



FY 2020 ANNUAL REPORT

OCTOBER 1, 2019 – SEPTEMBER 30, 2020



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State of Delaware

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Message from The Director

EXECUTIVE SUMMARY

The Delaware Office of Highway Safety is pleased to present the Fiscal Year 2020 Annual Report. This report serves as the State's evaluation of the 2020 Highway Safety Plan (HSP) and our opportunity to celebrate performance target attainment in the last year and identify opportunities for additional improvements in the coming year.

This year presented a variety of challenges that were unlike any we have ever seen. Despite the difficulties, the Office of Highway Safety found new ways to continue working closely with our dedicated traffic safety partners to conduct appropriate problem identification, select realistic performance measures, identify and implement proven countermeasures, and conduct a quality evaluation of implemented efforts. Our electronic grants management system could not have come at a better time. Our team continuously adjusted to on-going changes and restrictions due to the COVID-19 Public Health Emergency and were efficiently able to manage our grants.

The Annual Report reviews the yearly progress on implementing Delaware's Highway Safety Plan (HSP) and documents the use of grant funding administered by 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.

The Office of Highway Safety mission statement is as follows:

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

Under the current legislation, Fixing America's Surface Transportation Act (FAST Act), the Office of Highway Safety has included the following components in the FY 2020 Annual Report:

- Assessment of the State's progress in meeting targets identified in our FY 2020 HSP;
- Description of the projects and activities funded;
- Federal funds expended on identified funded projects and activities; and
- The extent to which the identified projects contributed to meeting the highway safety targets and how to adjust our upcoming HSP to better meet performance targets in areas where a performance target has not yet been met.

We are grateful for the many partnerships that have made our successes possible in 2020. We will continue to strive *Toward Zero Deaths* in 2021 to make Delaware roadways the safest in the country. To that end, we will focus on legislative enhancements, thoughtful traffic safety data analysis, and the use of identified best practice countermeasures to continue to tackle the challenges that lie ahead.





Delaware Office of Highway Safety Staff Overview

FY 2020 OFFICE POSITIONS INCLUDED:

Director

Kimberly Chesser

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.

Deputy Director

Richard Klepner

Serves as a policy advisor to the Director. Responsible for the monitoring and evaluation of approved highway safety projects, administration and distribution of Federal funds to State, local and private agencies; coordinating and organizing impaired driving countermeasures across the state, and manages the 402, 405, and 154 programs under the FAST act. Serves as the agency DUI Program Coordinator; responsible for coordinating traffic records; serves as the lead program manager in the implementation of the OHS E-grants system; serves as the Chair of the Statewide Impaired Driving Prevention Taskforce, the Co-Chair for the Motor Vehicle Committee of The Injury Prevention Coalition, and a member of the DUI Court Steering Committee.

Management Analyst III

Sarah Cattie

Responsible for the monitoring and evaluation of approved highway safety projects, administration, and distribution of Federal funds to the State, local, and private agencies. Serves as the agency Occupant Protection Coordinator, Distracted Driving Coordinator, and Young Drivers Programs Coordinator. Responsible for the preparation of the Annual Report. Manages the agency's Car Seat Fitting Stations. Serves as the Chair of the Teen Driver Task Force and is a Board Member for Safe Kids Delaware.

Management Analyst III

Jackie McDermott

Responsible for the monitoring and evaluation of approved highway safety projects, administration and distribution of Federal funds to the State, local, and private agencies; coordinating and organizing pedestrian/bicycle safety, motorcycle safety and speed safety initiatives across the state, and manages the 402, and 405 programs under the FAST Act. Also serves as the OHS representative on the Delaware Bicycle Council, the Advisory Council on Walkability and Pedestrian Awareness (Pedestrian Safety Council), the Education/Enforcement and Legislative and Policy Subcommittees for the Pedestrian Safety Council, and the Motorcycle Riders Education Advisory Committee.



Marketing Specialist II
Cynthia Cavett

Establishes the strategic direction for DOHS communications efforts, including education/media campaigns, while working closely with the DOHS enforcement team. Develops and implements an annual communications plan for all DOHS traffic safety programs and serves as the official agency's public information officer and media liaison. Responsible for dissemination of information regarding agency programs, coordination of public awareness campaigns, and media events. Responsible for the management of approved paid media and digital media highway safety projects including the direction of contractors, research activities, and expenditure of funds. Coordinate and organize impaired, occupant protection, distracted driving, speeding, pedestrian, and motorcycle safety communication initiatives across the state, and manage the 402, and 405 distribution of Federal funds under the FAST Act. Coordinate the content and organization of the DOHS social media channels and website(s). Responsible for presentations of safety education programs for schools and other State and local agencies. Manages the agency Corporate Partner Program.

Accountant
Christine Gannon

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 Maintenance of Effort (MOE), and entering grants into the First State Financial System for the State of Delaware Clearinghouse.

Law Enforcement Liaison
John Horsman

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).

**Statewide Fitting
Station Coordinator**
Aubrey Klick

Certified Child Passenger Safety Technician serving as the Kent County and Sussex County coordinator of DOHS' child passenger safety education demonstrations, customer service appointments, 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 and Delaware State Police Troop 7 (Part-time position).

**Statewide Fitting
Station Coordinator**
Shawn Rohe

Certified Child Passenger Safety Technician serving as the New Castle County coordinator of DOHS' child passenger safety education demonstrations, customer service appointments, 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 and Delaware State Police Troop 7 (Part-time position).



Data Analyst

Victoria Bowler

Responsible for conducting ongoing problem identification, assisting in the development of the Annual Highway Safety Plan, assisting in the development and implementation of enforcement mobilizations and providing data analysis summaries to the Program Managers.

Corporate Partner

Outreach Coordinator

Amanda Horton

Responsible for developing and implementing traffic safety-related programming initiatives for and with our corporate partners. Assists the Marketing Specialist II with public information and education initiatives (Part-time position).

Administrative

Specialist III

Amber O'Donnell

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



FY 2020 HIGHWAY SAFETY TARGETS¹

CORE OUTCOME BEHAVIORAL MEASURES Targets for FY 2020		2016	2017	2018	2019	2020 ²	2020 Target	2020 Progress
1	Traffic Fatalities	121	118	111	133	109		
	5-year moving average	117	118	121	123.2		112.4	118
2	Serious Traffic Injuries	593	474	341	352	351		
	5-year moving average	604	577	520	465		430.6	422.2
3	Mileage Death Rate ³	1.17	1.14	1.18	N/A	N/A		
	5-year moving average	1.22	1.21	1.22			1.134	N/A
3a	Rural Mileage Death Rate	2.30	2.33	2.22	N/A	N/A		
	5-year moving average	2.04	2.12	2.23			2.13	N/A
3b	Urban Mileage Death Rate	0.70	0.71	0.82	N/A	N/A		
	5-year moving average	0.86	0.81	0.81			0.74	N/A
4	Unrestrained Passenger Vehicle Occupant Fatalities	31	33	32	19	31		
	5-year moving average	27	29	31	29		33	29
5	Alcohol-Impaired Driving Related Fatalities	37	31	28	34	15		
	5-year moving average	40	39	37	34		32	29
6	Speed-Related Fatalities	44	34	34	43	39		
	5-year moving average	40	38	37	40		35	39
7	Motorcycle Fatalities	14	10	17	19	14		
	5-year moving average	17	16	15	16		14	15
8	Unhelmeted Motorcyclist Fatalities	4	4	11	9	6		
	5-year moving average	6	6	6	7		6	7
9	Drivers Age 20 or Younger Involved in Fatal Crashes	13	7	10	14	12		
	5-year moving average	14	13	12	13		10	11.2
10	Pedestrian Fatalities	27	33	23	32	23		
	5-year moving average	28	29	29	30		28	28
11	Seat Belt Use Rate	91%	91%	92.4%	92.5%	N/A		
	5-year moving average	91%	91%	91%	91.4%		92%	N/A
12	Distracted Driving Related Crashes	212	224	198	183	198		
	5-year moving average ⁴	163	184	190	193		209	203
13	Bicycle Fatalities	2	5	6	7	2		
	5-year moving average	3	3	4	5		4	5

¹ Sources: Fatal Analysis Reporting System (FARS), Crash Analysis Reporting System (CARS)

² Progress only available through November 30, 2020.

³ Mileage death rates for 2019 is based on estimated 2019 vehicle miles traveled (VMT) data. Mileage death rate for 2020 is pending actual 2020 VMT data, which should be released in spring 2021.



ACTIVITY MEASURES⁴

- Number of impaired driving arrests made during grant-funded enforcement activities: 128
- Number of seat belt citations during grant-funded enforcement activities: 588 seat belt violations, 66 child restraint violations
- Number of speed citations issued during grant-funded enforcement activities: 4,243

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 right 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.

⁴ Includes 402 Sub-grants and arrests made as part of mobilizations funded by 402, 405, and 154.



Impaired Driving

The Office of Highway Safety coordinated the following programming initiatives to achieve our impaired driving prevention goals for FY 2020:

HALLOWEEN CHECKPOINT

Project Code(s): ACAA20-12

3 checkpoints were planned statewide on October 28, 2019. Data shows that the weekend before Halloween is one of the highest impaired driving crash weekends. 3 checkpoints were held from 10 PM – 2 AM with a pre-checkpoint briefing held for officers participating in the checkpoint. Checkpoints were held in Newark, Dover, and Seaford, DE.

Participating Agencies: Camden PD, Clayton PD, Dagsboro PD, Capitol PD, Delaware City PD, Delmar PD, Georgetown PD, Laurel PD, New Castle County PD, Newark PD, Viola PD, Wilmington PD, Wyoming PD, Delaware State Police

Hours Worked	Checkpoints	Impaired Driving Arrests	Other Arrests	Total Arrests
203	3	11	56	67

NOVEMBER DUI PATROLS

Project Code(s): ACAA20-13

OHS partnered with law enforcement agencies statewide to combat impaired driving from November 1 - 18, 2019. Data shows that November is one of the highest impaired driving crash months. Funding was provided for officers to work 4-hour shifts between 9 PM – 2 AM.

Participating Agencies: Blades PD, Bridgeville PD, Dagsboro PD, Dover PD, Georgetown PD, Greenwood PD, Laurel PD, Middletown PD, Milford PD, New Castle City PD, New Castle County PD, Newark PD, Seaford PD, University of Delaware PD, Wilmington PD, Wyoming PD, Delaware State Police

Hours Worked	Patrols	Impaired Driving Arrests	Other Arrests	Total Arrests
433	106	17	683	700



THANKSGIVING CHECKPOINT

Project Code(s): ACAA20-14

Three checkpoints were planned statewide on November 27, 2019. The Wednesday before Thanksgiving is one of the largest drinking holidays of the year. These checkpoints were held from 10 PM – 2 AM with a pre-checkpoint briefing held for officers participating in the checkpoint. Checkpoints were held in Newark, Dover, and Rehoboth Beach, DE.

Participating Agencies: Camden PD, Clayton PD, Dagsboro PD, Capitol PD, Delmar PD, Ellendale PD, Felton PD, Georgetown PD, Laurel PD, Milford PD, Milton PD, New Castle County PD, Newport PD, Rehoboth Beach PD, Seaford PD, Viola PD, Wilmington PD, Wyoming PD, Delaware State Police

Hours Worked	Checkpoints	Impaired Driving Arrests	Other Arrests	Total Arrests
394.5	3	6	74	80

SAFE FAMILY HOLIDAY DUI ENFORCEMENT

Project Code(s): ACAA20-15, ACAB20-01

Crash and arrest data show increased incidents of impaired driving during the holiday season. OHS activates its Safe Family Holiday campaign during this time period with a priority on impaired driving. Funding was provided for Impaired driving enforcement from December 13, 2019 – January 1, 2020 for 4-hour patrols between the hours of 9 PM and 2 AM. ACAB20-01 was not used as ACAA20-15 had enough funding to cover this project.

Participating Agencies: Bridgeville PD, Camden PD, Cheswold PD, Clayton PD, Delaware City PD, Delmar PD, Dover PD, Elsmere PD, Georgetown PD, Greenwood PD, Harrington PD, Laurel PD, Middletown PD, Milford PD, Millsboro PD, Milton PD, New Castle City PD, New Castle County PD, Newark PD, Newport PD, Rehoboth Beach PD, Seaford PD, Selbyville PD, Smyrna PD, Wilmington PD, Wyoming PD, Delaware State Police

Hours Worked	Patrols	Impaired Driving Arrests	Other Arrests	Total Arrests
587	138	19	824	843



SAFE FAMILY HOLIDAY CHECKPOINT

Project Code(s): ACAB20-02

In coordination with the statewide Safe Family Holiday campaign, OHS funded a checkpoint mobilization on December 14, 2019 to combat impaired driving during the holiday season. December ranks as one of the highest fatality months and shows increases in impaired driving. 3 checkpoints were held in Wilmington, Dover, and Fenwick Island, DE. Checkpoints were scheduled for 10 PM – 2 AM with a pre-checkpoint briefing at each location.

Participating Agencies: Camden, PD, Cheswold PD, Clayton PD, Dagsboro PD, Capitol PD, Delmar PD, Ellendale PD, Laurel PD, Milton PD, New Castle County PD, Newark PD, Rehoboth Beach PD, Viola PD, Wilmington PD, Wyoming PD, Delaware State Police

Hours Worked	Checkpoints	Impaired Driving	Other Arrests	Total Arrests
360.25	3	3	42	44

SUPER BOWL DUI ENFORCEMENT

Project Code(s): ACAB20-03

Crash and arrest data show increases in impaired driving during Super Bowl weekend. In an effort to combat impaired driving crashes, funding was provided statewide for 4-hour impaired driving patrols between February 1–3, 2020 between 9 PM – 2 AM. Funding was based on analysis of crash data and distributed to agencies deemed most appropriate based on the crash data.

Participating Agencies: Bridgeville PD, Camden PD, Cheswold PD, Clayton PD, Dover PD, Elsmere PD, Harrington PD, Laurel PD, Middletown PD, Milford PD, Millsboro PD, New Castle City PD, New Castle County PD, Newark PD, Rehoboth Beach PD, Wilmington PD, Delaware State Police

Hours Worked	Patrols	Impaired Driving Arrests	Other Arrests	Total Arrests
254.5	61	8	376	384



ST. PATRICK'S DAY DUI ENFORCEMENT

Project Code(s): ACAB20-04

St. Patrick's Day weekend is one of the highest drinking holidays of the year. To combat impaired driving crashes, funding was provided for 4-hour impaired driving team enforcement patrols from March 13 – 22, 2020 between 9 PM – 2 AM. Funding was based on analysis of crash data and distributed to agencies deemed most appropriate based on the crash data.

