



FY 2009

DELAWARE HIGHWAY SAFETY ANNUAL REPORT

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Governor, State of Delaware

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Secretary, Department of Safety
and Homeland Security

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MESSAGE FROM THE DIRECTOR

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

It is our sincere belief that through a data driven approach to program planning, focused public information and education efforts, and coordinated enforcement initiatives; we can realize our goal of making Delaware roads the safest in the country.

The Fiscal Year 2009 Annual Evaluation Report reflects our major accomplishments in impacting our priority areas, and highlights the programming initiatives undertaken to increase public awareness about highway safety. Throughout the coming year, we will continue in our quest to achieve our outlined goals in each priority area, to identify additional highway safety partners, and work toward improving Delaware's data collection and analysis processes.



**Mrs. Tricia Roberts, Director
Delaware Office of Highway Safety**

Delaware Office of Highway Safety

The Office currently consists of seven full-time employees and five part-time employees, who serve as a resource to many different customers including the citizens of the First State, the Delaware General Assembly, various State and local public and private organizations, and approximately fifteen sub-grantee agencies.

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

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



Tricia Roberts addresses the attendees at the 1st Annual Highway Safety Conference in Rehoboth Beach, DE.

Office Staff

Tricia Roberts, Director – Responsible for planning, organizing, and directing the operations and programs of the Office of Highway Safety in accordance with Federal and State rules, regulations, and guidelines. Monitors State and Federal legislation that impacts highway safety and the State of Delaware. Serves as the Governor's Representative for Highway Safety.

Lisa Shaw, Management Analyst III – Responsible for monitoring and evaluation of approved highway safety projects, administration and distribution of federal funds to state, local, and private agencies and preparation of the State Highway Safety Plan; responsible for coordinating and organizing impaired driving countermeasures across the state, managing the statewide DUI Provider Program, and coordination of the State traffic records initiatives, and the administration of the Section 154 transfer program established under TEA-21. Performs duties as necessary as the agency **DUI Program Coordinator, the Traffic Records Coordinator, and the Motorcycle Safety Coordinator.**

Vacant, Management Analyst III – Responsible for coordination of the State occupant protection, aggressive driving, and bicycle and pedestrian programs; prepares the Annual Evaluation Report and coordinates the distribution of funds received by the State under the Office of Juvenile Justice and Delinquency Prevention (OJJDP) Federal grant program, and the administration of the Section 2011 and 405 grants. Performs duties as necessary as the agency **Occupant Protection Coordinator, Aggressive Driving Coordinator, Bicycle and Pedestrian Safety Coordinator, and Youth Safety Programs Coordinator.**

Andrea Summers, Community Relations Officer – Responsible for dissemination of information regarding agency programs and events, coordination of public awareness campaigns and media events, and presentation of safety education programs for schools, businesses, and other State and local agencies. Serves as the official agency spokesperson and media liaison. Performs duties necessary as the agency **Teen Driver Safety Coordinator.**

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

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

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

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

Nadine Holleger, Russell Holleger, and Larry Kelley, Statewide Fitting Station Coordinators – Responsible for the coordination of the Office of Highway Safety's three statewide Child Passenger Safety Fitting Stations, in cooperation with the Division of Motor Vehicles (part-time positions).

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



L to R: Bonnie Whaley, Andrea Summers, Tim Li, Larry Kelley, Nadine Holleger, Russell Holleger, Jim Brown, Trish Bachman, Tricia Roberts, and Lisa Shaw. Not Pictured: Linda Kouse

Planning & Administration

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

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

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

- Occupant Protection
- Impaired Driving
- Aggressive Driving
- Traffic Records
- Pedestrian Safety
- Motorcycle Safety



FY 2009 Initiatives

Occupant Protection

- Click It or Ticket Enforcement and Education Campaign
- Nighttime Seat Belt Enforcement Campaign
- Statewide Seat Belt Use Survey
- 1st Annual Highway Safety Conference
- “Tween” Seat Belt Use Initiative
- Child Passenger Safety Awareness Week (CPSAW)
- Child Passenger Safety Fitting Stations
- SAFETEA-LU Occupant Protection Incentive Grant Administration – Sections 405 and 2011

Impaired Driving

- Checkpoint StrikeForce Impaired Driving Enforcement Campaign
- Drug Recognition Expert Program
- Traffic Safety Resource Prosecutor (TSRP) Position
- DUI Enforcement Mobilizations
- Safe Family Holiday Campaign
- 1st Annual Highway Safety Conference
- Federal Underage Drinking Prevention Program Administration (OJJDP)
- SAFETEA-LU Impaired Driving Transfer Sanction Program Administration – Section 154



Aggressive Driving

- **Summer 2009 Stop Aggressive Driving Campaign**
- **April 2009 Delaware State Police Speed Initiative**
- **1st Annual Highway Safety Conference**



Traffic Records

- **Implementation of the TRCC Strategic Plan**
- **Restructuring the Automated Crash Report**
- **Development of an Incident Locator Tool**
- **Crash Analysis Reporting System (CARS)**
- **EDIN Upgrades**
- **Development of a DMV Data Analysis Tool**
- **Administration of SAFETEA-LU Data Improvements Incentive Grant**
- **1st Annual Highway Safety Conference**

Pedestrian Safety

- **Pedestrian Safety Presentations and Exhibits**
- **Pedestrian and Bicycle Safety Checkpoints**
- **Participation on the Governor's Advisory Council on Walkability & Pedestrian Awareness**
- **1st Annual Highway Safety Conference**

Motorcycle Safety

- **Public Information and Education Campaign**
- **Participation on the State Motorcycle Rider Education Committee**
- **SAFETEA-LU Motorcycle Safety Incentive Grant Administration – Section 2010**
- **1st Annual Highway Safety Conference**



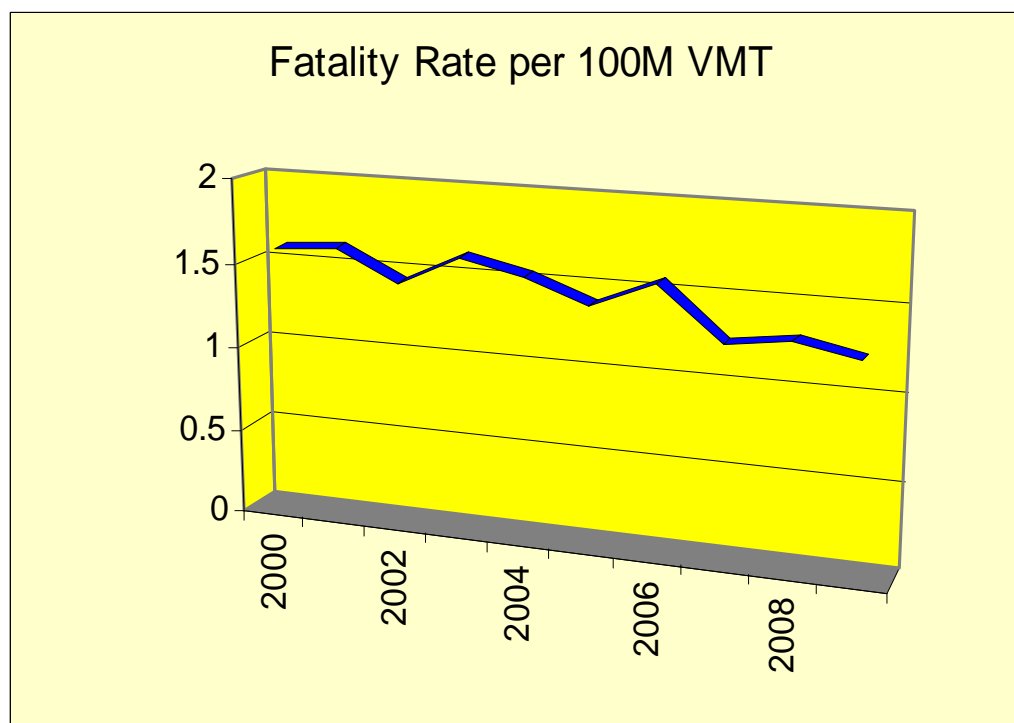
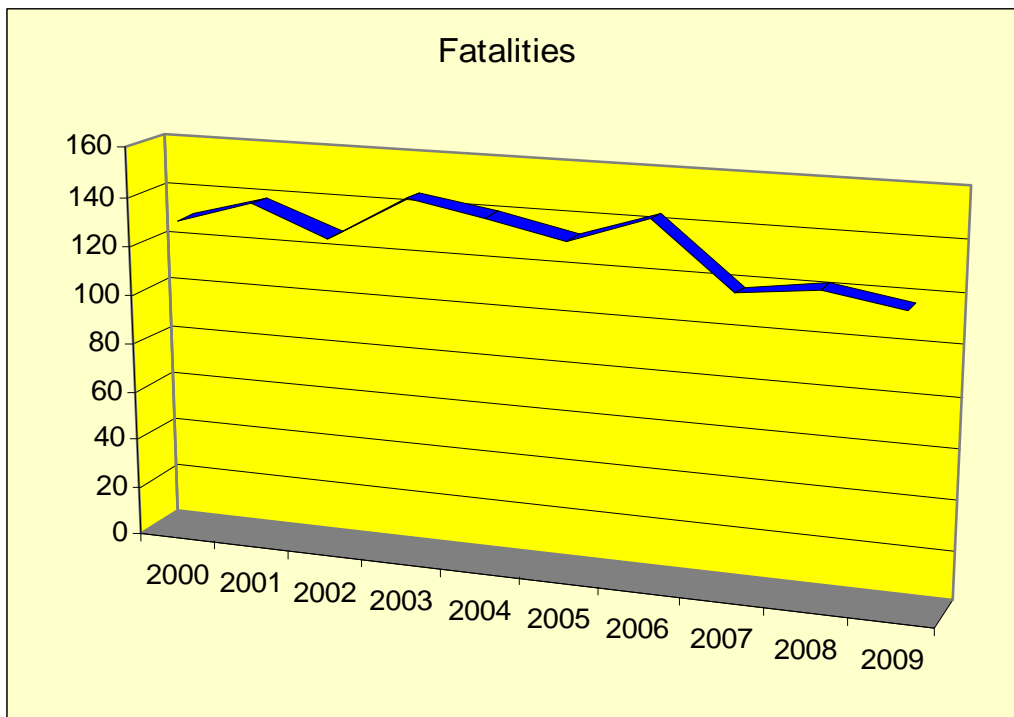
Corporate Outreach Program

- **Monthly Traffic Safety News**
- **Standing Order Materials**
- **Corporate Partners and Fleet Managers Meetings**
- **Corporate Outreach Awards**
- **Safe Family Holiday Mocktail Parties**
- **1st Annual Highway Safety Conference**

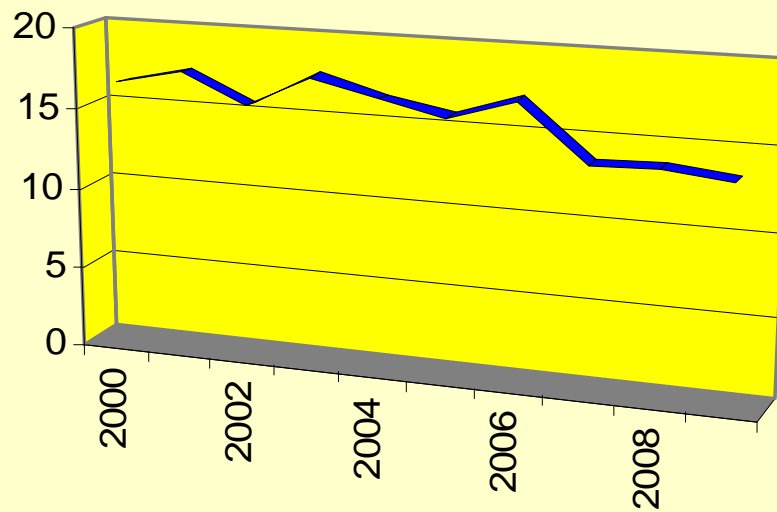
Crash Data

	Baseline Data 2000-2003					Progress Report Data 2004 - 2009				
	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Fatalities (Actual)	130	139	127	145	140	133	147	118	122	117
Fatality Rate /100 million VMT	1.59	1.62	1.44	1.61	1.53	1.41	1.56	1.26	1.30	1.24
Injuries (Actual)	10,421	9,965	9,965	8,895	7,610	8,367	8,145	7,568	7,200	7,198
Fatality & Serious Injury Rate/100 million VMT	128.6	117.9	114.2	100.3	84.5	89.9	88.1	82.4	77.8	77.6
Fatality Rate/100K Population	16.6	17.5	15.7	17.7	16.7	15.8	17.2	13.7	13.9	13.4
Fatal & Serious Injury Rate/100K population	1346.5	1269.6	1250.0	1105.1	923.8	1011.1	971.6	889.7	835.9	840.5
Alcohol Related Fatalities	59	59	46	54	46	60	55	53	52	34
Percentage of Alcohol Related Fatalities	45	42	36	37	33	45	37	45	43	29
Alcohol Related Fatality Rate	0.55	0.49	0.41	0.6	0.36	0.63	0.58	0.57	0.55	0.36
Percent of Population Using Safety Belts	66%	67%	71%	75%	82%	84%	86%	87%	91%	88%

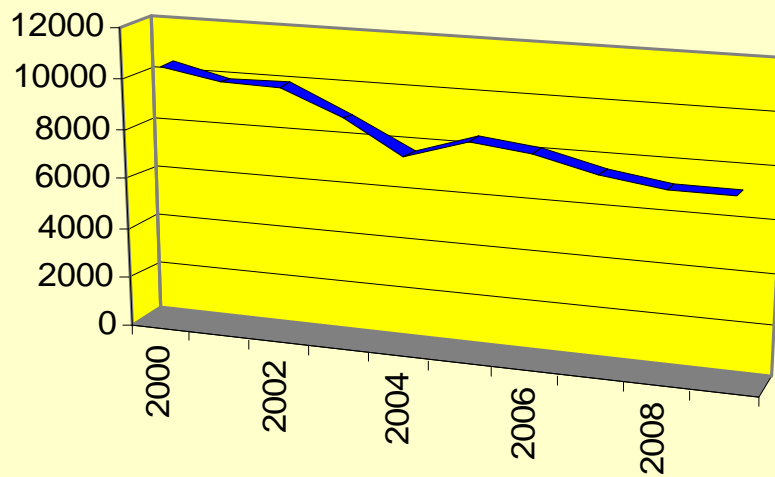
*2009 Data is Fiscal Year data. 2000-2008 is calendar year data.



