



# **FY 2011**

## *ANNUAL EVALUATION REPORT*



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# **MESSAGE FROM THE DIRECTOR**

**The Office of Highway Safety is pleased to present the FY 2011 Annual Evaluation Report. This report reflects the accomplishments of the last fiscal year as we work with our partners to reduce the incidence of motor vehicle crashes on Delaware roadways. The mission of the Office of Highway Safety is to conduct sound data analysis of these crashes and allocate resources based on the data to reduce fatal and personal injury crashes. Delaware continues to lose far too many motorists each year in preventable crashes and OHS strives to implement proven strategies to reduce the number of Delawareans impacted by tragic crashes.**

**In FY 2011, the Office of Highway Safety and its partners continued the implementation of a number of very successful programs and implemented new strategies as crash data revealed additional emphasis areas. Some of the more notable accomplishments were our ongoing participation in the regional DUI checkpoint campaign, Checkpoint Strikeforce, celebrating our participation in the 10<sup>th</sup> anniversary of the national Click it or Ticket campaign to increase seat belt use, and the implementation of a public information and education campaign following the enactment of the state's hand-held cell-phone ban. OHS continues to implement the proven strategy of high visibility education combined with high visibility enforcement to encourage motorists to follow the state's traffic safety laws.**

**We also continue to be encouraged by the reduction in alcohol-related crashes as well as the reduction in pedestrian fatalities. In addition, the percentage of fatal crashes that are attributed to aggressive driving behaviors was reduced in FY 2011. However, the state did experience a dramatic rise in motorcycle crashes as well as a rise in the percentage of persons killed in motor vehicle crashes who were not seat belted. We celebrate the successes we experienced in the last year and continuously strive to improve our outreach efforts in an effort to impact the challenges that we face.**

**This Annual Report outlines our programmatic accomplishments in the last year. We look forward to the opportunity to work with our partners to continue the work that was started in FY 2011 into the coming fiscal year.**



**Mrs. Jana Simpler, Director  
Delaware Office of Highway Safety**

# Delaware Office of Highway Safety

The Office currently consists of seven full-time employees and five part-time employees, who serve as a resource to many different partners. It is through the dedication to the mission of the Office that these staff members have been able to make great strides in the reduction of the overall number of motor vehicle crashes that occur on Delaware roadways.

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

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



NASCAR Driver JJ Yeley is flanked by OHS Staff members (l to r) Andrea Summers, Alison Kirk, Jana Simpler and Bonnie Whaley as they promote they promote the use of designated drivers during race weekend in late September 2011 at Dover International Speedway.

## Office Staff

**Jana Simpler, Director** – Responsible for planning, organizing, and directing the operations and programs of the Office of Highway Safety in accordance with Federal and State rules, regulations, and guidelines. Monitors State and Federal legislation that impacts highway safety and the State of Delaware.

**Lisa Shaw, Management Analyst III** – Responsible for monitoring and evaluation of approved highway safety projects, administration and distribution of federal funds to state, local, and private agencies and preparation of the State Highway Safety Plan; responsible for coordinating and organizing impaired driving countermeasures across the state, managing the statewide DUI Provider Program, and coordination of the State traffic records initiatives; manages the section 402, 2010, 410, 154 and 408 programs under SAFETEA-LU. Performs duties as necessary as the agency DUI Program Coordinator, the Traffic Records Coordinator, and the Motorcycle Safety Coordinator.

**Andrea Summers, Management Analyst III** – Responsible for the coordination of the annual Click it or Ticket campaign, the statewide seat belt survey, the Respect the Sign aggressive driving campaign and the distribution of funds received by the State under the Office of Juvenile Justice and Delinquency Prevention (OJJDP) Federal grant program; prepares the Annual Evaluation Report, and the administration of the Section 2011 and 405 grants. Performs duties as necessary as the agency Occupant Protection Coordinator, Aggressive Driving Coordinator, Pedestrian Safety Coordinator, and Youth Safety Programs Coordinator.

**Alison Kirk, Community Relations Officer** – Responsible for dissemination of information regarding agency programs and events, coordination of public awareness campaigns and media events, and presentation of safety education programs for schools and other State and local agencies. Serves as the official agency spokesperson and media liaison. Performs duties necessary as the agency Bicycle Safety Coordinator, Older Driver Issues Coordinator and Distracted Driving Issues Coordinator.

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

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

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

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

**Wendy O’Connell, Russell Holleger (ret.), and Larry Kelley, Statewide Fitting Station Coordinators** – Responsible for the coordination of the Office of Highway Safety’s three statewide Child Passenger Safety Fitting Stations, in cooperation with the Division of Motor Vehicles and Delaware State Police Troop 7 (part-time positions). Our Kent County Fitting Station Coordinator Russell Holleger retired at the end of FY 2011 after 7 ½ years of service to OHS and the citizens of Delaware.

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



L to R: Alison Kirk, Wendy O’Connell, Lisa Shaw, Bonnie Whaley, Roger Minner, Larry Kelley, Jana Simpler, Kaila Dukes, Andrea Summers, Trish Bachman

# Planning & Administration

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

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

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

- Occupant Protection
- Impaired Driving
- Speeding and Other Aggressive Driving Behaviors
- Traffic Records
- Pedestrian Safety
- Motorcycle Safety





# FY 2011 Initiatives

## Occupant Protection

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

## Impaired Driving

- Checkpoint Strikeforce Impaired Driving Enforcement Campaign
- DUI Enforcement Mobilizations
- Safe Family Holiday Campaign
- Underage Drinking Prevention programs
- Drug Recognition Expert Program
- Traffic Safety Resource Prosecutor (TSRP) Position
- Federal Underage Drinking Prevention Program Administration (OJJDP)
- SAFETEA-LU Impaired Driving Incentive and Sanction Program – Section 154 and Impaired Driving Incentive Grant Program – Section 410 Administration



## **Speed and Other Aggressive Driving Behaviors**

- **Respect the Sign Aggressive Driving Enforcement and Public Awareness Campaign**
- **Purchase of Speed Equipment for law enforcement agencies**

## **Traffic Records**

- **Implementation of the Traffic Records Coordinating Committee Strategic Plan**
- **Continuation of the E-Crash Report Quality Control/Quality Assurance project**
- **Implementation of the Crash Analysis Reporting System (CARS)**
- **Development of the AIIR Report for E-Crash**
- **Implementation of the Delaware Information Management for Emergency Services (DIMES) Project – EMS Data Information Network (EDIN) Upgrades**
- **Implementation of the DMV Data Analysis Tool**
- **Administration of Section 408 SAFETEA-LU Data Improvements Incentive Grant**



**Officer Joey Melvin of the Milford Police Department assists a family with child safety seat installations at OHS's car seat check event that is part of Kent County Safe Summer Day events.**

## **Pedestrian Safety**

- **Walk Smart Awareness Campaign & Pedestrian Safety Awareness Efforts**
- **Walk Smart Stencil**

## **Motorcycle Safety**

- **Motorcycle Safety Public Information and Education Campaign**
- **State Motorcycle Rider Education Committee**
- **Strategic Highway Safety Plan Motorcycle Subcommittee**
- **SAFETEA-LU Motorcycle Safety Incentive Grant Administration – Section 2010**



OHS Share the Road billboard – featuring State Representative Dan Short

## **Corporate Outreach Program**

- **Monthly Traffic Safety News**
- **Monthly Corporate Newsletter Articles**
- **Standing Order Materials**
- **Corporate Partners and Fleet Managers Meetings**
- **Corporate Outreach Awards**
- **Safe Family Holiday Mocktail Events**

## **Young Driver Programs**

- **Graduated Driver Licensing Parent Orientation Program**

# **State of Delaware**

## **FY 2011 Highway Safety Goals**

### **Core Outcome Measures**

- 1. Traffic Fatalities** – To decrease traffic fatalities 6% from the 2006-2008 calendar year average of 129 to 121 by December 31, 2011.
  - a. Progress toward goal – 108 fatalities (2009 – 2010 CY Avg.)**
  
- 2. Serious Traffic Injuries** – To decrease serious traffic injuries 2% percent from the 2006-2008 calendar year average of 743 to 725 by December 31, 2011. (based on State Data)
  - a. Progress Toward Goal – 660 serious injuries (2009 – 2010 CY Avg. using state data)**
  
- 3. Mileage Death Rate** – To decrease the mileage death rate from the 2006-2008 calendar year average of 1.4 per 100 million vehicle miles traveled to 1.3 by December 31, 2011.
  - a. Progress toward goal – 1.2 deaths/100 million miles (2009 and 2010 CY Avg. using state data – FARS 2010 data not available for this measure)**
  
- 4. Rural Mileage Death Rate** – To decrease the rural mileage death from the 2006-2008 calendar year average of 2.75 per 100 million vehicle miles traveled to 2.65 by December 31, 2011.
  - a. Progress Toward Goal – 2.46 deaths/100 million miles (2009 & 2010 CY Avg. using State data - FARS 2010 data not available for this measure)**
  
- 5. Urban Mileage Death Rate** – To decrease the urban mileage death rate from the 2006-2008 calendar base year average of .80 per 100 million vehicle miles traveled to .73 by December 31, 2011.
  - a. Progress toward goal - .68 deaths/100 million miles (2009 & 2010 CY Avg. using State data - FARS 2010 data not available for this measure)**
  
- 6. Unrestrained Passenger Vehicle Occupant Fatalities** – To decrease unrestrained passenger vehicle occupant fatalities 11% from the 2006-2008 calendar year average of 45 to 40 by December 31, 2011.
  - a. Progress toward goal – 31 unrestrained fatalities (2009 – 2010 CY Avg.)**
  
- 7. Alcohol Impaired Driving Fatalities** – To decrease alcohol impaired driving fatalities 11% from the 2006-2008 calendar year average of 53 to 47 by December 31, 2011.
  - a. Progress toward goal – 41 alcohol impaired fatalities (2009–2010 CY Avg.)**

8. **Speed Related Fatalities** – To decrease speeding-related fatalities 14% from the 2006-2008 calendar year average of 38 to 33 by December 31, 2011.
  - a. **Progress toward goal – 43 (2009 – 2010 CY Avg.)**
  - b. **\*The goal stated in the FY 2011 HSP was in error derived from State data instead of FARS data**
  
9. **Motorcyclist Fatalities** – To decrease motorcyclist fatalities 12% from the 2006-2008 calendar year average of 15 to 13 by December 31, 2011.
  - a. **Progress toward goal – 11 fatalities (2009 – 2010 CY Avg.)**
  
10. **Unhelmeted Motorcyclist Fatalities** – To decrease unhelmeted motorcyclist fatalities 12% from the 2006-2008 calendar year average of 9 to 8 by December 31, 2011.
  - a. **Progress toward goal – 7 unhelmeted fatalities (2009-2010 CY Avg.)**
  
11. **Drivers Age 20 or Younger Involved in Fatal Crashes** – To decrease drivers age 20 or younger involved in fatal crashes 17% from the 2006-2008 calendar year average of 18 to 15 by December 31, 2011.
  - a. **Progress toward goal – 19 fatalities (2009 – 2010 CY Avg.)**
  
12. **Pedestrian Fatalities** – To reduce pedestrian fatalities 11% from the 2006-2008 calendar year average of 18 to 15 by December 31, 2011.
  - a. **Progress toward goal – 19 fatalities (2009 – 2010 CY Avg.)**

### **Core Behavior Measure**

13. **Seatbelt Use Rate** – To increase statewide seat belt compliance 1 percentage point from the 2010 calendar year use rate of 91% to 92% by December 31, 2011.
  - a. **Progress toward goal – 90% statewide seat belt use rate**

### **Additional State Measure**

#### **14. Traffic Records – Short-term performance goals:**

- Coordinate the planning and development of the Section 408 application and TRCC (Traffic Records Coordinating Committee) Strategic Plan with the TRCC.
 

**Progress toward goal – The FY 2011 Section 408 application was submitted to NHTSA in June 2011. The TRCC met approximately quarterly to strategize about the implementation of the TRCC Strategic Plan.**
- Assist the TRCC with the implementation of projects as outlined in the TRCC Strategic Plan. See below:
  - Support efforts by the Delaware Justice Information System (DelJIS) to improve the automated crash report and create a users manual.
 

**Progress toward goal – DelJIS worked with law enforcement partners on the development of an automated AIIR report to supplement the E-crash report feature. An E-crash User’s Manual was created for law enforcement officers to aid in crash data entry.**

- Support efforts by the Division of Motor Vehicles in the creation of a DMV Data Mining Tool
  - Progress toward goal – The Division of Motor Vehicles completed the development of a DMV Data Mining Tool, necessary to speed up ad-hoc data queries of their vehicle and persons files.**
- Support efforts by the Office of Emergency Medical Services to enhance the EMS Data Information Network (EDIN)
  - Progress toward goal – The Office of EMS is committed to enhancing EDIN to support improved patient care report data collection. In order to improve the state’s compliance with NEMSIS, as well as enhance data collection, OEMS began transitioning from EDIN to The Delaware Information Management for Emergency Service (DIMES) in 2010; Phase I has been completed and Phase II is in progress.**
- Support efforts by DelDOT to create a new locator tool to support the electronic crash data system currently in development by DelJIS
  - Progress toward goal – Completed.**

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

- **Progress toward goal – The Office of Highway Safety continues to support TRCC member’s efforts in implementing upgrades necessary to ensure complete and accurate data analysis of the state’s traffic safety challenges.**

## **Activity measures**

(includes 402 subgrants and arrests made as part of mobilizations funded by 402, 405, 410 and 154)

- 1) Number of seat belt citations issued during grant-funded enforcement activities (grant activity reporting) 4,855**
- 2) Number of impaired driving arrests made during grant-funded enforcement activities (grant activity reporting) 894**
- 3) Number of speeding citations issued during grant-funded enforcement activities (grant activity reporting) 8,028**

- **Goals and progress toward goals are based on FARS data unless otherwise indicated**

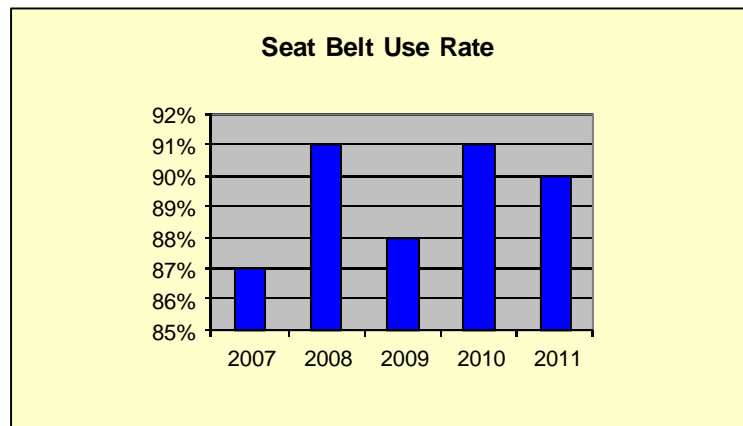
# Summary of Priority Areas

## Occupant Protection

### Overview

Based on the Annual Statewide Observational Seat Belt Use Survey conducted in Delaware in June 2011, Delaware's seat belt use rate is currently 90%, down slightly from 91% in 2010. Delaware also remains above the national average of 84%.

In Fiscal Year 2011 50% (34 of 68) of those motor vehicle occupants killed in motor vehicle crashes on Delaware roadways were not wearing seat belts. This is a slight increase in unbelted fatalities compared to the 47% of occupants killed in FY 2010 who were not buckled up. In addition, of those 7,016 injured 282 (4%) were not wearing seat belts at the time of the crash. Based on crash data, the greatest percentage of crashes where the victims were not wearing their seat belts in FY 2011 occurred in Sussex County.



### Performance Goals

1) **Seat Belt Use Rate** - To increase statewide seat belt compliance 1 percentage point from the 2010 calendar year use rate of 91% to 92% by December 31, 2011.

	FY 2011	FY 2012
% use goal	92%	92%
<b>FY 2011 % actual</b>	<b>90%</b>	

2) **Unrestrained Passenger Vehicle Occupant Fatalities** – To decrease unrestrained passenger vehicle occupant fatalities 11% from the 2006-2008 calendar year average of 45 to 40 by December 31, 2011.

	2006 – 2008 CY Avg	2009 – 2010 CY Avg
Number of fatalities	45	31
<b>% decrease</b>		<b>31%</b>

## **Programming Efforts**

The Office of Highway Safety coordinated the following programming initiatives in an effort to reach our occupant protection goals for FY 2011:

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

The Office of Highway Safety celebrated a milestone in FY 11. We celebrated our 10<sup>th</sup> Anniversary of implementing the Click It or Ticket campaign in Delaware. Click It or Ticket is a high-visibility enforcement and education campaign held nationwide each May. The initiative is designed to raise public awareness about the importance of seat belt use through coordinated enforcement and outreach activities. The 10<sup>th</sup> Anniversary campaign was marked by a variety of public awareness activities including a kickoff press event at the Dover International Speedway, a partnership with NASCAR Driver JJ Yeley and a Facebook contest giving away a ride in a limousine wrapped in a Click It or Ticket motif. Please check out our Paid Media section of the report for more details. OHS's Corporate Outreach Coordinator again implemented a month long initiative with our corporate partners to increase seat belt use among their employees. Lastly, OHS coordinated both day and night time traffic safety checkpoints and patrols designed to ticket violators of the state's seat belt law. Seventeen law enforcement agencies participated in the two-week enforcement blitz across the state. This number was about half of the previous years' participation due to a delay in receiving federal Occupant Protection funds. Officers conducted 129 daytime saturation patrols and 4 daytime checkpoints, along with 142 night time patrols and 2 night time checkpoints. The combined efforts of these law enforcement agencies resulted in 1,203 seat belt arrests, 42 child restraint arrests, 15 DUI arrests, 348 speed arrests, 13 drug arrests, 1 felony arrest, the apprehension of 30 wanted persons, and 786 other traffic arrests. OHS also coordinated the paid media component of the campaign, including the TV and radio spots, the billboard placements, and the print media as well.



The kick off press event is staged in front of Miles the Monster at Dover International Speedway



OHS staff in front of the Click It or Ticket racing limo (l to r) Director Jana Simpler, CIOT Coordinator Andrea Summers and Community Relations Officer Alison Kirk

### **□ Nighttime Seat Belt Enforcement Campaign**

The Office of Highway Safety coordinated its third mini annual Click it or Ticket campaign (one week) aimed specifically at increasing belt use among motorists on Delaware roadways at night in February 2011. Crash data revealed that belt use is indeed lower at nighttime, despite the fact that the odds of being in a crash increase. In Delaware, almost three quarters (71%) of unrestrained fatalities occur after 6 p.m.



**Enforcement tactics included stationary patrols in well-lit areas, traffic safety checkpoints, and roving patrols where officers were also on the lookout for aggressive driving violations. Collateral educational materials including flyers and table tents for our corporate partners were distributed. The paid media plan included radio advertising. Six law enforcement agencies participated in the initiative, which resulted in 350 seat belt violations, 19 child restraint violations, 169 speed citations, 8 DUI arrests, 389 other traffic arrests, and the apprehension of 16 wanted individuals.**



**Is there such a thing as a good ticket? Yes! Cpl. Dean Anderson, Delaware State Police hands out a reward ticket to this driver who was wearing his seat belt as he headed into the races at the Delaware International Speedway in Delmar. Drivers who received these tickets redeemed them for a free t shirt at the OHS booth inside.**

□ **Statewide Observational Seat Belt Use Survey 2011**

**In conjunction with the May 2011 Click it or Ticket campaign, the Office of Highway Safety coordinated seat belt use surveys at locations statewide. The surveys revealed that following the CIOT campaign belt use decreased slightly from 91% in 2010 to 90% in 2011. The difference was just four tenths of a percentage point. However, Delaware remains above the National average of 84% seat belt usage.**

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

**In September 2011, the Office of Highway Safety celebrated National CPS Awareness Week with Child Safety Seat check events and outreach efforts which included radio advertising to make families aware of the year round Fitting Stations available to them. Technicians inspected 29 child safety seats during the week.**

□ **Child Restraint Fitting Stations**

**The Office of Highway Safety presently has three child restraint fitting stations at locations across the state. Two are located at the Division of Motor Vehicles in Kent, and New Castle Counties. In addition, OHS operates a third Fitting Station in Sussex County**

at Delaware State Police Troop 7. At these locations, certified Child Passenger Safety Technicians assist parents and other caregivers with the correct installation of their car seats. In FY 2011, the Fitting Station personnel checked 1,687 car seats, a decrease from the 1,966 seats checked in FY 2010.



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

In FY 2011, the Office of Highway Safety was successful in qualifying for and receiving both Sections 405 and 2011 occupant protection incentive grants. The State of Delaware qualified for the FY 11 Section 405 funds by having certain occupant protection laws in place and by outlining a qualifying Click it or Ticket campaign. These funds supported the Click it or Ticket campaign, including paid media and enforcement activities. In addition, the State qualified for FY 2011 Section 2011 funds by having in place an unchanged compliant child passenger safety law which provides increased protection for older children.

