Agenda

• Introductions & SHSP Overview
• Progress in Achieving SHSP Overall Goals
• SHSP Strategy Implementation Highlights
• Summary of Progress in Achieving SHSP Emphasis Area Goals
• Open Discussion & Next Steps
SHSP Overview
What is an SHSP?

- Comprehensive transportation safety plan with a goal of reducing highway fatalities and serious injuries on all public roads

- Establishes consistent statewide goals, objectives, emphasis areas, priorities, and countermeasures with stakeholders and other transportation plans

- Makes effective use of State, regional, and local crash data and determines priorities based on crash data

- Addresses engineering, management, operation, education, enforcement, and EMS
Key MAP-21 Requirements

• SHSP must be evaluated and updated regularly (full updates at least every 5 years)

• States must develop the SHSP in consultation with the stakeholders identified in MAP-21

• To identify safety problems and priorities, States should analyze crash (both fatalities and serious injuries), roadway, and traffic data

• Coordinate SHSP with other transportation and safety plans (e.g., STIP, HSP, CVSP, and Metropolitan Transportation Plans)

• States must set performance-based goals
Delaware’s SHSP History

2006
First Plan Adopted

2008
First Plan Update

2010
New Plan Adopted

2015
New Plan Adopted

2020
Plan Update Scheduled
Stakeholder Input

CORE COMMITTEE

DeIDOT Traffic  OHS  DSP

STAKEHOLDER COMMITTEE

- City of Wilmington
- DE Office of Highway Safety
- DE Office of Emergency Medical Services
- DE Department of Justice
- DeIDOT - DMV
- DeIDOT Planning
- DeIDOT Traffic
- DELJIS
- DE Police Chiefs' Council
- Delaware State Police
- DSP Truck Enforcement Unit
- DART/DTC
- Dover/Kent County MPO
- FHWA
- FMCSA
- NHTSA
- New Castle County PD
- Ocean View PD
- Sussex County
- UD T2 / LTAP Center
- WILMAPCO

Emphasis Area Teams

Emphasis Area 1  Emphasis Area 2  Emphasis Area 3  Emphasis Area ...

7
Delaware’s 2015 SHSP Emphasis Areas

Emphasis Areas Ranked by Fatalities and Serious Injuries (2007 - 2014)

- Intersections: 36% fatalities, 41% serious injuries
- Roadway Departure: 24% fatalities, 18% serious injuries
- Impaired Driving: 21% fatalities, 17% serious injuries
- Unrestrained Motorists: 13% fatalities, 11% serious injuries
- Motorcycles: 12% fatalities, 11% serious injuries
- Speeding: 10% fatalities, 8% serious injuries
- Pedestrians: 10% fatalities, 11% serious injuries
- Head-On & Cross Median: 10% fatalities
- Distracted Driving: 9% fatalities
- Heavy Vehicles: 8% fatalities
- Older Drivers & Peds: 8% fatalities
- Young Drivers: 7% fatalities
- Bicyclists: 3% fatalities
- Fatigued Driving: 2% fatalities
- Work Zone: 1% fatalities
- Trains: 0% fatalities

Account for 94% (91%) of fatalities and 81% (75%) of serious injuries
Progress in Achieving SHSP Overall Goals
The Delaware Strategic Highway Safety Plan: Toward Zero Deaths aims to eliminate fatalities and serious injuries on Delaware’s roadways through a multi-agency approach that utilizes education, enforcement, engineering and emergency medical service strategies. The goal of the Delaware Strategic Highway Safety Plan: Toward Zero Deaths is to achieve a reduction of at least 3 fatalities and 15 serious injuries annually and continue to reduce the total number of fatalities and serious injuries to achieve at least a 50 percent reduction by 2035.
2015 SHSP Overall Goal
(Combined Fatalities & Serious Injuries)

