



ANNUAL REPORT

OCTOBER 1, 2022 – SEPTEMBER 30, 2023



John Carney, Governor
State of Delaware



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



Sharon Bryson, Director
Office of Highway Safety



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MESSAGE FROM THE DIRECTOR



On behalf of the safety team at the Delaware Office of Highway Safety (OHS), I am pleased to present the Fiscal Year 2023 Annual Report. This report serves as the State's evaluation of the 2023 Highway Safety Plan (HSP) and serves as a roadmap for accomplishments and challenges over the last year. This assessment will help to guide the work of the team in 2024 to achieve even greater successes.

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

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

In 2022, Delaware saw a 15 year high in traffic fatalities. We are pleased to report in 2023 we saw this trend reverse slightly with a 17% decrease in fatalities. While this is a small change, it is the beginning of what we hope to see as an ongoing trend in reduced crashes and fatalities. We recognize our role as leaders in fostering cooperation and collaboration to eliminate serious injury and death from preventable crashes. OHS is committed to a comprehensive, inclusive, and equitable approach to delivering education, enforcement, and outreach programs to save lives on all of Delaware's roadways. We have initiated efforts to expand our partnerships and increase our efforts to actively seek the input of community representatives to help us achieve long-term traffic safety improvements.

The FY 2023 Annual Report includes the following components:

- Assessment of the State's progress in meeting targets identified in our FY 2023 HSP;
- Description of the projects and activities funded;
- Federal funds expended on identified projects and activities;
- The extent to which the identified projects contributed to meeting the highway safety targets; and
- A plan to adjust our upcoming 3HSP to better meet performance targets in areas where a performance target has not yet been met.

This report reflects the efforts of the entire OHS safety team to ensure everyone on the road reaches their destination safely. It is a shared responsibility and we continue to encourage Delawareans to take action to keep themselves and others safe by not driving impaired, wearing a seat belt, following the speed limit, giving your undivided attention to driving, and looking out for the safety of those walking and biking.

We will continue to push Toward Zero Deaths in 2024. 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 undoubtedly lie ahead.



STAFF BIOGRAPHIES



Front – Sharon Bryson | *Second Row (Left to Right)*
Christine Gannon, Meghan Niddrie | *Third Row* – Shawn
Rohe, Beverly Ennis | *Fourth Row* – Aubrey Klick, John
Horsman | *Fifth Row* – Jackie McDermott, Jason Coleman
| *Sixth Row* – Juanita Huey Smith, Richard Klepner |
Back – Roy Bryant, Brian Karst

Sharon Bryson | Director

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

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, non-profit, and private agencies; coordinating and organizing impaired driving countermeasures across the state, and manages the 402, 405, and 154 programs. Serves as the agency DUI Program Coordinator; 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, and serves as a member of The Injury Prevention Coalition, and the DUI Court Steering Committee.

Jackie McDermott | Senior Traffic Safety Program Manager

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

Jason Coleman | Traffic Safety Program Manager

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

Vacant | Marketing Specialist II

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

Meghan Niddrie | Community Relations Officer

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

Christine Gannon | Accountant

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

John Horsman | Law Enforcement Liaison

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

Aubrey Klick | Statewide Fitting Station Coordinator

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

Shawn Rohe | Statewide Fitting Station Coordinator

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

Juanita Huey Smith | Statewide Fitting Station Coordinator

Certified Child Passenger Safety Technician/Instructor serving as the Sussex County coordinator of OHS' 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. This position also serves as the Program Manager for Traffic Records and serves as the Chair of the Traffic Records Coordinating Committee.

Beverly Ennis | Program Support Specialist

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

Roy Bryant | Training/Education Administrator I

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





TARGETS AND ACTIVITY MEASURES



FY 2023 HIGHWAY SAFETY TARGETS¹

CORE OUTCOME BEHAVIORAL MEASURES TARGETS FOR FY 2023		2019	2020	2021	2022	2023 TARGETS	2023 PROGRESS ²
1	TRAFFIC FATALITIES	132	116	136	165		131
	5-YEAR MOVING AVERAGE	122	119	123	132	108.2	
2	SERIOUS TRAFFIC INJURIES	402	553	564	589		467
	5-YEAR MOVING AVERAGE	483	480.4	475	497	424.3	
3	MILEAGE DEATH RATE	1.29	1.39	1.34	N/A		N/A
	5-YEAR MOVING AVERAGE	1.2	1.21	1.25	N/A	1.108	
4	UNRESTRAINED PASSENGER VEHICLE OCCUPANT FATALITIES	24	34	40	36		21
	5-YEAR MOVING AVERAGE	31	30.8	32.6	33	29.8	
5	ALCOHOL-IMPAIRED DRIVING RELATED FATALITIES	32	30	34	30		6
	5-YEAR MOVING AVERAGE	33	31.6	31	31	30	
6	SPEED-RELATED FATALITIES	37	33	46	47		48
	5-YEAR MOVING AVERAGE	35.4	35	36.4	39	33.9	
7	MOTORCYCLIST FATALITIES	18	14	23	22		14
	5-YEAR MOVING AVERAGE	16	14.6	16.4	19	14.3	
8	UNHELMETED MOTORCYCLIST FATALITIES	8	2	4	9		7
	5-YEAR MOVING AVERAGE	6	5.4	5.4	6	5.4	
9	DRIVERS AGE 20 OR YOUNGER INVOLVED IN FATAL CRASHES	16	17	25	24		13
	5-YEAR MOVING AVERAGE	13	12.6	15	18	12.2	

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TARGETS AND ACTIVITY MEASURES

10	PEDESTRIAN FATALITIES	32	25	29	33		23
	5-YEAR MOVING AVERAGE	30	28	142	28	27.1	
11	SEAT BELT USE RATE	92.5	92.5	92.4	90		93.9
	5-YEAR MOVING AVERAGE	91.6	92	92.2	92	92.3	
12	DISTRACTED DRIVING RELATED SERIOUS INJURIES/FATALITIES	35	29	44	46		34
	5-YEAR MOVING AVERAGE	48	43	37	36	41.6	
13	BICYCLIST FATALITIES	7	3	2	7		5
	5-YEAR MOVING AVERAGE	5	5	4.6	5	4.5	
14	VEHICLE OCCUPANTS AGED 65 AND OVER FATALITIES AND SERIOUS INJURIES (STATE CRASH DATA)	66	56	70	79		56
	5-YEAR MOVING AVERAGE	63	61.4	62.4	65	59.4	

¹Sources: Fatal Analysis Reporting System (FARS)² Crash Analysis Reporting System (CARS)

² Progress only available through November 30, 2023.

ACTIVITY MEASURES



151

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



1,510

SEAT BELT VIOLATIONS

73

CHILD RESTRAINT VIOLATIONS

NUMBER OF SEAT BELT CITATIONS DURING GRANT-FUNDED ENFORCEMENT ACTIVITIES



6,646

NUMBER OF SPEED CITATIONS ISSUED DURING GRANT-FUNDED ENFORCEMENT ACTIVITIES



Based on data-driven program area problem identification, and identified countermeasure strategies, OHS selects the planned activities and partners to participate in each 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 for FY 2023 (as of 11/30/2023):

PROJECT CODE: ACAD23-08

PROJECT DESCRIPTION: October has been identified as one of the highest months for impaired driving crashes in Delaware. Funds were provided to work six-hour impaired driving patrols from October 6 – 31, 2022 between 7:00 p.m. – 3:00 a.m. Funding was based on an analysis of crash data to determine appropriate agencies and review of previous mobilization participation. Law enforcement agencies are asked to prioritize Thursday, Friday, and Saturday night patrols to align with data but may work overtime jobs on other days if needed. Patrol efforts also corresponded with NHTSA Region 3’s “Operation Crash Reduction”.

PARTICIPATING AGENCIES: Dagsboro PD, Delmar PD, Dover PD, Georgetown PD, Harrington PD, Middletown PD, Milford PD, New Castle City PD, New Castle County PD, Newark PD, Rehoboth Beach PD, Seaford PD, Smyrna PD, Wilmington PD, Delaware State Police.

HOURS WORKED	PATROLS	IMPAIRED DRIVING ARRESTS	OTHER ARRESTS/ E-WARNINGS	TOTAL ARRESTS/ E-WARNINGS
655	105	25	797	822



SAFE FAMILY HOLIDAY DUI PATROLS

PROJECT CODE: ACAD23-09, ACAE23-01

PROJECT DESCRIPTION: To correspond with the annual Safe Family Holiday campaign, funds were provided for six-hour impaired driving patrols from November 23, 2022 – January 1, 2023 between 7:00 p.m. - 3:00 a.m. Funding was based on an analysis of crash data and distributed to agencies deemed to be most appropriate. Funding was based on an analysis of crash data to determine appropriate agencies and review of previous mobilization participation.

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

HOURS WORKED	PATROLS	IMPAIRED DRIVING ARRESTS	OTHER ARRESTS/ E-WARNINGS	TOTAL ARRESTS/ E-WARNINGS
672	111	30	940	970

FEBRUARY/MARCH DUI PATROLS

PROJECT CODE: ACAD23-11, ACAE23-02

PROJECT DESCRIPTION: OHS partnered with law enforcement statewide to provide funding for overtime impaired driving patrols. Patrol efforts were bookended by the Super Bowl weekend and St. Patrick’s Day weekend. Funds were provided for six-hour impaired driving patrols from February 9 – March 19, 2023 between 7:00 p.m. - 3:00 a.m. Funding was based on an analysis of crash data to determine appropriate agencies and review of previous mobilization participation.

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

HOURS WORKED	PATROLS	IMPAIRED DRIVING ARRESTS	OTHER ARRESTS / E-WARNINGS	TOTAL ARRESTS / E-WARNINGS
716	115	25	1,011	1,036



SUMMER DUI PATROLS

PROJECT CODES: ACAE23-03

PROJECT DESCRIPTION: OHS provided funding for statewide patrols from Memorial Day weekend to Independence Day weekend to minimize impaired driving during the summer months. In recent years, summer months have trended highest for fatalities and serious injuries. Funds were provided for six-hour patrols from May 25, 2023 – July 4, 2023, between 7:00 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, Dagsboro PD, Dewey Beach PD, Dover PD, Fenwick Island PD, Harrington PD, Lewes PD, Middletown PD, Milford PD, Milton PD, New Castle City PD, New Castle County PD, Newark PD, Ocean View PD, Rehoboth Beach PD, Seaford PD, Smyrna PD, Selbyville PD, Wilmington PD, and Delaware State Police.

HOURS WORKED	PATROLS	IMPAIRED DRIVING ARRESTS	OTHER ARRESTS/ E-WARNINGS	TOTAL ARRESTS/ E-WARNINGS
596	99	22	872	894



DRIVE SOBER OR GET PULLED OVER

PROJECT CODE: ACAE23-04

PROJECT DESCRIPTION: OHS provided funding for statewide DUI patrols during the national Drive Sober or Get Pulled Over campaign. Funds were provided between August 18 – September 4, 2023. Patrols were between 7:00 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, Camden PD, Clayton PD, Dagsboro PD, Dewey Beach PD, Dover PD, Felton PD, Georgetown PD, Greenwood PD, Middletown PD, Milford PD, Millsboro PD, New Castle City PD, Newark PD, Newport PD, Rehoboth Beach PD, Selbyville PD, Smyrna PD, Wilmington PD, and Delaware State Police.

HOURS WORKED	PATROLS	IMPAIRED DRIVING ARRESTS	OTHER ARRESTS/ E-WARNINGS	TOTAL ARRESTS/ E-WARNINGS
74.5	14	5	110	115

4/20 DUI PATROLS

PROJECT CODE: DREA23-01

PROJECT DESCRIPTION: In FY 2023, OHS piloted a mobilization effort with proactive enforcement related to cannabis impaired driving. OHS provided funding exclusively for Drug Recognition Experts to participate in DUI patrols. Funds were provided for enforcement on April 20th, 2023. Patrols were between 2:00 p.m. - 2:00 a.m. Funding was based on voluntary participation by DREs statewide.

PARTICIPATING AGENCIES: Delaware State Police, Laurel PD, Milton PD, New Castle County PD, Wilmington PD.

HOURS WORKED	PATROLS	IMPAIRED DRIVING ARRESTS	OTHER ARRESTS/ E-WARNINGS	TOTAL ARRESTS/ E-WARNINGS
536	88	16	822	838

ANTICIPATED PROJECTS

PROJECT CODE: EAAC23-01, EAAD23-01, EAAE23-01, DABD23-01, DABE23-01, DABF23-01, EAAZ23-01, EABZ23-01

PROJECT DESCRIPTION: OHS uses a project proposal method to receive funding requests throughout the fiscal year. These requests are typically funded by Section 402, 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 2023.

DRUG RECOGNITION EXPERT PROGRAM (DRE)

PROJECT CODE: ADAE23-01

PROJECT DESCRIPTION: In FY 2023, Delaware had 63 DREs and conducted 221 enforcement evaluations. To help further grow the DRE program, the emphasis was placed on getting officers who may be interested in becoming DREs trained in ARIDE and to train additional DREs to become DRE instructors to assist with future DRE Schools.

A DRE certification course was not held this year. The current plan is to hold one in the first quarter of 2024. Funding was provided for DREs to attend the annual IACP-DUID Conference in Anaheim, California. Eleven DRE’s attended the event. In December of 2023, OHS hosted an eight-hour DRE in-service training. This in-service training allowed for all DREs to receive relevant program updates related to the legalization of Cannabis and medical impairment. Additionally, OHS continued the licensing agreement with ITSMR for the necessary reporting software for all 63 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. DREs support other trainings as needed, serving as instructors for impaired driving courses for law enforcement and other professionals.

IMPAIRED DRIVING ENFORCEMENT EQUIPMENT

PROJECT CODE: EAQC23-01, ENEQ23-01, ENER23-01

PROJECT DESCRIPTION: In FY 2023, OHS funded and supplied law enforcement agencies statewide with necessary impaired driving-enforcement equipment. This included blood collection kits which were purchased and distributed by the Delaware State Police Crime Lab and additional blood collection vials 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 PBTs as well as PBTs for law enforcement statewide that receive project funding for impaired driving mobilizations.

Additionally, OHS provided funds for 12 new Intoxilyzer 9000's for the Delaware State Police Crime Lab to distribute to municipal agencies in Kent and Sussex Counties.

DUI COURT

PROJECT CODE: ECRA23-01

PROJECT DESCRIPTION: Joining the previously established DUI Courts in Kent and New Castle Counties, the Sussex County DUI Court began in August 2020. During FY2023, OHS provided funding for casual/seasonal administrative DUI Court Coordinators for the Sussex County DUI Court. This year marked the third 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 CODE: ECRA23-01

PROJECT DESCRIPTION: In support of the DUI Court project, OHS funded alcohol monitoring devices needed for the DUI Court participants. SL3 units are used for specific sentenced offenders to provide alcohol monitoring for a minimum of 90 days. On average, 25-35 offenders were involved in the testing program, with five positive results for alcohol in FY 2023.

ALCOHOL-IMPAIRED DRIVING TRAVEL/TRAINING

PROJECT CODE: AATT23-01, EDAI23-01

PROJECT DESCRIPTION: OHS supported multiple training initiatives by coordinating instructors, providing manuals and training supplies. There was a total of five SFST courses held within police academies in Delaware, one SFST instructor school, and eight SFST refresher courses held for law enforcement throughout the state. Additionally, three ARIDE schools were held.



TRAFFIC SAFETY RESOURCE PROSECUTOR

PROJECT CODE: TSRE23-01

PROJECT DESCRIPTION: For sixteen 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 2023, Barzilai (Barzi) Axelrod continued to serve as 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 DUI Treatment Court. The TSRP team consists of the TSRP and a casual/seasonal attorney in Sussex County to assist with vehicular assault and fatal cases, DUI investigations/prosecutions, the DUI Treatment Court, or as otherwise needed for other training initiatives. In addition, two legal assistants are assigned to the team to assist with coordinating case materials and training materials.

In FY 2023, the TSRP team, with the assistance of other prosecutors, conducted or participated in the following:

- *Participated in the working group for the public Delaware Open Data Portal crash data dashboard that provides access to collision and other data for the State of Delaware.*
- *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 the National Center for DWI Courts Operational Tune-Up program for Delaware*
- *Participated in SFST, ARIDE, and DRE trainings*
- *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 work with law enforcement officers and DELJIS on additional rounds of reviews for statewide updated Impaired Driving Report template*
- *Attended and presented at Delaware OHS's Highway Safety Conference, along with the TSRPs from Washington D.C. and N.C.*
- *Continued to serve as a resource to fellow TSRPs on Delaware caselaw and practice*

IMPAIRED DRIVING STRATEGIC PLAN UPDATE

PROJECT CODES: IDSA23-01

PROJECT DESCRIPTION: OHS contracted with Whitman, Requardt & Associates (WRA) to coordinate support efforts for the Impaired Driving Prevention Task Force. WRA provided assistance with administrative tasks for the Task Force and related meetings.

SAFE ALCOHOL SERVICE TRAINING

PROJECT CODES: SERW23-01

PROJECT DESCRIPTION: OHS provided funds to the Delaware Restaurant Association for staff to update the overservice curriculum, to translate the course into Spanish and provide three trainings to servers. The first training was held in May in Dewey Beach, DE to coordinate with the beginning of tourist season. The second training was held in September in Newark, DE to coincide with the University of Delaware fall semester. A third event was held in the Trolley Square neighborhood in Wilmington, DE.

DRE/TRAINING COORDINATOR

PROJECT CODES: COOA23-01

PROJECT DESCRIPTION: The Training/Education Administrator I serves as the statewide DRE Coordinator and provides assistance to law enforcement agencies to promote impaired driving related trainings. This position was filled by Roy Bryant. In the DRE Coordinator role, this position approves DRE evaluation reports, assists DREs with field evaluations, and provides technical guidance to OHS staff. Roy also assisted as an instructor to multiple academies for SFST and ARIDE trainings. Additional trainings are provided to non-law enforcement traffic safety programs through training programs like DITEP and EDIT.

MADD DUI AWARDS

PROJECT CODES: MADD23-01

PROJECT DESCRIPTION: OHS partnered with Mothers Against Drunk Driving (MADD) to host the first DUI Law Enforcement recognition ceremony in approximately 20 years. Funds were provided to secure a location for the awards ceremony.

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 2023, using a 5-year moving average trend-line, is 30. As of November 30, 2023, the 5-year average is 26. However, with many fatal crashes still pending, OHS will continue to closely monitor and analyze results. In FY 2024, Delaware qualified as a mid-range 405D state. However, due to the large increase in fatal crashes in 2023, and several investigations still pending, it is not currently known if this target will be achieved.

In FY 2023, OHS continued to expand its efforts with the impaired driving program to reach citizens who have traditionally been underserved. Both the Drive Sober and Be Drug Aware webpages have been translated into Spanish. In addition, more traditional/social media advertisements have also been translated. A town hall was hosted in Georgetown, DE initiating an effort to establish community-based programs working with over-represented and underserved communities. OHS continues plans to expand impaired driving efforts with new partnerships. In FY 2023, after high profile cases involving overservice, OHS partnered with the Division of Alcohol and Tobacco Enforcement and Delaware Restaurant Association to educate servers on updated post pandemic regulations and reinforce existing best practices.

