



# Annual Report to the General Assembly

## Pennsylvania Organ and Tissue Donation Awareness Program

2020-2021



**pennsylvania**  
DEPARTMENT OF HEALTH

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## Introduction

In keeping with provisions of Act 102 of 1994 that established the Governor Robert P. Casey Memorial Organ and Tissue Donation Awareness Trust Fund (Trust Fund), Organ Donation Advisory Committee (ODAC), and Pennsylvania’s Organ and Tissue Donation Awareness Program (OTDA), this annual report provides information for the period of July 1, 2020, to June 30, 2021. As required by Act 90 of 2018, this report provides information on expenditures of the Trust Fund and donor designation rates.

## Governor Robert P. Casey Memorial Organ and Tissue Donation Awareness Trust Fund

The Department of Health (DOH) oversees administration of the Governor Robert P. Casey Memorial Organ and Tissue Donation Awareness Trust Fund which consists of private, voluntary contributions. Promotion of the Trust Fund’s vital work and accomplishments and diversification of revenue sources have become essential to the continued existence of a Pennsylvania organ and tissue donation program aimed at saving lives.

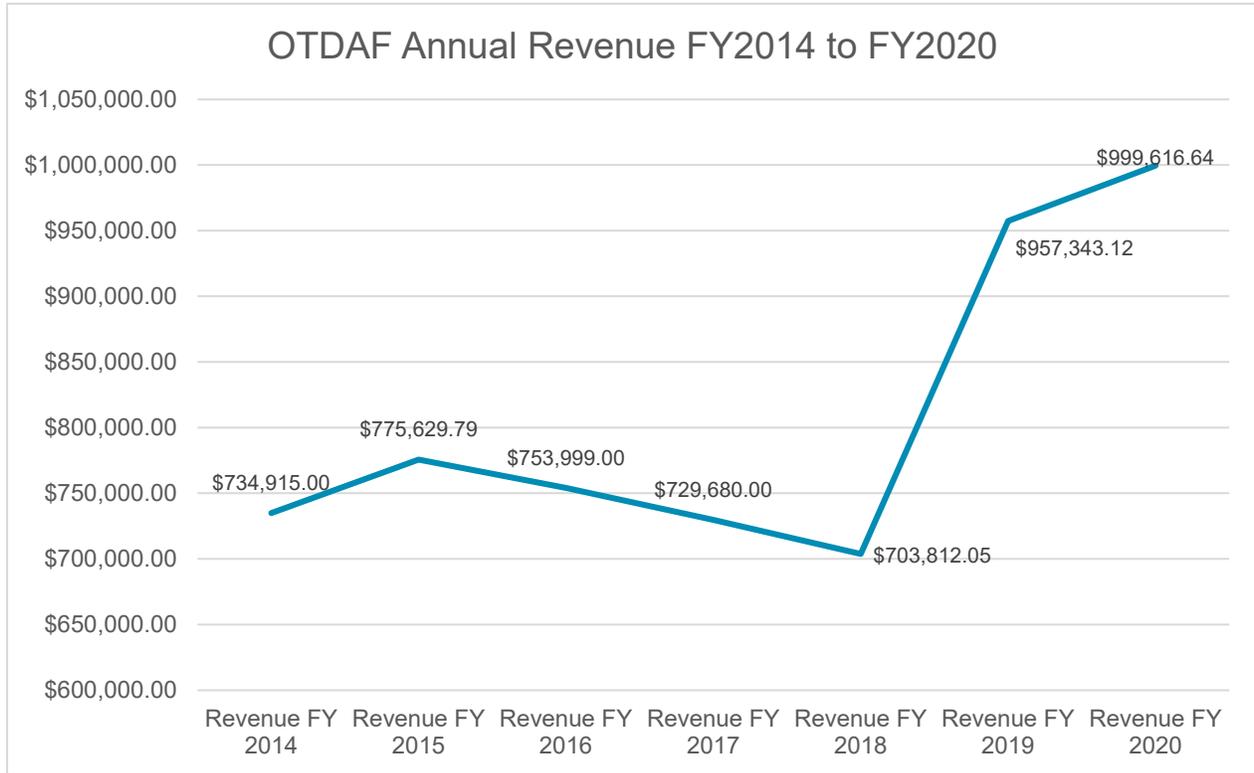
Figure 1: SFY 2020-21 Pennsylvania Budget for Trust Fund  
**GOVERNOR ROBERT P. CASEY MEMORIAL  
 ORGAN AND TISSUE DONATION AWARENESS TRUST FUND**  
 July 1, 2020 – June 30, 2021