2015 SHSP Goal:
• Reduce 3 fatalities per year
• Reduce 15 serious injuries per year
• 50% reduction by 2035

Source: CARS (2017 data is preliminary)
Number of Fatalities

Goal: ↓ 3 per year

Historical CY Data

Goal: ↓ 3 per year

Source: CARS

Goal Not Met

Goal Met
Number of Serious Injuries

Historical CY Data

2015 SHSP Goal

CY '05 - '14 Linear Trend

Goal: ↓ 15 per year

Source: CARS

✓ Goal Met  × Goal Not Met
2015 SHSP Overall Goal
(Combined Fatalities & Serious Injuries)

Combined Number of Fatalities and Serious Injuries

Year


Historical CY Data 802 919 845 835 727 825 736 724 729 750 700 699 713 681 596 645 179 609

2015 SHSP Goal

Goal: ↓ 18 per year

Goal Met ✓

Goal Not Met ✗

Source: CARS
## 2018 Fatalities Snapshot
(as of June 19, 2018)

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2018</th>
<th>2018 - 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Fatalities</strong></td>
<td>40</td>
<td>44</td>
<td>+4 (+10%)</td>
</tr>
<tr>
<td><strong>Person Type</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vehicle Occupants</td>
<td>19</td>
<td>28</td>
<td>+9 (+47%)</td>
</tr>
<tr>
<td>Seat Belts Worn</td>
<td>8</td>
<td>13</td>
<td>+5 (+63%)</td>
</tr>
<tr>
<td>Seat Belts Not Used</td>
<td>11</td>
<td>12</td>
<td>+1 (+9%)</td>
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<tr>
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<td>0</td>
<td>3</td>
<td>+3 (n/a)</td>
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<tr>
<td>Motorcyclists</td>
<td>5</td>
<td>5</td>
<td>0 (0%)</td>
</tr>
<tr>
<td>Pedestrians</td>
<td>13</td>
<td>10</td>
<td>-3 (-23%)</td>
</tr>
<tr>
<td>Bicyclists</td>
<td>3</td>
<td>1</td>
<td>-2 (-67%)</td>
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<tr>
<td><strong>Crash Involvement</strong></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Alcohol/Drug Related</td>
<td>22</td>
<td>8</td>
<td>-14 (-64%)</td>
</tr>
<tr>
<td>Roadway Departure</td>
<td>13</td>
<td>20</td>
<td>+7 (+54%)</td>
</tr>
<tr>
<td>Work Zones</td>
<td>0</td>
<td>2</td>
<td>+2 (n/a)</td>
</tr>
</tbody>
</table>

Source: OHS and DelDOT based on analysis of CARS and fatal crash notices;  
Current year count is unofficial and could rise as fatal investigations are completed.
SHSP Strategy Implementation Highlights
Implementation Tracking

• DeIDOT, OHS, DSP tracking SHSP efforts
• Agencies meet at least once annually to discuss and coordinate strategy implementation and initiatives
EA 1: Intersections
(Combined Fatalities and Serious Injuries)

Combined Number of Intersection Fatalities and Serious Injuries

Year


Historical CY Data

2015 SHSP Goal

Historical CY: Fatalities Only

Goal: ↓ 7 per year

Source: CARS
EA 1: Intersections

- 76% occurred in urban areas
- 57% were angle crashes
  - 53% of those at signals were angle crashes
  - 51% of those at unsignalized were angle crashes (down from 60%)
- 56% occurred in New Castle County
- 51% occurred at unsignalized
- 54% were male
- 39% occurred between 2 and 7 PM
- 33% occurred on principal arterials
- 22% were 20 to 29 years old

- 14% occurred on wet/snowy/icy roadways
- 13% occurred during dark, unlit conditions
  - 11% for Signals
  - 16% for Unsignalized
- Location
  - 30% at Signals on Divided Hwys
  - 17% at Signals on Undivided Hwys
  - 16% at Unsignalized on Divided Hwys
  - 36% at Unsignalized on Undivided Hwys

Compared to Data Trends Reported in 2015 SHSP (based on 2007-2014 crash data)
• 15 HEP sites identified and studied annually
  • Site selection based on critical crash rates

