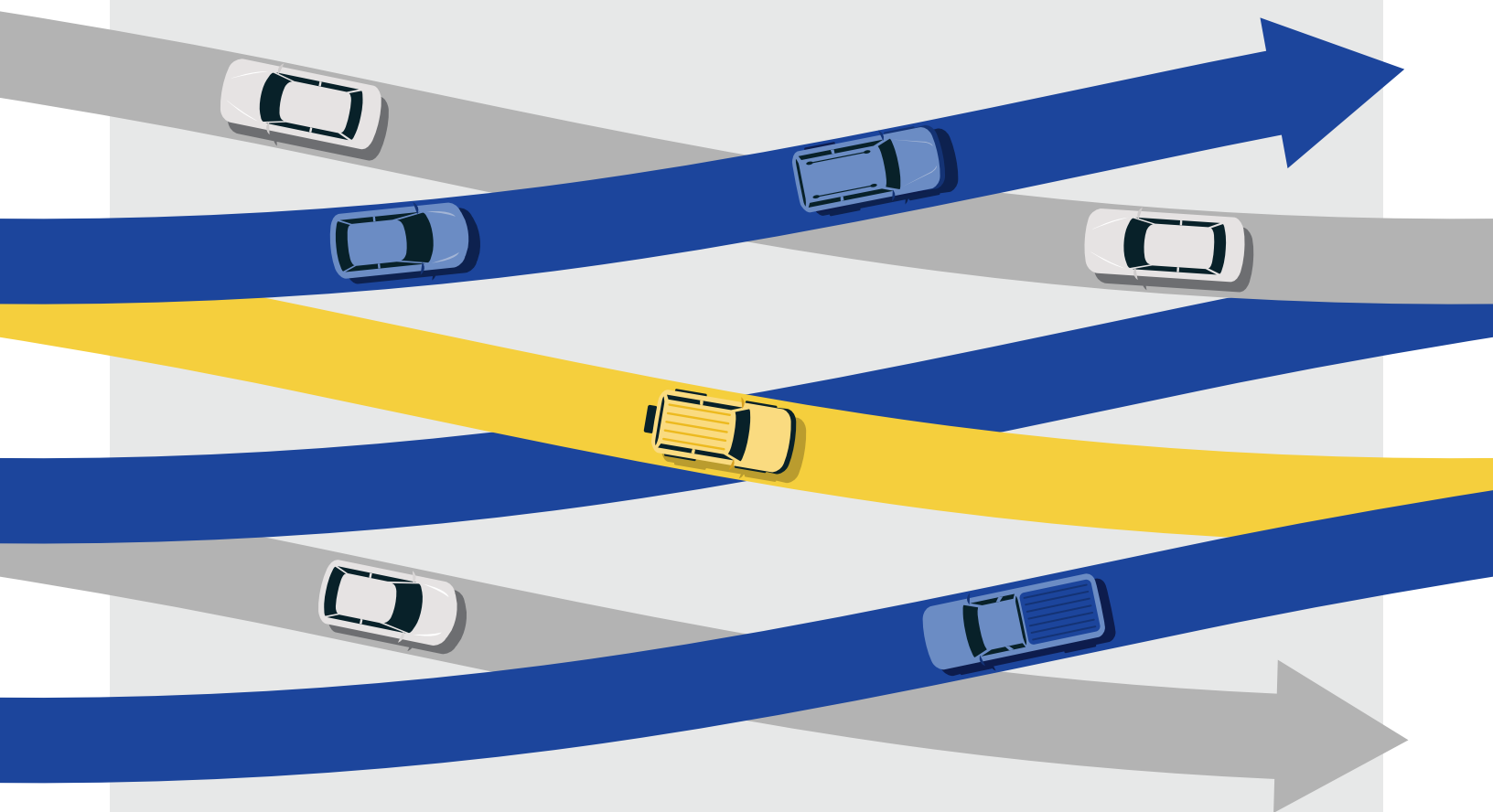




# FY 2021 ANNUAL REPORT

OCTOBER 1, 2020 - SEPTEMBER 30, 2021



**John Carney**  
Governor  
State of Delaware



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



**Kimberly Chesser**  
Director  
Office of Highway Safety



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## MESSAGE FROM THE DIRECTOR



### EXECUTIVE SUMMARY



Kimberly Chesser, Director

On behalf of everyone at the Delaware Office of Highway Safety (OHS), I am pleased to present the Fiscal Year 2021 Annual Report. This report serves as the State's evaluation of the 2021 Highway Safety Plan (HSP) and our opportunity to celebrate performance target attainment in the last year and identify opportunities for additional improvements in the coming year.

I am grateful for the passion, commitment and efforts of the Office of Highway Safety staff and the work accomplished with our traffic safety partners. Despite many challenges, we continued working closely with our dedicated traffic safety partners to conduct appropriate problem identification, select realistic performance measures, identify and implement proven countermeasures, and conduct a quality evaluation of implemented efforts.

The Annual Report reviews the yearly progress on implementing Delaware's Highway Safety Plan and documents the use of grant funding administered by the National Highway Traffic Safety Administration (NHTSA) for federal funds available under the Section 402 State and Community Highway Safety Grant Program and the various sections of the National Priority Safety Program of the Federal transportation bill.

The Office of Highway Safety mission statement is as follows:

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

Under the current legislation, Fixing America's Surface Transportation Act (FAST Act), the Office of Highway Safety has included the following components in the FY 2021 Annual Report:

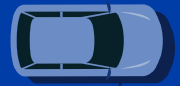
- *Assessment of the State's progress in meeting targets identified in our FY 2021 HSP;*
- *Description of the projects and activities funded;*
- *Federal funds expended on identified funded projects and activities; and*
- *The extent to which the identified projects contributed to meeting the highway safety targets and how to adjust our upcoming HSP to better meet performance targets in areas where a performance target has not yet been met.*

We are grateful for the many partnerships that have made our successes possible in 2021. We will continue to strive Toward Zero Deaths in 2022 to make Delaware roadways the safest in the country.

Achieving this vision requires ongoing collaboration, partnerships, and the sharing of knowledge and resources throughout the implementation of this plan and future Highway Safety Plans. To that end, we will focus on legislative enhancements, thoughtful traffic safety data analysis, the use of identified best practice countermeasures, and innovative ways to strengthen Delaware's traffic safety culture to continue to tackle the challenges that lie ahead.



## STAFF BIOGRAPHIES



*Left to Right* - Shawn Rohe, John Horsman, Veronica Marshall, Jackie McDermott, Aubrey Klick, Richard Klepner, Kimberly Chesser, Brian Karst, Christine Gannon, Cynthia Cavett, Sarah Cattie, Amber O'Donnell

### **Kimberly Chesser** | Director

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

**Richard Klepner** | Deputy Director

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

**Sarah Cattie** | Senior Traffic Safety Program Manager

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

**Jackie McDermott** | Traffic Safety Program Manager

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

**Cynthia Cavett** | Marketing Specialist II

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

**Christine Gannon** | Accountant

Responsible for processing fiscal documents as required for the daily operations of the office. Manages the agency timesheets and serves as the agency liaison with the Department's Human Resources Section. Responsible for Maintenance of Effort (MOE) and entering grants into the First State Financial System for the State of Delaware Clearinghouse.

**John Horsman** | Law Enforcement Liaison

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

**Aubrey Klick** | Statewide Fitting Station Coordinator

Certified Child Passenger Safety Technician/Instructor serving as the Kent County and Sussex County coordinator of OHS' child passenger safety education demonstrations, customer service appointments, instructing Child Passenger Safety Technician courses, car seat fitting station events in conjunction with child passenger safety and highway safety state partners in cooperation with the Division of Motor Vehicles and Delaware State Police Troop 7 (Part-time position).



**Shawn Rohe** | Statewide Fitting Station Coordinator

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

**Brian Karst** | Data Analyst

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

**Amanda Horton** | Corporate Partner Outreach Coordinator

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

**Veronica Marshall** | Community Traffic Safety Outreach Coordinator

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

**Amber O'Donnell** | Administrative Specialist III

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







# TARGETS AND ACTIVITY MEASURES



## FY 2021 HIGHWAY SAFETY TARGETS<sup>1</sup>

CORE OUTCOME BEHAVIORAL MEASURES TARGETS FOR FY 2021		2017	2018	2019	2020	2021 <sup>2</sup>	2021 TARGETS	2021 PROGRESS
1	TRAFFIC FATALITIES	119	111	132	116	127		
	5-YEAR MOVING AVERAGE	118	121	122	119		112.4	121
2	SERIOUS TRAFFIC INJURIES	472	377	405	447	455		
	5-YEAR MOVING AVERAGE	564	522	483	459		379.0	431
3	MILEAGE DEATH RATE <sup>3</sup>	1.14	1.09	1.29	N/A	N/A		
	5-YEAR MOVING AVERAGE	1.20	1.20	1.20			1.134	N/A
3A	RURAL MILEAGE DEATH RATE	2.33	2.19	2.81	N/A	N/A		
	5-YEAR MOVING AVERAGE	2.12	2.22	2.34			2.2	N/A
3B	URBAN MILEAGE DEATH RATE	0.71	0.74	0.79	N/A	N/A		
	5-YEAR MOVING AVERAGE	0.81	0.81	0.79			0.78	N/A
4	UNRESTRAINED PASSENGER VEHICLE OCCUPANT FATALITIES	33	32	24	34	37		
	5-YEAR MOVING AVERAGE	29	31	31	31		28	32
5	ALCOHOL-IMPAIRED DRIVING RELATED FATALITIES	31	28	32	27	13		
	5-YEAR MOVING AVERAGE	40	37	33	31		31	26
6	SPEED-RELATED FATALITIES	33	33	37	33	33		
	5-YEAR MOVING AVERAGE	38	37	35	35		35	34
7	MOTORCYCLE FATALITIES	10	17	18	15	24		
	5-YEAR MOVING AVERAGE	16	15	16	15		14	17

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## TARGETS AND ACTIVITY MEASURES

8	UNHELMETED MOTORCYCLIST FATALITIES	4	9	8	3	6		
	5-YEAR MOVING AVERAGE	6	6	6	6		6	6
9	DRIVERS AGE 20 OR YOUNGER INVOLVED IN FATAL CRASHES	7	10	16	17	21		
	5-YEAR MOVING AVERAGE	13	12	13	13		10	14
10	PEDESTRIAN FATALITIES	33	23	32	25	22		
	5-YEAR MOVING AVERAGE	29	29	30	28		29	27
11	SEAT BELT USE RATE	91.4%	92.4%	92.5%	92.5%	92.4%		
	5-YEAR MOVING AVERAGE	91.5%	91.5%	91.6%	92%		92%	92.2%
12	DISTRACTED DRIVING RELATED CRASHES	224	199	183	217	193		
	5-YEAR MOVING AVERAGE	181	192	195	208		197	203
13	BICYCLE FATALITIES	5	6	7	3	2		
	5-YEAR MOVING AVERAGE	3	4	5	5		4	5

<sup>1</sup>Sources: Fatal Analysis Reporting System (FARS), Crash Analysis Reporting System (CARS)

<sup>2</sup>Progress only available through November 30, 2021.

<sup>3</sup>Mileage death rates for 2020 is based on estimated 2020 vehicle miles traveled (VMT) data. Mileage death rate for 2021 is pending actual 2021 VMT data, which should be released in Spring 2022.

## ACTIVITY MEASURES



**124**

NUMBER OF IMPAIRED DRIVING ARRESTS MADE DURING GRANT-FUNDED ENFORCEMENT ACTIVITIES



**1,932** SEAT BELT VIOLATIONS

**102** CHILD RESTRAINT VIOLATIONS

NUMBER OF SEAT BELT CITATIONS DURING GRANT-FUNDED ENFORCEMENT ACTIVITIES



**6,542**

NUMBER OF SPEED CITATIONS ISSUED DURING GRANT-FUNDED ENFORCEMENT ACTIVITIES

**ClickTex**



**SEAT BELT SAFETY BEAT-MAKING CONTEST**

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



## PROGRAM AREA | IMPAIRED DRIVING



The Office of Highway Safety coordinated the following programming initiatives to reach our impaired driving safety targets in FY 2021:

### HALLOWEEN DUI PATROLS

#### PROJECT CODE: ACAB21-14

**PROJECT DESCRIPTION:** OHS partnered with law enforcement statewide to provide funding for overtime impaired driving patrols. Halloween weekend typically ranks as one of the highest weekends for DUI crashes and arrests. Funds were provided for four-hour impaired driving patrols from October 30 – November 1, 2020 between 9:00 p.m. - 3:00 a.m. Funding was based on an analysis of crash data and distributed to agencies deemed most appropriate.

**PARTICIPATING AGENCIES:** Blades PD, Bridgeville PD, Camden PD, Clayton PD, Dagsboro PD, Delmar PD, Dewey Beach PD, Dover PD, Elsmere PD, Georgetown PD, Harrington PD, Laurel PD, Lewes PD, Middletown PD, Milford PD, New Castle County PD, Newark PD, Newport PD, Rehoboth Beach PD, Seaford PD, Selbyville PD, Smyrna PD, South Bethany PD, University of Delaware PD, Wilmington PD, Wyoming PD and Delaware State Police.

HOURS WORKED	PATROLS	IMPAIRED DRIVING ARRESTS	OTHER ARRESTS / E-WARNINGS	TOTAL ARRESTS / E-WARNINGS
309.5	74	8	496	504



**THANKSGIVING DUI PATROLS**

**PROJECT CODE: ACAB21-15**

**PROJECT DESCRIPTION:** This project was amended to DUI patrols from the originally scheduled checkpoint. Funds were provided for four-hour impaired driving patrols from November 25 – 29, 2020 between 9:00 p.m. - 3:00 a.m. Funding was based on an analysis of crash data and distributed to agencies deemed to be most appropriate.

**PARTICIPATING AGENCIES:** Bethany Beach PD, Bridgeville PD, Clayton PD, Dagsboro PD, Delaware City PD, Delmar PD, Dover PD, Elsmere PD, Felton PD, Fenwick Island PD, Georgetown PD, Harrington PD, Laurel PD, Middletown PD, Milford PD, Milton PD, New Castle County PD, Newark PD, Newport PD, Rehoboth Beach PD, Seaford PD, Selbyville PD, Smyrna PD, Wilmington PD, Wyoming PD, and Delaware State Police.

HOURS WORKED	PATROLS	IMPAIRED DRIVING ARRESTS	OTHER ARRESTS / E-WARNINGS	TOTAL ARRESTS / E-WARNINGS
354.75	87	5	528	533

**SAFE FAMILY HOLIDAY DUI PATROLS**

**PROJECT CODE: ACAB21-16**

**PROJECT DESCRIPTION:** As part of the annual Safe Family Holiday campaign, OHS provided funding statewide for impaired driving enforcement patrols. Funds were provided for four-hour patrols from December 11 – 27, 2020 between 9:00 p.m. - 3:00 a.m. Funding was based on an analysis of crash data and distributed to agencies deemed to be most appropriate. Agencies were asked to prioritize weekend nights for patrols.

**PARTICIPATING AGENCIES:** Bethany Beach PD, Blades PD, Bridgeville PD, Cheswold PD, Clayton PD, Dagsboro PD, Delaware City PD, Delmar PD, Dewey Beach PD, Dover PD, Ellendale PD, Elsmere PD, Felton PD, Fenwick Island PD, Georgetown PD, Greenwood PD, Harrington PD, Laurel PD, Lewes PD, Milford PD, Millsboro PD, Milton PD, New Castle City PD, New Castle County PD, Newark PD, Newport PD, Rehoboth Beach PD, Seaford PD, Selbyville PD, Smyrna PD, South Bethany PD, Wilmington PD, Wyoming PD, and Delaware State Police.

HOURS WORKED	PATROLS	IMPAIRED DRIVING ARRESTS	OTHER ARRESTS / E-WARNINGS	TOTAL ARRESTS / E-WARNINGS
588.25	140	15	823	838



## SUPERBOWL DUI PATROLS

### PROJECT CODES: ACAB21-17, ACAC21-01

**PROJECT DESCRIPTION:** OHS provided funding for statewide patrols during Super Bowl weekend. Funds were provided for four-hour patrols from February 5 – 7, 2021 between 8:00 p.m. - 3:00 a.m. Funding was based on an analysis of crash data and distributed to agencies deemed to be most appropriate.

**PARTICIPATING AGENCIES:** Bridgeville PD, Camden PD, Cheswold PD, Clayton PD, Dagsboro PD, Delmar PD, Dewey Beach PD, Dover PD, Elsmere PD, Felton PD, Harrington PD, Laurel PD, Middletown PD, Milford PD, New Castle County PD, Newark PD, Newport PD, Rehoboth Beach PD, Seaford PD, South Bethany PD, University of Delaware PD, Wilmington PD, Wyoming PD, and Delaware State Police.

HOURS WORKED	PATROLS	IMPAIRED DRIVING ARRESTS	OTHER ARRESTS / E-WARNINGS	TOTAL ARRESTS / E-WARNINGS
269.5	66	10	420	430

## ST. PATRICK'S DUI PATROLS

### PROJECT CODE: ACAC21-02

**PROJECT DESCRIPTION:** OHS provided funding for statewide patrols during St. Patrick's Day holiday period. Funds were provided for four-hour patrols between March 12 - 21, 2021 from 8:00 p.m. - 3:00 a.m. Agencies were asked to prioritize weekends and St. Patrick's Day due to expected increases in impaired driving during those times. Funding was based on an analysis of crash data and distributed to agencies deemed to be most appropriate.

**PARTICIPATING AGENCIES:** Bridgeville PD, Clayton PD, Dagsboro PD, Delmar PD, Dewey Beach PD, Dover PD, Elsmere PD, Felton PD, Fenwick Island PD, Georgetown PD, Greenwood PD, Harrington PD, Laurel PD, Middletown PD, Milford PD, Millsboro PD, Milton PD, New Castle City PD, New Castle County PD, Newark PD, Rehoboth Beach PD, Seaford PD, South Bethany PD, Smyrna PD, Wilmington PD, Wyoming PD, and Delaware State Police.

HOURS WORKED	PATROLS	IMPAIRED DRIVING ARRESTS	OTHER ARRESTS / E-WARNINGS	TOTAL ARRESTS / E-WARNINGS
409	98	15	628	643

**SIGN UP FOR DUI CHECKPOINT TEXT ALERTS**

SIGN UP

Standard text messaging rates apply. You can unsubscribe at any time.



APRIL DUI PATROLS

**PROJECT CODE: ACAC21-03**

**PROJECT DESCRIPTION:** OHS provided funding for statewide patrols through the April 20th weekend to minimize impaired driving. Funds were provided for four-hour patrols from April 16 - 20, 2021 between 8:00 p.m. - 3:00 a.m. Funding was based on an analysis of crash data and distributed to agencies deemed to be most appropriate.

**PARTICIPATING AGENCIES:** Bethany Beach PD, Bridgeville PD, Camden PD, Dagsboro PD, Delaware Alcohol and Tobacco Enforcement, Dewey Beach PD, Dover PD, Georgetown PD, Harrington PD, Laurel PD, Middletown PD, Milford PD, New Castle County PD, Newark PD, Rehoboth Beach PD, Seaford PD, Smyrna PD, University of Delaware PD, Wilmington PD, Wyoming PD, and Delaware State Police.

HOURS WORKED	PATROLS	IMPAIRED DRIVING ARRESTS	OTHER ARRESTS / E-WARNINGS	TOTAL ARRESTS / E-WARNINGS
285.5	71	6	474	480

JUNE DUI PATROLS

**PROJECT CODE: ACAC21-05**

**PROJECT DESCRIPTION:** OHS provided funding for statewide patrols throughout June in an effort to minimize impaired driving. Funds were provided for four-hour patrols from June 11 - 27, 2021 between 8:00 p.m. - 3:00 a.m. Funding was based on an analysis of crash data and distributed to agencies deemed to be most appropriate.

**PARTICIPATING AGENCIES:** Bethany Beach PD, Bridgeville PD, Camden PD, Cheswold PD, Dagsboro PD, Delmar PD, Dewey Beach PD, Dover PD, Elsmere PD, Felton PD, Fenwick Island PD, Georgetown PD, Harrington PD, Laurel PD, Middletown PD, Milford PD, New Castle City PD, New Castle County PD, Newark PD, Newport PD, Rehoboth Beach PD, Seaford PD, Selbyville PD, Smyrna PD, South Bethany PD, Wilmington PD, Wyoming PD, and Delaware State Police.

HOURS WORKED	PATROLS	IMPAIRED DRIVING ARRESTS	OTHER ARRESTS / E-WARNINGS	TOTAL ARRESTS / E-WARNINGS
287.78	111	15	609	624



**JULY 4TH HOLIDAY CHECKPOINT**

**PROJECT CODE: ACAC21-06**

**PROJECT DESCRIPTION:** During the July 4th weekend, OHS partnered with law enforcement statewide to run a Checkpoint Strikeforce campaign. OHS coordinated three checkpoints statewide, one in each county on July 2, 2021 from 10:00 p.m. - 2:00 a.m. and provided additional overtime funds for pre-checkpoint briefings and post-checkpoint site clearance.

**PARTICIPATING AGENCIES:** Camden PD, Clayton PD, Dagsboro PD, Dover PD, Elsmere PD, Laurel PD, Middletown PD, Milford PD, Milton PD, New Castle County PD, Rehoboth Beach PD, Seaford PD, Smyrna PD, Wilmington PD, Wyoming PD, and Delaware State Police.

HOURS WORKED	CHECKPOINTS	IMPAIRED DRIVING ARRESTS	OTHER ARRESTS / E-WARNINGS	TOTAL ARRESTS / E-WARNINGS
355.5	3	6	51	57

**JULY DUI PATROLS**

**PROJECT CODE: ACAC21-07**

**PROJECT DESCRIPTION:** OHS provided funding for statewide patrols throughout July to minimize impaired driving related crashes and fatalities during the summer season. Funds were provided for four-hour patrols from July 17 – August 2, 2021 between 10:00 p.m. - 3:00 a.m. Funding was based on an analysis of crash data and distributed to agencies deemed to be most appropriate.

**PARTICIPATING AGENCIES:** Bethany Beach PD, Bridgeville PD, Clayton PD, Dagsboro PD, Delmar PD, Dewey Beach PD, Dover PD, Elsmere PD, Fenwick Island PD, Harrington PD, Laurel PD, Lewes PD, Middletown PD, Milford PD, Millsboro PD, Milton PD, New Castle City PD, New Castle County PD, Newark PD, Rehoboth Beach PD, Seaford PD, Smyrna PD, South Bethany PD, Wilmington PD, Wyoming PD, and Delaware State Police.

HOURS WORKED	PATROLS	IMPAIRED DRIVING ARRESTS	OTHER ARRESTS / E-WARNINGS	TOTAL ARRESTS / E-WARNINGS
356.25	84	10	575	585



**DRIVE SOBER OR GET PULLED OVER**

**PROJECT CODE: ACAC21-08**

**PROJECT DESCRIPTION:** OHS provided funding for statewide DUI patrols during the national Drive Sober or Get Pulled Over campaign. Funds were provided between August 20 – September 6, 2021. Patrols were between 10:00 p.m. - 3:00 a.m. Funding was based on an analysis of crash data and distributed to agencies deemed to be most appropriate.

**PARTICIPATING AGENCIES:** Bethany Beach PD, Bridgeville PD, Camden PD, Cheswold PD, Clayton PD, Dagsboro PD, Delaware City PD, Dewey Beach PD, Ellendale PD, Elsmere PD, Felton PD, Fenwick Island PD, Georgetown PD, Harrington PD, Laurel PD, Middletown PD, Milford PD, Millsboro PD, Milton PD, New Castle City PD, New Castle County PD, Newark PD, Newport PD, Ocean View PD, Rehoboth Beach PD, Seaford PD, Smyrna PD, Wilmington PD, Wyoming PD, and Delaware State Police.

HOURS WORKED	PATROLS	IMPAIRED DRIVING ARRESTS	OTHER ARRESTS / E-WARNINGS	TOTAL ARRESTS / E-WARNINGS
506	120	16	827	843

**LABOR DAY CHECKPOINT**

**PROJECT CODE: ACAC21-09**

**PROJECT DESCRIPTION:** At the end of the Drive Sober or Get Pulled Over campaign and to coincide with Labor Day Weekend, OHS partnered with law enforcement statewide to run a Checkpoint Strikeforce campaign. OHS coordinated three checkpoints statewide, one in each county on September 3, 2021 from 10:00 p.m. - 2:00 a.m. and provided additional overtime funds for pre-checkpoint briefings and post-checkpoint site clearance.

**PARTICIPATING AGENCIES:** Camden PD, Cheswold PD, Clayton PD, Dagsboro PD, Delaware Capitol Police, Dewey Beach PD, Fenwick Island PD, Laurel PD, Middletown PD, Milford PD, Newark PD, Newport PD, Rehoboth Beach PD, Seaford PD, Smyrna PD, Wilmington PD, Wyoming PD, and Delaware State Police.



HOURS WORKED	CHECKPOINTS	IMPAIRED DRIVING ARRESTS	OTHER ARRESTS / E-WARNINGS	TOTAL ARRESTS / E-WARNINGS
338.75	3	4	61	65

## ANTICIPATED PROJECTS

### PROJECT CODES: DAAC21-01, DABC21-01, DABD21-01, EAAA21-01, EAAB21-01, EAAC21-01

**PROJECT DESCRIPTION:** OHS uses a project proposal method to receive funding requests throughout the fiscal year. These requests are typically funded by Section 402 money, but due to the number of impaired driving-related requests received, some additional funding is appropriate to ensure critical impaired driving projects have the opportunity for implementation. These project lines are a holding place for the funds until new projects are created, and the funds are moved. Therefore, no funds were spent from any of these projects in FY 2021.

## DUI SIMULATOR

### PROJECT CODE: DSIM21-01

**PROJECT DESCRIPTION:** OHS partnered with the Delaware Division of Alcohol and Tobacco Enforcement (DATE) to provide funds for establishing a DUI Simulator. OHS provided funds to wrap the trailer, purchase a generator, sound equipment, and overtime funds for DATE officers. Since the simulator became operational in June 2021, DATE interacted with audiences at 21 events including law enforcement youth academies and the Firefly Music Festival.



## DRUG RECOGNITION EXPERT PROGRAM

### PROJECT CODES: DREA21-01, ADAB21-01

**PROJECT DESCRIPTION:** During FY 2021, Lt. Andrew Rubin of the Newark Police Department served as the Delaware Drug Recognition Expert (DRE) Coordinator helping promote exceptional growth of this program. Andrew was assisted by Cpl./3 Roy Bryant of the Delaware State Police. Andrew and Roy have enthusiastically taken on the role working to involve DREs in more Drugged Driving evaluations and arrests.

In FY 2021, Delaware had 39 DREs and conducted 325 evaluations. To help further grow the DRE program, the emphasis was placed on getting officers who may be interested in becoming DREs trained in ARIDE and to train additional DREs to become DRE instructors to assist with future DRE Schools.

