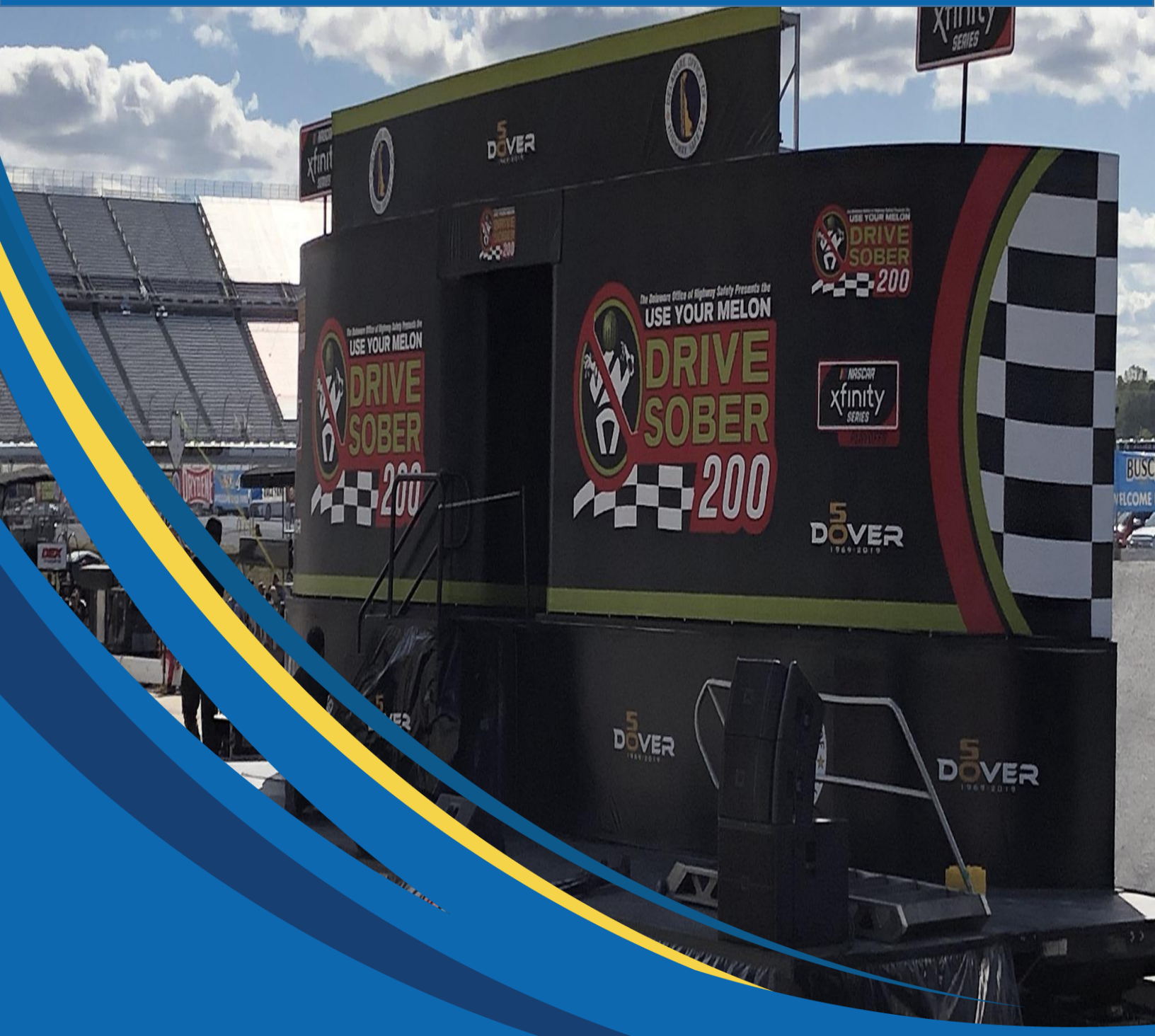
# FY 2021 HIGHWAY SAFETY PLAN

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# Highway Safety Plan

**NATIONAL PRIORITY SAFETY PROGRAM INCENTIVE GRANTS - The State applied for the following incentive grants:**

| | |
|---|---|
| S. 405(b) Occupant Protection: | Yes |
| S. 405(e) Distracted Driving: | **No** |
| S. 405(c) State Traffic Safety Information System Improvements: | **Yes** |
| S. 405(f) Motorcyclist Safety Grants: | **Yes** |
| S. 405(d) Impaired Driving Countermeasures: | **Yes** |
| S. 405(g) State Graduated Driver Licensing Incentive: | **No** |
| S. 405(d) Alcohol-Ignition Interlock Law: | **No** |
| S. 405(h) Non-Motorized Safety: | **Yes** |
| S. 405(d) 24-7 Sobriety Programs: | **No** |
| S. 1906 Racial Profiling Data Collection: | **No** |

# Highway Safety Planning Process

## DATA SOURCES AND PROCESSES

Delaware's Office of Highway Safety (OHS) conducts an extensive problem identification process each year to determine the most effective and efficient plan for the use of federal highway safety funds. The process starts with the Grant Advisory Committee (GAC). OHS surveys each partner agency detailing the priority issues for the coming fiscal year. In house data analysis is also conducted. Additional data sources consulted include Delaware Department of Transportation Crash Analysis and Reporting System (CARS), Delaware Criminal Justice Information System (DELJIS) including E-Crash and E-ticket, FARS, Delaware State Police, Division of Motor Vehicle, Survey data, and various research data. This information is then used as follows:

- Identify the data elements
- Identify the data sources
- Identify the data display options
- Analyze and interpret the data
- Establish decision rules
- Review the data and analyze further
- Coordinate efforts with the SHSP
- Develop a timeline for completion of HSP process
- Identify top priority areas based on problem identification results, and review who, what, when, where, and why – FY 2021 the top priorities in Delaware are:
  - Impaired driving
  - Occupant protection
  - Pedestrian safety
  - Speeding
  - Distracted driving
  - Motorcycle safety
  - Traffic records
- Develop annual targets for each priority area
- Develop a comprehensive enforcement plan based on problem identification

The problem identification process is the key to identifying law enforcement agencies to participate in enforcement efforts. Further, it enables OHS to identify the target violations, as well as which days of the week, which times of the day, and which months of the year the enforcement should be implemented. Beyond that, enforcement efforts are then directed to the most appropriate locations within each jurisdiction. OHS also uses the problem identification process to develop paid media concepts and determine the timing and placement of paid media campaigns to coincide with enforcement. The problem identification process ensures that the highway safety program addresses specific crash problems, provides the appropriate criteria for the designation of priorities, and creates benchmarks for administration and evaluation of the overall highway safety plan.

The OHS and GAC utilize the NHTSA problem identification process and guidelines outlined in the NHTSA Program Management Training manual. Our problem identification process for FY 2021 included:

- Identify the data elements – The OHS staff and the GAC began the analysis process by identifying the crash data elements to determine if a statewide or localized problem existed. We compiled that list, determined which pieces of information we had access to, which year's data we had access to, and prepared our specific data requests for the appropriate data manager. Some sample data elements included teen drivers, work zone related crashes, seat belt use crashes, ages of pedestrian fatalities, types of roadways, primary contributing circumstances, alcohol-related fatalities, and high crash locations. The list of data elements reviewed was extensive and focused on location and demographic data to determine which roadways to focus on and to determine the characteristics of our most risky drivers.
- Identify the data sources – Once the OHS staff and the GAC determined the data elements to focus on, the appropriate data sources from which to compile the information are determined. These included the Delaware State Police (DSP) Traffic Section (statewide crash data repository); Delaware FARS data; the Emergency Medical Services Data Information Network (Patient Care Reports); the Delaware Department of Transportation (DelDOT); Annual Observational Seat Belt Use Surveys; Delaware's 2018 Occupant Protection Assessment; Delaware's 2015 Traffic Records Assessment; crash report demographic data; child restraint misuse data; the Division of Motor Vehicle registration and licensed driver data; DelJIS citation data; the 2011 Impaired Driving Assessment Report; 2012 Teen Driver Assessment, and DelDOT Highway Safety Improvement Plan data. The Office of Highway Safety also coordinates data analysis in conjunction with DelDOT's preparation of the Strategic Highway Safety Plan (SHSP). Although not used by OHS, DSP's mapping system OMEGA CrimeView, allows them to find locations for enforcements for the many different priority areas.
- Identify data display options – In addition to utilizing the paper and electronic reports prepared by the above data sources, the Office of Highway Safety relies heavily on the mapping capabilities provided by DelDOT's GIS-based crash analysis and mapping system, Crash Analysis Reporting System (CARS). All the identified priority area crashes are mapped to determine if there were any clustering or location consistencies for various types of crashes, including unrestrained fatalities, low seat belt use areas, speed-related fatal and injury crashes, impaired driving fatal and injury crashes, pedestrian fatal crashes, and motorcycle fatal crashes. All maps compare three to five years of crash data.
- Analyze and interpret the data – Since 2011, CARS has allowed for more comprehensive location analysis within the Office of Highway Safety than was previously available. In addition, in 2015 the Office of Highway Safety unveiled the enhanced DUI Tracking System to better track DUI offenders from arrest through treatment to re-licensure. In FY 2019, this system moved from OHS to the Division of Public Health, Division of Substance Abuse and Mental Health (DSAMH). Although OHS does not house any data systems, extensive partnerships have been established with numerous highway safety partners that provide access to raw data that is key to our problem identification process. Additionally, OHS identifies the target audience based on the analysis of the data using the following questions:

- Who is involved in crashes more than would be expected given their proportion of the driving population?
- What types of crashes are taking place?
- Where are the crashes taking place in numbers greater than would be expected given the amount of travel in those locations?
- When are the crashes taking place? Time of day? Day of the week? Month?
- What are the major contributing factors to the crashes?
- What other correlated characteristics of individuals in crashes be analyzed?

- Establish decision rules – From the information gathered, Delaware's top highway safety priority areas were identified. As previously indicated, the FY 2021 priority areas were established and ranked:
  - Impaired Driving (Alcohol and Drugs)
  - Occupant Protection
  - Pedestrian Safety
  - Distracted Driving
  - Speed
  - Motorcycle Safety
  - Traffic Records

Based on data-driven problem identification, staff selected the projects and partners to participate in initiatives outlined in this FY 2021 Highway Safety Plan. OHS provides the identified agencies with specific program initiatives and goals to achieve based on their participation in the Highway Safety Plan. The problem identification process is imperative to establishing an effective Highway Safety Plan and the appropriate distribution of federal funds.

- Review the data and analyze further – OHS conducts additional analysis to review data in greater detail to further ensure that selected programming initiatives specifically target the identified problems, for example:
  - Day of the week/month
  - Time of day
  - Age and sex of driver/pedestrian by type of crash
  - Actions taken by drivers/pedestrians/bicyclists during a crash
  - High crash locations with an emphasis on fatality clusters
  - Environmental factors

It should also be understood that the characteristics of crashes that are reviewed will differ depending on which program area is being addressed. For example, the ambient and street lighting may be considered a top factor in a pedestrian crash but is not as important in other types of crashes. Following extensive review and analysis of the data, OHS developed targets for each of the identified priority areas. This process involves; fatality and injury trends, evaluation of programming initiatives, goal achievement in the previous year, and pending legislation. Each of the established targets is specific, measurable, action-oriented, reasonable, time-framed and related to the identified problem.

To address emerging trends or unusual spikes in fatality crashes within a priority area, OHS conducts on-going analysis and monitors the effectiveness of enforcement activities to make ongoing adjustments as

warranted by data. This can lead to adjustment of projects, adjustments to countermeasure strategies, or addition of projects, as indicated by the data and/or additional information from our partners.

## PROCESSES PARTICIPANTS IN HSP DEVELOPMENT

In 1993, the Office of Highway Safety implemented a Grant Review Committee to assist with the selection of grantees for the coming grant year. The project selection process has evolved extensively over the last several years, and currently, the Grant Advisory Committee (GAC) assists the Office with problem identification and in establishing and ranking our priority areas, as well as providing approval of our project selection and draft Highway Safety Plan. The GAC meets twice in the spring of each year in preparation for the coming grant year.

The FY 2021 Grant Advisory Committee (GAC) included the following members:

| *Agency* | *Representative* |
|---|---|
| Office of Highway Safety | Kimberly Chesser |
| National Highway Traffic Safety Administration | David Ennis |
| Federal Highway Administration | Patrick Kennedy/Caroline Trueman |
| Rehoboth Beach Police Department | Lt. William Sullivan |
| Department of Transportation | Peter Haag/Scott Neidert |
| Department of Justice | Barzilai Axelrod |
| Delaware State Police | Capt. Glenn Dixon/Lt. Tracy Condon |

In addition, other participants in the process include the Statewide Impaired Driving Prevention Task Force, Teen Driver Task Force, Injury Prevention Coalition, Safe Kids Coalition, DUI Court Steering Committee, Delaware Bicycle Council, The Traffic Records Coordinating Committee (TRCC), The Motorcycle Riders Education Advisory Committee, The Advisory Council on Walkability and Pedestrian Awareness, Corporate Partner Program, Autonomous Vehicle's Subcommittee on Public and Highway Safety, Strategic Highway Safety Plan Committee, Trauma Systems Committee, Division of Alcohol and Tobacco Enforcement, AAA Mid-Atlantic, Department of Safety and Homeland Security Office of the Secretary, and Division of Forensic Sciences.

## DESCRIPTION OF HIGHWAY SAFETY PROBLEMS

Delaware is the second smallest state in the nation in terms of landmass, Delaware ranks 49th in the nation with a total area of 1,982 square miles. The State is divided into three counties, as follows: New Castle County with 438 square miles, Kent County with 594 square miles, and Sussex County with 950 square miles. Delaware is 96 miles long and varies from 9 to 35 miles in width. There are 401.0 persons per square mile and DelDOT maintains 89% of the 13,562 lane miles of roads in Delaware.
The US Census Bureau reports that the 2019 population estimate was 973,764. Of the three counties, Sussex County saw the largest percentage of population growth. Females slightly edge out males, 51.7% to 48.3%. Lastly, 69.2% of the population is white, 23.2% are African American, and 9.6% are of Hispanic or Latino origin.

Motor Vehicle Data

| Year | Licensed Drivers | Licensed Commercial Drivers | Registered Motor Vehicles | Motor Vehicle Mileage in Millions |
|---|---|---|---|---|
| 2003 | 591,713 | 29,225 | 778,016 | 9,010 |
| 2004 | 604,124 | 30,138 | 803,942 | 9,263 |
| 2005 | 614,417 | 30,902 | 824,357 | 9,486 |
| 2006 | 620,433 | 31,829 | 841,620 | 9,407 |
| 2007 | 627,096 | 32,329 | 854,604 | 9,453 |
| 2008 | 634,358 | 36,628 | 850,138 | 8,959 |
| 2009 | 639,352 | 33,181 | 823,590 | 9,041 |
| 2010 | 648,125 | 33,468 | 819,898 | 8,948 |
| 2011 | 653,141 | 33,496 | 825,184 | 8,859 |
| 2012 | 658,395 | 34,895 | 831,496 | 9,147 |
| 2013 | 667,665 | 33,132 | 848,026 | 9,267 |
| 2014 | 674,869 | 29,821 | 867,438 | 9,450 |
| 2015 | 684,731 | 29,836 | 892,508 | 9,761 |
| 2016 | 697,077 | 30,241 | 909,609 | 10,151 |
| 2017 | 713,205 | 30,440 | 926,971 | 10,467 |
| 2018 | 726,904 | 30,532 | 928,760 | Not Yet Available |
| 2019 | 730,574 | 30,975 | 937,606 | Not Yet Available |

*Source – Delaware Division of Motor Vehicles*

Delaware crash data identified a total of 29,095 reportable traffic crashes in 2019. Of those, there were 124 fatal crashes and 5,775 personal injury crashes. This resulted in 133 fatalities and 8,408 persons injured. For each person killed, there were 63 injured. In 2019, there were 32 pedestrian fatalities. For each pedestrian killed, there were 9.8 injured. There were 7 bicycle fatalities. Of the 75 vehicle occupants killed, 50 occupants (67%) were using occupant restraints. Impaired driving contributed to 33 of the crashes (27%). Speed was a contributing factor in 42 of the fatal crashes (30%). Of vehicle occupants killed, 73 were operators and 13 were passengers. Of motorcyclists killed, 19 were operators and 3 were passengers. 42% of fatal crashes occurred in New Castle County. Sussex County followed with 39% of the fatal crashes. Kent County had 19% of the fatal crashes. Sunday and Thursday had the largest numbers of fatal crashes. Friday had the largest number of overall crashes. Monday and Tuesday had the least amount of fatal crashes and Sunday had the least amount of overall crashes. Friday and Saturday trend highest for fatal crashes. Overall fatal crashes were highest from 8 PM–midnight (34 crashes) and 4 PM – 8 PM (125 crashes) in 2019. 17 crashes occurred from midnight–4 AM. Male drivers accounted for 69%, while females represented 31% of fatalities in 2019. Individuals aged 55-64 represented 16% of fatalities and 75+ account for 15% of fatalities. Additional data analysis and identified problems are discussed at the beginning of each program area.

## METHODS FOR PROJECT SELECTION

As part of the preparation of the Highway Safety Plan, OHS develops a comprehensive enforcement plan for the fiscal year. This plan includes mobilization initiatives funded with Section 402 funds as well as incentive grants. Identified law enforcement agencies are notified approximately one month before the

start of each mobilization. Each agency must agree to the terms of the project agreement as outlined as well as sign the required certifications and assurances.
To implement each project, the assigned Program Manager and Law Enforcement Liaison (LEL) will draft a project agreement for each of the approved police agencies. Starting in FY 2020, all law enforcement agency projects actions are performed within the SmartSimple electronic grants system. The agreement contains the following:

- Name of mobilization
- Agency receiving funds and their DUNS number
- Project number
- Funds provided for the enforcement, including amount, the FAIN number, Grant, and CFDA number
- Dates and times of expected activities
- Expected length of each activity
- Data related to the problem ID and OHS performance measure and target
- Acceptable locations, based on data-driven problem analysis
- Number of patrols, checkpoints, etc. assigned for each specific mobilization
- Rules and regulations for working OHS-funded enforcement including certs and assurances
- Coordinated local benefit paid media agreement statement
- Due dates for returning signed agreements, as well as reporting and requests for reimbursements
- Indirect cost rate is identified, and if the award is R&D
- A risk assessment completed by OHS

Once the agency agrees to participate, signs the project agreement, and returns it to the LEL, the agency is officially included in the enforcement effort.
Once the enforcement is completed, the law enforcement agency point of contact will create reimbursement vouchers and review generated timesheets before submitting to the LEL. The LEL then reviews them for compliance with the signed project agreements. The LEL also reviews the hourly enforcement rates and ensures the total amount of the requested reimbursement is accurate. It is also compared to the amount originally allocated in the project agreement. Once reviewed and approved, the reimbursements are provided to the program manager, for a second review and to provide appropriate coding to ensure the project is funded from the correct CFDA number.

Non-law enforcement agencies and law enforcement agencies with special project requests beyond the planned enforcement described above that are interested in applying for funds are provided with a project proposal form. These proposals are accepted at any point during the fiscal year. The proposals require:

- A clear link to one of OHS's identified priority areas
- Sufficient problem identification to clearly outline the program need
- A clear plan to address the problem, utilizing evidence-based solutions
- A list of project tasks, with timelines for completion
- A reasonable budget request, with clear links to the project tasks

Once proposals are received by OHS, a review committee of the management staff convenes to review the proposal. When additional staff input is required, the Data Analyst or other relevant OHS staff may also attend these meetings. Proposals will be reviewed at least monthly but may be reviewed more frequently depending on the number received and staff availability. The management team will review the proposal, ensuring the proposal includes the necessary components outlined above and ensuring funding is available. In addition, projects will be reviewed to determine their overall traffic safety impact. Strategies with a limited impact, or those that cannot make an impact on identified performance targets, will not be considered for funding. If the project is deemed worthy of funding, the team will identify the most appropriate funding source.

OHS will conduct annual risk assessments of potential awardees. If the risk assessment is acceptable, and the project is data-driven and falls within one of Delaware's priority program areas, the project can be approved. Unanimous approval is required by the management team. Agencies will be notified within five business days of the proposal review meeting. Projects will be managed by the OHS Program Manager overseeing the priority area in which the proposal falls. A pre-award meeting will be scheduled with all new award recipients, outlining reporting requirements, fiscal requirements, and reviewing certifications and assurances.

OHS grants are reimbursable, meaning that the agency must first spend the funds and then request reimbursement from OHS. To be reimbursed for funds spent as part of the grant, grantees must submit a reimbursement voucher. This form indicates the amount of federal funding spent each month. Backup documentation must be attached to the reimbursement voucher. This documentation includes receipts, timesheets, etc. In addition, to be reimbursed monthly, the reimbursement voucher must accompany the monthly administrative report.

## LIST OF INFORMATION AND DATA SOURCES

OHS collects information from each Grant Advisory Committee (GAC) partner agency detailing the priority issues they anticipate dealing within the coming fiscal year. In-house data analysis is also conducted. Additional data sources consulted include Delaware Department of Transportation Crash Analysis and Reporting System (CARS), Delaware Criminal Justice Information System (DELJIS) including E-Crash and E-ticket, FARS, Delaware State Police, Division of Motor Vehicle, Survey data, Paid and Social Media data and various research data.

## DESCRIPTION OF OUTCOMES

In compliance with FHWA requirements for establishing performance measures, OHS and DelDOT collaborated on the first three target measures of the *Highway Safety Plan* to match DelDOT's *Highway Safety Improvement Plan*. During 2015, DelDOT, OHS, and other safety partners throughout the state worked to develop the *2015 Delaware Strategic Highway Safety Plan: Toward Zero Deaths,* which provides a framework to reduce fatalities and serious injuries resulting from crashes on Delaware's roadways. The SHSP is currently being updated for FY 2021. The overall goal of the SHSP is to achieve annual target reductions for fatalities and serious injuries. DelDOT and OHS performed extensive data and trend line analyses to identify potential methodologies for establishing Delaware's 2021 targets. DelDOT and OHS met with FHWA and NHTSA representatives in April 2020 to review the data and potential methodologies for establishing targets.

To maintain consistency with the 2015 SHSP, DelDOT and OHS agreed to use the annual targets included in Delaware's 2015 SHSP as the basis for developing Delaware's 2021 five-year rolling average targets for

each safety performance measure. Consistent methodologies were applied to establish the target values for the rate of fatalities, serious injuries, and fatality rates. The 2015 through 2019 values were then averaged to calculate the 2021 rolling average target values. OHS then utilized this methodology using specific program targets within the SHSP to create goals for the remaining priority areas that did not need to match with DelDOT.

OHS used program area problem identification data, including fatality, serious injury, enforcement, judicial, and survey data to establish performance targets and countermeasure strategies. Based on these performance targets and proven countermeasure strategies, OHS identified projects, and allocated funds accordingly. Additional data analysis and problems are discussed at the beginning of each program area.

# Performance Report

**Progress towards meeting State performance targets from the previous fiscal year's HSP**

| Sort Order | Performance measure name | Progress |
|---|---|---|
| 1 | C-1) Number of traffic fatalities (FARS) | In Progress |
| 2 | C-2) Number of serious injuries in traffic crashes (State crash data files) | In Progress |
| 3 | C-3) Fatalities/VMT (FARS, FHWA) | In Progress |
| 4 | C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS) | In Progress |
| 5 | C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS) | In Progress |
| 6 | C-6) Number of speeding-related fatalities (FARS) | In Progress |
| 7 | C-7) Number of motorcyclist fatalities (FARS) | Not Met |
| 8 | C-8) Number of unhelmeted motorcyclist fatalities (FARS) | Not Met |
| 9 | C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS) | In Progress |
| 10 | C-10) Number of pedestrian fatalities (FARS) | In Progress |
| 11 | C-11) Number of bicyclists fatalities (FARS) | In Progress |
| 12 | B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey) | Achieved |
| 13 | Distracted Driving Related Crashes | In Progress |
| 14 | Rural Mileage Death Rate | In Progress |
| 15 | Urban Mileage Death Rate | In Progress |

## Performance Measure: C-1) Number of traffic fatalities (FARS)

Progress: In Progress

### Program-Area-Level Report

For the FY 2020 HSP, Delaware set a target of 112.4 fatalities. When this was set, it was anticipated that fatalities would need to be 115 or fewer in 2019 to meet the five-year average target for FY 2019. However, traffic fatalities were higher than anticipated significantly impacting the FY 2020 target. While still possible to achieve the FY 2020 target, it is unlikely to occur.

| | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 Target | 2020 Adjusted |
|---|---|---|---|---|---|---|---|
| Traffic Fatalities | 131 | 119 | 119 | 111 | 133 | | 80 |
| Five Year Moving Average | 113 | 117 | 118 | 121 | 123 | 112.4 | |

## Performance Measure: C-2) Number of serious injuries in traffic crashes (State crash data files)

Progress: In Progress

### Program-Area-Level Report

For the FY 2020 HSP, Delaware set a target of 430.6 serious injuries. When this was set, it was anticipated that serious injuries would need to be at 457 or fewer in 2020 to meet the five-year average target, however, the 2019 data was not final at that point. Despite the small increase in 2019, serious injuries were much lower than expected. Based on this data 2020 can have a maximum of 393 serious traffic injuries to meet the set target. The current trend indicates that this is achievable.

| | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 Target | 2020 Projected |
|---|---|---|---|---|---|---|---|
| Serious Traffic Injuries | 567 | 593 | 477 | 377 | 393 | | 393 |
| Five Year Moving Average | 612 | 604 | 578 | 528 | 481.4 | 430.6 | |

## Performance Measure: C-3) Fatalities/VMT (FARS, FHWA)

Progress: **In Progress**

### Program-Area-Level Report

For the FY 2020 HSP, Delaware set a target of 1.134 for the statewide mileage death rate. When this was set, it was anticipated that the mileage death rate would need to be at 1.14 or lower in 2019 to meet the five-year average target. Due to fatalities being higher than anticipated in 2019, the set target for FY 2020 may be difficult to obtain this target.

| | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 Target | 2020 Projected |
|---|---|---|---|---|---|---|---|
| Mileage Death Rate | 1.32 | 1.17 | 1.14 | 1.18 | 1.14 | | 1.04 |
| Five Year Moving Average | 1.20 | 1.22 | 1.21 | 1.22 | 1.19 | 1.134 | |

## Performance Measure: C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)

Progress: In Progress

### Program-Area-Level Report

For the FY 2020 HSP, Delaware set a target of 33 unrestrained fatalities. 2019 had a below-average number of unrestrained fatalities with 19 unrestrained vehicle occupant fatalities. Since 2019 had much lower unrestrained crash fatalities, unrestrained fatalities cannot exceed 50 to meet the set target.

| | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 Target | 2020 Projected |
|---|---|---|---|---|---|---|---|
| Unrestrained Passenger Vehicle Occupant Fatalities | 33 | 31 | 32 | 34 | 19 | | 50 |
| Five Year Moving Average | 28 | 27 | 29 | 31 | 29 | 33 | |

## Performance Measure: C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)

Progress: In Progress

### Program-Area-Level Report

For the FY 2020 HSP, Delaware set a target of 32 DUI-alcohol related fatalities. In 2019, there were 38 alcohol-related driving fatalities, which was ten higher than the previous year. 2020 alcohol-related fatalities need to 26 or below to meet the set target.

| | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 Target | 2020 Projected |
|---|---|---|---|---|---|---|---|
| Alcohol Impaired Driving Related Fatalities | 39 | 37 | 32 | 28 | 38 | | 26 |
| Five Year Moving Average | 41 | 40 | 40 | 37 | 35 | 32 | |

## Performance Measure: C-6) Number of speeding-related fatalities (FARS)

Progress: In Progress

### Program-Area-Level Report

For the FY 2020 HSP, Delaware set a target of 35 speeding-related fatalities.
Speeding-related fatalities were slightly above average in 2019. Speed-related fatalities cannot exceed 28 to meet a target of 35 for the year 2020 to meet its five-year average target.

| | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 Target | 2020 Projected |
|---|---|---|---|---|---|---|---|
| Speed Related Fatalities | 35 | 39 | 33 | 37 | 42 | | 28 |
| Five Year Moving Average | 39 | 40 | 38 | 38 | 37 | 35 | |

## Performance Measure: C-7) Number of motorcyclist fatalities (FARS)

Progress: In Progress

### Program-Area-Level Report

For the FY 2020 HSP, Delaware set a target of 14 motorcycle fatalities. When this was set, it was anticipated that Delaware would need 14 motorcycle fatalities in 2019; however, 2019 had a higher than anticipated amount of motorcycle fatalities. Motorcycle fatalities were high in comparison to previous years in 2019 with 19 fatalities. Because of this, motorcycle fatalities cannot exceed 10 to meet the target set for 2020.

| | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 Target | 2020 Projected |
|---|---|---|---|---|---|---|---|
| Motorcycle Fatalities | 19 | 14 | 10 | 17 | 19 | | 10 |
| Five Year Moving Average | 18 | 17 | 16 | 15 | 16 | 14 | |

## Performance Measure: C-8) Number of unhelmeted motorcyclist fatalities (FARS)

Progress: In Progress

### Program-Area-Level Report

For the FY 2020 HSP, Delaware set a target of 6 unhelmeted motorcycle fatalities. Unhelmeted motorcycle fatalities were high in 2019 (partially due to the high number of motorcycle fatalities), unhelmeted motorcycle fatalities may not exceed 2 for the year 2020 to meet Delaware's five-year average target. With the overall increase in motorcycle fatalities, it is unlikely this goal will be met.

| | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 Target | 2020 Projected |
|---|---|---|---|---|---|---|---|
| Unhelmeted Motorcyclist Fatalities | 6 | 4 | 4 | 11 | 9 | | 2 |
| Five Year Moving Average | 8 | 6 | 6 | 6 | 7 | 6 | |

## Performance Measure: C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)

Progress: **In Progress**

### Program-Area-Level Report

For the FY 2020 HSP, Delaware set a target of 10 drivers aged 20 or younger involved in fatal crashes. Drivers age 20 or younger involved in fatal crashes were higher than expected in 2019, meaning to meet this target, there can be a maximum of 6 fatalities involving drivers aged 20 or younger for 2020.

| | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 Target | 2020 Projected |
|---|---|---|---|---|---|---|---|
| Drivers Age 20 or Younger Involved in Fatal Crashes | 20 | 13 | 7 | 10 | 14 | | 6 |
| Five Year Moving Average | 14 | 14 | 13 | 12 | | 10 | |

## Performance Measure: C-10) Number of pedestrian fatalities (FARS)

Progress: In Progress

### Program-Area-Level Report

For the FY 2020 HSP, Delaware set a target of 28 pedestrian fatalities. After a significant decrease in pedestrian fatalities in 2018, fatalities were higher than expected in 2019. Due to this increase, Delaware cannot exceed 25 pedestrian fatalities to achieve the target. Delaware may achieve this target, though 25 pedestrian fatalities would be well below average.

| | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 Target | 2020 Projected |
|---|---|---|---|---|---|---|---|
| Pedestrian Fatalities | 36 | 27 | 33 | 24 | 32 | | 25 |
| Five Year Moving Average | 26 | 28 | 29 | 29 | 30 | 28 | |

## Performance Measure: C-11) Number of bicyclists fatalities (FARS)

Progress: In Progress

### Program-Area-Level Report

For the FY 2020 HSP, Delaware set a target of 4 bicycle fatalities. Fatalities were higher than expected in 2017 and 2018; in 2019 this number continued to rise. Delaware cannot exceed zero bicycle fatalities in 2020 to obtain this target. With bicycle fatalities on the rise in recent years, it is not expected that Delaware will meet this target.

| | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 Target | 2020 Projected |
|---|---|---|---|---|---|---|---|
| Bicycle Fatalities | 3 | 2 | 5 | 6 | 7 | | 0 |
| Five Year Moving Average | 2 | 3 | 3 | 4 | 5 | 4 | |

## Performance Measure: B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)

Progress: Achieved

### Program-Area-Level Report

For the FY 2020 HSP, Delaware set a target of 92% for seat belt use. Seat belts were used at their expected level in 2018 and 2019 with a very slight rise in usage rate in 2019. An observed seat belt survey will not be completed in FY 2020 due to the COVID-19 pandemic. This will carry over the 92.5% observed seat belt rate from the previous year. This will give Delaware a five-year average of 92.04%.

| | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 Target | 2020 Projected |
|---|---|---|---|---|---|---|---|
| Seat Belt Use Rate | 90.4% | 91.4% | 91.4% | 92.4% | 92.5% | | 92.3% |
| Five Year Moving Average | 90% | 91% | 91% | 91% | 91% | 92% | |

## Performance Measure: Distracted Driving Related Crashes

Progress: In Progress

### Program-Area-Level Report

For the FY 2020 HSP, Delaware set a target of 209 distracted driving crashes. Distracted driving crashes in Delaware for 2019 were within the normal range, meaning that OHS can meet the set target for 2020. Do note that distracted driving crashes tend to fluctuate (and measurement can be unreliable), as they depend heavily on witness statements or driver honesty.

| | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 Target | 2020 Projected |
|---|---|---|---|---|---|---|---|
| Distracted Driving Related Crashes | 150 | 212 | 224 | 197 | 183 | | 193 |
| Five Year Moving Average | 150 | 163 | 180 | 190 | 193 | 209 | |

## Performance Measure: Rural Mileage Death Rate

Progress: In Progress

### Program-Area-Level Report

For the FY 2020 HSP, Delaware set a rural mileage death rate target of 2.10. When this was set, it was anticipated that Delaware could not exceed a rural MDR of 1.95 or lower to meet the five-year average target. Now with 2019 data estimated, 2019's rural mileage death rate would need to be 1.67 to meet the target, which would be a large decrease in the state's rural mileage death rate and could be difficult for OHS to attain.