OHS will continue to update impaired driving programs in coordination with the FY 2023 - 2025 Impaired Driving Prevention Strategic Plan which supports the framework for reducing impaired injuries and fatalities on Delaware's roadways. Through the Impaired Driving Prevention Strategic Task Force, OHS will work with partners to implement the various strategies approved in the plan.





PROGRAM AREA | OCCUPANT PROTECTION



The Office of Highway Safety coordinated the following program initiatives in an effort to reach our occupant protection targets for FY 2023 (as of 11/30/2023):

FITTING STATION COORDINATORS

PROJECT CODES: SALC23-01, SALD23-01

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 three Fitting Station Coordinators, who are certified Child Passenger Safety Technician-Instructors (CPSTs). 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. OHS continued success with providing education to caregivers through virtual appointments as well. In FY 2023, OHS Fitting Station Coordinators checked, 1078 seats in-person and 13 seats via virtual appointments.

In addition, OHS Fitting Station Coordinators continued to provide education and outreach in both in-person and in virtual formats as requested. Additional outreach included information tables at local school activity days, National Night Out programs, summer camp outreach as well as other various events across all three counties including at least nine events to reach the underserved and over-represented communities. OHS Fitting Station Coordinators continued education and training by attending the Kidz in Motion, PrevCon, Safe Travel for All Children as well as Buckle Up for Love Tech Update virtual learning. In FY 2023, Delaware had 84 certified technicians and 7 certified instructors. Delaware held 2 CPST courses. Delaware State Police had 3 troopers complete a CPST course and 7 troopers recertified in 2023.

As a result of the partnership with Delaware Safe Kids, OHS provided free installation of car seats to low-income families. The seats are provided by Delaware Health and Social Services through their grant funds. Families in need are sent to OHS with a voucher for a car seat and OHS car seat technicians install the seats for these families. FY 2023, OHS distributed and installed 64 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 the OHS car seat program. OHS distributed 36 seats through this program in FY 2023.

No funds were used from SALD23-01.

FITTING STATION SUPPLIES

PROJECT CODES: SUPB23-01, SUPC23-01, SUPD23-01

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 SUPD23-01.



HARNESSING EDUCATION FOR DEPARTMENT OF FAMILY SERVICES EMPLOYEES

OCCUPANT PROTECTION / CPS TRAINING INITIATIVES

PROJECT CODES: TRAB23-01, TRAC23-01, TRAD23-01

PROJECT DESCRIPTION: OHS supported two Child Passenger Safety courses in FY 2023. The courses were held in Kent County and Sussex County. Costs were limited for these courses – with state (free of charge) locations utilized. Three Troopers from the Delaware State Police were funded to complete the Child Passenger Safety Technician course and seven troopers recertified in 2023. Additionally, individuals from many different organizations/agencies participated in the Child Passenger Safety Technician courses.

Out of state travel and training was authorized for the Fitting Station Coordinators (both CPST/Instructors), and one Delaware State Trooper (a CPST Instructor) to attend the Kidz in Motion Conference. Additional training attended virtually included the Minnesota TZD Virtual Conference, Buckle Up for Love Tech Update and monthly CPS Board State Contact meetings/webinars.

No funds were used from TRAC23-01, TRAD23-01.



LITTLE SCHOOL OUTREACH FOR CAMPER

PROJECT CODES: SRVE23-01, SRVF23-01

PROJECT DESCRIPTION: OHS continued to work with the University of Delaware to analyze the data utilizing the newly formed SmartSimple Survey Module. OHS utilized six retired law enforcement officers to conduct the observational surveys at 48 selected sites. Based on the analysis from the Statewide Observational Seat Belt Use Survey conducted in June 2023, Delaware's estimated seat belt use rate is currently 93.9%. This information will be submitted to NHTSA to be verified by NCSA. According to the National Occupant Protection Use Survey (NOPUS), the overall front-seat belt use rate was 91.6% in 2022. Thus, for the nineteenth year in a row, Delaware's seat belt use rate has exceeded the national use rate.

No funds were used from SRVF23-01.

CLICK IT OR TICKET

PROJECT CODES: CIED23-01

PROJECT DESCRIPTION: The May/June 2023 campaign was a return to the traditional schedule for the Click It or Ticket campaign from the prior year, with the Seat Belt Usage Survey following the enforcement. The campaign was conducted from May 15 – June 9, 2023 with participation from 32 law enforcement agencies including the Delaware State Police. Officers worked a four-hour patrol between 11 a.m. – 3 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. Please note the Border-to-Border citation numbers are included in the chart below.

PARTICIPATING AGENCIES FOR BOTH CAMPAIGNS: Bethany Beach PD, Blades PD, Camden PD, Clayton PD, Dagsboro PD, Delmar PD, Dewey Beach PD, Dover PD, Ellendale PD, Elsmere PD, Felton PD, Fenwick Island 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, University of Delaware PD, Wilmington PD, Wyoming PD and Delaware State Police.



TOTAL HOURS	TOTAL PATROLS	SEAT BELT ARRESTS	CHILD RESTRAINT ARRESTS	OTHER ARRESTS/ E-WARNINGS	TOTAL ARRESTS/ E-WARNINGS
776	193	482	12	1,043	1,537

ANTICIPATED PROJECTS

PROJECT CODES: ANTC23-01, ANTD23-01, ANTE23-01

PROJECT DESCRIPTION: Funds from this project can be used to support projects proposed by highway safety partners, based on data-driven needs.

No funds were spent from these lines in FY 2023.

Performance targets are measured based on a 5-year moving average (2019-2023). The targets for this year include the following:

- *To maintain statewide seat belt compliance from the 5-year average use rate of 92.3% by December 31, 2023.*

As of November 30, 2023, the 5-year average is a 92.3% seat belt usage rate, which currently meets our target for seat belt usage. OHS continues to place a high priority on occupant protection projects.

- *The second target was to complete CY 2023 with a 5-year average of 29.8 unrestrained passenger fatalities.*

As of November 30, 2023, the 5-year average is 31 unrestrained fatalities, which currently does not meet our target for unrestrained fatalities. OHS continues to place a high priority on occupant protection projects.

The projects funded in FY 2023 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.

HSP PROJECTS NOT IMPLEMENTED:

PROJECT CODES: CLID23-01

PROJECT DESCRIPTION: OHS had planned to have a SmartDrive Click4Life Campaign in Delaware Middle Schools. While Occupant Safety percentages still have a way to go to catch up in the seatbelt restraint category, reinforcing the importance of the seatbelt use by Tweens as an occupant will translate as a learned habit before they drive. OHS will continue to focus on data driven occupant protection projects.





PROGRAM AREA | DISTRACTED DRIVING



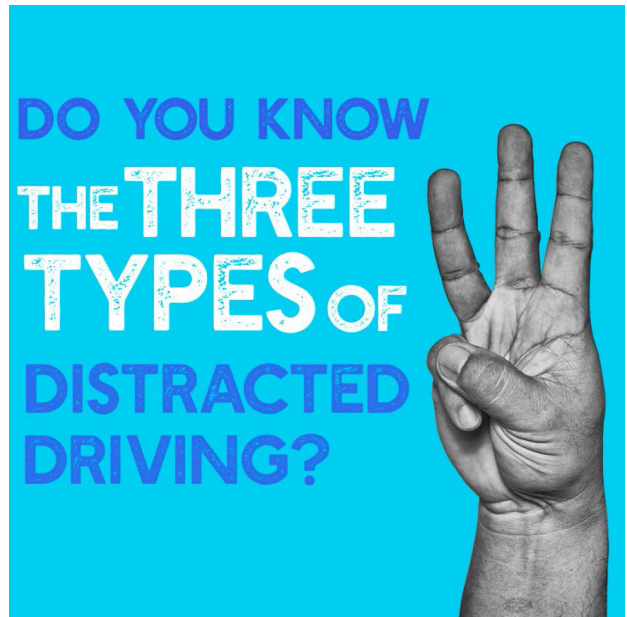
The Office of Highway Safety coordinated the following programming initiatives to reach our distracted driving safety targets for FY 2023 (as of 11/30/2023):

APRIL DISTRACTED DRIVING ENFORCEMENT

PROJECT CODE: OHDA23-01

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 1 – April 30, 2023. Officers worked in four-hour shifts from 7 a.m. – 7 p.m. OHS also supported within this enforcement the national Connect 2 Disconnect initiative. In addition, OHS provided funding to the Delaware State Police's program "Drive to Safe Lives". This specialized enforcement focused on the I-95 corridor and took place April 1 – April 3, 2023.

PARTICIPATING AGENCIES: Bethany Beach PD, Blades PD, Bridgeville PD, Camden PD, Clayton PD, Dagsboro PD, Delaware City PD, Delmar PD, Dover PD, Elsmere PD, Felton PD, Fenwick Island PD, Georgetown PD, Greenwood PD, Harrington 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, Townsend 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
716	188	314	907	1,221

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

PROJECT CODES: ENDD23-01

PROJECT DESCRIPTION: OHS amended the FY 2023 HSP to add this project submitted by Joel Feldman of the Casey Feldman Foundation. The foundation contacted local Delaware high schools and had assemblies to discuss the death of Casey Feldman and how to End Distracted Driving. Twenty-three of the 27 planned presentations were completed in FY 2023. Additionally, several schools contacted OHS inquiring about any future presentations.

ASSESSMENT OF STATE PROGRESS

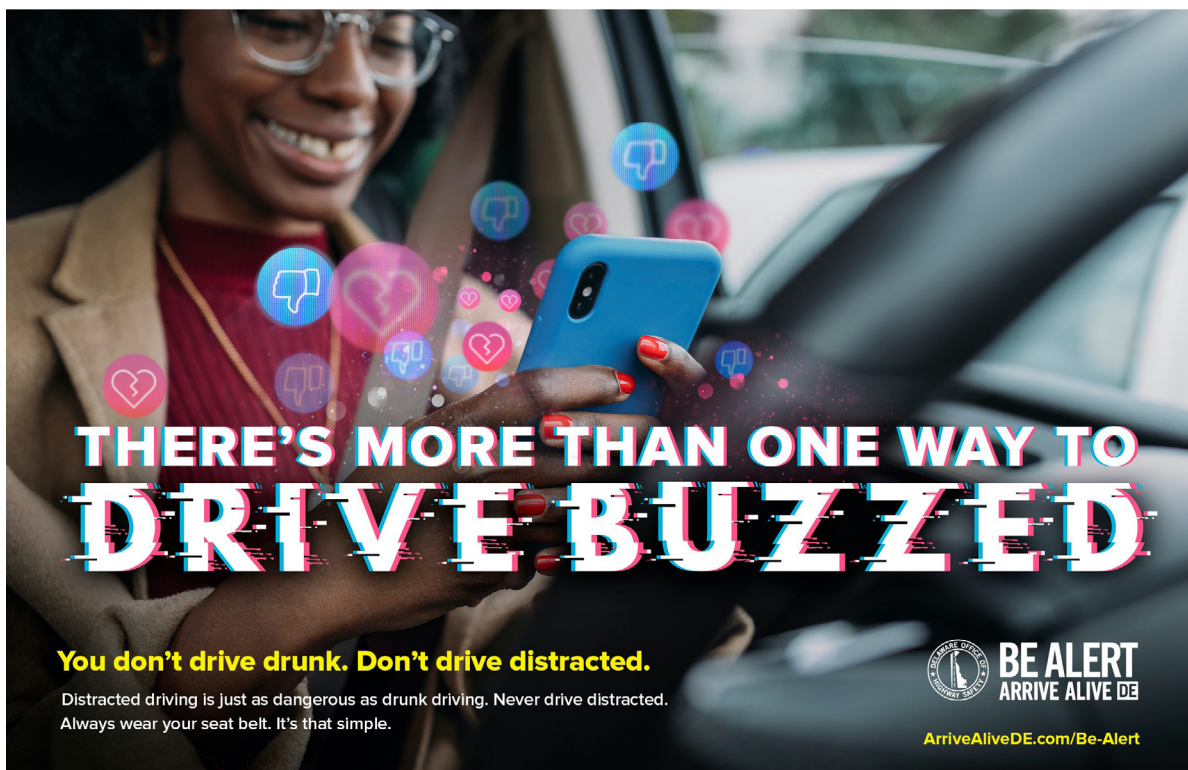
The target for FY 2023 was to complete CY 2023 with a 5-year average of 41.6 cell phone distracted related crashes. As of November 30, 2023, the target has been met with a 5-year average of 37.6 crashes. Distracted driving has become one of law enforcement’s most high-profile violations. The increase in overall enforcement of Delaware’s cell phone law has made officers more vigilant in determining cell phone use or involvement in motor vehicle crashes. OHS will continue distracted driving education and enforcement and will focus on the locations, months, days of the week, and times of the day for when distracted driving crashes are prevalent.

HSP PROJECTS NOT IMPLEMENTED:

OBSERVATIONAL SURVEY FOR CELL PHONES

PROJECT CODES: DSRV23-01

PROJECT DESCRIPTION: OHS had planned to have an observational cell phone survey performed in FY 2023 while working with the University of Delaware to develop a statewide observational distracted driving survey to better gain understanding of actual distraction rates on Delaware roadways. Coordination between University of Delaware and OHS were unsuccessful in FY 2023 but efforts will continue into FY 2024.





PROGRAM AREA | SPEED MANAGEMENT



The Office of Highway Safety coordinated the following programming initiatives in an effort to reach our goal of reducing speed related crashes and fatalities for FY 2023 (as of 11/30/2023):

SAFE FAMILY HOLIDAY SPEED ENFORCEMENT

PROJECT CODE: SPED23-01

PROJECT DESCRIPTION: OHS provided funding to state and municipal law enforcement agencies to enforce speed laws. Data analysis was completed to determine the correct time periods and locations for enforcement. The enforcement was used to combat speeding by drivers on Delaware roadways. The dates of the mobilization were December 3, 2022 - January 1, 2023. Four-hour patrols occurred between 7 a.m. - 10 p.m. Data shows that crash frequency is greater during the winter holidays.



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

HOURS WORKED	PATROLS	SPEED ARRESTS	OTHER ARRESTS	TOTAL ARRESTS
354	88	435	363	798

OPERATION BREAKING POINT

PROJECT CODE: DSPD23-01

PROJECT DESCRIPTION: OHS amended the FY2023 Highway Safety Plan to add an additional speed mobilization due to the increase in traffic fatalities. OHS provided funds to Delaware State Police for high visibility enforcement to enforce speed laws. Delaware saw a significant increase in fatal crashes with speed being a contributing factor. Speed is a factor in approximately one third of fatal crashes. This enforcement was held from January 9-22, 2023. Officers were allowed up to six-hour patrols, between 5 a.m. – 11 p.m.

PARTICIPATING AGENCIES: Delaware State Police.

HOURS WORKED	PATROLS	SPEED ARRESTS	OTHER ARRESTS	TOTAL ARRESTS
241	57	272	261	533

FEBRUARY/MARCH SPEED ENFORCEMENT

PROJECT CODE: SPED23-02

PROJECT DESCRIPTION: OHS provided funding to state and municipal law enforcement agencies to enforce speed laws. Data analysis was completed to determine the correct time periods and locations for enforcement. The enforcement was used to combat speeding by drivers on Delaware's roadways. The dates of the mobilization were February 18 - March 19, 2023. Four-hour patrols occurred between 7 a.m. - 10 p.m. Data shows that this time period has a high occurrence of fatalities and crashes attributed to speed.

PARTICIPATING AGENCIES: Blades PD, Camden PD, Clayton PD, Dagsboro PD, Delaware City PD, Delmar PD, Dover PD, Elsmere PD, Felton PD, Fenwick Island PD, Greenwood PD, Harrington PD, Middletown PD, Milford PD, Millsboro PD, New Castle City PD, New Castle County Div. of Police, Newark PD, Newport PD, Seaford PD, Selbyville PD, Smyrna PD, Townsend PD, Wilmington PD, and Delaware State Police.

HOURS WORKED	PATROLS	SPEED ARRESTS	OTHER ARRESTS	TOTAL ARRESTS
409	100	513	360	873

APRIL/MAY SPEED ENFORCEMENT

PROJECT CODE: SPED23-03

PROJECT DESCRIPTION: OHS provided funding to state and municipal law enforcement agencies to enforce speed laws. Data analysis was completed to determine the correct time periods and locations for enforcement. The enforcement was used to combat speeding by drivers on Delaware's roadways. The dates of the mobilization were April 24 - May 15, 2023. Four-hour patrols occurred between 7 a.m. - 10 p.m. Data shows that this time frame has a high occurrence of fatalities and crashes attributed to speed.

PARTICIPATING AGENCIES: Bethany Beach PD, Camden PD, Dagsboro PD, Delaware City PD, Delmar PD, Dover PD, Elsmere PD, Felton PD, Greenwood PD, Harrington PD, Middletown PD, Milford PD, Millsboro PD, Milton PD, New Castle City PD, New Castle County Div. of Police, Newark PD, Newport PD, Ocean View PD, Rehoboth Beach PD, Seaford PD, Selbyville PD, Townsend PD, Wilmington PD, Wyoming PD, and Delaware State Police.

HOURS WORKED	PATROLS	SPEED ARRESTS	OTHER ARRESTS	TOTAL ARRESTS
380	94	429	311	740

OPERATION BREAKING POINT 2.0

PROJECT CODE: DSPD23-02

PROJECT DESCRIPTION: OHS amended the FY2023 Highway Safety Plan to add an additional speed mobilization due to the increase in traffic fatalities. OHS provided funds to 7 municipal agencies and the Delaware State Police for high visibility enforcement to enforce speed laws. Delaware saw a significant increase in fatal crashes with speed being a contributing factor. Speed is a factor in approximately one third of fatal crashes. This enforcement was held from June 9 - 17, 2023. Four-hour patrols occurred, between 5 a.m. - 11 p.m.

PARTICIPATING AGENCIES: Delmar PD, Dover PD, Milford PD, New Castle County PD, Newark PD, Newport PD, Selbyville PD, and Delaware State Police.

HOURS WORKED	PATROLS	SPEED ARRESTS	OTHER ARRESTS	TOTAL ARRESTS
439	105	726	421	1,147

JUNE/JULY SPEED ENFORCEMENT

PROJECT CODE: SPED23-04

PROJECT DESCRIPTION: OHS provided funding to state and municipal law enforcement agencies to enforce speed laws. Data analysis was completed to determine the correct time periods and locations for enforcement. The enforcement was used to combat speeding by drivers on Delaware's roadways. The dates of the mobilization were June 18 - July 21, 2023. Four-hour patrols occurred between 7 a.m. - 10 p.m.

Data shows that this time period has a high occurrence of fatalities and crashes attributed to speed. Delaware State Police was approved to work NHTSA's Regional I-95 Border to Border during this enforcement working 32 hours, 8 patrols, 23 speed violations, 17 other arrests for a total of 59 violations.