A DRE Certification Course was held in October 2020 in Newark, DE to certify an additional nine officers as drug recognition experts. In June 2021, OHS hosted a DRE in-service training for the first time. This in-service allowed for all DREs to receive program updates relevant to DREs and training related to the prosecution of a drug impaired driver. Additionally, funding was provided for 16 DREs to attend the annual IACP-DUID Conference in Orlando, Florida. OHS continued the licensing agreement with ITSMR for the necessary reporting software for 50 DREs.

OHS funds overtime for a DRE officer that responds to a call out. This allows DREs from across the state to assist other agencies that may not be a part of their jurisdiction. Additional efforts have focused on educating law enforcement across the state about the DRE program and encouraging officers to call for a DRE when drug-impaired driving is suspected.

## DUI ENFORCEMENT MENTORING

### PROJECT CODE: ACAB21-12

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

## DELAWARE STATE POLICE BLOOD DRAW PROGRAM

### PROJECT CODE: ADNG21-01

**PROJECT DESCRIPTION:** In FY 2021, OHS provided funds to the Delaware State Police to continue a contract for phlebotomy services associated with impaired driving cases. Because of legal concerns, some hospitals have refused to draw blood for the purposes of a DUI prosecution even when the officer has a warrant. The BAC is a valuable piece of evidence that aids in prosecution and holds Impaired-driving offenders accountable for their criminal behavior. This also allows for more fervent testing for samples deemed to be DUI-Drug related.

## IMPAIRED DRIVING ENFORCEMENT EQUIPMENT

### PROJECT CODES: DAAB21-01, EAQA21-01

**PROJECT DESCRIPTION:** In FY 2021, OHS funded and supplied law enforcement agencies statewide with necessary pieces of impaired driving enforcement equipment. This included Checkpoint Strikeforce equipment, blood collection kits which were purchased and distributed by the Delaware State Police Crime Lab and additional blood collection vials which were purchased so that a second tube of blood can be collected for additional testing if necessary. OHS continued funding the purchase of dry gas cylinder tanks used for the calibration of Portable Breath Testers (PBTs) as well as PBTs for law enforcement statewide that receive project funding for impaired driving mobilizations. OHS also funded the purchase of PBTs for Newark PD and Delaware City PD.

OHS provided funding to the Delaware State Police Crime Lab (DSPCL) to purchase a new headspace autosampler/gas chromatograph and Chemstation upgrade. This equipment was needed to maintain current court accepted practices for analyzing blood alcohol evidence. OHS also partnered with DSPCL to begin upgrading the Intoxilyzer fleet in Delaware from the Intoxilyzer 5000 to Intoxilyzer 9000. In FY2021, OHS purchased equipment needed for the upgrades for New Castle County, and will purchase remaining equipment for Kent and Sussex Counties in FY2022. All of these equipment purchases support ongoing DUI Enforcement projects.

## DUI COURT

### PROJECT CODES: ECAA21-01, ECAB21-01

**PROJECT DESCRIPTION:** Joining the previously established DUI Courts in Kent and New Castle Counties, the Sussex County DUI Court began in August 2020. OHS provided funding for casual/seasonal administrative DUI Court Coordinators for the Sussex County DUI Court. This year marked the first of a three-year agreement for funding to be provided for the Sussex County DUI Court Coordinator.

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



## DUI COURT ALCOHOL MONITORING DEVICE

### PROJECT CODES: TADC21-01, TADD21-01

**PROJECT DESCRIPTION:** In support of the DUI Court project, OHS agreed to fund the transdermal alcohol monitoring devices (TAD) needed for the DUI Court participants. These units are attached at the ankle of the offender and monitor for any alcohol use. The units are rented and tracked to a specific offender. While the DOC uses these units for a variety of offenders, OHS only supports the devices needed for the DUI Court participants. OHS provided support throughout FY 2021 for the New Castle County and Kent County DUI Courts, and for the Sussex County DUI Court starting in July 2020.

## ALCOHOL-IMPAIRED DRIVING TRAVEL / TRAINING

### PROJECT CODES: AATR21-01, AATS21-01, EDAG21-01

**PROJECT DESCRIPTION:** In FY 2021, OHS supported multiple training initiatives by providing manuals and training supplies. These training initiatives included 4 Standardized Field Sobriety Test (SFST) full courses held within police academies in Delaware; and multiple SFST refresher courses held at the State Police Academy and local police departments across Delaware. An Advanced Roadside Impaired Driving Enforcement (ARIDE) course was also held.

## TRAFFIC SAFETY RESOURCE PROSECUTOR

### PROJECT CODES: TSRB21-01, TSRC21-01

**PROJECT DESCRIPTION:** For thirteen years, the Traffic Safety Resource Prosecutor (TSRP) has brought agencies together to establish good working partnerships, create efficiencies, and establish long-term solutions to various prosecution and enforcement issues related to traffic safety. During FY 2021, Barzilai (Barzi) Axelrod was Delaware's TSRP. Barzi keeps the Office of Highway Safety staff, law enforcement, and other partners current on relevant case law. He provides research and information for potential highway safety legislation, such as changes to Delaware's impaired driving and related laws. He also provided training on a variety of traffic safety-related topics to law enforcement and prosecutors. In addition to carrying a full motor vehicle fatality caseload for prosecution, Barzi serves as the lead prosecutor for the New Castle County Court of Common Pleas (CCP) DUI Treatment Court. Additionally, Barzi has been working with the DSP Crime Lab to transition the state to the Intoxilyzer 9000. The TSRP team consists of the TSRP and two additional attorneys across the state to assist with vehicular assault and fatal cases, DUI investigations/prosecutions, the DUI Treatment Court and with training initiatives. In addition, two paralegals are assigned to the team to assist with coordinating case materials and training materials.

In FY 2021, the TSRP team conducted or participated in the following:

- *Participated in several committees and task forces, including DUI Court Steering Committee and Statewide Impaired Driving Prevention Taskforce*
- *Lead prosecutor for CCP DUI Treatment Court Program in New Castle County*
- *Participated in SFST Training*
- *Participated in ARIDE Training*
- *Participated in DRE Training*
- *Participated in NHTSA's Delaware State Pedestrian and Bicyclist Safety Program Assessment*
- *Taught DUI legal issues and updates at the Delaware State Police Academy, New Castle County Police Academy, Dover Police Academy, and Wilmington Police Academy*
- *Conducted Mock Trial testimony hearing with DSP Crime Lab Analyst for training purposes*

- *Assisted DE DMV with identifying legal updates to DE's Class D Driver Manual.*
- *Oversaw vehicular fatality and DUI prosecutions for the State*
- *Prosecuted a full caseload of motor vehicle fatality investigations*
- *Acted as an on-call resource for law enforcement officers investigating vehicular fatalities*
- *Provided in-house training to prosecutors about recurring issues in impaired driving cases*
- *Assisted prosecutors with drafting legal responses to traffic safety and DUI-related cases*
- *Continued to work with DSP Crime Lab on project logistics for the future implementation of Intoxilyzer 9000*
- *Continued to worked with law enforcement officers and Delaware Criminal Justice Information System (DELJIS) on additional rounds of reviews for statewide updated Impaired Driving Report template*

## IMPAIRED DRIVING STRATEGIC PLAN UPDATE

### PROJECT CODE: IDSP21-01

**PROJECT DESCRIPTION:** OHS worked with Whitman Reardon & Associates on updating the Impaired Driving Strategic Plan. This updated plan is due with the FY 2023 Highway Safety Plan. Efforts were made in the initial planning phases, with completion of the plan update occurring in FY 2022.

### HSP PROJECTS NOT IMPLEMENTED:

#### COLUMBUS DAY CHECKPOINT

### PROJECT CODE: ACAB21-13

**PROJECT DESCRIPTION:** This project, scheduled for 10/9/2020, was canceled due to concerns related to the COVID-19 Public Health Emergency.

#### MEMORIAL DAY CHECKPOINT

### PROJECT CODE: ACAC21-04

**PROJECT DESCRIPTION:** The Memorial Day Checkpoint, scheduled for 5/28/2021, was canceled due to inclement weather.

## ASSESSMENT OF STATE PROGRESS

Performance targets are measured based on a 5-year average and based on alcohol-related driving fatalities only. The target for FY 2021, using a 5-year moving average trend-line, is 31. As of November 30, 2021, the 5-year average is 26, with 13 in the current year. However, with many fatal crashes still pending, we will continue to closely monitor and analyze results. Although we are on pace to achieve our target, overall trends show that there is more work to be done. OHS is monitoring emerging issues with drugged impaired driving and will continue to educate Delawareans on those dangers. With the possible legalization of recreational marijuana, new educational and enforcement efforts will need to be developed. OHS will continue to emphasize advanced trainings for officers to identify drugged impaired driving. OHS will maintain a well-balanced, data-driven comprehensive approach to reducing impaired driving.



## PROGRAM AREA | OCCUPANT PROTECTION



The Office of Highway Safety coordinated the following programming initiatives to reach our occupant protection safety targets in FY 2021:

### FITTING STATION COORDINATORS

#### PROJECT CODES: SALA21-01, SALB21-01

**PROJECT DESCRIPTION:** Since 2002, OHS has operated 2 to 3 child restraint fitting stations across the state where parents, guardians, grandparents, and caregivers can go for a free service to have their car seats checked for correct installation. OHS employs two Fitting Station Coordinators, who are certified Child Passenger Safety Technician-Instructors (CPSTs). OHS currently operates 3 fitting stations with various hours every week. These fitting stations are located at Wilmington DMV, Dover DMV, Delaware State Police Troop 4 in Georgetown, and Delaware State Police Troop 7 in Lewes, Delaware.

At the onset of the COVID-19 Public Health Emergency, the Fitting Stations were temporarily closed in March 2020 and remained closed until May 2021. To continue providing services to the community, the Fitting Station Coordinators conducted virtual appointments and increased their email/telephone contact with caregivers. In FY 2021, OHS Fitting Station Coordinators checked 243 seats in person and 113 seats via virtual appointments.

In addition, OHS technicians pivoted and worked to provide education and outreach in a virtual format. These locations and events included: virtual presentations for New Castle County Head Start – all locations; Bundles for Babies at Dover Air Force Base (virtual sessions); virtual monthly training sessions with employees from the Division of Family Services; monthly infant care classes at Kent General Hospital (virtual, resumed in person in October 2020); virtual presentations for Westside Health; and education tables for Safe Kids Delaware events. Additional outreach included training for Bayhealth staff who administer car seat tolerance tests, CPST refresher training for Nemours Pediatrics staff, and training for Caesar Rodney School District van drivers. Both OHS Fitting Station Coordinators contributed to the National Hybrid Curriculum, filming themselves for segments to be included for use in training. As the fitting stations reopened in May 2021, OHS was able to participate in 3 in-person seat checks, two in New Castle County and one in Sussex County. A total of 25 seats were checked at the events over the course of FY 2021.

Due to the COVID-19 Public Health Emergency, no CPST courses were scheduled during FY 2021. In FY 2021, Delaware had approximately 52 certified technicians and 5 certified instructors. This number is a sizeable decrease from 2020, when Delaware had 92 certified technicians. This decrease can be attributed to the temporary closure of the OHS fitting stations and the lack of public seat check events held during the COVID-19 Public Health Emergency, which would assist CPSTs in recertification. While

recertification was modified through Safe Kids worldwide with online webinars approved in lieu of seat checks, many techs chose not to recertify. Delaware will look to hold additional courses in FY 2022 to increase the number of both technicians and instructors.

As a result of a grant that Delaware Health and Social Services (DHSS) received and their subsequent partnership with Delaware Safe Kids, OHS provided free installation of car seats to low-income families. The seats are provided by DHSS through their grant funds. Families in need are sent to OHS with a voucher for a car seat and OHS car seat technicians install the seats for these families. Seats were distributed starting in May 2021, when the OHS fitting stations reopened. In FY 2021, OHS distributed and installed 5 of these seats to families in need. Families who didn't qualify for a seat via the Safe Kids program but still needed a car seat were provided a seat through OHS' car seat program. OHS distributed 10 seats through this program in FY 2021. With the temporary closure of the OHS Fitting Stations during FY 2020 due to the COVID-19 Public Health Emergency, and the re-opening during mid FY 2021, the number of seats distributed remains a significant decrease from FY 2019.

### FITTING STATION SUPPLIES

**PROJECT CODES: BEAE21-01, BCAC21-01, SUPA21-01, SUPB21-01**

**PROJECT DESCRIPTION:** OHS purchased supplies to support the needs of the Fitting Station Coordinators and maintain the child passenger safety program. Supplies include items such as car seats, noodles, Latch manuals, training materials, educational materials, and other items as needed. No funds were used from SUPA21-01 or SUPB21-01.

### OCCUPANT PROTECTION / CPS TRAINING INITIATIVES

**PROJECT CODES: BBAL21-01, BCAB21-01, TRAA21-01, TRAB21-01**

**PROJECT DESCRIPTION:** OHS funded projects with Delaware State Police to receive funding to recertify six Troopers as CPSTs. Two OHS employees, the New Castle County Fitting Station Coordinator (a CPST Instructor) and the Occupant Protection Program Manager (a CPST) were funded to recertify.

OHS planned to support three Child Passenger Safety courses, but the COVID-19 Public Health Emergency continued into FY 2021. With limitations both within OHS and the Delaware CPST Instructor team, no courses were able to be scheduled before the end of FY 2021.

However, as restrictions were lifted and travel allowed, OHS supported its two Fitting Station Coordinators (both CPST Instructors) and one Delaware State Trooper (a CPST Instructor) to attend the Kidz in Motion Conference in Madison, Wisconsin. In addition, the Fitting Station Coordinators and the Occupant Protection Program Manager attended the virtual Northeast Ohio CPS Conference, using training funds. Additional virtual conference opportunities included the Boston Children's Virtual CPS Conference, Illinois Virtual Conference, Lifesavers Conference and the Oregon CPS Virtual Conference.

SafeKids Delaware funded the Fitting Station Coordinators and the Occupant Protection Program Manager to attend the virtual PrevCon conference.

The Kent/Sussex Counties Fitting Station Coordinator attended Safe Travel for All Children (STAC) training which is a CPS enrichment course focusing on child passenger safety for special needs children.

OHS sponsored CPS Tech Update Meetings - which gave technicians in attendance CEUS to use towards their renewal credits. Virtual meetings were in October 2020 (4 attendees), April 2021 (7 attendees) and May 2021 (2 attendees). No funds were used from TRAB21-01.

**Seat Check Success**

*Congratulations, Delaware!*

**13 caregivers, 6 technicians, 2 hours**  
 You came together this Seat Check Saturday to protect our littlest loved ones. Now, 13 more families can be confident their precious cargo is riding safely.

**Of those 13 car seat checks:**

- Only 1 arrived correctly installed
- 8 seats had misuse
- 4 seats arrived uninstalled

If you missed out on this Seat Check Saturday - no worries! You can schedule a one-on-one carseat check with our technicians in-person or virtually by calling: (302) 744-2749

## SEAT BELT SURVEY

**PROJECT CODES: SRVA21-01, SRVB21-01, SRVC21-01, SRVD21-01**

**PROJECT DESCRIPTION:** OHS used the same survey design as in prior years to comply with NHTSA survey guidelines. OHS utilized six retired law enforcement officers to conduct the observational surveys at 48 selected sites, while The University of Delaware assisted OHS with the data analysis. OHS again partnered with In3, affiliated with Purdue University, to complete an iOS app update for surveyors conducting the observational fieldwork. This provided efficiency and accuracy with reporting data. Additional data was collected this year to record the type of vehicle (ex. car, SUV, truck, and minivan) as a recommendation from Delaware's 2018 Occupant Protection assessment. The data found that for the third year in a row, SUVs were the vehicle with the most observed compliance, while sedans had the lowest compliance. This information was shared with our public relations group to assist in marketing for occupant protection. Based on the analysis from the Statewide Observational Seat Belt Use Survey conducted in June 2021, Delaware's seat belt use rate is currently 92.4%. This has been submitted to NHTSA and verified by NCSA. According to the National Occupant Protection Use Survey (NOPUS), the national seat belt use rate is 89.1% in 2019. Thus, for the seventeenth year in a row, Delaware's seat belt use rate has exceeded the national use rate. No funds from SRVD21-01 were used – funds were added to SRVA21-01 after the submission of the FY 2021 HSP to spend out expiring funds from FY 2018.

## NOVEMBER CLICK IT OR TICKET

**PROJECT CODES: BCAA21-01, CIEA21-01, CIEB21-01**

**PROJECT DESCRIPTION:** Due to the COVID-19 Public Health Emergency, NHTSA moved the May 2020 Click It or Ticket Enforcement to November 2020. The Office of Highway Safety and our partners coordinated campaigns both during November 2020 and May 2021 during FY 2021. The November 2020 campaign was run November 9 – 23, 2020 with participation from 32 law enforcement agencies and the Delaware State Police. Officers worked a four-hour patrol between 11:00 a.m. – 3:00 a.m. with an emphasis on nighttime seat belt enforcement. High-visibility enforcement, coupled with educational efforts, reached Delaware motorists to increase seat belt compliance. Delaware participated in the NHTSA Border to Border activities with surrounding State law enforcement partners. Four police agencies participated in Border to Border on November 16, 2020 (1 PM – 5 PM) and they issued 30 citations for seat belt usage. Officers conducted afternoon enforcement and patrolled the state borders for seat belt violations to kick off the CIOT campaign. Please note the Border to Border citation numbers are included in the chart below. The campaign was funded entirely from 405b. No funds were used in this enforcement from CIEB21-01.



**PARTICIPATING AGENCIES FOR BOTH CAMPAIGNS:** Bethany Beach PD, Bridgeville PD, Camden PD, Cheswold PD, Clayton PD, Dagsboro PD, Delaware City PD, Delmar PD, Dewey Beach PD, Ellendale PD, Elsmere PD, Felton PD, Fenwick Island PD, Georgetown PD, Greenwood PD, Harrington PD, Laurel PD, Middletown PD, Milford PD, Millsboro PD, Milton PD, New Castle City PD, New Castle County PD, Newark PD, Newport PD, Ocean View PD, Rehoboth Beach PD, Seaford PD, Selbyville PD, Smyrna PD, South Bethany PD, University of Delaware PD, Wilmington PD, Wyoming PD, and Delaware State Police.

TOTAL HOURS	TOTAL PATROLS	SEATBELT ARRESTS	CHILD RESTRAINT ARRESTS	OTHER ARRESTS	TOTAL ARRESTS
744	184	366	9	849	1224



MAY / JUNE CLICK IT OR TICKET

**PROJECT CODES: CIEA21-01, CISP21-01, CIEB21-01**

**PROJECT DESCRIPTION:** The May 2021 campaign was a return to the traditional schedule for the Click It or Ticket campaign, with the Seat Belt Usage Survey following the enforcement. The May 2021 campaign was conducted from May 24 – June 6, 2021 with participation from 36 law enforcement agencies and the Delaware State Police. Officers worked a four-hour patrol between 11:00 a.m. – 3:00 a.m. with an emphasis on nighttime seat belt enforcement. High-visibility enforcement, coupled with educational efforts, reached Delaware motorists to increase seat belt compliance. Delaware participated in the NHTSA Border to Border activities with surrounding State law enforcement partners. Six police agencies participated in Border to Border on May 24, 2021 (3:00 p.m. – 7:00 p.m.) and they issued 17 citations for seat belt usage. Officers conducted evening enforcement and patrolled the state borders for seat belt violations to kick off the CIOT campaign. Please note the Border to Border citation numbers are included in the chart below. The campaign was funded entirely from 405b. No funds were used in this enforcement from CIEB21-01.



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

TOTAL HOURS	TOTAL PATROLS	SEATBELT ARRESTS	CHILD RESTRAINT ARRESTS	OTHER ARRESTS	TOTAL ARRESTS
854.35	199	571	13	886	1470

**ASSESSMENT OF STATE PROGRESS**

Performance targets are measured based on a 5-year moving average (2017-2021). The targets for this year include the following:

- *To maintain statewide seat belt compliance from the 5-year average use rate of 92% by December 31, 2021.*

The observational seat belt survey for FY 2020 was not completed due to the COVID-19 Public Health Emergency and OHS is using the 2019 observed Seat Belt Usage Rate of 92.5% for 2020.

- *The second target was to complete CY 2021 with a 5-year average of 28 unrestrained passenger fatalities.*

As of November 30, 2021, the 5-year average is 32 unrestrained fatalities, which currently meets our target for unrestrained fatalities; however, there are still pending investigations and 1 month left in CY 2021. OHS continues to place a high priority on occupant protection projects.

The projects funded in FY 2021 supported Delaware’s continued designation as a high belt use state that exceeds the national average. OHS will continue high-visibility enforcement, paid media efforts, and other data-driven projects focused on increased belt use among the high-risk population, to continue meeting our target for unrestrained passenger fatalities and seat belt compliance in the future.



## PROGRAM AREA | DISTRACTED DRIVING



The Office of Highway Safety coordinated the following programming initiatives to reach our distracted driving safety targets for FY 2021:

### APRIL DISTRACTED DRIVING ENFORCEMENT

#### PROJECT CODE: OHDA21-01

**PROJECT DESCRIPTION:** OHS supported Distracted Driving specific enforcement in the month of April in support of National Distracted Driving month. OHS encouraged team patrols and additional shifts for officers to cite and educate the public about distracted driving. Paid media efforts were increased as well during this period. This enforcement took place April 2 – April 23, 2021. Officers worked in 4-hour shifts from 12:00 p.m. – 8:00 p.m. OHS also supported within this enforcement the national Connect 2 Disconnect initiative, which took place on April 8, 2021 from 3:00 p.m. – 7:00 p.m. Seven agencies participated in the Connect 2 Disconnect initiative and wrote 15 citations related to Distracted Driving.

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



HOURS WORKED	PATROLS	CELL PHONE ARRESTS	OTHER ARRESTS / E-WARNINGS	TOTAL ARRESTS / E-WARNINGS
635	156	339	724	1063


ASSESSMENT OF STATE PROGRESS

The target for FY 2021 was to complete CY 2021 with a 5-year average of 197 cell phone-related crashes. As of November 30, 2021, the target has not been met with a 5-year average of 203 crashes. Distracted driving has become one of law enforcement’s most high-profile violations. The increase in overall enforcement of Delaware’s cell phone law has made officers more vigilant in determining cell phone use or involvement in motor vehicle crashes. OHS will continue distracted driving education and will continue to fund distracted driving enforcement and will target the locations, months, days of the week, and times of the day for when distracted driving crashes are prevalent.

**THERE'S MORE THAN ONE WAY TO  
DRIVE BUZZED**

**You don't drive drunk. Don't drive distracted.**

Distracted driving is just as dangerous as drunk driving. Never drive distracted. Always wear your seat belt. It's that simple.

 **BE ALERT  
ARRIVE ALIVE DE**

[ArriveAliveDE.com/Be-Alert](https://www.arrivealivede.com/be-alert)





## PROGRAM AREA | SPEED MANAGEMENT



The Office of Highway Safety coordinated the following programming initiatives to reach our speed and other aggressive driving prevention safety targets for FY 2021:

### NOVEMBER SPEED ENFORCEMENT

#### PROJECT CODE: SPED21-01

**PROJECT DESCRIPTION:** Data analysis shows that the month of November in Delaware coincides with increased speed related crashes. OHS provided funds for statewide enforcement to combat speeding on Delaware’s roadways. This enforcement period lasted from November 1-15, 2020. Patrols were scheduled to work from 7:00 a.m. – 8:00 p.m.

**PARTICIPATING AGENCIES:** Bridgeville PD, Camden PD, Cheswold PD, Clayton PD, Dagsboro PD, Delaware City PD, Dewey Beach PD, Elsmere PD, Harrington PD, Middletown PD, New Castle City PD, New Castle County PD, Newport PD, Seaford PD, Selbyville PD, Wilmington PD, and Delaware State Police.



HOURS WORKED	PATROLS	SPEED ARRESTS	OTHER ARRESTS / E-WARNINGS	TOTAL ARRESTS / E-WARNINGS
278.03	69	348	163	511

## SAFE FAMILY HOLIDAY SPEED ENFORCEMENT

## PROJECT CODE: SPED21-02

**PROJECT DESCRIPTION:** Data analysis shows that the winter holiday time period in Delaware coincides with increased speed related crashes. OHS provided funds for statewide enforcement to combat speeding on Delaware's roadways during a Safe Family Holiday Campaign. This enforcement period lasted from December 4-20, 2020. Patrols were scheduled to work from 7:00 a.m. – 8:00 p.m.

**PARTICIPATING AGENCIES:** Bridgeville PD, Cheswold PD, Dover PD, Felton PD, Georgetown PD, Laurel PD, Milford PD, Millsboro PD, New Castle County PD, Newark PD, Rehoboth Beach PD, Seaford PD, Smyrna PD, Wilmington PD, Wyoming PD, and Delaware State Police.

HOURS WORKED	PATROLS	SPEED ARRESTS	OTHER ARRESTS / E-WARNINGS	TOTAL ARRESTS / E-WARNINGS
301.5	76	388	237	625

## JANUARY SPEED ENFORCEMENT

## PROJECT CODE: SPED21-03

**PROJECT DESCRIPTION:** Data analysis shows that winter months in Delaware coincide with increased speed related crashes. OHS provided funds for statewide enforcement to combat speeding on Delaware's roadways. This enforcement period lasted from January 16 – 29, 2021. Patrols were scheduled to work from 7:00 a.m. – 8:00 p.m.

**PARTICIPATING AGENCIES:** Bridgeville PD, Dagsboro PD, Delmar PD, Dover PD, Elsmere PD, Harrington PD, New Castle City PD, New Castle County PD, Newport PD, Selbyville PD, Wilmington PD, and Delaware State Police.

HOURS WORKED	PATROLS	SPEED ARRESTS	OTHER ARRESTS / E-WARNINGS	TOTAL ARRESTS / E-WARNINGS
270	67	377	182	559

## MAY SPEED ENFORCEMENT

## PROJECT CODE: SPED21-04

**PROJECT DESCRIPTION:** May is a month of high-speed crashes in Delaware. OHS used this month to remind drivers of the dangers of speeding and provided funds for statewide enforcement to combat speeding on Delaware's roadways. This enforcement period lasted from May 1-14, 2021. Patrols were scheduled to work from 7:00 a.m. – 8:00 p.m.

**PARTICIPATING AGENCIES:** Bethany PD, Camden PD, Cheswold PD, Clayton PD, Dagsboro PD, Delmar PD, Dover PD, Ellendale PD, Felton PD, Georgetown PD, Middletown PD, Millsboro PD, New Castle City PD, New Castle County PD, Newark PD, Rehoboth Beach PD, South Bethany PD, Wilmington PD, and Delaware State Police.