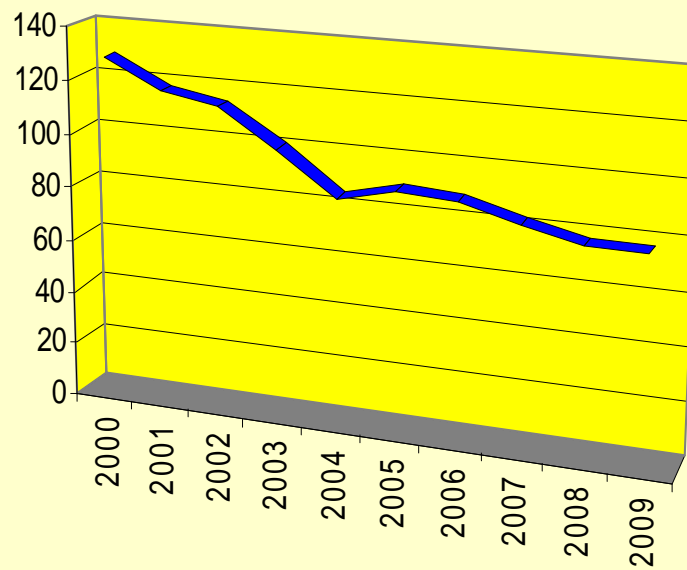
Fatality Rate per 100K Population



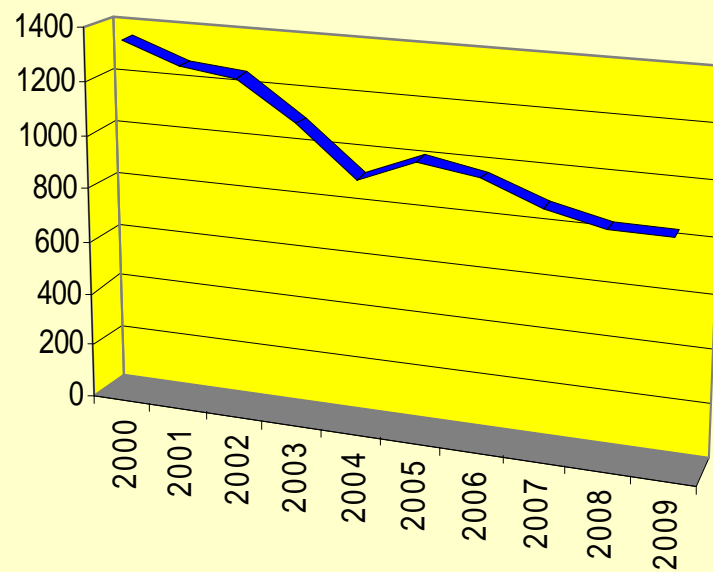
Serious Injuries Resulting from Traffic Crashes

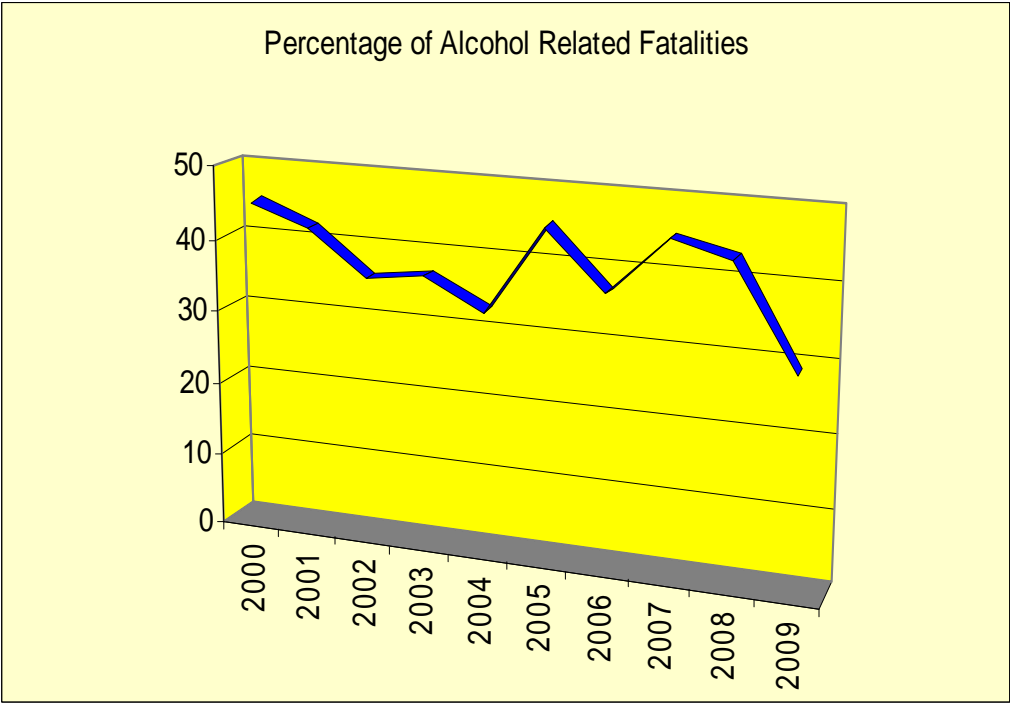
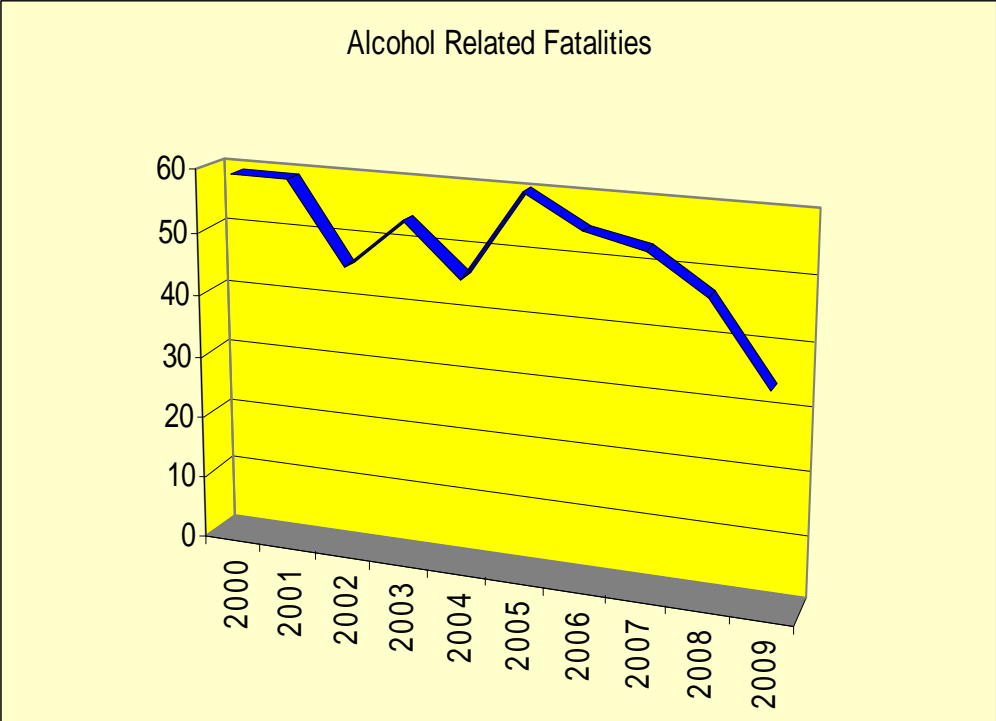


Fatality&Serious Injury Rate per 100M VMT

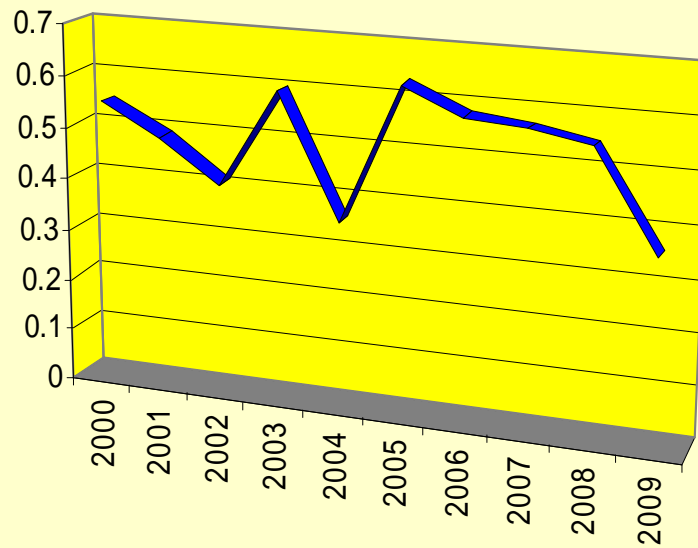


Fatality & Serious Injury Rate per 100K Population

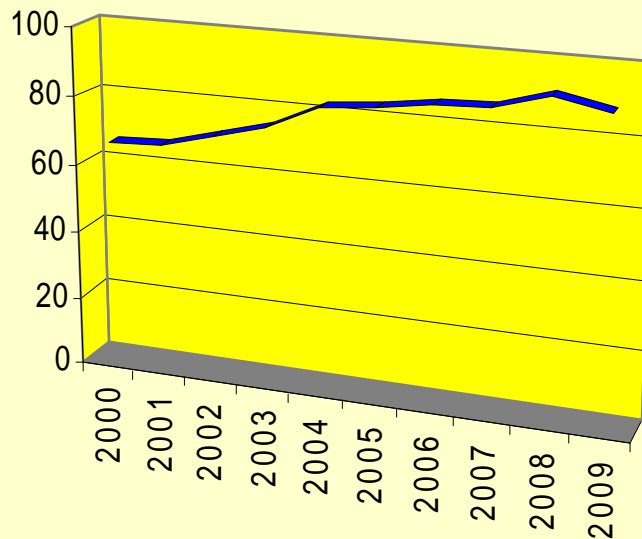




Alcohol Related Fatality Rate per 100M VMT



Percentage of Population Using Safety Belts



Summary of Priority Areas

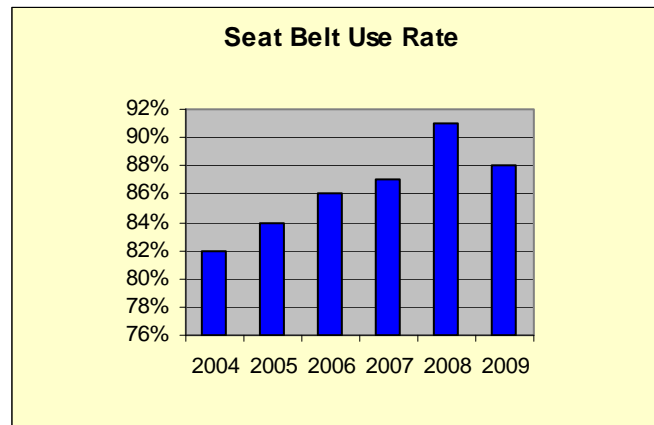
Occupant Protection

Overview

Based on the Annual Statewide Observational Seat Belt Use Survey conducted in Delaware in June 2009, Delaware's seat belt use rate is currently 88%, down from 91% in 2008. Although this is a decrease, Delaware remains above the national average.