Any agency that received equipment was required to work overtime hours during this enforcement. OHS agreed to fund speed equipment for: Bethany Beach PD-2 dual radar units, Blades PD-dual radar unit, Bridgeville PD - 2 dual radar units, Dagsboro PD - speed trailer, Delmar PD - lidar unit and a dual radar unit, Dewey Beach PD - radar unit and speed trailer, Fenwick Island PD - traffic study unit and dual radar unit, Georgetown PD - lidar unit and motorcycle radar unit, Laurel PD - 2 dual radar units, Lewes PD - 2 dual radar units, Milford PD - 4 lidar units, Millsboro PD - 2 dual radar units, Milton PD - radar unit and speed trailer, Ocean View PD - 2 dual radar units, Rehoboth Beach PD - 2 dual radar units, Seaford PD - 4 dual radar units, Selbyville PD - 2 dual radar units, Townsend PD - lidar unit and mobile dual radar, and Delaware State Police - 6 lidar, 7 mobile radar, and 1 speed trailer.

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

HOURS WORKED	PATROLS	SPEED ARRESTS	OTHER ARRESTS	TOTAL ARRESTS
593	149	744	448	1,192

SEPTEMBER SPEED ENFORCEMENT

PROJECT CODE: SPED23-05

PROJECT DESCRIPTION: OHS provided funding to state and municipal law enforcement agencies to enforce speed laws. Data analysis has been completed to determine the correct time periods and locations for enforcement. The enforcement was used to combat speeding by drivers on Delaware’s roadways and to support anticipated needs around the H2OI weekend in Ocean City, MD. The dates of the mobilization were September 2 - 24, 2022. Four-hour patrols occurred between 7 a.m. - 10 p.m. September data shows a high level of fatalities and crashes during the month.

PARTICIPATING AGENCIES: Bethany Beach PD, Camden PD, Clayton PD, Dagsboro PD, Delmar PD, Dewey Beach PD, Dover PD, Elsmere PD, Felton PD, Fenwick Island PD, Georgetown PD, Greenwood PD, Middletown PD, Milford PD, Millsboro PD, Milton PD, New Castle City PD, New Castle County PD, Newark PD, Newport PD, Rehoboth Beach PD, Selbyville PD, Smyrna PD, Townsend PD, Wilmington PD, Wyoming PD, and Delaware State Police.

HOURS WORKED	PATROLS	SPEED ARRESTS	OTHER ARRESTS	TOTAL ARRESTS
454	110	545	378	923

ASSESSMENT OF STATE PROGRESS

Performance targets are measured on a 5-year average. The FY 2023 target was to achieve a 5-year average of 33.9 speed related fatalities. As of November 30, 2023, the 5-year average is 42 speed-related fatalities, thus not meeting the goal. Over the last 10 years, Delaware has consistently observed approximately one-third of fatal crashes involving speed. OHS will continue to support the funding of data-driven programs aimed specifically for reducing speed related crashes with focus on developing positive habits on the roadways.

**HSP PROJECTS NOT IMPLEMENTED:
NONE**





PROGRAM AREA | NON-MOTORIZED/ PEDESTRIAN SAFETY



The Office of Highway Safety coordinated the following programming initiatives to reach our pedestrian safety targets in FY 2023 (as of 11/30/2023):

OCTOBER PEDESTRIAN ENFORCEMENT/EDUCATION OUTREACH

PROJECT CODE: OHPA23-01

PROJECT DESCRIPTION: OHS provided overtime funding to various law enforcement agencies to support enforcement, education and outreach activities regarding pedestrian safety awareness on Delaware's roadways. The mobilization dates were October 1 - 16, 2022. Mobilizations were held 5 p.m - 2 a.m. (University of Delaware was permitted to extend project time to best fit their agency based on college campus activity) to focus on pedestrian awareness including pedestrians who may be walking at night while not being visible and/or under the influence of alcohol/drugs as well as motorists who maybe violating traffic laws when pedestrians are present. The mobilization ran in conjunction with NHTSA's Pedestrian Awareness Month and based on the data is a high pedestrian crash/fatal month.

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

315	82	87	454	116	657
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SAFE FAMILY HOLIDAY PEDESTRIAN ENFORCEMENT/EDUCATION OUTREACH

PROJECT CODE: OHPA23-02

PROJECT DESCRIPTION: OHS provided overtime funding to various law enforcement agencies to support enforcement and education/outreach activities regarding pedestrian awareness on Delaware's roadways. The mobilization dates were November 20 - December 18, 2022. Four-hour patrols were conducted between 5 p.m. - 2 a.m. (University of Delaware was permitted to extend project time to best fit their agency based on college campus activity) to focus on pedestrian awareness including pedestrians who may be walking at night while not being visible and/or under the influence of alcohol/drugs as well as motorists who maybe violating traffic laws when pedestrians are present. This mobilization ran in conjunction with other Safe Family Holiday mobilizations during the winter holidays that have high crash/fatal numbers.

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

HOURS WORKED	PATROLS/TEAM ENFORCEMENTS	PEDESTRIAN ARRESTS/WARNINGS	PEDESTRIAN CONTACTS	OTHER ARRESTS	TOTAL ARRESTS/CONTACTS
234	58	58	284	101	443

MARCH/APRIL PEDESTRIAN ENFORCEMENT/EDUCATION OUTREACH

PROJECT CODE: OHPA23-03

PROJECT DESCRIPTION: OHS provided overtime funding to various law enforcement agencies to support enforcement and education/outreach activities regarding pedestrian awareness on Delaware's roadways. The mobilization dates were March 24 - April 16, 2023. Four-hour patrols were conducted between 5 p.m. - 2 a.m. (University of Delaware was permitted to extend project time to best fit their agency based on college campus activity) to focus on pedestrian awareness including pedestrians who may be walking at night while not being visible and/or under the influence of alcohol/drugs as well as motorists who maybe violating traffic laws when pedestrians are present. The five-year data has shown an increase in fatalities/crashes during March/April.

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

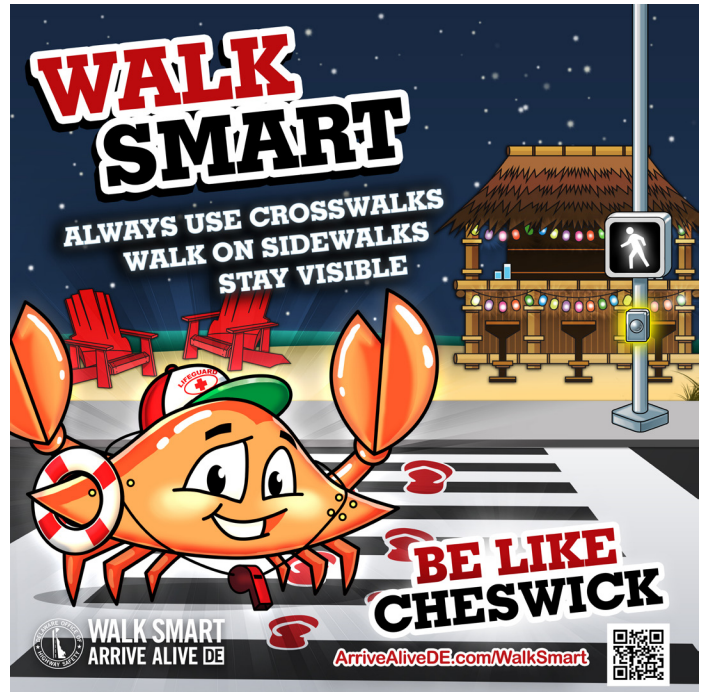
HOURS WORKED	PATROLS/TEAM ENFORCEMENTS	PEDESTRIAN ARRESTS/WARNINGS	PEDESTRIAN CONTACTS	OTHER ARRESTS	TOTAL ARRESTS/CONTACTS
283	71	88	449	160	697

SUMMER BEACH PEDESTRIAN ENFORCEMENT/EDUCATION OUTREACH

PROJECT CODES: OHPK23-01/OHPJ23-04

PROJECT DESCRIPTION: OHS provided overtime funding to various law enforcement agencies to support enforcement and education/outreach activities regarding pedestrian safety on Delaware’s roadways specific to the beach communities for officers to engage a large and constantly overturning tourist population. The mobilization ran from Memorial Day Weekend, May 27, 2023, through Labor Day Weekend, September 4, 2023. Four-hour patrols were conducted between 5 p.m. - 2 a.m. (Bethany Beach PD was permitted to extend project time to best fit their agency based on pedestrian activity in their jurisdiction) to focus on pedestrian awareness including pedestrians who may be walking at night while not being visible and/or under the influence of alcohol/drugs as well as motorists who maybe violating traffic laws when pedestrians are present.

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



HOURS WORKED	PATROLS/TEAM ENFORCEMENTS	PEDESTRIAN ARRESTS/WARNINGS	PEDESTRIAN CONTACTS	OTHER ARRESTS	TOTAL ARRESTS/CONTACTS
323	82	56	1849	88	1,993

AUGUST/SEPTEMBER PEDESTRIAN ENFORCEMENT/EDUCATION OUTREACH

PROJECT CODE: OHPK23-02

PROJECT DESCRIPTION: OHS provided overtime funding to various law enforcement agencies to support enforcement and education activities regarding pedestrian awareness on Delaware’s roadways. The mobilization dates were August 19 – September 10, 2023. Four-hour patrols were conducted between 5 p.m. -2 a.m. to focus on pedestrian awareness including pedestrians who may be walking at night while not being visible and/or under the influence of alcohol/drugs as well as motorists who maybe violating traffic laws when pedestrians are present. The five-year data has shown this timeframe having a high occurrence of fatalities/crashes. This mobilization was spread over the end of August and the beginning of September as both months have a high incidence of crashes/fatalities.

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

HOURS WORKED	PATROLS/TEAM ENFORCEMENTS	PEDESTRIAN ARRESTS/WARNINGS	PEDESTRIAN CONTACTS	OTHER ARRESTS	TOTAL ARRESTS/CONTACTS
264	67	82	307	144	533

ANTICIPATED PROJECTS

PROJECT CODE: OHPK23-03

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

PROJECT CODE: NUNA23-01

PROJECT DESCRIPTION: OHS provided funding to No Unmet Human Needs Association to Enhance Safety for Sussex County J-1 (Foreign) Student Workers. NUHNA purchased 234 bicycle helmets to distribute to students after each student participated in mandatory education on safe bicycle use provided by nationally certified instructors through the League of American Bicyclists.

PARTICIPATING AGENCIES: No Unmet Human Needs Association

HSP PROJECTS NOT IMPLEMENTED: NONE

The goal of FY 2023 is to finish CY 2023 with a 5-year average of 271 pedestrian fatalities. As of November 30, 2023, the 5-year average is 28. This currently does not meet the 5-year target. CY 2023 saw no change in annual pedestrian fatalities thus far but remains consistent with pedestrian fatality data over the previous 5 years. The target for FY 2023 was to complete CY 2023 with a 5-year average of bicyclist involved in fatal crashes at 4.5 for Delaware to meet this 5-year average goal Delaware must have less than 4 bicyclist involved fatalities. As of November 30, 2023, the bicyclist involved fatality total was 5, indicating the goal had not been met. OHS will continue to support funding data-driven programs aimed specifically for pedestrian, bicyclist, and non-motorized and motorized roadway users to assist them on developing positive habits on the roadways.

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



PROGRAM AREA | MOTORCYCLIST SAFETY



The Office of Highway Safety coordinated the following programming initiatives to reach our motorcyclist safety targets for FY 2023 (as of 11/30/2023):

APRIL/MAY MOTORCYCLE ENFORCEMENT

PROJECT CODE: OHMB23-01

PROJECT DESCRIPTION: OHS provided funding to Delaware State Police and other local law enforcement agencies from April 29 – May 7, 2023, 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. Four-hour patrols were conducted from 10 a.m. – 11 p.m.

PARTICIPATING AGENCIES: Bethany Beach PD, Blades PD, Dover PD, Fenwick Island PD, Middletown PD, Milford PD, New Castle City PD, New Castle County PD, Seaford PD, Wilmington PD and Delaware State Police.



HOURS WORKED	PATROLS	MOTORCYCLE ARRESTS	OTHER ARRESTS	TOTAL ARRESTS
134	33	0	284	284

DELMARVA BIKE WEEK ENFORCEMENT

PROJECT CODE: OHMB23-02

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 14-17, 2023). 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 motorcyclists during this September weekend. Four-hour patrols were conducted from 10 a.m. – 11 p.m.

PARTICIPATING AGENCIES: Bethany Beach PD, Dagsboro PD, Dewey Beach PD, Dover PD, Ellendale PD, Fenwick Island PD, Georgetown PD, Milford PD, Millsboro PD, Rehoboth Beach PD, and Delaware State Police.

HOURS WORKED	PATROLS	MOTORCYCLE ARRESTS	OTHER ARRESTS	TOTAL ARRESTS
101	26	0	191	191

HSP PROJECTS NOT IMPLEMENTED: NONE

ASSESSMENT OF STATE PROGRESS

The goal of FY 2023 is to finish CY 2023 with a 5-year average (2019-2023) of 14.3 motorcyclist crash fatalities. As of November 30, 2023, Delaware has 14 fatalities making the 5-year average 18 thus not meeting the 5-year average goal of 14.3. The goal of FY 2023 is to finish CY 2023 with a 5-year average (2019-2023) of 5.4 un-helmeted motorcyclist crash fatalities. As of November 30, 2023, Delaware has not 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



PROGRAM AREA | TEEN DRIVER PROGRAMS



Delaware continues to have a strong Graduated Driver Licensing (GDL) law, containing most of the recommended components including: a 1-year permit process starting at the age of 16; 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 judgement, and promote more strict observance of the rules of the road.

Delaware has a Teen Driver Task Force, made up of partners from a variety of agencies: Delaware Division of Motor Vehicles, Delaware State Police, Delaware Department of Education, Delaware Driver Safety Education Association, Delaware Safety Council, and Delaware Division of Alcohol

& Tobacco Enforcement. This Task Force was coordinated in 2016 to update the Teen Driver Education Curriculum and has continued to meet to share ideas and establish programs in support of teen driver safety.

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

The Office of Highway Safety coordinated the following programming initiatives in FY 2023 (as of 11/30/2023):



TEEN DRIVER TASK FORCE SUPPORT SERVICES

PROJECT CODES: TDTF23-01

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

HSP PROJECTS NOT IMPLEMENTED:

TEEN DRIVER RESOURCES PROGRAM

PROJECT CODE: TDRP23-01

DESCRIPTION: OHS planned to support programing with the Delaware Department of Education to provide a guide with resources for Delaware High School Teachers and Staff to promote safe driving messaging, scholarship opportunities and peer to peer activities. No implementation took place during FY 2023. There were some organizational changes within a partner agency, SmartDrive, which halted continued work on this project.

GRADUATED DRIVER'S LICENSE POP UPDATE

PROJECT CODE: TGDP23-01

DESCRIPTION: OHS planned to support programing to continue to educate parents and sponsors about the graduated driver license requirements and teen driver issues through the on-line GDL Parent Orientation Program. Funds were going to be used to support contractual costs to support the overhaul of the program. Unfortunately, time and funding constraints did not make this possible in FY 2023.

ASSESSMENT OF STATE PROGRESS

The target for FY 2023 was to complete CY 2023 with a 5-year average of drivers 20-years-old or younger involved in fatal crashes at 12.2. As of November 30, 2023, the average crash total was 19, indicating the goal had not been met. OHS will continue to support funding data-driven programs aimed specifically for novice teen drivers to prepare them to drive with focus on developing positive habits on the roadways. This will include supporting Driver's Education teachers in their mission to educate novice drivers. Additionally, a Teen Driver Task Force meets bi-monthly to more thoroughly understand the challenges teen drivers face and develop solutions specifically for teen drivers. A new addition to the task force will be 3 students (one representing each county) who will be uniquely positioned to provide the teen perspective.



PROGRAM AREA | TRAFFIC RECORDS



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

SHORT-TERM PERFORMANCE GOALS

- Coordinate the planning and development of Section 405(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 2023:

TRCC STRATEGIC PLAN IMPLEMENTATION

PROJECT CODES: CACC23-01, CACD23-01, CACE23-01, CACF23-01

PROJECT DESCRIPTION: In FY 2023, OHS continued to implement the updated Traffic Safety Information System Strategic Plan and goals of the Traffic Records Coordinating Committee (TRCC). The plan outlines each of the 6 information systems' (crash, roadway, vehicle, driver, enforcement/adjudication, and injury surveillance) status, goals/objectives (if appropriate), and performance measures (if appropriate). As noted below, the Office of Highway Safety implemented programs to improve traffic records systems and our subsequent use of these systems to implement a comprehensive Highway Safety Plan (HSP). OHS worked with Whitman, Requardt & Associates to achieve these goals and complete the Traffic Records Assessment. **Funds were not spent from CACE23-01 and CACF23-01.**

E-CRASH QUALITY ASSESSMENT/CONTROL AND ENHANCEMENTS

PROJECT CODES: CAB23-01, CABD23-01, CABE23-01, CABF23-01

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 CABE23-01 and CABF23-01.**

DATA ANALYST CONTRACT

PROJECT CODES: DATC23-01, DATD23-01, DATE23-01, DATF23-01

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 DATF23-01.**

ANTICIPATED PROJECTS

PROJECT CODES: CBAC23-01, CBAD23-01, CBAE23-01, CBAX23-01, CBAF23-01, CBBZ23-01

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.

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 2023. 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



The Office of Highway Safety coordinated the following programming initiatives to reach our targets for FY 2023 (as of 11/30/2023):

LAW ENFORCEMENT LIAISON

PROJECT CODE: OHBL23-01

PROJECT DESCRIPTION: Responsible for the coordination of law enforcement mobilizations throughout the grant year and organizing law enforcement training opportunities. The Law Enforcement Liaison encourages law enforcement leaders and officers to support the enforcement of traffic safety laws and engage in highway safety projects. In FY 2023, the Law Enforcement Liaison assisted with coordination of multiple training events including a formal grants training, etc.

FALL OCCUPANT PROTECTION/DISTRACTED ENFORCEMENT

PROJECT CODE: OHOS23-01

PROJECT DESCRIPTION: OHS combined enforcement for Occupant Protection and Distracted Driving again for FY 2023. Officers worked October 3 – 23, 2022 focusing on unrestrained/improperly restrained vehicle occupants and distracted driving violations. The four-hour enforcement blocks were scheduled between 11 a.m. - 12 a.m. as data indicates that crashes are consistent throughout the day. October trends as the highest month for Distracted Driving crashes in Delaware. OHS also recognizes the increased likelihood of vehicle occupants being unbuckled during nighttime hours. This time frame allows officers to prioritize nighttime hours.

PARTICIPATING AGENCIES: Bethany Beach PD, Blades PD, Camden PD, Clayton PD, Dagsboro PD, Delaware City PD, Delmar PD, Dewey Beach PD, Dover PD, Elsmere PD, Felton PD, Fenwick Island PD, Georgetown PD, Greenwood PD, Harrington PD, Lewes PD, Middletown PD, Milford PD, New Castle City PD, New Castle County PD, Newark PD, Newport PD, Ocean View PD, Rehoboth Beach PD, Seaford PD, Smyrna PD, Townsend PD, Wilmington 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
453	111	102	126	4	534	766

SAFE FAMILY HOLIDAY OCCUPANT PROTECTION/DISTRACTED ENFORCEMENT

PROJECT CODE: OHOS23-02

PROJECT DESCRIPTION: OHS combined enforcement for Occupant Protection and Distracted Driving for four mobilizations. Officers worked this enforcement, as part of the Safe Family Holiday campaign, combining multiple priority areas with increased paid media and a safe holiday message. The mobilization took place from November 12 – December 10, 2022 between the hours of 11 a.m. and 12 a.m. The four-hour enforcement blocks were scheduled as data indicates that crashes are consistent throughout the day. OHS also recognizes the increased likelihood of vehicle occupants being unbuckled during nighttime hours. This time frame allows officers to prioritize nighttime hours should they chose.