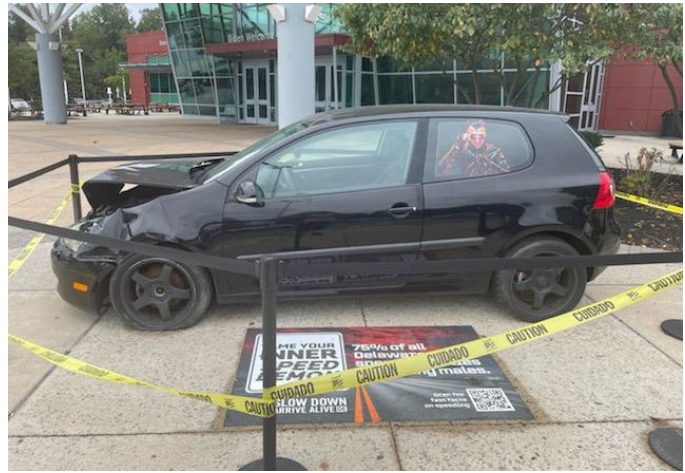
HOURS WORKED	PATROLS	SPEED ARRESTS	OTHER ARRESTS / E-WARNINGS	TOTAL ARRESTS / E-WARNINGS
272.05	69	364	194	558



**AUGUST SPEED ENFORCEMENT**

**PROJECT CODE: SPED21-05**

**PROJECT DESCRIPTION:** August is a month of high-speed crashes in Delaware. OHS used this month to remind drivers of the dangers of speeding and provided funds for statewide enforcement to combat speeding on Delaware’s roadways. This enforcement period lasted from August 6-22, 2021. Patrols were scheduled to work from 7:00 am – 8:00 pm. Additionally within this project line, OHS funded the purchase of speed enforcement equipment for partner law enforcement agencies. Any agency that received equipment was required to work overtime hours during this enforcement. OHS agreed to fund speed equipment for Camden PD (Speed Trailer), Cheswold PD (Speed Sign), Clayton PD (Radar), Elsmere PD (Lidar), Felton PD (Lidar), Harrington PD (2 Radar), Kenton PD (Lidar), Middletown PD (Radar), Newark PD (Lidar), New Castle City PD (Lidar), New Castle County PD (Mobile and 2 Hand Held Radar, Lidar), Smyrna PD (2 Radar), South Bethany PD (Radar), Wilmington PD (2 Lidar, Speed Trailer), Wyoming PD (Lidar), and Delaware State Police (15 Lidar) in association with this enforcement mobilization.



**PARTICIPATING AGENCIES:** Bethany Beach PD, Bridgeville PD, Camden PD, Cheswold PD, Clayton PD, Dagsboro PD, Delmar PD, Dover PD, Elsmere PD, Felton Police PD, Georgetown PD, Greenwood PD, Harrington PD, Kenton PD, Laurel PD, Middletown PD, Millsboro PD, Milton PD, Newark PD, New Castle City PD, New Castle County PD, Newport PD, Ocean View PD, Seaford PD, Selbyville PD, Smyrna PD, South Bethany PD, Wilmington PD, Wyoming PD, and Delaware State Police.

HOURS WORKED	PATROLS	SPEED ARRESTS	OTHER ARRESTS / E-WARNINGS	TOTAL ARRESTS / E-WARNINGS
303.25	75	389	247	636

**SEPTEMBER SPEED ENFORCEMENT**

**PROJECT CODE: SPED21-06**

**PROJECT DESCRIPTION:** September continues to be a month of deadly crashes in Delaware. OHS provided funds for statewide enforcement to combat speeding on Delaware’s roadways. Enforcement was also held to assist in high visibility enforcement during the Ocean City, MD H20i Car un-sanctioned event. The enforcement period lasted from September 23-26, 2021. Patrols were scheduled from work to 7:00 a.m. – 8:00 p.m.

**PARTICIPATING AGENCIES:** Bethany Beach PD, Cheswold PD, Dagsboro PD, Dewey Beach PD, Ellendale PD, Fenwick Island PD, Georgetown PD, Laurel PD, Lewes PD, Middletown PD, Milford PD, Millsboro PD, Newark PD, Ocean View PD, Rehoboth Beach PD, Selbyville PD, South Bethany PD, Wyoming PD, and Delaware State Police.

HOURS WORKED	PATROLS	SPEED ARRESTS	OTHER ARRESTS / E-WARNINGS	TOTAL ARRESTS / E-WARNINGS
201	23	42	88	130

## DELAWARE STATE POLICE / NEWARK PD JOINT SPEED ENFORCEMENT

**PROJECT CODE: JSPD21-01**

**PROJECT DESCRIPTION:** OHS funded Delaware State Police (DSP) Troop 6 and Newark PD for this specialized enforcement, focusing on speeding and racing issues that covered both jurisdictions. DSP worked 16 patrols and Newark worked 8 patrols over two different dates between 12/16/2020 and 01/25/2021 determined by weather, intel and staffing.

**PARTICIPATING AGENCIES:** Delaware State Police and Newark PD.

HOURS WORKED	PATROLS	SPEED ARRESTS	OTHER ARRESTS / E-WARNINGS	TOTAL ARRESTS / E-WARNINGS
81	23	42	88	130

## NEWARK SPEED ENFORCEMENT

**PROJECT CODE: DSPD21-01**

**PROJECT DESCRIPTION:** OHS provided funding for Delaware State Police for enhanced speed enforcement, focused in DSP Troop 2 jurisdiction. DSP worked three initiatives with eight, three hour patrols, between 08/01/2021 and 09/30/2021, resulting in 24 patrols total. Recent speed surveys of areas of enforcement showed that 93% of traffic were traveling over the speed limit of 30 MPH, and the average speed was 41 mph.

**PARTICIPATING AGENCIES:** Delaware State Police.

HOURS WORKED	PATROLS	SPEED ARRESTS	OTHER ARRESTS / E-WARNINGS	TOTAL ARRESTS / E-WARNINGS
72	24	119	27	146

## OPERATION SLOW DOWN RT. 1 SPEED ENFORCEMENT

**PROJECT CODE: DSPD21-02**

**PROJECT DESCRIPTION:** OHS provided funding to Delaware State Police for enhanced speed enforcement, focused on Rt. 1 in each of the three counties. Delaware State Police worked three different tactic initiatives during different time frames each week over 9 weeks between 08/01/2021 and 09/30/2021 for a total of 36 patrols (4 hour shifts, with teams of 4 troopers). Across the nation in 2020 there were reports of motorists traveling at extreme speeds due to there being less traffic on the roadways during the pandemic. That trend has continued into 2021 in Delaware, especially on Rt. 1.

**PARTICIPATING AGENCIES:** Delaware State Police.

HOURS WORKED	PATROLS	SPEED ARRESTS	OTHER ARRESTS / E-WARNINGS	TOTAL ARRESTS / E-WARNINGS
128	32	172	67	239

## ASSESSMENT OF STATE PROGRESS

Performance targets are measured on a 5-year average. The FY 2021 target was to achieve a 5-year average of 35 speed related fatalities. As of November 30, 2021, the 5-year average is 34 speed-related fatalities. Over the last 10 years, Delaware has consistently observed around one-third of fatal crashes involving speed.





## PROGRAM AREA | PEDESTRIAN SAFETY



The Office of Highway Safety coordinated the following programming initiatives to reach our pedestrian safety targets for FY 2021:

### FALL PEDESTRIAN ENFORCEMENT

#### PROJECT CODE: OHPA21-01

**PROJECT DESCRIPTION:** October was designated Pedestrian Safety Month in Delaware. Mobilization efforts were made to promote education and awareness on pedestrian safety behaviors. This mobilization occurred October 2 - 18, 2020 between 5:00 p.m. and 2:00 a.m. Officers were permitted to work in teams of two (or single officer enforcements) for four hours. Officers were directed to approach pedestrians and provide education regarding safe walking habits and enforce as necessary.

**PARTICIPATING AGENCIES:** Dover PD, Elsmere PD, Middletown PD, New Castle County PD, Newark PD, University of Delaware PD, Wilmington PD, and Delaware State Police.

HOURS WORKED	PATROLS	PEDESTRIAN CONTACTS	PEDESTRIAN ARRESTS	OTHER ARRESTS / E-WARNINGS	TOTAL ARRESTS / E-WARNINGS
480.95	122	685	111	172	283



**SAFE FAMILY HOLIDAY PEDESTRIAN ENFORCEMENT**

**PROJECT CODE: OHPA21-02**

**PROJECT DESCRIPTION:** Winter months coincide with an increase in serious injury and fatal pedestrian crashes. OHS funded education and enforcement efforts from December 7-21, 2020 between 5:00 p.m. and 2:00 a.m., in an effort to reduce these crash types. Officers were asked to work in teams of two (or single officer enforcements) for four hours. Officers were directed to approach pedestrians and educate on safe walking habits and enforce as necessary.

**PARTICIPATING AGENCIES:** Dover PD, Georgetown PD, Middletown PD, New Castle County PD, Newark PD, Wilmington PD, and Delaware State Police.

HOURS WORKED	PATROLS	PEDESTRIAN CONTACTS	PEDESTRIAN ARRESTS	OTHER ARRESTS / E-WARNINGS	TOTAL ARRESTS / E-WARNINGS
467	118	386	86	182	268

**FEBRUARY PEDESTRIAN ENFORCEMENT**

**PROJECT CODE: OHPA21-03**

**PROJECT DESCRIPTION:** Data shows that February trends as a high pedestrian crash month. Officers worked in teams of two (or single officer enforcements) for four hours. Officers worked between 5:00 p.m. – 2:00 a.m. Officers were directed to approach pedestrians and educate on safe walking habits and enforce as necessary.

**PARTICIPATING AGENCIES:** Dover PD, New Castle County PD, Newark PD, University of Delaware PD, Wilmington PD, and Delaware State Police.

HOURS WORKED	PATROLS	PEDESTRIAN CONTACTS	PEDESTRIAN ARRESTS	OTHER ARRESTS / E-WARNINGS	TOTAL ARRESTS / E-WARNINGS
390.5	98	498	93	169	262

**MAY PEDESTRIAN ENFORCEMENT**

**PROJECT CODE: OHPI21-02**

**PROJECT DESCRIPTION:** From May 8-22, 2021, officers could work in teams of two (or single officer enforcements) for four hours. Officers worked between 5:00 p.m. and 2:00 a.m. Officers were directed to approach pedestrians and educate on safe walking habits and enforce as necessary.

**PARTICIPATING AGENCIES:** Dover PD, New Castle County PD, Newark PD, Wilmington PD, and Delaware State Police.

HOURS WORKED	PATROLS	PEDESTRIAN CONTACTS	PEDESTRIAN ARRESTS	OTHER ARRESTS / E-WARNINGS	TOTAL ARRESTS / E-WARNINGS
413.5	103	382	91	195	286

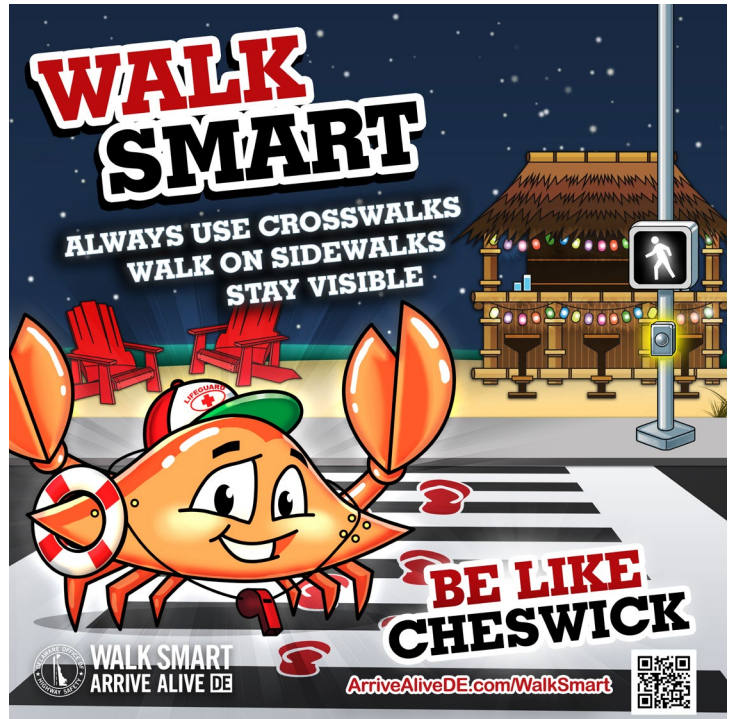


**SUMMER BEACH PEDESTRIAN ENFORCEMENT**

**PROJECT CODES: OHPI21-01, OHPH21-04**

**PROJECT DESCRIPTION:** With many tourists coming to Delaware Beaches, and increased pedestrian activity along busy roadways, it is important to remind Delawareans and tourists of safe walking behaviors. From Memorial Day weekend (05/28/2021) to Labor Day weekend (09/06/2021), officers worked in teams (or single officer enforcements) for four hours. Officers worked between 5:00 p.m. and 2:00 a.m. During this mobilization, OHS partnered with many of the Delaware Beach Law Enforcement Agencies to promote safe walking habits to the many residents and tourists that visit the area. Officers were directed to approach pedestrians and educate on safe walking habits and enforce as necessary. This mobilization allowed officers to engage a large and constantly overturning tourist population.

**PARTICIPATING AGENCIES:** Bethany Beach PD, Dewey Beach PD, Fenwick Island PD, Lewes PD, Ocean View PD, Rehoboth Beach PD, South Bethany PD, and Delaware State Police.



HOURS WORKED	PATROLS	PEDESTRIAN CONTACTS	PEDESTRIAN ARRESTS	OTHER ARRESTS / E-WARNINGS	TOTAL ARRESTS / E-WARNINGS
726	178	15,894	43	303	346

**JULY PEDESTRIAN ENFORCEMENT**

**PROJECT CODE: OHPI21-03**

**PROJECT DESCRIPTION:** From July 1-31, 2021, officers worked in teams (or single officer enforcements) for four hours. Officers worked between 5:00 p.m. and 2:00 a.m. Officers were directed to approach pedestrians and educate on safe walking habits and enforce as necessary.

**PARTICIPATING AGENCIES:** Dover PD, Elsmere PD, Georgetown PD, Middletown PD, New Castle County PD, Newark PD, University of Delaware PD, Wilmington PD, and Delaware State Police.

HOURS WORKED	PATROLS	PEDESTRIAN CONTACTS	PEDESTRIAN ARRESTS	OTHER ARRESTS / E-WARNINGS	TOTAL ARRESTS / E-WARNINGS
487.25	125	677	180	177	357

## PEDESTRIAN PROGRAM ASSESSMENT

### PROJECT CODE: PEAS21-01

**PROJECT DESCRIPTION:** OHS collaborated with NHTSA as the second state to participate in an online pedestrian safety program assessment. This pilot program provided statewide pedestrian program guidance. Project funding that was allocated was not needed for this project as it was completed virtually and costs were paid for directly by NHTSA.

**PARTICIPATING STAKEHOLDERS:** DelDOT, Department of Education, Delaware State Police, Newark PD, Rehoboth PD, Bike Newark, EMS, FHWA, DOJ, and University of Delaware.

### HSP PROJECTS NOT IMPLEMENTED:


## ANTICIPATED PROJECTS

### PROJECT CODE: PEAT21-01

**PROJECT DESCRIPTION:** Funds remaining from prior year spending were allocated as anticipated projects. No funding was spent from this line in FY 2021.

## ASSESSMENT OF STATE PROGRESS

The goal of FY 2021 is to finish CY 2021 with a 5-year average of 29 pedestrian fatalities. As of November 30, 2021, the 5-year average is 27. This currently meets the 5-year target, but December has historically seen an increase of pedestrian fatalities, which means that it is possible Delaware will surpass the set target. CY 2021 saw a 12% decrease in annual pedestrian fatalities thus far but remains consistent with pedestrian fatality data over the previous 5 years. OHS will continue to partner with various law enforcement along high crash roadways to communicate with pedestrians on proper walking behaviors. OHS will continue to evaluate paid media efforts and research additional communication efforts.



**TAKE THE PLEDGE TO WALK BRIGHT.**

Text **BRIGHT** to **99000** for your chance to win a \$100 Grotto gift card.

**WALK SMART  
ARRIVE ALIVE DE**

**Grotto Pizza®**  
the legendary taste™

OHS has partnered with Grotto Pizza to help keep Delawareans safe while traveling on our roads.



## PROGRAM AREA | MOTORCYCLE SAFETY



The Office of Highway Safety coordinated the following programming initiatives to reach our motorcycle safety targets for FY 2021:

### APRIL / MAY MOTORCYCLE ENFORCEMENT

#### PROJECT CODE: OHMA21-01

**PROJECT DESCRIPTION:** OHS provided funding to Delaware State Police and other local law enforcement agencies from April 23 – May 8, 2021, in cooperation with NHSTA's Motorcycle Awareness Month as well as the increase of riders being on Delaware roadways. The enforcement focused on riders and motorists who violated Delaware code regarding traffic safety in all three counties of the State. No funds were used to support helmet checkpoints. Patrols were conducted from 10 a.m. – 12 a.m.

**PARTICIPATING AGENCIES:** Bethany PD, Bridgeville PD, Clayton PD, Dover PD, Georgetown PD, Harrington PD, Milford PD, Millsboro PD, New Castle County PD, Newark PD, Ocean View PD, Rehoboth PD, Seaford PD, Smyrna PD, and Delaware State Police.

HOURS WORKED	PATROLS	MOTORCYCLE ARRESTS	OTHER ARRESTS / E-WARNINGS	TOTAL ARRESTS / E-WARNINGS
230.25	58	3	394	397

**DELMARVA BIKE WEEK MOTORCYCLE ENFORCEMENT**

**PROJECT CODE: OHMA21-02**

**PROJECT DESCRIPTION:** OHS provided funding to the Delaware State Police and other local law enforcement agencies to conduct enforcement in association with Delmarva Bike Week (September 16-19, 2021). The enforcement focused on riders and motorists who violated Delaware code regarding traffic safety. No funds were used to support helmet checkpoints. Delmarva Bike Week is held in conjunction with Ocean City Bike Week yearly in September. Delaware sees a large increase in the number of motorcycles during this September 2021 weekend. Enforcements were from 10:00 a.m. – 12:00 a.m.

**PARTICIPATING AGENCIES:** Bethany PD, Dagsboro PD, Dewey PD, Fenwick Island PD, Georgetown PD, Milford PD, Millsboro PD, Ocean View PD, Rehoboth PD, Selbyville PD, South Bethany PD, and Delaware State Police.

HOURS WORKED	PATROLS	MOTORCYCLE ARRESTS	OTHER ARRESTS / E-WARNINGS	TOTAL ARRESTS / E-WARNINGS
153.08	37	1	241	242

**ASSESSMENT OF STATE PROGRESS**

The goal of FY 2021 is to finish CY 2021 with a 5-year average (2017-2021) of 14 motorcycle crash fatalities. As of November 30, 2021, Delaware has had an unprecedented amount of motorcycle fatalities at 24 making the 5 year average 17 thus not meeting the 5-year average goal of 14.

FY2021 also saw an increase in motorcycle passenger fatalities from 0 in 2020 to 1 in 2021.

The goal of FY 2021 is to finish CY 2021 with a 5-year average (2017-2021) of 6 un-helmeted motorcyclist crash fatalities. As of November 30, 2021, Delaware has met the 5-year average goal for un-helmeted motorcyclist fatalities at 6.

OHS will continue an increased data-driven educational and outreach effort to reach our target audience to reduce motorcycle fatalities.

**GETTING BACK INTO RIDING?**

**HONE YOUR SKILLS BY TAKING A SAFETY COURSE.**

*WORDS to RIDE By*

Whether you're returning to the sport or a new rider just starting out, understanding the importance of motorcycle safety could save your life. A safety course can teach you about:

- Road conditions and cautions
- Braking techniques
- Situational awareness
- Pre-ride safety checks
- Protective gear and clothing
- Being visible to others
- And much more

The Division of Motor Vehicles (DMV) offers motorcycle training courses for riders of all levels. Find them at [ArriveAliveDE.com/Respect-the-Ride](https://www.arrivealivede.com/Respect-the-Ride).

**RESPECT YOUR RIDE  
ARRIVE ALIVE DE**





## PROGRAM AREA | TEEN DRIVER PROGRAMS



Delaware has one of the strongest Graduated Driver Licensing (GDL) laws in the nation, containing most of the recommended components including: a 1-year permit process starting at the age of 16-years-old; 50 hours of required supervised driving; night-time driving restrictions; passenger and cell phone use restrictions; and mandatory seat belt requirements. The GDL law was designed to give 16-year-olds who are first time driver's license applicants additional behind-the-wheel supervision beyond Driver Education classes to improve their driving skills, instill a sense of responsibility, sharpen their judgment, and promote more strict observance of the rules of the road.

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

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

With the COVID-19 Public Health Emergency continuing into FY 2021, students continued to attend school remotely or in a hybrid setting. This greatly affected traditional in-person programs that could be presented. Schools and educators were unable to take on additional programs or modify existing projects to a virtual setting. OHS continued to present paid media (as discussed in the Teen Driver Paid Media section) and used social media directed towards both teen drivers and parents.

**PARENTS OF TEEN DRIVERS:**

**16- TO 19-YEAR OLDS ARE MORE LIKELY TO DIE IN CRASHES THAN ANY OTHER AGE GROUP**

 **ARRIVE ALIVE DE**

**NATIONAL TEEN DRIVER SAFETY WEEK**



Therefore, the planned projects in the FY 2021 HSP could not be implemented with any measure of success and no other programs were established to fit within the restrictions in place for Delaware High Schools. However, with the start of FY 2022, schools are returning to a full week schedule and OHS is looking to resuming outreach opportunities. OHS received grant funding during FY 2021 from State Farm that will be used in FY 2022 to support a Teen Driver PSA Scholarship with a speed management focus.

## HSP PROJECTS NOT IMPLEMENTED:

### PEER TO PEER TEEN PROGRAM

#### PROJECT CODE: PTOP21-01

**PROJECT DESCRIPTION:** OHS planned to continue support of a pilot program started in FY 2020 with 5 high schools (selected by the Department of Education) to establish peer to peer programs through the Teens in the Driver's Seat program from Texas A&M University. The program has a focus on distracted driving and occupant protection priority areas. The funding was to cover the program materials and support to the participants. This program was supported in FY 2020 and had to cease mid-year when schools stopped in-person instruction due to the Covid-19 Public Health Emergency. Unfortunately, Delaware high schools continued to operate in a remote or hybrid capacity until the fall of 2021. This program could not be established during FY 2021. However, OHS will work to develop a similar program more tailored to the needs of the Driver's Education programs in FY 2022.

### ASSESSMENT OF STATE PROGRESS

The target for FY 2021 was to complete CY 2021 with a 5-year average of drivers age 20-years-old or younger involved in fatal crashes at 10. As of November 30, 2021, the average crash total was 14, indicating the goal had not been met. OHS will continue to support funding data-driven programs aimed specifically for novice teen drivers to prepare them to drive with focus on developing positive habits on the roadways. This will include supporting Driver's Education teachers in their mission to educate novice drivers.



## PROGRAM AREA | TRAFFIC RECORDS



Accurate, complete, and timely traffic safety data is the cornerstone of the state's highway safety program. Efforts are currently underway to make improvements and upgrades to existing records systems to ensure the data that is captured and used in resource allocation decision-making is as accurate as possible. Problem identification remains a key function of the Office of Highway Safety. In order to ensure that the federal funds received by the state of Delaware are allocated in an efficient and effective manner, it is critical to review as much highway safety data as possible to determine the types of crashes that are occurring, where and when they are occurring and who is our target audience. OHS has established short and long-term goals in association with the Traffic Records Coordinating Committee (TRCC):

### SHORT-TERM PERFORMANCE GOALS

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

### LONG-TERM PERFORMANCE GOAL

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

The Office of Highway Safety coordinated the following initiatives to reach our traffic records goals for FY 2021:

### TRCC STRATEGIC PLAN IMPLEMENTATION

#### PROJECT CODES: CACA21-01, CACB21-01, CACC21-01, CACD21-01

**PROJECT DESCRIPTION:** In FY 2021, OHS continued to implement the updated Traffic Safety Information System Strategic Plan and goals of the Traffic Records Coordinating Committee (TRCC). The plan outlines each of the 6 information systems' (crash, roadway, vehicle, driver, enforcement/adjudication, and injury surveillance) status, goals/objectives (if appropriate), and performance measures (if appropriate). As noted below, the Office of Highway Safety implemented programs to improve traffic records systems and our subsequent use of these systems to implement a comprehensive Highway Safety Plan (HSP). OHS worked with Whitman, Reardon & Associates to achieve these goals and complete the Traffic Records Assessment. Funds were not spent from CACC21-01 and CACD21-01.

## E-CRASH QUALITY ASSESSMENT / CONTROL AND ENHANCEMENTS

### PROJECT CODES: CABA21-01, CABB21-01, CABC21-01, CABD21-01

**PROJECT DESCRIPTION:** The State of Delaware implemented an Electronic Crash Reporting System (E-Crash) in December 2009 and in 2010, the TRCC approved a project proposed by DelJIS to implement a QA/QC process to ensure that the reports submitted by state, county and local law enforcement are indeed as accurate as possible. Both the TRCC, and OHS, continue to approve this project on a yearly basis. Funds were not spent from CABC21-01 and CABD21-01.

## DATA ANALYST CONTRACT

### PROJECT CODES: DATB21-01, DATC21-01, DATD21-01

**PROJECT DESCRIPTION:** The Data Analyst is responsible for the analysis of a variety of highway safety data sets and for the target setting process. The Analyst is a full-time member of the OHS staff and provides valuable data analysis information to the program managers to help identify priority areas, crash demographics, crash causation and crash location in order to prepare a comprehensive plan for the efficient use of federal highway safety dollars. The Data Analyst position is provided for via a contract with Whitman, Requardt, & Associates. Funds were not spent from DATC20-01.

## ANTICIPATED PROJECTS

### PROJECT CODES: CBAC21-01, CBAD21-01

**PROJECT DESCRIPTION:** OHS sets aside funds for project proposals for traffic records related applications through the year. No funds are spent from these project lines but rather reallocated to new projects when project proposals are approved.

## TRAFFIC SUPPLEMENT REPORT INTEGRATION

### PROJECT CODE: DELJ21-01

**PROJECT DESCRIPTION:** OHS provided funds for the Delaware Criminal Justice Information System (DelJIS) to improve process flows related to traffic warrants and traffic supplement reports. Due to programmatic changes, officers from Delaware State Police and other agencies were forced to duplicate efforts when submitting traffic reports to their troop Lieutenant for traffic charges. This project increased efficiencies in this reporting process.

## ASSESSMENT OF STATE PROGRESS

OHS is pleased to partner with various agencies throughout Delaware to provide funding for traffic database improvements. The Traffic Records Coordinating Committee continues to guide the efforts for improving the collection of data, including the enhancement of the automated crash report. Through these partnerships, the Traffic Records Assessment was completed in FY 2021. Together, we will continue to strive for improvement and further linkages to have the foremost tools for highway safety countermeasures selection and resource allocation decision-making.



