

Quarantined! Managing Highway Safety Programs During a Public Health Emergency



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Director

State of Emergency Stay at Home Orders

- State of Emergency Declaration
 - Effective March 13th
 - Twenty-second modification on June 19th
- Stay at Home Orders
 - Effective March 24th – June 1st
 - Currently in Phase II of the Reopen Plan

Challenges

- Rapid and unpredictable change
- Continual monitoring, re-evaluating and adjusting

Impacts -Staffing

- Entire staff switched to telecommuting
- OHS Car Seat Fitting Stations closed
- Technology needs
 - Equipment for staff i.e. laptops, wifi
 - Virtual appointments, meetings, and monitoring

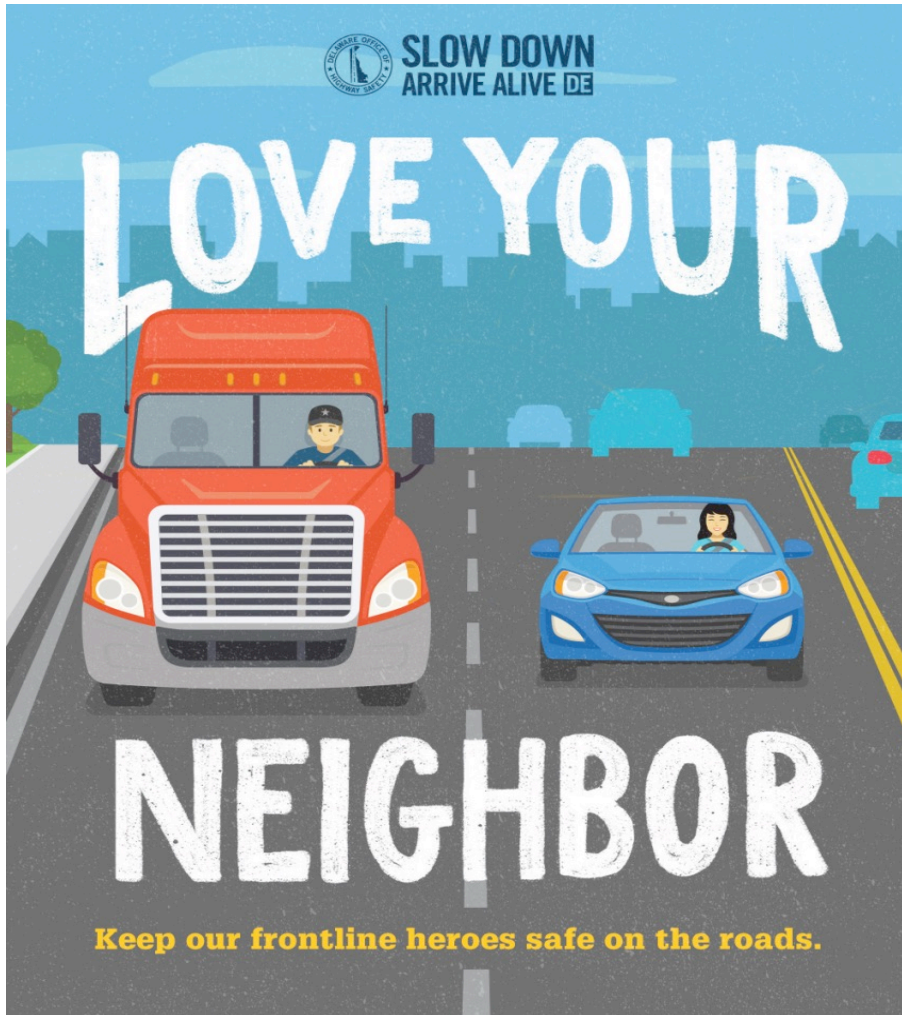
Impacts - Law Enforcement Subgrantees

- Law Enforcement had challenges working our grants
 - Suspended enforcement mobilizations in March
 - Conducted a survey of law enforcement at the end of May
 - Resumed enforcement mobilizations in mid-June for those agencies that can participate
 - No checkpoints until further notice

Impacts - Paid and Social Media

- Messaging did not align with Stay at Home Orders and current public health crisis.
 - Shift our messaging
 - Cancel public relations events
 - Cancel educational activities in schools
 - Move to on-line education where possible

Social Media



CAPTION:

We love our heroes on the road! The long-distance truckers. The emergency personnel. The grocery store workers. All striving to keep us safe and well. Let's follow the speed limits and drive with care as we keep these courageous neighbors in our thoughts!