PARTICIPATING AGENCIES: Bethany Beach PD, Camden PD, Clayton PD, Dagsboro PD, Delaware City PD, Delmar PD, Dover PD, Elsmere PD, Felton PD, Harrington PD, Middletown PD, Milford PD, Milton PD, New Castle City PD, New Castle County PD, Newark PD, Newport PD, Rehoboth Beach PD, Seaford PD, Smyrna PD, Wilmington PD, Wyoming PD, 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
365	92	102	85	2	462	651

WINTER OCCUPANT PROTECTION/DISTRACTED ENFORCEMENT

PROJECT CODE: OHOS23-03

PROJECT DESCRIPTION: OHS combined enforcement for Occupant Protection and Distracted Driving for four mobilizations. This enforcement covered the winter from January 15 – February 13, 2023. The four-hour enforcement blocks were scheduled as data indicates that crashes are consistent throughout the day. The enforcement hours were 11 a.m. - 12 a.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, Camden PD, Clayton PD, Dagsboro PD, Delmar PD, Dover PD, Felton PD, Greenwood PD, Harrington PD, Middletown PD, Milford PD, Millsboro PD, Milton PD, New Castle County PD, Newark PD, Newport PD, Rehoboth Beach PD, Seaford 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
554	138	173	122	6	718	1019

SUMMER OCCUPANT PROTECTION/DISTRACTED ENFORCEMENT

PROJECT CODE: OHOS23-04

PROJECT DESCRIPTION: OHS combined enforcement for Occupant Protection and Distracted Driving for four mobilizations. Officers worked July 16 – August 19, 2023, 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 a.m. to 12 a.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 20 – July 29. Eighteen citations for cell phone violations were written during the State Fair.

PARTICIPATING AGENCIES: Bethany Beach PD, Camden PD, Clayton PD, Dagsboro PD, Delaware City PD, Delmar PD, Dewey Beach PD, Dover PD, Elsmere PD, Felton PD, Fenwick Island PD, Greenwood PD, Harrington PD, Lewes PD, Middletown PD, Milford PD, Millsboro 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	CELL PHONE ARRESTS	SEAT BELT ARRESTS	CHILD PASSENGER SAFETY ARRESTS	OTHER ARRESTS /E-WARNINGS	TOTAL ARRESTS /E-WARNINGS
636	159	252	257	13	683	1205

DAGSBORO SAFE STREETS

PROJECT CODE: DOSS23-01

PROJECT DESCRIPTION: OHS amended the FY2023 HSP to include a multi-program project submitted by Dagsboro PD to supplement other mobilizations. Dagsboro has seen an increase in not only traffic but collisions as well. Speeding, distracted driving and occupant protection are on-going issues in Dagsboro. The project was approved for 326 (81 4-hour shifts) additional enforcement hours as well as the reimbursement for a Jamar Law Enforcement II Radar Speeding Complaint Management device to be able to collect vehicle traffic data and placed in specific areas to focus enforcement efforts.

PARTICIPATING AGENCIES: Dagsboro PD

HOURS WORKED	PATROLS	SPEED ARRESTS	CELL PHONE ARRESTS	DUI ARRESTS	OTHER ARRESTS	TOTAL ARRESTS
296	74	317	133	0	450	900

CRASH RECONSTRUCTION UNIT (CRU) TRAINING

PROJECT CODE: CRUS23-01

PROJECT DESCRIPTION: OHS provided funds for Crash Reconstruction Unit members from the Delaware State Police to receive three Vericom V-Sense tools and for seven officers to receive certification for use. The Vericom V-Sense PC is a computerized tool which is accepted in the collision reconstruction field due to its dependability and precision. Specifically, it is used to obtain the friction value of the roadway surface, also known as the drag factor. In the engineering field this term is called the coefficient of friction. This is a value that needs to be measured accurately so that it can be applied in many of the collision reconstruction formulas which require this variable. This device uses a 3-axis accelerometer which measures the acceleration of a vehicle and can also be used in determining a vehicle's acceleration rate. This is useful in determining whether a vehicle stopped at a stop sign or other traffic signal. This tool also includes the necessary software to read the data and provide professional reports to be included in the investigative report or case file. The report that is produced can also be used to enhance the court room explanation and presentation of the data obtained on scene.

Additional funds were provided to Delaware State Police to allow members for the Crash Reconstruction Unit to attend the 2023 Baltimore County Pedestrian/Bicycle Course in March 2023 and the IPTM Event Data Recorder Use in Traffic Crash Reconstruction course in June 2023.

HSP PROJECTS NOT IMPLEMENTED:

OHS HIGHWAY SAFETY CONFERENCE

PROJECT CODE: OHBB23-01

PROJECT DESCRIPTION: Due to staffing issues, no funds were spent from this project in FY 2023.



PROGRAM AREA | PAID MEDIA & COMMUNICATIONS PROGRAM



The Office of Highway Safety coordinated the following Paid Media and Communications initiatives to reach our targets for FY 2023 (as of 11/30/2023):

IMPAIRED DRIVING - PAID MEDIA

PROJECT CODES: DAPN23-01, DAP023-01, EAPN23-01, DRUB23-01, DRUC-23, EAPP23-01, DAPP23-01, DAPQ23-01

PROJECT DESCRIPTION: The Delaware Office of Highway Safety (OHS) conducted education and outreach programs aimed at curbing impaired driving throughout FY 2023. OHS deployed a comprehensive impaired driving awareness strategy that included traditional and digital paid media, organic and paid social media, video and radio spots, and other initiatives outlined below.

FY 2023 IMPAIRED DRIVING/IMPAIRMENT AWARENESS EFFORTS (ALCOHOL-FOCUSED):

In FY 2020, OHS launched the 'Righteous Riders' campaign to prevent alcohol-related impaired driving, promoting sober driving awareness, and continued its use throughout FY 2023.

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
- Hero Network – Restaurant Video Spots
- All Points Media – Posters & Mirror Clings
- All Over Media – Liquor Store Floor Clings & Ice Box Wraps
- Comcast Cable Statewide
- Network TV
- Cinema – Theater Ads
- 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

SOCIAL MEDIA:

OHS developed 64 alcohol-focused impaired driving awareness social media posts across four scheduled enforcements in FY 2023, capitalizing on how the office can use interactive and innovative approaches to help drivers make the responsible decision to avoid getting behind the wheel while under the influence of alcohol.

OHS developed contemporary and innovative social media campaigns for the primary road safety topic priority areas as outlined in the FY 2023 enforcement calendar. Campaigns were activated across Facebook, Instagram, Instagram Reels, Twitter and TikTok and included value offerings where budgets allowed.

Social media activation strategies included optimized tactics for all campaigns 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 social media campaign coincided with an enforcement period and included campaign strategy, creative development of campaign concept, post development and launch, engagement management and project management for all behavior-specific posts.

Social media campaigns included these activation efforts:

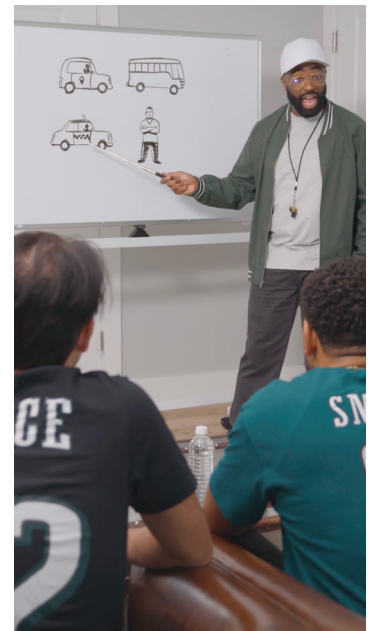
- Boosting/paid promotions across Facebook and Instagram
- Strategy, recommendation and execution of campaign location tagging to focus messaging with crash data based on where fatalities/injuries occur most frequently and where those involved originated from in terms of their home location

ARRIVEALIVEDE.COM WEBSITE - DRIVE SOBER PAGE:

OHS enhanced the Drive Sober web page on [ArriveAliveDE.com](https://arrivealivede.com) with the following additional offerings in FY 2023.

- Beer Goggles Boulevard – Developed in two phases, this engaging new interactive module invites website visitors to avoid all obstacles while trying to make it to the end of the course – both as a sober and impaired driver. With a creative tie-in to early-style video games, players will learn how alcohol can impact their driving skills in this fun and challenging test.
- Reimagined and recreated the Impaired Driving Simulator with new videos featuring interstate highways, rural roads and city streets in Delaware to provide users with a more localized experience

The Super Bowl Sober Ride DUI awareness video post earned the most cross-platform video views for the year with 8,050 views and was also the most saved video post on the OHS TikTok profile for FY 2023. The video also earned a Gold Telly Award.



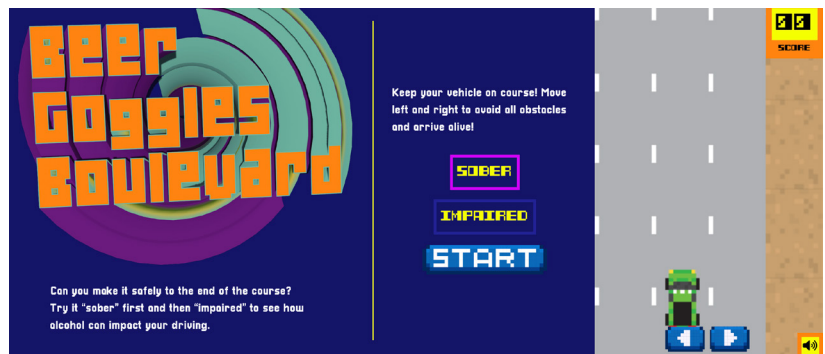
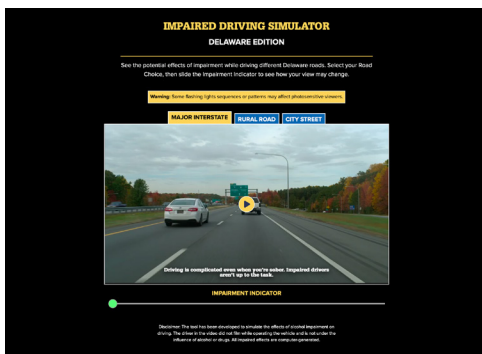
The Summer 2023 DUI awareness video post “Get the Keys” earned the most video view completions (users watched the full video at least once through) with 3,018 views.



In FY 2023, animated impaired driving posts often featured holiday themes or statistics to educate social media followers about the importance of driving sober. Various campaigns also included Spanish-language versions of posts to provide outreach to Delaware’s Hispanic community.

The enhanced Impaired Driving Simulator on the Drive Sober page of ArriveAliveDE.com provided website visitors with a more localized experience with the addition of Delaware-specific roadway options.

The Drive Sober page, which included the newly added Beer Goggles Boulevard interactive module, was the most visited in FY 2023 with 97,620 page views.



IMPAIRED DRIVING PUBLIC EDUCATION EVENTS & OUTREACH:

OHS STREET TEAMS

OHS partners with NASCAR driver Ross Chastain to encourage people to “Use Your Melon” and drive sober. Street teams were deployed at three signing events with Ross this year. These events attracted large crowds and people took turns spinning the trivia wheel to learn facts about highway safety while they waited in line. OHS was able to partner with Delaware Alcohol & Tobacco Enforcement to have the DUI Simulator present at each event.

OHS street teams were also deployed at a tabled event this year with the trivia wheel and impaired vision goggles. OHS was able to reach members of the community of all ages and backgrounds.

Street teams were present at the following locations:

Ross Chastain Events:

- Buffalo Wild Wings – 680 S. Bay Road, Dover, DE 19901
Friday, April 28, 2023
- Grotto Pizza – 1159 N. Dupont Hwy., Dover, DE 19901
Saturday, April 29, 2023
- Georgetown Speedway – 22206 Speedway Rd., Georgetown, DE 19947
Thursday, August 24, 2023



Tabled Events:

- Delaware Beer, Wine, & Spirits Festival – Delaware Agricultural Museum, 866 N. Dupont Hwy., Dover, DE 19901, Saturday, August 26, 2023



SOBER LIFT:

SOBERLIFT RIDESHARING PROGRAM PARTNERSHIP WITH LYFT

During the Delaware State University homecoming and over the St. Patrick’s Day holiday weekends, OHS provided a limited number of \$20 Lyft code vouchers in FY 2023. These discount codes were advertised for specific periods using paid, digital, social and earned media. All codes used were funded through donations from various safety and corporate partners throughout Delaware. OHS funding was used for public relations efforts. The Delaware Alcohol and Tobacco Enforcement (DATE) division and the Delaware Restaurant Association partnered with OHS to distribute promotional materials and DATE officers visited proprietary business owners for inspections and education.



SOBERLIFT OUTREACH:

DSU HOMECOMING WEEKEND

Dover:

- Saturday, October 29, at 5 p.m., through Sunday, October 30, at 2 a.m.
- 12 codes were claimed and a total of 2 rides were taken
- Marketing assets: posters and table tents at local bars and restaurants (22), DSU stadium digital banner, e-blast to DSU students and alumni, social media content and distribution of rack cards at the entry point of the game, media advisory

- Estimated number of impressions (including game attendance): 9,000+

New Castle County:

- Friday, October 21, at 5 p.m., through Sunday, October 23, at 2 a.m.
- 17 codes were claimed and a total of 6 rides were taken
- Marketing assets: posters and table tents at local bars and restaurants (20+), media advisory
- Estimated number of impressions: 3,000+

SOBERLIFT: ST. PATRICK'S DAY OUT & ABOUT SPONSORSHIP

New Castle County:

- Saturday, March 11, at 9 a.m., through Sunday, March 12, at 2 a.m.
- 100/100 codes were claimed and a total of 5 rides were taken for \$49.84 worth of \$20 vouchers
- Marketing assets: posters and table tents at local bars and restaurants, as well as promotional efforts via the St. Paddy's Day Loop sponsorship
- Estimated number of impressions: 40,000+

Statewide:

- Thursday, March 16, at 7 p.m., through Sunday, March 19, at 2 a.m.
- 1,000/1,000 codes were claimed and a total of 670 rides were taken for \$8,762 worth of \$20 vouchers
- Marketing assets: posters and table tents at bars and restaurants statewide
- Estimated number of impressions: 80,000+

Don't rely on the luck of the Irish to get you home safely.

Text SoberLift to 888-991-2740, and we'll send you a \$20 Lyft voucher.*

SOBERLIFT
ARRIVE ALIVE WITH DISCOUNTED RIDES

DELAWARE OFFICE OF HIGHWAY SAFETY

MEDIA OUTREACH

OHS developed press releases for the Ross Chastain Events and the Drive Sober or Get Pulled Over campaign and distributed them statewide, in addition to publication on the Governor's Information Center (GIC) website and the ArriveAliveDE.com newsfeed for local and regional coverage. The Safe Summer Roads and Safe Family Holiday press releases focused on DUI as well.

PARTNERSHIP OUTREACH

OHS secured 46 partnerships with bars and restaurants statewide in addition to the 11 restaurants in New Castle County participating in the St. Paddy's Day Loop. These partners included.

ARENA'S	GRANNY DARMICS KITCHEN	SANTA FE MEXICAN RESTAURANT GRILL, WILMINGTON
BETHANY BLUES, BETHANY	HOMEGROWN CAFÉ	SIMARON PIZZA & STEAK SHOP
BETHANY BLUES, LEWES	IRISH EYES PUB AND RESTAURANT, LEWES	STANLEY'S TAVERN
CAFÉ MILANO	IRISH EYES PUB AND RESTAURANT, MILTON	SUMMER HOUSE SALOON
COUNTY SIDE CAFÉ	IRON HILL BREWERY AND RESTAURANT, NEWARK	THE BOULEVARD
CROOKED HAMMOCK BREWERY	IRON HILL BREWERY AND RESTAURANT, REHOBOTH	THE GREENE TURTLE, MIDDLETOWN
DEER PARK TAVERN	KLONDIKE KATE'S	THE GREENE TURTLE, WILMINGTON
DIOS PROVEE ANTOJITOS MEXICANOS	LA HACIENDA	TIMOTHY'S RIVERFRONT GRILL
DOCKLANDS RIVERFRONT	MCGLYNN'S PUB, DOVER	TOM'S BULLPEN
DOGFISH HEAD BREWINGS & EATS	MCGLYNN'S PUB, NEWARK	TORBERT STREET SOCIAL
DOGFISH HEAD CHESAPEAKE & MAINE	MCGLYNN'S PUB, NEWARK PEOPLE'S PLAZA	WASHINGTON STREET ALE HOUSE
DOYLE'S	MIKIMOTOS	WOODY'S BAR AND GRILL
FRAIZER'S ON THE WATER	MILLER'S ALE HOUSE	WYOMING TAVERN
GRAIN CRAFT BAR + KITCHEN, NEWARK	MIO FRATELLO	YELLOW FIN'S BAR & GRILL
GRAIN H2O	NALU DEWEY BEACH	
GRAIN ON THE ROCKS	NALU REHOBOTH BEACH	

FY 2023 IMPAIRED DRIVING IMPAIRMENT AWARENESS EFFORTS (DRUG-FOCUSED):

In FY 2023, OHS continued its drug-focused media campaign called **Fear of Missing Out (FOMO)**. The campaign promotes sober driving and highlights the long-lasting effects that can result from impaired driving.

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.



"ARE YOU READING THE LABELS?" SOCIAL SERIES

OHS scheduled social posts on Facebook and Instagram, displaying the animated series "Are You Reading the Labels?" The animated series encourages individuals to double-check their prescription bottles for any symptoms that may impact their ability to drive safely. These were posted on February 16 and March 13 and generated 1.1K impressions, 22 engagements, and 6 shares.



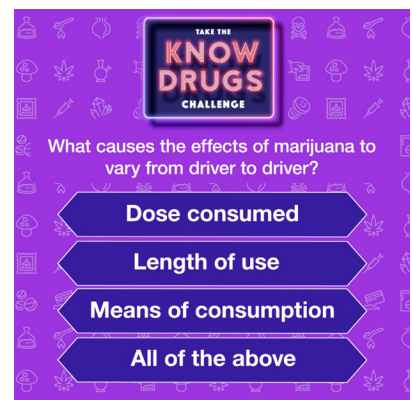
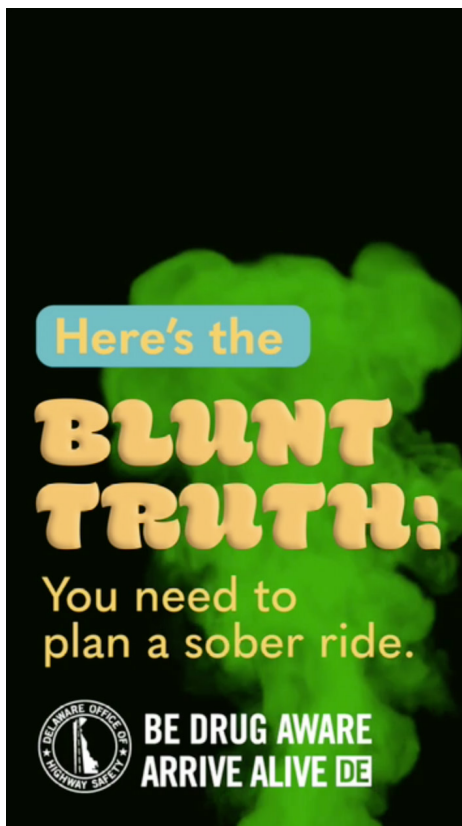
SOCIAL MEDIA:

Social media activation strategies included optimized tactics for all campaigns 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 social media campaign coincided with an enforcement period and included campaign strategy, creative development of campaign concept, post development and launch, engagement management and project management for all behavior-specific posts.