## PROGRAM AREA | POLICE TRAFFIC SERVICES



### LAW ENFORCEMENT LIAISON

#### PROJECT CODE: OHBL21-01

**PROJECT DESCRIPTION:** Responsible for the coordination of law enforcement mobilizations throughout the grant year and organizing law enforcement training opportunities. The Law Enforcement Liaison encourages law enforcement leaders and officers to support the enforcement of traffic safety laws and engage in highway safety projects.

### FALL OCCUPANT PROTECTION / DISTRACTED ENFORCEMENT

#### PROJECT CODE: OHOS21-01

**PROJECT DESCRIPTION:** OHS combined enforcement for Occupant Protection and Distracted Driving for four mobilizations. Officers worked October 2 – 20, 2020 focusing on unrestrained/improperly restrained vehicle occupants and distracted driving violations. The enforcements were scheduled between 11:00 a.m. and 12:00 a.m. as data indicates that crashes are consistent throughout the day. October trends as the highest month for Distracted Driving crashes in Delaware over a five-year average from 2016 – 2020. OHS also recognizes the increased likelihood of vehicle occupants being unbuckled during nighttime hours. This time frame allows officers to prioritize nighttime hours should they chose. In addition, OHS supported NHTSA Region 3's Operation Crash Reduction Initiative, held during Columbus Day Weekend (October 10 – 12, 2020). Seven agencies worked patrols during this weekend and issued 10 Seat Belt citations and 21 Cell Phone citations.

**PARTICIPATING AGENCIES:** Bridgeville PD, Clayton PD, Dagsboro PD, Delmar PD, Dover PD, Ellendale PD, Elsmere PD, Felton PD, Georgetown PD, Greenwood PD, Harrington PD, Laurel PD, Middletown PD, Milford PD, Millsboro PD, New Castle County PD, Newark PD, Newport PD, Ocean View PD, Seaford PD, Selbyville PD, Smyrna PD, South Bethany PD, University of Delaware PD, Wilmington PD, Wyoming PD, and Delaware State Police.

HOURS WORKED	PATROLS	CELL PHONE ARRESTS	SEAT BELT ARRESTS	CHILD PASSENGER SAFETY ARRESTS	OTHER ARRESTS / E-WARNINGS	TOTAL ARRESTS / E-WARNINGS
574	142	237	171	7	583	998

## WINTER OCCUPANT PROTECTION / DISTRACTED ENFORCEMENT

### PROJECT CODE: OHOS21-03

**PROJECT DESCRIPTION:** OHS combined enforcement for Occupant Protection and Distracted Driving for four mobilizations. This enforcement covered the winter months from February 14 – March 12, 2021. The enforcements were scheduled as data indicates that crashes are consistent throughout the day. The enforcement hours were 11:00 a.m. to 11:00 p.m. OHS also recognizes the increased likelihood of vehicle occupants being unbuckled during nighttime hours. This timeframe allows officers to prioritize nighttime hours should they choose. This enforcement had the highest number of cell phone citations of the four combined Occupant Protection/Distracted Driving mobilizations.

**PARTICIPATING AGENCIES:** Bethany Beach PD, Blades PD, Bridgeville PD, Camden PD, Cheswold PD, Clayton PD, Dagsboro PD, Delmar PD, Dover PD, Ellendale PD, Elsmere PD, Fenwick Island PD, Georgetown PD, Greenwood PD, Harrington PD, Laurel PD, Middletown PD, Milford PD, Millsboro PD, Milton PD, New Castle City PD, New Castle County PD, Newark PD, Newport PD, Rehoboth Beach PD, Seaford PD, Selbyville PD, Smyrna PD, University of Delaware PD, Wilmington PD, Wyoming PD, and Delaware State Police.

HOURS WORKED	PATROLS	CELL PHONE ARRESTS	SEAT BELT ARRESTS	CHILD PASSENGER SAFETY ARRESTS	OTHER ARRESTS / E-WARNINGS	TOTAL ARRESTS / E-WARNINGS
737	182	322	229	8	728	1287

## SUMMER OCCUPANT PROTECTION / DISTRACTED ENFORCEMENT

### PROJECT CODE: OHOS21-04

**PROJECT DESCRIPTION:** OHS combined enforcement for Occupant Protection and Distracted Driving for four mobilizations. Officers worked July 15 – August 19, 2021, supporting a time of year when more drivers are involved in unrestrained/distracted driving crashes due to summer travel. The four hour enforcement blocks were scheduled between 11:00 a.m. to 11:00 p.m. OHS also recognizes the increased likelihood of vehicle occupants being unbuckled during nighttime hours. This timeframe allows officers to prioritize nighttime hours should they choose. Additional funding was granted to Harrington PD to support Distracted Driving enforcement during the Delaware State Fair, held July 22 – July 31. Forty-three citations for cell phone violations were written during the State Fair.

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

HOURS WORKED	PATROLS	CELL PHONE ARRESTS	SEAT BELT ARRESTS	CHILD PASSENGER SAFETY ARRESTS	OTHER ARRESTS / E-WARNINGS	TOTAL ARRESTS / E-WARNINGS
764	192	302	275	13	693	1283



## DRIVE TO SAVE LIVES ENFORCEMENT

### PROJECT CODE: DTSL21-01

**PROJECT DESCRIPTION:** OHS supported “The Drive to Save Lives in Delaware” campaign, organized by the Delaware State Police with participation from 28 state law enforcement agencies. The operational goal is to achieve increased highly visible traffic enforcement across the approximate 96 miles of the State of Delaware. This initiative was a contributing effort to support the International Association of Chiefs of Police (IACP) initiative, “The Drive to Save Lives Campaign” with a goal to reduce traffic deaths and injuries across the U.S. The emphasis of this initiative was to change the high-risk behaviors of motorists, such as distracted driving, impaired driving, speeding, unsafe driving behaviors of the operators of large trucks/buses and the failure of motorists and passengers alike to wear seat-belts. This enforcement took place April 9 – April 10, 2021, with patrols worked from 6:00 a.m. – 6:00 p.m.

**PARTICIPATING AGENCIES:** Bethany Beach PD, Bridgeville PD, Camden PD, Cheswold PD, Clayton PD, Dagsboro PD, Delaware Capitol Police, Delmar PD, Dover PD, Elsmere PD, Georgetown PD, Greenwood PD, Harrington PD, Kenton PD, Laurel PD, Middletown PD, Milford PD, Millsboro PD, Milton PD, New Castle City PD, New Castle County PD, Newport PD, Ocean View PD, Rehoboth Beach PD, Seaford PD, Smyrna PD, University of Delaware PD, Wyoming PD, and Delaware State Police.

HOURS WORKED	PATROLS	CELL PHONE ARRESTS	SEAT BELT ARRESTS	CHILD PASSENGER SAFETY ARRESTS	PEDESTRIAN CONTACTS	DUI	SPEED ARRESTS	OTHER ARRESTS / E-WARNINGS	TOTAL ARRESTS / E-WARNINGS
267	74	65	25	5	17	0	277	238	627

## TROOP 5 SCHOOL BUS ENFORCEMENT

### PROJECT CODE: SBUS21-01

**PROJECT DESCRIPTION:** OHS funded a proposal brought forth from the Delaware State Police to support patrols focusing on citing drivers who illegally pass stopped school buses. DSP Troop 5 received complaints from parents, teachers and school bus drivers in and around the Woodbridge School District about such violations. DSP Troop 5 troopers worked with Woodbridge School District school bus drivers and followed their routes to school. Some other troopers worked in the area in a roving capacity, as well. Marked and unmarked patrol units were utilized to complete this enforcement.

Troops completed 10 patrols on 1/28/21 and 2/10/21, covering both morning and afternoon bus routes.

While no specific school bus citations were observed or issued, Troopers were able to continue their patrols and cite drivers for additional road safety violations.

HOURS WORKED	PATROLS	CELL PHONE ARRESTS	SPEED ARRESTS	OTHER ARRESTS / E-WARNINGS	TOTAL ARRESTS / E-WARNINGS
37	10	2	10	6	18

## CRU EVENT DATA RECORDER TRAINING

### PROJECT CODE: CRUS21-01

**PROJECT DESCRIPTION:** OHS provided funding for five officers from the Delaware State Police Crash Reconstruction Unit (CRU) to receive advanced training with the Event Data Recorder Use in Traffic Crash Reconstruction online course. This course provides training for a reconstructionist to download data from a vehicle's event data recorder. Over 90% of fatal crash investigations contained these recorders for read outs.

## OHS HIGHWAY SAFETY CONFERENCE

### PROJECT CODE: OHBB21-01

**PROJECT DESCRIPTION:** The next Highway Safety Conference is planned for September 2022. Funds were used as a deposit on a venue for the Conference in Dewey Beach, DE.

## HSP PROJECTS NOT IMPLEMENTED:

### SAFE FAMILY HOLIDAY OCCUPANT PROTECTION / DISTRACTED ENFORCEMENT

### PROJECT CODE: OHOS21-02

**PROJECT DESCRIPTION:** Due to law enforcement agency staffing issues and additional enforcement held during the same timeframe, it was decided that the enforcement would not be funded/pursued as originally planned.





## PROGRAM AREA | PAID MEDIA & COMMUNICATIONS PROGRAM



### IMPAIRED DRIVING - ALCOHOL AND DRUG EDUCATION

**PROJECT CODES:** ACAF21-01, DAPN21-01, DAP021-01, ADDA21-01, ADAA21-01, EAPM21-01, EAPN21-01, EAP021-01

**PROJECT DESCRIPTION:** The Delaware Office of Highway Safety (OHS) coordinated education and outreach campaigns coinciding with impaired driving enforcement and programming initiatives throughout FY 2021. OHS, developed the FY 2021 impaired driving awareness strategy including traditional and digital paid media, social media (organic and paid), video and radio spots, and additional efforts summarized below.

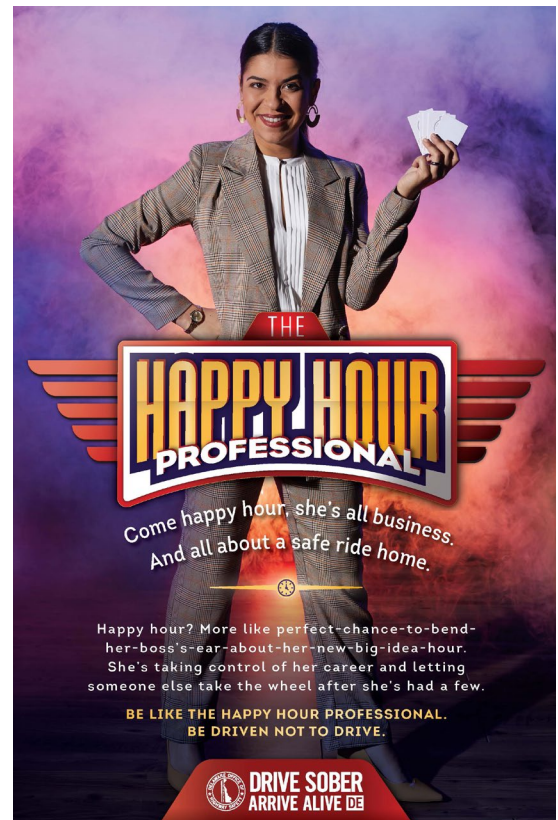
### FY 2021 IMPAIRED DRIVING IMPAIRMENT AWARENESS EFFORTS (ALCOHOL-FOCUSED):

In FY 2020, OHS created the alcohol-focused impaired driving prevention Righteous Riders media campaign encompassing sober driving awareness promotion and continued using this campaign throughout FY 2021.

*These heroic drivers use their abilities to know their limits and strengths to steer away from danger. They protect others. They pass the keys. They plan a ride, and they are driven not to drive.*

The **Righteous Riders** impaired driving media plan campaign assets included:

- Clear Channel Outdoor Eco Posters and Billboards
- All Points Media – Posters & Mirror Clings
- All Over Media – Liquor Store Floor Clings & Ice Box Wraps
- Comcast Cable Statewide
- Terrestrial Radio
- Hispanic Publications – Hoy en Delaware, El Tiempo Hispano, & Delaware Hispano
- Digital Tactics – AdTheorent, Hulu, Glassview, Facebook/Instagram/Audience Network, Spotify, Pandora, Snapchat, and TikTok





In addition to paid and digital media campaign tactics, OHS utilized social media campaigns, ArriveAliveDE.com website education, and public outreach to distribute impaired driving awareness messaging through diverse channels.

## SOCIAL MEDIA:

OHS developed contemporary and innovative social media campaigns for the primary road safety topic priority areas following the FY 2021 enforcement calendar. Campaigns were activated across Facebook, Instagram, Twitter, Snapchat, and TikTok and included value offerings (stories, highlights, promotions, contests, games, filters, etc.) where budgets permit.

Social media activation strategies included the addition of optimized tactics to broaden the reach of key safety messages to target safety content to areas where behaviors are most prevalent and to enhance relevance through borrowed interest approaches. All these objectives can be met through boosting and paid promotions, geotagging platform customization, and opportunistic campaigns. Each baseline social media campaign coincides with an enforcement period and includes – campaign strategy, creative development of campaign concept, post development and launch, engagement management, and project management for all behavior-specific posts.

Optimized budget social media campaigns included the baseline social media campaign offerings plus these activation efforts:

- Boosting/paid promotions across Facebook, Instagram, Twitter, and TikTok
- Strategy, recommendation, and execution of campaign location tagging to focus messaging with crash data and residence (home) data based on where fatalities/injuries occur most frequently and where those involved originated from in terms of their home location
- Impaired driving-focused text alert campaign as indicated to encourage planning ahead messaging

OHS developed 90 alcohol-focused impaired driving awareness social media posts and 3 text alert campaigns across 10 scheduled enforcements in FY 2021, capitalizing on how the office can help drivers make the responsible decision to avoid getting behind the wheel under the influence of alcohol, illicit drugs, and prescription medications in interactive and innovative ways.

## CHECKPOINT STRIKEFORCE (CPSF):

In addition to impaired messaging paid media efforts, organic and paid social media posts, and text alert campaigns, CPSF is preceded and followed by media advisories. Media interests in DUI checkpoints are significant, providing earned media. Social media posts announced each CPSF effort. FY 2021 saw three checkpoint enforcement events throughout the state for Memorial Day 2021, July 4th, 2021, and Labor Day 2021. Additional CPSF activations were scheduled but canceled due to the COVID-19 Public Health Emergency.



## SOBERLIFT RIDESHARING PROGRAM PARTNERSHIP WITH LYFT:

In partnership with the ridesharing company Lyft®, OHS provided a limited number of \$15 Lyft code vouchers in FY 2021. Codes were advertised for specified periods via paid, digital, social, and earned media. All discount codes used were funded through donations from various safety and corporate partners throughout Delaware. Additional activations were scheduled but postponed due to the COVID-19 Public Health Emergency. OHS funding was used for public relations efforts. The Delaware Alcohol and Tobacco Enforcement (DATE) division partnered with OHS to distribute promotional materials, in coordination with DATE officers visiting proprietary business owners for inspections and education.



## SOBERLIFT OUTREACH:

- Social Media and Digital Advertisements.
- SoberLift Ridesharing Program Awareness Street Teams, table tents, and sandwich boards.
  - Established 12 partnerships with bars and restaurants throughout Delaware who displayed table tents and sandwich boards on behalf of OHS for the SoberLift promotional period.
- \$20,000 in earned media through the e-blast distribution of a press release and media advisories.
  - Secured 11 media placements highlighting the campaign, generating over 620,000 in reach and worth more than \$20,000 in ad value for SoberLift.
- 139 SoberLift codes were redeemed, and 218 new users signed up for the text alert message system.

## IMPAIRED AWARENESS PUBLIC EDUCATION EVENTS & OUTREACH:

### DELAWARE STATE FAIR

OHS created more power behind its impaired driving campaign by engaging with thousands of drivers and passengers at the Delaware State Fair from Thursday, July 22 through Saturday, July 31.

OHS created an elaborate and highly interactive CARNival exhibit to not only educate Delawareans on the importance of practicing responsible driving behaviors but to give them a fully immersive experience of the ways some of the top distractions behind the wheel can impair their ability to drive safely.



Activities included:

- Impaired goggles “Beer Bottle Ring Toss,” “Skee. You. I. Ball,” and “Pin the Key in the Ignition,” impaired driving awareness games.
- Trivia wheel and “Guess the Number of DUI Incidents” game since last year’s Delaware State Fair, offering anyone a chance to win prizes and promotional giveaways from local Delaware sponsors.
- Impaired driving simulator through a partnership with DriveSquare.
  - A motor vehicle was donated for the DUI simulator experience with DriveSquare through a new partnership with Winner Subaru Motor Dealership of Dover.

The Delaware State Fair activation resulted in over 15,000 impressions throughout the 10 days with 50+ DUI simulator uses daily, plus an additional +7,500 via Facebook Live in partnership with the Delaware State Fair. Collected +1,000 raffle tickets.



OHS and the Division of Alcohol and Tobacco Enforcement (DATE) worked

together to create a first-of-its-kind “Drive Sober/ Bar Restaurant” outreach campaign including 400 banners distributed through DATE officers to bars and restaurants around the state to promote employees and patrons to drive sober and ensure the “to-go” alcohol containers are taken home to be consumed.

## FIREFLY MUSIC FESTIVAL

OHS and AB&C leveraged the CARnival exhibit from the Delaware State Fair to educate Delawareans on the importance of practicing responsible driving behaviors.

Activities included:

- Impaired goggle “Beer Bottle Ring Toss,” “Skee. You. I. Ball,” and “Pin the Key in the Ignition,” impaired driving awareness games.
- Trivia wheel and “Guess the Number of DUI Incidents” game since last year’s Firefly Music Festival period, offering anyone a chance to win prizes and promotional giveaways from local Delaware sponsors.
- The Division of Alcohol and Tobacco (DATE) Enforcement’s DUI Driving Simulator.
- Social media contest in advance of the festival.



The Firefly activation resulted in more than 50,000

impressions throughout four days and collected over 1,500 raffle tickets and saw 174 DUI simulator participants (82 males and 92 females). Most DUI simulator participants had a group of 3+ join them to watch.

## ARRIVEALIVEDE WEBSITE – DRIVE SOBER PAGE:

OHS enhanced the Drive Sober web page on ArriveAliveDE.com with the following additional offerings in FY 2021:

- The Arrive Alive DE Visualizer tool: the Visualizer educates website visitors on DUI crash location hotspots throughout the state of Delaware between the years 2015 – 2019
- Gauging the Effects of Alcohol module: further demonstrating the effects of blood alcohol concentration (BAC) with finer details on the different BAC level effects
- Sobering Reality DUI Simulator module: an augmented reality tool to help website visitors see the potential effects of impairment on driving
- When You Drive Drunk, You're Not All There module: originally in collaboration with August 2021 Drive Sober or Get Pulled Over social media campaign, the new module features a Hispanic driver sitting behind the wheel of a motor vehicle. Users are instructed to hover their mouse over various body parts to highlight the effects of body-mind-impaired driving effects with varying levels of BAC
  - The first-of-its-kind module allows users to view the tool in both English and Spanish.

## FY 2021 IMPAIRED DRIVING IMPAIRMENT AWARENESS EFFORTS (DRUG-FOCUSED):

In FY 2020, OHS created the drug-focused *Fear of Missing Out (FOMO)* media campaign encompassing sober driving awareness promotion and continued using the campaign throughout FY 2021.

*At best, you could lose your money, license, and freedom. At worst, you could lose your life – or take someone else's. Is that worth one night of fun? Didn't think so. Think twice before you #DriveHigh or ride with someone who is.*

The **FOMO** impaired driving media plan campaign assets included:

- Digital Tactics – Snapchat, and TikTok

In addition to paid and digital media campaign tactics, OHS utilized social media campaigns, ArriveAliveDE.com website education, and public outreach to distribute impaired driving awareness messaging through diverse channels.

## SOCIAL MEDIA:

Campaigns were activated across Facebook, Instagram, Twitter, Snapchat, and TikTok, and included value offerings (stories, highlights, promotions, contests, games, filters, etc.) where budgets permit.

Social media activation strategies included the addition of optimized tactics to broaden the reach of key safety messages to target safety content to areas where behaviors are most prevalent and to enhance relevance through borrowed interest approaches. These objectives can be met through boosting and paid promotions, geotagging platform customization, and opportunistic campaigns. Each baseline social media campaign coincides with an enforcement period and includes – campaign strategy, creative development of campaign concept, post development



and launch, engagement management, and project management for all behavior-specific posts.

Optimized budget social media campaigns included the baseline social media campaign offerings plus these activation efforts:

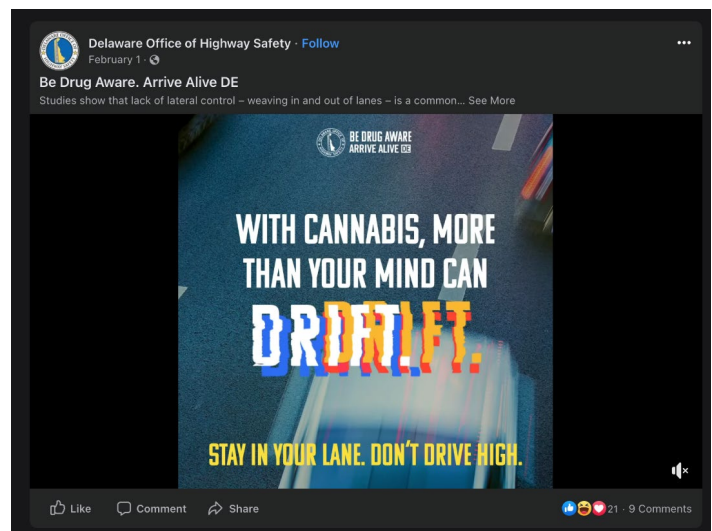
- Boosting/paid promotions across Facebook, Instagram, Twitter, and TikTok.
- Strategy, recommendation, and execution of campaign location tagging to focus messaging with both crash data and crash residence (home) data based on where fatalities/injuries occur most frequently and where those involved originated from in terms of their home location.
- Impaired driving-focused text alert campaign as indicated to encourage planning ahead messaging.

OHS developed 14 drug-focused impaired driving awareness social media posts across 4 scheduled enforcements in FY 2021, capitalizing on how the office can help drivers make the responsible decision to avoid getting behind the wheel under the influence of alcohol, illicit drugs, and prescription medications in interactive and innovative ways.

### ARRIVEALIVEDE WEBSITE - BE DRUG AWARE PAGE:

OHS expanded the impaired driving message by focusing on drug impairment with the Be Drug Aware web page on ArriveAliveDE.com. The web page included the following modules and tools for FY 2021:

- ***Marijuana is the Illicit Drug Most Frequently Detected in Crash Victims. Here's Why*** module: users can hover their mouse over individual tiles to discover answers to complicated questions about marijuana usage and driving impaired.
- ***What You Must Know About Prescription Drugs/What Can You Do If You Need to Drive*** module: short, clear instructions on impaired driving from prescription drugs and easy-to-navigate alternatives.
- ***Drug Scanner*** module: Users can select from 35 different drug categories to understand the impairing effects each has while driving on the road.
- ***Roadwise Rx*** module: A free and confidential module sharing traffic safety partner AAA's tool for exploring how a user's prescriptions may affect their driving.



## OCCUPANT PROTECTION / CLICK IT OR TICKET EDUCATION

**PROJECT CODES: OHCT21-01, BCAE21-01, PMA21-01, PMOB21-01 (NO FUNDS USED FROM THIS LINE)**

**PROJECT DESCRIPTION:** OHS coordinated education and outreach campaigns coinciding with two Click It or Ticket (CIOT) enforcement and programming initiatives in FY 2021. CIOT awareness strategies included traditional and digital paid media, social media (organic and paid), video and radio spots, and additional efforts summarized below. FY 2021 included two CIOT campaigns. Due to the COVID-19 Public Health Emergency during FY 2020, the May 2020 CIOT activation was moved to November 2020.

**FY 2021 NOVEMBER CIOT AWARENESS EFFORTS:**

As the Thanksgiving holiday approached and more drivers hit the roads during the downtrend of the COVID-19 Public Health Emergency, OHS reactivated the Click it or Ticket (CIOT) campaign which sought to remind all drivers – especially young adult males – of the importance of seat belt use. OHS and Delaware law enforcement agencies participated in the annual U.S. Department of Transportation's National Highway Traffic Safety Administration's national CIOT high-visibility enforcement effort, which ran from November 9-23, 2020.

OHS's CIOT campaign is called **Meet Dave**:

*Dave makes bad decisions, like wearing a bedazzled denim vest. Dave is likely to crash into you, then Snapchat the aftermath. Wearing your seat belt can help protect you from Dave. So, no matter how far the drive, buckle up. It only takes three seconds to save a life. When you click it, you avoid a ticket. And possibly a fatal crash.*

The **Meet Dave** CIOT media plan campaign assets included:

- Media Outreach (Op-Ed, Media Pitches, Press Release Distribution)
- Traffic Safety Partnership Toolkit Development
- Traffic Safety Partnership Outreach
- Text-to-Win Contest
- Video ads across Facebook / Instagram / Messenger / Audience Network, AdTheorent, and Vevo
- Audio with companion banner ads on Spotify
- Banner ads with AdTheorent
- Newsfeed ads across Facebook / Instagram / Messenger / Audience Network

In addition to paid and digital media campaign tactics, OHS utilized social media campaigns, ArriveAliveDE.com website education, and public outreach to distribute CIOT education campaign messaging through diverse channels.

**SOCIAL MEDIA:**

The contemporary and innovative social media campaigns for the primary road safety topic priority areas followed the FY 2021 enforcement calendar. Campaigns were activated across Facebook, Instagram, Twitter, Snapchat, and TikTok and included value offerings (stories, highlights, promotions, contests, games, filters, etc.) where budgets permit.

Social media activation strategies included the addition of optimized tactics to broaden the reach of key safety messages to target safety content to areas where behaviors are most prevalent and to enhance relevance through borrowed interest

approaches. All these objectives can be met through boosting and paid promotions, geotagging platform customization, and opportunistic campaigns. Each baseline social media campaign coincides with an enforcement period and includes – campaign strategy, creative development of campaign concept, post development and launch, engagement management, and project management for all behavior-specific posts.

Optimized budget social media campaigns included the baseline social media campaign offerings plus these activation efforts:

- Boosting/paid promotions across Facebook, Instagram, and Twitter.
- Strategy, recommendation, and execution of campaign location tagging to focus messaging with crash data and residence (home) data based on where fatalities/injuries occur most frequently and where those involved originated from in terms of their home location.
- CIOT-focused text alert campaigns as indicated to encourage Delawareans to sign up for text alerts on the newly developed text alert module on the ArriveAliveDE.com website.