<b>Beginning Balance</b> .....	<b>\$1,227,997</b>
<b>Revenue:</b>	
Driver's license applicants.....	\$345,685
Vehicle registrations.....	\$643,580
Private donations.....	\$3,499
Redeposit of checks.....	\$0
State income tax contributions.....	\$4,187
Interest/investment income.....	\$2,666
<b>Total Revenue</b> .....	<b>\$999,617</b>
<b>Total Funds Available</b> .....	<b><u>\$2,227,614</u></b>
<b>Expenditures:</b>	
Department of Health (broken out by category below).....	(\$518,308)
Statewide education and information campaign... ..	(\$394,788)
Voluntary benefit program reimbursements.....	(\$7,294)
Personnel/operating.....	(\$19,957)
Advisory committee.....	(\$18)
Department of Education.....	(\$96,251)
Department of Transportation.....	(\$0)
<b>Total Expenditures</b> .....	<b>\$518,308</b>
<b>Ending Balance</b> .....	<b><u>\$1,709,342</u></b>

Source: Pennsylvania Department of Health, 2021<sup>1</sup>

The two major revenue sources to the Trust Fund are \$3 contributions from driver’s license, identification card and motor vehicle applications or renewals, and state income tax refunds designated by taxpayers for the Trust Fund.

Figure 2: Governor Robert P. Casey Memorial Organ and Tissue Donation Awareness Trust Fund (OTDAF) Annual Revenue Graph Charting State Fiscal Years (FY) 2014 through 2020



Source: [https://www.revenue.pa.gov/News%20and%20Statistics/ReportsStats/RevenueReceipts/Documents/2020-2121/2021\\_06\\_bfmmonthlyreport.pdf](https://www.revenue.pa.gov/News%20and%20Statistics/ReportsStats/RevenueReceipts/Documents/2020-2121/2021_06_bfmmonthlyreport.pdf)

Trust Fund expenditures include: Pennsylvania Department of Education (PDE) contract for administering the OTDA Project, a statewide public awareness campaign, voluntary benefits program, DOH administrative costs as the commonwealth agency that oversees the organ donation program, ODAC meeting expenses, and PennDOT expenses incurred for that agency’s role in organ donor designation and providing a mechanism for citizens to make voluntary monetary contributions to the Trust Fund.

The voluntary benefits program provides for hotel reimbursement of lodging expenses associated with living donor procedures and grief counseling for family members of deceased donors. In 2020-21, benefits from the Trust Fund provided support for these services to 24 families.<sup>1</sup>

## Organ and Tissue Donation Awareness Project

The Department of Education (PDE) contracts with the Lancaster-Lebanon Intermediate Unit 13 (IU13) to administer the **Organ and Tissue Donation Awareness (OTDA) Project**, which seeks to help secondary students consider critical issues that surround organ and tissue donation. Each teen can then make an informed decision about donor designation when obtaining a driver's license and discussing the decision with family members.

Accomplishments in 2020-2021 include:

- **Site visits:** Site visits were canceled due to the COVID-19 pandemic. However, support was provided through monthly virtual "Must Meets" designed to keep participants updated on monthly OTDA events.
  - **Grant funding:** Funds totaled over \$23,000 during the COVID-19 pandemic to the following 11 schools: Altoona Area High School, Bethlehem Area Vocational School, Centennial School of Lehigh, Deer Lakes High School, DuBois Area School District, Indiana County Technology, Twin Valley High School, West York High School, William Penn High School.
  - **Promotion opportunities:** All statewide conferences were canceled due to the COVID-19 pandemic. However, informational mailers were sent to the participating school districts; the mailers featured successful OTDA program area teachers throughout Pennsylvania. Additionally, virtual Zoom meetings were held with interested school contacts.
  - **OTDA kick-off meetings:** No kick-off meetings were conducted in 2020-2021 due to the COVID-19 pandemic. Welcome kits were sent to the participating schools to supply the grantees with frequently used organ donation items that feature the Donate Life logo.
  - **Annual OTDA Conference:** The annual OTDA conference was canceled due to the COVID-19 pandemic. Plans are being made to convene in 2022.
  - **Seed Grant Opportunities:** The OTDA Project Team agreed that seed grants of up to \$500 would be made available to teachers who missed the June 2021 grant application deadline due to the impacts of the COVID-19 pandemic. The grants support OTDA activities designed to introduce organ donation education.
  - **COVID-19:** Due to the unforeseen events of the COVID-19 pandemic, PDE and the IU13 decided to allow schools to take part in a "redo" year for the upcoming 2021-2022 school year. This allows grantees to repeat the OTDA year, allowing for a chance to carry out planned activities and special events that were canceled due to the pandemic.
  - **Funding:** Due to the cancellation of OTDA's annual conference, funding was allocated to the upcoming year's state budget line of awarded grants. These funds will be available for schools doing a "redo" year and will also apply to new grantees for the 2021-2022 school year.<sup>3</sup>
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# Donate Life Pennsylvania

Donate Life Pennsylvania (DLPA) is the collaborative initiative between the Departments of Health and Transportation, the Center for Organ Recovery & Education (CORE) and Gift of Life Donor Program (GOL). Trust Fund contributions are used to educate Pennsylvanians, build awareness about the importance of organ and tissue donation, and increase the number of people who sign up as organ donors on their driver's licenses and state identification cards. Trust Fund money is distributed to the Organ Procurement Organizations (OPOs) according to the provisions of Act 102 of 1994. The OPOs use no funds directly; but subcontract with a marketing agency that uses Trust Fund contributions to design and execute public awareness campaigns under DLPA.

During State Fiscal Year 2020-2021, Tierney, the subcontracted marketing agency, continued to optimize processes working with GOL and CORE to promote organ donation registrations through targeted touchpoints, educational content, and compelling stories. The efforts focused on increasing registrations, boosting awareness, and identifying new opportunities for user engagement.

Tierney, in partnership with Red House Communications, shifted the strategic positioning and built a refreshed content strategy with the theme of “Register as an Organ Donor, and Your Story Goes On and On”. This concept demonstrates that registering to be an organ donor allows a person’s legacy or story to live on and further illustrates the impact one donor can make on the lives of others.

In addition to the new content strategy, Tierney completed a refresh for the PennDOT mailer, using a brighter, more captivating design to get the attention of the target audience and more effectively communicate the message. Alongside Red House, Tierney finalized the refreshed PennDOT mailer in English and Spanish. The final document was uploaded to the DLPA website and mailers continue to be distributed by PennDOT.

Figure 3: Redesigned organ donation brochure/mailer



Source: Tierney Annual Report FY20-21<sup>4</sup>

Tierney and Red House also created new assets for Department of Motor Vehicle (DMV) sites, including posters, computer toppers, and new looping videos with key myth-busting facts to be featured on DMV screens both in English and Spanish. Highlighting participants from the updated DMV mailer, these assets raise awareness and encourage individuals to register as organ donors when in DMV centers.

Figure 4: New creative assets for DMV centers



COMPUTER TOPPERS

POSTER

LOOPING VIDEO

Source: Tierney Annual Report FY20-21<sup>4</sup>

Tierney’s plan for SFY 2020-2021 used strategies that included partnerships, an impact newsfeed, social and paid media, and public relations outreach, with many initiatives related to key moments in time and utilizing multiple strategies. Following are some of the key efforts and successes:

- **Partnerships:** Strategic partnership efforts were focused on PA Donor Day (January 8, 2021), National Donor Day (February 14, 2021) and National Donate Life Month (April 2021). Messaging and marketing toolkits created for partners spread awareness and drove donor registrations. In addition to leveraging those timely moments, the OPOs led an effort, with Tierney’s support, to facilitate conversations with new partners such as United Way’s 211 database, Pennie, and HuntFishPA.
- **Impact newsfeed:** A newsfeed section was designed on the DLPAs website featuring personal stories of organ donation across a range of perspectives and formats. To hit on key moments in time, an editorial calendar was created focusing on the development of three to four new entries per month to share on social media and encourage link clicks. Since the launch of the newsfeed channel, Tierney produced and posted 37 newsfeed articles to the impact page to showcase the personal stories of donors, donor families, and recipients. The content connects organ donation to real human experiences to encourage readers to register as organ donors.
- **Social media:** The Tierney team launched DLPAs on Instagram and focused leveraging the channel by developing bi-weekly content. Through Instagram, Tierney was better able to track the hashtag, #PADonorDay during PA Donor Day, and engage with users. Initial social metrics included more than 1 million impressions of the hashtag, 1.8 thousand event RSVPs, 3.5 million paid and organic views on content, and a 600%

improvement of the click-through rate to the PA Donor Day page. On Facebook, the strongest performing organic content has continued to center around the personal stories of donation, relevant news stories, and timely events. Facebook followers increased to 12,116, up 3% from the end of last year.

- **Paid media:** Following a pause in all paid media activity due to the COVID-19 pandemic, SFY 2020-2021 eased back into market as levels of uncertainty began to drop and messaging pivoted toward hope and “doing good” in the community. All channels returned to levels of normalcy as the campaign progressed throughout the year. This ensured being able to activate a “heavy up” during December and January to support the second year of PA Donor Day. Additionally, Tierney implemented a geofencing tactic to reach users within various DMV centers. This strategy for last-minute messaging on-site gave users waiting in line an opportunity to register online as an organ donor or at a minimum, to see the related messaging before deciding to designate as an organ donor in person. Paid advertising funds were allocated to top-performing media channels: Facebook promoted posts, YouTube video ads, digital display banners, and paid search text ads. This combination of channels allowed the campaign to provide brand awareness messaging, while also driving users to become designated organ donors. Over the course of the year, 62,314 visits were generated that can be directly attributed to advertising efforts.
- **Public relations outreach:** Tierney worked with CORE and GOL to capitalize on key moments in time including, DMV Appreciation Month, PA Donor Day, and National Donate Life Month through strategic earned outreach.
  - During DMV Appreciation Month in September, six media placements were secured across the state, garnering 7.8 million impressions. Notable outlets included: *PennLive*, *TribLive*, *Reading Eagle*, *Lancaster Online*, *Bucks County Courier Times*, and *The Tribune-Democrat*.
  - For the second annual PA Donor Day, the focus was on pitching fresh angles and coverage opportunities. Those included a press release from PA Department of Health, identifying local spokespeople in each media market who wrote customized letters to the editors, and interview opportunities, as well as creating an op-ed in recognition of the 25th anniversary of the Governor Casey Memorial Trust Fund. Between all these strategies, PA Donor Day continued to be one of the biggest outreach efforts generating over 30 placements and 4.95 million impressions across the state. Notable outlets included: *PennLive*, *TribLive*, *This Week in PA* featuring Lisa Battat, and *Fox29 Philadelphia*.
  - National Donate Life Month took place in April and Tierney, along with the OPOs, drafted a press release in partnership with PA Department of Health, encouraging Pennsylvanians to register as organ donors. This generated over 700,000 impressions in print publications including: *The Wyoming County Examiner*, *Pittsburgh Tribune Review*, *Scranton Times-Tribune*, and *GettysburgTimes*. The press release also inspired an editorial that was picked up by six newspapers in eastern Pennsylvania, and PennDOT included an article in an e-newsletter, further extending the reach of the message.