In CY 2008, 51% (40 of 79) of those motor vehicle occupants killed in motor vehicle crashes on Delaware roadways were not wearing seat belts, up from 49% in 2007. In addition, in CY 2008, 14% (873 of 6,450) of those injured were not wearing seat belts at the time of the crash. This has remained fairly constant since 2004. Based on crash data, the greatest percentage of crashes where the victims were not wearing their seat belts occurred in Kent County. In the past several years, this was not the case. Historically, Sussex County has had the greatest number of unbelted victims.

In CY 2008, six motor vehicle occupants between the ages of 15 and 19 were killed in crashes. Of these six, only one was not wearing his seat belt at the time of the crash. This is a great improvement since 2006, when 12 teens were killed and half were not wearing their seat belt. Overall in CY 2008, those aged 25-44 had the lowest seat belt use in fatal crashes.



Performance Goals

Increase Seat Belt Usage Rates

	FY 2009	FY 2010	FY 2011
% use goal	89%	89%	90%
FY 2009 % actual	88%		

Programming Efforts

The Office of Highway Safety coordinated the following programming initiatives in an effort to reach our occupant protection goals for FY 2009:

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

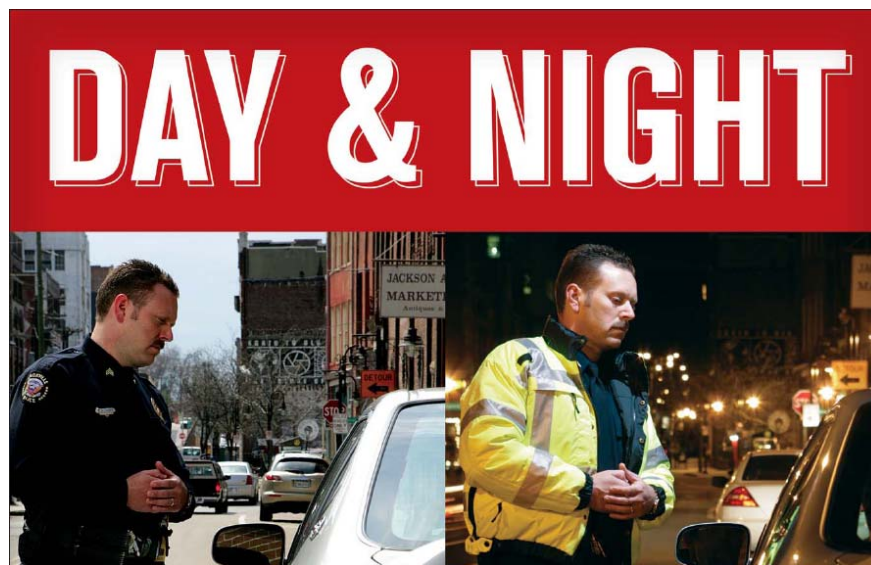
The Office of Highway Safety coordinated our eighth annual Click it or Ticket high-visibility enforcement and education campaign in May of 2009. The initiative is designed to raise public awareness about the importance of seat belt use through coordinated enforcement and outreach activities. OHS and our partners at the University of Delaware's Cooperative Extension Office participated in a number of health and safety fairs in the month of May to further increase exposure to the CIOT message. Additionally, the Office of Highway Safety Corporate Outreach Coordinator implemented a month long initiative with our corporate partners to increase seat belt use among their employees. Pre campaign surveys indicated that passenger belt use was half of driver belt use. Following the month long outreach effort, post campaign surveys revealed that passenger seat belt use did increase dramatically, to almost as high as driver seat belt use. Lastly, OHS coordinated both day and night time traffic safety checkpoints and patrols designed to ticket violators of the state's seat belt law. Thirty law enforcement agencies participated in the two-week enforcement blitz across the state. Officers conducted 208 daytime saturation patrols and 118 night time patrols, as well as 15 checkpoints, made 1,973 seat belt arrests, 1,468 other traffic arrests, apprehended 44 wanted persons, and arrested 15 persons for DUI. OHS also coordinated the paid media component of the campaign, including the TV and radio spots, the billboard placements, and the print media as well.



The Dover Police Department conducts a day-time Click It or Ticket Checkpoint.

❑ **Nighttime Seat Belt Enforcement Campaign**

In February 2009, the Office of Highway Safety coordinated a mini Click it or Ticket campaign (one week) aimed specifically at increasing belt use among motorists on Delaware roadways at night. Pre campaign belt use surveys revealed that belt use is indeed lower at nighttime, despite the fact that the odds of being in a crash increase. Enforcement tactics included stationary patrols in well lit areas, traffic safety checkpoints, and roving patrols where officers were on the lookout for aggressive driving violations. Collateral educational materials included a flyer on nighttime belt use, table tents for our corporate partners, and posters. The paid media plan included television and radio spots. Fourteen law enforcement agencies participated in the initiative, which resulted in 393 seat belt violations, 567 other traffic arrests, and 46 criminal arrests in 851 hours of overtime enforcement.



❑ **Statewide Observational Seat Belt Use Survey**

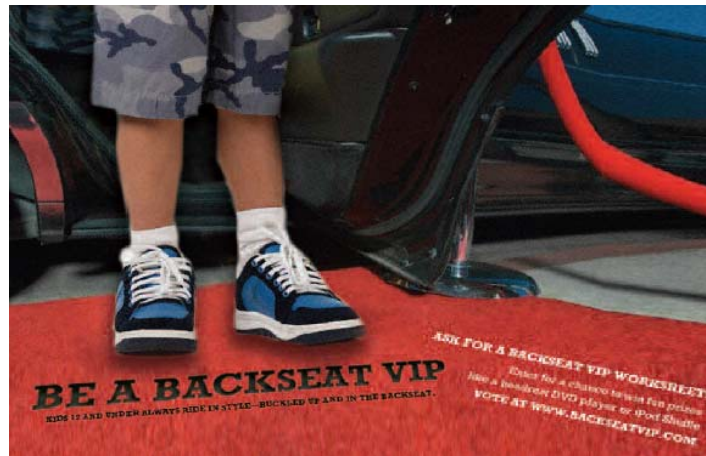
In conjunction with the May 2009 Click it or Ticket campaign, the Office of Highway Safety coordinated several seat belt use surveys. The surveys revealed that following the CIOT campaign belt use decreased from 91% in 2008 to 88% in 2009. Despite this decline, Delaware remains above the National average.

❑ **1st Annual Highway Safety Conference**

In FY 2009, the Office of Highway Safety funded its first Highway Safety Conference. The more than 200 participants included law enforcement personnel of all levels, members of the judiciary, prosecutors, highway safety officials, driver education teachers, prevention specialists, and other highway safety partners. Occupant protection topics included Seat Belt Use in DE: Who Isn't Wearing Their Seat Belt and How Do We Reach Them; "Tween" Seat Belt Use: Who Are They and How Do We Improve Their Seat Belt Use; and Child Passenger Safety: Certification and CEUs.

□ **“Tween” Seat Belt Use Initiative**

A review of seat belt use statistics in crashes revealed that children between the ages of 8 and 15 have belt use rates that are lower than the state average. Seat belt use for this age group ranges between 51% and 83% based on a review of motor vehicle occupant injuries from 2000-2005. Based on this data, the Office of Highway Safety created and implemented a program designed to increase ‘tween’ belt use with our partners from the Bear Babe Ruth League, the Nanticoke Little League, and the University of Delaware’s Cooperative Extension. OHS partnered with these organizations to reach the young athletes with a seat belt message throughout their baseball/softball season. In addition to signs on the fields and a presence throughout the season, the Office of Highway Safety conducted pre and post campaign seat belt use surveys. Initial surveys indicated that 32% of “twens” were riding inappropriately in the front seat of the vehicle. Plans are also under way to conduct the “Be a Back Seat VIP” safety contest in FY 2010, in which “twens” across the state are invited to create a public service announcement about seat belt safety and the importance of this age group riding in the back seat of the vehicle.



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

In September 2009, the Office of Highway Safety coordinated an education and enforcement initiative during National CPS Awareness Week. Twelve law enforcement agencies conducted 834 hours of enforcement, and made 102 child restraint arrests and 639 seat belt arrests during saturation patrols and child restraint checkpoints. Throughout the week-long campaign, OHS coordinated three community car seat checks, checked over twenty child restraint seats, and participated in several health and safety fairs to educate the public about car seats and the availability of the fitting stations.

❑ **Child Restraint Fitting Stations**

The Office of Highway Safety presently has three child restraint fitting stations at locations across the state. Three are located at the Division of Motor Vehicles in Kent, Sussex, and New Castle Counties. At these locations, certified Child Passenger Safety Technicians assist parents and other caregivers with the correct installation of their car seats. In FY 2009, the Fitting Station personnel checked 2,152 car seats, a slight decrease from the 2,367 seats checked in FY 2008.



Fitting Station Coordinator, Larry Kelley assists Lt. Governor, Matthew Denn with a car seat installation.

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

In FY 2009, the Office of Highway Safety was successful in qualifying for and receiving both Sections 405 and 2011 occupant protection incentive grants. The State of Delaware qualified for the FY 09 Section 405 funds by having certain occupant protection laws in place and by outlining a qualifying Click it or Ticket campaign. These funds supported the Click it or Ticket campaign, including paid media and enforcement activities. In addition, the State qualified for FY 2009 Section 2011 funds by upgrading the state's child passenger safety law to provide increased protection for older children. These funds will support fitting station personnel salaries, child passenger safety supplies, CPSAW 2010 paid media, and paid media to promote the fitting stations.

Evaluation

Based on the Statewide Observational Seat Belt Use Survey conducted in June 2009, Delaware's seat belt use rate is currently 88%, down from 91% in 2008. According to the National Occupant Protection Use Survey (NOPUS), the national seat belt use rate is 83%, thus for the sixth year in a row, Delaware's use rate for seat belts has exceeded the national use rate. However, due to the decline in Delaware's seat belt use rate, efforts will be refocused to determine new strategies to increase the use rate.

Based on preliminary DE FARS data, in FY 2009, there were 83 motor vehicle occupant deaths. Of those 83, 46 (55%) were not wearing their seat belt at the time of the crash.



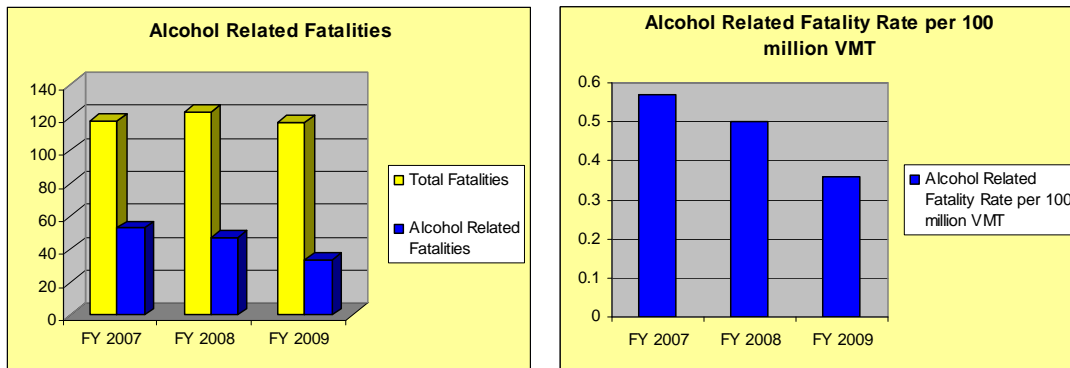
A local pizza delivery car is stopped at a Delaware State Police Click It or Ticket checkpoint and the driver is buckled up!

Impaired Driving

Overview

In FY 2009, Delaware identified impaired driving as a priority area based on the number of alcohol-related crash fatalities. In FY 2009, 34 of 117 crash fatalities (29%) were alcohol-related. This is a decrease from CY 2008, when 52 of 122 crash fatalities (43%) involved alcohol. In FY 2009 the alcohol-related fatality rate was 0.36 per 100 million vehicle miles traveled. This is a decrease from CY 2008, when the rate was 0.55.

Further crash analysis indicates males aged 21-34 are three times as likely to be killed in an alcohol-related crash. 42% of the alcohol-related crash fatalities that occurred during CY 2008 were individuals aged 21 – 34; 79% of those individuals were male. In addition, males in that age group are more than four times as likely to suffer serious injury as a result of an alcohol-related crash.



