



## APPENDIX C PROGRAM AREA FORM IMPAIRED DRIVING DRUGS AND ALCOHOL

**Will countermeasure strategies and planned activities be described in this plan to address the program area?**

Yes

### Problem Identification

**Description and analysis of the state’s highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.**

The OHSP uses state traffic crash data to identify highway safety problems. Crash trends can be influenced by many variables, including the number of vehicle miles traveled (VMT), the number, weight, and size of vehicles, the health of state and regional economies, weather conditions, as well as passenger vehicle safety features, roadway infrastructure, emergency medical services, and the global pandemic.

State-level data review and analysis focuses on fatality and suspected serious injury reduction.

To assist with problem identification, the University of Michigan Transportation Research Institute (UMTRI) provides a five-year review of fatalities for the core performance measures. In most cases, the data review includes fatalities and suspected serious injuries by month, age, and county so that programs may be focused when and where they have the greatest potential to reduce traffic fatalities and suspected serious injuries.

In addition to crash data, activity measures such as observed seat belt use and citations issued during grant-funded enforcement activities are part of the problem identification and planning process.

A five-year moving average is applied against the core performance measures to set goals and determine areas where positive progress is expected, where little or no change appears likely, and areas where the trend indicates fatalities and suspected serious injuries will increase.

For the three shared goals for the HSP and the Highway Safety Improvement Plan (HSIP), the OHSP, and the Michigan Department of Transportation (MDOT) worked with the UMTRI to develop predictive figures generated from a multi-variate change model for the target-setting process. The change model predicts change in fatalities from the previous years based on a number of predictors. The model incorporates factors such as gas prices, employment, income, gross domestic product (GDP), VMT, and alcohol consumption. The suspected serious injuries are modeled as a proportion of fatalities.

The goal-setting process was complicated knowing that fatality and suspected serious injury outcomes for 2021-2022 are likely to be heavily influenced by the global COVID-19 pandemic.

Nearly one third of Michigan fatal crashes involved at least one impaired driver.



## **<sup>1</sup>FY2022 Michigan Performance Measures**

State data will be used as indicated in the GHSA email dated January 13, 2021, except for (Number of traffic fatalities) and C-3 (Fatalities/VMT) which will use [Fatality Analysis Reporting System \(FARS\)](#) data as required.

The FY2022 HSP projects are based on the 2015-2019 trend data due to the 2020 data being unavailable during the planning period. However, the performance measures are based on the 2016-2020 data as approved by Region 5.

### **C-1 Number of fatalities in traffic crashes**

*Target:* Reduce fatalities from 1,083 in 2020 to 1,065.2 by September 30, 2022.

### **C-2 Number of suspected serious injuries in traffic crashes**

*Target:* Prevent suspected serious traffic injuries from increasing from 5,433 in 2020 to 5,733.2 by September 30, 2022.

### **C-3 Fatalities/VMT**

*Target:* Prevent fatalities/100 MVMT from increasing by .96 in 2019 to 1.098 by September 30, 2022. The 2020 Fatalities/VMT is not yet available.

### **C-4 Unrestrained passenger vehicle occupant fatalities, all seat positions**

*Target:* Reduce unrestrained passenger vehicle occupant fatalities, all seat positions, from 199 (2016-2020 average) to 196 (2018-2022 average) by September 30, 2022.

### **C-5 Number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher**

*Target:* Prevent alcohol impaired driving fatalities from increasing from 181 (2016-2020 average) to 198 (2018-2022 average) by September 30, 2022.

## **Other Michigan Performance Measures**

### **O1: Number of crashes involving alcohol- or drug-impaired motorcyclist**

*Target:* Reduce number of crashes involving alcohol- or drug-impaired motorcyclist from 230 (2016-2020 average) to 229 (2018-2022 average) by September 30, 2022.

### **O2: Number of fatalities involving alcohol- or drug-impaired motorcyclist**

*Target:* Prevent the number of fatalities involving alcohol- or drug-impaired motorcyclist from increasing from 45 (2016-2020 average) to 48 (2018-2022 average) by September 30, 2022.

### **O3: Number of fatal crashes involving drug-impaired driver or motorcycle operator.**

*Target:* Prevent the number of fatal crashes involving a drug-impaired driver or motorcycle operator from increasing from 228 (2016-2020 average) to 260 (2018-2022 average) by September 30, 2022.

### **O4: Number of crashes involving a motorcycle and another motor vehicle.**

*Target:* Reduce the number of crashes involving a motorcycle and another motor vehicle from 1,528 (2016-2020 average) to 1,488 (2018-2022 average) by September 30, 2022.

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<sup>1</sup> This chart and its wording is based on the GHSA and the NHTSA recommendations starting in FY2022.



Select at least one performance measure that is data-driven, that enables the state to track progress toward meeting the quantifiable annual target. For program areas where performance measures have not been jointly developed (e.g., distracted driving, drug-impaired driving) for which states are using HSP funds, the state shall develop its own performance measures and performance targets that are data-driven.

	Michigan FARS and State Data	2016	2017	2018	2019	2020	2021	<sup>2</sup> 2022 Goals (2018-2022 average except C-1, C-2, and C-3)
C-1	Traffic Fatalities (FARS)	1,065	1,031	977	985	1,083	1,121	1,065.2
C-2	Suspected Serious ("A") Injuries (State)	5,634	6,084	5,586	5,629	5,433	6,051	5,733.2
C-3	Fatalities Per 100 Million VMT (FARS)	1.07	1.01	0.95	.96	*Pending	*Pending	1.098
C-5	Fatalities in Crashes Involving a Driver or Motorcycle Operator with a BAC .08+ (State)	156	201	198	177	171	220	198
	Michigan Performance Measures	2016	2017	2018	2019	2020	2021	2022 Goals (2018-2022 average)
O1	Crashes involving Alcohol- or Drug-Impaired Motorcyclist (State)	233	236	206	239	238	226	229
O2	Fatalities to Alcohol- or Drug-Impaired Motorcyclist (State)	48	45	44	42	48	55	48
O3	Fatalities in Crashes involving a Drug-Impaired Driver or Motorcycle Operator (State)	216	227	226	214	257	295	260

### Performance Measures

Fiscal Year	<sup>3</sup> Performance Measure Name
2022	C-1 reduce fatalities C-2 reduce suspected serious injuries C-3 reduce K/VMT C-5 reduce alcohol-impaired driving fatalities (+08 BAC) O-1 reduce number of crashes involving impaired motorcyclists O-2 reduce fatalities involving impaired motorcyclists O-3 reduce drug-impaired fatal crashes

<sup>2</sup> Based on five-year averages per the NHTSA and the GHSA recommendations.

<sup>3</sup> Not every grant in the program area has all of the performance measures listed above. This list is cumulative based on each of the planned activities.



**Countermeasure Strategies**

Fiscal Year	Countermeasure Strategy Name
2022	Communication Campaign
	Drug Recognition Expert Training
	SFST Training for Law Enforcement Officers
	DWI Courts
	Impaired Driving Program Assessment (NHTSA facilitated)
	Judicial Education
	Highway Safety Office Program Management
	Countermeasures for Impaired Driving
	Paid/Earned Media

**Planned activities that the state will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Drug Recognition Expert Training	CP-22-01-d Special Projects	D.1/E.1
Drug Recognition Expert Call Out Program	CP-22-01-e Special Projects	D.2/E.2
Drug Recognition Expert National Training Conference	CP-22-01-f Special Projects	D.3/E.3
Impaired Driving Detection Training	AL-22-01	D.4/E.4
Sobriety Court Support	AL-22-05	D.5/E.5
Judicial Training and Outreach	AL-22-04	D.6/E.6
Judicial Outreach Liaison (JOL)	AL-22-04	D.7/E.7
Traffic Safety Training Program	AL-22-03	D.8/E.8
Impaired Driving Program Assessment Recommendation Implementation	AL-22-06	D.9/E.9
Michigan State Police Third District Impaired Driving Action Team (IMPACT) Public Education and Information Campaign	CP-22-03-d PI&E	D.10/E.10
Mothers Against Drunk Driving Michigan (MADD) Law Enforcement and Prosecutor Awards	AL-22-03	D.11/E.11
Drugged Driving Public Education Campaign	CP-22-03-u PI&E	D.12/E.12
Highway Safety Office Program Management	CP-22-02-b PM	E.13



## **APPENDIX D.1 COUNTERMEASURE STRATEGY FORM IMPAIRED DRIVING DRUGS AND ALCOHOL**

**Program Area Name:** Impaired Driving Drugs and Alcohol

**Countermeasure Strategy:** Drug Recognition Expert Training

**Grant Name:** **Drug Recognition Expert Training**

**Innovative countermeasure strategies are countermeasure strategies which have not yet been**

## Countermeasure Strategy Description

### Assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Nearly one third of Michigan fatal crashes involved at least one impaired driver.

Police officers are the first line of defense when it comes to making roadways safe. With drug related crashes on the rise, the Medical Marijuana Act, and the Michigan Regulation and Taxation of Marijuana Act, Michigan needs to continue to provide training to police officers in the detection and apprehension of drug and or combination alcohol/drug impaired drivers.

Data shows that in 2019, the top 10 counties for fatal crashes involving drugs occurred in DRE Regions 1-4 where 46% of all DREs are located.

Enclosure A.



While it is important to concentrate enforcement and training in the areas with the most drug involved fatal crashes, in 2019 50% of fatal crashes involving drugs and 44% of fatal crashes involving alcohol/drug combinations occurred in areas outside of the top 10 counties. This presents a significant number of fatalities that cannot be ignored. Therefore, the strategy for 2022 will be to continue to select the best qualified candidates statewide.

This strategy was selected because a well-organized, properly administered training program is the best method to ensure federal funds are being utilized appropriately and as intended.

**Fatalities and Suspected Serious Injuries 2015-2019 (REQUIRED)**

Year	Fatalities	Suspected Serious Injuries	Total
2015	963	4,865	<b>5,828</b>
2016	1,064	5,634	<b>6,698</b>
2017	1,028	6,084	<b>7,112</b>
2018	974	5,586	<b>6,560</b>
2019	985	5,629	<b>6,614</b>
<b>Total</b>	<b>5,014</b>	<b>27,798</b>	<b>32,812</b>

**Percentage Alcohol-Involved Fatalities and Suspected Serious Injuries 2015-2019 Compared to All Fatalities and Suspected Serious Injuries**

Person Degree of Injuries	2015	2016	2017	2018	2019	Total
Fatalities	31.5%	25.8%	34.9%	32.3%	29.9%	<b>30.8%</b>
Suspected Serious Injuries	18.4%	16.6%	18.0%	17.8%	18.9%	<b>17.9%</b>
<b>Total</b>	<b>20.6%</b>	<b>18.0%</b>	<b>20.5%</b>	<b>20.0%</b>	<b>20.5%</b>	<b>19.9%</b>

**Percentage Drug-Involved Fatalities and Suspected Serious Injuries 2015-2019 Compared to All Fatalities and Suspected Serious Injuries**

Person Degree Of Injuries	2015	2016	2017	2018	2019	Total
Fatalities	18.6%	22.5%	23.9%	25.4%	24.1%	<b>22.9%</b>
Suspected Serious Injuries	6.0%	8.0%	8.9%	7.1%	8.0%	<b>7.7%</b>
<b>Total</b>	<b>8.1%</b>	<b>10.3%</b>	<b>11.0%</b>	<b>9.8%</b>	<b>10.4%</b>	<b>10.0%</b>

**Crash Severity Distributions for Alcohol Only, Drugs Only, Alcohol and Drugs, and None Impaired in Crashes, 2015-2019**

Crash Severity	Alcohol Only	Drugs Only	Alcohol & Drugs	None
Fatalities	2.1%	7.4%	8.5%	0.2%
Suspected Serious Injuries	7.6%	11.0%	11.7%	1.2%
Suspected Minor Injuries	15.0%	13.8%	16.3%	4.6%
Possible Injuries	16.5%	21.9%	17.6%	11.4%
No Injuries	58.9%	45.8%	45.9%	82.7%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

**Crash Counts for Alcohol Only, Drugs Only, Alcohol and Drugs, and None Impaired in Crashes, 2015-2019**

Crash Severity	Alcohol Only	Drugs Only	Alcohol & Drugs	None
Fatalities	891	523	507	2,696
Suspected Serious Injuries	3,275	773	702	18,137
Suspected Minor Injuries	6,467	970	975	68,396
Possible Injuries	7,110	1,538	1,052	169,719
No Injuries	25,416	3,219	2,749	1,236,175
<b>Total</b>	<b>43,159</b>	<b>7,023</b>	<b>5,985</b>	<b>1,495,123</b>



Funding will support personnel, supplies/operating, equipment, contractual, and indirect costs.

\$476,000 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training

5.4% of total \$8,788,000 designated to AL

\$557,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the AL programs.

**Description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Nearly one third of Michigan fatal crashes involved at least one impaired driver.

State data will be used as indicated in the GHSA email dated January 13, 2021, except for C-1 (Number of traffic fatalities) and C-3 (Fatalities/VMT) which will use [Fatality Analysis Reporting System \(FARS\)](#) data as required.

The FY2022 HSP projects are based on the 2015-2019 trend data due to the 2020 data being unavailable during the planning period. However, the performance measures are based on the 2016-2020 data as approved by Region 5.

**C-1 Number of fatalities in traffic crashes**

*Target:* Reduce fatalities from 1,083 in 2020 to 1,065.2 by September 30, 2022.

**C-2 Number of suspected serious injuries in traffic crashes**

*Target:* Prevent suspected serious traffic injuries from increasing from 5,433 in 2020 to 5,733.2 by September 30, 2022.

**C-3 Fatalities/VMT**

*Target:* Prevent fatalities/100 MVMT from increasing from .96 in 2019 to 1.098 by September 30, 2022. The 2020 Fatalities/VMT is not yet available.

**C-5 Number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher**

*Target:* Prevent alcohol impaired driving fatalities from increasing from 181 (2016-2020 average) to 227 (2018-2022 average) by September 30, 2022.

**O1: Number of crashes involving alcohol- or drug-impaired motorcyclist**

*Target:* Reduce number of crashes involving alcohol- or drug-impaired motorcyclist by decreasing from 230 (2016-2020 average) to 229 (2018-2022 average) by September 30, 2022.

**O2: Number of fatalities involving alcohol- or drug-impaired motorcyclist**

*Target:* Prevent the number of fatalities involving alcohol- or drug-impaired motorcyclist from increasing from 45 (2016-2020 average) to 48 (2018-2022 average) by September 30, 2022.

**O3: Number of fatal crashes involving drug-impaired driver or motorcycle operator.**

*Target:* Prevent the number of fatal crashes involving a drug-impaired driver or motorcycle operator from increasing from 228(2016-2020 average) to 260 (2018-2022 average) by September 30, 2022.

Funding will support personnel, supplies/operating, equipment, contractual, and indirect costs.





\$476,000 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training  
 5.4% of total \$8,788,000 designated to AL  
 \$557,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the AL programs.

**Evidence of Effectiveness: rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

Nearly one third of Michigan fatal crashes involved at least one impaired driver.

**Countermeasures that Work, Ninth Edition 2017**  
**Chapter 1 Alcohol- and Drug-Impaired Driving**  
**Section 7.1 Enforcement of Drug-Impaired Driving Laws**  
**Page 71**  
**Citation**

“Although several devices are available that allow officers to screen suspects for illegal drug use at point-of-contact, none have been proven to be accurate and reliable (Compton et al., 2009). Many law enforcement agencies employ Drug Recognition Experts (DREs) to assist in investigating potential drug-impaired-driving cases. (NHTSA recommends that DREs participate in HVE activities and checkpoints and respond to suspected serious and fatal crashes.) The DREs use a standardized procedure to observe a suspect’s appearance, behavior, vital signs, and performance on psychophysical and physiological tests to determine whether and what type of drug or drug category may have been used. If drug intoxication is suspected, a blood or urine sample is collected and submitted to a laboratory for confirmation. The NHTSA has developed the advanced roadside impaired driving enforcement (ARIDE) training, which bridges the gap between the SFST and the DRE training programs. This program is available to those who are already certified to conduct the SFST and requires 16 hours of training.”

Funding will support personnel, supplies/operating, equipment, contractual, and indirect costs.

\$476,000 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training  
 5.4% of total \$8,788,000 designated to AL  
 \$557,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the AL programs.

**Planned activities that the state will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
<b>Drug Recognition Expert Training</b>	<b>CP-22-01-d Special Projects</b>	<b>D.1/E.1</b>
Drug Recognition Expert Call Out Program	CP-22-01-e Special Projects	D.2/E.2
Drug Recognition Expert National Training Conference	CP-22-01-f Special Projects	D.3/E.3
Impaired Driving Detection Training	AL-22-01	D.4/E.4
Sobriety Court Support	AL-22-05	D.5/E.5
Judicial Training and Outreach	AL-22-04	D.6/E.6
Judicial Outreach Liaison (JOL)	AL-22-04	D.7/E.7
Traffic Safety Training Program	AL-22-03	D.8/E.8



Impaired Driving Program Assessment Recommendation Implementation	AL-22-06	D.9/E.9
Michigan State Police Third District Impaired Driving Action Team (IMPACT) Public Education and Information Campaign	CP-22-03-d PI&E	D.10/E.10
Mothers Against Drunk Driving Michigan (MADD) Law Enforcement and Prosecutor Awards	AL-22-03	D.11/E.11
Drugged Driving Public Education Campaign	CP-22-03-u PI&E	D.12/E.12
Highway Safety Office Program Management	CP-22-02-b PM	E.13

## APPENDIX E.1 PLANNED ACTIVITIES FOR IMPAIRED DRIVING DRUGS AND ALCOHOL

<b>Planned Activity Name</b>	Drug Recognition Expert Training
<b>Planned Activity Number</b>	CP-22-01-d Special Projects
<b>Primary Countermeasure Strategy</b>	Drug Recognition Expert Training

See Questions in Appendix D.

### Description of the Planned Activity

#### Drug Recognition Expert (DRE) Training

<b>Planned Activity Number</b>	<b>CP-22-01-d Special Projects</b>	
<b>Planned Activity Code</b>	2022-2001 AL Support, Training, and Enforcement	
<b>GTS Code</b>	FDLATR-405d Low Drug and Alcohol Training	
<b>Benefit To Locals</b>	N/A	
<b>Grantee</b>	OHSP Special Projects	
<b>Grant Amount, Funding Source</b>	<b>\$476,000</b>	405(d) FAST Act Impaired Driving Low Drug and Alcohol Training
<b>Indirect Cost Rate</b>	9.1%	
<b>Grant Start-Up</b>	October 1	
<b>Project Objective(S)</b>	<p>Increase the number of DRE enforcement evaluations from 787 to 870 by September 30, 2022.</p> <p>Increase the number of active certified DREs from 147 to 187 by September 30, 2022.</p>	

The Drug Recognition Expert (DRE) State Coordinator will conduct two DRE Schools, two continuing education classes to provide expert witness courtroom training for the 2022 DRE School graduates, and eight hours of DRE-related training to all other Michigan DREs. The DRE State Coordinator will ensure DREs with certifications that expire in 2022 meet all requirements for recertification and will forward that information to the International Association of Chiefs of Police (IACP), DRE Section, for credentialing.

Funding will support personnel, supplies/operating, equipment, contractual, and indirect costs.



**Countermeasure Strategies in Planned Activities**

Fiscal Year	Countermeasure Strategy Name
2022	Drug Recognition Expert Training

**Federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit (as applicable).**

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	405(d) FAST Act Impaired Driving Low	405(d) FAST Act Impaired Driving Low Drug and Alcohol Training	\$476,000	N/A	N/A

**Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share Per Unit	NHTSA Share Total Cost
N/A	N/A	N/A	N/A	N/A	N/A

**APPENDIX D.2 COUNTERMEASURE STRATEGY FORM IMPAIRED DRIVING DRUGS AND ALCOHOL**

**Program Area Name:** Impaired Driving Drugs and Alcohol

**Countermeasure Strategy:** Drug Recognition Expert Training

**Grant Name:** Drug Recognition Expert Call Out Program

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems. Is this countermeasure strategy innovative?**

No

**If “yes”, enter justification supporting the innovative countermeasure strategy, including research, evaluation and/or substantive anecdotal evidence, that supports the potential of the proposed innovative countermeasure strategy.**

N/A



**Is this program area part of the state occupant protection program area plan for a 405(b) application 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, at the level of detail required under § 1300.11(c) and (d)?**

No

**Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the state's problem identification].**

No

**Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [planned activities, at the level of detail required under § 1300.11(d), for recruiting, training, and maintaining a sufficient number of child passenger safety technicians based on the state's problem identification, at the level of detail required under § 1300.11(d)].**

No

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the state conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the state's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70% of either the state's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the high-risk population countermeasure programs criterion? § 1300.21(e)(4) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) drivers on rural roadways; (ii) unrestrained nighttime drivers; (iii) teenage drivers; (iv) other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

No

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(b) [countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

No

**Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No



**Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f) under the impaired driving program criterion? § 1300.25(h)(2) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the state traffic safety information system improvements grant application (§ 405(c)) for the state traffic records strategic plan? § 1300.22(b)(2)(iii) [planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the state's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

Yes

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(D)(6)**

Yes

### **Countermeasure Strategy Description**

**Assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

Nearly one third of Michigan fatal crashes involved at least one impaired driver.

The Michigan Impaired Driving Safety Commission has made recommendations to the Governor to expand the Drug Recognition Expert (DRE) training program and develop a system whereby certified DREs are better able to respond to calls for assistance where their training and expertise can be used.

The DREs make up less than 1% of the law enforcement officers in the state therefore, their skills and training need to be shared with other officers. In addition, law enforcement officers in both Advanced Roadside Impaired Driving Enforcement (ARIDE) and Standardized Field Sobriety Testing (SFST) training are encouraged to request a DRE when making a drugged driving arrest. Unfortunately, many law enforcement agencies do not have the overtime budgets to support allowing their DRE to respond to a DRE request from officers within their own agency and or another agency. In 2018, Michigan began to provide limited overtime reimbursement to agencies that allowed their officers to respond to a DRE request when off duty.

This strategy was selected because a well-organized, properly administered training program is the best method to ensure federal funds are being utilized appropriately and as intended.

**Fatalities and Suspected Serious Injuries 2015-2019 (REQUIRED)**

Year	Fatalities	Suspected Serious Injuries	Total
2015	963	4,865	<b>5,828</b>
2016	1,064	5,634	<b>6,698</b>
2017	1,028	6,084	<b>7,112</b>
2018	974	5,586	<b>6,560</b>
2019	985	5,629	<b>6,614</b>
<b>Total</b>	<b>5,014</b>	<b>27,798</b>	<b>32,812</b>

**Percentage Alcohol-Involved Fatalities and Suspected Serious Injuries 2015-2019 Compared to All Fatalities and Suspected Serious Injuries**

Person Degree of Injuries	2015	2016	2017	2018	2019	Total
Fatalities	31.5%	25.8%	34.9%	32.3%	29.9%	<b>30.8%</b>
Suspected Serious Injuries	18.4%	16.6%	18.0%	17.8%	18.9%	<b>17.9%</b>
<b>Total</b>	<b>20.6%</b>	<b>18.0%</b>	<b>20.5%</b>	<b>20.0%</b>	<b>20.5%</b>	<b>19.9%</b>

**Percentage Drug-Involved Fatalities and Suspected Serious Injuries 2015-2019 Compared to All Fatalities and Suspected Serious Injuries**

Person Degree Of Injuries	2015	2016	2017	2018	2019	Total
Fatalities	18.6%	22.5%	23.9%	25.4%	24.1%	<b>22.9%</b>
Suspected Serious Injuries	6.0%	8.0%	8.9%	7.1%	8.0%	<b>7.7%</b>
<b>Total</b>	<b>8.1%</b>	<b>10.3%</b>	<b>11.0%</b>	<b>9.8%</b>	<b>10.4%</b>	<b>10.0%</b>

**Crash Severity Distributions for Alcohol Only, Drugs Only, Alcohol and Drugs, and None Impaired in Crashes, 2015-2019**

Crash Severity	Alcohol Only	Drugs Only	Alcohol & Drugs	None
Fatalities	2.1%	7.4%	8.5%	0.2%
Suspected Serious Injuries	7.6%	11.0%	11.7%	1.2%
Suspected Minor Injuries	15.0%	13.8%	16.3%	4.6%
Possible Injuries	16.5%	21.9%	17.6%	11.4%
No Injuries	58.9%	45.8%	45.9%	82.7%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

**Crash Counts for Alcohol Only, Drugs Only, Alcohol and Drugs, and None Impaired in Crashes, 2015-2019**

Crash Severity	Alcohol Only	Drugs Only	Alcohol & Drugs	None
Fatalities	891	523	507	2,696
Suspected Serious Injuries	3,275	773	702	18,137
Suspected Minor Injuries	6,467	970	975	68,396
Possible Injuries	7,110	1,538	1,052	169,719
No Injuries	25,416	3,219	2,749	1,236,175
<b>Total</b>	<b>43,159</b>	<b>7,023</b>	<b>5,985</b>	<b>1,495,123</b>



Funding will support personnel and indirect costs.

\$55,000 405(d) FAST Act Impaired Driving Low HVE

Less than one percent of total \$8,788,000 designated to AL

\$557,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the AL programs.

**Description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Nearly one third of Michigan fatal crashes involved at least one impaired driver.

State data will be used as indicated in the GHSA email dated January 13, 2021, except for C-1 (Number of traffic fatalities) and C-3 (Fatalities/VMT) which will use [Fatality Analysis Reporting System \(FARS\)](#) data as required.

The FY2022 HSP projects are based on the 2015-2019 trend data due to the 2020 data being unavailable during the planning period. However, the performance measures are based on the 2016-2020 data as approved by Region 5.

**C-1 Number of fatalities in traffic crashes**

*Target:* Reduce fatalities from 1,083 in 2020 to 1,065.2 by September 30, 2022.

**C-2 Number of suspected serious injuries in traffic crashes**

*Target:* Prevent suspected serious traffic injuries from increasing from 5,433 in 2020 to 5,733.2 by September 30, 2022.

**C-3 Fatalities/VMT**

*Target:* Prevent fatalities/100 MVMT from increasing from .96 in 2019 to 1.098 by September 30, 2022. The 2020 Fatalities/VMT is not yet available.

**C-5 Number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher**

*Target:* Prevent alcohol impaired driving fatalities from increasing from 181 (2016-2020 average) to 227 (2018-2022 average) by September 30, 2022.

**O1: Number of crashes involving alcohol- or drug-impaired motorcyclist**

*Target:* Reduce number of crashes involving alcohol- or drug-impaired motorcyclist by decreasing from 230 (2016-2020 average) to 229 (2018-2022 average) by September 30, 2022.

**O2: Number of fatalities involving alcohol- or drug-impaired motorcyclist**

*Target:* Prevent the number of fatalities involving alcohol- or drug-impaired motorcyclist from increasing from 45 (2016-2020 average) to 48 (2018-2022 average) by September 30, 2022.

**O3: Number of fatal crashes involving drug-impaired driver or motorcycle operator.**

*Target:* Prevent the number of fatal crashes involving a drug-impaired driver or motorcycle operator from increasing from 228(2016-2020 average) to 260 (2018-2022 average) by September 30, 2022.

Funding will support personnel and indirect costs.



\$55,000 405(d) FAST Act Impaired Driving Low HVE  
 Less than one percent of total \$8,788,000 designated to AL  
 \$557,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the AL programs.

**Evidence of Effectiveness: rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

Nearly one third of Michigan fatal crashes involved at least one impaired driver.

**Countermeasures that Work, Ninth Edition 2017**  
**Chapter 1 Alcohol- and Drug-Impaired Driving**  
**Section 7.1 Enforcement of Drug-Impaired Driving Laws**  
**Pages 71**

**Citation**

“Although several devices are available that allow officers to screen suspects for illegal drug use at point-of-contact, none have been proven to be accurate and reliable (Compton et al., 2009). Many law enforcement agencies employ Drug Recognition Experts (DREs) to assist in investigating potential drug-impaired-driving cases. (NHTSA recommends that DREs participate in HVE activities and checkpoints and respond to suspected serious and fatal crashes.) The DREs use a standardized procedure to observe a suspect’s appearance, behavior, vital signs, and performance on psychophysical and physiological tests to determine whether and what type of drug or drug category may have been used. If drug intoxication is suspected, a blood or urine sample is collected and submitted to a laboratory for confirmation. The NHTSA has developed the advanced roadside impaired driving enforcement (ARIDE) training, which bridges the gap between the SFST and the DRE training programs. This program is available to those who are already certified to conduct the SFST and requires 16 hours of training.”

Funding will support personnel and indirect costs.

\$55,000 405(d) FAST Act Impaired Driving Low HVE  
 Less than one percent of total \$8,788,000 designated to AL  
 \$557,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the AL programs.

**Planned activities that the state will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Drug Recognition Expert Training	CP-22-01-d Special Projects	D.1/E.1
<b>Drug Recognition Expert Call Out Program</b>	<b>CP-22-01-e Special Projects</b>	<b>D.2/E.2</b>
Drug Recognition Expert National Training Conference	CP-22-01-f Special Projects	D.3/E.3
Impaired Driving Detection Training	AL-22-01	D.4/E.4
Sobriety Court Support	AL-22-05	D.5/E.5
Judicial Training and Outreach	AL-22-04	D.6/E.6
Judicial Outreach Liaison (JOL)	AL-22-04	D.7/E.7





Traffic Safety Training Program	AL-22-03	D.8/E.8
Impaired Driving Program Assessment Recommendation Implementation	AL-22-06	D.9/E.9
Michigan State Police Third District Impaired Driving Action Team (IMPACT) Public Education and Information Campaign	CP-22-03-d PI&E	D.10/E.10
Mothers Against Drunk Driving Michigan (MADD) Law Enforcement and Prosecutor Awards	AL-22-03	D.11/E.11
Drugged Driving Public Education Campaign	CP-22-03-u PI&E	D.12/E.12
Highway Safety Office Program Management	CP-22-02-b PM	E.13

## APPENDIX E.2 PLANNED ACTIVITIES FOR IMPAIRED DRIVING DRUGS AND ALCOHOL

<b>Planned Activity Name</b>	Drug Recognition Expert Call Out Program
<b>Planned Activity Number</b>	CP-22-01-e Special Projects
<b>Primary Countermeasure Strategy</b>	Drug Recognition Expert Training

See Questions in Appendix D.

### Description of the Planned Activity

#### Drug Recognition Expert (DRE) Call Out Program

<b>Planned Activity Number</b>	<b>CP-22-01-e Special Projects</b>	
<b>Planned Activity Code</b>	2022-2001 AL Support, Training, and Enforcement	
<b>GTS Code</b>	FDLHVE-405d Low HVE	
<b>Benefit To Locals</b>	N/A	
<b>Grantee</b>	OHSP Special Projects	
<b>Grant Amount, Funding Source</b>	<b>\$55,000</b>	405(d) FAST Act Impaired Driving Low HVE
<b>Indirect Cost Rate</b>	9.1%	
<b>Grant Start-Up</b>	October 1	
<b>Project Objective(S)</b>	Increase the number of certified DREs responding to requests for a DRE from 146 to 175 by September 30, 2022.	

This project will provide overtime reimbursement to law enforcement agencies to allow their certified DREs to respond while off duty to a request for a DRE.

Funding will support personnel and indirect costs.

#### Countermeasure Strategies in Planned Activities

Fiscal year	Countermeasure Strategy Name
2022	Drug Recognition Expert Training



**Federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit (as applicable).**

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	405(d) FAST Act Impaired Driving Low	405(d) FAST Act Impaired Driving Low HVE	\$44,330	N/A	N/A
Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	405(d) FAST Act Impaired Driving Low	405(d) FAST Act Impaired Driving Low HVE	\$10,670	N/A	N/A

**Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share Per Unit	NHTSA Share Total Cost
N/A	N/A	N/A	N/A	N/A	N/A

## APPENDIX D.3 COUNTERMEASURE STRATEGY FORM IMPAIRED DRIVING DRUGS AND ALCOHOL

**Program Area Name:** Impaired Driving Drugs and Alcohol

**Countermeasure Strategy:** Drug Recognition Expert Training

**Grant Name:** [Drug Recognition Expert National Training Conference](#)

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems. Is this countermeasure strategy innovative?**

No

**If “yes”, enter justification supporting the innovative countermeasure strategy, including research, evaluation and/or substantive anecdotal evidence, that supports the potential of the proposed innovative countermeasure strategy.**

N/A

**Is this program area part of the state occupant protection program area plan for a 405(b) application 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, at the level of detail required under § 1300.11(c) and (d)?**

No



**Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the state’s problem identification].**

No

**Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [planned activities, at the level of detail required under § 1300.11(d), for recruiting, training, and maintaining a sufficient number of child passenger safety technicians based on the state’s problem identification, at the level of detail required under § 1300.11(d)].**

No

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the state conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the state’s problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70% of either the state’s unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the high-risk population countermeasure programs criterion? § 1300.21(e)(4) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) drivers on rural roadways; (ii) unrestrained nighttime drivers; (iii) teenage drivers; (iv) other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

No

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(b) [countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

No

**Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No



Is this planned activity part of the state traffic safety information system improvements grant application (§ 405(c)) for the state traffic records strategic plan? § 1300.22(b)(2)(iii) [planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the state’s most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

Yes

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(D)(6)

Yes

**Countermeasure Strategy Description**

**Assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

Nearly one third of Michigan fatal crashes involved at least one impaired driver.

Drug Recognition Expert (DRE) instructors are the only persons qualified in the state to teach DRE and Advanced Roadside Impaired Driving Enforcement (ARIDE) training. Attending the DRE National Conference allows the DRE instructors to remain up to date with current trends and information relating to impairment, drugged driving, and changes and updates to DRE, ARIDE, and Standardized Field Sobriety Testing (SFST) training and curriculums. The DRE instructors will bring this information back to the state to provide to their students during subsequent training.

**Fatalities and Suspected Serious Injuries 2015-2019 (REQUIRED)**

Year	Fatalities	Suspected Serious Injuries	Total
2015	963	4,865	<b>5,828</b>
2016	1,064	5,634	<b>6,698</b>
2017	1,028	6,084	<b>7,112</b>
2018	974	5,586	<b>6,560</b>
2019	985	5,629	<b>6,614</b>
<b>Total</b>	<b>5,014</b>	<b>27,798</b>	<b>32,812</b>

**Percentage Alcohol-Involved Fatalities and Suspected Serious Injuries 2015-2019 Compared to All Fatalities and Suspected Serious Injuries**

Person Degree of Injuries	2015	2016	2017	2018	2019	Total
Fatalities	31.5%	25.8%	34.9%	32.3%	29.9%	<b>30.8%</b>
Suspected Serious Injuries	18.4%	16.6%	18.0%	17.8%	18.9%	<b>17.9%</b>
<b>Total</b>	<b>20.6%</b>	<b>18.0%</b>	<b>20.5%</b>	<b>20.0%</b>	<b>20.5%</b>	<b>19.9%</b>



**Percentage Drug-Involved Fatalities and Suspected Serious Injuries 2015-2019 Compared to All Fatalities and Suspected Serious Injuries**

Person Degree Of Injuries	2015	2016	2017	2018	2019	Total
Fatalities	18.6%	22.5%	23.9%	25.4%	24.1%	<b>22.9%</b>
Suspected Serious Injuries	6.0%	8.0%	8.9%	7.1%	8.0%	<b>7.7%</b>
<b>Total</b>	<b>8.1%</b>	<b>10.3%</b>	<b>11.0%</b>	<b>9.8%</b>	<b>10.4%</b>	<b>10.0%</b>

**Crash Severity Distributions for Alcohol Only, Drugs Only, Alcohol and Drugs, and None Impaired in Crashes, 2015-2019**

Crash Severity	Alcohol Only	Drugs Only	Alcohol & Drugs	None
Fatalities	2.1%	7.4%	8.5%	0.2%
Suspected Serious Injuries	7.6%	11.0%	11.7%	1.2%
Suspected Minor Injuries	15.0%	13.8%	16.3%	4.6%
Possible Injuries	16.5%	21.9%	17.6%	11.4%
No Injuries	58.9%	45.8%	45.9%	82.7%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

**Crash Counts for Alcohol Only, Drugs Only, Alcohol and Drugs, and None Impaired in Crashes, 2015-2019**

Crash Severity	Alcohol Only	Drugs Only	Alcohol & Drugs	None
Fatalities	891	523	507	2,696
Suspected Serious Injuries	3,275	773	702	18,137
Suspected Minor Injuries	6,467	970	975	68,396
Possible Injuries	7,110	1,538	1052	169,719
No Injuries	25,416	3,219	2,749	1,236,175
<b>Total</b>	<b>43,159</b>	<b>7,023</b>	<b>5,985</b>	<b>1,495,123</b>

Funding will support supplies/operating costs.

\$24,000 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training

Less than one percent of total \$8,788,000 designated to AL

\$557,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the AL programs.

**Description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Nearly one third of Michigan fatal crashes involved at least one impaired driver.

State data will be used as indicated in the GHSA email dated January 13, 2021, except for C-1 (Number of traffic fatalities) and C-3 (Fatalities/VMT) which will use [Fatality Analysis Reporting System \(FARS\)](#) data as required.

The FY2022 HSP projects are based on the 2015-2019 trend data due to the 2020 data being unavailable during the planning period. However, the performance measures are based on the 2016-2020 data as approved by Region 5.



Funding will support supplies/operating costs.

\$24,000 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training

Less than one percent of total \$8,788,000 designated to AL

\$557,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the AL programs.

**Evidence of Effectiveness: rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

Nearly one third of Michigan fatal crashes involved at least one impaired driver.

**Countermeasures that Work, Ninth Edition 2017**  
**Chapter 1 Alcohol- and Drug-Impaired Driving**  
**Section 7.1 Enforcement of Drug-Impaired Driving Laws**  
**Pages 71**  
**Citation**

“Although several devices are available that allow officers to screen suspects for illegal drug use at point-of-contact, none have been proven to be accurate and reliable (Compton et al., 2009). Many law enforcement agencies employ Drug Recognition Experts (DREs) to assist in investigating potential drug-impaired-driving cases. (NHTSA recommends that DREs participate in HVE activities and checkpoints and respond to suspected serious and fatal crashes.) The DREs use a standardized procedure to observe a suspect’s appearance, behavior, vital signs, and performance on psychophysical and physiological tests to determine whether and what type of drug or drug category may have been used. If drug intoxication is suspected, a blood or urine sample is collected and submitted to a laboratory for confirmation. The NHTSA has developed the advanced roadside impaired driving enforcement (ARIDE) training, which bridges the gap between the SFST and the DRE training programs. This program is available to those who are already certified to conduct the SFST and requires 16 hours of training.”

Funding will support supplies/operating costs.

\$24,000 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training

Less than one percent of total \$8,788,000 designated to AL

\$557,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the AL programs.

**Planned activities that the state will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Drug Recognition Expert Training	CP-22-01-d Special Projects	D.1/E.1
Drug Recognition Expert Call Out Program	CP-22-01-e Special Projects	D.2/E.2
<b>Drug Recognition Expert National Training Conference</b>	<b>CP-22-01-f Special Projects</b>	<b>D.3/E.3</b>
Impaired Driving Detection Training	AL-22-01	D.4/E.4
Sobriety Court Support	AL-22-05	D.5/E.5



Judicial Training and Outreach	AL-22-04	D.6/E.6
Judicial Outreach Liaison (JOL)	AL-22-04	D.7/E.7
Traffic Safety Training Program	AL-22-03	D.8/E.8
Impaired Driving Program Assessment Recommendation Implementation	AL-22-06	D.9/E.9
Michigan State Police Third District Impaired Driving Action Team (IMPACT) Public Education and Information Campaign	CP-22-03-d PI&E	D.10/E.10
Mothers Against Drunk Driving Michigan (MADD) Law Enforcement and Prosecutor Awards	AL-22-03	D.11/E.11
Drugged Driving Public Education Campaign	CP-22-03-u PI&E	D.12/E.12
Highway Safety Office Program Management	CP-22-02-b PM	E.13

## APPENDIX E.3 PLANNED ACTIVITIES FOR IMPAIRED DRIVING DRUGS AND ALCOHOL

<b>Planned Activity Name</b>	Drug Recognition Expert National Training Conference
<b>Planned Activity Number</b>	CP-22-01-f Special Projects
<b>Primary Countermeasure Strategy</b>	Drug Recognition Expert Training

See Questions in Appendix D.

### Description of the Planned Activity

#### Drug Recognition Expert (DRE) National Training Conference

<b>Planned Activity Number</b>	<b>CP-22-01-f Special Projects</b>	
<b>Planned Activity Code</b>	2022-2001 AL Support, Training, and Enforcement	
<b>GTS Code</b>	FDLATR-405d Low Drug and Alcohol Training	
<b>Benefit To Locals</b>	N/A	
<b>Grantee</b>	OHSP Special Projects	
<b>Grant Amount, Funding Source</b>	<b>\$24,000</b>	405(d) FAST Act Impaired Driving Low Drug and Alcohol Training
<b>Indirect Cost Rate</b>	N/A	
<b>Grant Start-Up</b>	October 1	
<b>Project Objective(s)</b>	Reimburse registration and travel costs for 10 DRE instructors to attend the 2022 DRE National Training Conference on a rotating basis by September 30, 2022.	

Drug Recognition Expert (DRE) instructors are the only persons qualified in the state to teach the DRE and Advanced Roadside Impaired Driving Enforcement (ARIDE) training. Attending the DRE National Conference allows the DRE instructors to remain up to date with current trends and information relating to impairment, drugged driving, and changes and updates to DRE, ARIDE, and Standardized Field Sobriety Testing (SFST) training and curriculums. The DRE instructors will bring this information back to the state to provide to their students during subsequent training.

Funding will support supplies/operating costs.



**Countermeasure Strategies in Planned Activities**

Fiscal Year	Countermeasure Strategy Name
2022	Drug Recognition Expert Training

Federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit (as applicable).

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	405(d) FAST Act Impaired Driving Low	405(d) FAST Act Impaired Driving Low Drug and Alcohol Training	\$24,000	N/A	N/A

Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share Per Unit	NHTSA Share Total Cost
N/A	N/A	N/A	N/A	N/A	N/A

**APPENDIX D.4 COUNTERMEASURE STRATEGY FORM IMPAIRED DRIVING DRUGS AND ALCOHOL**

**Program Area Name:** Impaired Driving Drugs and Alcohol

**Countermeasure Strategy:** SFST/ARIDE Training for Law Enforcement Officers

**Grant Name:** [Impaired Driving Detection Training](#)

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems. Is this countermeasure strategy innovative?

No

If “yes”, enter justification supporting the innovative countermeasure strategy, including research, evaluation and/or substantive anecdotal evidence, that supports the potential of the proposed innovative countermeasure strategy.

N/A





**Is this program area part of the state occupant protection program area plan for a 405(b) application 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, at the level of detail required under § 1300.11(c) and (d)?**

No

**Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the state's problem identification].**

No

**Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [planned activities, at the level of detail required under § 1300.11(d), for recruiting, training, and maintaining a sufficient number of child passenger safety technicians based on the state's problem identification, at the level of detail required under § 1300.11(d)].**

No

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the state conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the state's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70% of either the state's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the high-risk population countermeasure programs criterion? § 1300.21(e)(4) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) drivers on rural roadways; (ii) unrestrained nighttime drivers; (iii) teenage drivers; (iv) other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

No

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(b) [countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

No

**Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No



**Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f) under the impaired driving program criterion? § 1300.25(h)(2) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the state traffic safety information system improvements grant application (§ 405(c)) for the state traffic records strategic plan? § 1300.22(b)(2)(iii) [planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the state's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

Yes

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(D)(6)**

Yes

### **Countermeasure Strategy Description**

**Assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

Nearly one third of Michigan fatal crashes involved at least one impaired driver.

Police officers are the first line of defense when it comes to making roadways safe. With drug related crashes on the rise, the Medical Marijuana Act, and now the regulation and taxation of recreational and medical marijuana, Michigan needs to continue to provide training to police officers in the detection and apprehension of drug and/or combination alcohol/drug impaired drivers.

Training enables law enforcement officers to increase knowledge, update skills, and remain current on ever changing issues to successfully address traffic safety priorities. In a time of dwindling resources and personnel, well trained law enforcement officers are the best asset for reducing crime, traffic deaths and injuries through traffic enforcement.

Not all officers in Michigan have received training in the National Highway Traffic Safety Administration (NHTSA) and the International Association of Chiefs of Police (IACP) Standardized Field Sobriety Testing (SFST) Practitioner course. Officers need this basic but foundational training to improve their abilities to identify, apprehend, and prosecute alcohol-impaired drivers. Additionally, officers must have completed the NHTSA-IACP approved SFST course to be eligible to participate in OHSP-funded enforcement grants.

The NHTSA/IACP approved Advanced Roadside Impaired Driving Enforcement (ARIDE) course is a two-day training designed to provide refresher SFST training and an introduction to the drug impaired driver. This training is designed to bridge the gap between the SFST training and the much more extensive Drug Recognition Expert (DRE) training. The ARIDE trained officers are better able to make impaired driving arrests that they might not have made, prior to the ARIDE training.

**Fatalities and Suspected Serious Injuries 2015-2019 (REQUIRED)**

Year	Fatalities	Suspected Serious Injuries	Total
2015	963	4,865	<b>5,828</b>
2016	1,064	5,634	<b>6,698</b>
2017	1,028	6,084	<b>7,112</b>
2018	974	5,586	<b>6,560</b>
2019	985	5,629	<b>6,614</b>
<b>Total</b>	<b>5,014</b>	<b>27,798</b>	<b>32,812</b>

**Percentage Alcohol-Involved Fatalities and Suspected Serious Injuries 2015-2019 Compared to All Fatalities and Suspected Serious Injuries**

Person Degree of Injuries	2015	2016	2017	2018	2019	Total
Fatalities	31.5%	25.8%	34.9%	32.3%	29.9%	<b>30.8%</b>
Suspected Serious Injuries	18.4%	16.6%	18.0%	17.8%	18.9%	<b>17.9%</b>
<b>Total</b>	<b>20.6%</b>	<b>18.0%</b>	<b>20.5%</b>	<b>20.0%</b>	<b>20.5%</b>	<b>19.9%</b>

**Percentage Drug-Involved Fatalities and Suspected Serious Injuries 2015-2019 Compared to All Fatalities and Suspected Serious Injuries**

Person Degree Of Injuries	2015	2016	2017	2018	2019	Total
Fatalities	18.6%	22.5%	23.9%	25.4%	24.1%	<b>22.9%</b>
Suspected Serious Injuries	6.0%	8.0%	8.9%	7.1%	8.0%	<b>7.7%</b>
<b>Total</b>	<b>8.1%</b>	<b>10.3%</b>	<b>11.0%</b>	<b>9.8%</b>	<b>10.4%</b>	<b>10.0%</b>

**Crash Severity Distributions for Alcohol Only, Drugs Only, Alcohol and Drugs, and None Impaired in Crashes, 2015-2019**

Crash Severity	Alcohol Only	Drugs Only	Alcohol & Drugs	None
Fatalities	2.1%	7.4%	8.5%	0.2%
Suspected Serious Injuries	7.6%	11.0%	11.7%	1.2%
Suspected Minor Injuries	15.0%	13.8%	16.3%	4.6%
Possible Injuries	16.5%	21.9%	17.6%	11.4%
No Injuries	58.9%	45.8%	45.9%	82.7%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

**Crash Counts for Alcohol Only, Drugs Only, Alcohol and Drugs, and None Impaired in Crashes, 2015-2019**

Crash Severity	Alcohol Only	Drugs Only	Alcohol & Drugs	None
Fatalities	891	523	507	2,696
Suspected Serious Injuries	3,275	773	702	18,137
Suspected Minor Injuries	6,467	970	975	68,396
Possible Injuries	7,110	1,538	1052	169,719
No Injuries	25,416	3,219	2,749	1,236,175
<b>Total</b>	<b>43,159</b>	<b>7,023</b>	<b>5,985</b>	<b>1,495,123</b>



Funding will support personnel, supplies/operating, equipment, contractual, and indirect costs.

\$484,000 402 FAST Act Alcohol

5.5% of total \$8,788,000 designated to AL

\$557,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the AL programs.

**Benefit to Locals: \$484,000**

**Description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Nearly one third of Michigan fatal crashes involved at least one impaired driver.

State data will be used as indicated in the GHSA email dated January 13, 2021, except for C-1 (Number of traffic fatalities) and C-3 (Fatalities/VMT) which will use [Fatality Analysis Reporting System \(FARS\)](#) data as required.

The FY2022 HSP projects are based on the 2015-2019 trend data due to the 2020 data being unavailable during the planning period. However, the performance measures are based on the 2016-2020 data as approved by Region 5.

**C-1 Number of fatalities in traffic crashes**

*Target:* Reduce fatalities from 1,083 in 2020 to 1,065.2 by September 30, 2022.

**C-2 Number of suspected serious injuries in traffic crashes**

*Target:* Prevent suspected serious traffic injuries from increasing from 5,433 in 2020 to 5,733.2 by September 30, 2022.

**C-3 Fatalities/VMT**

*Target:* Prevent fatalities/100 MVMT from increasing from .96 in 2019 to 1.098 by September 30, 2022. The 2020 Fatalities/VMT is not yet available.

**C-5 Number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher**

*Target:* Prevent alcohol impaired driving fatalities from increasing from 181 (2016-2020 average) to 227 (2018-2022 average) by September 30, 2022.

**O1: Number of crashes involving alcohol- or drug-impaired motorcyclist**

*Target:* Reduce number of crashes involving alcohol-or drug-impaired motorcyclist by decreasing from 230 (2016-2020 average) to 229 (2018-2022 average) by September 30, 2022.

**O2: Number of fatalities involving alcohol- or drug-impaired motorcyclist**

*Target:* Prevent the number of fatalities involving alcohol- or drug-impaired motorcyclist from increasing from 45 (2016-2020 average) to 48 (2018-2022 average) by September 30, 2022.

**O3: Number of fatal crashes involving drug-impaired driver or motorcycle operator.**

*Target:* Prevent the number of fatal crashes involving a drug-impaired driver or motorcycle operator from increasing from 228(2016-2020 average) to 260 (2018-2022 average) by September 30, 2022.

Funding will support personnel, supplies/operating, equipment, contractual, and indirect costs.



\$484,000 402 FAST Act Alcohol  
 5.5% of total \$8,788,000 designated to AL  
 \$557,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the AL programs.  
**Benefit to Locals: \$484,000**

**Evidence of Effectiveness: rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

Nearly one third of Michigan fatal crashes involved at least one impaired driver.

**Countermeasures that Work, Ninth Edition 2017**  
**Chapter 1 Alcohol- and Drug-Impaired Driving**  
**Section 7.1 Enforcement of Drug-Impaired Driving Laws**  
**Pages 71**  
**Citation**

“Although several devices are available that allow officers to screen suspects for illegal drug use at point-of-contact, none have been proven to be accurate and reliable (Compton et al., 2009). Many law enforcement agencies employ Drug Recognition Experts (DREs) to assist in investigating potential drug-impaired-driving cases. (NHTSA recommends that DREs participate in HVE activities and checkpoints and respond to suspected serious and fatal crashes.) The DREs use a standardized procedure to observe a suspect’s appearance, behavior, vital signs, and performance on psychophysical and physiological tests to determine whether and what type of drug or drug category may have been used. If drug intoxication is suspected, a blood or urine sample is collected and submitted to a laboratory for confirmation. The NHTSA has developed the advanced roadside impaired driving enforcement (ARIDE) training, which bridges the gap between the SFST and the DRE training programs. This program is available to those who are already certified to conduct the SFST and requires 16 hours of training.”

Funding will support personnel, supplies/operating, equipment, contractual, and indirect costs.

\$484,000 402 FAST Act Alcohol  
 5.5% of total \$8,788,000 designated to AL  
 \$557,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the AL programs.  
**Benefit to Locals: \$484,000**

**Planned activities that the state will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Drug Recognition Expert Training	CP-22-01-d Special Projects	D.1/E.1
Drug Recognition Expert Call Out Program	CP-22-01-e Special Projects	D.2/E.2
Drug Recognition Expert National Training Conference	CP-22-01-f Special Projects	D.3/E.3
<b>Impaired Driving Detection Training</b>	<b>AL-22-01</b>	<b>D.4/E.4</b>
Sobriety Court Support	AL-22-05	D.5/E.5



Judicial Training and Outreach	AL-22-04	D.6/E.6
Judicial Outreach Liaison (JOL)	AL-22-04	D.7/E.7
Traffic Safety Training Program	AL-22-03	D.8/E.8
Impaired Driving Program Assessment Recommendation Implementation	AL-22-06	D.9/E.9
Michigan State Police Third District Impaired Driving Action Team (IMPACT) Public Education and Information Campaign	CP-22-03-d PI&E	D.10/E.10
Mothers Against Drunk Driving Michigan (MADD) Law Enforcement and Prosecutor Awards	AL-22-03	D.11/E.11
Drugged Driving Public Education Campaign	CP-22-03-u PI&E	D.12/E.12
Highway Safety Office Program Management	CP-22-02-b PM	E.13

## APPENDIX E.4 PLANNED ACTIVITIES FOR IMPAIRED DRIVING DRUGS AND ALCOHOL

<b>Planned Activity Name</b>	Impaired Driving Detection Training
<b>Planned Activity Number</b>	AL-22-01
<b>Primary Countermeasure Strategy</b>	SFST/ARIDE Training for Law Enforcement Officers

See Questions in Appendix D.

### Description of the Planned Activity

#### Impaired Driving Detection Training

<b>Planned Activity Number</b>	<b>AL-22-01</b>	
<b>Planned Activity Code</b>	2022-2001 AL Support, Training, and Enforcement	
<b>GTS Code</b>	AL-2022-Impaired Driving	
<b>Benefit To Locals</b>	<b>Yes</b>	
<b>Grantee</b>	Michigan State Police Training Division	
<b>Grant Amount, Funding Source</b>	<b>\$484,000</b>	402 FAST Act Alcohol
<b>Indirect Cost Rate</b>	9.1%	
<b>Grant Start-Up</b>	October 1	
<b>Project Objective(S)</b>	Conduct 114 SFST training courses for 1,400 officers by September 30, 2022.  Conduct 56 ARIDE training courses for 1,440 officers by September 30, 2022.	

This project will support 40 basic Standardized Field Sobriety Test (SFST) Practitioner classes, 70 SFST Refresher classes, one SFST Instructor School, three SFST Instructor Refresher classes as needed, 36 Advanced Roadside Impaired Driving Enforcement (ARIDE) classes, and 20 ARIDE Refresher classes for law enforcement officers statewide.

Funding will support personnel, supplies/operating, equipment, contractual, and indirect costs.