Participating Agencies: Bethany Beach PD, Bridgeville PD, Dagsboro PD, Delmar PD, Dewey Beach PD, Felton PD, Fenwick Island PD, Georgetown PD, Greenwood PD, Harrington PD, Laurel PD, Milford PD, Millsboro PD, Milton PD, New Castle County PD, Newark PD, Newport PD, Ocean View PD, Rehoboth Beach PD, Seaford PD, Selbyville PD, Smyrna PD, University of Delaware PD, Wilmington PD, Delaware State Police

Hours Worked	Patrols	Impaired Driving Arrests	Other Arrests	Total Arrests
238	58	4	339	343

JULY DUI ENFORCEMENT

Project Code(s): ACAB20-07

Data shows increased impaired driving crashes and arrests during July 4th weekend. To combat impaired driving crashes, funding was provided for 4-hour impaired driving patrols from July 2 – 5, 2020 between 9 PM – 2 AM. Funding was based on analysis of crash data and distributed to agencies deemed most appropriate.

Participating Agencies: Bethany Beach PD, Bridgeville PD, Cheswold PD, Clayton PD, Dagsboro PD, Delmar PD, Dewey Beach PD, Dover PD, Felton PD, Fenwick Island PD, Georgetown PD, Harrington PD, Laurel PD, Middletown PD, Milford PD, Millsboro PD, New Castle County PD, Newport PD, Ocean View PD, Rehoboth Beach PD, Seaford PD, Wilmington PD, Elsmere PD, Newark PD, Smyrna PD, Wyoming PD, Delaware State Police

Hours Worked	Patrols	Impaired Driving Arrests	Other Arrests	Total Arrests
320	78	1	468	469



DRIVE SOBER OR GET PULLED OVER

Project Code(s): ACAB20-09

In association with the national Drive Sober or Get Pulled Over campaign, OHS partnered with state and local law enforcement to combat impaired driving related crashes and fatalities. Funding was provided for four-hour shifts from August 21 – September 7, 2020 between 9 PM and 2 AM. Funding was based on analysis of crash data and distributed to agencies deemed most appropriate.

Participating Agencies: Bethany Beach PD, Bridgeville PD, Camden PD, Cheswold PD, Dagsboro PD, Delaware City PD, DRBA, Delmar PD, Dewey Beach PD, Ellendale PD, Elsmere PD, Felton PD, Fenwick Island PD, Georgetown PD, Greenwood PD, Harrington PD, Laurel PD, Lewes PD, Middletown PD, Milford PD, Millsboro PD, Newark PD, Ocean View PD, Rehoboth Beach PD, Seaford PD, Selbyville PD, Smyrna PD, University of Delaware PD, Wilmington PD, Wyoming PD, Delaware State Police

Hours Worked	Patrols	Impaired Driving Arrests	Other Arrests	Total Arrests
935	228	31	1,403	1,434

DELAWARE STATE POLICE DUI MENTOR PROGRAM

Project Code(s): ACAB21-12

The Office of Highway Safety provided funding to the Delaware State Police to offer the opportunity for newer troopers to ride along with experienced Troopers who have extensive experience with DUI investigations. Troopers participating in this program learned about the process of conducting a DUI investigation, patrolled for DUIs, and other assorted information including discussing courtroom testimony, DMV hearings, increasing conviction rates, Drug Recognition Expert program, etc. Due to the Covid-19 Public Health Emergency, participation in the project was limited.



TRAFFIC SAFETY RESOURCE PROSECUTOR

Project Code(s): TSRA20-01, ABAK20-01

For twelve years, the Traffic Safety Resource Prosecutor (TSRP) has brought agencies together to establish good working partnerships, create efficiencies, and establish long-term solutions to various prosecution and enforcement issues related to traffic safety. During FY 2020, Barzilai (Barzi) Axelrod was Delaware's TSRP. Barzi keeps the Office of Highway Safety staff, law enforcement, and other partners current on relevant case law. He provides research and information for potential highway safety legislation, such as changes to Delaware's impaired driving and related laws. He also provided training on a variety of traffic safety-related topics to law enforcement and prosecutors. Barzi serves as the lead prosecutor for the New Castle County Court of Common Pleas DUI Treatment Court. Additionally, Barzi has been working with the DSP Crime Lab to transition the state to the Intoxilyzer 9000. The TSRP team consists of the TSRP and two additional attorneys across the state to assist with vehicular assault and fatal cases, DUI investigations/prosecutions, and with training initiatives. In addition, two paralegals are assigned to the team to assist with coordinating case materials and training materials.

In FY 2020, the TSRP team conducted or participated in the following:

- Participated in several committees and task forces, including DUI Court Steering Committee and Statewide Impaired Driving Prevention Taskforce
- Lead prosecutor for CCP DUI Treatment Court Program in New Castle County
- Participated in SFST Training
- Participated in ARIDE Training
- Participated in DRE Training
- Taught DUI legal issues and updates at the Delaware State Police Academy, New Castle County Police Academy and Wilmington Police Academy
- Conducted Mock Testimony Hearing with DFS and DSP Crime Lab Analyst for training purposes
- Implemented new DOJ Procedures for traffic-related prosecutions
- Oversaw vehicular fatality and DUI prosecutions for the State
- Acted as an on-call resource for law enforcement officers investigating vehicular fatalities
- Prosecuted a caseload of vehicular fatality cases; Sits second chair on many vehicular assault prosecutions
- Provided in-house training to prosecutors about recurring issues in impaired driving cases
- Assisted prosecutors with drafting legal responses to traffic safety and DUI-related cases
- Worked with DSP Crime Lab to further future implementation of Intoxilyzer 9000
- Worked with law enforcement officers to begin drafting an updated Impaired Driving Report



DUI COURT

Project Code(s): ECAA20-01

Joining the previously established DUI Courts in Kent and New Castle Counties, the Sussex County DUI Court began in August 2020. OHS provided funding for casual season administrative DUI Court Coordinators for the Kent and Sussex County courts. This year marked the third of a 3-year agreement for funding to be provided for the Kent County DUI Court Coordinator. OHS began providing funding to the Sussex County Coordinator on July 13, 2020. Establishment of the court was delayed due to the COVID-19 Public Health Emergency.

Additionally, OHS provided funding to all 3 courts for the use of the RANT Assessment tool. This tool provides guidance to the courts on both acceptance of a participant and which curriculum tract they should follow while involved in the court.



DRUG RECOGNITION EXPERT PROGRAM

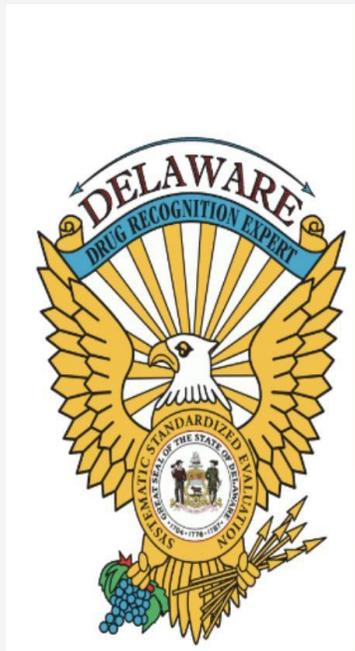
Project Code(s): ABBB20-01, ABAD20-01

During FY 2020, Lt. Andrew Rubin of the Newark Police Department served as the Delaware DRE Coordinator helping promote exceptional growth of this program. Andrew was assisted by Cpl./3 Roy Bryant of the Delaware State Police. Andrew and Roy have enthusiastically taken on the role working to involve DREs in more Drugged Driving evaluations and arrests.

In FY 2020, Delaware had 42 DREs and conducted more than 254 evaluations. It is noted that evaluations were down in FY 2020 due to the COVID-19 Public Health Emergency. 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 to assist with future DRE Schools.

Due to the COVID-19 Public Health Emergency, no certification class was held in FY 2020. Additionally, OHS did not provide funding for DREs to attend the annual IACP Conference. Funding was established to supply 25 DREs with tablets to assist with the administrative burden of entering reports for the DRE Coordinator. OHS also expanded the licensing agreement with ITSMR for the necessary software for 25 to 50 DREs.

OHS funds overtime for a DRE officer that responds to a call out. This allows DREs from across the state to assist other agencies that may not be a part of their jurisdiction. 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.



Pictured above: Lt. Andrew Rubin, Delaware DRE Coordinator



ALCOHOL-IMPAIRED DRIVING TRAVEL/TRAINING

Project Code(s): EDAG20-01, AATR20-01

In FY 2020, OHS supported multiple training initiatives by providing manuals and training supplies, making facilities available, and when appropriate, providing meals during the training periods. These training initiatives included SFST full courses held within police academies in Delaware; and SFST refresher courses held at the State Police Academy and local police departments across Delaware. Funding from AATR20-01 was not used.

DUI COURT TRANSDERMAL ALCOHOL MONITORING DEVICE

Project Code(s): ABAH20-01, DAAB20-01

In support of the DUI Court project, OHS agreed to fund the transdermal alcohol monitoring devices (TAD) needed for the DUI Court participants. These units are attached at the ankle of the offender and monitor for any alcohol use. The units are rented and tracked to a specific offender. While the DOC uses these units for a variety of offenders, OHS only supports the devices needed for the DUI Court participants. OHS provided support throughout FY 2020 for the New Castle County and Kent County DUI Courts, and for the Sussex County DUI Court starting in July 2020.

DELAWARE STATE POLICE BLOOD DRAW PROGRAM

Project Code(s): ADF20-01

In FY 2020, OHS provided funds to the Delaware State Police to continue a contract for phlebotomy services associated with impaired driving cases. Because of legal concerns, some hospitals have refused to draw blood for the purposes of a DUI prosecution even when the officer has a warrant. The BAC is a valuable piece of evidence that aids in prosecution and holds Impaired-driving offenders accountable for their criminal behavior. This also allows for more fervent testing for samples deemed to be DUI-Drug related.



IMPAIRED DRIVING ENFORCEMENT EQUIPMENT

Project Code(s): EAQA20-01, DAAB20-01

In FY 2020, OHS funded and supplied law enforcement agencies statewide with necessary pieces of impaired driving- enforcement equipment. This included Checkpoint StrikeForce equipment, blood collection kits which were purchased and distributed by the Delaware State Police Crime Lab and additional blood collection vials which were purchased so that a second tube of blood can be collected for additional testing if necessary. OHS also funded the purchase of dry gas cylinder tanks used for the calibration of PBTs as well as PBTs for law enforcement statewide that receive project funding for impaired driving mobilizations. OHS also funded the purchase of PBTs for Newark PD and Delaware City PD.

ANTICIPATED PROJECTS

Project Code(s): ABBJ20-01, ADAG20-01, EAAA20-01, EAAB20-01

OHS uses a project proposal method to receive funding requests throughout the fiscal year. These requests are typically funded by Section 402 money, but due to the number of impaired driving-related requests received, some additional funding is appropriate to ensure critical impaired driving projects have the opportunity for implementation. These project lines are a holding place for the funds until new projects are created, and the funds are moved. Therefore, no funds were moved from any of these projects in FY 2020.



IMPAIRMENT PROJECTS NOT IMPLEMENTED

IMPAIRED DRIVING ENFORCEMENT RECOGNITION CEREMONY

Project Code(s): AANR20-01

Due to the COVID-19 Public Health Emergency during FY 2020, this project was postponed.

APRIL DUI ENFORCEMENT

Project Code(s): ACAB20-05

Due to the COVID-19 Public Health Emergency during FY 2020, this project was cancelled.

MAY DUI ENFORCEMENT

Project Code(s): ACAB20-06

Due to the COVID-19 Public Health Emergency during FY 2020, this project was cancelled.

JULY DUI CHECKPOINT

Project Code(s): ACAB20-08

Due to the COVID-19 Public Health Emergency during FY 2020, this project was cancelled.

LABOR DAY WEEKEND DUI CHECKPOINT

Project Code(s): ACAB20-11

Due to the COVID-19 Public Health Emergency during FY 2020, this project was cancelled.

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 2020, using a 5-year moving average trend-line, is 32. As of November 30, 2020, the 5-year average is 29, with 15 in the current year. However, with many fatal crashes still pending, we will continue to closely monitor and analyze results. Although we are on pace to achieve our target, we know that there is more work to be done. OHS is monitoring emerging issues with drugged impaired driving and will continue to educate Delawareans on those dangers. With the possible legalization of recreational marijuana, new educational and enforcement efforts will need to be developed. OHS will continue to strive to improve the impaired driving picture in Delaware. We will continue to maintain a well-balanced, data-driven comprehensive approach to reducing impaired driving.



Occupant Protection

The Office of Highway Safety Coordinated the following program initiatives to reach our occupant protection targets for FY 2020:

FITTING STATION COORDINATORS

Project Code(s): BEAC-1, BCAD-1, SALA20-01

Since 2002, OHS has operated 2 to 3 child restraint fitting stations across the state where parents, guardians, grandparents, and caregivers can go for a free service to have their car seats checked for correct installation. OHS currently operates 3 fitting stations with various hours every week. These fitting stations are located at Wilmington DMV, Dover DMV, and Delaware State Police Troop 7 in Lewes, Delaware.

At the onset of the COVID-19 Public Health Emergency, the Fitting Stations were temporarily closed in March and remained closed through the end of the fiscal year. To continue providing services to the community, the Fitting Station Coordinators conducted virtual appointments and increased their email/telephone contact with caregivers. In FY 2020, OHS Fitting Station Coordinators checked 391 seats in person and 106 seats via virtual appointments.

In addition, OHS technicians pivoted and worked to provide education and outreach in a virtual format. These locations and events include: virtual presentations for New Castle County Head Start – all locations; Bundles for Babies at Dover Air Force Base (in person until March, then one virtual session); Bundles for Babies at Dover Air Force Base; monthly training sessions with employees from the Division of Family Services (until March) and an in-person presentation for the main office; monthly infant care classes and birth tours at Kent General Hospital (until March); virtual presentations for Westside Health; virtual training for Dover Air Force Base childcare providers; education tables for Safe Kids Delaware events, and the New Directions Early Head Start Annual Health Fair. Before in-person car seat check events stopped in March, OHS was able to participate in 2 seat checks, one in New Castle County and one in Sussex County. A total of 11 seats were checked at the events over the course of FY 2020.

OHS fitting station instructors Aubrey Klick and Shawn Rohe taught 1 Safe Kids Child Passenger Safety Technician (CPST) 4-day class, in October 2019 and 18 technicians were certified. A course was scheduled for March 2020 but had to be cancelled due to the COVID-19 Public Health Emergency, and no other courses were scheduled before the end of FY 2020. In FY 2020, Delaware had approximately 92 certified technicians and 7 certified instructors. This number holds steady from 2019, when we had 97 certified technicians.

As a result of a grant that Delaware Health and Social Services (DHSS) received and their subsequent partnership with Delaware Safe Kids, OHS provided free installation of car seats to low-income families. The seats are provided by DHSS through their grant funds. Families in need are sent to OHS with a voucher for a car seat and OHS car seat technicians install the seats for these families. In FY 2020, OHS distributed and installed 23 of these seats to families in need. Families who didn't qualify for a seat via the Safe Kids program but still needed a car seat were provided a seat through OHS' car seat program. OHS distributed 13 seats through this program in FY 2020. This is a significant decrease from FY 2019's programs, due to the COVID-19 Public Health Emergency.