It is difficult to estimate how many crashes will be classified as rural and urban at this time and this is based on historical data (estimated about 26% of vehicle miles traveled on rural roads and 56% of fatalities occurred on rural roads). Likewise, 2019 data was based on internal OHS estimates of the share of urban and rural crashes and MDR for 2019. This could be unclear due to the rapid development occurring in rural areas of the state.

| | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 Target | 2020 Projected |
|---|---|---|---|---|---|---|---|
| Rural Mileage Death Rate | 2.07 | 2.3 | 2.33 | 2.22 | 2.00 | | 1.67 |
| Five Year Moving Average | 1.98 | 2.04 | 2.12 | 2.23 | 2.18 | 2.10 | |

## Performance Measure: Urban Mileage Death Rate

Progress: In Progress

### Program-Area-Level Report

For the FY 2020 HSP, Delaware set an urban mileage death rate target of 0.74. When this was set, it was anticipated that Delaware could not exceed an urban MDR of 0.75 or lower to meet the five-year average target. Now with 2019 preliminary data, 2020's urban mileage death rate would need to be 0.74 or lower to meet the target. It is difficult to estimate how many crashes will be classified as rural and urban at this time and this is based on historical data (estimated about 26% of vehicle miles traveled on rural roads and 56% of fatalities occurred on rural roads). Likewise, 2019 data was based on internal OHS estimates of the share of urban and rural crashes and MDR for 2019. This could be unclear due to the rapid development occurring in rural areas of the state.

| | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 Target | 2020 Projected |
|---|---|---|---|---|---|---|---|
| Urban Mileage Death Rate | 1 | 0.70 | 0.71 | 0.82 | 0.74 | | 0.74 |
| Five Year Moving Average | 0.85 | 0.86 | 0.81 | 0.82 | 0.79 | 0.74 | |

# Performance Plan

| | Performance measure name | Target Period | Target Start Year | Target End Year | Target Value |
|---|---|---|---|---|---|
| 1 | C-1) Number of traffic fatalities (FARS) | 5 Year | 2017 | 2021 | 112.4 |
| 2 | C-2) Number of serious injuries in traffic crashes (State crash data files) | 5 Year | 2017 | 2021 | 379.0 |
| 3 | C-3) Fatalities/VMT (FARS, FHWA) | 5 Year | 2017 | 2021 | 1.134 |
| 4 | C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS) | 5 Year | 2017 | 2021 | 28 |
| 5 | C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS) | 5 Year | 2017 | 2021 | 31 |
| 6 | C-6) Number of speeding-related fatalities (FARS) | 5 Year | 2017 | 2021 | 35 |
| 7 | C-7) Number of motorcyclist fatalities (FARS) | 5 Year | 2017 | 2021 | 14 |
| 8 | C-8) Number of unhelmeted motorcyclist fatalities (FARS) | 5 Year | 2017 | 2021 | 6 |
| 9 | C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS) | 5 Year | 2017 | 2021 | 10 |
| 10 | C-10) Number of pedestrian fatalities (FARS) | 5 Year | 2017 | 2021 | 29 |
| 11 | C-11) Number of bicyclists fatalities (FARS) | 5 Year | 2017 | 2021 | 4 |
| 12 | B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey) | 5 Year | 2017 | 2021 | 92% |
| 13 | Distracted Driving Related Crashes | 5 Year | 2017 | 2021 | 197 |
| 14 | Rural Mileage Death Rate | 5 Year | 2017 | 2021 | 2.2 |
| 15 | Urban Mileage Death Rate | 5 Year | 2017 | 2021 | 0.78 |

## Performance Measure: C-1) Number of traffic fatalities (FARS)

Performance Target details

| Performance Target | Target Metric Type | Target Value | Target Period | Target Start Year |
|---|---|---|---|---|
| C-1) Number of traffic fatalities (FARS)-2021 | Numeric | 112.4 | 5 Year | 2017 |

### Performance Target Justification

The 2015 Delaware Strategic Highway Safety Plan (SHSP), developed in coordination with the Delaware Department of Transportation (DelDOT), Delaware State Police (DSP), the Office of Highway Safety (OHS), and other interested parties statewide, calls for a consistent reduction in traffic fatalities: 3 per year. In 2018, Delaware had 111 traffic fatalities; the target is to reduce fatalities to 105 in 2020, which would place the 5-year moving average at 112.4 in 2020.

| Core Outcome Behavioral Measure Targets for FY21 | 2015 | 2016 | 2017 | 2018 | 2019 | 2021 5-Year Target | 2021 Calendar Year (Anticipated Number needed to Achieve Goal) |
|---|---|---|---|---|---|---|---|
| Traffic Fatalities | | 119 | 119 | 111 | 133 | | 94 |
| 5-Year Moving Average | | 117 | 118 | 121 | 123 | 112.4 | |

## Performance Measure: C-2) Number of serious injuries in traffic crashes (State crash data files)

Performance Target details

| Performance Target | Target Metric Type | Target Value | Target Period | Target Start Year |
|---|---|---|---|---|
| C-2) Number of serious injuries in traffic crashes (State crash data files)-2021 | Numeric | 379.0 | 5 Year | 2017 |

### Performance Target Justification

The 2015 Delaware Strategic Highway Safety Plan (SHSP) calls for a consistent reduction in serious traffic injuries: 15 per year. In 2019, Delaware had 393 serious traffic injuries, and based on the SHSP, it aims to reduce serious traffic injuries to 303 by 2021, which would place the five-year moving average at 379.0 in 2021.

| Core Outcome Behavioral Measure Targets for FY21 | 2015 | 2016 | 2017 | 2018 | 2019 | 2021 5-Year Target | 2021 Calendar Year (Anticipated Number needed to Achieve Goal) |
|---|---|---|---|---|---|---|---|
| Serious Traffic Injuries | 567 | 593 | 477 | 376 | 393 | | 303 |
| 5-Year Moving Average | 643 | 612 | 604 | 578 | 528 | 379.0 | |

## Performance Measure: C-3) Fatalities/VMT (FARS, FHWA)

Performance Target details

| Performance Target | Target Metric Type | Target Value | Target Period | Target Start Year |
|---|---|---|---|---|
| C-3) Fatalities/VMT (FARS, FHWA)-2021 | Numeric | 1.134 | 5 Year | 2017 |

### Performance Target Justification

Delaware's target for fatalities per 100 million vehicle miles traveled in 2020, for the five-year moving average, will be 1.134. This is aligned and based on the target with the Strategic Highway Safety Plan for fatalities (C-1) and the estimated number of vehicle miles traveled in 2021.

| Core Outcome Behavioral Measure Targets for FY21 | 2015 | 2016 | 2017 | 2018 | 2019 | 2021 5-Year Target | 2021 Calendar Year (Anticipated Number needed to Achieve Goal) |
|---|---|---|---|---|---|---|---|
| Fatalities/VMT | 1.32 | 1.17 | 1.14 | 1.18 | 1.40 | | 0.975 |
| 5-Year Moving Average | 1.20 | 1.22 | 1.21 | 1.22 | | 1.134 | |

## Performance Measure: C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)

Performance Target details

| Performance Target | Target Metric Type | Target Value | Target Period | Target Start Year |
|---|---|---|---|---|
| C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)-2021 | Numeric | 31 | 5 Year | 2017 |

### Performance Target Justification

Based on a third-order polynomial model of the annual number of unrestrained fatalities from 2006-2018. This model was considered because of the high amount of variation in the amount of unrestrained fatal crashes in earlier years, especially from 2006-2007, and 2008-2012. These variations have had considerable influence on the five-year moving average for long periods, and cause difficulties in using linear models to obtain a suitable goal. In recent years, the number of unrestrained fatalities has been steady. 2019 had an uncharacteristically low number of unrestrained fatalities that will impact the future five-year averages.

| Core Outcome Behavioral Measure Targets for FY21 | 2015 | 2016 | 2017 | 2018 | 2019 | 2021 5-Year Target | 2021 Calendar Year (Anticipated Number needed to Achieve Goal) |
|---|---|---|---|---|---|---|---|
| Unrestrained Passenger Vehicle Fatalities | 33 | 31 | 33 | 32 | 19 | | 25 |
| | 28 | 27 | 29 | 31 | 30 | 28 | |

## Performance Measure: C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)

Performance Target details

| Performance Target | Target Metric Type | Target Value | Target Period | Target Start Year |
|---|---|---|---|---|
| C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)-2021 | Numeric | 31 | 5 Year | 2017 |

### Performance Target Justification

Delaware has seen a decrease in the number of alcohol-impaired driving-related fatalities over the past few years. The 2021 target was developed based on a linear model of the annual number of these types of fatalities. Using this trend analysis has been based on the declining trend in the five-year average that has been declining that has made this target obtainable. The annual fatality numbers were chosen because of the high variation influence of fatalities in 2014.

| Core Outcome Behavioral Measure Targets for FY21 | 2015 | 2016 | 2017 | 2018 | 2019 | 2021 5-Year Target | 2021 Calendar Year (Anticipated Number needed to Achieve Goal) |
|---|---|---|---|---|---|---|---|
| Alcohol Impaired Related Driving Fatalities | 39 | 37 | 31 | 28 | 38 | | 27 |
| 5-Year Moving Average | 39 | 40 | 39 | 37 | 35 | 31 | |

## Performance Measure: C-6) Number of speeding-related fatalities (FARS)

Performance Target details

| Performance Target | Target Metric Type | Target Value | Target Period | Target Start Year |
|---|---|---|---|---|
| C-6) Number of speeding-related fatalities (FARS)-2021 | Numeric | 35 | 5 Year | 2017 |

### Performance Target Justification

Based on a third-order polynomial model of the annual number of speed-related fatalities from 2006-2019; captures both the increase that occurred until 2011 and then the steady decline since. This was modeled on the annual number of speed-related fatalities as there was a high level of variation from 2007-2015 that was influencing the five-year moving average for long periods. In recent years, speed-related fatalities have had a smaller amount of variation annually.

| Core Outcome Behavioral Measure Targets for FY21 | 2015 | 2016 | 2017 | 2018 | 2019 | 2021 5-Year Target | 2021 Calendar Year (Anticipated Number needed to Achieve Goal) |
|---|---|---|---|---|---|---|---|
| Speed Related Fatalities | 35 | 39 | 33 | 33 | 42 | | 34 |
| 5-Year Moving Average | 39 | 40 | 38 | 37 | 36 | 35 | |

## Performance Measure: C-7) Number of motorcyclist fatalities (FARS)

**Performance Target details**

| Performance Target | Target Metric Type | Target Value | Target Period | Target Start Year |
|---|---|---|---|---|
| C-7) Number of motorcyclist fatalities (FARS)-2021 | Numeric | 14 | 5 Year | 2017 |

### Performance Target Justification

Based on a third-order polynomial model of the five-year moving average of motorcycle fatalities from 2006-2019. This was modeled on the five-year moving average as there was a lot of variation in recent years, which would make modeling on the annual numbers less reliable. Additionally, Delaware has not had more than 20 motorcycle fatalities since at least 2006, meaning that any change in motorcycle fatalities can seem relatively large.

| Core Outcome Behavioral Measure Targets for FY21 | 2015 | 2016 | 2017 | 2018 | 2019 | 2021 5-Year Target | 2021 Calendar Year (Anticipated Number needed to Achieve Goal) |
|---|---|---|---|---|---|---|---|
| Motorcycle Fatalities | 19 | 14 | 10 | 17 | 19 | | 10 |
| 5-Year Moving Average | 18 | 17 | 16 | 15 | 16 | 14 | |

## Performance Measure: C-8) Number of unhelmeted motorcyclist fatalities (FARS)

**Performance Target details**

| Performance Target | Target Metric Type | Target Value | Target Period | Target Start Year |
|---|---|---|---|---|
| C-8) Number of unhelmeted motorcyclist fatalities (FARS)-2021 | Numeric | 6 | 5 Year | 2017 |

### Performance Target Justification

Analysis of motorcycle fatalities over the past 10 years shows that just under 50% of fatally injured motorcyclists were unhelmeted. This target is related to the motorcycle target number (C-7). OHS estimates 14 motorcycle fatalities in 2020 and 10 for 2021, with 46% of those fatalities being unhelmeted. The five-year average is expected to remain consistent.

| Core Outcome Behavioral Measure Targets for FY21 | 2015 | 2016 | 2017 | 2018 | 2019 | 2021 5-Year Target | 2021 Calendar Year (Anticipated Number needed to Achieve Goal) |
|---|---|---|---|---|---|---|---|
| Unhelmeted Motorcycle Fatalities | 6 | 4 | 4 | 11 | 9 | | 5 |
| 5-Year Moving Average | 8 | 6 | 6 | 6 | 7 | 6 | |

## Performance Measure: C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)

**Performance Target details**

| *Performance Target* | *Target Metric Type* | *Target Value* | *Target Period* | *Target Start Year* |
|---|---|---|---|---|
| C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)-2021 | Numeric | 10 | 5 Year | 2017 |

### Performance Target Justification

The FY 2021 target was established based on a third-order polynomial model of the annual number of drivers aged 20 and under involved in fatal crashes. This type of model was used because of the influence of a high outlier in 2015. Because of this outlier, attempting to use a model based on the five-year average, would present a target number that would be perceived as non-aggressive.

| Core Outcome Behavioral Measure Targets for FY21 | 2015 | 2016 | 2017 | 2018 | 2019 | 2021 5-Year Target | 2021 Calendar Year (Anticipated Number needed to Achieve Goal) |
|---|---|---|---|---|---|---|---|
| Drivers Age 20 or Younger Involved in Fatal Crashes | 20 | 13 | 7 | 10 | 14 | | 10 |
| 5-Year Moving Average | 14 | 14 | 13 | 12 | 13 | 10 | |

## Performance Measure: C-10) Number of pedestrian fatalities (FARS)

**Performance Target details**

| Performance Target | Target Metric Type | Target Value | Target Period | Target Start Year |
|---|---|---|---|---|
| C-10) Number of pedestrian fatalities (FARS)-2021 | Numeric | 29 | 5 Year | 2017 |

### Performance Target Justification

This target is based on a power model of the annual number of pedestrian fatalities from 2006-2018. This was modeled on the annual number of pedestrian fatalities instead of the five-year average because there was an increase in 2015. Because of how the five-year average model is calculated, the high fatality number in 2015 can exaggerate future five-year average targets. As the 2015 number expires from the data set, the influence of this data point would create unfavorable targets. When considering other methods, this model seemed to best fit the data set that Delaware has at the current time.

| Core Outcome Behavioral Measure Targets for FY21 | 2015 | 2016 | 2017 | 2018 | 2019 | 2021 5-Year Target | 2021 Calendar Year (Anticipated Number needed to Achieve Goal) |
|---|---|---|---|---|---|---|---|
| Pedestrian Fatalities | 36 | 27 | 33 | 24 | 32 | | 29 |
| 5-Year Moving Average | 26 | 28 | 29 | 29 | 30 | 29 | |

## Performance Measure: C-11) Number of bicyclists fatalities (FARS)

Performance Target details

| Performance Target | Target Metric Type | Target Value | Target Period | Target Start Year |
|---|---|---|---|---|
| C-11) Number of bicyclists fatalities (FARS)-2021 | Numeric | 4 | 5 Year | 2017 |

### Performance Target Justification

Based on a linear model of the annual number of bicycle fatalities from 2006-2018. In past years, OHS attempted to maintain a five-year moving average of 3 bicycle fatalities, however, due to recent increases in the fatalities in 2017, 2018, and 2019, a model was developed to incorporate the recent trends. Thus, a linear trend model best fit the data set for this target.

| Core Outcome Behavioral Measure Targets for FY21 | 2015 | 2016 | 2017 | 2018 | 2019 | 2021 5-Year Target | 2021 Calendar Year (Anticipated Number needed to Achieve Goal) |
|---|---|---|---|---|---|---|---|
| Bicycle Fatalities | 3 | 2 | 5 | 6 | 7 | | 2 |
| 5-Year Moving Average | 2 | 3 | 3 | 4 | 5 | 4 | |

## Performance Measure: B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)

Performance Target details

| Performance Target | Target Metric Type | Target Value | Target Period | Target Start Year |
|---|---|---|---|---|
| B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)-2021 | Percentage | 92% | 5 Year | 2017 |

### Performance Target Justification

Based on a power model of the annual observed seat belt use rate from 2006-2019. This was modeled on the annual observed seat belt use rate as there was variation between 2007 and 2014 that was influencing the five-year moving average for long periods. In recent years, the seat belt use rate has started to match the 5-year moving average.

| Core Outcome Behavioral Measure Targets for FY21 | 2015 | 2016 | 2017 | 2018 | 2019 | 2021 5-Year Target | 2021 Calendar Year (Anticipated Number needed to Achieve Goal) |
|---|---|---|---|---|---|---|---|
| Seatbelt Percentage Usage | 90% | 91% | 91% | 92.4% | 92.5% | | 93% |
| | 91% | 91% | 91% | 91% | 91% | 92% | |

## Performance Measure: Distracted Driving Related Crashes

Performance Target details

| Performance Target | Target Metric Type | Target Value | Target Period | Target Start Year |
|---|---|---|---|---|
| Distracted Driving Related Crashes-2021 | Numeric | 197 | 5 Year | 2017 |

### Performance Target Justification

Based on a power model of the annual number of distracted driving crashes from 2011-2019. Due to limited data (only back to 2011) on distracted driving crashes, this model had to use the annual number of distracted driving crashes. The five-year moving average target for 2021 could be considered an aggressive target; however, this was set in consideration with the recent trends of the decline of distracted driving crashes in the past 3 years.

| Core Outcome Behavioral Measure Targets for FY21 | 2015 | 2016 | 2017 | 2018 | 2019 | 2021 5-Year Target | 2021 Calendar Year (Anticipated Number needed to Achieve Goal) |
|---|---|---|---|---|---|---|---|
| Distracted Driving Related Crashes | 150 | 212 | 224 | 198 | 183 | | 173 |
| | 150 | 163 | 184 | 190 | 193 | 197 | |

## Performance Measure: Rural Mileage Death Rate

Performance Target details

| Performance Target | Target Metric Type | Target Value | Target Period | Target Start Year |
|---|---|---|---|---|
| Rural Mileage Death Rate-2020 | Numeric | 2.2 | 5 Year | 2017 |

### Performance Target Justification

The 5-year moving average target for Delaware's rural mileage death rate is 2.2 rural fatalities per 100 million rural VMT. The percentage of annual VMT in rural areas was estimated using linear regression based on DelDOT's daily VMT data from 2000-2002 and 2012-2017, showing that approximately 26% of VMT was in rural areas. The percentage of fatalities that occurred in rural areas was estimated based on FARS data from 2008-2018, showing that approximately 55% of fatalities were in rural areas. These estimates were used to determine the urban and rural MDR for 2019-2021, using a similar procedure to that for the statewide MDR. These estimates guided the decision in setting the target for FY 2021.

| Core Outcome Behavioral Measure Targets for FY21 | 2015 | 2016 | 2017 | 2018 | 2019 | 2021 5-Year Target | 2021 Calendar Year (Anticipated Number needed to Achieve Goal) |
|---|---|---|---|---|---|---|---|
| Rural Mileage Death Rate | 2.07 | 2.3 | 2.33 | 2.06 | *2.25* | | 2.41 |
| | 1.98 | 2.04 | 2.12 | 2.20 | *2.202* | 2.2 | |

## Performance Measure: Urban Mileage Death Rate

Performance Target details

| Performance Target | Target Metric Type | Target Value | Target Period | Target Start Year |
|---|---|---|---|---|
| Urban Mileage Death Rate-2021 | Numeric | 0.78 | 5 Year | 2017 |

### Performance Target Justification

The five-year moving average target for Delaware's urban mileage death rate is 0.78 urban fatalities per 100 million urban VMT. The percentage of annual VMT in urban areas was estimated using linear regression based on DelDOT's daily VMT data from 2000-2002 and 2012-2018, showing that

approximately 74% of VMT was in urban areas. The percentage of fatalities that occurred in urban areas was estimated based on FARS data from 2008-2018, showing that approximately 54% of fatal crashes were in urban areas. These estimates were used to determine the urban and rural MDR for 2019-2021.

| Core Outcome Behavioral Measure Targets for FY21 | 2015 | 2016 | 2017 | 2018 | 2019 | 2021 5-Year Target | 2021 Calendar Year (Anticipated Number needed to Achieve Goal) |
|---|---|---|---|---|---|---|---|
| Urban Mileage Death Rate | 1 | 0.70 | 0.71 | 0.79 | 0.80 | | 0.85 |
| 5-Year Moving Average | 0.85 | 0.86 | 0.81 | 0.82 | 0.79 | 0.78 | |

## Certification

State HSP performance targets are identical to the State DOT targets for common performance measures (fatality, fatality rate, and serious injuries) reported in the HSIP annual report, as coordinated through the State SHSP.

I certify: **Yes**

**A-1) Number of seat belt citations issued during grant-funded enforcement activities***

Seat belt citations: **1761**

Fiscal Year: **2019**

**A-2) Number of impaired driving arrests made during grant-funded enforcement activities***

Impaired driving arrests: **128**

Fiscal Year: **2019**

**A-3) Number of speeding citations issued during grant-funded enforcement activities***

Speeding citations: **4769**

Fiscal Year: **2019**

# Program Area: Comprehensive Traffic Safety Programs

## Description of Highway Safety Problems

## Associated Performance Measures

| Fiscal Year | Performance measure name | Target End Year | Target Period | Target Value |
|---|---|---|---|---|
| 2021 | C-1) Number of traffic fatalities (FARS) | 2021 | 5 Year | 112.4 |
| 2021 | C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS) | 2021 | 5 Year | 10 |

**Countermeasure Strategies in Program Area**

| Countermeasure Strategy |
|---|
| Comprehensive Traffic Safety |
| Highway Safety Staffing |

## COUNTERMEASURE STRATEGY: COMPREHENSIVE TRAFFIC SAFETY

**Program Area: Comprehensive Traffic Safety Programs**

### Project Safety Impacts

We expect a reduction in our overall fatalities and serious injury crashes based on the implementation of countermeasure strategies and projects identified through data analysis.

### Linkage between Program Area

Based on data-driven program area problem identification, and identified countermeasure strategies, OHS selects the planned activities and partners to participate in each planned activity to reduce crashes and achieve performance targets related to each program area. Planned activities are funded based on the guidelines for each grant, and the availability of funds for the planned activities.

### Rationale

The countermeasure strategy was selected from proven countermeasure strategies from Countermeasures that Work, Uniform Highway Safety Program Guidelines, and NHTSA guidance. The funding allocation is based on the amount of funds needed to complete the planned activity based on previous projects completed, or estimated expenses related to the planned activity.

**Planned activities in countermeasure strategy**

| Unique Identifier | Planned Activity Name |
|---|---|
| OHGS | Electronic Grants Management System |
| OHOF | Corporate Partner Program |
| OHPP | Anticipated projects |
| OHVD | Safety Ambassadors Video Project |
| OHWS | Arrive Alive DE Website |
| PTOP | Peer to Peer Teen Program |
| PM – SAFE | Safe Family Holiday Paid Media |
| PM – Teen | Teen Driver Paid Media |

## *Planned Activity: Electronic Grants Management System*

Planned activity number: OHGS
Primary Countermeasure Strategy: Comprehensive Traffic Safety

### Planned Activity Description

OHS is contracting through our Department of Technology and Information (DTI) to continue developing an electronic grants system. Starting with Delaware's law enforcement agencies, this system allows grant sub-recipients to conduct their transactions with OHS electronically. It also reduces paperwork and creates efficiencies for OHS and sub-recipients by streamlining processes and putting all files electronically in one system. Starting in FY 2021, the electronic grants system will be expanded to include all OHS projects. These funds will be allocated for maintenance and licensing.

### Intended Subrecipients

OHS, DTI, Smart Simple

### Countermeasure Strategies

Countermeasure strategies in this planned activity

| Countermeasure Strategy |
|---|
| Comprehensive Traffic Safety |

### Funding sources

| Source Fiscal Year | Funding Source | Eligible Use of Funds | Estimated Funding Amount | Match Amount | Local Benefit |
|---|---|---|---|---|---|
| 2020 | FAST Act NHTSA 402 | Community Traffic Safety Project (FAST) | $30,000.00 | $7,500.00 | $0.00 |

## *Planned Activity: Corporate Partner Program*

Planned Activity Number: OHOF
Primary Countermeasure Strategy ID: Communication Campaign

The Delaware Office of Highway Safety reinstated its Corporate Partner Outreach Program in FY 2020 to reach the thousands of Delawareans employed throughout the state with consistent highway safety messaging. In 2020, over 170 public and private sector corporations, as well as schools, state-run, and non-profit agencies participated in the program. The program is managed by the Corporate Partner Outreach Coordinator and reports to the Marketing Specialist II/Public Information Officer. Corporate partners work closely with OHS to evaluate the effectiveness of outreach efforts, offer suggestions, participate in planning events, and deliver program messaging to their respective audiences. This planning includes program member surveys, direct communications, and providing program materials to partner organizations. The Corporate Partner Outreach Coordinator and OHS coordinate bi-annual meetings with the corporate partners for collaboration, networking, and information sharing.

A monthly traffic safety newsletter (TSN) is created and distributed to each of the corporate partners electronically and/or physically through USPS mail. Program members are recruited for participating in priority area newsletters relevant to their work (i.e. trauma prevention coordinator for Christiana Care recruited to provide a spotlight for the impaired driving newsletter, etc.). Each month's TSN includes developing and distributing communication tactics relevant to the month's priority area such as posters, flyers, tear-off pads, etc. The Corporate Partner Outreach Coordinator develops and conducts traffic safety presentations and events for member organizations on-site or on-line (i.e. mocktail parties, tipsy trikes, etc.) to engage with business or community partners at workplaces, on-site events, and conferences. The corporate partner outreach program is a vital component of the overall communications strategy developed by the OHS every year.

Funds will be used for supplies, corporate partner events, postage for mailings, marketing materials, etc.

### Intended Subrecipients

OHS

### Countermeasure Strategies

Countermeasure strategies in this planned activity

| *Countermeasure Strategy* |
| --- |
| Communications Campaign |

### Funding sources

| Source Fiscal Year | Funding Source | Eligible Use of Funds | Estimated Funding Amount | Match Amount | Local Benefit |
|---|---|---|---|---|---|
| 2021 | FAST Act NHTSA 402 | Community Traffic Safety Project (FAST) | $15,000.00 | $3,000.00 | $10,000.00 |

## *Planned Activity: Anticipated projects*

Planned activity number: OHPP
Primary Countermeasure Strategy: Comprehensive Traffic Safety

### Planned Activity Description

OHS uses a project proposal method to solicit and receive funding requests throughout the year. The process is open-ended, and proposals can be submitted at any time throughout the fiscal year. These requests are typically non-enforcement, though special enforcement requests are considered as well. It is paramount that funds be set aside and available for those proposals that are data-driven and assist in reaching identified traffic safety targets.