**Countermeasure Strategies in Planned Activities**

Fiscal Year	Countermeasure Strategy Name
2022	SFST/ARIDE Training for Law Enforcement Officers

**Federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit (as applicable).**

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	402 FAST Act	402 FAST Act Alcohol	\$484,000	N/A	<b>\$484,000</b>

**Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share Per Unit	NHTSA Share Total Cost
N/A	N/A	N/A	N/A	N/A	N/A

**APPENDIX D.5 COUNTERMEASURE STRATEGY FORM IMPAIRED DRIVING DRUGS AND ALCOHOL**

**Program Area Name:** Impaired Driving Drugs and Alcohol

**Countermeasure Strategy:** DWI Courts

**Grant Name:** Sobriety Court Support

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems. Is this countermeasure strategy innovative?**

No

**If “yes”, enter justification supporting the innovative countermeasure strategy, including research, evaluation and/or substantive anecdotal evidence, that supports the potential of the proposed innovative countermeasure strategy.**

N/A

**Is this program area part of the state occupant protection program area plan for a 405(b) application 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, at the level of detail required under § 1300.11(c) and (d)?**

No



**Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the state’s problem identification].**

No

**Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [planned activities, at the level of detail required under § 1300.11(d), for recruiting, training, and maintaining a sufficient number of child passenger safety technicians based on the state’s problem identification, at the level of detail required under § 1300.11(d)].**

No

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the state conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the state’s problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70% of either the state’s unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the high-risk population countermeasure programs criterion? § 1300.21(e)(4) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) drivers on rural roadways; (ii) unrestrained nighttime drivers; (iii) teenage drivers; (iv) other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

No

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(b) [countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

No

**Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No





Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the state traffic safety information system improvements grant application (§ 405(c)) for the state traffic records strategic plan? § 1300.22(b)(2)(iii) [planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the state’s most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

Yes

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(D)(6)

Yes

**Countermeasure Strategy Description**

**Assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

Nearly one third of Michigan fatal crashes involved at least one impaired driver.

**Fatalities and Suspected Serious Injuries 2015-2019 (REQUIRED)**

Year	Fatalities	Suspected Serious Injuries	Total
2015	963	4,865	<b>5,828</b>
2016	1,064	5,634	<b>6,698</b>
2017	1,028	6,084	<b>7,112</b>
2018	974	5,586	<b>6,560</b>
2019	985	5,629	<b>6,614</b>
<b>Total</b>	<b>5,014</b>	<b>27,798</b>	<b>32,812</b>

**Alcohol-Involved Crashes: Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2015	303	896	<b>1,199</b>
2016	274	933	<b>1,207</b>
2017	359	1,097	<b>1,456</b>
2018	315	996	<b>1,311</b>
2019	295	1,062	<b>1,357</b>
<b>Total</b>	<b>1,546</b>	<b>4,984</b>	<b>6,530</b>



**Drug-Involved Crashes: Fatalities and Suspected Serious Injuries  
2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2015	179	294	<b>473</b>
2016	239	449	<b>688</b>
2017	246	539	<b>785</b>
2018	247	399	<b>646</b>
2019	237	453	<b>690</b>
<b>Total</b>	<b>1,148</b>	<b>2,134</b>	<b>3,282</b>

**Alcohol-and/or Drug-Involved Crashes: Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2015	384	1,048	<b>1,432</b>
2016	416	1,185	<b>1,601</b>
2017	47	1,382	<b>1,852</b>
2018	434	1,214	<b>1,648</b>
2019	419	1,302	<b>1,721</b>
<b>Total</b>	<b>2,123</b>	<b>6,131</b>	<b>8,254</b>

One of the most dramatic developments in the last 20 years in the movement to reduce substance abuse among the U.S. criminal justice population has been the implementation of specialty courts. This includes DUI and drug courts that address the underlying behavior of the offense that brought an offender to the criminal justice system. The purpose of driving under influence (DUI)/driving while impaired (DWI) courts is to guide alcohol- and drug-addicted offenders into a treatment program that reduces their substance use dependence and improve their quality of life. In the typical DUI/DWI court program, participants are closely supervised by a judge and supported by a team of agency representatives that operate outside of their traditional adversarial roles. Addiction treatment providers, prosecuting attorneys, public defenders, law enforcement officers, and parole and probation officers work together to provide needed services to drug court participants.

Michigan has provided seed funding for DUI/DWI sobriety court programs for 12 years. It has been recognized that the seed funding concept has run its course as there may be no DUI/DWI sobriety court programs looking to start in the next fiscal year.

Funding will support personnel, contractual, supplies/operating, and indirect costs.

\$1,000,000 405(d) FAST Act Impaired Driving Low Court Support

11.4% of total \$8,788,000 designated to AL

\$557,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the AL programs.

**Description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Nearly one third of Michigan fatal crashes involved at least one impaired driver.



State data will be used as indicated in the GHSA email dated January 13, 2021, except for C-1 (Number of traffic fatalities) and C-3 (Fatalities/VMT) which will use [Fatality Analysis Reporting System \(FARS\)](#) data as required. Percentages are rounded to the nearest whole number.

The FY2022 HSP projects are based on the 2015-2019 trend data because at the time for planning the 2020 data was not available. The performance measures are based on the 2016-2020 data as approved by Region 5.

**C-1 Number of fatalities in traffic crashes**

*Target:* Reduce fatalities from 1,083 in 2020 to 1,065.2 by September 30, 2022.

**C-2 Number of suspected serious injuries in traffic crashes**

*Target:* Prevent suspected serious traffic injuries from increasing from 5,433 in 2020 to 5,733.2 by September 30, 2022.

**C-3 Fatalities/VMT**

*Target:* Prevent fatalities/100 MVMT from increasing from .96 in 2019 to 1.098 by September 30, 2022. The 2020 Fatalities/VMT is not yet available.

**C-5 Number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher**

*Target:* Prevent alcohol impaired driving fatalities from increasing from 181 (2016-2020 average) to 227 (2018-2022 average) by September 30, 2022.

**O1: Number of crashes involving alcohol- or drug-impaired motorcyclist**

*Target:* Reduce number of crashes involving alcohol-or drug-impaired motorcyclist by decreasing from 230 (2016-2020 average) to 229 (2018-2022 average) by September 30, 2022.

**O2: Number of fatalities involving alcohol- or drug-impaired motorcyclist**

*Target:* Prevent the number of fatalities involving alcohol- or drug-impaired motorcyclist from increasing from 45 (2016-2020 average) to 48 (2018-2022 average) by September 30, 2022.

**O3: Number of fatal crashes involving drug-impaired driver or motorcycle operator.**

*Target:* Prevent the number of fatal crashes involving a drug-impaired driver or motorcycle operator from increasing from 228(2016-2020 average) to 260 (2018-2022 average) by September 30, 2022.

Funding will support personnel, contractual, supplies/operating, and indirect costs.

\$1,000,000 405(d) FAST Act Impaired Driving Low Court Support

11.4% of total \$8,788,000 designated to AL

\$557,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the AL programs.

**Evidence of Effectiveness: rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

Nearly one third of Michigan fatal crashes involved at least one impaired driver.

**Countermeasures that Work, Ninth Edition 2017**

**Chapter: 1 (Impaired Driving)**

**Section: 3.1 DWI Courts**

**Page Numbers: 33-35**



**Citation**

“Based on the drug court model, DWI courts are specialized courts dedicated to changing the behavior of DWI offenders through intensive supervision and treatment. A dedicated DWI court provides a systematic and coordinated approach to prosecuting, sentencing, monitoring, and treating DWI offenders. Prosecutors and judges in DWI courts specialize in DWI cases. A DWI court’s underlying goal is to change offenders’ behavior by identifying and treating their alcohol abuse problems and by holding offenders accountable for their actions.

Intensive supervision is a key component of DWI courts. Probation officers monitor offenders closely and report any probation infraction to the judge immediately for prompt action. Restrictions and monitoring are gradually relaxed as offenders demonstrate responsible behavior. DWI courts follow the model established by over 3,000 drug courts around the nation (NCJI, 2015; Huddleston, Marlowe, & Casebolt, 2008; NADCP, 2009; Goodwin et al., 2005, strategy d3). See Brunson and Knighten (2005), practice #1, for a comprehensive overview of DWI courts. One study in Michigan found that DWI court participants were 19 times less likely to be rearrested for DWI within 2 years than a comparison group of offenders who were in traditional probation (Michigan supreme court & NPC research, 2008).”

Funding will support personnel, contractual, supplies/operating, and indirect costs.

\$1,000,000 405(d) FAST Act Impaired Driving Low Court Support

11.4% of total \$8,788,000 designated to AL

\$557,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the AL programs.

**Planned activities that the state will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Drug Recognition Expert Training	CP-22-01-d Special Projects	D.1/E.1
Drug Recognition Expert Call Out Program	CP-22-01-e Special Projects	D.2/E.2
Drug Recognition Expert National Training Conference	CP-22-01-f Special Projects	D.3/E.3
Impaired Driving Detection Training	AL-22-01	D.4/E.4
<b>Sobriety Court Support</b>	<b>AL-22-05</b>	<b>D.5/E.5</b>
Judicial Training and Outreach	AL-22-04	D.6/E.6
Judicial Outreach Liaison (JOL)	AL-22-04	D.7/E.7
Traffic Safety Training Program	AL-22-03	D.8/E.8
Impaired Driving Program Assessment Recommendation Implementation	AL-22-06	D.9/E.9
Michigan State Police Third District Impaired Driving Action Team (IMPACT) Public Education and Information Campaign	CP-22-03-d PI&E	D.10/E.10
Mothers Against Drunk Driving Michigan (MADD) Law Enforcement and Prosecutor Awards	AL-22-03	D.11/E.11
Drugged Driving Public Education Campaign	CP-22-03-u PI&E	D.12/E.12
Highway Safety Office Program Management	CP-22-02-b PM	E.13



## APPENDIX E.5 PLANNED ACTIVITIES FOR IMPAIRED DRIVING DRUGS AND ALCOHOL

<b>Planned Activity Name</b>	Sobriety Court Support
<b>Planned Activity Number</b>	AL-22-05
<b>Primary Countermeasure Strategy</b>	DWI Courts

See Questions in Appendix D.

### Description of the Planned Activity

#### Sobriety Court Support

<b>Planned Activity Number</b>	<b>AL-22-05</b>	
<b>Planned Activity Code</b>	2022-1001 OP Support, Training, and Enforcement	
<b>GTS Code</b>	FDLCS-405d Low Court Support	
<b>Benefit To Locals</b>	N/A	
<b>Grantee</b>	State Court Administrative Office (SCAO)	
<b>Grant Amount, Funding Source</b>	<b>\$1,000,000</b>	405(d) FAST Act Impaired Driving Low Court Support
<b>Indirect Cost Rate</b>	11.2%	
<b>Grant Start-Up</b>	October 1	
<b>Project Objective(S)</b>	<p>Support operational DWI or Hybrid Drug/DWI programs in accepting 200 participants by September 30, 2022.</p> <p>Support existing jurisdiction DWI and Hybrid Drug/DWI court programs to expand the DWI population within the operational programs by September 30, 2022.</p> <p>Support jurisdictions in the planning and development stages of DWI or Hybrid Drug/DWI programs by September 30, 2022.</p> <p>Maintain a three percent recidivism rate for DWI participants by September 30, 2022.</p>	

This project will support programs in the planning stages of program development, the implementation of a new Driving While Impaired (DWI) or Hybrid Drug/DWI court, or the expansion of a DWI or Hybrid Drug/DWI court with a target population of impaired drivers. The DWI and Hybrid Drug/DWI courts are designed to promote public safety, contribute to a reduction in substance abuse, reduce recidivism among nonviolent adult substance-abusing offenders, reduce reliance on incarceration within existing correctional systems and local jails, and establish monitoring and evaluation measures that will demonstrate the effectiveness of the program.

Funding will support personnel, contractual, supplies/operating, and indirect costs.



**Countermeasure Strategies in Planned Activities**

Fiscal Year	Countermeasure Strategy Name
2022	DWI Courts

Federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit (as applicable).

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	405(d) FAST Act Impaired Driving Low	405(d) FAST Act Impaired Driving Low Court Support	\$922,273	N/A	N/A

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	405(d) FAST Act Impaired Driving Low	405(d) FAST Act Impaired Driving Low Court Support	\$77,727	N/A	N/A

Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share Per Unit	NHTSA Share Total Cost
N/A	N/A	N/A	N/A	N/A	N/A

**APPENDIX D.6 COUNTERMEASURE STRATEGY FORM IMPAIRED DRIVING DRUGS AND ALCOHOL**

**Program Area Name:** Impaired Driving Drugs and Alcohol

**Countermeasure Strategy:** Judicial Education

**Grant Name:** **Judicial Training and Outreach**

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems. Is this countermeasure strategy innovative?

No



If “yes”, enter justification supporting the innovative countermeasure strategy, including research, evaluation and/or substantive anecdotal evidence, that supports the potential of the proposed innovative countermeasure strategy.

N/A

Is this program area part of the state occupant protection program area plan for a 405(b) application 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, at the level of detail required under § 1300.11(c) and (d)?

No

Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the state’s problem identification].

No

Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [planned activities, at the level of detail required under § 1300.11(d), for recruiting, training, and maintaining a sufficient number of child passenger safety technicians based on the state’s problem identification, at the level of detail required under § 1300.11(d)].

No

Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the state conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the state’s problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70% of either the state’s unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the high-risk population countermeasure programs criterion? § 1300.21(e)(4) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) drivers on rural roadways; (ii) unrestrained nighttime drivers; (iii) teenage drivers; (iv) other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(b) [countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No



**Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the state traffic safety information system improvements grant application (§ 405(c)) for the state traffic records strategic plan? § 1300.22(b)(2)(iii) [planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the state’s most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

Yes

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(D)(6)**

Yes

**Countermeasure Strategy Description**

**Assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

Nearly one third of Michigan fatal crashes involved at least one impaired driver.

**Fatalities and Suspected Serious Injuries 2015-2019 (REQUIRED)**

Year	Fatalities	Suspected Serious Injuries	Total
2015	963	4,865	<b>5,828</b>
2016	1,064	5,634	<b>6,698</b>
2017	1,028	6,084	<b>7,112</b>
2018	974	5,586	<b>6,560</b>
2019	985	5,629	<b>6,614</b>
<b>Total</b>	<b>5,014</b>	<b>27,798</b>	<b>32,812</b>





**Alcohol-Involved Crashes: Fatalities and Suspected Serious Injuries  
2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2015	303	896	<b>1,199</b>
2016	274	933	<b>1,207</b>
2017	359	1,097	<b>1,456</b>
2018	315	996	<b>1,311</b>
2019	295	1,062	<b>1,357</b>
<b>Total</b>	<b>1,546</b>	<b>4,984</b>	<b>6,530</b>

**Drug-Involved Crashes: Fatalities and Suspected Serious Injuries  
2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2015	179	294	<b>473</b>
2016	239	449	<b>688</b>
2017	246	539	<b>785</b>
2018	247	399	<b>646</b>
2019	237	453	<b>690</b>
<b>Total</b>	<b>1,148</b>	<b>2,134</b>	<b>3,282</b>

**Alcohol-and/or Drug-Involved Crashes: Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2015	384	1,048	<b>1,432</b>
2016	416	1,185	<b>1,601</b>
2017	470	1,382	<b>1,852</b>
2018	434	1,214	<b>1,648</b>
2019	419	1,302	<b>1,721</b>
<b>Total</b>	<b>2,123</b>	<b>6,131</b>	<b>8,254</b>

Without the OHSP grant funds, traffic safety-related training provided to judges, magistrates, probation officers, and judiciary personnel will not take place on a regular basis, resulting with the focus of traffic safety to be lost. Regular and consistent education on current traffic safety issues is essential to effectively address impaired driving concerns such as medical marijuana and ignition interlocks.

According to the American Bar Association, judges, particularly those who work in limited jurisdiction courts such as district courts, which cover most traffic-related offenses, are often overlooked in education and communication opportunities, resulting in an inability to gain and share knowledge necessary to resolve legal and evidentiary issues that challenge them daily in adjudicating impaired driving and other motor vehicle cases.

Funding will support contractual and supplies/operating costs.

\$20,000 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training

Less than one percent of total \$8,788,000 designated to AL

\$557,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the AL programs.



**Description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Nearly one third of Michigan fatal crashes involved at least one impaired driver. State data will be used as indicated in the GHSA email dated January 13, 2021, except for C-1 (Number of traffic fatalities) and C-3 (Fatalities/VMT) which will use [Fatality Analysis Reporting System \(FARS\)](#) data as required. Percentages are rounded to the nearest whole number.

The FY2022 HSP projects are based on the 2015-2019 trend data because at the time for planning the 2020 data was not available. The performance measures are based on the 2016-2020 data as approved by Region 5.

**C-1 Number of fatalities in traffic crashes**

*Target:* Reduce fatalities from 1,083 in 2020 to 1,065.2 by September 30, 2022.

**C-2 Number of suspected serious injuries in traffic crashes**

*Target:* Prevent suspected serious traffic injuries from increasing from 5,433 in 2020 to 5,733.2 by September 30, 2022.

**C-3 Fatalities/VMT**

*Target:* Prevent fatalities/100 MVMT from increasing from .96 in 2019 to 1.098 by September 30, 2022. The 2020 Fatalities/VMT is not yet available.

**C-5 Number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher**

*Target:* Prevent alcohol impaired driving fatalities from increasing from 181 (2016-2020 average) to 227 (2018-2022 average) by September 30, 2022.

**O1: Number of crashes involving alcohol- or drug-impaired motorcyclist**

*Target:* Reduce number of crashes involving alcohol-or drug-impaired motorcyclist by decreasing from 230 (2016-2020 average) to 229 (2018-2022 average) by September 30, 2022.

**O2: Number of fatalities involving alcohol- or drug-impaired motorcyclist**

*Target:* Prevent the number of fatalities involving alcohol- or drug-impaired motorcyclist from increasing from 45 (2016-2020 average) to 48 (2018-2022 average) by September 30, 2022.

**O3: Number of fatal crashes involving drug-impaired driver or motorcycle operator.**

*Target:* Prevent the number of fatal crashes involving a drug-impaired driver or motorcycle operator from increasing from 228(2016-2020 average) to 260 (2018-2022 average) by September 30, 2022.

Funding will support contractual and supplies/operating costs.

\$20,000 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training

Less than one percent of total \$8,788,000 designated to AL

\$557,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the AL programs.

**Evidence of Effectiveness: rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

Nearly one third of Michigan fatal crashes involved at least one impaired driver.



**Michigan Impaired Driving Program Assessment 2019**

**Section Criminal Justice and Adjudication**

**Pages 60-61**

**Citation**

“States should:

- involve the state’s highest court in taking a leadership role and engaging judges in effectively adjudicating impaired driving cases and ensuring that these cases are assigned to knowledgeable and experienced judges.
- encourage consistency in the adjudication of impaired driving (including youthful offender) cases, and the imposition of effective and appropriate sanctions, particularly when impaired driving resulted in a fatality or injury.
- provide sufficient resources to adjudicate impaired driving cases in a timely manner and effectively manage dockets brought before judges.
- ensure that judges who handle criminal or administrative impaired driving cases receive state-of-the-art education, such as in technical evidence presented in impaired driving cases, including SFST and DRE testimony, emerging technologies, such as IID, for the detection of alcohol and other drugs, and sentencing strategies for this class of offenders.
- use court strategies to reduce recidivism through effective sentencing and close monitoring by either establishing DWI courts, encouraging drug courts to hear impaired driving cases, or encouraging other courts to adopt DWI/drug court practice. These courts increase the use of drug or alcohol assessments; identify offenders with alcohol or drug use problems; apply effective and appropriate sentences to these offenders, including abstinence from alcohol and other drugs; and closely monitor compliance, leading to a reduction in recidivism.
- eliminate ethical obstacles, such as exparte or commitment communications, by adopting the current model code of judicial conduct so that judges can participate more freely in DWI court administration.
- provide adequate staffing and training for community supervision programs with the necessary resources, including technology such as IID and electronic confinement, to monitor and guide offender behavior and produce periodic reports on offender compliance.
- incorporate into judicial education and outreach administration the position of Judicial Outreach Liaison as a judicial educator and resource on highway traffic safety issues including impaired driving, and as an agent to create more DWI courts.”

Funding will support contractual and supplies/operating costs.

\$20,000 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training

Less than one percent of total \$8,788,000 designated to AL

\$557,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the AL programs.

**Planned activities that the state will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Drug Recognition Expert Training	CP-22-01-d Special Projects	D.1/E.1
Drug Recognition Expert Call Out Program	CP-22-01-e Special Projects	D.2/E.2
Drug Recognition Expert National Training Conference	CP-22-01-f Special Projects	D.3/E.3
Impaired Driving Detection Training	AL-22-01	D.4/E.4



Sobriety Court Support	AL-22-05	D.5/E.5
<b>Judicial Training and Outreach</b>	<b>AL-22-04</b>	<b>D.6/E.6</b>
Judicial Outreach Liaison (JOL)	AL-22-04	D.7/E.7
Traffic Safety Training Program	AL-22-03	D.8/E.8
Impaired Driving Program Assessment Recommendation Implementation	AL-22-06	D.9/E.9
Michigan State Police Third District Impaired Driving Action Team (IMPACT) Public Education and Information Campaign	CP-22-03-d PI&E	D.10/E.10
Mothers Against Drunk Driving Michigan (MADD) Law Enforcement and Prosecutor Awards	AL-22-03	D.11/E.11
Drugged Driving Public Education Campaign	CP-22-03-u PI&E	D.12/E.12
Highway Safety Office Program Management	CP-22-02-b PM	E.13

## APPENDIX E.6 PLANNED ACTIVITIES FOR IMPAIRED DRIVING DRUGS AND ALCOHOL

<b>Planned Activity Name</b>	Judicial Training and Outreach
<b>Planned Activity Number</b>	AL-22-04
<b>Primary Countermeasure Strategy</b>	Judicial Education

See Questions in Appendix D.

### Description of the Planned Activity

#### Judicial Training and Outreach

<b>Planned Activity Number</b>	<b>AL-22-04</b>	
<b>Planned Activity Code</b>	2022-2001 AL Support, Training, and Enforcement	
<b>GTS Code</b>	FDLATR-405d Low Drug and Alcohol Training	
<b>Benefit To Locals</b>	N/A	
<b>Grantee</b>	Michigan Judicial Institute (MJJI)	
<b>Grant Amount, Funding Source</b>	<b>\$20,000</b>	405(d) FAST Act Impaired Driving Low Drug and Alcohol Training
<b>Indirect Cost Rate</b>	N/A	
<b>Grant Start-Up</b>	October 1	
<b>Project Objective(S)</b>	Provide training opportunities for 500 district court judges, magistrates, drug treatment court staff, and probation officers in relevant traffic safety-related information by September 30, 2022.	

This project will provide speakers for the Michigan Association of Treatment Court Professionals, Judicial, District Court Probation Officers, Juvenile Probation Officers, and Magistrate's Associations' annual conferences and new court personnel training workshops. Topics may include drugged driving, ignition interlock, medical and recreational marijuana, along with other impaired driving traffic safety issues. An attorney will provide research support and judicial bench book updates.

Funding will support contractual and supplies/operating costs.



**Countermeasure Strategies in Planned Activities**

Fiscal Year	Countermeasure Strategy Name
2022	Judicial Education

Federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit (as applicable).

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	405(d) FAST Act Impaired Driving Low	405(d) FAST Act Impaired Driving Low Drug and Alcohol Training	\$20,000	N/A	N/A

Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share Per Unit	NHTSA Share Total Cost
N/A	N/A	N/A	N/A	N/A	N/A

**APPENDIX D.7 COUNTERMEASURE STRATEGY FORM IMPAIRED DRIVING DRUGS AND ALCOHOL**

**Program Area Name:** Impaired Driving Drugs and Alcohol

**Countermeasure Strategy:** Judicial Education

**Grant Name:** [Judicial Outreach Liaison \(JOL\)](#)

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems. Is this countermeasure strategy innovative?

No

If “yes”, enter justification supporting the innovative countermeasure strategy, including research, evaluation and/or substantive anecdotal evidence, that supports the potential of the proposed innovative countermeasure strategy.

N/A



**Is this program area part of the state occupant protection program area plan for a 405(b) application 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, at the level of detail required under § 1300.11(c) and (d)?**

No

**Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the state's problem identification].**

No

**Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [planned activities, at the level of detail required under § 1300.11(d), for recruiting, training, and maintaining a sufficient number of child passenger safety technicians based on the state's problem identification, at the level of detail required under § 1300.11(d)].**

No

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the state conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the state's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70% of either the state's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the high-risk population countermeasure programs criterion? § 1300.21(e)(4) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) drivers on rural roadways; (ii) unrestrained nighttime drivers; (iii) teenage drivers; (iv) other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

No

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(b) [countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

No

**Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No



Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]  
 No

Is this planned activity part of the state traffic safety information system improvements grant application (§ 405(c)) for the state traffic records strategic plan? § 1300.22(b)(2)(iii) [planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the state’s most recent highway safety data and traffic records system assessment]  
 No

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)  
 Yes

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(D)(6)  
 Yes

**Countermeasure Strategy Description**

**Assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

Nearly one third of Michigan fatal crashes involved at least one impaired driver.

**Fatalities and Suspected Serious Injuries 2015-2019 (REQUIRED)**

Year	Fatalities	Suspected Serious Injuries	Total
2015	963	4,865	<b>5,828</b>
2016	1,064	5,634	<b>6,698</b>
2017	1,028	6,084	<b>7,112</b>
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2019	985	5,629	<b>6,614</b>
<b>Total</b>	<b>5,014</b>	<b>27,798</b>	<b>32,812</b>

**Alcohol-Involved Crashes: Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2015	303	896	<b>1,199</b>
2016	274	933	<b>1,207</b>
2017	359	1,097	<b>1,456</b>
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2019	295	1,062	<b>1,357</b>
<b>Total</b>	<b>1,546</b>	<b>4,984</b>	<b>6,530</b>



**Drug-Involved Crashes: Fatalities and Suspected Serious Injuries  
2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2015	179	294	<b>473</b>
2016	239	449	<b>688</b>
2017	246	539	<b>785</b>
2018	247	399	<b>646</b>
2019	237	453	<b>690</b>
<b>Total</b>	<b>1,148</b>	<b>2,134</b>	<b>3,282</b>

**Alcohol-and/or Drug-Involved Crashes: Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2015	384	1,048	<b>1,432</b>
2016	416	1,185	<b>1,601</b>
2017	470	1,382	<b>1,852</b>
2018	434	1,214	<b>1,648</b>
2019	419	1,302	<b>1,721</b>
<b>Total</b>	<b>2,123</b>	<b>6,131</b>	<b>8,254</b>

Without the OHSP grant funds, traffic safety-related training provided to judges, magistrates, probation officers, and judiciary personnel will not take place on a regular basis, resulting with the focus of traffic safety to be lost. Regular and consistent education on current traffic safety issues is essential to effectively address impaired driving concerns such as medical marijuana and ignition interlocks.

According to the American Bar Association, judges, particularly those who work in limited jurisdiction courts such as district courts, which cover most traffic-related offenses, are often overlooked in education and communication opportunities, resulting in an inability to gain and share knowledge necessary to resolve legal and evidentiary issues that challenge them daily in adjudicating impaired driving and other motor vehicle cases.

Funding will support contractual costs.

\$40,000 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training

Less than one percent of total \$8,788,000 designated to AL

\$557,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the AL programs.

**Description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Nearly one third of Michigan fatal crashes involved at least one impaired driver.

State data will be used as indicated in the GHSA email dated January 13, 2021, except for C-1 (Number of traffic fatalities) and C-3 (Fatalities/VMT) which will use [Fatality Analysis Reporting System \(FARS\)](#) data as required.





The FY2022 HSP projects are based on the 2015-2019 trend data because at the time for planning the 2020 data was not available. The performance measures are based on the 2016-2020 data as approved by Region 5.

**C-1 Number of fatalities in traffic crashes**

*Target:* Reduce fatalities from 1,083 in 2020 to 1,065.2 by September 30, 2022.

**C-2 Number of suspected serious injuries in traffic crashes**

*Target:* Prevent suspected serious traffic injuries from increasing from 5,433 in 2020 to 5,733.2 by September 30, 2022.

**C-3 Fatalities/VMT**

*Target:* Prevent fatalities/100 MVMT from increasing from .96 in 2019 to 1.098 by September 30, 2022. The 2020 Fatalities/VMT is not yet available.

**C-5 Number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher**

*Target:* Prevent alcohol impaired driving fatalities from increasing from 181 (2016-2020 average) to 227 (2018-2022 average) by September 30, 2022.

**O1: Number of crashes involving alcohol- or drug-impaired motorcyclist**

*Target:* Reduce number of crashes involving alcohol-or drug-impaired motorcyclist by decreasing from 230 (2016-2020 average) to 229 (2018-2022 average) by September 30, 2022.

**O2: Number of fatalities involving alcohol- or drug-impaired motorcyclist**

*Target:* Prevent the number of fatalities involving alcohol- or drug-impaired motorcyclist from increasing from 45 (2016-2020 average) to 48 (2018-2022 average) by September 30, 2022.

**O3: Number of fatal crashes involving drug-impaired driver or motorcycle operator.**

*Target:* Prevent the number of fatal crashes involving a drug-impaired driver or motorcycle operator from increasing from 228(2016-2020 average) to 260 (2018-2022 average) by September 30, 2022.

Funding will support contractual costs.

\$40,000 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training

Less than one percent of total \$8,788,000 designated to AL

\$557,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the AL programs

**Evidence of Effectiveness: rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

Nearly one third of Michigan fatal crashes involved at least one impaired driver.

**Michigan Impaired Driving Program Assessment 2019**

**Section Criminal Justice and Adjudication**

**Pages 60-61**

**Citation**

“States should

- involve the state’s highest court in taking a leadership role and engaging judges in effectively adjudicating impaired driving cases and ensuring that these cases are assigned to knowledgeable and



experienced judges.

- encourage consistency in the adjudication of impaired driving (including youthful offender) cases, and the imposition of effective and appropriate sanctions, particularly when impaired driving resulted in a fatality or injury.
- provide sufficient resources to adjudicate impaired driving cases in a timely manner and effectively manage dockets brought before judges.
- ensure that judges who handle criminal or administrative impaired driving cases receive state-of-the-art education, such as in technical evidence presented in impaired driving cases, including SFST and DRE testimony, emerging technologies, such as IID, for the detection of alcohol and other drugs, and sentencing strategies for this class of offenders.
- use court strategies to reduce recidivism through effective sentencing and close monitoring by either establishing DWI courts, encouraging drug courts to hear impaired driving cases, or encouraging other courts to adopt DWI/drug court practice. These courts increase the use of drug or alcohol assessments; identify offenders with alcohol or drug use problems; apply effective and appropriate sentences to these offenders, including abstinence from alcohol and other drugs; and closely monitor compliance, leading to a reduction in recidivism.
- eliminate ethical obstacles, such as exparte or commitment communications, by adopting the current model code of judicial conduct so that judges can participate more freely in DWI court administration.
- provide adequate staffing and training for community supervision programs with the necessary resources, including technology such as IID and electronic confinement, to monitor and guide offender behavior and produce periodic reports on offender compliance.
- incorporate into judicial education and outreach administration the position of Judicial Outreach Liaison as a judicial educator and resource on highway traffic safety issues including impaired driving, and as an agent to create more DWI courts.”

Funding will support contractual costs.

\$40,000 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training

Less than one percent of total \$8,788,000 designated to AL

\$557,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the AL programs

**Planned activities that the state will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Drug Recognition Expert Training	CP-22-01-d Special Projects	D.1/E.1
Drug Recognition Expert Call Out Program	CP-22-01-e Special Projects	D.2/E.2
Drug Recognition Expert National Training Conference	CP-22-01-f Special Projects	D.3/E.3
Impaired Driving Detection Training	AL-22-01	D.4/E.4
Sobriety Court Support	AL-22-05	D.5/E.5
Judicial Training and Outreach	AL-22-04	D.6/E.6
<b>Judicial Outreach Liaison (JOL)</b>	<b>AL-22-04</b>	<b>D.7/E.7</b>
Traffic Safety Training Program	AL-22-03	D.8/E.8
Impaired Driving Program Assessment Recommendation Implementation	AL-22-06	D.9/E.9



Michigan State Police Third District Impaired Driving Action Team (IMPACT) Public Education and Information Campaign	CP-22-03-d PI&E	D.10/E.10
Mothers Against Drunk Driving Michigan (MADD) Law Enforcement and Prosecutor Awards	AL-22-03	D.11/E.11
Drugged Driving Public Education Campaign	CP-22-03-u PI&E	D.12/E.12
Highway Safety Office Program Management	CP-22-02-b PM	E.13

## APPENDIX E.7 PLANNED ACTIVITIES FOR IMPAIRED DRIVING DRUGS AND ALCOHOL

<b>Planned Activity Name</b>	Judicial Outreach Liaison (JOL)
<b>Planned Activity Number</b>	AL-22-04
<b>Primary Countermeasure Strategy</b>	Judicial Education

See Questions in Appendix D.

### Description of the Planned Activity

#### Judicial Outreach Liaison (JOL)

<b>Planned Activity Number</b>	<b>AL-22-04</b>	
<b>Planned Activity Code</b>	2022-2001 AL Support, Training, and Enforcement	
<b>GTS Code</b>	FDLATR-405d Low Drug and Alcohol Training	
<b>Benefit To Locals</b>	N/A	
<b>Grantee</b>	Michigan Judicial Institute (MJL)	
<b>Grant Amount, Funding Source</b>	<b>\$40,000</b>	405(d) FAST Act Impaired Driving Low Drug and Alcohol Training
<b>Indirect Cost Rate</b>	N/A	
<b>Grant Start-Up</b>	October 1	
<b>Project Objective(S)</b>	Provide training for 500 district court judges, magistrates, and judicial personnel in relevant impaired driving traffic safety-related information by September 30, 2022.	

The JOL will provide training and educational materials to the judicial community on impaired driving issues such as ignition interlocks and medical/recreational marihuana.

Funding will support contractual costs.

### Countermeasure Strategies in Planned Activities

Fiscal Year	Countermeasure Strategy Name
2022	Judicial Education



**Federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit (as applicable).**

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	405(d) FAST Act Impaired Driving Low	405(d) FAST Act Impaired Driving Low Drug and Alcohol Training	\$40,000	N/A	N/A

**Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share Per Unit	NHTSA Share Total Cost
N/A	N/A	N/A	N/A	N/A	N/A

## APPENDIX D.8 COUNTERMEASURE STRATEGY FORM IMPAIRED DRIVING DRUGS AND ALCOHOL

**Program Area Name:** Impaired Driving Drugs and Alcohol

**Countermeasure Strategy:** Impaired Driving Program Assessment (NHTSA facilitated)

**Grant Name:** **Traffic Safety Training Program**

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems. Is this countermeasure strategy innovative?**

No

**If “yes”, enter justification supporting the innovative countermeasure strategy, including research, evaluation and/or substantive anecdotal evidence, that supports the potential of the proposed innovative countermeasure strategy.**

N/A

**Is this program area part of the state occupant protection program area plan for a 405(b) application 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, at the level of detail required under § 1300.11(c) and (d)?**

No



**Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the state’s problem identification].**

No

**Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [planned activities, at the level of detail required under § 1300.11(d), for recruiting, training, and maintaining a sufficient number of child passenger safety technicians based on the state’s problem identification, at the level of detail required under § 1300.11(d)].**

No

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the state conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the state’s problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70% of either the state’s unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the high-risk population countermeasure programs criterion? § 1300.21(e)(4) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) drivers on rural roadways; (ii) unrestrained nighttime drivers; (iii) teenage drivers; (iv) other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

No

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(b) [countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

No

**Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No



Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the state traffic safety information system improvements grant application (§ 405(c)) for the state traffic records strategic plan? § 1300.22(b)(2)(iii) [planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the state’s most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

Yes

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(D)(6)

Yes

**Countermeasure Strategy Description**

**Assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

Nearly one third of Michigan fatal crashes involved at least one impaired driver.

**Fatalities and Suspected Serious Injuries 2015-2019 (REQUIRED)**

Year	Fatalities	Suspected Serious Injuries	Total
2015	963	4,865	<b>5,828</b>
2016	1,064	5,634	<b>6,698</b>
2017	1,028	6,084	<b>7,112</b>
2018	974	5,586	<b>6,560</b>
2019	985	5,629	<b>6,614</b>
<b>Total</b>	<b>5,014</b>	<b>27,798</b>	<b>32,812</b>

**Alcohol-Involved Crashes: Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2015	303	896	<b>1,199</b>
2016	274	933	<b>1,207</b>
2017	359	1,097	<b>1,456</b>
2018	315	996	<b>1,311</b>
2019	295	1,062	<b>1,357</b>
<b>Total</b>	<b>1,546</b>	<b>4,984</b>	<b>6,530</b>



**Drug-Involved Crashes: Fatalities and Suspected Serious Injuries  
2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2015	179	294	<b>473</b>
2016	239	449	<b>688</b>
2017	246	539	<b>785</b>
2018	247	399	<b>646</b>
2019	237	453	<b>690</b>
<b>Total</b>	<b>1,148</b>	<b>2,134</b>	<b>3,282</b>

**Alcohol-and/or Drug-Involved Crashes: Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2015	384	1,048	<b>1,432</b>
2016	416	1,185	<b>1,601</b>
2017	470	1,382	<b>1,852</b>
2018	434	1,214	<b>1,648</b>
2019	419	1,302	<b>1,721</b>
<b>Total</b>	<b>2,123</b>	<b>6,131</b>	<b>8,254</b>

Michigan was one of the first states to have a Traffic Safety Training Program (TSTP) after it was determined that traffic safety training for prosecutors was insufficient. The two TSRP positions and Training Coordinator are located at the Prosecuting Attorneys Association of Michigan (PAAM) and work closely with the Office of Highway Safety Planning (OHSP) staff, prosecutors, other state’s TSRPs, and the traffic safety community.

The TSRP Program continues to be considered a national “best practice” and is supported by the National Highway Traffic Safety Administration (NHTSA). Since the program’s inception, Michigan’s TSRPs have been instrumental in educating the state’s prosecutors with new legislation and laws that are passed such as high BAC, ignition interlocks, and marihuana legalization. Signature training programs include Cops in Court, Advanced OUIL, Lethal Weapon, as well as webinars on ignition interlocks, sobriety courts, and marihuana laws. The PAAM follow-up survey responses from those who have taken these, and other courses have consistently reported that the trainings are valuable, and the skills learned are used extensively during traffic-related prosecutions, especially impaired driving cases.

Finally, the TSRP program evaluation by the University of Michigan Transportation Research Institute (UMTRI) in 2007 concluded that the program has impacted virtually every single prosecutor’s office and staff since the program began in 2000.

The TSRP positions serve as the only Michigan-based training and knowledge resource devoted to impaired driving and other traffic safety issues for prosecutors. Constant communication and contact with all 83 prosecutors and their staffs would be impossible without these positions. As new legislation is introduced, educating prosecutors and law enforcement while supporting their efforts to prosecute impaired drivers is of critical importance and necessary if Michigan is to continue to reduce impaired driving fatalities and injuries. County prosecutors have extremely limited resources and time to seek out training and information related to traffic safety and without the support the TSRPs provide, it is likely that many prosecutors would not feel confident to prosecute impaired drivers to the fullest extent of the law for difficult and complex cases, thereby allowing offenders to plead to lesser charges. The impact would reduce the effectiveness of law enforcement’s efforts with overtime patrols, impaired driving crackdowns,



and special messaging reinforcing the arrests made by police officers. Without this program and positions, it will be more difficult, if not impossible, to qualify for federal NHTSA funding to combat impaired driving.

Funding will support personnel, supplies/operating, contractual, and indirect costs.

\$548,000 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training (flex)

6.2% of total \$8,788,000 designated to AL

\$557,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the AL programs.

**Description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Nearly one third of Michigan fatal crashes involved at least one impaired driver.

State data will be used as indicated in the GHSA email dated January 13, 2021, except for C-1 (Number of traffic fatalities) and C-3 (Fatalities/VMT) which will use [Fatality Analysis Reporting System \(FARS\)](#) data as required. Percentages are rounded to the nearest whole number.

The FY2022 HSP projects are based on the 2015-2019 trend data because at the time for planning the 2020 data was not available. The performance measures are based on the 2016-2020 data as approved by Region 5.

**C-1 Number of fatalities in traffic crashes**

*Target:* Reduce fatalities from 1,083 in 2020 to 1,065.2 by September 30, 2022.

**C-2 Number of suspected serious injuries in traffic crashes**

*Target:* Prevent suspected serious traffic injuries from increasing from 5,433 in 2020 to 5,733.2 by September 30, 2022.

**C-3 Fatalities/VMT**

*Target:* Prevent fatalities/100 MVMT from increasing from .96 in 2019 to 1.098 by September 30, 2022. The 2020 Fatalities/VMT is not yet available.

**C-5 Number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher**

*Target:* Prevent alcohol impaired driving fatalities from increasing from 181 (2016-2020 average) to 227 (2018-2022 average) by September 30, 2022.

**O1: Number of crashes involving alcohol- or drug-impaired motorcyclist**

*Target:* Reduce number of crashes involving alcohol-or drug-impaired motorcyclist by decreasing from 230 (2016-2020 average) to 229 (2018-2022 average) by September 30, 2022.

**O2: Number of fatalities involving alcohol- or drug-impaired motorcyclist**

*Target:* Prevent the number of fatalities involving alcohol- or drug-impaired motorcyclist from increasing from 45 (2016-2020 average) to 48 (2018-2022 average) by September 30, 2022.

**O3: Number of fatal crashes involving drug-impaired driver or motorcycle operator.**

*Target:* Prevent the number of fatal crashes involving a drug-impaired driver or motorcycle operator from increasing from 228(2016-2020 average) to 260 (2018-2022 average) by September 30, 2022.





Funding will support personnel, supplies/operating, contractual, and indirect costs.

\$548,000 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training (flex)

6.2% of total \$8,788,000 designated to AL

\$557,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the AL programs.

**Evidence of Effectiveness: rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

Nearly one third of Michigan fatal crashes involved at least one impaired driver.

**Michigan Impaired Driving Program Assessment 2019**

**Section Criminal Justice and Prosecution**

**Page 59**

**Citation**

“Maintain current levels of educational opportunities for prosecutors.”

Funding will support personnel, supplies/operating, contractual, and indirect costs.

\$548,000 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training (flex)

6.2% of total \$8,788,000 designated to AL

\$557,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the AL programs.

**Planned activities that the state will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Drug Recognition Expert Training	CP-22-01-d Special Projects	D.1/E.1
Drug Recognition Expert Call Out Program	CP-22-01-e Special Projects	D.2/E.2
Drug Recognition Expert National Training Conference	CP-22-01-f Special Projects	D.3/E.3
Impaired Driving Detection Training	AL-22-01	D.4/E.4
Sobriety Court Support	AL-22-05	D.5/E.5
Judicial Training and Outreach	AL-22-04	D.6/E.6
Judicial Outreach Liaison	AL-22-04	D.7/E.7
<b>Traffic Safety Training Program</b>	<b>AL-22-03</b>	<b>D.8/E.8</b>
Impaired Driving Program Assessment Recommendation Implementation	AL-22-06	D.9/E.9
Michigan State Police Third District Impaired Driving Action Team (IMPACT) Public Education and Information Campaign	CP-22-03-d PI&E	D.10/E.10
Mothers Against Drunk Driving Michigan (MADD) Law Enforcement and Prosecutor Awards	AL-22-03	D.11/E.11
Drugged Driving Public Education Campaign	CP-22-03-u PI&E	D.12/E.12



Highway Safety Office Program Management	CP-22-02-b PM	E.13
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## APPENDIX E.8 PLANNED ACTIVITIES FOR IMPAIRED DRIVING DRUGS AND ALCOHOL

<b>Planned Activity Name</b>	Traffic Safety Training Program
<b>Planned Activity Number</b>	AL-22-03
<b>Primary Countermeasure Strategy</b>	Impaired Driving Program Assessment (NHTSA facilitated)

See Questions in Appendix D.

### Description of the Planned Activity

#### Traffic Safety Training Program

<b>Planned Activity Number</b>	<b>AL-22-03</b>	
<b>Planned Activity Code</b>	2022-2001 AL Support, Training, and Enforcement	
<b>GTS Code</b>	FDLATR-405d Low Drug and Alcohol Training	
<b>Benefit To Locals</b>	N/A	
<b>Grantee</b>	Prosecuting Attorneys Association of Michigan (PAAM)	
<b>Grant Amount, Funding Source</b>	<b>\$548,000</b>	405(d) FAST Act Impaired Driving Low Drug and Alcohol Training (flex)
<b>Indirect Cost Rate</b>	N/A	
<b>Grant Start-Up</b>	October 1	
<b>Project Objective(S)</b>	Provide 40 different topic specific trainings/presentations for approximately 6,000 law enforcement, prosecutors, and traffic safety partners by September 30, 2022.	

The project will provide 40 different topic specific trainings/presentations which will impact approximately 6,000 law enforcement officers, prosecutors, and traffic safety partners. Signature training programs include Cops in Court, Advanced OUIL, Lethal Weapon, DRE Mock Trial, as well as webinars on ignition interlocks, sobriety courts, and medical marijuana which may be duplicated throughout the year.

Funding will support personnel, supplies/operating, contractual, and indirect costs.



**Countermeasure Strategies in Planned Activities**

Fiscal Year	Countermeasure Strategy Name
2022	Impaired Driving Program Assessment (NHTSA facilitated)

**Federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit (as applicable).**

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	405(d) FAST Act Impaired Driving Low	405(d) FAST Act Impaired Driving Low Drug and Alcohol Training (flex)	\$380,864	N/A	N/A
Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	405(d) FAST Act Impaired Driving Low	405(d) FAST Act Impaired Driving Low Drug and Alcohol Training (flex)	\$167,136	N/A	N/A

**Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share Per Unit	NHTSA Share Total Cost
N/A	N/A	N/A	N/A	N/A	N/A

**APPENDIX D.9 COUNTERMEASURE STRATEGY FORM IMPAIRED DRIVING DRUGS AND ALCOHOL**

**Program Area Name:** Impaired Driving Drugs and Alcohol

**Countermeasure Strategy:** Impaired Driving Program Assessment (NHTSA facilitated)

**Grant Name:** Impaired Driving Program Assessment Recommendation Implementation



**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems. Is this countermeasure strategy innovative?**

No

**If “yes”, enter justification supporting the innovative countermeasure strategy, including research, evaluation and/or substantive anecdotal evidence, that supports the potential of the proposed innovative countermeasure strategy.**

N/A

**Is this program area part of the state occupant protection program area plan for a 405(b) application 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, at the level of detail required under § 1300.11(c) and (d)?**

No

**Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the state’s problem identification].**

No

**Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [planned activities, at the level of detail required under § 1300.11(d), for recruiting, training, and maintaining a sufficient number of child passenger safety technicians based on the state’s problem identification, at the level of detail required under § 1300.11(d)].**

No

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the state conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the state’s problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70% of either the state’s unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the high-risk population countermeasure programs criterion? § 1300.21(e)(4) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) drivers on rural roadways; (ii) unrestrained nighttime drivers; (iii) teenage drivers; (iv) other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

No



Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(b) [countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]  
 No

Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]  
 No

Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]  
 No

Is this planned activity part of the state traffic safety information system improvements grant application (§ 405(c)) for the state traffic records strategic plan? § 1300.22(b)(2)(iii) [planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the state’s most recent highway safety data and traffic records system assessment]  
 No

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)  
 Yes

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(D)(6)  
 Yes

**Countermeasure Strategy Description**

**Assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

Nearly one third of Michigan fatal crashes involved at least one impaired driver.

**Fatalities and Suspected Serious Injuries 2015-2019 (REQUIRED)**

Year	Fatalities	Suspected Serious Injuries	Total
2015	963	4,865	<b>5,828</b>
2016	1,064	5,634	<b>6,698</b>
2017	1,028	6,084	<b>7,112</b>
2018	974	5,586	<b>6,560</b>
2019	985	5,629	<b>6,614</b>
<b>Total</b>	<b>5,014</b>	<b>27,798</b>	<b>32,812</b>



**Alcohol-Involved Crashes: Fatalities and Suspected Serious Injuries  
2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2015	303	896	<b>1,199</b>
2016	274	933	<b>1,207</b>
2017	359	1,097	<b>1,456</b>
2018	315	996	<b>1,311</b>
2019	295	1,062	<b>1,357</b>
<b>Total</b>	<b>1,546</b>	<b>4,984</b>	<b>6,530</b>

**Drug-Involved Crashes: Fatalities and Suspected Serious Injuries  
2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2015	179	294	<b>473</b>
2016	239	449	<b>688</b>
2017	246	539	<b>785</b>
2018	247	399	<b>646</b>
2019	237	453	<b>690</b>
<b>Total</b>	<b>1,148</b>	<b>2,134</b>	<b>3,282</b>

**Alcohol-and/or Drug-Involved Crashes: Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2015	384	1,048	<b>1,432</b>
2016	416	1,185	<b>1,601</b>
2017	470	1,382	<b>1,852</b>
2018	434	1,214	<b>1,648</b>
2019	419	1,302	<b>1,721</b>
<b>Total</b>	<b>2,123</b>	<b>6,131</b>	<b>8,254</b>

The Office of Highway Safety Planning (OHSP) works with the Michigan Impaired Driving Action Team (IDAT) and partner agencies to address the recommendations provided in the 2019 NHTSA Impaired Driving Program Assessment. The IDAT has developed an action plan with countermeasures to be implemented to address the assessment recommendations. Accomplishments for the countermeasures are reported annually showing progress made for each of the strategies and objectives identified in the action plan. The action plan is posted on the OHSP website at for use by the IDAT members and other traffic safety partners. Data are provided for all measurable activities and the lead agency for each activity is indicated.

Funding will support personnel, contractual, supplies/operating, indirect, and equipment costs.

\$5,537,000 405(d) FAST Act Impaired Driving Low

63% of total \$8,788,000 designated to AL

\$557,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the AL programs



**Description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Nearly one third of Michigan fatal crashes involved at least one impaired driver. State data will be used as indicated in the GHSA email dated January 13, 2021, except for C-1 (Number of traffic fatalities) and C-3 (Fatalities/VMT) which will use [Fatality Analysis Reporting System \(FARS\)](#) data as required.

The FY2022 HSP projects are based on the 2015-2019 trend data because at the time for planning the 2020 data was not available. The performance measures are based on the 2016-2020 data as approved by Region 5.

**C-1 Number of fatalities in traffic crashes**

*Target:* Reduce fatalities from 1,083 in 2020 to 1,065.2 by September 30, 2022.

**C-2 Number of suspected serious injuries in traffic crashes**

*Target:* Prevent suspected serious traffic injuries from increasing from 5,433 in 2020 to 5,733.2 by September 30, 2022.

**C-3 Fatalities/VMT**

*Target:* Prevent fatalities/100 MVMT from increasing from .96 in 2019 to 1.098 by September 30, 2022. The 2020 Fatalities/VMT is not yet available.

**C-5 Number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher**

*Target:* Prevent alcohol impaired driving fatalities from increasing from 181 (2016-2020 average) to 227 (2018-2022 average) by September 30, 2022.

**O1: Number of crashes involving alcohol- or drug-impaired motorcyclist**

*Target:* Reduce number of crashes involving alcohol-or drug-impaired motorcyclist by decreasing from 230 (2016-2020 average) to 229 (2018-2022 average) by September 30, 2022.

**O2: Number of fatalities involving alcohol- or drug-impaired motorcyclist**

*Target:* Prevent the number of fatalities involving alcohol- or drug-impaired motorcyclist from increasing from 45 (2016-2020 average) to 48 (2018-2022 average) by September 30, 2022.

**O3: Number of fatal crashes involving drug-impaired driver or motorcycle operator.**

*Target:* Prevent the number of fatal crashes involving a drug-impaired driver or motorcycle operator from increasing from 228(2016-2020 average) to 260 (2018-2022 average) by September 30, 2022.

Funding will support personnel, contractual, supplies/operating, indirect, and equipment costs.

\$5,537,000 405(d) FAST Act Impaired Driving Low

63% of total \$8,788,000 designated to AL

\$557,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the AL programs



**Evidence of Effectiveness: rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

Nearly one third of Michigan fatal crashes involved at least one impaired driver.

**Impaired Driving Program Assessment 2019**

**Section Strategic Planning**

**Page 14**

**Citation**

“States should develop and implement an overall plan for short- and long-term impaired driving activities. The plan and its implementation should:

- Define a vision for the state that is easily understood and supported by all partners.
- Utilize best practices in strategic planning.
- Be based on thorough problem identification that uses crash, arrest, conviction, driver record, and other available data to identify the populations and geographic areas most at risk.
- Allocate resources for countermeasures determined to be effective that will impact the populations and geographic areas most at risk.
- Include short-term objectives and long-range goals. Have clear measurable outcomes.
- Be an integral part of or coordinate with and support other state plans, including the Highway Safety Plan and Strategic Highway Safety Plan.
- Establish or adjust priorities based on recommendations provided to the state as a result of reviews and assessments, including this impaired driving assessment.
- Assign responsibility and accountability among the state’s partners for the implementation of priority recommendations.”

Funding will support personnel, contractual, supplies/operating, indirect, and equipment costs.

\$5,537,000 405(d) FAST Act Impaired Driving Low

63% of total \$8,788,000 designated to AL

\$557,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the AL programs

**Planned activities that the state will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Drug Recognition Expert Training	CP-22-01-d Special Projects	D.1/E.1
Drug Recognition Expert Call Out Program	CP-22-01-e Special Projects	D.2/E.2
Drug Recognition Expert National Training Conference	CP-22-01-f Special Projects	D.3/E.3
Impaired Driving Detection Training	AL-22-01	D.4/E.4
Sobriety Court Support	AL-22-05	D.5/E.5
Judicial Training and Outreach	AL-22-04	D.6/E.6
Judicial Outreach Liaison	AL-22-04	D.7/E.7
Traffic Safety Training Program	AL-22-03	D.8/E.8
<b>Impaired Driving Program Assessment Recommendation Implementation</b>	<b>AL-22-06</b>	<b>D.9/E.9</b>





Michigan State Police Third District Impaired Driving Action Team (IMPACT) Public Education and Information Campaign	CP-22-03-d PI&E	D.10/E.10
Mothers Against Drunk Driving Michigan (MADD) Law Enforcement and Prosecutor Awards	AL-22-03	D.11/E.11
Drugged Driving Public Education Campaign	CP-22-03-u PI&E	D.12/E.12
Highway Safety Office Program Management	CP-22-02-b PM	E.13

## APPENDIX E.9 PLANNED ACTIVITIES FOR IMPAIRED DRIVING DRUGS AND ALCOHOL

<b>Planned Activity Name</b>	Impaired Driving Program Assessment Recommendation Implementation
<b>Planned Activity Number</b>	AL-22-06
<b>Primary Countermeasure Strategy</b>	Impaired Driving Program Assessment (NHTSA facilitated)

See Questions in Appendix D.