OHS developed 18 CIOT-focused occupant protection awareness social media posts and 2 text alerts as part of the Weekday Wisdom: The Myths & Facts of Seat Belts campaign, launched between 11/9/2020 – 11/23/2020. This campaign took a fun and creative route to delivering the facts about the importance of wearing seat belts. The social media post concepts, posted across all OHS social media platforms, discussed common myths, followed by their truths, all presented in colorful two-part posts with attention-grabbing starburst graphics and bold, compelling headlines. Depending on the day of the week the post was scheduled to run, the copy in the starburst changed. OHS collectively developed the version of the Throwback Thursday convention by creating Epic Myth Monday, Tall Tale Tuesday, and similar headings for each day of the week to quickly and definitively let readers know, this statement is a myth!

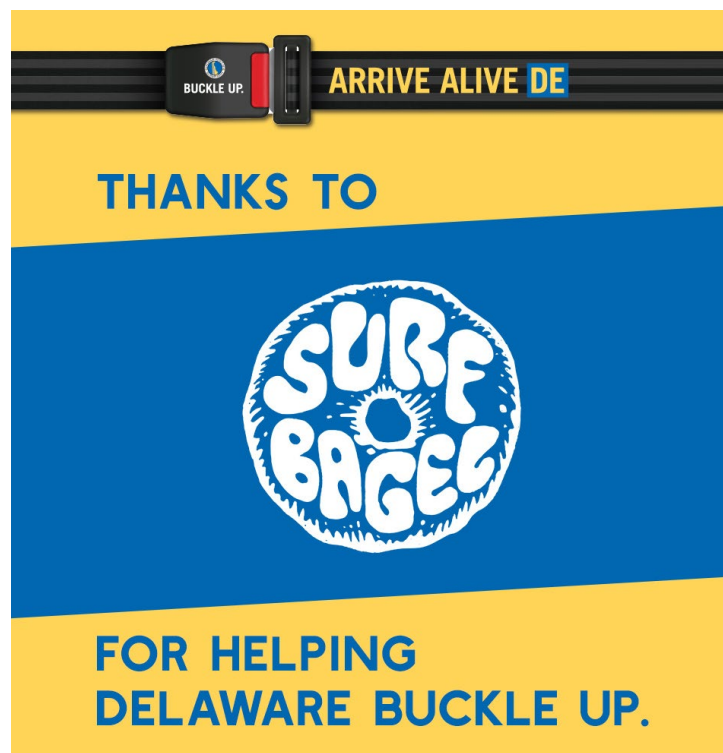
## CIOT PUBLIC EDUCATION & OUTREACH:

### SEAT BELT SAFETY PIZZA BOX STICKER + COFFEE SLEEVE COMMUNITY OUTREACH INITIATIVE

OHS launched a Seat Belt Safety Pizza Box Sticker + Coffee Sleeve Community Outreach initiative throughout November with local Delaware pizza restaurants and coffee shops to bring the “buckle up” message home to Delawareans through seat belt stickers on boxes and sleeves on coffee cups.

Pizza Delivery Partners included:

- Grotto's Pizza (statewide)
- Pat's Pizzeria
  - Middletown
  - Smyrna
  - Dover
- Gianni's Pizza (Wilmington)
- Simaron Pizza & Steak Shop (Dover)
- Vincenzo's Pizzeria & Gelato (Dover)





Coffee Shop Partners included:

- The House of Coffi (Dover)
- Manhattan Bagel (Wilmington)
- Surf Bagel (Lewes)
- Sweet Melissa (Middletown)
- Newark Deli & Bagels (Newark)
- Main Street Market (Smyrna)
- Rise Up Coffee (Rehoboth Beach)

Partnership gratitude social media posts were developed and published on all OHS platforms for each initiative partner.

### ***CAN YOU SPOT WHAT DAVE IS DOING WRONG? CIOT TEXT-TO-WIN CONTEST***

OHS developed the Can You Spot What Dave is Doing Wrong? CIOT Text-To-Win contest. Participants were instructed to “spot” what Dave was doing wrong in the contest graphic (hint: he was driving unbuckled – and – driving distracted). Once they found the wrong behaviors, they could enter the contest by texting “CLICK” to 99000 and fill out an entry form for a chance to win a \$50 Sunoco Gift card, generously donated for the contest. The contest was promoted through partnership outreach and social media.

- A total of 235 entries were submitted

### **CIOT CORPORATE PARTNER OUTREACH TOOLKIT**

OHS developed a CIOT digital toolkit for distribution to men’s athletic leagues, YMCAs, public golf courses, driving ranges, car washes, dealerships, and mechanics for all three counties in Delaware, in addition to distribution through the OHS corporate partner program, and publication on the ArriveAliveDE.com website’s Buckle Up page.

Toolkit components included:

- Introductory letter
- Social media content and accompanying graphics (three sets of content – one for each industry)
- Eblast
- Newsletter
- Downloadable poster
- Downloadable palm card with text-to-win quiz details



### **STREET TEAM OUTREACH**

Outreach during the beginning of FY 2021 continued to pivot from traditionally practiced activations during the downtrend of the COVID-19 Public Health Emergency. The street team outreach pivoted and conducted in-person drops of CIOT campaign materials (flyer/palm card) at nearly 20 golf courses, driving ranges, car washes, dealerships, and mechanics across the state. In addition, traditional outreach was conducted to men’s athletic leagues and YMCAs to encourage organizations to use the CIOT digital toolkit.

## SECURED MEDIA PLACEMENT

OHS secured three media placements that highlighted the November CIOT campaign.

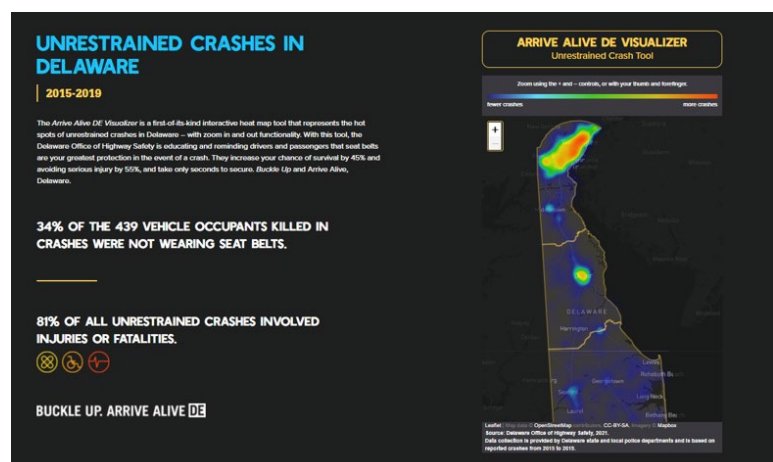
- CIOT Op-Ed was secured in the Delaware News Journal online on 11/11 and published in print on 11/12.
- The CIOT campaign was featured on WMDT-TV (ABC 47) during their 11 p.m. broadcast on 11/16. It was also featured in a teaser on 11/17 at 5 a.m. and ran as a full segment at 6 a.m. The story also ran online on 11/16.
- The CIOT campaign was featured in the Delaware State News on 11/24.

## FY 2021 MAY CIOT AWARENESS EFFORTS:

OHS reactivated the “Meet Dave” CIOT campaign for the May 2021 CIOT activation. The campaign strategy focused on reminding all drivers of the importance of seat belt use. OHS integrated a variety of outlets for reaching and motivating target audiences. This strategy included digital advertising, paid social media, organic social media, public relations, and grassroots outreach. OHS and law enforcement agencies participated in NHTSA’s national CIOT high-visibility enforcement effort, which ran through May 26 - June 6, 2021. Additionally, OHS partnered with Delaware businesses and community organizations such as tattoo parlors, hardware stores, outdoor boot camps, and extreme sports organizations/venues that offer direct access to target audiences, providing them with communications toolkits to help advance campaign objectives. OHS street teams were present at athletic tournaments throughout the state during the enforcement periods, promoting the buckle message towards the target audience of young adult males.

The **Meet Dave** CIOT media plan campaign assets included:

- Media Outreach (Op-Ed, Media Pitches, Press Release Distribution)
- Traffic Safety Partnership Outreach
- Traffic Safety Partnership Toolkit Development
- Street teams
- Video ads across Facebook / Instagram / Messenger / Audience Network, AdTheorent, Spotify, and Vevo
- Tremor connected TV/OTT
- Cable Television Network Ads
- Clear Channel Outdoor Billboards
- Premier Outdoor Billboards
- Gas Station Television (GSTV)
- Terrestrial radio



In addition to paid and digital media campaign tactics, OHS utilized social media campaigns, ArriveAliveDE.com website education, and public outreach to distribute CIOT education campaign messaging through diverse channels.

## SOCIAL MEDIA:

The contemporary and innovative social media campaigns for the primary road safety topic priority areas followed the FY 2021 enforcement calendar. Campaigns were activated across Facebook, Instagram, Twitter, Snapchat, and TikTok and included value offerings (stories, highlights, promotions, contests, games, filters, etc.) where budgets permit.

Social media activation strategies included the addition of optimized tactics to broaden the reach of key safety messages

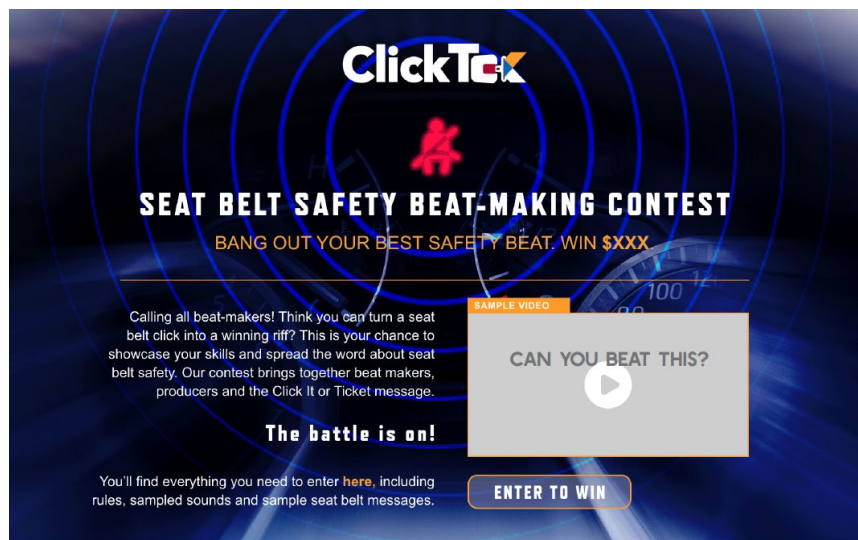
to target safety content to areas where behaviors are most prevalent and to enhance relevance through borrowed interest approaches. All these objectives can be met through boosting and paid promotions, geotagging platform customization, and opportunistic campaigns. Each baseline social media campaign coincides with an enforcement period and includes – campaign strategy, creative development of campaign concept, post development and launch, engagement management, and project management for all behavior-specific posts.

Optimized budget social media campaigns included the baseline social media campaign offerings plus these activation efforts:

- Boosting/paid promotions across Facebook, Instagram, and Twitter.
- Strategy, recommendation, and execution of campaign location tagging to focus messaging with crash data and residence (home) data based on where fatalities/injuries occur most frequently and where those involved originated from in terms of their home location.
- CIOT-focused text alert campaigns as indicated to encourage Delawareans to sign up for text alerts on the newly developed text alert module on the ArriveAliveDE.com website.

OHS developed a first-of-its-kind contest social media campaign with a music-forward approach called ClickTok. The contest was well-suited for TikTok, a platform known for its ability to create videos set to music.

TikTok is the fastest growing social media app in the world, with an estimated 80 million monthly active users in the United States. Sixty percent of those users are between the ages of 16 to 24, and 26% are aged 25 to 44, which aligns with OHS's goal of reaching males ages 19 and older with our seat belt safety messaging. TikTok's active user count was projected to hit 1.2 billion in 2021. Just as impressive is its dominance in terms of time spent per user on the app. TikTok's emphasis on cross-platform sharing makes it common for its native videos to go viral on Facebook, Twitter, and Instagram. While the influence of any platform can be hard to quantify, it's notable that top trending songs on TikTok typically become top trending songs on Spotify as well.



The post strategy timing reflects the popular road travel times for the Memorial Day holiday weekend. OHS launched a new ClickTok page for ArriveAliveDE.com over the weekend of May 23 and subsequently posted the sample ClickTok music video to all social media accounts. In the week leading up to the long weekend, OHS alternated contest promotions, and safety messaging, with seat belt safety posts appearing on popular road travel days, Friday, and Monday. The May Click It or Ticket Social Media Campaign was funded with an optimized budget and included boosting across all platforms utilizing specific zip codes provided from OHS for both home and crash location data.

A total of 14 CIOT/ClickTok-focused occupant protection awareness social media posts launched between 5/23 – 5/31, 2021. The ClickTok contest campaign encouraged users to create their videos using seat belt sounds, music, video, and an underlying Buckle Up message.

## CLICKTOK CONTEST CAMPAIGN RESULTS

- 3 winners announced.
  - 1st Place Winner Video Views (TikTok): **566**
- Contest Impressions (Facebook, Twitter, and Instagram):
  - 75,792

## CIOT PUBLIC EDUCATION & OUTREACH:

### CIOT CORPORATE PARTNER OUTREACH TOOLKIT

OHS utilized the CIOT digital toolkit for distribution to Delaware tattoo parlors, hardware stores, outdoor boot camps, and extreme sports venues across all three counties in Delaware, in addition to distribution through the OHS corporate partner program, and publication on the ArriveAliveDE.com website's Buckle Up page.

Toolkit components included:

- Introductory letter
- Social media content and accompanying graphics (three sets of content – one for each industry)
- Eblast
- Newsletter
- Downloadable poster

### STREET TEAM OUTREACH

Outreach during the beginning of FY 2021 continued to pivot from traditionally practiced activations during the downtrend of the COVID-19 Public Health Emergency. The street team outreach pivoted and conducted in-person drops of CIOT campaign materials (flyer/palm card) at nearly 20 golf courses, driving ranges, car washes, dealerships, and mechanics across the state.

AB&C street teams were present at the following athletic tournaments during the May 24 – June 6 enforcement period:

- Tuesday, June 1: NCCC Spring Soccer Playoffs in New Castle
- Thursday, June 3: Dover Softball in Kent (Due to weather, this was canceled last minute. As a result, street teams delivered materials to local recreational centers)
- Saturday, June 5 – Sunday, June 6: 2021 Coastal Clash in Sussex (Street teams were not permitted to remain; however, OHS arranged for handouts at the point of payment for parking)
- DE Turf did not allow street teams, however, the digital toolkit was shared for implementation

As a result of the street team outreach and materials distribution, an additional 5,000 impressions were garnered.

### SECURED MEDIA PLACEMENT

OHS secured eight media placements that highlighted the May CIOT campaign, generating over 250,000 in reach and worth more than \$15,000 in ad value.

## FY 2021 CHILD PASSENGER SAFETY WEEK:

OHS coordinated education and outreach campaigns coinciding with the National Child Passenger Safety Week (CPS Week)

from September 19, 2021 – September 25, 2021, promoting child passenger safety awareness and the OHS fitting stations. OHS developed a multi-faceted campaign utilizing new and existing assets to bring awareness to drivers for understanding more about child passenger restraint in the right seat and where to find more information and education.

The ***Child Passenger Safety Week*** (CPS Week) media plan campaign assets included:

- Display ads via the AdTheorent network
- Newsfeed ads across Facebook / Instagram / Messenger / Audience Network
- Media Outreach (Media Pitches, Press Release Distribution)

In addition to paid and digital media campaign tactics, OHS utilized social media campaigns, ArriveAliveDE.com website education, and public outreach to distribute CPS Week education campaign messaging through diverse channels.

## **SOCIAL MEDIA:**

OHS developed contemporary and innovative social media campaigns for the primary road safety topic priority areas following the FY 2021 enforcement calendar. Campaigns were activated across Facebook, Instagram, Twitter, Snapchat, and TikTok and included value offerings (stories, highlights, promotions, contests, games, filters, etc.) where budgets permit.

Social media activation strategies included the addition of optimized tactics to broaden the reach of key safety messages to target safety content to areas where behaviors are most prevalent and to enhance relevance through borrowed interest approaches. All these objectives can be met through boosting and paid promotions, geotagging platform customization, and opportunistic campaigns.

Each baseline social media campaign coincides with an enforcement period and includes – campaign strategy, creative development of campaign concept, post development and launch, engagement management, and project management for all behavior-specific posts.

OHS developed three (3) CPS Week-focused child passenger safety awareness posts for social media to run across the Facebook, Twitter, and Instagram platforms, and one (1) website value add to the Secure the Kids web page. A large percentage of child and infant car safety seats are improperly installed. To help educate Delaware parents on proper installation, the Child Passenger Safety Week social media campaign shared the award-winning Ambassadors of Safety video featuring OHS Certified Child Passenger Safety Technician, Aubrey Klick. Each post directed the audience to find more information on the newly updated and enhanced “Fitting Station” module (value add) on the Secure the Kids page of ArriveAliveDE.com.

## **CPS WEEK PUBLIC EDUCATION & OUTREACH:**

### **94.7 WDSB TRY IT TUESDAY WITH CHRISTA COOPER**

OHS Certified Child Passenger Safety Technician, Aubrey Klick, went live on Facebook with on-air talent Christa Cooper, from 94.7 WDSB, part of the iHeartMedia broadcasting corporation, to demonstrate proper methods for child passenger safety seat installation.

## **MEDIA OUTREACH**

OHS developed a CPS Week awareness press release and distributed it statewide, in addition to publication on the Governor’s Information Center (GIC) website and on ArriveAliveDE.com for local and regional coverage.



## OCCUPANT PROTECTION / DISTRACTED DRIVING EDUCATION

**PROJECT CODE: OHOD21-01**

**PROJECT DESCRIPTION:** OHS coordinated education and outreach campaigns coinciding with occupant protection and distracted driving enforcement and programming initiatives throughout FY 2021. OHS combined occupant protection and distracted driving in many instances to support high visibility enforcement. The occupant protection and distracted driving awareness strategy including traditional and digital paid media, social media (organic and paid), video and radio spots, and additional efforts summarized below.

**FY 2021 OCCUPANT PROTECTION AND DISTRACTED DRIVING AWARENESS EFFORTS:**

In FY 2021, OHS utilized the current **Buckle Up Arrive Alive** occupant protection campaign and created the new **Be Alert and Arrive Alive** distracted driving-focused media campaign. The new distracted driving campaign encompasses the various ways in which drivers can become distracted while driving a motor vehicle.

*There's more than one way to drive buzzed. You don't drive drunk. Don't drive distracted. Distracted driving is just as dangerous as drunk driving. Never drive distracted. Always keep your eyes on the road. It's that simple.*

The occupant protection and distracted driving media plan campaign assets included:

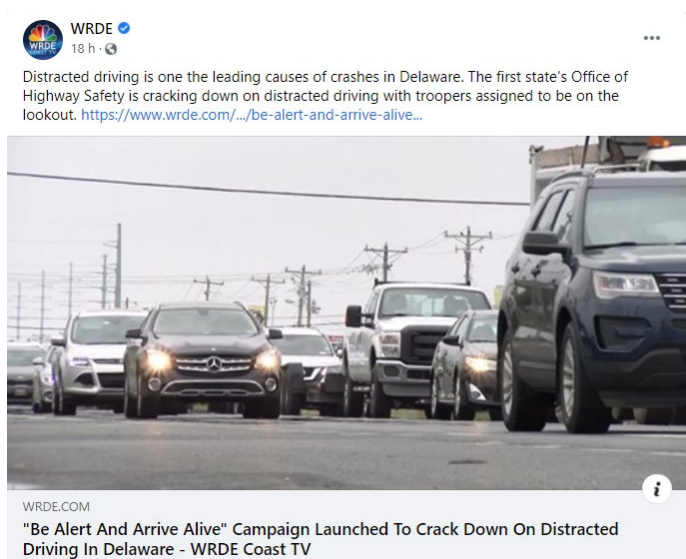
- Clear Channel Outdoor Eco Posters and Billboards – 28 statewide
- Gas Station Television (GSTV) – 44 gas stations statewide
- 3Digital Tactics
  - Facebook / Instagram / Audience Extension (Mobile)
  - Spotify
  - Division D

In addition to paid and digital media campaign tactics, OHS utilized social media campaigns, ArriveAliveDE.com website education, and public outreach to distribute occupant protection and distracted driving awareness messaging through diverse channels.

**SOCIAL MEDIA:**

Contemporary and innovative social media campaigns were developed for the primary road safety topic priority areas following the FY 2021 enforcement calendar. Campaigns were activated across Facebook, Instagram, Twitter, Snapchat, and TikTok and included value offerings (stories, highlights, promotions, contests, games, filters, etc.) where budgets permit.

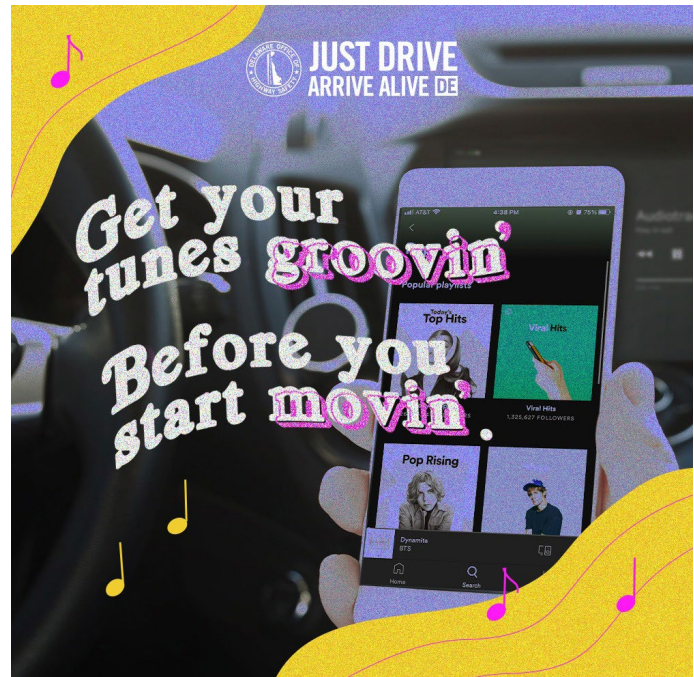
Social media activation strategies included the addition of optimized tactics to broaden the reach of key safety messages to target safety content to areas where behaviors are most prevalent and to enhance relevance through borrowed interest approaches. All these objectives can be met through boosting and paid promotions, geotagging platform customization, and



opportunistic campaigns. Each baseline social media campaign coincides with an enforcement period and includes – campaign strategy, creative development of campaign concept, post development and launch, engagement management, and project management for all behavior-specific posts.

Optimized budget social media campaigns included the baseline social media campaign offerings plus these activation efforts:

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



OHS developed 48 occupant protection and distracted driving-focused awareness social media posts in conjunction with three (3) scheduled enforcements in FY 2021, capitalizing on how the office can help drivers make the responsible decision to buckle up and drive without distractions.

## OCCUPANT PROTECTION AND DISTRACTED DRIVING AWARENESS PUBLIC EDUCATION EVENTS & OUTREACH:

OHS worked to develop new partnerships while cultivating existing partnerships with traffic safety partners throughout Delaware to further the occupant protection and distracted driving message to drivers, passengers, and pedestrians.

### PARTNERSHIP OUTREACH

OHS partnered to conduct grassroots outreach with cell phone provider companies, gas stations, and motor vehicle mechanics.

## ARRIVEALIVEDE WEBSITE - OCCUPANT PROTECTION AND DISTRACTED DRIVING PAGE(S):

The flagship website for all things Delaware highway safety related, [ArriveAliveDE.com](https://www.arrivealivede.com), continues to deliver award-winning content and engagement strategy.

The ***Buckle Up and Be Alert*** web pages were updated with fresh content, modules, interactive tools, and engaging educational videos produced in Delaware and by NHTSA re-tagged for Delaware's usage.

## DISTRACTED DRIVING EDUCATION

### PROJECT CODE: PMDD21-01

**PROJECT DESCRIPTION:** OHS coordinated education and outreach campaigns coinciding with the nationally recognized Distracted Driving Month in conjunction with enforcement and programming initiatives for FY 2021. The distracted driving awareness strategy including traditional and digital paid media, terrestrial radio and video spots, social media (organic and paid), and additional efforts summarized below.

### FY 2021 DISTRACTED DRIVING AWARENESS EFFORTS:

In FY 2021, OHS utilized the new *Be Alert and Arrive Alive* distracted driving-focused media campaign for April's Distracted Driving Month. The new distracted driving campaign encompasses the various ways in which drivers can become distracted while driving a motor vehicle. People know how dangerous drunk driving is. Distracted driving can lead to those same consequences, but people don't think twice about it. This campaign aims at tying distracted driving to something they imagine as far more dangerous.

*Driving under the influencer? You don't drive drunk. Don't drive distracted. Distracted driving is just as dangerous as drunk driving. Never drive distracted. Always keep your eyes on the road. It's that simple.*

The distracted driving media plan campaign assets included:

- Gas Station Television (GSTV) – 44 gas stations statewide
- Terrestrial Radio
- Digital Tactics
  - Facebook / Instagram / Audience Extension (Mobile)
  - Spotify
  - Division D

In addition to paid and digital media campaign tactics, OHS utilized social media campaigns, ArriveAliveDE.com website education, and public outreach to distribute distracted driving awareness messaging through diverse channels.

### SOCIAL MEDIA:

Contemporary and innovative social media campaigns for the primary road safety topic priority areas following the FY 2021 enforcement calendar. Campaigns were activated across Facebook, Instagram, Twitter, Snapchat, and TikTok and included value offerings (stories, highlights, promotions, contests, games, filters, etc.) where budgets permit.