### Intended Subrecipients

Various subrecipients

### Countermeasure Strategies

Countermeasure strategies in this planned activity

| Countermeasure Strategy |
|---|
| Comprehensive Traffic Safety |

### Funding sources

| Source Fiscal Year | Funding Source | Eligible Use of Funds | Estimated Funding Amount | Match Amount | Local Benefit |
|---|---|---|---|---|---|
| 2021 | FAST Act NHTSA 402 | Community Traffic Safety Project (FAST) | $20,000.00 | $5,000.00 | $0.00 |

## *Planned Activity: Ambassadors of Safety Video Series Project*

Planned Activity Number: OHVD
Primary Countermeasure Strategy ID: Communication Campaign

### Planned Activity Description

The Delaware Office of Highway Safety initiated the pilot Ambassadors of Safety Video Series project in FY 2020 with a series of six videos, 1:30 in length with :15 teaser videos featuring community members from

each of the three counties in Delaware. The video series is a community-centered, multimedia campaign featuring different community members who address highway safety issues regularly in their profession. Our Ambassadors of Safety have one thing in common – they share our dedication for protecting the drivers and pedestrians on Delaware roadways in their communities. These inspiring local heroes dedicate their lives to providing services such as teaching parents and caregivers about proper child passenger safety, educating the public on injury and trauma prevention, testing specimens in a laboratory, writing traffic citations, and rescuing drivers or pedestrians on roadways who have been involved in crashes.

Each subject addressed a designated priority area within Delaware to demonstrate proper highway safety driving/walking behavior or the repercussions of what happens after executing poor choices. The video series is featured on the ArriveAliveDE.com website for OHS and the :15 teaser videos are being shared through social media's organic reach via Facebook, Twitter, Instagram, and Snapchat. We have asked our Ambassadors to share these segments in their respective platforms, and we will also these segments as social media posts with Delaware State Police, DelDOT, DMV, AAA Mid-Atlantic, and other partners.

The development of these videos was postponed in FY 2020 due to the COVID-19 pandemic. OHS will continue developing and sharing four more videos slated for FY 2021 featuring law enforcement officers. The FY 2021 video series will launch during the *Safe Family Holiday* national mobilization and campaign.

### Intended Subrecipients

Aloysius Butler & Clark, Alliance Sports Marketing, Deardorff Associates, and others.

### Countermeasure Strategies

Countermeasure strategies in this planned activity

| Countermeasure Strategy |
|---|
| Communication Campaign |

### Funding Sources

| Source Fiscal Year | Funding Source | Eligible Use of Funds | Estimated Funding Amount | Match Amount | Local Benefit |
|---|---|---|---|---|---|
| 2021 | FAST Act NHTSA 402 | Community Traffic Safety Project (FAST) | $40,000.00 | $0.00 | $40,000.00 |

## *Planned Activity: Arrive Alive DE Website*

Planned Activity Number: OHWS
Primary Countermeasure Strategy ID: Communication Campaign

### Planned Activity Description

The ArriveAliveDE.com (https://www.arrivealivede.com/) website is a component of OHS' paid media program which covers all highway safety priority areas. The website enables OHS to showcase videos and paid media collateral to provide engagement tools that are not available on the official State of Delaware OHS website. OHS partnered with Deardorff Associates to transition the website from the former design

to the reimagined modular content display in FY 2020. The redesigned website creates a new online experience (mobile, tablet, and web) for OHS that provides a single platform for all of the agency's highway safety efforts to expand the conversation, to build an online safety community and to create synergies with social media, all to further compel behavior change. The dynamic website provides a highly interactive experience that moves beyond the traditional "one-size-fits-all" approach to delivering an experience based on the target audience's self-identified user roles and the resources they desire most. The ArriveAliveDE.com website is a critical component of the office's highway safety communications program and is a collaborative effort between the OHS staff and multiple marketing agencies. It is designed to be a highway safety tool in addition to providing valuable resources and guidance on highway safety-related behaviors in Delaware.

### Intended Subrecipients

Deardorff Associates, and others.

### Countermeasure Strategies

Countermeasure strategies in this planned activity

| Countermeasure Strategy |
|---|
| Communications Campaign |

### Funding Sources

| Source Fiscal Year | Funding Source | Eligible Use of Funds | Estimated Funding Amount | Match Amount | Local Benefit |
|---|---|---|---|---|---|
| 2021 | FAST Act NHTSA 402 | Community Traffic Safety Project (FAST) | $128,300.00 | $25,660.00 | $0.00 |

## *Planned Activity: Peer to Peer Teen Program*

Planned activity number: **PTOP**

Primary Countermeasure Strategy: **Comprehensive Traffic Safety**

### Planned Activity Description

OHS will continue support of a pilot program started in FY 2020 with 5 high schools (selected by the Department of Education) to establish peer to peer programs through the Teens in the Driver's Seat program from Texas A&M University. The program will focus on distracted driving and occupant protection priority areas. The funding will cover the program materials and support to the participants. This program was supported in FY 2020 and had to cease mid-year when schools stopped in-person instruction due to the Covid-19 Public Health Emergency.

### Intended Subrecipients

Texas A&M Transportation Institute

### Countermeasure Strategies

Countermeasure strategies in this planned activity

| Countermeasure Strategy |
| --- |
| Comprehensive Traffic Safety |

### Funding sources

| Source Fiscal Year | Funding Source | Eligible Use of Funds | Estimated Funding Amount | Match Amount | Local Benefit |
| --- | --- | --- | --- | --- | --- |
| 2020 | FAST Act NHTSA 402 | Community Traffic Safety Project (FAST) | $15,000.00 | $3,750.00 | $15,000.00 |

## *Planned Activity: Safe Family Holiday Paid Media and Outreach*

Planned Activity Number: PM - SAFE
Primary Countermeasure Strategy ID: Communication Campaign

### Planned Activity Description

Crash and arrest data show increased reports of highway safety behavioral issues across each of the following priority areas during the holiday season: impaired driving, occupant protection, distracted driving, speed, and pedestrian safety. To educate the public during this season, OHS activates NHTSA's nationally recognized Safe Family Holiday campaign addressing these priority areas for both enforcement and education. OHS will contract with our selected professional advertising and outreach firms to develop and place pertinent educational messages. The media contractors will use the NHTSA traffic safety campaign resources in coordination with state-developed public education materials. Paid TV and radio advertisements will be run during the national mobilization using either NHTSA or state-developed advertising. These advertisements will be placed through our media contractor(s). The Marketing Specialist II/PIO will work with the media contractor(s) to determine the best means to reach the target demographics.
In addition to traditional media buys, OHS will produce earned media through press coverage, deploy community outreach teams to targeted locations based on priority areas and crash data, and continue to capitalize on its social media organic reach through Facebook, Twitter, Instagram, and Snapchat to reach its large fan base with highway safety holiday messaging. Social media posts will be shared with Delaware State Police, DelDOT, DMV, AAA Mid-Atlantic, and other partners to continue building upon the relationships built throughout FY 2020. Finally, the office will continue to foster and grow the 170-plus corporate partner program to further circulate highway safety messaging to thousands of employees and clientele.

### Intended Subrecipients

OHS, Aloysius Butler & Clark, Alliance Sports Marketing, Deardorff Associates, and others.

### Countermeasure Strategies

Countermeasure strategies in this planned activity

| Countermeasure Strategy |
| --- |
| Communications Campaign |

### Funding Sources

| Source Fiscal Year | Funding Source | Eligible Use of Funds | Estimated Funding Amount | Match Amount | Local Benefit |
|---|---|---|---|---|---|
| 2021 | FAST Act NHTSA 402 | Community Traffic Safety Project (FAST) | $128,300.00 | $25,660.00 | $128,300.00 |

## *Planned Activity: Teen Driver Paid Media*

Planned Activity Number: PM - TEEN
Primary Countermeasure Strategy ID: Communication Campaign

### Planned Activity Description

To educate the public on teen driving safety issues in FY 2021, the Delaware Office of Highway Safety will contract with our selected professional advertising and outreach firms to develop and place pertinent educational messages throughout the fiscal year. The media contractors will use selected NHTSA traffic safety campaign resources in coordination with state-developed public education materials. Paid TV and radio advertisements will be run during Teen Driver Safety Week using either NHTSA or state-developed advertising. These advertisements will be placed through our media contractor(s). The Marketing Specialist II/PIO will work with the media contractor(s) to determine the best means to reach the target demographics. In addition to traditional media buys, OHS will fund outreach events, both of which are a key component to maintaining the high visibility model. Outreach will include the statewide Choices Matter campaign targeting school-age drivers.

OHS will continue to amplify its social media organic reach through Facebook, Twitter, Instagram, and Snapchat. Social media posts will be shared with Delaware State Police, DelDOT, DMV, AAA Mid-Atlantic, and other partners to continue building upon the relationships built throughout FY 2020. Finally, the office will continue to foster and grow the 170-plus corporate partner program to further circulate highway safety messaging to thousands of employees and clientele.

### Intended Subrecipients

OHS, Aloysius Butler & Clark, Alliance Sports Marketing, Deardorff Associates, and others.

### Countermeasure Strategies

Countermeasure strategies in this planned activity

| Countermeasure Strategy |
|---|
| Comprehensive Traffic Safety |

### Funding Sources

| Source Fiscal Year | Funding Source | Eligible Use of Funds | Estimated Funding Amount | Match Amount | Local Benefit |
|---|---|---|---|---|---|
| 2021 | FAST Act NHTSA 402 | Community Traffic Safety Project (FAST) | $205,190.00 | $41,038.00 | $205,190.00 |

# COUNTERMEASURE STRATEGY: HIGHWAY SAFETY STAFFING

Program Area: **Comprehensive Traffic Safety Programs**

## Project Safety Impacts

We expect a reduction in our overall fatalities and serious injury crashes based on the implementation of countermeasure strategies and projects identified through data analysis.

## Linkage between Program Area

Based on data-driven program area problem identification, and identified countermeasure strategies, OHS selects the planned activities and partners to participate in each planned activity to reduce crashes and achieve performance targets related to each program area. Planned activities are funded based on the guidelines for each grant, and the availability of funds for the planned activities.

## Rationale

The countermeasure strategy was selected from proven countermeasure strategies from Countermeasures that Work, Uniform Highway Safety Program Guidelines, and NHTSA guidance. The funding allocation is based on the amount of funds needed to complete the planned activity based on previous projects completed, or estimated expenses related to the planned activity.

**Planned activities in countermeasure strategy**

| Unique Identifier | Planned Activity Name |
|---|---|
| OHS-Staff | Salary and Benefits for OHS Staff |

## *Planned Activity: Salary and Benefits for OHS Staff*

Planned activity number: **OHS-Staff**
Primary Countermeasure Strategy: **Highway Safety Staffing**

### Planned Activity Description

Salaries and benefits will be provided for staff members of OHS. The following positions are funded in this project:

- **Deputy Director** responsible for monitoring and evaluation of approved highway safety projects, administration, and distribution of federal funds to state, local, and private agencies. Deputy Director also manages traffic safety programs as assigned.
- **Management Analyst III (2 positions)** which act as Program Managers for various traffic safety priority programs. These programs include but are not limited to; Impaired Driving, Occupant Protection, Pedestrian Safety, Speed, Traffic Records, and Motorcycle Safety.

- **Marketing Specialist**, who manages media relations contracts, and all paid or earned media. Also serves as the agency spokesperson.
- **Corporate Partner Outreach Coordinator** who manages efforts with various corporate partners throughout Delaware.

*Note: The Occupant Protection program manager position is funded 50% federally and 50% by the State of Delaware.

### Intended Subrecipients

OHS

### Countermeasure Strategies

Countermeasure strategies in this planned activity

| Countermeasure Strategy |
|---|
| Highway Safety Staffing |

### Funding sources

| Source Fiscal Year | Funding Source | Eligible Use of Funds | Estimated Funding Amount | Match Amount | Local Benefit |
|---|---|---|---|---|---|
| 2020 | FAST Act NHTSA 402 | Safety Management (FAST) | $293,000.00 | $73,250.00 | $0.00 |

# Program Area: Distracted Driving

## Description of Highway Safety Problems

Distracted Driving is a complex issue to analyze through the use of crash data because it can be difficult to define, measure, and even observe. If an officer arrives at a crash, it may be up to the driver to self-report an incident involving distraction. In many cases, the driver will not admit to the usage of a cell phone because of the high fine associated with the violation. There may also be crashes that are strictly property damage, in which a report is not filed and would not be included in the data available. It is generally understood that cell phone-related crashes are severely underreported. Delaware has been collecting cell phone-related crash information since 2011. In 2011, 147 of all reportable crashes involved in hand-held cell phone use. In 2019, that number was 209. Delaware has a "hands-free" and "no-texting" cell phone law. OHS funds paid media efforts to promote the hands-free message and provides for targeted enforcement efforts of Delaware's cell phone laws. In 2018, law enforcement made 11,498 cell phone arrests.

| | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 |
|---|---|---|---|---|---|---|---|---|
| Total Reportable Crashes | 21,197 | 22,453 | 22,904 | 24,904 | 26,453 | 28,024 | 28,814 | 29,101 |
| Total Cell Phone Involved | 140 | 147 | 166 | 150 | 212 | 223 | 197 | 209 |
| Percentage of Total | 1% | 1% | 1% | 1% | .80% | .79% | .68% | .72% |

Associated Performance Measures

| Fiscal Year | Performance measure name | Target End Year | Target Period | Target Value |
|---|---|---|---|---|
| 2021 | Distracted Driving Related Crashes | 2021 | 5 Year | 197 |

Countermeasure Strategies in Program Area

| Countermeasure Strategy |
|---|
| High Visibility Cellphone/Text Messaging Enforcement |
| Distracted Driving Paid Media |

# COUNTERMEASURE STRATEGY: HIGH VISIBILITY CELLPHONE/TEXT MESSAGING ENFORCEMENT

Program Area: Distracted Driving

## Project Safety Impacts

We expect a reduction in our overall fatalities and serious injury crashes based on the implementation of countermeasure strategies and projects identified through data analysis.

## Linkage between Program Area

Based on data-driven program area problem identification, and identified countermeasure strategies, OHS selects the planned activities and partners to participate in each planned activity to reduce crashes and achieve performance targets related to each program area. Planned activities are funded based on the guidelines for each grant, and the availability of funds for the planned activities.

## Rationale

The countermeasure strategy was selected from proven countermeasure strategies from Countermeasures that Work, Uniform Highway Safety Program Guidelines, and NHTSA guidance. The funding allocation is based on the amount of funds needed to complete the planned activity based on previous projects completed, or estimated expenses related to the planned activity.

Planned activities in countermeasure strategy

| Unique Identifier | Planned Activity Name |
|---|---|
| OHDA | April Distracted Driving Enforcement |
| PM – DD | Distracted Driving Paid Media and Outreach |

## *Planned Activity: April Distracted Driving Enforcement*

Planned activity number: OHDA
Primary Countermeasure Strategy: High Visibility Cellphone/Text Messaging Enforcement

### Planned Activity Description

April is National Distracted Driving Awareness Month. This is an opportunity to increase the visibility of the Distracted Driving issue with additional enforcements. This enforcement is planned for April 2 – 23, 2021, and is the only Distracted Driving specific enforcement for the year. The remaining mobilizations (discussed in Police Traffic Services) will be a combination of Occupant Protection and Distracted Driving. The enforcement will include 38 police agencies scheduled to participate to conduct 186 patrols, between 7 AM and 8 PM.

### Intended Subrecipients

Various law enforcement agencies

### Countermeasure Strategies

Countermeasure strategies in this planned activity

| *Countermeasure Strategy* |
|---|
| High Visibility Cellphone/Text Messaging Enforcement |

### Funding sources

| Source Fiscal Year | Funding Source | Eligible Use of Funds | Estimated Funding Amount | Match Amount | Local Benefit |
|---|---|---|---|---|---|
| 2020 | FAST Act NHTSA 402 | Distracted Driving (FAST) | $39,320.00 | $9,830.00 | $28,120.00 |

## COUNTERMEASURE STRATEGY: DISTRACTED DRIVING PAID MEDIA AND OUTREACH

Program Area: **Distracted Driving**

### Project Safety Impacts

We expect a reduction in our overall fatalities and serious injury crashes based on the implementation of countermeasure strategies and projects identified through data analysis.

### Linkage between Program Area

Based on data-driven program area problem identification, and identified countermeasure strategies, OHS selects the planned activities and partners to participate in each planned activity with the objective of reducing crashes and achieving performance targets related to each program area. Planned activities are funded based on the guidelines for each grant, and the availability of funds for the planned activities.

### Rationale

The countermeasure strategy was selected from proven countermeasure strategies from Countermeasures that Work, Uniform Highway Safety Program Guidelines, and NHTSA guidance. The funding allocation is based on the amount of funds needed to complete the planned activity based on previous projects completed, or estimated expenses related to the planned activity.

**Planned activities in countermeasure strategy**

| Countermeasure Strategy |
|---|
| Communications Campaign |

### *Planned Activity: Distracted Driving Paid Media and Outreach*

Planned Activity Number: **PM - DD**
Primary Countermeasure Strategy ID: **Communication Campaign**

### Planned Activity Description

To educate the public on distracted driving issues in FY 2021, the Delaware Office of Highway Safety will contract with our selected professional advertising and outreach firms to develop and place pertinent educational messages. The media contractors will use the NHTSA FY 2021 Communications Calendar and selected NHTSA traffic safety campaign resources in coordination with state-developed public education materials. Paid TV and radio advertisements will be run during the national mobilizations using either NHTSA or state-developed advertising. These advertisements will be placed through our media contractor(s). The Marketing Specialist II/PIO will work with the media contractor(s) to determine the best means to reach the target demographics. The Distracted Driving messaging will be split into both its

priority area and/or combined with occupant protection, the latter of which was done previously in FY 2020 and FY 2019.

OHS will participate in NHTSA's nationally recognized enforcement/campaign of *National Distracted Driving Month* in April 2021 including media buys, social media engagement, and press coverage. In addition to magnifying the office's social media organic reach through Facebook, Twitter, Instagram, and Snapchat, social media posts will be shared with Delaware State Police, DelDOT, DMV, AAA Mid-Atlantic, and other partners to continue building upon the relationships built throughout FY 2020. Finally, the office will continue to foster and grow the 170-plus corporate partner program to further circulate highway safety messaging to thousands of employees and clientele.

### Intended Subrecipients

Aloysius Butler & Clark, Alliance Sports Marketing, Deardorff Associates, and others.

### Countermeasure Strategies

Countermeasure strategies in this planned activity

| Countermeasure Strategy |
|---|
| Communication Campaign |

### Funding Sources

| Source Fiscal Year | Funding Source | Eligible Use of Funds | Estimated Funding Amount | Match Amount | Local Benefit |
|---|---|---|---|---|---|
| 2021 | FAST Act NHTSA 402 | Distracted Driving (FAST) | $60,000.00 | $12,000.00 | $60,000.00 |

# Program Area: Impaired Driving (Drug and Alcohol)

## Description of Highway Safety Problems

Based on analysis through DelDOT's CARS, alcohol driving-related fatalities accounted for 47 of the 133 total traffic crash fatalities (35%) in 2019. This shows a continuing decreasing trend over the last ten years of lower involvement of alcohol in fatal crashes. Delaware law enforcement made 4,156 impaired driving arrests in 2019.

The data listed in the chart below, between 2009 and 2019, is based on the Delaware State Police Annual Traffic Statistics Reports and CARS. The chart below provides a ten-year summary of fatalities, injuries, and total crashes attributed to alcohol-related crashes. This information was provided by Delaware State Police. Based on this information, the average number of fatalities is 46, which equates to 40% of all fatal crashes.

***10 Year Review of Alcohol-Related Crashes***

| | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019[1] |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Overall Fatalities | 118 | 103 | 103 | 116 | 101 | 124 | 133 | 120 | 121 | 110 | 133 |
| Alcohol Related Fatalities | 48 | 39 | 37 | 50 | 43 | 51 | 61 | 48 | 46 | 39 | 47 |
| % of Total | 41% | 38% | 36% | 43% | 43% | 49% | 46% | 40% | 38% | 35% | 35% |
| Overall Injuries | 7239 | 8001 | 7700 | 7704 | 7789 | 7537 | 8058 | 8527 | 8308 | 8088 | 8408 |
| Alcohol Related Injuries | 686 | 733 | 728 | 738 | 677 | 591 | 587 | 560 | 477 | 544 | 524 |
| % of Total | 9% | 9% | 9% | 10% | 9% | 8% | 7% | 7% | 6% | 7% | 6% |
| All Crashes | 18927 | 20697 | 20867 | 21197 | 21378 | 22967 | 24066 | 26453 | 28020 | 28814 | 29095 |
| All Alcohol Related Crashes | 1268 | 1297 | 1198 | 1270 | 1146 | 1130 | 1133 | 1084 | 1043 | 1058 | 1095 |
| % of Total | 7% | 6% | 6% | 6% | 5% | 5% | 5% | 4% | 4% | 4% | 4% |

Review of impaired driving crash data from the last 5 years shows January, June, July, August, and October are the highest months for crashes, although crashes are evenly distributed across all months. 59% of alcohol-related crashes occur on Friday, Saturday, or Sunday. 58% of the crashes occur between 8 PM–3 AM. It should also be noted that upticks in impaired crashes tend to start earlier in the day in Sussex County. 75% of the drivers in impaired driving crashes are male. Drivers aged 25-54 are most associated with impaired driving-related crashes.

Of Delaware's three counties, New Castle County had the most impaired related crashes with 47%. Sussex County was lower with 35% of the impaired related crashes. Kent County had 18%. Overall, ten-year trends show a consistent decrease in impaired related crashes in New Castle and Kent Counties, while Sussex County has remained stagnant.

[1] 2020 data is subject to change pending final FARS number.

Further crash analysis revealed that males are almost four times more likely to be killed and about one and a half times more likely to be injured in impaired driving crashes than females. Those aged 20-44 also represent 1½ times as many impaired driving fatalities as other age groups. 3% of crashes have involved a driver age 19 or under. Delaware sees its highest DUI crash numbers at the weekday/time combinations of Sunday 12 AM-3 AM, Saturday 12 AM-3 AM, Friday 9 PM-12 AM, and Saturday 9 PM-12 AM.

Associated Performance Measures

| Fiscal Year | Performance measure name | Target End Year | Target Period | Target Value |
|---|---|---|---|---|
| 2021 | C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS) | 2020 | 5 Year | 31 |

**Countermeasure Strategies in Program Area**

| Countermeasure Strategy |
|---|
| Anticipated Projects |
| DUI Paid Media |
| DUI – Drug Paid Media |
| DUI Simulator |
| Drug Recognition Expert Program |
| DUI enforcement |
| DWI Courts |
| High Visibility Enforcement |
| Law Enforcement Training |
| Traffic Safety Resource Prosecutor Program |

# COUNTERMEASURE STRATEGY: ANTICIPATED PROJECTS

Program Area: Impaired Driving (Drug and Alcohol)

## Project Safety Impacts

We expect a reduction in our overall fatalities and serious injury crashes based on the implementation of countermeasure strategies and projects identified through data analysis.

## Linkage between Program Area

Based on data-driven program area problem identification, and identified countermeasure strategies, OHS selects the planned activities and partners to participate in each planned activity with the objective of reducing crashes and achieving performance targets related to each program area. Planned activities are funded based on the guidelines for each grant, and the availability of funds for the planned activities.

## Rationale

The countermeasure strategy was selected from proven countermeasure strategies from Countermeasures that Work, Uniform Highway Safety Program Guidelines, and NHTSA guidance. The

funding allocation is based on the amount of funds needed to complete the planned activity based on previous projects completed, or estimated expenses related to the planned activity.

**Planned activities in countermeasure strategy**

| Unique Identifier | Planned Activity Name |
|---|---|
| ANTP | Anticipated Impaired Driving Projects |

## *Planned Activity: Anticipated Impaired Driving Projects*

Planned activity number: ANTP
Primary Countermeasure Strategy: Impaired Driving (Drug and Alcohol)

### Planned Activity Description

Due to the number of impaired driving-related project proposal funding requests we receive and the potential for new impaired driving projects throughout the fiscal year that OHS cannot plan for at this time, additional funding is appropriate to ensure critical impaired driving projects have the opportunity for implementation. These funds will be allocated to those proposals with a data-driven impaired driving need in Delaware.

### Intended Subrecipients

Various unknown sub-recipients

### Countermeasure strategies

Countermeasure strategies in this planned activity

| Countermeasure Strategy |
|---|
| Anticipated Projects |

### Funding sources

| Source Fiscal Year | Funding Source | Eligible Use of Funds | Estimated Funding Amount | Match Amount | Local Benefit |
|---|---|---|---|---|---|
| 2019 | 154 Transfer Funds-AL | 154 Alcohol | $52,948.00 | | $0.00 |
| 2020 | 154 Transfer Funds-AL | 154 Alcohol | $375,738.00 | | $0.00 |
| 2021 | 154 Transfer Funds-AL | 154 Alcohol | $1,037,349.00 | | $0.00 |
| 2019 | FAST Act 405d Impaired Driving Mid | 405d Impaired Driving Mid (FAST) | $145,983.00 | $36,495.75 | |
| 2019 | FAST Act 405d Impaired Driving Mid | 405d Impaired Driving Mid (FAST) | $310,000.00 | $77,500 | |

| | | | | | |
|---|---|---|---|---|---|
| 2020 | FAST Act 405d Impaired Driving Mid | 405d Impaired Driving Mid (FAST) | $990,566.00 | $247,641.50 | |

# COUNTERMEASURE STRATEGY: COMMUNICATION CAMPAIGN

Program Area: Impaired Driving (Drug and Alcohol)

## Project Safety Impacts

We expect a reduction in our overall fatalities and serious injury crashes based on the implementation of countermeasure strategies and projects identified through data analysis.

## Linkage between Program Area

Based on data-driven program area problem identification, and identified countermeasure strategies, OHS selects the planned activities and partners to participate in each planned activity with the objective of reducing crashes and achieving performance targets related to each program area. Planned activities are funded based on the guidelines for each grant, and the availability of funds for the planned activities.

## Rationale

The countermeasure strategy was selected from proven countermeasure strategies from Countermeasures that Work, Uniform Highway Safety Program Guidelines, and NHTSA guidance. The funding allocation is based on the amount of funds needed to complete the planned activity based on previous projects completed, or estimated expenses related to the planned activity.

Planned activities in countermeasure strategy

| *Unique Identifier* | *Planned Activity Name* |
|---|---|
| PM - DUI | DUI - Alcohol Paid Media and Outreach |
| PM – DUID | DUI Drug – Paid Media and Outreach |
| SIM – DUI | DUI Simulator |

## *Planned Activity: DUI - Alcohol Paid Media and Outreach*

Planned Activity Number: PM - DUIA
Primary Countermeasure Strategy ID: Communication Campaign

### Planned Activity Description

To educate the public on impaired driving issues in FY 2021, the Delaware Office of Highway Safety will fund paid media and outreach opportunities to coincide with the thirteen planned impaired driving enforcement mobilizations, including NHTSA's nationally recognized mobilization enforcement/campaigns of *Safe Family Holiday* and *Drive Sober or Get Pulled Over*. OHS will contract with our selected professional advertising and outreach firms to develop and place pertinent educational messages. Paid TV and radio advertisements will be run during the national mobilizations using either NHTSA or state-developed advertising. These advertisements will be placed through our media contractor(s). The Marketing Specialist II/PIO will work with the media contractor(s) to determine the best means to reach the target demographics. OHS will pursue ample earned media opportunities for the five scheduled impaired driving checkpoints as well as Halloween, *Safe Family Holiday*, Super Bowl, St. Patrick's Day, April (4/20), June, July, and *Drive Sober or Get Pulled Over* DUI Patrols.

OHS will continue building its social media organic reach through Facebook, Twitter, Instagram, and Snapchat. Social media posts will be shared with Delaware State Police, DelDOT, DMV, AAA Mid-Atlantic, and other partners to continue building upon the relationships built throughout FY 2020.

Also, OHS plans to partner with the *John R. Elliott Hero Campaign for Designated Drivers*, a non-profit organization dedicated to preventing drunk driving in honor of John R. Elliott who was killed by a drunk driver in July 2000. Finally, the office will continue to foster and grow the 170-plus corporate partner program to further circulate highway safety messaging to thousands of employees and clientele.

### Intended Subrecipients

Aloysius Butler & Clark, Alliance Sports Marketing, Deardorff Associates, and others.

### Countermeasure Strategies

Countermeasure strategies in this planned activity

| Countermeasure Strategy |
|---|
| Communication Campaign |

### Funding Sources

| Source Fiscal Year | Funding Source | Eligible Use of Funds | Estimated Funding Amount | Match Amount | Local Benefit |
|---|---|---|---|---|---|
| 2018 | 154 Transfer Funds-AL | 154 Alcohol | $64,153 | | $64,153 |
| 2020 | 154 Transfer Funds-AL | 154 Alcohol | $328,950 | | $328.950 |
| 2020 | 154 Transfer Funds – AL | 154 Alcohol | $185,847 | | $185,847 |
| 2018 | FAST Act 405d Impaired Driving Mid | 405d Mid Paid/Earned Media (FAST) | $200,000 | $40,000 | |
| 2021 | FAST Act 405d Impaired Driving Mid | 405d Mid Paid/Earned Media (FAST) | $150,000 | $30,000 | |

## *Planned Activity: DUI - Drug Paid Media and Outreach*

Planned Activity Number: PM - DUID
Primary Countermeasure Strategy ID: Communication Campaign

### Planned Activity Description

To educate the public on drug-impaired driving issues in FY 2021, the Delaware Office of Highway Safety will contract with our selected professional advertising and outreach firms to develop and place pertinent educational messages created during FY 2020. The media contractors will use the NHTSA FY 2021 Communications Calendar and selected NHTSA traffic safety campaign resources in coordination with state-developed public education materials. Paid TV and radio advertisements will be run during designated mobilizations using either NHTSA or state-developed advertising. These advertisements will

be placed through our media contractor(s). The Marketing Specialist II/PIO will work with the media contractor(s) to determine the best means to reach the target demographics.
OHS plans on magnifying its drug-impaired messaging through the office's social media organic reach through Facebook, Twitter, Instagram, and Snapchat. Social media posts will be shared with Delaware State Police, DelDOT, DMV, AAA Mid-Atlantic, and other partners to continue building upon the relationships built throughout FY 2020. Finally, the office will continue to foster and grow the 170-plus corporate partner program to further circulate highway safety messaging to thousands of employees and clientele.