### Description of the Planned Activity

#### Impaired Driving Program Assessment Recommendation Implementation

<b>Planned Activity Number</b>	AL-22-06	
<b>Planned Activity Code</b>	2022-2002 AL Research, Data, and Evaluation	
<b>GTS Code</b>	M6X-405d Impaired Driving Low	
<b>Benefit To Locals</b>	N/A	
<b>Grantee</b>	TBD	
<b>Grant Amount, Funding Source</b>	\$5,537,000	405(d) FAST Act Impaired Driving Low
<b>Indirect Cost Rate</b>	N/A	
<b>Grant Start-Up</b>	October 1	
<b>Project Objective(S)</b>	Identify and implement data-driven program area strategies by September 30, 2022.	

The OHSP will work with the Impaired Driving Action Team and other traffic safety partners to identify and implement strategies to reduce impaired driving fatalities, injuries, and crashes through law enforcement training, law enforcement mobilizations, and public education.

Funding will support personnel, contractual, supplies/operating, indirect, and equipment costs.

#### Countermeasure Strategies in Planned Activities

Fiscal Year	Countermeasure Strategy Name
2022	Impaired Driving Program Assessment (NHTSA facilitated)



**Federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit (as applicable).**

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	405(d) FAST Act Impaired Driving Low	405(d) FAST Act Impaired Driving Low	\$5,537,000	N/A	N/A
Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	405(d) FAST Act Impaired Driving Low	405(d) FAST Act Impaired Driving Low	\$45,616	N/A	N/A

**Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share Per Unit	NHTSA Share Total Cost
N/A	N/A	N/A	N/A	N/A	N/A

**APPENDIX D.10 COUNTERMEASURE STRATEGY FORM IMPAIRED DRIVING DRUGS AND ALCOHOL**

**Program Area Name:** Impaired Driving Drugs and Alcohol

**Countermeasure Strategy:** Impaired Driving Program Assessment (NHTSA Facilitated)

**Grant Name:** Michigan State Police (MSP) Third District Impaired Driving Action Team (IMPACT) Public Information and Education (PI&E) Campaign

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems. Is this countermeasure strategy innovative?

No

If “yes”, enter justification supporting the innovative countermeasure strategy, including research, evaluation and/or substantive anecdotal evidence, that supports the potential of the proposed innovative countermeasure strategy.

N/A

Is this program area part of the state occupant protection program area plan for a 405(b) application 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, at the level of detail required under § 1300.11(c) and (d)?

No



**Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the state’s problem identification].**

No

**Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [planned activities, at the level of detail required under § 1300.11(d), for recruiting, training, and maintaining a sufficient number of child passenger safety technicians based on the state’s problem identification, at the level of detail required under § 1300.11(d)].**

No

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the state conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the state’s problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70% of either the state’s unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the high-risk population countermeasure programs criterion? § 1300.21(e)(4) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) drivers on rural roadways; (ii) unrestrained nighttime drivers; (iii) teenage drivers; (iv) other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

No

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(b) [countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

No

**Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No



Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the state traffic safety information system improvements grant application (§ 405(c)) for the state traffic records strategic plan? § 1300.22(b)(2)(iii) [planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the state’s most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

Yes

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(D)(6)

Yes

**Countermeasure Strategy Description**

**Assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

Nearly one third of Michigan fatal crashes involved at least one impaired driver.

**Fatalities and Suspected Serious Injuries 2015-2019 (REQUIRED)**

Year	Fatalities	Suspected Serious Injuries	Total
2015	963	4,865	<b>5,828</b>
2016	1,064	5,634	<b>6,698</b>
2017	1,028	6,084	<b>7,112</b>
2018	974	5,586	<b>6,560</b>
2019	985	5,629	<b>6,614</b>
<b>Total</b>	<b>5,014</b>	<b>27,798</b>	<b>32,812</b>

**Alcohol-Involved Crashes: Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2015	303	896	<b>1,199</b>
2016	274	933	<b>1,207</b>
2017	359	1,097	<b>1,456</b>
2018	315	996	<b>1,311</b>
2019	295	1,062	<b>1,357</b>
<b>Total</b>	<b>1,546</b>	<b>4,984</b>	<b>6,530</b>



**Drug-Involved Crashes: Fatalities and Suspected Serious Injuries  
2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2015	179	294	<b>473</b>
2016	239	449	<b>688</b>
2017	246	539	<b>785</b>
2018	247	399	<b>646</b>
2019	237	453	<b>690</b>
<b>Total</b>	<b>1,148</b>	<b>2,134</b>	<b>3,282</b>

**Alcohol-and/or Drug-Involved Crashes: Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2015	384	1,048	<b>1,432</b>
2016	416	1,185	<b>1,601</b>
2017	470	1,382	<b>1,852</b>
2018	434	1,214	<b>1,648</b>
2019	419	1,302	<b>1,721</b>
<b>Total</b>	<b>2,123</b>	<b>6,131</b>	<b>8,254</b>

The Michigan State Police (MSP) Third District covers 14 counties, two major cities, multiple smaller cities, and rural areas that have all seen an increase in impaired driving traffic crashes. Three centrally located counties were chosen for the pilot project: Genesee, Saginaw, and Bay counties.

A public information campaign will support awareness of the Michigan State Police Third District Impaired Driving Action Team (IMPACT). The IMPACT will conduct impaired driving enforcement to reduce impaired driving injuries and fatalities and make drivers aware of this special law enforcement program.

Traffic safety campaigns are most successful when accompanied by public information. One of the most effective traffic safety countermeasures is the combination of increased enforcement and publicity. When motorists both see and hear about special enforcement programs, they are much more likely to change their behavior.

The public information and education campaign will be supported by the district’s public information officer and the MSP’s social media accounts.

Funding will support contractual costs.

\$100,000 405(d) FAST Act Impaired Driving Low Paid/Earned Media

1.1% of total \$8,788,000 designated to AL

\$557,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the AL programs.

**Description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Nearly one third of Michigan fatal crashes involved at least one impaired driver.



of traffic fatalities) and C-3 (Fatalities/VMT) which will use [Fatality Analysis Reporting System \(FARS\)](#) data as required.

The FY2022 HSP projects are based on the 2015-2019 trend data because at the time for planning the 2020 data was not available. The performance measures are based on the 2016-2020 data as approved by Region 5.

**C-1 Number of fatalities in traffic crashes**

*Target:* Reduce fatalities from 1,083 in 2020 to 1,065.2 by September 30, 2022.

**C-2 Number of suspected serious injuries in traffic crashes**

*Target:* Prevent suspected serious traffic injuries from increasing from 5,433 in 2020 to 5,733.2 by September 30, 2022.

**C-3 Fatalities/VMT**

*Target:* Prevent fatalities/100 MVMT from increasing from .96 in 2019 to 1.098 by September 30, 2022. The 2020 Fatalities/VMT is not yet available.

**C-5 Number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher**

*Target:* Prevent alcohol impaired driving fatalities from increasing from 181 (2016-2020 average) to 227 (2018-2022 average) by September 30, 2022.

**O1: Number of crashes involving alcohol- or drug-impaired motorcyclist**

*Target:* Reduce number of crashes involving alcohol-or drug-impaired motorcyclist by decreasing from 230 (2016-2020 average) to 229 (2018-2022 average) by September 30, 2022.

**O2: Number of fatalities involving alcohol- or drug-impaired motorcyclist**

*Target:* Prevent the number of fatalities involving alcohol- or drug-impaired motorcyclist from increasing from 45 (2016-2020 average) to 48 (2018-2022 average) by September 30, 2022.

**O3: Number of fatal crashes involving drug-impaired driver or motorcycle operator.**

*Target:* Prevent the number of fatal crashes involving a drug-impaired driver or motorcycle operator from increasing from 228(2016-2020 average) to 260 (2018-2022 average) by September 30, 2022.

Funding will support contractual costs

\$100,000 405(d) FAST Act Impaired Driving Low Paid/Earned Media

1.1% of total \$8,788,000 designated to AL

\$557,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the AL programs.

**Evidence of Effectiveness: rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

Nearly one third of Michigan fatal crashes involved at least one impaired driver.



**Michigan Impaired Driving Program Assessment 2019**  
**Section Criminal Justice System and Enforcement Recommendations**  
**Page 56**

**Citation**

“Create an operating while impaired (OWI) task force (similar to the Michigan State Police’s hometown security team) where ARIDE and Drug Recognition Expert trained law enforcement officers focus on high-crash and OWI arrest areas.”

Funding will support contractual costs.

\$100,000 405(d) FAST Act Impaired Driving Low Paid/Earned Media

1.1% of total \$8,788,000 designated to AL

\$557,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the AL programs.

**Planned activities that the state will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Drug Recognition Expert Training	CP-22-01-d Special Projects	D.1/E.1
Drug Recognition Expert Call Out Program	CP-22-01-e Special Projects	D.2/E.2
Drug Recognition Expert National Training Conference	CP-22-01-f Special Projects	D.3/E.3
Impaired Driving Detection Training	AL-22-01	D.4/E.4
Sobriety Court Support	AL-22-05	D.5/E.5
Judicial Training and Outreach	AL-22-04	D.6/E.6
Judicial Outreach Liaison	AL-22-04	D.7/E.7
Traffic Safety Training Program	AL-22-03	D.8/E.8
Impaired Driving Program Assessment Recommendation Implementation	AL-22-06	D.9/E.9
<b>Michigan State Police Third District Impaired Driving Action Team (IMPACT) Public Education and Information Campaign</b>	<b>CP-22-03-d PI&amp;E</b>	<b>D.10/E.10</b>
Mothers Against Drunk Driving Michigan (MADD) Law Enforcement and Prosecutor Awards	AL-22-03	D.11/E.11
Drugged Driving Public Education Campaign	CP-22-03-u PI&E	D.12/E.12
Highway Safety Office Program Management	CP-22-02-b PM	E.13



## APPENDIX E.10 PLANNED ACTIVITIES FOR IMPAIRED DRIVING DRUGS AND ALCOHOL

<b>Planned Activity Name</b>	Michigan State Police (MSP) Third District Impaired Driving Action Team (IMPACT) Public Education and Information Campaign
<b>Planned Activity Number</b>	CP-22-03-d PI&E
<b>Primary Countermeasure Strategy</b>	Impaired Driving Program Assessment (NHTSA Facilitated)

See Questions in Appendix D.

### Description of the Planned Activity

#### Michigan State Police Third District Impaired Driving Action Team (IMPACT) Public Education and Information Campaign

<b>Planned Activity Number</b>	CP-22-03-d PI&E	
<b>Planned Activity Code</b>	2022-2003 AL Education, Communication, and Outreach	
<b>GTS Code</b>	FDLPEM-405d Low Paid/Earned Media	
<b>Benefit To Locals</b>	N/A	
<b>Grantee</b>	OHSP PI&E	
<b>Grant Amount, Funding Source</b>	\$100,000	405(d) FAST Act Impaired Driving Low Paid/Earned Media
<b>Indirect Cost Rate</b>	N/A	
<b>Grant Start-Up</b>	October 1	
<b>Project Objective(S)</b>	Increase awareness for the MSP Third District IMPACT messaging among young men by 10 percent by September 30, 2022.	

The public information campaign will support awareness of the established Michigan State Police-Third District Impaired Driving Action Team (IMPACT). The IMPACT will conduct impaired driving enforcement to reduce impaired driving injuries and fatalities and make drivers aware of this special law enforcement program.

Funding will support contractual costs.

#### Countermeasure Strategies in Planned Activities

Fiscal Year	Countermeasure Strategy Name
2022	Impaired Driving Program Assessment (NHTSA Facilitated)





**Federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit (as applicable).**

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	405(d) FAST Act Impaired Driving Low	405(d) FAST Act Impaired Driving Low Paid/Earned Media	\$100,000	N/A	N/A

**Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share Per Unit	NHTSA Share Total Cost
N/A	N/A	N/A	N/A	N/A	N/A

## **APPENDIX D.11 COUNTERMEASURE STRATEGY FORM IMPAIRED DRIVING DRUGS AND ALCOHOL**

**Program Area Name:** Impaired Driving Drugs and Alcohol

**Countermeasure Strategy:** Other (Explore Countermeasures for Impaired Driving)

**Grant Name:** Mothers Against Drunk Driving Michigan (MADD) Law Enforcement and Prosecutor Awards

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems. Is this countermeasure strategy innovative?**

No

**If “yes”, enter justification supporting the innovative countermeasure strategy, including research, evaluation and/or substantive anecdotal evidence, that supports the potential of the proposed innovative countermeasure strategy.**

N/A

**Is this program area part of the state occupant protection program area plan for a 405(b) application 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, at the level of detail required under § 1300.11(c) and (d)?**

No



**Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the state’s problem identification].**

No

**Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [planned activities, at the level of detail required under § 1300.11(d), for recruiting, training, and maintaining a sufficient number of child passenger safety technicians based on the state’s problem identification, at the level of detail required under § 1300.11(d)].**

No

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the state conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the state’s problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70% of either the state’s unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the high-risk population countermeasure programs criterion? § 1300.21(e)(4) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) drivers on rural roadways; (ii) unrestrained nighttime drivers; (iii) teenage drivers; (iv) other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

No

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(b) [countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

No

**Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No



Is this planned activity part of the state traffic safety information system improvements grant application (§ 405(c)) for the state traffic records strategic plan? § 1300.22(b)(2)(iii) [planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the state’s most recent highway safety data and traffic records system assessment]  
 No

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)  
 No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(D)(6)  
 No

**Countermeasure Strategy Description**

**Assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

Nearly one third of Michigan fatal crashes involved at least one impaired driver.

**Fatalities and Suspected Serious Injuries 2015-2019 (REQUIRED)**

Year	Fatalities	Suspected Serious Injuries	Total
2015	963	4,865	<b>5,828</b>
2016	1,064	5,634	<b>6,698</b>
2017	1,028	6,084	<b>7,112</b>
2018	974	5,586	<b>6,560</b>
2019	985	5,629	<b>6,614</b>
<b>Total</b>	<b>5,014</b>	<b>27,798</b>	<b>32,812</b>

**Alcohol-Involved Crashes: Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2015	303	896	<b>1,199</b>
2016	274	933	<b>1,207</b>
2017	359	1,097	<b>1,456</b>
2018	315	996	<b>1,311</b>
2019	295	1,062	<b>1,357</b>
<b>Total</b>	<b>1,546</b>	<b>4,984</b>	<b>6,530</b>



**Drug-Involved Crashes: Fatalities and Suspected Serious Injuries  
2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2015	179	294	<b>473</b>
2016	239	449	<b>688</b>
2017	246	539	<b>785</b>
2018	247	399	<b>646</b>
2019	237	453	<b>690</b>
<b>Total</b>	<b>1,148</b>	<b>2,134</b>	<b>3,282</b>

**Alcohol-and/or Drug-Involved Crashes: Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2015	384	1,048	<b>1,432</b>
2016	416	1,185	<b>1,601</b>
2017	470	1,382	<b>1,852</b>
2018	434	1,214	<b>1,648</b>
2019	419	1,302	<b>1,721</b>
<b>Total</b>	<b>2,123</b>	<b>6,131</b>	<b>8,254</b>

This project will support the Mothers Against Drunk Drivers awards luncheon to recognize law enforcement officers and prosecutors for their dedication to the arrest, conviction, sentencing, and treatment of impaired drivers. Awards will be given in one prosecutor and four law enforcement categories.

Funding will support supplies/operating and contractual costs.

\$4,000 405(d) FAST Act Impaired Driving Low Alcohol

Less than one percent of total \$8,788,000 designated to AL

\$557,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the AL programs.

**Description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Nearly one third of Michigan fatal crashes involved at least one impaired driver. of traffic fatalities) and C-3 (Fatalities/VMT) which will use [Fatality Analysis Reporting System \(FARS\)](#) data as required.

The FY2022 HSP projects are based on the 2015-2019 trend data because at the time for planning the 2020 data was not available. The performance measures are based on the 2016-2020 data as approved by Region 5.

**C-1 Number of fatalities in traffic crashes**

*Target:* Reduce fatalities from 1,083 in 2020 to 1,065.2 by September 30, 2022.

**C-2 Number of suspected serious injuries in traffic crashes**

*Target:* Prevent suspected serious traffic injuries from increasing from 5,433 in 2020 to 5,733.2 by September 30, 2022.



**C-3 Fatalities/VMT**

*Target:* Prevent fatalities/100 MVMT from increasing from .96 in 2019 to 1.098 by September 30, 2022. The 2020 Fatalities/VMT is not yet available.

**C-5 Number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher**

*Target:* Prevent alcohol impaired driving fatalities from increasing from 181 (2016-2020 average) to 227 (2018-2022 average) by September 30, 2022.

**O1: Number of crashes involving alcohol- or drug-impaired motorcyclist**

*Target:* Reduce number of crashes involving alcohol-or drug-impaired motorcyclist by decreasing from 230 (2016-2020 average) to 229 (2018-2022 average) by September 30, 2022.

**O2: Number of fatalities involving alcohol- or drug-impaired motorcyclist**

*Target:* Prevent the number of fatalities involving alcohol- or drug-impaired motorcyclist from increasing from 45 (2016-2020 average) to 48 (2018-2022 average) by September 30, 2022.

**O3: Number of fatal crashes involving drug-impaired driver or motorcycle operator.**

*Target:* Prevent the number of fatal crashes involving a drug-impaired driver or motorcycle operator from increasing from 228(2016-2020 average) to 260 (2018-2022 average) by September 30, 2022

Funding will support supplies/operating and contractual costs.

\$4,000 405(d) FAST Act Impaired Driving Low Alcohol

Less than one percent of total \$8,788,000 designated to AL

\$557,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the AL programs.

**Evidence of Effectiveness: rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

Nearly one third of Michigan fatal crashes involved at least one impaired driver.

**Countermeasures that Work, Ninth Edition 2017**

**Chapter 1 Alcohol & Drug Impaired Driving**

**Section 2.2 Deterrence: Enforcement and High Visibility Saturation Patrols**

**Page 27**

**Citation**

“A saturation patrol (also called a blanket patrol or dedicated DWI patrol) consists of a large number of law enforcement officers patrolling a specific area looking for impaired drivers. These patrols usually take place at times and locations where impaired-driving crashes commonly occur. Like publicized sobriety checkpoint programs, the primary purpose of publicized saturation patrol programs is to deter driving after drinking by increasing the perceived risk of arrest. To do this, saturation patrols should be publicized extensively and conducted regularly, as part of an ongoing saturation patrol program. A “how-to” guide for planning and publicizing saturation patrols and sobriety checkpoints is available from the NHTSA (2002). The NHTSA strongly recommends that officers conducting these activities be trained in the SFST battery.”

Funding will support supplies/operating and contractual costs.



\$4,000 405(d) FAST Act Impaired Driving Low Alcohol  
 Less than one percent of total \$8,788,000 designated to AL  
 \$557,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the AL programs.

**Planned activities that the state will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Drug Recognition Expert Training	CP-22-01-d Special Projects	D.1/E.1
Drug Recognition Expert Call Out Program	CP-22-01-e Special Projects	D.2/E.2
Drug Recognition Expert National Training Conference	CP-22-01-f Special Projects	D.3/E.3
Impaired Driving Detection Training	AL-22-01	D.4/E.4
Sobriety Court Support	AL-22-05	D.5/E.5
Judicial Training and Outreach	AL-22-04	D.6/E.6
Judicial Outreach Liaison	AL-22-04	D.7/E.7
Traffic Safety Training Program	AL-22-03	D.8/E.8
Impaired Driving Program Assessment Recommendation Implementation	AL-22-06	D.9/E.9
Michigan State Police Third District Impaired Driving Action Team (IMPACT) Public Education and Information Campaign	CP-22-03-d PI&E	D.10/E.10
<b>Mothers Against Drunk Driving Michigan (MADD) Law Enforcement and Prosecutor Awards</b>	<b>AL-22-03</b>	<b>D.11/E.11</b>
Drugged Driving Public Education Campaign	CP-22-03-u PI&E	D.12/E.12
Highway Safety Office Program Management	CP-22-02-b PM	E.13

**APPENDIX E.11 PLANNED ACTIVITIES FOR IMPAIRED DRIVING DRUGS AND ALCOHOL**

<b>Planned Activity Name</b>	Mothers Against Drunk Driving Michigan (MADD) Law Enforcement and Prosecutor Awards
<b>Planned Activity Number</b>	AL-22-03
<b>Primary Countermeasure Strategy</b>	Other (Explore Countermeasures for Impaired Driving)

See Questions in Appendix D.

**Description of the Planned Activity**



**Mothers Against Drunk Driving (MADD) Michigan Law Enforcement and Prosecutor Awards Program**

<b>Planned Activity Number</b>	<b>AL-22-03</b>	
<b>Planned Activity Code</b>	2022-2003 AL Education, Communication, and Outreach	
<b>GTS Code</b>	M6X-405d Impaired Driving Low	
<b>Benefit To Locals</b>	N/A	
<b>Grantee</b>	Prosecuting Attorneys Association of Michigan (PAAM)	
<b>Grant Amount, Funding Source</b>	<b>\$4,000</b>	405(d) FAST Act Impaired Driving Low Alcohol
<b>Indirect Cost Rate</b>	N/A	
<b>Grant Start-Up</b>	October 1	
<b>Project Objective(S)</b>	Recognize law enforcement officers/agencies and county prosecutors for their efforts in supporting MADD's mission by September 30, 2022.	

This project will support the Mothers Against Drunk Drivers awards luncheon to recognize law enforcement and prosecutors for their dedication to the arrest, conviction, sentencing, and treatment of impaired drivers. Awards will be given in one prosecutor and four law enforcement categories.

Funding will support supplies/operating and contractual costs.

**Countermeasure Strategies in Planned Activities**

<b>Fiscal Year</b>	<b>Countermeasure Strategy Name</b>
2022	Other (Explore Countermeasures for Impaired Driving)

**Federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit (as applicable).**

<b>Source Fiscal Year</b>	<b>Funding Source</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
2021	405(d) FAST Act Impaired Driving Low	405(d) FAST Act Impaired Driving Low Alcohol	\$4,000	N/A	N/A

**Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

<b>Item</b>	<b>Quantity</b>	<b>Price Per Unit</b>	<b>Total Cost</b>	<b>NHTSA Share Per Unit</b>	<b>NHTSA Share Total Cost</b>
N/A	N/A	N/A	N/A	N/A	N/A



## APPENDIX D.12 COUNTERMEASURE STRATEGY FORM IMPAIRED DRIVING DRUGS AND ALCOHOL

**Program Area Name:** Impaired Driving Drugs and Alcohol

**Countermeasure Strategy:** Impaired Driving Program Assessment (NHTSA Facilitated)

**Grant Name:** **Drugged Driving Public Education Campaign**

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems. Is this countermeasure strategy innovative?**

No

**If “yes”, enter justification supporting the innovative countermeasure strategy, including research, evaluation and/or substantive anecdotal evidence, that supports the potential of the proposed innovative countermeasure strategy.**

N/A

**Is this program area part of the state occupant protection program area plan for a 405(b) application 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, at the level of detail required under § 1300.11(c) and (d)?**

No

**Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the state’s problem identification].**

No

**Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [planned activities, at the level of detail required under § 1300.11(d), for recruiting, training, and maintaining a sufficient number of child passenger safety technicians based on the state’s problem identification, at the level of detail required under § 1300.11(d)].**

No

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the state conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the state’s problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70% of either the state’s unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No





**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the high-risk population countermeasure programs criterion? § 1300.21(e)(4) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) drivers on rural roadways; (ii) unrestrained nighttime drivers; (iii) teenage drivers; (iv) other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**  
No

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(b) [countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**  
No

**Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**  
No

**Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**  
No

**Is this planned activity part of the state traffic safety information system improvements grant application (§ 405(c)) for the state traffic records strategic plan? § 1300.22(b)(2)(iii) [planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the state's most recent highway safety data and traffic records system assessment]**  
No

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**  
Yes

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(D)(6)**  
Yes

### **Countermeasure Strategy Description**

**Assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

Nearly one third of Michigan fatal crashes involved at least one impaired driver.

**Fatalities and Suspected Serious Injuries 2015-2019 (REQUIRED)**

Year	Fatalities	Suspected Serious Injuries	Total
2015	963	4,865	<b>5,828</b>
2016	1,064	5,634	<b>6,698</b>
2017	1,028	6,084	<b>7,112</b>
2018	974	5,586	<b>6,560</b>
2019	985	5,629	<b>6,614</b>
<b>Total</b>	<b>5,014</b>	<b>27,798</b>	<b>32,812</b>

**Drug-Impaired Driver or Motorcycle Operator Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2015	99	142	<b>241</b>
2016	113	238	<b>351</b>
2017	132	304	<b>436</b>
2018	129	238	<b>367</b>
2019	127	242	<b>369</b>
<b>Total</b>	<b>600</b>	<b>1,164</b>	<b>1,764</b>

**Alcohol- and/or Drug-Impaired Driver or Motorcycle Operator Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2015	202	548	<b>750</b>
2016	211	652	<b>863</b>
2017	257	804	<b>1,061</b>
2018	229	720	<b>949</b>
2019	228	760	<b>988</b>
<b>Total</b>	<b>1,127</b>	<b>3,484</b>	<b>4,611</b>

**Drug-Involved Crashes: Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2015	179	294	<b>473</b>
2016	239	449	<b>688</b>
2017	246	539	<b>785</b>
2018	247	399	<b>646</b>
2019	237	453	<b>690</b>
<b>Total</b>	<b>1,148</b>	<b>2,134</b>	<b>3,282</b>

**Alcohol-and/or Drug-Involved Crashes: Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2015	384	1,048	<b>1,432</b>
2016	416	1,185	<b>1,601</b>
2017	470	1,382	<b>1,852</b>
2018	434	1,214	<b>1,648</b>
2019	419	1,302	<b>1,721</b>
<b>Total</b>	<b>2,123</b>	<b>6,131</b>	<b>8,254</b>

**Percentage Alcohol-Involved Fatalities and Suspected Serious Injuries 2015-2019 Compared to All Fatalities and Suspected Serious Injuries**

Person Degree of Injuries	2015	2016	2017	2018	2019	Total
Fatalities	31.5%	25.8%	34.9%	32.3%	29.9%	<b>30.8%</b>
Suspected Serious Injuries	18.4%	16.6%	18.0%	17.8%	18.9%	<b>17.9%</b>
<b>Total</b>	<b>20.6%</b>	<b>18.0%</b>	<b>20.5%</b>	<b>20.0%</b>	<b>20.5%</b>	<b>19.9%</b>

**Percentage Drug-Involved Fatalities and Suspected Serious Injuries 2015-2019 Compared to All Fatalities and Suspected Serious Injuries**

Person Degree Of Injuries	2015	2016	2017	2018	2019	Total
Fatalities	18.6%	22.5%	23.9%	25.4%	24.1%	<b>22.9%</b>
Suspected Serious Injuries	6.0%	8.0%	8.9%	7.1%	8.0%	<b>7.7%</b>
<b>Total</b>	<b>8.1%</b>	<b>10.3%</b>	<b>11.0%</b>	<b>9.8%</b>	<b>10.4%</b>	<b>10.0%</b>

**Crash Severity Distributions for Alcohol Only, Drugs Only, Alcohol and Drugs, and None Impaired in Crashes, 2015-2019**

Crash Severity	Alcohol Only	Drugs Only	Alcohol & Drugs	None
Fatalities	2.1%	7.4%	8.5%	0.2%
Suspected Serious Injuries	7.6%	11.0%	11.7%	1.2%
Suspected Minor Injuries	15.0%	13.8%	16.3%	4.6%
Possible Injuries	16.5%	21.9%	17.6%	11.4%
No Injuries	58.9%	45.8%	45.9%	82.7%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

**Crash Counts for Alcohol Only, Drugs Only, Alcohol and Drugs, and None Impaired in Crashes, 2015-2019**

Crash Severity	Alcohol Only	Drugs Only	Alcohol & Drugs	None
Fatalities	891	523	507	2,696
Suspected Serious Injuries	3,275	773	702	18,137
Suspected Minor Injuries	6,467	970	975	68,396
Possible Injuries	7,110	1,538	1,052	169,719
No Injuries	25,416	3,219	2,749	1,236,175
<b>Total</b>	<b>43,159</b>	<b>7,023</b>	<b>5,985</b>	<b>1,495,123</b>



Michigan voters legalized marijuana for both medical and recreational use. The Office of Highway Safety Planning (OHSP) will develop and distribute public information and education materials to remind motorists that it is not legal to drive while impaired by drugs.

Funding will support contractual costs.

\$500,000 405(d) FAST Act Impaired Driving Low Paid/Earned Media

5.7% of total \$8,788,000 designated to AL

\$557,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the AL programs.

**Description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Nearly one third of Michigan fatal crashes involved at least one impaired driver.

State data will be used as indicated in the GHSA email dated January 13, 2021, except for C-1 (Number of traffic fatalities) and C-3 (Fatalities/VMT) which will use [Fatality Analysis Reporting System \(FARS\)](#) data as required.

The FY2022 HSP projects are based on the 2015-2019 trend data due to the 2020 data being unavailable during the planning period. However, the performance measures are based on the 2016-2020 data as approved by Region 5.

**C-1 Number of fatalities in traffic crashes**

*Target:* Reduce fatalities from 1,083 in 2020 to 1,065.2 by September 30, 2022.

**C-2 Number of suspected serious injuries in traffic crashes**

*Target:* Prevent suspected serious traffic injuries from increasing from 5,433 in 2020 to 5,733.2 by September 30, 2022.

**C-3 Fatalities/VMT**

*Target:* Prevent fatalities/100 MVMT from increasing from .96 in 2019 to 1.098 by September 30, 2022. The 2020 Fatalities/VMT is not yet available.

**C-5 Number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher**

*Target:* Prevent alcohol impaired driving fatalities from increasing from 181 (2016-2020 average) to 227 (2018-2022 average) by September 30, 2022.

**O1: Number of crashes involving alcohol- or drug-impaired motorcyclist**

*Target:* Reduce number of crashes involving alcohol- or drug-impaired motorcyclist by decreasing from 230 (2016-2020 average) to 229 (2018-2022 average) by September 30, 2022.

**O2: Number of fatalities involving alcohol- or drug-impaired motorcyclist**

*Target:* Prevent the number of fatalities involving alcohol- or drug-impaired motorcyclist from increasing from 45 (2016-2020 average) to 48 (2018-2022 average) by September 30, 2022.

**O3: Number of fatal crashes involving drug-impaired driver or motorcycle operator.**

*Target:* Prevent the number of fatal crashes involving a drug-impaired driver or motorcycle operator from increasing from 228(2016-2020 average) to 260 (2018-2022 average) by September 30, 2022

Funding will support contractual costs.



\$500,000 405(d) FAST Act Impaired Driving Low Paid/Earned Media  
 5.7% of total \$8,788,000 designated to AL  
 \$557,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the AL programs.

**Evidence of Effectiveness: rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

Nearly one third of Michigan fatal crashes involved at least one impaired driver.

**Impaired Driving Program Assessment 2019**

**Section Communications Program**

**Page 72**

**Citation**

“Establish minimum media outreach efforts for all Office of Highway Safety Planning-funded education, enforcement, and training grants. Create coordinated outreach efforts among the Office of Highway Safety Planning’s traffic safety partners that utilize various media platforms to communicate the risks of serious crashes and injuries, detection, arrest, prosecution, and punishment for operating while impaired. Establish a communications, education, and outreach steering committee to determine appropriate educational and messaging efforts concerning the newly legalized recreational marijuana specifically directed toward impaired driving.”

Funding will support contractual costs.

\$500,000 405(d) FAST Act Impaired Driving Low Paid/Earned Media  
 5.7% of total \$8,788,000 designated to AL  
 \$557,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the AL programs.

**Select planned activities that the state will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Drug Recognition Expert Training	CP-22-01-d Special Projects	D.1/E.1
Drug Recognition Expert Call Out Program	CP-22-01-e Special Projects	D.2/E.2
Drug Recognition Expert National Training Conference	CP-22-01-f Special Projects	D.3/E.3
Impaired Driving Detection Training	AL-22-01	D.4/E.4
Sobriety Court Support	AL-22-05	D.5/E.5
Judicial Training and Outreach	AL-22-04	D.6/E.6
Judicial Outreach Liaison	AL-22-04	D.7/E.7
Traffic Safety Training Program	AL-22-03	D.8/E.8
Impaired Driving Program Assessment Recommendation Implementation	AL-22-06	D.9/E.9
Michigan State Police Third District Impaired Driving Action Team (IMPACT) Public Education and Information Campaign	CP-22-03-d PI&E	D.10/E.10



Mothers Against Drunk Driving Michigan (MADD) Law Enforcement and Prosecutor Awards	AL-22-03	D.11/E.11
<b>Drugged Driving Public Education Campaign</b>	<b>CP-22-03-u PI&amp;E</b>	<b>D.12/E.12</b>
Highway Safety Office Program Management	CP-22-02-b PM	E.13

## APPENDIX E.12 PLANNED ACTIVITIES FOR IMPAIRED DRIVING DRUGS AND ALCOHOL

<b>Planned Activity Name</b>	Drugged Driving Public Education
<b>Planned Activity Number</b>	CP-22-03-u PI&E
<b>Primary Countermeasure Strategy</b>	Impaired Driving Program Assessment (NHTSA Facilitated)

See Questions in Appendix D.

### Description of the Planned Activity

#### Drugged Driving Public Education Campaign

<b>Planned Activity Number</b>	<b>CP-22-03-u PI&amp;E</b>	
<b>Planned Activity Code</b>	2022-2003 AL Education, Communication, and Outreach	
<b>GTS Code</b>	FDLPEM-405d Low Paid/Earned Media	
<b>Benefit To Locals</b>	N/A	
<b>Grantee</b>	OHSP PI&E	
<b>Grant Amount, Funding Source</b>	<b>\$500,000</b>	405(d) FAST Act Impaired Driving Low Paid/Earned Media
<b>Indirect Cost Rate</b>	N/A	
<b>Grant Start-Up</b>	Oct 1	
<b>Project Objective(S)</b>	Conduct a drug impaired driving awareness campaign by September 30, 2022.	

The Office of Highway Safety Planning (OHSP) will work with a communications development team for distribution of the “Not Here” video and radio campaigns that were completed in FY2020.

Funding will support contractual costs.

#### Countermeasure Strategies in Planned Activities

<b>Fiscal Year</b>	<b>Countermeasure Strategy Name</b>
2022	Impaired Driving Program Assessment (NHTSA Facilitated)



**Federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit (as applicable).**

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	405(d) FAST Act Impaired Driving Low	405(d) FAST Act Impaired Driving Low Paid/Earned Media	\$500,000	N/A	N/A

**Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share Per Unit	NHTSA Share Total Cost
N/A	N/A	N/A	N/A	N/A	N/A

**APPENDIX E.13 PLANNED ACTIVITIES FOR IMPAIRED DRIVING DRUGS AND ALCOHOL**

<b>Planned Activity Name</b>	Program Management for Impaired Driving Drugs and Alcohol
<b>Planned Activity Number</b>	CP-22-02-b PM
<b>Primary Countermeasure Strategy</b>	Highway Safety Office Program Management

**Program Management for Impaired Driving Drugs and Alcohol**

<b>Planned Activity Number</b>	CP-22-02-b PM	
<b>Planned Activity Code</b>	2022-10001 PA Program Management (CP 02)	
<b>GTS Code</b>	PA-2022-Planning and Administration	
<b>Benefit To Locals</b>	No	
<b>Grantee</b>	OHSP-program management section	
<b>Grant Amount, Funding Source</b>	\$557,000	402 FAST Act Program Management
<b>Indirect Cost Rate</b>	9.1%	
<b>Grant Start-Up</b>	October 1	

Funding will support the shared costs of the Program Management Team required to implement and manage the OHSP programs.

**Federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit (as applicable).**

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	402 FAST Act	402 FAST Act Program Management	\$557,000	N/A	N/A



## APPENDIX C PROGRAM AREA FORM COMMUNITY PROGRAMS

**Will countermeasure strategies and planned activities be described in this plan to address the program area?**

Yes

**Is this program area part of the state occupant protection program area plan for a 405(b) application 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, at the level of detail required under § 1300.11(c) and (d)?**

Yes

### Problem Identification

**Description and analysis of the state’s highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.**

The OHSP uses state traffic crash data to identify highway safety problems. Crash trends can be influenced by many variables, including the number of vehicle miles traveled (VMT), the number, weight, and size of vehicles, the health of state and regional economies, weather conditions, as well as passenger vehicle safety features, roadway infrastructure, emergency medical services, and the global pandemic.

State-level data review and analysis focuses on fatality and suspected serious injury reduction.

To assist with problem identification, the University of Michigan Transportation Research Institute (UMTRI) provides a five-year review of fatalities for the core performance measures. In most cases, the data review includes fatalities and suspected serious injuries by month, age, and county so that programs may be focused when and where they have the greatest potential to reduce traffic fatalities and suspected serious injuries.

In addition to crash data, activity measures such as observed seat belt use and citations issued during grant-funded enforcement activities are part of the problem identification and planning process.

A five-year moving average is applied against the core performance measures to set goals and determine areas where positive progress is expected, where little or no change appears likely, and areas where the trend indicates fatalities and suspected serious injuries will increase.

For the three shared goals for the HSP and the Highway Safety Improvement Plan (HSIP), the OHSP, and the Michigan Department of Transportation (MDOT) worked with the UMTRI to develop predictive figures generated from a multi-variate change model for the target-setting process. The change model predicts change in fatalities from the previous years based on a number of predictors. The model incorporates factors such as gas prices, employment, income, gross domestic product (GDP), VMT, and alcohol consumption. The suspected serious injuries are modeled as a proportion of fatalities.

The goal-setting process was complicated knowing that fatality and suspected serious injury outcomes for 2021-2022 are likely to be heavily influenced by the global COVID-19 pandemic.





State data will be used as indicated in the GHSA email dated January 13, 2021, except for C-1 (Number of traffic fatalities) and C-3 (Fatalities/VMT) which will use [Fatality Analysis Reporting System \(FARS\)](#) data as required.

The FY2022 HSP projects are based on the 2015-2019 trend data due to the 2020 data being unavailable during the planning period. However, the performance measures are based on the 2016-2020 data as approved by Region 5.

**C-1 Number of fatalities in traffic crashes**

*Target:* Reduce fatalities from 1,083 in 2020 to 1,065.2 by September 30, 2022.

**C-2 Number of suspected serious injuries in traffic crashes**

*Target:* Prevent suspected serious traffic injuries from increasing from 5,433 in 2020 to 5,733.2 by September 30, 2022.

**C-3 Fatalities/VMT**

*Target:* Prevent fatalities/100 MVMT from increasing by .96 in 2019 to 1.098 by September 30, 2022. The 2020 Fatalities/VMT is not yet available.

**C-4 Unrestrained passenger vehicle occupant fatalities, all seat positions**

*Target:* Reduce unrestrained passenger vehicle occupant fatalities, all seat positions, from 199 (2016-2020 average) to 196 (2018-2022 average) by September 30, 2022.

**C-5 Number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher**

*Target:* Prevent alcohol impaired driving fatalities from increasing from 181 (2016-2020 average) to 198 (2018-2022 average) by September 30, 2022.

**C-6 Number of speeding-related fatalities**

*Target:* Reduce speeding-related fatalities from 193 (2016-2020 average) to 192 (2018-2022 average) by September 30, 2022.

**C-7 Number of motorcyclist fatalities**

*Target:* Prevent motorcyclist fatalities from increasing from 137 (2016-2020 average) to 141 (2018-2022 average) by September 30, 2022.

**C-8 Number of unhelmeted motorcyclist fatalities**

*Target:* Reduce unhelmeted, motorcyclist fatalities from 60 (2016-2020 average) to 59 (2018-2022 average) by September 30, 2022.

**C-9 Number of drivers ages 20 and younger involved in fatal crashes**

*Target:* Reduce drivers ages 20 and younger involved in fatal crashes from 124 (2016-2020 average) to 119 (2018-2022 average) by September 30, 2022.

**C-10 Number of pedestrian fatalities**

*Target:* Prevent pedestrian fatalities from increasing from 158 (2016-2020 average) to 161 (2018-2022 average) by September 30, 2022.

**C-11 Number of bicyclist fatalities**

*Target:* Reduce bicyclist fatalities from 28 (2016-2020 average) to 27 (2018-2022 average) by September 30, 2022.



**B-1 Statewide seat belt use rate**

*Target:* Increase the statewide seat belt use rate from 94.4% in 2020 to 98% by September 30, 2022.

**Other Michigan Performance Measures**

**O1: Number of crashes involving alcohol- or drug-impaired motorcyclist**

*Target:* Reduce number of crashes involving alcohol-or drug-impaired motorcyclist from 230 (2016-2020 average) to 229 (2018-2022 average) by September 30, 2022.

**O2: Number of fatalities involving alcohol- or drug-impaired motorcyclist**

*Target:* Prevent the number of fatalities involving alcohol- or drug-impaired motorcyclist from increasing from 45 (2016-2020 average) to 48 (2018-2022 average) by September 30, 2022.

**O3: Number of fatal crashes involving drug-impaired driver or motorcycle operator.**

*Target:* Prevent the number of fatal crashes involving a drug-impaired driver or motorcycle operator from increasing from 228 (2016-2020 average) to 260 (2018-2022 average) by September 30, 2022.

**O4: Number of crashes involving a motorcycle and another motor vehicle.**

*Target:* Reduce the number of crashes involving a motorcycle and another motor vehicle from 1,528 (2016-2020 average) to 1,488 (2018-2022 average) by September 30, 2022.

**O5: Number of senior drivers ages 65 and older in fatal crashes**

*Target:* Prevent the number of crashes involving senior drivers ages 65 and older from increasing from 226 (2016-2020 average) to 234 (2018-2022 average) by September 30, 2022.

**O6: Number of distracted drivers involved in fatal crashes**

*Target:* Prevent the number of distracted drivers involved in fatal crashes from increasing from 58 (2016-2020 average) to 69 (2018-2022 average) by September 30, 2022.



	Michigan FARS and State Data	2016	2017	2018	2019	2020	2021	<sup>4</sup> 2022 Goals (2018-2022 average except C-1, C-2, and C-3)
C-1	Traffic Fatalities (FARS)	1,065	1,031	977	985	1,083	1,121	1,065.2
C-2	Suspected Serious ("A") Injuries (State)	5,634	6,084	5,586	5,629	5,433	6,051	5,733.2
C-3	Fatalities Per 100 Million VMT (FARS)	1.07	1.01	0.95	.96	*Pending	*Pending	1.098
C-4	Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions (State)	202	187	180	202	222	185	196
C-5	Fatalities in Crashes Involving a Driver or Motorcycle Operator with a BAC .08+ (State)	156	201	198	177	171	220	198
C-6	Speed-Related Fatalities (State)	215	175	191	185	200	213	192
C-7	Motorcyclist Fatalities (State)	141	137	134	122	152	149	141
C-8	Unhelmeted Motorcyclist Fatalities (State)	70	59	51	54	65	68	59
C-9	Drivers Ages 20 or Younger in Fatal Crashes (State)	141	121	103	127	128	128	119
C-10	Pedestrian Fatalities (State)	165	158	145	149	175	172	161
C-11	Bicycle Fatalities (State)	38	21	21	21	38	34	27
B-1	Safety Belt Use (Daytime, Observed)(Survey)	94.5%	94.1%	93.4%	94.4%	94.4%	*Pending	98%
	<b>Michigan Performance Measures</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>		<b>2022 Goals (2018-2022 average)</b>
O1	Crashes involving Alcohol- or Drug-Impaired Motorcyclist (State)	233	236	206	239	238	226	229
O2	Fatalities to Alcohol- or Drug-Impaired Motorcyclist (State)	48	45	44	42	48	55	48
O3	Fatalities in Crashes involving a Drug-Impaired Driver or Motorcycle Operator (State)	216	227	226	214	257	295	260
O4	Crashes involving a motorcycle and another motor vehicle (State)	1,710	1,524	1,424	1,460	1,524	1,585	1,488
O5	Drivers Ages 65 and Older in Fatal Crashes (State)	223	230	236	221	221	238	234
**O6	Number of Distracted Drivers involved in Fatal Crashes (State)	42	63	67	67	50	81	69

\*Not available for FY2022 planning process \*\*New state performance measures for 2022

<sup>4</sup> Based on five-year averages per the NHTSA and the GHSA recommendations.



Select at least one performance measure that is data-driven, that enables the state to track progress toward meeting the quantifiable annual target. For program areas where performance measures have not been jointly developed (e.g., distracted driving, drug-impaired driving) for which states are using HSP funds, the state shall develop its own performance measures and performance targets that are data-driven.

**Performance Measures**

Fiscal Year	<sup>5</sup> Performance Measure Name
2022	C-1 reduce fatalities C-2 reduce suspected serious injuries C-3 reduce K/VMT C-4 reduce unrestrained passenger vehicle occupant fatalities C-5 reduce alcohol-impaired driving fatalities (.08+) C-6 reduce speed-related fatalities C-7 reduce motorcyclist fatalities C-8 reduce unhelmeted motorcyclist fatalities C-9 reduce drivers ages 20 and younger in fatal crashes C-10 reduce pedestrian fatalities C-11 reduce bicyclist fatalities B-1 seat belt use O-1 reduce crashes involving impaired motorcyclists O-2 reduce impaired motorcyclist fatalities O-3 reduce fatalities involving a drug-impaired driver or motorcycle operator O-4 reduce crashes involving a motorcycle and another motor vehicle. O-5 reduce senior driver ages 65 and older involved fatal crashes O-6 reduce number of distracted drivers involved in fatal crashes

**Countermeasure Strategies**

Fiscal Year	Countermeasure Strategy Name
2022	Mass Media Campaign
	Communication Campaign
	Paid/Earned Media
	Highway Safety Office Program Management

<sup>5</sup> Not every grant in the program area has all of the performance measures listed above. This list is cumulative based on each of the planned activities.



**Planned activities that the state will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Strategic Counsel	CP-22-03-m PI&E	D.1/E.1
In-House Public Information and Education	CP-22-03-n PI&E	D.2/E.2
Materials Storage and Distribution	CP-22-04	D.3/E.3
Winter Safe Driving Awareness Campaign	CP-22-03-n PI&E	D.4/E.4
Michigan Highway Traffic Safety Summit	CP-22-02-o PM	D.5/E.5
Winter Safe Driving Awareness Symposium	CP-22-01-b Special Projects	D.6/E.6
Highway Safety Office Program Management	CP-22-02-f PM	E.7

## APPENDIX D.1 COUNTERMEASURE STRATEGY FORM COMMUNITY PROGRAMS

**Program Area Name:** Community Programs

**Countermeasure Strategy:** Mass Media Campaign

**Grant Name:** Strategic Counsel

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems. Is this countermeasure strategy innovative?**

No

**If “yes”, enter justification supporting the innovative countermeasure strategy, including research, evaluation and/or substantive anecdotal evidence, that supports the potential of the proposed innovative countermeasure strategy.**

N/A

**Is this program area part of the state occupant protection program area plan for a 405(b) application 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, at the level of detail required under § 1300.11(c) and (d)?**

No

**Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the state’s problem identification].**

No



**Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [planned activities, at the level of detail required under § 1300.11(d), for recruiting, training, and maintaining a sufficient number of child passenger safety technicians based on the state’s problem identification, at the level of detail required under § 1300.11(d)].**

No

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the state conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the state’s problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70% of either the state’s unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

Yes

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the high-risk population countermeasure programs criterion? § 1300.21(e)(4) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) drivers on rural roadways; (ii) unrestrained nighttime drivers; (iii) teenage drivers; (iv) other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

Yes

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(b) [countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

Yes

**Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

Yes

**Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

Yes

**Is this planned activity part of the state traffic safety information system improvements grant application (§ 405(c)) for the state traffic records strategic plan? § 1300.22(b)(2)(iii) [planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the state’s most recent highway safety data and traffic records system assessment]**

No



Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

Yes

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(D)(6)

Yes

**Countermeasure Strategy Description**

**Assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

Traffic safety messages are most successful when accompanied by public information.

The OHSP will develop and assist with distribution of public information materials to enhance efforts to change driver behavior. The OHSP relies on strategic counsel for communications projects of a small nature as well as those that arise outside the annual planning process. In the past, strategic counsel funding has provided resources on a variety of projects as diverse as raising awareness about airbag recalls to producing a video on the dangers of distracted driving.

**Fatalities and Suspected Serious Injuries 2015-2019 (REQUIRED)**

Year	Fatalities	Suspected Serious Injuries	Total
2015	963	4,865	<b>5,828</b>
2016	1,064	5,634	<b>6,698</b>
2017	1,028	6,084	<b>7,112</b>
2018	974	5,586	<b>6,560</b>
2019	985	5,629	<b>6,614</b>
<b>Total</b>	<b>5,014</b>	<b>27,798</b>	<b>32,812</b>

**Unrestrained Passenger Vehicle Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2015	197	597	<b>794</b>
2016	203	592	<b>795</b>
2017	197	572	<b>769</b>
2018	184	545	<b>729</b>
2019	209	543	<b>752</b>
<b>Total</b>	<b>990</b>	<b>2,849</b>	<b>3,839</b>

**Alcohol-Impaired Driver or Motorcycle Operator Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2015	160	479	<b>639</b>
2016	146	519	<b>665</b>
2017	199	645	<b>844</b>
2018	167	593	<b>760</b>
2019	168	634	<b>802</b>
<b>Total</b>	<b>840</b>	<b>2,870</b>	<b>3,710</b>

**Drug-Impaired Driver or Motorcycle Operator Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2015	99	142	<b>241</b>
2016	113	238	<b>351</b>
2017	132	304	<b>436</b>
2018	129	238	<b>367</b>
2019	127	242	<b>369</b>
<b>Total</b>	<b>600</b>	<b>1,164</b>	<b>1,764</b>

**Alcohol- and/or Drug-Impaired Driver or Motorcycle Operator Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2015	202	548	<b>750</b>
2016	211	652	<b>863</b>
2017	257	804	<b>1,061</b>
2018	229	720	<b>949</b>
2019	228	760	<b>988</b>
<b>Total</b>	<b>1,127</b>	<b>3,484</b>	<b>4,611</b>

**Alcohol-Involved Crashes: Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2015	303	896	<b>1,199</b>
2016	274	933	<b>1,207</b>
2017	359	1,097	<b>1,456</b>
2018	315	996	<b>1,311</b>
2019	295	1,062	<b>1,357</b>
<b>Total</b>	<b>1,546</b>	<b>4,984</b>	<b>6,530</b>





**Drug-Involved Crashes: Fatalities and Suspected Serious Injuries  
2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2015	179	294	<b>473</b>
2016	239	449	<b>688</b>
2017	246	539	<b>785</b>
2018	247	399	<b>646</b>
2019	237	453	<b>690</b>
<b>Total</b>	<b>1,148</b>	<b>2,134</b>	<b>3,282</b>

**Alcohol-and/or Drug-Involved Crashes: Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2015	384	1,048	<b>1,432</b>
2016	416	1,185	<b>1,601</b>
2017	470	1,382	<b>1,852</b>
2018	434	1,214	<b>1,648</b>
2019	419	1,302	<b>1,721</b>
<b>Total</b>	<b>2,123</b>	<b>6,131</b>	<b>8,254</b>

**Speed-Involved Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2015	191	705	<b>896</b>
2016	215	893	<b>1,108</b>
2017	175	950	<b>1,125</b>
2018	191	918	<b>1,109</b>
2019	185	876	<b>1,061</b>
<b>Total</b>	<b>957</b>	<b>4,342</b>	<b>5,299</b>

**Motorcyclist Operator Fatalities and Suspected Serious Injuries  
2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2015	130	455	<b>585</b>
2016	130	590	<b>720</b>
2017	124	610	<b>734</b>
2018	121	594	<b>715</b>
2019	114	609	<b>723</b>
<b>Total</b>	<b>619</b>	<b>2,858</b>	<b>3,477</b>



**Young Driver-Involved (Ages 15-20) Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2015	163	932	<b>1,095</b>
2016	147	1,070	<b>1,217</b>
2017	135	1,148	<b>1,283</b>
2018	108	871	<b>979</b>
2019	129	877	<b>1,006</b>
<b>Total</b>	<b>682</b>	<b>4,898</b>	<b>5,580</b>

**Pedestrian Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2015	170	390	<b>560</b>
2016	165	363	<b>528</b>
2017	158	444	<b>602</b>
2018	145	418	<b>563</b>
2019	149	455	<b>604</b>
<b>Total</b>	<b>787</b>	<b>2,070</b>	<b>2,857</b>

**Bicyclist Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2015	33	142	<b>175</b>
2016	38	158	<b>196</b>
2017	21	157	<b>178</b>
2018	21	136	<b>157</b>
2019	21	153	<b>174</b>
<b>Total</b>	<b>134</b>	<b>746</b>	<b>880</b>

**Impaired Motorcycle Operators Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2015	49	55	<b>104</b>
2016	43	77	<b>120</b>
2017	39	96	<b>135</b>
2018	39	88	<b>127</b>
2019	40	110	<b>150</b>
<b>Total</b>	<b>210</b>	<b>426</b>	<b>636</b>



**Unendorsed Motorcycle Operator Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2015	37	236	<b>273</b>
2016	33	155	<b>188</b>
2017	29	135	<b>164</b>
2018	33	161	<b>194</b>
2019	34	137	<b>171</b>
<b>Total</b>	<b>166</b>	<b>824</b>	<b>990</b>

**Senior Driver-Involved (Ages 65+) Involved Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2015	182	835	<b>1,017</b>
2016	232	1,008	<b>1,240</b>
2017	224	1,102	<b>1,326</b>
2018	235	1,005	<b>1,240</b>
2019	227	1,112	<b>1,339</b>
<b>Total</b>	<b>1,100</b>	<b>5,062</b>	<b>6,162</b>

**Cellular Phone-Involved Crashes: Fatalities and Suspected Serious Injuries 2016-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2016	9	85	<b>94</b>
2017	26	108	<b>134</b>
2018	20	88	<b>108</b>
2019	15	77	<b>92</b>
<b>Total</b>	<b>70</b>	<b>358</b>	<b>428</b>

**Distracted Driving Crashes: Fatalities and Suspected Serious Injuries 2016-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2016	43	415	<b>458</b>
2017	72	531	<b>603</b>
2018	77	482	<b>559</b>
2019	70	439	<b>509</b>
<b>Total</b>	<b>262</b>	<b>1,867</b>	<b>2,129</b>

Funding will support contractual costs.

\$100,000 405(b) FAST Act Occupant Protection High Community Traffic Safety Project (flex)

18.5% of total \$542,000 designated to CP

\$106,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the CP programs.



**Description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Traffic safety messages are most successful when accompanied by public information.

State data will be used as indicated in the GHSA email dated January 13, 2021, except for C-1 (Number of traffic fatalities) and C-3 (Fatalities/VMT) which will use [Fatality Analysis Reporting System \(FARS\)](#) data as required.

The FY2022 HSP projects are based on the 2015-2019 trend data due to the 2020 data being unavailable during the planning period. However, the performance measures are based on the 2016-2020 data as approved by Region 5.

**C-1 Number of fatalities in traffic crashes**

*Target:* Reduce fatalities from 1,083 in 2020 to 1,065.2 by September 30, 2022.

**C-2 Number of suspected serious injuries in traffic crashes**

*Target:* Prevent suspected serious traffic injuries from increasing from 5,433 in 2020 to 5,733.2 by September 30, 2022.