Social media activation strategies included the addition of optimized tactics to broaden the reach of key safety messages to target safety content to areas where behaviors are most prevalent and to enhance relevance through borrowed interest approaches. All these objectives can be met through boosting and paid promotions, geotagging platform customization, and opportunistic campaigns. Each baseline social





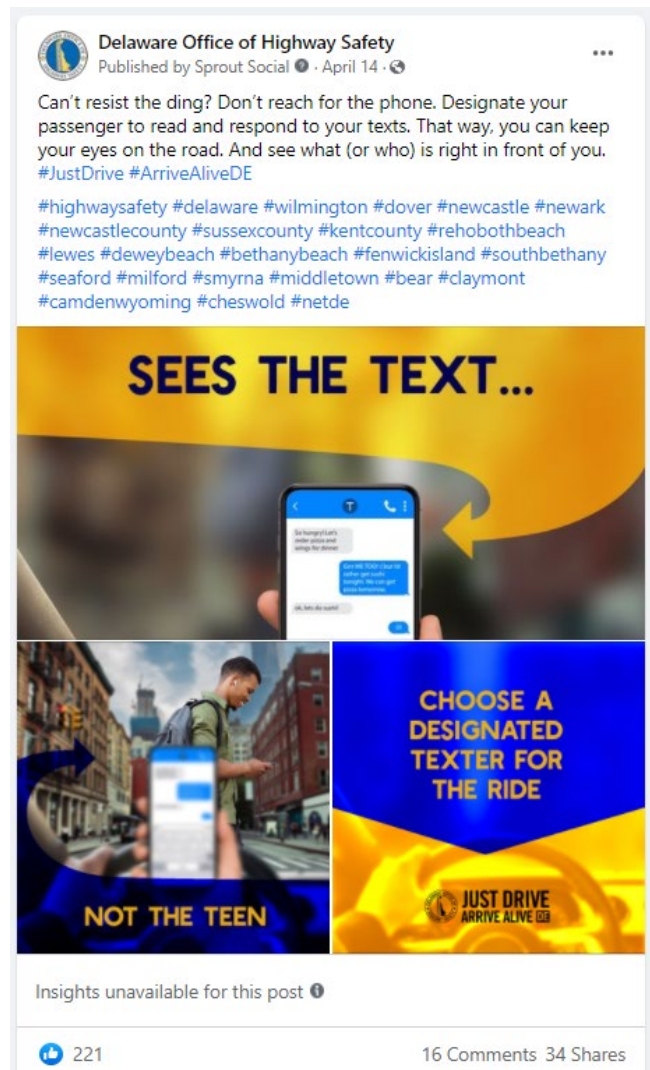
media campaign coincides with an enforcement period and includes – campaign strategy, creative development of campaign concept, post development and launch, engagement management, and project management for all behavior-specific posts.

Optimized budget social media campaigns included the baseline social media campaign offerings plus these activation efforts:

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

OHS developed 24 distracted driving-focused awareness social media posts in conjunction with April Distracted Driving Awareness month and ran from April 2 through April 23 and supported OHS’s planned enforcement and outreach efforts, including NHTSA Region 3’s April 8th Connect-to-Disconnect event.

- The social media campaign was designed to demonstrate what drivers don’t see when they are texting, emailing, scrolling, eating, primping, and jamming while they drive. To provide Delawarean’s tips for staying alert, we developed a pre-ride checklist as a 9-part Story feature that can be saved to Highlights for future use. The campaign was comprised of three (3) behavior-focused posts, one (1) Connect to Disconnect post, and one (1) value-add story.
- Additionally, four (4) NHTSA Distracted Driving videos were re-tagged for Delaware and posted as organic content. Two (2) videos are in English, and two (2) videos are in Spanish with Spanish captioning for the Delaware Hispanic audience.



## DISTRACTED DRIVING AWARENESS PUBLIC EDUCATION EVENTS & OUTREACH:

OHS worked to develop new partnerships while cultivating existing partnerships with traffic safety partners throughout Delaware to further promote the distracted driving message to drivers, passengers, and pedestrians.

### PARTNERSHIP OUTREACH

Grassroots outreach was established with cell phone provider companies, gas stations, and motor vehicle mechanics.

### PARTNERSHIP EXTENSION

- Pilot law enforcement social media platform project with local and state agencies to share the first OHS-provided highway safety-related law enforcement social media toolkit for implementation on social platforms across the state of Delaware for April Distracted Driving Month 2021.

## DISTRACTED DRIVING CORPORATE PARTNER OUTREACH TOOLKIT

OHS developed a distracted driving digital toolkit for distribution to cell phone provider companies, gas stations, and mechanics for all three counties in Delaware, in addition to distribution through the OHS corporate partner program and publication on the ArriveAliveDE.com website's Be Alert page.

Toolkit components included:

- Social media content and accompanying graphics
- Eblast
- Downloadable poster



## MEDIA OUTREACH

OHS developed a Distracted Driving Month awareness press release and distributed it statewide, in addition to publication on the Governor's Information Center (GIC) website and on the ArriveAliveDE.com newsfeed for local and regional coverage.

## ARRIVEALIVEDE WEBSITE - DISTRACTED DRIVING PAGE(S)

The flagship website for all things Delaware highway safety related, ArriveAliveDE.com, continues to deliver award-winning content and engagement strategy.

The **Be Alert** web pages were updated with fresh content, modules, interactive tools, and engaging educational videos produced in Delaware and by NHTSA re-tagged for Delaware's usage.

## SPEED AWARENESS EDUCATION

### PROJECT CODE: OHSP21-01

**PROJECT DESCRIPTION:** OHS coordinated education and outreach campaigns coinciding with speed awareness enforcement and programming initiatives throughout FY 2021. OHS developed the speed awareness strategy including traditional and digital paid media, social media (organic and paid), video and radio spots, and additional efforts summarized below.

### FY 2021 SPEED AWARENESS EFFORTS:

In FY 2021, OHS developed the new Speed Demon speed awareness campaign. The new campaign aims to remind young adult male drivers to curtail their inner speed demon or else suffer consequences such as losing their license and being driven around town by their grandmother, paying hefty insurance costs, or worse, harming a friend who trusted them with their life or even their own.

*Tempted to let your inner speed demon out? Don't. Young adult males have the highest number of speed-related crashes in Delaware and account for 75% of all speed fatalities. Don't risk getting fines, points, and hit with skyrocketing insurance rates. Or losing your license, your life - or someone else's - for a thrill ride. No one likes a speed demon.*



The speed awareness media plan campaign assets included:

- **Digital Tactics**
  - Facebook / Instagram / Audience Extension (Mobile)
  - AdTheorent
  - Spotify
  - iHeartMedia Digital Streaming Audio
  - Pandora
  - TikTok
  - Snapchat
  - Hulu / Glassview

In addition to paid and digital media campaign tactics, OHS utilized social media campaigns, ArriveAliveDE.com website education, and public outreach to distribute speed awareness messaging through diverse channels.

## SOCIAL MEDIA:

OHS developed contemporary and innovative social media campaigns for the primary road safety topic priority areas following the FY 2021 enforcement calendar. Campaigns were activated across Facebook, Instagram, Twitter, Snapchat, and TikTok and included value offerings (stories, highlights, promotions, contests, games, filters, etc.) where budgets permit.

Social media activation strategies included the addition of optimized tactics to broaden the reach of key safety messages to target safety content to areas where behaviors are most prevalent and to enhance relevance through borrowed interest approaches. All these objectives can be met through boosting and paid promotions, geotagging platform customization, and opportunistic campaigns. Each baseline social media campaign coincides with an enforcement period and includes – campaign strategy, creative development of campaign concept, post development and launch, engagement management, and project management for all behavior-specific posts.

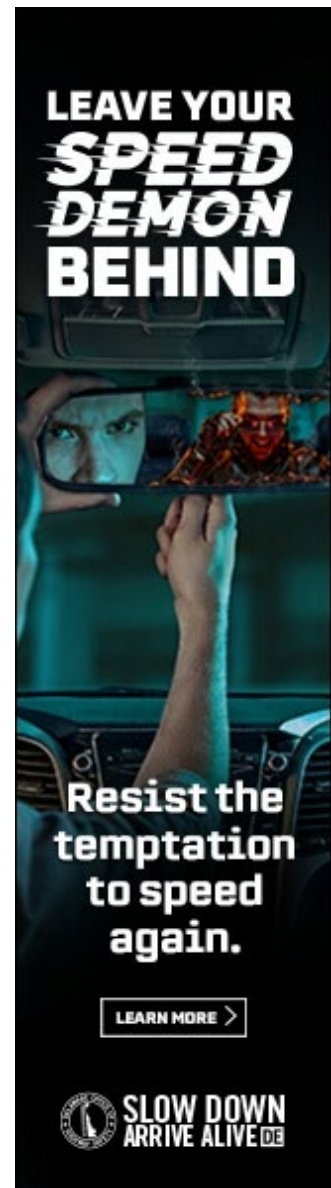
Optimized budget social media campaigns included the baseline social media campaign offerings plus these activation efforts:

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

OHS developed 39 speed awareness social media posts and one (1) Facebook story feature in conjunction with five (5) scheduled enforcements in FY 2021.

## SPEED AWARENESS PUBLIC EDUCATION EVENTS & OUTREACH:

OHS worked to develop new partnerships while cultivating existing partnerships with traffic safety partners throughout Delaware to further the speed awareness message to drivers, passengers, and pedestrians.



## PARTNERSHIP OUTREACH

OHS utilized existing partnerships with bars, restaurants, athletic leagues, and golf courses/driving ranges throughout the state and further the speed awareness message to a diverse audience. In addition, new partnerships with gyms were cultivated.

## PARTNERSHIP EXTENSION

The Biden Welcome Center partnered with OHS to host a wrecked vehicle adorned with *Speed Demon* campaign decals on multiple windows, caution tape surrounding the perimeter, and a call-to-action ground decal bringing awareness to young adult males in Delaware and the speeding crisis. The wrecked vehicle was prominently displayed in front of the tourism center, where heavy traffic occurs most.

## SPEED CORPORATE PARTNER OUTREACH TOOLKIT

OHS developed a speed awareness digital toolkit for distribution to new and existing partners for all three counties in Delaware, in addition to distribution through the OHS corporate partner program and publication on the ArriveAliveDE.com website's *Slow Down* page.

Toolkit components included:

- [Introduction](#)
- [Social media content and accompanying graphics](#)
- [Eblast](#)
- [Downloadable poster](#)
- [Downloadable flyer](#)
- [Newsletter](#)

## MEDIA OUTREACH

OHS developed speed awareness press releases throughout FY 2021, highlighting the new *Speed Demon* campaign, and distributed them statewide, in addition to publication on the Governor's Information Center (GIC) website and on the ArriveAliveDE.com newsfeed for local and regional coverage. The press releases included quotes from OHS leadership and insurance company leadership.

## ARRIVEALIVEDE WEBSITE - SLOW DOWN PAGE:

The flagship website for all things Delaware highway safety related, [ArriveAliveDE.com](https://www.arrivealivede.com), continues to deliver award-winning content and engagement strategy. Through its partnerships, the website is driven by OHS and is kept updated, fresh, and relevant to current priority areas and highway safety-related issues in Delaware.

The *Slow Down* web page was updated with fresh content, modules, interactive tools, and engaging educational videos.



## PEDESTRIAN SAFETY EDUCATION

### PROJECT CODES: OHPM21-01, PEDP21-01, PEDQ21-01

**PROJECT DESCRIPTION:** OHS coordinated education and outreach campaigns coinciding with pedestrian safety enforcement and programming initiatives for FY 2021. The pedestrian awareness strategy included traditional and digital paid media, terrestrial radio and video spots, social media (organic and paid), and additional efforts summarized below.

### FY 2021 PEDESTRIAN SAFETY AWARENESS EFFORTS:

In FY 2021, OHS utilized the *Walk Bright* pedestrian media campaign coinciding with enforcement and programming initiatives throughout FY 2021.

*Is it night? Walk Bright. If you walk at night, carry a flashlight or reflective items so drivers can see you.*

OHS partnered with professional dancer, *Gravity*, to produce a pedestrian safety video like no other. In it, the pedestrian is “zapped” by the pedestrian crosswalk sign and transformed into the desired pedestrian behavior the OHS seeks from everyone in Delaware – the ability to be seen and walk bright. The pedestrian uses his newfound visibility to dance – safely – across the crosswalk and arrive alive on the other side.

The pedestrian safety media plan campaign assets included:

- **Jolly Trolley**
  - Top Panel Advertising (Internal)
  - Pedestrian Beach Crab Creative
- **Gateway Digital Media**
  - AdTheorent
  - Facebook/Instagram
  - Waze GPS App Zero Speed Takeover Advertisement
    - [Banner Advertisement for Pedestrian hot spots](#)

In addition to paid and digital media campaign tactics, OHS utilized social media campaigns, ArriveAliveDE.com website education, and public outreach to distribute pedestrian awareness messaging through diverse channels.

### SOCIAL MEDIA:

OHS developed contemporary and innovative social media campaigns for the primary road safety topic priority areas following the FY 2021 enforcement calendar. Campaigns were activated across Facebook, Instagram, Twitter, Snapchat, and TikTok and included value offerings (stories, highlights, promotions, contests, games, filters, etc.) where budgets permit.

Social media activation strategies included the addition of optimized tactics to broaden the reach of key safety messages to target safety content to areas where behaviors are most prevalent and to enhance relevance through borrowed interest approaches. All these objectives can be met through boosting and paid promotions, geotagging platform customization, and opportunistic campaigns. Each baseline social media campaign coincides with an enforcement period and includes – campaign strategy, creative development of campaign concept, post development and launch, engagement management, and project management for all behavior-specific posts.

Optimized budget social media campaigns included the baseline social media campaign offerings plus these activation efforts:

- [Boosting/paid promotions across Facebook, Instagram, Twitter, and TikTok](#)

- Strategy, recommendation, and execution of campaign location tagging to focus messaging with crash data and residence (home) data based on where fatalities/injuries occur most frequently and where those involved originated from in terms of their home location.

OHS developed 42 pedestrian safety awareness social media posts in conjunction with six (6) scheduled enforcements in FY 2021 including a summer-long enforcement mobilization.

## PEDESTRIAN SAFETY PUBLIC EDUCATION EVENTS & OUTREACH:

OHS worked to develop new partnerships while cultivating existing partnerships with traffic safety partners throughout Delaware to further the pedestrian safety message to drivers, passengers, and pedestrians.

### PARTNERSHIP OUTREACH

OHS partnered to conduct grassroots outreach with cell phone provider companies, gas stations, and motor vehicle mechanics.

#### *Grotto's Pizza Pedestrian Safety Pledge Contest*

OHS partnered with Grotto's Pizza to launch a summer-long pedestrian safety pledge and contest. Grotto's Pizza generously donated a \$100 gift card redeemable at any of their restaurants. OHS produced 50,000 3"x3" stickers, the design of which included the pedestrian safety Walk Smart message, the announcement of the pedestrian safety pledge, the message for people to text BRIGHT to 99000 for their chance to win a \$100 Gift Card, plus a QR code leading them to the ArriveAliveDE.com pedestrian safety web page for further engagement. The partnership also included social media post(s) shared by OHS and Grotto's on Facebook, Instagram, and Twitter.

### PARTNERSHIP EXTENSION

DeIDOT & DART Curb Art Installations.

Curb Art Installations:

- In partnership with the Delaware Department of Transportation (DeIDOT) and DART/DTC (Delaware Transit Corporation), OHS installed pedestrian safety art messaging along select crosswalks at DTC centers.

#### *DART Wi-Fi Sponsorship and Public Engagement*

##### Community Conversations

OHS provided reflectors for three Dart Community Conversation events – one in each county – the week of May 10 where pedestrian safety was discussed with the public.

- Tuesday, May 11, from 11 a.m. to 2 p.m. at Dover Transit Center
- Wednesday, May 12, from 6 a.m. to 9 a.m. at Wilmington Transit Center
- Thursday, May 13, from 3 p.m. to 6 p.m. at Georgetown Transit Center





## DART Wi-Fi Sponsorship

OHS collaborated with DART to develop a first-year pilot statewide sponsorship program. The sponsorship agreement included the following components.

- [Sponsorship Detail - One-Year Contract](#)
- [LCD screens with Wi-Fi slide sponsor message](#)
  - 29 LCD monitors at 896 Park and Ride (1), Dover Transit Center (8), DTC Admin Building (1), Lewes Transit Center and Lewes Customer Facility (4 Outside/ 2 Inside), Newark Train Station (2), Prices Corner Park and Ride (1), Wilmington Transit Center (10)
  - \*Cost included hourly announcements
- [Bus Announcements](#)
- [Social Media Posts](#)
- [Pop-Up Message in App](#)
- [Bus Shelters](#)
  - One-year contract
  - Interior Bus Ads
  - 2 per bus for a total of 450
- [Message on Bus Schedule](#)
  - Began in September 2021 due to printing and will continue through September 2022

## PEDESTRIAN CORPORATE PARTNER OUTREACH TOOLKIT

OHS developed a pedestrian safety digital toolkit for distribution to traffic safety partners in all three counties in Delaware, as well as distribution through the OHS corporate partner program and publication on the ArriveAliveDE.com website's [Walk Smart](#) page.

Toolkit components included:

- [Introduction](#)
- [Social media content and accompanying graphics](#)
- [Eblast](#)
- [Downloadable poster](#)
- [Blog Content](#)

## MEDIA OUTREACH

OHS developed multiple pedestrian safety press release(s) throughout FY 2021 and distributed them statewide, in addition to publication on the Governor's Information Center (GIC) website and on the ArriveAliveDE.com newsfeed for local and regional coverage.

**TAKE THE PLEDGE TO WALK BRIGHT.**

Text **BRIGHT** to **99000** for your chance to win a \$100 Grotto gift card.

**WALK SMART**  
**ARRIVE ALIVE DE**

**Grotto Pizza**  
the legendary taste®

OHS has partnered with Grotto Pizza to help keep Delawareans safe while traveling on our roads.



## ARRIVEALIVEDE WEBSITE - PEDESTRIAN SAFETY PAGE:

The flagship website for all things Delaware highway safety related, [ArriveAliveDE.com](http://ArriveAliveDE.com), continues to deliver award-winning content and engagement strategy. Through its marketing partnerships, the website is driven by OHS to keep the website updated, fresh, and relevant to current priority areas and highway safety-related issues in Delaware.

The *Walk Smart* web page was updated with fresh content, modules, interactive tools, and engaging educational videos produced in Delaware and by NHTSA re-tagged for Delaware's usage.

## MOTORCYCLE - RIDER AND MOTORIST EDUCATION

### PROJECT CODES: OHMM21-01, MCPB21-01, MCPC21-01, MCPD21-01

**PROJECT DESCRIPTION:** OHS coordinated paid media campaigns and outreach initiatives coinciding with motorcycle safety enforcements to support motorcycle safety targets for FY 2021. OHS coordinated the FY 2021 motorcycle awareness strategy including traditional and digital paid media, social media (organic and paid), audio spots, and additional efforts summarized below.

### FY 2021 MOTORCYCLE AWARENESS EFFORTS (MOTORIST FOCUSED):

In FY 2021, OHS organized the motorist focused *What's That Light?* campaign demonstrating the idea that a single headlight represents a vulnerable rider on a bike and for motorists to look twice.

*Motorcycles usually have one headlight instead of two, like cars. Drivers, look twice.*

The *What's That Light?* Motorist focused media plan campaign assets included:

- Clear Channel Outdoor Eco Posters - 20 Statewide
- Terrestrial Radio
- Digital Tactics - AdTheorent, Facebook / Instagram / Audience Network, and Spotify



In addition to paid and digital media campaign tactics, OHS utilized social media campaigns, ArriveAliveDE.com website education, and public outreach to distribute motorcycle safety awareness messaging through diverse channels.

### FY 2021 MOTORCYCLE AWARENESS EFFORTS (RIDER FOCUSED):

In FY 2021, OHS coordinated the rider-focused *Words to Ride By* campaign aligning the priorities of slowing down, driving sober, and refreshing rider knowledge with rider safety courses.

*Riders who speed can get hurt in a hurry. So please slow down, respect speed limits, and enjoy every minute of your ride.*

The *Words to Ride By* rider-focused media plan campaign assets included:

- Digital Tactics - AdTheorent, and Facebook / Instagram / Audience Network

In addition to paid and digital media campaign tactics, OHS utilized social media campaigns, ArriveAliveDE.com website education, and public outreach to distribute motorcycle safety awareness messaging through diverse channels.

## SOCIAL MEDIA:

OHS worked to develop contemporary and innovative social media campaigns for the primary road safety topic priority areas following the FY 2021 enforcement calendar. Campaigns were activated across Facebook, Instagram, Twitter, Snapchat, and TikTok and included value offerings (stories, highlights, promotions, contests, games, filters, etc.) where budgets permit.

Social media activation strategies included the addition of optimized tactics to broaden the reach of key safety messages to target safety content to areas where behaviors are most prevalent and to enhance relevance through borrowed interest approaches. All these objectives can be met through boosting and paid promotions, geotagging platform customization, and opportunistic campaigns. Each baseline social media campaign coincides with an enforcement period and includes – campaign strategy, creative development of campaign concept, post development and launch, engagement management, and project management for all behavior-specific posts.



OHS developed 18 motorist and rider-focused motorcycle awareness social media posts and launched one value-added educational web series on ArriveAliveDE.com across two scheduled enforcements in FY 2021, capitalizing on how the office can help riders and motorists can see, and be seen.

## DRIVERS: GET UP TO SPEED ON MOTORCYCLES - VIDEO MODULE FOR ARRIVEALIVEDE.COM:

The value add of a new video module for the *Respect the Ride* page of ArriveAliveDE.com features the NHTSA series, *Get Up to Speed on Motorcycles*. All nine videos are presented together in a grid format with brief captions presenting the key points for those who may not watch all the videos in one visit. Users are directed here from social media posts to delve further into OHS's motorcycle safety messaging.

*With their small size and slim profile, motorcyclists are hard to see – and extremely vulnerable on Delaware roads. Check out these videos to learn more about sharing the road safely.*

## MOTORCYCLE PUBLIC EDUCATION EVENTS & OUTREACH – MOTORIST & RIDER FOCUSED:

FY 2021's motorcycle public education and outreach strategy shifted to account for the COVID-19 Public Health Emergency. In response to changes and restrictions for public gatherings throughout the state, OHS implemented a motorcycle safety public education and outreach campaign including the following tactics.

### EVENT SPONSORSHIPS AND ENGAGEMENT

#### *Ride to the Tide*

Instead of on-site presence due to the COVID-19 Public Health Emergency, OHS partnered with Ride to the Tide to deliver an e-blast to ride participants, emphasizing rider safety throughout the event and beyond.

#### *Partnership Extension*

Distribution of digital toolkit – with physical poster drops – to.

- Motorcycle dealerships
- Motorcycle supply stores

#### *Media Relations*

- Development and distribution of press release on the new campaign
- Media relations outreach to secure news stories around motorcycle safety for both riders and motorists

## TEEN DRIVER COMMUNICATIONS

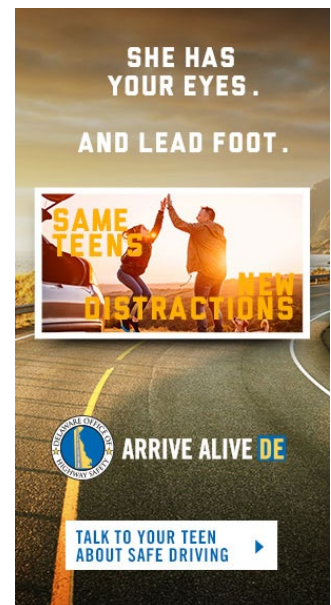
### PROJECT CODE: TEDR21-01

**PROJECT DESCRIPTION:** OHS coordinated education and outreach campaigns coinciding with teen driving and programming initiatives throughout FY 2021. OHS developed the teen driver awareness strategy including traditional and digital paid media, social media (organic and paid), video and radio spots, and additional efforts summarized below.

### FY 2021 TEEN DRIVER AWARENESS EFFORTS:

In FY 2020, OHS created the new teen driver focused *Your Kid is Just Like You Were* media campaign encompassing safe teen driving awareness and continued using this campaign throughout FY 2021. When you were a teenager, you took risks behind the wheel. Drove too fast. Didn't pay enough attention. It's what teens do. Now, imagine what it's like to be a teen today. You have a whole new set of distractions – on top of the same old risks. Teen Driver Safety Week is the perfect time of year to look back on what it was like when you were a teen and to have a conversation about your kids' safety moving forward.

OHS launched a new education and outreach campaign focused on elevating safety for teens anytime they are behind the wheel. It was launched strategically—with the support of Delaware's Department of Education, State Farm, Delaware Safety Council, and several influential partners in private education—to leverage the momentum of National Teen Driver Safety Week (October 18-24). OHS's FY 2021 Teen Driver Safety campaign took an aggressive approach to reach key target audiences throughout the state of Delaware, utilizing wide-reaching communications as well as grassroots outreach to speak to audiences in ways that most strongly resonate with their lives and priorities.



*If you took risks as a young driver, maybe your teen's just like you. So, talk about safe driving, seat belts, texting. Protect them.*

The *Your Kid is Just Like You Were* teen driving media plan campaign assets included:

- Terrestrial Radio
- Digital Tactics
  - Snapchat and TikTok

In addition to paid and digital media campaign tactics, OHS utilized social media campaigns, ArriveAliveDE.com website education, and public outreach to distribute teen driver awareness messaging through diverse channels.

### SOCIAL MEDIA:

OHS developed contemporary and innovative social media campaigns for the primary road safety topic priority areas following the FY 2021 enforcement calendar. Campaigns were activated across Facebook, Instagram, Twitter, Snapchat, and TikTok and included value offerings (stories, highlights, promotions, contests, games, filters, etc.) where budgets permit.

Social media activation strategies included the addition of optimized tactics to broaden the reach of key safety messages to target safety content to areas where behaviors are most prevalent and to enhance relevance through borrowed interest approaches. All these objectives can be met through boosting and paid promotions, geotagging platform customization, and opportunistic campaigns. Each baseline social media campaign coincides with an enforcement period and includes – campaign strategy, creative development of campaign concept, post development and launch, engagement management, and project management for all behavior-specific posts.

Optimized budget social media campaigns included the baseline social media campaign offerings plus these activation efforts:

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

In recognition of National Teen Driver Safety Week (TDSW), OHS developed 12 teen driver focused social media posts launched during TDSW between 10/19/2020 through 10/25/2020. The posts directly addressed the dangers of teen driving. Six of the posts targeted parents, featuring the startling statistics of teen driver fatalities along with steps parents can take to protect their young drivers. The other posts targeted teen drivers, focusing on the driving behaviors that have led to so many fatal teen crashes – speeding and distracted driving.



## TEEN DRIVER AWARENESS PUBLIC EDUCATION EVENTS & OUTREACH:

OHS worked to develop new partnerships while cultivating existing partnerships with traffic safety partners throughout Delaware to further teen driver messaging to teen drivers, parents/caregivers, passengers, and pedestrians.

### PARTNERSHIP OUTREACH

OHS partnered with insurance companies, private and charter schools, drivers' education programs and the Division of Motor Vehicles to conduct teen driver education and outreach.

### TEEN DRIVER CORPORATE PARTNER OUTREACH TOOLKIT

OHS developed a teen driver digital toolkit for distribution to cell phone provider companies, gas stations, and mechanics for all three counties in Delaware, in addition to distribution through the OHS corporate partner program and publication on the ArriveAliveDE.com website's Be Alert page.

Toolkit components included:

- Social media content and accompanying graphics
- Eblast
- Downloadable poster

### MEDIA OUTREACH

OHS developed a Teen Driver Safety Week awareness press release and distributed it statewide, in addition to publication on the Governor's Information Center (GIC) website and on the ArriveAliveDE.com newsfeed for local and regional coverage. News stories secured generated over 100,000 in reach, with a total advertising equivalency of approximately \$6,000.