**Reporting Requirements:** The FY 2009 Section 2011 funds (which were completely expended in FY 11) were used to educate the public as allowed by Section 2011 guidelines by: funding fitting station personnel salaries, child passenger safety supplies, CPSAW 2010 paid media, and paid media to promote the fitting stations. The FY 2010 Section 2011 funds were used not only to support Fitting Station Salaries and Supplies but also a Child Passenger Safety Educator who provided information on child safety seats to expectant parents at southern Delaware hospital pre natal classes and direct them to the

**Fitting Stations for hands on assistance with installation. In FY 11 funds were received late in the fiscal year and will be tapped into starting in FY 12 for the same purposes as the FY 10 funds.**

**As previously mentioned, the Fitting Station Coordinators in FY 2011 inspected 1,687 child safety seats. Additionally Fitting Station Coordinators provided just 10 seats to low income families in FY 2011. This is 40 less than in FY 2010. The reason for the decrease is a partnership between OHS, SAFE KIDS Delaware and the Division of Public Health to provide seats to low income families. OHS Fitting Station Coordinators provided the hands on installation assistance, but the seats were purchased through Public Health funds, freeing up Sec 2011 funds for other uses.**

### **Evaluation**

**Based on the Statewide Observational Seat Belt Use Survey conducted in June 2011, Delaware's seat belt use rate is currently 90%, down slightly from 91% in 2010. According to the National Occupant Protection Use Survey (NOPUS), the national seat belt use rate is 84%, thus for the eighth year in a row, Delaware's use rate for seat belts has exceeded the national use rate.**

**Additionally, though the percentage of unbelted occupants killed in FY 11 is slightly higher than in FY 10, the raw number of occupant deaths is exactly the same. However, preliminary 2011 calendar year data through November 22, 2011 shows that more than half (57%) of those killed in crashes were not buckled up compared to 36% at the same time in calendar year 2010. So while FY 11 seat belt use and unrestrained occupant fatality rates have remained virtually unchanged, other factors show cause for concern and have resulted in a strategy change for the upcoming fiscal year.**

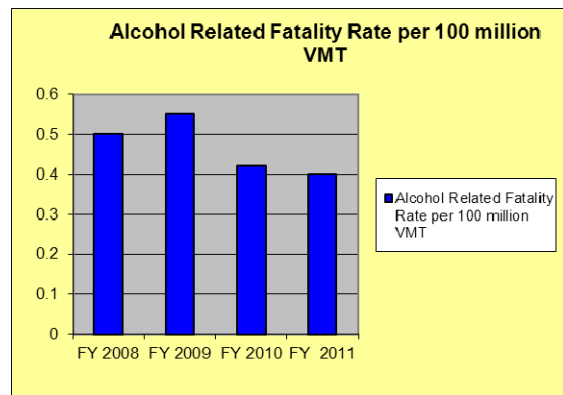
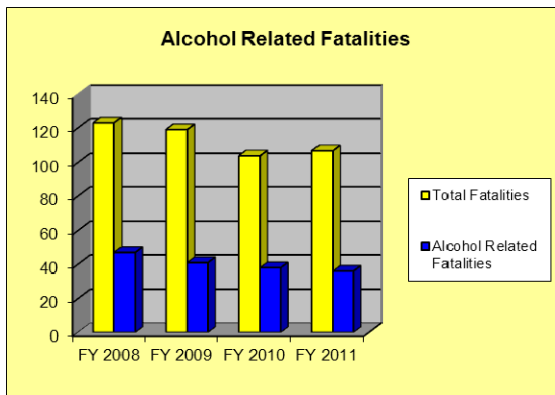
**Based on an analysis of 2010 crashes and other trend data, OHS decided to make a change in its enforcement strategy for FY 12 in order to implement a year round sustained enforcement occupant protection program which the agency hopes will also create greater year round sustained awareness as well. In FY 12 OHS will employ 5 two week waves of occupant protection enforcement to occur during high crash times of the year. All of the enforcement activities will take place during night time hours as driven by crash data. Additionally, OHS will continue to participate in the National Click It or Ticket mobilization in May, but will no longer hold a separate one week night time enforcement mobilization in February.**

# Impaired Driving

## Overview

In FY 2011, Delaware identified impaired driving as a priority area based on the number of alcohol-related crash fatalities. In FY 2011, 36 of 107 crash fatalities (34%) were alcohol-related. This is a slight decrease from FY 2010, when 38 of 104 crash fatalities (37%) involved alcohol. In FY 2011 the alcohol-related fatality rate was 0.40 per 100 million vehicle miles traveled. This is also a slight decrease from FY 2010, when the rate was 0.42.

Further crash analysis indicates males are more than three times as likely to be killed in an alcohol-related crash. Eighty-three percent (83%) of alcohol-related fatalities in FY 11 were males; 36% of all alcohol-related deaths were between the ages of 21 and 34 and 30% of those males killed were between 21-34 years old. In addition, males in that age group are nearly twice as likely to suffer serious injury as a result of an alcohol-related crash.



## Performance Goals

**Alcohol Impaired Driving Fatalities** – To decrease alcohol impaired driving fatalities 11% from the 2006-2008 calendar year average of 53 to 47 by December 31, 2011.

	2006 – 2008 CY Avg	2009 – 2010 CY Avg
Number of fatalities	53	41
<b>% decrease</b>		<b>23%</b>

## **Programming Efforts**

The Office of Highway Safety coordinated the following programming initiatives in an effort to achieve our impaired driving prevention goals for FY 2011:

### **□ Checkpoint Strikeforce (CPSF)**

Delaware marked a milestone by participating in the 10<sup>th</sup> Annual Checkpoint Strikeforce campaign. Checkpoint Strikeforce is a regional impaired driving prevention program initiated by the NHTSA Region 3 office. The program consists of weekly checkpoints from July – Dec annually and less frequent checkpoints from January - June. Cooperative agreements with Delaware’s Attorney General grant statewide arrest authority to officers from several New Castle County law enforcement agencies. These agencies work cooperatively to form the New Castle County Taskforce and conduct multi-jurisdictional checkpoints within their county. In FY 11 similar authority was granted to agencies in both Kent and Sussex Counties to support the Dover Police Department, Millsboro Police Department, Georgetown Police Department, Clayton Police Department and Rehoboth Beach Police Department in staffing each agency’s checkpoints from July 2011 – December 2011. Additionally, the New Castle County DUI Taskforce conducted two checkpoints per month in the City of Wilmington from April through June to support the Department of Safety and Homeland Security’s Operation Pressure Point initiative.



Delaware Attorney General Beau Biden administering the Statewide oath to officers scheduled to participate in the Dover multi-jurisdictional Task Force

As a result, the Checkpoint Strikeforce campaign has yielded the following results for FY 11: From October – December 2010, officers made 233 DUI arrests, 66 underage drinking arrests, 132 drug arrests, 121 felony arrests, apprehended 94 wanted individuals, seized 8 weapons, recovered 4 stolen vehicles and issued 123 seat belt citations, 26 child restraint citations, and 915 citations for other violations. Since the beginning of April through the end of September, officers from 25 State, County and municipal police agencies have made 221 DUI arrests, 40 underage drinking arrests, 144 drug arrests, 106 felony arrests, apprehended 190 wanted individuals, seized 7 weapons, recovered 10 stolen vehicles, and issued 190 seat belt citations, 46 child restraint citations, and 498 citations for other violations. During July-September 2010, alcohol-related fatalities are at 20% of the total, compared to 43% during that same time period last year!



Dover PD multijurisdictional checkpoint – College Rd. 4<sup>th</sup> of July weekend 2011

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

Delaware became the 41st state in the nation to offer the DRE program on April 9, 2005. Currently, DE has five certified DREs representing Delaware State Police, Division of Alcohol and Tobacco Enforcement, and Newark Police Department. In FY 2011 these officers completed 6 enforcement evaluations, bringing Delaware's total to 153. DRE officers are routinely called by their colleagues to provide their expertise, but due to the lack of available trained DRE officers, there are many instances when there is not a DRE available to respond. To manage the current need for DREs as well as the anticipated increase in drug-impaired driving cases, Delaware is developing protocol to identify potential officers for DRE certification. To this end, Delaware hosted the first ARIDE course in December 2010. Successful graduates of the ARIDE course will be considered for the first in-state DRE school. Two of Delaware's DREs have successfully completed the DRE Instructor course and the ARIDE Instructor course.

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

In early FY 2008, Deputy Attorney General Sean Lugg assumed the responsibilities of the Traffic Safety Resource Prosecutor in Delaware. Sean assists with vehicular assault and vehicular homicide cases statewide, while also investigating other traffic-related court cases. He 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 mandatory motorcycle helmet use and changes to Delaware's ignition interlock law. Sean also provides training on a variety of traffic safety related topics to law enforcement and prosecutors. Sean meets regularly with the Office of the Chief Medical Examiner and the Delaware State Police Crime Lab to mediate blood testing issues, with law enforcement regarding discovery and trial issues, and with OHS staff to keep it apprised of current programming initiatives. In FY 2011, he chaired the reorganized the statewide DUI Taskforce. Input from this Taskforce led to substantial changes in the state's DUI laws, including increased penalties for repeat offenders. Sean also worked with our partners and researched North Dakota's 24/7 Sobriety Program to determine its applicability to Delaware.

❑ **DUI Enforcement Mobilizations**

OHS coordinated six impaired driving enforcement mobilizations during the 2011 fiscal year. The impaired driving mobilizations were held October 29 & 30 (Halloween), November 24 – December 31, 2010 (Christmas/New Year’s – aka Safe Family Holiday campaign), January 8 - February 6, 2011 (NFL Playoffs/Superbowl), March 12 – March 19, 2011 (St. Patrick’s Day), July 1 – 4 (4<sup>th</sup> of July) and August 19 – September 5, 2011 (National Crackdown). A total of 33 agencies worked more than 5,000 hours, yielding 254 DUI arrests, 262 seat belt arrests, and more than 6,356 various other arrests.

❑ **Safe Family Holiday Campaign**

OHS implemented its 13<sup>th</sup> annual comprehensive education and enforcement campaign over the 2010 holiday season. The Safe Family Holiday campaign began Thanksgiving week and ran through New Year’s Eve. Paid media for this campaign included DUI prevention radio advertising, magazine and billboard ads, distribution of anti-drinking and driving messages, distribution of safe party planning booklets, direct distribution of materials to corporate partners, and mocktail (non-alcoholic cocktail) parties. For the first time in FY 2011 OHS asked its corporate partners to host its DUI Victim’s Trees instead of placing them in the DMV locations statewide as in previous years. The goal was to improve visibility by moving the trees to different locations within the State. The DUI Victim’s trees use green and red light bulbs to illustrate the number of alcohol-related crash injuries and fatalities during the holiday season. The enforcement component of the campaign included 329 saturation patrols and a dozen checkpoints operating as part of the ongoing Checkpoint Strikeforce campaign.



**DUI Victim’s Tree at Bayhealth Kent General Hospital (l to r)  
Back row - Diana Curtis, RN, Dr. Ed Alexander, Marilyn Mitchell RN, Trish Bachman (OHS)  
Front Row – Debbie Eberle, RN, Alison Kirk and Bonnie Whaley - OHS**

□ **Underage Drinking Prevention**

In FY 11 OHS handed out the awards for the Underage Drinking Prevention video contest it launched under the campaign entitled Under 21. Think. Don't Drink in FY 2010. The first place award went to a team from Wilmington Christian School for their video entitled "What I Lost", second place went to Delaware native Keaton Davis for his video "What are You Thinking" and third place went to a team from Lake Forest High School for their video "Think Don't Drink". The videos were turned into public service announcements and movie ads which were run locally during FY 11. The awards for cash prizes donated by contest sponsor Deardorff Associates were handed out during a red carpet style event by OHS Director Jana Simpler, and Department of Safety and Homeland Security Cabinet Secretary Lewis D. Schiliro. Subsequently, OHS staff were selected as the one of the Governor's awardees for Excellence and Commitment in State Service for this campaign to reduce underage drinking.



First place winners, OHS staff and Deardorff Associates staff pose on the red carpet

Additionally, OHS continues to sit on the Delaware Advisory Council for the Strategic Prevention Framework – State Incentive Grant (SPF-SIG). SPF-SIG funding is provided by the US Substance Abuse and Mental Health Services Administration, Center for Substance Abuse Prevention (SAMHSA/CSAP). The Delaware SPF-SIG is a cooperative agreement between the Office of the Governor of the State of Delaware and SAMHSA/CSAP. Delaware's Department of Health and Social Services, Division of Substance Abuse and Mental Health (DHSS/DSAMH) administers the SPF-SIG on behalf of the Governor. The purpose of the SPF-SIG program is to provide funding to States in order to:

- Prevent the onset and reduce the progression of substance abuse, including childhood and underage drinking;
- Reduce substance abuse-related problems; and
- Building prevention capacity and infrastructure at the state and community-level.

OHS is a partner in the SPF - SIG effort as it currently administers the US DOJ's Enforcing Underage Drinking Laws grant as well as conducting awareness activities using NHTSA 410 and 154 funds to combat underage drinking violations – known in Delaware as Zero Tolerance law violations.



□ **SAFETEA-LU Impaired Driving Incentive and Sanction Program Administration – Section 154 and Alcohol Impaired Driving Countermeasures Grant Program – Section 410 Administration**

In FY 2011, the Office of Highway Safety was responsible for administrating Section 154 sanction funds. Specific programming initiatives included overtime for law enforcement agencies, updating public awareness materials, providing DUI enforcement equipment to area police agencies, funding a Traffic Safety Resource Prosecutor, and providing training for law enforcement, prosecutors, and the judiciary. OHS also administered the Section 410 Alcohol Impaired Driving Countermeasures Grant program. Funds were used primarily for overtime enforcement of DUI laws and Paid Media for Impaired Driving awareness campaigns.

**Evaluation**

Through comprehensive efforts including high-visibility enforcement initiatives, intense public awareness activities and distribution of public information and education materials, Delaware continues to work to reduce the incidence of impaired driving on our roadways. In FY 2011, 36 of 107 crash fatalities (34%) were alcohol-related. This is a slight decrease from FY 2010, when 38 of 104 crash fatalities (37%) involved alcohol. We believe that by continuing our comprehensive strategies, including sustained enforcement efforts like Checkpoint Strikeforce, we can again realize reductions in alcohol-related fatalities in the years to come. Impaired driving programming efforts will continue to be closely monitored and evaluated for effectiveness.

## Speed and Other Aggressive Driving Behaviors

### Overview

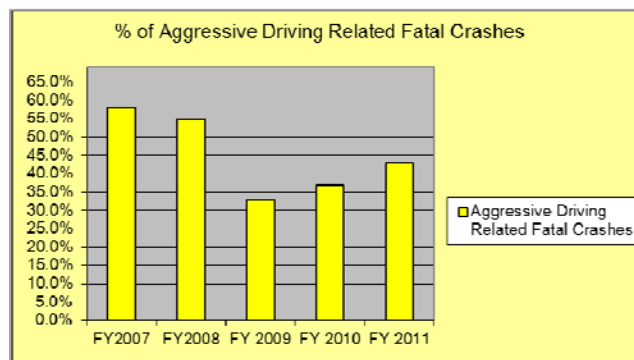
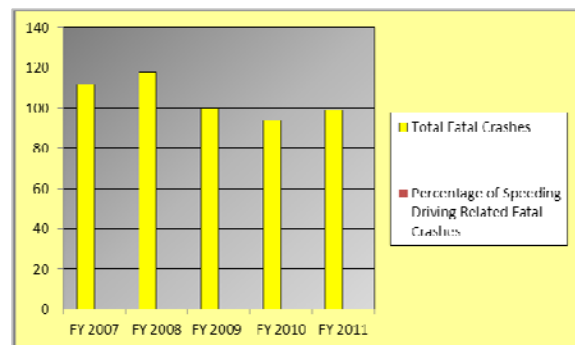
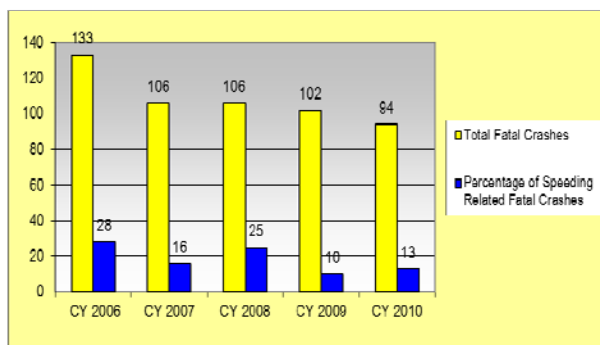
In FY 11, the Office of Highway Safety increased its efforts regarding enforcement of aggressive driving behaviors as a whole based on 2010 fatal crash analysis. The top four behaviors on which OHS directs law enforcement to focus their use of federal dollars are: failure to yield, speeding, red light violations, and stop sign violations.

The picture of speeding and aggressive driving is constantly changing in Delaware. After seeing decreases for at least two years straight, both speeding and aggressive driving as primary contributing factors in fatal crashes are increasing again.

Failure to yield the right of way, as opposed to speed, was revealed as a bigger cause of fatal and injury crashes during CY 2010 and FY 2010. Aggressive driving behaviors were listed as a leading contributing factor in 37% of fatal crashes in FY 2010 –a decrease from the year before - but in FY 11 rose back up to 43%.

In Calendar Year 2010 speeding dropped to 6% as a leading cause in fatal crashes, but Calendar Year 11 (as of November 30, 2011) according to preliminary fatal crash data, speeding is already listed as a leading contributing factor in 13% of fatal crashes.

Comparatively in Fiscal Year 2010, after two years of decreases, speeding was down to 9% (8 of 94) as a factor in fatal crashes. However in Fiscal Year 11, that number climbed slightly to 12% of fatal crashes.



## Performance Goal

**Speed Related Fatalities – To decrease speeding-related fatalities 14% from the 2006-2008 calendar year average of 38 to 33 by December 31, 2011.**

	2006 – 2006 CY Avg	2009 – 2010 CY Avg
Number of fatalities	38	43
% increase		12%

## Programming Efforts

The Office of Highway Safety coordinated the following programming initiatives in an effort to reach our speed and other aggressive driving prevention goals for FY 2011:

### □ **The Respect the Sign Aggressive Driving Campaign**

In FY 2011 the Office of Highway Safety created a new aggressive driving enforcement and awareness campaign. The campaign formerly known as “Stop Aggressive Driving” was revamped to focus on the fact that motorists are ignoring clearly marked traffic signage and signals.

The enforcement component of the campaign involved providing funding to a small number of agencies (5), which data analysis identified as having crash problems involving the top aggressive driving behaviors. Enforcement was structured into 6 two-week waves and involved high visibility saturation patrols. Delaware State Police supplemented their patrols with tactical enforcement by teams of 5 State Troopers. Patrols were directed toward late afternoon and evening hours only, Monday through Friday. Crash data analysis surprisingly did not support weekend enforcement.



Respect the Sign Poster

The campaign resulted in the following enforcement actions: 4,064 speed citations, 34 Fail To Yield the Right of Way citations, 396 Stop sign citations, 204 Improper Lane change citations, 177 citations for other aggressive driving behaviors and 36 citations for motorists who violated Delaware's Aggressive Driving statute (which requires officers to observe 3 specified traffic violations in a single occurrence). During the more than 3,300 hours of enforcement, officers also made 241 seat belt arrests, 8 DUI arrests, and apprehended 46 wanted individuals.

In addition, OHS included an extensive media and public outreach component to heighten awareness of the enforcement initiative. Paid media included radio and billboard advertising. An aggressive driving survey was also available to the public on the OHS website where visitors could complete the survey and discover their "aggressive driver profile". Visit the Paid Media section of this report for more information on the public awareness component of the Respect the Sign campaign.

□ **Purchase of Equipment for Law Enforcement Agencies**

In FY 2011, OHS made funds available to law enforcement agencies for the purchase of radar equipment to enhance speed enforcement efforts. OHS hosted an equipment demonstration for equipment vendors so that agencies had a variety of options from which to choose. Vendors brought the equipment and OHS set up the demo on the service road near the Dover Toll plaza. Officers were able to try the equipment in a real world setting. As a result 27 agencies used just over \$118,000.00 to purchase 58 pieces of equipment (including radar, laser units, batteries and mounting equipment).

## **Evaluation**

As indicated above, 43% of the fatal crashes in FY 2011 were attributed to aggressive driving behaviors. To date in CY 2011, of the 90 fatal crashes that have occurred, 13% have been attributed to speeding and 41% to all aggressive driving behaviors. Plans for FY 12 are already being implemented which include a year round sustained aggressive driving enforcement plan. OHS will continue to conduct two week waves of enforcement but began the efforts during Thanksgiving week instead of waiting until after the New Year. The second round of wave enforcement will occur in January to keep up the high visibility profile. It is the hope that by starting enforcement earlier and sustaining it throughout the fiscal year, that not only will we see reductions in speed related fatal crashes but also overall aggressive driving related fatal crashes.

# **Traffic Records/Safety Management Systems**

## **Overview**

Accurate, complete and timely traffic safety data is the cornerstone of the states highway safety program. Efforts are currently underway to make improvements and upgrades to existing records systems to ensure that data that is captured and used in resource allocation decision making is as accurate as possible. The FY 2011 traffic records improvement efforts included the restructuring of pre-hospital care reporting procedures, review, analysis, and on-going linkage of CODES data (Crash Outcome Data Evaluation System), implementation of paperless tickets, and utilization of CHAMPS (Criminal and Highway Analysis Mapping for Public Safety) and the DUI Tracking System. 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.

## **Performance Goals**

Short-term performance goals:

- Coordinate the planning and development of the Section 408 application and TRCC Strategic Plan with the TRCC.
- Assist the TRCC with the implementation of projects as outlined in the TRCC Strategic Plan. See below:
  - Support efforts by the Delaware Justice Information System (DELJIS) to improve the automated crash report and create a users manual
  - Support efforts by the Division of Motor Vehicles in the creation of a DMV Data Mining Tool
  - Support efforts by the Office of Emergency Medical Services to enhance the EMS Data Information Network (EDIN)
  - Support efforts by DelDOT to create a new locator tool to support the electronic crash data system currently in development by DelJIS

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

## **Programming Efforts**

The Office of Highway Safety coordinated the following initiatives in an effort to reach our traffic records goals for FY 2011:

- **Implementation of the TRCC Strategic Plan**  
In FY 2011 OHS continued to implement the updated Traffic Safety Information System Strategic Plan and goals of the TRCC. The plan outlines each of the six information systems' (crash, roadway, vehicle, driver, enforcement/adjudication, and injury surveillance) status, goals/objectives (if appropriate), and performance measures (if appropriate). The plan outlines specific traffic records improvement projects in place as

well as plans for future initiatives to improve the consistency, accuracy, and timeliness of all data related to crashes.