• Considering modifications to the site selection process to prioritize corridors and/or intersections
  • Consider fatality and injury crashes only during site selection
  • Consider crash numbers (not rates)
EA 1: Intersections

• Unsignalized intersections
  • Multiway stop control installation
  • Roundabout candidate priority program
  • Median opening studies and improvements

• Signalized intersections
  • Backplate requirements updated
  • Multiple corridors retimed each year
  • Considering applying HFST on intersection approaches
• Phase 1 Results
  • 7% increase in all crashes
  • 47% reduction in angle crashes
  • 21% reduction in RLR crashes
  • 11% increase in rear end crashes

• Phase 2 Results
  • 19% increase in all crashes
  • 50% reduction in angle crashes
  • 53% reduction in RLR crashes
  • 33% increase in rear end crashes
  • 20% reduction in injuries
EA 1: Intersections

- Countermeasure evaluations
  - Through Route Activated Warning System (TRAWS)
  - Lane narrowing
  - Speed reduction markings
  - Intersection lighting
  - HIBs/ICBs
  - New traffic signals

- Goal is to identify “proven” countermeasures
EA 1: Intersections

- Connected and Autonomous Vehicles
  - Advisory Council on CAVs (multiple subcommittees)
  - SPAT Challenge
  - DSRC Testing
EA 2: Roadway Departure
(Combined Fatalities and Serious Injuries)

<table>
<thead>
<tr>
<th>Year</th>
<th>Historical CY Data</th>
<th>2015 SHSP Goal</th>
<th>Historical CY: Fatalities Only</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>239</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2008</td>
<td>219</td>
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<tr>
<td>2009</td>
<td>207</td>
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<tr>
<td>2010</td>
<td>185</td>
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<td>2012</td>
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<td>2013</td>
<td>151</td>
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<td>2014</td>
<td>165</td>
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<td>2015</td>
<td>113</td>
<td>✓</td>
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<tr>
<td>2016</td>
<td>161</td>
<td>✓</td>
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<tr>
<td>2017</td>
<td>149</td>
<td>✓</td>
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<tr>
<td>2018</td>
<td>153</td>
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<tr>
<td>2019</td>
<td>149</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2020</td>
<td>145</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Goal: ↓ 4 per year

Source: CARS
EA 2: Roadway Departure

- 77% were single-vehicle crashes
- 68% were male
- 58% occurred along collector and local roadways
- 55% occurred in rural areas (increase from 49%)
- 43% occurred during dark, unlit conditions
- 37% involved impaired driving
- 36% occurred on a Saturday or Sunday

- 28% were 20 to 29 years old
- 27% were unrestrained motorists
- 19% occurred on wet/snowy/icy roadways
- 18% involved speeding
- 21% occurred between 12 AM and 3 AM
- 19% involved striking a tree(s)
- 6% were cross median crashes

Compared to Data Trends Reported in 2015 SHSP (based on 2007-2014 crash data)
• Proven safety countermeasure at reducing the frequency of roadway departure crashes

• Rumble Strip Open-End Contract:
  • 223 miles of center line installed
  • 133 miles of edge line installed

• Upcoming testing of sinusoidal rumble strips
EA 2: Roadway Departure
High Friction Surface Treatments (HFST)

- Candidate locations identified using data-driven process and screening based on several factors
- After testing, 34,500 SF was installed @ over 25 locations (thru 2017)
- Before/after evaluation:
  - Reduced wet-weather crashes per year by 55%
  - Reduced total crashes per year by 21%
  - Reduced roadway departure crashes by 56%
- DelDOT is planning to award a new open-end contract for installation

National Roadway Safety Award for Infrastructure and Operational Improvements Award Winner
• Median barrier installations since 2009:
  • SR 1 – 4.2 miles of HTCB from SR 299 to SR 896 (2009)
  • SR 1 – 2.9 miles of steel guardrail from north of Tybouts Corner to north of SR 273 (2009/2010)
  • I-495 – 0.85 miles of HTCB from I-95 to US 13 (2013)
  • SR 1 – 2.3 miles of HTCB from Roth Bridge to US 13 (2014)
  • I-95 – 1.2 miles of steel guardrail from north of Rest Area to north of SR 273 (2017)