Figure 5: PA Donor Day logo



Source: Tierney Annual Report FY20-21<sup>4</sup>

Figure 6: Social media posts on partner sites



Source: Tierney Annual Report FY20-21<sup>4</sup>

SFY 2020-2021 donor designations saw an increase of 47,747. The percentage of Pennsylvanians with a driver's license or state ID card who were registered as an organ donor increased to 49.70%, up slightly from last fiscal year. The following outlines the designation share rate starting at the beginning of Tierney's contract, last year's rate, the current rate, and the goal for designations:

- Baseline (6/30/2018)
  - Designations as of 6/30/2018: 4,826,120
  - Designations percentage as of 6/30/2018: 48.5%
- Last Year (6/30/2020)
  - Designations as of 6/30/2020: 4,943,203
  - SFY 2019-2020 New Donors: 27,642
  - Designation percentage: 49.61%

- Current (6/30/2021)
  - Current designations: 4,990,950
  - SFY 2020-2021 New Donors: 47,747
  - Current designation percentage as of 6/30/2021: 49.70%
- Goal (6/30/2021)
  - Designation goal: 5,051,120
  - Designation percentage goal: 50.0%<sup>4</sup>

Figure 7: PA Organ Donor Designation Share



Source: Tierney Annual Report FY20-21<sup>4</sup>

## Organ Procurement Organizations

When the National Organ Transplant Act (NOTA) was signed into law in 1984, it created the national Organ Procurement and Transplantation Network (OPTN) for matching donor organs to waiting recipients. The OPTN both standardized the process through which organs are donated and shared across the country and created the system of federally-designated OPOs throughout the United States and its territories.

OPOs must be certified by the Centers for Medicare and Medicaid Services (CMS) and abide by CMS regulations. By federal law, all OPOs must be members of the OPTN, and all OPOs are members of the Association of Organ Procurement Organizations (AOPO).<sup>5</sup>

Pennsylvania is served by the Center for Organ Recovery & Education (CORE) and Gift of Life Donor Program (GOL). OPOs have two major roles in the service areas:

1. **Increasing the number of registered donors:** OPOs reach out to individuals, families, communities and professionals through education and public awareness campaigns. The goal is to encourage people to legally register as a donor.
2. **Coordinating the donation process:** When donors become available, representatives from the OPO will evaluate the potential donors, check the deceased's state donor registry, discuss donation with family members, contact the OPTN computer system that matches donors and recipients, obtain a match list for that specific donor, and arrange for the recovery and transport of donated organs. These representatives also provide bereavement support for donor families and volunteer opportunities for interested individuals.

CORE is the non-profit, federally designated OPO serving the western half of Pennsylvania, West Virginia and Chemung County, New York. **Pennsylvania population served:** 4 million

**Pennsylvania counties served:**

Allegheny, Armstrong, Beaver, Bedford, Blair, Bradford, Butler, Cambria, Cameron, Clarion, Clearfield, Crawford, Elk, Erie, Fayette, Forest, Franklin, Fulton, Greene, Huntingdon, Indiana, Jefferson, Lawrence, McKean, Mercer, Potter, Somerset, Venango, Warren, Washington and Westmoreland

**Pennsylvania organ transplant centers served:** Allegheny General Hospital, UPMC Children's Hospital of Pittsburgh, University of Pittsburgh Medical Center Hamot, University of Pittsburgh Medical Center Presbyterian and Veterans Administration Pittsburgh Healthcare System

**Pennsylvania tissue procurement providers within CORE's service area:** Center for Organ Recovery & Education (CORE)

**Pennsylvania eye procurement providers within CORE's service area:** Center for Organ Recovery & Education (CORE) and Lions Eye Bank of Northwestern Pennsylvania<sup>6</sup>

GOL is the non-profit, federally designated OPO serving the eastern half of Pennsylvania, southern New Jersey and Delaware. **Pennsylvania population served:** 11.2 million

**Pennsylvania counties served:**

Adams, Berks, Bucks, Carbon, Centre, Chester, Clinton, Columbia, Cumberland, Dauphin, Delaware, Juniata, Lackawanna, Lancaster, Lebanon, Lehigh, Luzerne, Lycoming, Mifflin, Monroe, Montgomery, Montour, Northampton, Northumberland, Perry, Philadelphia, Pike, Schuylkill, Snyder, Sullivan, Susquehanna, Tioga, Union, Wayne, Wyoming and York