□ **Continuation of the E-Crash Report Quality Control/Quality Assurance Project**

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 and DSP 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. Currently, DelJIS utilizes Section 408 funds to support this project.

□ **Implementation of the Crash Analysis Reporting System (CARS)**

The development of E-Crash has also generated a need for DelDOT to update their crash data and analysis system. DelDOT began the development of CARS in 2010 to replace their Safety Data Management (SDM) system and assist with Highway Safety Improvement Plan (HSIP) improvement identification and countermeasure selection. CARS will allow users to analyze crash data spatially in addition to their traditional reporting methods. The system will integrate crash data with DelDOT's roadway inventory data allowing for generation of crash rate information and other reports needed for the HSIP, safety decision making, and resource allocation. OHS will also have access to CARS for problem identification purposes, especially mapping, by the end of December 2011.

□ **Development of the AIIR Report for E-Crash**

Following DelJIS' December 2009 rollout of E-crash, law enforcement suggested that the manually completed AIIR Report also be created as a component of the E-crash package to allow for timely submission to the Department of Justice pertinent information reference an impaired driving arrest. DelJIS programmers prepared the electronic AIIR report with input from law enforcement officers and rollout is planned for January 2012.

□ **Development of the Delaware Information Management for Emergency Services (DIMES) Project—EMS Data Information Network (EDIN) Upgrades**

The Office of EMS is currently working on an extensive project to retool the electronic patient care reporting system that was implemented in 1999 (EDIN) to ensure out system's compliance with NEMSIS as well as to make various system improvements to assist BLS providers with data entry as well as data transfer and retrieval. The Office of EMS expects the project to be complete in 2012.

□ **Implementation of the DMV Data Analysis Tool**

DMV is currently developing a secure data mining tool in order to allow Department of Safety and Homeland Security colleagues to analyze various DMV data scenarios that may occur multiple times throughout the year. DMV will also utilize this tool to pull specific data for their various investigations. This will reduce the time spent by DMV application programmers in developing "one time only" data retrieval applications in order to support the Department of Safety and Homeland Security requirements.

□ **Administration of Section 408 SAFETEA-LU Data Improvements Incentive Grant**

The TRCC Core Team and data contractor met repeatedly over the course of the year to prepare the FY 2011 Section 408 application to NHTSA. The grant application was developed from the state's Traffic Safety Information System Strategic Plan. The Plan is Delaware's blueprint for improving safety via data improvements on Delaware roadways.

**Evaluation**

The State of Delaware continues to make great progress in improving the collection and analysis of crash data and we are pleased to note that all of the FY 2011 short-range traffic records goals were achieved or are underway. The TRCC continues to guide the efforts intended to improve the collection of data, including the development and implementation of a new automated crash report. Statewide use of the electronic reporting system, E-Crash, will greatly improve access to the data and reduce officer time spent on data collection and reporting, creating more timely, accurate, and complete crash data. These tools are key to highway safety countermeasures selection and resource allocation decision making.

# Pedestrian Safety

## Overview

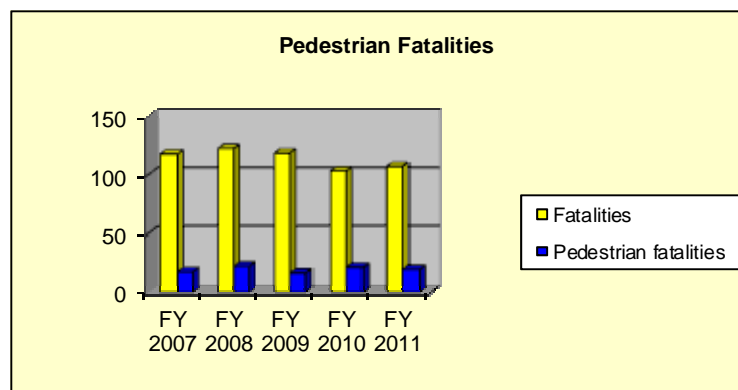
In FY 2011, pedestrian fatalities accounted for 18% (19 of 107) of Delaware’s total fatalities. This number represents a slight decrease from 19% (20 of 104) in FY 2010.

Fifty-three percent (10) of these crashes occurred in New Castle County, 31% (6) in Kent County, and 16% (3) in Sussex County. Enforcement efforts involved a smaller number of agencies than most of our programs. Because there are comparatively so few pedestrian deaths each year, even with injuries included it is difficult to identify trends in terms of location and successful preventive enforcement strategies.

More enforcement in FY 11 was focused in New Castle County particularly in the City of Newark where the University of Delaware is located and violations are more frequent. Other target locations are the Rt. 13/Rt. 40 corridors in NcCo and the Rt. 1 area of the Delaware beaches. Six State, county, and municipal law enforcement agencies issued a total of 530 pedestrian citations over the 12 month period.

Fifty-three percent (10) of pedestrian fatalities involved drug or alcohol impairment - a slight increase from FY 2010. The age distribution for pedestrian fatalities is somewhat scattered. The greatest percentage of pedestrian deaths 26% (5) were between the ages of 20-29. The second largest grouping was for ages 50 – 52 (4). Fatalities for ages 30 – 39 and 40 – 49 were equally spread out at 3 deaths for each age grouping. A staggering 84% (16) of the fatal crashes occurred in low-light conditions, or after dark. Enforcement efforts were conducted in the evening, late night, and early morning hours to specifically target the at-risk populations. October, spring and late summer were identified as the months with the highest number of pedestrian fatalities and injuries.

This year public awareness efforts included the distribution of reflective arm bands with the “Walk Smart” Brand for walkers and runners, radio ads, the promotion of pedestrian safety through local race sponsorships and the increased use of a Walk Smart Stencil near high traffic pedestrian areas.





## Performance Goals

**Pedestrian Fatalities** – To reduce pedestrian fatalities 11% from the 2006-2008 calendar year average of 18 to 15 by December 31, 2011.

	2006 – 2008 CY Avg	2009 – 2010 CY Avg
Number of fatalities	18	19
<b>% increase</b>		5%

## Programming Efforts

The Office of Highway Safety coordinated the following programming initiatives in an effort to reach our pedestrian safety goals for FY 2011:

- **Walk Smart Awareness Campaign & Pedestrian Safety Awareness efforts**  
During FY 2011, the Office of Highway Safety’s Corporate Outreach Coordinator and the Community Relations Officer provided pedestrian safety information regarding traffic laws, safe walking tips, and additional strategies for motorists. For more details, see the Walk Smart Campaign portion of our Paid Media section later in this document.



**OHS Corporate Partner Travis Boardman of FedEx helps elementary school students in Seaford cross safely**

□ **Walk Smart Stencil**

The Walk Smart Stencil is another one of OHS' strategies to encourage pedestrians to walk and cross safely. The stencil, which can be applied on sidewalks and private driveways to remind pedestrians where and how to walk safely, is available to the public. The Delaware River and Bay Authority Police Department used this stencil at its facilities and a picture was featured in the agency's quarterly newsletter.

**Evaluation**

There was a slight decrease in pedestrian fatalities from FY 2010 to FY 2011. Pedestrian safety continues to be one of the more challenging areas in which to make an impact due to the smaller number of fatalities, the spread out nature of the crash locations and individuals' desire to cross a roadway based on convenience versus safety considerations.

OHS will continue to partner with the Delaware Department of Transportation as part of the statewide Strategic Highway Safety Plan to address the multiple factors involved in this increase including better striping, and pedestrian signaling as well as messaging. Media messages will continue to be targeted to address causal trends in pedestrian crashes.

In FY 12 Pedestrian enforcement will follow the new model applied to occupant protection and aggressive driving in that smaller sustained waves of enforcement will be employed. Pedestrian safety waves will only be one week in length, and there will be just five conducted during very strategic high pedestrian crash times of the year including Halloween, early spring, mid summer and early fall. In addition, Newark police will continue to receive funding to conduct pedestrian enforcement operations during times of the year when the University is in session.

With help from our partners, we will continue to strive to meet the pedestrian safety goals outlined in our Highway Safety Plan.

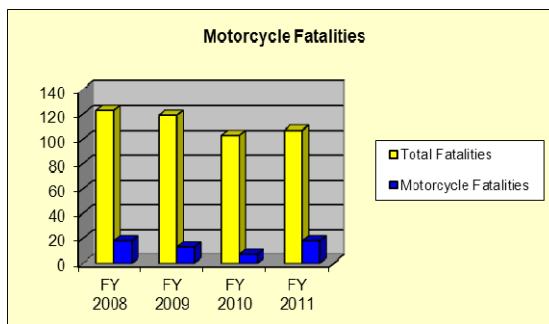


The Walk Smart Stencil

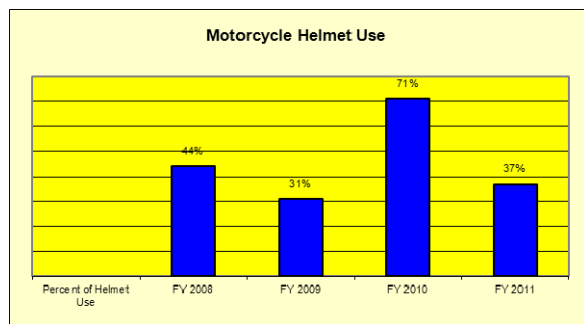
## Motorcycle Safety

### Overview

In FY 2011, motorcycle fatalities accounted for 18% (19 of 107) of all traffic crash fatalities. This is an increase from 7% (7 of 104) in FY 2010. Helmet use in fatal motorcycle crashes decreased in FY 2011 to 37% (7 of 19), compared to 71% (5 of 7) in FY 2010. During this fiscal year, approximately 77% of the motorcyclists were at-fault in the crash with 28% of the factors involving speeding or operating the vehicle in an erratic, reckless, carless, negligent or aggressive manner. Additionally, during the Fiscal Year 39% of fatal motorcycle crashes were alcohol-related (alcohol was a factor for either the motorcyclist or driver of other vehicle) and in CY 2010, 33% of those operators that were fatally injured had been drinking. In CY 2010, the Delaware Division of Motor Vehicles reported the death rate for motorcyclists as 3.67 per 10,000 registrations. This is a decrease from CY 2008, when the death rate for motorcyclists was 5.71 per 10,000 registrations. This is still considerably higher than the death rate for all vehicles, which was 1.24 per 10,000 registered vehicles.



Motorcycle fatalities compared to total fatalities



Motorcycle helmet use in fatal crashes

### Performance Goals

**Motorcyclist Fatalities** – To decrease motorcyclist fatalities 12% from the 2006-2008 calendar year average of 15 to 13 by December 31, 2011.

	2006 – 2006 CY Avg	2009 – 2010 CY Avg.
Number of fatalities	15	11
<b>% decrease</b>		27%

## **Programming Efforts**

The Office of Highway Safety coordinated the following programming initiatives in an effort to reach our motorcycle safety goal for FY 2011:

### **□ Motorcycle Safety Public Information and Education Campaign**

Due to the reduction and delay in campaign funding, OHS significantly revised campaign strategies and utilized an integrated mix of billboard and radio advertising to communicate the “Share the Road” message to all Delaware motorists. Developed a new custom billboard (12 locations statewide) using original photography to demonstrate how motorists and motorcyclists can respect one another to make Delaware roadways safer. The billboard featured Delaware representative Daniel Short. Additional outreach efforts included:

- **Developed and ran 10- and 15- second live radio reads across the state to remind motorists and motorcyclists what they can do to make Delaware roadways safer. Messaging encouraged motorists to be aware of motorcyclists and encouraged riders to wear reflective gear and obey speed limits.**
- **Distributed window clings and stickers with “Share the Road” messaging to community partners to further increase reach and frequency to the target audience.**



**OHS coordinates the filming of a new motorcycle safety PSA featuring State Representative Dan Short as the motorcyclist.**

❑ **Motorcycle Rider Education Committee**

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

❑ **Strategic Highway Safety Plan (SHSP) Motorcycle Subcommittee**

In response to the marked increase in motorcycle fatalities in FY 11, OHS and its SHSP partners formed a SHSP subcommittee to review the motorcycle crash data and develop short and long term strategies to reduce motorcycle fatalities. The committee consisted of representatives from OHS, DeIDOT, and DSP and met twice in late FY 11 to strategize on countermeasure activities. Some results of the collaboration included opportunities to review potential enforcement strategies with the TSRP (Traffic Safety Resource Prosecutor), development of plans for a safety day in 2012, review of motorcycle rider education classes, and development of a legislative agenda for 2012 that may include universal helmet legislation.

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

In FY 2011, the Office of Highway Safety submitted appropriate documentation demonstrating compliance with the Section 2010 legislation and the implementing regulations. The State of Delaware qualified for the FY 11 Section 2010 funds by having conforming motorcycle rider training courses and motorcycle safety programs. These funds will support a subgrant to DMV to provide funds for the motorcycle rider education courses as well as the OHS public information and education campaigns to increase motorcycle safety on Delaware roads.



**Dover Police Motorcycles at Click It or Ticket event at Dover International Speedway**

## **Evaluation**

**There was a substantial increase in motorcycle fatalities during this fiscal year, from 9 motorcyclists killed in CY 2010 to 19 fatalities in FY 2011. In August 2011, the Office of Highway Safety and DelDOT convened a SHSP subcommittee to review the extremely high number of motorcycle fatalities that had occurred to date in FY 2011. Following a four year decline in the number of motorcycle fatalities, the traffic safety community was alarmed by the sudden increase in motorcycle operator and passenger deaths. As noted above, the SHSP subcommittee developed strategies to implement to stem the tide of fatal motorcycle crashes, including a review of enforcement strategies and consideration of legislation changes to encourage operators to wear a motorcycle helmet. OHS will monitor the trends in these motorcycle crashes, compare to previous years and tailor our approach to impacting these trends based on the review of the crash data.**

## Corporate Outreach Program

### Overview

In 2006, OHS created the Corporate Outreach Program in a strategic effort to promote traffic safety to the hundreds of thousands of people who work in Delaware. Safety takes top priority among the corporate community, making the program beneficial to both OHS and employers.

Public and private corporations, as well as state-run and non-profit agencies are encouraged to participate in the program and together make up a committee called the Corporate Partners. In 2011, OHS served over 125 partnering agencies.

### Programming Efforts

The Corporate Outreach Program looks for effective ways to reach both small and large groups of employees with timely and consistent information about traffic safety trends and initiatives.

#### ❑ Monthly Traffic Safety News and Newsletter Articles

**Traffic Safety News** – This monthly e-newsletter can be shared with audiences of all sizes with minimal effort from our corporate partners. The theme is based on the traffic safety hot topic of the month and is divided into two easy to read sections: *What You Need to Know* and *What You Can Do*. To date, over 17,000 people receive the Traffic Safety News every month.

**Drop-in Newsletter Article** - A monthly newsletter article is created for our partners who produce an internal newsletter. The monthly article is distributed on the last Monday of each month and is usually a condensed version of the Traffic Safety News.



**Delaware National Guard installed the Buckle Up Stencil at armories statewide.**

❑ **Standing Order Distribution of Program Materials**

Each Corporate Partner can elect to receive promotional traffic safety materials. For most campaigns, OHS produces quantities of posters, flyers and table tents. The number and type of materials received is based on the needs of the company, the number of employees, and availability. The Corporate Outreach Coordinator recommends one poster per bulletin board, one flyer per employee, and one table tent per table in a break area or cafeteria. The Corporate Outreach Program distributed approximately 400 posters, 5000 flyers, and 800 table tents for each major campaign in 2011.

❑ **Corporate Partners and Fleet Managers Meetings**

Held in a round table format, the Corporate Partners Meetings bring safety managers together with highway safety officials to brainstorm effective ways to bring the traffic safety message to groups of employees. Partners meetings are held every year in the months of March and September. In March 2011, 17 Corporate Partners attended the meeting to discuss the state ban on texting for all drivers, current traffic statistics and upcoming OHS programs. In September, 27 partners from 17 companies attended the Partner’s Meeting and Awards ceremony to celebrate the success of the group and to receive information on upcoming programs like Drive Safely to Work Week and Safe Family Holiday.

Once a year, the OHS Corporate Outreach Coordinator gathers together partners that administer large fleets of vehicles and drivers. Fleet administrators from both the public and private sector meet to discuss the unique challenges of maintaining the safety of large fleets of vehicles and drivers. In 2011, the Fleet Managers committee elected not to meet as planned to allow for implementation of web conferencing technology.



September 2011 Corporate Partner’s Meeting and Awards attended by 27 people representing 17 companies. (pictured and listed below)

Delaware National Guard  
Air Liquide  
Pepsi Bottling Ventures  
Bayhealth Medical Center  
Dover Downs  
Fed Ex Ground  
University of Delaware

Artesian Resources  
Dover Air Force Base  
Seiberlich Trane  
County Environmental  
Delaware Transit Corp  
Perdue Farms, Inc



## ❑ **Corporate Outreach Awards**

Once a year, Corporate Outreach Awards are given to Corporate Partners to thank them for an outstanding job in sharing traffic safety information with their employees. Twenty-seven partners gathered this year for the awards ceremony and meeting. The following businesses were awarded for their outstanding contributions to the overall success of OHS campaigns in 2011:

- Outstanding Outreach Award– H. Lew Morrison, County Environmental
- Outstanding Program- Travis Boardman, Inc., Fed Ex
- Outstanding Partner- Bayhealth Medical Center, Trauma Services



Bayhealth Medical Center's Trauma Services Department receives this year's top honor. Presented by OHS Corporate Outreach Coordinator, Trish Bachman.

## ❑ **Hispanic Outreach Committee**

In response to the growing need to educate the Hispanic and Latino communities in Delaware, OHS has organized a Hispanic Outreach Committee. The committee is comprised of Spanish speaking representatives from both the public and private sector to analyze OHS's outreach efforts and provide input on how to reach this segment of the population effectively. The committee meets as needed, and is called upon for translation approval on all OHS materials produced in Spanish.

## ❑ **Safe Family Holiday Mocktail Event/Party**

Traditionally during the holiday period between Thanksgiving and Christmas, partners are given the opportunity to host a "Mocktail Party" to encourage their employees to have a safe and sober holiday. Mocktail Parties are non alcoholic cocktail parties where non alcoholic punches and "smart" (i.e.: high protein, low/no salt) party foods are served and information on impaired driving prevention is distributed. Mocktail parties have been an incredibly successful venue for outreach to large audiences with lifesaving messages about

**Driving under the Influence (DUI) and other dangerous driving behaviors. During the 2010 holiday season, corporate partners held 10 mocktail parties that reached over 2000 people. In FY 11 some of the corporate partners chose to branch out and conduct Summertime Mocktail parties and Halloween Mocktail parties to provide different themes for a message that is valuable year round.**



**DUI Trees bring awareness of alcohol-related crashes during the holiday season**



**Summertime “Mocktail” at Christiana Care – Trauma Services Staff provide non alcoholic cocktails, “mocktail” recipe books, and other information to hospital staff**

## **Evaluation**

**This year, Corporate Outreach was able to use technology to bridge the gap between OHS and the Corporate Partners. At the suggestion of the Fleet Managers, OHS began including Web Conferencing as a way of sharing information with a large number of people to conserve both time and money. Two webinars were held to share timely information about Click It or Ticket (May) and Motorcycle Safety (August). The number of attendees was 24 and 5, respectively.**

**In addition, a survey component was added to evaluate major outreach efforts and their effectiveness. Two surveys were offered in 2011. The first evaluated the effectiveness of the Corporate Outreach Program and the second evaluated the tools and materials for the May Corporate Click It or Ticket campaign. Feedback from the partners serves as a catalyst for changing or improving OHS outreach methods.**

**Plans/Goals for FY 2012 include:**

- Promote traffic safety outreach activities of the Corporate Partners to the public through use of social media**
- Continue using web-base technology to share critical information in a timely manner and in a way that will encourage more partners to participate.**
- Continue using an evaluation tool to solicit feedback from Corporate Partners regarding the types of materials and tools they use and the perceived effectiveness**
- Recruit a minimum of six (6) new partners**
- Conduct eight (8) out of office outreach activities**

# Young Driver Programs

## Overview

By many accounts, Delaware has one of the strongest Graduated Driver Licensing (GDL) laws in the nation, containing most of the recommended components including: starting age of 16, a one-year permit process, 50 hours of supervised driving required, night-time driving, passenger and cell phone use restrictions, and mandatory seat belt use requirements. The GDL law was designed to give 16 year olds who are applying for their drivers' license for the first time additional behind the wheel supervision beyond Drivers 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 law, which was passed in 1998 and took effect in July of 1999, increased the age at which a teen could apply for a driving permit from age 15 years and 10 months to age 16. Since that time a formal evaluation has shown that crash rates for 16 year old drivers have decreased by almost 31%.