OHS developed 32 drug-focused impaired driving awareness social media posts across three scheduled enforcements in FY 2023, capitalizing on how interactive and innovative approaches help drivers make the responsible decision to avoid getting behind the wheel while under the influence of illicit drugs and prescription medications.

The “4:20 to 5:20” 420 Drug Awareness post generated the most conversation across platforms.

OHS developed contemporary and innovative social media campaigns for the primary road safety topic priority areas as outlined in the FY 2023 enforcement calendar. Campaigns were activated across Facebook, Instagram, Instagram Reels, Twitter and TikTok and included value offerings where budgets allowed.



Posts for drug-focused impaired driving campaigns required delivering the messaging in an attention-getting way for the audience, while featuring creative and copy that would be permissible under the strict rules of each social media platform regarding drug topics.

ARRIVEALIVEDE.COM WEBSITE - BE DRUG AWARE PAGE:

OHS enhanced the Drive Sober web page on ArriveAliveDE.com with the following additional offering in FY 2023:

- Developed the “Know Drugs” Challenge quiz module to test users’ knowledge about the ways drugs can impair driving, and also to increase their time spent on the page.



IMPAIRED DRUGGED DRIVING PUBLIC EDUCATION EVENTS & OUTREACH: PARTNERSHIP OUTREACH:

OHS secured 30 partnerships with pharmacies, cannabis dispensaries, and restaurants and bars throughout Delaware. Partners received posters to assist OHS in educating their customers on the dangers of driving under the influence of drugs. In total, 113 posters were displayed resulting in an estimated 45,000 total impressions.

CANNABIS INDUSTRY
BEST BUDS DISPENSARY, DOVER
BEST BUDS DISPENSARY, GEORGETOWN
COLUMBIA CAR DISPENSARY, SMYRNA
FRESH DELAWARE
THE FARM

PHARMACIES
ACME MARKETS PHARMACY
APOTHECO PHARMACY DELAWARE
BAYARD PHARMACY
CAMDEN PHARMACY
CAPE PHARMACY
DARLEY PHARMACY
GLASGOW PHARMACY
LIVING WELL PHARMACY
MANOR PHARMACY INC.
NEW CASTLE RX

RESTAURANTS AND BARS
BANKS' SEAFOOD KITCHEN
BETHANY BLUES, BETHANY
BETHANY BLUES, LEWES
BRICK WORKS BREWING AND EATS, LONG NECK
DEW POINT BREWING CO.
GRAIN CRAFT BAR + KITCHEN, NEWARK
GRAIN CRAFT BAR + KITCHEN, TROLLEY SQUARE
GRAIN H2O
GRAIN ON THE ROCKS
HOMEGROWN CAFÉ
IRON HILL BREWERY AND RESTAURANT, NEWARK
IRON HILL BREWERY AND RESTAURANT, WILMINGTON
THE STARBOARD
TIMOTHY'S RIVERFRONT GRILL
TOM FOOLERY'S RESTAURANT & BAR

OCCUPANT PROTECTION/CLICK IT OR TICKET PAID MEDIA

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

PROJECT DESCRIPTION: In FY 2023, OHS conducted education and outreach campaigns to coincide with the national Click It or Ticket (CIOT) enforcement and programming initiatives. These campaigns utilized various CIOT awareness strategies, including traditional and digital paid media, social media (both organic and paid), video and radio spots, as well as other initiatives that are summarized below.

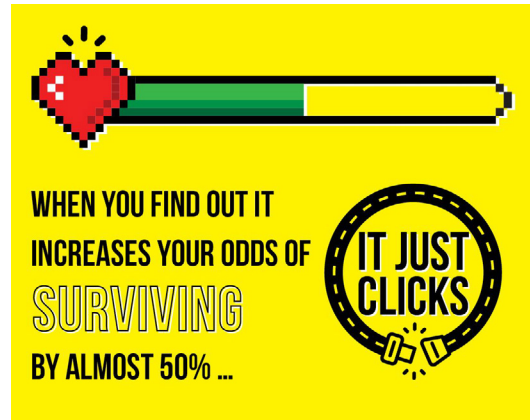
FY 2023 CIOT AWARENESS EFFORTS:

OHS launched the Click It or Ticket (CIOT) campaign to remind drivers, particularly young adult males, to wear seat belts. The campaign aimed to emphasize the importance of personal safety by stressing that while you can't control the road, you can control what protects you from it. OHS and Delaware law enforcement agencies participated in the national CIOT high-visibility enforcement effort from May 15 to June 9, 2023.

OHS's CIOT Enforcement Campaign **Buckle Up for Safety:**

THE CIOT ENFORCEMENT CAMPAIGN ASSETS INCLUDED:

- Digital Tactics
 - Audio ad with companion banner on Spotify
 - Banner ads with AdTheorent
 - Image and Story ads on Facebook and Instagram
 - Animated video ads on TikTok and YouTube
 - Zero Speed Takeover ads with Waze
 - Mobile display banners with GroundTruth (Hispanic target)
- Traditional Tactics
 - Billboards with Clear Channel Outdoor
 - :15 video ads with GSTV
 - :30 radio ads



CIOT CAMPAIGN HIGHLIGHTS:

- AdTheorent dominated in impressions (1M), while Facebook/Instagram garnered the most clicks (2.4K)
- TikTok delivered the highest CTR of any medium (0.40%)
- AdTheorent had the most sessions (3.5K), while Waze produced the longest average session duration (31 seconds)

In addition to paid and digital media campaigns, OHS utilized various channels such as social media, ArriveAliveDE.com, and public outreach to distribute CIOT education messages.



SOCIAL MEDIA:

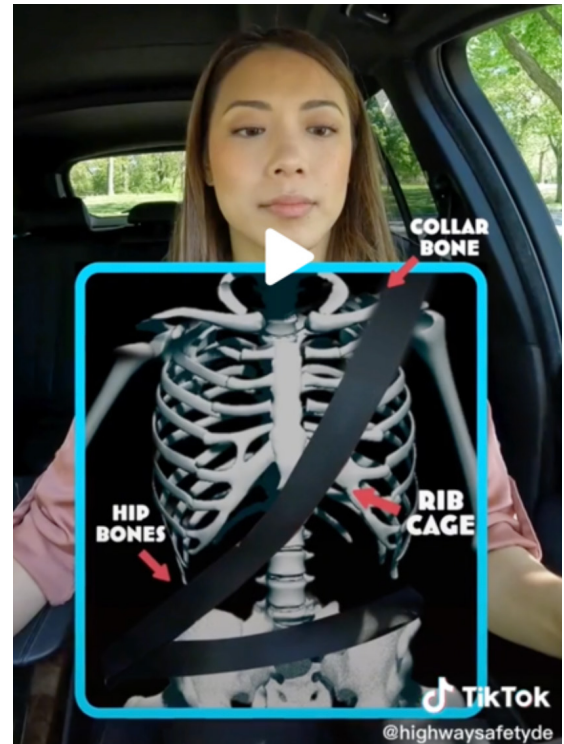
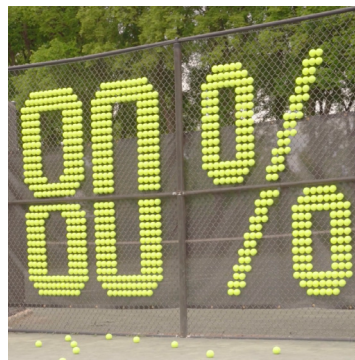
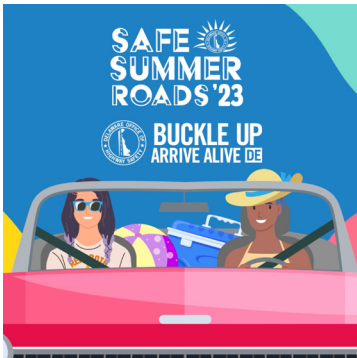
OCCUPANT PROTECTION/CLICK IT OR TICKET EDUCATION

OHS developed 35 occupant protection-focused awareness social media posts in conjunction with four scheduled enforcements in FY 2023, capitalizing on how the office can help drivers make the responsible decision to buckle up while driving.

Social media campaigns included the following activation efforts.

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

The Science of Seat Belts video post generated the most post link clicks to the Buckle Up page with 462 clicks. Informative statistics and eye-catching creative were featured prominently in Occupant Protection posts in FY 2023.



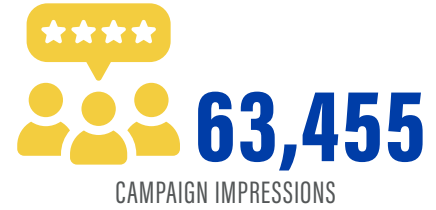
FY 2023 MAY CIOT AWARENESS EFFORTS:

SOCIAL MEDIA:

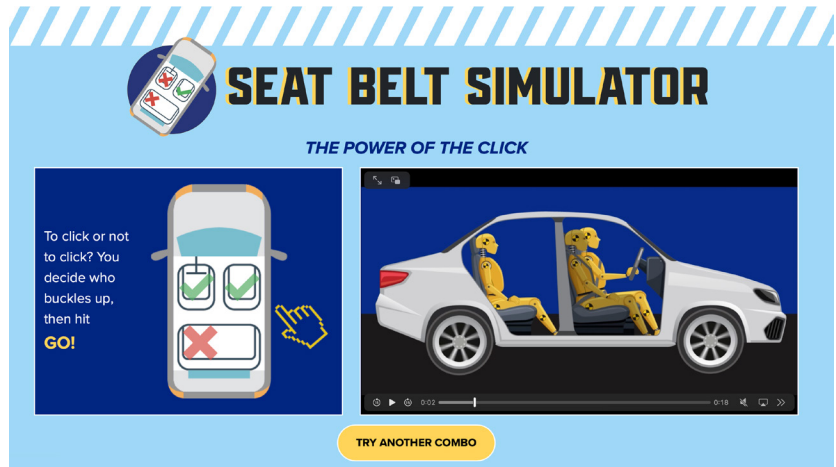
OHS developed 11 CIOT-focused occupant protection awareness social media posts as part of the “Power of a Click” May Click It or Ticket campaign, which launched from May 15, 2023 to June 9, 2023. While 93.9 % of Delawareans report wearing seat belts, the state was still seeing too many crashes with drivers, and frequently passengers, not buckling up. This campaign supported the national Click It or Ticket message of buckling up every time. It also promoted the importance of everyone in a vehicle wearing seat belts to help ensure optimal protection and potentially avoid serious injury or even ejection in the event of a crash.

To deliver on this messaging, the campaign was comprised of: 1) a new module for the Buckle Up page that used a consequence-based approach to demonstrate, through animated simulations, the importance of buckling up no matter where you are seated in the vehicle; 2) one post translated in English and Spanish that provided additional seat belt facts and drove users to the new module; 3) a vertical video called “How Quick Can You Click?” counterbalanced the gravity of the simulator by highlighting buckling up in a lighthearted, friendly competition; and 4) a second guerilla marketing-like video which challenged the fallacy that people who are “thrown free” of the vehicle are safer in an ejection crash. All posts launched on Facebook, Instagram and Instagram Reels, while the vertical videos also ran on TikTok.

CAMPAIGN RESULTS



The Spanish-language Seat Belt Simulator post outperformed its English-language counterpart with a 43% increase in engagements. The Buckle Up page, which included the new Seat Belt Simulator – The Power of A Click – interactive module, had a **60% increase** in unique page views during this year’s CIOT campaign compared with the 2022 campaign.

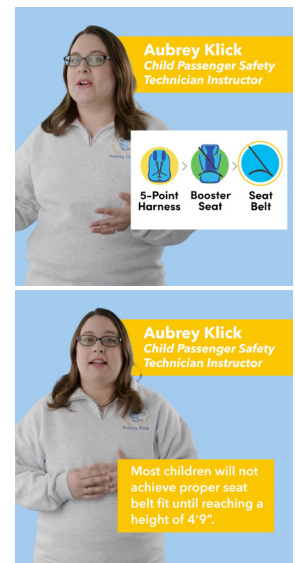


ARRIVEALIVEDE.COM WEBSITE - OCCUPANT PROTECTION PAGE:

The flagship website for all things Delaware highway safety-related, 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.

CHILD PASSENGER SAFETY VIDEO:

OHS created a new Child Passenger Safety video in FY 2023 to help educate parents on the ages and stages of car seat safety. Featuring OHS Child Passenger Safety Technician Instructor Aubrey Klick, the video explains the various, and often confusing, stages and requirements that parents and caregivers need to know to keep their child safe and in the correct 5-point harness car seat, booster seat or regular seat belt for their age, weight and vehicle type. The new video increased user time spent on the page by 25%.



CIOT PUBLIC EDUCATION EVENTS & OUTREACH:

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

STREET TEAMS

OHS deployed three street teams to events in each Delaware county coinciding with the CIOT enforcement period. In addition to discussing seat belt safety with Delawareans, these activations doubled as an opportunity for the OHS team to garner participation for the FY24-26 Highway Safety Plan survey. The teams interacted with nearly 3,000 Delawareans and distributed 350 palm cards.

Street Teams were present at the following locations.

- Kent County: Dover Unity Day Celebration, Saturday, May 20, 2023
- New Castle County: Blue Rocks Home Game, Friday, May 26, 2023
- Sussex County: Rehoboth Beach Boardwalk, Saturday, May 27, 2023



MEDIA OUTREACH

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

OCCUPANT PROTECTION/DISTRACTED DRIVING

PROJECT CODE: OHOD23-01

FY 2023 OCCUPANT PROTECTION AND DISTRACTED DRIVING AWARENESS EFFORTS:

In the fiscal year 2023, OHS implemented two campaigns to promote road safety: the **Buckle Up Arrive Alive** campaign, which focused on the importance of wearing seat belts, and the **Be Alert and Arrive Alive** campaign, which aimed to raise awareness about the dangers of distracted driving. OHS also developed complementary creative materials that were used separately and in combination to amplify the message to drivers and passengers to buckle up and avoid driving distracted.

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:

Digital Tactics

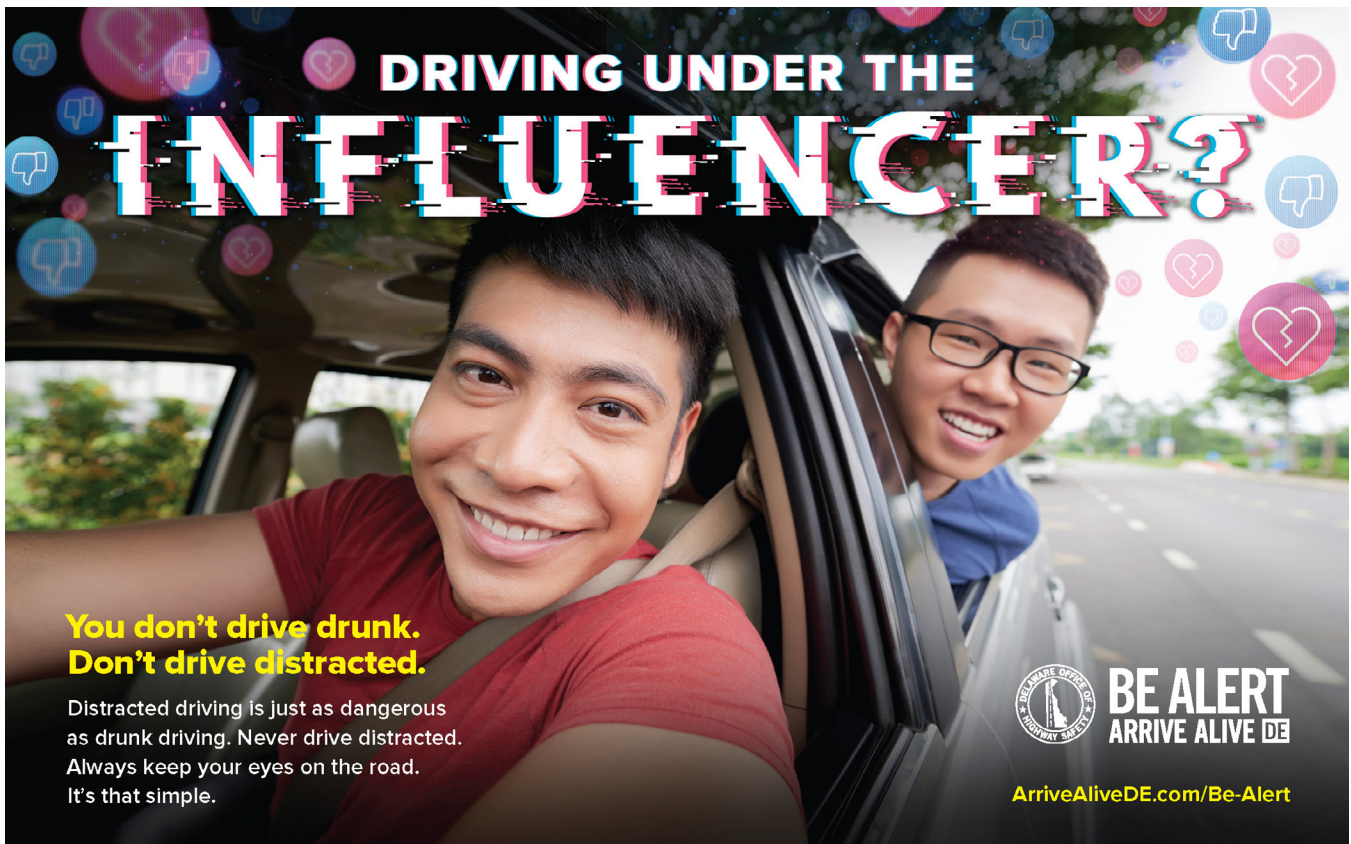
- Image ads on Facebook/Instagram
- :30 audio ad w/ companion banner with Spotify
- :30 audio ad w/ companion banner with Pandora
- Mobile display banners with GroundTruth

- Display banners with AdTheorent

Traditional Tactics

- :30 radio spots with Terrestrial radio
- :15 video with GSTV

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:

During FY 2023, OHS Safety created 52 social media posts that focused on occupant protection and distracted driving awareness. These posts were designed to coincide with three scheduled enforcements. The goal was to encourage drivers to make responsible decisions by wearing their seatbelts and avoiding distractions while driving.