FITTING STATION SUPPLIES

Project Code(s): BEAD-1, BEAE-1, BCAC20-01, SUPA20-01

OHS purchased supplies to support the needs of the Fitting Station Coordinators and maintain the child passenger safety program. Supplies include items such as car seats, noodles, Latch manuals, training materials, educational materials, and other items as needed. No funds were used from BCAC20-1 or SUPA20-01.

OCCUPANT PROTECTION/CPS TRAINING INITIATIVES

Project Code(s): BEAH-1, BBAL-1, BCAB20-01, TRAA20-01

OHS funded Child Passenger Safety Technician training for two employees (one civilian, one law enforcement officer) from Seaford Police Department during the October 2019 CPST course, along with the renewal fee for a CPST-Instructor “to be.” Delaware State Police received funding to recertify three Troopers as CPSTs and one Trooper as a CPST-Instructor.

OHS planned to support three Child Passenger Safety courses, but the only course that was held before the COVID-19 Public Health Emergency was in October 2019.

OHS sponsored CPS Tech Update Meetings – which gave technicians in attendance CEUS to use towards their renewal credits. Two virtual meetings were held in August and November 2019.

Funding was used to purchase training dolls for the OHS Fitting Station Coordinators and the Delaware State Police CPST-Instructors to use in demonstrations, CPST courses and public outreach.

In addition, the Occupant Protection Program Manager and the Fitting Station Coordinators virtually participated in a conference sponsored by Ohio Children’s Hospital which was funded from this project.

No funds were used from BEAH-01 (spent out in the prior year), BCAB20-01, or TRAA20-01.

CLICK-4-LIFE TEEN SEAT BELT PROGRAM

Project Code(s): BBAM20-01

OHS funded SmartDrive’s *Click-4-Life* program, originated in 2018. The program kicks off with student assemblies, followed by an in-school program led by a student leadership group in each school. Students collect data on seat belt use and cell phone use from their peers through visual inspections of the vehicles of schoolmates arriving at and leaving school. The students then start a two-week in-school campaign to promote seat belt use by their peers. Students ask their peers to make an online pledge to use Seat Belts every trip, every time. The education campaign takes the form of one-on-one, small group, and large group discussions by members of the student leadership group and includes digital and printed educational tips. At the end of the campaign, students conduct two visual surveys to analyze the effectiveness of the program. In the period between October 1, 2019 and March 15, 2020, SmartDrive presented *Click-4-Life* in seven Delaware in-school sessions and two relevant community events, both staged by the Red Clay School District which totals approximately 2,200 engagements with about 800 direct instructional contacts. While the program had to be suspended due to the COVID-19 Public Health Emergency, SmartDrive will continue contacting schools for fall/winter 2020.



OCCUPANT PROTECTION PROJECTS NOT IMPLEMENTED

CLICK IT OR TICKET

Project Code(s): BCAA20-01, CIEA20-01

The 2020 Click It or Ticket Campaign was moved to November 2020 pursuant to NHTSA’s April 9, 2020 Postponement Notice as a result of the COVID-19 Public Health Emergency. With NHTSA moving the May/June 2020 Click It or Ticket Enforcement to November 2020, OHS cancelled this enforcement and plans to participate in the November 2020 program.

SEAT BELT SURVEY

Project Code(s): SRVB20-01, SRVC20-01

The 2020 Seat Belt Survey was not conducted pursuant to NHTSA’s April 9, 2020 Postponement Notice as a result of the COVID-19 Public Health Emergency. Since the Delaware seat belt surveyors are retired law enforcement and fall into the high-risk category for COVID-19, OHS did not conduct a survey and will use the 2019 survey rate for 2020. OHS will resume the Seat Belt Survey in 2021.

92.5%

Delaware’s Seatbelt use rate 2019
(accepted as the 2020 rate)

90.7%

National Seatbelt use rate 2019





ASSESSMENT OF STATE PROGRESS:

Performance targets are measured based on a 5-year moving average (2016-2020). The targets for this year include the following:

- To maintain statewide seat belt compliance from the 5-year average use rate of 92% by December 31, 2020.

The 5-year average use rate target was raised from 91% to 92%. Additionally, the observational seat belt survey for FY 2020 was not completed due to the COVID-19 Public Health Emergency and OHS is using the 2019 observed Seat Belt Usage Rate of 92.5% for 2020.

- The second target was to complete CY 2020 with a 5-year average of 33 unrestrained passenger fatalities.

As of November 30, 2020, the 5-year average is 29 unrestrained fatalities, which currently meets our target for unrestrained fatalities; however, there are still pending investigations and 1 month left in CY 2020. OHS continues to place a high priority on occupant protection projects.

The projects funded in FY 2020 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.



Distracted Driving

The Office of Highway Safety coordinated the following programming initiatives to reach our distracted driving safety targets for FY 2020:

APRIL DISTRACTED DRIVING ENFORCEMENT

Project Code(s): OHDA20-01

OHS supported Distracted Driving specific enforcement in the month of April in support of National Distracted Driving Month. OHS encouraged team patrols and additional shifts for officers to cite and educate the public about distracted driving. Paid media efforts were increased during this period. This enforcement occurred April 3 – April 26, 2020. Officers worked in 4-hour shifts from 12 PM – 12 AM. Due to the Covid-19 Public Health Emergency, OHS gave law enforcement agencies the opportunity to decline the project agreements. 37 agencies were invited, and 8 were able to participate. With NHTSA moving the National Distracted Driving Campaign to October 2020, OHS plans to participate in that campaign for FY 2021.

Participating Agencies: Clayton PD, Dagsboro PD, Delmar PD, Ellendale PD, Felton PD, Greenwood PD, Harrington PD, and Delaware State Police

Total Hours	Total Patrols	Cell Phone Arrests	Other Arrests	Total Arrests
131.5	32	42	140	182

ASSESSMENT OF STATE PROGRESS:

The target for FY 2020 was to complete CY 2020 with a 5-year average of 209 cell phone-related crashes. As of November 30, 2020, the 5-year average is 203 crashes. It is possible this target may not be met. There can only be 30 more distracted driving crashes for 2020 for this target to be met. 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 will continue to fund distracted driving enforcement and will target the locations, months, days of the week, and times of the day for when distracted driving crashes are prevalent.



Speed Management

In previous fiscal years, law enforcement partners had expressed frustration about multiple OHS enforcements consistently overlapping and an inability to fill all the overtime jobs provided for a variety of reasons. Efforts were made to combine speed and occupant protection enforcements to reduce the administrative and manpower issues. Based on law enforcement feedback and a significant decline in occupant protection arrests, OHS decided to separate occupant protection and speed enforcement mobilizations again during 2020. Law enforcement found it difficult to enforce both priorities (Speed and Occupant Protection) during the same shift because of different observation methods.

The Office of Highway Safety coordinated the following programming initiatives to reach our speed and other aggressive driving prevention goals for FY 2020:

SAFE FAMILY HOLIDAY SPEED ENFORCEMENT

Project Code(s): SPED20-01

Data analysis shows that the winter holiday period in Delaware coincides with increased speed related crashes. OHS provided funding for statewide enforcement to combat speeding on Delaware’s roadways during the Safe Family Holiday Campaign. This enforcement period lasted from November 24 – December 8, 2019. Four-hour patrols were scheduled to work between 7 AM – 8 PM.

Participating Agencies: Bridgeville PD, Dewey Beach PD, Dover PD, Georgetown PD, Laurel PD, Milford PD, Millsboro PD, New Castle County PD, Newark PD, Rehoboth Beach PD, Seaford PD, Smyrna PD, Wilmington PD, Wyoming PD, and Delaware State Police

Hours Worked	Patrols	Speed Arrests	Other Arrests	Total Arrests
332	82	375	275	650

JANUARY/FEBRUARY SPEED ENFORCEMENT

Project Code(s): SPED20-02

Data analysis shows that winter months in Delaware coincide with increased speed-related crashes. OHS provided funding for statewide enforcement to combat speeding on Delaware’s roadways. This enforcement period lasted from January 18 – 31, 2020. Four-hour patrols were scheduled to work between 7 AM – 8 PM.

Participating Agencies: Bridgeville PD, Delaware City PD, Delmar PD, Dover PD, Elsmere PD, Harrington PD, Milford PD, New Castle City PD, New Castle County PD, Newport PD, Selbyville PD, Smyrna PD, Wilmington PD, and Delaware State Police

Hours Worked	Patrols	Speed Arrests	Other Arrests	Total Arrests
299	75	358	231	589



MARCH SPEED ENFORCEMENT

Project Code(s): SPED20-03

March precedes months of high-speed crashes. OHS used these months to remind drivers of the dangers of speeding and provided funding for statewide enforcement to combat speeding on Delaware’s roadways. This enforcement period lasted from March 16 – 30, 2020. Four-hour patrols were scheduled to work between 7 AM – 8 PM. Due to COVID-19 Public Health Emergency some agencies were unable to complete the accepted project proposal.

Participating Agencies: Bridgeville PD, Delaware City PD, Delmar PD, Dover PD, Elsmere PD, Harrington PD, Milford PD, New Castle City PD, New Castle County PD, Newport PD, Selbyville PD, Smyrna PD, Wilmington PD, and Delaware State Police

Hours Worked	Patrols	Speed Arrests	Other Arrests	Total Arrests
154	37	114	82	196

JUNE/JULY SPEED ENFORCEMENT

Project Code(s): SPED20-04

June and July precede months of high-speed crashes. OHS provided funding for statewide enforcement to combat speeding on Delaware’s roadways. This enforcement period lasted from June 24 – July 15, 2020. Four-hour patrols were scheduled to work between 7 AM – 8 PM.

Participating Agencies: Bethany Beach PD, Blades PD , Bridgeville PD, Dagsboro PD, Delmar PD, Dover PD, Elsmere PD, Georgetown PD, Harrington PD, Laurel PD, Middletown PD, Milford PD, Millsboro PD, Milton PD, New Castle City PD, New Castle County PD, Newark PD, Newport PD, Ocean View PD, Seaford PD, Selbyville PD, Smyrna PD, South Bethany PD, Wilmington PD, Wyoming PD, and Delaware State Police

Hours Worked	Patrols	Speed Arrests	Other Arrests	Total Arrests
279	70	114	175	602



SEPTEMBER SPEED ENFORCEMENT

Project Code(s): SPED20-05

September precedes months of high-speed crashes. OHS provided funds for statewide enforcement to combat speeding on Delaware’s roadways. Funding was also provided to assist an enforcement during the Ocean City, MD H2Oi Car Show un-sanctioned event. The enforcement period lasted from September 3 – 27, 2020. Four-hour patrols were scheduled to work between 7 AM – 8 PM. Additionally within this project line, OHS funded the purchase of speed enforcement equipment for partner law enforcement agencies. Any agency that received equipment was required to work overtime hours during this enforcement.

Participating Agencies: Bethany Beach PD, Blades PD, Bridgeville PD, Camden PD, Dagsboro PD, Delmar PD, Dewey Beach PD, Dover PD, Ellendale PD, Fenwick Island PD, Georgetown PD, Greenwood PD, Laurel PD, Lewes PD, Middletown PD, Milford PD, Millsboro PD, Milton PD, New Castle City PD, New Castle County PD, Newark PD, Ocean View PD, Rehoboth Beach PD, Seaford PD, Selbyville PD, Smyrna PD, Wilmington PD, and Delaware State Police

Hours Worked	Patrols	Speed Arrests	Other Arrests	Total Arrests
374	94	500	277	777



ASSESSMENT OF STATE PROGRESS:

Performance targets are measured on a 5-year average. The FY 2020 target was to achieve a 5-year average of 35 speed related fatalities. As of November 30, 2020, the 5-year average is 38.8 speed-related fatalities. Over the last 10 years, Delaware has consistently observed around one-third of fatal crashes involving speed. After receiving feedback from law enforcement partners, OHS decided that speed should be a separate priority area in FY 2020 and broken out from Occupant Protection. This feedback allows OHS to place extra emphasis on changing driver behavior related to speeding and continue data-driven projects including paid media and enforcement efforts.



Pedestrian Safety

The Office of Highway Safety coordinated the following efforts in FY 2020:

FALL PEDESTRIAN MOBILIZATION

Project Code(s): OHPA20-01

October was designated Pedestrian Safety Month in Delaware. Mobilization efforts were made to promote education and awareness on pedestrian safety behaviors. This mobilization occurred October 4 - 20, 2019 between 5 PM and 2 AM. Officers could work in teams of two (or single officer enforcements) for four hours. Officers were directed to approach pedestrians and educate them on safe walking habits and enforce as necessary.

Participating Agencies: Elsmere PD, Dover PD, Georgetown PD, Middletown PD, New Castle County PD, Newark PD, University of Delaware PD, Wilmington PD, and Delaware State Police

Hours Worked	Patrols/Team Enforcements	Pedestrian Arrests	Pedestrian Contacts	Other Arrests	Total Arrests/Contacts
446.5	115	8	1,421	184	1,613

SAFE FAMILY HOLIDAY PEDESTRIAN MOBILIZATION

Project Code(s): OHPA20-02

Winter months coincide with an increase in serious injury and fatal pedestrian crashes. OHS funded education and enforcement efforts from December 2 – 23, 2019 between 5 PM and 2 AM, to reduce these crash types. Officers were asked to work in teams of two (or single officer enforcements) for four hours. Officers were directed to approach pedestrians and educate them on safe walking habits and enforce as necessary.

Participating Agencies: Dover PD, Georgetown PD, Middletown PD, New Castle County PD, Newark PD, Wilmington PD, and Delaware State Police

Hours Worked	Patrols/Team Enforcements	Pedestrian Arrests	Pedestrian Contacts	Other Arrests	Total Arrests/Contacts
431.5	108	10	827	139	976



MARCH/APRIL PEDESTRIAN MOBILIZATION

Project Code(s): OHPA20-03

From March 21 – April 11, 2020, officers could work in teams of two (or single officer enforcements) for four hours. Officers worked between 5 PM and 2 AM. Officers were directed to approach pedestrians and educate them on safe walking habits and enforce as necessary. Other agencies were invited but unable to participate due to the COVID-19 Public Health Emergency.

Participating Agencies: Delaware State Police

Hours Worked	Patrols/Team Enforcements	Pedestrian Arrests	Pedestrian Contacts	Other Arrests	Total Arrests/Contacts
91	22	0	75	38	113

SUMMER PEDESTRIAN MOBILIZATION

Project Code(s): OHPH20-02

With many tourists visiting Delaware Beaches and increased pedestrian activity along busy roadways, it is important to remind Delawareans of safe walking behaviors. From June 26 – September 7, 2020, officers could work in teams of two (or single officer enforcements) for four hours. Officers worked between 5 PM and 2 AM. Officers were directed to approach pedestrians and educate them on safe walking habits and enforce as necessary. The start date was moved from May 25, 2020 due to the COVID-19 Public Health Emergency.