## Performance Goal

**Drivers Age 20 or Younger Involved in Fatal Crashes – To decrease drivers age 20 or younger involved in fatal crashes 17% from the 2006-2008 calendar year average of 18 to 15 by December 31, 2011.**

	2006 – 2008 CY Avg	2009– 2010 CY Avg.
Number of fatalities	18	19
<b>% increase</b>		-5%

## Programming Efforts

### ❑ **Parent Orientation Program**

In 2004, the Office of Highway Safety began looking at additional ways to educate parents of new teen drivers about the requirements of the State's GDL law. From this, the GDL Parent Orientation Program was created. The GDL POP is an hour and a half long program conducted at high schools statewide in the evenings. Participating schools make attending this program a mandatory assignment of the driver education class. Since the program is geared toward parents, attendance by both the teen driver and at least one parent is required. The GDL POP consists of four powerpoint presentations by OHS and its partners the Delaware State Police, the Division of Motor Vehicles, Think First of Delaware, and State Farm Insurance. Additionally there are videotaped interviews with a parent and sibling of two young people killed in teen driving crashes, and a memorial tribute to the teen victims of motor vehicle crashes (made possible thanks to support from the victims families). In FY 11 OHS conducted 7 GDL Parent Programs in high schools

**statewide. In May, it suspended conducting any more in an effort to convert the program into one that was available online. Due to concerns about capturing personal information, actual work to take the program online didn't begin until the start of FY 12. It is OHS's goal to have this program available online by the spring of 2012.**



**Delaware State Police Cpl. Jeff Weaver addresses families from multiple high schools in New Castle County attending the GDL Parent Orientation Program at Dickinson High School.**

# Results: 2011 Driver Behavior Survey

## Overview

In 2009 NHTSA and GHSA formed a working group and determined that States should conduct annual Driver Behavior Surveys to measure attitudes and behaviors on driver safety topics. The working group came to an agreement on 9 core questions to be asked as part of this survey. The questions centered around behaviors related to impaired driving, seat belt use, and speeding. It was recommended that states conduct these surveys in the summer months after the national seat belt mobilization and before the national impaired driving crackdown.

Delaware Population by County

County	Population	% of State Population
Kent	162,310	18%
New Castle	538,479	60%
Sussex	197,145	22%
Total	897,934	

\*Based on U.S. Census Bureau 2010 - <http://quickfacts.census.gov/qfd/states/10000.html>

## Survey Design & Execution

As recommended by NHTSA and GHSA, the survey was conducted using a representative sample of all licensed drivers throughout the State of Delaware through the DMV intercept method. However, OHS had to work around the request of DMV to not collect surveys on the busiest days (15<sup>th</sup> & 31<sup>st</sup> & Wednesdays).

OHS kept the survey to a single page with multiple choice questions to be manageable for participants. The same survey questions were asked at all locations, including the core questions as recommended by NHTSA and GHSA.

The Delaware Office of Highway Safety added new outlets where it conducted the survey this year compared to 2010. The use of temporary employees and online survey software were utilized and surveys were also given at community events to broaden the outreach and responses. Participants completed the surveys themselves and OHS and/or temporary employees were on hand to collect completed questionnaires. For the online survey, OHS put a link on their Facebook page and a link from their website to direct visitors to take the survey.

## Survey Field Totals

	Dover DMV	Wilmington DMV	Georgetown DNV	Wilmington Blue Rocks	Harrington Outreach	Survey Monkey
Tuesday August 9					48	
Friday August 12				119		
Monday August 22		113				
Tuesday August 23		123				
Thursday August 25	145					
Friday August 26	55		109			
Thursday September 2			113			
August 17-September 30						991
<b>TOTAL COMPLETED SURVEYS 1,816</b>						

### Results Tabulation

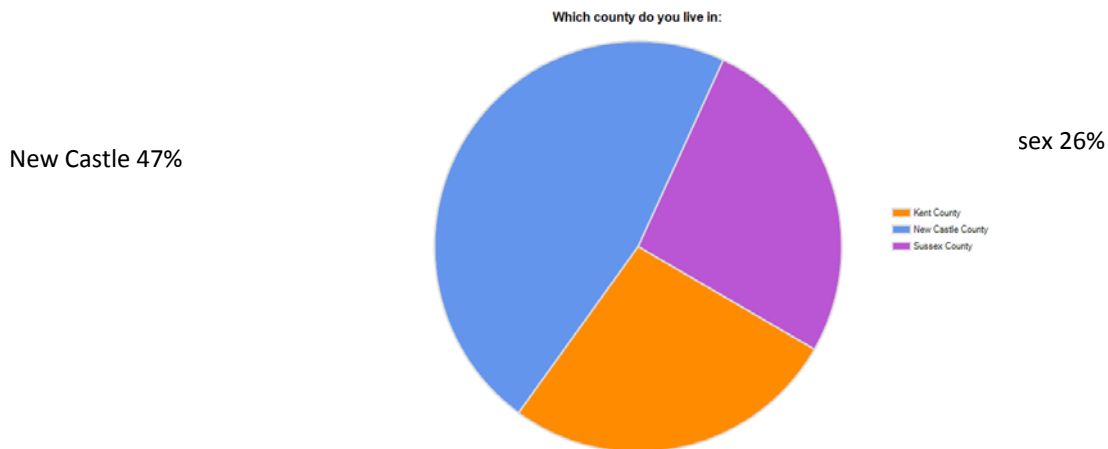
All paper surveys were entered into the online survey software, Survey Monkey to tabulate and analyze all of the completed questionnaires. The following pages summarize the collected data and provide a question-by-question analysis of the participants' responses. Fractions of percentages have been rounded to the nearest whole number.

### Detailed Findings

#### *Demographic Questions*

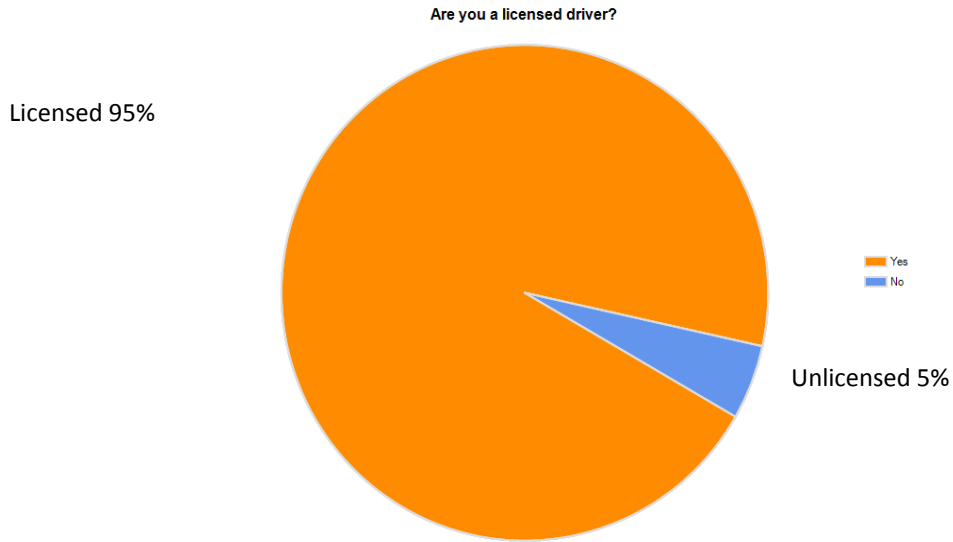
##### What county do you live in?

According to the total number of surveys completed, 27% lived in Kent County, 47% lived in New Castle County, and 26% lived in Sussex County.



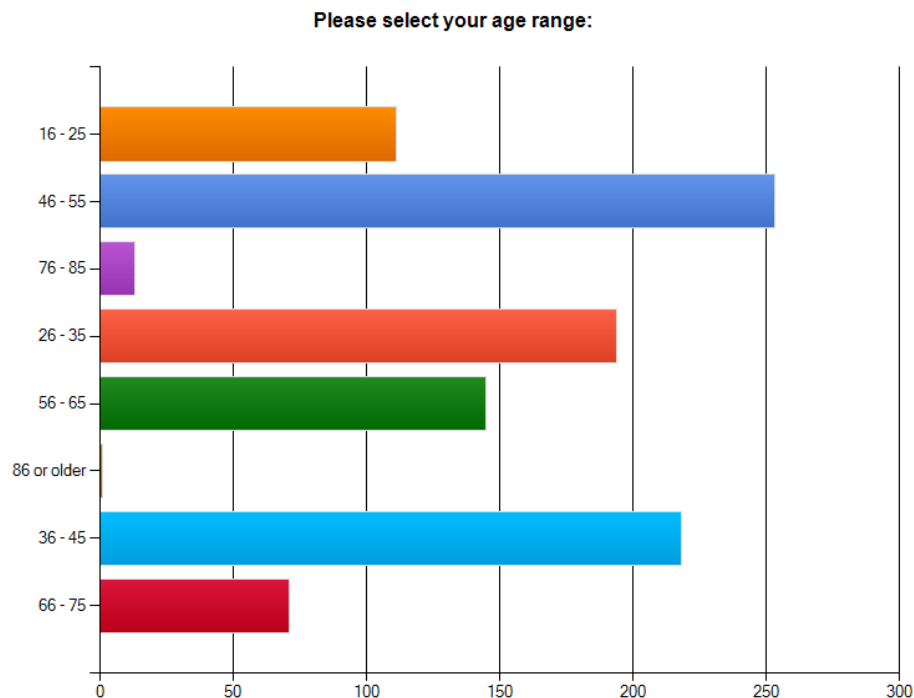
## 1. Are you a licensed driver?

According to the survey tabulations, 95% of the respondents were licensed drivers.



## 2. Please select your age range:

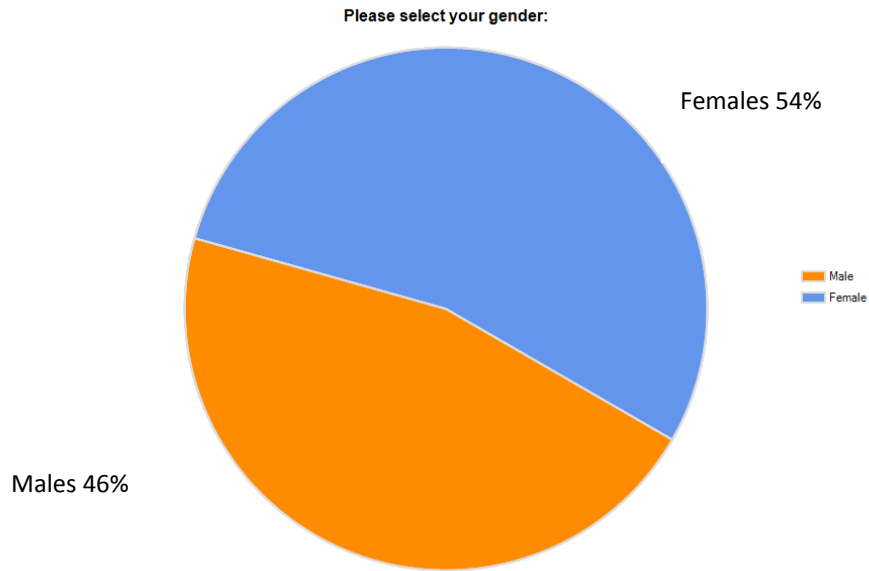
The majority of participants depicted in the survey were between the ages of 46-55, totaling 26%. Age category 16-25 make up 11%; age 26-35 is 19%; 56-65 14%; 36-45, 22%; 56-65, less than 1%; and 66-75, 7%; 76-85, made up only 1% of the respondents. Only one person over the age of 86 responded to the survey.





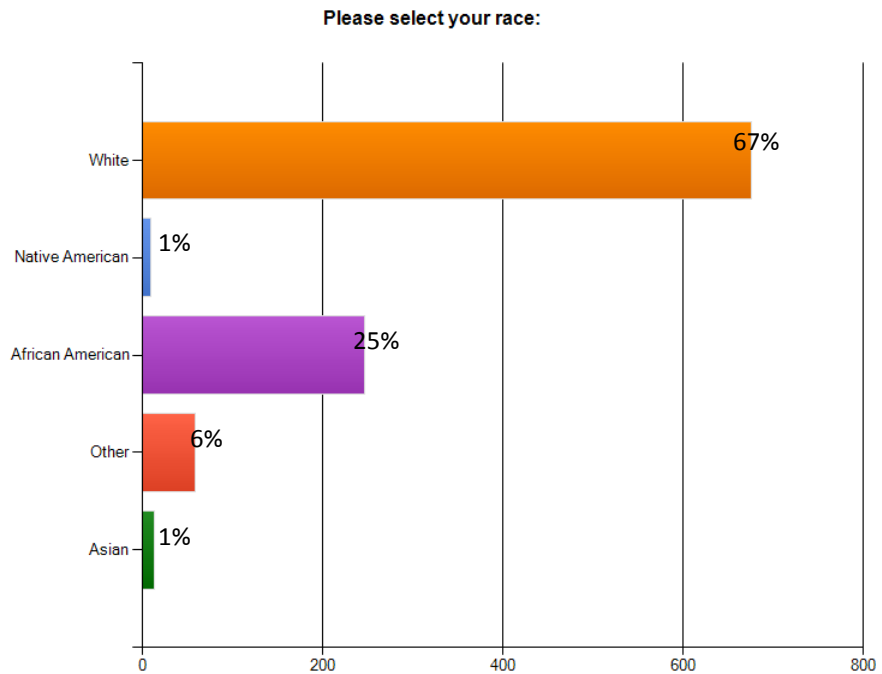
**3. Please select your gender:**

The gender of respondents was slightly higher female (54%) than male (46%).



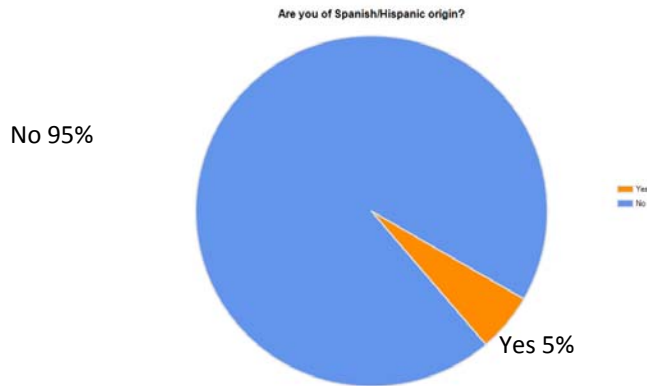
**4. Please select your race:**

An overwhelming percentage of respondents selected White (67%) as their race with the second highest being African American (25%). Native American made up 1%, Asian 1%, and "Other" 6%. Write in responses for "Other" included Hispanic, Mixed Race, Latino, Jewish, South American, and Italian.



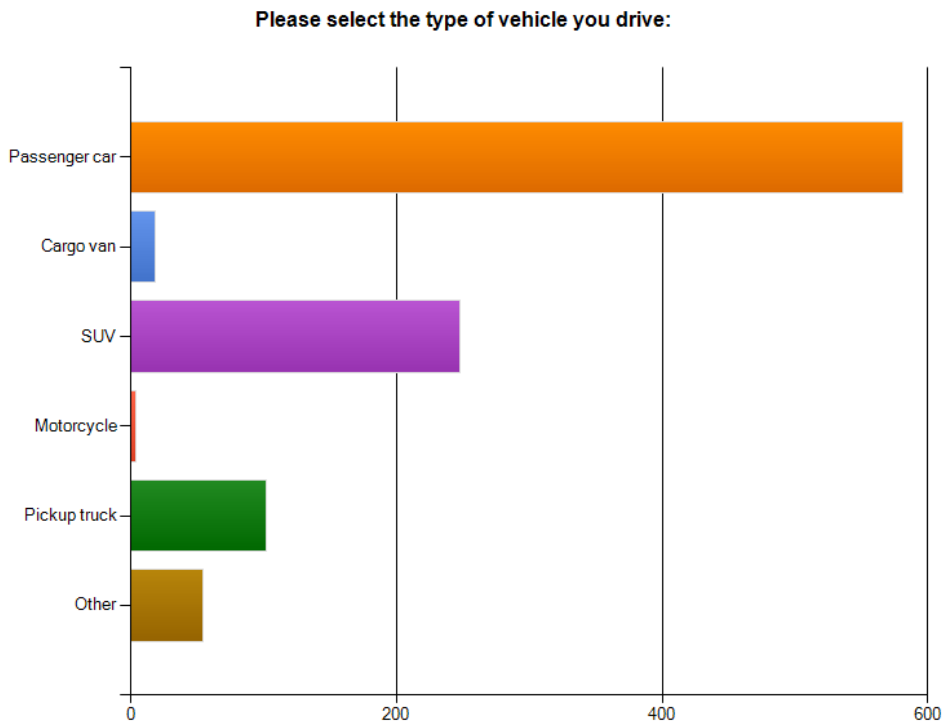
**5. Are you of Spanish/Hispanic origin?**

Only 5% of respondents indicated they were of Spanish or Hispanic Origin.



**6. Please select the type of vehicle you drive?**

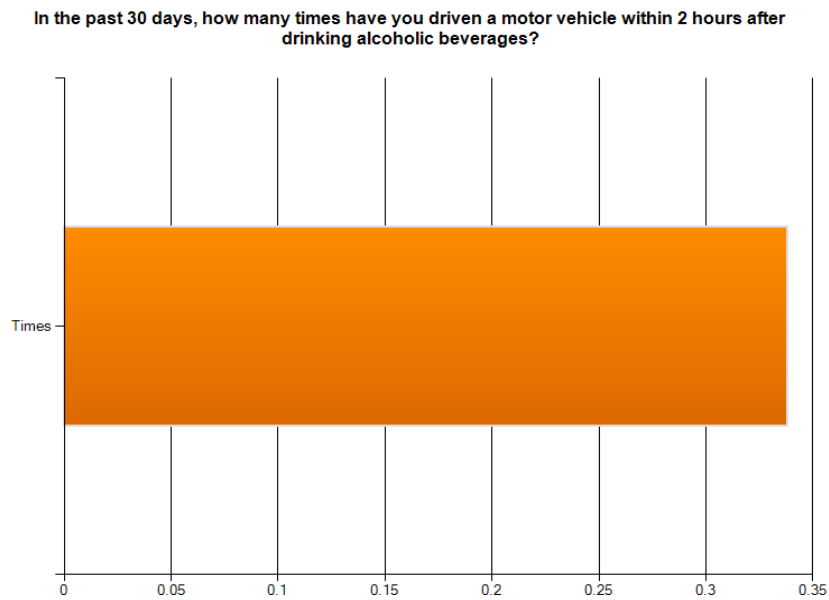
A little over one-half of the vehicles driven were passenger cars (58%), followed by SUVs (25%), pickup trucks (10%). Cargo vans and motorcycles make up 2% and the "Other" category of respondents was 56%. Mini-vans were the majority of the write-in responses under the "Other" category.



## Impaired Driving Questions

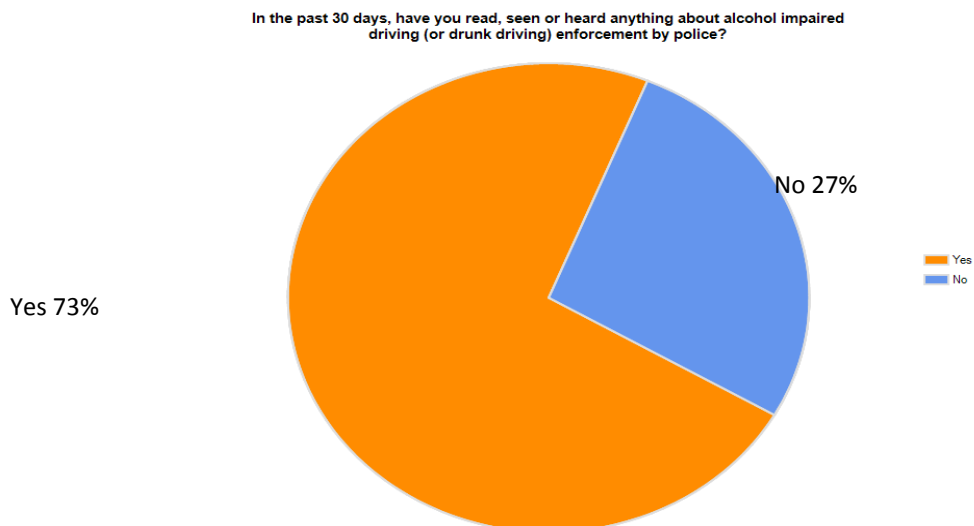
### 7. In the past 30 days, how many times have you driven a motor vehicle within 2 hours after drinking alcoholic beverages?

Almost all the respondents indicated they had not driven within 2 hours after drinking alcoholic beverages. Those that responded they had driven within 2 hours of consuming alcoholic beverages made up 0.34%.



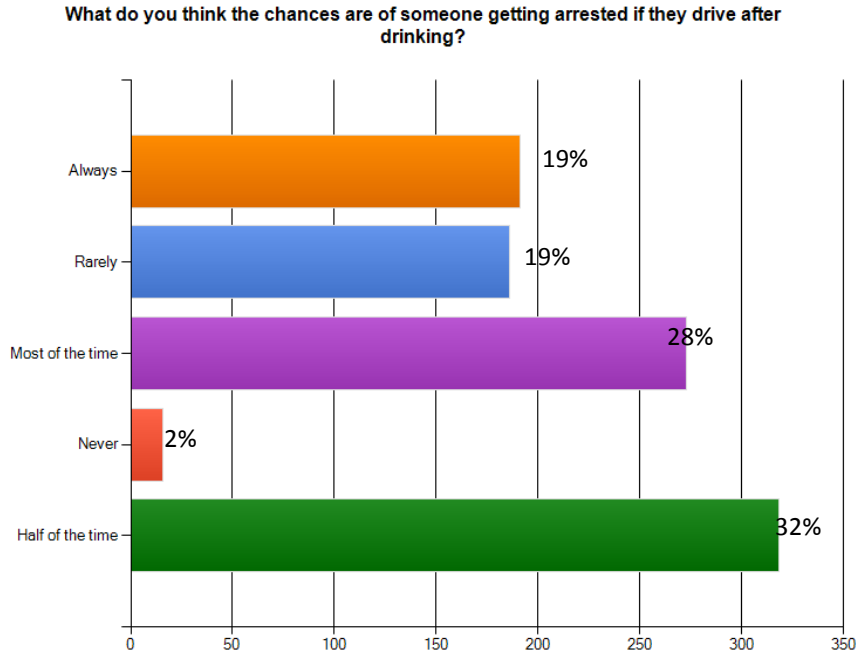
### 8. In the past 30 days, have you read, seen or heard anything about alcohol impaired driving (or drunk driving) enforcement by police?