**C-3 Fatalities/VMT**

*Target:* Prevent fatalities/100 MVMT from increasing by .96 in 2019 to 1.098 by September 30, 2022. The 2020 Fatalities/VMT is not yet available.

**C-4 Unrestrained passenger vehicle occupant fatalities, all seat positions**

*Target:* Reduce unrestrained passenger vehicle occupant fatalities, all seat positions, from 199 (2016-2020 average) to 196 (2018-2022 average) by September 30, 2022.

**C-5 Number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher**

*Target:* Prevent alcohol impaired driving fatalities from increasing from 181 (2016-2020 average) to 198 (2018-2022 average) by September 30, 2022.

**C-6 Number of speeding-related fatalities**

*Target:* Reduce speeding-related fatalities from 193 (2016-2020 average) to 192 (2018-2022 average) by September 30, 2022.

**C-7 Number of motorcyclist fatalities**

*Target:* Prevent motorcyclist fatalities from increasing from 137 (2016-2020 average) to 141 (2018-2022 average) by September 30, 2022.

**C-8 Number of unhelmeted motorcyclist fatalities**

*Target:* Reduce unhelmeted, motorcyclist fatalities from 60 (2016-2020 average) to 59 (2018-2022 average) by September 30, 2022.

**C-9 Number of drivers ages 20 and younger involved in fatal crashes**

*Target:* Reduce drivers ages 20 and younger involved in fatal crashes from 124 (2016-2020 average) to 119 (2018-2022 average) by September 30, 2022.

**C-10 Number of pedestrian fatalities**

*Target:* Prevent pedestrian fatalities from increasing from 158 (2016-2020 average) to 161 (2018-2022 average) by September 30, 2022.



**C-11 Number of bicyclist fatalities**

*Target:* Reduce bicyclist fatalities from 28 (2016-2020 average) to 27 (2018-2022 average) by September 30, 2022.

**B-1 Statewide seat belt use rate**

*Target:* Increase the statewide seat belt use rate from 94.4% in 2020 to 98% by September 30, 2022.

**Other Michigan Performance Measures**

**O1: Number of crashes involving alcohol- or drug-impaired motorcyclist**

*Target:* Reduce number of crashes involving alcohol-or drug-impaired motorcyclist from 230 (2016-2020 average) to 229 (2018-2022 average) by September 30, 2022.

**O2: Number of fatalities involving alcohol- or drug-impaired motorcyclist**

*Target:* Prevent the number of fatalities involving alcohol- or drug-impaired motorcyclist from increasing from 45 (2016-2020 average) to 48 (2018-2022 average) by September 30, 2022.

**O3: Number of fatal crashes involving drug-impaired driver or motorcycle operator.**

*Target:* Prevent the number of fatal crashes involving a drug-impaired driver or motorcycle operator from increasing from 228 (2016-2020 average) to 260 (2018-2022 average) by September 30, 2022.

**O4: Number of crashes involving a motorcycle and another motor vehicle.**

*Target:* Reduce the number of crashes involving a motorcycle and another motor vehicle from 1,528 (2016-2020 average) to 1,488 (2018-2022 average) by September 30, 2022.

**O5: Number of senior drivers ages 65 and older in fatal crashes**

*Target:* Prevent the number of crashes involving senior drivers ages 65 and older from increasing from 226 (2016-2020 average) to 234 (2018-2022 average) by September 30, 2022.

**O6: Number of distracted drivers involved in fatal crashes**

*Target:* Prevent the number of distracted drivers involved in fatal crashes from increasing from 58 (2016-2020 average) to 69 (2018-2022 average) by September 30, 2022.

Funding will support contractual costs.

\$100,000 405(b) FAST Act Occupant Protection High Community Traffic Safety Project (flex)

18.5% of total \$542,000 designated to CP

\$106,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the CP programs.

**Evidence of effectiveness: rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

Traffic safety messages are most successful when accompanied by public information.

**Countermeasures That Work, Ninth Edition 2017**

**Chapter 3 Communications And Outreach**

**Section 1**

**Page 2-18**

**Citation**

“Supporting enforcement effective, high visibility communications and outreach are an essential part of successful seat belt law high visibility enforcement programs (Solomon et al., 2003). Paid advertising can



be a critical part of the media strategy. Paid advertising brings with it the ability to control message content, timing, placement, and repetition (Milano et al., 2004).”

Funding will support contractual costs.

\$100,000 405(b) FAST Act Occupant Protection High Community Traffic Safety Project (flex)

18.5% of total \$542,000 designated to CP

\$106,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the CP programs.

**Planned activities that the state will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
<b>Strategic Counsel</b>	<b>CP-22-03-m PI&amp;E</b>	<b>D.1/E.1</b>
In-House Public Information and Education	CP-22-03-n PI&E	D.2/E.2
Materials Storage and Distribution	CP-22-04	D.3/E.3
Winter Safe Driving Awareness Campaign	CP-22-03-n PI&E	D.4/E.4
Michigan Highway Traffic Safety Summit	CP-22-02-o PM	D.5/E.5
Winter Safe Driving Awareness Symposium	CP-22-01-b Special Projects	D.6/E.6
Highway Safety Office Program Management	CP-22-02-f PM	E.7

**APPENDIX E.1 PLANNED ACTIVITY FORM COMMUNITY PROGRAMS**

<b>Planned Activity Name</b>	Strategic Counsel
<b>Planned Activity Number</b>	CP-22-03-m PI&E
<b>Primary Countermeasure Strategy</b>	Mass Media Campaign

See Questions in Appendix D.

Description of the Planned Activity



**Strategic Counsel**

<b>Planned Activity Number</b>	<b>CP-22-03-m PI&amp;E</b>	
<b>Planned Activity Code</b>	2022-6001 CP Education and Communication (CP 03 PI&E)	
<b>GTS Code</b>	M1*CP-405b High Community Safety Project	
<b>Benefit To Locals</b>	N/A	
<b>Grantee</b>	OHSP-PI&E	
<b>Grant Amount, Funding Source</b>	<b>\$100,000</b>	405(b) FAST Act Occupant Protection High Community Traffic Safety Project (flex)
<b>Indirect Cost Rate</b>	N/A	
<b>Grant Start-Up</b>	October 1	
<b>Project Objective(S)</b>	Provide communications expertise related to new situations, opportunities, and challenges for four projects by September 30, 2022.	

The Office of Highway Safety Planning (OHSP) relies on strategic counsel for communications projects of a small nature as well as those that arise outside the annual planning process. For communications campaigns, the OHSP provides a retainer fee to utilize the services of a professional marketing and advertising firm to conduct research, develop creative concepts, finish campaign assets, and plan and place paid advertising.

Funding will support contractual costs.

**Countermeasure Strategies in Planned Activities**

<b>Fiscal Year</b>	<b>Countermeasure Strategy Name</b>
2022	Mass Media Campaign



**Federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit (as applicable).**

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	405(b) FAST Act Occupant Protection High	405(b) FAST Act Occupant Protection High Community Traffic Safety Project (flex)	\$58,755	N/A	N/A
Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	405(b) FAST Act Occupant Protection High	405(b) FAST Act Occupant Protection High Community Traffic Safety Project (flex)	\$41,245	N/A	N/A

**Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share Per Unit	NHTSA Share Total Cost
N/A	N/A	N/A	N/A	N/A	N/A

## APPENDIX D.2 COUNTERMEASURE STRATEGY FORM COMMUNITY PROGRAMS

**Program Area Name:** Community Programs

**Countermeasure Strategy:** Communication Campaign

**Grant Name:** [In-House Public Information and Education](#)

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems. Is this countermeasure strategy innovative?**

No





If “yes”, enter justification supporting the innovative countermeasure strategy, including research, evaluation and/or substantive anecdotal evidence, that supports the potential of the proposed innovative countermeasure strategy.

N/A

Is this program area part of the state occupant protection program area plan for a 405(b) application 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, at the level of detail required under § 1300.11(c) and (d)?

No

Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the state’s problem identification].

No

Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [planned activities, at the level of detail required under § 1300.11(d), for recruiting, training, and maintaining a sufficient number of child passenger safety technicians based on the state’s problem identification, at the level of detail required under § 1300.11(d)].

No

Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the state conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the state’s problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70% of either the state’s unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

Yes

Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the high-risk population countermeasure programs criterion? § 1300.21(e)(4) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) drivers on rural roadways; (ii) unrestrained nighttime drivers; (iii) teenage drivers; (iv) other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

Yes

Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(b) [countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

Yes



**Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

Yes

**Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

Yes

**Is this planned activity part of the state traffic safety information system improvements grant application (§ 405(c)) for the state traffic records strategic plan? § 1300.22(b)(2)(iii) [planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the state’s most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

Yes

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(D)(6)**

Yes

**Countermeasure Strategy Description**

**Assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

Traffic safety messages are most successful when accompanied by public information.

**Fatalities and Suspected Serious Injuries 2015-2019 (REQUIRED)**

Year	Fatalities	Suspected Serious Injuries	Total
2015	963	4,865	<b>5,828</b>
2016	1,064	5,634	<b>6,698</b>
2017	1,028	6,084	<b>7,112</b>
2018	974	5,586	<b>6,560</b>
2019	985	5,629	<b>6,614</b>
<b>Total</b>	<b>5,014</b>	<b>27,798</b>	<b>32,812</b>



**Unrestrained Passenger Vehicle Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2015	197	597	<b>794</b>
2016	203	592	<b>795</b>
2017	197	572	<b>769</b>
2018	184	545	<b>729</b>
2019	209	543	<b>752</b>
<b>Total</b>	<b>990</b>	<b>2,849</b>	<b>3,839</b>

**Alcohol-Impaired Driver or Motorcycle Operator Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2015	160	479	<b>639</b>
2016	146	519	<b>665</b>
2017	199	645	<b>844</b>
2018	167	593	<b>760</b>
2019	168	634	<b>802</b>
<b>Total</b>	<b>840</b>	<b>2,870</b>	<b>3,710</b>

**Drug-Impaired Driver or Motorcycle Operator Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2015	99	142	<b>241</b>
2016	113	238	<b>351</b>
2017	132	304	<b>436</b>
2018	129	238	<b>367</b>
2019	127	242	<b>369</b>
<b>Total</b>	<b>600</b>	<b>1,164</b>	<b>1,764</b>

**Alcohol- and/or Drug-Impaired Driver or Motorcycle Operator Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2015	202	548	<b>750</b>
2016	211	652	<b>863</b>
2017	257	804	<b>1,061</b>
2018	229	720	<b>949</b>
2019	228	760	<b>988</b>
<b>Total</b>	<b>1,127</b>	<b>3,484</b>	<b>4,611</b>



**Alcohol-Involved Crashes: Fatalities and Suspected Serious Injuries  
2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2015	303	896	<b>1,199</b>
2016	274	933	<b>1,207</b>
2017	359	1,097	<b>1,456</b>
2018	315	996	<b>1,311</b>
2019	295	1,062	<b>1,357</b>
<b>Total</b>	<b>1,546</b>	<b>4,984</b>	<b>6,530</b>

**Drug-Involved Crashes: Fatalities and Suspected Serious Injuries  
2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2015	179	294	<b>473</b>
2016	239	449	<b>688</b>
2017	246	539	<b>785</b>
2018	247	399	<b>646</b>
2019	237	453	<b>690</b>
<b>Total</b>	<b>1,148</b>	<b>2,134</b>	<b>3,282</b>

**Alcohol-and/or Drug-Involved Crashes: Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2015	384	1,048	<b>1,432</b>
2016	416	1,185	<b>1,601</b>
2017	470	1,382	<b>1,852</b>
2018	434	1,214	<b>1,648</b>
2019	419	1,302	<b>1,721</b>
<b>Total</b>	<b>2,123</b>	<b>6,131</b>	<b>8,254</b>

**Speed-Involved Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2015	191	705	<b>896</b>
2016	215	893	<b>1,108</b>
2017	175	950	<b>1,125</b>
2018	191	918	<b>1,109</b>
2019	185	876	<b>1,061</b>
<b>Total</b>	<b>957</b>	<b>4,342</b>	<b>5,299</b>



**Motorcyclist Operator Fatalities and Suspected Serious Injuries  
2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2015	130	455	<b>585</b>
2016	130	590	<b>720</b>
2017	124	610	<b>734</b>
2018	121	594	<b>715</b>
2019	114	609	<b>723</b>
<b>Total</b>	<b>619</b>	<b>2,858</b>	<b>3,477</b>

**Young Driver-Involved (Ages 15-20) Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2015	163	932	<b>1,095</b>
2016	147	1,070	<b>1,217</b>
2017	135	1,148	<b>1,283</b>
2018	108	871	<b>979</b>
2019	129	877	<b>1,006</b>
<b>Total</b>	<b>682</b>	<b>4,898</b>	<b>5,580</b>

**Pedestrian Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2015	170	390	<b>560</b>
2016	165	363	<b>528</b>
2017	158	444	<b>602</b>
2018	145	418	<b>563</b>
2019	149	455	<b>604</b>
<b>Total</b>	<b>787</b>	<b>2,070</b>	<b>2,857</b>

**Bicyclist Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2015	33	142	<b>175</b>
2016	38	158	<b>196</b>
2017	21	157	<b>178</b>
2018	21	136	<b>157</b>
2019	21	153	<b>174</b>
<b>Total</b>	<b>134</b>	<b>746</b>	<b>880</b>



**Impaired Motorcycle Operators Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2015	49	55	<b>104</b>
2016	43	77	<b>120</b>
2017	39	96	<b>135</b>
2018	39	88	<b>127</b>
2019	40	110	<b>150</b>
<b>Total</b>	<b>210</b>	<b>426</b>	<b>636</b>

**Unendorsed Motorcycle Operator Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2015	37	236	<b>273</b>
2016	33	155	<b>188</b>
2017	29	135	<b>164</b>
2018	33	161	<b>194</b>
2019	34	137	<b>171</b>
<b>Total</b>	<b>166</b>	<b>824</b>	<b>990</b>

**Senior Driver-Involved (Ages 65+) Involved Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2015	182	835	<b>1,017</b>
2016	232	1,008	<b>1,240</b>
2017	224	1,102	<b>1,326</b>
2018	235	1,005	<b>1,240</b>
2019	227	1,112	<b>1,339</b>
<b>Total</b>	<b>1,100</b>	<b>5,062</b>	<b>6,162</b>

**Cellular Phone-Involved Crashes: Fatalities and Suspected Serious Injuries 2016-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2016	9	85	<b>94</b>
2017	26	108	<b>134</b>
2018	20	88	<b>108</b>
2019	15	77	<b>92</b>
<b>Total</b>	<b>70</b>	<b>358</b>	<b>428</b>



**Distracted Driving Crashes: Fatalities and Suspected Serious Injuries 2016-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2016	43	415	<b>458</b>
2017	72	531	<b>603</b>
2018	77	482	<b>559</b>
2019	70	439	<b>509</b>
<b>Total</b>	<b>262</b>	<b>1,867</b>	<b>2,129</b>

Traffic safety messages are most successful when accompanied by public information.

The decisions and action made by drivers can have devastating consequences. In the last five years, there have been over 5,000 traffic-related fatalities in Michigan. Law enforcement officers will continue to implement an evidence-based, highly visible enforcement program to educate community members about potentially dangerous driving behaviors and enforce traffic laws designed to protect them. The OHSP will develop and assist with distribution of public information materials to enhance efforts to change driver behavior.

Funding will support supplies/operating costs.

\$75,000 402 FAST Act Community Traffic Safety Project

13.8% of total \$542,000 designated to CP

\$106,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the CP programs.

**Benefit to Locals: \$75,000**

**Description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Traffic safety messages are most successful when accompanied by public information.

State data will be used as indicated in the GHSA email dated January 13, 2021, except for C-1 (Number of traffic fatalities) and C-3 (Fatalities/VMT) which will use [Fatality Analysis Reporting System \(FARS\)](#) data as required.

The FY2022 HSP projects are based on the 2015-2019 trend data due to the 2020 data being unavailable during the planning period. However, the performance measures are based on the 2016-2020 data as approved by Region 5.

**C-1 Number of fatalities in traffic crashes**

*Target:* Reduce fatalities from 1,083 in 2020 to 1,065.2 by September 30, 2022.

**C-2 Number of suspected serious injuries in traffic crashes**

*Target:* Prevent suspected serious traffic injuries from increasing from 5,433 in 2020 to 5,733.2 by September 30, 2022.

**C-3 Fatalities/VMT**

*Target:* Prevent fatalities/100 MVMT from increasing by .96 in 2019 to 1.098 by September 30, 2022. The 2020 Fatalities/VMT is not yet available.



**C-4 Unrestrained passenger vehicle occupant fatalities, all seat positions**

*Target:* Reduce unrestrained passenger vehicle occupant fatalities, all seat positions, from 199 (2016-2020 average) to 196 (2018-2022 average) by September 30, 2022.

**C-5 Number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher**

*Target:* Prevent alcohol impaired driving fatalities from increasing from 181 (2016-2020 average) to 198 (2018-2022 average) by September 30, 2022.

**C-6 Number of speeding-related fatalities**

*Target:* Reduce speeding-related fatalities from 193 (2016-2020 average) to 192 (2018-2022 average) by September 30, 2022.

**C-7 Number of motorcyclist fatalities**

*Target:* Prevent motorcyclist fatalities from increasing from 137 (2016-2020 average) to 141 (2018-2022 average) by September 30, 2022.

**C-8 Number of unhelmeted motorcyclist fatalities**

*Target:* Reduce unhelmeted, motorcyclist fatalities from 60 (2016-2020 average) to 59 (2018-2022 average) by September 30, 2022.

**C-9 Number of drivers ages 20 and younger involved in fatal crashes**

*Target:* Reduce drivers ages 20 and younger involved in fatal crashes from 124 (2016-2020 average) to 119 (2018-2022 average) by September 30, 2022.

**C-10 Number of pedestrian fatalities**

*Target:* Prevent pedestrian fatalities from increasing from 158 (2016-2020 average) to 161 (2018-2022 average) by September 30, 2022.

**C-11 Number of bicyclist fatalities**

*Target:* Reduce bicyclist fatalities from 28 (2016-2020 average) to 27 (2018-2022 average) by September 30, 2022.

**B-1 Statewide seat belt use rate**

*Target:* Increase the statewide seat belt use rate from 94.4% in 2020 to 98% by September 30, 2022.

**Other Michigan Performance Measures**

**O1: Number of crashes involving alcohol- or drug-impaired motorcyclist**

*Target:* Reduce number of crashes involving alcohol- or drug-impaired motorcyclist from 230 (2016-2020 average) to 229 (2018-2022 average) by September 30, 2022.

**O2: Number of fatalities involving alcohol- or drug-impaired motorcyclist**

*Target:* Prevent the number of fatalities involving alcohol- or drug-impaired motorcyclist from increasing from 45 (2016-2020 average) to 48 (2018-2022 average) by September 30, 2022.

**O3: Number of fatal crashes involving drug-impaired driver or motorcycle operator.**

*Target:* Prevent the number of fatal crashes involving a drug-impaired driver or motorcycle operator from increasing from 228 (2016-2020 average) to 260 (2018-2022 average) by September 30, 2022.





**O4: Number of crashes involving a motorcycle and another motor vehicle.**

*Target:* Reduce the number of crashes involving a motorcycle and another motor vehicle from 1,528 (2016-2020 average) to 1,488 (2018-2022 average) by September 30, 2022.

**O5: Number of senior drivers ages 65 and older in fatal crashes**

*Target:* Prevent the number of crashes involving senior drivers ages 65 and older from increasing from 226 (2016-2020 average) to 234 (2018-2022 average) by September 30, 2022.

**O6: Number of distracted drivers involved in fatal crashes**

*Target:* Prevent the number of distracted drivers involved in fatal crashes from increasing from 58 (2016-2020 average) to 69 (2018-2022 average) by September 30, 2022.

Funding will support supplies/operating costs.

\$75,000 402 FAST Act Community Traffic Safety Project

13.8% of total \$542,000 designated to CP

\$106,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the CP programs.

**Benefit to Locals: \$75,000**

**Evidence of effectiveness: rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

Traffic safety messages are most successful when accompanied by public information.

**Countermeasures That Work, Ninth Edition 2017**

Chapter 2 (Seat Belts and Child Restraints)

Section 3 (Communications And Outreach)

Page 138

**Citation**

“Effective, high-visibility communications and outreach are an essential part of successful seat belt law high-visibility enforcement programs (Solomon et al. 2003). Paid advertising can be a critical part of the media strategy. Paid advertising brings with it the ability to control message content, timing, placement, and repetition (Milano et al. 2004). Use: all high-visibility enforcement programs include communications and outreach strategies that use some combination of earned media (news stories) and paid advertising. Communications and outreach can be conducted at local, state, regional or national events.”

Funding will support supplies/operating costs.

\$75,000 402 FAST Act Community Traffic Safety Project

13.8% of total \$542,000 designated to CP

\$106,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the CP programs.

**Benefit to Locals: \$75,000**



**Planned activities that the state will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Strategic Counsel	CP-22-03-m PI&E	D.1/E.1
<b>In-House Public Information and Education</b>	<b>CP-22-03-n PI&amp;E</b>	<b>D.2/E.2</b>
Materials Storage and Distribution	CP-22-04	D.3/E.3
Winter Safe Driving Awareness Campaign	CP-22-03-n PI&E	D.4/E.4
Michigan Highway Traffic Safety Summit	CP-22-02-o PM	D.5/E.5
Winter Safe Driving Awareness Symposium	CP-22-01-b Special Projects	D.6/E.6
Highway Safety Office Program Management	CP-22-02-f PM	E.7

## APPENDIX E.2 PLANNED ACTIVITY FORM COMMUNITY PROGRAMS

<b>Planned Activity Name</b>	In-House Public Information and Education
<b>Planned Activity Number</b>	CP-22-03-n PI&E
<b>Primary Countermeasure Strategy</b>	Communication Campaign

See Questions in Appendix D.

### Description of the Planned Activity

#### In-House Public Information and Education (PI&E)

<b>Planned Activity Number</b>	<b>CP-22-03-n PI&amp;E</b>	
<b>Planned Activity Code</b>	2022-6001 CP Education and Communication (CP 03 PI&E)	
<b>GTS Code</b>	CP-2022-Community Traffic Safety Project	
<b>Benefit To Locals</b>	<b>Yes</b>	
<b>Grantee</b>	OHSP-PI&E	
<b>Grant Amount, Funding Source</b>	<b>\$75,000</b>	402 FAST Act Community Traffic Safety Project
<b>Indirect Cost Rate</b>	N/A	
<b>Grant Start-Up</b>	October 1	
<b>Project Objective(S)</b>	Support statewide outreach on traffic safety measures by making materials available for the public and stakeholders through September 30, 2022.	

The OHSP will promote seat belt use, sober driving, child passenger safety, motorcyclist safety, bicyclist and pedestrian safety, and all other traffic safety concerns through public information outreach. This includes developing brochures, flyers, posters, and other materials to promote traffic safety campaigns and conferences.

Funding will support supplies/operating costs.



**Countermeasure Strategies in Planned Activities**

Fiscal Year	Countermeasure Strategy Name
2022	Communication Campaign

Federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit (as applicable).

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	402 FAST Act	402 FAST Act Community Traffic Safety Project	\$75,000	N/A	<b>\$75,000</b>

Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share Per Unit	NHTSA Share Total Cost
N/A	N/A	N/A	N/A	N/A	N/A

**APPENDIX D.3 COUNTERMEASURE STRATEGY FORM COMMUNITY PROGRAMS**

**Program Area Name:** Community Programs

**Countermeasure Strategy:** Mass Media Campaign

**Grant Name:** **Materials Storage and Distribution**

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems. Is this countermeasure strategy innovative?

No

If “yes”, enter justification supporting the innovative countermeasure strategy, including research, evaluation and/or substantive anecdotal evidence, that supports the potential of the proposed innovative countermeasure strategy.

N/A

Is this program area part of the state occupant protection program area plan for a 405(b) application 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, at the level of detail required under § 1300.11(c) and (d)?

No



**Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the state’s problem identification].**

No

**Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [planned activities, at the level of detail required under § 1300.11(d), for recruiting, training, and maintaining a sufficient number of child passenger safety technicians based on the state’s problem identification, at the level of detail required under § 1300.11(d)].**

No

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the state conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the state’s problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70% of either the state’s unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

Yes

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the high-risk population countermeasure programs criterion? § 1300.21(e)(4) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) drivers on rural roadways; (ii) unrestrained nighttime drivers; (iii) teenage drivers; (iv) other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

Yes

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(b) [countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

Yes

**Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

Yes

**Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

Yes



Is this planned activity part of the state traffic safety information system improvements grant application (§ 405(c)) for the state traffic records strategic plan? § 1300.22(b)(2)(iii) [planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the state’s most recent highway safety data and traffic records system assessment]  
 No

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)  
 Yes

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(D)(6)  
 Yes

**Countermeasure Strategy Description**

Assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Traffic safety messages are most successful when accompanied by public information.

**Fatalities and Suspected Serious Injuries 2015-2019 (REQUIRED)**

Year	Fatalities	Suspected Serious Injuries	Total
2015	963	4,865	<b>5,828</b>
2016	1,064	5,634	<b>6,698</b>
2017	1,028	6,084	<b>7,112</b>
2018	974	5,586	<b>6,560</b>
2019	985	5,629	<b>6,614</b>
<b>Total</b>	<b>5,014</b>	<b>27,798</b>	<b>32,812</b>

**Unrestrained Passenger Vehicle Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2015	197	597	<b>794</b>
2016	203	592	<b>795</b>
2017	197	572	<b>769</b>
2018	184	545	<b>729</b>
2019	209	543	<b>752</b>
<b>Total</b>	<b>990</b>	<b>2,849</b>	<b>3,839</b>



**Alcohol-Impaired Driver or Motorcycle Operator Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2015	160	479	<b>639</b>
2016	146	519	<b>665</b>
2017	199	645	<b>844</b>
2018	167	593	<b>760</b>
2019	168	634	<b>802</b>
<b>Total</b>	<b>840</b>	<b>2,870</b>	<b>3,710</b>

**Drug-Impaired Driver or Motorcycle Operator Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2015	99	142	<b>241</b>
2016	113	238	<b>351</b>
2017	132	304	<b>436</b>
2018	129	238	<b>367</b>
2019	127	242	<b>369</b>
<b>Total</b>	<b>600</b>	<b>1,164</b>	<b>1,764</b>

**Alcohol- and/or Drug-Impaired Driver or Motorcycle Operator Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2015	202	548	<b>750</b>
2016	211	652	<b>863</b>
2017	257	804	<b>1,061</b>
2018	229	720	<b>949</b>
2019	228	760	<b>988</b>
<b>Total</b>	<b>1,127</b>	<b>3,484</b>	<b>4,611</b>

**Alcohol-Involved Crashes: Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2015	303	896	<b>1,199</b>
2016	274	933	<b>1,207</b>
2017	359	1,097	<b>1,456</b>
2018	315	996	<b>1,311</b>
2019	295	1,062	<b>1,357</b>
<b>Total</b>	<b>1,546</b>	<b>4,984</b>	<b>6,530</b>



**Drug-Involved Crashes: Fatalities and Suspected Serious Injuries  
2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2015	179	294	<b>473</b>
2016	239	449	<b>688</b>
2017	246	539	<b>785</b>
2018	247	399	<b>646</b>
2019	237	453	<b>690</b>
<b>Total</b>	<b>1,148</b>	<b>2,134</b>	<b>3,282</b>

**Alcohol-and/or Drug-Involved Crashes: Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2015	384	1,048	<b>1,432</b>
2016	416	1,185	<b>1,601</b>
2017	470	1,382	<b>1,852</b>
2018	434	1,214	<b>1,648</b>
2019	419	1,302	<b>1,721</b>
<b>Total</b>	<b>2,123</b>	<b>6,131</b>	<b>8,254</b>

**Speed-Involved Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2015	191	705	<b>896</b>
2016	215	893	<b>1,108</b>
2017	175	950	<b>1,125</b>
2018	191	918	<b>1,109</b>
2019	185	876	<b>1,061</b>
<b>Total</b>	<b>957</b>	<b>4,342</b>	<b>5,299</b>

**Motorcyclist Operator Fatalities and Suspected Serious Injuries  
2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2015	130	455	<b>585</b>
2016	130	590	<b>720</b>
2017	124	610	<b>734</b>
2018	121	594	<b>715</b>
2019	114	609	<b>723</b>
<b>Total</b>	<b>619</b>	<b>2,858</b>	<b>3,477</b>



**Young Driver-Involved (Ages 15-20) Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2015	163	932	<b>1,095</b>
2016	147	1,070	<b>1,217</b>
2017	135	1,148	<b>1,283</b>
2018	108	871	<b>979</b>
2019	129	877	<b>1,006</b>
<b>Total</b>	<b>682</b>	<b>4,898</b>	<b>5,580</b>

**Pedestrian Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2015	170	390	<b>560</b>
2016	165	363	<b>528</b>
2017	158	444	<b>602</b>
2018	145	418	<b>563</b>
2019	149	455	<b>604</b>
<b>Total</b>	<b>787</b>	<b>2,070</b>	<b>2,857</b>

**Bicyclist Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2015	33	142	<b>175</b>
2016	38	158	<b>196</b>
2017	21	157	<b>178</b>
2018	21	136	<b>157</b>
2019	21	153	<b>174</b>
<b>Total</b>	<b>134</b>	<b>746</b>	<b>880</b>

**Impaired Motorcycle Operators Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2015	49	55	<b>104</b>
2016	43	77	<b>120</b>
2017	39	96	<b>135</b>
2018	39	88	<b>127</b>
2019	40	110	<b>150</b>
<b>Total</b>	<b>210</b>	<b>426</b>	<b>636</b>





**Unendorsed Motorcycle Operator Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2015	37	236	<b>273</b>
2016	33	155	<b>188</b>
2017	29	135	<b>164</b>
2018	33	161	<b>194</b>
2019	34	137	<b>171</b>
<b>Total</b>	<b>166</b>	<b>824</b>	<b>990</b>

**Senior Driver-Involved (Ages 65+) Involved Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2015	182	835	<b>1,017</b>
2016	232	1,008	<b>1,240</b>
2017	224	1,102	<b>1,326</b>
2018	235	1,005	<b>1,240</b>
2019	227	1,112	<b>1,339</b>
<b>Total</b>	<b>1,100</b>	<b>5,062</b>	<b>6,162</b>

**Cellular Phone-Involved Crashes: Fatalities and Suspected Serious Injuries 2016-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2016	9	85	<b>94</b>
2017	26	108	<b>134</b>
2018	20	88	<b>108</b>
2019	15	77	<b>92</b>
<b>Total</b>	<b>70</b>	<b>358</b>	<b>428</b>

**Distracted Driving Crashes: Fatalities and Suspected Serious Injuries 2016-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2016	43	415	<b>458</b>
2017	72	531	<b>603</b>
2018	77	482	<b>559</b>
2019	70	439	<b>509</b>
<b>Total</b>	<b>262</b>	<b>1,867</b>	<b>2,129</b>

Traffic safety messages are most successful when accompanied by public information.

The decisions and action made by drivers can have devastating consequences. In the last five years, there have been more than 5,000 traffic-related fatalities in Michigan. Law enforcement officers will continue to implement an evidence-based, highly visible enforcement program to educate community members about potentially dangerous driving behaviors and enforce traffic laws designed to protect them. The OHSP will continue to develop and assist with distribution of public information materials to enhance efforts to change driver behavior.



Funding will support personnel, contractual, travel, supplies/operating, and indirect costs.

\$165,000 402 FAST Act Community Traffic Safety Project

30.4% of total \$542,000 designated to CP

\$106,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the CP programs.

**Benefit to Locals: \$165,000**

**Description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Traffic safety messages are most successful when accompanied by public information.

State data will be used as indicated in the GHSA email dated January 13, 2021, except for C-1 (Number of traffic fatalities) and C-3 (Fatalities/VMT) which will use [Fatality Analysis Reporting System \(FARS\)](#) data as required.

The FY2022 HSP projects are based on the 2015-2019 trend data due to the 2020 data being unavailable during the planning period. However, the performance measures are based on the 2016-2020 data as approved by Region 5.

**C-1 Number of fatalities in traffic crashes**

*Target:* Reduce fatalities from 1,083 in 2020 to 1,065.2 by September 30, 2022.

**C-2 Number of suspected serious injuries in traffic crashes**

*Target:* Prevent suspected serious traffic injuries from increasing from 5,433 in 2020 to 5,733.2 by September 30, 2022.

**C-3 Fatalities/VMT**

*Target:* Prevent fatalities/100 MVMT from increasing by .96 in 2019 to 1.098 by September 30, 2022. The 2020 Fatalities/VMT is not yet available.

**C-4 Unrestrained passenger vehicle occupant fatalities, all seat positions**

*Target:* Reduce unrestrained passenger vehicle occupant fatalities, all seat positions, from 199 (2016-2020 average) to 196 (2018-2022 average) by September 30, 2022.

**C-5 Number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher**

*Target:* Prevent alcohol impaired driving fatalities from increasing from 181 (2016-2020 average) to 198 (2018-2022 average) by September 30, 2022.

**C-6 Number of speeding-related fatalities**

*Target:* Reduce speeding-related fatalities from 193 (2016-2020 average) to 192 (2018-2022 average) by September 30, 2022.

**C-7 Number of motorcyclist fatalities**

*Target:* Prevent motorcyclist fatalities from increasing from 137 (2016-2020 average) to 141 (2018-2022 average) by September 30, 2022.

**C-8 Number of unhelmeted motorcyclist fatalities**

*Target:* Reduce unhelmeted, motorcyclist fatalities from 60 (2016-2020 average) to 59 (2018-2022 average) by September 30, 2022.



**C-9 Number of drivers ages 20 and younger involved in fatal crashes**

*Target:* Reduce drivers ages 20 and younger involved in fatal crashes from 124 (2016-2020 average) to 119 (2018-2022 average) by September 30, 2022.

**C-10 Number of pedestrian fatalities**

*Target:* Prevent pedestrian fatalities from increasing from 158 (2016-2020 average) to 161 (2018-2022 average) by September 30, 2022.

**C-11 Number of bicyclist fatalities**

*Target:* Reduce bicyclist fatalities from 28 (2016-2020 average) to 27 (2018-2022 average) by September 30, 2022.

**B-1 Statewide seat belt use rate**

*Target:* Increase the statewide seat belt use rate from 94.4% in 2020 to 98% by September 30, 2022.

**Other Michigan Performance Measures**

**O1: Number of crashes involving alcohol- or drug-impaired motorcyclist**

*Target:* Reduce number of crashes involving alcohol- or drug-impaired motorcyclist from 230 (2016-2020 average) to 229 (2018-2022 average) by September 30, 2022.

**O2: Number of fatalities involving alcohol- or drug-impaired motorcyclist**

*Target:* Prevent the number of fatalities involving alcohol- or drug-impaired motorcyclist from increasing from 45 (2016-2020 average) to 48 (2018-2022 average) by September 30, 2022.

**O3: Number of fatal crashes involving drug-impaired driver or motorcycle operator.**

*Target:* Prevent the number of fatal crashes involving a drug-impaired driver or motorcycle operator from increasing from 228 (2016-2020 average) to 260 (2018-2022 average) by September 30, 2022.

**O4: Number of crashes involving a motorcycle and another motor vehicle.**

*Target:* Reduce the number of crashes involving a motorcycle and another motor vehicle from 1,528 (2016-2020 average) to 1,488 (2018-2022 average) by September 30, 2022.

**O5: Number of senior drivers ages 65 and older in fatal crashes**

*Target:* Prevent the number of crashes involving senior drivers ages 65 and older from increasing from 226 (2016-2020 average) to 234 (2018-2022 average) by September 30, 2022.

**O6: Number of distracted drivers involved in fatal crashes**

*Target:* Prevent the number of distracted drivers involved in fatal crashes from increasing from 58 (2016-2020 average) to 69 (2018-2022 average) by September 30, 2022.

\$165,000 402 FAST Act Community Traffic Safety Project

30.4% of total \$542,000 designated to CP

\$106,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the CP programs

**Benefit to Locals: \$165,000**

**Evidence of effectiveness: rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

Traffic safety messages are most successful when accompanied by public information.



**Countermeasures That Work, Ninth Edition 2017**  
**Chapter 2 Seat Belts and Child Restraints**  
**Section 3.1 Communications and Outreach Supporting Enforcement**  
**Pages 2-22**

**Citation**

“Effective, high-visibility communications and outreach are an essential part of successful seat belt law high-visibility enforcement programs (Solomon et al., 2003). Paid advertising can be a critical part of the media strategy. Paid advertising brings with it the ability to control message content, timing, placement, and repetition (Milano et al., 2004). Use: all high-visibility enforcement programs include communications and outreach strategies that use some combination of earned media (news stories) and paid advertising. Communications and outreach can be conducted at local, state, regional, or national levels. Effectiveness: the May 2002 click it or ticket campaign evaluation demonstrated the effect of different media strategies. Belt use increased by 8.6 percentage points across 10 states that used paid advertising extensively in their campaigns. Belt use increased by 2.7 percentage points across 4 states that used limited paid advertising and increased by only 0.5 percentage points across 4 states that used no paid advertising (Solomon et al., 2002). Milano et al. (2004) summarize an extensive amount of information from national telephone surveys conducted in conjunction with each national campaign from 1997 to 2003. Costs: paid advertising can be expensive. On average across participating states’ paid advertising costs were about \$2,200,000 for the 2013 campaign (Nichols et al., 2016). Time to implement: an effective media campaign requires 4 to 6 months to plan and implement. Other issues: social media: NHTSA and some states have begun using social networking sites to reach the general public with messages concerning seat belt use. Although sites such as Facebook, Twitter, and YouTube can effectively and inexpensively reach large numbers of people, there are no evaluations of seat belt use campaigns that use this approach. The centers for disease control and prevention offer tools to help with using social media, including a social media toolkit and guide for writing social media ([www.cdc.gov/socialmedia/tools/guidelines](http://www.cdc.gov/socialmedia/tools/guidelines)). In addition, there is information available on NHTSA’s traffic safety marketing website ([www.trafficsafetymarketing.gov/marketing-tools/social-media](http://www.trafficsafetymarketing.gov/marketing-tools/social-media)).”

Funding will support personnel, contractual, travel, supplies/operating, and indirect costs.

\$165,000 402 FAST Act Community Traffic Safety Project

30.4% of total \$542,000 designated to CP

\$106,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the CP programs.

**Benefit to Locals: \$165,000**

**Planned activities that the state will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Strategic Counsel	CP-22-03-m PI&E	D.1/E.1
In-House Public Information and Education	CP-22-03-n PI&E	D.2/E.2
<b>Materials Storage and Distribution</b>	<b>CP-22-04</b>	<b>D.3/E.3</b>
Winter Safe Driving Awareness Campaign	CP-22-03-n PI&E	D.4/E.4
Michigan Highway Traffic Safety Summit	CP-22-02-o PM	D.5/E.5
Winter Safe Driving Awareness Symposium	CP-22-01-b Special Projects	D.6/E.6
Highway Safety Office Program Management	CP-22-02-f PM	E.7



## APPENDIX E.3 PLANNED ACTIVITY FORM COMMUNITY PROGRAMS

<b>Planned Activity Name</b>	Materials Storage and Distribution
<b>Planned Activity Number</b>	CP-22-04
<b>Primary Countermeasure Strategy</b>	Mass Media Campaign

See Questions in Appendix D.

### Description of the Planned Activity

#### Materials Storage and Distribution

<b>Planned Activity Number</b>	<b>CP-22-04</b>	
<b>Planned Activity Code</b>	2022-6001 CP Education and Communication (CP 03 PI&E)	
<b>GTS Code</b>	CP-2022-Community Traffic Safety Project	
<b>Benefit To Locals</b>	<b>Yes</b>	
<b>Grantee</b>	Michigan State Police Grants And Community Services Division	
<b>Grant Amount, Funding Source</b>	<b>\$165,000</b>	402 FAST Act Community Traffic Safety Project
<b>Indirect Cost Rate</b>	9.1%	
<b>Grant Start-Up</b>	October 1	
<b>Project Objective(S)</b>	Distribute 225,000 traffic safety catalog items and two mobilization mailings by September 30, 2022.	

The Michigan State Police (MSP) Distribution Center houses a variety of traffic safety-related public information materials and mobilization items for law enforcement. The public will be able to order information about traffic safety through this storage facility. The OHSP provides costumes for loan to assist schools, law enforcement agencies, and other organizations promoting safe driving habits. The distribution center also ships Standardized Field Sobriety Test (SFST) and Advanced Roadside

Impairment Driving Enforcement (ARIDE) training materials for law enforcement. It also ships Drug Recognition Expert (DRE) materials.

Funding will support personnel, contractual, travel, supplies/operating, and indirect costs.

#### Countermeasure Strategies in Planned Activities

<b>Fiscal Year</b>	<b>Countermeasure Strategy Name</b>
2022	Mass Media Campaign



**Federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit (as applicable).**

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	402 FAST Act	402 FAST Act Community Traffic Safety Project	\$165,000	N/A	<b>\$165,000</b>

**Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share Per Unit	NHTSA Share Total Cost
N/A	N/A	N/A	N/A	N/A	N/A

## APPENDIX D.4 COUNTERMEASURE STRATEGY FORM COMMUNITY PROGRAMS

**Program Area Name:** Community Programs

**Countermeasure Strategy:** Earned/Paid Media

**Grant Name:** Winter Safe Driving Awareness Campaign

No questions applied to this activity.

**Countermeasure Strategy Description**

**Assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

Traffic safety messages are most successful when accompanied by public information.

### Upper Peninsula Fatalities and Suspected Serious Injuries 2015-2019 (REQUIRED)

Year	Fatalities	Suspected Serious Injuries	Total
2015	25	199	<b>224</b>
2016	32	195	<b>227</b>
2017	39	253	<b>292</b>
2018	35	218	<b>253</b>
2019	40	244	<b>284</b>
<b>Total</b>	<b>171</b>	<b>1,109</b>	<b>1,280</b>



**Upper Peninsula Speed-Involved Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2015	2	47	<b>49</b>
2016	9	36	<b>45</b>
2017	12	58	<b>70</b>
2018	9	54	<b>63</b>
2019	8	65	<b>73</b>
<b>Total</b>	<b>40</b>	<b>260</b>	<b>300</b>

Out of 101,304 crashes in 2019 coded as speeding too fast on icy, snowy, or slushy roads, only 39,502 drivers received a citation. When these crashes involved fatal or suspected serious injuries, citations dropped even more dramatically. Winter safe driving messages will continue to focus on changing traffic safety culture by normalizing the responsibility of the driver to lower speed dramatically during weather events when roads become hazardous.

Funding will support contractual and supplies/operating costs.

\$100,000 402 FAST Act Community Traffic Safety Project

18.5% of total \$542,000 designated to CP

\$106,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the CP programs.

**Benefit to Locals: \$100,000**

**Description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Traffic safety messages are most successful when accompanied by public information.

State data will be used as indicated in the GHSA email dated January 13, 2021, except for C-1 (Number of traffic fatalities) and C-3 (Fatalities/VMT) which will use [Fatality Analysis Reporting System \(FARS\)](#) data as required.

The FY2022 HSP projects are based on the 2015-2019 trend data due to the 2020 data being unavailable during the planning period. However, the performance measures are based on the 2016-2020 data as approved by Region 5.

**C-1 Number of fatalities in traffic crashes**

*Target:* Reduce fatalities from 1,083 in 2020 to 1,065.2 by September 30, 2022.

**C-2 Number of suspected serious injuries in traffic crashes**

*Target:* Prevent suspected serious traffic injuries from increasing from 5,433 in 2020 to 5,733.2 by September 30, 2022.

**C-3 Fatalities/VMT**

*Target:* Prevent fatalities/100 MVMT from increasing by .96 in 2019 to 1.098 by September 30, 2022. The 2020 Fatalities/VMT is not yet available.



**C-4 Unrestrained passenger vehicle occupant fatalities, all seat positions**

*Target:* Reduce unrestrained passenger vehicle occupant fatalities, all seat positions, from 199 (2016-2020 average) to 196 (2018-2022 average) by September 30, 2022.

**C-5 Number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher**

*Target:* Prevent alcohol impaired driving fatalities from increasing from 181 (2016-2020 average) to 198 (2018-2022 average) by September 30, 2022.

**C-6 Number of speeding-related fatalities**

*Target:* Reduce speeding-related fatalities from 193 (2016-2020 average) to 192 (2018-2022 average) by September 30, 2022.

**C-7 Number of motorcyclist fatalities**

*Target:* Prevent motorcyclist fatalities from increasing from 137 (2016-2020 average) to 141 (2018-2022 average) by September 30, 2022.

**C-8 Number of unhelmeted motorcyclist fatalities**

*Target:* Reduce unhelmeted, motorcyclist fatalities from 60 (2016-2020 average) to 59 (2018-2022 average) by September 30, 2022.

**C-9 Number of drivers ages 20 and younger involved in fatal crashes**

*Target:* Reduce drivers ages 20 and younger involved in fatal crashes from 124 (2016-2020 average) to 119 (2018-2022 average) by September 30, 2022.

**C-10 Number of pedestrian fatalities**

*Target:* Prevent pedestrian fatalities from increasing from 158 (2016-2020 average) to 161 (2018-2022 average) by September 30, 2022.

**C-11 Number of bicyclist fatalities**

*Target:* Reduce bicyclist fatalities from 28 (2016-2020 average) to 27 (2018-2022 average) by September 30, 2022.

**B-1 Statewide seat belt use rate**

*Target:* Increase the statewide seat belt use rate from 94.4% in 2020 to 98% by September 30, 2022.

**Other Michigan Performance Measures**

**O1: Number of crashes involving alcohol- or drug-impaired motorcyclist**

*Target:* Reduce number of crashes involving alcohol- or drug-impaired motorcyclist from 230 (2016-2020 average) to 229 (2018-2022 average) by September 30, 2022.

**O2: Number of fatalities involving alcohol- or drug-impaired motorcyclist**

*Target:* Prevent the number of fatalities involving alcohol- or drug-impaired motorcyclist from increasing from 45 (2016-2020 average) to 48 (2018-2022 average) by September 30, 2022.

**O3: Number of fatal crashes involving drug-impaired driver or motorcycle operator.**

*Target:* Prevent the number of fatal crashes involving a drug-impaired driver or motorcycle operator from increasing from 228 (2016-2020 average) to 260 (2018-2022 average) by September 30, 2022.





**O4: Number of crashes involving a motorcycle and another motor vehicle.**

*Target:* Reduce the number of crashes involving a motorcycle and another motor vehicle from 1,528 (2016-2020 average) to 1,488 (2018-2022 average) by September 30, 2022.

**O5: Number of senior drivers ages 65 and older in fatal crashes**

*Target:* Prevent the number of crashes involving senior drivers ages 65 and older from increasing from 226 (2016-2020 average) to 234 (2018-2022 average) by September 30, 2022.

**O6: Number of distracted drivers involved in fatal crashes**

*Target:* Prevent the number of distracted drivers involved in fatal crashes from increasing from 58 (2016-2020 average) to 69 (2018-2022 average) by September 30, 2022.

Funding will support contractual and supplies/operating costs.

\$100,000 402 FAST Act Community Traffic Safety Project

18.5% of total \$542,000 designated to CP

\$106,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the CP programs.

**Benefit to Locals: \$100,000**

**Evidence of effectiveness: rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

Traffic safety messages are most successful when accompanied by public information.

**Countermeasures That Work, Ninth Edition 2017**

**Chapter 3 (Speeding and Speed Management)**

**Section 4 (Communications and Outreach)**

**Pages 3-31**

**Citation**

“Effective, high-visibility communications and outreach are an essential part of successful speed and aggressive-driving enforcement programs (Neuman et al., 2003; NHTSA, 2000). All the examples discussed in chapter 3, sections 2.2, high-visibility enforcement, and 2.3, other enforcement methods, used extensive communications campaigns to support their enforcement efforts. Most campaigns to date have not used paid advertising. The success of paid advertising in seat belt use campaigns (chapter 2, section 3.1) suggests that it is worth considering for speed and aggressive driving enforcement campaigns.

The objective should be to provide information about the program, including expected safety benefits, and to persuade motorists that detection and punishment for violations is likely. See also Neuman et al. (2003, strategy a2). Communications and outreach programs urging drivers to behave courteously or not to speed are unlikely to have any effect unless they are tied to vigorous enforcement (Neuman et al., 2003, strategy a2). Campaign messages that are pre-tested to ensure they are relevant to the target audience and that reach the audience with enough intensity and duration to be perceived and noticed are most likely to be effective (Preusser et al., 2008). Other state and community partners may also help leverage resources and achieve a wider reach if they have common goals and concerns (GHSA, 2004).

A recent assessment report prepared for the governor’s highway safety association also recommends raising the priority of speed enforcement as a traffic safety priority among law enforcement agencies, the general public and the courts (Sprattler, 2012). Such an effort may require careful framing of the message that speed enforcement is a public injury prevention strategy. Health resources in action developed community resources for the centers for disease control and prevention highlighting injury-reduction and public health and community livability issues in relation to speed and speed management (health



resources in action, 2013; and other resources available at [www.cdc.gov/healthyplaces/healthtopics/transportation/practice.htm](http://www.cdc.gov/healthyplaces/healthtopics/transportation/practice.htm).)”

Funding will support contractual and supplies/operating costs.

\$100,000 402 FAST Act Community Traffic Safety Project

18.5% of total \$542,000 designated to CP

\$106,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the CP programs.

**Benefit to Locals: \$100,000**

**Planned activities that the state will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Strategic Counsel	CP-22-03-m PI&E	D.1/E.1
In-House Public Information and Education	CP-22-03-n PI&E	D.2/E.2
Materials Storage and Distribution	CP-22-04	D.3/E.3
<b>Winter Safe Driving Awareness Campaign</b>	<b>CP-22-03-n PI&amp;E</b>	<b>D.4/E.4</b>
Michigan Highway Traffic Safety Summit	CP-22-02-o PM	D.5/E.5
Winter Safe Driving Awareness Symposium	CP-22-01-b Special Projects	D.6/E.6
Highway Safety Office Program Management	CP-22-02-f PM	E.7

## APPENDIX E.4 PLANNED ACTIVITY FORM COMMUNITY PROGRAMS

Planned Activity Name	Winter Safe Driving Awareness Campaign
Planned Activity Number	CP-22-03-o PI&E
Primary Countermeasure Strategy	Earned/Paid Media

See Questions in Appendix D.

Description of the Planned Activity



**Winter Safe Driving Awareness Campaign**

<b>Planned Activity Number</b>	<b>CP-22-03-o PI&amp;E</b>	
<b>Planned Activity Code</b>	2022-6001 CP Education and Communication (CP 03 PI&E)	
<b>GTS Code</b>	CP-2022-Community Traffic Safety Project	
<b>Benefit to Locals</b>	<b>Yes</b>	
<b>Grantee</b>	OHSP-PI&E	
<b>Grant Amount, Funding Source</b>	<b>\$100,000</b>	402 FAST Act Community Traffic Safety Project
<b>Indirect cost rate</b>	N/A	
<b>Grant Start-up</b>	October 1	
<b>Project Objective(s)</b>	<p>Conduct a statewide winter safe driving awareness campaign by April 30, 2022.</p> <p>Create a statewide Michigan Winter Safe Driving Awareness initiative by December 30, 2021.</p>	

The *Drive Slow on Ice and Snow* winter safe driving awareness campaign will utilize new social media messages to promote a statewide Michigan Winter Safe Driving Awareness initiative in November 2021. Existing messages and resources will be refreshed/reprinted for distribution and inclusion in publications and paid and earned media efforts.

Funding will support contractual and supplies/operating costs.

**Countermeasure Strategies in Planned Activities**

Fiscal Year	Countermeasure Strategy Name
2022	Earned/Paid Media

**Federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit (as applicable).**

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	402 FAST Act	402 FAST Act Community Traffic Safety Project	\$100,000	N/A	<b>\$100,000</b>

**Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share Per Unit	NHTSA Share Total Cost
N/A	N/A	N/A	N/A	N/A	N/A



## APPENDIX D.5 COUNTERMEASURE STRATEGY FORM COMMUNITY PROGRAMS

**Program Area Name:** Community Programs

**Countermeasure Strategy:** Communication Campaign

**Grant Name:** Michigan Highway Traffic Safety Summit

No questions applied to this activity.

### Countermeasure Strategy Description

**Assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

The annual Michigan Traffic Safety Summit brings together traffic safety stakeholders who learn about trends in crash data and traffic safety issues and research, and best practices from the state and around the country.