Participating Agencies: Bethany Beach PD, Dewey Beach PD, Fenwick Island PD, Lewes PD, Ocean View PD, Rehoboth Beach PD, South Bethany PD and Delaware State Police

Hours Worked	Patrols/Team Enforcements	Pedestrian Arrests	Pedestrian Contacts	Other Arrests	Total Arrests/Contacts
624	154	1	9,883	288	10,172



SEPTEMBER PEDESTRIAN MOBILIZATION

Project Code(s): OHPA20-03

From September 6 – 20, 2020, officers could work in teams of two (or single officer enforcements) for four hours. Officers worked between 5 PM and 2 AM. Officers were directed to approach pedestrians and educate them on safe walking habits and enforce as necessary.

Participating Agencies: Dover PD, Elsmere PD, Georgetown PD, Middletown PD, New Castle County PD, Newark PD, Rehoboth Beach PD, University of Delaware PD, Wilmington PD, Delaware State Police

Hours Worked	Patrols/Team Enforcements	Pedestrian Arrests	Pedestrian Contacts	Other Arrests	Total Arrests/Contacts
469	116	14	835	272	1,121

PEDESTRIAN PROJECTS NOT IMPLEMENTED

JUNE PEDESTRIAN ENFORCEMENT

Project Code(s): OHPG20-05

Due to the COVID-19 Public Health Emergency during FY 2020, this project was cancelled.

ASSESSMENT OF STATE PROGRESS:

The goal of FY 2020 is to finish CY 2020 with a 5-year average of 28 pedestrian fatalities. As of November 30, 2020, the 5-year average is 28. This currently meets the 5-year target, but December has historically seen an increase of pedestrian fatalities, which means that it is possible Delaware will surpass the set target. CY 2020 saw a 30% decrease in annual pedestrian fatalities thus far but remains consistent with pedestrian fatality data over the previous 5 years. OHS will continue to partner with various law enforcement along high crash roadways to communicate with pedestrians on proper walking behaviors. Partnering with DART, OHS has seen progress with street team efforts to provide reflective materials and information to its customers. OHS will continue to evaluate paid media efforts and research additional communication efforts.



Motorcycle Safety

The Office of Highway Safety coordinated the following programming initiatives to reach our motorcycle safety targets for FY 2020:

DELMARVA BIKE WEEK ENFORCEMENT

Project Code(s): OHMA20-01

OHS provided funding to the Delaware State Police (DSP) to conduct enforcement during the “unofficial” Delmarva Bike Week. The official event was cancelled because of the COVID-19 Public Health Emergency, but motorcycle enthusiasts were still planning on congregating for the unofficial event. The enforcement focused on riders and motorists who are in violation of Delaware code regarding traffic safety. No funds were used to support helmet checkpoints. Delmarva Bike Week is held in conjunction with Ocean City, MD Bike Week in September. Delaware sees a large increase in the number of motorcycles during the September 17-20, 2020 weekend. DSP conducted patrols from 7am - 10pm. Amendment was made to change the original date from September 12-15, 2020.

Participating Agencies: Delaware State Police

Total Hours	Total Patrols	Motorcycle Arrests	Other Arrests	Total Arrests
91.5	22	1	147	148

ASSESSMENT OF STATE PROGRESS:

Performance targets are measured based on a 5-year calendar average (2016 – 2020), the targets for this year included the following:

- > The goal of FY 2020 is to finish CY 2020 with a 5-year average (2016-2020) of 14 motorcycle crash fatalities.

As of November 30, 2020, Delaware has not met the 5-year average goal. The motorcycle fatalities in 2020 totaled 14.8. This year saw a decrease in motorcycle passenger fatalities from 3 in 2019 to 0 in 2020.

- > The goal of FY 2020 is to finish CY 2020 with a 5-year average (2016-2020) of 6 unhelmeted motorcyclist crash fatalities.

As of November 30, 2020, Delaware has met the 5-year average goal for unhelmeted motorcyclist fatalities. The total fatalities for unhelmeted motorcycle crashes was 6. Expectations were met because of a 78% decrease of unhelmeted fatalities between 2019 (9) and 2020 (2).

With the generally low frequency of these types of fatalities, any variance from the average will cause significant changes to the 5-year average. OHS will continue to monitor motorcycle crashes and adjust if an increase becomes a trend. OHS will continue an increased data-driven educational and outreach effort to reach our target audience.



Teen Driver Programs

Delaware has one of the strongest Graduated Driver Licensing (GDL) laws in the nation, containing most of the recommended components including: a 1-year permit process starting at the age of 16-years-old; 50 hours of required supervised driving; night-time driving restrictions; passenger and cell phone use restrictions; and mandatory seat belt use 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 judgment, and promote strict observance of the rules of the road.

The GDL law, which passed in 1998 and took effect in July of 1999, increased the age at which a teenager could apply for a driving permit from the age of 15-years-old and 10-months to the age of 16-years-old.

The Office of Highway Safety coordinated the following programming initiatives in FY 2020:

TEENS IN THE DRIVER’S SEAT PROGRAM

Project Code(s): PTOP20-01

OHS funded a pilot program supporting 5 high schools selected by the Department of Education to establish peer-to-peer responsible driving programs through the *Teens in the Driver’s Seat* program developed by Texas A&M University. The program focuses on the distracted driving and occupant protection priority areas. The Department of Education was able to secure commitment from Mount Pleasant High School (New Castle County), Newark Charter School (New Castle County) and Seaford High School (Sussex County). While online support was available, schools in Delaware went virtual in March 2020 due to the COVID-19 Public Health Emergency which paused the program with the intent of continuing in fall 2020. However, with restrictions still in place for in-person learning, the schools were unable to continue the project. The funding covered the program materials and support to the participants. OHS will continue this project in FY 2021, funding the same amount as FY 2020.

GDL PROGRAM/TEEN DRIVER ISSUES

Project Code(s): OHGD20-01

This project was continued in FY 2020 should any changes need to be made to the GDL Parent Orientation Program, which was overhauled in FY 2019. No updates were needed; therefore, funds were not used from this program line.

ASSESSMENT OF STATE PROGRESS:

The target for FY 2020 was to complete CY 2020 with a 5-year average of drivers age 20-years-old or younger involved in fatal crashes at 10. As of November 30, 2020, the average crash total was 11.2, 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.



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(c) application;
- > Convene a Traffic Records Coordinating Committee (TRCC) with a multidisciplinary membership;
- > Coordinate the Traffic Records 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 goal:

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

The Office of Highway Safety coordinated the following initiatives to reach our traffic records goals for FY 2020:

TRCC STRATEGIC PLAN IMPLEMENTATION

Project Code(s): AALL20-01, CACA20-01, CACB20-01, CACC20-01

In FY 2020, 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). Funds were not spent from CACB20-01 and CACC20-01.



E-CRASH QUALITY ASSESSMENT/CONTROL AND ENHANCEMENTS

Project Code(s): CABA20-01, CABB20-01, CABC20-01

The State of Delaware implemented an Electronic Crash Reporting System (E-Crash) in December 2009 and in 2010, the TRCC approved a project proposed by DelJIS to implement a QC/QA 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 CABC20-01.

DATA ANALYST CONTRACT

Project Code(s): AALK20-01, DATA20-01, DATB20-01, DATC20-01

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. The Data Analyst position is provided for via a contract with Whitman, Requardt, and Associates. Funds were not spent from DATC20-01.

CARS ENHANCEMENTS

Project Code(s): DDOT20-01

The Crash Analysis Reporting System (CARS) provides statewide agencies with a tool to query and analyze crash data for decision-making and allocation of resources. Continued enhancements to CARS are needed to respond to requests from various stakeholders throughout the state.

This project allowed the Delaware Department of Transportation (DelDOT) and other TRCC partners to continue to respond to statewide needs for expanded crash data analysis by updating the Environmental Systems Research Institute (ESRI) processes for the ArcGIS mapping and analytics software to allow the system to run more quickly, developing a customizable routing system for crash buffers, implementing a robust and practical roadway search tool, and adjusting crash domains to match those of the Delaware Justice Information System (DelJIS) software program.



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. 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.



Police Traffic Services

LAW ENFORCEMENT LIAISON

Project Code(s): OHB520-01

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.

FALL OP/DISTRACTED DRIVING ENFORCEMENT

Project Code(s): OHOS20-02

OHS combined enforcement for Occupant Protection and Distracted Driving for four mobilizations. Officers worked this enforcement, as part of the Safe Family Holiday campaign, combining multiple priority areas with increased paid media and a safe holiday message. The mobilization took place from December 1, 2019 – December 21, 2019 between the hours of 12 PM – 11 PM. The four-hour enforcements were scheduled as data indicates that crashes are consistent throughout the day. OHS also recognizes the increased likelihood of vehicle occupants being unbuckled during nighttime hours. This time frame allows officers to prioritize nighttime hours should they chose.

Participating Agencies: Bridgeville PD, Clayton PD, Dagsboro PD, Delaware City PD, Delmar PD, Dover PD, Ellendale PD, Elsmere PD, Felton PD, Georgetown PD, Greenwood PD, Harrington PD, Laurel PD, Middletown PD, Milford PD, Millsboro PD, New Castle County PD, Newark PD, Newport PD, Ocean View PD, Seaford PD, Selbyville PD, Smyrna PD, University of Delaware PD, Wilmington PD, Wyoming PD, Delaware State Police

Hours Worked	Patrols	Seat Belt Arrests	Cell Phone Arrests	Child Restraint Arrests	Other Arrests	Total Arrests
516	129	138	170	5	619	932



SAFE FAMILY HOLIDAY OP/DISTRACTED DRIVING

Project Code(s): OHOS20-02

OHS combined enforcement for Occupant Protection and Distracted Driving for four mobilizations. Officers worked this enforcement, as part of the Safe Family Holiday campaign, combining multiple priority areas with increased paid media and a safe holiday message. The mobilization took place from December 1, 2019 – December 21, 2019 between the hours of 12 PM – 11 PM. The four-hour enforcements were scheduled as data indicates that crashes are consistent throughout the day. OHS also recognizes the increased likelihood of vehicle occupants being unbuckled during nighttime hours. This time frame allows officers to prioritize nighttime hours should they chose.

Participating Agencies: Blades PD, Bridgeville PD, Camden PD, Clayton PD, Delaware City PD, Dover PD, Ellendale PD, Elsmere PD, Georgetown PD, Greenwood PD, Harrington PD, Laurel PD, Middletown PD, Milford PD, Milton PD, New Castle City PD, New Castle County PD, Newark PD, Newport PD, Rehoboth Beach PD, Seaford PD, Smyrna PD, Wilmington PD, Wyoming PD, Delaware State Police

Hours Worked	Patrols	Seat Belt Arrests	Cell Phone Arrests	Child Restraint Arrests	Other Arrests	Total Arrests
408.3	104	70	150	5	501	726

WINTER OP/DISTRACTED DRIVING ENFORCEMENT

Project Code(s): OHOS20-03

OHS combined enforcement for Occupant Protection and Distracted Driving for four mobilizations. This enforcement covered the winter months from January 10 – February 24, 2020. The enforcements were scheduled as data indicates that crashes are consistent throughout the day. The four-hour enforcements were conducted between 11 AM to 11 PM. OHS also recognizes the increased likelihood of vehicle occupants being unbuckled during nighttime hours. This time frame allows officers to prioritize nighttime hours should they chose. This enforcement had the highest number of cell phone citations of the four combined Occupant Protection/Distracted mobilizations.

Participating Agencies: Blades PD, Bridgeville PD, Camden PD, Cheswold PD, Clayton PD, Dagsboro PD, Delaware City PD, Dover PD, Ellendale PD, Elsmere PD, Felton PD, Georgetown PD, Greenwood PD, Harrington PD, Middletown PD, Milford PD, Millsboro PD, Milton PD, New Castle City PD, New Castle County PD, Newark PD, Newport PD, Rehoboth Beach PD, Seaford PD, Smyrna PD, Univ. of Delaware PD, Wilmington PD, Wyoming PD, Delaware State Police

Hours Worked	Patrols	Seat Belt Arrests	Cell Phone Arrests	Child Restraint Arrests	Other Arrests	Total Arrests
494.5	122	144	337	7	953	1,441



SUMMER OP/DISTRACTED DRIVING ENFORCEMENT

Project Code(s): OHOS20-04

OHS combined enforcement for Occupant Protection and Distracted Driving for four mobilizations. Officers worked July 14 – August 18, 2020, supporting a time of year when more drivers are involved in unrestrained/distracted driving crashes due to summer travel. The four-hour blocks of enforcement were conducted from 11 AM to 3 AM. OHS also recognizes the increased likelihood of vehicle occupants being unbuckled during nighttime hours. This time frame allows officers to prioritize nighttime hours should they chose.

Participating Agencies: Bethany Beach PD, Blades PD, Bridgeville PD, Camden PD, Cheswold PD, Clayton PD, Dagsboro PD, Ellendale PD, Elsmere PD, Felton PD, Fenwick Island PD, Georgetown PD, Greenwood PD, Harrington PD, Kenton PD, Laurel PD, Middletown PD, Milford PD, Millsboro PD, Milton PD, New Castle City PD, New Castle County PD, Newark PD, Newport PD, Ocean View PD, Rehoboth Beach PD, Seaford PD, Selbyville PD, Smyrna PD, Seaford PD, Wilmington PD, Wyoming PD, Delaware State Police

Hours Worked	Patrols	Seat Belt Arrests	Cell Phone Arrests	Child Restraint Arrests	Other Arrests	Total Arrests
773	207	147	320	3	824	1,294

POLICE TRAFFIC SERVICES PROJECTS NOT IMPLEMENTED

OHS HIGHWAY SAFETY CONFERENCE

Project Code(s): OHBB20-01

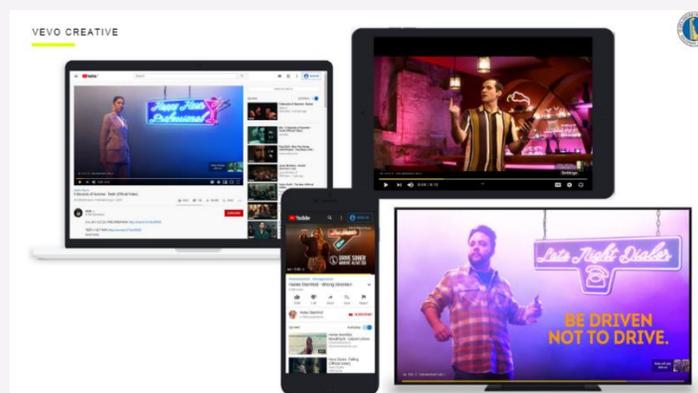
The last OHS Highway Safety Conference was held in 2017, the project was planned for FY 2020. However, due to the COVID-19 Public Health Emergency, this conference was postponed. OHS will look to plan a conference for FY 2021 either in-person or virtually.