• Additional median barrier design underway/planned:
  • I-95 – Approx. 2.5 miles from ½ mile south of Harvey Rd to the PA State Line
  • SR 1 – Approx. 12 miles from south of SR 9 to south of Smyrna
  • SR 1 – Approx. 11.5 miles from Smyrna to Odessa
  • SR 1 – Approx. 1 mile from north of SR 896 to south of Biddles Toll Plaza
  • Installations will be primarily HTCB with small sections of w-beam guardrail
  • Construction will occur in segments under on-call contract
EA 2: Roadway Departure
Strategy Implementation Highlights

- Horizontal Curve Safety Project (ongoing)
  - Arterial and collector roadways > 1,000 AADT
  - 3,400 locations statewide
- Investigating feasibility/benefits of increasing yellow centerline width to 10” within curves (pilot will be implemented at a speed transition area)
- DelDOT working with utility companies to relocate and/or improve delineation of utility poles in locations with crash histories
EA 3: Impaired Driving
(Combined Fatalities and Serious Injuries)

Combined Number of Impaired Driving Fatalities and Serious Injuries

Year

Historical CY Data
Historical CY: Fatalities Only
2015 SHSP Goal

Goal: ↓ 4 per year

Goal Met
Goal Not Met

Source: CARS
EA 3: Impaired Driving

- 71% were male
- 64% occurred on a Friday, Saturday, or Sunday
- 39% were in roadway departure crashes (down from 51%)
- 47% occurred during dark (unlit) conditions
- 43% occurred in New Castle County

- 34% of impaired drivers were 20 to 29 years old
- 26% were unrestrained motorists
- 25% occurred between 12 AM and 3 AM
- 31% occurred on principal arterials (increase from 25%)
- 12% involved speeding
- 47% were in single-vehicle crashes (increase from 38%)

Compared to Data Trends Reported in 2015 SHSP (based on 2007-2014 crash data)
EA 3: Impaired Driving

- Recent Trends
- Challenges
- Program Management
## EA 3: Impaired Driving

### OHS’s Approach to Media

#### PAID MEDIA
- Video (Facebook; cable TV)
- Sponsored Facebook posts
- Banner ads
- Vehicle wraps
- Text ads – Google Adwords; Bing ads
- Banner ads – MaxPoint; Facebook
- Printed collateral
- Micro website: [https://www.arrivealivede.com](https://www.arrivealivede.com)
- OHS Facebook
- **John Q. Rhodes** - Facebook character
- Event sponsorships (NASCAR)

#### EARNED MEDIA
- PSAs – IHeart Radio/High school public address
- Media releases before mobilizations
- Close relationships with local media & press
- Responsiveness to media inquiries
- Working with other state agency PIOs (State, county and local law enforcement; DelDOT, DMV)
EA 3: Impaired Driving

Example Media

LIGHT UP

“Light up” takes on a whole new meaning when you drive high. Delaware has Drug Recognition Experts who can tell if you’re smoking pot or using other illegal drugs. Get caught driving under the influence, and you’ll get a suspended driver’s license, thousands of dollars in fines and possibly jail time. A DUI will always cost you. It’s not worth it. Delaware has zero tolerance for drugs.

Don’t let a DUI redefine you.

ArriveAliveDE.com/DriveSober

BOTTOMS UP

DRIVE SOBER
ARRIVE ALIVE DE

SUPER BOWL FANS
DON’T LET FANS DRIVE DRUNK.