### Intended Subrecipients

Aloysius Butler & Clark, Alliance Sports Marketing, Deardorff Associates, and others.

### Countermeasure Strategies

Countermeasure strategies in this planned activity

| Countermeasure Strategy |
|---|
| Communication Campaign |

### Funding Sources

| Source Fiscal Year | Funding Source | Eligible Use of Funds | Estimated Funding Amount | Match Amount | Local Benefit |
|---|---|---|---|---|---|
| 2018 | 405D | 405d Mid Paid/Earned Media (FAST) | $75,000 | $15,000 | |

## *Planned Activity: DUI Simulator Project*

Planned activity number: SIM - DUI
Primary Countermeasure Strategy: Communication Campaign

### Planned Activity Description

OHS will partner with the Delaware Division of Alcohol and Tobacco Enforcement to purchase a DUI Simulator. Modeled off similar programs in West Virginia and Pennsylvania, the DUI Simulator will be used at public outreach events to target teen/novice drivers on the dangers of driving while impaired. The selected simulator will be able to show the effects of alcohol and drugged impaired driving.

### Intended Subrecipients

Division of Alcohol and Tobacco Enforcement and Vendors

### Countermeasure Strategies

Countermeasure strategies in this planned activity

| Countermeasure Strategy |
|---|
| Communications Campaign |

### Funding sources

| Source Fiscal Year | Funding Source | Eligible Use of Funds | Estimated Funding Amount | Match Amount | Local Benefit |
|---|---|---|---|---|---|
| 2020 | FAST Act 405d Impaired Driving Mid | 405d Impaired Driving Mid (FAST) | $75,000.00 | $18,750.00 | |

# COUNTERMEASURE STRATEGY: DRUG RECOGNITION EXPERT PROGRAM

Program Area: Impaired Driving (Drug and Alcohol)

### Project Safety Impacts

We expect a reduction in our overall fatalities and serious injury crashes based on the implementation of countermeasure strategies and projects identified through data analysis.

### Linkage between Program Area

Based on data-driven program area problem identification, and identified countermeasure strategies, OHS selects the planned activities and partners to participate in each planned activity with the objective of reducing crashes and achieving performance targets related to each program area. Planned activities are funded based on the guidelines for each grant, and the availability of funds for the planned activities.

### Rationale

Based on data-driven program area problem identification, and identified countermeasure strategies, OHS selects the planned activities and partners to participate in each planned activity with the objective of reducing crashes and achieving performance targets related to each program area. Planned activities are funded based on the guidelines for each grant, and the availability of funds for the planned activities.

**Planned activities in countermeasure strategy**

| Unique Identifier | Planned Activity Name |
|---|---|
| DRE | DRE Program |

## *Planned Activity: DRE Program*

Planned activity number: **DRE**
Primary Countermeasure Strategy: **Drug Recognition Expert Program**

### Planned Activity Description

Funds will be used to support all aspects of the Drug Recognition Expert (DRE) program. Delaware currently has 42 trained and certified DREs. Delaware is planning to host another DRE Certification course in Fall 2020, but dates are uncertain due to the current COVID-19 pandemic. Funds will be used to conduct training of new DRE officers and provide current DRE officers training to maintain and grow their skills and remain certified. OHS supports overtime for DRE callouts to conduct evaluations, travel and training costs, equipment to assist the DRE program with their enforcement evaluations, and DRE tablets and licensing fees for the DRE database, and other administrative costs.

### Intended Subrecipients

Various Law Enforcement Agencies and Vendors

### Countermeasure Strategies

Countermeasure strategies in this planned activity

| Countermeasure Strategy |
|---|
| Drug Recognition Expert Program |

### Funding sources

| Source Fiscal Year | Funding Source | Eligible Use of Funds | Estimated Funding Amount | Match Amount | Local Benefit |
|---|---|---|---|---|---|
| 2017 | FAST Act 405d Impaired Driving Mid | 405d Impaired Driving Mid (FAST) | $50,000.00 | $12,500.00 | |
| 2018 | FAST Act 405d Impaired Driving Mid | 405d Impaired Driving Mid (FAST) | $70,000.00 | $17,500.00 | |

## COUNTERMEASURE STRATEGY: DUI ENFORCEMENT

Program Area: Impaired Driving (Drug and Alcohol)

### Project Safety Impacts

We expect a reduction in our overall fatalities and serious injury crashes based on the implementation of countermeasure strategies and projects identified through data analysis.

### Linkage between Program Area

Based on data-driven program area problem identification, and identified countermeasure strategies, OHS selects the planned activities and partners to participate in each planned activity with the objective of reducing crashes and achieving performance targets related to each program area. Planned activities are funded based on the guidelines for each grant, and the availability of funds for the planned activities.

### Rationale

The countermeasure strategy was selected from proven countermeasure strategies from Countermeasures that Work, Uniform Highway Safety Program Guidelines, and NHTSA guidance. The funding allocation is based on the amount of funds needed to complete the planned activity based on previous projects completed, or estimated expenses related to the planned activity.

Planned activities in countermeasure strategy

| Unique Identifier | Planned Activity Name |
|---|---|
| DUI - Mentor | DUI Enforcement Mentoring |

| | |
|---|---|
| DUI-Blood | DUI Blood Draw Program |
| DUI-EQ | DUI Enforcement Equipment |

## *Planned Activity: DUI Enforcement Mentoring*

Planned activity number: **DUI - Mentor**
Primary Countermeasure Strategy: **DUI enforcement**

### Planned Activity Description

OHS will provide funding to the Delaware State Police (DSP) to implement a DUI mentoring program. OHS will fund the overtime costs for experienced Troopers that are proficient in DUI investigations, arrests, and prosecutions to work side by side with newer Troopers. Veteran Troopers will mentor younger Troopers passing on their knowledge and skills related to DUI investigations. This will encourage new Troopers to seek out DUI investigations as they become more comfortable and familiar with the DUI process.

### Intended Subrecipients

Delaware State Police

### Countermeasure Strategies

**Countermeasure strategies in this planned activity**

| *Countermeasure Strategy* |
|---|
| DUI Enforcement |

### Funding sources

| *Source Fiscal Year* | *Funding Source* | *Eligible Use of Funds* | *Estimated Funding Amount* | *Match Amount* | *Local Benefit* |
|---|---|---|---|---|---|
| 2019 | 154 Transfer Funds-AL | 154 Alcohol | $12,000.00 | | $0.00 |

## *Planned Activity: DUI Blood Draw Program*

Planned activity number: **DUI-Blood**
Primary Countermeasure Strategy: **DUI Enforcement**

### Planned Activity Description

Most law enforcement agencies in Delaware contract for blood draw services with a company that provides on-site blood draws for DUI investigations. Delaware law requires that blood draws be conducted by phlebotomists that are employed by a health care facility. Many of the hospitals in DE will not do the blood draws for law enforcement. Therefore, OHS provides funding to support an on-call phlebotomist to conduct blood draws as requested. The reports are available promptly and aid in securing convictions for impaired driving-related offenses.

### Intended Subrecipients

Delaware State Police, possibly other law enforcement agencies

### Countermeasure Strategies

Countermeasure strategies in this planned activity

| Countermeasure Strategy |
|---|
| DUI Enforcement |

### Funding sources

| Source Fiscal Year | Funding Source | Eligible Use of Funds | Estimated Funding Amount | Match Amount | Local Benefit |
|---|---|---|---|---|---|
| 2020 | FAST Act 405d Impaired Driving Mid | 405d Impaired Driving Mid (MAP-21) | $140,000.00 | $35,000.00 | |

## *Planned Activity: DUI Enforcement Equipment*

Planned activity number: DUI-EQ
Primary Countermeasure Strategy: DUI Enforcement

### Planned Activity Description

OHS routinely funds requests for impaired driving enforcement equipment. This includes PBTs, Cylinders for PBT calibrations, blood draw kits, Intoxilyzers, etc. OHS believes it is imperative to ensure officers are properly equipped with accurate equipment. In addition, for officer safety reasons, equipment for sobriety checkpoints is also provided regularly. This includes signs, cones, lights, vests, etc. Equipment for DSP Crime Lab and Division of Forensic Sciences Lab. Impaired driving enforcement/conviction may also be purchased with these funds. Equipment purchases are used to support OHS enforcement initiatives.

### Intended Subrecipients

Various Vendors and Law Enforcement

### Countermeasure Strategies

Countermeasure strategies in this planned activity

| Countermeasure Strategy |
|---|
| DUI Enforcement |

### Funding sources

| Source Fiscal Year | Funding Source | Eligible Use of Funds | Estimated Funding Amount | Match Amount | Local Benefit |
|---|---|---|---|---|---|
| 2019 | 154 Transfer Funds-AL | 154 Alcohol | $99,250.00 | | $40,000.00 |

| | | | | | |
|---|---|---|---|---|---|
| 2018 | FAST Act 405d Impaired Driving Mid | 405d Impaired Driving Mid (FAST) | $120,000.00 | $30,000.00 | |

# COUNTERMEASURE STRATEGY: DWI COURTS

Program Area: **Impaired Driving (Drug and Alcohol)**

## Project Safety Impacts

We expect a reduction in our overall fatalities and serious injury crashes based on the implementation of countermeasure strategies and projects identified through data analysis.

## Linkage between Program Area

Based on data-driven program area problem identification, and identified countermeasure strategies, OHS selects the planned activities and partners to participate in each planned activity with the objective of reducing crashes and achieving performance targets related to each program area. Planned activities are funded based on the guidelines for each grant, and the availability of funds for the planned activities.

## Rationale

The countermeasure strategy was selected from proven countermeasure strategies from Countermeasures that Work, Uniform Highway Safety Program Guidelines, and NHTSA guidance. The funding allocation is based on the amount of funds needed to complete the planned activity based on previous projects completed, or estimated expenses related to the planned activity.

**Planned activities in countermeasure strategy**

| *Unique Identifier* | *Planned Activity Name* |
|---|---|
| DUIC | DUI Court |
| DUI-TAD | DUI Court - Alcohol monitoring |

## *Planned Activity: DUI Court*

Planned activity number: **DUIC**
Primary Countermeasure Strategy: **DWI Courts**

### Planned Activity Description

Funds will be used to cover the costs of sustaining and possibly expanding Delaware's DUI Courts. The original pilot DUI court was located only in New Castle County, expanded into Kent County, and recently to Sussex County. Funds will be used to support the DUI Court Coordinator position in Sussex County and training for the DUI Court teams such as the NADCP conference and NHTSA/NCDC training.

### Intended Subrecipients

Delaware Administrative Office of the Courts, other vendors.

### Countermeasure Strategies

**Countermeasure strategies in this planned activity**

| *Countermeasure Strategy* |
|---|
| DWI Courts |

### Funding sources

| Source Fiscal Year | Funding Source | Eligible Use of Funds | Estimated Funding Amount | Match Amount | Local Benefit |
|---|---|---|---|---|---|
| 2019 | FAST Act 405d Impaired Driving Mid | 405d Mid Court Support (FAST) | $20,000.00 | $5,000.00 | |
| 2020 | FAST Act 405d Impaired Driving Mid | 405d Mid Court Support (FAST) | $25,000.00 | $6,250.00 | |

## *Planned Activity: DUI Court - Alcohol monitoring*

Planned activity number: DUI-TAD
Primary Countermeasure Strategy: DWI Courts

### Planned Activity Description

To support the needs of the DUI Court program, OHS will fund transdermal alcohol devices (TAD), to allow Probation and Parole to closely monitor offenders while enrolled in the program. Close monitoring with immediate consequences is a key component of a successful DUI Court.

### Intended Subrecipients

Delaware Probation and Parole, various vendors

### Countermeasure strategies

Countermeasure strategies in this planned activity

| Countermeasure Strategy |
|---|
| DWI Courts |

### Funding sources

| Source Fiscal Year | Funding Source | Eligible Use of Funds | Estimated Funding Amount | Match Amount | Local Benefit |
|---|---|---|---|---|---|
| 2018 | FAST Act 405d Impaired Driving Mid | 405d Mid Court Support (FAST) | $50,000.00 | $12,500.00 | |
| 2020 | FAST Act 405d Impaired Driving Mid | 405d Mid Court Support (FAST) | $5,000 | $1,250.00 | |

# COUNTERMEASURE STRATEGY: HIGH VISIBILITY ENFORCEMENT

Program Area: Impaired Driving (Drug and Alcohol)

## Project Safety Impacts

We expect a reduction in our overall fatalities and serious injury crashes based on the implementation of countermeasure strategies and projects identified through data analysis.

## Linkage between Program Area

Based on data-driven program area problem identification, and identified countermeasure strategies, OHS selects the planned activities and partners to participate in each planned activity with the objective of reducing crashes and achieving performance targets related to each program area. Planned activities are funded based on the guidelines for each grant, and the availability of funds for the planned activities.

## Rationale

The countermeasure strategy was selected from proven countermeasure strategies from Countermeasures that Work, Uniform Highway Safety Program Guidelines, and NHTSA guidance. The funding allocation is based on the amount of funds needed to complete the planned activity based on previous projects completed, or estimated expenses related to the planned activity.

**Planned activities in countermeasure strategy**

| *Unique Identifier* | *Planned Activity Name* |
|---|---|
| ABHV | Impaired Driving High Visibility Enforcement |

## *Planned Activity: Impaired Driving High Visibility Enforcement*

Planned activity number: ABHV
Primary Countermeasure Strategy: High Visibility Enforcement

## Planned Activity Description

Conduct high visibility enforcement for Impaired Driving during FY 2021.
Thirteen mobilizations will be conducted which will include saturation patrols, team patrols, and checkpoints. OHS will participate in the National Safe Family Holiday campaign, the National Drive Sober or Get Pulled Over campaign, and the regional Checkpoint StrikeForce campaign. Five checkpoint mobilizations will occur on 10/9/20, 11/27/20, 5/28/21, 7/21/21, and 9/3/21 with one checkpoint established in each county. Checkpoints will occur from 10 PM - 2 AM.
Eight high visibility saturation/team patrols will occur as follows: Halloween 10/30 - 11/1/20, Safe Family Holiday 12/11 - 12/27/20, Super Bowl Weekend Patrols 2/5 - 2/7/21, St. Patrick's Day 3/12 - 3/21/21, April 4/16-4/20/21, June 6/11-6/27/20, July Patrols 7/17 - 8/2/21, and Drive Sober or Get Pulled Over 8/20 - 9/6/21. Enforcement for saturation patrols and team patrols will occur from 8 PM - 3 AM and will be 4 hours each.

## Intended Subrecipients

Various law enforcement agencies

## Countermeasure strategies

Countermeasure strategies in this planned activity

| Countermeasure Strategy |
| --- |
| High Visibility Enforcement |

### Funding sources

| Source Fiscal Year | Funding Source | Eligible Use of Funds | Estimated Funding Amount | Match Amount | Local Benefit |
| --- | --- | --- | --- | --- | --- |
| 2019 | 154 Transfer Funds-AL | 154 Alcohol | $148,752.00 | | $108,920.00 |
| 2020 | 154 Transfer Funds-AL | 154 Alcohol | $276,368.00 | | $175,980.00 |

## COUNTERMEASURE STRATEGY: LAW ENFORCEMENT TRAINING

Program Area: **Impaired Driving (Drug and Alcohol)**

### Project Safety Impacts

We expect a reduction in our overall fatalities and serious injury crashes based on the implementation of countermeasure strategies and projects identified through data analysis.

### Linkage between Program Area

Based on data-driven program area problem identification, and identified countermeasure strategies, OHS selects the planned activities and partners to participate in each planned activity with the objective of reducing crashes and achieving performance targets related to each program area. Planned activities are funded based on the guidelines for each grant, and the availability of funds for the planned activities.

### Rationale

The countermeasure strategy was selected from proven countermeasure strategies from Countermeasures that Work, Uniform Highway Safety Program Guidelines, and NHTSA guidance. The funding allocation is based on the amount of funds needed to complete the planned activity based on previous projects completed, or estimated expenses related to the planned activity.

**Planned activities in countermeasure strategy**

| Unique Identifier | Planned Activity Name |
| --- | --- |
| ID- Training | Impaired Driving Training/Travel |

### *Planned Activity: Impaired Driving Training/Travel*

Planned activity number: **ID- Training**
Primary Countermeasure Strategy: **Law Enforcement Training**

### Planned Activity Description

Funds are set aside to allow OHS to support impaired driving training and travel, such as breath and blood alcohol testing courses for the State Crime Lab, SFST and SFST Refresher, ARIDE, and other impaired

driving training/conferences for law enforcement, the judiciary, and prosecutors. Funds also support training materials used for impaired driving training courses.

### Intended Subrecipients

Various vendors

### Countermeasure Strategies

Countermeasure strategies in this planned activity

| Countermeasure Strategy |
|---|
| Law Enforcement Training |

### Funding sources

| Source Fiscal Year | Funding Source | Eligible Use of Funds | Estimated Funding Amount | Match Amount | Local Benefit |
|---|---|---|---|---|---|
| 2018 | 154 Transfer Funds-AL | 154 Alcohol | $5,000.00 | | $1,000.00 |
| 2020 | 154 Transfer Funds-AL | 154 Alcohol | $25,000 | | $5,000.00 |
| 2019 | 405d - Impaired Driving | 405d Mid Drug and Alcohol Training (FAST) | $30,000.00 | $7,500.00 | |

## COUNTERMEASURE STRATEGY: TRAFFIC SAFETY RESOURCE PROSECUTOR PROGRAM

Program Area: Impaired Driving (Drug and Alcohol)

### Project Safety Impacts

We expect a reduction in our overall fatalities and serious injury crashes based on the implementation of countermeasure strategies and projects identified through data analysis.

### Linkage between Program Area

Based on data-driven program area problem identification, and identified countermeasure strategies, OHS selects the planned activities and partners to participate in each planned activity with the objective of reducing crashes and achieving performance targets related to each program area. Planned activities are funded based on the guidelines for each grant, and the availability of funds for the planned activities.

### Rationale

The countermeasure strategy was selected from proven countermeasure strategies from Countermeasures that Work, Uniform Highway Safety Program Guidelines, and NHTSA guidance. The funding allocation is based on the amount of funds needed to complete the planned activity based on previous projects completed, or estimated expenses related to the planned activity.

Planned activities in countermeasure strategy

| Unique Identifier | Planned Activity Name |
|---|---|
| TSRP | TSRP Program |

## *Planned Activity: TSRP Program*

Planned activity number: TSRP
Primary Countermeasure Strategy: Traffic Safety Resource Prosecutor Program

### Planned Activity Description

Delaware's TSRP Program includes a lead TSRP within Delaware's Department of Justice, two additional attorneys (one part-time position, one full-time position – with no benefits) to help with issues in Kent and Sussex Counties, as well as assist in New Castle County. Furthermore, there are two paralegal positions that assist with all the TSRP responsibilities and initiatives. The TSRP Program is responsible for statewide oversight of the prosecution of vehicular crimes, Impaired Driving prosecution, DUI Court, review of potential new legislation, review of the trial and appellate decisions, training for law enforcement and prosecutors, and to act as a liaison between OHS and other partners such as the Division of Forensic Science, the State Police Crime Lab, the Judiciary, and others. Funding will support the TSRP positions through salary and related travel and training costs.

### Intended Subrecipients

Delaware Department of Justice

### Countermeasure Strategies

Countermeasure strategies in this planned activity

| Countermeasure Strategy |
|---|
| Traffic Safety Resource Prosecutor Program |

### Funding sources

| Source Fiscal Year | Funding Source | Eligible Use of Funds | Estimated Funding Amount | Match Amount | Local Benefit |
|---|---|---|---|---|---|
| 2019 | FAST Act 405d Impaired Driving Mid | 405d Impaired Driving Mid (FAST) | $150,000.00 | $37,500.00 | |
| 2020 | FAST Act 405d Impaired Driving Mid | 405d Impaired Driving Mid (FAST) | $245,000.00 | $61,250.00 | |

# Program Area: Motorcycle Safety

In 2019, 16 motorcycle fatal crashes occurred, with 19 fatalities. In total, 176 motorcycle crashes occurred in 2019. Motorcycle fatalities accounted for 14% of all roadway fatalities in 2019. Of the 19 fatalities, 47% of riders were not wearing helmets. Concerningly, multi-vehicle crashes involving motorcycles were 64% higher than in recent years. In 2019, there was a 50% increase in crashes between 12:00 AM - 1:00 AM.

Since 2015:

- Crashes involved males ages 45-54, and 20-24 most often. Ages of motorcycle drivers involved were more often 55-64 followed by 45-54 and 20-24 yrs.
- Delaware averaged 206 motorcycle crashes per year. There have been 78 fatalities since 2015.
- 50% involved another vehicle. 40% were contributed to no factor and 20% involved riders operating in an erratic, reckless, careless, negligent, or aggressive manner. Driver impairment was a factor in 8% of motorcycle crashes.
- 55% of crashes occur in New Castle County, 23% in Kent County, and 22% in Sussex County.
- The highest months for crashes are June, September, and July. The highest months for fatalities are May, August, July (2.4%), and September (2.2%).
- Crashes peak from 3 PM – 5 PM. and occur on Saturdays and Sundays.

### Percentage of Motorcycle Fatalities

| | 2015 | 2016 | 2017 | 2018 | 2019 |
|---|---|---|---|---|---|
| Total Traffic Fatalities | 133 | 120 | 118 | 111 | 133 |
| Motorcycle Fatalities | 20 | 15 | 10 | 17 | 19 |
| % Motorcycle Fatalities | 15% | 8% | 11% | 15% | 14% |

### Percentage of Motorcycle Fatalities Wearing Helmets

| | 2015 | 2016 | 2017 | 2018 | 2019 |
|---|---|---|---|---|---|
| Total Fatalities | 20 | 15 | 10 | 17 | 19 |
| Total Wearing Helmets | 14 | 10 | 6 | 6 | 10 |
| % Wearing Helmets | 70% | 75% | 60% | 35% | 53% |

### Number of Vehicles in Motorcycle Crashes

| | 2015 | 2016 | 2017 | 2018 | 2019 |
|---|---|---|---|---|---|
| Single | 92 | 101 | 88 | 75 | 63 |
| Multiple | 135 | 104 | 128 | 111 | 113 |
| Total | 242 | 205 | 216 | 186 | 176 |

**Associated Performance Measures**

| Fiscal Year | Performance measure name | Target End Year | Target Period | Target Value |
|---|---|---|---|---|
| 2021 | C-7) Number of motorcyclist fatalities (FARS) | 2021 | 5 Year | 14 |
| 2021 | C-8) Number of unhelmeted motorcyclist fatalities (FARS) | 2021 | 5 Year | 6 |

Countermeasure Strategies in Program Area

| Countermeasure Strategy |
|---|
| Communication Campaign |
| High Visibility Enforcement |

# COUNTERMEASURE STRATEGY: COMMUNICATION CAMPAIGN

Program Area: Motorcycle Safety

## Project Safety Impacts

We expect a reduction in our overall fatalities and serious injury crashes based on the implementation of countermeasure strategies and projects identified through data analysis.

## Linkage between Program Area

Based on data-driven program area problem identification, and identified countermeasure strategies, OHS selects the planned activities and partners to participate in each planned activity with the objective of reducing crashes and achieving performance targets related to each program area. Planned activities are funded based on the guidelines for each grant, and the availability of funds for the planned activities.

## Rationale

The countermeasure strategy was selected from proven countermeasure strategies from Countermeasures that Work, Uniform Highway Safety Program Guidelines, and NHTSA guidance. The funding allocation is based on the amount of funds needed to complete the planned activity based on previous projects completed, or estimated expenses related to the planned activity.

Planned activities in countermeasure strategy

| Unique Identifier | Planned Activity Name |
|---|---|
| MCPB | Motorcycle Paid Media and Outreach |

## *Planned Activity: Motorcycle Paid Media and Outreach*

Planned Activity Number: MCPB
Primary Countermeasure Strategy ID: Communication Campaign

### Planned Activity Description

To educate the public on motorcycle rider and motorist awareness issues in FY 2021, the Delaware Office of Highway Safety will contract with our selected professional advertising and outreach firms to develop

and place pertinent educational messages. The Marketing Specialist II/PIO will work with the media contractor(s) to designate the campaigns coinciding with statewide mobilizations and determine the best means to reach the target demographics. The media contractors will use NHTSA traffic safety campaign resources in coordination with state-developed public education materials for paid traditional and digital advertisements.

OHS will fund enforcement from April 23 – May 8, 2021, and during Delmarva Bike Week, coinciding with OC Bike Fest activities in Maryland. During this enforcement, OHS will activate an educational and outreach event to bring awareness to both riders and motorists on motorcycle riding safety issues. Additionally, OHS will activate outreach events throughout the spring, summer, and fall seasons with planned events including Miles for Military, Ride to the Tide, etc., Display materials will be provided for motorcycle clubs and dealerships throughout the state through various highway safety partnerships, the timing of which coincides with the motorcycle riding season of May through September. OHS will continue to magnify its social media organic reach through Facebook, Twitter, Instagram, and Snapchat. Social media posts will be shared with the Delaware Motorcycle Rider Education Advisory Committee, Delaware State Police, DelDOT, DMV, AAA Mid-Atlantic, and other partners to continue building upon the relationships built throughout FY 2020. Finally, the office will continue to foster and grow the 170-plus corporate partner program to further circulate the highway safety message to thousands of employees and clientele.

405f and 402 funds will support motorist education. Motorcycle rider education will be funded from 402.

### Intended Subrecipients

Aloysius Butler & Clark, Alliance Sports Marketing, Deardorff Associates, Motorcycle Rider Education Advisory Committee, and others.

### Countermeasure Strategies

Countermeasure strategies in this planned activity

| Countermeasure Strategy |
|---|
| Communication Campaign |

### Funding Sources

| Source Fiscal Year | Funding Source | Eligible Use of Funds | Estimated Funding Amount | Match Amount | Local Benefit |
|---|---|---|---|---|---|
| 2019 | FAST Act 405f Motorcycle Programs | 405F Motorist Awareness | $5,516.00 | $1,103.20 | |
| 2020 | FAST Act 405f Motorcycle Programs | 405F Motorist Awareness | $1,288.00 | $257.60 | |

| | | | | | |
|---|---|---|---|---|---|
| 2021 | FAST Act 405f Motorcycle Programs | 405F Motorist Awareness | $37,597.00 | $7,519.40 | |
| 2021 | FAST Act NHTSA 402 | Motorcycle Safety (FAST) | $18,096.00 | $3,619.20 | $18,096.00 |
| 2021 | FAST Act NHTSA 402 | Paid Advertising (FAST) | $81,951.00 | $16,390.00 | $81,951.00 |

# COUNTERMEASURE STRATEGY: HIGH VISIBILITY ENFORCEMENT

Program Area: **Motorcycle Safety**

### Project Safety Impacts

We expect a reduction in our overall fatalities and serious injury crashes based on the implementation of countermeasure strategies and projects identified through data analysis.

### Linkage between Program Area

Based on data-driven program area problem identification, and identified countermeasure strategies, OHS selects the planned activities and partners to participate in each planned activity with the objective of reducing crashes and achieving performance targets related to each program area. Planned activities are funded based on the guidelines for each grant, and the availability of funds for the planned activities.

### Rationale

The countermeasure strategy was selected from proven countermeasure strategies from Countermeasures that Work, Uniform Highway Safety Program Guidelines, and NHTSA guidance. The funding allocation is based on the amount of funds needed to complete the planned activity based on previous projects completed, or estimated expenses related to the planned activity.

**Planned activities in countermeasure strategy**

| Unique Identifier | Planned Activity Name |
|---|---|
| OHMA | Motorcycle Enforcement |

## *Planned Activity: Motorcycle Enforcement*

Planned activity number: **OHMB**
Primary Countermeasure Strategy: **High Visibility Enforcement**

### Planned Activities Description

OHS will fund high visibility enforcement with Delaware State Police and other local law enforcement agencies from April 23 – May 5, 2021, in cooperation with NHSTA's Motorcycle Awareness Month as well as the increase of riders being on Delaware Roadways. The enforcement will focus on riders and motorists who violate Delaware code regarding traffic safety in all three counties of the State. No funds will be used to support helmet checkpoints.

OHS will also provide funding to the Delaware State Police and other local law enforcement agencies to conduct enforcement in association with Delmarva Bike Week (September 16-19, 2021). The

enforcement will focus on riders and motorists who violate Delaware code regarding traffic safety. No funds will be used to support helmet checkpoints. Delmarva Bike Week is held in conjunction with Ocean City Bike Week in September. Delaware will see a large increase in the number of motorcycles during the September 2021 weekend. Enforcements will be from 10 AM – 12 AM.

### Intended Subrecipients

OHS and various law enforcement agencies

### Countermeasure Strategies

Countermeasure strategies in this planned activity

| Countermeasure Strategy |
|---|
| High Visibility Enforcement |

### Funding sources

| Source Fiscal Year | Funding Source | Eligible Use of Funds | Estimated Funding Amount | Match Amount | Local Benefit |
|---|---|---|---|---|---|
| 2021 | FAST Act NHTSA 402 | Motorcycle Safety (FAST) | $33,620 | $8,405 | $21,300 |

# Program Area: Non-motorized (Pedestrians and Bicyclist)

## Description of Highway Safety Problems

In 2019, 32 (24% of all fatalities) pedestrians were killed on Delaware's roadways. This was up from 2018 when there were 24 pedestrian fatalities.