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

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

STREET TEAMS

Crashed Car Activations: OHS deployed street teams with the crashed car at three locations, one in each county, to greet and interact with Delaware shoppers. The teams informed and educated customers on the best ways to eliminate distractions while driving with the “Be Alert” message. The street teams highlighted focus areas such as using cell phones for only emergencies, using the “do not disturb” function, avoiding eating/drinking while driving or reaching for items that may have fallen on the floor, and always securing all passengers (children and pets).



Street teams were present at the following locations

- **Sussex County: Tanger Outlets**
Rehoboth Beach, DE – Saturday, July 22 – Sunday, July 23, 2023
- **New Castle County: T-Mobile**
47374 Concord Pike, Wilmington, DE 19803 – Saturday, August 5, 2023
- **Kent County: AT&T**
275 N. Dupont Hwy., Dover, DE 19901 – Saturday, August 19, 2023

OHS worked to develop new partnerships while cultivating existing partnerships with traffic safety partners throughout Delaware to further occupant protection and distracted driving messaging to drivers, passengers, and pedestrians. OHS secured **15 partners** with restaurants, insurance agencies, and cell-phone providers throughout the state.

OUTREACH TO INSURANCE AGENCIES

Nine insurance agencies partnered with OHS for an initiative aimed at educating people on the dangers of distracted driving. These agencies had around 50-100 customers visiting them every week, and they directed people to view the posters and flyers that were displayed to learn more about distracted driving. The “How to Turn on Do Not Disturb” guide was also made available to these partners, which they could either print and distribute in-store or use their existing communication channels to share with their clients. Over a period of six months, this initiative generated more than 30,000 impressions across all insurance agencies involved.

OUTREACH TO CELL PHONE PROVIDERS

OHS has confirmed a major partnership with one of the leading cell-phone providers, AT&T. As part of this partnership, we were able to place 3 posters, 25 flyers, and a digital toolkit at three AT&T locations in Dover, Milford, and Millville. Thanks to the support provided by our cell-phone provider partners, we were able to schedule activations and engage with customers exiting the stores, discussing the importance of turning on the 'do not disturb' feature and how to avoid distracted driving. This approach generated an estimated total of 7,000+ impressions.

OUTREACH TO RESTAURANTS

OHS confirmed three partnerships with local restaurants. These partners received seven posters, ten flyers, and 175 stickers. Timothy's of Newark received 100 stickers, and Checkers received 75 stickers. This tactic generated an estimated total of over 3,000 impressions.

DISTRACTED DRIVING PAID MEDIA

The Office of Highway Safety coordinated the following communication program initiatives to reach our distracted driving targets for FY 2023.

PROJECT CODE: PMDD23-01

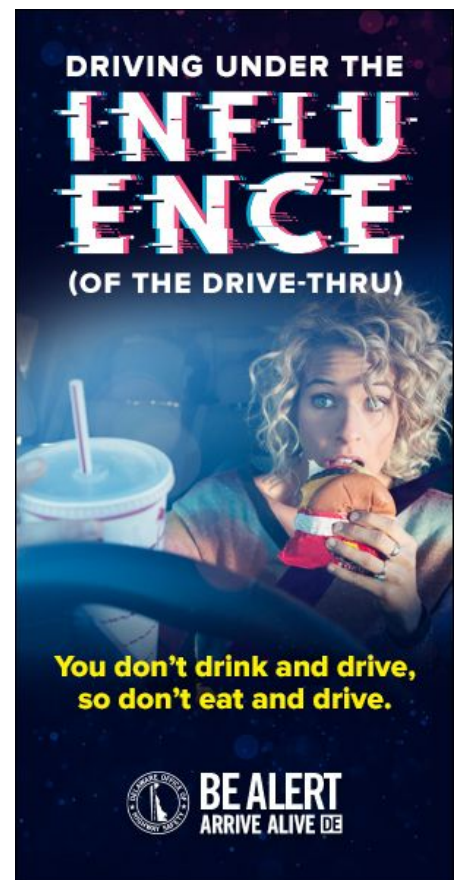
FY 2023 DISTRACTED DRIVING AWARENESS EFFORTS:

In FY 2023, OHS continued to use the **"Be Alert and Arrive Alive"** media campaign, which is focused on distracted driving, during April's Distracted Driving Month. This campaign aimed to highlight various ways in which drivers can become distracted while driving a motor vehicle. Many people are aware of the dangers of drunk driving, but they often don't give much thought to the risks associated with distracted driving. This campaign is designed to link distracted driving to impaired driving, to raise awareness about the potential consequences of this type of behavior.

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:

- **Digital Tactics**
 - Image ads on Facebook/Instagram
 - :30 audio ad w/ companion banner with Spotify
 - :30 audio ad w/ companion banner with Pandora
 - Mobile display banners with ground truth
 - Display banners with AdTheorent Traditional Tactics
 - :30 radio spots with Terrestrial radio
 - :15 video with GSTVPR & Social Media
 - Secured 15 partners and distributed 566 total materials
 - Deployed 6 total street teams for the "Do Not Disturb" Safety Ambassadors and Crashed-Car Activations engaging with 300+ Delaware residents



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.

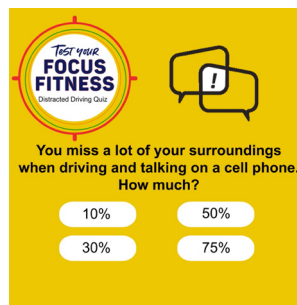
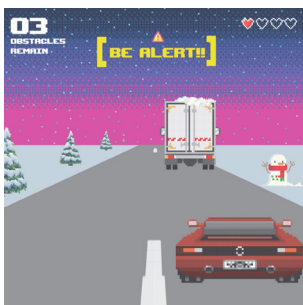
DISTRACTED DRIVING EDUCATION: SOCIAL MEDIA:

OHS developed 41 distracted driving-focused awareness social media posts in conjunction with four scheduled enforcements in FY 2023, capitalizing on how the office can help drivers make the responsible decision to drive without distractions.

Social media campaigns included the following activation efforts:

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

The “Distracted Driving Arcade” post received the most clicks to the Be Alert page with 256 post link clicks.

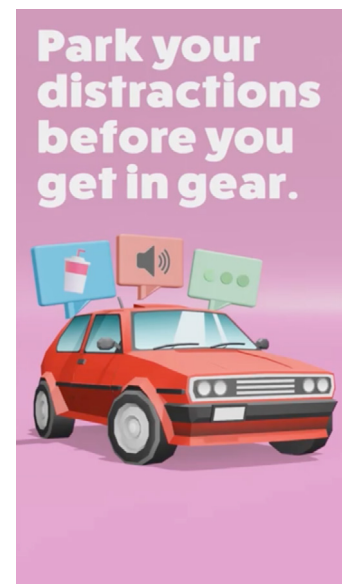


Additional social media messaging created for Distracted Driving included quiz content from the new module (in both English and Spanish), a new Alive in DE video post featuring a Delaware boxing gym, and seasonal statistics-driven posts.

DISTRACTED DRIVING MONTH:

OHS developed 11 distracted driving-focused awareness social media posts in conjunction with April Distracted Driving Awareness month (April 1 through April 30) and supported OHS's planned enforcement and outreach efforts.

- In this campaign we focused on two types of distractions: mental distractions and cell phone distractions, delivering the key message that driving requires undivided attention. The campaign was comprised of four total posts – two videos utilizing a compelling mix of both video footage and animation, and two additional animated posts (one in English and one in Spanish). Users were driven, via caption copy, to various modules on the Be Alert page of [ArriveAliveDE.com](https://www.arrivealiveDE.com).



Posts in both English and Spanish were created for the April Distracted Driving Month campaign. This increased reach to the Hispanic population in Delaware. As part of the April Distracted Driving Month campaign, this “Undivided Attention” post received the most clicks to the Be Alert page on Facebook with 173 link clicks (30% higher than the top performer from the April 2022 Distracted Driving campaign).

ARRIVEALIVEDE.COM WEBSITE - DISTRACTED DRIVING PAGE:

OHS enhanced the Be Alert web page on ArriveAliveDE.com with the following additional offering in FY 2023.

- The Focus Factor Quiz – This new, interactive module was developed and engineered to test users’ knowledge of the dangers of distracted driving.

The **Be Alert** page saw a significant rise in unique page views during the launch of the Test Your Focus Fitness quiz module, posting a 162% increase compared with the same time period in 2022.

DISTRACTED DRIVING PUBLIC EDUCATION EVENTS & OUTREACH:

STREET TEAMS

Do Not Disturb Safety Ambassadors: OHS deployed street teams at prominent convenience stores in each county. Ambassadors wore bright reflective safety vests and greeted Delawareans as they entered and exited the stores. Street team members were able to remind people of the importance of not driving while distracted and how to activate the “Do Not Disturb” feature on their mobile devices. The total reach for these activations was over 150 Delawareans of all ages and backgrounds.

Street teams were present at the following locations:

- **Sussex County: Royal Farms**
20579 Dupont Blvd. Georgetown, DE 19947 – Wednesday, April 12, 2023
- **Kent County: Wawa**
290 S. Dupont Hwy. Dover, DE 19901 – Wednesday, April 19, 2023
- **New Castle County: Wawa**
1702 Rocky Run Pkwy., Wilmington, DE 19803 – Monday, April 24, 2023

MEDIA OUTREACH

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

PARTNERSHIP OUTREACH

OHS secured 15 partners with restaurants, insurance agencies, and cell phone providers throughout the state.

- Totals:
- Posters: 116
- Flyers: 265
- Digital toolkits: 10
- QR code provided 15 additional web sessions to the website with an average time spent on the page of 28 seconds.
- Tactics generated an estimated total of 40,000+ Impressions.



SPEED PAID MEDIA

PROJECT CODE: OHSP23-01

PROJECT DESCRIPTION: In FY 2023, OHS organized educational and outreach campaigns for speed awareness enforcement and programming initiatives. OHS developed a speed awareness strategy that consisted of traditional and digital paid media, social media (both organic and paid), video and radio advertisements, and other initiatives, which are briefly summarized below.

FY 2023 SPEED AWARENESS EFFORTS:

In FY 2023, OHS continued its efforts to promote the Speed Demon awareness campaign. The campaign is aimed at reminding young adult male drivers to control their urge to speed while driving, as it can have serious consequences. These consequences include losing their driving license, paying huge insurance costs, or even causing harm to their friends who trust them with their lives. The campaign focuses on educating Delawareans on the importance of following the speed limit to avoid the risks associated with speeding, such as loss of control, inability to stop in time, and the risk of injury or death.

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
 - Instagram image ads
 - Display banners with AdTheorent
 - Spotify audio ads

- Video ads with TikTok
- Mobile banner ads with GroundTruth
- Zero Speed Takeover ads with Waze
- **Speed Demon Campaign Highlights**
 - This campaign served over 7.2M impressions, generating widespread awareness of our messaging throughout the enforcement periods
 - AdTheorent was our top driver for impressions and clicks (2.4M and over 9.7K, respectively)
 - Our video tactics generated overall VTR (49%)
 - Over 22.6K sessions were reported on the site, showing moderate engagement overall
 - Secured 14 partnerships with target businesses and organizations, reaching 40,000+ Delawareans
 - Engaged with 150+ attendees at the Baila Con Dover Latin Festival
 - Garnered 7K impressions through five social media posts

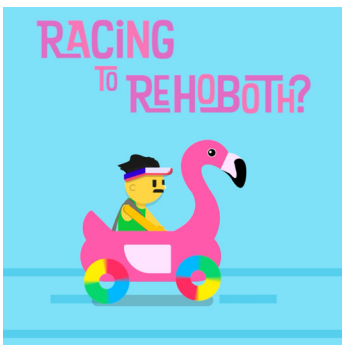
SOCIAL MEDIA:

OHS developed 39 speed awareness social media posts in conjunction with four scheduled enforcements in FY 2023.

Social media campaigns included the following activation efforts.

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

The “We Were Friends For Life” video post generated the most organic impressions (users reached without boosting) with 3,251. Campaigns for Speed included a mix of creative approaches to reach the target audience.



ARRIVEALIVEDE.COM WEBSITE - SLOW DOWN PAGE:

OHS enhanced the Slow Down web page on ArriveAliveDE.com with the following additional offering in FY 2023:

- OHS reengineered the page to reach a bilingual audience, with a toggle that allows users to view content in English or Spanish.



SPEED AWARENESS PUBLIC EDUCATION EVENTS & OUTREACH:

STREET TEAMS

- Baila Con Dover Latin Festival
Saturday, September 16, 2023

OHS deployed a street team to attend the Baila Con Dover Festival, kickstarting the month-long celebration of Hispanic Heritage Month. This event supported OHS's goal of having a presence at diverse community events throughout the state. The team shared important safety messaging with the large crowd of attendees, including best driving practices and the dangerous consequences of speeding. The crashed car accompanied the team as a visual to show Delawareans the impact that speeding can have on you and your family



MEDIA OUTREACH

OHS published a press release for Operation Braking Point 2.0 to encourage people to slow down. It was distributed statewide, in addition to publication on the Governor's Information Center (GIC) website and the ArriveAliveDE.com newsfeed for local and regional coverage. Safe Summer Roads and Safe Family Holiday focused on speed as well.

PARTNERSHIP TEAMS

OHS partnered with multiple high schools throughout the state and displayed the crashed car with the Slow Down banner. OHS secured additional impressions through the partnership with Axiom Escape Room, which participates in numerous events with the University of Delaware and local high schools. They requested additional materials to distribute during these events.



PEDESTRIAN PAID MEDIA

PROJECT CODES: OHPM23-01, PEDR23-01, PEDY/SUP23, PEDS23-01, PEDP23-01

PROJECT DESCRIPTION: OHS launched a comprehensive campaign aimed at educating and reminding pedestrians to Walk Smart. The campaign emphasized the importance of using crosswalks, staying alert, avoiding distractions, and ensuring visibility, especially at night. OHS also created messaging for motorists, urging them to keep an eye out for pedestrians and follow posted speed limits, allowing them to stop in time if necessary. The pedestrian safety campaign was conducted in conjunction with enforcement and programming initiatives for FY 2023. To reach a wider audience, the campaign employed various traditional and digital channels including paid media, terrestrial radio and video spots, social media (both organic and paid), and other outreach efforts detailed below.

FY 2023 PEDESTRIAN SAFETY AWARENESS EFFORTS:

In FY 2023, OHS continued utilizing the **Walk Bright** pedestrian media campaign coinciding with enforcement and programming initiatives throughout FY 2023.

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

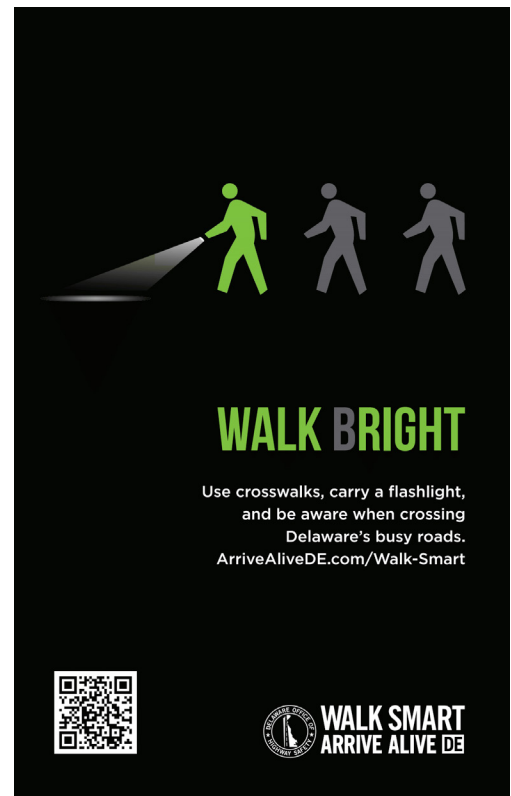
The pedestrian safety media plan campaign assets included:

- Video and Image ads with Facebook and Instagram
- Video ads with AdTheorent
- Zero Speed Takeover ad with Waze
- Proximity targeting video ad with GroundTruth
- Video and banner ads with Spotify
- Posters and clings within 50 select Delaware restaurants and bars (DE Beach areas)
- Tanger Outlets signage
- Street teams
- Sponsorship

Campaign Highlights:

- Paid media delivered over 3.4M impressions this campaign, reminding Delawareans of the importance of using crosswalks and making sure they are seen when walking in the dark
- All tactics worked to produce high viewability and awareness, with a cumulative 53% VTR
- The Facebook/Instagram ads produced the most impressions (1.3M), while Spotify saw the highest CTR (0.44%)
- Sponsorships generated more than 4M impressions
- Street team activity generated more than 1k impressions

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.



WALK BRIGHT WITH ZOEWY GLOWEY: SOCIAL MEDIA EXTENSION:

During each deployment, a street team member will capture raw video content and images of the following scenarios for use on social.

- Zoey Glowey does a dance with pedestrians.
- Zoey Glowey hands out reflectors to pedestrians.
- Individuals show their reflectors and pledge to #WalkBright.
- Zoey Glowey gives a quick demonstration on proper reflector safety (e.g., Zoey opens the reflector, clips it to their belt or backpack, and dances away)

SOCIAL MEDIA:

PEDESTRIAN SAFETY EDUCATION

OHS developed 39 pedestrian safety social media posts in conjunction with four scheduled enforcements in FY 2023.

Social media campaigns included the following 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.

A baseball-themed animated Facebook post was the most-viewed Pedestrian Safety video during FY 2023 with 3,013 views. OHS developed a variety of additional social media posts using animation and eye-catching imagery to deliver the Pedestrian safety messaging to the target audience.

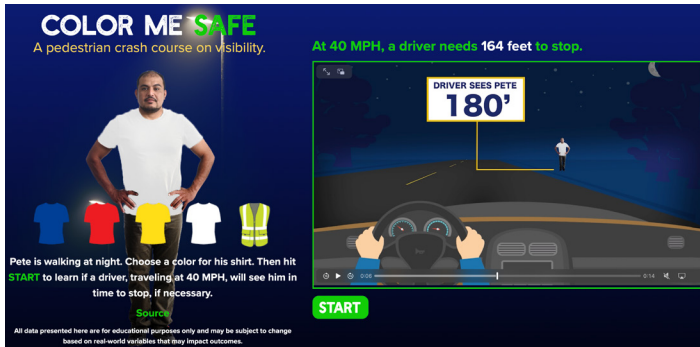


ARRIVEALIVEDE.COM WEBSITE - PEDESTRIAN SAFETY PAGE:

OHS enhanced the Walk Smart web page on [ArriveAliveDE.com](https://www.arrivealivede.com) with the following additional offerings in FY 2023:

- The "Color Me Safe" module – Through the interactivity of this new custom-built module, selecting the most visible colors to wear when walking becomes an engaging and educational experience.
- OHS reengineered the page to reach a bilingual audience, with a toggle that allows users to view content in English or Spanish

The Walk Smart page saw a 20% increase in page views with the addition of the “Color Me Safe” interactive module.



PEDESTRIAN PUBLIC EDUCATION EVENTS & OUTREACH: STREET TEAMS

OHS deployed street teams to multiple locations to focus on pedestrian safety. Most of the activations were strategically chosen to reach members of the underserved and under-represented populations in Delaware. Events also served as an opportunity to get feedback from the community for the Highway Safety Plan by asking people to scan a QR code and take the survey. OHS handed out reflectors and educational materials.