Performance Goals

Decrease Alcohol related fatalities

	FY 2009	FY 2010	FY 2011
% goal	34%	28%	27%
FY 2009 % actual	29%		

Decrease Alcohol-related fatality rate

	FY 2009	FY 2010	FY 2011
goal	0.56	0.35	0.34
FY 2009 actual	0.36		

Programming Efforts

The Office of Highway Safety coordinated the following programming initiatives in an effort to achieve our impaired driving prevention goals for FY 2009:

□ **CheckPoint StrikeForce (CPSF)**

Delaware is once again participating in the regional CPSF program initiated by the NHTSA Region III office. In FY 2009, OHS completed its seventh year of this initiative. Delaware had 20 participating agencies that conducted 101 checkpoints, resulting in 559 DUI arrests and over 54,000 vehicle contacts. And while those results were good, during the campaign period alcohol-related fatalities accounted for 38% of the total fatalities, a significant decrease over the prior campaign period, when that number was 44%. In 2008, Delaware refocused its efforts, conducting extensive problem identification, locating high incidence roadways and identifying the appropriate law enforcement agencies to conduct enforcement. These efforts are already making a significant difference in the alcohol-related fatality rate. In a cooperative agreement with Delaware's Department of Justice, the Attorney General granted statewide arrest authority to 55 officers from six New Castle County law enforcement agencies. These agencies work cooperatively to form the New Castle County Taskforce and conduct multi-jurisdictional checkpoints within their county. Problem identification indicated the agencies involved had identified roadways within their jurisdictions in need of high visibility checkpoint enforcement. In Kent and Sussex Counties, for the second year in a row, specific agencies were identified based on the crash data and continue to work independently. The newly revamped program picked up steam again July 3rd, and thus far, year eight of CPSF has shown outstanding results. By the end of September, 41 checkpoints had been conducted, resulting in 230 DUI arrests and more than 23,000 vehicle contacts. In addition, 82 fugitives were apprehended, 93 drug arrests were made, 82 felony arrests were made, 6 stolen vehicles were recovered, and 800 other arrests were made. But most importantly, the newly refocused enforcement has shown dramatic decreases in alcohol-related fatalities. During July-September 2009, alcohol-related fatalities are at 24% of the total, compared to 41% during that same time period last year!



Judge Richard Gebelein,
Chief Deputy Attorney General
signs the sworn oaths.



Delaware State Police Troop 7 conducts a checkpoint near
Rehoboth Beach, Delaware.

- ❑ **Drug Recognition Expert (DRE) Program**
 Delaware became the 41st DRE state in the nation on April 9, 2005. The DRE officers completed more than 100 hours of classroom training, followed by more than 250 hours of field certification. In 2009 two of these trained DRE's became certified DRE Instructors. The eight trained officers represent the Delaware State Police, New Castle County Police, Newark Police, and Dover Police. In FY 2009 these officers completed 29 enforcement evaluations, bringing Delaware's total to 136. Poly-drug use, or the use of more than one drug at a time, was identified in 20 of the 29 cases (69%). Based on the IACP's National DRE database, DRE's nationwide are about 84% accurate in correctly identifying every substance causing impairment in each subject. In Delaware that number is 85%. To manage the increase in interest in the program, Delaware is developing protocol to identify officers for the first in-state DRE course. The first class is expected to be conducted during FY 2010.
- ❑ **Traffic Safety Resource Prosecutor (TSRP) Position**
 In early FY 2008, Deputy Attorney General Sean Lugg assumed the responsibilities of the Traffic Safety Resource Prosecutor in Delaware. Sean assists with vehicular assault and vehicular homicide cases statewide, while also investigating other traffic-related court cases. He keeps the Office of Highway Safety staff, law enforcement, and other partners current on relevant case law. He provides research and information for potential highway safety legislation, such as mandatory BAC testing and changes to Delaware's ignition interlock law. He meets regularly with the Office of the Chief Medical Examiner and the Delaware State Police Crime Lab to mediate blood testing issues, he meets regularly with law enforcement regarding discovery and trial issues, and he meets with OHS staff to keep apprised of current programming initiatives. Sean has also been instrumental in the planning of both the first and second statewide highway safety conferences. In addition, Sean regularly conducts a variety of training initiatives. These include Basic DUI Issues for Family Court Prosecutors, a component of each SFST course, DUI Training for Law Enforcement, Boot Camp – Basic Training for New Prosecutors, and Orientation for DOJ Law Clerks.
- ❑ **DUI Enforcement Mobilizations**
 OHS coordinated four impaired driving enforcement mobilizations and one underage drinking prevention mobilization during the 2009 fiscal year. The underage drinking prevention mobilization consisted of saturation patrols and Cops In Shops details conducted between April 10th and April 18th, to target Spring Break activities. A total of 18 agencies worked 414 hours, yielding 22 underage drinking-related arrests, 1 underage DUI arrest, 6 adult DUI arrests, 24 seat belt arrests, and 252 various other arrests. The impaired driving mobilizations were held November 26 – December 31, 2008 (Christmas/New Year's), January 3 - February 1, 2009 (NFL Playoffs/Superbowl), March 14 and March 17, 2009 (St. Patrick's Day), and August 21 – September 7, 2009 (National Crackdown). A total of 31 agencies worked more than 3,400 hours, yielding 196 DUI arrests, 203 seat belt arrests, and nearly 3,400 various other arrests.

❑ **Safe Family Holiday Campaign**

OHS implemented its 11th annual comprehensive education and enforcement campaign over the 2008 holiday season. Paid media for this campaign included DUI prevention radio and television advertising, magazine and billboard ads, distribution of anti-drinking and driving messages on Christmas tree tags, distribution of safe party planning booklets, direct distribution of materials to corporate partners, mocktail parties, and distribution of HERO campaign materials, urging citizens to “be a hero, be a designated driver.” In addition, OHS placed a DUI Victim’s tree in the lobby of each DMV building statewide, using green and red light bulbs to illustrate the number of alcohol-related crash injuries and fatalities during the holiday season. The enforcement component of the campaign included 23 checkpoints and more than 250 saturation patrols conducted by 31 law enforcement agencies statewide between Thanksgiving and New Year’s Eve.



❑ **First Annual State of Delaware Highway Safety Conference**

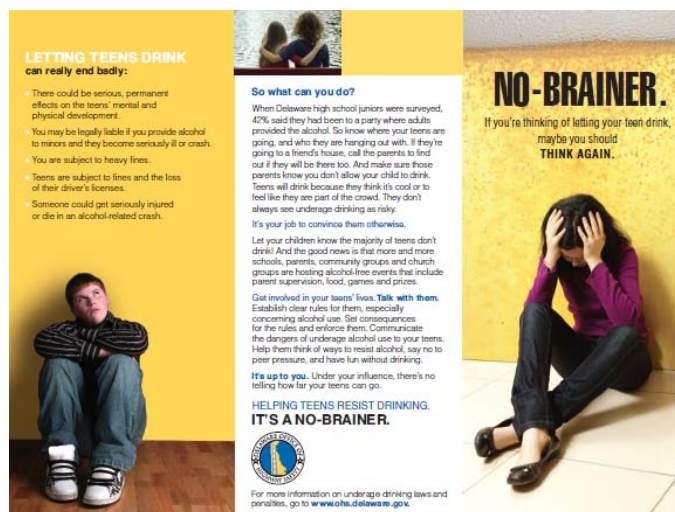
In FY 2009, the Office of Highway Safety funded its first Highway Safety Conference. The more than 200 participants included law enforcement personnel of all levels, members of the judiciary, prosecutors, highway safety officials, driver education teachers, prevention specialists, and other highway safety partners. Impaired driving sessions included The Science of HGN, Courtroom Testimony in DUI Trials/Mock Trial, The Judiciary and the Traffic Safety Resource Prosecutor, Checkpoint Strikeforce: A Regional and State Overview, Drug Recognition Experts, and ALR/DMV Administrative Hearings for DUI Cases.



Dr. Karl Citek speaks about the Science of HGN at the 1st Annual Highway Safety Conference in Rehoboth Beach, DE.

❑ **Underage Drinking Prevention**

OHS partnered with the State's Division of Substance Abuse and Mental Health to coordinate four statewide Town Hall Meetings with parents, children, and community leaders. Speakers included members of law enforcement, prosecutors, substance abuse prevention professionals, highway safety professionals, and concerned citizens. In addition, the Community Traffic Safety Program coordinators provided educational and demonstration sessions at area high schools throughout the fiscal year. Information is distributed and educational activities are provided, including the use of mock crashes, the SIDNE, and Fatal Vision Goggles. These interactive sessions have proven successful with middle and high school students. In addition, materials were developed to reach parents with critical information regarding their children and the problem of underage drinking.



❑ **SAFETEA-LU Impaired Driving Transfer Sanction Program Administration – Section 154**

In FY 2009, the Office of Highway Safety was responsible for administering Section 154 transfer sanction funds. Specific programming initiatives included enforcement funding opportunities, updating public awareness materials, providing DUI enforcement equipment to area police agencies, and providing training for law enforcement, prosecutors, and the judiciary.

Evaluation

Through comprehensive efforts including high-visibility enforcement initiatives, the purchase of impaired driving enforcement equipment, and distribution of public information and education materials, Delaware works to reduce the incidence of impaired driving on our roadways. There was a decrease in alcohol-related fatalities from the CY 2008 levels (43% of all fatalities) to 29% in FY 2009. We believe that by continuing our comprehensive strategies, including sustained enforcement efforts like Checkpoint Strikeforce, we can again realize reductions in alcohol-related fatalities in the years to come. Impaired driving programming efforts will continue to be closely monitored and evaluated for effectiveness.

Aggressive Driving

Overview

The Office of Highway Safety determined that aggressive driving crashes were a major contributor to the state's fatal crash picture in the late 1990's. Since that time, OHS has focused our enforcement and outreach efforts on reducing the top four aggressive driving behaviors that contribute to crashes: speeding, failure to yield, red light violations, and stop sign violations. While some progress was made, speeding remained by far the number one primary contributing factor in aggressive driving related crashes. In 2008, speeding contributed to 19% of all fatal crashes. Following further analysis of the crash data, for FY 2009, the Office of Highway Safety once again narrowed the scope of our aggressive driving efforts to focus on speeding specifically. Please see below the data reference the percentage of fatal crashes where the primary contributing circumstance is speed:

	2000	2001	2002	2003	2004	2005	2006	2007	2008
Total fatal crashes	121	119	117	138	130	118	133	106	106
Speeding related	13	20	23	35	33	33	21	27	20
Percentage	11%	17%	20%	25%	25%	28%	16%	25%	19%

Based on review of available crash data, the Office of Highway Safety determined that the majority of speed-related crashes were occurring between the months of July and October. Enforcement was scheduled between the hours of 7am and 11pm as these were the times of the day when most of the speed-related crashes were occurring.

Performance Goals

Decrease Percentage of fatal crashes resulting from aggressive driving behavior

	FY 2009	FY 2010	FY 2011
% goal	48%	41%	40%
FY 2009 % actual	42%		

*Based on preliminary FARS data

*Note that the percentage of fatal crashes resulting from speeding was 17% for FY 2009, down from 19% in CY 2008.

Programming Efforts

The Office of Highway Safety coordinated the following programming initiative in an effort to reach our aggressive driving prevention goals for FY 2009:

□ Summer 2009 Stop Aggressive Driving Enforcement Mobilization

In July 2009, the Office of Highway Safety kicked off our fourth annual Stop Aggressive Driving campaign aimed at reducing speed-related crashes. The statewide enforcement effort included the following components:

- Overtime enforcement funds for two police agencies, plus the Delaware State Police
- Use of team enforcement and unconventional vehicles where appropriate
- Identification of high speed-related crash roadways by OHS and all enforcement was directed at those roadways

By the end of FY 2009, law enforcement officers had arrested 6,322 motorists for speeding and 35 motorists under Delaware's aggressive driving law, working more than 3,900 hours of enforcement. In addition, they made 242 seat belt arrests, 9 DUI arrests, and 36 criminal arrests.

In addition, OHS included an extensive media and public outreach component to heighten awareness of the enforcement initiative. OHS partnered with the Delaware Department of Transportation, the law enforcement community, our corporate partners, and the driver education teachers. Paid media was placed on television, radio, billboards, print media, transit, and the internet. Call 911 to Report Aggressive and Drunk Drivers signs were placed in high crash locations, live radio interviews were conducted, and posters, fliers, and table tents were distributed. Many materials are available in English and Spanish.



Delaware Department of Transportation staff install signs:
Report Aggressive and Drunk Drivers Call 911

- ❑ **April 2009 Delaware State Police Speed Initiative**
The Delaware State Police conducted a speed enforcement initiative during the entire month of April. Troopers worked more than 800 hours conducting roving patrols and team enforcement activities, using unconventional vehicles when appropriate. In 30 days, Troopers arrested 1,298 motorists for speeding, 3 for violating Delaware's aggressive driving law, made 61 seat belt arrests, and made nearly 450 other arrests.
- ❑ **1st Annual Highway Safety Conference**
In FY 2009, the Office of Highway Safety funded its first Highway Safety Conference. The more than 200 participants included law enforcement personnel of all levels, members of the judiciary, prosecutors, highway safety officials, driver education teachers, prevention specialists, and other highway safety partners. Aggressive driving sessions included Speed Management Strategies: Setting Speed Limits, Public Perception, and Efforts to Reduce Speed-Related Crashes and Traffic Safety Technology.