The majority of respondents (73%) had read, seen or heard something about alcohol impaired driving (or drunk driving) enforcement.



**9. What do you think the chances are of someone getting arrested if they drive after drinking?**

According to the results, 19% of all respondents thought an arrest would always occur for drinking after driving. The majority, at 32%, thought an arrest would occur only half of the time and 28% believed an arrest would occur most of the time. Those that believed an arrest would rarely occur was 19% and 2% believed an arrest for drinking after driving would never occur.

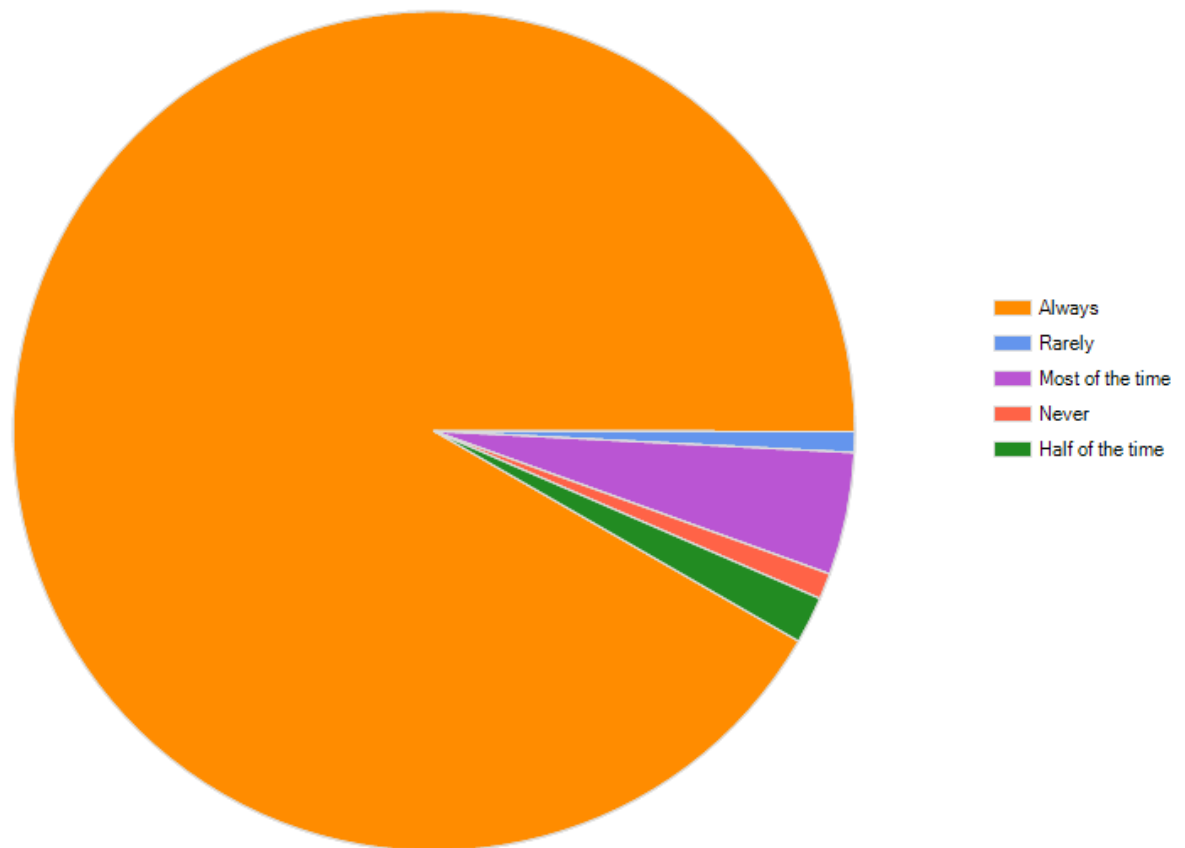


## *Seat Belt Usage Questions*

### **10. How often do you use seat belts when you drive or ride in a car, van, SUV or pickup?**

A combined 97% of the respondents said they wore seat belts all of the time or most of the time (92% and 5% respectively). Those that stated they use their seat belt half of the time make up 1%. Those that rarely use their seat belt make up less than 1% and those who stated they never wear a seat belt is also 1%.

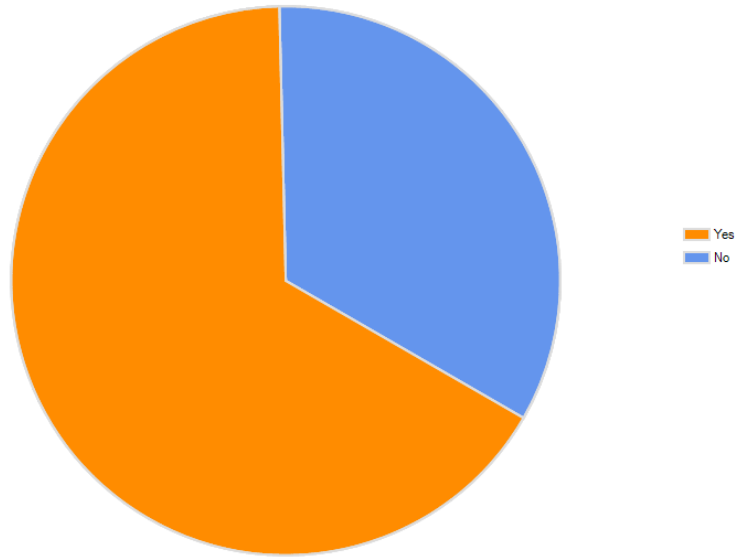
#### **How often do you use seat belts when you drive or ride in a car, van, SUV or pickup?**



**11. In the past 60 days, have you read, seen or heard anything about seat belt law enforcement by police?**

The majority of respondents, 66%, recalled reading, seeing or hearing something about seat belt law enforcement in the past 60 days compared to 34% who stated they hadn't read, seen or heard anything regarding seat belt enforcement.

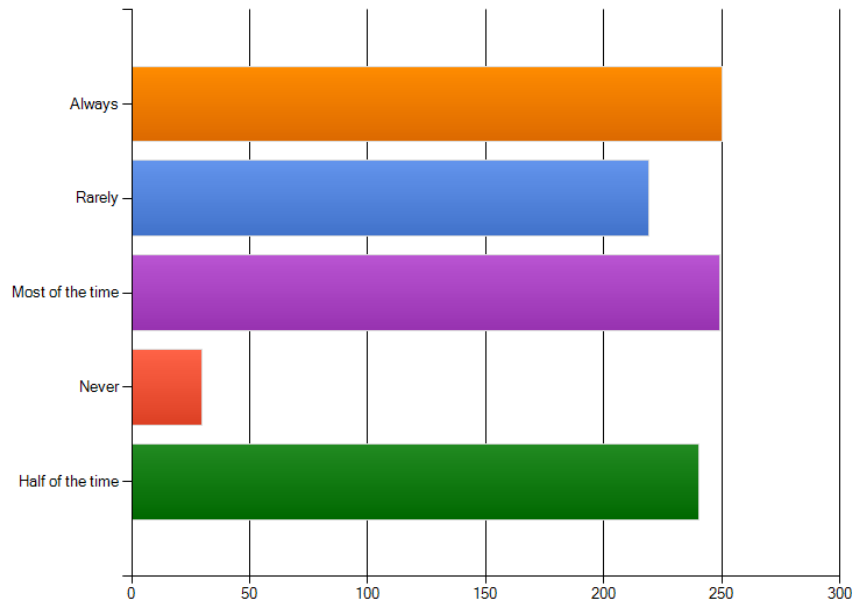
**In the past 60 days, have you read, seen or heard anything about seat belt law enforcement by police?**



**12. What do you think the chances are of getting a ticket if you don't wear a safety belt?**

According to the results, 25% of respondents thought they would always get a ticket for not wearing a safety belt; 25% also believed they would get a ticket most of the time and 25% believed they would get a ticket half of the time. Those that believed they would rarely get a ticket resulted in 22% and 3% thought they would never receive a ticket.

**What do you think the chances are of getting a ticket if you don't wear your safely belt?**

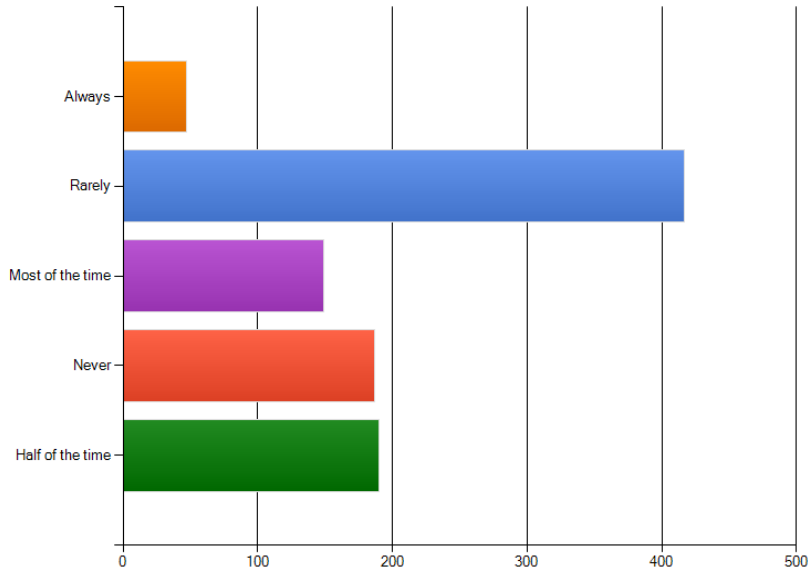


## Speeding Questions

### 13. On a local road with a speed limit of 30 mph, how often do you drive faster than 35 mph?

A majority 42% responded that they rarely drive faster than 35 mph in a 30 mph speed zone; 19% said they driving faster half of the time; 15% most of the time; 5% always driving faster; and 19% said they never drive faster than 35 mph in a 30 mph speed limit zone.

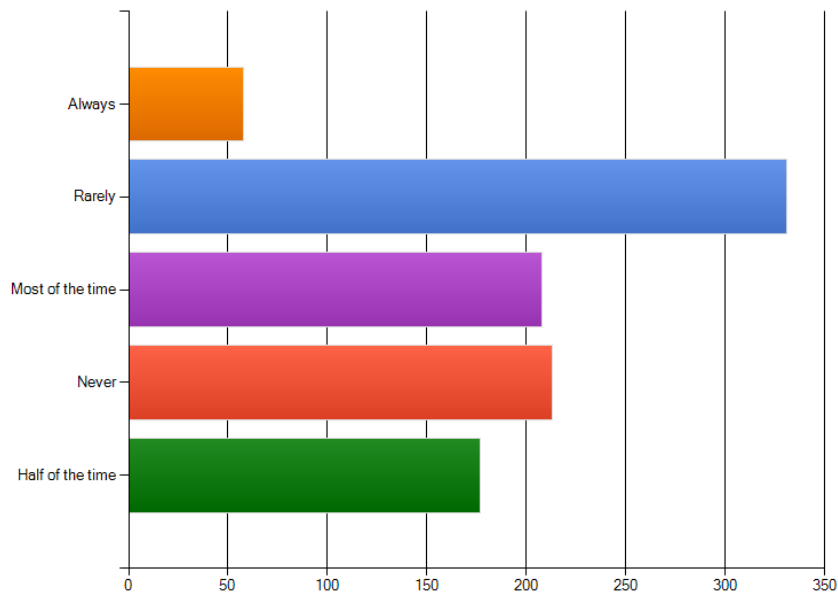
On a local road with a speed limit of 30 mph, how often do you drive faster than 35 mph?



### 14. On a road with a speed limit of 65 mph, how often do you drive faster than 70 mph?

The respondents who reported they always drive faster than 70 mph in a 65 mph speed limit zone make tallied 6%; 21% stated they drove over 70 mph most of the time; and 18% half of the time. The majority, with 33% said they rarely drive over 70 mph in a 65 mph speed limit zone and 22% said they never drive faster.

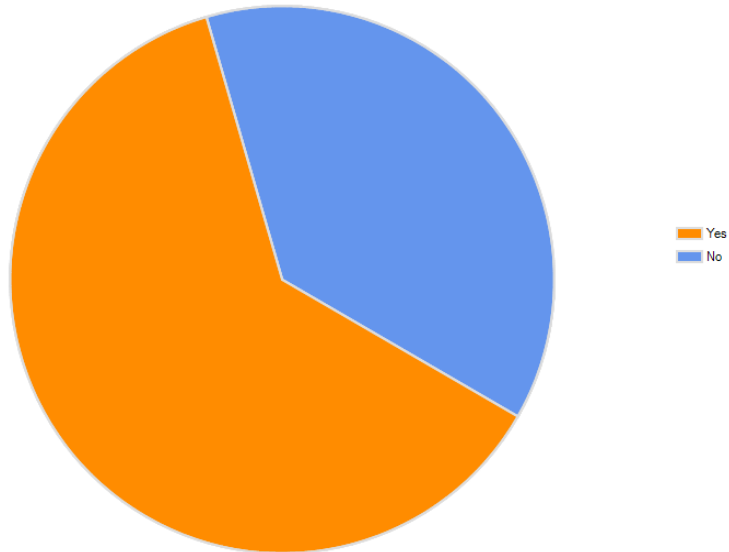
On a road with a speed limit of 65 mph, how often do you drive faster than 70 mph?



**15. In the past 60 days, have you read, seen or heard anything about speed enforcement by police?**

Overall, 62% of respondents recalled reading, seeing, or hearing something about speed enforcement by police.

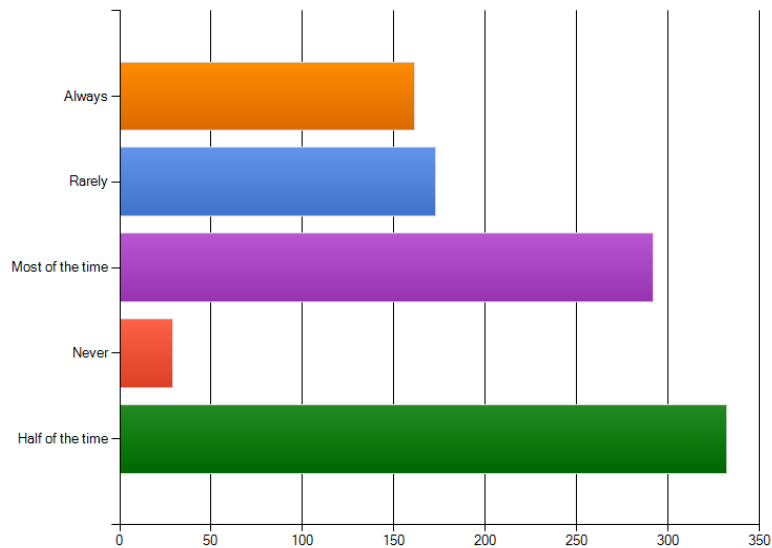
**In the past 60 days, have you read, seen or heard anything about speed enforcement by police?**



**16. What do you think the chances are of getting a ticket if you drive over the speed limit?**

According to the results, 34% stated they believed the chances of getting a ticket for driving over the speed limit were half the time; 29% believed most of the time; and 16% stated always. Those that believed the chances of receiving a speeding ticket were rare make up 18% and 3% believed the chances are never receiving a ticket for driving over the speed limit.

**What do you think the chances are of getting a ticket if you drive over the speed limit?**

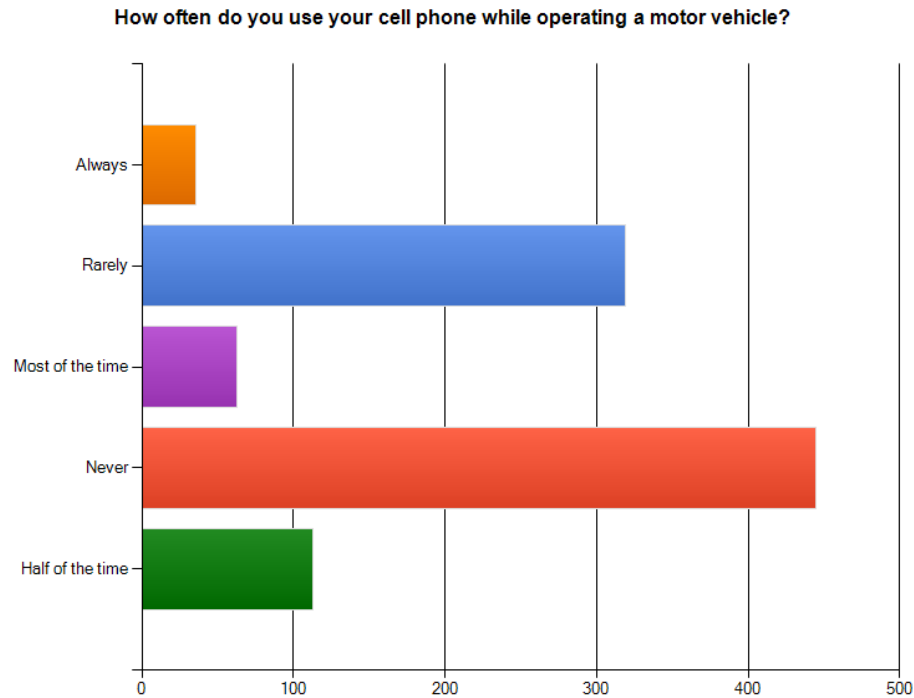




## *Distracted Driving*

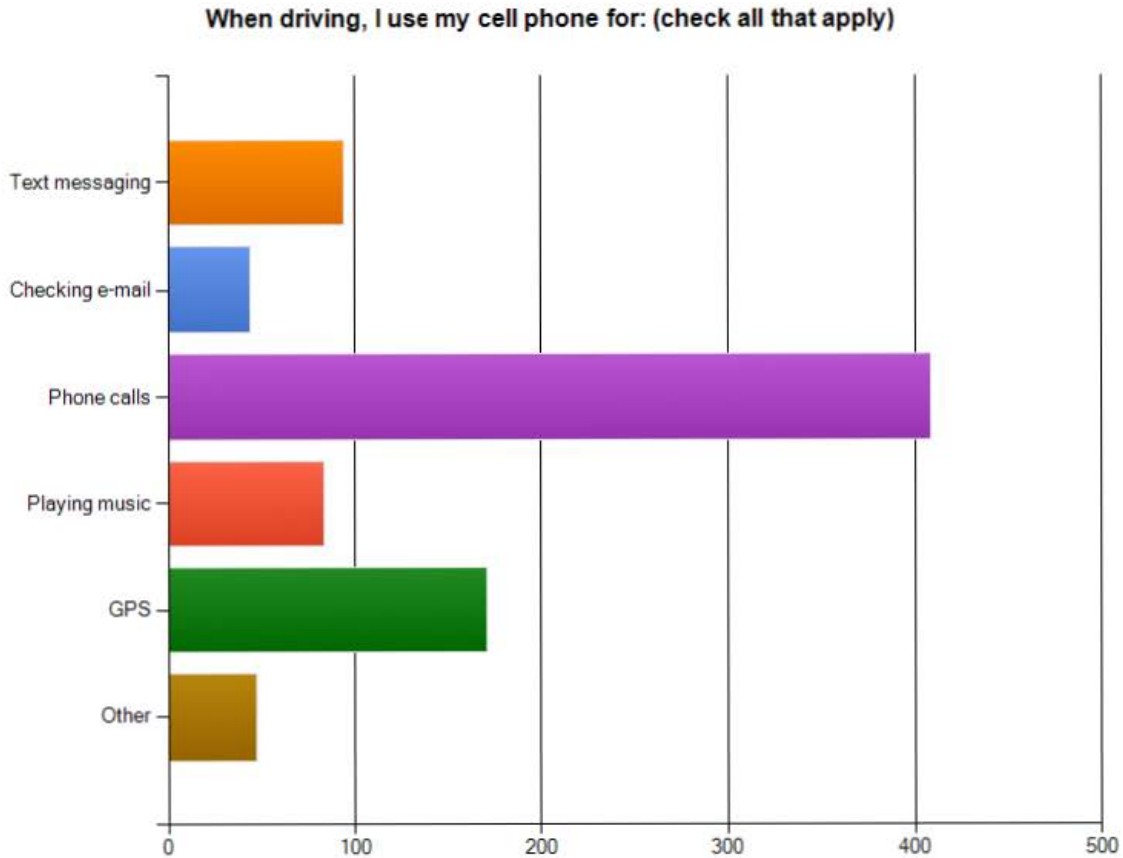
### **17. How often do you use your cell phone while operating a motor vehicle?**

The number of respondents who said they never use their cell phone while driving is 45% and 33% stated they rarely use their cell phone while driving; 12% said they use their cell phone half of the time while driving a vehicle; 6% said most of the time; and 4% said they always use their cell phone while operating a motor vehicle.



**18. When driving, I use my cell phone for:**

The respondents were asked to check all that apply. Many use their cell phones when driving for multiple purposes. An overwhelming 71% stated they use their cell phones while driving for placing and receiving phone calls; 16% responded that they use their phone for text messaging; 7% for checking their email; 14% use their cell phone for playing music and 29% use their cell phone's GPS when driving; 8% said they use their cell phones for "Other" purposes. Using Facebook was listed under the "Other" purposes.