> DESIGNATE A SOBER DRIVER <
Delaware Office of Highway Safety

University of Delaware Football
Newark, DE
November 11th, 2017
Attendance 16,333

ArriveAliveDE.com/DriveSober
Delaware Office of Highway Safety

Buccaneer Bash
Bowers Beach, DE
May 26th - 27th, 2018
EA 4: Unrestrained Motorists
(Combined Fatalities and Serious Injuries)

Combined Number of Unrestrained Motorists
Fatalities and Serious Injuries

Year

Historical CY Data
2015 SHSP Goal
Historical CY: Fatalities Only

Goal: ↓ 2 per year

✓ Goal Met  ✗ Goal Not Met

Source: CARS
EA 4: Unrestrained Motorists

- 69% were male
- 65% were drivers
- 45% were in roadway departure crashes
- 42% were in impaired driving crashes
- 38% occurred on a Saturday or Sunday
- 30% were 20 to 29 years old
- 27% were impaired drivers
- 19% occurred between 12 AM and 3 AM
- 15% involved speeding

Compared to Data Trends Reported in 2015 SHSP (based on 2007-2014 crash data)
EA 4: Unrestrained Motorists

• Recent Trends
• Challenges
• Program Management
Delaware Office of Highway Safety

Camden Wyoming Little League
Camden, DE
May 12th, 2018

[Images of kids and tents at a softball event]
EA 4: Unrestrained Motorists

Example Media

Here comes Dave. Buckle up.

Meet Dave. He makes bad decisions, like wearing a bedazzled denim vest and checking Facebook while driving. Dave is likely to crash into you, then Snapchat the aftermath. Wearing your seat belt can help protect you from Dave. So no matter how far the drive, buckle up.

ArriveAliveDE.com/BuckleUp

11,282

Americans died in crashes in 2016 because they were not wearing a seat belt.

14,668

Americans were saved in 2016 by wearing a seat belt.

John Q Rhodes
March 23 - 0

Even if your bracket is busted, you can still be a champion by buckling up behind the wheel. #rhodesDEFender #BuckleUp #MarchMadness
EA 5: Motorcycles
(Combined Fatalities and Serious Injuries)

Combined Number of Motorcycle Fatalities and Serious Injuries

Year


Historical CY Data

2015 SHSP Goal

Historical CY: Fatalities Only

Goal: ↓ 2 per year

Goal Met

Goal Not Met

Source: CARS
EA 5: Motorcycles

- 89% were male
- 57% occurred on a Friday, Saturday or Sunday
- 36% occurred in June, July, or August (down from 47%)
- 35% were not wearing a helmet (down from 45%)
- 35% were in angle crashes
- 31% were in single-vehicle crashes
- 39% occurred at an intersection

Compared to Data Trends Reported in 2015 SHSP (based on 2007-2014 crash data)

- 34% occurred between 3 PM and 7 PM
- 42% occurred on principal arterial roadways (increase from 26%)
- 21% were 40 to 49 years old
- 12% were in roadway departure crashes (decrease from 24%)
- 18% were impaired drivers (or riding with an impaired driver)
- 20% during dark, unlit conditions
EA 5: Motorcycles

• Recent Trends
• Challenges
• Program Management
EA 5: Motorcycles

Example Media

LOOK

for motorcycles.

SEE & BE SEEN. ARRIVE ALIVE DE

A wild ride isn’t worth it.
Wear the proper motorcycle protection.

Their life is riding on it.
Check your mirrors for motorcycles.
EA 6: Speeding
(Combined Fatalities and Serious Injuries)

Combined Number of Speeding Fatalities and Serious Injuries

Year
Historical CY Data  2015 SHSP Goal  Historical CY: Fatalities Only

2007 127 40 ✓
2008 109 24 ✓
2009 78 27 ✓
2010 75 17 ✓
2011 72 13 ✓
2012 67 23 ✓
2013 52 15 ✓
2014 44 16 ✓
2015 58 23 ✓
2016 60 13 ✓
2017 49 12 ✓
2018 58 56 ✓
2019 54 52 ✓
2020 50 50 ✓