Delaware pedestrian data shows that since 2015:

- Pedestrians who are killed are generally male and between the age of 35-64.
- In 41% of pedestrian fatalities, the pedestrian was determined to be impaired by alcohol and/or drugs
- New Castle remains the highest county for fatal crashes with 62% followed by Sussex at 20% and Kent at 18%
- 72% of pedestrian crashes occurred on roadways with a 35 MPH speed limit and higher
- Roadways tend to be high-speed multi-lane arterials with crosswalks spaced far apart.
- Friday has the largest percentage of pedestrian crashes over the five-year period. In 2019 however, Tuesday had the most crashes with Friday being the second highest.
- December, followed by May, has had the highest number of fatal crashes. Over the five years, December and October had the highest number of pedestrian crashes.
- Fatal crashes occur most often between 8 PM - 10:00 PM and another spike for 12 AM -1 AM Injury crashes occur most often between 4 PM – 10 PM
- 75% of fatal pedestrian crashes occurred in dark conditions (Lit & Unlit)

**Associated Performance Measures**

| Fiscal Year | Performance measure name | Target End Year | Target Period | Target Value |
|---|---|---|---|---|
| 2021 | C-10) Number of pedestrian fatalities (FARS) | 2020 | 5 Year | 29 |
| 2021 | C-11) Number of bicyclists fatalities (FARS) | 2020 | 5 Year | 4 |

**Countermeasure Strategies in Program Area**

| Countermeasure Strategy |
|---|
| Communication Campaign |
| Pedestrian Enforcement/Education Outreach |
| Pedestrian Safety Program Assessment |

# COUNTERMEASURE STRATEGY: COMMUNICATION CAMPAIGN

Program Area: **Non-motorized (Pedestrians and Bicyclist)**

## Project Safety Impacts

We expect a reduction in our overall fatalities and serious injury crashes based on the implementation of countermeasure strategies and projects identified through data analysis.

## Linkage between Program Area

Based on data-driven program area problem identification, and identified countermeasure strategies, OHS selects the planned activities and partners to participate in each planned activity with the objective of reducing crashes and achieving performance targets related to each program area. Planned activities are funded based on the guidelines for each grant, and the availability of funds for the planned activities.

## Rationale

The countermeasure strategy was selected from proven countermeasure strategies from Countermeasures that Work, Uniform Highway Safety Program Guidelines, and NHTSA guidance. The funding allocation is based on the amount of funds needed to complete the planned activity based on previous projects completed, or estimated expenses related to the planned activity.

**Planned activities in countermeasure strategy**

| *Unique Identifier* | *Planned Activity Name* |
|---|---|
| Ped - Media | Pedestrian Safety Paid Media and Outreach |

## *Planned Activity: Pedestrian Safety Paid Media and Outreach*

Planned Activity Number: **PED - MEDIA**
Primary Countermeasure Strategy ID: **Communication Campaign**

### Planned Activity Description

Pedestrian safety continues to trend as one of Delaware's most significant challenges. To educate the public on pedestrian safety awareness and driving issues in FY 2021, the Delaware Office of Highway Safety will contract with our selected professional advertising and outreach firms to develop and place pertinent educational messages in addition to providing pedestrian safety street teams during each of the six statewide enforcement mobilizations, including Safe Family Holiday, throughout high crash/fatality rate areas in Delaware to promote pedestrian safety and education. The media contractors will use the NHTSA FY 2021 Communications Calendar and selected NHTSA traffic safety campaign resources in coordination with state-developed public education materials. Paid TV and radio advertisements will be run during the statewide mobilizations using either NHTSA or state-developed advertising. These advertisements will be placed through our media contractor(s). The Marketing Specialist II/PIO will work with the media contractor(s) to determine the best means to reach the target demographics.

The OHS will participate in NHTSA's nationally recognized enforcement/campaign of *Pedestrian Safety Month* in October 2020 including media buys, social media engagement, and earned media through press coverage. We will also be implementing progressive outreach campaigns focusing on elementary and middle schools to establish social norms and safe pedestrian behaviors. This is an important social group to market to as nearly one-third of all pedestrian crashes involve an individual aged 18 and under.

OHS will continue to amplify the office's social media organic reach through Facebook, Twitter, Instagram, and Snapchat. Social media posts will be shared with Delaware State Police, DelDOT, DMV, AAA Mid-Atlantic, and other partners to continue building upon the relationships built throughout FY 2020. Finally, the office will continue to foster and grow the 170-plus corporate partner program to further circulate highway safety messaging to thousands of employees and clientele.

### Intended Subrecipients

Aloysius Butler & Clark, Alliance Sports Marketing, Deardorff Associates, and others.

### Countermeasure Strategies

Countermeasure strategies in this planned activity

| Countermeasure Strategy |
|---|
| Communication Campaign |

### Funding Sources

| Source Fiscal Year | Funding Source | Eligible Use of Funds | Estimated Funding Amount | Match Amount | Local Benefit |
|---|---|---|---|---|---|
| 2020 | FAST Act 405h Non-motorized Safety | 405h Public Education | $14,818.00 | $2,963.60 | |
| 2021 | FAST Act 405h Non-motorized Safety | 405h Public Education | $100,000.00 | $25,000.00 | |
| 2021 | FAST Act NHTSA 402 | Pedestrian Safety (FAST) | $140,650.00 | $28,130.00 | $140,650.00 |

## COUNTERMEASURE STRATEGY: PEDESTRIAN ENFORCEMENT/EDUCATION OUTREACH

Program Area: **Non-motorized (Pedestrians and Bicyclist)**

### Project Safety Impacts

We expect a reduction in our overall fatalities and serious injury crashes based on the implementation of countermeasure strategies and projects identified through data analysis.

### Linkage between Program Area

The countermeasure strategy was selected from proven countermeasure strategies from Countermeasures that Work, Uniform Highway Safety Program Guidelines, and NHTSA guidance. The funding allocation is based on the amount of funds needed to complete the planned activity based on previous projects completed, or estimated expenses related to the planned activity.

### Rationale

The countermeasure strategy was selected from proven countermeasure strategies from Countermeasures that Work, Uniform Highway Safety Program Guidelines, and NHTSA guidance. The funding allocation is based on the amount of funds needed to complete the planned activity based on previous projects completed, or estimated expenses related to the planned activity.

**Planned activities in countermeasure strategy**

| Unique Identifier | Planned Activity Name |
|---|---|
| OHPA | Pedestrian Enforcement/Education Outreach |

## *Planned Activity: Pedestrian Enforcement/Education Outreach*

Planned activity number: **OHPB**
Primary Countermeasure Strategy: **Pedestrian Enforcement/Education Outreach**

### Planned Activity Description

OHS will provide overtime funding to various law enforcement agencies to support enforcement and education activities regarding pedestrian behavior on Delaware's roadways.
OHS will fund six statewide mobilizations, including. These mobilization dates are as follows: October 2-18, 2020, Safe Family Holiday, December 7-21, 2020, February 1-28, 2021, May 8-22, 2021, July 1-31, 2021.
OHS will also fund one mobilization specific to Delaware's Beach communities from Memorial Day weekend (05/28/2021) to Labor Day weekend (09/06/2021). This mobilization will allow for officers to engage a large and constantly overturning tourist population once a week.
Mobilizations will be held between 5 PM – 2 AM to focus on pedestrians who may be walking at night while not being visible and/or under the influence of alcohol/drugs.

### Intended Subrecipients

OHS and Various Law Enforcement Agencies

### Countermeasure Strategies

Countermeasure strategies in this planned activity

| Countermeasure Strategy |
|---|
| Pedestrian Enforcement/Education Outreach |

### Funding sources

| Source Fiscal Year | Funding Source | Eligible Use of Funds | Estimated Funding Amount | Match Amount | Local Benefit |
|---|---|---|---|---|---|
| 2020 | FAST Act 405h Non-motorized Safety | 405h Law Enforcement | $40,200.00 | $10,050 | |

| | | | | | |
|---|---|---|---|---|---|
| 2021 | FAST Act 405h Non-motorized Safety | 405h Law Enforcement | $75,000.00 | $18,750 | |
| 2021 | FAST Act NHTSA 402 | Pedestrian Safety (FAST) | $96,680.00 | $24,170 | $96,680 |

# COUNTERMEASURE STRATEGY: PEDESTRIAN SAFETY PROGRAM ASSESSMENT

Program Area: **Non-motorized (Pedestrians and Bicyclist)**

## Project Safety Impacts

We expect a reduction in our overall fatalities and serious injury crashes based on the implementation of countermeasure strategies and projects identified through data analysis.

## Linkage between Program Area

The countermeasure strategy was selected from proven countermeasure strategies from Countermeasures that Work, Uniform Highway Safety Program Guidelines, and NHTSA guidance. The funding allocation is based on the amount of funds needed to complete the planned activity based on previous projects completed, or estimated expenses related to the planned activity.

## Rationale

The countermeasure strategy was selected from proven countermeasure strategies from Countermeasures that Work, Uniform Highway Safety Program Guidelines, and NHTSA guidance. The funding allocation is based on the amount of funds needed to complete the planned activity based on previous projects completed, or estimated expenses related to the planned activity.

Planned activities in countermeasure strategy

| *Unique Identifier* | *Planned Activity Name* |
|---|---|
| PEAS | Pedestrian Safety Program Assessment |

## *Planned Activity: Pedestrian Enforcement/Education Outreach*

Planned activity number: PEAS
Primary Countermeasure Strategy: Program Assessment

## Planned Activity Description

OHS will collaborate with NHTSA as the second state to participate in a pedestrian safety program assessment. This pilot program will provide program guidance at a minimal cost to the state. This program was scheduled to start in FY 2020 but may extend into FY 2021 depending on scheduling.

## Intended Subrecipients

OHS, NHTSA, Vendors as needed

## Countermeasure Strategies

Countermeasure strategies in this planned activity

| Countermeasure Strategy |
| --- |
| Pedestrian Enforcement/Education Outreach |

Funding sources

| Source Fiscal Year | Funding Source | Eligible Use of Funds | Estimated Funding Amount | Match Amount | Local Benefit |
| --- | --- | --- | --- | --- | --- |
| 2021 | FAST Act NHTSA 402 | Pedestrian Safety (FAST) | $5,000 | $24,170 | $96,680 |

# Program Area: Occupant Protection (Adult and Child Passenger Safety)

## Description of Highway Safety Problems

In 2019, there was a noticeable decrease in unrestrained fatalities with 24% (18) of vehicle occupants not wearing a seat belt. In 2018, 53% (34) of vehicle occupants killed as a result of being unrestrained in a crash. However, there was an increase in all unrestrained crashes between 2018 (213) and 2019 (232). Over the last five years, unrestrained crashes are at their highest in the spring and summer, peaking in July. March-May accounts for 27% of unrestrained crashes and in expanding to the summer months, March through July represents 46% of all unrestrained crashes.
Friday and Saturday represent the most unrestrained crashes, with 36% of these crashes occurring on those days in the five-year average.

The timeframe of 2 PM – 6 PM accounts for 25% of all unrestrained crashes. There is another spike from 10 PM -2 AM (19%). This may be related to crashes involving high-risk drivers. The most common day-hour combination is Friday from 3 PM – 6 PM.
In reviewing the crash data by county, each county is roughly equal to its share of population and vehicle miles traveled. From the five-year average, 56% of the unrestrained crashes occurred in New Castle County, 17% in Kent County, and 27% in Sussex County.

Drivers under the age of 30 continue to remain the age group most likely to be unrestrained occupants at 53%. This remains consistent to 2018 when this age group was contributed to 48% of unrestrained occupants. Males are responsible for 61% of unrestrained occupants, with females at 39%.
Alcohol use is reported in 17% of unrestrained crashes but has been dropping steadily since 2014 when it reached 32%.

Delaware's seat belt use rate increased in 2019 to 92.5%, increasing from 2018's rate of 92.4%.

### Associated Performance Measures

| Fiscal Year | Performance measure name | Target End Year | Target Period | Target Value |
|---|---|---|---|---|
| 2021 | C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS) | 2021 | 5 Year | 28 |
| 2021 | B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey) | 2021 | 5 Year | 92 |

Countermeasure Strategies in Program Area

| Countermeasure Strategy |
|---|
| Communication Campaign |
| CPS Program for Delaware |
| Seat Belt Survey |
| High Visibility Seat Belt Law Enforcement |

# COUNTERMEASURE STRATEGY: COMMUNICATION CAMPAIGN

Program Area: **Occupant Protection (Adult and Child Passenger Safety)**

## Project Safety Impacts

We expect a reduction in our overall fatalities and serious injury crashes based on the implementation of countermeasure strategies and projects identified through data analysis.

## Linkage between Program Area

Based on data-driven program area problem identification, and identified countermeasure strategies, OHS selects the planned activities and partners to participate in each planned activity with the objective of reducing crashes and achieving performance targets related to each program area. Planned activities are funded based on the guidelines for each grant, and the availability of funds for the planned activities.

## Rationale

The countermeasure strategy was selected from proven countermeasure strategies from Countermeasures that Work, Uniform Highway Safety Program Guidelines, and NHTSA guidance. The funding allocation is based on the amount of funds needed to complete the planned activity based on previous projects completed, or estimated expenses related to the planned activity.

Planned activities in countermeasure strategy

| Unique Identifier | Planned Activity Name |
|---|---|
| PMOA | OP Paid Media and Outreach |

## *Planned Activity: OP Paid Media and Outreach*

Planned Activity Number: PMOA
Primary Countermeasure Strategy ID: Communication Campaign

### Planned Activity Description

To educate the public on occupant protection awareness in FY 2021, the Delaware Office of Highway Safety will contract with our selected professional advertising and outreach firms to develop and place pertinent combined educational messages. The media contractors will use the NHTSA FY 2021 Communications Calendar and selected NHTSA traffic safety campaign resources in coordination with state-developed public education materials. Paid TV and radio advertisements will be run during the national mobilizations using either NHTSA or state-developed advertising. These advertisements will be placed through our media contractor(s). The Marketing Specialist II/PIO will work with the media contractor(s) to determine the best means to reach the target demographics. The FY 2021 strategy will

include increasing our social media organic reach, plus increasing school, and community sporting event(s) outreach. Paid media and outreach opportunities will coincide with the seven planned occupant protection/distracted driving enforcement mobilizations.
The OHS will participate in NHTSA's nationally recognized enforcement/campaign of May's *Click-It-Or-Ticket* (CIOT) in both November 2020 and May 2021, including media buys, social media engagement, and earned media through press coverage. The office will continue to amplify its social media organic reach through Facebook, Twitter, Instagram, and Snapchat. Social media posts will be shared with Delaware State Police, DelDOT, DMV, AAA Mid-Atlantic, and other partners to continue building upon the relationships built throughout FY 2020. Finally, the office will continue to foster and grow the 170-plus corporate partner program to further circulate highway safety messaging to thousands of employees and clientele.

### Intended Subrecipients

Aloysius Butler & Clark, Alliance Sports Marketing, Deardorff Associates, and others.

### Countermeasure Strategies

Countermeasure strategies in this planned activity

| Countermeasure Strategy |
|---|
| Communication Campaign |

### Funding Sources

| Source Fiscal Year | Funding Source | Eligible Use of Funds | Estimated Funding Amount | Match Amount | Local Benefit |
|---|---|---|---|---|---|
| 2019 | FAST Act 405b OP High | 405b High Public Education (FAST) | $118,964.00 | $23,792.80 | |
| 2020 | FAST Act 405b OP High | 405b High Public Education (FAST) | $108,964.00 | $21,792.80 | |
| 2021 | FAST Act 405b OP High | 405b High Public Education (FAST) | $125,000.00 | $31,250 | |
| 2021 | FAST Act NHTSA 402 | Occupant Protection (FAST) | $100,000.00 | $20,000.75 | $100,000.00 |

## COUNTERMEASURE STRATEGY: CPS PROGRAM FOR DELAWARE

Program Area: Occupant Protection (Adult and Child Passenger Safety)

### Project Safety Impacts

We expect a reduction in our overall fatalities and serious injury crashes based on the implementation of countermeasure strategies and projects identified through data analysis.

### Linkage between Program Area

Based on data-driven program area problem identification, and identified countermeasure strategies, OHS selects the planned activities and partners to participate in each planned activity with the objective of reducing crashes and achieving performance targets related to each program area. Planned activities are funded based on the guidelines for each grant, and the availability of funds for the planned activities.

### Rationale

The countermeasure strategy was selected from proven countermeasure strategies from Countermeasures that Work, Uniform Highway Safety Program Guidelines, and NHTSA guidance. The funding allocation is based on the amount of funds needed to complete the planned activity based on previous projects completed, or estimated expenses related to the planned activity.

**Planned activities in countermeasure strategy**

| *Unique Identifier* | *Planned Activity Name* |
|---|---|
| SALA | Fitting Station Coordinators |
| SUPA | Fitting Station Supplies |
| TRAA | CPS Training |

## *Planned Activity: Fitting Station Coordinators*

Planned activity number: SALB
Primary Countermeasure Strategy: CPS Program for Delaware

### Planned Activity Description

OHS maintains fitting stations throughout Delaware where parents can bring their child restraint seats to be inspected and learn about the proper installation and use. These stations are staffed by OHS Fitting Station Coordinators, who are Certified CPS Technicians.

### Intended Subrecipients

OHS

### Countermeasure Strategies

**Countermeasure strategies in this planned activity**

| **Countermeasure Strategy** |
|---|
| CPS Program for Delaware |

### Funding sources

| *Source Fiscal Year* | *Funding Source* | *Eligible Use of Funds* | *Estimated Funding Amount* | *Match Amount* | *Local Benefit* |
|---|---|---|---|---|---|
| 2020 | FAST Act 405b OP High | 405b High Community CPS Services (FAST) | $13,700.00 | $3,425.00 | |

| | | | | | |
|---|---|---|---|---|---|
| 2021 | FAST Act 405b OP High | 405b High Community CPS Services (FAST) | $50,000.00 | $12,500.00 | |

## *Planned Activity: Fitting Station Supplies*

Planned activity number: SUPB
Primary Countermeasure Strategy: CPS Program for Delaware

### Planned Activity Description

OHS purchases supplies to support the needs of the Fitting Stations and maintain the child passenger safety program. Supplies include child restraint systems, Styrofoam noodles (or other items to help properly fit a car seat), LATCH manuals, training supplies, educational materials, other items as needed.

### Intended Subrecipients

OHS, various vendors

### Countermeasure Strategies

Countermeasure strategies in this planned activity

| *Countermeasure Strategy* |
|---|
| CPS Program for Delaware |

### Funding sources

| *Source Fiscal Year* | *Funding Source* | *Eligible Use of Funds* | *Estimated Funding Amount* | *Match Amount* | *Local Benefit* |
|---|---|---|---|---|---|
| 2018 | FAST Act 405b OP High | 405b High Community CPS Services (FAST) | $12,000.00 | $3,000.00 | |
| 2019 | FAST Act 405b OP High | 405b High Community CPS Services (FAST) | $4,214.48 | $1,053.62 | |
| 2020 | FAST Act 405b OP High | 405b High Community CPS Services (FAST) | $4,214.48 | $1,053.62 | |
| 2021 | FAST Act 405b OP High | 405b High Community CPS Services (FAST) | $15,000.00 | $3,750.00 | |

## *Planned Activity: CPS Training*

Planned activity number: TRAB
Primary Countermeasure Strategy: CPS Program for Delaware

### Planned Activity Description

OHS will support training costs associated with Child Passenger Safety Technician/Instruction fees. OHS will provide funding for certifications and recertification as needed. This project will also support further training for CPS Technicians/Instructors to attend the Kidz in Motion Conference, Delaware CPS Technician update meetings, and the Occupant Protection Coordinator regional meetings.

### Intended Subrecipients

OHS and various partners

### Countermeasure Strategies

Countermeasure strategies in this planned activity

| Countermeasure Strategy |
|---|
| CPS Program for Delaware |

### Funding sources

| Source Fiscal Year | Funding Source | Eligible Use of Funds | Estimated Funding Amount | Match Amount | Local Benefit |
|---|---|---|---|---|---|
| 2018 | FAST Act 405b OP High | 405b High Training (FAST) | $12,000.00 | $3,000.00 | |
| 2019 | FAST Act 405b OP High | 405b High Training (FAST) | $4,214.48 | $1,053.62 | |
| 2020 | FAST Act 405b OP High | 405b High Training (FAST) | $4,214.48 | $1,053.62 | |
| 2021 | FAST Act 405b OP High | 405b High Training (FAST) | $15,000.00 | $3,750.00 | |

## COUNTERMEASURE STRATEGY: SEAT BELT SURVEY

Program Area: **Occupant Protection (Adult and Child Passenger Safety)**

### Project Safety Impacts

We expect a reduction in our overall fatalities and serious injury crashes based on the implementation of countermeasure strategies and projects identified through data analysis.

### Linkage between Program Area

Based on data-driven program area problem identification, and identified countermeasure strategies, OHS selects the planned activities and partners to participate in each planned activity with the objective of reducing crashes and achieving performance targets related to each program area. Planned activities are funded based on the guidelines for each grant, and the availability of funds for the planned activities.

### Rationale

The countermeasure strategy was selected from proven countermeasure strategies from Countermeasures that Work, Uniform Highway Safety Program Guidelines, and NHTSA guidance. The

funding allocation is based on the amount of funds needed to complete the planned activity based on previous projects completed, or estimated expenses related to the planned activity.

Planned activities in countermeasure strategy

| Unique Identifier | Planned Activity Name |
|---|---|
| SRVC | Seat Belt Survey |

### *Planned Activity: Seat Belt Survey*

Planned activity number: SRVD
Primary Countermeasure Strategy: Observational Seat Belt Survey

#### Planned Activity Description

OHS will participate in the Annual Statewide Seat Belt Use Survey as required by NHTSA. This survey is conducted in June of each year. Funding will be used to support the efforts of the Seat Belt Survey. OHS hires contractors to conduct the survey and a statistician to review the survey results, provide the annual seat belt use rate for Delaware, and compile a report of the results. The statistician follows all NHTSA guidelines related to the survey.

#### Intended Subrecipients

OHS, University of Delaware and vendors

#### Countermeasure Strategies

Countermeasure strategies in this planned activity

| Countermeasure Strategy |
|---|
| Seat Belt Survey |

#### Funding sources

| Source Fiscal Year | Funding Source | Eligible Use of Funds | Estimated Funding Amount | Match Amount | Local Benefit |
|---|---|---|---|---|---|
| 2019 | FAST Act 405b OP High | 405b OP High (FAST) | $6,979.99 | $1,745.00 | |
| 2020 | FAST Act 405b OP High | 405b OP High (FAST) | $36,000.00 | $9,000.00 | |
| 2021 | FAST Act 405b OP High | 405b OP High (FAST) | $25,000.00 | $6,250.00 | |

## COUNTERMEASURE STRATEGY: HIGH VISIBILITY SEAT BELT LAW ENFORCEMENT

Program Area: Occupant Protection (Adult and Child Passenger Safety)

### Project Safety Impacts

We expect a reduction in our overall fatalities and serious injury crashes based on the implementation of countermeasure strategies and projects identified through data analysis.

### Linkage between Program Area

Based on data-driven program area problem identification, and identified countermeasure strategies, OHS selects the planned activities and partners to participate in each planned activity with the objective of reducing crashes and achieving performance targets related to each program area. Planned activities are funded based on the guidelines for each grant, and the availability of funds for the planned activities.

### Rationale

The countermeasure strategy was selected from proven countermeasure strategies from Countermeasures that Work, Uniform Highway Safety Program Guidelines, and NHTSA guidance. The funding allocation is based on the amount of funds needed to complete the planned activity based on previous projects completed, or estimated expenses related to the planned activity.

**Planned activities in countermeasure strategy**

| *Unique Identifier* | *Planned Activity Name* |
|---|---|
| CIEA | Click It or Ticket |

## *Planned Activity: Click It or Ticket*

Planned activity number: CIEB
Primary Countermeasure Strategy: High Visibility Seat Belt Law Enforcement

### Planned Activity Description

Delaware will participate in the national mobilization period of "Click It or Ticket" (CIOT). OHS will also participate in the Border 2 Border enforcement, which takes place during the CIOT campaign.
During FY 2021, Delaware will support the shifted FY 2020 CIOT enforcement that was moved by NHTSA to November 2020 as a result of the Covid-19 public health emergency. Enforcement will be conducted from 11/9/20 – 11/23/20.
The traditional May enforcement campaign will also be supported and will run 5/24/2021 – 6/6/2021. Enforcements will occur between 11 AM-3 AM.

### Intended Subrecipients

Various Law Enforcement Agencies

### Countermeasure Strategies

Countermeasure strategies in this planned activity

| *Countermeasure Strategy* |
|---|
| Short-term, High Visibility Seat Belt Law Enforcement |

### Funding sources

| Source Fiscal Year | Funding Source | Eligible Use of Funds | Estimated Funding Amount | Match Amount | Local Benefit |
|---|---|---|---|---|---|
| 2019 | FAST Act 405b OP High | 405b High HVE (FAST) | $38,533.46 | $9,633.37 | |
| 2020 | FAST Act 405b OP High | 405b High HVE (FAST) | $80,000.00 | $20,000.00 | |
| 2021 | FAST Act 405b OP High | 405b High HVE (FAST) | $58,116.27 | $14,529.07 | |

# Program Area: Planning & Administration

### Description of Highway Safety Problems

The use of Planning and Administration funds are for the direct costs that are attributable to the management of the Delaware Office of Highway Safety.

| Countermeasure Strategy |
| --- |
| Planning and Administration |

## COUNTERMEASURE STRATEGY: PLANNING AND ADMINISTRATION

Program Area: **Planning and Administration**

### Project Safety Impacts

We expect a reduction in our overall fatalities and serious injury crashes based on the implementation of countermeasure strategies and projects identified through data analysis.

### Linkage between Program Area

Based on data-driven program area problem identification, and identified countermeasure strategies, OHS selects the planned activities and partners to participate in each planned activity with the objective of reducing crashes and achieving performance targets related to each program area. Planned activities are funded based on the guidelines for each grant, and the availability of funds for the planned activities.

### Rationale

The countermeasure strategy was selected from proven countermeasure strategies from Countermeasures that Work, Uniform Highway Safety Program Guidelines, and NHTSA guidance. The funding allocation is based on the amount of funds needed to complete the planned activity based on previous projects completed, or estimated expenses related to the planned activity.

## *Planned Activity: Planning and Administration*

Planned Activity Number: **HSPA**
Primary Countermeasure Strategy ID: **Planning and Administration**

### Planned Activity Description

OHS will fund the cost of Planning and Administration to include the following: Travel and Training for OHS staff, to include Lifesavers Conference, GHSA meetings, NHTSA Regional training activities and meetings, and other training opportunities as they arise. General Operating Expenses to cover the costs associated with managing an office. These costs include copier rental, telephone charges, storage rental, GHSA and other association dues, newspaper subscriptions, mailing services, Fleet rental, business cards, etc. Office Supplies to cover the necessary supplies to effectively run an office. These include copy paper, pens/pencils, paper clips, ink/toner, file folders, staples, etc. Audit fees, in the event OHS is audited by either the State or Federal auditors, funds are allocated to cover the costs associated with those audits. Technology Enhancements to cover the costs of any technology needs that may arise throughout the

year. This could include the need for a new computer/laptop, payment of license fees, repair of existing machines, etc. Administrative Staff salaries and benefits to cover the costs of salaries and benefits for administrative staff in the office. This includes the Administrative Specialist II, who acts as the office receptionist, sorts and distributes mail, formats and types various documents, and other duties as needed; and the Accountant, whose responsibilities include processing all accounts payable and receivable, tracking and paying utility bills, editing and preparing staff timesheets, and working with the fiscal office to ensure all financial matters are handled appropriately. The Accountant position is funded 50% Federally and 50% by the State of Delaware.

### Intended Subrecipients

OHS and various vendors that provide supplies and services

### Countermeasure Strategies

Countermeasure strategies in this planned activity

| Countermeasure Strategy |
| --- |
| Planning and Administration |

### Funding Sources

| Source Fiscal Year | Funding Source | Eligible Use of Funds | Estimated Funding Amount | Match Amount | Local Benefit |
| --- | --- | --- | --- | --- | --- |
| 2021 | FAST Act NHTSA 402 | FAST Act NHTSA 402 | $193,000.00 | $48.250.00 | $0.00 |

# Program Area: Police Traffic Services

## Description of Highway Safety Problems

This section of the HSP will focus on projects that impact more than one area of traffic safety and are geared largely toward law enforcement. Problem ID has been established previously in the HSP through each Program Area Section's Problem ID.

Associated Performance Measures

| Fiscal Year | Performance measure name | Target End Year | Target Period | Target Value |
|---|---|---|---|---|
| 2020 | C-1) Number of traffic fatalities (FARS) | 2020 | 5 Year | 112.4 |

Countermeasure Strategies in Program Area

| Countermeasure Strategy |
|---|
| Communication Campaign for OP/Distracted |
| Law Enforcement Liaison |
| Law Enforcement Training - Highway Safety Conference |
| Occupant Protection - Distracted Driving HVE |

## COUNTERMEASURE STRATEGY: COMMUNICATION CAMPAIGN FOR OP/DISTRACTED

Program Area: Police Traffic Services

### Project Safety Impacts

We expect a reduction in our overall fatalities and serious injury crashes based on the implementation of countermeasure strategies and projects identified through data analysis.

### Linkage between Program Area

Based on data-driven program area problem identification, and identified countermeasure strategies, OHS selects the planned activities and partners to participate in each planned activity with the objective of reducing crashes and achieving performance targets related to each program area. Planned activities are funded based on the guidelines for each grant, and the availability of funds for the planned activities.

### Rationale

The countermeasure strategy was selected from proven countermeasure strategies from Countermeasures that Work, Uniform Highway Safety Program Guidelines, and NHTSA guidance. The funding allocation is based on the amount of funds needed to complete the planned activity based on previous projects completed, or estimated expenses related to the planned activity.