#LoveYourNeighbor
#SlowDown #ArriveAliveDE
#StayHomeDE
#allinthistogether
@JohnCarneyDE @DeIDOT

Digital Marketing

Verizon 9:58 AM 80%

Search

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If you have to go out—whether it's to get food or get to a job that's essential, remember to count to three.

MAKE EVERY TRIP COUNT
Make it there safely. [Learn More](#)

1 KEEP YOUR EYES ON THE ROAD
Others may be distracted. [Learn More](#)

2 OBEY THE SPEED LIMIT
Keep distance between cars. [Learn More](#)

3 BUCKLE YOUR SEAT BELT
A secure belt is a safe one. [Learn More](#)

DRIVE SAFE ARRIVE ALIVE
Drive safe, Delaware. [Learn More](#)

Like Comment Share

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Paid Media Messaging



**WALK SMART
ARRIVE ALIVE DE**

FRIENDLY SAFETY REMINDERS



**WALK SAFE:
STAY VISIBLE**



**WALK SMART
ARRIVE ALIVE DE**

FRIENDLY SAFETY REMINDERS

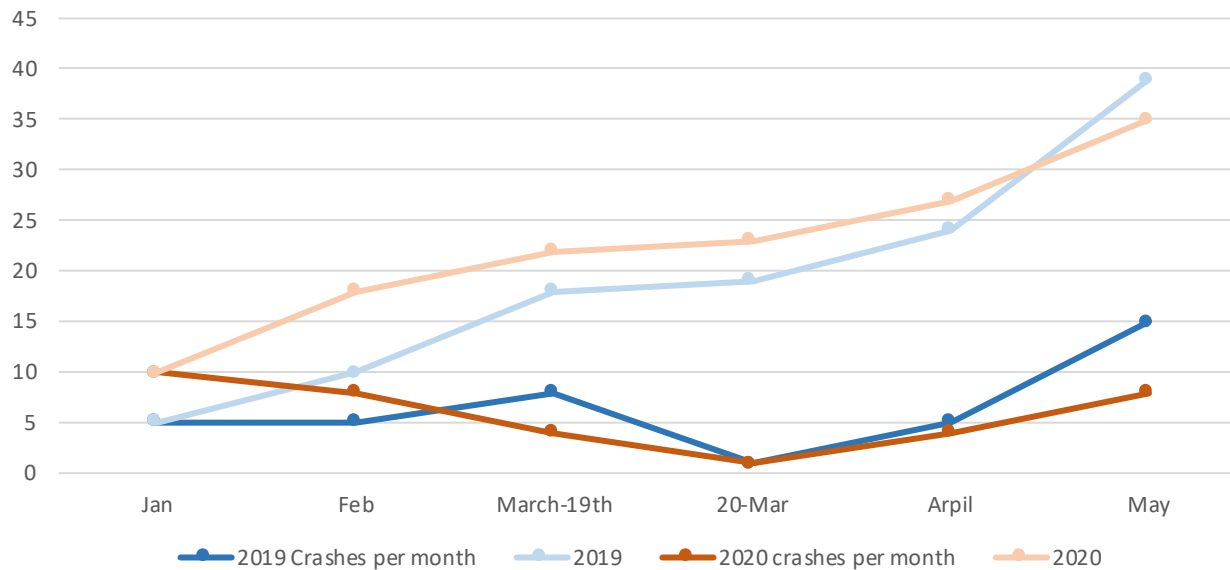


**BE SAFE:
STAY HOME WHEN ADVISED**

Decrease in Crashes

Trends in Fatal Data for COVID19	2019 (March 24- June 1)	2020 (March 24- June 1)
Traffic Fatalities	20	14
Motorcycle Fatalities	6	5
Pedestrian Fatalities	6	1
Unrestrained Fatalities	2	4
Drivers 20 & Under Fatalities	1	0
Speed Related Fatalities	8	4

COVID19 Crash Fatality Trend



Take Aways

- Continuity of Operations Plan
- Electronic Grants Management System
- Communication with staff and subgrantees
- Meeting Federal Requirements
 - CARES Act

THANK YOU!!!