**Pennsylvania organ transplant centers served:**

Albert Einstein Medical Center, Children's Hospital of Philadelphia, Geisinger Medical Center, The Hospital of the University of Pennsylvania, UPMC Harrisburg Hospital, St. Christopher's Hospital for Children, Temple University Hospital, Tower Health, Penn State Milton S. Hershey Medical Center, The Lankenau Hospital, Lehigh Valley Hospital, Crozer Chester Medical Center and Thomas Jefferson University Hospital

**Pennsylvania tissue procurement providers within GOL’s service area:** Gift of Life Donor Program, Community Tissue Services, CryoLife, Inc., LifeNet Transplant Services, Musculoskeletal Transplant Foundation and National Disease Research Interchange

**Pennsylvania eye procurement providers within GOL’s service area:** Gift of Life Donor Program, Lions Eye Bank of Delaware Valley and SightLife<sup>7</sup>

Table 1: Pennsylvania Organ Procurement Organizations Donations, FY 2020-21

	CORE	GOL
<b>ORGAN DONATION</b>		
Total number of referrals	6,824	4,419
Total number of potential donors	315	841
Total number of donors recovered	233	535
Total number of organs recovered	799	1686
Total number of organs transplanted	540	1,280
Total number of organs provided for research	72	461
<b>TISSUE DONATION</b>		
Total number of referrals	25,865	36,766
Total number of potential donors	12,577	4,992
Total number of donors recovered	860	1,197
Total number of tissue grafts produced	10,718	89,775
Total number of tissues provided for research	1,337	40
<b>EYE DONATION</b>		
Total number of referrals	25,865	36,766
Total number of potential donors	7,889	5,764
Total number of donors recovered	774	1,616
Total number of eye tissue procured	975	1613
Total number of eye tissue transplanted	846	1153
Total number of eye tissue provided for research	85	0

Source: CORE and GOL 2021<sup>8</sup>

## Organ Donor Designation on Driver's Licenses and State Identification Cards

In SFY 2020-21, a net of 47,747 organ donor designations were added to driver's licenses and state identification cards, raising Pennsylvania's statewide donor designation rate (DDR) to 49.70 percent.<sup>9</sup>

Table 2: Number and Percent of Driver Licenses and State Identification Cards

<b>COUNTY SUMMARY FOR ORGAN DONOR DESIGNATION</b>				
<b>COUNTY RANKING</b>	<b>COUNTY</b>	<b>TOTAL CUSTOMERS</b>	<b>DESIGNATED AS ORGAN DONOR</b>	<b>PERCENTAGE</b>
1	CENTRE	95,420	58,018	60.80%
2	CHESTER	405,305	241,583	59.61%
3	WARREN	29,956	17,550	58.59%
4	BUTLER	158,238	89,972	56.86%
5	CUMBERLAND	209,084	117,735	56.31%
6	YORK	363,534	202,406	55.68%
7	BRADFORD	47,460	26,290	55.39%
8	ADAMS	81,207	44,728	55.08%
9	SUSQUEHANNA	30,770	16,943	55.06%
10	MCKEAN	30,892	16,969	54.93%
11	MONTGOMERY	680,924	372,852	54.76%
12	ERIE	204,269	110,681	54.18%
13	LANCASTER	418,015	226,472	54.18%
14	MONTOUR	14,584	7,898	54.16%
15	UNION	29,036	15,693	54.05%
16	ELK	25,184	13,558	53.84%
17	CLINTON	26,512	14,239	53.71%
18	TIOGA	32,208	17,287	53.67%
19	BLAIR	96,905	51,828	53.48%
20	WAYNE	44,012	23,537	53.48%
21	ALLEGHENY	949,623	507,117	53.40%
22	BUCKS	531,152	283,060	53.29%
23	CAMERON	3,667	1,948	53.12%
24	LYCOMING	88,222	46,774	53.02%
25	WYOMING	22,502	11,769	52.30%
26	CLEARFIELD	59,497	31,089	52.25%
27	WASHINGTON	172,982	89,679	51.84%
28	HUNTINGDON	32,982	17,048	51.69%
29	CAMBRIA	103,827	53,497	51.53%
30	MIFFLIN	32,690	16,822	51.46%