Evaluation

As indicated above, 42% of the fatal crashes in FY 2009 were attributed to aggressive driving behaviors. To date in CY 2009, of the 98 fatal crashes that have occurred, 17% have been attributed to speeding. This is lower than CY 2008 and we hope to be able to continue this downward trend by using data to determine the hot spot locations of aggressive driving-related crashes and implementing high visibility enforcement and education campaigns in and around those areas to impact the problem. We are hopeful that continued enforcement throughout the Stop Aggressive Driving campaign will continue to have an impact on these numbers prior to the end of CY 2009.



Traffic Records/Safety Management Systems

Overview

Accurate, complete, and timely traffic safety data is the cornerstone of the states highway safety program. Efforts are currently underway to make improvements and upgrades to existing records systems to ensure that data used in resource allocation decision making is as accurate as possible. The efforts currently underway include the restructuring of the automated crash report (E-Crash) to incorporate it into the DelJIS' Law Enforcement Investigating Support System (LEISS) suite of reporting tools; development of a new incident locator tool; development of a new crash reporting system in response to E-Crash called CARS (Crash Analysis Reporting System) for improved problem identification; development of a new pre-hospital care reporting system called DIMES (Delaware Information Management for Emergency Service); review, analysis, and on-going linkage of CODES data (Crash Outcome Data Evaluation System); and, development of a DMV data analysis tool. Data driven 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 identify our priority areas and target audiences.

Currently there are efforts underway to prepare the primary data fields (crash, driver, vehicle, roadway, injury, and adjudication) and ensure that they are fully operational to create an integrated data collection network in order to capture crash, driver licensing, location, and medical data relating to location of crashes, demographics of those involved, occupant protection use, primary contributing circumstances in crashes, severity of injury data, and specifics related to fatalities. The integrated data collection system will allow for comprehensive problem identification for the purpose of improving highway safety in Delaware.

Performance Goals

Short-Term Performance Goals:

- Continue implementation of the TRCC Strategic Plan and projects outlined for improvements to Delaware's data systems.
- Statewide implementation of E-Crash, a new automated crash reporting system and electronic ticket module.
- Development of a user's manual and data dictionary for E-Crash users.
- Development of a data analysis tool for DMV to enhance their querying capabilities of the driver and vehicle files.
- Development of a new electronic patient care reporting system to replace the current EDIN system.

Long-Range Performance Goal:

- To implement a statewide-integrated crash data collection system to allow for comprehensive analysis of all traffic crashes and thus improve the timeliness, accuracy, and completeness of transportation safety information.

Programming Efforts

The Office of Highway Safety coordinated the following initiatives in an effort to reach our traffic records goals for FY 2009:

❑ Implementation of the TRCC Strategic Plan

In Spring 2009, the Traffic Safety Information System Strategic Plan was updated to reflect current project and goals of the TRCC. The entire TRCC participated in the effort and were instrumental in reviewing the document to ensure that the information was appropriate in providing details about current projects and in determining the future direction of the TRCC and project identification. The plan outlines each of the six information systems' (crash, roadway, vehicle, driver, enforcement/adjudication, and injury surveillance) status, goals/objectives (if appropriate), and performance measure (if appropriate). The plan outlines specific traffic records improvement projects in place as well as plans for future initiatives to improve the consistency, accuracy, and timeliness of all data related to crashes. See remaining bullet points referencing specific accomplishments regarding implementation of the TRCC Strategic Plan in FY 2009.

❑ Restructuring the Automated Crash Report

The State of Delaware implemented TraCS (Traffic and Criminal Software) for automated capture of crash data in 2005. In 2008, the Delaware State Police (the central repository for crash data) approached the TRCC with an idea to further enhance the timeliness, accuracy, and completeness of the crash data collected via TraCS and transition to a system designed by DelJIS – one that mirrors the data collection process that officers are already using for crime data collection. The new system, E-Crash, has undergone thorough testing by both DSP and local law enforcement agencies during 2009 and is scheduled for deployment on December 28, 2009.

❑ Development of an Incident Locator Tool

The development of a new crash reporting system has created a need for a new Incident Locator Tool (ILT) to enable law enforcement officers to accurately locate crashes along the Delaware roadway network. The ILT, developed by DelDOT, will be incorporated into E-Crash, replacing the current tool contained within TraCS. The tool will capture longitude/latitude coordinate, road names, route numbers, roadway milepoints and generate a literal description to be stored as part of the crash report. This tool is scheduled for deployment with E-Crash on December 28, 2009.

❑ Crash Analysis Reporting System (CARS)

The development of E-Crash has also generated a need for DelDOT to update their crash data and analysis system. DelDOT is currently developing CARS (Crash Analysis Reporting System) to replace their Safety Data Management (SDM) system. CARS will allow users to analyze crash data spatially in addition to their traditional reporting methods. The system will integrate crash data with DelDOT's roadway inventory data allowing for generation of crash rate information and other reports needed for the Highway Safety Improvement Plan (HSIP), safety decision making, and resource allocation. The development of CARS is scheduled to be complete in early 2009.

- ❑ **EDIN Upgrades**
 OEMS is currently working to upgrade the statewide EDIN system from its PowerBuilder platform to support the longevity and sustainability of statewide injury data collection. The new EMS data system, called DIMES (Delaware Information Management for Emergency Services) will have an open, scalable architecture and support standards which are key to streamlined processing and data exchange. The system will further provide a secure method of collecting pre-hospital data, extracting existing data, and exporting or sharing data for strategic planning and process improvement initiatives. The program is being designed to be NEMSIS certified.
- ❑ **Development of a DMV Data Analysis Tool**
 DMV is currently developing a secure data mining tool in order to allow Department of Safety and Homeland Security colleagues to analyze various DMV data scenarios that may occur multiple times throughout the year. DMV will also utilize this tool to pull specific data for their various investigations. This will reduce the time spent by DMV application programmers in developing "one time only" data retrieval applications in order to support the Department of Safety and Homeland Security requirements. Software installation and configuration is scheduled for January 2010.
- ❑ **Administration of SAFETEA-LU Data Improvements Incentive Grant**
 The TRCC Core Team met repeatedly over the course of the year to prepare the FY 2009 Section 408 application to NHTSA. Much effort was expended to update the strategic plan following the implementation of the strategies outlined above and in the strategic plan. The Plan is Delaware's blueprint for improving safety via data improvements on Delaware roadways.
- ❑ **1st Annual Highway Safety Conference**
 In FY 2009, the Office of Highway Safety funded its first Highway Safety Conference. The more than 200 participants included law enforcement personnel of all levels, members of the judiciary, prosecutors, highway safety officials, driver education teachers, prevention specialists, and many others. Traffic Records sessions included Traffic Records: What is Law Enforcement Collection, Why and How are Agencies Using the Data; Event Data Recorders and Real World Applications; and Champs Demo – Crash Analysis for Law Enforcement.

Evaluation

The State of Delaware continues to make great progress in improving the collection and analysis of crash data and we are pleased to note that all of the 2009 short-range traffic records goals were achieved or are underway. The TRCC continues to guide the efforts intended to improve the collection of data, including the development and implementation of a new automated crash report. Statewide use of the new electronic reporting system, E-Crash, will greatly improve access to the data and reduce officer time spent on data collection and reporting, creating more timely, accurate, and complete crash data. These tools are key to highway safety countermeasures selection and resource allocation decision making.

In FY 2010, the Office of Highway Safety and the Traffic Records Coordinating Committee look forward to guiding the following traffic records initiatives:

- Continued implementation of the TRCC Strategic Plan.
- Implementation of E-Crash, a new automated crash reporting system.
- Development of a user's manual and data dictionary for E-Crash users.
- Development and implementation of a data analysis tool for DMV to enhance their querying capabilities of the driver and vehicle files.
- Continued development and implementation of DIMES (Delaware Information Management for Emergency Services) an electronic patient care reporting system.
- Applying for and receiving FY 2010 Section 408 funds and tracking traffic records projects to help achieve goals outlined in the TRCC Strategic Plan.

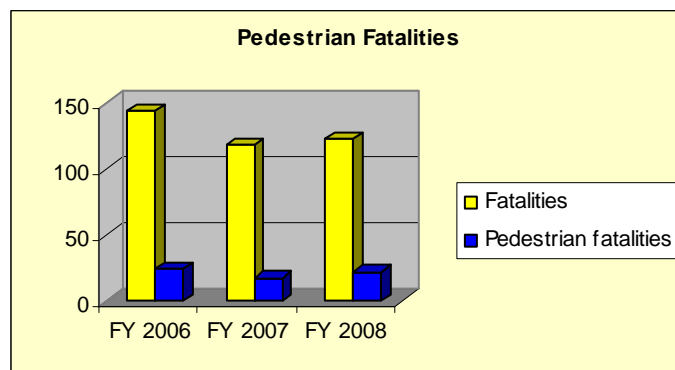


Jana Simpler provides a demonstration of CHAMPS to local law enforcement at the 1st Annual Highway Safety Conference.

Pedestrian Safety

Overview

In FY 2009, pedestrian fatalities accounted for 13% (15 of 117) of Delaware's total fatalities. This number represents a decrease from 18% (22 of 122) in 2008. 80% of these crashes occurred in New Castle County, 10% in Sussex County, and 10% in Kent County. Enforcement efforts were focused in each county as appropriate. 47% of pedestrian fatalities involved drug or alcohol impairment. 60% of all pedestrian fatalities were between the ages of 25-54, and 87% occurred in low-light conditions (at dusk or dawn), or after dark. In 11 of the 15 cases, the pedestrian was deemed at-fault. Enforcement efforts were focused in those geographic areas with the highest incidence of pedestrian fatal crashes, and conducted in the evening, late night, and early morning hours to specifically target the at-risk populations. This year efforts were focused to provide public information and education materials to the corporate community, and to encourage pedestrian enforcement efforts in communities where crashes involving pedestrians were occurring.



Performance Goals

Decrease Pedestrian Fatalities

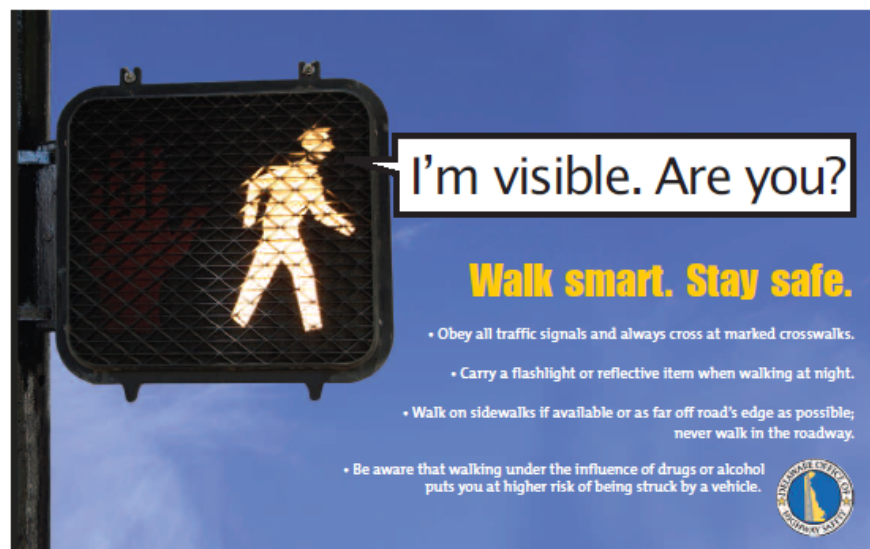
	FY 2009	FY 2010	FY 2011
% goal	14%	12%	11%
FY 2009 % actual	13%		

Programming Efforts

The Office of Highway Safety coordinated the following programming initiatives in an effort to reach our pedestrian safety goals for FY 2009:

□ **Pedestrian Safety Presentations and Exhibits**

During FY 2009, the Office of Highway Safety's Corporate Outreach Coordinator and the Community Traffic Safety Program Coordinators provided statewide pedestrian safety classes, presentations, and exhibits at health and safety fairs statewide. The programs highlighted Delaware's pedestrian traffic laws, safety guidelines for protecting oneself, and additional awareness tips for motorists. Classes and presentations were conducted for area elementary and middle schools, businesses statewide, law enforcement officers, and other safety professionals.



□ **Pedestrian and Bicycle Safety Checkpoints – DelDOT Partnership**

In a partnership with the Delaware Department of Transportation, the Delaware Bicycle Council, and the Delaware State Police, the Kent/Sussex County Community Traffic Safety Program Coordinator participated in a series of pedestrian and bicycle safety checkpoints along the Route 1 corridor in the resort beach areas. Initially, partners conducted six safety classes for foreign students working in the beach areas. These classes were attended by more than 120 students. Partners provided information on safe walking and biking for these young adults, as the pedestrian and bicycle laws can vary dramatically in the U.S. compared to their home countries. LED lights, reflective materials, bicycle helmets and other safety equipment were distributed. At the checkpoints, those individuals passing through could have their bicycles or gear inspected for safety and pedestrians were given instruction as to following pedestrian traffic laws. Recirculated bicycles were also distributed to students with bikes deemed unsafe to be on the roadway. A total of ten checkpoints were conducted on the Route 1 corridor, and five additional checkpoints were conducted at other high-traffic roadways during the summer of 2009.