The Delaware Office of Highway Safety wants your views on how to improve traffic safety behavior throughout the state. Please note that your comments will be kept confidential and no individual names will be collected or identified.

Which county do you live in:  
 Kent County  
 New Castle County  
 Sussex County

**Please complete the survey and then hand it back in.  
 Thank you in advance for your time.**

1. Are you a licensed driver?

Yes  No

2. Please select your age range:

16 - 25  26 - 35  36 - 45  46 - 55  
 56 - 65  66 - 75  76 - 85  86 or older

3. Please select your gender:

Male  Female

4. Please select your race:

White  African American  Asian  
 Native American  Other \_\_\_\_\_

5. Are you of Spanish/Hispanic origin?

Yes  No

6. Please select the type of vehicle you drive:

Passenger car  SUV  Pickup truck  
 Cargo van  Motorcycle  
 Other \_\_\_\_\_

**IMPAIRED DRIVING**

7. In the past 30 days, how many times have you driven a motor vehicle within 2 hours after drinking alcoholic beverages?

\_\_\_\_\_ times

8. In the past 30 days, have you read, seen or heard anything about alcohol impaired driving (or drunk driving) enforcement by police?

Yes  No

9. What do you think the chances are of someone getting arrested if they drive after drinking?

Always  Most of the time  Half of the time  
 Rarely  Never

**SEAT BELT USAGE**

10. How often do you use seat belts when you drive or ride in a car, van, SUV or pickup?

Always  Most of the time  Half of the time  
 Rarely  Never

11. In the past 60 days, have you read, seen or heard anything about seat belt law enforcement by police?

Yes  No

12. What do you think the chances are of getting a ticket if you don't wear your safety belt?

Always  Most of the time  Half of the time  
 Rarely  Never

**SPEEDING**

13. On a local road with a speed limit of 30 mph, how often do you drive faster than 35 mph?

Always  Most of the time  Half of the time  
 Rarely  Never

14. On a road with a speed limit of 65 mph, how often do you drive faster than 70 mph?

Always  Most of the time  Half of the time  
 Rarely  Never

15. In the past 60 days, have you read, seen or heard anything about speed enforcement by police?

Yes  No

16. What do you think the chances are of getting a ticket if you drive over the speed limit?

Always  Most of the time  Half of the time  
 Rarely  Never

**DISTRACTED DRIVING**

17. How often do you use your cell phone while operating a motor vehicle?

Always  Most of the time  Half of the time  
 Rarely  Never

18. When driving, I use my cell phone for: (check all that apply)

Text messaging  Phone calls  GPS  
 Checking e-mail  Playing music  
 Other \_\_\_\_\_

## **Paid Media Summary**

### **Overview**

In FY 2011, the combination of paid and earned media to increase awareness of critical highway safety issues in the First State continued to be the backbone of OHS's Communication Strategy. Most paid media efforts undertaken by OHS support its enforcement campaigns as national research shows that the greatest impact can be made by combining the two. As with its enforcement efforts, the OHS paid media plan is driven by crash data to identify primary and secondary audiences for each of the agency's priority areas, as well as provide information on times of day and days of the week when crashes were occurring. Not only did this information dictate where and when enforcement would be conducted, it helped determine where and when paid media messages would run, so that it most effectively supported the enforcement efforts. OHS used this formula and applied it across the board to all of its media awareness campaigns.

In FY 2011 OHS did experience a delay in receiving Section 402 funding for campaigns which in turn made OHS scale back some of its paid media efforts. However OHS did spend more than \$1.8 million in Section 402 and other Incentive Grants to maximize the effectiveness of enforcement and educational programming initiatives. In addition to what is reflected in this document, OHS also spent more than \$150,000 on sports marketing outreach events including NASCAR, Delaware college football & basketball, Delaware minor league baseball team, and local dirt tracks to broaden the reach to the target audiences in the DUI, Aggressive Driving, and Seat Belt campaigns. A little over \$10,000 from 402 was spent on supplies and materials such as brochures, incentive items, as well as materials to support OHS's Corporate Outreach Program.

In FY 2011, OHS continued to work with Deardorff Associates on building an ownable, distinctive and unifying look for the OHS public information campaigns by adopting a brand approach with a consistent overall design along with a brand positioning line for each specific initiative. The unifying and yet customizable tagline ensures the message is being communicated to build overall recognition for safe driving issues. The tagline better communicates the desired behavior for each individual initiative as well as reinforces all campaign safety messages.

OHS continued its use of internet advertising including digital entertainment channels and social media for the *Click It or Ticket*, *Checkpoint Strikeforce*, and the new *Respect The Sign* campaign in an effort to reach the younger demographic which is often over-represented in crashes where speeding, alcohol, and lack of belt use are involved. New initiatives that started in FY2010 and were carried into FY2011 will continue into FY2012 included a Distracted Driving/Hands Free Cell Phone Campaign, and Prescription Drug Impaired Driving Awareness Campaign. Also in FY2011, OHS cultivated new media partners with Racing Limos of Dover, Front Row Motorsports, Alliance Sport Marketing, and Breaking Limits LLC, all of which focused on the sport arenas in Delaware such as NASCAR, Delaware International Speedway, Airport Speedway, and Wilmington Blue Rocks. These events and partnerships went over very well with engaging the community with traffic safety messages that OHS plans to continue the partnerships into FY2012.

**This section of the Annual Report provides a description of OHS's paid media efforts for FY 2011. It is presented in four different formats.**

**A breakdown of projects funded with Section 402 and other Incentive Funds**

**A chart of OHS's sustained media efforts reflected by calendar month**

**A narrative explanation of the highlights and achievements of paid media efforts by program area**

**A summary chart of paid media efforts for the entire 2011 Federal fiscal year**

**I. Paid Media Funds Spent in FY 2011**

Use of 402 and Incentive Grant Funds for Paid Media in FY 2011		
Federal Grant Code	Campaign	Total Funds Spent
Section 402	<i>Respect The Sign</i> campaign \$200,000 <i>Walk Smart</i> Pedestrian Safety campaign \$59,933 <i>Ride Safe. Ride Smart</i> Motorcycle Safety Campaign \$45,000 <i>Click It or Ticket</i> campaign \$60,047.35 Nighttime seat belt campaign \$33,789.50 Distracted Driving campaign \$196,868 Fitting Station/CPSAW Paid Media \$15,000 Alliance Sport Marketing- \$12,976.08 May Race \$6,250.00 Aggressive Driving Racing Limos of Dover- \$4,350	\$437,542.79
Section 154	Checkpoint Strikeforce Oct- Dec. 2010/2011 Alliance Sport Marketing NASCAR Drive Sober Campaign Safe Family Holiday 2010	\$339,536.77 \$26,500 \$51,549.70 \$33,404.65
Section 405	<i>Click It or Ticket</i> Alliance Sport Marketing	\$15,181.47 \$12,445.31
Section 406	Alliance Sport Marketing Senior Driver Campaign <i>Respect The Sign</i> Campaign	\$11,554.69 \$29,799.68 \$3,867.50
Section 410	Checkpoint Strikeforce Campaign Underage Drinking Paid Media Designated Driver Media (St. Patricks, NFL, Halloween) Alliance Sport Marketing Racing Limos of Dover Prescription Drug & Driving Campaign NASCAR Drive Sober Campaign	\$386,642.77 \$57,871.63 \$62,536.75 \$21,000 \$11,650 \$122,627.01 \$93,280
Section 2010	Motorcycle Safety campaign	\$79,672.75
Section 2011	Child Passenger Safety Week	\$4,362.00
Total Funds Spent		\$1,801,025.30

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

**Comprehensive campaign schedule for FY 2011**

Campaigns:	October	November	December	January	February	March	April	May	June	July	August	September
<b>Occupant Protection:</b>												
1. Click It or Ticket Campaign					■			■				
2. Child Passenger Safety Campaign (includes CPSAW)												■ CPSAW
<b>Impaired Driving:</b>												
1. Checkpoint Strikeforce Campaign	■									■		
2. Underage Drinking Campaign							■					
3. Designated Driver Campaign				■		■						
4. Safe Family Holiday Campaign		■										
<b>Aggressive Driving:</b>												
1. Respect The Sign Campaign					■		■		■	■		
<b>Pedestrian Safety:</b>												
1. Walk Smart Pedestrian Safety Campaign											■	
<b>Motorcycle Safety:</b>												
1. Ride Smart Motorcycle Safety Campaign - Motorists									■			
<b>Other:</b>												
Distracted Driving Campaign	■											
Follow Your Rx Campaign				■								
NASCAR Drive Sober Campaign	■											■

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

#### Occupant Protection

##### **A. Click It or Ticket 2011 and Buckle Up Day & Night Mobilizations Total Budget - \$150,344.40**

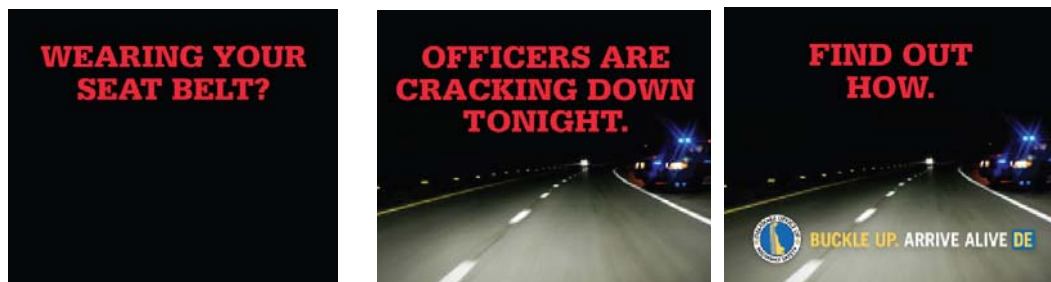
For FY 2011 Delaware again conducted two seat belt mobilizations, first one in February and the second in May. Both utilized the national model, a combination of paid media and enforcement activities, to effect behavior change.

##### **February Seat Belt 2011 Nighttime Initiative**

February Seat Belt 2011 Nighttime Initiative (February 14, 2011 – February 26, 2011)	
Online	\$4,930
Radio	\$18,042
<b>Total:</b>	<b>\$22,972</b>

This year OHS experienced a delay in receiving funding and had to scale back the February night time paid media budget. OHS continued to use and integrated mix of online and radio advertising coupled with a bigger push through the corporate and outreach efforts with distribution of posters, flyers and table tents with English and Spanish messaging to corporate and community partners statewide to increase the frequency of the “buckle up” message to the target audience, males ages 16 – 27.

To stay within the smaller budget OHS re-used the 2010 campaign online advertisement for promoting the “buckle up day and night” message on Comcast.net DE and the Digital Entertainment Network, which includes Fandango and the G4 gaming websites. However there was room to develop a new static ad to run on Facebook. OHS also revised and re-recorded the 2010 Click It or Ticket campaign 30-second radio spot to emphasize the nighttime buckle up messaging and ran it on stations statewide.



Online ad for February night time seat belt enforcement.

## Click It or Ticket Campaign

Click It or Ticket Campaign (May 15, 2011 – June 4, 2011)	
Online	\$5,800
Radio	\$14,698
Alliance Sports Marketing	\$24,000
Racing Limos of Dover	\$2,900
<b>Total:</b>	<b>\$47,398</b>

In light of the unexpected, and significant, delay in receiving campaign funding, OHS scaled back its paid media but still utilized a mix of radio and online advertising, social media, and corporate and community outreach efforts to communicate the “buckle up” message to the target audience, males between the ages of 16 and 28.

OHS developed a custom campaign seal and incorporated it into all campaign materials to promote the 10<sup>th</sup> Anniversary of the Click It or Ticket Campaign. To incorporate our corporate partners and engage the public OHS held a campaign kick-off event at Dover International Speedway during May race weekend to honor the dedication that law enforcement has given to seat belt safety.

The kick-off event featured guest speakers including Delaware Governor Jack Markell, Delaware Cabinet Secretary of Safety & Homeland Security Lewis Schiliro, State Police Colonel Robert Coupe, New Castle County Chief Kevin McDerby, Director of OHS Jana Simpler, FedEx Ground Contractor & OHS Corporate Partner Travis Boardman, and NASCAR Sprint Cup Driver J.J. Yeley. J.J. Yeley shared his Saved by the Seat Belt story and Delaware State Police conducted a roll over demonstration to show what happens to vehicle occupants inside a car when they are not buckled up and are involved in a crash.



Signage around Dover International Speedway



The weekend activities also included an afternoon event at Caesar Rodney High School on Friday May 13<sup>th</sup> where OHS and Camden PD handed out NASCAR tickets to Saturday's race to students who were buckled up as they leave school grounds. Students were also able to get up close and personal with the FedEx race car and Racing Limo which featured the Click It or Ticket message on its hood. Students were given seat belt information and giveaways and were also given the chance to sign up for the Click It or Ticket contest to win a limo ride by Racing Limos of Dover. OHS, with the assistance of Alliance Sport Marketing, set up a booth in the Monster Mile FanZone race weekend and gave out information and incentive items with the Click It or Ticket message. OHS also had an autograph session with J.J. Yeley at the booth on Saturday May 14<sup>th</sup> in which he signed cards that also incorporated the Click It or Ticket message on it. Racing Limos was featured in Sunday's pre-race activities where they had our Click It or Ticket limo on display on the track while race fans could get up close and personal with the limo.

Paid media included revising and re-recorded the 2010 campaign 30-second radio spot and development of new :15 live reads to promote awareness for the "buckle up" message and the patrols/checkpoints statewide for radio stations statewide. Online advertisement for promotion of the "buckle up day and night" message on Comcast.net.DE and the Digital Entertainment Network, which includes Fandango and the G4 gaming websites along with development of the OHS Facebook page and new static ad to run on Facebook to drive the target audience to the OHS Facebook page and website. A custom Click It or Ticket Campaign tab was developed to reach the target audience on the most highly-used social media outlets. OHS used Facebook to encourage Delaware drivers to participate in dialogues about highway safety, including seat belt usage, and provided information about Delaware laws, events and contests.

OHS worked with Alliance Sports Marketing to bring the "buckle up" and Click It or Ticket campaign message to various sporting venues in Delaware including Airport Speedway, Dover International Speedway, Delaware International Speedway, and Wilmington Blue Rocks.



At Dover International Speedway in May, Alliance displayed 36 Click It or Ticket signs throughout the venue to catch fans attention as they entered the seating area and s they were leaving the race. They also developed and assisted with a Facebook promotion, giving fans an opportunity to win a Dover International Speedway T-shirt with ‘Buckle Up. Arrive Alive’ message on the back.



Alliance worked with OHS to coordinate You’ve Been Ticketed events at several venues where seat belt checks were conducted at the entrance/parking lots of the venues. Fans caught wearing their seat belts were given a ‘ticket’ to be redeemed at the OHS table inside the venue for a free t-shirt. You’ve been ticketed events were done at Airport Speedway, Wilmington Blue Rocks, and Delaware International Speedway.

Racing Limos of Dover featured our Click It or Ticket limo in several community events and parades.

**April:**

Earth Day Festival - Brecknock Park

Dover Little League Opening Day ceremony Del-Rods Car show St. Thomas Moore Academy Prom



The Click It or Ticket Racing Limo at Old Dover Days parade

**May:**

**Old Dover Days Cars Show & Parade**

**Dover Prom**

**CR Prom**

**Seaford Prom/Graduation**

**Smyrna Prom**

**Brandywine Prom**

**Glasgow Prom**

**Sussex Central Prom**

**NASCAR races at Dover**



Limo at Dover International Speedway NASCAR races

**June:**

**Allen Frear Elementary School field day**

**Lake Forest Central elementary school field day Booker T. Washington elementary**

**school field day Philadelphia Phillies game Washington Nationals game**

**B. National Child Passenger Safety Week (CPSW) 2011  
 Support of OHS Fitting Stations  
 Total Budget \$19,362**

**Child Passenger Safety Awareness Week Campaign**

<b>Child Passenger Safety Awareness Week Campaign (September 11, 2011 – September 24, 2011)</b>	
<b>Radio</b>	<b>\$11,495</b>
<b>Total:</b>	<b>\$11,495</b>

Another situation where OHS saw an unexpected, and significant, reduction in campaign funding, OHS revised the campaign strategies and utilized statewide radio advertising to create awareness for the Delaware fitting stations to the target audience, females between the ages of 18 and 34.

To get the most of the budget OHS developed 10- and 15-second live radio reads that encouraged Delaware parents to have their child safety seats checked for proper installation by a highway safety expert at fitting stations in any of the 3 counties for free. The Child Passenger Safety brochure was updated and distributed at fitting stations and through safety fairs during CPSAW to alert parents about the new child safety seat requirements outlined by the National Highway Traffic Safety Administration (NHTSA) and the American Academy of Pediatrics.

Custom baby bibs with the tagline “I’m a buckled up baby!” were also distributed by fitting station technicians to further reinforce the importance of proper child safety restraints and strengthened OHS’ relationship with the community.

**[Impaired Driving](#)**

**A. DUI Enforcement & Awareness Campaigns Total Budget -  
 \$804,589.94**

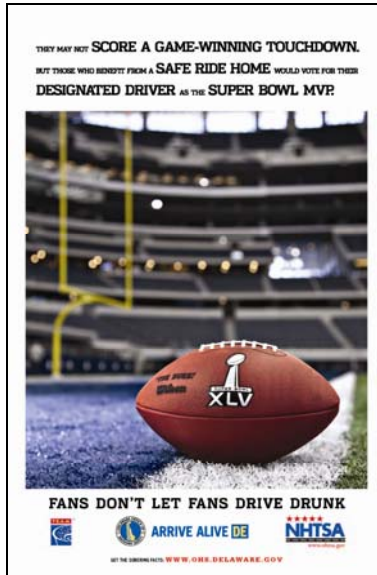
Checkpoint Strikeforce is a regional sobriety checkpoint campaign aimed at arresting impaired drivers and deterring those who may otherwise choose to drink and drive. FY 2011 impaired driving efforts began with wrapping up the CY 2010 Checkpoint Strikeforce campaign which ran through New Year’s Eve. New CPSF CY 2011 efforts included starting the year with both enforcement and radio advertising centered around the NFL Playoffs and St. Patrick’s Day, then beginning again in July for its original 6 month long concentrated form to run until New Years Day.

**NFL Playoffs 2011 DUI Campaign**

<b>NFL Playoffs 2011 DUI Campaign (January 6, 2011 – February 6, 2011)</b>	
<b>Radio</b>	<b>\$16,020</b>
<b>Total:</b>	<b>\$16,020</b>

OHS continued its DUI enforcement into 2011 with a Designated Driver Campaign for the NFL Playoffs and Superbowl. For the first time, OHS purchased a Philadelphia Eagles Playoff Package with WAFL radio station, which included 30-second pre-game, in-game and post-game commercials; a 30-second weekday commercial bank; and additional shared promotional announcements for one Eagles Playoff game. OHS supplemented the package with additional 15-second live radio reads with a sports-focused message to promote the “drive sober” and “designate a driver” messaging and a 30-second Designated Driver radio spot on stations statewide throughout the duration of the NFL Playoffs to increase reach and frequency to target audience of males, ages 21 – 54.

Customized NHTSA posters with the Delaware Office of Highway Safety logo and tagline were also distributed to Delaware sports bars and restaurants throughout the state by *Spark* magazine. OHS achieved relatively high gross rating points for a large, identified target audience on a relatively small budget for the NFL campaign.



### St. Patrick's Day DUI Campaign

St. Patrick's Day DUI Campaign (March 8, 2011 – March 17, 2011)	
Radio	\$4,992
<b>Total:</b>	<b>\$4,992</b>

For St. Patrick's Day 2011, OHS used the 2010 Designated Driver Campaign 30-second radio spot on stations statewide starting the week before the St. Patty's Day Loop in New Castle County and St. Patrick's Day to encourage party-goers to designate a driver. OHS also developed 15-second live radio reads with a St. Patrick's Day message to promote the "drive sober" and "designate a driver" messages. The live reads ran in combination with the 30-second Designated Driver spot to increase reach and frequency to target audience of males, ages 21 – 34.

OHS continued to sponsored the City Loop Series, a bar crawl event in New Castle County, to promote the "designate a driver" message during two heavy drinking celebrations including the St. Patrick's Day Loop. The sponsorship included responsibility messaging on Loop wristbands and presence on all Loop signage and print advertising.

OHS also designed and produced custom St. Patrick's Day bar coasters with a "drive sober" message that were distributed to all 21 bars participating in the St. Patty's Day Loop in New Castle County and select bars in Kent and Sussex counties. Coordination and distribution of the bar coasters were done in partnership with *Out & About* and *Spark* magazines.