Goal: ↓ 2 per year

Source: CARS
EA 6: Speeding

- 67% were male
- 29% were 20 to 29 years old
- 53% occurred in New Castle County
- 58% were in single-vehicle crashes (increase from 47%)
- 42% were roadway departure crashes (decrease from 54%)
- 55% occurred on collector or local roads
- 51% occurred on a Friday, Saturday, or Sunday
- 36% during dark, unlit conditions
- 29% occurred between 7 PM and 11 PM
- 36% occurred in rural areas
- 24% occurred on wet/snowy/icy roadways
- 28% involved impaired driving
- 22% were unrestrained motorists
- 19% were motorcyclists

Compared to Data Trends Reported in 2015 SHSP (based on 2007-2014 crash data)
• DRIVE TO SAVE LIVES CAMPAIGN
  • The Drive to Save Lives Campaign was initiated by the International Association of Chiefs of Police (IACP) in 2014 with the goal of reducing traffic deaths and injuries across the U.S. AND changing the high-risk behaviors of motorists, to include the following:
    • Distracted driving
    • Impaired driving
    • **Speeding**
    • Unsafe driving behaviors of the operators of large trucks/buses
    • Seatbelt violations (motorists and passengers)
• DRIVE TO SAVE LIVES CAMPAIGN
  • IACP leaders’ goal was to change the high-risk behaviors of motorists in order to decrease crashes by using the following methods:
    • Education and awareness
    • Partnerships
    • High visibility traffic enforcement
• “I-95 Drive to Save Lives” is a contributing effort to support the IACP’s original Drive to Save Lives Campaign

• It’s meant to be a high visibility-type campaign that takes place across the approximate 1920 miles of the Interstate 95 corridor

• All (15) states patrolling a portion of I-95 have been asked and have participated in the last three campaigns (April 2017, October 2017 and April 2018) and others in the past
One step further - DRIVE TO SAVE LIVES IN DELAWARE

- These Delaware-specific initiatives have run simultaneously with the last three “I-95 Drive to Save Lives” campaigns.
- Every patrol-type law enforcement agency in Delaware has been asked to participate and many have participated in the last three initiatives.
- In addition to patrolling I-95 (during the I-95 portion of the initiative) DSP has covered the remaining main corridors in Delaware, US1, US13, and US113, while the municipal agencies covered their own territories, or jurisdictions.
EA 6: Speeding
Strategy Implementation Highlights

• April 2017- National Distracted Driving Awareness Month

• October 2017- National Teen Driver Safety Week

• April 2018 - National Distracted Driving Awareness Month
EA 6: Speeding
Strategy Implementation Highlights

• Accomplishments
  • Motorists have been thoroughly educated and made more aware of their high-risk behaviors
  • Partnerships have been developed and/or enhanced
    • OHS and DelDOT have supported the Drive to Save Lives initiatives in many ways
    • Multiple state and municipal agencies have worked together to accomplish the designated goals
  • High visibility traffic enforcement has surely curbed high-risk behaviors of motorists leading to no fatalities on I-95 during the past three initiatives
  • At least 456 citations were issued on I-95 in Delaware alone, during the past three initiatives
  • At least 2,664 citations were issued in Delaware as a whole, during the past three initiatives
• Accomplishments regarding speeding
  • Speeding results- At least 1,249 speeding citations were issued during the past three Drive to Save Lives initiatives
Lastly, in August three troops plan to focus on **speeding**, as they participate in the upcoming “Drive to Save Lives in Delaware/Back to School Safety Month- 2018” initiative on August 3\textsuperscript{rd} and 4\textsuperscript{th}.

- The remainder of the troops, along with the participating municipal agencies, will focus on ALL of the Drive to Save Lives campaign’s targeted violations.
- Troops 1 and 6 will patrol I-95, specifically, for the I-95 Drive to Save Lives portion of the campaign.
EA 7: Pedestrian
(Combined Fatalities and Serious Injuries)

Combined Number of Pedestrian Fatalities and Serious Injuries

Year


Historical CY Data  2015 SHSP Goal  Historical CY: Fatalities Only

Goal: ↓ 2 per year

Goal Met  Goal Not Met

Source: CARS
88% occurred in urban areas
61% were in New Castle County (decrease from 68%)
73% were male (increase from 63%)
50% were 20 to 49 years old
56% occurred between 4 and 11 PM
56% occurred along divided roadways (increase from 42%)