#### Fatalities and Suspected Serious Injuries 2015-2019 (REQUIRED)

Year	Fatalities	Suspected Serious Injuries	Total
2015	963	4,865	5,828
2016	1,064	5,634	6,698
2017	1,028	6,084	7,112
2018	974	5,586	6,560
2019	985	5,629	6,614
<b>Total</b>	<b>5,014</b>	<b>27,798</b>	<b>32,812</b>

#### Unrestrained Passenger Vehicle Fatalities and Suspected Serious Injuries 2015-2019

Year	Fatalities	Suspected Serious Injuries	Total
2015	197	597	794
2016	203	592	795
2017	197	572	769
2018	184	545	729
2019	209	543	752
<b>Total</b>	<b>990</b>	<b>2,849</b>	<b>3,839</b>



**Alcohol-Impaired Driver or Motorcycle Operator Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2015	160	479	<b>639</b>
2016	146	519	<b>665</b>
2017	199	645	<b>844</b>
2018	167	593	<b>760</b>
2019	168	634	<b>802</b>
<b>Total</b>	<b>840</b>	<b>2,870</b>	<b>3,710</b>

**Drug-Impaired Driver or Motorcycle Operator Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2015	99	142	<b>241</b>
2016	113	238	<b>351</b>
2017	132	304	<b>436</b>
2018	129	238	<b>367</b>
2019	127	242	<b>369</b>
<b>Total</b>	<b>600</b>	<b>1,164</b>	<b>1,764</b>

**Alcohol- and/or Drug-Impaired Driver or Motorcycle Operator Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2015	202	548	<b>750</b>
2016	211	652	<b>863</b>
2017	257	804	<b>1,061</b>
2018	229	720	<b>949</b>
2019	228	760	<b>988</b>
<b>Total</b>	<b>1,127</b>	<b>3,484</b>	<b>4,611</b>

**Alcohol-Involved Crashes: Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2015	303	896	<b>1,199</b>
2016	274	933	<b>1,207</b>
2017	359	1,097	<b>1,456</b>
2018	315	996	<b>1,311</b>
2019	295	1,062	<b>1,357</b>
<b>Total</b>	<b>1,546</b>	<b>4,984</b>	<b>6,530</b>



**Drug-Involved Crashes: Fatalities and Suspected Serious Injuries  
2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2015	179	294	<b>473</b>
2016	239	449	<b>688</b>
2017	246	539	<b>785</b>
2018	247	399	<b>646</b>
2019	237	453	<b>690</b>
<b>Total</b>	<b>1,148</b>	<b>2,134</b>	<b>3,282</b>

**Alcohol-and/or Drug-Involved Crashes: Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2015	384	1,048	<b>1,432</b>
2016	416	1,185	<b>1,601</b>
2017	470	1,382	<b>1,852</b>
2018	434	1,214	<b>1,648</b>
2019	419	1,302	<b>1,721</b>
<b>Total</b>	<b>2,123</b>	<b>6,131</b>	<b>8,254</b>

**Speed-Involved Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2015	191	705	<b>896</b>
2016	215	893	<b>1,108</b>
2017	175	950	<b>1,125</b>
2018	191	918	<b>1,109</b>
2019	185	876	<b>1,061</b>
<b>Total</b>	<b>957</b>	<b>4,342</b>	<b>5,299</b>

**Motorcyclist Operator Fatalities and Suspected Serious Injuries  
2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2015	130	455	<b>585</b>
2016	130	590	<b>720</b>
2017	124	610	<b>734</b>
2018	121	594	<b>715</b>
2019	114	609	<b>723</b>
<b>Total</b>	<b>619</b>	<b>2,858</b>	<b>3,477</b>



**Young Driver-Involved (Ages 15-20) Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2015	163	932	<b>1,095</b>
2016	147	1,070	<b>1,217</b>
2017	135	1,148	<b>1,283</b>
2018	108	871	<b>979</b>
2019	129	877	<b>1,006</b>
<b>Total</b>	<b>682</b>	<b>4,898</b>	<b>5,580</b>

**Pedestrian Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2015	170	390	<b>560</b>
2016	165	363	<b>528</b>
2017	158	444	<b>602</b>
2018	145	418	<b>563</b>
2019	149	455	<b>604</b>
<b>Total</b>	<b>787</b>	<b>2,070</b>	<b>2,857</b>

**Bicyclist Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2015	33	142	<b>175</b>
2016	38	158	<b>196</b>
2017	21	157	<b>178</b>
2018	21	136	<b>157</b>
2019	21	153	<b>174</b>
<b>Total</b>	<b>134</b>	<b>746</b>	<b>880</b>

**Impaired Motorcycle Operators Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2015	49	55	<b>104</b>
2016	43	77	<b>120</b>
2017	39	96	<b>135</b>
2018	39	88	<b>127</b>
2019	40	110	<b>150</b>
<b>Total</b>	<b>210</b>	<b>426</b>	<b>636</b>



**Unendorsed Motorcycle Operator Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2015	37	236	<b>273</b>
2016	33	155	<b>188</b>
2017	29	135	<b>164</b>
2018	33	161	<b>194</b>
2019	34	137	<b>171</b>
<b>Total</b>	<b>166</b>	<b>824</b>	<b>990</b>

**Senior Driver-Involved (Ages 65+) Involved Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2015	182	835	<b>1,017</b>
2016	232	1,008	<b>1,240</b>
2017	224	1,102	<b>1,326</b>
2018	235	1,005	<b>1,240</b>
2019	227	1,112	<b>1,339</b>
<b>Total</b>	<b>1,100</b>	<b>5,062</b>	<b>6,162</b>

**Cellular Phone-Involved Crashes: Fatalities and Suspected Serious Injuries 2016-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2016	9	85	<b>94</b>
2017	26	108	<b>134</b>
2018	20	88	<b>108</b>
2019	15	77	<b>92</b>
<b>Total</b>	<b>70</b>	<b>358</b>	<b>428</b>

**Distracted Driving Crashes: Fatalities and Suspected Serious Injuries 2016-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2016	43	415	<b>458</b>
2017	72	531	<b>603</b>
2018	77	482	<b>559</b>
2019	70	439	<b>509</b>
<b>Total</b>	<b>262</b>	<b>1,867</b>	<b>2,129</b>

In 2020 more than 1,000 people died in Michigan traffic crashes. This included passenger vehicle occupants, commercial motor vehicle occupants, motorcyclists, bicyclists, and pedestrians. Issues and solutions are varied. To ensure the law enforcement community, traffic engineers, and other traffic safety professionals have the information they need to identify and address traffic safety problems within their communities, the annual Michigan Traffic Safety Summit provides information on current issues, innovative programs from across the state and across the country, as well as the latest research to attendees.





Funding will support supplies/operating and contractual costs. Funding is spread across all the program areas.

\$100,000 402 FAST Act Community Traffic Safety Project

18.5% of total \$542,000 designated to CP

\$106,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the CP programs.

**Benefit to Locals: \$100,000**

**Description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

The annual Michigan Traffic Safety Summit brings together traffic safety stakeholders who learn about trends in crash data and traffic safety issues and research, and best practices from the state and around the country.

State data will be used as indicated in the GHSA email dated January 13, 2021, except for C-1 (Number of traffic fatalities) and C-3 (Fatalities/VMT) which will use [Fatality Analysis Reporting System \(FARS\)](#) data as required.

The FY2022 HSP projects are based on the 2015-2019 trend data due to the 2020 data being unavailable during the planning period. However, the performance measures are based on the 2016-2020 data as approved by Region 5.

**C-1 Number of fatalities in traffic crashes**

*Target:* Reduce fatalities from 1,083 in 2020 to 1,065.2 by September 30, 2022.

**C-2 Number of suspected serious injuries in traffic crashes**

*Target:* Prevent suspected serious traffic injuries from increasing from 5,433 in 2020 to 5,733.2 by September 30, 2022.

**C-3 Fatalities/VMT**

*Target:* Prevent fatalities/100 MVMT from increasing by .96 in 2019 to 1.098 by September 30, 2022. The 2020 Fatalities/VMT is not yet available.

**C-4 Unrestrained passenger vehicle occupant fatalities, all seat positions**

*Target:* Reduce unrestrained passenger vehicle occupant fatalities, all seat positions, from 199 (2016-2020 average) to 196 (2018-2022 average) by September 30, 2022.

**C-5 Number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher**

*Target:* Prevent alcohol impaired driving fatalities from increasing from 181 (2016-2020 average) to 198 (2018-2022 average) by September 30, 2022.

**C-6 Number of speeding-related fatalities**

*Target:* Reduce speeding-related fatalities from 193 (2016-2020 average) to 192 (2018-2022 average) by September 30, 2022.

**C-7 Number of motorcyclist fatalities**

*Target:* Prevent motorcyclist fatalities from increasing from 137 (2016-2020 average) to 141 (2018-2022 average) by September 30, 2022.



**C-8 Number of unhelmeted motorcyclist fatalities**

*Target:* Reduce unhelmeted, motorcyclist fatalities from 60 (2016-2020 average) to 59 (2018-2022 average) by September 30, 2022.

**C-9 Number of drivers ages 20 and younger involved in fatal crashes**

*Target:* Reduce drivers ages 20 and younger involved in fatal crashes from 124 (2016-2020 average) to 119 (2018-2022 average) by September 30, 2022.

**C-10 Number of pedestrian fatalities**

*Target:* Prevent pedestrian fatalities from increasing from 158 (2016-2020 average) to 161 (2018-2022 average) by September 30, 2022.

**C-11 Number of bicyclist fatalities**

*Target:* Reduce bicyclist fatalities from 28 (2016-2020 average) to 27 (2018-2022 average) by September 30, 2022.

**B-1 Statewide seat belt use rate**

*Target:* Increase the statewide seat belt use rate from 94.4% in 2020 to 98% by September 30, 2022.

**Other Michigan Performance Measures**

**O1: Number of crashes involving alcohol- or drug-impaired motorcyclist**

*Target:* Reduce number of crashes involving alcohol- or drug-impaired motorcyclist from 230 (2016-2020 average) to 229 (2018-2022 average) by September 30, 2022.

**O2: Number of fatalities involving alcohol- or drug-impaired motorcyclist**

*Target:* Prevent the number of fatalities involving alcohol- or drug-impaired motorcyclist from increasing from 45 (2016-2020 average) to 48 (2018-2022 average) by September 30, 2022.

**O3: Number of fatal crashes involving drug-impaired driver or motorcycle operator.**

*Target:* Prevent the number of fatal crashes involving a drug-impaired driver or motorcycle operator from increasing from 228 (2016-2020 average) to 260 (2018-2022 average) by September 30, 2022.

**O4: Number of crashes involving a motorcycle and another motor vehicle.**

*Target:* Reduce the number of crashes involving a motorcycle and another motor vehicle from 1,528 (2016-2020 average) to 1,488 (2018-2022 average) by September 30, 2022.

**O5: Number of senior drivers ages 65 and older in fatal crashes**

*Target:* Prevent the number of crashes involving senior drivers ages 65 and older from increasing from 226 (2016-2020 average) to 234 (2018-2022 average) by September 30, 2022.

**O6: Number of distracted drivers involved in fatal crashes**

*Target:* Prevent the number of distracted drivers involved in fatal crashes from increasing from 58 (2016-2020 average) to 69 (2018-2022 average) by September 30, 2022.

\$100,000 402 FAST Act Community Traffic Safety Project

18.5% of total \$542,000 designated to CP

\$106,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the CP programs.

**Benefit to Locals: \$100,000**



**Evidence of effectiveness: rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

The annual Michigan Traffic Safety Summit brings together traffic safety stakeholders who learn about trends in crash data and traffic safety issues and research, and best practices from the state and around the country.

**Countermeasures That Work, Ninth Edition 2017  
Chapter 1 Alcohol-and Drug-Impaired Driving**

**Section 2 Deterrence Enforcement**

**Page 23**

**Citation**

“Deterrence means enacting laws that prohibit driving while impaired, publicizing and enforcing those laws, and punishing the offenders. Deterrence works by changing behavior through the fear of apprehension and punishment. If drivers believe that impaired driving is likely to be detected and that impaired drivers are likely to be arrested, convicted, and punished, many will not drive while impaired by alcohol. This strategy, called general deterrence, influences the general driving public. An example of general deterrence would be well publicized and highly visible enforcement activities, such as sobriety checkpoints. In contrast, specific deterrence refers to efforts to influence drivers who have been arrested for impaired driving so they will not continue to drive while impaired by alcohol. An example of this approach would include ignition interlocks or vehicle sanctions for DWI offenders. Although most of the discussion in this section relates to alcohol-impaired driving, much of this information could be applied also to drug-impaired driving. Deterrence works when consequences are swift, sure, and severe (with swift and sure being more important in affecting behavior than severe). All States have the basic laws in place to define impaired driving, set illegal per se limits at .08 BAC, and provide standard penalties.”

Funding will support supplies/operating and contractual costs. Funding is spread across all the program areas.

\$100,000 402 FAST Act Community Traffic Safety Project

18.5% of total \$542,000 designated to CP

\$106,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the CP programs.

**Benefit to Locals: \$100,000**

**Planned activities that the state will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Strategic Counsel	CP-22-03-m PI&E	D.1/E.1
In-House Public Information and Education	CP-22-03-n PI&E	D.2/E.2
Materials Storage and Distribution	CP-22-04	D.3/E.3
Winter Safe Driving Awareness Campaign	CP-22-03-n PI&E	D.4/E.4
<b>Michigan Highway Traffic Safety Summit</b>	CP-22-02-o PM	<b>D.5/E.5</b>
Winter Safe Driving Awareness Symposium	CP-22-01-b Special Projects	D.6/E.6
Highway Safety Office Program Management	CP-22-02-f PM	E.7



## APPENDIX E.5 PLANNED ACTIVITY FORM COMMUNITY PROGRAMS

<b>Planned Activity Name</b>	Michigan Highway Traffic Safety Summit
<b>Planned Activity Number</b>	CP-22-02-o PM
<b>Primary Countermeasure Strategy</b>	Communication Campaign

No questions applied to this activity.

### Description of the Planned Activity

#### Michigan Traffic Safety Summit

<b>Planned Activity Number</b>	CP-22-02-o PM	
<b>Planned Activity Code</b>	2022-10001 PA Program Management (CP 02)	
<b>GTS Code</b>	PA-2022-Planning and Administration	
<b>Benefit to Locals</b>	<b>Yes</b>	
<b>Grantee</b>	OHSP Program Management	
<b>Grant Amount, Funding Source</b>	<b>*\$100,000</b>	402 FAST Act Planning and Administration
<b>Indirect cost rate</b>	N/A	
<b>Grant Start-up</b>	October 1	
<b>Project Objective(s)</b>	Conduct the annual Michigan Traffic Safety Summit for 500 attendees with traffic safety information regarding education, enforcement, engineering, and emergency medical services by September 30, 2022.	

The annual Michigan Traffic Safety Summit brings together traffic safety stakeholders who learn about trends in crash data and traffic safety issues, national level research, and best practices from the state and around the country.

Funding will support supplies/operating and contractual costs. \*Funding is spread across all the program areas.

#### Countermeasure Strategies in Planned Activities

Fiscal Year	Countermeasure Strategy Name
2022	Communication Campaign

#### Federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit (as applicable).

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	402 FAST Act	402 FAST Act Planning and Administration	\$3,449	N/A	<b>\$3,449</b>



Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	402 FAST Act	402 FAST Act Planning and Administration	\$96,551	N/A	<b>\$66,551</b>

Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share Per Unit	NHTSA Share Total Cost
N/A	N/A	N/A	N/A	N/A	N/A

## APPENDIX D.6 COUNTERMEASURE STRATEGY FORM COMMUNITY PROGRAMS

**Program Area Name:** Community Programs

**Countermeasure Strategy:** Communication Campaign

**Grant Name:** [Winter Safe Driving Awareness Symposium](#)

No questions applied to this activity.

### Countermeasure Strategy Description

**Assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

A one-day symposium will be conducted for traffic safety partners, schools, media outlets, chambers of commerce, tourism offices, and others to focus on how to begin changing traffic safety culture in the region around winter driving.

### Fatalities and Suspected Serious Injuries 2015-2019 (REQUIRED)

Year	Fatalities	Suspected Serious Injuries	Total
2015	963	4,865	<b>5,828</b>
2016	1,064	5,634	<b>6,698</b>
2017	1,028	6,084	<b>7,112</b>
2018	974	5,586	<b>6,560</b>
2019	985	5,629	<b>6,614</b>
<b>Total</b>	<b>5,014</b>	<b>27,798</b>	<b>32,812</b>



**Speed-Involved Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2015	191	705	<b>896</b>
2016	215	893	<b>1,108</b>
2017	175	950	<b>1,125</b>
2018	191	918	<b>1,109</b>
2019	185	876	<b>1,061</b>
<b>Total</b>	<b>957</b>	<b>4,342</b>	<b>5,299</b>

Funding will support supplies/operating and travel costs

\$2,000 402 FAST Act Community Traffic Safety Project

Less than one percent of total \$542,000 designated to CP

\$106,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the CP programs.

**Benefit to Locals: \$2,000**

**Description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

A one-day symposium will be conducted for traffic safety partners, schools, media outlets, chambers of commerce, tourism offices, and others to focus on how to begin changing traffic safety culture in the region around winter driving.

State data will be used as indicated in the GHSA email dated January 13, 2021, except for C-1 (Number of traffic fatalities) and C-3 (Fatalities/VMT) which will use [Fatality Analysis Reporting System \(FARS\)](#) data as required.

The FY2022 HSP projects are based on the 2015-2019 trend data due to the 2020 data being unavailable during the planning period. However, the performance measures are based on the 2016-2020 data as approved by Region 5.

**C-1 Number of fatalities in traffic crashes**

*Target:* Reduce fatalities from 1,083 in 2020 to 1,065.2 by September 30, 2022.

**C-2 Number of suspected serious injuries in traffic crashes**

*Target:* Prevent suspected serious traffic injuries from increasing from 5,433 in 2020 to 5,733.2 by September 30, 2022.

**C-3 Fatalities/VMT**

*Target:* Prevent fatalities/100 MVMT from increasing by .96 in 2019 to 1.098 by September 30, 2022. The 2020 Fatalities/VMT is not yet available.

**C-4 Unrestrained passenger vehicle occupant fatalities, all seat positions**

*Target:* Reduce unrestrained passenger vehicle occupant fatalities, all seat positions, from 199 (2016-2020 average) to 196 (2018-2022 average) by September 30, 2022.

**C-5 Number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher**

*Target:* Prevent alcohol impaired driving fatalities from increasing from 181 (2016-2020 average) to 198 (2018-2022 average) by September 30, 2022.



**C-6 Number of speeding-related fatalities**

*Target:* Reduce speeding-related fatalities from 193 (2016-2020 average) to 192 (2018-2022 average) by September 30, 2022.

**C-7 Number of motorcyclist fatalities**

*Target:* Prevent motorcyclist fatalities from increasing from 137 (2016-2020 average) to 141 (2018-2022 average) by September 30, 2022.

**C-8 Number of unhelmeted motorcyclist fatalities**

*Target:* Reduce unhelmeted, motorcyclist fatalities from 60 (2016-2020 average) to 59 (2018-2022 average) by September 30, 2022.

**C-9 Number of drivers ages 20 and younger involved in fatal crashes**

*Target:* Reduce drivers ages 20 and younger involved in fatal crashes from 124 (2016-2020 average) to 119 (2018-2022 average) by September 30, 2022.

**C-10 Number of pedestrian fatalities**

*Target:* Prevent pedestrian fatalities from increasing from 158 (2016-2020 average) to 161 (2018-2022 average) by September 30, 2022.

**C-11 Number of bicyclist fatalities**

*Target:* Reduce bicyclist fatalities from 28 (2016-2020 average) to 27 (2018-2022 average) by September 30, 2022.

**B-1 Statewide seat belt use rate**

*Target:* Increase the statewide seat belt use rate from 94.4% in 2020 to 98% by September 30, 2022.

**Other Michigan Performance Measures**

**O1: Number of crashes involving alcohol- or drug-impaired motorcyclist**

*Target:* Reduce number of crashes involving alcohol- or drug-impaired motorcyclist from 230 (2016-2020 average) to 229 (2018-2022 average) by September 30, 2022.

**O2: Number of fatalities involving alcohol- or drug-impaired motorcyclist**

*Target:* Prevent the number of fatalities involving alcohol- or drug-impaired motorcyclist from increasing from 45 (2016-2020 average) to 48 (2018-2022 average) by September 30, 2022.

**O3: Number of fatal crashes involving drug-impaired driver or motorcycle operator.**

*Target:* Prevent the number of fatal crashes involving a drug-impaired driver or motorcycle operator from increasing from 228 (2016-2020 average) to 260 (2018-2022 average) by September 30, 2022.

**O4: Number of crashes involving a motorcycle and another motor vehicle.**

*Target:* Reduce the number of crashes involving a motorcycle and another motor vehicle from 1,528 (2016-2020 average) to 1,488 (2018-2022 average) by September 30, 2022.

**O5: Number of senior drivers ages 65 and older in fatal crashes**

*Target:* Prevent the number of crashes involving senior drivers ages 65 and older from increasing from 226 (2016-2020 average) to 234 (2018-2022 average) by September 30, 2022.



**O6: Number of distracted drivers involved in fatal crashes**

*Target:* Prevent the number of distracted drivers involved in fatal crashes from increasing from 58 (2016-2020 average) to 69 (2018-2022 average) by September 30, 2022.

Funding will support supplies/operating and travel costs.

\$2,000 402 FAST Act Community Traffic Safety Project

Less than one percent of total \$542,000 designated to CP

\$106,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the CP programs.

**Benefit to Locals: \$2,000**

**Evidence of effectiveness: rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

A one-day symposium will be conducted for traffic safety partners, schools, media outlets, chambers of commerce, tourism offices, and others to focus on how to begin changing traffic safety culture in the region around winter driving.

**NHTSA Uniform Guidelines S:\Lansing2\OHSP\OHSPGlobal\+PLANNING SECTION\HSP\2022\Planning guidance**

**Name and Guideline Number: Speed Management, Guideline No. 19**

**Section Number and Title: IV Communication Program**

**Page number(s): 3**

**Citation:** Communication strategies, accompanied by enforcement, can modify driver behavior.

Communication programs should be developed to ensure motorist acceptance and to enhance compliance with the introduction of revised speed limits and strict enforcement operations.

Communication programs and materials should be cultural relevant and multilingual as appropriate. If the public is not aware of, or does not understand, the potential consequences of speeding to themselves and others, they are unlikely to adjust speeds for traffic and weather conditions, or to comply with posted speed limits.

- Develop and evaluate culturally relevant public awareness campaigns to educate drivers on the importance of obeying speed limits and the potential consequences of speeding.
- Identify and collaboratively support efforts of highway safety partners, traffic safety stakeholders and the health and medical communities to include speed management as a priority safety, economic and public health issue.
- Promote responsible driver behavior and speed compliance in advertising.

Funding will support supplies/operating and travel costs

\$2,000 402 FAST Act Community Traffic Safety Project

Less than one percent of total \$542,000 designated to CP

\$106,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the CP programs.

**Benefit to Locals: \$2,000**





**Planned activities that the state will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Strategic Counsel	CP-22-03-m PI&E	D.1/E.1
In-House Public Information and Education	CP-22-03-n PI&E	D.2/E.2
Materials Storage and Distribution	CP-22-04	D.3/E.3
Winter Safe Driving Awareness Campaign	CP-22-03-n PI&E	D.4/E.4
Michigan Highway Traffic Safety Summit	CP-22-02-o PM	D.5/E.5
<b>Winter Safe Driving Awareness Symposium</b>	<b>CP-22-01-b Special Projects</b>	<b>D.6/E.6</b>
Highway Safety Office Program Management	CP-22-02-f PM	E.7

## APPENDIX E.6 PLANNED ACTIVITY FORM COMMUNITY PROGRAMS

<b>Planned Activity Name</b>	Winter Safe Driving Awareness Symposium
<b>Planned Activity Number</b>	CP-22-01-b Special Projects
<b>Primary Countermeasure Strategy</b>	Communication Campaign

No questions applied to this activity.

### Description of the Planned Activity

#### Winter Safe Driving Awareness Symposium

<b>Planned Activity Number</b>	<b>CP-22-01-b Special Projects</b>	
<b>Planned Activity Code</b>	2022-6001 CP Education and Communication (CP 03 PI&E)	
<b>GTS Code</b>	CP-2022-Community Traffic Safety Project	
<b>Benefit to Locals</b>	<b>Yes</b>	
<b>Grantee</b>	OHSP-Special Projects	
<b>Grant Amount, Funding Source</b>	<b>\$2,000</b>	402 FAST Act Community Traffic Safety Project
<b>Indirect cost rate</b>	N/A	
<b>Grant Start-up</b>	October 1	
<b>Project Objective(s)</b>	Create public awareness of the need to adjust speed and driver behavior by April 30, 2022.	

A one-day Upper Peninsula Winter Safe Driving Awareness Symposium will be conducted for traffic safety partners, schools, media outlets, chambers of commerce, tourism offices and others to focus on

how to begin changing traffic safety culture in the region around winter driving. Discussion items may include information about unified and consistent safety messaging focusing on reducing speed; National Weather Service partnerships; employer policies; educating the media; high visibility winter speed enforcement; winter road maintenance; snowmobile roadway safety considerations; teen driver education; and winter driving simulators for training.



Funding will support supplies/operating and travel costs.

**Countermeasure Strategies in Planned Activities**

Fiscal Year	Countermeasure Strategy Name
2022	Communication Campaign

**Federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit (as applicable).**

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	402 FAST Act	402 FAST Act Community Traffic Safety Project	\$2,000	N/A	<b>\$2,000</b>

**Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share Per Unit	NHTSA Share Total Cost
N/A	N/A	N/A	N/A	N/A	N/A

**Planned activities that the state will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Strategic Counsel	CP-22-03-m PI&E	D.1/E.1
In-House Public Information and Education	CP-22-03-n PI&E	D.2/E.2
Materials Storage and Distribution	CP-22-04	D.3/E.3
Winter Safe Driving Awareness Campaign	CP-22-03-n PI&E	D.4/E.4
Michigan Highway Traffic Safety Summit	CP-22-02-o PM	D.5/E.5
Winter Safe Driving Awareness Symposium	CP-22-01-b Special Projects	D.6/E.6
<b>Highway Safety Office Program Management</b>	<b>CP-22-02-f PM</b>	<b>E.7</b>



## APPENDIX E.7 PLANNED ACTIVITY FORM COMMUNITY PROGRAMS

<b>Planned Activity Name</b>	Highway Safety Office Program Management for Community Programs
<b>Planned Activity Number</b>	CP-22-02-f PM
<b>Primary Countermeasure Strategy</b>	Highway Safety Office Program Management

**Federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit (as applicable).**

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	402 FAST Act	402 FAST Act Planning and Administration	\$106,000	N/A	N/A

### Description of the Planned Activity

#### Program Management for Community Programs

<b>Planned Activity Number</b>	CP-22-02-f PM	
<b>Planned Activity Code</b>	2022-10001 PA Program Management (CP 02)	
<b>GTS Code</b>	PA-2022-Planning and Administration	
<b>Benefit To Locals</b>	No	
<b>Grantee</b>	OHSP-Program Management Section	
<b>Grant Amount, Funding Source</b>	\$106,000	402 FAST Act Program Management
<b>Indirect Cost Rate</b>	9.1%	
<b>Grant Start-Up</b>	October 1	

Funding will support the shared costs of the program management Team required to implement and manage the OHSP programs.



## APPENDIX C PROGRAM AREA FORM DRIVER EDUCATION

**Will countermeasure strategies and planned activities be described in this plan to address the program area?**

Yes

**Is this program area part of the state occupant protection program area plan for a 405(b) application 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, at the level of detail required under § 1300.11(c) and (d)?**

Yes

### **Problem Identification**

**Description and analysis of the state's highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.**

The OHSP uses state traffic crash data to identify highway safety problems. Crash trends can be influenced by many variables, including the number of vehicle miles traveled (VMT), the number, weight, and size of vehicles, the health of state and regional economies, weather conditions, as well as passenger vehicle safety features, roadway infrastructure, emergency medical services, and the global pandemic.

State-level data review and analysis focuses on fatality and suspected serious injury reduction.

To assist with problem identification, the University of Michigan Transportation Research Institute (UMTRI) provides a five-year review of fatalities for the core performance measures. In most cases, the data review includes fatalities and suspected serious injuries by month, age, and county so that programs may be focused when and where they have the greatest potential to reduce traffic fatalities and suspected serious injuries.

In addition to crash data, activity measures such as observed seat belt use and citations issued during grant-funded enforcement activities are part of the problem identification and planning process.

A five-year moving average is applied against the core performance measures to set goals and determine areas where positive progress is expected, where little or no change appears likely, and areas where the trend indicates fatalities and suspected serious injuries will increase.

For the three shared goals for the HSP and the Highway Safety Improvement Plan (HSIP), the OHSP, and the Michigan Department of Transportation (MDOT) worked with the UMTRI to develop predictive figures generated from a multi-variate change model for the target-setting process. The change model predicts change in fatalities from the previous years based on a number of predictors. The model incorporates factors such as gas prices, employment, income, gross domestic product (GDP), VMT, and alcohol consumption. The suspected serious injuries are modeled as a proportion of fatalities.

The goal-setting process was complicated knowing that fatality and suspected serious injury outcomes for 2021-2022 are likely to be heavily influenced by the global COVID-19 pandemic.



Inexperience, risk-taking behavior, and immaturity are all factors that increase crash risk for young drivers. Young drivers are usually over-represented in fatal crashes.

State data will be used as indicated in the GHSA email dated January 13, 2021, except for C-1 (Number of traffic fatalities) and C-3 (Fatalities/VMT) which will use [Fatality Analysis Reporting System \(FARS\)](#) data as required.

The FY2022 HSP projects are based on the 2015-2019 trend data due to the 2020 data being unavailable during the planning period. However, the performance measures are based on the 2016-2020 data as approved by Region 5.

**C-1 Number of fatalities in traffic crashes**

*Target:* Reduce fatalities from 1,083 in 2020 to 1,065.2 by September 30, 2022.

**C-2 Number of suspected serious injuries in traffic crashes**

*Target:* Prevent suspected serious traffic injuries from increasing from 5,433 in 2020 to 5,733.2 by September 30, 2022.

**C-3 Fatalities/VMT**

*Target:* Prevent fatalities/100 MVMT from increasing by .96 in 2019 to 1.098 by September 30, 2022. The 2020 Fatalities/VMT is not yet available.

**C-4 Unrestrained passenger vehicle occupant fatalities, all seat positions**

*Target:* Reduce unrestrained passenger vehicle occupant fatalities, all seat positions, from 199 (2016-2020 average) to 196 (2018-2022 average) by September 30, 2022.

**C-5 Number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher**

*Target:* Prevent alcohol impaired driving fatalities from increasing from 181 (2016-2020 average) to 198 (2018-2022 average) by September 30, 2022.

**C-6 Number of speeding-related fatalities**

*Target:* Reduce speeding-related fatalities from 193 (2016-2020 average) to 192 (2018-2022 average) by September 30, 2022.

**C-9 Number of drivers ages 20 and younger involved in fatal crashes**

*Target:* Reduce drivers ages 20 and younger involved in fatal crashes from 124 (2016-2020 average) to 119 (2018-2022 average) by September 30, 2022.

**B-1 Statewide seat belt use rate**

*Target:* Increase the statewide seat belt use rate from 94.4% in 2020 to 98% by September 30, 2022.

**Other Michigan Performance Measures**

**O5: Number of senior drivers ages 65 and older in fatal crashes**

*Target:* Prevent the number of crashes involving senior drivers ages 65 and older from increasing from 226 (2016-2020 average) to 234 (2018-2022 average) by September 30, 2022.

**O6: Number of distracted drivers involved in fatal crashes**

*Target:* Prevent the number of distracted drivers involved in fatal crashes from increasing from 58 (2016-2020 average) to 69 (2018-2022 average) by September 30, 2022.

	Michigan FARS and State Data	2016	2017	2018	2019	2020	2021	<sup>6</sup> 2022 Goals (2018-2022 average except C-1, C-2, and C-3)
C-1	Traffic Fatalities (FARS)	1,065	1,031	977	985	1,083	1,121	1,065.2
C-2	Suspected Serious ("A") Injuries (State)	5,634	6,084	5,586	5,629	5,433	6,051	5,733.2
C-3	Fatalities Per 100 Million VMT (FARS)	1.07	1.01	0.95	.96	*Pending	*Pending	1.098
C-4	Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions (State)	202	187	180	202	222	185	196
C-5	Fatalities in Crashes Involving a Driver or Motorcycle Operator with a BAC .08+ (State)	156	201	198	177	171	220	198
C-6	Speed-Related Fatalities (State)	215	175	191	185	200	213	192
C-9	Drivers Ages 20 or Younger in Fatal Crashes (State)	141	121	103	127	128	128	119
B-1	Safety Belt Use (Daytime, Observed)(Survey)	94.5%	94.1%	93.4%	94.4%	94.4%	*Pending	98%
	Michigan Performance Measures	2016	2017	2018	2019	2020		2022 Goals (2018-2022 average)
O5	Drivers Ages 65 and Older in Fatal Crashes (State)	223	230	236	221	221	238	234
**O6	Number of Distracted Drivers involved in Fatal Crashes (State)	42	63	67	67	50	81	69

\*Not available for FY2022 planning process

\*\*New state performance measures for 2022

Select at least one performance measure that is data-driven, that enables the state to track progress toward meeting the quantifiable annual target. For program areas where performance measures have not been jointly developed (e.g., distracted driving, drug-impaired driving) for which states are using HSP funds, the state shall develop its own performance measures and performance targets that are data-driven.

<sup>6</sup> Based on five-year averages per the NHTSA and the GHSA recommendations.



**Performance Measures**

Fiscal Year	<sup>7</sup> Performance Measure Name
2022	C-1 reduce fatalities C-2 reduce suspected serious injuries C-3 reduce K/VMT C-4 reduce unrestrained fatalities C-5 reduce impaired fatalities C-6 reduce speed-related fatalities B-1 increase seat belt use O-5 reduce drivers ages 65 and older in fatal crashes O-6 reduce number of distracted driving fatalities

**Countermeasure Strategies**

Fiscal Year	Countermeasure Strategy Name
2022	Other: Peer-to-Peer Education
	Other: Communications and Outreach
	Other: Impaired Driving Prevention
	Other: GHSA Recommendation
	Other: Countermeasures for Senior Drivers
	Highway Safety Office Program Management

**Planned activities that the state will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

Planned Activity Names	Planned Activity Unique Identifier	Section in Document
Strive for a Safer Drive (S4SD)	DE-22-01	D.1/E.1
Ride and Drive Impaired Driving Station	CP-22-01-n Special Projects	D.2/E.2
Teen Interactive School Programs	DE-22-04	D.3/E.3
Teen Passenger Safety Campaign	CP-21-03-v PI&E	D.4/E.4
Older Driver Evaluation and Referral Program	CP-22-03-t PI&E	D.5/E.5
Distracted Driving Public Education Social Media Campaign	CP-22-03-u PI&E	D.6/E.6
Highway Safety Office Program Management	CP-22-02-g PM	E.7

<sup>7</sup> Not every grant in the program area has all of the performance measures listed above. This list is cumulative based on each of the planned activities.



## APPENDIX D.1 COUNTERMEASURE STRATEGY FORM DRIVER EDUCATION

**Program Area Name:** Driver Education

**Countermeasure Strategy:** Other: Peer-to-Peer Education

**Grant:** [Strive for a Safer Drive \(S4SD\)](#)

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems. Is this countermeasure strategy innovative?**

Yes

**If “yes”, enter justification supporting the innovative countermeasure strategy, including research, evaluation and/or substantive anecdotal evidence, that supports the potential of the proposed innovative countermeasure strategy.**

A new publication from NHTSA titled Peer-To-Peer Teen Traffic Safety Program Guide was released in March 2019. Michigan’s S4SD is highlighted in the guidebook. This guide examines the importance and benefit of investing in peer-to-peer teen traffic safety programs as part of a broader strategic initiative. It identifies the essential elements of a peer-to-peer program determined through research and discussion with an expert panel and others working with teens or in the teen driving and/or traffic safety arenas and outlines why each is important.

**Is this program area part of the state occupant protection program area plan for a 405(b) application 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, at the level of detail required under § 1300.11(c) and (d)?**

Yes

**Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the state’s problem identification].**

No

**Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [planned activities, at the level of detail required under § 1300.11(d), for recruiting, training, and maintaining a sufficient number of child passenger safety technicians based on the state’s problem identification, at the level of detail required under § 1300.11(d)].**

No





**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the state conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the state's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70% of either the state's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the high-risk population countermeasure programs criterion? § 1300.21(e)(4) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) drivers on rural roadways; (ii) unrestrained nighttime drivers; (iii) teenage drivers; (iv) other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

Yes

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(b) [countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

Yes

**Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the state traffic safety information system improvements grant application (§ 405(c)) for the state traffic records strategic plan? § 1300.22(b)(2)(iii) [planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the state's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No



Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(D)(6)

No

**Countermeasure Strategy Description**

**Assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

Inexperience, risk-taking behavior, and immaturity are all factors that increase crash risk for young drivers. Young drivers are usually over-represented in fatal crashes.

**Fatalities and Suspected Serious Injuries 2015-2019 (REQUIRED)**

Year	Fatalities	Suspected Serious Injuries	Total
2015	963	4,865	<b>5,828</b>
2016	1,064	5,634	<b>6,698</b>
2017	1,028	6,084	<b>7,112</b>
2018	974	5,586	<b>6,560</b>
2019	985	5,629	<b>6,614</b>
<b>Total</b>	<b>5,014</b>	<b>27,798</b>	<b>32,812</b>

**Young Driver-Involved (Ages 15-20) Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2015	163	932	<b>1,095</b>
2016	147	1,070	<b>1,217</b>
2017	135	1,148	<b>1,283</b>
2018	108	871	<b>979</b>
2019	129	877	<b>1,006</b>
<b>Total</b>	<b>682</b>	<b>4,898</b>	<b>5,580</b>



**Fatalities and Suspected Serious Injuries in Young Driver Crashes 2015-2019 (Young Driver Crashes Involve At least One Driver Age 15-20) – top 70%)**

Rank	County	Fatalities	Suspected Serious Injuries	Total
1	Wayne	102	684	<b>786</b>
2	Oakland	39	352	<b>391</b>
3	Kent	34	356	<b>390</b>
4	Macomb	46	311	<b>357</b>
5	Ottawa	14	180	<b>194</b>
6	Ingham	16	169	<b>185</b>
7	Genesee	25	159	<b>184</b>
8	Kalamazoo	25	153	<b>178</b>
9	Washtenaw	14	120	<b>134</b>
10	Jackson	14	98	<b>112</b>
10	Muskegon	17	95	<b>112</b>
12	Allegan	15	92	<b>107</b>
13	Berrien	15	87	<b>102</b>
14	Saginaw	10	81	<b>91</b>
15	Isabella	16	72	<b>88</b>
15	Monroe	13	75	<b>88</b>
17	Montcalm	6	69	<b>75</b>
17	St. Clair	13	62	<b>75</b>
19	Eaton	10	64	<b>74</b>
19	Livingston	12	62	<b>74</b>
21	Calhoun	14	56	<b>70</b>
22	Lapeer	7	62	<b>69</b>

Funding will support personnel, indirect, and supplies/operating costs.

\$85,000 402 FAST Act Driver Education

15.8% of total \$538,000 designated to DE

\$18,300 402 FAST Act funds will support the share costs of the Program Management Team required to implement and manage the DE programs.

**Benefit to Locals: \$85,000**

**Description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Inexperience, risk-taking behavior, and immaturity are all factors that increase crash risk for young drivers. Young drivers are usually over-represented in fatal crashes.



State data will be used as indicated in the GHSA email dated January 13, 2021, except for C-1 (Number of traffic fatalities) and C-3 (Fatalities/VMT) which will use [Fatality Analysis Reporting System \(FARS\)](#) data as required.

The FY2022 HSP projects are based on the 2015-2019 trend data due to the 2020 data being unavailable during the planning period. However, the performance measures are based on the 2016-2020 data as approved by Region 5.

**C-1 Number of fatalities in traffic crashes**

*Target:* Reduce fatalities from 1,083 in 2020 to 1,065.2 by September 30, 2022.

**C-2 Number of suspected serious injuries in traffic crashes**

*Target:* Prevent suspected serious traffic injuries from increasing from 5,433 in 2020 to 5,733.2 by September 30, 2022.

**C-3 Fatalities/VMT**

*Target:* Prevent fatalities/100 MVMT from increasing by .96 in 2019 to 1.098 by September 30, 2022. The 2020 Fatalities/VMT is not yet available.

**C-4 Unrestrained passenger vehicle occupant fatalities, all seat positions**

*Target:* Reduce unrestrained passenger vehicle occupant fatalities, all seat positions, from 199 (2016-2020 average) to 196 (2018-2022 average) by September 30, 2022.

**C-5 Number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher**

*Target:* Prevent alcohol impaired driving fatalities from increasing from 181 (2016-2020 average) to 198 (2018-2022 average) by September 30, 2022.

**C-6 Number of speeding-related fatalities**

*Target:* Reduce speeding-related fatalities from 193 (2016-2020 average) to 192 (2018-2022 average) by September 30, 2022.

**C-9 Number of drivers ages 20 and younger involved in fatal crashes**

*Target:* Reduce drivers ages 20 and younger involved in fatal crashes from 124 (2016-2020 average) to 119 (2018-2022 average) by September 30, 2022.

**B-1 Statewide seat belt use rate**

*Target:* Increase the statewide seat belt use rate from 94.4% in 2020 to 98% by September 30, 2022.

**Other Michigan Performance Measures**

**O6: Number of distracted drivers involved in fatal crashes**

*Target:* Prevent the number of distracted drivers involved in fatal crashes from increasing from 58 (2016-2020 average) to 69 (2018-2022 average) by September 30, 2022.

Funding will support personnel, indirect, and supplies/operating costs.



\$85,000 402 FAST Act Driver Education  
 15.8% of total \$538,000 designated to DE  
 \$18,300 402 FAST Act funds will support the share costs of the Program Management Team required to implement and manage the DE programs.  
**Benefit to Locals: \$85,000**

**Evidence of effectiveness: rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

Inexperience, risk-taking behavior, and immaturity are all factors that increase crash risk for young drivers. Young drivers are usually over-represented in fatal crashes.

**Other: Peer-to-Peer Education**

A new publication from NHTSA titled Peer-To-Peer Teen Traffic Safety Program Guide was released in March 2019. Michigan's S4SD is highlighted in the guidebook. This guide examines the importance and benefit of investing in peer-to-peer teen traffic safety programs as part of a broader strategic initiative. It identifies the essential elements of a peer-to-peer program determined through research and discussion with an expert panel and others working with teens or in the teen driving and/or traffic safety arenas and outlines why each is important.

Funding will support personnel, indirect, and supplies/operating costs.

\$85,000 402 FAST Act Driver Education  
 15.8% of total \$538,000 designated to DE  
 \$18,300 402 FAST Act funds will support the share costs of the Program Management Team required to implement and manage the DE programs.  
**Benefit to Locals: \$85,000**

**Planned activities that the state will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

Planned Activity Names	Planned Activity Unique Identifier	Section in Document
<b>Strive for a Safer Drive (S4SD)</b>	<b>DE-22-01</b>	<b>D.1/E.1</b>
Ride and Drive Impaired Driving Station	CP-22-01-n Special Projects	D.2/E.2
Teen Interactive School Programs	DE-22-04	D.3/E.3
Teen Passenger Safety Campaign	CP-21-03-v PI&E	D.4/E.4
Older Driver Evaluation and Referral Program	CP-22-03-t PI&E	D.5/E.5
Distracted Driving Public Education Social Media Campaign	CP-22-03-u PI&E	D.6/E.6
Highway Safety Office Program Management	CP-22-02-g PM	E.7



## APPENDIX E.1 PLANNED ACTIVITY FORM DRIVER EDUCATION

<b>Planned Activity Name</b>	Strive for a Safer Drive (S4SD)
<b>Planned Activity Number</b>	DE-22-01
<b>Primary Countermeasure Strategy</b>	Other: Peer-to-Peer Education

See Questions in Appendix D.

### Description of the Planned Activity

#### Strive for a Safer Drive (S4SD)

<b>Planned Activity Number</b>	DE-22-01	
<b>Planned Activity Code</b>	2022-7001 DE Support, Training, and Enforcement	
<b>GTS Code</b>	DE-2022-Driver Education	
<b>Benefit to Locals</b>	Yes	
<b>Grantee</b>	Transportation Improvement Association (TIA)	
<b>Grant Amount, Funding Source</b>	\$85,000	402 FAST Act Driver Education
<b>Indirect Cost Rate</b>	17%	
<b>Grant Start-up</b>	October 1	
<b>Project Objective(s)</b>	<p>Establish S4SD in 65 schools by September 30, 2022.</p> <p>Coordinate one hands-on driving event for 200 students from participating schools by September 30, 2022.</p> <p>Increase the average seatbelt usage, based on pre- and post-observational surveys, among all participating schools by two percent by September 30, 2022.</p>	

Michigan high schools will have the opportunity to receive \$1,000 to develop a teen, peer-to-peer traffic safety campaign. Schools submit a video or PowerPoint outlining campaign activities. The top five schools receive cash prizes. Participating schools are eligible to send teens to the Ford Ride and Drive event. Resources will be concentrated in the counties where 70 percent of all teen fatalities and serious injuries occur.

Funding will support personnel, supplies/operating, and indirect costs.

#### Countermeasure Strategies in Planned Activities

<b>Fiscal Year</b>	<b>Countermeasure Strategy Name</b>
2022	Other: Peer-to-Peer Education



Federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit (as applicable).

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	402 FAST Act	402 FAST Act Driver Education	\$85,000	N/A	<b>\$85,000</b>

Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share Per Unit	NHTSA Share Total Cost
N/A	N/A	N/A	N/A	N/A	N/A

## APPENDIX D.2 COUNTERMEASURE STRATEGY FORM DRIVER EDUCATION

Program Area Name: Driver Education

Countermeasure Strategy: Other: Impaired Driving Prevention

Grant: [Ride and Drive Impaired Driving Station](#)

No questions applied to this activity.

Countermeasure Strategy Description

Assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Inexperience, risk-taking behavior, and immaturity are all factors that increase crash risk for young drivers. Young drivers are usually over-represented in fatal crashes.

### Fatalities and Suspected Serious Injuries 2015-2019 (REQUIRED)

Year	Fatalities	Suspected Serious Injuries	Total
2015	963	4,865	<b>5,828</b>
2016	1,064	5,634	<b>6,698</b>
2017	1,028	6,084	<b>7,112</b>
2018	974	5,586	<b>6,560</b>
2019	985	5,629	<b>6,614</b>
<b>Total</b>	<b>5,014</b>	<b>27,798</b>	<b>32,812</b>



**Young Driver-Involved (Ages 15-20) Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2015	163	932	<b>1,095</b>
2016	147	1,070	<b>1,217</b>
2017	135	1,148	<b>1,283</b>
2018	108	871	<b>979</b>
2019	129	877	<b>1,006</b>
<b>Total</b>	<b>682</b>	<b>4,898</b>	<b>5,580</b>

**Crashes Involving at Least One Driver Age 15-20 Who Was Drinking**

Injury Severity	2015	2016	2017	2018	2019	Total
Fatal crashes	21	12	23	14	12	<b>82</b>
Suspected serious injury crashes	70	65	80	60	48	<b>323</b>
<b>Total</b>	<b>91</b>	<b>77</b>	<b>103</b>	<b>74</b>	<b>60</b>	<b>405</b>

**Crashes Involving at Least One Driver Age 15-20, Drugs Suspected**

Injury Severity	2015	2016	2017	2018	2019	Total
Fatal crashes	25	23	28	24	25	<b>125</b>
Suspected serious injury crashes	49	60	86	46	46	<b>287</b>
<b>Total</b>	<b>74</b>	<b>83</b>	<b>114</b>	<b>70</b>	<b>71</b>	<b>412</b>

**Crashes Involving at Least One Driver Age 15-20, Drinking ONLY**

Injury Severity	2015	2016	2017	2018	2019	Total
Fatal crashes	12	5	12	6	7	<b>42</b>
Suspected serious injury crashes	53	40	48	47	35	<b>223</b>
<b>Total</b>	<b>65</b>	<b>45</b>	<b>60</b>	<b>53</b>	<b>42</b>	<b>265</b>

**Crashes Involving at Least One Driver Age 15-20, Drugs Suspected ONLY**

Injury Severity	2015	2016	2017	2018	2019	Total
Fatal crashes	16	16	17	16	20	<b>85</b>
Suspected serious injury crashes	32	35	54	33	33	<b>187</b>
<b>Total</b>	<b>48</b>	<b>51</b>	<b>71</b>	<b>49</b>	<b>53</b>	<b>272</b>

**Crashes Involving at Least One Driver Age 15-20, Drinking AND Drugs Suspected**

Injury Severity	2015	2016	2017	2018	2019	Total
Fatal crashes	9	7	11	8	5	<b>40</b>
Suspected serious injury crashes	17	25	32	13	13	<b>100</b>
<b>Total</b>	<b>26</b>	<b>32</b>	<b>43</b>	<b>21</b>	<b>18</b>	<b>140</b>



**Crashes Involving at Least One Driver Age 15-20, Drinking AND/OR Drugs Suspected**

Injury Severity	2015	2016	2017	2018	2019	Total
Fatal crashes	37	28	40	30	32	<b>167</b>
Suspected serious injury crashes	102	100	134	93	81	<b>510</b>
<b>Total</b>	<b>139</b>	<b>128</b>	<b>174</b>	<b>123</b>	<b>113</b>	<b>677</b>

Funding will support overtime personnel, supplies/operating, and indirect costs.

\$19,000 405(d) FAST Act Impaired Driving Low Youth Alcohol

3.5% of total \$538,000 designated to DE

\$18,300 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the DE programs.

**Description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Inexperience, risk-taking behavior, and immaturity are all factors that increase crash risk for young drivers. Young drivers are usually over-represented in fatal crashes.

State data will be used as indicated in the GHSA email dated January 13, 2021, except for C-1 (Number of traffic fatalities) and C-3 (Fatalities/VMT) which will use [Fatality Analysis Reporting System \(FARS\)](#) data as required.

The FY2022 HSP projects are based on the 2015-2019 trend data due to the 2020 data being unavailable during the planning period. However, the performance measures are based on the 2016-2020 data as approved by Region 5.

**C-1 Number of fatalities in traffic crashes**

*Target:* Reduce fatalities from 1,083 in 2020 to 1,065.2 by September 30, 2022.

**C-2 Number of suspected serious injuries in traffic crashes**

*Target:* Prevent suspected serious traffic injuries from increasing from 5,433 in 2020 to 5,733.2 by September 30, 2022.

**C-3 Fatalities/VMT**

*Target:* Prevent fatalities/100 MVMT from increasing by .96 in 2019 to 1.098 by September 30, 2022. The 2020 Fatalities/VMT is not yet available.

**C-4 Unrestrained passenger vehicle occupant fatalities, all seat positions**

*Target:* Reduce unrestrained passenger vehicle occupant fatalities, all seat positions, from 199 (2016-2020 average) to 196 (2018-2022 average) by September 30, 2022.

**C-5 Number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher**

*Target:* Prevent alcohol impaired driving fatalities from increasing from 181 (2016-2020 average) to 198 (2018-2022 average) by September 30, 2022.

**C-6 Number of speeding-related fatalities**

*Target:* Reduce speeding-related fatalities from 193 (2016-2020 average) to 192 (2018-2022 average) by September 30, 2022.



**C-9 Number of drivers ages 20 and younger involved in fatal crashes**

*Target:* Reduce drivers ages 20 and younger involved in fatal crashes from 124 (2016-2020 average) to 119 (2018-2022 average) by September 30, 2022.

**B-1 Statewide seat belt use rate**

*Target:* Increase the statewide seat belt use rate from 94.4% in 2020 to 98% by September 30, 2022.

**Other Michigan Performance Measures**

**O6: Number of distracted drivers involved in fatal crashes**

*Target:* Prevent the number of distracted drivers involved in fatal crashes from increasing from 58 (2016-2020 average) to 69 (2018-2022 average) by September 30, 2022.

Funding will support overtime personnel, supplies/operating, and indirect costs.

\$19,000 405(d) FAST Act Impaired Driving Low Youth Alcohol

3.5% of total \$538,000 designated to DE

\$18,300 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the DE programs.

**Evidence of effectiveness: rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

Inexperience, risk-taking behavior, and immaturity are all factors that increase crash risk for young drivers. Young drivers are usually over-represented in fatal crashes.

**Countermeasures That Work, Ninth Edition 2017**

**Chapter 1 Impaired Driving**

**Section 6.5 Youth Programs**

**Page 68**

**Citation**

“This countermeasure involves youth drinking-and-driving prevention programs that seek to motivate youth not to drink, not to drink and drive, and not to ride with a driver who has been drinking. Although some programs use scare tactics, many employ positive messages and methods by providing positive role models that discourage alcohol use, promoting positive norms that do not involve alcohol, and encouraging youth activities that do not involve or lead to alcohol use. A more recent type of approach focuses on “social norms” or “normative feedback” that provides students with accurate information about drinking.”

Funding will support overtime personnel, supplies/operating, and indirect costs.

\$19,000 405(d) FAST Act Impaired Driving Low Youth Alcohol

3.5% of total \$538,000 designated to DE

\$18,300 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the DE programs.



**Planned activities that the state will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

Planned Activity Names	Planned Activity Unique Identifier	Section in Document
Strive for a Safer Drive (S4SD)	DE-22-01	D.1/E.1
<b>Ride and Drive Impaired Driving Station</b>	<b>CP-22-01-n Special Projects</b>	<b>D.2/E.2</b>
Teen Interactive School Programs	DE-22-04	D.3/E.3
Teen Passenger Safety Campaign	CP-21-03-v PI&E	D.4/E.4
Older Driver Evaluation and Referral Program	CP-22-03-t PI&E	D.5/E.5
Distracted Driving Public Education Social Media Campaign	CP-22-03-u PI&E	D.6/E.6
Highway Safety Office Program Management	CP-22-02-g PM	E.7

## APPENDIX E.2 PLANNED ACTIVITY FORM DRIVER EDUCATION

<b>Planned Activity Name</b>	Ride and Drive Impaired Driving Station
<b>Planned Activity Number</b>	CP-22-01-n Special Projects
<b>Primary Countermeasure Strategy</b>	Other: Impaired Driving Prevention

See Questions in Appendix D.

### Description of the Planned Activity

#### Ride and Drive Impaired Driving Station

<b>Planned Activity Number</b>	<b>CP-22-01-n Special Projects</b>	
<b>Planned Activity Code</b>	2022-7001 DE Support, Training, and Enforcement	
<b>GTS Code</b>	FDL*YA-405d Low Youth Alcohol	
<b>Benefit to Locals</b>	N/A	
<b>Grantee</b>	OHSP Special Projects	
<b>Grant Amount, Funding Source</b>	<b>\$19,000</b>	405(d) FAST Act Impaired Driving Low Youth Alcohol
<b>Indirect Cost Rate</b>	9.1%	
<b>Grant Start-up</b>	October 1	
<b>Project Objective(s)</b>	Provide impaired driving education for 640 teens/students and 475 adults/parents to educate them on the dangers of impaired driving by September 30, 2022.	

Eight law enforcement officers will work with teen drivers and their parents to educate them on the dangers of impaired driving during Ford's Ride and Drive three-day event in May 2022.



Funding will support personnel, supplies/operating, and indirect costs.

**Countermeasure Strategies in Planned Activities**

Fiscal Year	Countermeasure Strategy Name
2022	Other: Impaired Driving Prevention

Federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit (as applicable).

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	405(d) FAST Act Impaired Driving Low	405(d) FAST Act Impaired Driving Low Youth Alcohol	\$19,000	N/A	N/A

Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share Per Unit	NHTSA Share Total Cost
N/A	N/A	N/A	N/A	N/A	N/A

**APPENDIX D.3 COUNTERMEASURE STRATEGY FORM DRIVER EDUCATION**

**Program Area Name:** Driver Education

**Countermeasure Strategy:** Other: GHSA Recommendation

**Grant:** Teen Interactive School Programs

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems. Is this countermeasure strategy innovative?

Yes

If “yes”, enter justification supporting the innovative countermeasure strategy, including research, evaluation and/or substantive anecdotal evidence, that supports the potential of the proposed innovative countermeasure strategy.

“Mission Not Accomplished: Teen Safe Driving, the Next Chapter”

[https://www.ghsa.org/sites/default/files/2016-12/FINAL\\_TeenReport16.pdf](https://www.ghsa.org/sites/default/files/2016-12/FINAL_TeenReport16.pdf).



Based on the results of this latest data analysis and the 2015 FARS data, the GHSA recommends the following:

- Expand GDL requirements to include all teens under 21 years of age.
- Require all novice drivers to complete driver education and training.
- Actively promote the benefits of older teen drivers completing a defensive driving and/or behind-the-wheel program.
- Send an early warning letter addressing the impact of engaging in unsafe driving behaviors to an older teen following receipt of his/her first moving violation.
- Enact a primary seat belt law that covers all motor vehicle occupants in all seating positions.
- Educate parents about the importance of continuing to coach and monitor their older teen (18-20-year-old) drivers.
- Partner with colleges to promote safe driving.
- Partner with graduating high school peer leaders to help them continue their traffic safety outreach in college.
- Partner with law enforcement to conduct high visibility enforcement coupled with high school- and college-based education and earned/paid media.
- Capitalize on the popularity of music and sports with teens to disseminate safe driving information/messages.