### Checkpoint Strikeforce Campaign

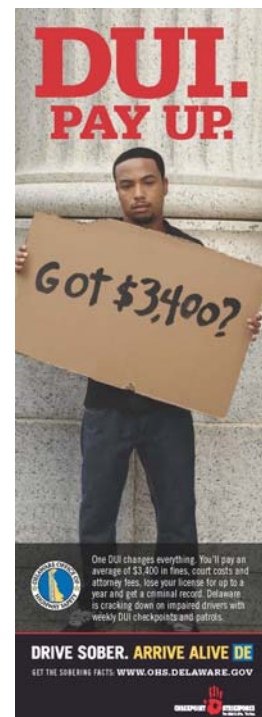
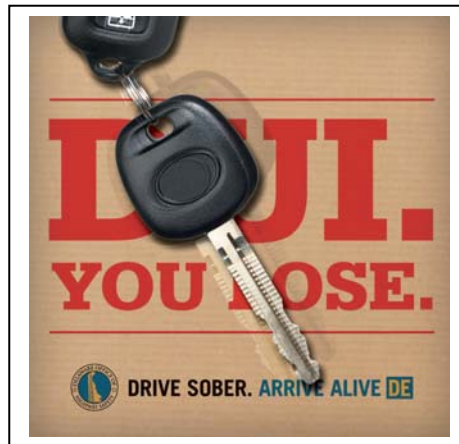
Checkpoint Strikeforce Campaign – Paid Media Budget Summary (October 2010 – December 2010)	
Cable Television	\$52,254
Flagship	\$2,749
Movie Theater Advertising	\$15,244
Online	\$12,000
Outdoor	\$20,628
Print	\$2,448
Radio	\$46,914
<b>Total:</b>	<b>\$152,237</b>

Checkpoint Strikeforce is a regional sobriety checkpoint campaign aimed at arresting impaired drivers and deterring those who may otherwise choose to drink and drive. FY 2011 began in the middle of the campaign with both enforcement and paid media. OHS continued the fiscal year with a customized OHS brand mark and tagline for the Checkpoint Strikeforce enforcement campaign, “Drive Sober. Arrive Alive DE,” to build overall awareness and recognition for the traffic safety issue and for OHS.

Utilizing an integrated mix of paid media, including cable television, online, outdoor, radio, print, movie theater and bathroom stall advertising increased the reach and frequency of messaging to the target audience. The outdoor paid media buy included two premium-placement Delaware Outdoor billboards on highly-trafficked roadways in New Castle County and Sussex County.

After the media consultant conducted its market research and presented 2 campaign options, OHS picked a creative campaign to promote the four life-changing consequences of DUI that best resonated with the target audience. The media outlet options also included creation and production of a new custom 30-second radio spot and an online campaign to promote the consequences of DUI, including placements on entertainment and gaming websites tailored for the target audience to increase reach and frequency.

Campaign posters, flyers and table tents were created in the campaign look and distributed by the Corporate Outreach Coordinator and LEL to law enforcement, community partners, bars, restaurants and liquor stores statewide. Bar coasters and bathroom stall advertisements addressing two major consequences of DUI were distributed to bars and restaurants statewide by *Spark* magazine to integrate the “drive sober” message into the places where the behavior begins.



A 15-second movie theater advertisement demonstrating the life-changing consequences of being charged with a DUI was created. The ad ran in movie theaters across the State during pre-show reels and on concession stand screens and during the holiday season, when alcohol-related fatalities and accidents are most prevalent.

OHS sponsored the City Loop Series, a bar crawl event in New Castle County, to promote the “designate a driver” message during two heavy drinking celebrations — the St. Patrick’s Day Loop and Halloween Loop. The sponsorship included responsibility messaging on Loop wristbands and presence on all Loop signage and print advertising.

OHS also created and produced a 30-second custom radio spot to promote the “drive sober” message during live broadcasts of the 2010 Philadelphia Eagles games on Eagle 97.7. Former Eagles linebacker Kevin Reilly was selected and utilized as the voice talent based on his long-standing sports reputation with the target audience.

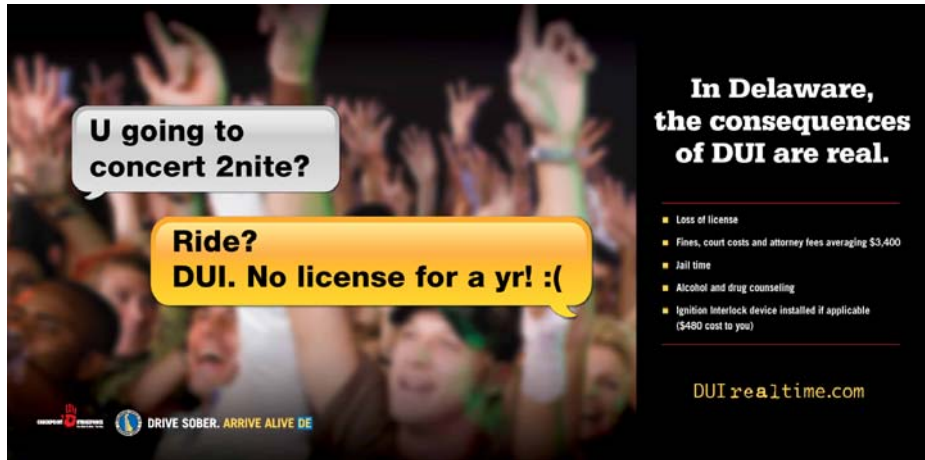
<b>Checkpoint Strikeforce Campaign – Paid Media Budget Summary (July 2011 – September 2011)</b>	
<b>Cable Television</b>	<b>\$32,500</b>
<b>Flagship</b>	<b>\$2,750</b>
<b>Gas Pump</b>	<b>\$22,130</b>
<b>Jolly Trolley</b>	<b>\$982</b>
<b>Ocean Aerial</b>	<b>\$8,475</b>
<b>Online</b>	<b>\$12,274</b>
<b>Outdoor</b>	<b>\$19,128</b>
<b>Print</b>	<b>\$4,208</b>
<b>Radio</b>	<b>\$30,670</b>
<b>Total:</b>	<b>\$133,117</b>

OHS continued to utilize an integrated mix of paid media for Checkpoint Strikeforce into 2011, including cable television, online, outdoor, radio, print, transit, gas pump, bathroom stall, and ocean aerial advertising to increase reach and frequency to the target audience.

After the media contractor conducted additional market research and tested several creative concepts to determine the type of messaging that resonates best with the target audience, males between the ages of 21 and 34, a custom digital campaign was developed that delivered the unmistakable message that the consequences of impaired driving are real to the target audience. The custom campaign website, [DUIRealTime.com](http://DUIRealTime.com), utilizes social media scenarios to depict the painful consequences of DUI. In the first month alone, more than 1,000 people from 26 different states visited the website.



Eight new billboards were created and each one depicted the painful reality of living with a DUI and the resulting legal consequences, social isolation, job endangerment and lack of money and freedom. Billboards were strategically placed for the season and for the county to ensure that the audience could relate to the message. The outdoor paid media buy included premium-placement Clear Channel and Delaware Outdoor billboards on highly-trafficked roadways in New Castle County and Sussex County, including I-95.



Six new custom TV spots were scripted and produced, each presenting a DUI offender and the consequences they faced along with 2 custom 30 second radio spots. A new custom Checkpoint Strikeforce Campaign tab on the OHS Facebook page was created to reach the target audience on the most highly-used social media outlets. The Facebook page encouraged Delaware drivers to participate in dialogues about impaired driving, and provided information about Delaware laws, events and contests. A custom advertisement to run on Facebook was also developed to target Delaware drivers through this preferred social media environment.

New online advertisements were developed that rotated on the Comcast.NetDE homepage, sign-in page, Mail Center, News, Sports, Finance, and Entertainment pages for Delaware subscribers. The ads linked to DUIRealTime.com so that users could learn more about Delaware's DUI laws.



New media outlets were developed this year including ocean aerial advertisements that ran daily over Rehoboth and Dewey beaches during five major weekends from Friday through Monday to increase awareness in two heavy drinking areas within the state and interior and exterior advertisements for the Jolly Trolley, a trolley that transports partygoers back and forth between Rehoboth Beach and Dewey Beach. The ads reminded riders and pedestrians about the consequences of DUI in Delaware.

Campaign posters, flyers and table tents in the campaign look were distributed again by the LEL and Corporate Outreach Coordinator to corporate partners, law enforcement, community partners, bars, restaurants and liquor stores statewide.

OHS also included English and Spanish print advertisements and placed them in *Out & About*, *Spark* and *El Tiempo* publications. *Spark* magazine continued to distribute bar coasters, napkins and bathroom stall advertisements for OHS addressing the consequences of DUI and distributed them to bars and restaurants statewide to integrate the “drive sober” message into the places where the behavior begins.

OHS developed 2 new partnerships and media outlets this year with Alliance Sports Marketing to bring the “drive sober” message to the selected Delaware sport venues and Racing Limos of Dover to show the campaign message on the hood of a limousine that participates in community events.



Alliance helped OHS coordinated and bring the Drive Sober message right to the target audience again with sports venues including Airport Speedway, Delaware International Speedway, Dover International Speedway, Wilmington Blue Rocks, University of Delaware (UD) Football & Basketball games, and Delaware State University (DSU) Football & Basketball games. Signage was created and displayed that featured the DUI. You Lose. Drive Sober. Arrive Alive DE message at UD and DSU (4’x8’ and 4’x6’) football & basketball stadium entrance & exit points, next to the Wilmington Blue Rocks scoreboard (7’x14’), on turn three of Delaware International Speedway and Airport Speedway (8’x16’), and 36 signs were placed at entrance and exit points for the seating area during the fall race at Dover International Speedway . The Drive Sober message was also included on season schedule posters for Airport Speedway and Delaware International Speedway, and on t-shirts that were given away at UD and DSU football & basketball games.



OHS partnered again with Racing Limos of Dover to feature the Drive Sober message on the hood of a limo. The limo continued to be featured in several community events in which the public could get up close and personal with the limo and check out the OHS message on the hood. Just like the Click It or Ticket limo, the Drive Sober limo was in the following events for FY11 and continues into FY12:

**July:**

- Yankee Stadium
- Dover July 4th parade
- Smyrna July 4th parade
- Middletown parade
- Delaware State Fair

**August:**

- Camden Yards, Baltimore
- Baseball tournament - sports at the beach - Georgetown DE

**September:**

- Philadelphia Eagles game
- Labor Day parade Wilmington
- Polytech Homecoming
- DSU Homecoming

**B. NASCAR Drive Sober Campaign - Budget \$ 174,404.70**

**NASCAR Drive Sober Campaign**

<b>NASAR Drive Sober Campaign – Paid Media Budget Summary (September 2011- October 2011)</b>	
<b>Front Row Motorsports</b>	<b>\$49,500.00</b>
<b>Genuine Partners</b>	<b>\$35,500.00</b>
<b>Alliance Sport Marketing</b>	<b>\$55,699.70</b>
<b>Radio</b>	<b>\$2,150.00</b>
<b>Photographer</b>	<b>\$1,800.00</b>
<b>Total:</b>	<b>\$144,649.70</b>

OHS broadened its media and outreach efforts in FY11 to sports marketing and was fortunate to break into NASCAR and work with a Sprint Cup team, Front Row Motorsports, and Sprint Cup NASCAR Driver J.J. Yeley and bring the Drive Sober Arrive Alive message right to the target audience where the traffic safety issue is prevalent. With the assistance of Alliance Sport Marketing and several pre-established partnerships between OHS and J.J. Yeley, OHS was able to spend only a fraction of the price compared to other government agencies such as the Air Force and Navy and saw a huge return on its campaign dollar.

OHS planned many Drive Sober events to take place around the Dover NASCAR fall race that featured J.J. Yeley and the Drive Sober message including: J.J. participated in a golf tournament that was set up by Bayhealth & Dover Motorspeedway Thursday of race weekend. OHS provided J.J. with a golf polo and hat that the Drive Sober. Arrive Alive message on it.



With the assistance from Alliance, OHS set up a booth in the Monster Mile FanZone all weekend and gave away pens, t-shirts, autograph cards, NASCAR pole position magazines, lanyards, and bar coasters to fans all of which either had the Drive Sober message and/or image of J.J. Yeley in the Drive Sober NASCAR uniform on it. J.J.

Yeley participated in 2 autograph sessions at the booth over the weekend and signed the Driver Sober autograph cards for fans. A replica of J.J.'s Drive Sober Sprint Cup car was on display all weekend next to the booth and fans had the opportunity to take a closer look inside the car and have their picture taken next to the car.



Alliance, Genuine Partners, and OHS coordinated the online contest "JJ is my DD" where anyone over the age of 21 could enter just by explaining why it is important to have a Designated Driver or why it is important to be a Designated Driver. The winner, Andy Anderson of Newark DE, was selected based on the response and was awarded a night out Friday of race weekend with J.J. Yeley as his Designated Driver and accommodations all race weekend in the infield of the track courtesy of J.J. Yeley and Star Coach Motor Tours.



OHS coordinated Designated Driver night in which J.J. Yeley would take Andy Anderson along with OHS staff to 2 local bars in Dover and make an appearance, sign autographs, and mingle with fans. OHS had Racing Limos of Dover provide transportation for J.J. and Andy in the Drive Sober limo. OHS also gave out t-shirts to those fans who signed the Designated Driver pledge at the bars, along with other giveaway items.



DUI goggle demonstration in the Fan Zone by Cat Country radio DJ

Saturday night of race weekend, OHS, J.J. Yeley, and Andy Anderson went to Airport Speedway in the Drive Sober limo for another outreach event. J.J. raced in several events at Airport Speedway that night in the Drive Sober micro sprint car and did an autograph session for the fans. OHS also had the two Miss. Airport Speedway's give out Drive Sober t-shirts to fans in the bleachers.



For the Sunday Sprint Cup race, OHS wrapped J.J.'s race car in the Driver Sober Arrive Alive message and J.J. wore the Drive Sober race uniform during all pre-race

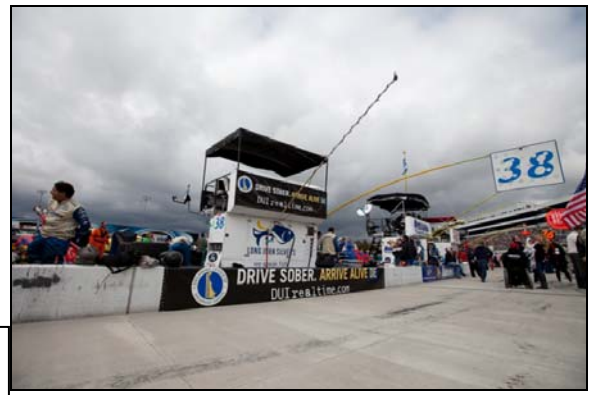
activities. The Drive Sober limo was also featured in the pre-race activities on the track and fans were able to get up close and personal with the limo. OHS hired a professional photographer to document Saturday night at Airport Speedway and Sunday's race activities. Cat Country radio station did a live remote next to the OHS booth in the Monster Mile FanZone Sunday and had fans put on the Fatal Vision goggles and try to walk a straight line to get a J.J. Yeley Drive Sober t-shirt.



OHS worked with Front Row Motorsports public relations firm Breaking Limits LLC to get media attention and exposure on major outlets through print, Internet, radio, and television. Much of the media was earned media from J.J. Yeley's qualifying run on SPEED channel and live race clips on ESPN which focused only on the Drive Sober car and message for approx. 15-20 seconds alone. J.J. also did a live interview during the Designated Driver night on Sirius XM NASCAR station in which he spoke about why it was important to be a designated driver and how a drunk driver has hurt someone in his personal life. He also did a in-studio interview with Rowdy- a popular NASCAR show- and spoke about the campaign. J.J. Yeley and the campaign were also a feature story on SpeedwayMedia.com, Rowdy.com, WBCB-AM 'Racing Wrap', DelawareOnline.com, News Journal, Delaware State News, and several other media outlets.

Overall the partnership created 32 media placements, more than 8 million audience impressions, ad value of more than \$257,000, promotion of the 'Drive Sober. Arrive Alive' campaign by driver in NASCAR's premier series, and new awareness of the campaign among NASCAR fans.

# More NASCAR DUI Photos





**C. Prescription Drug Awareness Campaign – Total Budget - \$122,627.01**

**Prescription Drug Awareness Campaign**

<b>Prescription Drug Awareness Campaign (January 2011 – March 2011)</b>	
<b>Outdoor</b>	<b>\$11,528</b>
<b>Radio</b>	<b>\$37,261</b>
<b>Total:</b>	<b>\$48,789</b>

OHS began this initiative in FY10 and completed the campaign in FY11 with paid media including outdoor and radio advertising. Corporate and outreach efforts continue to build awareness for traffic safety issues and was a very important part of this never-before addressed issue – DUIs from prescription drugs. The “Follow your Rx” message was created to bring awareness and educate the target audience of adults between the ages of 36 and 54, that your prescription warnings are there for a purpose and that a DUI also includes under the influence of drugs- prescription or illicit.

A 30-second radio spot was produced that highlighted the consequences of how failing to follow your prescription label instructions can lead to a DUI. The ads were also complemented by billboards throughout the state which showed a prescription bottle with the warning label set next to a set of car keys and the message “May Cause DUI”. Campaign posters with a similar look to the billboard were distributed to pharmacies, hospitals and corporate partners statewide by *Spark* magazine. Campaign flyers with English and Spanish messaging were distributed to select corporate partner hospital trauma departments statewide and were later stapled to a prescription by the pharmacist or included in the discharge papers by the doctor to patients who obtained a prescription that may impair their ability to drive.



After the campaign ended, OHS was approached by Tiffani Sherman, Producer for the Center for Public Safety Innovation (CPSI) and Multijurisdictional Counterdrug Task Force Training (MCTFT) at St. Petersburg College in Florida because they were working on a project about drugged driving and wanted to feature us and what we were doing to combat the issue in Delaware. The OHS PIO coordinated key people for Tiffani to interview in Delaware for her training video including Delaware Governor Jack Markell, OHS Director Jana Simpler, OHS DUI Coordinator Lisa Shaw, DRE Sgt. Andrew Rubin of Newark PD, Pharmacist and member of the DE Pharmacy Society Kevin Musto, Charles Quesenberry of the Wilmington VA Hospital, and DUI treatment provider Bruce Johnson.

**D. Underage Drinking Prevention Campaign Budget- \$ 57,871.63**

**Underage Drinking Campaign**

<b>Underage Drinking Campaign (April 2011 – June 2011)</b>	
<b>Broadcast television</b>	<b>\$15,095</b>
<b>Cable television</b>	<b>\$25,575</b>
<b>Movie theater</b>	<b>\$27,375</b>
<b>Radio</b>	<b>\$25,000</b>
<b>Total:</b>	<b>\$93,045</b>

Recently OHS transferred the US DOJ OJJDP (Enforcing Underage Drinking Laws) grant to a sister agency within Safety and Homeland Security so we did not continue with the “Under 21 Think. Don’t Drink” contest into FY11. However OHS did run the first and second place winning 30-second TV commercials from the 2010 Under 21 Think. Don’t Drink. Video Contest through a mix of cable and broadcast television and a new 15-second movie theater advertisement and radio advertising to communicate the “Under 21 Think. Don’t Drink.” message, and increase reach and frequency to the target audience of teens and parents.

The movie theater advertisements ran in movie theaters across the State during pre-show reels and on concession stand screens. The TV commercials ran on cable and broadcast stations statewide, including Comedy Central, ABC Family Channel, MTV, Cartoon Network, EBOC (Fox) and EMDT (CW). The 2010 60-second public service announcement featuring Governor Markell was ran on radio stations to reinforce the importance of a parent’s role in keeping teenagers alcohol-free.

## Aggressive Driving

### A. The “Respect the Sign” campaign

Total Budget – \$210,117.50

#### Aggressive Driving Campaign

Aggressive Driving Campaign (February 27, 2011 – September 17, 2011)	
Online	\$9,960
Out-of-home	\$18,645
Radio	\$41,833
Alliance Sports Marketing	\$12,000
<b>Total:</b>	<b>\$82,438</b>

This year OHS tried something new and coordinated 7 mini waves of enforcement which was complimented by overlapping five-phase paid media schedule to increase reach and frequency of the message to the target audience within the available campaign budget. The focus changed from speed only and included three more of the the top 4 aggressive driving behaviors that have contributed to crashes in Delaware including failure to yield the right of way, failure to obey stop sign, and improper passing/left of center.

A custom tagline “Respect the Sign” was created to bring awareness of the four major aggressive-driving behaviors that contribute to fatalities along Delaware. The custom tagline was combined with the brand line “Arrive Alive DE” to continue creating awareness for the Office of Highway Safety and its efforts make Delaware’s roadways safer.



Based on a schedule of seven mini-enforcement periods, media was strategically planned using a mix of online, billboard and radio advertising to communicate the

“respect the sign” message to the target audiences, males between the ages of 16 and 28. Media tactics for each paid media phase were planned based on the budget and the length of the enforcement period.

Four custom campaign billboards were developed that featured case stories of young drivers who ignored road signs, and presented the consequences they faced as a result. Original photography was conceived, shot and utilized to present the messaging in a realistic way to resonate with the target audience.



A new custom 30-second radio spot discussing the consequences of aggressive-driving related behaviors was recorded and radio stations were also given both 10- and 15-second live radio reads to further increase reach and frequency within the available budget.

Online advertisement ran on the Comcast.net.DE homepage, sign-in page, mail center, news, sports, and finance and entertainment pages for Delaware subscribers. The online ad drove the target audience to the OHS website where they could learn more about aggressive driving laws and take the custom 2010 Driver Behavior Survey. Facebook advertisement was also included to target Delaware drivers through this preferred social media environment.

The Corporate Outreach Coordinator distributed campaign posters, flyers and table tents with English and Spanish messaging to corporate and community partners statewide and OHS continued to partner with Alliance Sports Marketing to bring the “Respect the Sign” message to the selected Delaware sport venues.

Alliance coordinated with the following venues to ensure that at a minimum 3 Aggressive Driving public address announcements were rotated and aired during the course of the games/races throughout the entire season. Venues included Dover International Speedway, Airport Speedway, Delaware International Speedway, Wilmington Blue Rocks, University of Delaware Football & Basketball games, and Delaware State University Football & Basketball games. Alliance also coordinated the Respect The Sign campaign message and logo to be displayed on the University of Delaware Football and Basketball season schedule posters. These posters were distributed throughout the venue and given to fans attending the first few home games.