48% occurred on principal arterials (increase from 36%)
21% of fatalities were impaired (decrease from 33%)
37% occurred during dark (unlit) conditions
34% occurred on a Friday or Saturday
24% were at an intersection

Compared to Data Trends Reported in 2015 SHSP (based on 2007-2014 crash data)
EA 7: Pedestrians
SR 1 Pedestrian Improvements

4.7 miles of sidewalk, 211 ADA ramps, 153 roadway lights, transit upgrades, 6 new crosswalks across SR 1
EA 7: Pedestrians
SR 1 Pedestrian Improvements - Post Implementation Studies

**FIGURE 1. SR 1 AT SR 24 SUMMER 2015 VS. 2016 WEEKEND TRAFFIC VOLUMES**

**SR 1 SB Travel Time, US 9 to SR 1A, July Weekend Median**

**SR 1 AT REHOBOOTH AVENUE 2013 PEDESTRIAN COUNT VS. 2017 PUSHBUTTON ACTUATION SUMMARY**

<table>
<thead>
<tr>
<th>15-min intervals with ped activity, 9 AM - 6 PM (36 intervals)</th>
<th>15-min intervals with ped activity, 7 AM - 7 PM (48 intervals)</th>
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<tbody>
<tr>
<td>2013</td>
<td>9 hours</td>
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<tr>
<td>9 hours</td>
<td>47</td>
</tr>
</tbody>
</table>

**SR 1 AT HOLLAND GLADE ROAD 2013 PEDESTRIAN COUNT VS. 2017 PUSHBUTTON ACTUATION SUMMARY**

<table>
<thead>
<tr>
<th>15-min intervals with ped activity, 9 AM - 6 PM (36 intervals)</th>
<th>15-min intervals with ped activity, 7 AM - 7 PM (48 intervals)</th>
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<tbody>
<tr>
<td>2013</td>
<td>Saturday July 13</td>
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<tr>
<td>9 hours</td>
<td>3</td>
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EA 7: Pedestrians
Rectangular Rapid Flash Beacon (RRFB)

BEFORE/AFTER MOTORIST YIELDING COMPLIANCE

<table>
<thead>
<tr>
<th>Location</th>
<th>Before RRFB</th>
<th>With RRFB</th>
<th>Improvement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Florida 2009</td>
<td>2-4%</td>
<td>55-70%</td>
<td>60% improvement</td>
</tr>
<tr>
<td>Florida 2009</td>
<td>2%</td>
<td>54%</td>
<td>52% improvement</td>
</tr>
<tr>
<td>Florida 2010</td>
<td>4%</td>
<td>72-96%</td>
<td>80% improvement</td>
</tr>
<tr>
<td>Texas 2011</td>
<td>&lt;1%</td>
<td>80%</td>
<td>79% improvement</td>
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<td>Oregon 2011</td>
<td>2-25%</td>
<td>74-83%</td>
<td>63% improvement</td>
</tr>
<tr>
<td>Michigan 2014</td>
<td>20%</td>
<td>69%</td>
<td>49% improvement</td>
</tr>
<tr>
<td>Texas 2014</td>
<td>&lt;1-28%</td>
<td>37-89%</td>
<td>49% improvement</td>
</tr>
</tbody>
</table>

- Polly Drummond Hill Rd @ Judge Morris Estate: 3% 34-36% 32% improvement
- SR 9 @ Center St: 9-11% 46-51% 39% improvement
- S. State St @ Bayhealth Kent General: 29-51% 71-85% 38% improvement
- Gills Neck Rd @ Junction Breakwater Trail: 73-74% 69-92% 2% improvement
- Fred Hudson Rd @ McCoy’s Way: 30-34% 50-53% 20% improvement

Viewing Design Features for Evaluation:
- Median refuge (left or without RRFB)
- RRR communications
- Flashing light
- Solar power
- Urban
- Sidewalk crossings
- Trail crossings
EA 7: Pedestrians
Rectangular Rapid Flash Beacon (RRFB)

