00	\$.00		\$.00
SUPPLEMENTAL BIL 405b OP High Total	\$22,170.54	\$22,170.54	\$22,170.54	\$22,170.54	\$22,170.54	\$.00	\$.00
SUPPLEMENTAL BIL 405c Data Program							
405c Data Program							
M3DA-2023-CB-AX-01 Traffic Records Anticipateed Projects FY			\$.00	\$.00	\$25,600.24		\$.00
M3DA-2023-CB-BZ-01 Traffic Records Anticipated Projects FY2			\$.00	\$.00	\$24,601.54		\$.00
405c Data Program Total			\$.00	\$.00	\$50,201.78		\$.00
405c Match							
M3MATCH-2023-00-00-00 BIL SUP 405c Match FY22, FY23			\$.00	\$.00	\$.00		\$.00
405c Match Total			\$.00	\$.00	\$.00		\$.00

FINANCIAL SUMMARY

SUPPLEMENTAL BIL 405c Data Program Total	\$24,601.54	\$25,600.24	\$0.00	\$0.00	\$50,201.78	\$0.00	\$0.00
SUPPLEMENTAL BIL 405d Impaired Driving Mid							
405d Impaired Driving Mid Uncommitted							
M5X-2023-EA-AZ-01 Anticipated Projects BIL-Mid FY22 SUP			\$0.00	\$0.00	\$88,038.09		\$0.00
405d Impaired Driving Mid Uncommitted Total			\$0.00	\$0.00	\$88,038.09		\$0.00
405d Mid Match							
M5MATCH-2023-00-00-00 BIL SUP 405D Mid Match FY22			\$0.00	\$0.00	\$0.00		\$0.00
405d Mid Match Total			\$0.00	\$0.00	\$0.00		\$0.00
SUPPLEMENTAL BIL 405d Impaired Driving Mid Total	\$0.00	\$88,038.09	\$0.00	\$0.00	\$88,038.09	\$0.00	\$0.00
SUPPLEMENTAL BIL 405d Impaired Driving Low							
405d Impaired Driving Low Uncommitted							
M6X-2023-EA-BZ-01 Impaired Anticipated Projects FY23 BILSU			\$0.00	\$0.00	\$87,875.98		\$0.00
405d Impaired Driving Low Uncommitted Total			\$0.00	\$0.00	\$87,875.98		\$0.00
SUPPLEMENTAL BIL 405d Impaired Driving Low Total	\$87,875.98	\$0.00	\$0.00	\$0.00	\$87,875.98	\$0.00	\$0.00
SUPPLEMENTAL BIL 405f Motorcycle Programs							
405f Motorcyclist Awareness							
M11MA-2023-MC-PY-01 Motorcycle Paid Media FY23 SUP			\$2,690.77	\$2,690.77	\$0.00		\$0.00
405f Motorcyclist Awareness Total			\$2,690.77	\$2,690.77	\$0.00		\$0.00
405f Match							
M11MATCH-2023-00-00-00 BIL SUP 405F Match FY23			\$0.00	\$0.00	\$0.00		\$0.00
405f Match Total			\$0.00	\$0.00	\$0.00		\$0.00
SUPPLEMENTAL BIL 405f Motorcycle Programs Total	\$2,690.77	\$0.00	\$2,690.77	\$2,690.77	\$0.00	\$0.00	\$0.00
SUPPLEMENTAL BIL 405h Nonmotorized Safety							
405h Public Education							
FHPE-2023-PE-DY-01 Pedestrian Paid Media FY23 SUP			\$12,662.87	\$12,662.87	\$0.00		\$0.00
405h Public Education Total			\$12,662.87	\$12,662.87	\$0.00		\$0.00
405h Match							
FHMATCH-2023-00-00-00 BIL SUP 405H Match FY23			\$0.00	\$0.00	\$0.00		\$0.00
405h Match Total			\$0.00	\$0.00	\$0.00		\$0.00
SUPPLEMENTAL BIL 405h Nonmotorized Safety Total	\$12,662.87	\$0.00	\$12,662.87	\$12,662.87	\$0.00	\$0.00	\$0.00
NHTSA Total	\$6,960,317.02	\$7,618,685.50	\$5,879,993.47	\$5,879,993.47	\$8,699,009.05	\$0.00	\$0.00
Total	\$6,960,317.02	\$7,618,685.50	\$5,879,993.47	\$5,879,993.47	\$8,699,009.05	\$0.00	\$0.00

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OCTOBER 1, 2023 – SEPTEMBER 30, 2024