**Is this program area part of the state occupant protection program area plan for a 405(b) application 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, at the level of detail required under § 1300.11(c) and (d)?**

No

**Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the state's problem identification].**

No

**Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [planned activities, at the level of detail required under § 1300.11(d), for recruiting, training, and maintaining a sufficient number of child passenger safety technicians based on the state's problem identification, at the level of detail required under § 1300.11(d)].**

No

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the state conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the state's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70% of either the state's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No



**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the high-risk population countermeasure programs criterion? § 1300.21(e)(4) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) drivers on rural roadways; (ii) unrestrained nighttime drivers; (iii) teenage drivers; (iv) other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

Yes

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(b) [countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

No

**Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the state traffic safety information system improvements grant application (§ 405(c)) for the state traffic records strategic plan? § 1300.22(b)(2)(iii) [planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the state's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(D)(6)**

No

### **Countermeasure Strategy Description**

**Assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

Inexperience, risk-taking behavior, and immaturity are all factors that increase crash risk for young drivers. Young drivers are usually over-represented in fatal crashes.

**Fatalities and Suspected Serious Injuries 2015-2019 (REQUIRED)**

Year	Fatalities	Suspected Serious Injuries	Total
2015	963	4,865	<b>5,828</b>
2016	1,064	5,634	<b>6,698</b>
2017	1,028	6,084	<b>7,112</b>
2018	974	5,586	<b>6,560</b>
2019	985	5,629	<b>6,614</b>
<b>Total</b>	<b>5,014</b>	<b>27,798</b>	<b>32,812</b>

**Young Driver-Involved (Ages 15-20) Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2015	163	932	<b>1,095</b>
2016	147	1,070	<b>1,217</b>
2017	135	1,148	<b>1,283</b>
2018	108	871	<b>979</b>
2019	129	877	<b>1,006</b>
<b>Total</b>	<b>682</b>	<b>4,898</b>	<b>5,580</b>

**Crashes Involving at Least One Driver Age 15-20 Who Was Drinking**

Injury Severity	2015	2016	2017	2018	2019	Total
Fatal crashes	21	12	23	14	12	<b>82</b>
Suspected serious injury crashes	70	65	80	60	48	<b>323</b>
<b>Total</b>	<b>91</b>	<b>77</b>	<b>103</b>	<b>74</b>	<b>60</b>	<b>405</b>

**Crashes Involving at Least One Driver Age 15-20, Drugs Suspected**

Injury Severity	2015	2016	2017	2018	2019	Total
Fatal crashes	25	23	28	24	25	<b>125</b>
Suspected serious injury crashes	49	60	86	46	46	<b>287</b>
<b>Total</b>	<b>74</b>	<b>83</b>	<b>114</b>	<b>70</b>	<b>71</b>	<b>412</b>

**Crashes Involving at Least One Driver Age 15-20, Drinking ONLY**

Injury Severity	2015	2016	2017	2018	2019	Total
Fatal crashes	12	5	12	6	7	<b>42</b>
Suspected serious injury crashes	53	40	48	47	35	<b>223</b>
<b>Total</b>	<b>65</b>	<b>45</b>	<b>60</b>	<b>53</b>	<b>42</b>	<b>265</b>

**Crashes Involving at Least One Driver Age 15-20, Drugs Suspected ONLY**

Injury Severity	2015	2016	2017	2018	2019	Total
Fatal crashes	16	16	17	16	20	<b>85</b>
Suspected serious injury crashes	32	35	54	33	33	<b>187</b>
<b>Total</b>	<b>48</b>	<b>51</b>	<b>71</b>	<b>49</b>	<b>53</b>	<b>272</b>

**Crashes Involving at Least One Driver Age 15-20, Drinking AND Drugs Suspected**

Injury Severity	2015	2016	2017	2018	2019	Total
Fatal crashes	9	7	11	8	5	40
Suspected serious injury crashes	17	25	32	13	13	100
<b>Total</b>	<b>26</b>	<b>32</b>	<b>43</b>	<b>21</b>	<b>18</b>	<b>140</b>

**Crashes Involving at Least One Driver Age 15-20, Drinking AND/OR Drugs Suspected**

Injury Severity	2015	2016	2017	2018	2019	Total
Fatal crashes	37	28	40	30	32	167
Suspected serious injury crashes	102	100	134	93	81	510
<b>Total</b>	<b>139</b>	<b>128</b>	<b>174</b>	<b>123</b>	<b>113</b>	<b>677</b>

Funding will support contractual and indirect costs.

\$156,000 402 FAST Act Driver Education

29% of total \$538,000 designated to DE

\$18,300 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the DE programs.

**Benefit to Locals: \$156,000**

**Description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Inexperience, risk-taking behavior, and immaturity are all factors that increase crash risk for young drivers. Young drivers are usually over-represented in fatal crashes.

State data will be used as indicated in the GHSA email dated January 13, 2021, except for C-1 (Number of traffic fatalities) and C-3 (Fatalities/VMT) which will use [Fatality Analysis Reporting System \(FARS\)](#) data as required.

The FY2022 HSP projects are based on the 2015-2019 trend data due to the 2020 data being unavailable during the planning period. However, the performance measures are based on the 2016-2020 data as approved by Region 5.

**C-1 Number of fatalities in traffic crashes**

*Target:* Reduce fatalities from 1,083 in 2020 to 1,065.2 by September 30, 2022.

**C-2 Number of suspected serious injuries in traffic crashes**

*Target:* Prevent suspected serious traffic injuries from increasing from 5,433 in 2020 to 5,733.2 by September 30, 2022.

**C-3 Fatalities/VMT**

*Target:* Prevent fatalities/100 MVMT from increasing by .96 in 2019 to 1.098 by September 30, 2022. The 2020 Fatalities/VMT is not yet available.

**C-4 Unrestrained passenger vehicle occupant fatalities, all seat positions**

*Target:* Reduce unrestrained passenger vehicle occupant fatalities, all seat positions, from 199 (2016-2020 average) to 196 (2018-2022 average) by September 30, 2022.





**C-5 Number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher**

*Target:* Prevent alcohol impaired driving fatalities from increasing from 181 (2016-2020 average) to 198 (2018-2022 average) by September 30, 2022.

**C-6 Number of speeding-related fatalities**

*Target:* Reduce speeding-related fatalities from 193 (2016-2020 average) to 192 (2018-2022 average) by September 30, 2022.

**C-9 Number of drivers ages 20 and younger involved in fatal crashes**

*Target:* Reduce drivers ages 20 and younger involved in fatal crashes from 124 (2016-2020 average) to 119 (2018-2022 average) by September 30, 2022.

**B-1 Statewide seat belt use rate**

*Target:* Increase the statewide seat belt use rate from 94.4% in 2020 to 98% by September 30, 2022.

**Other Michigan Performance Measures**

**O6: Number of distracted drivers involved in fatal crashes**

*Target:* Prevent the number of distracted drivers involved in fatal crashes from increasing from 58 (2016-2020 average) to 69 (2018-2022 average) by September 30, 2022.

Funding will support contractual and indirect costs.

\$156,000 402 FAST Act Driver Education

29% of total \$538,000 designated to DE

\$18,300 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the DE programs.

**Benefit to Locals: \$156,000**

**Evidence of effectiveness: rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

Inexperience, risk-taking behavior, and immaturity are all factors that increase crash risk for young drivers. Young drivers are usually over-represented in fatal crashes.

“Mission Not Accomplished: Teen Safe Driving, the Next Chapter”

[https://www.ghsa.org/sites/default/files/2016-12/FINAL\\_TeenReport16.pdf](https://www.ghsa.org/sites/default/files/2016-12/FINAL_TeenReport16.pdf)

Based on the results of this latest data analysis and the 2015 FARS data, GHSA recommends the following:

- Expand GDL requirements to include all teens under 21 years of age.
- Require all novice drivers to complete driver education and training.
- Actively promote the benefits of older teen drivers completing a defensive driving and/or behind-the-wheel program.
- Send an early warning letter addressing the impact of engaging in unsafe driving behaviors to an older teen following receipt of his/her first moving violation.
- Enact a primary seat belt law that covers all motor vehicle occupants in all seating positions.
- Educate parents about the importance of continuing to coach and monitor their older teen (18-20-year-old) drivers.



- Partner with colleges to promote safe driving.
- Partner with graduating high school peer leaders to help them continue their traffic safety outreach in college.
- Partner with law enforcement to conduct high visibility enforcement coupled with high school- and college-based education and earned/paid media.
- Capitalize on the popularity of music and sports with teens to disseminate safe driving information/messages.

Funding will support contractual and indirect costs.

\$156,000 402 FAST Act Driver Education

29% of total \$538,000 designated to DE

\$18,300 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the DE programs.

**Benefit to Locals: \$156,000**

**Planned activities that the state will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

Planned Activity Names	Planned Activity Unique Identifier	Section in Document
Strive for a Safer Drive (S4SD)	DE-22-01	D.1/E.1
Ride and Drive Impaired Driving Station	CP-22-01-n Special Projects	D.2/E.2
<b>Teen Interactive School Programs</b>	<b>DE-22-04</b>	<b>D.3/E.3</b>
Teen Passenger Safety Campaign	CP-21-03-v PI&E	D.4/E.4
Older Driver Evaluation and Referral Program	CP-22-03-t PI&E	D.5/E.5
Distracted Driving Public Education Social Media Campaign	CP-22-03-u PI&E	D.6/E.6
Highway Safety Office Program Management	CP-22-02-g PM	E.7

### APPENDIX E.3 PLANNED ACTIVITY FORM DRIVER EDUCATION

Planned Activity Name	Teen Interactive School Programs
Planned Activity Number	DE-22-04
Primary Countermeasure Strategy	Other: GHSA Recommendation

See Questions in Appendix D.

Description of the Planned Activity



**Teen Interactive School Programs**

<b>Planned Activity Number</b>	<b>DE-22-04</b>	
<b>Planned Activity Code</b>	2022-7001 DE Support, Training, and Enforcement	
<b>GTS Code</b>	DE-2022-Driver Education	
<b>Benefit to Locals</b>	<b>Yes</b>	
<b>Grantee</b>	Transportation Improvement Association (TIA)	
<b>Grant Amount, Funding Source</b>	<b>\$156,000</b>	402 FAST Act Driver Education
<b>Indirect Cost Rate</b>	N/A	
<b>Grant Start-up</b>	October 1	
<b>Project Objective(s)</b>	Conduct teen traffic safety interactive programming in high fatality and suspected serious injury counties for 15,000 teens in 45 high schools by September 30, 2022.	

The TIA will utilize a request for proposal (RFP) to contract with up to three teen interactive safe driving vendors to deliver a teen interactive program to high schools with the largest number of fatalities and suspected serious injuries involving a teen driver.

Funding will support contractual and indirect costs.

**Countermeasure Strategies in Planned Activities**

<b>Fiscal Year</b>	<b>Countermeasure Strategy Name</b>
2022	Other: GHSA Recommendation

**Federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit (as applicable).**

<b>Source Fiscal Year</b>	<b>Funding Source</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
2021	402 FAST Act	402 FAST Act Driver Education	\$92,622	N/A	<b>\$92,622</b>
<b>Source Fiscal Year</b>	<b>Funding Source</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
2022	402 FAST Act	402 FAST Act Driver Education	\$63,378	N/A	<b>\$63,378</b>

**Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

<b>Item</b>	<b>Quantity</b>	<b>Price Per Unit</b>	<b>Total Cost</b>	<b>NHTSA Share Per Unit</b>	<b>NHTSA Share Total Cost</b>
N/A	N/A	N/A	N/A	N/A	N/A



## APPENDIX D.4 COUNTERMEASURE STRATEGY FORM DRIVER EDUCATION

**Program Area Name:** Driver Education

**Countermeasure Strategy:** Other: Communications and Outreach

**Grant:** Teen Passenger Safety Campaign

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems. Is this countermeasure strategy innovative?**

No

**If “yes”, enter justification supporting the innovative countermeasure strategy, including research, evaluation and/or substantive anecdotal evidence, that supports the potential of the proposed innovative countermeasure strategy.**

N/A

**Is this program area part of the state occupant protection program area plan for a 405(b) application 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, at the level of detail required under § 1300.11(c) and (d)?**

No

**Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the state’s problem identification].**

No

**Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [planned activities, at the level of detail required under § 1300.11(d), for recruiting, training, and maintaining a sufficient number of child passenger safety technicians based on the state’s problem identification, at the level of detail required under § 1300.11(d)].**

No

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the state conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the state’s problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70% of either the state’s unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No



**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the high-risk population countermeasure programs criterion? § 1300.21(e)(4) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) drivers on rural roadways; (ii) unrestrained nighttime drivers; (iii) teenage drivers; (iv) other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

Yes

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(b) [countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

No

**Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the state traffic safety information system improvements grant application (§ 405(c)) for the state traffic records strategic plan? § 1300.22(b)(2)(iii) [planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the state's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(D)(6)**

No



## Countermeasure Strategy Description

**Assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

Inexperience, risk-taking behavior, and immaturity are all factors that increase crash risk for young drivers. Young drivers are usually over-represented in fatal crashes.

### Fatalities and Suspected Serious Injuries 2015-2019 (REQUIRED)

Year	Fatalities	Suspected Serious Injuries	Total
2015	963	4,865	<b>5,828</b>
2016	1,064	5,634	<b>6,698</b>
2017	1,028	6,084	<b>7,112</b>
2018	974	5,586	<b>6,560</b>
2019	985	5,629	<b>6,614</b>
<b>Total</b>	<b>5,014</b>	<b>27,798</b>	<b>32,812</b>

### Young Driver-Involved (Ages 15-20) Fatalities and Suspected Serious Injuries 2015-2019

Year	Fatalities	Suspected Serious Injuries	Total
2015	163	932	<b>1,095</b>
2016	147	1,070	<b>1,217</b>
2017	135	1,148	<b>1,283</b>
2018	108	871	<b>979</b>
2019	129	877	<b>1,006</b>
<b>Total</b>	<b>682</b>	<b>4,898</b>	<b>5,580</b>

### Young Driver-Involved (Ages 15-20) Summer Crashes 2015-2019

Crashes	2015	2016	2017	2018	2019	Total
Days in Summer Season	108.25	101.25	101.25	101.25	101.25	<b>513</b>
Days in Year	365	366	365	365	365	<b>1,826</b>
Percent Summer Days	29.7%	27.7%	27.7%	27.7%	27.7%	<b>28.1%</b>
Fatal/Suspected Serious Injury Crashes for Summer	306	321	338	279	296	<b>1,540</b>
Fatal/Suspected Serious Injury Crashes for Year	854	981	1,027	795	813	<b>4,470</b>
Percent Fatal/Suspected Serious Injury Crashes in Summer	35.8%	32.7%	32.9%	35.1%	36.4%	<b>34.5%</b>
Fatal Crashes for Summer	60	39	40	37	38	<b>214</b>
Fatal Crashes for Year	146	135	115	97	120	<b>613</b>
Percent Fatal Crashes in Summer	41.1%	28.9%	34.8%	38.1%	31.7%	<b>34.9%</b>



**Crashes Involving at Least One Driver Ages 15-20 with Passengers 2015-2019**

Crashes	2015	2016	2017	2018	2019	Total
Fatal/Suspected Serious Injury Crashes for Summer	161	140	148	105	127	<b>681</b>
Fatal/Suspected Serious Injury Crashes for Year	382	391	411	309	322	<b>1,815</b>
<b>Percent Fatal/Suspected Serious Injury Crashes in Summer</b>	<b>42.1%</b>	<b>35.8%</b>	<b>36.0%</b>	<b>34.0%</b>	<b>39.4%</b>	<b>37.5%</b>
Fatal Crashes for Summer	36	16	21	17	22	<b>112</b>
Fatal Crashes for Year	75	56	50	42	59	<b>282</b>
Percent Fatal Crashes in Summer	48.0%	28.6%	42.0%	40.5%	37.3%	<b>39.7%</b>

**Top Counties for Teen Driver Fatality and Suspected Serious Injury Crashes 2015-2019**

Rank	County	Fatalities	Suspected Serious Injuries	Total
1	Wayne	102	684	<b>786</b>
2	Oakland	39	352	<b>391</b>
3	Kent	34	356	<b>390</b>
4	Macomb	46	311	<b>357</b>
5	Ottawa	14	180	<b>194</b>
6	Ingham	16	169	<b>185</b>
7	Genesee	25	159	<b>184</b>
8	Kalamazoo	25	153	<b>178</b>
9	Washtenaw	14	120	<b>134</b>
10	Jackson	14	98	<b>112</b>
<b>Total</b>		<b>329</b>	<b>2582</b>	<b>2,911</b>

Funding will support contractual costs.

\$125,000 405(d) FAST Act Impaired Driving Low Driver Education (flex)

23.2% of total \$538,000 designated to DE

\$18,300 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the DE programs.

**Description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Inexperience, risk-taking behavior, and immaturity are all factors that increase crash risk for young drivers. Young drivers are usually over-represented in fatal crashes.

State data will be used as indicated in the GHSA email dated January 13, 2021, except for C-1 (Number of traffic fatalities) and C-3 (Fatalities/VMT) which will use [Fatality Analysis Reporting System \(FARS\)](#) data as required.



The FY2022 HSP projects are based on the 2015-2019 trend data due to the 2020 data being unavailable during the planning period. However, the performance measures are based on the 2016-2020 data as approved by Region 5.

**C-1 Number of fatalities in traffic crashes**

*Target:* Reduce fatalities from 1,083 in 2020 to 1,065.2 by September 30, 2022.

**C-2 Number of suspected serious injuries in traffic crashes**

*Target:* Prevent suspected serious traffic injuries from increasing from 5,433 in 2020 to 5,733.2 by September 30, 2022.

**C-3 Fatalities/VMT**

*Target:* Prevent fatalities/100 MVMT from increasing by .96 in 2019 to 1.098 by September 30, 2022. The 2020 Fatalities/VMT is not yet available.

**C-4 Unrestrained passenger vehicle occupant fatalities, all seat positions**

*Target:* Reduce unrestrained passenger vehicle occupant fatalities, all seat positions, from 199 (2016-2020 average) to 196 (2018-2022 average) by September 30, 2022.

**C-5 Number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher**

*Target:* Prevent alcohol impaired driving fatalities from increasing from 181 (2016-2020 average) to 198 (2018-2022 average) by September 30, 2022.

**C-6 Number of speeding-related fatalities**

*Target:* Reduce speeding-related fatalities from 193 (2016-2020 average) to 192 (2018-2022 average) by September 30, 2022.

**C-9 Number of drivers ages 20 and younger involved in fatal crashes**

*Target:* Reduce drivers ages 20 and younger involved in fatal crashes from 124 (2016-2020 average) to 119 (2018-2022 average) by September 30, 2022.

**B-1 Statewide seat belt use rate**

*Target:* Increase the statewide seat belt use rate from 94.4% in 2020 to 98% by September 30, 2022.

**Other Michigan Performance Measures**

**O6: Number of distracted drivers involved in fatal crashes**

*Target:* Prevent the number of distracted drivers involved in fatal crashes from increasing from 58 (2016-2020 average) to 69 (2018-2022 average) by September 30, 2022.

Funding will support contractual costs.

\$125,000 405(d) FAST Act Impaired Driving Low Driver Education (flex)

23.2% of total \$538,000 designated to DE

\$18,300 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the DE programs.

**Evidence of effectiveness: rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**





Inexperience, risk-taking behavior, and immaturity are all factors that increase crash risk for young drivers. Young drivers are usually over-represented in fatal crashes.

**Countermeasures That Work, Ninth Edition 2017**  
**Chapter 6 Young Drivers**  
**Section 3 Parental Roles in Teaching and Managing Young Drivers**  
**Page Number 21**

**Citation**

“Most parents are heavily involved in teaching driving skills to their beginning teenage drivers and supervising their driving while they have a learner’s permit. Parents are in the best position to enforce GDL restrictions for intermediate drivers and to impose additional driving restrictions on their teenagers. Parents strongly support GDL; however, many parents do not understand the dangers of high-risk situations, such as driving with teenage passengers. Parents could use guidance and assistance in during this process (Hedlund et al., 2003; Goodwin, Foss, Sohn, & Mayhew, 2007, Strategies C1-C3). For summaries of the research on parent involvement in teen driving, see Simons-Morton and Ouimet (2006) or Simons-Morton, Ouimet, and Catalano (2008). For a recent review of promising parent programs, see GHSA (2013).”

Funding will support contractual costs.

\$125,000 405(d) FAST Act Impaired Driving Low Driver Education (flex)

23.2% of total \$538,000 designated to DE

\$18,300 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the DE programs.

**Planned activities that the state will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

Planned Activity Names	Planned Activity Unique Identifier	Section in Document
Strive for a Safer Drive (S4SD)	DE-22-01	D.1/E.1
Ride and Drive Impaired Driving Station	CP-22-01-n Special Projects	D.2/E.2
Teen Interactive School Programs	DE-22-04	D.3/E.3
<b>Teen Passenger Safety Campaign</b>	<b>CP-22-03-v PI&amp;E</b>	<b>D.4/E.4</b>
Older Driver Evaluation and Referral Program	CP-22-03-t PI&E	D.5/E.5
Distracted Driving Public Education Social Media Campaign	CP-22-03-u PI&E	D.6/E.6
Highway Safety Office Program Management	CP-22-02-g PM	E.7



## APPENDIX E.4 COUNTERMEASURE STRATEGY FORM DRIVER EDUCATION

<b>Planned Activity Name</b>	Teen Passenger Safety Campaign
<b>Planned Activity Number</b>	CP-22-03-v PI&E
<b>Primary Countermeasure Strategy</b>	Other: Communications and Outreach

See Questions in Appendix D.

### Description of the Planned Activity

#### Teen Passenger Safety Campaign

<b>Planned Activity Number</b>	<b>CP-22-03-v PI&amp;E</b>	
<b>Planned Activity Code</b>	2022-7003 DE Education, Communication, and Outreach	
<b>GTS Code</b>	FLD*DE Low Driver Education	
<b>Benefit to Locals</b>	No	
<b>Grantee</b>	OHSP PI&E	
<b>Grant Amount, Funding Source</b>	<b>\$125,000</b>	405(d) FAST Act Impaired Driving Low Driver Education (flex)
<b>Indirect Cost Rate</b>	N/A	
<b>Grant Start-up</b>	October 1	
<b>Project Objective(s)</b>	Develop and distribute 18 social media messages resulting in 2,000,000 impressions by September 30, 2022.	

A media campaign aimed at parents will focus on the dangers of passengers and teen drivers. A variety of messages will be used including, but not limited to, social media, social media influencers, advertising at high school events, and web banners. The campaign will be targeted to the counties with the highest number of teen traffic fatalities and suspected serious injuries with passengers, including Wayne, Kent, Oakland, Macomb, Ingham, Genesee, Ottawa, Kalamazoo, Jackson, and Washtenaw.

Funding will support contractual costs.

#### Countermeasure Strategies in Planned Activities

<b>Fiscal Year</b>	<b>Countermeasure Strategy Name</b>
2022	Other: Communications and Outreach



**Federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit (as applicable).**

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	405(d) FAST Act Impaired Driving Low	405(d) FAST Act Impaired Driving Low Driver Education (flex)	\$125,000	N/A	N/A

**Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share Per Unit	NHTSA Share Total Cost
N/A	N/A	N/A	N/A	N/A	N/A

## APPENDIX D.5 COUNTERMEASURE STRATEGY FORM DRIVER EDUCATION

**Program Area Name:** Driver Education

**Countermeasure Strategy:** Other: Countermeasures for Senior Drivers

**Grant:** [Older Driver Evaluation and Referral Program](#)

No questions applied to this activity.

### Countermeasure Strategy Description

**Assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

Older drivers face challenges due to diminishing physical and cognitive capabilities, medication usage, and navigation of complex traffic situations.

**Fatalities and Suspected Serious Injuries 2015-2019 (REQUIRED)**

Year	Fatalities	Suspected Serious Injuries	Total
2015	963	4,865	<b>5,828</b>
2016	1,064	5,634	<b>6,698</b>
2017	1,028	6,084	<b>7,112</b>
2018	974	5,586	<b>6,560</b>
2019	985	5,629	<b>6,614</b>
<b>Total</b>	<b>5,014</b>	<b>27,798</b>	<b>32,812</b>



**Senior Driver-Involved (Ages 65+) Involved Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2015	182	835	<b>1,017</b>
2016	232	1,008	<b>1,240</b>
2017	224	1,102	<b>1,326</b>
2018	235	1,005	<b>1,240</b>
2019	227	1,112	<b>1,339</b>
<b>Total</b>	<b>1,100</b>	<b>5,062</b>	<b>6,162</b>

Funding will support contractual costs.

\$83,000 405(d) FAST Act Impaired Driving Low Driver Education (flex)

15.4% of total \$538,000 designated to DE

\$18,300 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the DE programs.

**Description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Older drivers face challenges due to diminishing physical and cognitive capabilities, medication usage, and navigation of complex traffic situations.

State data will be used as indicated in the GHSA email dated January 13, 2021, except for C-1 (Number of traffic fatalities) and C-3 (Fatalities/VMT) which will use [Fatality Analysis Reporting System \(FARS\)](#) data as required.

The FY2022 HSP projects are based on the 2015-2019 trend data due to the 2020 data being unavailable during the planning period. However, the performance measures are based on the 2016-2020 data as approved by Region 5.

**C-1 Number of fatalities in traffic crashes**

*Target:* Reduce fatalities from 1,083 in 2020 to 1,065.2 by September 30, 2022.

**C-2 Number of suspected serious injuries in traffic crashes**

*Target:* Prevent suspected serious traffic injuries from increasing from 5,433 in 2020 to 5,733.2 by September 30, 2022.

**C-3 Fatalities/VMT**

*Target:* Prevent fatalities/100 MVMT from increasing by .96 in 2019 to 1.098 by September 30, 2022. The 2020 Fatalities/VMT is not yet available.

**C-4 Unrestrained passenger vehicle occupant fatalities, all seat positions**

*Target:* Reduce unrestrained passenger vehicle occupant fatalities, all seat positions, from 199 (2016-2020 average) to 196 (2018-2022 average) by September 30, 2022.

**C-5 Number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher**

*Target:* Prevent alcohol impaired driving fatalities from increasing from 181 (2016-2020 average) to 198 (2018-2022 average) by September 30, 2022.



### **C-6 Number of speeding-related fatalities**

*Target:* Reduce speeding-related fatalities from 193 (2016-2020 average) to 192 (2018-2022 average) by September 30, 2022.

### **B-1 Statewide seat belt use rate**

*Target:* Increase the statewide seat belt use rate from 94.4% in 2020 to 98% by September 30, 2022.

### **Other Michigan Performance Measures**

#### **O5: Number of senior drivers ages 65 and older in fatal crashes**

*Target:* Prevent the number of crashes involving senior drivers ages 65 and older from increasing from 226 (2016-2020 average) to 234 (2018-2022 average) by September 30, 2022.

#### **O6: Number of distracted drivers involved in fatal crashes**

*Target:* Prevent the number of distracted drivers involved in fatal crashes from increasing from 58 (2016-2020 average) to 69 (2018-2022 average) by September 30, 2022.

Funding will support contractual costs.

\$83,000 405(d) FAST Act Impaired Driving Low Driver Education (flex)

15.4% of total \$538,000 designated to DE

\$18,300 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the DE programs.

### **Evidence of effectiveness: rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

Older drivers face challenges due to diminishing physical and cognitive capabilities, medication usage, and navigation of complex traffic situations.

### **Countermeasures That Work, Ninth Edition 2017**

#### **Chapter 7 Older Drivers**

#### **Section 2.2 Referring Older Drivers to Licensing Agencies**

#### **Page Numbers 14-16**

#### **Citation**

“Licensing agencies in all States accept reevaluation referrals for drivers of any age. A survey of all State licensing agencies found that three sources accounted for 85% of referrals: law enforcement (37%), physicians and other medical professionals (35%), and family and friends (13%) (Stutts, 2005). The remaining 15% came from crash and violation record checks, courts, self-reports, and other sources.

Law enforcement officers have the opportunity to observe drivers directly at traffic stops or crashes. With appropriate training, they can identify many drivers who should be referred to the licensing agency for assessment. NHTSA has developed and field-tested a set of cues that officers can use to identify potentially impaired drivers (NHTSA, 1998; see also Potts, Stutts, Pfefer, Neuman, Slack, & Hardy, 2004, Strategy C3, and Stutts, 2005, Chapter 7).

Physicians are in an excellent position to assess if changes in their patients’ physical or cognitive abilities may increase their crash risk. In addition to assessment, physicians should provide counseling and assistance on driving as needed and refer patients to the licensing agency if appropriate. In 6 States, physicians are required to report patients who have specific medical conditions such as epilepsy or dementia (Potts, Stutts, Pfefer, Neuman, Slack, & Hardy, 2004, Strategy C3). Other States require physicians to report “unsafe” drivers, with varying guidelines for defining “unsafe.” Physicians must



balance their legal and ethical responsibilities to protect their patient’s health and confidentiality with their duty to protect the general public from unsafe drivers. Physicians have been held liable for damages from crashes involving patients because they failed to report the patient to the licensing agency (Wang et al., 2003, Chapter 7)”

Funding will support contractual costs.

\$83,000 405(d) FAST Act Impaired Driving Low Driver Education (flex)

15.4% of total \$538,000 designated to DE

\$18,300 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the DE programs.

**Planned activities that the state will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

Planned Activity Names	Planned Activity Unique Identifier	Section in Document
Strive for a Safer Drive (S4SD)	DE-22-01	D.1/E.1
Ride and Drive Impaired Driving Station	CP-22-01-n Special Projects	D.2/E.2
Teen Interactive School Programs	DE-22-04	D.3/E.3
Teen Passenger Safety Campaign	CP-21-03-v PI&E	D.4/E.4
<b>Older Driver Evaluation and Referral Program</b>	<b>CP-22-03-t PI&amp;E</b>	<b>D.5/E.5</b>
Distracted Driving Public Education Social Media Campaign	CP-22-03-u PI&E	D.6/E.6
Highway Safety Office Program Management	CP-22-02-g PM	E.7

**APPENDIX E.5 PLANNED ACTIVITY FORM DRIVER EDUCATION**

<b>Planned Activity Name</b>	Older Driver Evaluation and Referral Program
<b>Planned Activity Number</b>	CP-22-03-t PI&E
<b>Primary Countermeasure Strategy</b>	Other: Countermeasures for Senior Drivers

See Questions in Appendix D.

Description of the Planned Activity



**Older Driver Evaluation and Referral Process**

<b>Planned Activity Number</b>	<b>CP-22-03-t PI&amp;E</b>	
<b>Planned Activity Code</b>	2022-7003 DE Education, Communication, and Outreach	
<b>GTS Code</b>	FLD*DE- Low Driver Education	
<b>Benefit to Locals</b>	No	
<b>Grantee</b>	OHSP PI&E	
<b>Grant Amount, Funding Source</b>	<b>\$83,000</b>	405(d) FAST Act Impaired Driving Low Driver Education (flex)
<b>Indirect Cost Rate</b>	N/A	
<b>Grant Start-up</b>	October 1	
<b>Project Objective(s)</b>	Develop assets and an outreach plan for the medical professionals to educate and inform about the driver assessment request for evaluation and reexamination processes by September 30, 2022.	

This project is to develop and create communications outreach assets, video(s), and web content directed at medical professionals explaining challenges facing older drivers, risks, and the availability of the Michigan Department of State’s driver assessment referral and reexamination process to effectively evaluate older drivers’ skills and ability to meet the state’s standards.

Funding will support contractual costs.

**Countermeasure Strategies in Planned Activities**

<b>Fiscal Year</b>	<b>Countermeasure Strategy Name</b>
2022	Other: Countermeasures for Senior Drivers

**Federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit (as applicable).**

<b>Source Fiscal Year</b>	<b>Funding Source</b>	<b>Eligible Use Of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
2021	405(d) FAST Act Impaired Driving Low	405(d) FAST Act Impaired Driving Low Driver Education (flex)	\$81,033	N/A	N/A



Source Fiscal Year	Funding Source	Eligible Use Of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	405(d) FAST Act Impaired Driving Low	405(d) FAST Act Impaired Driving Low Driver Education (flex)	\$1,967	N/A	N/A

Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share Per Unit	NHTSA Share Total Cost
N/A	N/A	N/A	N/A	N/A	N/A

## APPENDIX D.6 COUNTERMEASURE STRATEGY FORM DRIVER EDUCATION

**Program Area Name:** Driver Education

**Countermeasure Strategy:** Other: Communications and Outreach

**Grant:** [Distracted Driving Public Education Social Media Campaign](#)

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems. Is this countermeasure strategy innovative?

No

If “yes”, enter justification supporting the innovative countermeasure strategy, including research, evaluation and/or substantive anecdotal evidence, that supports the potential of the proposed innovative countermeasure strategy.

N/A

Is this program area part of the state occupant protection program area plan for a 405(b) application 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, at the level of detail required under § 1300.11(c) and (d)?

No

Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the state’s problem identification].

No





**Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [planned activities, at the level of detail required under § 1300.11(d), for recruiting, training, and maintaining a sufficient number of child passenger safety technicians based on the state’s problem identification, at the level of detail required under § 1300.11(d)].**

No

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the state conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the state’s problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70% of either the state’s unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the high-risk population countermeasure programs criterion? § 1300.21(e)(4) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) drivers on rural roadways; (ii) unrestrained nighttime drivers; (iii) teenage drivers; (iv) other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

Yes

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(b) [countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

Yes

**Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the state traffic safety information system improvements grant application (§ 405(c)) for the state traffic records strategic plan? § 1300.22(b)(2)(iii) [planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the state’s most recent highway safety data and traffic records system assessment]**

No



Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(D)(6)

No

**Countermeasure Strategy Description**

**Assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

Michigan saw a 63% increase in distracted driving fatalities from 2016 to 2019. During the same time, suspected serious injury crashes increased by 6%.

**Fatalities and Suspected Serious Injuries 2015-2019 (REQUIRED)**

Year	Fatalities	Suspected Serious Injuries	Total
2015	963	4,865	5,828
2016	1,064	5,634	6,698
2017	1,028	6,084	7,112
2018	974	5,586	6,560
2019	985	5,629	6,614
<b>Total</b>	<b>5,014</b>	<b>27,798</b>	<b>32,812</b>

**Cellular Phone-Involved Crashes: Fatalities and Suspected Serious Injuries 2016-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2016	9	85	94
2017	26	108	134
2018	20	88	108
2019	15	77	92
<b>Total</b>	<b>70</b>	<b>358</b>	<b>428</b>

**Distracted Driving Crashes: Fatalities and Suspected Serious Injuries 2016-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2016	43	415	458
2017	72	531	603
2018	77	482	559
2019	70	439	509
<b>Total</b>	<b>262</b>	<b>1,867</b>	<b>2,129</b>

Funding will support contractual costs.



\$70,000 402 FAST Act Driver Education  
13% of total \$538,000 designated to DE  
\$18,300 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the DE programs.

**Benefit to Locals: \$70,000**

**Description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Michigan saw a 63% increase in distracted driving fatalities from 2016 to 2019. During the same time, suspected serious injury crashes increased by 6%.

State data will be used as indicated in the GHSA email dated January 13, 2021, except for C-1 (Number of traffic fatalities) and C-3 (Fatalities/VMT) which will use [Fatality Analysis Reporting System \(FARS\)](#) data as required.

The FY2022 HSP projects are based on the 2015-2019 trend data due to the 2020 data being unavailable during the planning period. However, the performance measures are based on the 2016-2020 data as approved by Region 5.

**C-1 Number of fatalities in traffic crashes**

*Target:* Reduce fatalities from 1,083 in 2020 to 1,065.2 by September 30, 2022.

**C-2 Number of suspected serious injuries in traffic crashes**

*Target:* Prevent suspected serious traffic injuries from increasing from 5,433 in 2020 to 5,733.2 by September 30, 2022.

**C-3 Fatalities/VMT**

*Target:* Prevent fatalities/100 MVMT from increasing by .96 in 2019 to 1.098 by September 30, 2022. The 2020 Fatalities/VMT is not yet available.

**Other Michigan Performance Measures**

**O6: Number of distracted drivers involved in fatal crashes**

*Target:* Prevent the number of distracted drivers involved in fatal crashes from increasing from 58 (2016-2020 average) to 69 (2018-2022 average) by September 30, 2022.

\$70,000 402 FAST Act Driver Education  
13% of total \$538,000 designated to DE  
\$18,300 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the DE programs.

**Benefit to Locals: \$70,000**

**Evidence of effectiveness: rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

Michigan saw a 63% increase in distracted driving fatalities from 2016 to 2019. During the same time, suspected serious injury crashes increased by 6%.

**Countermeasures That Work, Ninth Edition 2017**



**Chapter Appendix A4**  
**Section 2**  
**Page Numbers A11-12**  
**Citation**

“Distracted driving communications and outreach campaigns for the general public face different, but equally difficult, obstacles than drowsy driving campaigns.

There is strong public support for communications and outreach to reduce distracted driving. For example, 80% of respondents in a Canadian survey agreed that greater awareness and education efforts are needed to alert drivers to the problem of distracted driving (Vanlaar et al., 2007). Many organizations have developed or conducted distracted driving communications and outreach campaigns directed to the general public. Some carry a general “pay attention” message, while others are directed at specific behaviors such as cell phone use. Examples of communications and outreach:

- “U Drive. U Text. U Pay.” A program released by NHTSA in 2014 in support of texting ban enforcement during Distracted Driving Awareness Month.

Use: A recent survey by GHSA found that 47 States and the District of Columbia have implemented public information/education campaigns to address distracted driving (GHSA, 2013). In addition, a number of States have developed distracted driving PSAs.”

Funding will support contractual costs.

\$70,000 402 FAST Act Driver Education

13% of total \$538,000 designated to DE

\$18,300 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the DE programs.

**Benefit to Locals: \$70,000**

**Planned activities that the state will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

Planned Activity Names	Planned Activity Unique Identifier	Section in Document
Strive for a Safer Drive (S4SD)	DE-22-01	D.1/E.1
Ride and Drive Impaired Driving Station	CP-22-01-n Special Projects	D.2/E.2
Teen Interactive School Programs	DE-22-04	D.3/E.3
Teen Passenger Safety Campaign	CP-21-03-v PI&E	D.4/E.4
Older Driver Evaluation and Referral Program	CP-22-03-t PI&E	D.5/E.5
<b>Distracted Driving Public Education Social Media Campaign</b>	<b>CP-22-03-u PI&amp;E</b>	<b>D.6/E.6</b>
Highway Safety Office Program Management	CP-22-02-g PM	E.7



## APPENDIX E.6 PLANNED ACTIVITY FORM DRIVER EDUCATION

<b>Planned Activity Name</b>	Distracted Driving Public Education Social Media Campaign
<b>Planned Activity Number</b>	CP-22-03-u PI&E
<b>Primary Countermeasure Strategy</b>	Other: Communications and Outreach

See Questions in Appendix D.

Description of the Planned Activity



**Distracted Driving Public Education Social Media Campaign**

<b>Planned Activity Number</b>	<b>CP-22-03-u PI&amp;E</b>	
<b>Planned Activity Code</b>	2022-7001 DE Support, Training, and Enforcement	
<b>GTS Code</b>	DE-2022-Driver Education	
<b>Benefit to Locals</b>	<b>Yes</b>	
<b>Grantee</b>	OHSP PI&E	
<b>Grant Amount, Funding Source</b>	<b>\$70,000</b>	402 FAST Act Driver Education
<b>Indirect Cost Rate</b>	N/A	
<b>Grant Start-up</b>	October 1	
<b>Project Objective(s)</b>	Support statewide outreach by finalizing and distributing paid ads, including social media ads, about the dangers of distracted driving to young drivers by September 30, 2022.	

Public information messages will be created to alert the public, especially young adults, about the dangers associated with distracted driving to positively influence driver behavior.

Funding will support contractual costs.

**Countermeasure Strategies in Planned Activities**

<b>Fiscal Year</b>	<b>Countermeasure Strategy Name</b>
2022	Other: Communications and Outreach

**Federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit (as applicable).**

<b>Source Fiscal Year</b>	<b>Funding Source</b>	<b>Eligible Use Of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
2022	402 FAST Act	402 FAST Act Driver Education	\$70,000	N/A	<b>\$70,000</b>

**Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

<b>Item</b>	<b>Quantity</b>	<b>Price Per Unit</b>	<b>Total Cost</b>	<b>NHTSA Share Per Unit</b>	<b>NHTSA Share Total Cost</b>
N/A	N/A	N/A	N/A	N/A	N/A



## APPENDIX E.7 PROGRAM AREA FORM DRIVER EDUCATION

<b>Planned Activity Name</b>	Highway Safety Office Program Management for Driver Education
<b>Planned Activity Number</b>	CP-22-02-g PM
<b>Primary Countermeasure Strategy</b>	Highway Safety Office Program Management

**Federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit (as applicable).**

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	402 FAST Act	402 FAST Act Program Management	\$18,300	N/A	N/A

### Description of the Planned Activity

#### Program Management for Driver Education

<b>Planned Activity Number</b>	<b>CP-22-02-g PM</b>	
<b>Planned Activity Code</b>	2022-10001 PA Program Management (CP 02)	
<b>GTS Code</b>	PA-2022-Planning and Administration	
<b>Benefit to Locals</b>	No	
<b>Grantee</b>	OHSP-Program Management Section	
<b>Grant Amount, Funding Source</b>	<b>\$18,300</b>	402 FAST Act Program Management
<b>Indirect Cost Rate</b>	9.1%	
<b>Grant Start-up</b>	October 1	

Funding will support the shared costs of the Program Management Team required to implement and manage the OHSP programs.



## APPENDIX C PROGRAM AREA FORM EMERGENCY MEDICAL SERVICES

**Will countermeasure strategies and planned activities be described in this plan to address the program area?**

Yes

### Problem Identification

**Description and analysis of the state's highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.**

The OHSP uses state traffic crash data to identify highway safety problems. Crash trends can be influenced by many variables, including the number of vehicle miles traveled (VMT), the number, weight, and size of vehicles, the health of state and regional economies, weather conditions, as well as passenger vehicle safety features, roadway infrastructure, emergency medical services, and the global pandemic.

State-level data review and analysis focuses on fatality and suspected serious injury reduction.

To assist with problem identification, the University of Michigan Transportation Research Institute (UMTRI) provides a five-year review of fatalities for the core performance measures. In most cases, the data review includes fatalities and suspected serious injuries by month, age, and county so that programs may be focused when and where they have the greatest potential to reduce traffic fatalities and suspected serious injuries.

In addition to crash data, activity measures such as observed seat belt use and citations issued during grant-funded enforcement activities are part of the problem identification and planning process.

A five-year moving average is applied against the core performance measures to set goals and determine areas where positive progress is expected, where little or no change appears likely, and areas where the trend indicates fatalities and suspected serious injuries will increase.

For the three shared goals for the HSP and the Highway Safety Improvement Plan (HSIP), the OHSP, and the Michigan Department of Transportation (MDOT) worked with the UMTRI to develop predictive figures generated from a multi-variate change model for the target-setting process. The change model predicts change in fatalities from the previous years based on a number of predictors. The model incorporates factors such as gas prices, employment, income, gross domestic product (GDP), VMT, and alcohol consumption. The suspected serious injuries are modeled as a proportion of fatalities.

The goal-setting process was complicated knowing that fatality and suspected serious injury outcomes for 2021-2022 are likely to be heavily influenced by the global COVID-19 pandemic.





Many communities lack adequate personnel and financial assets for optimal safety resources such as broadband access, enforcement, training, first responders, and definitive medical care.

State data will be used as indicated in the GHSA email dated January 13, 2021, except for C-1 (Number of traffic fatalities) and C-3 (Fatalities/VMT) which will use [Fatality Analysis Reporting System \(FARS\)](#) data as required.

The FY2022 HSP projects are based on the 2015-2019 trend data due to the 2020 data being unavailable during the planning period. However, the performance measures are based on the 2016-2020 data as approved by Region 5.

**C-1 Number of fatalities in traffic crashes**

*Target:* Reduce fatalities from 1,083 in 2020 to 1,065.2 by September 30, 2022.

**C-2 Number of suspected serious injuries in traffic crashes**

*Target:* Prevent suspected serious traffic injuries from increasing from 5,433 in 2020 to 5,733.2 by September 30, 2022.

**C-3 Fatalities/VMT**

*Target:* Prevent fatalities/100 MVMT from increasing by .96 in 2019 to 1.098 by September 30, 2022. The 2020 Fatalities/VMT is not yet available.

**C-4 Unrestrained passenger vehicle occupant fatalities, all seat positions**

*Target:* Reduce unrestrained passenger vehicle occupant fatalities, all seat positions, from 199 (2016-2020 average) to 196 (2018-2022 average) by September 30, 2022.

**C-5 Number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher**

*Target:* Prevent alcohol impaired driving fatalities from increasing from 181 (2016-2020 average) to 198 (2018-2022 average) by September 30, 2022.

**C-6 Number of speeding-related fatalities**

*Target:* Reduce speeding-related fatalities from 193 (2016-2020 average) to 192 (2018-2022 average) by September 30, 2022.

**C-7 Number of motorcyclist fatalities**

*Target:* Prevent motorcyclist fatalities from increasing from 137 (2016-2020 average) to 141 (2018-2022 average) by September 30, 2022.

**C-8 Number of unhelmeted motorcyclist fatalities**

*Target:* Reduce unhelmeted, motorcyclist fatalities from 60 (2016-2020 average) to 59 (2018-2022 average) by September 30, 2022.

**C-9 Number of drivers ages 20 and younger involved in fatal crashes**

*Target:* Reduce drivers ages 20 and younger involved in fatal crashes from 124 (2016-2020 average) to 119 (2018-2022 average) by September 30, 2022.

**C-10 Number of pedestrian fatalities**

*Target:* Prevent pedestrian fatalities from increasing from 158 (2016-2020 average) to 161 (2018-2022 average) by September 30, 2022.



**C-11 Number of bicyclist fatalities**

*Target:* Reduce bicyclist fatalities from 28 (2016-2020 average) to 27 (2018-2022 average) by September 30, 2022.

**B-1 Statewide seat belt use rate**

*Target:* Increase the statewide seat belt use rate from 94.4% in 2020 to 98% by September 30, 2022.

**Other Michigan Performance Measures**

**O1: Number of crashes involving alcohol- or drug-impaired motorcyclist**

*Target:* Reduce number of crashes involving alcohol-or drug-impaired motorcyclist from 230 (2016-2020 average) to 229 (2018-2022 average) by September 30, 2022.

**O2: Number of fatalities involving alcohol- or drug-impaired motorcyclist**

*Target:* Prevent the number of fatalities involving alcohol- or drug-impaired motorcyclist from increasing from 45 (2016-2020 average) to 48 (2018-2022 average) by September 30, 2022.

**O3: Number of fatal crashes involving drug-impaired driver or motorcycle operator.**

*Target:* Prevent the number of fatal crashes involving a drug-impaired driver or motorcycle operator from increasing from 228 (2016-2020 average) to 260 (2018-2022 average) by September 30, 2022.

**O4: Number of crashes involving a motorcycle and another motor vehicle.**

*Target:* Reduce the number of crashes involving a motorcycle and another motor vehicle from 1,528 (2016-2020 average) to 1,488 (2018-2022 average) by September 30, 2022.

**O5: Number of senior drivers ages 65 and older in fatal crashes**

*Target:* Prevent the number of crashes involving senior drivers ages 65 and older from increasing from 226 (2016-2020 average) to 234 (2018-2022 average) by September 30, 2022.

**O6: Number of distracted drivers involved in fatal crashes**

*Target:* Prevent the number of distracted drivers involved in fatal crashes from increasing from 58 (2016-2020 average) to 69 (2018-2022 average) by September 30, 2022.

	Michigan FARS and State Data	2016	2017	2018	2019	2020	2021	<sup>8</sup> 2022 Goals (2018-2022 average except C-1, C-2, and C-3)
C-1	Traffic Fatalities (FARS)	1,065	1,031	977	985	1,083	1,121	1,065.2
C-2	Suspected Serious ("A") Injuries (State)	5,634	6,084	5,586	5,629	5,433	6,051	5,733.2
C-3	Fatalities Per 100 Million VMT (FARS)	1.07	1.01	0.95	.96	*Pending	*Pending	1.098
C-4	Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions (State)	202	187	180	202	222	185	196
C-5	Fatalities in Crashes Involving a Driver or Motorcycle Operator with a BAC .08+ (State)	156	201	198	177	171	220	198

<sup>8</sup> Based on five-year averages per the NHTSA and the GHSA recommendations.



C-6	Speed-Related Fatalities (State)	215	175	191	185	200	213	192
C-7	Motorcyclist Fatalities (State)	141	137	134	122	152	149	141
C-8	Unhelmeted Motorcyclist Fatalities (State)	70	59	51	54	65	68	59
C-9	Drivers Ages 20 or Younger in Fatal Crashes (State)	141	121	103	127	128	128	119
C-10	Pedestrian Fatalities (State)	165	158	145	149	175	172	161
C-11	Bicycle Fatalities (State)	38	21	21	21	38	34	27
B-1	Safety Belt Use (Daytime, Observed)(Survey)	94.5%	94.1%	93.4%	94.4%	94.4%	*Pending	98%
	<b>Michigan Performance Measures</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>		<b>2022 Goals (2018-2022 average)</b>
O1	Crashes involving Alcohol- or Drug-Impaired Motorcyclist (State)	233	236	206	239	238	226	229
O2	Fatalities to Alcohol- or Drug-Impaired Motorcyclist (State)	48	45	44	42	48	55	48
O3	Fatalities in Crashes involving a Drug-Impaired Driver or Motorcycle Operator (State)	216	227	226	214	257	295	260
O4	Crashes involving a motorcycle and another motor vehicle (State)	1,710	1,524	1,424	1,460	1,524	1,585	1,488
O5	Drivers Ages 65 and Older in Fatal Crashes (State)	223	230	236	221	221	238	234
**O6	Number of Distracted Drivers involved in Fatal Crashes (State)	42	63	67	67	50	81	69

\*Not available for FY2022 planning process

\*\*New state performance measures for 2022



Select at least one performance measure that is data-driven, that enables the state to track progress toward meeting the quantifiable annual target. For program areas where performance measures have not been jointly developed (e.g., distracted driving, drug-impaired driving) for which states are using HSP funds, the state shall develop its own performance measures and performance targets that are data-driven.

**Performance Measures**

Fiscal Year	9Performance Measure Name
2022	C-1 reduce fatalities C-2 reduce suspected serious injuries C-3 reduce K/VMT C-4 reduce unrestrained passenger vehicle occupant fatalities C-5 reduce alcohol-impaired driving fatalities (.08+) C-6 reduce speed-related fatalities C-7 reduce motorcyclist fatalities C-8 reduce unhelmeted motorcyclist fatalities C-9 reduce drivers ages 20 and younger in fatal crashes C-10 reduce pedestrian fatalities C-11 reduce bicyclist fatalities O-1 reduce crashes involving impaired motorcyclists O-2 reduce impaired motorcyclist fatalities O-3 reduce fatalities involving a drug-impaired driver or motorcycle operator O-4 reduce crashes involving a motorcycle and another motor vehicle. O-5 reduce senior driver ages 65 and older involved fatal crashes O-6 reduce distracted driving fatalities

**Countermeasure Strategies**

Fiscal Year	Countermeasure Strategy Name
2022	Highway Safety Office Program Management
	Other: Emergency Medical Services Response

<sup>9</sup> Not every grant in the program area has all of the performance measures listed above. This list is cumulative based on each of the planned activities



**Planned activities that the state will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Upper Peninsula Rural Bystander Care Program	CP-22-01-j Special Projects	D.1/E.1
Upper Peninsula Rural Bystander Care Program	CP-22-03-w PI&E	D.1/E.1
Highway Safety Office Program Management	CP-22-02-i PM	E.2

## **APPENDIX D.1 COUNTERMEASURE STRATEGY FORM EMERGENCY MEDICAL SERVICES**

**Program Area Name:** Emergency Medical Services

**Countermeasure Strategy:** Other Emergency Medical Services Response

**Grant:** **Upper Peninsula Rural Bystander Care Program**

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

**is this countermeasure strategy innovative?**

Yes

**If “yes”, enter justification supporting the innovative countermeasure strategy, including research, evaluation and/or substantive anecdotal evidence, that supports the potential of the proposed innovative countermeasure strategy.**

Emergency Medical Services Response Times in Rural, Suburban, and Urban Areas

October 2017 JAMA Surg. 2017;152(10):983-984. doi:10.1001/jamasurg.2017.2230

Howard K. Mell, MD, MPH, CPE1; Shannon N. Mumma, MD2; Brian Hiestand, MD, MPH2; et al. Brendan G. Carr, MD3; Tara Holland, MPH4; Jason Stopyra, MD2

“Emergency medical service units average seven minutes from the time of a 911 call to arrival on scene. That median time increases to more than 14 minutes in rural settings, with nearly 1 of 10 encounters waiting almost a half hour for the arrival of EMS personnel. Longer EMS response times have been associated with worse outcomes in trauma patients. In some, albeit rare, emergent conditions (e.g., cardiopulmonary arrest, severe bleeding, and airway occlusion), even modest delays can be life threatening. Our data are limited in that most encounters derive from urban cluster zip codes and are derived from a convenience sample as opposed to a selected series of representative census tracts. However, the large sample size provides external validity to our findings.



Research suggests that bystanders trained in first aid can and will effectively assist the ill and injured in their time of need. Our data suggest that there is an interval for bystander intervention between 911 system engagement and EMS arrival. Recognizing that 'you are the help until help arrives' may be lifesaving.”

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5831456/>

**Is this program area part of the state occupant protection program area plan for a 405(b) application 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, at the level of detail required under § 1300.11(c) and (d)?**

No

**Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the state’s problem identification].**

No

**Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [planned activities, at the level of detail required under § 1300.11(d), for recruiting, training, and maintaining a sufficient number of child passenger safety technicians based on the state’s problem identification, at the level of detail required under § 1300.11(d)].**

No

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the state conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the state’s problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70% of either the state’s unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the high-risk population countermeasure programs criterion? § 1300.21(e)(4) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) drivers on rural roadways; (ii) unrestrained nighttime drivers; (iii) teenage drivers; (iv) other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

No

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(b) [countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

No



**Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the state traffic safety information system improvements grant application (§ 405(c)) for the state traffic records strategic plan? § 1300.22(b)(2)(iii) [planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the state's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(D)(6)**

No

### **Countermeasure Strategy Description**

#### **Assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

The Upper Peninsula is a largely rural, wilderness area of 16,500 sq. miles. Many communities lack adequate personnel and financial assets for optimal safety resources such as broadband access to contact 911, law enforcement, training, first responders, and definitive medical care.

"The Golden Hour" is considered the time limit within which there is the greatest possibility of full recovery after experiencing trauma, however, across the region emergency medical services are provided locally by on-call volunteers who must respond from their home or workplace.