Paid Media & Communications Program

IMPAIRED DRIVING PAID MEDIA

Project Code(s): OHIM20-01, ABBD20-01, EAPM20-01, EAPN20-01, ABAJ20-01, DAPM20-01

The Delaware Office of Highway Safety coordinated multiple education and outreach campaigns to support impaired driving programming initiatives throughout FY 2020. OHS developed this year's strategy including traditional and digital audio spots, and banner Ads, Facebook promoted posts, YouTube videos, and additional paid media efforts as summarized below:



OHS Presents the "Happy Hour Professional," "Fri-Yay-Er," "Power Lifter," and "Late-Night Dialer," Creative(s) – Part of the "Righteous Riders" Campaign for FY 2020

FY 2020 Impaired Driving Awareness Efforts

The Office of Highway Safety created a new campaign for FY 2020 surrounding the "Righteous Riders." These heroic drivers use their abilities to know their limits and strengths to steer away from danger. They protect others. They pass the keys. They plan a ride and they are *driven not to drive*.

The new "Righteous Riders" impaired driving campaign assets include:

- 4 :15 video spots
- 4 high-resolution creative photograph assets
- 4 radio spots
- Digital banner ads, social media ads, and theater slides

OHS used the new FY 2020 impaired driving campaign in addition to social media campaigns and public outreach to distribute impaired driving awareness messaging through these diverse channels:



Traditional Media:

The “Righteous Riders” campaign messages were distributed through the following paid media channels:

- Cable TV
- Movie theater slides – Rehoboth Beach
- :30 radio (terrestrial and internet) statewide
- Digital Display Banners – AdTheorent, Division D
- Spotify – audio ad static banners
- VEVO - :15 video
- Facebook/Instagram newsfeed ads and video ads
- Billboards in Wilmington and Dover
- Bar/restaurant coasters; Bar/restaurant posters statewide
- Liquor store floor graphics
- Posters and Mirror clings placed in bars/restaurant restrooms statewide
- Hispanic print
- Corporate Partner engagement and collateral distribution

Social Media:

In FY 2020, to inform the development of a more compelling social media and digital engagement strategy, OHS critically evaluated how target audience’s wants/needs have evolved in recent years. OHS found that users now expect brands to be helpful and responsive at every stage of engagement, and to lead educational and outreach initiatives that drive community enrichment. Users are looking to be entertained and informed versus lectured and identify storytelling as the preferred delivery method. Additionally, at the time, users communicated a desire for more video content on social media and digital platforms, demonstrating 95% message retention when engaged through this format. Recognizing the significance of this inflection point, OHS sought to create an industry-leading highway safety digital experience to provide Delawareans with more impactful reasons to change their driving behaviors, thus further reducing fatalities and crashes on the State’s roadways.

- Development of 38 social media posts across 10 campaign enforcements, capitalizing on how we can help drivers make the responsible decision and avoid getting behind the wheel under the influence of alcohol, illicit drugs, and prescription medications in interactive and innovative ways.

Checkpoint Strikeforce (CPSF)

In addition to our impaired messaging paid media efforts, CPSF is preceded and followed by media advisories. Media interests in DUI checkpoints are significant, providing earned media. Additionally, social media posts are used to announce each CPSF effort. The OHS impaired driving program manager, law enforcement liaison and public information officer work together to implement the communications surrounding each CPSF event throughout the year. FY 2020 saw 3 checkpoint enforcement events throughout the state for Halloween 2019, Thanksgiving 2019, and Safe Family Holiday 2019.

SoberLift Ridesharing Program – Sober Ride Partnership with Lyft

In partnership with the ridesharing company, Lyft, OHS provided a limited number of Lyft vouchers in FY 2020. Codes were advertised for specified periods via paid, digital, and earned media. All discount codes used were funded through donations from various safety and corporate partners throughout Delaware. One SoberLift activation was held in FY 2020 during the Thanksgiving holiday weekend. Additional activations were scheduled but postponed due to the COVID-19 Public Health Emergency. OHS funding was used for public relations efforts.



From Wednesday, November 27, 2019 at 3 p.m. to 2 a.m. Sunday, December 1, 2019, OHS provided free Lyft vouchers (maximum value of \$15) for individuals who wanted a safe ride during that period statewide. Of the available 600 codes, there were 372 redemptions and 262 new sign-ups (62% success rate).

SoberLift Outreach:

- Activation promoted during Safe Family Holiday Press Conference and via Facebook Live Stream
- Social Media and Digital Advertisements
- SoberLift Ridesharing Program Awareness *Street Teams*
- Earned media through E-blast distribution of press release and media advisory

NASCAR “Use Your Melon, Drive Sober 200” Dover Fall Race

DOHS sponsored the *Use Your Melon, Drive Sober 200*, NASCAR Xfinity Series playoff race at the Dover International Speedway on October 5, 2019 to drive impairment awareness and messaging amongst our target audience. Additionally, the office sponsored long-time highway safety partner and professional NASCAR driver, Ross Chastain, which included the “Use Your Melon, Drive Sober” messaging on his professional racing stock car, live television, all electronic and digital communications, plus his presence at highway safety public outreach events throughout the state. OHS recognized two Delaware law enforcement officers for their passion and dedication to highway safety by nominating them for the positions of Grand Marshal and Honorary Starter. Lieutenant Tracy Condon of the Delaware State Police served as Grand Marshal, and Corporal Philip Bishop of the Clayton Police Department served as the Honorary Starter.



“Use Your Melon, Drive Sober 200” Victory Lane – Cole Custer, Xfinity Series Winner, Dover International Speedway

Impaired Awareness Public Education Events & Outreach

OHS conducted multiple impaired messaging outreach events between Oct. 1, 2019 – March 2020 throughout Delaware up until the COVID-19 Public Health Emergency ceased all outreach operations for the remainder of FY 2020. These events included college football games, Delaware State Parks, Delaware State Fair, First Responders Day, and various festivals throughout the state. OHS and the Division of Alcohol and Tobacco Enforcement (DATE) worked together to create a first-of-its-kind “Drive Sober/ Bar Restaurant” outreach campaign including 400 banners distributed through DATE officers to bars and restaurants around the state to promote employees and patrons to drive sober and ensure the “to-go” alcohol containers are taken home to be consumed.



OCCUPANT PROTECTION/DISTRACTED DRIVING PAID MEDIA

Project Code(s): OHOD20-01, OHCT20-01

The Delaware Office of Highway Safety coordinated multiple outreach campaigns to support Occupant Protection Driving programming initiatives throughout FY 2020. OHS combined Occupant Protection and Distracted Driving in many instances to support high visibility enforcement. OHS developed this year's strategy including traditional and digital audio spots, and banner Ads, Facebook promoted posts, videos, and additional paid media efforts as summarized below:

Count to Three – COVID-19 Highway Safety Messaging Campaign

Due to the COVID-19 Public Health Emergency in FY 2020, the annual Click It or Ticket campaign was postponed until November 2020 (FY 2021). In its place, OHS developed a strategic campaign highlighting buckling up, distracted driving, speed awareness, and motorcycle safety messaging during the pandemic.

Traditional Media:

Paid and earned media efforts targeted males ages 18-years-old to 34-years-old. DOHS used broadcast and digital audio spots and banner ads, Facebook promoted posts, digital videos, Clear Channel and Premium outdoor billboards, and additional paid media efforts as summarized below:

- Cable TV– Statewide coverage on networks targeting males 18-34 Rural, African American focus on BET, CMDY, ESPN, FX, MTV, SPK, TOON, TRU, USA

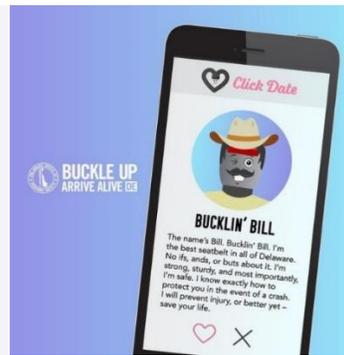
Digital Media:

- Spotify state of DE :15 Audio and companion banners
- AdTheorent – video and banner ads
- CTV/OTT - :15 video
- VEVO - :15 video
- Facebook – newsfeed and video ads
- Outdoor – 4 Billboards statewide
- Terrestrial radio - :30 spots top stations statewide

Social Media:

In FY 2020, OHS continued to deliver the highly memorable, road safety social media campaigns that users have come to rely on to communicate desired driver and passenger behaviors, in alignment with enforcement and community outreach plans.

- 24 social media posts during 3 campaign enforcements were developed and executed across the OHS social media platforms.



Valentine's Day Buckle Up Social Media Creative "Bucklin' Bill"

Occupant Protection/Distracted Driving Awareness Public Education Events & Outreach

OHS developed a comprehensive occupant protection outreach program while simultaneously pivoting the program throughout the year to allow for changes due to the COVID-19 Public Health Emergency. The following outreach campaigns and events took place in FY 2020:

- iRacing Virtual Racing Event with NASCAR Driver, Ross Chastain & Buckle Up Pledge Contest
- High School State Sports Championships



NASCAR Driver Ross Chastain hosting the DOHS Buckle Up iRacing Virtual Racing Event & Contest

Child Passenger Safety (CPS) and CPS Week Awareness Efforts

During the September 2020 Child Passenger Safety Awareness Week, OHS funded and coordinated several paid media and earned media initiatives to promote Child Passenger Safety awareness and the OHS fitting stations. OHS ran display banner ads, and Facebook Promoted Posts. In addition, one of the child passenger safety fitting station coordinators created a virtual webinar series to discuss common issues with car seats, education, and Q&A which was distributed throughout Delaware via social media campaign and e-blast.

Traditional Media

- AdTheorent – banner ads targeting parents of children 12 and under – state of DE
- Facebook/Instagram – newsfeeds targeting parents of children 12 and under – state of DE

Social Media

OHS and Dearth Associates developed a social media campaign strategy for CPS Week in FY 2020.

- 6 social media posts were executed across the OHS social media platforms.
- An additional 10 heatstroke prevention posts were developed by the DOHS fitting station coordinator for Kent and Sussex Counties to be strategically implemented via social media throughout the summer season.

DISTRACTED DRIVING PAID MEDIA

Project Code(s): OHOD20-01

OHS developed two Distracted Driving Awareness campaigns for FY 2020. The first campaign focused on the variety of handheld distractions that may arise while driving and ensuring drivers and passengers buckle up for every trip, every time. The second campaign conveyed the same distracted driving/buckle up messaging but included sensitivity surrounding the pandemic at the time.



Distracted Driving Campaign Creative

Traditional Media

The paid media plan included:

- Gas station TV statewide
- :30 radio spots – Country, Rock and Contemporary Hits stations statewide
- Facebook/Instagram – newsfeed/carousel ads
- Division D – mobile and desktop banner ads targeting state of DE, A 18-34

Social Media

In March 2020, the COVID-19 Public Health Emergency hit the United States, inciting stress, worry, sadness and even panic. Delawareans were experiencing new levels of distraction, and OHS began to see an impact on everyday safe driving behaviors that were putting all drivers and passengers in danger. An integrated social media campaign was quickly created to address the three road safety topics that had become the most important during this time – *Distracted Driving, Speeding/Aggressive Driving and Pedestrian Safety.*

The integrated campaign ran from April 6, 2020 to May 18, 2020 and was comprised of two messaging strategies: 1) Friendly Safety Reminders provided quick tips for road and health safety using an understanding tone, and 2) #LoveYourNeighbor reached for the heart to acknowledge audience emotions and to reinforce the national “in this together” message. In addition to the 14 campaign posts, OHS consistently shared COVID-19 Public Health Emergency updates and information disseminated by other Delaware state agencies, including Governor John Carney’s Office, the Delaware Department of Health, and the Delaware Division of Motor Vehicles, to demonstrate community coordination.

- In addition to the pivoted messaging strategy for the pandemic, OHS developed April's Distracted Driving Month social media campaign comprising of six social media posts executed across the OHS social media platforms.

Distracted Driving Awareness Public Education Events & Outreach

OHS launched a first-of-its-kind Distracted Driving Virtual Meet-and-Greet with professional baseball player, Chad Kuhl, and his wife, Amanda Kuhl, former Miss Delaware, 2016. The following components were included with the Distracted Driving event:



Chad & Amanda Kuhl Social Media PSA + Facebook Live Virtual Event

- PSA's developed by both Chad & Amanda Kuhl including distracted driving awareness messaging
- Social media posts and video advertisements featuring Chad & Amanda Kuhl promoting the Distracted Driving awareness messaging
- Virtual pledge website where fans signed a pledge to not drive while distracted for a chance to win a Q&A session with Chad & Amanda Kuhl
- Virtual Event: Q&A session with Chad & Amanda Kuhl held at the Wilmington Blue Rocks Frawley Stadium with public address announcer Kevin Linton, and the distracted driving pledge winner from the virtual pledge website. The event was broadcast live on Facebook on the DOHS page.

SPEED PAID MEDIA

Project Code(s): OHSP20-01

The Delaware Office of Highway Safety coordinated paid media and outreach campaigns to support Speed awareness driving programming initiatives. OHS developed this year’s strategy and used traditional and digital audio spots, and banner Ads, Facebook promoted posts, videos, and additional paid media efforts as summarized below.

OHS brought back “Stu” for its paid media messaging for FY 2020. Originally spun-off of the “Dave” Click It or Ticket promotion, the “Stu” character was aimed towards the 18 – 34-year-old male demographic.



Speed Campaign Creative “Stu” for FY 2020

FY 2020 Speed Awareness Efforts

Traditional Media:

- :30 movie theater spots statewide
- Radio – Country, Contemporary Hits and Rock formats statewide

Digital Media:

- Spotify: :30 Audio, Banner Ads
- Vevo – Desktop and mobile video ads, geo: Delaware, M18-34, interest in: Racing, Driving, Extreme Sports
- Facebook/Instagram newsfeed ads targeted to M18-34 in the State of DE with an interest in: Racing, Driving, Extreme Sports

Social Media:

FY 2020 Speed Awareness social media mobilizations ran throughout the fiscal year in conjunction with high visibility enforcement periods. To maximize awareness for these initiatives, we implemented the following social media tactics:

- Development of 13 social media posts implemented across 4 campaign mobilizations throughout the year to engage our target audience while driving home the message to slow down while driving on Delaware roadways.



Winter Speeding Creative Campaign Social Media Post – FY 2020

Speed Awareness Public Education Events & Outreach

OHS developed a robust speed public awareness events and outreach program for FY 2020, despite the number of closures and changes due to the COVID-19 Public Health Emergency. The following events were included for outreach with on-site booths, staff, and/or digital/banner messaging presence:

- High School State Championship Games
- Choices Matter High School Presentations for Teen Drivers

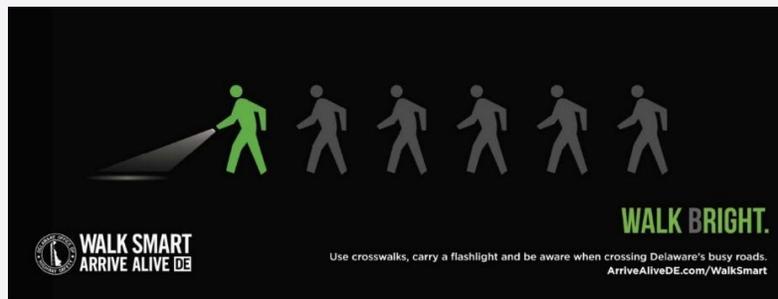
PEDESTRIAN/NON-MOTORIZED SAFETY PAID MEDIA

Project Code(s): OHPM20-01, PEDN20-01, PEDP20-01

The Delaware Office of Highway Safety coordinated paid media and outreach campaigns to support Pedestrian Safety programming initiatives for FY 2020. OHS developed this year's strategy and used traditional and digital audio spots, and banner Ads, Facebook promoted posts, videos, and additional paid media efforts and outreach as summarized below:

FY 2020 Pedestrian Safety Awareness Efforts

The Office of Highway Safety continued using the Pedestrian Safety "Walk Smart, Walk Bright," paid media campaign.