## Pedestrian Safety

**Total Budget - \$59,933**

### **Pedestrian Safety Campaign**

<b>Pedestrian Safety Campaign (August 15, 2011 – September 11, 2011)</b>	
<b>Outdoor</b>	<b>\$5,188</b>
<b>Radio</b>	<b>\$1,498</b>
<b>Total:</b>	<b>\$6,686</b>

A new campaign tagline was developed — **Wake up! Before you're run down** — to address the increasing numbers of Delaware pedestrian fatalities resulting from distractions from cellphones, media players, etc. OHS used a mix of outdoor and radio advertising, and corporate and community outreach efforts, to build awareness for the campaign messaging. New campaign billboards were produced using original photography along with developing custom 10- and 15-second live radio reads urging Delawareans to obey pedestrian laws and wear reflective gear.

Campaign flyers and posters with English and Spanish messaging were distributed through the corporate and community partners statewide. Reflective armbands with a Spanish message and reflective hang tags with an English message were distributed during the Halloween season to remind children about the importance of wearing reflective gear when walking at night.



## Motorcycle Safety

**“Share the Road. Arrive Alive DE”- Delaware motorists**

**“Ride Smart. Arrive Alive DE” - Motorcyclists**

**Total Budget - \$124,672.75**

### Motorcycle Safety Campaign

Motorcycle Safety Campaign (April 2011, June 2011 – September 2011)	
Out-of-home	\$25,852
Radio	\$34,712
<b>Total:</b>	<b>\$60,564</b>

Due to the significant reduction and delay in campaign funding, OHS significantly revised the campaign strategies and utilized an integrated mix of billboard and radio advertising to communicate the “Share the Road” message to all Delaware motorists. A new custom billboard using original photography to demonstrate how motorists and motorcyclists can respect one another to make Delaware roadways safer featured Delaware representative Daniel Short on his motorcycle wearing appropriate safety gear alongside a female motorist showing how they can both share the road while driving.

OHS also created 10- and 15- second live radio reads for stations across the state to remind motorists and motorcyclists what they can do to make Delaware roadways safer. Messaging encouraged motorists to be aware of motorcyclists and encouraged riders to wear reflective gear and obey speed limits.

The very popular window clings and stickers with “Share the Road” messaging were continued to be distributed through community partners, health expos, motorcycle rider classes, and safety fairs to further increase reach and frequency to the target audience.



OHS continues to have a place on the Motorcycle Rider Education Advisory Committee which is co-chaired by State Representative Daniel Short and State Senator Bruce Ennis and is finalizing the educational DVD "Biker's Unchopped- Motorcycle Safety for the Rest of Us". The DVD shows how motorists can share the road with motorcyclists by showing them traffic and other road hazards from a motorcyclist’s point of view. The DVD will be distributed to high school driver’s education classes in FY12.

**Distracted Driving**

**“You Talk. You Text. You Pay.”  
Total Budget - \$196,868.00**

**Distracted Driving Campaign**

<b>Distracted Driving Campaign (October 2010 – March 2011)</b>	
<b>Cable Television</b>	<b>\$25,000</b>
<b>Outdoor</b>	<b>\$22,008</b>
<b>Radio</b>	<b>\$39,300</b>
<b>Total:</b>	<b>\$86,308</b>

Delaware Governor Jack Markell signed a new law that would prohibit any motorists from using a hand held communication device while driving in Delaware. The law went

into effect January 2, 2011 and OHS was tasked with developing and implementing an education and awareness campaign to inform all motorists of the new law.

OHS developed a new campaign and tagline “Phone Hands Free” to create awareness for the new law and the highway safety issue of distracted driving. The tagline was combined with the brand line “Arrive Alive DE” to continue creating awareness for the Office of Highway Safety and its efforts make Delaware’s roadways safer.



A two-part campaign was planned to promote the social norming message “Phone Hands Free” from October 2010 – December 2010 and the enforcement message “You Talk. You Text. You Pay.” from January 2011 – March 2011. The social norming message made Delaware drivers aware of the upcoming cell phone law that became effective January 2, 2011. The enforcement message created awareness for the consequences of being caught talking and texting while driving.



Paid media in the form of cable television, outdoor and radio advertising were used to communicate the “phone hands free” message and to increase reach and frequency to the target audience, adults between the ages of 18 and 30. Production of a new custom 30-second radio spot discussing the dangers of talking and texting while driving and a 60-second public service announcement featuring Governor Markell were strategically placed on radio stations statewide to launch the 2011 Distracted Driving campaign.



Two campaign billboards — one for social norming period and one for the enforcement period — were created and placed strategically across the state, especially on I-95, Rt. 1 & Rt. 13. OHS used NHTSA’s Distracted Driving campaign 30-second television spot and developed a targeted broadcast plan, including Comedy Central, FX, MTV, TBS and USA networks.

Campaign posters, flyers and table tents were distributed to corporate, community and law enforcement partners to increase awareness of the new law. A custom distribution list for campaign posters was also created, and distribution was coordinated with *Spark* magazine. A high school version of the campaign poster that used a younger female model was also distributed in a mailer to all public and private Delaware high schools to create awareness for the younger audience that is dependent upon cell phones.



The Corporate Outreach Coordinator worked with partners to create a Distracted Driving pledge card in which motorists would pledge not to use their cell phone while driving. Dover Air Force Base and Bayhealth Trauma Department were two most notable partners in this initiative. DAFB had their Wing Commanders sign the pledge alongside the OHS PIO, and Bayhealth Trauma nurses did outreach to schools to education about the dangers of texting and driving.



## IV. Summary Chart of Paid Media Activities

<b>Program Name/Campaign Name</b>	<b>Campaign Budget</b>	<b>Funding Source</b>	<b>Target Demo</b>	<b>Television Airings</b>	<b>Radio Spots</b>	<b>Out of Home</b>	<b>Print</b>	<b>Online</b>	<b>Other Media</b>	<b>Media Budget</b>	<b>Evaluation/Results</b>
Checkpoint Strikeforce Campaign (October 2010-December 2010)		154 410	Primary – Males, ages 21-34 Secondary – Males, ages 21-54	Cable – 594 spots	1,571 spots  WAFL Traffic Sponsorship	20 poster panel boards (October and December)  2 10'-x-30' bulletin boards (October)	<i>Out &amp; About</i> – ½ page, 4 color ad – 2/issue (December)	Comcast – 999,000 impressions	For FY10 Earned Media-  Print- 19 Online- 39 Radio- 5 TV- 1 Facebook-2	Total – \$152,237  Cable – \$52,254  Radio – \$37,014 + \$9,900 for Eagles sponsorship  Out of Home – \$20,628  Print – \$2,448  Online – \$12,000  Flagship – 2,749  Movie Theater Advertising – \$15,244	<b>Cable</b> Reach: 36.65% Freq.: 3.35 GRPs: 267.0  <b>Radio</b> NCCo – Reach: 22.2% Freq.: 7.75 GRPs: 176.15  Kent/Sussex – Reach: 47.05% Freq.: 25.1 GRPs: 1,131.8  <b>Out of Home</b> Clear Channel Outdoor  <b>Posters</b> DEC: 36.3 Reach: 94.0 Freq.: 33.2  <b>12'-x-40'</b> DEC: 34.4 Reach: 21.7% Freq.: 7.7  Delaware Outdoor <b>10'-x-30'</b> (2) DEC: 27,400 Reach: N/A Freq.: N/A

											<p><b>Print</b> Spark Circulation – 50,000/week</p> <p><i>Out &amp; About</i> Circulation – 20,000/month</p> <p><b>Online</b> Comcast.NetDE – Impressions: 167,000/month CTR: 0.09%</p> <p>Comcast Digital Entertainment Network – Impressions: 167,000/month CTR: 0.09%</p> <p><b>Stall Advertising</b> Approx. 50,000/month</p> <p><b>Movie Theater Advertising</b></p> <p>Atlantic Horizons – attendance = 76,170</p> <p>National Cinemedia – attendance = 182,480</p> <p>Screenvision – Attendance = 145,935</p>
Checkpoint Strikeforce Campaign (July 2011-September 2011)			Primary – Males, ages 21-34 Secondary – Males, ages 21-	Cable – 1,307 spots	spots WAFL Traffic Sponsorship	13 poster panel boards 1 10'-x-30' bulletin board	<i>Out &amp; About</i> – ½ page vertical, four color ad 2/issue	Comcast.Net DE – 1,002,000 total impressions	Ocean Aerial Ads – 16 1-1.5 hour flights (one flight per day)	Total – \$133,117 Cable – \$32,500 Radio –	<p><b>Cable</b> Reach: 35.5% Freq.: 3.6 GRPs: 296.5</p> <p><b>Radio</b> NCCo –</p>

			54			<p>Jolly Trolley – 1 exterior 20"-x-90" sign, 1 exterior 18"-x-36" sign; and 2 interior signs</p> <p>(August)</p> <p><i>Spark</i> – 4 ½ page vertical, four color ads (July – September )</p> <p>El Tiempo – 2 ½ page horizontal, four color ads (August)</p>	<p>Facebook – 472,000 total impressions</p>	<p>Stall Advertising – 20 locations with 10 ads each</p> <p>Gas Pump advertising – 33 stations for 2 months</p>	<p>\$30,670</p> <p>Out of Home – \$19,128</p> <p>Print – \$4,208</p> <p>Online – \$12,274</p> <p>Flagship – \$2,750</p> <p>Gas Pump – \$22,130</p> <p>Jolly Trolley – \$982</p> <p>Ocean Aerial – \$8,475</p>	<p>Reach: 16.05% Freq.: 8.75 GRPs: 122.7</p> <p>Kent/Sussex – Reach: 50.7% Freq.: 13.0 GRPs: 653.8</p> <p><b>Out of Home Posters</b> EOI: 7,181,160 per 4-week period Reach: 92.1% Freq.: 25.2</p> <p><b>14'-x-48'</b> EOI: 2,727,200 per 4-week period Reach: 79024% Freq.: 29.08</p> <p><b>12'-x-40':</b> DEC: 17.9 Reach: 46.3% Freq.: 11.2</p> <p><b>Moore/Cullen Board (Dover)</b> DEC: N/A Reach: N/A Freq.: N/A</p> <p>Delaware Outdoor DEC: 28,600 Reach: N/A Freq.: N/A</p> <p><b>Jolly Trolley Ridership:</b> Estimated at 100,000+, plus additional exposure to pedestrians, motorists and others at various</p>
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										<p>venues/hotels. Also, charters and special events.</p> <p><b>Print</b> <i>Spark</i> Circulation – 50,000 weekly</p> <p><i>Out &amp; About</i> Circulation – 21,000 per month</p> <p><i>El Tiempo</i> Circulation – 8,000 bi-weekly</p> <p><b>Online</b> Comcast.NetDE – Impressions: 1,607,000 CTR: 0.012%</p> <p>Facebook – Impressions: 1,319,445 CTR: 0.008%</p> <p><b>Ocean Aerial Advertising</b> Estimated impressions: 250,000 to 500,000 per flight</p> <p><b>Restroom Stall Advertising (Flagship)</b> Estimated impressions: 50,000 per month</p> <p><b>Gas Pump Advertising</b></p> <p>Avg. DEC: 3,915 Monthly impressions: 3,875,850</p>
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NFL Playoffs 2011 DUI Campaign (January 6, 2011 – February 6, 2011)	\$20,823.7 5		Primary – males, ages 21- 54 Secondary – males, ages 21- 34		721 spots				Earned media-  Print- 4 Online- 4 Radio- 2	Total – \$16,020  Radio – \$16,020	<b>Radio</b> Males 21-54 NCCo – Reach: 18.8% Freq.: 4.7 GRPs: 90.4  Males 21-54 Kent/Sussex – Reach: 41.3% Freq.: 8.4 GRPs: 348.3  Males 21-34 NCCo – Reach: 21.4% Freq.: 3.7 GRPs: 82.0  Males 21-34 Kent/Sussex – Reach: 46.5% Freq.: 6.7 GRPs: 429.9
St. Patrick's Day DUI Campaign (March 8, 2011 – March 17, 2011)	\$15,137	402	Primary – Males, ages 21- 34  Secondary – Males, ages 25- 54		203 spots				Earned media-  Print- 3 Online- 3	Total – \$4,992  Radio – \$4,992	<b>Radio</b> NCCo – Reach: 10.55% Freq.: 2.5 GRPs: 26.4  Kent/Sussex – Reach: 35.9% Freq.: 4.65 GRPs: 165.95
Prescription Drug Awareness Campaign (January 2011 –	\$130,500	410	Primary – Adults, ages 36- 54		1,114 spots	12 poster panel boards			Earned media –  Print- 2	Total – \$48,789  Radio –	<b>Radio</b> NCCo – Reach: 26.4% Freq.: 9.1

March 2011)			(female skew)						Radio- 3 Documentary- 1	\$37,261  Outdoor – \$11,528	GRPs: 251.5  Kent/Sussex – Reach: 30.5% Freq.: 12.4 GRPs: 603.4  <b>Outdoor</b> DEC: 109.4 Reach: 91.9% Freq.: 24.9
Underage Drinking Campaign (April 2011 – June 2011)	\$108,045	410	Primary – Teens, ages 15-20 (movie theater advertising and television advertising); parents, ages 40-60 (radio)	Broadcast – 213 spots  Cable – 1,572 spots	436 spots	Movie Theater – Rehoboth – 13 weeks Dover – 8 weeks NCCo – 12 weeks			Earned media –  Print- 1 Online- 3 Radio- 1	Total – \$93,045  Broadcast TV - \$15,095  Cable TV – \$25,575  Movie Theater – \$27,375  Radio – \$25,000	<b>Broadcast TV</b> Reach: 48.8% Freq: 8.97  <b>Cable TV</b> Reach: 50% Freq: 3.5% GRP: 170.4  <b>Movie Theater</b> Atlantic Horizons – attendance = 168,763  National Cinemedia – attendance = 514,259  Screenvision – Attendance = 189,200  <b>Radio</b> NCCo – Reach: 17.1% Freq.: 11.6 GRPs: 227.6  Kent/Sussex – Reach: 10.2% Freq.: 8.9 GRPs: 90.0

February Seat Belt 2011 Campaign (February 14, 2011 – February 26, 2011)	\$33,789.50	402 405	Primary – males, ages 16-27		682 spots			Comcast.net DE/Digital Ent. – 400,000 total impressions (280,000 on Comcast.Net DE and 120,000 on Fandango and G4 gaming networks)  Facebook – 200,000 total impressions	Earned media –  Print- 11 Online- 3	Total – \$22,972  Radio – \$18,042  Online – \$4,930	<b>Radio</b> Males 18-34 NCCo – Reach: 22.05% Freq.: 3.6 GRPs: 82.6  Males 18-34 Kent/Sussex – Reach: 52.3% Freq.: 7.8 GRPs: 408.9  Males 12-17 NCCo – Reach: 22.3% Freq.: 3.7 GRPs: 80.5  Males 12-17 Kent/Sussex – Reach: 44.7% Freq.: 7.1 GRPs: 323.2  <b>Online</b> Comcast – Impressions: 401,860 CTR: 0.12%  Facebook – Impressions: 890,307 CTR: 0.005%
Click It or Ticket Campaign (May 15, 2011 – June 4, 2011)	\$104,027.74	402 405 406	Primary – males, ages 16-28		549 spots			Comcast – 459,000 impressions  Facebook –	Earned media –  Print- 11 Online- 3 Radio- 3	Total – \$47,398  Radio – \$14,698	<b>Radio</b> NCCo – Reach: 14.35% Freq.: 5.3 GRPs: 74.25



								400,000 impressions		Online – 5,800 Alliance Sports Marketing – \$24,000 Racing Limos of Dover – \$2,900	Kent/Sussex – Reach: 40.05% Freq.: 6.9 GRPs: 285.5  <b>Online</b> Comcast.NetDE – Impressions: 203,009 CTR: 0.10%  Comcast Digital Entertainment Network – Impressions: 167,428 CTR: 0.11%
Child Passenger Safety Awareness Week (September 11, 2011 – September 24, 2011)	\$11,528	402 2011	- -						- - -	- -	Radio NCCo – Reach: 20.4% Freq.: 4.5 GRPs: 92.6  Kent/Sussex – Reach: 32.7% Freq.: 6.2 GRPs: 204.3
Respect the Sign Campaign Phase I (February 27, 2011 – March 12, 2011)	\$205,500 (for entire 2011 campaign)	402	Primary – Males, ages 18-34 Secondary – Males, ages 18-24		237 spots				Earned media –  Print- 19 Online- 9 Radio- 4 Facebook-1	Total – \$7,471  Radio – \$7,471	<b>Radio</b> NCCo – Reach: 14.955% Freq.: 2.15 GRPs: 33.6  Kent/Sussex – Reach: 39.7% Freq.: 3.85 GRPs: 152.85

Respect the Sign Campaign Phase II (April 24 2011 – May 7, 2011)	\$205,500 (for entire 2011 campaign)	402	Primary – Males, ages 18-34 Secondary – Males, ages 18-24		162 spots					Total – \$7,486  Radio – \$7,486	<b>Radio</b> NCCo – Reach: 7.1%* Freq.: 2.05* GRPs: 14.75*  Kent/Sussex – Reach: 12.75% Freq.: 3.35 GRPs: 118.2 *Per OHS, WSTW replaced WJKS as the radio station serving New Castle County, resulting in the reach, frequency and GRPs for this flight.
Respect the Sign Campaign Phase III (June 5, 2011 – June 18, 2011)	\$205,500 (for entire 2011 campaign)	402	Primary – Males, ages 18-34 Secondary – Males, ages 18-24		156 spots					Total – \$4,988  Radio – \$4,988	<b>Radio</b> NCCo – Reach: 24.8% Freq.: 3.0 GRPs: 24.8  Kent/Sussex – Reach: 29.7% Freq.: 5.15 GRPs: 150.15
Respect the Sign Campaign Phase IV (July 10, 2011 – September 17, 2011)	\$205,500 (for entire 2011 campaign)	402	Primary – Males, ages 18-34 Secondary – Males, ages 18-24		675 spots	28 poster panels statewide		Comcast – 115,000 impressions  Facebook – 400,000 impressions		Total – \$50,493  Radio – \$21,888  Outdoor – \$18,645  Online – \$9,960	<b>Radio</b> NCCo – Reach: 22.9% Freq.: 4.7 GRPs: 110.3  Kent/Sussex – Reach: 51.65% Freq.: 11.25 GRPs: 576.4  <b>Outdoor</b> DEC: 14,362,320 Reach: 91.7% Freq: 24.0  <b>Online</b> Comcast – Impressions:

											1,456,409 CTR: 0.12%
											Facebook – Impressions: 2.1 million CTR: 0.007%
Motorists Share the Road Campaign (April 2011, June 2011 – September 2011)	\$76,690	402	Primary – All Delaware motorists		1,222 spots	12 poster panels statewide			Earned media –  Print- 1 Online- 8 Radio- 1 TV- 1	Total – \$60,564  Radio – \$34,712  Outdoor – \$25,852	<b>Radio</b> NCCo – Reach: 25.7% Freq.: 15.1 GRPs: 386.4  Kent/Sussex – Reach: 38.9% Freq.: 18.8 GRPs: 724.8  <b>Outdoor</b> June-September EOI: 27,246,240 Reach: 89.15% Freq: 23.35
Walk Smart Campaign (August 15, 2011 – September 11, 2011)	\$34,500	402	Primary – males, ages 18+		115 spots	9 poster panels in New Castle and Kent counties			Earned media –  Online-1	Total – \$6,686  Outdoor – \$5,188  Radio – \$1,498	Outdoor EOI: 4,910,640 Reach: 80.9% Freq.: 10.4  Radio Kent/Sussex – Reach: 30.75% Freq.: 4.75 GRPs: 146.75

Distracted Driving Campaign (October 2010 – February 2011)	\$196,868	402	Primary – Adults, ages 18-30  Secondary – Teens/Adults, ages 16-54	673 spots	1,023 spots	15 poster panel boards			Earned media –  Print- 19 Online- 11 Radio- 5 TV- 4	Total – \$86,308  Radio – \$39,300  Outdoor – \$22,008  Cable TV – \$25,000	Radio NCCo – Reach: 20% Freq.: 8.15 GRPs: 160.2  Kent/Sussex – Reach: 43.6% Freq.: 19.7 GRPs: 858.8  Outdoor DEC: 131.5 Reach: 95.0% Freq.: 40.4  Cable TV Reach: 64.3% Freq.: 5.0 GRPs: 322.9

# Financial Summary

Chart below outlines federal funds received in FY 2011 detailed by Section and Priority Area

Section 402	Section 405	Section 406	Section 408	Section 410	Section 154	Section 2011	Section 2010	Total	% of Total
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Figure 1

Priority Area	Section 402	Section 405	Section 406	Section 408	Section 410	Section 154	Section 2011	Section 2010	Total	% of Total
P&A	\$147,839	0	0	0	0	0	0	0	\$147,839	1.98%
Traffic Records	\$146,400	0	0	500,000	0	0	0	0	\$646,400	8.67%
Impaired Driving	\$322,144	0	0	0	1,064,139	3,493,544	0	0	\$4,879,827	65.48%
Occ. Protection	\$468,430	149,675	0	0	0	0	78,399	0	\$696,504	9.35%
Pedestrians	\$155,544	0	0	0	0	0	0	0	\$155,544	2.09%
Bicycles	\$12,501	0	0	0	0	0	0	0	\$12,501	0.17%
Motorcycles	\$211,458	0	0	0	0	0	0	100,000	\$311,458	4.18%
Agg. Driving	\$497,844	0	0	0	0	0	0	0	\$497,844	6.68%
Distracted Driving	\$104,957								\$104,957	1.41%
<b>TOTAL</b>									<b>\$7,452,871</b>	