The rural bystander care program will train people to stop at the scene of a motor vehicle crash, to ensure their own safety before assisting others, and equip them with the basic knowledge and tools to render lifesaving aid until the arrival of emergency responders.



**Upper Peninsula Fatalities and Suspected Serious Injuries 2015-2019  
(REQUIRED)**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	25	199	<b>224</b>
2016	32	195	<b>227</b>
2017	39	253	<b>292</b>
2018	35	218	<b>253</b>
2019	40	244	<b>284</b>
<b>Total</b>	<b>171</b>	<b>1,109</b>	<b>1,280</b>

**Upper Peninsula Unrestrained Passenger Vehicle Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	10	24	<b>34</b>
2016	8	25	<b>33</b>
2017	10	35	<b>45</b>
2018	9	23	<b>32</b>
2019	8	21	<b>29</b>
<b>Total</b>	<b>45</b>	<b>128</b>	<b>173</b>

**Upper Peninsula Alcohol-Impaired Driver or Motorcycle Operator Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	7	23	<b>30</b>
2016	7	18	<b>25</b>
2017	11	41	<b>52</b>
2018	6	26	<b>32</b>
2019	12	36	<b>48</b>
<b>Total</b>	<b>43</b>	<b>144</b>	<b>187</b>

**Upper Peninsula Drug-Impaired Driver or Motorcycle Operator Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	2	5	<b>7</b>
2016	9	12	<b>21</b>
2017	2	12	<b>14</b>
2018	7	9	<b>16</b>
2019	6	12	<b>18</b>
<b>Total</b>	<b>26</b>	<b>50</b>	<b>76</b>





**Upper Peninsula Alcohol- and/or Drug-Impaired Driver or Motorcycle Operator Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	8	23	31
2016	11	26	37
2017	11	44	55
2018	10	33	43
2019	14	41	55
<b>Total</b>	<b>54</b>	<b>167</b>	<b>221</b>

**Upper Peninsula Alcohol-Involved Crashes: Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	10	38	48
2016	12	31	43
2017	13	67	80
2018	8	44	52
2019	15	58	73
<b>Total</b>	<b>58</b>	<b>238</b>	<b>296</b>

**Upper Peninsula Drug-Involved Crashes: Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	3	9	12
2016	12	23	35
2017	3	20	23
2018	8	15	23
2019	9	23	32
<b>Total</b>	<b>35</b>	<b>90</b>	<b>125</b>

**Upper Peninsula Alcohol- and/or Drug-Involved Crashes: Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	11	41	52
2016	16	47	63
2017	13	71	84
2018	13	54	67
2019	19	69	88
<b>Total</b>	<b>72</b>	<b>282</b>	<b>354</b>



**Upper Peninsula Speed-Involved Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	2	47	<b>49</b>
2016	9	36	<b>45</b>
2017	12	58	<b>70</b>
2018	9	54	<b>63</b>
2019	8	65	<b>73</b>
<b>Total</b>	<b>40</b>	<b>260</b>	<b>300</b>

**Upper Peninsula Motorcycle Operator Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	4	20	<b>24</b>
2016	3	19	<b>22</b>
2017	3	21	<b>24</b>
2018	4	23	<b>27</b>
2019	6	25	<b>31</b>
<b>Total</b>	<b>20</b>	<b>108</b>	<b>128</b>

**Upper Peninsula Young Driver-Involved (Ages 15-20) Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	6	53	<b>59</b>
2016	4	37	<b>41</b>
2017	7	61	<b>68</b>
2018	5	39	<b>44</b>
2019	7	42	<b>49</b>
<b>Total</b>	<b>29</b>	<b>232</b>	<b>261</b>

**Upper Peninsula Pedestrian Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	1	10	<b>11</b>
2016	2	12	<b>14</b>
2017	0	10	<b>10</b>
2018	1	13	<b>14</b>
2019	3	10	<b>13</b>
<b>Total</b>	<b>7</b>	<b>55</b>	<b>62</b>



**Upper Peninsula Bicyclist Fatalities and Suspected Serious Injuries  
2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	0	6	<b>6</b>
2016	1	2	<b>3</b>
2017	0	1	<b>1</b>
2018	0	6	<b>6</b>
2019	0	4	<b>4</b>
<b>Total</b>	<b>1</b>	<b>19</b>	<b>20</b>

**Upper Peninsula Impaired Motorcycle Operators Fatalities and  
Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	3	2	<b>5</b>
2016	1	2	<b>3</b>
2017	2	3	<b>5</b>
2018	1	2	<b>3</b>
2019	3	3	<b>6</b>
<b>Total</b>	<b>10</b>	<b>12</b>	<b>22</b>

**Upper Peninsula Senior Driver-Involved (Ages 65+) Fatalities and  
Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	7	36	<b>43</b>
2016	5	39	<b>44</b>
2017	13	44	<b>57</b>
2018	13	49	<b>62</b>
2019	9	66	<b>75</b>
<b>Total</b>	<b>47</b>	<b>234</b>	<b>281</b>

**Upper Peninsula Cellular Phone-Involved Crashes: Fatalities and  
Suspected Serious Injuries 2016-2019**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2016	0	5	<b>5</b>
2017	0	3	<b>3</b>
2018	0	5	<b>5</b>
2019	2	3	<b>5</b>
<b>Total</b>	<b>2</b>	<b>16</b>	<b>18</b>



**Upper Peninsula Distracted Driving Crashes: Fatalities and Suspected Serious Injuries 2016-2019**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2016	2	24	<b>26</b>
2017	4	29	<b>33</b>
2018	0	25	<b>25</b>
2019	4	24	<b>28</b>
<b>Total</b>	<b>10</b>	<b>102</b>	<b>112</b>

**Upper Peninsula Fatality (K) and Suspected Serious Injury (A) Crashes 2015-2019**

*Rank (Descending)	County/City Name	Fatalities	Suspected Serious Injuries	Total (K + A)
1	Marquette	26	162	<b>188</b>
2	Chippewa	20	120	<b>140</b>
3	Delta	22	117	<b>139</b>
4	Houghton	13	101	<b>114</b>
5	Menominee	11	82	<b>93</b>
6	Mackinac	15	77	<b>92</b>
7	Dickinson	13	78	<b>91</b>
8	Alger	10	78	<b>88</b>
9	Gogebic	10	49	<b>59</b>
10	Baraga	6	51	<b>57</b>
11	Luce	6	49	<b>55</b>
12	Iron	6	44	<b>50</b>
13	Ontonagon	6	40	<b>46</b>
14	Schoolcraft	6	38	<b>44</b>
15	Keweenaw	1	23	<b>24</b>
<b>Total</b>		<b>171</b>	<b>1,109</b>	<b>1,280</b>

Funding will support supplies/operating and contractual costs.

\$22,000 402 FAST Act Emergency Medical Services

100% of total \$22,000 designated to EM

\$9,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the EM programs.

**Benefit to Locals: \$22,000**

**Description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Many communities lack adequate personnel and financial assets for optimal safety resources such as broadband access, enforcement, training, first responders, and definitive medical care.

State data will be used as indicated in the GHSA email dated January 13, 2021, except for C-1 (Number of traffic fatalities) and C-3 (Fatalities/VMT) which will use [Fatality Analysis Reporting System \(FARS\)](#) data as required.



The FY2022 HSP projects are based on the 2015-2019 trend data due to the 2020 data being unavailable during the planning period. However, the performance measures are based on the 2016-2020 data as approved by Region 5.

**C-1 Number of fatalities in traffic crashes**

*Target:* Reduce fatalities from 1,083 in 2020 to 1,065.2 by September 30, 2022.

**C-2 Number of suspected serious injuries in traffic crashes**

*Target:* Prevent suspected serious traffic injuries from increasing from 5,433 in 2020 to 5,733.2 by September 30, 2022.

**C-3 Fatalities/VMT**

*Target:* Prevent fatalities/100 MVMT from increasing by .96 in 2019 to 1.098 by September 30, 2022. The 2020 Fatalities/VMT is not yet available.

**C-4 Unrestrained passenger vehicle occupant fatalities, all seat positions**

*Target:* Reduce unrestrained passenger vehicle occupant fatalities, all seat positions, from 199 (2016-2020 average) to 196 (2018-2022 average) by September 30, 2022.

**C-5 Number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher**

*Target:* Prevent alcohol impaired driving fatalities from increasing from 181 (2016-2020 average) to 198 (2018-2022 average) by September 30, 2022.

**C-6 Number of speeding-related fatalities**

*Target:* Reduce speeding-related fatalities from 193 (2016-2020 average) to 192 (2018-2022 average) by September 30, 2022.

**C-7 Number of motorcyclist fatalities**

*Target:* Prevent motorcyclist fatalities from increasing from 137 (2016-2020 average) to 141 (2018-2022 average) by September 30, 2022.

**C-8 Number of unhelmeted motorcyclist fatalities**

*Target:* Reduce unhelmeted, motorcyclist fatalities from 60 (2016-2020 average) to 59 (2018-2022 average) by September 30, 2022.

**C-9 Number of drivers ages 20 and younger involved in fatal crashes**

*Target:* Reduce drivers ages 20 and younger involved in fatal crashes from 124 (2016-2020 average) to 119 (2018-2022 average) by September 30, 2022.

**C-10 Number of pedestrian fatalities**

*Target:* Prevent pedestrian fatalities from increasing from 158 (2016-2020 average) to 161 (2018-2022 average) by September 30, 2022.

**C-11 Number of bicyclist fatalities**

*Target:* Reduce bicyclist fatalities from 28 (2016-2020 average) to 27 (2018-2022 average) by September 30, 2022.

**B-1 Statewide seat belt use rate**

*Target:* Increase the statewide seat belt use rate from 94.4% in 2020 to 98% by September 30, 2022.



## Other Michigan Performance Measures

### **O1: Number of crashes involving alcohol- or drug-impaired motorcyclist**

*Target:* Reduce number of crashes involving alcohol- or drug-impaired motorcyclist from 230 (2016-2020 average) to 229 (2018-2022 average) by September 30, 2022.

### **O2: Number of fatalities involving alcohol- or drug-impaired motorcyclist**

*Target:* Prevent the number of fatalities involving alcohol- or drug-impaired motorcyclist from increasing from 45 (2016-2020 average) to 48 (2018-2022 average) by September 30, 2022.

### **O3: Number of fatal crashes involving drug-impaired driver or motorcycle operator.**

*Target:* Prevent the number of fatal crashes involving a drug-impaired driver or motorcycle operator from increasing from 228 (2016-2020 average) to 260 (2018-2022 average) by September 30, 2022.

### **O4: Number of crashes involving a motorcycle and another motor vehicle.**

*Target:* Reduce the number of crashes involving a motorcycle and another motor vehicle from 1,528 (2016-2020 average) to 1,488 (2018-2022 average) by September 30, 2022.

### **O5: Number of senior drivers ages 65 and older in fatal crashes**

*Target:* Prevent the number of crashes involving senior drivers ages 65 and older from increasing from 226 (2016-2020 average) to 234 (2018-2022 average) by September 30, 2022.

### **O6: Number of distracted drivers involved in fatal crashes**

*Target:* Prevent the number of distracted drivers involved in fatal crashes from increasing from 58 (2016-2020 average) to 69 (2018-2022 average) by September 30, 2022.

Funding will support supplies/operating and contractual costs.

\$22,000 402 FAST Act Emergency Medical Services

100% of total \$22,000 designated to EM

\$9,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the EM programs.

**Benefit to Locals: \$22,000**

### **Evidence of Effectiveness: rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

Many communities lack adequate personnel and financial assets for optimal safety resources such as broadband access, enforcement, training, first responders, and definitive medical care.

### **Emergency Medical Services Response Times in Rural, Suburban, and Urban Areas**

**October 2017 JAMA Surg. 2017;152(10):983-984. doi:10.1001/jamasurg.2017.2230**

**Howard K. Mell, MD, MPH, CPE1; Shannon N. Mumma, MD2; Brian Hiestand, MD, MPH2; et al. Brendan G. Carr, MD3; Tara Holland, MPH4; Jason Stopyra, MD2**

#### **Citation**

“Emergency medical service units average seven minutes from the time of a 911 call to arrival on scene. That median time increases to more than 14 minutes in rural settings, with nearly 1 of 10 encounters waiting almost a half hour for the arrival of EMS personnel. Longer EMS response times have been associated with worse outcomes in trauma patients. In some, albeit rare, emergent conditions (e.g., cardiopulmonary arrest, severe bleeding, and airway occlusion), even modest delays can be life threatening. Our data are limited in that most encounters derive from urban cluster zip codes and are derived from a convenience sample as opposed to a selected series of representative census tracts.



However, the large sample size provides external validity to our findings. Research suggests that bystanders trained in first aid can and will effectively assist the ill and injured in their time of need. Our data suggest that there is an interval for bystander intervention between 911 system engagement and EMS arrival. Recognizing that 'you are the help until help arrives' may be lifesaving.”  
<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5831456/>

Funding will support supplies/operating and contractual costs.

\$22,000 402 FAST Act Emergency Medical Services  
 100% of total \$22,000 designated to EM  
 \$9,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the EM programs.  
**Benefit to Locals: \$22,000**

**Planned activities that the state will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Upper Peninsula Rural Bystander Care Program	CP-22-01-j Special Projects	D.1/E.1
Upper Peninsula Rural Bystander Care Program	CP-22-03-w PI&E	D.1/E.1
Highway Safety Office Program Management	CP-22-02-i PM	E.2

## APPENDIX E.1 PLANNED ACTIVITY FORM EMERGENCY MEDICAL SERVICES

Planned Activity Name	Upper Peninsula Rural Bystander Care Program
Planned Activity Number	CP-22-01-j Special Projects
Planned Activity Number	CP-22-03-w PI&E
Primary Countermeasure Strategy	Other: EMS Response

See Questions in Appendix D.

Description of the planned activity.



**Upper Peninsula (U.P.) Rural Bystander Care Program**

<b>Planned Activity Number</b>	<b>CP-22-01-j Special Projects</b>	
<b>Planned Activity Code</b>	2022-6002 CP Special Projects (CP 01)	
<b>GTS Code</b>	EM-2022-Emergency Medical Services	
<b>Benefit To Locals</b>	<b>Yes (\$20,000)</b>	
<b>Grantee</b>	OHSP-Special Projects	
<b>Grant Amount, Funding Source</b>	<b>\$20,000</b>	402 FAST Act Emergency Medical Services
<b>Planned Activity Number</b>	<b>CP-22-03-w PI&amp;E</b>	
<b>Planned Activity Code</b>	2021-6001 CP Education and Communication (CP 03 PI&E)	
<b>GTS Code</b>	EM-2022-Emergency Medical Services	
<b>Benefit To Locals</b>	<b>Yes (\$2,000)</b>	
<b>Grantee</b>	OHSP PI&E	
<b>Grant Amount, Funding Source</b>	<b>\$2,000</b>	402 FAST Act Emergency Medical Services
<b>Indirect Cost Rate</b>	N/A	
<b>Grant Start-Up</b>	October 1	
<b>Project Objective(s)</b>	Conduct the rural bystander care training program for 150 people in the U.P. by September 30, 2022.	

A national rural bystander care training curriculum will be used to teach people to render potentially lifesaving care at the scene of a motor vehicle crash until an ambulance arrives.

The \$2,000 funded under the CP-22-03-w PI&E grant is for the production and printing of the PI&E materials costs.

The \$20,000 under the CP-22-01-j Special Projects grant is for supplies/operating and contractual costs.

**Countermeasure Strategies In Planned Activities**

<b>Fiscal Year</b>	<b>Countermeasure Strategy Name</b>
2022	Other Emergency Medical Services Response

**Federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit (as applicable).**

<b>Source Fiscal Year</b>	<b>Funding Source</b>	<b>Eligible Use Of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
2021	402 FAST Act	402 FAST Act Emergency Medical Services	\$22,000	N/A	<b>\$22,000</b>





**Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share Per Unit	NHTSA Share Total Cost
N/A	N/A	N/A	N/A	N/A	N/A

**Planned activities that the state will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Upper Peninsula Rural Bystander Care Program	CP-22-01-j Special Projects	D.1/E.1
Upper Peninsula Rural Bystander Care Program	CP-22-03-w PI&E	D.1/E.1
<b>Highway Safety Office Program Management</b>	<b>CP-22-02-i PM</b>	<b>E.2</b>

## **APPENDIX E.2 PROGRAM AREA FORM EMERGENCY MEDICAL SERVICES**

<b>Planned Activity Name</b>	Highway Safety Office Program Management for Emergency Medical Services
<b>Planned Activity Number</b>	CP-22-02-i PM
<b>Primary Countermeasure Strategy</b>	Highway Safety Office Program Management

**Federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit (as applicable).**

Source Fiscal Year	Funding Source	Eligible Use Of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	402 FAST Act	402 FAST Act Program Management	\$9,000	N/A	N/A

**Description of the Planned Activity**



**Program Management for Emergency Medical Services**

<b>Planned Activity Number</b>	<b>CP-22-02-i PM</b>	
<b>Planned Activity Code</b>	2022-10001 PA Program Management (CP 02)	
<b>GTS Code</b>	PA-2022-Planning and Administration	
<b>Benefit To Locals</b>	No	
<b>Grantee</b>	OHSP-Program Management Section	
<b>Grant Amount, Funding Source</b>	<b>\$9,000</b>	402 FAST Act Program Management
<b>Indirect Cost Rate</b>	9.1%	
<b>Grant Start-Up</b>	October 1	

Funding will support the shared costs of the Program Management team required to implement and manage the OHSP programs.



## APPENDIX C PROGRAM AREA FORM MOTORCYCLE SAFETY

**Will countermeasure strategies and planned activities be described in this plan to address the program area?**

Yes

### Problem Identification

**Description and analysis of the state's highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.**

The OHSP uses state traffic crash data to identify highway safety problems. Crash trends can be influenced by many variables, including the number of vehicle miles traveled (VMT), the number, weight, and size of vehicles, the health of state and regional economies, weather conditions, as well as passenger vehicle safety features, roadway infrastructure, emergency medical services, and the global pandemic.

State-level data review and analysis focuses on fatality and suspected serious injury reduction.

To assist with problem identification, the University of Michigan Transportation Research Institute (UMTRI) provides a five-year review of fatalities for the core performance measures. In most cases, the data review includes fatalities and suspected serious injuries by month, age, and county so that programs may be focused when and where they have the greatest potential to reduce traffic fatalities and suspected serious injuries.

In addition to crash data, activity measures such as observed seat belt use and citations issued during grant-funded enforcement activities are part of the problem identification and planning process.

A five-year moving average is applied against the core performance measures to set goals and determine areas where positive progress is expected, where little or no change appears likely, and areas where the trend indicates fatalities and suspected serious injuries will increase.

For the three shared goals for the HSP and the Highway Safety Improvement Plan (HSIP), the OHSP, and the Michigan Department of Transportation (MDOT) worked with the UMTRI to develop predictive figures generated from a multi-variate change model for the target-setting process. The change model predicts change in fatalities from the previous years based on a number of predictors. The model incorporates factors such as gas prices, employment, income, gross domestic product (GDP), VMT, and alcohol consumption. The suspected serious injuries are modeled as a proportion of fatalities.

The goal-setting process was complicated knowing that fatality and suspected serious injury outcomes for 2021-2022 are likely to be heavily influenced by the global COVID-19 pandemic.

Motorcyclists have been more than 12% of all traffic fatalities for the past five years.

State data will be used as indicated in the GHSA email dated January 13, 2021, except for C-1 (Number of traffic fatalities) and C-3 (Fatalities/VMT) which will use [Fatality Analysis Reporting System \(FARS\)](#) data as required.



The FY2022 HSP projects are based on the 2015-2019 trend data due to the 2020 data being unavailable during the planning period. However, the performance measures are based on the 2016-2020 data as approved by Region 5.

**C-1 Number of fatalities in traffic crashes**

*Target:* Reduce fatalities from 1,083 in 2020 to 1,065.2 by September 30, 2022.

**C-2 Number of suspected serious injuries in traffic crashes**

*Target:* Prevent suspected serious traffic injuries from increasing from 5,433 in 2020 to 5,733.2 by September 30, 2022.

**C-3 Fatalities/VMT**

*Target:* Prevent fatalities/100 MVMT from increasing by .96 in 2019 to 1.098 by September 30, 2022. The 2020 Fatalities/VMT is not yet available.

**C-5 Number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher**

*Target:* Prevent alcohol impaired driving fatalities from increasing from 181 (2016-2020 average) to 198 (2018-2022 average) by September 30, 2022.

**C-6 Number of speeding-related fatalities**

*Target:* Reduce speeding-related fatalities from 193 (2016-2020 average) to 192 (2018-2022 average) by September 30, 2022.

**C-7 Number of motorcyclist fatalities**

*Target:* Prevent motorcyclist fatalities from increasing from 137 (2016-2020 average) to 141 (2018-2022 average) by September 30, 2022.

**C-8 Number of unhelmeted motorcyclist fatalities**

*Target:* Reduce unhelmeted, motorcyclist fatalities from 60 (2016-2020 average) to 59 (2018-2022 average) by September 30, 2022.

**Other Michigan Performance Measures**

**O1: Number of crashes involving alcohol- or drug-impaired motorcyclist**

*Target:* Reduce number of crashes involving alcohol- or drug-impaired motorcyclist from 230 (2016-2020 average) to 229 (2018-2022 average) by September 30, 2022.

**O2: Number of fatalities involving alcohol- or drug-impaired motorcyclist**

*Target:* Prevent the number of fatalities involving alcohol- or drug-impaired motorcyclist from increasing from 45 (2016-2020 average) to 48 (2018-2022 average) by September 30, 2022.

**O3: Number of fatal crashes involving drug-impaired driver or motorcycle operator.**

*Target:* Prevent the number of fatal crashes involving a drug-impaired driver or motorcycle operator from increasing from 228 (2016-2020 average) to 260 (2018-2022 average) by September 30, 2022.

**O4: Number of crashes involving a motorcycle and another motor vehicle.**

*Target:* Reduce the number of crashes involving a motorcycle and another motor vehicle from 1,528 (2016-2020 average) to 1,488 (2018-2022 average) by September 30, 2022.

	Michigan FARS and State Data	2016	2017	2018	2019	2020	<sup>10</sup> 2022 Goals (2018-2022 average except C-1, C-2, and C-3)
C-1	Traffic Fatalities (FARS)	1,065	1,031	977	985	1,083	1,065.2
C-2	Suspected Serious ("A") Injuries (State)	5,634	6,084	5,586	5,629	5,433	5,733.2
C-3	Fatalities Per 100 Million VMT (FARS)	1.07	1.01	.95	.96	Pending	1.098
C-5	Fatalities in Crashes Involving a Driver or Motorcycle Operator with a BAC .08+ (State)	156	201	198	177	171	227
C-6	Speed-Related Fatalities (State)	215	175	191	185	200	177
C-7	Motorcyclist Fatalities (State)	141	137	134	122	152	148
C-8	Unhelmeted Motorcyclist Fatalities (State)	70	59	51	54	65	59
	Michigan Performance Measures	2016	2017	2018	2019	2021	2022 Goals (2018-2022 average)
O1	Crashes involving Alcohol- or Drug-Impaired Motorcyclist (State)	233	236	206	239	238	240
O2	Fatalities to Alcohol- or Drug-Impaired Motorcyclist (State)	48	45	44	42	48	49
O3	Fatalities in Crashes involving a Drug-Impaired Driver or Motorcycle Operator (State)	216	227	226	214	257	310
O4	Crashes involving a motorcycle and another motor vehicle (State)	1,710	1,524	1,424	1,460	1,524	1,446

Select at least one performance measure that is data-driven, that enables the state to track progress toward meeting the quantifiable annual target. For program areas where performance measures have not been jointly developed (e.g., distracted driving, drug-impaired driving) for which states are using HSP funds, the state shall develop its own performance measures and performance targets that are data-driven.

### Performance Measures

<sup>10</sup> Based on five-year averages per the NHTSA and the GHSA recommendations.



Fiscal Year	<sup>11</sup> Performance Measure Name
2022	C-1 reduce fatalities C-2 reduce suspected serious injuries C-3 reduce K/VMT C-5 reduce alcohol-impaired driving fatalities (+08 BAC) C-8 reduce speed-related fatalities C-7 reduce motorcyclist fatalities C-8 reduce unhelmeted motorcyclist fatalities O-1 reduce impaired motorcyclist crashes O-2 reduce impaired motorcyclist fatalities O-3 reduce fatal crashes involving a drug-impaired driver or motorcycle operator O-4 reduce crashes between motorcycles and another motor vehicle

**Countermeasure Strategies**

Fiscal Year	Countermeasure Strategy Name
2022	Highway Safety Office Program Management
	Motorcycle Riding Training
	Motorcycle Safety Area Program Assessment (NHTSA Facilitated)
	Communications Campaign
	Other: Impaired Driving Prevention

**Planned activities that the state will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Motorcycle Rider Training	MC-22-01	D.1/E.1
Motorcycle RiderCoach Professional Development	MC-22-01	D.2/E.2
Motorcycle Range Aides	MC-22-01	D.3/E.3
Shadow Rider Project	CP-22-03-q PI&E	D.4/E.4
Motorcycle Program Area Assessment Recommendation Implementation	MC-22-02	D.5/E.5
Impaired Motorcyclist Prevention Campaign	CP-22-03-r PI&E	D.6/E.6
RiderCoach Recruitment	CP-22-03-s PI&E	D.7/E.7
Motorcycle Safety Telephone Surveys	CP-22-03-y PI&E	D.8/E.8
Program Management	CP-22-02-h PM	E.9

<sup>11</sup> Not every grant in the program area has all of the performance measures listed above. This list is cumulative based on each of the planned activities.



## APPENDIX D.1 COUNTERMEASURE STRATEGY FORM MOTORCYCLE SAFETY

**Program Area Name:** Motorcycle Safety

**Countermeasure Strategy:** Motorcycle Riding Training

**Grant:** [Motorcycle Rider Training](#)

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems. Is this countermeasure strategy innovative?**

No

**If “yes”, enter justification supporting the innovative countermeasure strategy, including research, evaluation and/or substantive anecdotal evidence, that supports the potential of the proposed innovative countermeasure strategy.**

N/A

**Is this program area part of the state occupant protection program area plan for a 405(b) application 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, at the level of detail required under § 1300.11(c) and (d)?**

No

**Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the state’s problem identification].**

No

**Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [planned activities, at the level of detail required under § 1300.11(d), for recruiting, training, and maintaining a sufficient number of child passenger safety technicians based on the state’s problem identification, at the level of detail required under § 1300.11(d)].**

No

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the state conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the state’s problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70% of either the state’s unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No



**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the high-risk population countermeasure programs criterion? § 1300.21(e)(4) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) drivers on rural roadways; (ii) unrestrained nighttime drivers; (iii) teenage drivers; (iv) other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**  
No

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(b) [countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**  
No

**Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**  
Yes

**Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**  
Yes

**Is this planned activity part of the state traffic safety information system improvements grant application (§ 405(c)) for the state traffic records strategic plan? § 1300.22(b)(2)(iii) [planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the state's most recent highway safety data and traffic records system assessment]**  
No

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**  
No

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(D)(6)**  
No

### **Countermeasure Strategy Description**

**Assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

Motorcyclists have been more than 12% of all traffic fatalities for the past five years.





**Fatalities and Suspected Serious Injuries 2015-2019 (REQUIRED)**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	963	4,865	<b>5,828</b>
2016	1,064	5,634	<b>6,698</b>
2017	1,028	6,084	<b>7,112</b>
2018	974	5,586	<b>6,560</b>
2019	985	5,629	<b>6,614</b>
<b>Total</b>	<b>5,014</b>	<b>27,798</b>	<b>32,812</b>

**Motorcyclist Operator Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	130	455	<b>585</b>
2016	130	590	<b>720</b>
2017	124	610	<b>734</b>
2018	121	594	<b>715</b>
2019	114	609	<b>723</b>
<b>Total</b>	<b>619</b>	<b>2,858</b>	<b>3,477</b>

**Motorcyclist Fatalities and Suspected Serious Injuries by County, 2015-2019 (Descending Rank)**

County	2015	2016	2017	2018	2019	Total	Rank
Wayne	81	96	106	100	129	<b>512</b>	<b>1</b>
Oakland	42	69	61	54	46	<b>272</b>	<b>2</b>
Kent	43	62	47	48	56	<b>256</b>	<b>3</b>
Macomb	51	40	54	51	47	<b>243</b>	<b>4</b>
Genesee	22	26	27	19	32	<b>126</b>	<b>5</b>
Ingham	17	28	23	24	21	<b>113</b>	<b>6</b>
Kalamazoo	18	26	19	21	29	<b>113</b>	<b>6</b>
Washtenaw	19	19	16	19	24	<b>97</b>	<b>8</b>
St. Clair	12	24	16	15	25	<b>92</b>	<b>9</b>
Jackson	15	20	18	18	20	<b>91</b>	<b>10</b>
Saginaw	19	16	21	11	19	<b>86</b>	<b>11</b>
Ottawa	18	17	22	17	9	<b>83</b>	<b>12</b>
Muskegon	14	8	12	26	21	<b>81</b>	<b>13</b>
Berrien	13	17	21	9	15	<b>75</b>	<b>14</b>
Monroe	8	17	10	19	18	<b>72</b>	<b>15</b>
Livingston	9	8	15	22	9	<b>63</b>	<b>16</b>
Allegan	9	8	18	11	13	<b>59</b>	<b>17</b>
Newaygo	10	10	15	9	15	<b>59</b>	<b>17</b>
Calhoun	11	13	11	12	11	<b>58</b>	<b>19</b>
Bay	6	13	7	25	6	<b>57</b>	<b>20</b>



Lenawee	7	13	14	6	14	54	21
Montcalm	12	9	12	9	7	49	22
Van Buren	6	18	6	12	6	48	23
Shiawassee	10	8	8	13	8	47	24
Eaton	9	6	11	9	10	45	25
St. Joseph	8	8	13	8	7	44	26
Barry	7	7	13	8	6	41	27
Lapeer	9	11	7	7	7	41	27
Tuscola	5	6	16	7	5	39	29
Ionia	9	6	9	6	6	36	30
Midland	1	9	17	5	4	36	30
Clinton	6	14	6	3	6	35	32
Cass	4	8	7	9	6	34	33
Hillsdale	3	6	8	7	9	33	34
Mason	6	7	8	5	3	29	35
Grand Traverse	5	4	8	5	6	28	36
Isabella	4	9	4	5	4	26	37
Oceana	5	6	4	6	4	25	38
Branch	12	6	1	2	3	24	39
Iosco	4	3	4	6	6	23	40
Wexford	4	4	7	2	6	23	40
Antrim	4	1	7	6	4	22	42
Charlevoix	1	4	7	7	3	22	42
Cheboygan	3	9	1	2	5	20	44
Delta	5	3	1	6	5	20	44
Marquette	3	3	4	3	7	20	44
Gratiot	2	7	2	6	2	19	47
Leelanau	4	5	2	6	2	19	47
Clare	0	2	6	2	7	17	49
Emmet	2	5	4	5	1	17	49
Mackinac	2	1	4	5	5	17	49
Alger	3	3	3	4	3	16	52
Huron	3	2	2	6	3	16	52
Arenac	0	6	3	1	5	15	54
Lake	4	2	4	2	3	15	54
Otsego	6	1	1	3	3	14	56
Sanilac	2	0	2	7	3	14	56
Crawford	1	5	3	3	1	13	58
Mecosta	2	1	6	1	3	13	58
Menominee	0	4	5	2	1	12	60



Ogemaw	3	2	2	1	4	12	60
Osceola	0	4	1	3	4	12	60
Chippewa	2	2	2	3	2	11	63
Gladwin	3	1	2	3	2	11	63
Roscommon	1	1	2	5	2	11	63
Benzie	2	1	3	1	3	10	66
Dickinson	3	4	0	0	3	10	66
Iron	2	2	2	1	3	10	66
Kalkaska	1	1	2	4	2	10	66
Alcona	1	1	2	1	3	8	70
Alpena	2	1	1	3	1	8	70
Houghton	2	1	2	2	1	8	70
Manistee	1	1	1	3	2	8	70
Ontonagon	3	0	2	2	1	8	70
Oscoda	0	2	2	2	2	8	70
Presque Isle	2	2	1	3	0	8	70
Gogebic	0	3	0	2	2	7	77
Keweenaw	1	1	1	1	2	6	78
Missaukee	3	0	0	2	0	5	79
Montmorency	0	1	2	1	1	5	79
Schoolcraft	2	0	2	0	0	4	81
Luce	0	0	0	3	0	3	82
Baraga	1	0	0	0	1	2	83
<b>Total</b>	<b>655</b>	<b>800</b>	<b>821</b>	<b>793</b>	<b>805</b>	<b>3,874</b>	

Formal motorcyclist training is a critical component to operate a motorcycle safely. The Advanced RiderCourse (ARC) is a one-day course for experienced and endorsed riders that complements a rider's basic skills and helps with personal risk assessment. It includes a classroom segment with interactive activities to improve perception and hazard awareness. The exercises enhance both basic skills and crash avoidance skills, while improving braking, swerving, and cornering is emphasized. The Michigan Department of State (MDOS) will continue to manage a training program that teaches and refreshes experienced riding skills to motorcyclists.

Schoolcraft College trains in Wayne, Oakland, and Macomb counties; Grand Rapids Community College trains in Kent County; and Washtenaw Community College trains in Washtenaw County. There are not any approved motorcycle rider education public training sponsors located in Genesee, Ingham, or Kalamazoo counties.

**This project is vital to the FY2022 HSP Appendix D Application for 405(f) Motorcyclist Safety Funding. Without approval of this project in the FY2022 HSP for a “Motorcycle Rider Training Course” Michigan may not qualify for 405(f) funds in FY2022 [23 CFR 1300.25(d) & 23 CFR 1300.25(e)].**

Funding will support contractual costs.



\$25,000 405(f) FAST Act Safety Motorcyclist Training  
4.2% of total \$599,000 designated to MC  
\$138,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the MC programs.

**Description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Motorcyclists have been over 12% of traffic fatalities for the past five years.

State data will be used as indicated in the GHSA email dated January 13, 2021, except for C-1 (Number of traffic fatalities) and C-3 (Fatalities/VMT) which will use [Fatality Analysis Reporting System \(FARS\)](#) data as required.

The FY2022 HSP projects are based on the 2015-2019 trend data due to the 2020 data being unavailable during the planning period. However, the performance measures are based on the 2016-2020 data as approved by Region 5.

**C-1 Number of fatalities in traffic crashes**

*Target:* Reduce fatalities from 1,083 in 2020 to 1,065.2 by September 30, 2022.

**C-2 Number of suspected serious injuries in traffic crashes**

*Target:* Prevent suspected serious traffic injuries from increasing from 5,433 in 2020 to 5,733.2 by September 30, 2022.

**C-3 Fatalities/VMT**

*Target:* Prevent fatalities/100 MVMT from increasing by .96 in 2019 to 1.098 by September 30, 2022. The 2020 Fatalities/VMT is not yet available.

**C-5 Number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher**

*Target:* Prevent alcohol impaired driving fatalities from increasing from 181 (2016-2020 average) to 198 (2018-2022 average) by September 30, 2022.

**C-6 Number of speeding-related fatalities**

*Target:* Reduce speeding-related fatalities from 193 (2016-2020 average) to 192 (2018-2022 average) by September 30, 2022.

**C-7 Number of motorcyclist fatalities**

*Target:* Prevent motorcyclist fatalities from increasing from 137 (2016-2020 average) to 141 (2018-2022 average) by September 30, 2022.

**C-8 Number of unhelmeted motorcyclist fatalities**

*Target:* Reduce unhelmeted, motorcyclist fatalities from 60 (2016-2020 average) to 59 (2018-2022 average) by September 30, 2022.

**Other Michigan Performance Measures**

**O1: Number of crashes involving alcohol- or drug-impaired motorcyclist**

*Target:* Reduce number of crashes involving alcohol- or drug-impaired motorcyclist from 230 (2016-2020 average) to 229 (2018-2022 average) by September 30, 2022.



**O2: Number of fatalities involving alcohol- or drug-impaired motorcyclist**

*Target:* Prevent the number of fatalities involving alcohol- or drug-impaired motorcyclist from increasing from 45 (2016-2020 average) to 48 (2018-2022 average) by September 30, 2022.

**O3: Number of fatal crashes involving drug-impaired driver or motorcycle operator.**

*Target:* Prevent the number of fatal crashes involving a drug-impaired driver or motorcycle operator from increasing from 228 (2016-2020 average) to 260 (2018-2022 average) by September 30, 2022.

**O4: Number of crashes involving a motorcycle and another motor vehicle.**

*Target:* Reduce the number of crashes involving a motorcycle and another motor vehicle from 1,528 (2016-2020 average) to 1,488 (2018-2022 average) by September 30, 2022.

Funding will support contractual costs.

\$25,000 405(f) FAST Act Safety Motorcyclist Training

4.2% of total \$599,000 designated to MC

\$138,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the MC programs.

**Evidence of effectiveness: rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

Motorcyclists have been over 12% of traffic fatalities for the past five years.

**2016 Motorcycle Safety Program Assessment**

**Section: Motorcycle Rider Education and Training**

**Page Numbers 7 and 34**

**Citation**

“Increase funding for the motorcycle training program to a level that will allow it to meet current demand, reduce the age of the motorcycle fleet, and train new instructors to balance attrition and allow for growth.”

Funding will support contractual costs.

\$25,000 405(f) FAST Act Safety Motorcyclist Training

4.2% of total \$599,000 designated to MC

\$138,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the MC programs.

**Planned activities that the state will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
<b>Motorcycle Rider Training</b>	<b>MC-22-01</b>	<b>D.1/E.1</b>
Motorcycle RiderCoach Professional Development	MC-22-01	D.2/E.2
Motorcycle Range Aides	MC-22-01	D.3/E.3
Shadow Rider Project	CP-22-03-q PI&E	D.4/E.4
Motorcycle Program Area Assessment Recommendation Implementation	MC-22-02	D.5/E.5



Impaired Motorcyclist Prevention Campaign	CP-22-03-r PI&E	D.6/E.6
RiderCoach Recruitment	CP-22-03-s PI&E	D.7/E.7
Motorcycle Safety Telephone Surveys	CP-22-03-y PI&E	D.8/E.8
Program Management	CP-22-02-h PM	E.9

## APPENDIX E.1 PLANNED ACTIVITY FORM MOTORCYCLE SAFETY

<b>Planned Activity Name</b>	Motorcycle Rider Training
<b>Planned Activity Number</b>	MC-22-01
<b>Primary Countermeasure Strategy</b>	Motorcycle Riding Training

See Questions in Appendix D.

### Description of the Planned Activity

#### Motorcycle Rider Training

<b>Planned Activity Number</b>	<b>MC-22-01</b>	
<b>Planned Activity Code</b>	2022-8001 MC Support, Training, and Enforcement	
<b>GTS Code</b>	M11MT-405f Safety Motorcyclist Training	
<b>Benefit to Locals</b>	N/A	
<b>Grantee</b>	Michigan Department of State (MDOS)	
<b>Grant Amount, Funding Source</b>	<b>\$25,000</b>	405(f) FAST Act Safety Motorcyclist Training
<b>Indirect Cost Rate</b>	N/A	
<b>Grant Start-up</b>	October 1	
<b>Project Objective(s)</b>	Train 150 experienced motorcyclists in an Advanced RiderCourse (ARC) in the top 10 counties where motorcyclist-involved fatalities are highest by September 30, 2022.	

The MDOS will work with Motorcycle Safety Foundation-certified organizations and RiderCoaches to conduct Advanced RiderCourse (ARC) classes.

Funding will support contractual costs.

#### Countermeasure Strategies in Planned Activities

<b>Fiscal Year</b>	<b>Countermeasure Strategy Name</b>
2022	Motorcycle Riding Training



Federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit (as applicable).

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	405(f) FAST Act Motorcycle Safety Programs	405(f) FAST Act Safety Motorcyclist Training	\$25,000	N/A	N/A

Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share Per Unit	NHTSA Share Total Cost
N/A	N/A	N/A	N/A	N/A	N/A

## APPENDIX D.2 COUNTERMEASURE STRATEGY FORM MOTORCYCLE SAFETY

**Program Area Name:** Motorcycle Safety

**Countermeasure Strategy:** Motorcycle Riding Training

**Grant:** [Motorcycle RiderCoach Professional Development](#)

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems. Is this countermeasure strategy innovative?

No

If “yes”, enter justification supporting the innovative countermeasure strategy, including research, evaluation and/or substantive anecdotal evidence, that supports the potential of the proposed innovative countermeasure strategy.

N/A

Is this program area part of the state occupant protection program area plan for a 405(b) application 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, at the level of detail required under § 1300.11(c) and (d)?

No

Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the state’s problem identification].

No



**Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [planned activities, at the level of detail required under § 1300.11(d), for recruiting, training, and maintaining a sufficient number of child passenger safety technicians based on the state’s problem identification, at the level of detail required under § 1300.11(d)].**

No

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the state conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the state’s problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70% of either the state’s unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the high-risk population countermeasure programs criterion? § 1300.21(e)(4) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) drivers on rural roadways; (ii) unrestrained nighttime drivers; (iii) teenage drivers; (iv) other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

No

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(b) [countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

No

**Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

Yes

**Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

Yes

**Is this planned activity part of the state traffic safety information system improvements grant application (§ 405(c)) for the state traffic records strategic plan? § 1300.22(b)(2)(iii) [planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the state’s most recent highway safety data and traffic records system assessment]**

No





Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(D)(6)

No

**Countermeasure Strategy Description**

**Assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

Motorcyclists have been over 12% of traffic fatalities for the past five years.

**Fatalities and Suspected Serious Injuries 2015-2019 (REQUIRED)**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	963	4,865	5,828
2016	1,064	5,634	6,698
2017	1,028	6,084	7,112
2018	974	5,586	6,560
2019	985	5,629	6,614
<b>Total</b>	<b>5,014</b>	<b>27,798</b>	<b>32,812</b>

**Motorcyclist Operator Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	130	455	585
2016	130	590	720
2017	124	610	734
2018	121	594	715
2019	114	609	723
<b>Total</b>	<b>619</b>	<b>2,858</b>	<b>3,477</b>

**Michigan RiderCoach Summary**

2019 Public Sponsor Name	Current Number of RiderCoaches	Total RiderCoaches Needed	Increase Needed
Schoolcraft College	55	80	45%
Ferris State University	26	30	15%
Grand Rapids Community College	21	26	24%
Washtenaw Community College	13	18	38%
Delta College	14	17	21%



Lansing Community College	15	17	13%
Northern Michigan University	9	14	56%
Mott Community College	12	10	-17%
Otsego County Sheriff Department	9	10	11%
Glen Oaks Community College	6	8	33%
Lenawee Intermediate School District	4	6	50%
Iosco Regional Educational Service Agency	2	2	0%
	<b>186</b>	<b>238</b>	<b>28%</b>

**Additional RiderCoaches Needed**

<b>52</b>
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**\* Additional RiderCoaches needed does not account for attrition of current RiderCoach population.**

Providing professional development trainings for certified Michigan Rider Coaches through Basic RiderCoach Preparation (BRC-RCP) courses and Advanced RiderCoach Preparation (ARC-RCP) courses allows for training new RiderCoaches entering the profession and existing coaches to stay current in the required curriculum and best practices for motorcycle rider education.

To become a certified RiderCoach a person must:

- be at least 18 years of age or older
- have a valid driver's license with a motorcycle (CY) endorsement for a minimum of one year
- pass the Basic RiderCourse (BRC) within one year before attending the RiderCoach Preparation Course
- have no more than six points on the driving record for moving violations during the 12 months before applying for approval as a RiderCoach
- be sponsored by a MDOS-approved public or private organization that offers rider education courses
- successfully complete a RiderCoach Preparation Course

The Michigan Rider Education Program (Mi-REP) needs new RiderCoaches because of curriculum transitions and the aging population of certified RiderCoaches that are retiring. Skilled RiderCoaches are needed to train motorcyclists through rider education courses. Sponsors determine how many coaches are needed based on the number of courses on the schedule for the training sponsors and how often other coaches on their staff can instruct.

Funding will support contractual costs.



\$64,000 405(f) FAST Act Safety Motorcyclist Training  
10.7% of total \$599,000 designated to MC  
\$138,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the MC programs.

**Description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Motorcyclists are over 12% of traffic fatalities for the past five years.

State data will be used as indicated in the GHSA email dated January 13, 2021, except for C-1 (Number of traffic fatalities) and C-3 (Fatalities/VMT) which will use [Fatality Analysis Reporting System \(FARS\)](#) data as required.

The FY2022 HSP projects are based on the 2015-2019 trend data due to the 2020 data being unavailable during the planning period. However, the performance measures are based on the 2016-2020 data as approved by Region 5.

**C-1 Number of fatalities in traffic crashes**

*Target:* Reduce fatalities from 1,083 in 2020 to 1,065.2 by September 30, 2022.

**C-2 Number of suspected serious injuries in traffic crashes**

*Target:* Prevent suspected serious traffic injuries from increasing from 5,433 in 2020 to 5,733.2 by September 30, 2022.

**C-3 Fatalities/VMT**

*Target:* Prevent fatalities/100 MVMT from increasing by .96 in 2019 to 1.098 by September 30, 2022. The 2020 Fatalities/VMT is not yet available.

**C-5 Number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher**

*Target:* Prevent alcohol impaired driving fatalities from increasing from 181 (2016-2020 average) to 198 (2018-2022 average) by September 30, 2022.

**C-6 Number of speeding-related fatalities**

*Target:* Reduce speeding-related fatalities from 193 (2016-2020 average) to 192 (2018-2022 average) by September 30, 2022.

**C-7 Number of motorcyclist fatalities**

*Target:* Prevent motorcyclist fatalities from increasing from 137 (2016-2020 average) to 141 (2018-2022 average) by September 30, 2022.

**C-8 Number of unhelmeted motorcyclist fatalities**

*Target:* Reduce unhelmeted, motorcyclist fatalities from 60 (2016-2020 average) to 59 (2018-2022 average) by September 30, 2022.

**Other Michigan Performance Measures**

**O1: Number of crashes involving alcohol- or drug-impaired motorcyclist**

*Target:* Reduce number of crashes involving alcohol- or drug-impaired motorcyclist from 230 (2016-2020 average) to 229 (2018-2022 average) by September 30, 2022.



**O2: Number of fatalities involving alcohol- or drug-impaired motorcyclist**

*Target:* Prevent the number of fatalities involving alcohol- or drug-impaired motorcyclist from increasing from 45 (2016-2020 average) to 48 (2018-2022 average) by September 30, 2022.

**O3: Number of fatal crashes involving drug-impaired driver or motorcycle operator.**

*Target:* Prevent the number of fatal crashes involving a drug-impaired driver or motorcycle operator from increasing from 228 (2016-2020 average) to 260 (2018-2022 average) by September 30, 2022.

**O4: Number of crashes involving a motorcycle and another motor vehicle.**

*Target:* Reduce the number of crashes involving a motorcycle and another motor vehicle from 1,528 (2016-2020 average) to 1,488 (2018-2022 average) by September 30, 2022.

Funding will support contractual costs.

\$64,000 405(f) FAST Act Safety Motorcyclist Training

10.7% of total \$599,000 designated to MC

\$138,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the MC programs.

**Evidence of effectiveness: rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

Motorcyclists have been over 12% of traffic fatalities for the past five years.

**2016 Motorcycle Safety Program Assessment**

**Section: Motorcycle Rider Education and Training**

**Page Numbers 7 and 34**

**Citation**

“Increase funding for the motorcycle training program to a level that will allow it to meet current demand, reduce the age of the motorcycle fleet, and train new instructors to balance attrition and allow for growth.”

Funding will support contractual costs.

\$64,000 405(f) FAST Act Safety Motorcyclist Training

10.7% of total \$599,000 designated to MC

\$138,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the MC programs.

**Planned activities that the state will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Motorcycle Rider Training	MC-22-01	D.1/E.1
<b>Motorcycle RiderCoach Professional Development</b>	<b>MC-22-01</b>	<b>D.2/E.2</b>
Motorcycle Range Aides	MC-22-01	D.3/E.3
Shadow Rider Project	CP-22-03-q PI&E	D.4/E.4
Motorcycle Program Area Assessment Recommendation Implementation	MC-22-02	D.5/E.5



Impaired Motorcyclist Prevention Campaign	CP-22-03-r PI&E	D.6/E.6
RiderCoach Recruitment	CP-22-03-s PI&E	D.7/E.7
Motorcycle Safety Telephone Surveys	CP-22-03-y PI&E	D.8/E.8
Program Management	CP-22-02-h PM	E.9

## APPENDIX E.2 PLANNED ACTIVITY FORM MOTORCYCLE SAFETY

<b>Planned Activity Name</b>	Motorcycle RiderCoach Professional Development
<b>Planned Activity Number</b>	MC-22-01
<b>Primary Countermeasure Strategy</b>	Motorcycle Rider Training

See Questions in Appendix D.

### Description of the Planned Activity

#### Motorcycle RiderCoach Professional Development

<b>Planned Activity Number</b>	<b>MC-22-01</b>	
<b>Planned Activity Code</b>	2022-8001 MC Support, Training, and Enforcement	
<b>GTS Code</b>	M11MT-405f Safety Motorcyclist Training	
<b>Benefit to Locals</b>	N/A	
<b>Grantee</b>	Michigan Department of State (MDOS)	
<b>Grant Amount, Funding Source</b>	<b>\$64,000</b>	405(f) FAST Act Safety Motorcyclist Training
<b>Indirect Cost Rate</b>	N/A	
<b>Grant Start-up</b>	October 1	
<b>Project Objective(s)</b>	Train 72 new and existing coaches to help prevent the number of certified RiderCoaches in Michigan from dropping below 250 coaches by September 30, 2022.	

Providing professional development trainings for certified Michigan Rider Coaches through Basic RiderCoach Preparation (BRC-RCP) courses and Advanced RiderCoach Preparation (ARC-RCP) courses allows for training new RiderCoaches entering the profession and existing coaches to stay current in the required curriculum and best practices for motorcycle rider education. The MDOS will work with Motorcycle Safety Foundation-certified organizations and RiderCoaches to conduct six RiderCoach Preparation (RCP) sessions through public sponsor agencies.

Funding will support contractual costs.

#### Countermeasure Strategies in Planned Activities

Fiscal Year	Countermeasure Strategy Name
2022	Motorcycle Rider Training



Federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit (as applicable).

Source Fiscal Year	Funding Source	405(f) FAST Act Safety Motorcyclist Training	Estimated Funding Amount	Match Amount	Local Benefit
2022	405(f) FAST Act Motorcycle Safety Programs	405(f) FAST Act Safety Motorcyclist Training	\$64,000	N/A	N/A

Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share Per Unit	NHTSA Share Total Cost
N/A	N/A	N/A	N/A	N/A	N/A

## APPENDIX D.3 COUNTERMEASURE STRATEGY FORM MOTORCYCLE SAFETY

**Program Area Name:** Motorcycle Safety

**Countermeasure Strategy:** Motorcycle Riding Training

**Grant:** [Motorcycle Range Aides](#)

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems. Is this countermeasure strategy innovative?

No

If “yes”, enter justification supporting the innovative countermeasure strategy, including research, evaluation and/or substantive anecdotal evidence, that supports the potential of the proposed innovative countermeasure strategy.

N/A

Is this program area part of the state occupant protection program area plan for a 405(b) application 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, at the level of detail required under § 1300.11(c) and (d)?

No

Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the state’s problem identification].

No



**Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [planned activities, at the level of detail required under § 1300.11(d), for recruiting, training, and maintaining a sufficient number of child passenger safety technicians based on the state’s problem identification, at the level of detail required under § 1300.11(d)].**

No

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the state conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the state’s problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70% of either the state’s unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the high-risk population countermeasure programs criterion? § 1300.21(e)(4) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) drivers on rural roadways; (ii) unrestrained nighttime drivers; (iii) teenage drivers; (iv) other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

No

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(b) [countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

No

**Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

Yes

**Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

Yes

**Is this planned activity part of the state traffic safety information system improvements grant application (§ 405(c)) for the state traffic records strategic plan? § 1300.22(b)(2)(iii) [planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the state’s most recent highway safety data and traffic records system assessment]**

No



Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(D)(6)

No

**Countermeasure Strategy Description**

**Assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

Motorcyclists are over 12% of traffic fatalities for the past five years.

**Fatalities and Suspected Serious Injuries 2015-2019 (REQUIRED)**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	963	4,865	5,828
2016	1,064	5,634	6,698
2017	1,028	6,084	7,112
2018	974	5,586	6,560
2019	985	5,629	6,614
<b>Total</b>	<b>5,014</b>	<b>27,798</b>	<b>32,812</b>

**Motorcyclist Operator Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	130	455	585
2016	130	590	720
2017	124	610	734
2018	121	594	715
2019	114	609	723
<b>Total</b>	<b>619</b>	<b>2,858</b>	<b>3,477</b>

**Michigan RiderCoach Summary**

2019 Public Sponsor Name	Current Number of RiderCoaches	Total RiderCoaches Needed	Increase Needed
Schoolcraft College	55	80	45%
Ferris State University	26	30	15%
Grand Rapids Community College	21	26	24%
Washtenaw Community College	13	18	38%
Delta College	14	17	21%





Lansing Community College	15	17	13%
Northern Michigan University	9	14	56%
Mott Community College	12	10	-17%
Otsego County Sheriff Department	9	10	11%
Glen Oaks Community College	6	8	33%
Lenawee Intermediate School District	4	6	50%
Iosco Regional Educational Service Agency	2	2	0%
	<b>186</b>	<b>238</b>	<b>28%</b>

**Additional RiderCoaches Needed**

<b>52</b>
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Additional RiderCoaches needed does not account for attrition of current RiderCoach population. One opportunity to gain a diverse audience and gauge aptitude for becoming a RiderCoach is through a range aide paid internship project. Range aides would be able to develop rapport with the RiderCoaches and sponsoring agencies as well as familiarize themselves with the range layouts of each RiderCourse prior to committing to an intensive Basic RiderCoach Preparation (BRC-RCP). Instead of the current methods of RiderCoach recruitment via word of mouth or targeting specific demographics on social media, working to entice people who may not even be familiar with motorcycle rider education through a paid internship program will present an opportunity for a diverse audience. Interns would be identified through job fairs and recruiting/job search websites.

Funding will support contractual costs.

\$16,000 405(f) FAST Act Safety Motorcyclist Training

2.7% of total \$599,000 designated to MC

\$138,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the MC programs.

**Description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Motorcyclists have been over 12% of traffic fatalities for the past ten years.

State data will be used as indicated in the GHSA email dated January 13, 2021, except for C-1 (Number of traffic fatalities) and C-3 (Fatalities/VMT) which will use [Fatality Analysis Reporting System \(FARS\)](#) data as required.

The FY2022 HSP projects are based on the 2015-2019 trend data due to the 2020 data being unavailable during the planning period. However, the performance measures are based on the 2016-2020 data as approved by Region 5.



**C-1 Number of fatalities in traffic crashes**

*Target:* Reduce fatalities from 1,083 in 2020 to 1,065.2 by September 30, 2022.