Planned activities in countermeasure strategy

| Unique Identifier | Planned Activity Name |
|---|---|
| OHOD | Communication Campaign for OP/Distracted |

## *Planned Activity: Communication Campaign for OP/Distracted*

Planned Activity Number: OHOD
Primary Countermeasure Strategy ID: Communication Campaign

### Planned Activity Description

To educate the public on occupant protection and distracted driving issues in FY 2021, the Delaware Office of Highway Safety will contract with our selected professional advertising and outreach firms to develop and place pertinent combined educational messages, except for the May *Click-It-Or-Ticket (CIOT)* stand-alone national enforcement and campaign. The media contractors will use the NHTSA FY 2021 Communications Calendar and selected NHTSA traffic safety campaign resources in coordination with state-developed public education materials. Paid TV and radio advertisements will be run during the national mobilizations using either NHTSA or state-developed advertising. These advertisements will be placed through our media contractor(s). The Marketing Specialist II/PIO will work with the media contractor(s) to determine the best means to reach the target demographics. The Occupant Protection/ Distracted Driving priority areas were originally combined in FY 2019 to better assist the law enforcement community in addressing these behavioral issues simultaneously on the road as they often coincided. The FY 2021 strategy will include increasing our social media organic reach, plus increasing school, and community sporting event(s) outreach. Paid media and outreach opportunities will coincide with the seven planned occupant protection and distracted driving enforcement mobilizations, including April's *Distracted Driving Awareness Month* and each *CIOT* activation.

OHS will participate in NHTSA's nationally recognized enforcement/campaign of May's *Click-It-Or-Ticket* (CIOT) in both November 2020 and May 2021, and *National Distracted Driving Month* in April 2021 including media buys, social media engagement, and earned media through press coverage. The office will continue to amplify its social media organic reach through Facebook, Twitter, Instagram, and Snapchat. Social media posts will be shared with Delaware State Police, DelDOT, DMV, AAA Mid-Atlantic, and other partners to continue building upon the relationships built throughout FY 2020. Finally, the office will continue to foster and grow the 170-plus corporate partner program to further circulate highway safety messaging to thousands of employees and clientele.
Placement of paid media will be determined based on the identification of high crash locations to alert drivers that enforcement is ongoing and remind them of the importance of using hands-free devices and not texting while driving.

### Intended Subrecipients

Aloysius Butler & Clark, Alliance Sports Marketing, Deardorff Associates, and others

### Countermeasure Strategies

Countermeasure strategies in this planned activity

| Countermeasure Strategy |
|---|
| Communication Campaign |

### Funding Sources

| Source Fiscal Year | Funding Source | Eligible Use of Funds | Estimated Funding Amount | Match Amount | Local Benefit |
|---|---|---|---|---|---|
| 2021 | FAST Act NHTSA 402 | Occupant Protection (FAST) | $150,600.00 | $30.120.00 | $150,600.00 |

## COUNTERMEASURE STRATEGY: OCCUPANT PROTECTION - DISTRACTED DRIVING HVE

Program Area: **Police Traffic Services**

### Project Safety Impacts

We expect a reduction in our overall fatalities and serious injury crashes based on the implementation of countermeasure strategies and projects identified through data analysis.

### Linkage between Program Area

Based on data-driven program area problem identification, and identified countermeasure strategies, OHS selects the planned activities and partners to participate in each planned activity with the objective of reducing crashes and achieving performance targets related to each program area. Planned activities are funded based on the guidelines for each grant, and the availability of funds for the planned activities.

### Rationale

The countermeasure strategy was selected from proven countermeasure strategies from Countermeasures that Work, Uniform Highway Safety Program Guidelines, and NHTSA guidance. The funding allocation is based on the amount of funds needed to complete the planned activity based on previous projects completed, or estimated expenses related to the planned activity.

Planned activities in countermeasure strategy

| Unique Identifier | Planned Activity Name |
|---|---|
| OHOS | OP/Distracted HVE |

## *Planned Activity: OP/Distracted HVE*

Planned activity number: OHOS
Primary Countermeasure Strategy: HVE Enforcement

### Planned Activity Description

For four mobilizations in FY 2021, enforcement will be focused on the combination of Occupant Protection and Distracted Driving. As a result of working with law enforcement, it was suggested that we combine efforts as the same tactics are used to visualize the violation. Officers investigate the same area of the vehicle to spot driver seat belt usage as they would observe a driver using their cell phone.
The mobilizations will include saturation and team patrols. A portion of the funds may also be used to support subrecipients conducting enforcement utilizing non-traditional vehicles.

High Visibility Saturation patrols and team patrols will occur as follows: October (Fall) 10/4 - 10/24/20, Safe Family Holiday 11/29 - 12/19/20, Winter 2/14 – 3/12/21, Summer 7/15 - 8/19/21. OHS will participate in the shifted April Distracted 2020 national enforcement in partnership with NHTSA. Messaging will be shared during the October (Fall) enforcement period. Enforcement for saturation patrols and team patrols will occur from 12 PM - 8 PM.

### Intended Subrecipients

Various Law Enforcement Agencies

### Countermeasure Strategies

**Countermeasure strategies in this planned activity**

| *Countermeasure Strategy* |
|---|
| Occupant Protection - Distracted Driving HVE |

### Funding sources

| *Source Fiscal Year* | *Funding Source* | *Eligible Use of Funds* | *Estimated Funding Amount* | *Match Amount* | *Local Benefit* |
|---|---|---|---|---|---|
| 2021 | FAST Act NHTSA 402 | Police Traffic Services (FAST) | $177,080.00 | $44,270.00 | $105,680.00 |

## COUNTERMEASURE STRATEGY: LAW ENFORCEMENT LIAISON

Program Area: **Police Traffic Services**

### Project Safety Impacts

We expect a reduction in our overall fatalities and serious injury crashes based on the implementation of countermeasure strategies and projects identified through data analysis.

### Linkage between Program Area

Based on data-driven program area problem identification, and identified countermeasure strategies, OHS selects the planned activities and partners to participate in each planned activity with the objective of reducing crashes and achieving performance targets related to each program area. Planned activities are funded based on the guidelines for each grant, and the availability of funds for the planned activities.

### Rationale

The countermeasure strategy was selected from proven countermeasure strategies from Countermeasures that Work, Uniform Highway Safety Program Guidelines, and NHTSA guidance. The funding allocation is based on the amount of funds needed to complete the planned activity based on previous projects completed, or estimated expenses related to the planned activity.

**Planned activities in countermeasure strategy**

| Unique Identifier | Planned Activity Name |
|---|---|
| OHB5 | Law Enforcement Liaison |

## *Planned Activity: Law Enforcement Liaison*

Planned activity number: OHB5
Primary Countermeasure Strategy: Law Enforcement Liaison

### Planned Activity Description

OHS will fund the salary of a law enforcement liaison within OHS to assist with the implementation of enforcement mobilizations, answer questions from participating agencies, and provide training as needed, and other duties assigned.

### Intended Subrecipients

OHS

### Countermeasure Strategies

Countermeasure strategies in this planned activity

| Countermeasure Strategy |
|---|
| Law Enforcement Liaison |

### Funding sources

| Source Fiscal Year | Funding Source | Eligible Use of Funds | Estimated Funding Amount | Match Amount | Local Benefit |
|---|---|---|---|---|---|
| 2021 | FAST Act NHTSA 402 | Police Traffic Services (FAST) | $40,000.00 | $10,000.00 | $0.00 |

# COUNTERMEASURE STRATEGY: LAW ENFORCEMENT TRAINING - HIGHWAY SAFETY CONFERENCE

Program Area: **Police Traffic Services**

### Project Safety Impacts

We expect a reduction in our overall fatalities and serious injury crashes based on the implementation of countermeasure strategies and projects identified through data analysis.

### Linkage between Program Area

Based on data-driven program area problem identification, and identified countermeasure strategies, OHS selects the planned activities and partners to participate in each planned activity with the objective of reducing crashes and achieving performance targets related to each program area. Planned activities are funded based on the guidelines for each grant, and the availability of funds for the planned activities.

### Rationale

The countermeasure strategy was selected from proven countermeasure strategies from Countermeasures that Work, Uniform Highway Safety Program Guidelines, and NHTSA guidance. The funding allocation is based on the amount of funds needed to complete the planned activity based on previous projects completed, or estimated expenses related to the planned activity.

**Planned activities in countermeasure strategy**

| Source Fiscal Year | Funding Source |
|---|---|
| OHBB | DE OHS Highway Safety Conference |

## *Planned Activity: DE OHS Highway Safety Conference*

Planned activity number: OHBB

Primary Countermeasure Strategy: Law Enforcement Training - Highway Safety Conference

### Planned Activity Description

OHS will plan to host a highway safety conference in 2021 to provide law enforcement and other partners with current, relevant training opportunities and informational sessions. Funds will be used for initial planning costs such as a deposit on the facility where the conference will be held, as well as securing speakers. Due to the COVID-19 pandemic, this conference may become virtual.

### Intended Subrecipients

Various vendors

### Countermeasure Strategies

Countermeasure strategies in this planned activity

| Countermeasure Strategy |
|---|
| Law Enforcement Training - Highway Safety Conference |

### Funding sources

| Source Fiscal Year | Funding Source | Eligible Use of Funds | Estimated Funding Amount | Match Amount | Local Benefit |
|---|---|---|---|---|---|
| 2021 | FAST Act NHTSA 402 | Police Traffic Services (FAST) | $25,000.00 | $6,250.00 | $25,000.00 |

# Program Area: Speed Management

## Description of Highway Safety Problems

OHS has conducted data analysis on crashes where speeding was considered a primary factor. In 2019, it was reported that 42 (32%) of roadway fatalities were speed-related. This was an increase from 2018 when 37 speed-related fatalities occurred. However, injury crashes where speed was considered a primary contributing factor decreased from 198 in 2018 to 177 in 2019.

Delaware speed data shows that since 2015:

- 80% of drivers responsible for speed-related fatalities were male. 60% of crashes were male
- 35-44 yr. old and then 20-24 yr. had the highest speed- related fatalities. 20-24 yr. old account for 22% of speed-related crashes and under 19 years old are the next highest age group.
- 59% of speed-related crashes occurred in New Castle County, 18% in Kent County, and 22% in Sussex County
- 24% of speed-related crashes occur on roadways where the speed limit is 50 mph, with fatal crashes at 27%
- Over the past five years, fatal crashes occurred the most on Saturday and Friday with speed-related crashes being similarly distributed over the week.
- Fatal crashes occur most often between 5:00 p.m. and 1:00 a.m. with crashes peaking between 2:00 and 8:00 p.m. and 7:00 to 9:00 a.m.
- Highest month for crashes is December and then January with fatal crashes in September and October
- Fatal speed crashes (or driving too fast for road conditions) related to road conditions – 67% occurred in dry condition, 15% occurred in wet conditions. Overall speed crashes - 94% wet conditions, 3% occurred in dry conditions

### Associated Performance Measures

| Fiscal Year | Performance measure name | Target End Year | Target Period | Target Value |
|---|---|---|---|---|
| 2021 | C-6) Number of speeding-related fatalities (FARS) | 2021 | 5 Year | 35 |

### Countermeasure Strategies in Program Area

| Countermeasure Strategy |
|---|
| Communication Campaign |
| Sustained Enforcement |

# COUNTERMEASURE STRATEGY: COMMUNICATION CAMPAIGN

Program Area: Speed Management

## Project Safety Impacts

We expect a reduction in our overall fatalities and serious injury crashes based on the implementation of countermeasure strategies and projects identified through data analysis.

## Linkage between Program Area

Based on data-driven program area problem identification, and identified countermeasure strategies, OHS selects the planned activities and partners to participate in each planned activity with the objective of reducing crashes and achieving performance targets related to each program area. Planned activities are funded based on the guidelines for each grant, and the availability of funds for the planned activities.

## Rationale

The countermeasure strategy was selected from proven countermeasure strategies from Countermeasures that Work, Uniform Highway Safety Program Guidelines, and NHTSA guidance. The funding allocation is based on the amount of funds needed to complete the planned activity based on previous projects completed, or estimated expenses related to the planned activity.

**Planned activities in countermeasure strategy**

| *Unique Identifier* | *Planned Activity Name* |
|---|---|
| Speed - Media | Speed Paid Media and Outreach |

## *Planned Activity: Speed Paid Media and Outreach*

Planned Activity Number: SPEED - MEDIA
Primary Countermeasure Strategy ID: Communication Campaign

### Planned Activity Description

To educate the public on speed safety issues in FY 2021, the Delaware Office of Highway Safety will contract with our selected professional advertising and outreach firms to develop and place pertinent educational messages during the six saturation patrol enforcement mobilizations scheduled throughout the fiscal year. The media contractors will use the NHTSA FY 2021 Communications Calendar and selected NHTSA traffic safety campaign resources in coordination with state-developed public education materials. Paid TV and radio advertisements will be run during the national mobilizations using either NHTSA or state-developed advertising. These advertisements will be placed through our media contractor(s). The Marketing Specialist II/PIO will work with the media contractor(s) to determine the best means to reach the target demographics. In addition to traditional media buys, OHS will fund outreach events, both of which are a key component to maintaining the high visibility enforcement model.
OHS will continue to amplify its social media organic reach through Facebook, Twitter, Instagram, and Snapchat. Social media posts will be shared with Delaware State Police, DelDOT, DMV, AAA Mid-Atlantic, and other partners to continue building upon the relationships built throughout FY 2020. Finally, the office will continue to foster and grow the 170-plus corporate partner program to further circulate highway safety messaging to thousands of employees and clientele.

### Intended Subrecipients

Aloysius Butler & Clark, Alliance Sports Marketing, Deardorff Associates, and others.

### Countermeasure Strategies

Countermeasure strategies in this planned activity

| Countermeasure Strategy |
|---|
| Communication Campaign |

### Funding Sources

| Source Fiscal Year | Funding Source | Eligible Use of Funds | Estimated Funding Amount | Match Amount | Local Benefit |
|---|---|---|---|---|---|
| 2021 | FAST Act NHTSA 402 | Speed Management (FAST) | $120,334.00 | $24,066.87 | $120,334.00 |

## COUNTERMEASURE STRATEGY: SUSTAINED ENFORCEMENT

Program Area: Speed Management

### Project Safety Impacts

We expect a reduction in our overall fatalities and serious injury crashes based on the implementation of countermeasure strategies and projects identified through data analysis.

### Linkage between Program Area

Based on data-driven program area problem identification, and identified countermeasure strategies, OHS selects the planned activities and partners to participate in each planned activity with the objective of reducing crashes and achieving performance targets related to each program area. Planned activities are funded based on the guidelines for each grant, and the availability of funds for the planned activities.

### Rationale

The countermeasure strategy was selected from proven countermeasure strategies from Countermeasures that Work, Uniform Highway Safety Program Guidelines, and NHTSA guidance. The funding allocation is based on the amount of funds needed to complete the planned activity based on previous projects completed, or estimated expenses related to the planned activity.

**Planned activities in countermeasure strategy**

| Unique Identifier | Planned Activity Name |
|---|---|
| SPED | Speed Enforcement |

### *Planned Activity: Speed Enforcement*

Planned activity number: SPED

Primary Countermeasure Strategy: Sustained Enforcement

### Planned Activity Description

OHS will provide funding to state and municipal law enforcement agencies to enforce speed laws. Data analysis has been completed to determine the correct time periods and locations for enforcement. These enforcements will be used to combat speeding by drivers on Delaware's roadways.

OHS will plan for 6 statewide mobilization/high visibility enforcement periods during FY 2021. Mobilizations will be active during the following dates: November 1-15, 2020, Safe Family Holiday Speed, December 4-20, 2020, January 16-29, 2021, May 1-14, 2021, August 6-22, 2021, September 23-26, 2021 Enforcement time periods will be from 7 AM -8 PM.

### Intended Subrecipients

OHS and Various law enforcement agencies

### Countermeasure strategies

Countermeasure strategies in this planned activity

| Countermeasure Strategy |
| --- |
| Sustained Enforcement |

### Funding sources

| Source Fiscal Year | Funding Source | Eligible Use of Funds | Estimated Funding Amount | Match Amount | Local Benefit |
| --- | --- | --- | --- | --- | --- |
| 2021 | NHTSA 402 | Speed Enforcement | $119,860.00 | $29,965 | $64,700 |

# Program Area: Traffic Records

## Description of Highway Safety Problems

Accurate, complete, and timely traffic safety data is the cornerstone of the state's highway safety program. Efforts are currently underway to make improvements and upgrades to existing records systems to ensure that data that is captured and used in resource allocation decision making is as accurate as possible. OHS continues to work with various partners to provide improvements to various systems including the enhancement of the E-Crash system, the utilization of CARS (Crash Analysis Reporting System) to map crashes and the Quality Assurance/Quality Control (QA/QC) project to ensure quality data in the E-crash system. Problem identification remains a key function of the Office of Highway Safety. To ensure that the federal funds received by Delaware are allocated in an efficiently and effectively, it is critical to review as much highway safety data as possible to determine the types of crashes that are occurring, where and when they are occurring, and who is our target audience. Improving and monitoring the functions of traffic records and the programs associated is essential to the OHS planning process.

### Countermeasure Strategies in Program Area

| *Countermeasure Strategy* |
|---|
| Anticipated Projects |
| Data Analyst |
| Improves accuracy of a core highway safety database |
| Strengthen the TRCC's abilities for strategic planning |

# COUNTERMEASURE STRATEGY: ANTICIPATED PROJECTS

Program Area: **Traffic Records**

## Project Safety Impacts

We expect a reduction in our overall fatalities and serious injury crashes based on the implementation of countermeasure strategies and projects identified through data analysis.

## Linkage between Program Area

Based on data-driven program area problem identification, and identified countermeasure strategies, OHS selects the planned activities and partners to participate in each planned activity with the objective of reducing crashes and achieving performance targets related to each program area. Planned activities are funded based on the guidelines for each grant, and the availability of funds for the planned activities.

## Rationale

The countermeasure strategy was selected from proven countermeasure strategies from Countermeasures that Work, Uniform Highway Safety Program Guidelines, and NHTSA guidance. The funding allocation is based on the amount of funds needed to complete the planned activity based on previous projects completed, or estimated expenses related to the planned activity.

### Planned activities in countermeasure strategy

| Unique Identifier | Planned Activity Name |
|---|---|
| APTRCC | Anticipated Projects |

## *Planned Activity: Anticipated Projects*

Planned activity number: APTRCC
Primary Countermeasure Strategy: Traffic Records

### Planned Activity Description

Funds will be made available for projects related to improving Traffic Records. These funds will be allocated when those projects are submitted and approved by the Traffic Records Coordinating Committee and OHS.

### Intended Subrecipients

Various partners

### Countermeasure Strategies

Countermeasure strategies in this planned activity

| Countermeasure Strategy |
|---|
| Anticipated Projects |

### Funding sources

| Source Fiscal Year | Funding Source | Eligible Use of Funds | Estimated Funding Amount | Match Amount | Local Benefit |
|---|---|---|---|---|---|
| 2020 | FAST Act 405c Data Program | 405c Data Program (FAST) | $68,072.89 | $17,018.22 | |
| 2021 | FAST Act 405c Data Program | 405c Data Program (FAST) | $78,072.89 | $19,581.22 | |

# COUNTERMEASURE STRATEGY: DATA ANALYST

Program Area: **Traffic Records**

### Project Safety Impacts

We expect a reduction in our overall fatalities and serious injury crashes based on the implementation of countermeasure strategies and projects identified through data analysis.

### Linkage between Program Area

Based on data-driven program area problem identification, and identified countermeasure strategies, OHS selects the planned activities and partners to participate in each planned activity with the objective of reducing crashes and achieving performance targets related to each program area. Planned activities are funded based on the guidelines for each grant, and the availability of funds for the planned activities.

### Rationale

The countermeasure strategy was selected from proven countermeasure strategies from Countermeasures that Work, Uniform Highway Safety Program Guidelines, and NHTSA guidance. The funding allocation is based on the amount of funds needed to complete the planned activity based on previous projects completed, or estimated expenses related to the planned activity.

Planned activities in countermeasure strategy

| Unique Identifier | Planned Activity Name |
|---|---|
| Analyst | Data Analyst Contract |

## *Planned Activity: Data Analyst Contract*

Planned activity number: Analyst
Primary Countermeasure Strategy: Traffic Records

### Planned Activity Description

Funds are provided to Whitman, Requardt, & Associates for a contractual full-time position to provide on-site data collection and data analysis. This person will be responsible for data analysis and problem identification for all priority areas to direct programming and project development.

### Intended Subrecipients

Whitman, Requardt, & Associates

### Countermeasure Strategies

Countermeasure strategies in this planned activity

| Countermeasure Strategy |
|---|
| Data Analyst |

### Funding sources

| Source Fiscal Year | Funding Source | Eligible Use of Funds | Estimated Funding Amount | Match Amount | Local Benefit |
|---|---|---|---|---|---|
| 2019 | FAST Act 405c Data Program | 405c Data Program (FAST) | $35,000.00 | $8,750.00 | |
| 2020 | FAST Act 405c Data Program | 405c Data Program (FAST) | $80,000.00 | $20,000.00 | |
| 2021 | FAST Act 405c Data Program | 405c Data Program (FAST) | $80,000.00 | $20,000.00 | |

# COUNTERMEASURE STRATEGY: IMPROVES ACCURACY OF A CORE HIGHWAY SAFETY DATABASE

Program Area: **Traffic Records**

## Project Safety Impacts

We expect a reduction in our overall fatalities and serious injury crashes based on the implementation of countermeasure strategies and projects identified through data analysis.

## Linkage between Program Area

Based on data-driven program area problem identification, and identified countermeasure strategies, OHS selects the planned activities and partners to participate in each planned activity with the objective of reducing crashes and achieving performance targets related to each program area. Planned activities are funded based on the guidelines for each grant, and the availability of funds for the planned activities.

## Rationale

The countermeasure strategy was selected from proven countermeasure strategies from Countermeasures that Work, Uniform Highway Safety Program Guidelines, and NHTSA guidance. The funding allocation is based on the amount of funds needed to complete the planned activity based on previous projects completed, or estimated expenses related to the planned activity.

Planned activities in countermeasure strategy

| *Unique Identifier* | *Planned Activity Name* |
|---|---|
| CABB | QA/QC E-Crash Assessment/Control and Enhancements |

## *Planned Activity: QA/QC E-Crash Assessment/Control and Enhancements*

Planned activity number: CABB
Primary Countermeasure Strategy: Improves accuracy of a core highway safety database

## Planned Activity Description

Funds are provided to the Delaware Justice Information Systems (DELJIS) to employ two quality assurance positions that review records within E-Crash to determine the accuracy within crash reports. Recurrent inaccuracies are addressed in one of two ways: the programming team identifies needed enhancements to the E-Crash or E-Ticket system, or training is provided in the necessary areas to enable officers to more accurately complete their records. Scheduled updates and improvements are directly identified through the quality monitoring provided.

## Intended Subrecipients

Delaware Justice Information Systems (DELJIS)

## Countermeasure Strategies

Countermeasure strategies in this planned activity

| *Countermeasure Strategy* |
|---|
| Improves Accuracy of a Core Highway Safety Database |

### Funding sources

| Source Fiscal Year | Funding Source | Eligible Use of Funds | Estimated Funding Amount | Match Amount | Local Benefit |
|---|---|---|---|---|---|
| 2018 | FAST Act 405c Data Program | 405c Data Program (FAST) | $20,000.00 | $5,000.00 | |
| 2019 | FAST Act 405c Data Program | 405c Data Program (FAST) | $130,000.00 | $32,500.00 | |
| 2020 | FAST Act 405c Data Program | 405c Data Program (FAST) | $150,000.00 | $37,500.00 | |
| 2021 | FAST Act 405c Data Program | 405c Data Program (FAST) | $150,000.00 | $37,500.00 | |

## COUNTERMEASURE STRATEGY: STRENGTHEN THE TRCC'S ABILITIES FOR STRATEGIC PLANNING

Program Area: Traffic Records

### Project Safety Impacts

Coordination between OHS and various partners will foster increased communications for implementing timely and accurate data collection and analysis.

### Linkage between Program Area

Based on data-driven program area problem identification, and identified countermeasure strategies, OHS selects the planned activities and partners to participate in each planned activity with the objective of reducing crashes and achieving performance targets related to each program area. Planned activities are funded based on the guidelines for each grant, and the availability of funds for the planned activities.

### Rationale

The countermeasure strategy was selected from proven countermeasure strategies from Countermeasures that Work, Uniform Highway Safety Program Guidelines, and NHTSA guidance. The funding allocation is based on the amount of funds needed to complete the planned activity based on previous projects completed, or estimated expenses related to the planned activity.

**Planned activities in countermeasure strategy**

| Unique Identifier | Planned Activity Name |
|---|---|
| CACB | TRCC Strategic Plan Implementation |

## *Planned Activity: TRCC Strategic Plan Implementation*

Planned activity number: CACB
Primary Countermeasure Strategy: Strengthen the TRCC's abilities for strategic planning

### Planned Activity Description

Funds are provided to Whitman, Requardt, and Associates (WRA) to provide assistance with the Traffic Records Coordinating Committee (TRCC), meetings, to coordinate the Traffic Records Assessment, to assist the TRCC Coordinator with the development of the grant application, analysis of project outcomes, and guidance with the selection of appropriate projects. This position will guide the TRCC in continuing to review and update the strategic plan as needed. This ongoing process allows OHS to track progress and to support changing needs and emerging issues.

### Intended Subrecipients

Whitman, Requardt, & Associates

### Countermeasure Strategies

Countermeasure strategies in this planned activity

| Countermeasure Strategy |
|---|
| Strengthen the TRCC's Abilities for Strategic Planning |

### Funding sources

| Source Fiscal Year | Funding Source | Eligible Use of Funds | Estimated Funding Amount | Match Amount | Local Benefit |
|---|---|---|---|---|---|
| 2018 | FAST Act 405c Data Program | 405c Data Program (FAST) | $10,000.00 | $2,500.00 | |
| 2019 | FAST Act 405c Data Program | 405c Data Program (FAST) | $10,000.00 | $2,500.00 | |
| 2020 | FAST Act 405c Data Program | 405c Data Program (FAST) | $20,000.00 | $5,000.00 | |
| 2021 | FAST Act 405c Data Program | 405c Data Program (FAST) | $10,000.00 | $2,500.00 | |

# Evidence-Based Traffic Safety Enforcement Program (TSEP)

Planned activities that collectively constitute an evidence-based traffic safety enforcement program (TSEP):

| Unique Identifier | Planned Activity Name |
|---|---|
| OHDA | April Distracted Driving Enforcement |
| CIEA | Click It or Ticket |
| OHMA | Motorcycle Enforcement |
| DUI - Mentor | DUI Enforcement Mentoring |
| ABHV | Impaired Driving High Visibility Enforcement |
| OHOS | OP/Distracted HVE |
| OHPA | Pedestrian Enforcement/Education Outreach |
| SPED | Speed Enforcement |

Analysis of crashes, crash fatalities, and injuries in areas of highest risk.

## Crash Analysis

The problem identification process is the key to identifying law enforcement agencies to participate in evidence-based traffic safety enforcement programs (TSEP) to prevent traffic violations, crashes, and crash fatalities and injuries in areas most at risk for such incidents. Analysis of data by program area is explained in the problem identification section of each program area. In addition, the problem identification process enables OHS to identify the target violations, as well as which days of the week, which times of the day, and which months of the year the enforcement should be implemented. Beyond that, enforcement efforts are then directed to the most appropriate locations within each jurisdiction. OHS also uses the problem identification process to develop paid media concepts and determine the timing and placement of paid media campaigns to coincide with enforcement. The problem identification process ensures that the highway safety program addresses specific crash problems, provides the appropriate criteria for the designation of priorities, and creates benchmarks for administration and evaluation of the overall highway safety plan. Planned activities associated with a TSEP are identified in the HSP and include an analysis of crashes, crash fatalities, and injuries in areas of highest risk for each program area.

## Deployment of Resources

Enforcement efforts and resources are directed to the most appropriate locations within each jurisdiction based on the analysis of crashes, crash fatalities, and injuries in areas of highest risk. OHS also uses the problem identification process to develop paid media concepts and determine the timing and placement of paid media campaigns to coincide with enforcement. The problem identification process ensures that the deployment of resources addresses specific crash problems. Following the model outlined in Countermeasures That Work, OHS pairs every enforcement activity period with a paid and/or earned media effort as well. The communication plan is developed in concert with our contracted public relations firm. The plan is developed by priority area, and implementation of billboard advertisements, radio ads, television ads, print ads, and various forms of electronic media are scheduled to coincide with

each wave of enforcement. Beyond that, OHS issues press releases, conducts press events, and hosts special media opportunities, such as "ride-along" opportunities as appropriate.

Summary of enforcement techniques and activities include the following in FY 2021:

- Sobriety checkpoints – conducted statewide throughout the year on selected dates identified by OHS. Multiple checkpoints are conducted on one date throughout the state.
- Directed roving patrols – one officer in one vehicle, patrolling assigned roadways (as identified by data)
- Directed saturation patrols – three or four officers in separate vehicles, patrolling the same assigned area (as identified by data), in tandem
- Team enforcement – includes patrols with two officers in one vehicle, working together and the use of spotters
- Border to border enforcement – jurisdictions bordering one another working the same type of enforcement on the same day and during the same time frames
- Foot patrols – especially used to reach pedestrian and cyclists, allows officers to provide educational information
- Combined enforcement – specifically, combining distracted driving and seat belt enforcement efforts

### Effectiveness Monitoring

It should be noted that the original problem identification is completed up to one and one-half years before the implementation of enforcement mobilizations. As a result, OHS will conduct a current data review before the start of a mobilization and will make appropriate changes based on the newer data analysis and continuous monitoring of enforcement projects.

OHS will monitor the effectiveness of enforcement activities by reviewing enforcement results from the grant-funded activities and conduct ongoing data analysis of crashes in each program area. OHS will make ongoing adjustments as warranted by data and update the countermeasure strategies and projects in the HSP as applicable.