State St at Bayhealth

Gills Neck Road

Polly Drummond Hill Road

7th St at Dobbinsville
• DelDOT is considering barrier options to prevent pedestrians from crossing midblock
• 1,772 reported crashes
• 46% of crashes occur during nighttime hours
• 41% between 4 PM – 9 PM
• 29% occur between October – January
• 24% of pedestrians were aged 19 & under
• 11% of pedestrians hit were under the influence

Source: OHS
• 52% of pedestrian were under the influence
  • Average known BAC is 2.5x the legal limit
• Tend to be aged between 35-64
• Judged to have contributed to 96% of crashes
• 82% occur where speed limit is ≥ 35 MPH
  • High speed roadways like US 13, SR 2, US 40
• 77% occur during dark hours
• 9% occur within a crosswalk

Source: OHS
EA 7: Pedestrians
Pedestrian Fatality Crashes

Time of Pedestrian Fatal Crashes (2012-2016)

Source: OHS
EA 7: Pedestrians
How OHS Focuses on Ped Safety

• Data driven: Timing; geo fencing; targeted demographics
• Coordinate with law enforcement
• Work the plan (HSP) & plan accordingly
• Innovate: Think outside the box; use humor
• Focus on target audience for message development
• Use the right channels
• Measure and adjust
• Work with advertising partners experienced in issue advocacy
EA 7: Pedestrians
Crosswalk Champions
EA 7: Pedestrians

Pedestrian Speed Demo
Every pedestrian needs to know when it’s safe to cross the road, because sometimes there’s no turning back. In the last five years, 146 pedestrians have been killed crossing Delaware’s busy roads, and even more have been injured. Be careful and walk smart. Use crosswalks and make sure you’re visible.

ArriveAliveDE.com/WalkSmart
I'm putting the safety of Delaware's beachgoers on my back. #WalkSmart #rhodesDEfender

It's beach season, Delaware. Do people tan the bottom of their feet? I have no idea. Do they use them on crosswalks when crossing the street? Chyeah. #WalkSmart #rhodesDEfender
EA 7: Pedestrians
Community Outreach

- Alliance Sports Marketing
  - Cross Country Races
  - Elementary school programs (still in planning)
- Corporate/Public Partner Program
- OHS Safety Conference
- Banners for schools
- Beach events: Partnership with Ocean City Pedestrian Task Force

![Image: SLOW DOWN. CHILDREN CROSSING.]

![Image: Partnership event with Ocean City]
Summary of Progress in Achieving SHSP Emphasis Area Goals
## Progress Towards 2015 SHSP Goals

### Performance Measure

<table>
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<tr>
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<tbody>
<tr>
<td>Overall Goal (Combined Fatalities &amp; Serious Injuries)</td>
<td>✗</td>
<td>✗</td>
<td>✓</td>
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<td>Overall Fatalities</td>
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<td>1 – Intersections</td>
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<td>✓</td>
<td>✗</td>
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<td>2 – Roadway Departure</td>
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<td>3 – Impaired Driving</td>
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<td>6 – Speeding</td>
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<tr>
<td>7 – Pedestrians</td>
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<td>✓</td>
<td>✓</td>
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</tr>
</tbody>
</table>

Source: CARS

✓ Goal Met  ✗ Goal Not Met
Open Discussion and Next Steps
Open Discussion

• Initiatives from other agencies?
• Suggestions?
• Questions?
SHSP Next Steps

- **Spring 2019:** SHSP Core Agencies (DelDOT, OHS, DSP) initiate 2020 SHSP development discussions

- **Late 2019/Early 2020:** Crash Data Analysis

- **March 2020:** Stakeholder Committee Kick-Off Meeting

- **April – July 2020:**
  - Emphasis Area Team Meetings
  - Draft 2020 SHSP

- **August 2020:** Present Draft Plan to Stakeholders

- **Sept 2020:** Adopt 2020 SHSP
Thank You!

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