COUNTY RANKING	COUNTY	TOTAL CUSTOMERS	DESIGNATED AS ORGAN DONOR	PERCENTAGE
31	FRANKLIN	118,148	60,575	51.27%
32	LACKAWANNA	165,877	84,978	51.23%
33	BEAVER	131,186	66,994	51.07%
34	VENANGO	39,135	19,901	50.85%
35	SULLIVAN	4,881	2,479	50.79%
36	COLUMBIA	48,962	24,841	50.74%
37	LEBANON	114,696	58,145	50.69%
38	PERRY	37,725	19,089	50.60%
39	NORTHAMPTON	264,006	133,418	50.54%
40	CRAWFORD	64,979	32,756	50.41%
41	WESTMORELAND	281,102	141,440	50.32%
42	POTTER	12,975	6,528	50.31%
43	SOMERSET	57,474	28,861	50.22%
44	MERCER	83,613	41,823	50.02%
45	FOREST	4,276	2,135	49.93%
46	JEFFERSON	34,583	17,116	49.49%
47	LAWRENCE	70,594	34,843	49.36%
48	LEHIGH	290,792	141,620	48.70%
49	DAUPHIN	227,097	109,727	48.32%
50	SCHUYLKILL	112,185	54,149	48.27%
51	PIKE	48,165	23,146	48.06%
52	BERKS	331,883	159,212	47.97%
53	SNYDER	29,224	13,962	47.78%
54	INDIANA	59,781	28,534	47.73%
55	CARBON	52,841	25,196	47.68%
56	BEDFORD	39,151	18,615	47.55%
57	ARMSTRONG	55,684	26,467	47.53%
58	JUNIATA	17,682	8,366	47.31%
59	CLARION	27,726	13,093	47.22%
60	DELAWARE	446,307	209,833	47.02%
61	NORTHUMBERLAND	70,473	32,986	46.81%
62	GREENE	26,764	12,122	45.29%
63	LUZERNE	255,921	115,310	45.06%
64	FULTON	11,771	5,134	43.62%
65	MONROE	140,789	60,564	43.02%
66	FAYETTE	109,068	46,640	42.76%
67	PHILADELPHIA	1,134,363	365,310	32.20%
<b>ALL</b>	<b>TOTALS</b>	<b>10,042,538</b>	<b>4,990,950</b>	<b>49.70%</b>

Source: Pennsylvania Department of Transportation, 2021<sup>9</sup>

## Citations

<sup>1</sup> Pennsylvania Department of Health, 2021.

<sup>2</sup> Pennsylvania Department of Revenue, 2021.  
[https://www.revenue.pa.gov/News%20and%20Statistics/ReportsStats/RevenueReceipts/Documents/2020-21/2021\\_06\\_bfmmonthlyreport.pdf](https://www.revenue.pa.gov/News%20and%20Statistics/ReportsStats/RevenueReceipts/Documents/2020-21/2021_06_bfmmonthlyreport.pdf)

<sup>3</sup> Pennsylvania Department of Education. Lancaster-Lebanon Intermediate Unit 13. Organ and Tissue Donation Awareness Program, 2021.

<sup>4</sup> Tierney Donate Life PA FY 20-21 Report, July 1, 2020 – June 30, 2021.

<sup>5</sup>US Department of Health and Human Services, <https://www.hhs.gov/> , 2021. Health Resources & Services Administration (HRSA), US Government Information on Organ Donation and Transplantation, <https://www.organdonor.gov/>, 2021 and Association of Organ Procurement Organizations, 2021 <https://www.aopo.org/>.

<sup>6</sup> Center for Organ Recovery and Education, 2021. <https://www.core.org/>.

<sup>7</sup> Gift of Life Donor Program, 2021. <https://www.donors1.org/>.

<sup>8</sup> Center for Organ Recovery and Education and Gift of Life Donor Program State Fiscal Year 2020-21.

<sup>9</sup> Pennsylvania Department of Transportation, 2021.