## ARRIVEALIVEDE WEBSITE - TEEN DRIVER PAGE:

The flagship website for all things Delaware highway safety related, [ArriveAliveDE.com](https://www.arrivealivede.com), continues to deliver award-winning content and engagement strategy.

The **Protect Teen Drivers** web page was updated with fresh content, modules, interactive tools, and engaging educational videos produced in Delaware and by NHTSA re-tagged for Delaware's usage.

## SAFE FAMILY HOLIDAY EDUCATION

### PROJECT CODE: SFAM21-01

**PROJECT DESCRIPTION:** OHS coordinated education and outreach campaigns coinciding with impaired driving, occupant protection, distracted driving, speed awareness, and pedestrian safety enforcement and programming initiatives during the FY 2021 **Safe Family Holiday** (SFH) mobilization. The **Safe Family Holiday** awareness strategy including traditional and digital paid media, social media (organic and paid), video and radio spots, and additional efforts summarized below.

### FY 2021 SAFE FAMILY HOLIDAY AWARENESS EFFORTS:

In FY 2020, OHS created the new **Drive Safe** media campaign promoting safe driving awareness during the holiday season and continued using this campaign for FY 2021 SFH. OHS kicked off its annual **Safe Family Holiday** campaign to reduce the number of vehicle crashes across the state over the winter holidays, which is historically one of the most dangerous times of the year for drivers, passengers, and pedestrians. The campaign — which ran from November 29th to December 27th, 2020 — aimed to increase awareness of travel safety issues and mobilize Delawareans to adhere to best practices for driver and pedestrian safety. OHS developed a robust strategy this year with its awareness and behavioral change tactics for its annual holiday safe-driving campaign, including partnerships with area restaurants, drive-thru light shows, and others. In addition to these partnerships and robust communications, Delaware state and local police made a concentrated effort to enforce Delaware's DUI, seat belt, speeding, pedestrian, and hands-free cellphone laws, among others.



*'Tis the season to be jolly and alert. There are a lot more distractions on the road during the holidays. So put your phone down. And buckle up.*

The **Drive Safe** media plan campaign assets included:

- Terrestrial Radio:
- Gateway Transit
- Facebook/Instagram
- AdTheorent
- Connected TV - Tremor Video
- Spotify (Streaming Audio + Video)

In addition to paid and digital media campaign tactics, OHS utilized social media campaigns, ArriveAliveDE.com website education, and public outreach to distribute **Safe Family Holiday** awareness messaging through diverse channels.



## SOCIAL MEDIA:

OHS developed contemporary and innovative social media campaigns for the primary road safety topic priority areas following the FY 2021 enforcement calendar. Campaigns were activated across Facebook, Instagram, Twitter, Snapchat, and TikTok and included value offerings (stories, highlights, promotions, contests, games, filters, etc.) where budgets permit.

Social media activation strategies included the addition of optimized tactics to broaden the reach of key safety messages to target safety content to areas where behaviors are most prevalent and to enhance relevance through borrowed interest approaches. All these objectives can be met through boosting and paid promotions, geotagging platform customization, and opportunistic campaigns. Each baseline social media campaign coincides with an enforcement period and includes – campaign strategy, creative development of campaign concept, post development and launch, engagement management, and project management for all behavior-specific posts.

Optimized budget social media campaigns included the baseline social media campaign offerings plus these activation efforts:

- Boosting/paid promotions across Facebook, Instagram, Twitter, and TikTok
- Strategy, recommendation, and execution of campaign location tagging to focus messaging with crash data and residence (home) data based on where fatalities/injuries occur most frequently and where those involved originated from in terms of their home location.
- Value-added campaign *Elf off the Shelf* pulled all six driving initiatives under one thematic, humorous umbrella. OHS leveraged the popularity of the *Elf on the Shelf*, the special “scout” that is placed around the home during the holidays to help ensure good behaviors and a current meme favorite on social media. This version is *Elf off the Shelf*, in which the Elf has gone rogue in his driving behaviors. The campaign was comprised of six “Elf” posts (18 in total across all OHS platforms), one for each driving initiative. Together, they represent a cohesive *Arrive Alive DE* holiday campaign specifically targeted to millennial males who often favor funny or clever messaging when it comes to behavior change. Some posts had multiple frames, while others were single posts, depending on the story told. Captions reinforced the desired behaviors, encouraging safe driving during the holidays.

OHS developed **69 Safe Family Holiday** social media posts across the 45-day long enforcement period, increasing overall awareness for each roadway danger during the holidays to compel the target audience to consider, and ultimately change, their unsafe behaviors.

## SAFE FAMILY HOLIDAY PUBLIC EDUCATION EVENTS & OUTREACH:

OHS developed new partnerships while cultivating existing partnerships with traffic safety partners throughout Delaware to further the SFH message to drivers, passengers, and pedestrians.

### PARTNERSHIP OUTREACH

OHS partnered to conduct outreach with local Delaware businesses and secured 12 partnerships with restaurants and bars throughout the state, including in-person drops of 10,000 SFH campaign stickers for use on take-out and to-go cocktail orders throughout the season.

### PARTNERSHIP EXTENSION

OHS secured three sponsorships for the SFH period:

- Winter WonderFEST
- Winter in Wilmington Light Show
  - Spotlight Sponsorship included:
    - OHS SFH logo on social media

- Poster in kiosk displayed outside of The Grand
- Inclusion in Wonderland Booklet Lights on Local Business section
- Personalized yard sign
- Small Business Saturday advertisements (print and digital)
- 500 coloring books included in swag bags for attendees
- Fifer Orchards' 'Donuts with Santa'
  - Safety Snowman was on-site during the 12/12 event with signage and distributed 200 coloring books.

## PARTNERSHIP ACTIVATIONS

The OHS Safety Snowman and a fellow street team member were on-site at six (6) partnership activations throughout December.

## MEDIA OUTREACH

OHS developed a SFH awareness press release and distributed it statewide, in addition to publication on the Governor's Information Center (GIC) website and on the ArriveAliveDE.com newsfeed for local and regional coverage.

More than nine (9) media placements were secured highlighting the SFH campaign, which generated over 400K in reach and worth approximately \$20K+ in ad value.

## AMBASSADORS OF SAFETY VIDEOS

### PROJECT CODE: OHVD21-01

**PROJECT DESCRIPTION:** OHS coordinated an Ambassadors of Safety Video Series FY 2021 to reach the target audience(s) through Delaware law enforcement officers and traffic safety partners. OHS will continue to develop the series in FY 2022 with members of the Delaware law enforcement community and traffic safety partners. The FY 2021 video series originally included the production of speed and pedestrian-related traffic safety topic videos. However, due to production and scheduling challenges, they will be produced in FY 2022.



In FY 2021, OHS produced three Ambassadors of Safety videos:

- Occupant Protection/Distracted Driving in partnership with Lieutenant Anthony Mendez, Delaware State Police
- Impaired Driving (Drug Recognition Enforcement) in partnership with Sergeant Nick DiSciullo, Dagsboro Police Department
- Motorcycle Safety Awareness, in partnership with Andrea Jonaitis, RiderCoach, DMV Motorcycle Training Courses.

Each video launched during a relevant road safety mobilization, promoted through all social media platforms, and all videos reside on the ArriveAliveDE.com Ambassadors of Safety Video webpage to drive users to one centralized destination.

The launch of the Ambassadors of Safety video series in FY 2021 introduced more heartfelt, genuine highway safety storytelling into the OHS engagement strategy, building greater awareness for the state's traffic safety community.

The branded video series was designed as a set of 1-2-minute episodes dedicated to one road safety topic and explored the level of coordination that occurs across Delaware and its traffic safety partners to keep roadways safe for all residents and visitors.

## ARRIVE ALIVE DE WEBSITE

### PROJECT CODE: OHWS21-01

**PROJECT DESCRIPTION:** In FY 2020, OHS redesigned its highway safety website, <https://www.arrivealivede.com/>. The redesigned website provides a holistic web platform that delivers valuable safety resources and interactive tools across the nine road safety topics determined to be the priority areas by rigorous analyses of crash data and trends. These include Seat Belt Safety, Distracted Driving, Impaired Driving, Drugged Driving, Speeding, Pedestrian Safety, Child Passenger Safety, Motorcycle Safety, and Teen Driver Safety. By creating synergy between social media and ArriveAliveDE.com, the new website is designed as a single, dynamic platform to expand road safety conversations, build an online safety community, keep our target audiences engaged longer, and drive behavior change.

### WEBSITE SUCCESS MEASUREMENT:

Immediately following the official ArriveAliveDE.com launch, the website garnered approximately 54,000 page views from promotion through digital marketing and social media outreach. To elevate the digital platform beyond the traditional one-size-fits-all website, visitors can select one of five user roles to tailor their experience to the safety content they desire most. Current user roles offered include *Driver*, *Pedestrian*, *Parent*, *Teen Driver*, and *Motorcycle Rider*.

Each dedicated road safety page includes a strategic and diverse set of content, including the latest fatality and crash data, driver and passenger tips, common myths, safety calculators, quizzes, social norming, distance-calculation tools, and interactive user-friendly tools. In addition, instructional videos and statewide resources are published on the website to enhance visitor knowledge and skills. During FY 2021, a first-of-its-kind interactive heat map tool – the ArriveAliveDE Visualizer – was engineered to bring immediate awareness to the prevalence of unrestrained crashes, pedestrian collisions, and DUI-involved crashes in Delaware. Through social media campaigns, press releases, and media interviews, visitors have been driven to the ArriveAliveDE Visualizer tools, enhancing social media engagement, website visitors, and page views, all intending to inform and positively affect behavior change.

To ensure the promotion of OHS's full public offering, site pages were developed for News, Events, and OHS's branded video series, Ambassadors of Safety – which shares the compelling stories of our traffic and road safety partners. The website is built with a robust content management system, allowing updates to efficiently be made and ensure highway safety content is timely, relevant, and in sync with broader public awareness efforts.

### FY 2021 SOCIAL MEDIA EFFORTS:

**PROJECT CODE: PROJECT CODES ARE LISTED IN THE SOCIAL MEDIA PROJECT DESCRIPTIONS FOR EACH PRIORITY AREA.**

### OVERVIEW:

In FY 2018, OHS recognized a significant opportunity to engage with Delawareans more effectively about road safety through social media. At the time, social media usage had rapidly gained in popularity, and the marketing medium provided an optimal environment to reach our primary target audience and compel males between the ages of 18 and 34 to think about, and ultimately change, poor driving behaviors associated with crashes along Delaware roadways. OHS developed the multi-pronged, holistic approach to enhance road safety conversations with Delawareans, while increasing mission awareness and brand recognition.

### OBJECTIVE:

Achieve more relevant and impactful engagement with OHS' target audiences by creating an industry-leading social media and digital road safety experience. Provide indisputable reasons to change driver behaviors across the State's primary road safety topics to reduce fatalities and crashes along roadways, including seat belt safety, distracted driving, impaired driving, speeding, pedestrian safety, motorcycle safety, child passenger safety, and teen driver safety.

## STRATEGIC APPROACH:

Each year, OHS critically evaluates its social media and digital engagement strategies to better develop annual plans and understand the target audience's wants/needs including recent evolutions. OHS found that users expect brands to be engaging and responsive and lead educational and outreach initiatives that drive community enrichment. Users are looking to be entertained and informed versus lectured and identify storytelling as the preferred delivery method. Additionally, at the same time, users communicated a desire for more video content on social media and digital platforms, demonstrating 95% message retention when engaged through this format. Recognizing the significance of this inflection point, OHS sought to create an industry-leading highway safety digital experience to provide Delawareans with more impactful reasons to change their driving behaviors, thus further reducing fatalities and crashes on state roadways.

OHS's multi-pronged approach to social media and digital outreach has been evaluated and has evolved since its conception in FY 2018 to address the latest traffic crash data, the most recent advancements to social media platforms, and emerging trends/preferences of our target audiences. With Facebook, Instagram, and Twitter providing access to 640,000 Delawareans between the ages of 18 and 65, OHS is continuously exploring ways to broaden the reach of its road safety messages and optimize user impact. Snapchat and TikTok were added to the social media platform lineup in FY 2020 to enhance information dissemination to the State's youngest drivers and passengers. Both platforms do not currently allow performance tracking. As OHS's follower and engagement growth annually improves, the data tracking ability will be granted with each of these platforms.

OHS utilizes a broad set of analytics to evaluate its engagement strategies across the social media platforms and inform messaging and visual development of all social media content in consideration of target audience behaviors and preferences. The following table provides an overview of the key performance indicators OHS uses to measure successes and identify new opportunities on its social media platforms. This snapshot demonstrates that rates for impressions, engagements, and follower growth exceeded those of the past three years.

<b>IMPRESSIONS</b> <i>The number of times our content was displayed to a user during the reporting period.</i>	<b>FY 2018</b> (10/2017 – 9/2018)	<b>FY 2019</b> (10/2018 – 9/2019)	<b>FY 2020*</b> (10/2019 – 9/2020)	<b>FY 2021</b> (10/2020 – 9/30/2021)
<b>Facebook</b> 	2,604,707	8,731,141	12,050,783	14,957,462
<b>Instagram</b> 	25,171	136,275	1,200,656	2,244,156
<b>Twitter</b> 	331,517	582,290	416,740	357,420
<b>ENGAGEMENTS</b> <i>The number of times that users reacted to, commented on, shared, or clicked on our posts during the reporting period.</i>	<b>FY 2018</b> (10/2017 – 9/2018)	<b>FY 2019</b> (10/2018 – 9/2019)	<b>FY 2020*</b> (10/2019 – 9/2020)	<b>FY 2021</b> (10/2020 – 9/30/2021)
<b>Facebook</b> 	27,774	92,991	125,472	339,116
<b>Instagram</b> 	2,904	3,390	2,878	3,388
<b>Twitter</b> 	4,387	6,857	2,919	1,992
<b>FOLLOWERS</b> <i>The number of users that have opted-in to "follow" our social pages and will receive our updates in their news feed.</i>	<b>FY 2018</b> (10/2017 – 9/2018)	<b>FY 2019</b> (10/2018 – 9/2019)	<b>FY 2020*</b> (10/2019 – 9/2020)	<b>FY 2021</b> (10/2020 – 9/20/2021)
<b>Facebook</b> 	10,776	11,649	12,013	12,480
<b>Instagram</b> 	1,211	1,246	1,399	1,786
<b>Twitter</b> 	5,426	5,611	5,851	5,939

In addition to increasing followership across all platforms, OHS also saw a 91% increase in engagements on Facebook, up to 339,116 in FY 2021 from 125,472 in FY 2020. Impressions across all Facebook and Instagram increased by 4,150,179 and Twitter saw a decrease in impressions from 416,740 in FY 2020 by 59,320 to 357,420. Emphasis shifted to Facebook, Instagram, Snapchat, and TikTok, where our audience was more likely to engage with OHS social media and digital advertising content.

OHS will continue to stay at the forefront of new trends, approaches, and technologies to make its social media presence more meaningful and memorable to its target audiences, drive users to the ArriveAliveDE website, and ultimately move the needle on Delaware roadway fatalities with behavioral change.



The ArriveAliveDE homepage has many engaging traffic safety topics to encourage safe driving behaviors.

## OPPORTUNISTIC PAID MEDIA OUTREACH

### PROJECT CODE: OPM021-01

**PROJECT DESCRIPTION:** OHS coordinated education and outreach campaigns coinciding with various driving enforcement and programming initiatives throughout FY 2021. OHS worked to develop the FY 2021 marketing and communications campaign strategy to include a new opportunistic paid media outreach project line for highway safety traffic initiatives which are not traditionally included in the annual communications plan but support overall traffic safety initiatives.

### NATIONAL SECURE YOUR LOAD DAY:

National Secure Your Load Day is annually recognized on June 6th. The campaign emphasizes drivers securing their cargo with ropes and straps to keep whatever they are hauling from becoming loose, flying around, or worse, crashing through another motor vehicle's window(s) or vehicle.

*June 6th is Secure Your Load Day, a national reminder to secure your cargo as if someone you love is driving right behind you. Always tie down your loads, fastening large objects directly to the vehicle. Then cover everything with a tarp and sturdy cords.*

OHS developed a Secure Your Load Day social media campaign that launched across Facebook, Twitter, and Instagram on June 4th, 2021, in advance of the annually recognized awareness day. The campaign resulted in overall 934 impressions, 598 in reach, and 34 engagements.





## PROGRAM AREA | PLANNING AND ADMINISTRATION



### GENERAL OPERATING EXPENSES

#### PROJECT CODE: OHHG21-01

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

### OFFICE SUPPLIES

#### PROJECT CODE: OHHE21-01

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

### TECHNOLOGY INITIATIVES

#### PROJECT CODE: OHHH21-01

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

### ADMINISTRATIVE STAFF AND SALARIES

#### PROJECT CODES: OHAA21-01, OHAB21-01

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

**TRAVEL AND TRAINING**

**PROJECT CODE: OHHD21-01**

**DESCRIPTION:** In FY 2021, after travel restrictions were lifted due to the COVID-19 Public Health Emergency, the Office of Highway Safety used travel and training funds to support OHS staff who attended training and conferences throughout the year or served on boards or committees requiring attendance.

**ASSESSMENT OF STATE PROGRESS**

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

**PLANNING AND ADMINISTRATION PROJECTS NOT IMPLEMENTED:**

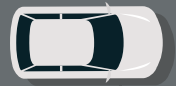
**AUDIT FEES**

**PROJECT CODE: OHHA21-01**

**DESCRIPTION:** Audit fees are used when the Office of Highway Safety is required to participate in a state-mandated audit. An audit was not conducted in FY 2021.



## COMPREHENSIVE TRAFFIC SAFETY PROGRAM



### SALARIES / BENEFITS FOR OHS STAFF

#### **PROJECT CODES: OHCP21-01, OHCO21-01, OHCM21-01, OHCD21-01**

**DESCRIPTION:** Salaries and benefits are provided for staff members who work in multiple program areas. This includes two Management Analyst III positions, one of which was reclassified to a Planner IV position during FY21. These positions manage Pedestrian, Motorcycle, Traffic Records, Distracted Driving, Occupant Protection (including Child Passenger Safety), Speed Management, and Teen-related projects; a Planning Supervisor who serves as the Deputy Director and manages the Impaired Driving Program; and a Marketing Specialist II, who is also responsible for the corporate partner program, management of media relations contracts, and all paid and earned media. The Occupant Protection program manager position is funded 50% Federally and 50% by the State of Delaware.

### ANTICIPATED PROJECT PROPOSALS

#### **PROJECT CODE: OHPP21-01**

**DESCRIPTION:** OHS uses a project proposal method to receive funding requests throughout the year. The process is open-ended, and proposals can be submitted at any time. These requests are typically non-enforcement, though special enforcement requests are considered as well. It is paramount that funds be set aside and available for those proposals that are data-driven and assist in reaching identified traffic safety targets. Funds were reallocated from this project line and assigned to new project codes as OHS received and approved project proposals. Therefore, no funds were spent from OHPP21-01.

### ELECTRONIC GRANTS SYSTEM

#### **PROJECT CODE: OHGS21-01**

**DESCRIPTION:** Partnering with the Department of Safety and Homeland Security - Office of the Secretary (OSEC), OHS contracted through the Delaware Department of Technology and Information (DTI) to create an electronic grants system. This system allows grant sub-recipients to conduct their transactions with OHS electronically. Funds were used for maintenance and licensing during FY 2021.

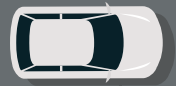
HIGHWAY SAFETY PLAN DESIGN AND PUBLISHING

**PROJECT CODE: HSPD21-01**

**DESCRIPTION:** OHS partnered with Whitman, Requardt, & Associates (WRA) to assist in the development of the FY 2022 Highway Safety Plan. WRA provided graphic design, editing, and formatting services for publishing and submission.



## CORPORATE PARTNER PROGRAM



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

#### PROJECT CODE: OHOF21-01

**DESCRIPTION:** OHS provides corporate partners with a monthly bundle package including the Traffic Safety Newsletter and a drop-in newsletter article. Other materials such as PowerPoint presentations, fact sheets, and additional information are sent to partners for their use via e-mail. Traffic Safety News (TSN) is a monthly e-newsletter discussing the topic reflecting the major campaign for the given month. This newsletter is distributed to all partners and coincides with accompanying media sent to all participants. The TSN contains statistics, facts, and helpful tips. The monthly mailings are provided at no cost to our partners. The number and type of materials received are based on the needs of the organization, the number of employees and clients, and availability. Due to the COVID-19 Public Health Emergency, OHS decided to not mail supplies and were unable to hold either bi-annual corporate partner meeting. No funds were spent out of this project in FY 2021.

### CORPORATE PARTNER OUTREACH COORDINATOR

#### PROJECT CODE: CORP21-01

**DESCRIPTION:** OHS has a Corporate Outreach Program that is managed by the Corporate Partner Outreach Coordinator. The program works to reach the thousands of Delawareans employed throughout the state with traffic safety messaging. Corporate partners work closely with OHS to evaluate the effectiveness of outreach efforts, offer suggestions, participate in planning events and deliver program messaging to their respective audience. OHS coordinates bi-annual meetings with our corporate partners for collaboration and information sharing. This position was transitioned to the Traffic Safety Outreach Coordinator in FY2021.

### TRAFFIC SAFETY OUTREACH COORDINATOR

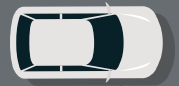
#### PROJECT CODE: TSOC21-01

**DESCRIPTION:** OHS transitioned the Corporate Partner Coordinator to the Traffic Safety Outreach Coordinator. This position is responsible for the developing the Traffic Safety Newsletter, managing the Corporate Outreach Program, handling public information officer responsibilities, and creating social media content as needed.





# FINANCIAL SUMMARY



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

State: Delaware

Page: 1

2021-FINAL  
 Posted: 12/17/2021

Report Date: 12/17/2021

Program Area	Project	Description	Obligation Limitation	Carry Fwd	Obligated Funds	Expended Funds	Carried Fwd into Next FY	Unobligated Balance	Unexpended Balance	
<b>154 Transfer Funds</b>										
<b>154 Alcohol</b>										
	154AL-2021-AA-TR-10	Impaired Driving Travel/Training FY18			\$3,398.58	\$3,398.58	\$ .00		\$ .00	
	154AL-2021-AA-TS-10	Impaired Driving Travel/Training FY20			\$3,482.42	\$3,482.42	\$21,517.58		\$ .00	
	154AL-2021-AC-AB-09	Drive Sober or Get Pulled Over Enforceme			\$ .00	\$ .00	\$1,040.00		\$ .00	
	154AL-2021-AC-AB-12	DSP DUI Mentoring Program FY19			\$340.71	\$340.71	\$14,447.28		\$ .00	
	154AL-2021-AC-AB-13	Columbus Day Checkpoint FY19			\$ .00	\$ .00	\$30,000.00		\$ .00	
	154AL-2021-AC-AB-14	Halloween DUI Patrols FY19			\$19,097.20	\$19,097.20	\$9,722.80		\$ .00	
	154AL-2021-AC-AB-15	FY20 Thanksgiving Checkpoint FY19			\$22,349.94	\$22,349.94	\$8,150.06		\$ .00	
	154AL-2021-AC-AB-16	Safe Family Holiday DUI Patorls FY19			\$35,868.84	\$35,868.84	\$14,231.16		\$ .00	
	154AL-2021-AC-AB-17	Super Bowl DUI Patrols FY19			\$6,694.44	\$6,694.44	\$2,137.56		\$ .00	
	154AL-2021-AC-AC-01	Super Bowl DUI Patrols FY20			\$9,960.25	\$9,960.25	\$5,007.75		\$ .00	
	154AL-2021-AC-AC-02	St. Patrick's Day DUI Patrols FY20			\$27,174.51	\$27,174.51	\$3,765.49		\$ .00	
	154AL-2021-AC-AC-03	April DUI Patrols FY20			\$17,051.53	\$17,051.53	\$4,448.47		\$ .00	
	154AL-2021-AC-AC-04	Memorial Day Checkpoint FY20			\$ .00	\$ .00	\$30,500.00		\$ .00	
	154AL-2021-AC-AC-05	June DUI Patrols FY20			\$24,531.10	\$24,531.10	\$10,308.90		\$ .00	
	154AL-2021-AC-AC-06	July 4th DUI Checkpoint FY20			\$21,831.45	\$21,831.45	\$8,668.55		\$ .00	
	154AL-2021-AC-AC-07	July DUI Patrols FY20			\$21,967.61	\$21,967.61	\$9,972.39		\$ .00	
	154AL-2021-AC-AC-08	Drive Sober or Get Pulled Over FY20			\$32,321.09	\$32,321.09	\$18,358.91		\$ .00	
	154AL-2021-AC-AC-09	Labor Day Checkpoint FY20			\$20,947.54	\$20,947.54	\$9,552.46		\$ .00	
	154AL-2021-DA-AA-10	DUI Court Transdermal Monitoring FY19			\$ .00	\$ .00	\$32,401.09		\$ .00	
	154AL-2021-DA-AB-10	DUI Equipment FY19			\$71,418.34	\$71,418.34	\$29,917.68		\$ .00	
	154AL-2021-DA-AC-10	Anticipated Projects FY19			\$ .00	\$ .00	\$125,997.04		\$ .00	
	154AL-2021-DA-BC-10	Anticipated Projects FY20			\$ .00	\$ .00	\$385,413.98		\$ .00	
	154AL-2021-DA-BD-10	Anticipated Projects FY21			\$ .00	\$ .00	\$1,007,813.00		\$ .00	
	<b>154 Alcohol Total</b>				<b>\$338,435.55</b>	<b>\$338,435.55</b>	<b>\$1,783,372.15</b>		<b>\$ .00</b>	
<b>154 Paid Media</b>										
	154PM-2021-AC-AF-00	DUI Alcohol Paid Media FY18			\$64,194.00	\$64,194.00	\$ .00		\$ .00	
	154PM-2021-DA-PN-10	DUI Alcohol Paid Media FY20			\$328,950.00	\$328,950.00	\$ .00		\$ .00	
	154PM-2021-DA-PO-10	DUI Alcohol Paid Media FY21			\$41,387.61	\$41,387.61	\$144,459.39		\$ .00	
	<b>154 Paid Media Total</b>				<b>\$434,531.61</b>	<b>\$434,531.61</b>	<b>\$144,459.39</b>		<b>\$ .00</b>	
	<b>154 Transfer Funds Total</b>				<b>\$1,193,660.00</b>	<b>\$1,507,138.70</b>	<b>\$772,967.16</b>	<b>\$772,967.16</b>	<b>\$1,927,831.54</b>	<b>\$ .00</b>
	<b>FAST Act NHTSA 402</b>									
	<b>Planning and Administration</b>									