Street teams were present at the following locations:

- PRIDE at Constitution Yards - 308 Justison St., Wilmington, DE 19801, Thursday, June 15, 2023
- Juneteenth Freedom Festival - Tubman-Garrett Park, Rosa Parks Dr., Wilmington, DE 19801, Saturday, June 17, 2023
- African American Festival - Delaware Legislative Hall, 411 Legislative Ave., Dover, DE 19901, Saturday, June 24, 2023
- Touch a Truck Event – Milford, DE., Saturday, September 9, 2023
- Wyoming PD Night Out – Wyoming Park, DE 19934, Tuesday, August 22, 2023
- Community Outreach Event with Dover, Police Department Persimmon Park Place, 110 Persimmon Cir., Dover, DE 19901 Friday, July 7, 2023

MEDIA OUTREACH

OHS published press releases for Safe Summer Roads and Safe Family Holiday that had a focus on pedestrian safety. They were distributed statewide, in addition to publication on the Governor’s Information Center (GIC) website and the ArriveAliveDE.com newsfeed for local and regional coverage.

PARTNERSHIP OUTREACH

OHS placed posters and window clings in 30 restaurants and bars around Delaware beach towns, which garnered over 1.9M impressions. We also ran tall-boy frames, directory ad panels, and horizontal wall frames at the Delaware Tanger Outlets with over 700,000 visitors in July.

DELAWARE STATE PARKS MOBILITY MATS

In FY2023 OHS continued its three-year sponsorship during the summer season at Cape Henlopen, Delaware Seashore, and Fenwick Island State Parks. OHS sponsored mobility mats with the message to use crosswalks and walk smart. These mats will continue to be sponsored through FY2025. The campaign generated over 3.1 million impressions and served as a reminder for pedestrians to be safe while crossing the roads.

MOTORCYCLIST SAFETY PAID MEDIA

PROJECT CODES: OHMM23-01, MCPE23-01, MCPF23-01, MCPY23-01

PROJECT DESCRIPTION: As part of the efforts to achieve the motorcyclist safety targets for the FY 2023, OHS coordinated a series of paid media campaigns and outreach initiatives. The OHS motorcycle awareness strategy comprised various tactics, including traditional and digital paid media, social media (both organic and paid), audio spots, and other related efforts. These initiatives aimed to raise awareness about motorcyclist safety among the public and encourage safe driving practices among motorcycle riders and other motorists. By leveraging multiple channels and media formats, OHS aimed to reach a broader audience and maximize the impact of its motorcyclist safety message.

FY 2023 MOTORCYCLIST AWARENESS EFFORTS (MOTORIST FOCUSED):

OHS launched a road safety campaign called *“Four Wheels Vs Two Wheels”* with a focus on motorists. The campaign aimed to raise awareness about the dangers faced by motorcyclists on the road, emphasizing that motorcycles are less visible and more prone to damage in case of a crash.

The campaign’s message was simple - always look twice for motorcycles. When a motorcycle collides with a car, it almost always results in severe injuries or fatalities. Therefore, motorists must exercise caution and be vigilant while driving, especially when sharing the road with motorcyclists.

Motorcycles are smaller, harder to see, and more vulnerable in a crash. Always look Twice, especially when turning left. You could save a Life.

FY 2023 MOTORCYCLIST AWARENESS EFFORTS (RIDER FOCUSED):

In FY 2023, OHS launched the *“Life’s too short to go too fast”* campaign with a focus on rider safety, emphasizing the need to slow down, drive sober, and watch for cars.

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

The **Motorist and Rider** campaign assets included:

- **Motorists Tactics**
 - Image ads with Facebook/Instagram
 - Zero Speed Takeover ad unit with Waze
 - :30 audio and companion banner with Spotify
 - Banner ads with StackAdapt
- **Riders Tactics**
 - Search ads with Google
 - Image and video ads with Facebook/Instagram
 - Banner ads with StackAdapt

PAID MEDIA CAMPAIGN HIGHLIGHTS:

- This campaign served over 6.6M impressions, generating widespread awareness of our messaging throughout the enforcement periods
- StackAdapt was our top impression driver, reporting over 3M impressions
- This campaign also saw over 19.3K clicks, with Facebook/Instagram generating the most (over 11K)
- Over 16K sessions were reported on the site, showing moderate engagement overall

In addition to paid and digital media campaigns, OHS utilized social media, education on **ArriveAliveDE.com** website, and public outreach to distribute motorcyclist safety awareness.

SOCIAL MEDIA:

OHS developed 21 motorcycle safety social media posts in conjunction with two scheduled enforcements. Motorcyclist Safety posts totaled 92,253 impressions across platforms during FY 2023.

ARRIVEALIVEDE.COM WEBSITE - RESPECT THE RIDE PAGE:

The flagship website for all things Delaware highway safety related, **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.

MOTORCYCLIST SAFETY PUBLIC EDUCATION EVENTS & OUTREACH:

OHS STREET TEAMS

OHS was a Gold Medal Sponsor for the 2023 Ride to the Tide, benefitting the Special Olympics, at Rommel Harley-Davidson. A street team was on-site to remind and help teach motorcyclists safe driving practices. Riders were encouraged to look out for hazards, make themselves as visible as possible, and drive sober. Jason Coleman accepted a Gold Medal Sponsor plaque on behalf of OHS during the opening ceremonies. OHS also had a table at the Ride-out Event for Davon Johnson at Schutte Park in Dover. Attendees were reminded of the importance of slowing down, sharing the road, and driving sober.

- **Street teams were present at the following locations:**
 - Ride to the Tide – Rommel Harley Davidson
450 Stadium Street, Smyrna, DE 19977 - Sunday, April 16, 2023
 - Ride out Event for Davon Johnson
Schutte Park, Dover, DE 19901 - Saturday, August 26, 2023

MEDIA OUTREACH

OHS published two press releases focused on motorcyclist safety. They were distributed statewide, in addition to publication on the Governor's Information Center (GIC) website and the ArriveAliveDE.com newsfeed for local and regional coverage. The first press release was a kickoff to riding season and highlighted that May is Motorcyclist Safety Awareness Month. The second was to announce Delmarva Bike Week and the Ocean City Maryland BikeFest Event in September. Various messaging and educational information were shared on social media platforms.



TEEN DRIVER PAID MEDIA

PROJECT CODE: TEDR23-01

PROJECT DESCRIPTION: In FY 2023, OHS has created various education and outreach campaigns to promote safe teen driving. The campaigns will include programming initiatives and coordinated efforts. OHS has developed a comprehensive strategy to raise awareness among teen drivers. This strategy includes traditional and digital paid media, social media (both organic and paid), radio and video spots, and other relevant efforts. The aim is to ensure maximum visibility and impact of the campaigns.

FY 2023 TEEN DRIVER AWARENESS EFFORTS:

OHS launched a new media campaign titled **You Can Still Be Their Biggest Protector**, focusing on teenage drivers. Motor vehicle crashes are the leading cause of death for teenagers in the United States, surpassing all other types of injury, disease, or violence. Parents can play a crucial role in influencing their teenage children's driving habits by having regular conversations with them about important topics such as alcohol consumption, seat belt use, distracted driving, speeding, and having passengers in the car.

Furthermore, in FY2023, OHS continued its educational and outreach campaign, emphasizing the importance of driving safely for teenagers and encouraging parents to talk to their teenage children about road safety. The OHS's Teen Driver Safety campaign in the FY 2023 took an aggressive approach to reach key target audiences throughout the state of Delaware, utilizing a wide range of communication channels as well as grassroots outreach to connect with audiences in ways that resonate with their daily lives and priorities.

It's never been easier to protect your kid. Have a meaningful talk about safe driving.

The **You Can Still Be Their Biggest Protector** teen driving media plan campaign assets included:

- AdTheorent display banners
- Facebook/Instagram image ads
- Spotify audio with banner ad
- Snapchat video ad
- TikTok video ad
- Twitch video ad
- Partnership outreach
- Video presentation

Campaign Highlights

- This campaign brought in over 2M impressions and 7K clicks, producing a CTR of 0.35%
- AdTheorent was the top awareness driver, with over 1.1M impressions, 2.5K clicks, and 2.5K sessions, while Snapchat saw the highest CTR(1.12%)
- The Twitch video ads produced a strong VTR (73%)
- Partnership outreach generated 250K impressions

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

SOCIAL MEDIA:

The opportunistic Teen Driver Safety Week social media campaign coincided with the annual national enforcement period and included campaign strategy, creative development of campaign concept, post development and launch, engagement management and project management. OHS developed one Teen Driver Safety Week social media post for TikTok to increase overall awareness for the road safety topic and compel the target audience to consider and, ultimately, change their unsafe behaviors. The Teen Driver Safety Week post earned 264 impressions and 8 engagements on the TikTok platform during the enforcement period.

TEEN DRIVER PUBLIC EDUCATION EVENTS & OUTREACH: PARTNERSHIP OUTREACH

OHS created the Parent & Teen Safe-Driving Pledge for distribution to selected partners. 130+ individuals took the pledge. OHS distributed digital toolkits, posters, and flyers to driving schools, teen organizations and insurance companies throughout the state.

The toolkit included:

- [Poster/flyer](#)
- [Social media and accompanying graphics](#)
- [Conversation guide](#)
- [Hours booklet \(DMVs\)](#)

MEDIA OUTREACH/PARTNERSHIP OUTREACH

OHS created a teen driver safety video presentation and distributed it to high schools and driver's education instructors throughout Delaware, to be shared during National Teen Driver Safety Week. The video included a representative from OHS, Delaware State Police, and a trauma physician from Christiana Care who shared stories and experiences to educate teens on safe driving habits.

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. 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.

SENIOR/AGING DRIVER PAID MEDIA

PROJECT CODE: SENR-01

NEW: BE AGE AWARE PAGE FOR ARRIVEALIVEDE.COM:

The OHS Aging Seniors campaign aimed to raise awareness among individuals about aging and driving, encouraging them to re-evaluate their ability to operate a vehicle when necessary. To introduce the new campaign, AB&C conducted a targeted outreach to partners, resulting in 52 partnerships being confirmed. Partners received posters, flyers and a digital toolkit containing newsletter content to support their businesses and organizations in sharing the campaign announcement and encouraging their members to be age-aware. A press release was also developed to introduce the campaign and highlight its goals. The press release was designed to not only introduce the campaign but also to encourage families and caregivers of aging seniors to have a difficult discussion about aging and driving. The information in the press release reached an estimated 90,000+ individuals, and the campaign overall reached nearly 315,000 Delawareans.

BE AGE AWARE PAGE FOR ARRIVEALIVEDE.COM:

OHS, with the knowledge that by 2030, almost 25% of Delaware’s population will be over the age of 65, developed the Be Age Aware page on ArriveAliveDE.com in FY 2023. This web page is dedicated to providing older drivers and their caregivers with valuable information on age-related driving challenges that may affect their driving skills. It also includes ways to adjust car settings to accommodate body changes, alternative modes of transportation, how medications can affect driving, and tips to ensure senior drivers and their families are aware of potential age-related changes. The page has been translated into Spanish to ensure that the Hispanic community in Delaware can also benefit from its content.

AGING DRIVER PUBLIC EDUCATION EVENTS & OUTREACH:

MEDIA OUTREACH

OHS published a press release announcing the new campaign for aging drivers. It was distributed statewide, in addition to publication on the Governor’s Information Center (GIC) website and the ArriveAliveDE.com newsfeed for local and regional coverage.

PARTNERSHIP OUTREACH

OHS secured a partnership with the Delaware DMV. Each of the locations used the display screen designed specifically for our DMV partners to reach the communities they serve. Along with this, the DMV received 100 flyers and 20 posters for display at their four lanes and three toll plazas in Delaware.

SENIOR CENTER PARTNERSHIPS

OHS partnered with 21 senior centers and provided media toolkits including 35 posters and 425 flyers.

FAITH-BASED PARTNERSHIPS

OHS established partnerships with 30 faith-based organizations and provided media toolkits including 58 posters, and 986 flyers.



ASSESSMENT OF STATE PROGRESS

Performance targets are measured on a 5-year average. The FY 2023 target was to achieve a 5-year average of 59.4 or less fatalities of occupants 65 and older. Delaware could not have more than 59 senior related fatalities to meet this goal. As of November 30, 2023, Delaware has had 56 senior 65 and older related fatalities.

SAFE FAMILY HOLIDAY PAID MEDIA

PROJECT CODE: SFAM23-01

PROJECT DESCRIPTION: During the FY 2023 Safe Family Holiday (SFH) mobilization, OHS organized education and outreach campaigns to coincide with initiatives focused on impaired driving, occupant protection, distracted driving, speed awareness, and pedestrian safety. The Safe Family Holiday awareness strategy included a mix of traditional and digital paid media, social media (both organic and paid), video and radio spots, and other efforts, which are summarized below.

FY 2023 SAFE FAMILY HOLIDAY AWARENESS EFFORTS:

OHS launched the Safe Family Holiday campaign, an annual initiative that aims to reduce the number of vehicle crashes during the winter holidays. This time of year can be one of the most dangerous for drivers, passengers, and pedestrians. The SFH 2023 campaign ran from November 18, 2022 to January 1, 2023. It focused on increasing awareness of travel safety issues and encouraging Delawareans to adhere to best practices for driver and pedestrian safety. OHS developed a robust strategy that included awareness and behavioral change tactics, as well as partnerships with local restaurants and drive-thru light shows. Additionally, Delaware state and local police worked to enforce Delaware's DUI, seat belt, speeding, pedestrian, and hands-free cellphone laws.

'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 **Safe Family Holiday** media plan campaign assets included: Tactics

- Facebook/Instagram image ads
- Spotify streaming audio w/ companion banner
- Pandora :30 audio
- WJBR-FM Holiday Music Package
- Activations
- Partnership outreach

Campaign Highlights:

- Our digital media tactics reported strong performance, delivering over 1.6M impressions to adults throughout the state and raising awareness through our campaign messaging
- Our digital tactics also garnered over 5K clicks, resulting in an overall CTR of 0.31%
- The streaming audio tactics from our DUI campaign reported a strong overall completion rate of 96%
- The DUI campaign was the top impression driver (741,621), but the Distracted Driver campaign was the top click driver (1,717)
- Our Distracted Driver campaign reported the strongest overall CTR (0.63%), but the DUI campaign reported the most engaged site traffic, with an average session duration of 15
- Secured nearly 30 regional and local news media placements across 17 news outlets, which generated 700K+ impressions (reach), with a total advertising equivalency of \$54,478.



- Street teams engaged with nearly 1K individuals across four activations. In total, more than 100 coloring books, 15.4K palm cards, and 75 reflectors were handed out. Also, an estimated 15K additional impressions were generated through our partnership with the Dover Motor Speedway Gift of Lights program.
- Established partnerships with 48 organizations, delivering more than 350 table tents, 80 posters and 565 palm cards. The estimated number of impressions was 400K+.
- Organic social reach of more than 29K.



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: SAFE FAMILY HOLIDAY EDUCATION

OHS created 46 social media posts promoting Safe Family Holidays during the 45-day enforcement period. The campaign aimed to raise awareness about road safety topics and encourage the target audience to change their unsafe behaviors.

Social media campaigns included the following activation efforts:

- Boosting/paid promotions across Facebook and Instagram
- Strategy, recommendation and execution of campaign location tagging to focus messaging with crash data based on where fatalities/injuries occur most frequently and where those involved originated from in terms of their home location.
- For the 2022 Safe Family Holiday campaign, “Safe Holiday Travels” was incorporated as an umbrella message, appearing as a branding mark on all social media posts. The robust initiative targeted young drivers with highly creative messaging delivered through short-form vertical videos, new animation techniques and a mix of serious and humorous approaches. The holidays usher in a range of unsafe driving behaviors prompted by increased travel, alcohol-related celebrations and all the distractions the season brings. To help mitigate these behaviors, the 2022 Safe Family Holiday initiative delivered consistent and powerful messaging on driving sober and alert, wearing seat belts, respecting the speed limit and walking safe during the holidays.

During the holidays, Delawareans interacted the most on Instagram with Safe Family Holiday social media campaigns. These campaigns focused on Distracted Driving, Pedestrian Safety, and Impaired Driving.



**SAFE FAMILY HOLIDAY PUBLIC EDUCATION EVENTS & OUTREACH:
STREET TEAMS**

OHS deployed street teams to four events during the SFH enforcement period, two in New Castle County, one in Kent County and one in Sussex County. The OHS Safety Snowman and Zoey Glowey were present at each to educate individuals on the importance of practicing safe driving habits during the holiday season.

Street teams were present at the following locations:

- Santa's Secret Shop at the George Wilson Community Center
303 New London Road, Newark, DE 19711 - Saturday, December 3
- Dover Motor Speedway Gift of Lights
1131 N Dupont Hwy., Dover, DE 19901 - Monday, December 5
- Schellville 2022 Enchanted Winter Celebration:
36470 Seaside Outlet Dr., Rehoboth Beach, DE 19971 - Sunday, December 18
- New Castle County Hope Center
365 Airport Road, New Castle, DE 19720 - Tuesday, December 20



During the event, the teams interacted with almost 1,000 individuals across all activations. A total of over 100 coloring books, 15,400 palm cards, and 75 reflectors were distributed to the attendees. Furthermore, through our partnership with the Dover Motor Speedway Gift of Lights program, approximately 15,000 additional impressions were generated.

MEDIA OUTREACH

OHS was successful in securing nearly 30 regional and local news media placements across 17 news outlets. This resulted in generating more than 700,000 impressions (reach), with a total advertising equivalency of \$54,478. The success was due to the development and distribution of a press release highlighting the new campaign, as well as an aggressive media outreach and follow-up.

PARTNERSHIP OUTREACH

OHS secured partnerships with 48 faith-based organizations for holiday bazaars and events, as well as restaurants and bars throughout the state. OHS provided over 350 table tents, 80 posters, and 565 palm cards, resulting in an estimated 400K+ impressions.

AMBASSADORS OF SAFETY VIDEOS

PROJECT CODE: OHVD23-01

PROJECT DESCRIPTION: In FY 2023, OHS continued its Ambassadors of Safety Video Series to reach its target audience through additional traffic safety partners. The launch of the video series in FY 2021 introduced heartfelt and genuine highway safety storytelling into the OHS's engagement strategy, creating greater awareness for the state's traffic safety community.



The OHS Ambassadors of Safety video series showcases Delaware residents who are committed to ensuring safety for everyone who travels on the state's roadways. This branded video series comprises 1-2 minute episodes, each focusing on a specific road safety topic. It offers insights into the level of coordination and collaboration that takes place among Delaware and its traffic safety partners to maintain road safety for all residents and visitors.

OHS promotes the Ambassadors of Safety Video Series through all social media platforms. All videos are centralized and can be viewed on the ArriveAliveDE.com Ambassadors of Safety Video webpage.

In FY 2023, OHS created two new Ambassadors of Safety videos. The first video is a Teen Driver Safety segment, featuring insights from a long-time driver education instructor at a Delaware high school. The second video spotlights the Delaware Department of Transportation Sign Installation Group's contributions to highway safety.