# High-Visibility Enforcement (HVE) Strategies

Planned HVE strategies to support national mobilizations:

| Countermeasure Strategy |
|---|
| Distracted Driving Communication Campaign |
| DUI Impaired Communication Campaign |
| Click It or Ticket Communication Campaign for OP |
| April Distracted Driving Month Enforcement |
| Drive Sober or Get Pulled Over |
| Click It or Ticket Enforcement |

HVE planned activities that demonstrate the State's support and participation in the National HVE mobilizations to reduce alcohol-impaired or drug-impaired operation of motor vehicles and increase the use of seat belts by occupants of motor vehicles:

| Unique Identifier | Planned Activity Name |
|---|---|
| ABHV | Impaired Driving High Visibility Enforcement (Drive Sober or Get Pulled Over) |
| CIEA | Click It or Ticket |
| OHDA | April Distracted Driving Enforcement |

# 405(b) Occupant Protection Grant

## Occupant protection plan

State occupant protection program area plan that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems:

| Program Area Name |
|---|
| Occupant Protection (Adult and Child Passenger Safety) |

## Participation in Click-it-or-Ticket (CIOT) national mobilization

Agencies planning to participate in CIOT:

| Agency |
|---|
| Bethany Beach Police Department |
| Bridgeville Police Department |
| Camden Police Department |
| Capitol Police |
| Cheswold Police Department |
| Clayton Police Department |
| Dagsboro Police Department |
| Delaware City Police Department |
| Delaware State Police |
| Delmar Police Department |
| Dewey Beach Police Department |
| Dover Police Department |
| Ellendale Police Department |
| Elsmere Police Department |
| Felton Police Department |
| Georgetown Police Department |
| Greenwood Police Department |
| Harrington Police Department |
| Laurel Police Department |
| Lewes Police Department |
| Middletown Police Department |
| Milford Police Department |
| Millsboro Police Department |
| Milton Police Department |
| New Castle City Police Department |

| |
|---|
| New Castle County Police Department |
| Newark Police Department |
| Newport Police Department |
| Ocean View Police Department |
| Rehoboth Beach Police Department |
| Seaford Police Department |
| Selbyville Police Department |
| Smyrna Police Department |
| University of Delaware Police Department |
| Wilmington Police Department |
| Wyoming Police Department |

Description of the State's planned participation in the Click-it-or-Ticket national mobilization:

## *Planned Participation in Click-it-or-Ticket*

### 2021 Click it or Ticket Occupant Protection Mobilization

Delaware will be participating in Click It or Ticket beginning May 24, 2021, and ending June 6, 2021. OHS will partner with 36 police agencies throughout Delaware for saturation patrols during this two-week period. Special consideration will be given to nighttime enforcement. OHS will once again participate in Border to Border with the neighboring states of Pennsylvania and Maryland.

OHS will utilize other forms of paid media including; billboards, radio, print, and cable television. OHS will also have an expanded social media presence during this period with advertisements directed to Delaware's citizens through various websites like Facebook, Twitter, YouTube, etc.

### List of Task for Participants & Organizations

Various law enforcement agencies in Delaware

## *Child Restraint Inspection Stations*

Countermeasure strategies demonstrating an active network of child passenger safety inspection stations and/or inspection events:

| ***Countermeasure Strategy*** |
|---|
| CPS Program for Delaware |

Planned activities demonstrating an active network of child passenger safety inspection stations and/or inspection events:

| ***Unique Identifier*** | ***Planned Activity Name*** |
|---|---|
| SALA | Fitting Station Coordinators |
| SUPA | Fitting Station Supplies |
| PMOA | OP Paid Media and Outreach |

### *Total number of planned inspection stations and/or events in the State.*

Planned inspection stations and/or events: 18

### *Total number of planned inspection stations and/or events in the State serving each of the following population categories: urban, rural, and at-risk:*

Populations served - urban: 18
Populations served - rural: 18
Populations served - at risk: 18

**CERTIFICATION: The inspection stations/events are staffed with at least one current nationally Certified Child Passenger Safety Technician.**

### *Child Passenger Safety Technicians*

**Countermeasure strategies for recruiting, training, and maintaining enough child passenger safety technicians:**

| Countermeasure Strategy |
|---|
| CPS Program for Delaware |

### *Planned activities for recruiting, training, and maintaining enough child passenger safety technicians:*

| Unique Identifier | Planned Activity Name |
|---|---|
| TRAA | CPS Training |
| SALA | Fitting Station Coordinators |
| SUPA | Fitting Station Supplies |
| PMOA | OP Paid Media and Outreach |

The estimate of the total number of classes and the estimated total number of technicians to be trained in the upcoming fiscal year to ensure coverage of child passenger safety inspection stations and inspection events by nationally Certified Child Passenger Safety Technicians.

Estimated total number of classes: 3
Estimated total number of technicians: 45

### Maintenance of Effort

ASSURANCE: The lead State agency responsible for occupant protection programs shall maintain its aggregate expenditures for occupant protection programs at or above the level of such expenditures in the fiscal years of 2014 and 2015.

# 405(c) State Traffic Safety Information System Improvements Grant

## Traffic records coordinating committee (TRCC)

**Meeting dates of the TRCC during the 12 months immediately preceding the application due date:**

| Meeting Date |
|---|
| 8/14/2019 |
| 2/27/2020 |
| 6/23/2020 |

Name and title of the State's Traffic Records Coordinator:

Name of State's Traffic Records Coordinator: Richard Klepner
Title of State's Traffic Records Coordinator: Deputy Director

TRCC members by name, title, home organization, and the core safety database represented:

### List of TRCC members

**Executive Committee Membership**

Earl McCloskey - Executive Director - Delaware Justice Information System
Jennifer Cohan - Secretary – Department of Transportation
Kara Walker - Secretary - Department of Health and Social Services
Karyl Rattay - Director - Division of Public Health
Nathaniel McQueen, Jr. - Secretary – Department of Safety and Homeland Security

**Core Team Membership**

Amy Anthony – Deputy Director - DelDOT - Division of Motor Vehicles (Vehicle, Driver)
Kim Chesser - Director - Office of Highway Safety (Crash, Enforcement/Adjudication)
Tracy Condon - Traffic Section – Delaware State Police (Crash, Enforcement/Adjudication)
Glenn Dixon - Traffic Section - Delaware State Police (Crash, Enforcement/Adjudication)
David Elwood - Delaware Justice Information System (Crash, Enforcement/Adjudication)
David Ennis - Regional Program Manager – NHTSA (Crash)
Kari Glanden – Traffic Section – DelDOT (Crash)
Britany Huss - Paramedic Administrator - Department of Health and Social Services (Injury Surveillance)
Tammy Hyland – Delaware State Police (Crash)
Earl (Rusty) Lee – Assistant Professor, Department of Civil and Environmental Engineering - University of Delaware (Crash)
Torrie James – Smyrna Chief of Police (Crash, Enforcement/Adjudication)
Stephanie Johnson - DelDOT Planning (Roadway)
Pat Kennedy - Safety and Mobility Engineer – FHWA Delaware Division (Crash, Roadway)
Richard Klepner – Deputy Director – Office of Highway Safety (Crash, Enforcement/Adjudication) – TRCC Coordinator

Earl McCloskey - Executive Director - Delaware Justice Information System (Crash, Enforcement/Adjudication)
Scott Neidert - Traffic Design Resource Engineer - DelDOT Traffic (Crash, Roadway)
Matthew Neumann – Management Analyst III - Department of Health and Social Services (Injury Surveillance)
Philip Strohm - State Programs Specialist - FMCSA Delaware Division (Crash)
Caroline Trueman – Project Delivery Team Supervisor/Area Engineer – FHWA Delaware Division (Crash, Roadway)
Paul Westlake – Systems of Care Coordinator - Department of Health and Social Services (Injury Surveillance)

## Traffic Records System Assessment

| |
|---|
| ***Crash*** |
| 1. Improve the data dictionary for the Crash data system that reflects best practices identified in the Traffic Records Program Assessment Advisory. |
| 2. Improve the data quality control program for the Crash data system that reflects best practices identified in the Traffic Records Program Assessment Advisory. |
| ***Vehicle*** |
| 3. Improve the procedures/ process flows for the Vehicle data system that reflects best practices identified in the Traffic Records Program Assessment Advisory. |
| 4. Improve the data quality control program for the Vehicle data system that reflects best practices identified in the Traffic Records Program Assessment Advisory. |
| ***Driver*** |
| 5. Improve the procedures/ process flows for the Driver data system that reflects best practices identified in the Traffic Records Program Assessment Advisory. |
| 6. Improve the data quality control program for the Driver data system that reflects best practices identified in the Traffic Records Program Assessment Advisory. |
| ***Roadway*** |
| 7. Improve the applicable guidelines for the Roadway data system that reflects best practices identified in the Traffic Records Program Assessment Advisory. |
| 8. Improve the data dictionary for the Roadway data system that reflects best practices identified in the Traffic Records Program Assessment Advisory. |
| 9. Improve the data quality control program for the Roadway data system that reflects best practices identified in the Traffic Records Program Assessment Advisory. |
| ***Citation Adjudication*** |
| 10. Improve the data dictionary for the Citation and Adjudication systems that reflects best practices identified in the Traffic Records Program Assessment Advisory. |
| 11. Improve the data quality control program for the Citation and Adjudication systems that reflects best practices identified in the Traffic Records Program Assessment Advisory. |
| ***EMS / Injury Surveillance*** |
| 12. Improve the description and contents of the Injury Surveillance systems that reflect best practices identified in the Traffic Records Program Assessment Advisory. |
| 13. Improve the data dictionary for the Injury Surveillance systems that reflects best practices identified in the Traffic Records Program Assessment Advisory. |

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|---|
| 14. Improve the interfaces with the Injury Surveillance systems that reflect best practices identified in the Traffic Records Program Assessment Advisory. |
| 15. Improve the data quality control program for the Injury Surveillance systems that reflects best practices identified in the Traffic Records Program Assessment Advisory. |
| ***Data Use and Integration*** |
| 16. Improve the traffic records systems capacity to integrate data that reflects best practices identified in the Traffic Records Program Assessment Advisory. |

## Traffic Records for Measurable Progress

| ***Recommendation*** | ***Implement? (Y/N)*** | ***Response*** |
|---|---|---|
| Recommendation<br>Improve the data dictionary for the Crash data system that reflects best practices identified in the Traffic Records Program Assessment Advisory. | Implement? (Y/N)<br>Y | Response<br>Status: DelJIS and Delaware State Police developed a new data dictionary including definitions of all elements on the crash report. |
| Improve the data quality control program for the Crash data system that reflects best practices identified in the Traffic Records Program Assessment Advisory. | Y | Performance Measure: Delaware will assess the accessibility of the data dictionary in accordance with NHTSA's Model Performance Measures document by querying principal users to access their ability to obtain the data dictionary and satisfaction with the data dictionary.<br>Status: DelJIS developed a flow chart to document the rejection and resubmission of crash reports based on errors. DelJIS is investigating whether the date when a crash report is rejected is stored in E-Crash to facilitate the collection of data to document the performance measure. |
| Improve the applicable guidelines for the Roadway data system that reflects best practices identified in the Traffic Records Program Assessment Advisory. | Y | Status: DelDOT is currently expanding its Roadway Inventory Management System (RIMS) to include MIRE Fundamental Data Elements (FDE). |

| | | |
|---|---|---|
| | | Performance Measure: Percentage of MIRE Fundamental Data Elements (FDE) included in RIMS. |
| Improve the data dictionary for the Citation and Adjudication systems that reflects best practices identified in the Traffic Records Program Assessment Advisory. | Y | Status: DelJIS and Delaware State Police developed a new data dictionary including definitions of all elements. |
| | | Performance Measure: Delaware will assess the accessibility of the data dictionary in accordance with NHTSA's Model Performance Measures document by querying principal users to access their ability to obtain the data dictionary and satisfaction with the data dictionary. |

## Traffic Records Supporting Non-Implemented Recommendations

| ***Recommendation*** | ***Implement? (Y/N)*** | ***Response*** |
|---|---|---|
| Improve the procedures/ process flows for the Vehicle data system that reflects best practices identified in the Traffic Records Program Assessment Advisory. | N | All of DMVs standard operating procedures (SOPs) are in a central repository at DMV. |
| Improve the data quality control program for the Vehicle data system that reflects best practices identified in the Traffic Records Program Assessment Advisory. | N | Edit checks are currently incorporated into the Vehicle system and limited state-level correction is permitted. |
| Improve the procedures/ process flows for the Driver data system that reflects best practices identified in the Traffic Records Program Assessment Advisory. | N | All of DMVs standard operating procedures (SOPs) are in a central repository at DMV. |
| Improve the data quality control program for the Driver data system that reflects best practices identified in the Traffic Records Program Assessment Advisory. | N | Edit checks are currently incorporated into the Driver system and limited state-level correction is permitted. |
| Improve the data dictionary for the Roadway data system that reflects best practices identified in the Traffic Records Program Assessment Advisory. | N | A data dictionary to be developed by DelDOT following the efforts to update the Roadway Inventory to include recommended MIRE elements but is not a state priority at this time. |
| Improve the data quality control program for the Roadway data system that reflects | N | A data quality program will be implemented following the |

| | | |
|---|---|---|
| best practices identified in the Traffic Records Program Assessment Advisory. | | update/expansion of the Roadway Inventory to included additional MIRE elements but is not a state priority at this time. |
| Improve the data quality control program for the Citation and Adjudication systems that reflects best practices identified in the Traffic Records Program Assessment Advisory. | N | In response to recommendations regarding the suggestion that the BAC is not always available immediately and is not required in the DUI tracking system, Delaware has determined that if the BAC exists at the time of the conviction, it will be sent over in the electronic data that is transmitted from the court to the DUI tracking system. However, there are times when there is no BAC – if the person refused or if the lab results are not yet completed. Therefore, the system cannot require a BAC, or it would reject records without one. |
| Improve the description and contents of the Injury Surveillance systems that reflect best practices identified in the Traffic Records Program Assessment Advisory. | N | Delaware currently believes that the description and contents of the Injury Surveillance systems are satisfactory. |
| Improve the data dictionary for the Injury Surveillance systems that reflects best practices identified in the Traffic Records Program Assessment Advisory. | N | Data dictionaries are available for injury surveillance system components that exit in Delaware; however, some are not publicly available and therefore were not shared as part of the TRA. |
| Improve the interfaces with the Injury Surveillance systems that reflect best practices identified in the Traffic Records Program Assessment Advisory. | N | The TRCC understands the potential benefits of integrating hospital discharge data and vital records data but sees limited application by data users at this time compared to the cost that would be required to undertake such a project. |
| Improve the data quality control program for the Injury Surveillance systems that reflects best practices identified in the Traffic Records Program Assessment Advisory. | N | OEMS disagrees with recommendations to provide authority to correct errors in submitted reports because the correction of reports would violate the integrity of the report. |
| Improve the traffic records systems capacity to integrate data that reflects best practices | N | The TRCC understands the potential benefits that a fully integrated traffic records system |

| | | |
|---|---|---|
| identified in the Traffic Records Program Assessment Advisory. | | can provide but sees limited application by data users at this time compared to the cost that would be required to undertake such a project. |

## Traffic Records for Model Performance Measures

**Traffic Safety Information System - Benchmarking and Goals**

The TRCC Core Team has updated the status and goals/objectives of each of the six systems and identified additional deficiencies. Tables 1 through 6 contain the six data quality categories and a status for each quality category for each system. Baselines, goals/objectives, and performance measures were identified for quality categories where projects were identified to address deficiencies. The goals identified are the TRCC's priorities for improving the traffic records system over the next several years. The performance measures will be used to measure progress towards achieving the goals for each system.

### Table 1: Crash System

| ***Quality Category*** | ***Status/Baseline/ Deficiency*** | ***Goal/Objective*** | ***Performance Measure*** | | |
|---|---|---|---|---|---|
| Timeliness | E-Crash reports are approved, on average, within 11 days of the crash occurrence. | Approve crash reports and transfer to DelDOT, on average, within one week from a crash occurrence. | Decrease the average amount of time from the crash occurrence to transfer of the crash report to DelDOT. | | |
| | | | Time Period | Actual | Goal |
| | | | Jan – May 2010 | 21.55 days | - |
| | | | Aug – Dec 2010 | 11.05 days | 1 week |
| | | | Project Complete | | |
| | "Approved" E-Crash data is transferred from DelJIS to DelDOT's CARS every night. | With the E-Crash system, allow for daily transfer of data from E-Crash to DelDOT. | Increase the frequency of transfers of approved crash data to DelDOT. | | |
| | | | Year | Actual | Goal |
| | | | 2007 | 90+ days | - |
| | | | 2008 | 30 days | - |
| | | | 2009 | 30 days | - |
| | | | 2010 | Daily | Daily |
| | | | Project Complete | | |
| | Crash data is processed immediately upon receipt of data from E-Crash and available for data analysis. | Process crash data and insert data in DelDOT's crash system immediately following receipt of data from DelJIS. | Increase timeliness of crash data in DelDOT's crash system following receipt of data from DelJIS. | | |
| | | | Year | Actual | Goal |
| | | | 2007 | 2 weeks+ | - |
| | | | 2008 | 2 weeks+ | - |
| | | | 2009 | 2 weeks+ | - |
| | | | 2010 | Real-time | Real-time |
| | | | Project Complete | | |

<table>
<tr><td></td><td>The Impaired Driver Report (IDR) is included in LEISS and there is a linkage to the E-Crash application allowing for real-time transmission of reports to courts for the prosecution of cases.</td><td>Include the IDR report within LEISS and provide a linkage to E-Crash to improve the timeliness of IDRs and the completeness of LEISS.</td><td>Decrease the amount of time from the IDR completion to the availability of the report to prosecutors.<table><tr><td>Year</td><td>Actual</td><td>Goal</td></tr><tr><td>2011</td><td>N/A</td><td>-</td></tr><tr><td>2012</td><td>Real-time</td><td>Real-time</td></tr><tr><td colspan="3">Project Complete</td></tr></table></td></tr>
<tr><td>Consistency</td><td colspan="3">All crash data following January 1, 2007, is submitted electronically.</td></tr>
<tr><td>Completeness</td><td>In response to the MMUCC Self-Assessment Tool developed by NHTSA, the TRCC will reassess the status of the states' MMUCC compliance and identify areas where either expansion or reduction of MMUCC elements and attributes would improve the completeness and quality of crash reporting.<br>This will be completed following the upcoming release of the updated MMUCC.</td><td>Increase % of MMUCC elements and attributes included (either partial or full) in E-Crash.</td><td>Increase % of MMUCC elements and attributes included (either partial or full) in E-Crash.<table><tr><td>Year</td><td>Actual</td><td>Goal</td></tr><tr><td colspan="3">Specific goals will be developed based on the MMUCC Self-Assessment outcome which will be performed following the new release of MMUCC and completion of NHTSA MMUCC Assessment for Delaware.</td></tr></table></td></tr>
<tr><td></td><td>81% of the elements required (either partial or full) by SAFETYNET for reporting to FMCSA are included in the crash database.</td><td>Increase compliance with FMCSA reporting requirements through the development of E-Crash.</td><td>Increase % of FMCSA elements included (either partial or full) in E-Crash.<table><tr><td>Year</td><td>Actual</td><td>Goal</td></tr><tr><td>2007</td><td>81%</td><td>-</td></tr><tr><td>2008</td><td>81%</td><td>-</td></tr><tr><td>2009</td><td>81%</td><td>-</td></tr></table></td></tr>
<tr><td></td><td>With the prior TraCS system, all fields were not mandatory resulting in missing data or "unknown" codes used for some data elements when</td><td>Decrease the number of fields with missing data when there is a known value.</td><td>Decrease the percentage of drivers with an unknown date of birth and age (when there is an available value).<table><tr><td>Year</td><td>Actual</td><td>Goal</td></tr><tr><td>2008</td><td>6%</td><td>-</td></tr><tr><td>2009</td><td>9%</td><td>-</td></tr><tr><td>2010[1]</td><td>1.2%</td><td>4%</td></tr></table></td></tr>
</table>

<table>
<tr><td></td><td>there is a known value. With the E-Crash system, users are required to enter data in fields when there is a known value.</td><td></td><td>
<table>
<tr><td>Project Complete</td><td></td><td></td></tr>
<tr><td colspan="3">Decrease the percentage of crash reports with blank “injury status” fields (when there is an available value).</td></tr>
<tr><td>Year</td><td>Actual</td><td>Goal</td></tr>
<tr><td>2008</td><td>27%</td><td>-</td></tr>
<tr><td>2009</td><td>29%</td><td>-</td></tr>
<tr><td>2010</td><td>10%</td><td>10%</td></tr>
<tr><td>Project Complete</td><td></td><td></td></tr>
</table>
</td></tr>
<tr><td></td><td>The E-Crash system did not include a field for officers to provide the origin-destination information of pedestrians.</td><td>Improve pedestrian crash data for improved problem identification and strategy implementation by collecting data regarding the origins and destinations of pedestrians.</td><td>
<table>
<tr><td colspan="3">Increase the percentage of crash reports that include origin and destination information.</td></tr>
<tr><td>Year</td><td>Actual</td><td>Goal</td></tr>
<tr><td>Apr 16 – Mar 17</td><td>11%</td><td></td></tr>
<tr><td>Apr 17 – Mar 18</td><td>64%</td><td></td></tr>
<tr><td>Apr 18 – Mar 19</td><td>93%</td><td>100%</td></tr>
</table>
</td></tr>
<tr><td>Accuracy</td><td>DelJIS QA/QC staff review E-Crash reports for accuracy, and track and document errors to identify training needs.</td><td>Increase the accuracy of E-Crash data.</td><td>
<table>
<tr><td colspan="3">Decrease the percentage of CMV crash reports that are rejected or corrected.</td></tr>
<tr><td>Year</td><td>Actual</td><td>Goal</td></tr>
<tr><td>Apr 11 – Mar 12</td><td>69%</td><td>-</td></tr>
<tr><td>Apr 12 – Mar 13</td><td>36%</td><td>-</td></tr>
<tr><td>Apr 13 – Mar 14</td><td>12%</td><td>25%</td></tr>
<tr><td>Project Complete</td><td></td><td></td></tr>
<tr><td colspan="3">Decrease the percentage of bus crash reports that are rejected or corrected.</td></tr>
<tr><td>Year</td><td>Actual</td><td>Goal</td></tr>
<tr><td>Apr 14 – Mar 15</td><td>45%</td><td>-</td></tr>
<tr><td>Apr 15 – Mar 16</td><td>38%</td><td>40%</td></tr>
<tr><td>Project Complete</td><td></td><td></td></tr>
<tr><td colspan="3">Decrease the percentage of work zone crash reports that are rejected or corrected.</td></tr>
<tr><td>Year</td><td>Actual</td><td>Goal</td></tr>
<tr><td>Apr 14 – Mar 15</td><td>79%</td><td>-</td></tr>
<tr><td>Apr 15 – Mar 16</td><td>54%</td><td>60%</td></tr>
<tr><td>Apr 16 – Mar 17</td><td>45%</td><td>50%</td></tr>
<tr><td colspan="3">Project Complete</td></tr>
</table>
</td></tr>
<tr><td>Accessibility</td><td>DelDOT’s former SDM system did not allow users to identify high</td><td>Allow users to identify high crash rates based on</td><td>Increase the number of crash queries that are run annually based on user-defined crash characteristics.</td></tr>
</table>

| | | | | | |
|---|---|---|---|---|---|
| | crash rate locations based on specific crash characteristics (e.g., wet weather, nighttime, fixed object, run-off-the-road, etc.). In response to the new E-Crash system, DelDOT is developing a new analysis tool to support their safety programs that will allow users to identify high crash rate locations based on specific crash characteristics. | user-defined crash characteristics. | Year | Actual | Goal |
| | | | 2008 | 0 | - |
| | | | 2009 | 1 | - |
| | | | 2010 | 0 | - |
| | | | 2011 | 0 | - |
| | | | 2012 | 0 | - |
| | | | 2013 | 0 | - |
| | | | 2014 | 0 | - |
| | | | 2015 | 0 | - |
| | | | 2016 | 0 | - |
| | | | 2017 | 0 | 5 |
| | | | Project on Hold | | |
| | The data dictionary currently available to crash data users contains a list of data elements for the crash data system but is not readily available to all data users. DelJIS is currently developing a data dictionary. | Develop an accessible and user-friendly crash data dictionary available to all crash data collectors and users. | In accordance with NHTSA's Model Performance Measures, the following steps will be taken to assess this project: Identify the principal users of the data dictionary. Query the principal users to assess (a) their ability to obtain the data dictionary and (b) their satisfaction with the usefulness of the data dictionary. Document the method of data collection and the principal users' responses. | | | |
| Data Integration | E-Crash does not have an active linkage with motor vehicle data, driver history, or emergency medical services data for data analysis. | | | | |

Table 2: Roadway System

| *Quality Category* | *Status/Baseline/ Deficiency* | *Goal/Objective* | *Performance Measure* |
|---|---|---|---|
| Timeliness | DelDOT continuously updates its road inventory and uses TeleAtlas mapping provider to update their centerline file on a quarterly basis. An | | |

<table>
<tr><td rowspan="2"></td><td>updated centerline file is transferred to DSP on a quarterly basis. DelDOT publishes an annual Traffic Summary that contains ADTs on all state-maintained roadways. A portion of the roadways is counted each year.</td><td></td><td></td></tr>
<tr><td>DSP's centerline file contained in TraCS was not current or updated due to the need to install updates on every laptop in every law enforcement vehicle. The E-Crash system allows for updates to the centerline file and locator tool through electronic updates.</td><td>Update the mapping tool contained in the crash reporting system regularly to allow for accurate locating of crashes.</td><td>Increase the frequency of mapping updates to the locator tool.<br><table><tr><th>Year</th><th>Actual</th><th>Goal</th></tr><tr><td>2007</td><td>1 year+</td><td>-</td></tr><tr><td>2008</td><td>2 years+</td><td>-</td></tr><tr><td>2009</td><td>3 years+</td><td>-</td></tr><tr><td>2010</td><td>Quarterly</td><td>Quarterly</td></tr></table>Project Complete</td></tr>
<tr><td rowspan="2">Consistency</td><td>Within the E-Crash system, the milepoints corresponding to a crash are generated by the locator tool contained within E-Crash, eliminating the conversion from X, Y coordinates to milepoints by DelDOT.</td><td>Generate milepoints in E-Crash, eliminating the need for DelDOT to convert X, Y coordinates to milepoints.</td><td>Increase the percentage of crash reports with milepoints generated by E-Crash, when applicable.<br><table><tr><th>Year</th><th>Actual</th><th>Goal</th></tr><tr><td>2008</td><td>0%</td><td>-</td></tr><tr><td>2009</td><td>0%</td><td>-</td></tr><tr><td>2010</td><td>100%</td><td>90%</td></tr></table>Project Complete</td></tr>
<tr><td>DelDOT maintains two milepoint systems (continuous and forward/reverse). Crash data is available in both milepoint systems as well as in latitude/longitude (X, Y) coordinates. In the future, one of the two milepoint systems will be eliminated.</td><td>Maintain only one milepoint system for all roadway data statewide (long term goal). [2]</td><td></td></tr>
</table>

<table>
<tr><td>Completeness</td><td>DelDOT's centerline file contains 100% of public roads statewide.<br>DelDOT's Road Inventory Management System (RIMS) currently does not include enough detail and accuracy to allow for crash data analysis incorporating roadway features.<br>DelDOT is currently in the development stages of its Transportation System Data Management (TSDM) system which will incorporate the FDEs. Data collection to provide FDEs for state-maintained roads has occurred and was completed in October 2015.</td><td>Collect roadway data elements required to comply with MAP-21 guidance on State safety data systems, specifically the requirement to collect Fundamental Data Elements (FDE), which is a subset of Model Inventory of Roadway Elements (MIRE).</td><td colspan="3">Increase the percentage of compliant MIRE Fundamental Data Elements (FDE) included in DelDOT's Inventory for State Maintained Roadways.<br>Date | Actual | Goal<br>June 2017 | 98% (50 of 51) | -<br>June 2018 | 98% (50 of 51) | 100% (51 of 51)<br>Increase the percentage of compliant MIRE Fundamental Data Elements (FDE) included in DelDOT's Inventory for Non-State Maintained Roadways.<br>June 2017 | 25% (13 of 51) | -<br>June 2018 | 25% (13 of 51) | 35% (18 of 51)<br>June 2019 | - | 45% (23 of 51)<br>June 2020 | - | 55% (28 of 51)<br>Increase the percentage of compliant MIRE Fundamental Data Elements (FDE) attribute definitions included in DelDOT's Inventory.<br>June 2017 | 78% (40 of 51) | -<br>June 2018 | 78% (40 of 51) | 82% (42 of 51)<br>June 2019 | - | 86% (44 of 51)<br>June 2020 | - | 90% (46 of 51)</td></tr>
<tr><td>Accuracy</td><td colspan="2">The accuracy of the location of crash data on roadway files is within one-hundredth of a mile. The E-Crash locator tool allows officers to locate crashes in 1-ft increments, referenced from nearby intersections.</td><td colspan="3"></td></tr>
<tr><td>Accessibility</td><td colspan="2">Roadway inventory files are accessible to all DelDOT staff via their Intranet via RIMS. Traffic count data is available to all users via DelDOT's website.</td><td colspan="3"></td></tr>
<tr><td>Data Integration</td><td colspan="2">Roadway and partial crash data are stored by DelDOT in both GIS and linear referencing systems allowing integration with other transportation data. INFORM, DelDOT's GIS tool includes very few crash data fields, limiting its use for data analysis.<br>The new locator tool contained within E-Crash generates both X, Y coordinates, and milepoints,</td><td colspan="3"></td></tr>
</table>

| | | | |
|---|---|---|---|
| | allowing for integration with all forms of transportation data. | | |