PA-2021-OH-AA-10	Accountant Salary, Christine Gannon FY2	\$28,293.80	\$28,293.80	\$6,706.20	\$ .00
PA-2021-OH-AB-10	Administrative Assistant FY21	\$24,066.82	\$24,066.82	\$18,933.18	\$ .00
PA-2021-OH-HA-10	AUDIT FEES FY21	\$ .00	\$ .00	\$20,000.00	\$ .00
PA-2021-OH-HD-10	Travel/Training FY21	\$6,957.95	\$6,957.95	\$33,042.05	\$ .00
PA-2021-OH-HE-10	Technology Enhancements FY21	\$818.25	\$818.25	\$9,181.75	\$ .00
PA-2021-OH-HG-10	General Operating Expenses FY21	\$26,061.46	\$26,061.46	\$3,938.54	\$ .00
PA-2021-OH-HH-10	General Office Supplies FY21	\$8,216.88	\$8,216.88	\$6,783.12	\$ .00
<b>Planning and Administration Total</b>		<b>\$94,415.16</b>	<b>\$94,415.16</b>	<b>\$98,584.84</b>	<b>\$ .00</b>
<b>Motorcycle Safety</b>					
MC-2021-OH-MA-10	April/May Motorcycle Enf. FY21	\$15,000.16	\$15,000.16	\$3,099.84	\$ .00
MC-2021-OH-MA-20	OC Bike Week Enforcement FY21	\$10,295.11	\$10,295.11	\$5,224.89	\$ .00
<b>Motorcycle Safety Total</b>		<b>\$25,295.27</b>	<b>\$25,295.27</b>	<b>\$8,324.73</b>	<b>\$ .00</b>
<b>Pedestrian/Bicycle Safety</b>					
PS-2021-OH-PA-10	October Ped. Education Enf. FY21	\$30,875.98	\$30,875.98	\$ .00	\$ .00
PS-2021-OH-PA-20	Safe Family Holiday PED Enforcement FY2	\$30,309.23	\$30,309.23	\$ .00	\$ .00
PS-2021-OH-PA-30	February Ped. Enforcement/Education FY21	\$25,009.33	\$25,009.33	\$925.46	\$ .00
PS-2021-PE-AS-01	Pedestrian Safety Program Assessment FY2	\$ .00	\$ .00	\$ .00	\$ .00
<b>Pedestrian/Bicycle Safety Total</b>		<b>\$86,194.54</b>	<b>\$86,194.54</b>	<b>\$925.46</b>	<b>\$ .00</b>
<b>Police Traffic Services</b>					
PT-2021-CR-US-10	CRU Event Data Recorder Training FY21	\$4,975.00	\$4,975.00	\$ .00	\$ .00
PT-2021-DT-SL-10	Drive to Save Lives FY21	\$19,797.58	\$19,797.58	\$5,082.42	\$ .00
PT-2021-HS-PD-10	Highway Safety Plan Design and Publishin	\$7,692.94	\$7,692.94	\$4,870.07	\$ .00
PT-2021-OH-BB-10	Highway Safety Conference FY21	\$1,500.00	\$1,500.00	\$23,500.00	\$ .00
PT-2021-OH-BL-10	LEL Salary - John Horsman FY21	\$34,749.41	\$34,749.41	\$5,250.59	\$ .00
PT-2021-OH-OS-10	Fall 2020 OP/Distracted Enforcement FY21	\$36,251.57	\$36,251.57	\$3,588.51	\$ .00
PT-2021-OH-OS-20	Safe Family Holiday OP/DD Enforcement F	\$ .00	\$ .00	\$ .00	\$ .00
PT-2021-OH-OS-30	Winter OP/Distracted Enforcement FY21	\$46,760.30	\$46,760.30	\$3,599.70	\$ .00
PT-2021-OH-OS-40	Summer OP/DD Enforcement FY21	\$49,419.60	\$49,419.60	\$880.40	\$ .00
PT-2021-SB-US-10	Troop 5 School Bus Enforcement FY21	\$2,425.97	\$2,425.97	\$374.03	\$ .00
<b>Police Traffic Services Total</b>		<b>\$203,572.37</b>	<b>\$203,572.37</b>	<b>\$47,145.72</b>	<b>\$ .00</b>
<b>Community Traffic Safety Project</b>					
CP-2021-CO-RP-10	Corporate Partner Outreach Coordinator F	\$16,282.22	\$16,282.22	\$8,717.78	\$ .00
CP-2021-OH-CD-10	Deputy Director/Imp Driving Coordinator	\$85,364.90	\$85,364.90	\$4,735.10	\$ .00
CP-2021-OH-CM-10	Marketing Specialist - Cynthia Cavett FY	\$69,726.40	\$69,726.40	\$3,873.60	\$ .00
CP-2021-OH-CO-10	OP Coordinator Salary - Sarah Cattie FY2	\$42,363.47	\$42,363.47	\$2,636.53	\$ .00
CP-2021-OH-CP-10	Management Analyst III - Jackie McDermot	\$79,511.46	\$79,511.46	\$6,188.54	\$ .00
CP-2021-OH-GS-10	Electronics Grants System FY21	\$10,121.40	\$10,121.40	\$19,878.60	\$ .00
CP-2021-OH-OF-10	Corporate Partners Materials FY21	\$ .00	\$ .00	\$15,000.00	\$ .00
CP-2021-OH-PP-10	Anticipated Projects FY21	\$ .00	\$ .00	\$599,452.73	\$ .00
CP-2021-PT-OP-10	Peer to Peer Teen Program FY21	\$ .00	\$ .00	\$15,000.00	\$ .00
CP-2021-TS-OC-10	Traffic Safety Outreach Coordinator FY21	\$6,083.11	\$6,083.11	\$3,916.89	\$ .00
<b>Community Traffic Safety Project Total</b>		<b>\$309,452.96</b>	<b>\$309,452.96</b>	<b>\$679,399.77</b>	<b>\$ .00</b>
<b>Speed Enforcement</b>					
SE-2021-DS-PD-10	DSP Troop 2 Speed Enforcement FY21	\$5,596.95	\$5,596.95	\$ .00	\$ .00
SE-2021-DS-PD-20	DSP SR1 Slow Down FY21	\$8,867.45	\$8,867.45	\$1,212.55	\$ .00
SE-2021-JS-PD-10	DSP/Newark Joint Speed Enf. FY21	\$4,891.74	\$4,891.74	\$ .00	\$ .00
SE-2021-SP-ED-10	November Speed Enforcement FY21	\$17,628.81	\$17,628.81	\$3,231.19	\$ .00

## FINANCIAL SUMMARY

SE-2021-SP-ED-20	Safe Family Holiday Enforcement FY21	\$18,947.60	\$18,947.60	\$ .00	\$ .00
SE-2021-SP-ED-30	January Speed Enf. FY21	\$17,015.54	\$17,015.54	\$ .00	\$ .00
SE-2021-SP-ED-40	May Speed Enforcement FY21	\$16,979.10	\$16,979.10	\$3,740.90	\$ .00
SE-2021-SP-ED-50	August Speed Enforcement FY21	\$98,276.44	\$98,276.44	\$10,063.56	\$ .00
SE-2021-SP-ED-60	September Speed Enf. FY21	\$12,812.92	\$12,812.92	\$2,707.08	\$ .00
<b>Speed Enforcement Total</b>		<b>\$201,016.55</b>	<b>\$201,016.55</b>	<b>\$20,955.28</b>	<b>\$ .00</b>
<b><i>Paid Advertising</i></b>					
PM-2021-OH-CT-10	OP Paid Media/Outreach FY21	\$100,000.00	\$100,000.00	\$ .00	\$ .00
PM-2021-OH-MM-10	Motorcycle Paid Media/Outreach FY21	\$97,143.30	\$97,143.30	\$2,903.70	\$ .00
PM-2021-OH-OD-10	Communication Campaign for OP/Distracted	\$226,743.34	\$226,743.34	\$50,361.66	\$ .00
PM-2021-OH-PM-10	Pedestrian Safety PM/Outreach FY21	\$142,810.00	\$142,810.00	\$ .00	\$ .00
PM-2021-OH-SO-10	Speed Paid Media FY21	\$ .00	\$ .00	\$ .00	\$ .00
PM-2021-OH-SP-10	Speed Paid Media FY21	\$184,545.10	\$184,545.10	\$29.02	\$ .00
PM-2021-OH-VD-10	Safety Ambassadors Video Project FY21	\$79,330.00	\$79,330.00	\$ .00	\$ .00
PM-2021-OH-WS-10	Arrive Alive DE Website Redesign FY21	\$72,290.00	\$72,290.00	\$23,010.00	\$ .00
PM-2021-OP-MO-10	Opportunistic Paid Media Outreach FY21	\$5,000.00	\$5,000.00	\$5,000.00	\$ .00
PM-2021-PM-DD-10	Distracted Driving Paid Media/Outreach F	\$23,335.00	\$23,335.00	\$ .00	\$ .00
PM-2021-SF-AM-10	Safe Family Holiday PM/Outreach FY21	\$144,239.11	\$144,239.11	\$72,341.86	\$ .00
PM-2021-TE-DR-10	Teen Driver Paid Media FY21	\$54,462.50	\$54,462.50	\$42,122.50	\$ .00
<b>Paid Advertising Total</b>		<b>\$1,129,898.35</b>	<b>\$1,129,898.35</b>	<b>\$195,768.74</b>	<b>\$ .00</b>
<b><i>Distracted Driving</i></b>					
DD-2021-OH-DA-10	April Distracted Driving Enforcement FY2	\$40,979.68	\$40,979.68	\$11,090.14	\$ .00
<b>Distracted Driving Total</b>		<b>\$40,979.68</b>	<b>\$40,979.68</b>	<b>\$11,090.14</b>	<b>\$ .00</b>
<b>FAST Act NHTSA 402 Total</b>		<b>\$2,204,737.50</b>	<b>\$948,282.06</b>	<b>\$2,090,824.88</b>	<b>\$2,090,824.88</b>
<b>FAST Act 405b OP High</b>				<b>\$1,062,194.68</b>	<b>\$ .00</b>
<b><i>405b High HVE</i></b>					
M1HVE-2021-BC-AA-10	CIOT Enforcement FY19	\$33,218.16	\$33,218.16	\$5,315.30	\$ .00
M1HVE-2021-CI-EA-10	CIOT Enforcement FY20	\$46,028.91	\$46,028.91	\$10,691.09	\$ .00
M1HVE-2021-CI-EB-10	CIOT Enforcement FY21	\$ .00	\$ .00	\$58,116.27	\$ .00
M1HVE-2021-CI-SP-10	DSP CIOT Enforcement FY21	\$18,917.93	\$18,917.93	\$4,362.07	\$ .00
<b>405b High HVE Total</b>		<b>\$98,165.00</b>	<b>\$98,165.00</b>	<b>\$78,484.73</b>	<b>\$ .00</b>
<b><i>405b High Training</i></b>					
M1TR-2021-BB-AL-10	CPS Training FY18	\$472.66	\$472.66	\$ .00	\$ .00
M1TR-2021-BC-AB-10	CPS Training FY19	\$4,159.38	\$4,159.38	\$55.10	\$ .00
M1TR-2021-TR-AA-10	CPS Training FY20	\$2,102.66	\$2,102.66	\$2,819.21	\$ .00
M1TR-2021-TR-AB-10	CPS Training FY21	\$ .00	\$ .00	\$15,000.00	\$ .00
<b>405b High Training Total</b>		<b>\$6,734.70</b>	<b>\$6,734.70</b>	<b>\$17,874.31</b>	<b>\$ .00</b>
<b><i>405b High Community CPS Services</i></b>					
M1CPS-2021-BC-AC-10	Fitting Station Supplies FY19	\$3,766.32	\$3,766.32	\$448.16	\$ .00
M1CPS-2021-BE-AE-10	Fitting Station Supplies FY18	\$7,322.30	\$7,322.30	\$ .00	\$ .00
M1CPS-2021-SA-LA-10	Fitting Station Coordinators Salaries FY	\$16,304.43	\$16,304.43	\$ .00	\$ .00
M1CPS-2021-SA-LB-10	Fitting Station Coordinators Salaries FY	\$30,608.02	\$30,608.02	\$19,391.98	\$ .00
M1CPS-2021-SU-PA-10	Fitting Station Supplies FY20	\$ .00	\$ .00	\$5,500.00	\$ .00
M1CPS-2021-SU-PB-10	Fitting Station Supplies FY21	\$ .00	\$ .00	\$14,257.44	\$ .00
<b>405b High Community CPS Services Total</b>		<b>\$58,001.07</b>	<b>\$58,001.07</b>	<b>\$39,597.58</b>	<b>\$ .00</b>
<b><i>405b OP High</i></b>					
M1X-2021-CL-VD-10	Click4Life Video Project FY18	\$5,371.25	\$5,371.25	\$ .00	\$ .00



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M1X-2021-SR-VA-10	Seat Belt Survey FY18		\$10,984.16	\$10,984.16	\$.00		\$.00
M1X-2021-SR-VB-10	Seat Belt Survey FY19		\$6,979.79	\$6,979.79	\$.00		\$.00
M1X-2021-SR-VC-10	Seat Belt Survey FY20		\$26,986.05	\$26,986.05	\$9,013.95		\$.00
M1X-2021-SR-VD-10	Seat Belt Survey FY21		\$.00	\$.00	\$25,000.00		\$.00
<b>405b OP High Total</b>			<b>\$50,321.25</b>	<b>\$50,321.25</b>	<b>\$34,013.95</b>		<b>\$.00</b>
<b>405b High Paid Advertising</b>							
M1*PM-2021-BC-AE-10	OP Paid Media/Outreach FY19		\$135,000.00	\$135,000.00	\$.00		\$.00
M1*PM-2021-PM-OA-10	OP Paid Media/Outreach FY20		\$92,835.15	\$92,835.15	\$32,164.85		\$.00
M1*PM-2021-PM-OB-10	OP Paid Media/Outreach FY21		\$.00	\$.00	\$125,000.00		\$.00
<b>405b High Paid Advertising Total</b>			<b>\$227,835.15</b>	<b>\$227,835.15</b>	<b>\$157,164.85</b>		<b>\$.00</b>
<b>405b High Match</b>							
M1MATCH-2021-00-00-00	40B Match, FY 18, 19, 20, 21		\$.00	\$.00	\$.00		\$.00
<b>405b High Match Total</b>			<b>\$.00</b>	<b>\$.00</b>	<b>\$.00</b>		<b>\$.00</b>
<b>FAST Act 405b OP High Total</b>		<b>\$287,373.71</b>	<b>\$480,818.88</b>	<b>\$441,057.17</b>	<b>\$441,057.17</b>	<b>\$327,135.42</b>	<b>\$.00</b>
<b>FAST Act 405c Data Program</b>							
<b>405c Data Program</b>							
M3DA-2021-CA-BA-10	QA/QC E-Crash FY18		\$25,854.29	\$25,854.29	\$.00		\$.00
M3DA-2021-CA-BB-10	QA/QC E-Crash FY19		\$96,145.90	\$96,145.90	\$11,017.28		\$.00
M3DA-2021-CA-BC-10	QA/QC E-Crash FY20		\$.00	\$.00	\$150,000.00		\$.00
M3DA-2021-CA-BD-10	QA/QC E-Crash FY21		\$.00	\$.00	\$152,916.69		\$.00
M3DA-2021-CA-CA-10	TRCC Strategic Plan Implementation FY18		\$2,049.86	\$2,049.86	\$.00		\$.00
M3DA-2021-CA-CB-10	TRCC Strategic Plan Implementation FY19		\$5,541.38	\$5,541.38	\$4,458.62		\$.00
M3DA-2021-CA-CC-10	TRCC Strategic Plan Implementation FY20		\$.00	\$.00	\$20,000.00		\$.00
M3DA-2021-CA-CD-10	TRCC Strategic Plan Implementation FY21		\$.00	\$.00	\$40,000.00		\$.00
M3DA-2021-CB-AB-10	Anticipated Projects FY20		\$.00	\$.00	\$59,407.89		\$.00
M3DA-2021-CB-AD-10	Anticipated Projects FY21		\$.00	\$.00	\$45,971.77		\$.00
M3DA-2021-DA-TB-10	DATA Analyst Salary FY19		\$24,284.03	\$24,284.03	\$.00		\$.00
M3DA-2021-DA-TC-10	DATA Analyst Salary FY20		\$34,063.68	\$34,063.68	\$45,936.32		\$.00
M3DA-2021-DA-TD-10	DATA Analyst Salary FY21		\$.00	\$.00	\$80,000.00		\$.00
M3DA-2021-DD-OT-10	CARS Enhancements FY19		\$.00	\$.00	\$808.26		\$.00
M3DA-2021-DE-LJ-10	Traffic Supplement Report Integration FY		\$8,665.00	\$8,665.00	\$.00		\$.00
<b>405c Data Program Total</b>			<b>\$196,604.14</b>	<b>\$196,604.14</b>	<b>\$610,516.83</b>		<b>\$.00</b>
<b>405c Match</b>							
M3MATCH-2021-00-00-00	405C Match - FY 18, 19, 20, 21		\$.00	\$.00	\$.00		\$.00
<b>405c Match Total</b>			<b>\$.00</b>	<b>\$.00</b>	<b>\$.00</b>		<b>\$.00</b>
<b>FAST Act 405c Data Program Total</b>		<b>\$318,888.46</b>	<b>\$488,232.51</b>	<b>\$196,604.14</b>	<b>\$196,604.14</b>	<b>\$610,516.83</b>	<b>\$.00</b>
<b>FAST Act 405d Impaired Driving Mid</b>							
<b>405d Mid Court Support</b>							
M5CS-2021-EC-AA-10	DUI COURT FY19		\$18,900.00	\$18,900.00	\$.00		\$.00
M5CS-2021-EC-AB-10	DUI COURT FY20		\$33,759.20	\$33,759.20	\$.10		\$.00
M5CS-2021-TS-RB-10	TSRP Program FY19		\$150,000.00	\$150,000.00	\$.00		\$.00
M5CS-2021-TS-RC-10	TSRP Program FY20		\$153,918.36	\$153,918.36	\$126,723.64		\$.00
<b>405d Mid Court Support Total</b>			<b>\$356,577.56</b>	<b>\$356,577.56</b>	<b>\$126,723.74</b>		<b>\$.00</b>
<b>405d Mid BAC Testing/Reporting</b>							
M5BAC-2021-AD-NG-10	DUI Blood Draw Program FY20		\$148,485.00	\$148,485.00	\$14,515.00		\$.00
M5BAC-2021-EA-QA-10	DUI Enforcement Equipment FY18		\$123,079.00	\$123,079.00	\$.00		\$.00
M5BAC-2021-TA-DC-10	DUI Court - Alcohol Monitoring FY18		\$34,752.00	\$34,752.00	\$.00		\$.00



M5BAC-2021-TA-DD-10	DUI Court - Alcohol Monitoring FY20		\$3,462.40	\$3,462.40	\$1,537.60		\$ .00
<b>405d Mid BAC Testing/Reporting Total</b>			<b>\$309,778.40</b>	<b>\$309,778.40</b>	<b>\$16,052.60</b>		<b>\$ .00</b>
<b>405d Mid Paid/Earned Media</b>							
M5PEM-2021-AD-AA-10	DUI Paid Media FY18		\$278,708.29	\$278,708.29	\$ .00		\$ .00
M5PEM-2021-AD-DA-10	DUI DRUG Paid Media FY18		\$114,484.72	\$114,484.72	\$ .00		\$ .00
M5PEM-2021-EA-PM-10	Impaired Paid Media FY19		\$21,936.63	\$21,936.63	\$ .00		\$ .00
M5PEM-2021-EA-PN-10	DUI Paid Media FY20		\$704.42	\$704.42	\$ .00		\$ .00
M5PEM-2021-EA-PO-10	DUI Paid Media FY21		\$107,905.84	\$107,905.84	\$42,094.16		\$ .00
<b>405d Mid Paid/Earned Media Total</b>			<b>\$523,739.90</b>	<b>\$523,739.90</b>	<b>\$42,094.16</b>		<b>\$ .00</b>
<b>405d Mid Training</b>							
M5TR-2021-ED-AG-10	Impaired Training FY19		\$2,179.10	\$2,179.10	\$25,719.80		\$ .00
<b>405d Mid Training Total</b>			<b>\$2,179.10</b>	<b>\$2,179.10</b>	<b>\$25,719.80</b>		<b>\$ .00</b>
<b>405d Impaired Driving Mid</b>							
M5X-2021-AD-AB-10	DRE Program FY18		\$81,098.39	\$81,098.39	\$ .00		\$ .00
M5X-2021-AD-AG-10	Anticipated Projects FY18		\$ .00	\$ .00	\$ .00		\$ .00
M5X-2021-DR-EA-10	DRE Program FY19		\$36,758.17	\$36,758.17	\$33,241.83		\$ .00
M5X-2021-DS-IM-10	DUI Simulator Project FY20		\$29,561.82	\$29,561.82	\$45,438.18		\$ .00
M5X-2021-EA-AA-10	Anticipated Projects FY19		\$ .00	\$ .00	\$121,652.37		\$ .00
M5X-2021-EA-AB-10	Anticipated Projects FY20		\$ .00	\$ .00	\$360,860.70		\$ .00
M5X-2021-EA-AC-10	Anticipated Projects FY21		\$ .00	\$ .00	\$990,566.26		\$ .00
M5X-2021-ID-SP-10	Impaired Driving Strategic Plan Update F		\$1,333.40	\$1,333.40	\$5,666.60		\$ .00
M5X-2021-TS-RA-10	TSRP Program FY18		\$ .00	\$ .00	\$ .00		\$ .00
<b>405d Impaired Driving Mid Total</b>			<b>\$148,751.78</b>	<b>\$148,751.78</b>	<b>\$1,557,425.94</b>		<b>\$ .00</b>
<b>405d Mid Match</b>							
M5MATCH-2021-00-00-00	405D FY 18, 19, 20, 21		\$ .00	\$ .00	\$ .00		\$ .00
<b>405d Mid Match Total</b>			<b>\$ .00</b>	<b>\$ .00</b>	<b>\$ .00</b>		<b>\$ .00</b>
<b>FAST Act 405d Impaired Driving Mid Total</b>		<b>\$1,140,566.26</b>	<b>\$1,968,476.72</b>	<b>\$1,341,026.74</b>	<b>\$1,341,026.74</b>	<b>\$1,768,016.24</b>	<b>\$ .00</b>
<b>FAST Act 405f Motorcycle Programs</b>							
<b>405f Motorcyclist Awareness</b>							
M9MA-2021-MC-PB-10	Motorcycle Paid Media/Outreach FY19		\$183.28	\$183.28	\$ .00		\$ .00
M9MA-2021-MC-PC-10	Motorcycle Paid Media/Outreach FY20		\$14,833.05	\$14,833.05	\$ .00		\$ .00
M9MA-2021-MC-PD-10	Motorcycle Paid Media/Outreach FY21		\$26,550.40	\$26,550.40	\$8,704.97		\$ .00
<b>405f Motorcyclist Awareness Total</b>			<b>\$41,566.73</b>	<b>\$41,566.73</b>	<b>\$8,704.97</b>		<b>\$ .00</b>
<b>405f Match</b>							
M9MATCH-2021-00-00-00	405F Match FY 19, 20 21		\$ .00	\$ .00	\$ .00		\$ .00
<b>405f Match Total</b>			<b>\$ .00</b>	<b>\$ .00</b>	<b>\$ .00</b>		<b>\$ .00</b>
<b>FAST Act 405f Motorcycle Programs Total</b>		<b>\$35,255.37</b>	<b>\$15,016.33</b>	<b>\$41,566.73</b>	<b>\$41,566.73</b>	<b>\$8,704.97</b>	<b>\$ .00</b>
<b>FAST Act 405h Nonmotorized Safety</b>							
<b>405h Law Enforcement</b>							
FHLE-2021-OH-PG-50	June Pedestrian FY19		\$ .00	\$ .00	\$18,223.99		\$ .00
FHLE-2021-OH-PH-10	June Pedestrian FY20		\$ .00	\$ .00	\$ .00		\$ .00
FHLE-2021-OH-PH-20	Summer Beach Pedestrian FY20		\$ .00	\$ .00	\$ .00		\$ .00
FHLE-2021-OH-PH-30	September Pedestrian FY20		\$ .00	\$ .00	\$ .00		\$ .00
FHLE-2021-OH-PH-40	Education/Enforcement FY20		\$32,039.32	\$32,039.32	\$3,352.52		\$ .00
FHLE-2021-OH-PI-10	Summer Beach Pedestrian Education/Enforc		\$9,378.09	\$9,378.09	\$3,230.07		\$ .00
FHLE-2021-OH-PI-20	May Pedestrian Education/Enforcement FY2		\$26,799.27	\$26,799.27	\$4,360.73		\$ .00

## FINANCIAL SUMMARY

FHLE-2021-OH-PI-30	July Pedestrian Education/Enforcement FY	\$31,701.15	\$31,701.15	\$3,818.85	\$ .00
<b>405h Law Enforcement Total</b>		<b>\$99,917.83</b>	<b>\$99,917.83</b>	<b>\$32,986.16</b>	<b>\$ .00</b>
<b>405h Public Education</b>					
FHPE-2021-PE-DP-10	Pedestrian Safety Paid Media Outreach F	\$64,696.08	\$64,696.08	\$ .00	\$ .00
FHPE-2021-PE-DQ-10	Pedestrian Safety Paid Media Outreach F	\$61,280.75	\$61,280.75	\$38,719.25	\$ .00
<b>405h Public Education Total</b>		<b>\$125,976.83</b>	<b>\$125,976.83</b>	<b>\$38,719.25</b>	<b>\$ .00</b>
<b>405h Nonmotorized Safety</b>					
FHX-2021-PE-AT-10	Anticipated Projects FY21	\$ .00	\$ .00	\$14,139.27	\$ .00
<b>405h Nonmotorized Safety Total</b>		<b>\$ .00</b>	<b>\$ .00</b>	<b>\$14,139.27</b>	<b>\$ .00</b>
<b>405h Match</b>					
FHMATCH-2021-00-00-00	405H Match FY 20, 21	\$ .00	\$ .00	\$ .00	\$ .00
<b>405h Match Total</b>		<b>\$ .00</b>	<b>\$ .00</b>	<b>\$ .00</b>	<b>\$ .00</b>
<b>FAST Act 405h Nonmotorized Safety Total</b>		<b>\$193,427.43</b>	<b>\$118,311.91</b>	<b>\$225,894.66</b>	<b>\$225,894.66</b>
<b>NHTSA Total</b>		<b>\$5,373,908.73</b>	<b>\$5,526,277.11</b>	<b>\$5,109,941.48</b>	<b>\$5,109,941.48</b>
<b>Total</b>		<b>\$5,373,908.73</b>	<b>\$5,526,277.11</b>	<b>\$5,109,941.48</b>	<b>\$5,790,244.36</b>
				<b>\$ .00</b>	<b>\$ .00</b>

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# **FY 2021 ANNUAL REPORT**

OCTOBER 1, 2020 - SEPTEMBER 30, 2021