ARRIVE ALIVE DE WEBSITE

PROJECT CODE: OHWS23-01, OHWX23-01

WEBSITE SUCCESS MEASUREMENT:

The OHS website garnered 262,929 page views from promotion through digital marketing and social media outreach during FY 2023 (a 45% increase from the previous year). The Drive Sober page alone represented approximately 75% of the total page views.

In FY 2023, OHS's main goals for the website were to enhance the digital holistic experience by developing more interactive modules and to provide more Spanish-language content across mobilizations to broaden the road safety knowledge of all Delawareans.

New tools and videos developed for [ArriveAliveDE.com](https://www.arrivealivede.com) continued to add value. During the Click It or Ticket campaign, the implementation of the new Power of the Click: Crash Test Simulator module gave the Buckle Up page a 22% increase in user retention. The Secure the Kids page benefited from an informative new video addressing the ages and stages of booster seat use, with a 25% increase in time spent on the page. Two new pages were created including Be Age Aware, featuring content

for older drivers and their caregivers, and a landing page for the Alive in DE Video series. The DUI Drunk Driving Simulator was also enhanced with new, local Delaware-centric videos and experiences. To increase community engagement, a new online events submission form was engineered for the Events section of the website. In addition, six new modules were added to the website: The Know Drugs Challenge to Be Drug Aware, Power of the Click Crash Test Simulator for Buckle Up, Beer Goggles Boulevard for Drive Sober, Color Me Safe module for the Walk Smart page, the Focus Factor Quiz on Be Alert and a Corporate Partner Tool Kit on the About Highway Safety page. The following pages were re-engineered so that [ArriveAliveDE.com](https://www.arrivealivede.com) could become a bilingual site: Teen Driver, Slow Down, Walk Smart and Be Age Aware. Through social media campaigns, press releases and media opportunities, visitors have been driven to the [ArriveAliveDE.com](https://www.arrivealivede.com) tools, enhancing metrics for social media engagement, website visitors and pageviews – all intending to inform and positively affect behavior change.

The website was built with a robust content management system, allowing updates to be made efficiently and to ensure that highway safety content is timely, relevant and in sync with broader public awareness efforts.

STRATEGIC APPROACH:

In FY 2023, to inform the development of a more compelling social media and digital engagement strategy, OHS again critically evaluated how target audience wants/needs have evolved in recent years. During and following the pandemic, OHS found that digital experiences and social media became even more preferred platforms. Innovation is expected and required. Users engage most with content that is creatively and technologically diverse, such as rich media, interactivity, tools and animation and stories. As a result of this digital transformation, users continue to expect more personalized and contextualized experiences. Short-form videos are preferred across platforms. Because of this, video-centric platform usage has continued to grow and storytelling has become critical in messaging on social media networks. In response, and to further capture the target audience with rich media, OHS updated its strategy to include posts on Instagram Reels, Meta's video platform which has shown significant growth. Strategies that create engagement build community and trust, which better positions profiles as credible sources of information. A previously implemented two-pronged approach has been continued to achieve these goals:

- Deliver the highly memorable road safety social media campaigns that users have come to rely on through more rich media initiatives to communicate desired driver and passenger behaviors, in alignment with enforcement and community outreach plans.
- Further awareness among the young male audience by continuing OHS's digital presence for highway safety in Delaware on TikTok and Instagram Reels, thus providing valuable safety information and resources where this audience spends most of their digital time.

OHS delivered on these goals throughout FY 2023. The top 10 posts on social media with the highest link clicks to [ArriveAliveDE.com](https://www.arrivealivede.com) were all videos as strategies continued to focus on the short-form vertical video platforms. Efforts to increase video posts succeeded as 86% of posts were rich media or animations. During FY 2023, TikTok engagements grew 300% from the previous year, followers grew 34% and content on the platform amassed 12,702 organic impressions.

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 platform needs favor Instagram and are shifting away from Twitter. This is due to the rising use of rich media which thrives on the Instagram algorithm.

Facebook	8,731,141	12,050,783	14,957,562	11,675,954	12,827,313
Instagram	136,275	1,200,656	2,244,156	4,034,088	4,510,040
X (Twitter)	582,290	416,740	357,420	57,960	30,051
Total	9,449,706	13,668,179	17,559,138	15,768,002	17,367,404
ENGAGEMENTS The number of times that users reacted to, commented on, shared, clicked on or viewed a video (over 3 seconds) during the reporting period.					
Facebook	92,991	125,472	339,116	267,810	231,804
Instagram	3,390	2,878	3,388	127,195	442,360
X (Twitter)	6,857	2,919	1,992	988	612
Total	103,238	131,269	344,496	395,993	674,776
FOLLOWERS The number of users that have opted-in to "follow" our social pages and will receive our updates in their feeds.	FY 2019 <i>(10/2018 - 9/2019)</i>	FY 2020 <i>(10/2019-9/2020)</i>	FY 2021 <i>(10/2020 - 9/2021)</i>	FY 2022 <i>(10/2021 - 9/2022)</i>	FY 2023 <i>(10/2022 - 9/2023)</i>
Facebook	11,649	12,013	12,480	12,856	14,019
Instagram	1,246	1,399	1,786	1,868	2,011
X (Twitter)	5,611	5,851	5,939	6,113	6,093

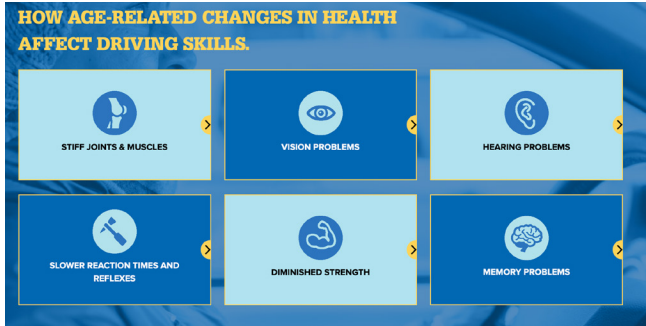
In addition to these statistics, social campaigns during FY 2023 saw a 50% increase in post link click during the year and video engagements doubled from the previous year. Both statistics inform OHS that video is still the preferred media on platforms and is effective at taking users deeper on [ArriveAliveDE.com](https://www.arrivealivede.com).

OHS will continue to stay at the forefront of new trends, approaches and technologies to make its social media presence more meaningful, engaging and memorable to its target audiences, drive users to the [ArriveAliveDE.com](https://www.arrivealivede.com) website, and ultimately move the needle on Delaware roadway fatalities with behavioral change.

BE AGE AWARE - NEW ROAD SAFETY TOPIC PAGE FOR ARRIVEALIVEDE.COM:

By 2030, nearly 25% of Delaware's population will be over the age of 65. With this in mind, OHS developed the newest ArriveAliveDE.com road safety topic page in FY 2023. The Be Age Aware page features content for older drivers and their

caregivers, including information on age-related driving challenges that can affect driving skills, ways to accommodate body changes by adjusting car settings, alternative options for getting around without a car, ways that medications can affect driving, and tips to ensure senior drivers and their families are aware of potential age-related changes and issues. The page was also translated into Spanish to extend its reach to Delaware’s Hispanic community. The new Be Age Aware road safety topic page was developed in FY 2023 for ArriveAliveDE.com.



ALIVE IN DE STORIES FOR ARRIVEALIVEDE.COM:

To further highlight its award-winning Alive in DE video series, OHS added another new page to the OHS website in FY 2023 – the Alive in DE Stories page. The page serves as a repository for the entire video series library, making it easier for users to access the complete series directly on the website. While each video is listed on the main page, users also have the option to search for specific videos by road safety topic.

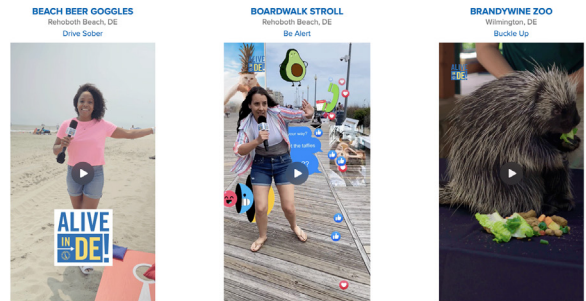


CREATING A SAFETY CULTURE ACROSS THE STATE

A rock climbing gym in Bear. A popular bar in Dewey Beach. A boxing gym in Newark. Business owners across the state have joined our mission of zero road fatalities by sharing their thoughts on how to drive more safely. [See their stories below!](#)

- [ALL](#)
- [BE ALERT](#)
- [BUCKLE UP](#)
- [DRIVE SOBER](#)
- [SLOW DOWN](#)
- [WALK SMART](#)

Our Alive in DE hosts visit popular spots in Delaware and remind you to drive safe and arrive alive! View all of our current Alive in DE videos below.



DELAWARE OFFICE OF HIGHWAY SAFETY FY 2023 AWARDS:

The Delaware Office of Highway Safety earned the following national awards in 2023: *

Governors Highway Safety Association Peter K. O'Rourke Special Achievement Award, Alive in DE Series
Gold Award of Excellence, Communicator Awards, Alive in DE Series (Social Media Campaign/Public Service & Activism)
Silver Award of Distinction, Communicator Awards, Alive in DE Series (Social Media Campaign/Social Media Video Series)
Silver Award of Distinction, Communicator Awards, DD Legends Campaign (General Safety)
Silver Award of Distinction, Communicator Awards, Rock Paper Scissors video (Public Service Commercials)
Silver Award of Distinction, Communicator Awards, Rock Paper Scissors video (General Safety)
Gold Award, Telly Awards, Super Bowl Sober Ride (Social Media Campaign/General-Public Service & Activism for Social Video)
Bronze Award, Telly Awards, Alive in DE Series (Social Media Campaign/Series: Public Service & Activism for Social Video)



PROGRAM AREA | PLANNING & ADMINISTRATION



The Office of Highway Safety coordinated the following programming initiatives to reach our targets for FY 2023 (as of 11/30/2023):

GENERAL OPERATING EXPENSES

PROJECT CODE: OHHG23-01

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: OHHE23-01

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: OHHH23-01

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: OHAB23-01

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, and serving as the agency liaison with the Department's Fiscal and Human Resources Section.

The Administrative Specialist position was transitioned to the Program Support Specialist and no funds were spent out of the OHAA23-01 project.

TRAVEL AND TRAINING

PROJECT CODE: OHHD23-01

DESCRIPTION: In FY 2023, funds were used to provide training opportunities to OHS staff. Examples of conferences attended included the TSI's Grants Management, GHSA Annual meeting, KIM Conference, the IACP Impaired Driving and Traffic Safety conference, etc.

HIGHWAY SAFETY PLANNING P&A

PROJECT CODE: HSPA23-01

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

Tasks included:

- WRA will review the final regulation outlining the requirements of the Triennial HSP.
- WRA will prepare a basic outline of the Triennial HSP for OHS's review and approval.
- WRA will assist OHS with data analysis needs including review of crash data, development of GIS related data, and review of data for over-represented areas. WRA will prepare necessary tables, maps, and graphics for presenting the data analysis in the HSP.
- WRA will support OHS public engagement efforts by preparing meeting agenda, meeting minutes, meeting presentation, and meeting facilitation (assume 1 virtual public workshop)
- WRA will assist OHS with recommendations on an advisory committee and facilitate advisory committee meetings
- WRA will prepare one draft of the Triennial HSP. OHS will review the plan and provide comments. WRA will update the plan based on OHS's comments and provide a final version of the plan to OHS for submission to NHTSA. The plan will be prepared using Adobe InDesign and WRA will prepare templates for the various chapters of the plan

PLANNING AND ADMINISTRATION PROJECTS NOT IMPLEMENTED:

AUDIT FEES

PROJECT CODE: OHHA23-01

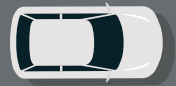
DESCRIPTION: Audit fees are used when the Office of Highway Safety is required to participate in a state-mandated audit. An audit was not conducted in FY 2023.

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.



COMPREHENSIVE TRAFFIC SAFETY PROGRAM



The Office of Highway Safety coordinated the following programming initiatives to reach our targets for FY 2023 (as of 11/30/2023):

SALARIES/BENEFITS FOR OHS STAFF

PROJECT CODES: OHCP23-01, OHCO23-01, OHCM23-01, OHCD23-01, FSCP23-01, PSSA23-01, TSOC23-01

PROJECT DESCRIPTION: Salaries and benefits are provided for staff members who work in multiple program areas. This includes one Management Analyst III position, which manages, Pedestrian Safety, Motorcyclist Safety, and Speed Prevention Management. One Planner IV position, managing the Occupant Projection, Distracted Driving Prevention, and Teen Driver programs. A Planning Supervisor who serves as the Deputy Director and manages the Impaired Driving and Traffic Records Programs. A Marketing Specialist, who is also responsible for the corporate partner program, management of media relations contracts, and all paid or earned media. The Traffic Safety Outreach Coordinator, who is responsible for working with OHS partners to assist in developing community-based programs. The Corporate Partner Program Coordinator/Kent County Car Seat Technician is responsible for providing OHS materials to corporate partners within Delaware and the Kent County Fitting Station. The Occupant Protection program manager position is funded 50% Federally and 50% by the State of Delaware. The Program Support Specialist assists with planning functions, compiling information, and preparing required reports. This position is considered casual/seasonal.

ANTICIPATED PROJECT PROPOSALS

PROJECT CODE: OHPP23-01

PROJECT 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 OHPP23-01.

ELECTRONIC GRANTS SYSTEM

PROJECT CODE: OHGS23-01

PROJECT DESCRIPTION: Partnering with the Department of Safety and Homeland Security - Office of the Secretary (OSEC), OHS contracted through the Delaware Department of Technology and Information (DTI) to create an electronic grants system. This

system allows grant sub-recipients to conduct their transactions with OHS electronically. Funds were used for maintenance and licensing costs and to continue development for multiple functionality improvements. In FY 2023, a third development phase was implemented providing necessary updates related to 23 CFR Part 1300 final rule, creating modules for the seat belt survey, a paid media workflow system, a new database for car seat technicians to track improper use rates, and other bug fixes/technical updates.

CORPORATE PARTNER PROGRAM SUPPLIES

PROJECT CODE: OHOF23-01

PROJECT DESCRIPTION: In 2023, there were 196 corporate partners receiving traffic safety information from OHS. OHS provides corporate partners with a monthly Traffic Safety Newsletter (TSN) that coincides with the OHS communications campaign calendar. The TSN is a monthly e-newsletter discussing the topic reflecting the major campaign for the given month. This newsletter is distributed to all partners and coincides with accompanying media sent to all participants. The TSN contains statistics, facts, and other useful safe driving tips.

Other traffic safety outreach materials are provided either digitally or through posters, flyers, banners, etc. Examples include PowerPoint presentations, fact sheets, and sample traffic safety policies which are sent to partners for their use via e-mail. Posters and flyers are mailed to Corporate Partners based on the needs of the organization, the number of employees/clients, and availability. Mailings continued as normal in 2023.

ANNUAL REPORT AND HIGHWAY SAFETY PLAN DESIGN AND PUBLISHING

PROJECT CODE: HSPD23-01, HSPA23-01

PROJECT DESCRIPTION: OHS partnered with Whitman, Requardt, & Associates (WRA) to assist in the development of the FY 2022 Annual Report, FY 2024-2026 Highway Safety Plan, and the FY 2024 Annual Grant Application. WRA provided technical support, graphic design, editing and formatting services for publishing and submission.

OHS POLICY AND PROCEDURE MANUAL UPDATE

PROJECT CODE: GHSA23-01

PROJECT DESCRIPTION: OHS through the Governor's Highway Safety Association - Consulting Services Initiative (CSI), to update the Policies and Procedures Manual incorporating the positions, better implementing workflows with the electronic grant system, and update procedures with current workflow responsibilities. Additionally, a Grant Procedures Manual was created to better provide written guidance to potential grantees.

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

PROJECT CODE: LDPE23-01

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

OHS TOWN HALLS

PROJECT CODE: TNHL23-01

PROJECT DESCRIPTION: OHS worked with Aloysius, Butler, & Clark to conduct three town hall meetings as part of the public participation and engagement efforts. The first town hall was held September 19, 2023, at the Georgetown Public Library in Georgetown, DE and focused on impaired driving, speeding, and pedestrian safety issues. The second town hall was held September 26, 2023, at the Modern Maturity Center in Dover, DE and focused on aging drivers and speeding. The final town hall occurred September 27, 2023, -at the Route 9 Library & Innovation Center in New Castle, DE and involved pedestrian safety and speeding. Funds were used for planning efforts and to create radio and social media advertisements to publicize the events.

ASSESSMENT OF STATE PROGRESS

These projects assist OHS in efforts to achieve annual targets and goals by providing foundational programmatic efforts, creating efficiencies, and reducing paperwork.

El índice de muertes por accidentes de tránsito en Delaware está más alto que nunca.

Participe de una asamblea en su localidad para ayudar a salvar vidas.



Ya sea que conduzca, ande en bicicleta o camine, la seguridad vial nos afecta a todos.

La Oficina de Seguridad Vial (OHS) de Delaware está organizando asambleas públicas para ayudarnos a planificar futuras iniciativas de seguridad, reducir los accidentes y prevenir muertes.

Están todos invitados. Usted decide cómo participar.



Condado de Sussex

Martes, 19 de septiembre
Biblioteca Pública de Georgetown
123 W. Pine St.
Georgetown, DE 19947
De 6 p. m. – 7:30 p. m.
(Inglés y español)

Condado de Kent

Martes, 26 de septiembre
Modern Maturity Center
1121 Forrest Ave.
Dover, DE 19904
De 6 p. m. – 7:30 p. m.

Condado de New Castle

Miércoles, 27 de septiembre
Route 9 Library & Innovation Center
3022 New Castle Ave.
New Castle, DE 19720
De 6 p. m. – 7:30 p. m.



LLEGA CON VIDA DE



ESTOS EVENTOS ESTÁN ABIERTOS AL PÚBLICO. Se recomienda inscribirse previamente. Para inscribirse, lea el código QR con su teléfono o visite SaferRoadsDE.com.



Declaración de objetivos de la OHS: La Oficina de Seguridad Vial (OHS) mantiene el compromiso de mejorar la seguridad en las carreteras de Delaware mediante la administración de fondos federales para la seguridad vial, y el desarrollo y la implementación de programas de seguridad vial para promover conductas seguras por parte de todos los usuarios de las carreteras a fin de reducir y prevenir lesiones y muertes.

Join us on the road to better traffic safety.

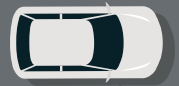
Fatalities are at an all-time high.

Attend an open-forum town hall to help us plan lifesaving safety initiatives.





FINANCIAL SUMMARY



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

State: Delaware

Page: 1

2023-FINAL

Report Date: 01/26/2024

Posted: 01/26/2024

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

FINANCIAL SUMMARY

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

BIL NHTSA 402

Planning and Administration

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

Planning and Administration Total

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

Motorcycle Safety

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

Motorcycle Safety Total

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

Pedestrian/Bicycle Safety

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

Pedestrian/Bicycle Safety Total

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

Traffic Enforcement Services

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

Traffic Enforcement Services Total

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

Community Traffic Safety Programs

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

FINANCIAL SUMMARY

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

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

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

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

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

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