Table 3: Driver System

| Quality Category | Status/Baseline/Deficiency | Goal/Objective | Performance Measure |
|---|---|---|---|
| Timeliness | The driver file is contained within DMV's Motor Vehicle Licensing System (MVALS) and is updated in real-time for driver licensing and control transactions. Conviction information is received electronically from DelJIS within 24 hours, but entry into the driver file is suspended for 5 days to minimize updates from changes that may occur within the first few days following adjudication. DMV has provided DelJIS with real-time access to the driver files to allow for queries and data analysis. | Decrease the amount of time required to perform queries and analysis of driver data contained in MVAL by creating a web-based application. | Decrease the average time required to perform queries and analysis of driver data contained in MVALS.<br>Year / Actual / Goal<br>2008 / 90 min / -<br>2009 / 90 min / -<br>2010 / 90 min / -<br>2011 / 90 min / -<br>2012 / - / 15 min<br>Project Complete |
| Consistency | DMV's driver file meets all the requirements of the Problem Driver Protection System (PDPS), Commercial Driver License Information System (CDLIS), and other applications of AAMVAnet. | | |
| Completeness | DMV's driver file contains all the elements for all drivers. Crash information in E-Crash is not posted on the driver file. | | |
| Accuracy | Accuracy of DMV's driver file is good. In the event of file updates that do not exclusively and fully match a record presumed to be on file, a "kick flag" triggers a manual search and match process to identify and correct any match failures. The drivers' license file cleansing project and the implementation of the Social Security Online Verification System (SSOLV) have improved data accuracy. | Decrease the number of possible duplicate driver licenses that require a manual review to resolve the duplicate records. | Decrease the number of possible duplicate driver licenses that require a manual review to resolve the duplicate records.<br>Year / Actual / Goal<br>Apr 18-Mar 19 / 6077 / -<br>Apr 19 – Mar 20 / 3955 / 4000<br>Project Complete |

| | | | |
|---|---|---|---|
| Accessibility | DMV's driver file is accessible online for authorized users, consistent with the requirements of the Driver Privacy Protection Act (DPPA). | | |
| Data Integration | DMV's driver file is actively linked with the vehicle file and is updated online with DelJIS information from court adjudication. Law enforcement officers can access MVALS to auto-populate an E-Crash report with driver information. There is no system or process that links DMV's driver file to E-Crash data. | | |

Table 4: Vehicle System

| *Quality Category* | *Status/Baseline /Deficiency* | *Goal/Objective* | *Performance Measure* | | |
|---|---|---|---|---|---|
| Timeliness | The vehicle file is contained within DMV's Motor Vehicle Licensing System (MVALS) and is updated and maintained in real-time. DMV has provided DelJIS with real-time access to the vehicle files to allow for queries and data analysis. | Decrease the amount of time required to perform queries and analysis of vehicle data contained in MVALS by creating a web-based application. | Decrease the average time required to perform queries and analysis of vehicle data contained in MVALS. | | |
| | | | Year | | |
| | | | 2008 | | |
| | | | 2009 | | |
| | | | 2010 | | |
| | | | 2011 | | |
| | | | 2012 | | |
| | | | Project Complete | | |
| Consistency | DMV's vehicle file contains all the data content required for AAMVAnet support. | | | Consistency | DMV's vehicle file contains all the data content required for AAMVAnet support. |
| Completeness | DMV's vehicle file contains all standard data elements. Data elements for vehicle color and tint waiver information are being added to the file. | | | Completeness | DMV's vehicle file contains all standard data elements. Data elements for vehicle color and tint waiver information are being added to the file. |
| Accuracy | DMV uses the VINA program to enhance | | | Accuracy | DMV uses the VINA program |

| | | | | | |
|---|---|---|---|---|---|
| | the accuracy of VINs. Data accuracy will be enhanced with the implementation of the National Motor Vehicle Title Information System (NMVTIS) program that is being implemented. This will allow DMV to verify title information from a national database of vehicle information. | | | | to enhance the accuracy of VINs. Data accuracy will be enhanced with the implementation of the National Motor Vehicle Title Information System (NMVTIS) program that is being implemented. This will allow DMV to verify title information from a national database of vehicle information. |
| Accessibility | DMV's vehicle file information is accessible online for authorized users, consistent with the requirements of the Driver Privacy Protection Act (DPPA). | | | Accessibility | DMV's vehicle file information is accessible online for authorized users, consistent with the requirements of the Driver Privacy Protection Act (DPPA). |
| Data Integration | DMV's vehicle file is actively linked with the driver file and is updated online with information on stolen vehicles. Law enforcement officers can access MVALS to auto-populate an E-Crash report with vehicle information. | | | Data Integration | DMV's vehicle file is actively linked with the driver file and is updated online with information on stolen vehicles. Law enforcement officers can access MVALS |

| | | | | | |
|---|---|---|---|---|---|
| | | | | | to auto-populate an E-Crash report with vehicle information. |

Table 5: Enforcement/Adjudication System

| *Quality Category* | *Status/Baseline/ Deficiency* | *Goal/Objective* | *Performance Measure* | | |
|---|---|---|---|---|---|
| Timeliness | Courts are using the Criminal Justice Information System (CJIS) to follow cases from the point of filing through prosecution to disposition. Electronic citations are updated in the CJIS system in real-time. Courts are submitting convictions electronically to DMV once a day. DelJIS developed an Automated Traffic Ticket module (E-Ticket) within the Law Enforcement Investigative Support System (LEISS) application to capture citation information electronically in the field. This has significantly improved the timeliness of data in the CJIS system. | Capture all citations using E-Ticket to improve the timeliness of citation data in CJIS. | Increase the timeliness of citation information in CJIS. | | |
| | | | Year | | |
| | | | Prior Years | | |
| | | | 2007 | | |
| | | | 2008 | | |
| | | | 2009 | | |
| | | | Project Complete | | |
| Consistency | All law enforcement officers use a standardized electronic citation form. It contains data elements to identify the type of violation, location, date and time, the enforcement agency, | | | Consistency | All law enforcement officers use a standardized electronic citation form. It |

<table>
<tr><td></td><td>and the court of jurisdiction.</td><td></td><td></td><td></td><td>contains data elements to identify the type of violation, location, date and time, the enforcement agency, and the court of jurisdiction.</td></tr>
<tr><td rowspan="6">Completeness</td><td rowspan="6">CJIS contains information about enforcement charges and dispositions of the crash component. DSP vehicles contain GPS equipment to electronically capture citation locations. In 2008, GPS equipment and modems were purchased for municipal police departments to allow citation locations to be captured electronically.</td><td rowspan="6">Increase the number of citations with GPS coordinates to allow for accurate locating of citations.</td><td colspan="3">Increase # of citations with GPS coordinates.</td></tr>
<tr><td>Year</td><td></td><td></td></tr>
<tr><td>2007</td><td></td><td></td></tr>
<tr><td>2008</td><td></td><td></td></tr>
<tr><td>2009</td><td></td><td></td></tr>
<tr><td>Project Complete</td><td></td><td></td></tr>
<tr><td>Accuracy</td><td colspan="2">The CJIS case management application contains quality control procedures and edits to identify errors made by law enforcement officers and data entry personnel.</td><td></td><td colspan="2"></td></tr>
<tr><td>Accessibility</td><td colspan="2">Information about statewide violations and convictions is accessible to all authorized users through CJIS. Law enforcement officers, prosecutors, and court personnel have access to complete information about a defendant’s history regarding any other prior actions or cases that may be pending in another court’s jurisdiction. The DELJIS COGNOS analysis tool allows all authorized users to create ad hoc reports from the CJIS traffic citations/</td><td>Expand and upgrade COGNOS to include all traffic citation information (long-range goal). [3]</td><td colspan="2"></td></tr>
</table>

| | | | |
|---|---|---|---|
| | disposition file. COGNOS includes all incident information but lacks charge information. | | |
| | DelJIS has a well-documented system for developers to understand the linkages used within the code; however, there is little documentation to show these linkages for review by data users and managers.<br><br>DelJIS is currently developing a data dictionary. | Develop an accessible and user-friendly data dictionary available to all data collectors and users. | In accordance with NHTSA's Model Performance Measures, the following steps will be taken to assess this project:<br>Identify the principal users of the data dictionary.<br>Query the principal users to assess (a) their ability to obtain the data dictionary and (b) their satisfaction with the usefulness of the data dictionary<br>Document the method of data collection and the principal users' responses. |
| Data Integration | The E-Crash system automatically links citation and crash data via the Complaint number, when applicable. | | |

Table 6: Injury Surveillance System

| *Quality Category* | *Status/Baseline/ Deficiency* | *Goal/Objective* | *Performance Measure* | | |
|---|---|---|---|---|---|
| Timeliness | EMS providers previously reported all pre-hospital patient care reports to the state data repository using the Delaware Electronic EMS Data System (EDIN) within four hours from the time the unit is dispatched. Pre-hospital patient care reports were then faxed or delivered in paper format to the hospitals. DEMRS, which was implemented in May 2013 allows greater access to inputting data | Submit all EMS reports electronically to hospitals within 4 hours. | Increase % EMS reports sent electronically to hospitals within 4 hours of the patient arrival at the hospital. | | |
| | | | Year | Actual | Goal |
| | | | 2007 | 0% | - |
| | | | 2008 | 0% | - |
| | | | 2009 | 0% | - |
| | | | 2010 | 0% | - |
| | | | 2011 | 0% | - |
| | | | 2012 | 0% | - |
| | | | 2013 | 85% | 60% |
| | | | 2014 | 90% | 90% |
| | | | Project Completed | | |

<table>
<tr><td></td><td>since it is web-based and accessible from any site where providers can access the internet. It allows EMS providers to e-mail patient care reports to hospitals.</td><td></td><td></td><td></td><td></td></tr>
<tr><td></td><td>Trauma patient care data are submitted electronically to the Delaware Trauma Registry (DTR) on a quarterly basis.<br>All acute care hospitals submit UB92 patient data to the Delaware Health Statistics Center monthly.</td><td></td><td></td><td></td><td></td></tr>
<tr><td>Consistency</td><td>EDIN includes a comprehensive pre-hospital patient care data dictionary that includes data elements from the NEMSIS Data Dictionary.<br>EDIN includes 100% of the patient-care related NEMSIS fields but lacks some contact information fields.<br>DEMRS, which was implemented in May 2013, includes all NEMSIS data elements.</td><td>Expand EDIN to include all NEMSIS data elements.</td><td colspan="3">Decrease # of missing NEMSIS data elements.<br><table><tr><th>Year</th><th>Actual</th><th>Goal</th></tr><tr><td>2011</td><td>30</td><td>-</td></tr><tr><td>2012</td><td>30</td><td>-</td></tr><tr><td>2013</td><td>0</td><td>0</td></tr></table>Project Complete</td></tr>
<tr><td></td><td>In the past, direct transfer of data from EDIN to NEMSIS not been feasible due to incompatible file formats; however, recent EDIN upgrades to PowerBuilder Version 10 will enable the transfer of data to NEMSIS in XML format.<br>DEMRS, which was implemented in May 2013, allows for the transfer of data to NEMSIS in XML format.</td><td>Transfer data to NEMSIS in XML format.</td><td colspan="3">Increase % EMS reports transferred to NEMSIS in XML format<br><table><tr><th>Year</th><th>Actual</th><th>Goal</th></tr><tr><td>2012</td><td>0%</td><td>-</td></tr><tr><td>2013</td><td>0%</td><td>60%</td></tr><tr><td>2014</td><td>0%</td><td>90%</td></tr><tr><td>2015</td><td>0%</td><td>90%</td></tr><tr><td>2016</td><td>Not available</td><td>90%</td></tr></table>Project Complete</td></tr>
</table>

<table>
<tr><td></td><td>Changes to the Image Trend System have delayed the forwarding of data to NEMSIS. FY 2017 may be the first opportunity to post implementation of changes.</td><td></td><td></td></tr>
<tr><td>Completeness</td><td>All EMS providers are submitting data to the state data repository. There are penalties or punitive actions that may be levied against EMS providers not compliant with data reporting requirements. Incomplete records are rejected and not allowed to be appended to EDIN.</td><td></td><td></td></tr>
<tr><td></td><td>Pre-hospital patient care reports are currently faxed or delivered in paper format by EMS providers to the hospitals resulting in some incomplete data and/or missing records. A project is underway to allow EMS providers to e-mail patient care reports to hospitals.</td><td></td><td></td></tr>
<tr><td></td><td>Hospital discharge information is provided only for patients who spent at least 24 hours as an inpatient but do not include patients who were released from the emergency room.</td><td></td><td></td></tr>
<tr><td>Accuracy</td><td>There are edit checks and validation processes performed on EMS data prior to inclusion in EDIN. Data quality reports are available to pre-hospital providers. DTR software</td><td>Electronically populate patient care reports with pre-hospital (dispatch) data.</td><td>Increase % of EMS reports electronically populated with dispatch data.<br>Year | Actual | Goal<br>2012 | 0% | -<br>2013 | 0% | -<br>2014 | 0% | 60%</td></tr>
</table>

| | | | | | |
|---|---|---|---|---|---|
| | has edit and logic checks that are performed prior to data submission. Pre-hospital patient care reports are not currently linked to dispatch data. A project is underway to develop a system to electronically populate patient care reports with dispatch data, thereby improving accuracy. Live XML feeds from CAD vendors are still needed. The vendor contract was signed, and one County has data for testing presently underway. | | 2015 | - | 75% |
| | | | 2016 | Not available | 75% |
| | | | Project Complete | | |
| Accessibility | EMS pre-hospital provider transport activities are available upon request from the Delaware OEMS. Trauma patient care reports are submitted to the OEMS DTR and are available for aggregate statistical analysis and reports. The hospital in-patient data are available upon request in a public use file that contains a very limited number of variables with the crucial patient information removed leaving it limited for statistical data analysis. There is a comprehensive research file that may be obtained for statistical analysis, but the data request must be reviewed and must meet Internal Review Board requirements. | | | | |

| | | | | | |
|---|---|---|---|---|---|
| Data Integration | The Delaware Crash Outcome Data Evaluation System (CODES) project combines crash, pre-hospital, and hospital discharge data. The combined data files are used for traffic safety and injury prevention activities. The CODES program no longer exists in Delaware. | | | | |

[1] Progress reported for December 28, 2009 – March 22, 2010.
[2] No project has been selected for implementation to address this goal; therefore, no performance measure has been established.
[3] No project has been selected for implementation to address this goal; therefore, no performance measure has been established.

## State Traffic Records Strategic Plan

Strategic Plan, approved by the TRCC, that— (i) Describes specific, quantifiable and measurable improvements that are anticipated in the State's core safety databases (ii) Includes a list of all recommendations from its most recent highway safety data and traffic records system assessment; (iii) Identifies which recommendations the State intends to address in the fiscal year, the countermeasure strategies and planned activities that implement each recommendation, and the performance measures to be used to demonstrate quantifiable and measurable progress; and (iv) Identifies which recommendations the State does not intend to address in the fiscal year and explains the reason for not implementing the recommendations:

| ***Supporting Documents*** |
|---|
| TRCC FY 2021 Perf Measures.pdf |
| TRCC FY 2021 Progress Report.doc |

## Planned activities that implement recommendations:

| ***Unique Identifier*** | ***Planned Activity Name*** |
|---|---|
| APTRCC | Anticipated Projects |
| Analyst | Data Analyst Contract |
| CABB | QA/QC E-Crash Assessment/Control and Enhancements |
| CACB | TRCC Strategic Plan Implementation |

## Quantitative and Measurable Improvement

Supporting documentation covering a contiguous 12-month performance period starting no earlier than April 1 of the calendar year prior to the application due date, that demonstrates quantitative improvement when compared to the comparable 12-month baseline period.

| Supporting Documents |
| --- |
| DE_FY21_405C_TRCC FY 2021 Perf Measures.pdf |
| DE_FY21_405C_TRCC FY 2021 Progress Report.pdf |

## State Highway Safety Data and Traffic Records System Assessment

Date of the assessment of the State's highway safety data and traffic records system that was conducted or updated within the five years prior to the application due date:

Date of Assessment: 1/1/2015

Requirement for maintenance of effort

ASSURANCE: The lead State agency responsible for State traffic safety information system improvements programs shall maintain its aggregate expenditures for State traffic safety information system improvements programs at or above the average level of such expenditures in fiscal years 2014 and 2015

# 405(d) Impaired Driving Countermeasures Grant

## *Impaired driving assurances*

Impaired driving qualification: **Mid-Range State**

ASSURANCE: The State shall use the funds awarded under 23 U.S.C. 405(d)(1) only for the implementation and enforcement of programs authorized in 23 C.F.R. 1300.23(j).

ASSURANCE: The lead State agency responsible for impaired driving programs shall maintain its aggregate expenditures for impaired driving programs at or above the average level of such expenditures in fiscal years 2014 and 2015.

## *Impaired driving program assessment*

Date of the last NHTSA-facilitated assessment of the State's impaired driving program conducted: 2011
Date of Last NHTSA Assessment: Not required for a Mid-Range State

## *Authority to operate*

Direct copy of the section of the statewide impaired driving plan that describes the authority and basis for the operation of the statewide impaired driving task force, including the process used to develop and approve the plan and date of approval.

### Authority and Basis of Operation

#### STATEWIDE IMPAIRED DRIVING PREVENTION TASK FORCE

- Delaware OHS convened a statewide impaired driving prevention task force to work cohesively and comprehensively on impaired driving issues. This task force is chaired by Delaware's Impaired Driving Coordinator and includes representatives from multiple disciplines.
- Please see the summary of selected projects in the executive summary, and the logic and reasoning behind each selection. In addition, an update for each project is included in the summary. (Pages 2-5)

#### MISSION

- The task force mission is: "Increase safety on Delaware roadways by focusing on reducing impaired driving crashes and the underlying causal factors."

#### PURPOSE

- Guide the development and implementation of Delaware's Impaired Driving Strategic Plan;
- Provide a forum for discussion and resolution of issues, as well as an opportunity for collaboration of efforts and the identification of available resources;
- Develop consensus and direction among the participating agencies, as well as identify other agencies that should be included in the planning process;

- Represent the interests of the agencies and organizations on the task force to outside agencies, where appropriate, and champion the interests to those entities; and
- Promote the development and implementation of new, promising strategies to deter impaired driving.

### SCHEDULED MEETINGS

- In addition to a diverse group representing various disciplines, the group has agreed to meet quarterly.

### MEETING AGENDAS AND MINUTES

- Please see ATTACHMENT 1 for agendas and minutes.

### MEMBERSHIP

- Please see ATTACHMENT 2 for the Membership List.

### ROLES AND RESPONSIBILITIES OF MEMBERS

- Guide the development and implementation of the Statewide Strategic Plan;
- Provide leadership, technical direction, and oversight for the development and implementation of impaired driving prevention projects;
- Establish and participate on sub-committees as appropriate; and
- Provide regular briefings/updates to the Executive Committee.

### TARGETS

- The task force agreed to adopt the targets identified by the Office of Highway Safety's FY 2020 Highway Safety Plan. Therefore, the current target for this plan period is:
- Since FY 2018, OHS targets must now be a five-year average instead of a single calendar year target.
-

| ***CORE OUTCOME BEHAVIORAL MEASURES Targets for FY 2020*** | ***2014*** | ***2015*** | ***2016*** | ***2017*** | ***2018*** | ***2020 5 Year Average (Primary Goal)*** | ***2020 Calendar Year (Anticipated Number Needed to Achieve Goal)*** |
|---|---|---|---|---|---|---|---|
| Alcohol Impaired Driving Related Fatalities | 52 | 39 | 37 | 32 | 27 | | 31 |
| 5 Year Moving Average | 41 | 41 | 40 | 40 | 37 | 32 | |

OBJECTIVES

- Identify current ongoing efforts to prevent impaired driving and to reduce recidivism among populations with prior impaired driving arrests.
- Develop a Statewide Impaired Driving Prevention Plan.
- Strive to ensure that projects supported by the task force will move forward on schedule and be implemented within budgetary constraints.

PLAN

- The plan is comprehensive, data-driven, and shares the measurable impaired driving goals outlined in Delaware's Highway Safety Plan.
- The plan follows the format of the Highway Safety Program Management Guideline #8. It includes program management, strategic planning, prevention, the criminal justice system, communication programs, alcohol, and other drug misuse, as well as program evaluation and data.

The FY 2020-FY 2022 Statewide Impaired Driving Strategic Plan was approved on 5/16/19.

## *Key Stakeholders*

Delaware Statewide Impaired Driving Task Force Members

| NAME | TITLE | AGENCY | DISCIPLINE |
|---|---|---|---|
| AXELROD, BARZILAI | TRAFFIC SAFETY RESOURCE PROSECUTOR | DEPARTMENT OF JUSTICE | PROSECUTION |
| BURTON, TAMARA | DEPUTY COURT ADMINISTRATOR | COURT OF COMMON PLEAS – NEW CASTLE COUNTY | PROBATION & PAROLE, MONITORING |
| CAVETT, CYNTHIA | MARKETING SPECIALIST II | DELAWARE OFFICE OF HIGHWAY SAFETY | OUTREACH |
| CESTA, RICK | CHIEF OF DRIVER SERVICES | DELAWARE DIVISION OF MOTOR VEHCILES | DRIVER LICENSING |
| CHESSER, KIMBERLY | DIRECTOR | OFFICE OF HIGHWAY SAFETY | OUTREACH |
| CHIDSEY, ANDREW | INVESTIGATOR | DOVER AIR FORCE BASE SECURITY FORCES | LAW ENFORCEMENT |
| CONDON, TRACY | LIEUTENANT | DELAWARE STATE POLICE | ENFORCEMENT |
| CORDREY, JOHN | COMMISSIONER | OFFICE OF ALCOHOLIC BEVERAGE CONTROL COMMISSION | RETAIL LICENSING AND VIOLATION HEARINGS |
| FELDMANN, FRITZ | SARGEANT | NEW CASTLE COUNTY POLICE | LAW ENFORCEMENT |
| GRINSTEAD, ALAN (typically sends Sr. | BUREAU CHIEF | BUREAU OF COMMUNITY CORRECTIONS, | PROBATION & PAROLE, MONITORING |

| | | | |
|---|---|---|---|
| Probation Officer and Director of P&P) | | DEPARTMENT OF CORRECTION | |
| HOLLOWAY, SUSAN | DEPUTY DIRECTOR | DIVISION OF SUBSTANCE ABUSE & MENTAL HEALTH, DEPARTMENT OF HEALTH AND SOCIAL SERVICES | SUBSTANCE ABUSE EDUCATION AND TREATMENT, PUBLIC HEALTH |
| GRANT, KEN | MANAGER | PUBLIC AND GOVERNMENT AFFAIRS, AAA | PUBLIC EDUCATION |
| KLEPNER, RICHARD (CHAIR) | IMPAIRED DRIVING PROGRAM MANAGER | DELAWARE OFFICE OF HIGHWAY SAFETY | OUTREACH |
| KOBER, KEVIN | LIEUTENANT | DOVER POLICE | ENFORCEMENT |
| MCCLOSKEY, PATRICK | SARGEANT | UNIVERSITY OF DELAWARE POLICE | LAW ENFORCEMENT |
| ORTEGA, MILDRED | PREVENTION SPECIALIST | LATIN AMERICAN COMMUNITY CENTER | PUBLIC OUTREACH |
| NEIDERT, SCOTT | DESIGN RESOURCE ENGINEER | DELAWARE DEPARTMENT OF TRANSPORTATION | ENGINEERING SOLUTIONS |
| NEVINS, MARC | CHIEF OF MILITARY JUSTICE | DOVER AIR FORCE BASE LEGAL OFFICE | PROSECUTION |
| PETERSON III, ALEXANDER | JUDGE | JP COURT | ADJUDICATION/SENTENCING |
| RICHMAN, MARC | BUREAU CHIEF – BUREAU OF HEALTH CARE SERVICES | DEPARTMENT OF CORRECTION | CORRECTIONS |
| RUBIN, ANDREW (DRE COORDINATOR) | LIEUTENANT | NEWARK POLICE | ENFORCEMENT |
| SEBASTIAN, JOHN | DEPUTY CHIEF | BUREAU OF ADMINSTRATIVE SERVICES, DEPARTMENT OF CORRECTION | PROBATION & PAROLE, MONITORING |
| SMALLS, ALEX | CHIEF JUDGE | COURT OF COMMON PLEAS | ADJUDICATION/SENTENCING |
| SMITH, JESSICA | CHIEF FORENSIC TOXICOLOGIST | DIVISION OF FORENSIC SCIENCE | DUI BLOOD ANALYSIS |
| STARK, BONNIE | SENIOR PROBATION AND PAROLE OFFICER | PROBATION AND PAROLE | MONITORING |
| SWEET, WILLIAM | MAGISTRATE | JUSTICE OF THE PEACE COURT | ADJUDICATION/SENTENCING |
| TAYLOR, TERRA | DIRECTOR | PROBATION & PAROLE | MONITORING |
| UREY, RICHARD | DIRECTOR OF PROFESSIONAL SERVICES | DIVISION OF SUBSTANCE ABUSE AND MENTAL HEALTH | SUBSTANCE ABUSE EDUCATION AND |

| | | | |
|---|---|---|---|
| | | | TREATMENT, PUBLIC HEALTH |
| VALENTINE, GREG | DIRECTOR OF BEHAVIOR SERVICES | DELAWARE PSYCHIATRIC CENTER | PUBLIC HEALTH |
| VAN HORN, JEFF | SAFETY PROGRAMS MANAGER | DELAWARE DEPARTMENT OF TRANSPORTATION | ENGINEERING SOLUTIONS |
| WALKER, MARCUS | CHIEF OF ADVERSE ACTIONS | DOVER AIR FORCE BASE LEGAL OFFICE | PROSECUTION |
| WILLEY, JULIE | DIRECTOR | DELAWARE STATE POLICE CRIME LAB | BREATH AND BLOOD ANALYSIS |
| YEOMANS, JOHN | CHIEF | DELAWARE DIVISION OF ALCOHOL & TABACCO ENFORCEMENT | UNDERAGE DRINKING PREVENTION/ENFORCEMENT, LICENSEE MONITORING |

Date that the Statewide impaired driving plan was approved by the State's task force.
Date impaired driving plan approved by the task force: 5/16/2019

## Strategic plan details

Continue to use the previously submitted plan: Yes
ASSURANCE: The State continues to use the previously submitted statewide impaired driving plan.
The following program areas are addressed on the listed pages provided:

| | |
|---|---|
| Communication program: | Pgs. 22-24 |
| Criminal justice system: | Pgs. 15-21 |
| Program evaluation and data: | Pg. 28 |
| Prevention: | Pgs. 13-14 |
| Alcohol and other drug misuse, including screening, treatment, assessment, and rehabilitation: | Pgs. 25-27 |

# 405(f) Motorcyclist Safety Grant

## Motorcycle safety information

To qualify for a Motorcyclist Safety Grant in a fiscal year, a state shall submit as part of its HSP documentation demonstrating compliance with at least two of the following criteria:

| | |
|---|---|
| Motorcycle rider training course: | Yes |
| Motorcyclist awareness program: | No |
| Reduction of fatalities and crashes: | No |
| Impaired driving program: | No |
| Reduction of impaired fatalities and accidents: | No |
| Use of fees collected from motorcyclists: | Yes |

## Motorcycle rider training course

Name and organization of the head of the designated state authority over motorcyclist safety issues:

State authority agency: Delaware Department of Transportation - Division of Motor Vehicles

State authority name/title: Jana Simpler/Division of Motor Vehicles Director

Introductory rider curricula that has been approved by the designated state authority and adopted by the State:

Approved curricula: (i) Motorcycle Safety Foundation Basic Rider Course

Other approved curricula:

CERTIFICATION: The head of the designated state authority over motorcyclist safety issues has approved and the state has adopted the selected introductory rider curricula. Counties or political subdivisions in the state where motorcycle rider training courses will be conducted during the fiscal year of the grant and the number of registered motorcycles in each such county or political subdivision according to official state motor vehicle records provided the state must offer at least one motorcycle rider training course in counties or political subdivisions that collectively account for a majority of the state's registered motorcycles.

| County or Political Subdivision | Number of registered motorcycles |
|---|---|
| Kent County | 5,020 |
| New Castle County | 9,972 |
| Sussex County | 6,079 |

Total number of registered motorcycles in state.

Total # of registered motorcycles in state: 21,071

## Use of fees collected from motorcyclists for motorcycle programs

Process under which all fees collected by the state from motorcyclists for the purpose of funding motorcycle training and safety programs are used for motorcycle training and safety programs.
Use of fees criterion: Law State

Legal citations for each law state criteria.

| *Requirement Description* | *State citation(s) captured* |
|---|---|
| The state law or regulation requiring that all fees collected by the state from motorcyclists for the purpose of funding motorcycle training and safety programs are to be used for motorcycle training and safety programs. | Yes |
| The state law appropriating funds demonstrates that for the current fiscal year, for requiring all fees collected by the state from motorcyclists for the purpose of funding motorcycle training and safety programs are spent on motorcycle training and safety programs. | Yes |

### Citations

Legal Citation Requirement: The state law or regulation requiring that all fees collected by the state from motorcyclists for the purpose of funding motorcycle training and safety programs are to be used for motorcycle training and safety programs.
Legal Citation: DE Code, Title 21, Section 2726 and Admin Code, Title 2, Sec 2219
Amended Date:

### Citations

Legal Citation Requirement: The state law or regulation requiring that all fees collected by the state from motorcyclists for the purpose of funding motorcycle training and safety programs are to be used for motorcycle training and safety programs.
Legal Citation: http://delcode.delaware.gov/sessionlaws/ga133/chp027.shtml#TopOfPage
Amended Date:

### Citations

Legal Citation Requirement: The state law or regulation requiring that all fees collected by the state from motorcyclists for the purpose of funding motorcycle training and safety programs are to be used for motorcycle training and safety programs.
Legal Citation: http://delcode.delaware.gov/title21/c027/sc01/index.shtml
Amended Date:

### Citations

Legal Citation Requirement: The state law appropriating funds demonstrates that for the current fiscal year, for requiring all fees collected by the state from motorcyclists for the purpose of funding motorcycle training and safety programs are spent on motorcycle training and safety programs.
Legal Citation: Fiscal Year 2021 Operating Budget – Page 52

## Citations

Legal Citation Requirement: The state law appropriating funds demonstrates that for the current fiscal year, for requiring all fees collected by the state from motorcyclists for the purpose of funding motorcycle training and safety programs are spent on motorcycle training and safety programs.
Legal Citation: https://legis.delaware.gov/BillDetail?legislationId=48159

# 405(h) Non-Motorized Safety Grant

ASSURANCE: The state shall use the funds awarded under 23 U.S.C. 405(h) only for the authorized uses identified in § 1300.27(d).

# Certifications and Assurances

Certifications and Assurances for 23 U.S.C. Chapter 4 and Section 1906 grants, signed by the Governor's Representative for Highway Safety, certifying to the HSP application contents and performance conditions and providing assurances that the state will comply with applicable laws, and financial and programmatic requirements.