- ❑ **Participation on the Governor's Advisory Council on Walkability and Pedestrian Awareness**
OHS is a member of the Advisory Council on Walkability and Pedestrian Awareness, as appointed by the Governor. The Council serves to assist the Department of Transportation with the development, adoption, and implementation of a Statewide Pedestrian Action Plan. Other members include the Division of Parks and Recreation, Delaware Greenways, the American Heart Association, county Metropolitan Planning groups, and many others.
- ❑ **1st Annual Highway Safety Conference**
In FY 2009, the Office of Highway Safety funded its first Highway Safety Conference. The more than 200 participants included law enforcement personnel of all levels, members of the judiciary, prosecutors, highway safety officials, driver education teachers, prevention specialists, and other highway safety partners. The pedestrian safety session was titled Bicycle and Pedestrian Safety in the First State.

Evaluation

There was a decrease in pedestrian fatalities during this fiscal year, from 18% in 2008 to 13% in FY 2009. At the conclusion of FY 2008, we refocused our efforts to include regular updates to law enforcement, alerts to the corporate community, and regular press releases to encourage both pedestrians and motorists to be more alert to the walking public. OHS is also partnering with the Delaware Department of Transportation to provide media messaging to a broader audience. Media messages are targeted to address causal trends in pedestrian crashes. In addition, we partner with law enforcement agencies with identified pedestrian issues and provided pedestrian safety enforcement funds where appropriate. With help from our partners and the CTSPs, we will continue to strive to meet the pedestrian safety goals outlined in our Highway Safety Plan.

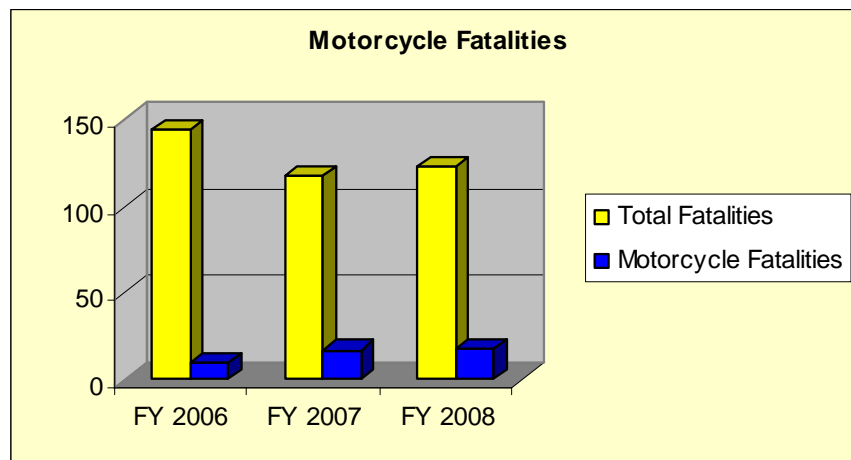


Sgt. Darin Cathell, Bethany Beach PD; Jennifer Baldwin, DelDOT; and Merritt Burke, Univ. of DE Cooperative Extension, staff the Pedestrian Safety Station.

Motorcycle Safety

Overview

In FY 2009, motorcycle fatalities accounted for 10% (12 of 117) of all traffic crash fatalities. This is a decrease from 13% (16 of 122) in 2008. Helmet use in fatal motorcycle crashes decreased in FY 2009, to 33% (4 of 12), compared to 44% (7 of 16) in 2008. During this fiscal year, alcohol was a factor in 50% of these fatal crashes (6 of 12). In FY 2009, excessive speed contributed to 67% of fatal motorcycle crashes. In 2008, the Delaware Division of Motor Vehicles reported the death rate for motorcyclists as 6.49 per 10,000 registrations. This is a decrease from 2007, when the death rate for motorcyclists was 7.37 per 10,000 registrations. It is important to note that the death rate for all vehicles was 1.44 per 10,000 registered vehicles.



Performance Goals

Decrease Motorcycle Fatalities

	FY 2009	FY 2010	FY 2011
% goal	8%	9%	8%
FY 2009 % actual	10%		

Programming Efforts

The Office of Highway Safety coordinated the following programming initiatives in an effort to reach our motorcycle safety goal for FY 2009:

- ❑ **Public Information and Education Campaign**

Paid media materials were developed, targeting both motorcyclists and motorists. These materials encourage motorcyclists to wear all appropriate safety gear, to be alert, and to never drive impaired. Motorists are encouraged to be alert for motorcycles and to share the road. Materials include a billboard advertisement, which was placed in fourteen locations statewide, in areas identified as high crash locations. In addition, a brochure was developed and placed in various motorcycle retail stores, distributed at safety fairs statewide, and provided to our partners on the Motorcycle Rider Education Committee for distribution at various motorcycling events. Bumper stickers were also designed and distributed through various channels.



- ❑ **Motorcycle Rider Education Committee**

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

- ❑ **SAFETEA-LU Motorcycle Safety Incentive Grant Administration—Section 2010**
In FY 2009, the Office of Highway Safety was successful in qualifying for and receiving a Section 2010 motorcycle safety incentive grant. The State of Delaware qualified for the FY 09 Section 2010 funds by having conforming motorcycle rider training courses and motorcycle safety programs. These funds are used to develop new media materials and to purchase public information and education materials. Further, paid media advertisements were placed, targeting motorists. In addition, a sub-grant was issued to the Division of Motor Vehicles to enhance the services they offer through their administration of the state's motorcycle rider education courses. Funds are used for training instructors, purchasing training motorcycles, and making repairs to older training motorcycles.
- ❑ **1st Annual Highway Safety Conference**
In FY 2009, the Office of Highway Safety funded its first Highway Safety Conference. The more than 200 participants included law enforcement personnel of all levels, members of the judiciary, prosecutors, highway safety officials, driver education teachers, prevention specialists, and other highway safety partners. The motorcycle safety session was titled Motorcycle Safety for the 21st Century.

Evaluation

There was a decrease in motorcycle fatalities during this fiscal year, from 13% in 2008 to 10% in FY 2009. At the conclusion of FY 2008 we refocused our enforcement plan in an effort to reach our goal during this fiscal year. Law enforcement agencies were identified based on crash data, to receive enforcement funds to specifically target motorcycle-involved traffic infractions. Agencies are directed to use speed enforcement as their primary tool, to use in-car video systems to photograph tag numbers of fleeing motorcycles, and to use team enforcement where appropriate. In addition, OHS will continue to issue alerts and trend updates to law enforcement and the corporate community, as well as regular press releases to encourage both motorcyclists and motorists to stay alert.

Corporate Outreach Program

Overview

Introduced in 2006, the Corporate Outreach Program was implemented as a strategic effort to help companies educate their employees about specific traffic laws and safe driving behaviors. The program is aimed at partnering with the corporate community to help save lives and prevent injuries on Delaware roadways through education and awareness.

Over the last several years the program has changed in size and scope to include non-profit and state-run agencies, as well as the corporate community. Corporate Outreach is always looking for effective ways to reach large audiences of employees with consistent information on a limited budget of time and money.

Programming Efforts

- ❑ **Monthly Traffic Safety News**
Originally created as a newsletter for safety managers to share with their employees, the Traffic Safety News has grown in simplicity and scope. The format has been simplified to easily forward to an internal distribution list or to print on a single sheet of paper. Either way, the information can be shared with a large audience with consistency and a minimum of effort to our Corporate Partners. The information contained within each electronic newsletter is based on the traffic safety hot topic of the month and is divided into two easy to read sections: What You Need to Know and What You Can Do. To date, nearly 13,000 people receive the Traffic Safety News every month.
- ❑ **Standing Order Distribution of Program Materials**
Each business or agency that participates in the program can sign up for a regular mailing of promotional traffic safety materials. OHS produces quantities of posters, flyers and table tents. The number and type of materials received is based on the needs of the company, the number of employees, and availability. The Corporate Outreach Coordinator recommends one poster per bulletin board, one flyer per employee, and one table tent per table in a break area or cafeteria. This information is kept in a data base so OHS knows how many materials to produce and distribute for any given campaign.

❑ **Corporate Partners and Fleet Managers Meetings**

Held in a round table format, the Corporate Partners Meetings bring safety managers together with highway safety officials to brain storm effective ways to bring the safety message to groups of employees. Partners meetings are held every year in the months of March and September.

Once a year, the OHS Corporate Outreach Coordinator gathers together partners that administer large fleets of vehicles and drivers. Fleet administrators from both the public and private sector meet to discuss the unique challenges of maintaining the safety of large fleets of vehicles and drivers.

❑ **Corporate Outreach Awards**

Once a year, Corporate Outreach awards are given to companies that have done an outstanding job working with OHS in outreach to their employees or clients. The following businesses were awarded for their outstanding efforts in 2009:

- **Outstanding Outreach Award– Bayhealth Medical Center, Department of Trauma**
- **OHS- HERO Award - Gary's Dewey Beach Grill**
- **Outstanding Program- Mr. Go Glass**
- **Outstanding Partner- Delaware Fleet Services**



Delaware Fleet Services Administrator, D. Terry Barton, Jr., accepts this year's top honor. Presented by OHS Corporate Outreach Coordinator, Trish Bachman.

❑ **Safe Family Holiday Mocktail Parties**

Reserved for the holiday period between Thanksgiving and Christmas, the OHS Corporate Outreach Coordinator encourages our corporate partners to host a “Mocktail Party” to encourage their employees to have a safe and sober holiday. Mocktail parties have been an incredibly successful venue for outreach to large audiences with lifesaving messages about Driving under the Influence (DUI) and distributing designated driver information. During the 2008 holiday season, our corporate partners held 10 mocktail parties across the state. Special thanks to our mocktail hosts: A I DuPont Hospital for Children, Christiana Hospital, Bayhealth Medical Center, Beebe Hospital, Nanticoke Memorial Hospital, Perdue Farms, Avon, Mr. Go Glass, and State Farm Insurance.



Christiana Hospital Trauma Department served up 1,000 mocktails in December 2008

❑ **1st Annual Highway Safety Conference**

In FY 2009, the Office of Highway Safety funded its first Highway Safety Conference. The more than 200 participants included law enforcement personnel of all levels, members of the judiciary, prosecutors, highway safety officials, driver education teachers, prevention specialists, and other highway safety partners. Corporate sessions included Safe Driver Programs in the Workplace and How to Implement a Highway Safety Program within Your Organization

Paid Media Summary

Overview

In FY 2009, the combination of paid and earned media to increase awareness of critical highway safety issues in the First State continued to be the backbone of OHS's Communication Strategy. Most paid media efforts undertaken by OHS support its enforcement campaigns as national research shows that the greatest impact can be made by combining the two. As with its enforcement efforts, the OHS paid media plan is driven by crash data to identify primary and secondary audiences for each of the agency's priority areas, as well as provide information on times of day and days of the week when crashes were occurring. Not only did this information dictate where and when enforcement would be conducted, it helped determine where and when paid media messages would run, so that it most effectively supported the enforcement efforts. OHS used this formula and applied it across the board to all of its media awareness campaigns.

In FY 2009 OHS spent approximately \$1.4 million in Section 402 and other incentive grants to maximize the effectiveness of enforcement and educational programming initiatives. In addition to what is reflected in this document, OHS also spent more than \$62,766.00 on an Underage DUI prevention media campaign, funded through a grant from the Office of Juvenile Justice and Delinquency Prevention (OJJDP), and \$25,759.63 from 402 for supplies and materials such as brochures, incentive items, as well as materials to support OHS's Corporate Outreach Program.

In FY 2009, OHS continued its use of internet advertising for the *Click It or Ticket*, *Checkpoint Strikeforce*, and "Stop Aggressive Driving" campaigns in an effort to reach the younger demographic which is often over-represented in crashes where speeding, alcohol, and lack of belt use are involved. New initiatives in FY 2009 included a Tween seat belt campaign which included media advertising to parents and a contest geared toward the youth with "American Idol" style voting, and increased media awareness surrounding the State's Move Over law.

This section of the Annual Report provides a description of OHS's paid media efforts for FY 2009. It is presented in four different formats.