The New Pedestrian Safety Creative Demonstrates How To "Walk Bright"

Traditional Media:

- Gateway Transit– Bus shelter wraps and interior cards
- Jolly Trolley – highly visible exterior panel on transit at the beach

OHS was successful in securing ten regional and local media placements highlighting the Pedestrian Safety program and stories generated over 550,000 in reach and resulted in additional activity and engagement on social media.

Digital Media:

- Facebook/Instagram – newsfeed ads
- VEVO – desktop and mobile :15 video

Social Media:

FY 2020 Pedestrian Awareness social media mobilizations ran throughout the fiscal year in conjunction with high visibility enforcement periods. To maximize awareness for these initiatives, we implemented the following social media tactics:

- Development of 15 social media posts implemented across 4 campaign mobilizations throughout the year to engage our target audience to walk smart and walk bright on Delaware roadways and sidewalks.



Pedestrian Safety Public Education Events & Outreach

During FY 2020, OHS developed a pedestrian safety public education event and outreach strategy to bring the highway safety messaging to target audiences during specific gatherings and festivities. On-site engagement and marketing materials were set up during each activation. These events included:

- Phase One 5K at Hudson Fields
- Boo at the Zoo



MOTORCYCLE PAID MEDIA

Project Code(s): OHMM20-01, MCPB20-01, MCPC20-01

The Delaware Office of Highway Safety coordinated paid media campaigns and outreach initiatives to support our motorcycle safety targets for FY 2020. OHS developed this year's strategy and used traditional and digital audio spots, and banner Ads, Facebook/Instagram promoted posts, videos, and additional paid media efforts and outreach as summarized below:

FY 2020 Motorcycle Awareness Driving Efforts

Motorists:

Traditional Media:

- Clear Channel Outdoor – Billboard(s) covering scenic routes statewide
- Gas Pump Toppers and Squawkers, average four signs/squawkers per stations
- 20 Stations covering all three counties

Riders:

Digital Media:

- Google/Bing Text Ads targeted across Delaware
- Facebook/Instagram media targeted across Delaware to males between the ages of 35-64 who own a motorcycle and/or have an interest in motorcycles
- Desktop & Mobile Ads

Social Media:

FY 2020 Motorcycle Safety Awareness social media mobilizations ran throughout the fiscal year in conjunction with high visibility enforcement periods and the higher trending months for motorcycle crashes between May – September. To maximize awareness for these initiatives, we implemented the following social media tactics:

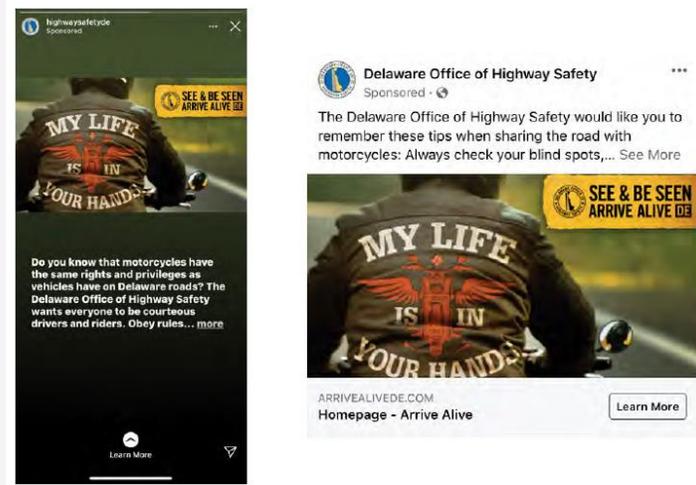
- Development of 11 social media posts implemented across 2 campaign mobilizations throughout the year to engage our target audiences of motorists to *Look Twice and Save a Life*, and for riders to *Be Seen* on the roads while riding.

Motorcycle Safety Public Education Events & Outreach

FY 2020's motorcycle public education and outreach strategy shifted to account for the COVID-19 Public Health Emergency. In response to the changes and restrictions for public gatherings throughout the state, OHS implemented a motorcycle safety campaign including the following tactics.

The following materials were delivered to 75+ motorcycle shops and rider-friendly businesses across the state of Delaware in FY 2020:

- Coasters
- Bumper Stickers
- Yard Signs



Facebook/Instagram Motorcycle Social Media Advertising

Additionally, OHS launched a digital advertising campaign while utilizing the motorcycle paid media creatives across the office's social media platforms.



TEEN DRIVER PAID MEDIA

Project Code(s): OHSP20-01

The Delaware Office of Highway Safety coordinated paid media campaigns and outreach initiatives to support our teen driver safety targets for FY 2020. OHS developed this year's strategy and used traditional and digital audio spots, and banner Ads, Facebook/Instagram promoted posts, videos, and additional paid media efforts and outreach as summarized below:

Social Media:

FY 2020 Teen Driving Awareness social media mobilizations were launched in FY 2020 in conjunction with National Teen Driver Safety Week. To maximize awareness for these initiatives, we implemented the following social media tactics:

- Development of 8 social media posts and launched on the DOHS social media platforms throughout National Teen Driver Safety Week to engage our target audience to follow each of the OHS mission priority areas when driving or walking.

Teen Driving Public Education Events & Outreach

Choices Matter Marketing Campaign

The Delaware Office of Highway Safety developed the Choices Matter marketing Campaign. The Choices Matter initiative is a life-changing program using personal stories and interactive materials to inspire students to make the right choices while behind the wheel.

The Choices Matter program includes:

- An in-school speaker to share their personal stories to connect with students
- Interactive display that includes goggles and a driving simulator to engage and involve students
- Campaign materials including posters, banners, and digital media that are provided to the schools so the messaging can continually influence and remind students that choices matter

Each school received a campaign resource kit. The kit included full-color campaign posters, print outs of recommended school announcement messages and parent driver contracts. It also included a flash drive with digital copies of posters, logos, videos, recommended school public service announcement messages, parent driver contracts, and surveys.

Choices Matter - Teen Driver Safety Week

The Delaware Office of Highway Safety developed and produced PSA radio spots to be distributed and aired for Teen Driver Safety Week. Alliance also provided each school with a promotional kit including information for school resource officers to implement a You've Been Ticketed program, as well as a yard sign promoting Teen Driver Safety Week.



SAFE FAMILY HOLIDAY PAID MEDIA

Project Code(s): OHCT20-01, OHOD20-01, OHPM20-01, OHIM20-01

The Delaware Office of Highway Safety participates in the national mobilization Safe Family Holiday which is heavily focused on the following priority areas during the winter holiday season: Impairment, Occupant Protection/Distracted Driving, Pedestrian, and Speed. The annual mobilization is funded by OHS for both enforcements and paid media & outreach campaigns.

OHS developed a new creative campaign series for the Safe Family Holiday activation. The campaign is focused on utilizing popular holiday carols and spinning them with highway safety messaging.

Traditional Media:

- Cable TV – networks targeting A 18-34
- :30 movie theater spots statewide
- Radio – Country, Contemporary Hits and Rock formats statewide
- Pandora internet radio :30 Audio, Banner Ads
- Vevo – Desktop and mobile video Ads, geo: Delaware, M18-34, interest in Racing, Driving, Extreme Sports
- Facebook/Instagram newsfeed Ads targeted to M18-34 in the State of DE with an interest in Racing, Driving, Extreme Sports
- Valassis – geo-targeted Video & Banner Ads

Digital Media:

- Facebook Statewide coverage targeting both males and females between 18-59 years old.
- Facebook/Instagram– Newsfeed Ads

Social Media:

FY 2020 Safe Family Holiday Driving Awareness social media mobilizations were launched in FY 2020 in conjunction with the national campaign. To maximize awareness for these initiatives, we implemented the following social media tactics:

- Development of 19 social media posts and launched on the OHS social media platforms throughout November and December to engage our target audience to follow each of the OHS mission priority areas when driving or walking during the winter holiday season.



Delaware Law Enforcement and Safe Family Holiday Special Guest Speakers + Highway Safety Snowman

Safe Family Holiday Public Education Events & Outreach

Public Relations activities included:

- Kick off press conference at Iron Hill Brewery Restaurant
- E-Blast distribution and media outreach (media advisory, run-of-show, press release)
- Facebook Livestream of kickoff event
- Partnership Outreach
- Street Teams launched in 5 deployments statewide throughout the month of December

OHS secured nearly 30 regional and local media placements in earned media highlighting the Safe Family Holiday campaign.





AMBASSADORS OF SAFETY VIDEO SERIES

Project Code(s): OHVD20-01



Ambassadors of Safety Video Series Logo

The Delaware Office of Highway Safety coordinated an Ambassadors of Safety Video Series in FY 2020 to reach the target audience(s) through non-law enforcement traffic safety partners from Delaware and will continue the series in FY 2021 with members of the Delaware law enforcement community. The video series originally included selected ambassadors from both law enforcement and non-law enforcement, however, due to the COVID-19 Public Health Emergency, the law enforcement portion of the video series to be produced in conjunction with AB&C was postponed until FY 2021.

Within the past few years, it had become clear to OHS that its target audience was demonstrating an appetite for more video content. To introduce more heartfelt, genuine highway safety storytelling into the Office's engagement strategy, and to build greater awareness for Delaware's safety community, OHS launched the Ambassadors of Safety video series. The branded video series was designed as a set of 1-2-minute episodes dedicated to one road safety topic and explored the level of coordination that occurs across Delaware and its traffic safety partners to keep roadways safe for all residents and visitors.

In FY 2020, OHS created three Ambassadors of Safety videos focused on Impaired Driving, Teen Driver Safety and Child Passenger Safety, and introduced Delawareans to its partnerships with ChristianaCare, Delaware State Crime Lab, and our very own Child Passenger Safety Technician. Each video was launched during a relevant road safety mobilization and promoted through all social media platforms using 15-second teaser videos. All videos reside on the new ArriveAliveDE.com, to drive users to one centralized destination for all things road safety.



ARRIVEALIVEDE WEBSITE

Project Code(s): OHWS20-01

The Office of Highway Safety begun coordinating the redesign of the OHS ArriveAliveDE website in FY 2020.

FY 2020 ArriveAliveDE Website Efforts

In June 2020, the Delaware Office of Highway Safety soft-launched a new highway safety website, <https://www.arrivealivede.com/>, with more information, resources and interactive tools across the nine road safety topics determined to be the priority areas by DOHS's rigorous analyses of crash data and trends. These include Seat Belt Safety, Distracted Driving, Impaired Driving, Drugged Driving, Speeding, Pedestrian Safety, Child Passenger Safety, Motorcycle Safety, and Teen Driver Safety. The new website was designed as a single, dynamic platform to expand road safety conversations, to build an online safety community, and to compel behavior change with memorable, shareable content.

Each dedicated road safety page is comprised of a strategic and diverse set of content, including the latest fatality and crash data, driver and passenger tips, common myths, safety calculators, quizzes, social norming and instructional videos and statewide resources to enhance knowledge and skills. To ensure promotion of DOHS' full public offering, specific pages were developed for News, Events and the Ambassadors of Safety video series. The new website was built with a robust content management system, allowing for updates to be made immediately and conveniently by DOHS to ensure all highway safety content is timely, relevant and in sync with broader public awareness efforts.

Website Success measurement

In the 3 months following the soft launch, from June 26, 2020 through September 30, 2020, ArriveAliveDE.com garnered 35,148-page views, 25,352 of which are unique page views. In addition, of the 35,148-page views, 23,707 of those users subsequently navigated to other pages on the site, thereby demonstrating a value for the site content and experience. Of additional note, the *Drive Sober* page received the most page views with 16,115, and the *Secure the Kids*, *Walk Smart*, and *Respect the Ride* pages achieved average page visits exceeding two minutes, which aligns with the industry benchmark of two to three minutes.

ArriveAliveDE.com is on target to be officially launched to the public in early FY 2021 with even more highway safety information, tools, and functionality. To elevate the digital platform beyond the traditional one-size-fits all website, visitors will then be able to select 1 of 5 user roles to tailor their experience to the safety content they desire most. These user roles include *Driver*, *Pedestrian*, *Parent*, *Teen Driver*, and *Motorcycle Rider*.

Social Media Success Measurement

In FY 2020, DOHS continued to activate its key road safety messages across Facebook, Instagram, and Twitter, and introduced Snapchat to connect with the younger segment of the target audience. The Office's engagement strategy was predicated on the belief that a diversity of content will keep messages fresh and the audience engaged from mobilization to mobilization. Content was delivered utilizing a variety of post types/formats (with heavy emphasis on video), seasonal visual treatments and trending themes, and new creative approaches were introduced to create a robust and differentiated offering. These creative approaches included mocktail recipes, memes, picture scrambles and pictograms, calculators, and a seat belt selfie campaign to encourage user-generated content.



OHS utilizes a broad set of analytics to evaluate its engagement strategies across the four social media platforms and to inform messaging and visual development of all social media content in consideration of target audience behaviors and preferences. The following table provides a performance snapshot of impressions, engagements, and followers for FY 2020 in consideration of FY 2019. It is important to note that, due to a decrease in mobilization budgets, the number of content items decreased from FY 2019 to FY 2020 as follows:

- > Facebook: 394 posts → 256 posts
- > Instagram: 161 posts → 159 posts
- > Twitter: 435 posts → 205 posts

Delaware Office of Highway Safety – IMPRESSIONS		
	FY2019 Impressions	FY 2020 Impressions
Facebook	8,731,141	12,050,783
Instagram	136,275	1,200,656
Twitter	582,290	416,740

Delaware Office of Highway Safety – ENGAGEMENTS		
	FY2019 Engagements	FY 2020 Engagements
Facebook	92,991	125,472
Instagram	3,390	2,878
Twitter	6,857	2,919

Delaware Office of Highway Safety – FOLLOWERS				
	FY2017 Followers	FY2018 Followers	FY2019 Followers	FY 2020 Followers
Facebook	8,837	10,776	11,649	12,013
Instagram	258	1,211	1,246	1,399
Twitter	5,213	5,426	5,611	5,851
Snapchat	XX	XX	XX	136

In addition to increasing followership across all platforms, DOHS also saw a 35% increase in engagements on Facebook, up to 125,472 in FY 2020 from 92,991 in FY 2019. More importantly, the Facebook applause rate – the measure of the audience that approves of the content – increased to 68% in FY 2020 from 22% in FY 2019. This key performance metric indicates that DOHS’ social media content more effectively and impactfully resonated with its audience, thereby increasing the potential for behavior change.