- I. A breakdown of projects funded with Section 402 and other incentive grants
- II. A chart of OHS's sustained media efforts reflected by calendar month
- III. A narrative explanation of the highlights and achievements of paid media efforts by program area
- IV. A summary chart of paid media efforts for the entire 2009 Federal fiscal year

I. Paid Media Funds Spent in FY 2009

Use of 402 and Incentive Grant Funds for Paid Media in FY 2009		
Federal Grant Code	Campaign	Total Funds Spent
Section 402	1) "Stop Aggressive Driving" campaign (\$185,700) 2) "Walk Smart" Pedestrian Safety campaign (\$60,000) 3) "Ride Safe. Ride Smart." Motorcycle Safety Campaign (\$65,000) 4) Click It or Ticket campaign (225,000) 5) Tween Seat Belt campaign (35,000.00) 6) Move Over law campaign (\$10,000) 7) Aloysius, Butler & Clark Campaign Admin Fees (\$7,000)	\$587,700.00
Section 154	Checkpoint Strikeforce	\$571,927.44
Section 405	<i>Click It or Ticket</i> (February)	\$75,000.00
Section 406	Buckle Up Day & Night Fall Seat Belt Mobilization	\$67,419.59
Section 2010	"Ride Safe. Ride Smart." Motorcycle Safety campaign	\$134,801.21
Section 2011	Child Passenger Safety Week/Fitting Station Paid Media (\$12,299.00/15,000.00)	\$22,991.35
Total Funds Spent		\$1,459,839.40

II. Paid Media Activities Color Chart by Calendar Month

OFFICE OF HIGHWAY SAFETY 2008-2009 MEDIA PLAN

CAMPAIGN		Oct-08	Nov-08	Dec-08	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT
Checkpoint Strikeforce					Superbowl		St. Patrick's						
Click it or Ticket February Night Time													
Click it or Ticket May													
Child Passenger Safety													
Aggressive Driving													
Pedestrian Safety													
Underage Drinking													
Motorcycle Safety													
Move Over Law													
Tween													

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

Occupant Protection

A. *Click It or Ticket* 2009 and Buckle Up Day & Night Mobilizations

Total Budget - \$367,419.59

For the first time ever, Delaware conducted three seat belt mobilizations in the same fiscal year. All three utilized the national model, a combination of paid media and enforcement activities, to effect behavior change.

For the second year, OHS conducted a seat belt enforcement mobilization in February with accompanying paid and earned media. The effort again focused on increasing night time seat belt use, and the message was “Buckle Up Day & Night.” Enforcement ran for one week while paid and earned media were out for two.

For the February mobilization, the target age demographic for Click It or Ticket was 16 – 27 year olds. The media mix included radio (both 30 sec and 15 sec traffic sponsorship spots), cable TV, billboards, and internet ads on Myspace and Facebook. OHS utilized an existing NHTSA billboard creative and modified it slightly, then revised collateral materials such as posters, fliers and table tents so that all had a cohesive look. They were distributed to dozens of Corporate Partners statewide, as well as high schools, restaurants, bowling alleys, tanning salons, trauma centers, banks, and of course law enforcement agencies. In addition, email blasts went out to 10,000 people who are registered to receive OHS’s monthly Traffic Safety News, and Driver Education teachers and School Resource officers were provided with samples of morning announcement scripts to read throughout the week.

February Night time "Click it or Ticket" 2009 Paid Media BUDGET SUMMARY		
Radio		\$21,961
Cable & Broadcast		\$23,870
Outdoor		\$4,698
Print (Spanish & Entertainment Magazines)		
Internet		
	Total:	\$50,529

In May, Delaware conducted its annual Click It or Ticket Campaign. After crash data was reviewed, the target demographic changed slightly to include ages 20 – 44. The campaign, which includes two weeks of enforcement and four weeks of paid and earned media, was launched with a comprehensive press release. In all, earned media efforts included four press releases, and three media advisories. These efforts resulted in 26 media stories, placement in two state agency newsletters, and the campaign being highlighted on the State of Delaware homepage.

New radio and TV spots were produced this year and all collateral materials were updated to mirror the look and theme of the TV spot. The media mix included radio, cable TV,

billboards, print ads in English, Spanish and local NASCAR publications, and internet advertising on My Space.

May "Click it or Ticket" 2009 Paid Media BUDGET SUMMARY		
Radio		\$24,617
Cable & Broadcast		\$42,673
Outdoor		\$12,000
Print (Spanish & Entertainment Magazines)		\$5,000
Internet		\$11,000
<input type="checkbox"/>	Total:	\$95,290

Collateral materials were distributed through a variety of channels. Law enforcement received materials such as posters, fliers, table tents, and incentive items to distribute. They also received banners to display in high traffic areas. One agency placed their banner in front of the State's Legislative Hall beside the Governor's office building. Other distribution channels were our Corporate Outreach Program, high schools, libraries, and colleges. OHS's Community Traffic Safety Program Coordinators scheduled the painting of Buckle Up Stencils and two of the Corporate Partners (Perdue and Bayhealth Milford Memorial Hospital) conducted month long seat belt campaigns which included pre and post observational seat belt surveys, newsletter article placement, and setting up information tables in or near the cafeteria.

Despite the extensive efforts undertaken during the Click It or Ticket campaign, observational seat belt surveys revealed a decrease in the 2009 Seat Belt use rate. Seat Belt use declined statewide from 91% to 88%. That combined with an alarmingly high rate of unbelted fatally injured passenger vehicle occupants caused OHS to implement a second Buckle Up Day & Night Mobilization beginning in August and running through November of 2009.

The media mix for this four month effort did not include TV this time, but instead focused on reaching individuals primarily when they drive. Therefore, radio, billboards, and gas pump top ads were chosen. As a bonus, the gas stations where pump ads were displayed also chose to display Buckle Up Day & Night Window Clings in the stations. A small amount of the budget was also used for print advertising in targeted community newspapers.

Fall Buckle Up Day & Night 2009 Paid Media BUDGET SUMMARY		
Radio		\$52,320
Gas Pumps		\$8,824
Outdoor		\$27,954
Print (Community News papers)		\$18,600
<input type="checkbox"/>	Total:	\$107,698

B. National Child Passenger Safety Week (CPSW) 2009
Support of OHS Fitting Stations
Total Budget \$22,991.35

OHS used its child passenger safety budget in FY 2009 in three ways. 1) to provide support materials for the OHS Fitting Stations such as posters and brochures for pediatricians' offices and daycares 2) to try to increase traffic at the Fitting Station in the southernmost county through a limited radio and print media buy, and 3) to run paid media during National Child Passenger Safety Week that would encourage parents and other caregivers to utilize community car seat check events that had been scheduled for that week.

Reach and frequency information can be found in the chart at the end of this section.

OHS FITTING STATION MEDIA 2009 BUDGET SUMMARY	
Radio	\$5,451.00
Print Advertising (the Guide)	\$1,455.00
Total:	\$6,906.00
CHILD PASSENGER SAFETY WEEK MEDIA 2009 BUDGET SUMMARY	
Radio	8,289.00
Total:	8,289.00

C. Tween Seat Belt Initiative
Total Budget - \$40,000.00

Based on pre and post observational seat belt use surveys conducted as part of a Little League Tween Seat Belt Project (Twens being defined as children ages 8 – 12), which showed that seat belt use in the target population declined and that the number of Twens sitting illegally in the front seat increased, OHS created a Backseat VIP contest to encourage Twens to communicate the importance of being buckled up in the back seat.

OHS and its PR firm created kits to send to the State's network of Boys and Girls Clubs to use as they are always looking for activities to do with the children. Each kit contained a poster with contest rules and an activity sheet with an outline of the backseat of a vehicle. Twens were encouraged to decorate their space and write down why they should be buckled up in the back.

Twens also had the option of creating essays, songs, lyrics and videos to submit as well. OHS partnered with a local radio chain to develop and host the website on which the submissions would be loaded, as well as to encourage the public via radio ads, to go online and vote for their favorite submission "American Idol" style.

The grand prize winners would receive an over-the-headrest DVD player engraved with a buckle up message which is useful for keeping them in the back seat, and runner up winners would receive an ipod shuffle with a seat belt message also engraved on it.

At the end of the fiscal year, the kits had been mailed out and submissions had begun to roll in. The budget reflects only radio buy for paid media, a bulk of the remaining budget was dedicated to creation of an interactive website for the contest.

2009 Tween Seat Belt BUDGET SUMMARY	
Radio	\$19,229
Print	2,050
Total:	\$21,279

Impaired Driving

A. Checkpoint Strikeforce Total Budget - \$571,927.44

Checkpoint Strikeforce is a regional sobriety checkpoint campaign aimed at arresting impaired drivers and deterring those who may otherwise choose to drink and drive. It also served as the second of the three “120 Days of Summer HEAT” traffic safety campaigns.

Changes in FY 2009 included starting the year with both enforcement and radio advertising centered around the NFL Playoffs, and taking the campaign back to its original 6 month long concentrated form instead of a year round initiative.

OHS decided to begin its 2009 DUI enforcement efforts under the campaign umbrella early, with enforcement scheduled to occur on weekends when NFL Playoff games were taking place in January. Enforcement would also be conducted on Superbowl Sunday. A limited radio buy was selected as the most appropriate medium to convey the message about enforcement and the consequences for driving impaired. Additionally press releases announcing the results of enforcement were issued weekly.

CPSF – NFL Playoff Mobilization BUDGET SUMMARY	
NFL Playoff Package	\$1,200
Total:	\$1,200

Then in July, OHS kicked off the official *Checkpoint Strikeforce* campaign. The media component of the campaign involves a media buy, the printing and distribution of fliers at checkpoints and posters through businesses and other partners in our Corporate Outreach

Program, and weekly press releases featuring results from the previous weekend and locations (towns only) of upcoming checkpoints.

The media mix is quite diverse in an effort to reach the primary audience (young males in their late 20's and early 30's) in a variety of places. The mix still relies heavily on radio, with 39% of the media buy budget going to radio.

Billboards are still a preferred method of paid media outreach, with 22% of the media budget going toward that. Cable TV is a close third as a vehicle for communicating the message, with 21% of the budget allocated to a TV buy. In this year both a new TV and radio spot were produced which focused on a young male in a bar realizing he was “buzzed” and choosing to call for a ride home, which turns out to be a good idea as they roll through a DUI checkpoint.

Other venues for paid media advertising include internet ads on My Space as an effective method of reaching young adults, restroom signage, print in entertainment magazines and tavern/bar coaster distribution.

Paid Media Budget -

Checkpoint Strikeforce (Oct. – Dec.) 2008 Total Budget \$192,044

Checkpoint Strikeforce (July – Sept.) 2009 Total Budget \$216,097

**TOTAL MEDIA COSTS- CHECKPOINT STRIKEFORCE
(Oct. – Dec 2008 and July – Sept. 2009)**

BUDGET SUMMARY	
Print	\$17,119
Radio (including Hispanic)	\$156,314
TV	\$91,533
Internet	\$19,801
Outdoor/Transit	\$123,375
Total:	\$408,141

The remainder of the budget was used for the creation of the media elements and print materials for distribution to the public.

Earned media coverage for the 2008 and early 2009 campaign was again strong (approximately 165 stories) especially among print media who consistently report out the results of weekly enforcement. Opportunities for T.V. live shots were also provided to broadcast media during high enforcement times, including Halloween, New Year's Eve, and St. Patrick's Day.

In the area of public awareness, OHS increased its efforts to implement the HERO campaign for Designated Drivers in Delaware. Not only have student groups at the

University of Delaware distributed posters, bar coasters, window clings, and table tents to establishments within the City of Newark, the Kent/Sussex County CTSP Coordinator partnered with beach bars in the town of Dewey to display those materials as well as HERO banners in some locations over the Labor Day weekend. The establishments agreed to also provide free water or soft drinks to identified designated drivers.

OHS also partnered with the Delaware Sports League (DSL) to promote the HERO campaign by placing ads on their website, email blasts to their participants, placing the logo on all team t-shirts, and providing HERO labeled water bottles to players. Plans are currently underway to continue promoting HERO through the DSL and increasing partnerships so that more establishments in New Castle County will also take advantage of, and promote the program.

Aggressive Driving

A. The “Stop Aggressive Driving” campaign

Total Budget – \$185,700.00

In FY 2009, the “Stop Aggressive Driving campaign” again focused on the role speed plays in fatal crashes in Delaware. A mini speed mobilization was initiated in April to stem the tide of rising fatal crashes attributed to speed. A limited media buy in the form of radio was chosen to supplement those efforts. The bulk of the enforcement however began in July and continued through the end of October.

For the full scale campaign, the radio and TV ads used last year were used again. Instead of using three billboard designs as we did in 2008, we focused on two that would communicate an enforcement message and appeal to a younger demographic. In addition, a limited print buy, transit signage, and internet ads were used.

Earned media efforts included a launch press release, weekly press releases sharing results of enforcement activities, and a wrap up press release at the end of October. More than 100 news stories were aired about the campaign during its four month run.

Public awareness activities once again centered around providing our network of corporate partners and law enforcement agencies with collateral materials to distribute throughout the campaign. Additionally, Driver Education teachers received posters, fliers, and special keychains with a stop speeding message on it for high school students as crash data indicated young adult males 16 and 17 had a particularly high rate of speed involved crashes.