The Office will continue to stay at the forefront of new trends, approaches, and technologies to make its social media presence more meaningful and memorable to its target audiences, and ultimately to reduce Delaware roadway fatalities with behavioral change.



SNAPCHAT LAUNCH AND PROMOTION

Project Code(s): SNAP20-01

Snapchat shows the personal side of a brand. In FY 20, OHS launched and promoted Snapchat. The platform is designed to give the audience a sneak peek as to what goes on behind the scenes of your organization. This structure will naturally support OHS's event presence, video series creation, street teams and additional community outreach to foster a deeper connection with Delawareans. Snapchat affords the ability to embed links in snaps, sponsored geo-filters, snap stories, and shareable lenses & filters to promote additional engagement and connectivity with OHS.



Planning & Administration

FY 2020 – ADDITIONAL INITIATIVES

GENERAL OPERATING EXPENSES

Project Code(s): OHHG20-01

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(s): OHHE20-01

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

TECHNOLOGY INITIATIVES

Project Code(s): OHHH20-01

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 SALARIES AND BENEFITS

Project Code(s): OHO220-01, OHA320-01

Salaries and benefits support the Accountant and the Administrative Specialist. The accountant is responsible for processing fiscal documents as required for the daily operations of the office, managing the agency timesheets, and serving as the agency liaison with the Department’s Fiscal and Human Resources Section. The accountant served as the agency captain for the State Employee Charitable Campaign (SECC) and the Department Chair for SECC. The Administrative Specialist is a part-time casual/seasonal position and is responsible for ordering public information materials, coordinating distribution of materials to increase public awareness, and assisting the Marketing Specialist with public information and education initiatives. The Administrative Specialist also provides administrative support to OHS staff and serves as the agency receptionist.

TRAVEL AND TRAINING

Project Code(s): OHHD20-01

In FY 2020, prior to the COVID-19 Public Health Emergency, the Office of Highway Safety used travel and training funds to support DOHS staff who attended training and conferences throughout the year or served on boards or committees requiring attendance.

ASSESSMENT OF STATE PROGRESS:

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

PLANNING & ADMINISTRATION PROJECTS NOT IMPLEMENTED

AUDIT FEES

Project Code(s): OHHA20-01

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 2020.



Comprehensive Traffic Safety Program

SALARIES/BENEFITS FOR OHS STAFF

Project Code(s): OHC20-01, OHC20-02, OHC20-03, OHC20-04

Salaries and benefits are provided for staff members who work in multiple program areas. This includes two Management Analyst III positions, which manage, Pedestrian, Motorcycle, Traffic Records, Distracted Driving, Occupant Protection (incl. Child Passenger Safety), Speed Management, and Teen-related projects. A Planning Supervisor who serves as the Deputy Director and manages the Impaired Driving Program; and a Marketing Specialist, who is also responsible for the corporate partner program, management of media relations contracts, and all paid or earned media. The Occupant Protection program manager position is funded 50% Federally and 50% by the State of Delaware.

ANTICIPATED PROJECT PROPOSALS

Project Code(s): OHPP20-01

OHS uses a project proposal method to receive funding requests throughout the year. The process is open-ended, and proposals can be submitted at any time. These requests are typically non-enforcement, though special enforcement requests are considered as well. It is paramount that funds be set aside and available for those proposals that are data-driven and assist in reaching identified traffic safety targets. Funds were reallocated from this project line and assigned to new project codes as OHS received and approved project proposals. Therefore, no funds were spent from OHPP20-01.

ELECTRONIC GRANTS SYSTEM

Project Code(s): OHGS20-01

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. Through DTI, OHS worked on a second development phase to expand the use of the electronic grants system to non-enforcement partners, as well as make a variety of system improvements. Funds were also used to support maintenance and licensing.



Corporate Partner Program

TRAFFIC SAFETY NEWS, MONTHLY ARTICLES, AND CORPORATE PARTNER PROGRAM SUPPLIES

Project Code(s): OHOF20-01

OHS provides corporate partners with a monthly bundle package including the Traffic Safety Newsletter and a drop-in newsletter article. Other materials such as PowerPoint presentations, fact sheets, and additional information are sent to partners for their use via e-mail.

Traffic Safety News (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 helpful tips. Current distribution exceeds 61,250 people. The average distribution for an active partner is 350 people.

The monthly mailings are provided at no cost to our partners. The number and type of materials received are based on the needs of the organization, the number of employees and clients, and availability. For FY 2020, the combined distribution for law enforcement agencies and corporate partners were over 1000 posters and 12,500 flyers.

In FY 2020, OHS recruited several new subscribers from various businesses and organization to receive the electronic TSN despite the COVID-19 Public Health Emergency making it impossible to hold in-person gatherings and events.

Funds are used to purchase mailing supplies, the cost of mailings, and other various items needed to support the operation of the Corporate Partner Program.

Corporate Partner Public Education Events and Outreach

In January 2020, DOHS' Corporate Partner Outreach Coordinator invited all corporate partners to join the office for the bi-annual Corporate Partner meeting. Partners enjoyed networking with other partners, a presentation about the goals and purpose of the DOHS mission, and hosted guest speaker; Lt. Andrew Rubin of the Newark Police Department who discussed alcohol and drug-impaired driving, and how the Drug Recognition Expert Program helps put a stop to that in the state of Delaware.



CORPORATE PARTNER COORDINATOR

Project Code(s): CORP20-01

OHS has a Corporate Outreach Program that is managed by the Corporate Partner Outreach Coordinator. The program works to reach the thousands of Delawareans employed throughout the state with traffic safety messaging. Corporate partners work closely with OHS to evaluate the effectiveness of outreach efforts, offer suggestions, participate in planning events and deliver program messaging to their respective audience. OHS coordinates bi-annual meetings with our corporate partners for collaboration and information sharing.

ASSESSMENT OF STATE PROGRESS:

Corporate Partner Outreach programming initiatives help us achieve our annual goals by sharing our traffic safety messages with our Corporate Partners. Our partners then share it with their employees and clients, allowing us to reach thousands of Delawareans. These programs allow us to reach a large and diverse audience with minimal resources required to do so.



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**NHTSA
Obligations vs.
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Financial Summary

Program Area	Project	Description	Obligation Limitation	Carry Fwd	Obligated Funds	Expended Funds	Carried Fwd into Next FY	Unobligated Balance	Unexpended Balance
154 Transfer Funds									
154 Alcohol									
	154AL-2020-AA-NR-10	DUI Recognition FY 18			\$.00	\$.00	\$10,000.00		\$.00
	154AL-2020-AA-TR-10	DUI Training and Travel FY 18			\$.00	\$.00	\$7,647.99		\$.00
	154AL-2020-AB-AC-10	DUI Tracking System FY 17			\$520.26	\$520.26	\$.00		\$.00
	154AL2020-AB-AE-10	DUI Court FY 17			\$.00	\$.00	\$.00		\$.00
	154AL-2020-AB-AG-10	DUI Training/Travel FY17			\$2,980.06	\$2,980.06	\$.00		\$.00
	154AL-2020-AB-AH-10	DUI TAD Monitoring FY 17			\$33,277.72	\$33,277.72	\$.00		\$.00
	154AL-2020-AB-AK-10	TSRP FY 17			\$44,582.28	\$44,582.28	\$.00		\$.00
	154AL-2020-AC-AA-10	August Checkpoint FY 18			\$.00	\$.00	\$4,282.19		\$.00
	154AL-2020-AC-AA-12	Halloween Checkpoint FY 18			\$16,174.93	\$16,174.93	\$42,142.88		\$.00
	154AL-2020-AC-AA-13	November DUI Patrols FY 18			\$25,978.81	\$25,978.81	\$5,521.19		\$.00
	154AL-2020-AC-AA-14	Thanksgiving Checkpoint FY18			\$24,759.96	\$24,759.96	\$6,290.04		\$.00
	154AL-2020-AC-AA-15	Safe Family DUI Enf FY 17			\$36,038.67	\$36,038.67	\$22,576.40		\$.00
	154AL-2020-AC-AA-90	Drive Sober or Get Pulled Over FY 18			\$2,697.50	\$2,697.50	\$649.11		\$.00
	154AL-2020-AC-AB-10	Safe Family Holiday Impaired Enforcement FY 19			\$.00	\$.00	\$54,343.96		\$.00
	154AL-2020-AB-AB-11	Labor Day Checkpoint FY 19			\$.00	\$.00	\$31,050.00		\$.00
	154AL-2020-AB-AC-12	DSP DUI Mentor Program FY 19			\$212.01	\$212.01	\$14,787.99		\$.00
	154AL-2020-AB-AC-20	Safe Family Holiday Checkpoint FY 19			\$21,627.74	\$21,627.74	\$9,422.26		\$.00
	154AL-2020-AB-AC-30	Superbowl DUI Enforcement FY 19			\$15,090.17	\$15,090.17	\$10,469.83		\$.00
	154AL-2020-AB-AC-40	March DUI Enforcement FY 19			\$14,565.21	\$14,565.21	\$14,594.79		\$.00



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Program Area	Project	Description	Obligation Limitation	Carry Fwd	Obligated Funds	Expended Funds	Carried Fwd into Next FY	Unobligated Balance	Unexpended Balance
	154AL-2020-AC-AB-50	April DUI Patrols FY 19			\$.00	\$.00	\$28,700.00		\$.00
	154AL-2020-AC-AB-60	May DUI Patrols FY 19			\$.00	\$.00	\$21,680.00		\$.00
	154AL-2020-AC-AB-70	July DUI Patrols FY 19			\$20,010.00	\$20,010.21	\$10,709.79		\$.00
	154AL-2020-AC-AB-80	July Checkpoint FY 19			\$.00	\$.00	\$31,050.00		\$.00
	154AL-2020-AC-AB-90	Drive Sober or Get Pulled Over FY 19			\$57,304.09	\$57,304.09	\$13,255.91		\$.00
	154AL-2020-DA-AB-10	DUI Equipment FY 19			\$5,378.00	\$5,378.00	\$93,872.00		\$.00
	154AL-2020-DA-AC-10	Anticipated Projects FY 19			\$.00	\$.00	\$52,948.23		\$.00
	154AL-2020-DA-BA-10	Transdermal Monitoring Program FY 20			\$7,464.02	\$7,464.02	\$59,675.98		\$.00
	154AL-2020-DA-BC-10	Anticipated Projects FY 20			\$.00	\$.00	\$956,056.00		\$.00
154 Alcohol Total					\$328,661.64	\$328,661.64	\$1,501,726.54		\$.00
154 Paid Media									
	154PM-2020-AB-AJ-10	DUI Paid Media FY 17			\$44,667.81	\$44,667.81	\$.00		\$.00
	154PM-2020-DA-PM-10	DUI Paid Media FY 19			\$.38	\$.38	\$5,412.16		\$.00
	154PM-2020-DA-PN-00	DUI Paid Media FY 20			\$200,000.00	\$200,000.00	\$.00		\$.00
154 Paid Media Total					\$244,668.19	\$244,668.19	\$5,412.16		\$.00
154 Transfer Funds Total			1,223,196.00	\$857,272.53	\$573,329.83	\$573,329.83	\$1,507,138.70	\$.00	\$.00
FAST Act 405b High									
	M1HVE-2020-BC-AA-10	OP Enforcement FY 19			\$.00	\$.00	\$38,533.46		\$.00
	M1HVE-2020-CI-EA-10	OP Enforcement FY 20			\$.00	\$.00	\$80,000.00		\$.00
FAST Act 405b High Total					\$.00	\$.00	\$118,533.46		\$.00



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405b High Training									
	M1TR-2020-BB-AL-10	OP/CPS Training/Travel FY 18			\$2,023.56	\$2,023.56	\$11,662.60		\$.00
	M1TR-2020-BC-AB-10	OP/CPS Training FY 19			\$.00	\$.00	\$4,214.48		\$.00
	M1TR-2020-TR-AA-10	OP/CPS Training FY 20			\$.00	\$.00	\$4,921.87		\$.00
405b High Training Total					\$2,023.56	\$2,023.56	\$20,798.95		\$.00
405b High Public Education									
	M1PE-2020-BC-AE-10	OP Paid Media FY 19			\$.00	\$.00	\$135,000.00		\$.00
	M1PE-2020-BE-AI-10	Fitting Station Paid Media FY 17			\$.00	\$.00	\$.00		\$.00
	M1PE-2020-PM-OA-10	OP Paid Media FY 20			\$.00	\$.00	\$125,000.00		\$.00
405b High Public Education Total					\$.00	\$.00	\$260,000.00		\$.00
405b High Community CPS Services									
	M1CPS-2020-BC-AC-10	Fitting Station Supplies FY 19			\$.00	\$.00	\$4,214.48		\$.00
	M1CPS-2020-BC-AD-10	Fitting Station Salaries FY 19			\$14,125.94	\$14,118.50	\$7.44		\$.00
	M1CPS-2020-BE-AC-10	Fitting Station Salaries FY 17			\$6,114.08	\$6,114.08	\$.00		\$.00
	M1CPS-2020-BE-AE-10	Fitting Station Supplies FY 18			\$1,939.15	\$1,939.15	\$12,480.33		\$.00
	M1CPS-2020-SA-LA-10	Fitting Station Salaries FY 20			\$20,389.97	\$20,389.97	\$16,304.43		\$.00
	M1CPS-2020-SU-PA-10	Fitting Station Supplies FY 20			\$.00	\$.00	\$5,500.00		\$.00
405b High Community CPS Services Total					\$42,561.70	\$42,561.70	\$38,506.68		\$.00
405b OP High									
	M1X-2020-BA-AM-10	Click4Life Smart Drive FY 17			\$764.65	\$764.65	\$.00		\$.00
	M1X-2020-SR-VB-10	Seat Belt Surveys FY 19			\$.00	\$.00	\$6,979.79		\$.00



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	M1X-2020-SR-VC-10	Seat Belt Survey FY 20			\$.00	\$.00	\$36,000.00		\$.00
405b OP High Total					\$764.65	\$764.65	\$42,979.79		\$.00
405b OP High Paid Advertising	M1*2020-BC-AF-10	OP/DD Paid Media FY 19			\$.00	\$.00	\$.00		\$.00
FAST 405b OP High Total			\$288,116.27	\$238,052.52	\$45,349.91	\$45,349.91	\$480,818.88	\$.00	\$.00
FAST 405c Data Program									
	M3DA-2020-AA-LK-10	Data Analyst Contract FY 17			\$3,143.93	\$3,143.93	\$.00		\$.00
	M3DA-2020-AA-LL-10	TRCC Strategic Plan/ Implementation FY 17			\$6,009.42	\$6,009.42	\$.00		\$.00
	M3DA-2020-CA-BA-10	QA/QC E Crash FY 18			\$79,338.91	\$79,338.91	\$.00		\$.00
	M3DA-2020-CA-BB-10	QA/QC E Crash FY 19			\$150,000.00	\$42,836.82	\$107,163.18		\$.00
	M3DA-2020-CA-BC-10	QA/QC E-Crash FY 20			\$.00	\$.00	\$150,000.00		\$.00
	M3DA-2020-CA-CA-10	Strategic Plan/ Implenmentation FY 18			\$2,095.85	\$2,095.85	\$27,904.15		\$.00
	M3DA-2020-CA-CB-10	TRCC Strategic Plan Implementation FY 19			\$.00	\$.00	\$10,000.00		\$.00
	M3DA-2020-CA-CC-10	TRCC Strategic Plan Implementation FY 20			\$.00	\$.00	\$20,000.00		\$.00
	M3DA-2020-CB-AA-10	Anticipated Projects FY 18			\$.00	\$.00	\$.00		\$.00
	M3DA-2020-CB-AC-10	Anticipated Projects FY 20			\$.00	\$.00	\$68,072.89		\$.00
	M3DA-2020-DA-TA-10	Data Analyst Contract FY 18			\$19,062.97	\$19,062.97	\$.00		\$.00
	M3DA-2020-DA-TB-10	Data Analyst Contract FY 19			\$55,715.97	\$55,715.97	\$24,284.03		\$.00
	M3DA-2020-DA-TC-10	DATA Analyst Contract FY 20			\$.00	\$.00	\$80,000.00		\$.00
	M3DA-2020-DD-OT-10	CARS Enhancements FY 19			\$86,751.47	\$86,751.47	\$808.26		\$.00



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	M3DA-2020-DM-VA-10	SPEXS Enhancement FY 18			\$.00	\$.00	\$.00		\$.00
FAST 405c Data Program Total			\$318,072.89	\$465,114.96	\$294,955.34	\$294,955.34	\$488,232.51	\$.00	\$.00
FAST 405d Impaired Driving Court Mid									
	M5CS-2020-EC-AA-10	DUI Court FY 19			\$53,494.22	\$53,494.22	\$6,505.78		\$.00
FAST 405d Impaired Driving Mid Court Total					\$.00	\$.00	\$50,000.00		\$.00
405d Mid BAC/ Testing Reporting					\$53,494.22	\$53,494.22	\$56,505.78		\$.00
	M5BAC-2020-AD-NF-10	DSP SEASCAPE FY 18			\$128,443.75	\$128,443.75	\$15,506.25		\$.00
405d Mid BAC/ Testing Reporting Total					\$128,443.75	\$128,443.75	\$15,506.25		\$.00
405d Mid Earned PM									
	M5PEM-2020-AB-BD-10	DUI Paid Media FY 17			\$181,340.56	\$181,340.56	\$.00		\$.00
	M5PEM-2020-EA-PM-10	DUI Paid Media FY 19			\$319,323.00	\$319,323.00	\$.00		\$.00
	M5PEM-2020-EA-PN-10	DUI Paid Media FY 20			\$214,599.84	\$214,599.84	\$85,400.16		\$.00
405d Mid Earned PM Total					\$715,263.40	\$715,263.40	\$85,400.16		\$.00
405d Mid Training									
	M5TR-2020-ED-AG-10	Impaired Training FY 19			\$2,101.10	\$2,101.10	\$7,898.90		\$.00
405d Mid Training Total					\$2,101.10	\$2,101.10	\$7,898.90		\$.00
405d Impaired Driving Mid									
	M5X-2020-AB-BB-10	DRE Program FY 17			\$54,123.31	\$54,123.31	\$.00		\$.00



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	M5X-2020-AB-BG-10	DUI Tracking System FY 17			\$997.77	\$997.77	\$.00		\$.00
	M5X-2020-AB-BH-10	DUI Specialist FY 17			\$.00	\$.00	\$.00		\$.00
	M5X-2020-AD-AB-10	DRE Program FY 18			\$38,825.52	\$38,825.52	\$41,174.48		\$.00
	M5X-2020-AD-AG-10	Anticipated Projects FY 18			\$.00	\$.00	\$299,156.67		\$.00
	M5X-2020-EA-AA-10	Anticipated Projects FY 19			\$.00	\$.00	\$395,983.22		\$.00
	M5X-2020-EA-AB-10	Anticipated Projects FY 20			\$.00	\$.00	\$840,566.26		\$.00
	M5X-2020-EA-QA-10	DUI Enforcement Equipment FY 18			\$10,921.00	\$10,921.00	\$123,079.00		\$.00
	M5X-2020-TS-RA-10	TSRP Program FY 18			\$276,794.00	\$276,794.00	\$103,206.00		\$.00
405d Impaired Driving Mid Total					\$381,661.60	\$381,661.60	\$1,803,165.63		\$.00
FAST 405d Impaired Driving Mid Total			\$1,140,566.26	\$2,108,874.53	\$1,280,964.07	\$1,280,964.07	\$1,968,476.72	\$.00	
FAST Act 405f Motorcycle Safety									
	M9MA-2020-MC-PB-10	Motorist-focused paid media FY 19			\$5,333.33	\$5,333.33	\$183.28		\$.00
	M9MA-2020-MC-PC-10	Motorist-focused paid media FY 20			\$22,764.42	\$22,764.42	\$14,833.05		\$.00
FAST Act 405f Motorcycle Total			\$37,597.47	\$5,516.61	\$28,097.75	\$28,097.75	\$15,016.33	\$.00	\$.00
FAST Act 405h Nonmotorized Safety									
	FHLE-2020-OH-PG-50	June Enforcement FY 19			\$.00	\$.00	\$18,223.99		\$.00
	FHLE-2020-OH-PH-10	June Enforcement FY 20			\$.00	\$.00	\$12,936.01		\$.00



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	FHLE-2020-OH-PH-20	Summer Beach Enf FY 20			\$39,457.10	\$39,457.10	\$16,342.90		\$.00
	FHLE-2020-OH-PH-30	September Enforcement FY 20			\$29,407.07	\$29,407.07	\$6,112.93		\$.00
405h Nonmotorized Safety Total					\$68,864.17	\$68,864.17	\$53,615.83		\$.00
405h Public Education									
	FHPE-2020-PE-DN-10	Pedestrian Paid Media FY 19			\$62,520.26	\$62,520.26	\$.00		\$.00
	FHPE-2020-PE-DP-10	Pedestrian Paid Media FY 20			\$6,880.00	\$6,880.00	\$64,696.08		
405h Public Education Total					\$69,400.26	\$69,400.26	\$64,696.08		\$.00
FAST Act 405h Nonmotorized Total			175,832.09	\$80,744.25	\$138,264.43	\$138,264.43	\$118,311.91	\$.00	\$.00
FAST Act NHTSA 402									
	PA-2020-OH-A3-10	Administrative Assistant FY20			\$23,480.23	\$23,480.23	\$6,519.77		\$.00
	PA-2020-OH-HA-10	AUDIT FEES FY20			\$.00	\$.00	\$20,180.00		\$.00
	PA-2020-OH-HD-10	Travel/Training FY20			\$6,501.87	\$6,501.87	\$34,206.36		\$.00
	PA-2020-OH-HE-10	General Office Supplies FY20			\$1,779.81	\$1,779.81	\$8,220.19		\$.00
	PA-2020-OH-HG-10	General Operating Expenses FY20			\$28,463.65	\$28,463.65	\$1,536.35		\$.00
	PA-2020-OH-HH-10	Technology Enhancements FY20			\$4,650.37	\$4,650.37	\$10,349.63		\$.00
	PA-2020-OH-O2-10	Accountant Salary FY20			\$19,452.68	\$19,452.68	\$20,547.32		\$.00
Planning and Administration Total					\$84,328.61	\$84,328.61	\$101,559.62		\$.00
Motorcycle Safety									
	MC-2020-OH-MA-10	Delmarva Bike Week MC Enforcement FY 20			\$5,538.78	\$5,538.78	\$1,181.22		\$.00



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Program Area	Project	Description	Obligation Limitation	Carry Fwd	Obligated Funds	Expended Funds	Carried Fwd into Next FY	Unobligated Balance	Unexpended Balance
Motorcycle Safety Total					\$5,538.78	\$5,538.78	\$1,181.22		\$.00
Pedestrian/Bicycle Safety									
	PS-2020-OH-PA-10	Fall Pedestrian Enforcement FY20			\$25,352.74	\$25,352.74	\$10,167.26		\$.00
	PS-2020-OH-PA-20	Safe Family Holiday Pedestrian Enforcement			\$26,620.99	\$26,620.99	\$4,219.01		
	PS-2020-OH-PA-30	March/ April Enforcement FY 20			\$5,924.84	\$5,924.84	\$22,835.16		\$.00
	PS-2020-PE-AS-01	Pedestrian Safety Program Assessment FY 20			\$.00	\$.00	\$5,000.00		\$.00
Pedestrian/Bicycle Safety Total					\$57,898.57	\$57,898.57	\$42,221.43		\$.00
Police Traffic Services									
	PT-2020-CR-US-10	CRU Total Station Train FY20			\$1,500.00	\$1,500.00	\$.00		\$.00
	PT-2020-OH-B5-10	LEL Salary - John Horsman FY20			\$27,260.26	\$27,260.26	\$12,739.74		\$.00
	PT-2020-OH-BB-10	OHS Conference FY20			\$.00	\$.00	\$30,000.00		\$.00
	PT-2020-OH-OS-10	Fall 2019 OP/Distracted Enforcement			\$32,862.03	\$32,862.03	\$4,317.97		\$.00
	PT-2020-OH-OS-20	SFH OP/Distracted Enforcement FY20			\$26,056.78	\$26,056.78	\$7,203.22		\$.00
	PT-2020-OH-OS-30	Winter OP/Distracted Enforcement FY20			\$53,885.00	\$53,885.00	\$5,155.00		\$.00
	PT-2020-OH-OS-40	August OP/Distracted Enf			\$49,502.58	\$49,502.58	\$.00		\$.00
Police Traffic Services Total					\$191,066.65	\$191,066.65	\$59,415.93		\$.00
Community Traffic Safety Project					\$27,658.03	\$27,658.03	\$2,061.97		\$.00
	CP-2020-OH-GD-10	GDL Program FY 20			\$760.00	\$760.00	\$.00		\$.00
	CP-2020-OH-GS-10	Electronics Grant System FY 20			\$67,183.00	\$67,183.00	\$17,817.00		\$.00



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	CP-2020-OH-OF-10	Corporate Partner Program Supplies			\$2,366.69	\$2,366.69	\$7,633.31		\$0.00
	CP-2020-OH-PP-10	Anticipated Project Proposals FY 20			\$0.00	\$0.00	\$466,932.00		\$0.00
	CP-2020-OH-VD-10	Safety Ambassador Videos			\$0.00	\$0.00	\$0.00		\$0.00
	CP-2020-OH-WS-10	Arrive Alive DE Website Redesign			\$2,153.38	\$2,153.38	\$40,346.62		\$0.00
	CP-2020-OH-C1-10	OP Coordinator Salary - Sarah Cattie FY1			\$35,501.09	\$35,501.09	\$5,498.91		\$0.00
	CP-2020-OH-C2-10	Marketing Specialist - Cynthia Cavett FY			\$62,220.80	\$62,220.80	\$4,779.20		\$0.00
	CP-2020-OH-C3-10	Management Analyst III - Jackie McDermott			\$52,662.37	\$52,662.37	\$25,337.63		\$0.00
	CP-2020-OH-C4-10	Deputy Director/Imp Driving Coordinator			\$73,499.74	\$73,499.74	\$8,500.26		\$0.00
	CP-2020-PT-OP-10	Peer to Peer Teen FY 20			\$9,658.74	\$9,658.74	\$5,341.26		\$0.00
	CP-2020-CO-RP-10	Corporate Partners Coordinator FY20			\$16,307.51	\$16,307.51	\$8,692.49		\$0.00
Community Traffic Safety Project Total					\$322,313.32	\$322,313.32	\$590,878.68		\$0.00
Speed Enforcement									
	SE-2020-SP-ED-10	Safe Family Holiday Speed Enforcement			\$19,710.58	\$19,710.58	\$1,989.42		\$0.00
	SE-2020-SP-ED-20	January/February Speed Enf. FY20			\$18,732.31	\$18,732.31	\$307.69		\$0.00
	SE-2020-SP-ED-30	April/May Speed Enf. FY20			\$9,613.54	\$9,613.54	\$12,806.46		\$0.00
	SE-2020-SP-ED-40	June/July Speed Enf. FY20			\$17,597.50	\$17,597.50	\$3,002.50		\$0.00
	SE-2020-SP-ED-50	September Speed Enf. FY20			\$94,764.40	\$94,764.40	\$16,855.60		\$0.00
Speed Enforcement Total					\$322,313.32	\$322,313.32	\$590,878.68		\$0.00
Paid Advertising									



**DELAWARE OFFICE OF
HIGHWAY SAFETY**

FY2020 ANNUAL REPORT
U.S. Department of Transportation National Highway Traffic Safety Administration
Obligations vs Expenditures 2020-FINAL

State: Delaware

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	PM-2020-OH-CT-10	Occupant Protection Paid Media FY20			\$187,103.75	\$187,103.75	\$2,367.25		\$0.00
	PM-2020-OH-IM-10	DUI Paid Media FY 20			\$115,362.25	\$115,362.25	\$9,110.25		\$0.00
	PM-2020-OH-MM-10	Motorcycle Paid Media FY 20			\$98,962.22	\$98,962.22	\$1,084.78		\$0.00
	PM-2020-OH-OD-10	OP/Distracted Combo Paid Media FY20			\$260,358.81	\$260,358.81	\$0.00		\$0.00
	PM-2020-OH-PM-10	Pedestrian Paid Media FY20			\$105,498.51	\$105,498.51	\$5,151.49		\$0.00
	PM-2020-OH-SP-10	Speed Paid Media FY20			\$262,114.24	\$262,114.24	\$0.00		\$0.00
	PM-2020-OH-VD-10	Safety Ambassador Videos			\$111,278.05	\$111,278.05	\$59,081.95		\$0.00
	PM-2020-OH-WS-10	ArriveAliveDE Website Redesign			\$242,370.00	\$242,370.00	\$10,445.00		\$0.00
	PM-2020-SN-AP-10	Snapchat Project			\$15,000.00	\$15,000.00	\$0.00		\$0.00
Paid Advertising Total					1,398,047.83	\$1,398,047.83	\$87,240.72	\$0.00	\$0.00
Distracted Driving									
	DD-2020-OH-DA-10	April Distracted Driving Enforcement FY20			\$8,497.21	\$8,497.21	\$30,822.79		\$0.00
Distracted Driving Total					\$8,497.21	\$8,497.21	\$30,822.79		\$0.00
FAST Act NHTSA 402 Total			\$2,221,915.87	\$954,475.49	\$2,228,109.30	\$2,228,109.30	\$948,282.06	\$0.00	\$0.00