STOP AGGRESSIVE DRIVING CAMPAIGN BUDGET SUMMARY (July - Oct. 2009)	
Radio	\$41,376
Television	\$27,700
Internet	\$12,000
Print	\$2,626
Outdoor (Billboard and Transit)	\$35,000
Total:	\$118,702

Pedestrian Safety

Total Budget - \$60,000

Addressing the issue of pedestrian safety is one of the most challenging that OHS faces. Data is limited as the number of fatalities is relatively low compared to the number of alcohol-related fatalities for instance. Locations are also scattered, and finding effective ways to reach pedestrians remains difficult. Ultimately, a media mix consisting of billboards to target motorists, and public transit advertising aimed at reaching pedestrians was chosen as being among the more effective strategies. Motorists were urged to “Give Pedestrians a Brake”...and pedestrians were reminded to be visible particularly when walking at night. Radio and billboards were placed during the spring and late summer through early fall. Transit was placed to run through the summer months.

The remainder of the media budget was used to produce poster style insert cards to go in the interior of the public transit buses, thereby reaching pedestrians directly, as well as to produce brochures and posters for distribution among OHS’s corporate partners. Reflective arm bands were purchased and distributed to adults at health and safety fairs so that they could be seen when walking or biking at night. Failure to be visible to motorists was a leading contributing factor in fatal crashes involving pedestrians. Ten stories appeared about the launch of the campaign in local media.

“WALK SMART” BUDGET SUMMARY	
Billboards	\$10,448
Transit	\$22,700
Total:	\$33,148

Motorcycle Safety

“Ride Safe. Ride Smart.” Campaign

Total Budget - \$199,801.21

Motorcycle fatalities decreased slightly from 17 in 2007 to 16 in 2008. Because of the up and down trend in fatal motorcycle crashes, motorcycle safety continued to be a top priority for OHS in FY 2009. The media mix was varied as was the funding source. Grant funds from Section 2010 were used but could only be used to target motorists with messages and in Delaware, the fault is most often on the part of the motorcyclist when a crash occurs. Therefore OHS supplemented funding from Section 2010 with Section 402 grant funds.

Two media plans were developed, one to reach motorcyclists and one to reach the drivers of passenger vehicles. The mediums selected to reach motorcyclists included billboards,

radio, and internet banner ads. Posters to be placed in bars where motorcyclists are known to gather were also produced under this budget.

The plan for the drivers of passenger vehicles included radio and billboards with a Share the Road message. Media ran from April through October and into early November, with radio messages rotating in an effort to reach each target audience and minimize people tuning out the message. The length of the media campaign was long because in Delaware, riders start getting out on their bikes in the spring and ride into November as long as the weather is nice.

OHS remained on the state's Motorcycle Safety Committee, co-chaired by Delaware State Senator Bruce Ennis and Representative Danny Short. Committee members also include representatives from the DMV Motorcycle Program, ABATE, the Dover Air Force Base, and motorcycle retailers. OHS provides statistical data on crashes to the group and coordinates the paid media activities with input from the group. Participation in this committee, in turn, provides OHS with an outlet for distributing informational brochures and bumper stickers.

“RIDE SAFE. RIDE SMART” BUDGET SUMMARY	
Radio	\$54,413
Internet	\$11,675
Outdoor (Billboard and Transit)	\$62,735
total:	\$128,823

The remainder of the budget was used to produce and print the billboards, the brochures, and the print ad.

IV. Summary Chart of Paid Media Activities

Program Area/ Campaign Name	Television Airings	Radio Spots	Prints Ads	Other Media	Target Demo	Evaluation\Results	Funding Source	Amount
<u>Occupant Protection</u> Click It or Ticket (nighttime belt use) February 2009	Cable: 358 TV: 22	511 spots		Earned media – 2 Press releases issued on launch and enforcement results of CIOT. Also one media advisory inviting press to night time checkpoint. Generated a total of 21 hits: 6 print, 8 internet print, 1 TV, 1 internet TV, 4 radio and 1 newsletter awrticle.	Persons 16-27 (male skew)	Cable: Reach 56.2% 1.9 F Radio': 29.6% Reach 5.4 Freq 159.3 GRPs	405	Total Budget: \$75,000.00 Includes: Media Buy: Radio – \$21,961 TV – \$23870 Outdoor – \$4,698
May 2009 Click It or Ticket	Cable: 1,111 TV: 238	524 Radio	Spark Out and About NASCAR Pole Hoy en Delaware	Billboard posters throughout region Interactive Earned Media – 4 Press releases issued on launch and enforcement results of CIOT. 3 media advisories issued inviting press to cover checkpoints. Generated 25 media stories, was highlighted on State of DE webpage, and in two statewide newsletters.	Persons 16-27 (male skew)	TV statewide: Reach: 78.9% Frequency 3.1 Radio: NCC: Reach 33.1% Frequency – 5.9 GRPs: 190.2 Kent/Sussex: Reach: 57.5% Frequency: 7.5 GRPs – 431.7	402	Total Budget \$225,000.00 Includes: Media Buy: (Print – \$5,000 Radio - \$24,617 TV - \$ 42,673 Outdoor – \$12,000

Program Area/ Campaign Name	Television Airings	Radio Spots	Prints Ads	Other Media	Target Demo	Evaluation\Results	Funding Source	Amount
								Internet – \$11,000
Child Passenger Safety Awareness September 2009		106		Earned Media: Issued two press releases regarding launch and results of campaign...also blogged on Mom's Like Me website. Did live remote with radio station for two hours at one of the car seat check events. Results: 13 media stories	Women 25-64	Radio NCC Reach – 22.0% Frequency: 3,3 Kent/Sussex: Reach – 15.7% Frequency 3.7 48.5 GRPs	2011	Total Budget \$22,991.35 Includes: Media Buy total \$8,289
Fall Seat Belt Mobilization August – Sept 2009		1112	Out & About DE Newspaper Network	Billboards statewide Gas Pump tops statewide Earned Media: 7 press releases in the two month time frame on launch of campaign as well as weekly results updates. Results: 10 media stories generated as well as was topic of monthly live radio show done with local station.	Adults 18+	Reach 36.1% Freq. 11.6	406	Total Budget: \$67,419.59 Radio \$52,320 Outdoor \$27,954 Gas Pumps \$8,829 Print \$13,410
Tween Seat Belt Project		476	Delaware Moms FPBW	Earned media: 1 press release issued on start of campaign, plus blogged	Adults 35-44	Reach 27.5% Frequency 8.3	402	Total Budget: \$35,000.00

Program Area/ Campaign Name	Television Airings	Radio Spots	Prints Ads	Other Media	Target Demo	Evaluation\Results	Funding Source	Amount
				on Mom's Like Me website. Generated 4 earned media stories.				Radio \$19,229 Print \$2050
<u>Impaired Driving</u> Oct. – Dec. 2008 Checkpoint Strikeforce	Cable – 1,470 TV - 35	1,976	Out and About Spark	Outdoor – statewide billboards, transit signage MySpace Indoor – Earned Media – weekly press releases on upcoming checkpoints and weekly results. Ongoing radio, print and t.v. interviews were conducted. Generated 24 media hits over a 7 week period. In December supporting activities included non-alcoholic mocktail parties in DMV locations, the distribution of DUI information to the public	Men 18- 34	DMV surveys conducted at conclusion of campaign indicated an increase in campaign name recognition from the year before. Additionally surveys indicated that 1/3 rd of the individuals who had heard of the campaign said the message influenced their behavior. Particularly encouraging was the percentage of people within the target age range who said the message influenced their behavior not to drink and drive. Broadcast (Cable): Reach 71.2% Freq. 4.1X Radio: 43.5% Reach 9.7X Frequency	154	Total Media buy - \$192,045 Print- \$2,164 Radio- \$45,451 TV- \$45,033 Outdoor- \$78,003 Internet- \$4,801

Program Area/ Campaign Name	Television Airings	Radio Spots	Prints Ads	Other Media	Target Demo	Evaluation\Results	Funding Source	Amount
March 2009 St. Patrick's Day DUI prevention		141		<p>Earned media – OHS issued a press release about the enforcement initiative and results. Generated 31 media stories.</p> <p>OHS also distributed posters from NHTSA planners to bars and restaurants.</p> <p>Sponsored the St. Patrick's Day Loop (bar events) in northern Delaware by providing DUI prevention and Designated Driver Messages</p>	Young adult males 18 - 34	NCC Reach – 15.2% Frequency – 3.2x	Section 154	\$7,558 Radio
Jan. 2009-Sept. 2009 Checkpoint Strikeforce	Cable – 1386 TV – 86	2,137	Out and About Spark NASCAR Pole Camp El Tiempo Hispano Hispanic YP	<p>Outdoor – statewide poster panels, premier rotary, I95/141, bulletin in Bridgeville</p> <p>Transit – king size bus panels, streetside displays, tails</p> <p>Interactive – over 7 million impressions</p> <p>Restaurant/bar restroom signage-throughout popular bars/restaurants statewide</p> <p>Fliers and posters printed for distribution at checkpoints</p> <p>Earned media: Launch and weekly update press releases issued. 23</p>	Persons 18-34	<p>Cable: Statewide avg. Reach 82.3% Frequency: 3.5x</p> <p>TV: 33.3% Reach Frequency 3.9X</p> <p>Radio: Reach – 42.3% Frequency – 12.3x</p> <p>Evaluation in the form of DMV behavior/attitude surveys will be conducted at end of calendar year 2008.</p>	154	<p>Media Buy Total - \$216,097</p> <p>(Print – \$14,954</p> <p>Radio - \$110,753</p> <p>TV - \$46,500</p> <p>Outdoor – incl. Flagship \$59,000</p> <p>Internet- \$5,749</p>

Program Area/ Campaign Name	Television Airings	Radio Spots	Prints Ads	Other Media	Target Demo	Evaluation\Results	Funding Source	Amount
				Stories generated on new NFL mobilization effort...65 generated on CPSF from July through end of September.				
<u>Aggressive Driving</u> “Stop Aggressive Driving” July – Oct. 2009	Cable – 825 TV: 48	814	Spark Out and About	Billboards – posters and bulletins on major arteries and secondary roads; transit advertising throughout the state Earned Media – launch and weekly press releases on enforcement results. Generated 40 media stories.	Men 20 - 34	Radio: Reach – 27.8% Frequency 12.2x Cable: Reach: 40.7% Frequency 2.0	402	Includes: Media Buy Total \$185,700.00 Radio – 41,376 Outdoor – \$35,000 TV- \$27,700 Internet- \$12,000 Print- \$2,626
<u>Pedestrian Safety</u> “Walk Smart” campaign		376		Billboard poster panels located statewide. Bus advertising throughout the state. Distribution of fliers, posters, and Walk Smart reflective armbands for increased pedestrian visibility.	General adult audience	Radio: Reach 19.4% Frequency: 5.8x	402	Total Budget \$60,000.00 Includes: Media Buy Total - \$33,148

Program Area/ Campaign Name	Television Airings	Radio Spots	Prints Ads	Other Media	Target Demo	Evaluation\Results	Funding Source	Amount
				Release issued announcing campaign. Generated six media stories.				
<u>Motorcycle Safety</u> May -September		1.262		Billboard posters statewide Earned media – Press release issued on the launch of the campaign. Generated 8 media stories. Distribution of posters to bars and restaurants frequented by motorcyclists, and distribution of bumper stickers by those in riding community.	Cycle riders ages 35 – 50 and drivers of passenger vehicles	Radio targeting Motorcyclists: Reach: 30.0% Frequency: 6.6X Radio targeting motorists: Reach: 32.5% Freq. 9.7X	2010	Media Buy: \$199,801.21 Radio: \$54,413 Outdoor: \$62,735 Internet: \$11,675
<u>Move Over Law</u>		120		Panels on rear of transit buses with Move Over Law design were bonused. Issued release announcing campaign. Generated two media hits.	Adults 18+	Reach 15.4% Freq. 2.6	402	Radio \$5758

Financial Summary

402	405	406	408	410	154	2011	2010	Total	% of Total
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P&A	\$71,000	0	0	0	0	0	0	\$71,000	1.21%
Traffic Records	\$71,726	0	0	500,000	0	0	0	\$571,726	9.71%
Impaired Driving	\$282,302	0	56,700	0	986,797	1,006,031	0	\$2,331,830	39.59%
Occ. Protection	\$762,730	156,643	279,300	0	0	0	143,709	\$1,342,382	22.79%
Pedestrians	\$149,437	0	0	0	0	0	0	\$149,437	2.54%
Bicycles	\$16,456	0	0	0	0	0	0	\$16,456	0.28%
CTSP	\$203,757	0	0	0	0	0	0	\$203,757	3.46%
Motorcycles	\$99,957	0	0	0	0	0	100,000	\$199,957	3.40%
Agg. Driving	\$842,664	0	160,323	0	0	0	0	\$1,002,987	17.03%

TOTAL

\$5,889,532