**C-2 Number of suspected serious injuries in traffic crashes**

*Target:* Prevent suspected serious traffic injuries from increasing from 5,433 in 2020 to 5,733.2 by September 30, 2022.

**C-3 Fatalities/VMT**

*Target:* Prevent fatalities/100 MVMT from increasing by .96 in 2019 to 1.098 by September 30, 2022. The 2020 Fatalities/VMT is not yet available.

**C-5 Number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher**

*Target:* Prevent alcohol impaired driving fatalities from increasing from 181 (2016-2020 average) to 198 (2018-2022 average) by September 30, 2022.

**C-6 Number of speeding-related fatalities**

*Target:* Reduce speeding-related fatalities from 193 (2016-2020 average) to 192 (2018-2022 average) by September 30, 2022.

**C-7 Number of motorcyclist fatalities**

*Target:* Prevent motorcyclist fatalities from increasing from 137 (2016-2020 average) to 141 (2018-2022 average) by September 30, 2022.

**C-8 Number of unhelmeted motorcyclist fatalities**

*Target:* Reduce unhelmeted, motorcyclist fatalities from 60 (2016-2020 average) to 59 (2018-2022 average) by September 30, 2022.

**Other Michigan Performance Measures**

**O1: Number of crashes involving alcohol- or drug-impaired motorcyclist**

*Target:* Reduce number of crashes involving alcohol-or drug-impaired motorcyclist from 230 (2016-2020 average) to 229 (2018-2022 average) by September 30, 2022.

**O2: Number of fatalities involving alcohol- or drug-impaired motorcyclist**

*Target:* Prevent the number of fatalities involving alcohol- or drug-impaired motorcyclist from increasing from 45 (2016-2020 average) to 48 (2018-2022 average) by September 30, 2022.

**O3: Number of fatal crashes involving drug-impaired driver or motorcycle operator.**

*Target:* Prevent the number of fatal crashes involving a drug-impaired driver or motorcycle operator from increasing from 228 (2016-2020 average) to 260 (2018-2022 average) by September 30, 2022.

**O4: Number of crashes involving a motorcycle and another motor vehicle.**

*Target:* Reduce the number of crashes involving a motorcycle and another motor vehicle from 1,528 (2016-2020 average) to 1,488 (2018-2022 average) by September 30, 2022.

Funding will support contractual costs.

\$16,000 405(f) FAST Act Safety Motorcyclist Training

2.7% of total \$599,000 designated to MC

\$138,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the MC programs.



**Evidence of effectiveness: rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

Motorcyclists have been over 12% of traffic fatalities for the past five years-

Guidance from the NHTSA Region 5 office indicates that countermeasure 3.2 from Countermeasures That Work, Ninth Edition 2017 is the best fit for this project and that countermeasure linkage is certainly important for the HSP but options are often limited. The NHTSA Region 5 also indicated the evidence provided in this project development plan is sufficient to approve the project in the HSP.

**Countermeasures That Work, Ninth Edition 2017**

**Chapter 5 Motorcycle Rider Licensing and Training and Appendix 5 - Motorcycle Safety**

**Section 3.2 Motorcycle Rider Training**

**Page Numbers: 5-18, A5-11, A5-12, and A5-13**

**Citation**

“This countermeasure involves rider education and training courses provided by States, rider organizations (for example, some ABATE and Gold Wing groups), manufacturers (Harley-Davidson), the U.S. Military, and others. This training can be required for all motorcycle operators or those under a specified age. As of 2015, all 50 States offered rider education (MSF, 2016). Sixty percent of the 44 States that responded to a survey question from Baer et al. (2010) reported they were able to accommodate all riders seeking training within a calendar year. Training also is provided by some rider organizations (for example, some ABATE and Gold Wing groups), manufacturers (Harley-Davidson), the U.S. Military, and others. Many States encourage training either by requiring it for all motorcycle operators or those under a specified age, or by waiving some testing requirements for motorcycle riders who complete and pass an approved training course (Baer, Cook, & Baldi, 2005). Most entry-level training uses the *Basic RiderCourse* curricula developed by the Motorcycle Safety Foundation. The *Experienced RiderCourse* suite (ERC) is offered to riders with some previous experience or for seasoned riders who want additional training; however, the ERC represents a very small part of total training provided. Although training is available, it is not at all clear what constitutes appropriate rider education and training, or whether current training reduces crashes. Evidence suggests that in addition to teaching motorcycle control skills, programs would better prepare riders if they trained riders to recognize potentially hazardous riding situations and encourage riders to assess their own abilities and limitations, and to ride within those constraints (e.g., Clarke, Ward, Bartle, & Truman, 2007; Elliott, Baughan, & Sexton, 2007). NHTSA supported the development of Model National Standards for Entry Level Rider Training, released in August 2011. These Model Standards recommend content for motorcycle rider training courses. States are encouraged to go beyond the standards to address State-specific crash needs (NHTSA, 2011). The NAMS encourages training (NHTSA, 2000). NHTSA’s Motorcycle Safety Program Plan recommends that States conduct frequent and timely education and training at sites that are accessible throughout the State (NHTSA, 2006b). Raborn et al. (2008, Strategy C2) further recommends that States evaluate crash experience, compare data and crash scenarios with training and licensing practices, and make adjustments as needed to ensure practices are effectively targeting crash problems. This effort requires cooperation on the part of multiple agencies, including those responsible for collecting and analyzing crash data and those responsible for training and licensing. States should provide motorcycle training on a timely basis to those who wish to take it. See Baer, Baldi, and Cook (2005) and NHTSA (2006a) for examples of successful methods to use training capacity more effectively, including creative scheduling, centralized on- line registration systems, and use of private providers.”

\$16,000 405(f) FAST Act Safety Motorcyclist Training

2.7% of total \$599,000 designated to MC

\$138,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the MC programs.



**Planned activities that the state will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Motorcycle Rider Training	MC-22-01	D.1/E.1
Motorcycle RiderCoach Professional Development	MC-22-01	D.2/E.2
<b>Motorcycle Range Aides</b>	<b>MC-22-01</b>	<b>D.3/E.3</b>
Shadow Rider Project	CP-22-03-q PI&E	D.4/E.4
Motorcycle Program Area Assessment Recommendation Implementation	MC-22-02	D.5/E.5
Impaired Motorcyclist Prevention Campaign	CP-22-03-r PI&E	D.6/E.6
RiderCoach Recruitment	CP-22-03-s PI&E	D.7/E.7
Motorcycle Safety Telephone Surveys	CP-22-03-y PI&E	D.8/E.8
Program Management	CP-22-02-h PM	E.9

## APPENDIX E.3 PLANNED ACTIVITY FORM MOTORCYCLE SAFETY

Planned Activity Name	Motorcycle Range Aides
Planned Activity Number	MC-22-01
Primary Countermeasure Strategy	Motorcycle Riding Training

See Questions in Appendix D.

### Description of the Planned Activity

#### Motorcycle Range Aides

Planned Activity Number	MC-22-01	
Planned Activity Code	2022-8001 MC Support, Training, and Enforcement	
GTS Code	M11MT-405f Safety Motorcyclist Training	
Benefit to Locals	N/A	
Grantee	Michigan Department of State (MDOS)	
Grant Amount, Funding Source	\$16,000	405(f) FAST Act Safety Motorcyclist Training
Indirect Cost Rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	Conduct a range aide internship program by hiring and mentoring 10 individuals to facilitate their transition to become a RiderCoach by September 30, 2022.	

The MDOS will work with Motorcycle Safety Foundation-certified organizations and RiderCoaches to hire 10 individuals through public sponsor agencies in a range aide internship program.



Funding will support contractual costs.

**Countermeasure Strategies in Planned Activities**

Fiscal Year	Countermeasure Strategy Name
2022	Motorcycle Riding Training

Federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit (as applicable).

Source Fiscal Year	Funding Source	Eligible Use Of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	405(f) FAST Act Motorcycle Safety Programs	405(f) FAST Act Safety Motorcyclist Training	\$16,000	N/A	N/A

Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share Per Unit	NHTSA Share Total Cost
N/A	N/A	N/A	N/A	N/A	N/A

**APPENDIX D.4 COUNTERMEASURE STRATEGY FORM  
MOTORCYCLE SAFETY**

**Program Area Name:** Motorcycle Safety

**Countermeasure Strategy:** Communications

**Grant:** [Shadow Rider Project](#)

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems. Is this countermeasure strategy innovative?

No

If “yes”, enter justification supporting the innovative countermeasure strategy, including research, evaluation and/or substantive anecdotal evidence, that supports the potential of the proposed innovative countermeasure strategy.

N/A



**Is this program area part of the state occupant protection program area plan for a 405(b) application 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, at the level of detail required under § 1300.11(c) and (d)?**

No

**Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the state's problem identification].**

No

**Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [planned activities, at the level of detail required under § 1300.11(d), for recruiting, training, and maintaining a sufficient number of child passenger safety technicians based on the state's problem identification, at the level of detail required under § 1300.11(d)].**

No

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the state conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the state's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70% of either the state's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the high-risk population countermeasure programs criterion? § 1300.21(e)(4) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) drivers on rural roadways; (ii) unrestrained nighttime drivers; (iii) teenage drivers; (iv) other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

No

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(b) [countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

No

**Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

Yes



Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

Yes

Is this planned activity part of the state traffic safety information system improvements grant application (§ 405(c)) for the state traffic records strategic plan? § 1300.22(b)(2)(iii) [planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the state’s most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(D)(6)

No

**Countermeasure Strategy Description**

**Assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

Motorcyclists have been over 12% of traffic fatalities for the past five years.

**Fatalities and Suspected Serious Injuries 2015-2019 (REQUIRED)**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	963	4,865	<b>5,828</b>
2016	1,064	5,634	<b>6,698</b>
2017	1,028	6,084	<b>7,112</b>
2018	974	5,586	<b>6,560</b>
2019	985	5,629	<b>6,614</b>
<b>Total</b>	<b>5,014</b>	<b>27,798</b>	<b>32,812</b>

**Motorcyclist Operator Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	130	455	<b>585</b>
2016	130	590	<b>720</b>
2017	124	610	<b>734</b>
2018	121	594	<b>715</b>
2019	114	609	<b>723</b>
<b>Total</b>	<b>619</b>	<b>2,858</b>	<b>3,477</b>



**Unendorsed Motorcycle Operator Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	37	236	<b>273</b>
2016	33	155	<b>188</b>
2017	29	135	<b>164</b>
2018	33	161	<b>194</b>
2019	34	137	<b>171</b>
<b>Total</b>	<b>166</b>	<b>824</b>	<b>990</b>

**Unendorsed Motorcycle Operators in Crashes 2015-2019**

Crash Year	Fatalities	Suspected Serious Injuries	Other Injuries	Total Unendorsed in Crashes	Percentages
2015	37	236	1,192	1,465	18.63%
2016	33	155	1,275	1,463	12.85%
2017	29	135	400	564	29.08%
2018	33	161	363	557	34.83%
2019	34	137	437	608	28.13%
<b>Total</b>	<b>166</b>	<b>824</b>	<b>3,667</b>	<b>4,657</b>	<b>21.26%</b>

**Unendorsed Motorcycle Operators 2015-2019**

Year	Unendorsed Riders
2015	41,000
2016	39,000
2017	38,000
2018	38,000
2019	26,000

The Shadow Rider campaign uses targeted messaging through direct mail and paid advertising on social media to encourage riders to take a rider education course to get trained and get endorsed.

Beginning in FY2013, the OHSP worked with UMTRI and the MDOS to analyze the driver records to determine the number of unendorsed riders with a registered motorcycle. When the initiative was started in the spring of 2013, nearly 20% of the riding population was found to be riding unendorsed. This has decreased to just over 15% at the end of the 2018 riding season.

Starting in 2018, the OHSP also started a digital “Shadow Rider” campaign. Using targeted messaging and ads on Facebook and Twitter, the campaign received more than 1.2 million impressions. Both the postcard mailer and digital campaign have proven to be effective at driving unendorsed riders to the MDOS Training Site Locator web page, as monthly visits to the page are two-to-three times higher during campaign periods.

Funding will support supplies/operating and contractual costs.





\$25,000 402 FAST Act Motorcycle Safety  
4.2% of total \$599,000 designated to MC  
\$138,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the MC programs.  
**Benefit to Locals: \$25,000**

**Description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Motorcyclists have been over 12% of traffic fatalities for the past five years.

State data will be used as indicated in the GHSA email dated January 13, 2021, except for C-1 (Number of traffic fatalities) and C-3 (Fatalities/VMT) which will use [Fatality Analysis Reporting System \(FARS\)](#) data as required.

The FY2022 HSP projects are based on the 2015-2019 trend data due to the 2020 data being unavailable during the planning period. However, the performance measures are based on the 2016-2020 data as approved by Region 5.

**C-1 Number of fatalities in traffic crashes**

*Target:* Reduce fatalities from 1,083 in 2020 to 1,065.2 by September 30, 2022.

**C-2 Number of suspected serious injuries in traffic crashes**

*Target:* Prevent suspected serious traffic injuries from increasing from 5,433 in 2020 to 5,733.2 by September 30, 2022.

**C-3 Fatalities/VMT**

*Target:* Prevent fatalities/100 MVMT from increasing by .96 in 2019 to 1.098 by September 30, 2022. The 2020 Fatalities/VMT is not yet available.

**C-5 Number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher**

*Target:* Prevent alcohol impaired driving fatalities from increasing from 181 (2016-2020 average) to 198 (2018-2022 average) by September 30, 2022.

**C-6 Number of speeding-related fatalities**

*Target:* Reduce speeding-related fatalities from 193 (2016-2020 average) to 192 (2018-2022 average) by September 30, 2022.

**C-7 Number of motorcyclist fatalities**

*Target:* Prevent motorcyclist fatalities from increasing from 137 (2016-2020 average) to 141 (2018-2022 average) by September 30, 2022.

**C-8 Number of unhelmeted motorcyclist fatalities**

*Target:* Reduce unhelmeted, motorcyclist fatalities from 60 (2016-2020 average) to 59 (2018-2022 average) by September 30, 2022.

**Other Michigan Performance Measures**

**O1: Number of crashes involving alcohol- or drug-impaired motorcyclist**

*Target:* Reduce number of crashes involving alcohol-or drug-impaired motorcyclist from 230 (2016-2020 average) to 229 (2018-2022 average) by September 30, 2022.



**O2: Number of fatalities involving alcohol- or drug-impaired motorcyclist**

*Target:* Prevent the number of fatalities involving alcohol- or drug-impaired motorcyclist from increasing from 45 (2016-2020 average) to 48 (2018-2022 average) by September 30, 2022.

**O3: Number of fatal crashes involving drug-impaired driver or motorcycle operator.**

*Target:* Prevent the number of fatal crashes involving a drug-impaired driver or motorcycle operator from increasing from 228 (2016-2020 average) to 260 (2018-2022 average) by September 30, 2022.

**O4: Number of crashes involving a motorcycle and another motor vehicle.**

*Target:* Reduce the number of crashes involving a motorcycle and another motor vehicle from 1,528 (2016-2020 average) to 1,488 (2018-2022 average) by September 30, 2022.

Funding will support supplies/operating and contractual costs.

\$25,000 402 FAST Act Motorcycle Safety

4.2% of total \$599,000 designated to MC

\$138,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the MC programs.

**Benefit to Locals: \$25,000**

**Evidence of effectiveness: rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

Motorcyclists have been over 12% of traffic fatalities for the past five years.

**Countermeasures That Work, Ninth Edition 2017**

**Chapter: 5 Motorcycle Rider Licensing and Training – Motorcycle Rider Licensing**

**Section: 3.1 and Appendix A**

**Page Number(s): 5-17, A5-8, A5-9, and A5-10**

**Citation**

“The goal of licensing is to ensure that motorcycle riders have the minimum skills needed to operate motorcycles safely (NHTSA, 2000a). All 50 States, the District of Columbia, and Puerto Rico require motorcycle riders to obtain a motorcycle operator license or endorsement before they ride on public highways (MSF, 2012). Most States will waive the skills test, and sometimes the knowledge test, for motorcyclists who have completed approved motorcycle rider training courses, if the student passes the knowledge and skills tests administered at the conclusion of the course. All 50 States, the District of Columbia, and Puerto Rico require motorcycle riders to obtain a motorcycle operator license or endorsement before they ride on public highways (MSF, 2012). The goal of licensing is to assure that motorcycle riders have a minimum skill level needed to operate motorcycles safely (NHTSA, 2000). State motorcycle licensing practices vary substantially. Most States have learner’s permits requiring only vision and/or knowledge tests. A motorcycle rider with a learner’s permit can ride only in restricted circumstances, typically some combination of no passengers, only during daylight hours, and only with the supervision of a fully licensed motorcyclist. A riding skills test is required for full licensure (Alabama does not require a skills test for licensure). Two-thirds of the States use one of three tests developed by the MSF and American Association of Motor Vehicle Administrators, while one-third use their own test. Most States will waive the skills test, and sometimes the knowledge test, for motorcyclists who have completed approved motorcycle rider training courses, if the student passes the knowledge and skills tests administered at the conclusion of the course. See Motorcycle Safety Foundation (2012) for a summary of each State’s licensing requirements and procedures and Raborn et al. (2008, Strategy C1) for brief summaries of the major skills tests currently in use. The effectiveness of motorcycle operator licensing is not known. This is perhaps not surprising given the variability of licensing tests and procedures. NAMS recommends research to “ensure that licensing tests measure skill and behaviors



required for crash avoidance” (NHTSA, 2000). Raborn et al. (2008, Strategies C2 and C3) describes strategies to couple training and licensing to help ensure that riders are both trained and obtain the necessary endorsements but notes that there are no evaluations of whether increasing the proportion of motorcycle riders who are validly licensed would reduce motorcycle crashes or injuries. Despite state requirements, many motorcycle riders are not properly licensed. In 2015, 27% of motorcycle riders involved in fatal crashes did not have valid motorcycle licenses, compared to 13% of passenger vehicle drivers involved in fatal crashes who were not properly licensed (NCSA, 2017). Licensing systems in some States provide no incentive to become fully licensed because learner’s permits may be renewed indefinitely (Raborn et al., 2008, Strategy C3; MSF, 2012).”

Funding will support supplies/operating and contractual costs.

\$25,000 402 FAST Act Motorcycle Safety

4.2% of total \$599,000 designated to MC

\$138,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the MC programs.

**Benefit to Locals: \$25,000**

**Planned activities that the state will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Motorcycle Rider Training	MC-22-01	D.1/E.1
Motorcycle RiderCoach Professional Development	MC-22-01	D.2/E.2
Motorcycle Range Aides	MC-22-01	D.3/E.3
<b>Shadow Rider Project</b>	<b>CP-22-03-q PI&amp;E</b>	<b>D.4/E.4</b>
Motorcycle Program Area Assessment Recommendation Implementation	MC-22-02	D.5/E.5
Impaired Motorcyclist Prevention Campaign	CP-22-03-r PI&E	D.6/E.6
RiderCoach Recruitment	CP-22-03-s PI&E	D.7/E.7
Motorcycle Safety Telephone Surveys	CP-22-03-y PI&E	D.8/E.8
Program Management	CP-22-02-h PM	E.9



## APPENDIX E.4 PLANNED ACTIVITY FORM MOTORCYCLE SAFETY

<b>Planned Activity Name</b>	Shadow Rider Project
<b>Planned Activity Number</b>	CP-22-03-q PI&E
<b>Primary Countermeasure Strategy</b>	Communications

See Questions in Appendix D.

### Description of the Planned Activity

#### Shadow Rider Project

<b>Planned Activity Number</b>	<b>CP-22-03-q PI&amp;E</b>	
<b>Planned Activity Code</b>	2022-8003 MC Education, Communication, and Outreach	
<b>GTS Code</b>	MC-2022-Motorcycle Safety	
<b>Benefit to Locals</b>	<b>Yes</b>	
<b>Grantee</b>	OHSP PI&E	
<b>Grant Amount, Funding Source</b>	<b>\$25,000</b>	402 FAST Act Motorcycle Safety
<b>Indirect Cost Rate</b>	N/A	
<b>Grant Start-up</b>	October 1	
<b>Project Objective(s)</b>	Reduce the number of unendorsed riders to 25,000 by September 30, 2022.	

The OHSP will continue to coordinate an initiative to contact unendorsed operators of a registered motorcycle through a postcard mailing and paid advertising on social media to promote training course availability. Each year adjustments to the creative are made through social media wording, images, and concepts.

Funding will support supplies/operating costs and contractual costs.

#### Countermeasure Strategies in Planned Activities

<b>Fiscal Year</b>	<b>Countermeasure Strategy Name</b>
2022	Communications

#### Federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit (as applicable).

<b>Source Fiscal Year</b>	<b>Funding Source</b>	<b>Eligible Use Of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
2021	402 FAST Act	402 FAST Act Motorcycle Safety	\$25,000	N/A	<b>\$25,000</b>



Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share Per Unit	NHTSA Share Total Cost
N/A	N/A	N/A	N/A	N/A	N/A

## APPENDIX D.5 COUNTERMEASURE STRATEGY FORM MOTORCYCLE SAFETY

**Program Area Name:** Motorcycle Safety

**Countermeasure Strategy:** Motorcycle Safety Program Assessment (NHTSA Facilitated)

**Grant:** [Motorcycle Program Area Assessment Recommendation Implementation](#)

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems. Is this countermeasure strategy innovative?**

No

**If “yes”, enter justification supporting the innovative countermeasure strategy, including research, evaluation and/or substantive anecdotal evidence, that supports the potential of the proposed innovative countermeasure strategy.**

N/A

**Is this program area part of the state occupant protection program area plan for a 405(b) application 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, at the level of detail required under § 1300.11(c) and (d)?**

No

**Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the state’s problem identification].**

No

**Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [planned activities, at the level of detail required under § 1300.11(d), for recruiting, training, and maintaining a sufficient number of child passenger safety technicians based on the state’s problem identification, at the level of detail required under § 1300.11(d)].**

No



**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the state conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the state's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70% of either the state's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the high-risk population countermeasure programs criterion? § 1300.21(e)(4) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) drivers on rural roadways; (ii) unrestrained nighttime drivers; (iii) teenage drivers; (iv) other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

No

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(b) [countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

No

**Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

Yes

**Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

Yes

**Is this planned activity part of the state traffic safety information system improvements grant application (§ 405(c)) for the state traffic records strategic plan? § 1300.22(b)(2)(iii) [planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the state's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No



Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(D)(6)

No

**Countermeasure Strategy Description**

**Assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

Motorcyclists are over 12% of traffic fatalities for the past five years.

**Fatalities and Suspected Serious Injuries 2015-2019 (REQUIRED)**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	963	4,865	<b>5,828</b>
2016	1,064	5,634	<b>6,698</b>
2017	1,028	6,084	<b>7,112</b>
2018	974	5,586	<b>6,560</b>
2019	985	5,629	<b>6,614</b>
<b>Total</b>	<b>5,014</b>	<b>27,798</b>	<b>32,812</b>

**Motorcyclist Operator Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	130	455	<b>585</b>
2016	130	590	<b>720</b>
2017	124	610	<b>734</b>
2018	121	594	<b>715</b>
2019	114	609	<b>723</b>
<b>Total</b>	<b>619</b>	<b>2,858</b>	<b>3,477</b>

**Impaired Motorcycle Operators Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	49	55	<b>104</b>
2016	43	77	<b>120</b>
2017	39	96	<b>135</b>
2018	39	88	<b>127</b>
2019	40	110	<b>150</b>
<b>Total</b>	<b>210</b>	<b>426</b>	<b>636</b>



**Unendorsed Motorcycle Operator Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	37	236	<b>273</b>
2016	33	155	<b>188</b>
2017	29	135	<b>164</b>
2018	33	161	<b>194</b>
2019	34	137	<b>171</b>
<b>Total</b>	<b>166</b>	<b>824</b>	<b>990</b>

Motorcyclists are vulnerable roadway users as they lack the protection of a motor vehicle frame in a crash. Although these users represent a small percentage of all crashes, they are over-represented in fatalities.

In 2016, a Motorcycle Safety Program Assessment facilitated by the National Highway Traffic Safety Administration was conducted in Michigan. The final assessment report provided recommendations on how Michigan can improve our motorcycle programs. These recommendations have been integrated into Michigan’s motorcyclist safety initiatives as detailed in the Motorcycle Safety Action Team Action Plan. The Motorcycle Safety Action Team continues to work to develop and implement strategies to improve the safety of Michigan motorcyclists. The Action Plan details these strategies and team members work to implement them.

Funding may support personnel, contractual, supplies/operating, indirect, and equipment costs.

\$117,000 405(f) FAST Act Motorcycle Safety Programs

19.5% of total \$599,000 allocated to MC

\$138,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the MC programs.

**Description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Motorcyclists are over 12% of traffic fatalities for the past five years

State data will be used as indicated in the GHSA email dated January 13, 2021, except for C-1 (Number of traffic fatalities) and C-3 (Fatalities/VMT) which will use [Fatality Analysis Reporting System \(FARS\)](#) data as required.

The FY2022 HSP projects are based on the 2015-2019 trend data due to the 2020 data being unavailable during the planning period. However, the performance measures are based on the 2016-2020 data as approved by Region 5.

**C-1 Number of fatalities in traffic crashes**

*Target:* Reduce fatalities from 1,083 in 2020 to 1,065.2 by September 30, 2022.

**C-2 Number of suspected serious injuries in traffic crashes**

*Target:* Prevent suspected serious traffic injuries from increasing from 5,433 in 2020 to 5,733.2 by September 30, 2022.





### **C-3 Fatalities/VMT**

*Target:* Prevent fatalities/100 MVMT from increasing by .96 in 2019 to 1.098 by September 30, 2022. The 2020 Fatalities/VMT is not yet available.

### **C-5 Number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher**

*Target:* Prevent alcohol impaired driving fatalities from increasing from 181 (2016-2020 average) to 198 (2018-2022 average) by September 30, 2022.

### **C-6 Number of speeding-related fatalities**

*Target:* Reduce speeding-related fatalities from 193 (2016-2020 average) to 192 (2018-2022 average) by September 30, 2022.

### **C-7 Number of motorcyclist fatalities**

*Target:* Prevent motorcyclist fatalities from increasing from 137 (2016-2020 average) to 141 (2018-2022 average) by September 30, 2022.

### **C-8 Number of unhelmeted motorcyclist fatalities**

*Target:* Reduce unhelmeted, motorcyclist fatalities from 60 (2016-2020 average) to 59 (2018-2022 average) by September 30, 2022.

### **Other Michigan Performance Measures**

#### **O1: Number of crashes involving alcohol- or drug-impaired motorcyclist**

*Target:* Reduce number of crashes involving alcohol-or drug-impaired motorcyclist from 230 (2016-2020 average) to 229 (2018-2022 average) by September 30, 2022.

#### **O2: Number of fatalities involving alcohol- or drug-impaired motorcyclist**

*Target:* Prevent the number of fatalities involving alcohol- or drug-impaired motorcyclist from increasing from 45 (2016-2020 average) to 48 (2018-2022 average) by September 30, 2022.

#### **O3: Number of fatal crashes involving drug-impaired driver or motorcycle operator.**

*Target:* Prevent the number of fatal crashes involving a drug-impaired driver or motorcycle operator from increasing from 228 (2016-2020 average) to 260 (2018-2022 average) by September 30, 2022.

#### **O4: Number of crashes involving a motorcycle and another motor vehicle.**

*Target:* Reduce the number of crashes involving a motorcycle and another motor vehicle from 1,528 (2016-2020 average) to 1,488 (2018-2022 average) by September 30, 2022.

Funding may support personnel, contractual, supplies/operating, indirect, and equipment costs.

\$117,000 405(f) FAST Act Motorcycle Safety Programs

19.5% of total \$599,000 allocated to MC

\$138,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the MC programs.

### **Evidence of effectiveness: rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

Motorcyclists are over 12% of traffic fatalities for the past five years.



**2016 NHTSA Motorcycle Safety Program Assessment**

**Section I. Program Management**

**Page Numbers 6 and 13**

**Citation**

“Create a five-year, data-driven strategic plan, supported by one-year action plans, to guide the development of a comprehensive motorcycle safety program. Plans should include input from stakeholders in all program areas identified in NHTSA Program Guideline #3, Motorcycle Safety.”

Funding may support personnel, contractual, supplies/operating, indirect, and equipment costs.

\$117,000 405(f) FAST Act Motorcycle Safety Programs

19.5% of total \$599,000 allocated to MC

\$138,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the MC programs.

**Planned activities that the state will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Motorcycle Rider Training	MC-22-01	D.1/E.1
Motorcycle RiderCoach Professional Development	MC-22-01	D.2/E.2
Motorcycle Range Aides	MC-22-01	D.3/E.3
Shadow Rider Project	CP-22-03-q PI&E	D.4/E.4
<b>Motorcycle Program Area Assessment Recommendation Implementation</b>	<b>MC-22-02</b>	<b>D.5/E.5</b>
Impaired Motorcyclist Prevention Campaign	CP-22-03-r PI&E	D.6/E.6
RiderCoach Recruitment	CP-22-03-s PI&E	D.7/E.7
Motorcycle Safety Telephone Surveys	CP-22-03-y PI&E	D.8/E.8
Program Management	CP-22-02-h PM	E.9

**APPENDIX E.5 PLANNED ACTIVITY FORM MOTORCYCLE SAFETY**

<b>Planned Activity Name</b>	Motorcycle Program Area Assessment Recommendation Implementation
<b>Planned Activity Number</b>	MC-22-02
<b>Primary Countermeasure Strategy</b>	Motorcycle Safety Program Assessment (NHTSA Facilitated)

See Questions in Appendix D.

Description of the Planned Activity



**Motorcycle Program Assessment Recommendation Implementation**

<b>Planned Activity Number</b>	<b>MC-22-02</b>	
<b>Planned Activity Code</b>	2022-8002 MC Research, Data, and Evaluation	
<b>GTS Code</b>	M11X-405f Motorcycle Safety Programs	
<b>Benefit to Locals</b>	N/A	
<b>Grantee</b>	TBD	
<b>Grant Amount, Funding Source</b>	<b>\$117,000</b>	405(f) FAST Act Motorcycle Safety Programs
<b>Indirect Cost Rate</b>	N/A	
<b>Grant Start-up</b>	October 1	
<b>Project Objective(s)</b>	Identify and implement data-driven motorcyclist safety program strategies by September 30, 2022.	

The OHSP will work with the Motorcycle Safety Action Team and other traffic safety partners to identify and implement strategies to reduce motorcyclist crashes, injuries, and fatalities. Projects may be developed for motorcyclist safety training and motorcyclist awareness programs.

Funding may support personnel, contractual, supplies/operating, indirect, and equipment costs.

**Countermeasure Strategies in Planned Activities**

<b>Fiscal Year</b>	<b>Countermeasure Strategy Name</b>
2022	Motorcycle Safety Program Assessment (NHTSA Facilitated)

**Federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit (as applicable).**

<b>Source Fiscal Year</b>	<b>Funding Source</b>	<b>Eligible Use Of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
2021	405(f) FAST Act Motorcycle Safety Programs	405(f) FAST Act Motorcycle Safety Programs	\$117,000	N/A	N/A

**Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

<b>Item</b>	<b>Quantity</b>	<b>Price Per Unit</b>	<b>Total Cost</b>	<b>NHTSA Share Per Unit</b>	<b>NHTSA Share Total Cost</b>
N/A	N/A	N/A	N/A	N/A	N/A



## APPENDIX D.6 COUNTERMEASURE STRATEGY FORM MOTORCYCLE SAFETY

**Program Area Name:** Motorcycle Safety

**Countermeasure Strategy:** Other Impaired Driving Prevention

**Grant:** Impaired Motorcyclist Prevention Campaign

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems. Is this countermeasure strategy innovative?**

No

**If “yes”, enter justification supporting the innovative countermeasure strategy, including research, evaluation and/or substantive anecdotal evidence, that supports the potential of the proposed innovative countermeasure strategy.**

N/A

**Is this program area part of the state occupant protection program area plan for a 405(b) application 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, at the level of detail required under § 1300.11(c) and (d)?**

No

**Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the state’s problem identification].**

No

**Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [planned activities, at the level of detail required under § 1300.11(d), for recruiting, training, and maintaining a sufficient number of child passenger safety technicians based on the state’s problem identification, at the level of detail required under § 1300.11(d)].**

No

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the state conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the state’s problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70% of either the state’s unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No



**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the high-risk population countermeasure programs criterion? § 1300.21(e)(4) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) drivers on rural roadways; (ii) unrestrained nighttime drivers; (iii) teenage drivers; (iv) other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**  
No

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(b) [countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**  
No

**Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**  
Yes

**Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**  
Yes

**Is this planned activity part of the state traffic safety information system improvements grant application (§ 405(c)) for the state traffic records strategic plan? § 1300.22(b)(2)(iii) [planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the state's most recent highway safety data and traffic records system assessment]**  
No

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**  
No

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(D)(6)**  
No



## Countermeasure Strategy Description

Assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Motorcyclists have been over 12% of traffic fatalities for the past five years.

### Fatalities and Suspected Serious Injuries 2015-2019 (REQUIRED)

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	963	4,865	5,828
2016	1,064	5,634	6,698
2017	1,028	6,084	7,112
2018	974	5,586	6,560
2019	985	5,629	6,614
<b>Total</b>	<b>5,014</b>	<b>27,798</b>	<b>32,812</b>

### Motorcyclist Operator Fatalities and Suspected Serious Injuries 2015-2019

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	130	455	585
2016	130	590	720
2017	124	610	734
2018	121	594	715
2019	114	609	723
<b>Total</b>	<b>619</b>	<b>2,858</b>	<b>3,477</b>

### Impaired Motorcycle Operators Fatalities and Suspected Serious Injuries 2015-2019

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	49	55	<b>104</b>
2016	43	77	<b>120</b>
2017	39	96	<b>135</b>
2018	39	88	<b>127</b>
2019	40	110	<b>150</b>
<b>Total</b>	<b>210</b>	<b>426</b>	<b>636</b>



**Impaired Motorcycle-Involved Fatal and Suspected Serious Injury Crashes 2015-2019**

Total Person Counts	2015	2016	2017	2018	2019	Total
Motorcycle & Alcohol-Involved Fatal Crashes	48	36	42	45	37	<b>208</b>
Motorcycle & Alcohol-Involved Suspected Serious Injury Crashes	81	92	121	110	135	<b>539</b>
Motorcycle & Drug-Involved Fatal Crashes	27	31	28	38	25	<b>149</b>
Motorcycle & Drug-Involved Suspected Serious Injury Crashes	16	24	30	30	35	<b>135</b>
<b>Total</b>	<b>172</b>	<b>183</b>	<b>221</b>	<b>223</b>	<b>232</b>	<b>1,031</b>

**Fatalities in Michigan Motorcycle-Involved and Drug-Involved Crashes by County Ranking 2015-2019**

County	2015	2016	2017	2018	2019	Total	Rank
Wayne	8	2	4	3	11	<b>28</b>	<b>1</b>
Macomb	2	2	1	3	2	<b>10</b>	<b>2</b>
Monroe	2	2	1	5	0	<b>10</b>	<b>2</b>
Oakland	0	5	2	1	0	<b>8</b>	<b>4</b>
Ingham	0	1	3	1	1	<b>6</b>	<b>5</b>
Washtenaw	2	3	1	0	0	<b>6</b>	<b>5</b>
Kent	0	0	2	3	0	<b>5</b>	<b>7</b>
Lenawee	0	3	0	1	1	<b>5</b>	<b>7</b>
Calhoun	0	1	0	2	1	<b>4</b>	<b>9</b>
Jackson	0	0	1	2	1	<b>4</b>	<b>9</b>
Lapeer	1	0	1	0	2	<b>4</b>	<b>9</b>
Muskegon	0	0	0	3	1	<b>4</b>	<b>9</b>
Saginaw	1	1	1	0	1	<b>4</b>	<b>9</b>



**Suspected Serious Injuries in Michigan Motorcycle-Involved and Alcohol-Involved Crashes by County Ranking 2015-2019**

County	2015	2016	2017	2018	2019	Total	Rank
Wayne	8	7	6	17	19	57	1
Kent	10	9	8	9	13	49	2
Macomb	11	5	5	6	9	36	3
Oakland	1	6	10	5	5	27	4
Saginaw	7	6	4	1	3	21	5
Kalamazoo	2	5	5	2	5	19	6
Monroe	1	4	3	4	7	19	6
Muskegon	2	3	2	3	9	19	6
St. Clair	2	6	3	2	4	17	9
Genesee	6	2	4	3	1	16	10
Jackson	1	6	2	3	3	15	11
Berrien	1	3	4	2	4	14	12
Ottawa	3	0	5	3	3	14	12

**Fatalities in Michigan Motorcycle-Involved and Drug-Involved Crashes by County Ranking 2015-2019**

County	2015	2016	2017	2018	2019	Total	Rank
Wayne	8	2	4	3	11	28	1
Macomb	2	2	1	3	2	10	2
Monroe	2	2	1	5	0	10	2
Oakland	0	5	2	1	0	8	4
Ingham	0	1	3	1	1	6	5
Washtenaw	2	3	1	0	0	6	5
Kent	0	0	2	3	0	5	7
Lenawee	0	3	0	1	1	5	7
Calhoun	0	1	0	2	1	4	9
Jackson	0	0	1	2	1	4	9
Lapeer	1	0	1	0	2	4	9
Muskegon	0	0	0	3	1	4	9
Saginaw	1	1	1	0	1	4	9





**Suspected Serious Injuries in Michigan Motorcycle-Involved and Drug-Involved Crashes by County Ranking 2015-2019**

County	2015	2016	2017	2018	2019	Total	Rank
Wayne	6	4	2	2	6	<b>20</b>	<b>1</b>
Oakland	0	2	4	4	1	<b>11</b>	<b>2</b>
Muskegon	1	0	0	1	6	<b>8</b>	<b>3</b>
Allegan	1	0	1	4	1	<b>7</b>	<b>4</b>
Kent	0	2	2	1	2	<b>7</b>	<b>4</b>
Tuscola	0	0	5	2	0	<b>7</b>	<b>4</b>
Macomb	0	0	2	2	2	<b>6</b>	<b>7</b>
Monroe	1	1	0	3	1	<b>6</b>	<b>7</b>
St. Clair	0	5	0	0	1	<b>6</b>	<b>7</b>
Van Buren	0	3	1	1	0	<b>5</b>	<b>10</b>

Vehicle Type	Driver Not Drinking	Driver Drinking
Motorcycle	13,914	<b>1,061</b>
Non-Motorcycle	2,594,323	47,253
Motorcycle	92.9%	<b>7.1%</b>
Non-Motorcycle	98.2%	1.8%

Drivers in Crashes by Vehicle Type and Drug Status in Michigan (2015-2019)				
Vehicle Type	Driver No Drugs Suspected	Driver Drugs Suspected	Uncoded & Errors	Total
Passenger car, SUV, van (PA)	2,142,248	10,676	1,333	2,154,257
Motor home (VA)	31,840	120	9	31,969
Pickup truck (PU)	294,425	1,561	154	296,140
Small truck under 10,000 lbs. GVWR (ST)	20,048	83	13	20,144
<b>Motorcycle (CY)</b>	<b>14,744</b>	<b>230</b>	<b>7</b>	<b>14,981</b>
Moped / goped (MO)	1,998	35	0	2,033
Go-cart / golf cart (GC)	196	1	0	197
Snowmobile (SM)	585	7	0	592
Off-Road Vehicle - ORV / All-Terrain Vehicle - ATV (OR)	1,489	23	3	1,515
Other (non-registered farm equipment, combine, front-end loader, snow plow, farm tractor, or road grader)	10,877	11	71	10,959
Truck/bus over 10,000 lbs.	70,405	91	27	70,523
Uncoded & errors	54,602	5	900	55,507

Vehicle Type	Driver No Drugs Suspected	Driver Drugs Suspected
Motorcycle	14,744	<b>230</b>
Non-Motorcycle	2,628,713	12,613
Motorcycle	98.5%	<b>1.5%</b>
Non-Motorcycle	99.5%	0.5%

Funding will support supplies/operating and contractual costs.



\$300,000 405(d) FAST Act Impaired Driving Low Paid/Earned Media  
50.1% of total \$599,000 designated to MC  
\$138,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the MC programs.

**Description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Motorcyclists have been over 12% of traffic fatalities for the past five years.

State data will be used as indicated in the GHSA email dated January 13, 2021, except for C-1 (Number of traffic fatalities) and C-3 (Fatalities/VMT) which will use [Fatality Analysis Reporting System \(FARS\)](#) data as required.

The FY2022 HSP projects are based on the 2015-2019 trend data due to the 2020 data being unavailable during the planning period. However, the performance measures are based on the 2016-2020 data as approved by Region 5.

**C-1 Number of fatalities in traffic crashes**

*Target:* Reduce fatalities from 1,083 in 2020 to 1,065.2 by September 30, 2022.

**C-2 Number of suspected serious injuries in traffic crashes**

*Target:* Prevent suspected serious traffic injuries from increasing from 5,433 in 2020 to 5,733.2 by September 30, 2022.

**C-3 Fatalities/VMT**

*Target:* Prevent fatalities/100 MVMT from increasing by .96 in 2019 to 1.098 by September 30, 2022. The 2020 Fatalities/VMT is not yet available.

**C-5 Number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher**

*Target:* Prevent alcohol impaired driving fatalities from increasing from 181 (2016-2020 average) to 198 (2018-2022 average) by September 30, 2022.

**C-7 Number of motorcyclist fatalities**

*Target:* Prevent motorcyclist fatalities from increasing from 137 (2016-2020 average) to 141 (2018-2022 average) by September 30, 2022.

**C-8 Number of unhelmeted motorcyclist fatalities**

*Target:* Reduce unhelmeted, motorcyclist fatalities from 60 (2016-2020 average) to 59 (2018-2022 average) by September 30, 2022.

**Other Michigan Performance Measures**

**O1: Number of crashes involving alcohol- or drug-impaired motorcyclist**

*Target:* Reduce number of crashes involving alcohol- or drug-impaired motorcyclist from 230 (2016-2020 average) to 229 (2018-2022 average) by September 30, 2022.

**O2: Number of fatalities involving alcohol- or drug-impaired motorcyclist**

*Target:* Prevent the number of fatalities involving alcohol- or drug-impaired motorcyclist from increasing from 45 (2016-2020 average) to 48 (2018-2022 average) by September 30, 2022.



**03: Number of fatal crashes involving drug-impaired driver or motorcycle operator.**

*Target:* Prevent the number of fatal crashes involving a drug-impaired driver or motorcycle operator from increasing from 228 (2016-2020 average) to 260 (2018-2022 average) by September 30, 2022.

Funding will support supplies/operating and contractual costs.

\$300,000 405(d) FAST Act Impaired Driving Low Paid/Earned Media

50.1% of total \$599,000 designated to MC

\$138,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the MC programs.

**Evidence of effectiveness: rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

Motorcyclists have been over 12% of traffic fatalities for the past five years.

**2016 Motorcycle Safety Program Assessment**

**Section V. Motorcycle Operation Under the Influence of Alcohol or Other Drugs**

**Page Numbers 7 and 40**

**Citation**

“Conduct outreach to motorcycle rider groups to promote a safety culture specifically with zero-tolerance policies for impaired riding.”

Funding will support supplies/operating and contractual costs.

\$300,000 405(d) FAST Act Impaired Driving Low Paid/Earned Media

50.1% of total \$599,000 designated to MC

\$138,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the MC programs.

**Planned activities that the state will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Motorcycle Rider Training	MC-22-01	D.1/E.1
Motorcycle RiderCoach Professional Development	MC-22-01	D.2/E.2
Motorcycle Range Aides	MC-22-01	D.3/E.3
Shadow Rider Project	CP-22-03-q PI&E	D.4/E.4
Motorcycle Program Area Assessment Recommendation Implementation	MC-22-02	D.5/E.5
<b>Impaired Motorcyclist Prevention Campaign</b>	<b>CP-22-03-r PI&amp;E</b>	<b>D.6/E.6</b>
RiderCoach Recruitment	CP-22-03-s PI&E	D.7/E.7
Motorcycle Safety Telephone Surveys	CP-22-03-y PI&E	D.8/E.8
Program Management	CP-22-02-h PM	E.9



## APPENDIX E.6 PLANNED ACTIVITY FORM MOTORCYCLE SAFETY

<b>Planned Activity Name</b>	Impaired Motorcyclist Prevention Campaign
<b>Planned Activity Number</b>	CP-22-03-r PI&E
<b>Primary Countermeasure Strategy</b>	Other: Impaired Driving Prevention

See Questions in Appendix D.

### Description of the Planned Activity

#### Impaired Motorcyclist Prevention Campaign

<b>Planned Activity Number</b>	<b>CP-22-03-r PI&amp;E</b>	
<b>Planned Activity Code</b>	2022-8003 MC Education, Communication, and Outreach	
<b>GTS Code</b>	FDLPEM-405d Low Paid/Earned Media	
<b>Benefit to Locals</b>	N/A	
<b>Grantee</b>	OHSP PI&E	
<b>Grant Amount, Funding Source</b>	<b>\$300,000</b>	405(d) FAST Act Impaired Driving Low Paid/Earned Media
<b>Indirect Cost Rate</b>	N/A	
<b>Grant Start-up</b>	October 1	
<b>Project Objective(s)</b>	Develop and disseminate an impaired motorcyclist prevention campaign addressing both alcohol and drugs by September 30, 2022.	

This project will promote a campaign message which informs riders that motorcyclists are far overrepresented in the impaired crashes as compared to any other road user in Michigan. The message is focused on the top counties with the most alcohol-involved and drug-involved single-vehicle motorcyclist fatalities. The campaign began in FY2017 with a focus on alcohol involvement and will continue to broaden the message about drug impairment through paid advertising with educational materials that will be printed and distributed to partners and stakeholders.

Funding will support supplies/operating costs and contractual costs.

**This project is vital to the FY2022 HSP Appendix D Application for 405(f) Motorcyclist Safety Funding. Without approval of this project in the FY2022 HSP for an “Motorcycle rider training course” Michigan may not qualify for 405(f) funds in FY2022 [23 CFR 1300.25(d) & 23 CFR 1300.25(e)].**

#### Countermeasure Strategies in Planned Activities

Fiscal Year	Countermeasure Strategy Name
2022	Other: Impaired Driving Prevention



**Federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit (as applicable).**

Source Fiscal Year	Funding Source	Eligible Use Of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	405(d) FAST Act Impaired Driving Low	405(d) FAST Act Impaired Driving Low Paid/Earned Media	\$229,162	N/A	N/A
Source Fiscal Year	Funding Source	Eligible Use Of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	405(d) FAST Act Impaired Driving Low	405(d) FAST Act Impaired Driving Low Paid/Earned Media	\$70,838	N/A	N/A

**Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share Per Unit	NHTSA Share Total Cost
N/A	N/A	N/A	N/A	N/A	N/A

## APPENDIX D.7 COUNTERMEASURE STRATEGY FORM MOTORCYCLE SAFETY

**Program Area Name:** Motorcycle Safety

**Countermeasure Strategy:** Motorcycle Riding Training

**Grant:** [RiderCoach Recruitment](#)

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems. Is this countermeasure strategy innovative?**

No

**If “yes”, enter justification supporting the innovative countermeasure strategy, including research, evaluation and/or substantive anecdotal evidence, that supports the potential of the proposed innovative countermeasure strategy.**

N/A

**Is this program area part of the state occupant protection program area plan for a 405(b) application 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, at the level of detail required under § 1300.11(c) and (d)?**

No



**Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the state’s problem identification].**

No

**Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [planned activities, at the level of detail required under § 1300.11(d), for recruiting, training, and maintaining a sufficient number of child passenger safety technicians based on the state’s problem identification, at the level of detail required under § 1300.11(d)].**

No

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the state conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the state’s problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70% of either the state’s unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the high-risk population countermeasure programs criterion? § 1300.21(e)(4) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) drivers on rural roadways; (ii) unrestrained nighttime drivers; (iii) teenage drivers; (iv) other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

No

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(b) [countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

No

**Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

Yes

**Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

Yes



Is this planned activity part of the state traffic safety information system improvements grant application (§ 405(c)) for the state traffic records strategic plan? § 1300.22(b)(2)(iii) [planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the state’s most recent highway safety data and traffic records system assessment]  
 No

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)  
 No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(D)(6)  
 No

**Countermeasure Strategy Description**

Assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Motorcyclists have been over 12% of traffic fatalities for the past five years.

**Fatalities and Suspected Serious Injuries 2015-2019 (REQUIRED)**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	963	4,865	<b>5,828</b>
2016	1,064	5,634	<b>6,698</b>
2017	1,028	6,084	<b>7,112</b>
2018	974	5,586	<b>6,560</b>
2019	985	5,629	<b>6,614</b>
<b>Total</b>	<b>5,014</b>	<b>27,798</b>	<b>32,812</b>

**Motorcyclist Operator Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	130	455	<b>585</b>
2016	130	590	<b>720</b>
2017	124	610	<b>734</b>
2018	121	594	<b>715</b>
2019	114	609	<b>723</b>
<b>Total</b>	<b>619</b>	<b>2,858</b>	<b>3,477</b>



**Michigan RiderCoach Summary**

<b>2019 Public Sponsor Name</b>	<b>Current Number of RiderCoaches</b>	<b>Total RiderCoaches Needed</b>	<b>Increase Needed</b>
Schoolcraft College	55	80	45%
Ferris State University	26	30	15%
Grand Rapids Community College	21	26	24%
Washtenaw Community College	13	18	38%
Delta College	14	17	21%
Lansing Community College	15	17	13%
Northern Michigan University	9	14	56%
Mott Community College	12	10	<b>-17%</b>
Otsego County Sheriff Department	9	10	11%
Glen Oaks Community College	6	8	33%
Lenawee Intermediate School District	4	6	50%
Iosco Regional Educational Service Agency	2	2	0%
	<b>186</b>	<b>238</b>	<b>28%</b>

**Additional RiderCoaches Needed**

<b>52</b>
-----------

Additional RiderCoaches needed does not account for attrition of current RiderCoach population.

The Michigan Rider Education Program (Mi-REP) needs new RiderCoaches because of curriculum transitions and the aging population of certified RiderCoaches that are retiring. Skilled Rider Coaches are needed to train motorcyclists in Michigan through rider education courses. Sponsors determine how many coaches are needed based on the number of courses on the schedule for the training sponsors and how often other coaches on their staff can instruct.

The MDOS administers the Michigan Rider Education Program (Mi-REP) through the requirements enacted by administrative rule. Because of recent curriculum transitions and certified RiderCoaches that are retiring, Michigan has lost nearly 20 percent of its RiderCoaches.

Funding will support contractual costs.





\$30,000 405(f) FAST Act Motorcycle Safety Programs  
5% of total \$599,000 designated to MC  
\$138,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the MC programs.

**Description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Motorcyclists have been over 12% of traffic fatalities for the past five years.

State data will be used as indicated in the GHSA email dated January 13, 2021, except for C-1 (Number of traffic fatalities) and C-3 (Fatalities/VMT) which will use [Fatality Analysis Reporting System \(FARS\)](#) data as required.

The FY2022 HSP projects are based on the 2015-2019 trend data due to the 2020 data being unavailable during the planning period. However, the performance measures are based on the 2016-2020 data as approved by Region 5.

**C-1 Number of fatalities in traffic crashes**

*Target:* Reduce fatalities from 1,083 in 2020 to 1,065.2 by September 30, 2022.

**C-2 Number of suspected serious injuries in traffic crashes**

*Target:* Prevent suspected serious traffic injuries from increasing from 5,433 in 2020 to 5,733.2 by September 30, 2022.

**C-3 Fatalities/VMT**

*Target:* Prevent fatalities/100 MVMT from increasing by .96 in 2019 to 1.098 by September 30, 2022. The 2020 Fatalities/VMT is not yet available.

**C-5 Number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher**

*Target:* Prevent alcohol impaired driving fatalities from increasing from 181 (2016-2020 average) to 198 (2018-2022 average) by September 30, 2022.

**C-6 Number of speeding-related fatalities**

*Target:* Reduce speeding-related fatalities from 193 (2016-2020 average) to 192 (2018-2022 average) by September 30, 2022.

**C-7 Number of motorcyclist fatalities**

*Target:* Prevent motorcyclist fatalities from increasing from 137 (2016-2020 average) to 141 (2018-2022 average) by September 30, 2022.

**C-8 Number of unhelmeted motorcyclist fatalities**

*Target:* Reduce unhelmeted, motorcyclist fatalities from 60 (2016-2020 average) to 59 (2018-2022 average) by September 30, 2022.

**Other Michigan Performance Measures**

**O1: Number of crashes involving alcohol- or drug-impaired motorcyclist**

*Target:* Reduce number of crashes involving alcohol- or drug-impaired motorcyclist from 230 (2016-2020 average) to 229 (2018-2022 average) by September 30, 2022.



**O2: Number of fatalities involving alcohol- or drug-impaired motorcyclist**

*Target:* Prevent the number of fatalities involving alcohol- or drug-impaired motorcyclist from increasing from 45 (2016-2020 average) to 48 (2018-2022 average) by September 30, 2022.

**O3: Number of fatal crashes involving drug-impaired driver or motorcycle operator.**

*Target:* Prevent the number of fatal crashes involving a drug-impaired driver or motorcycle operator from increasing from 228 (2016-2020 average) to 260 (2018-2022 average) by September 30, 2022.

**O4: Number of crashes involving a motorcycle and another motor vehicle.**

*Target:* Reduce the number of crashes involving a motorcycle and another motor vehicle from 1,528 (2016-2020 average) to 1,488 (2018-2022 average) by September 30, 2022.

Funding will support contractual costs.

\$30,000 405(f) FAST Act Motorcycle Safety Programs

5% of total \$599,000 designated to MC

\$138,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the MC programs.

**Evidence of effectiveness: rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

Motorcyclists have been over 12% of traffic fatalities for the past five years.

**Countermeasures That Work, Ninth Edition 2017**

**Chapter 5 Motorcycle Rider Licensing and Training – Motorcycle Rider Training and Appendix 5.**

**Motorcycle Safety**

**Section 3.2**

**Page Numbers 5-18, A5-11, A5-12, and A5-13**

**Citation**

“This countermeasure involves rider education and training courses provided by States, rider organizations (for example, some ABATE and Gold Wing groups), manufacturers (Harley-Davidson), the U.S. Military, and others. This training can be required for all motorcycle operators or those under a specified age. As of 2015, all 50 States offered rider education (MSF, 2016). Sixty percent of the 44 States that responded to a survey question from Baer et al. (2010) reported they were able to accommodate all riders seeking training within a calendar year. Training also is provided by some rider organizations (for example, some ABATE and Gold Wing groups), manufacturers (Harley-Davidson), the U.S. Military, and others. Many States encourage training either by requiring it for all motorcycle operators or those under a specified age, or by waiving some testing requirements for motorcycle riders who complete and pass an approved training course (Baer, Cook, & Baldi, 2005). Most entry-level training uses the *Basic RiderCourse* curricula developed by the Motorcycle Safety Foundation. The *Experienced RiderCourse* suite (ERC) is offered to riders with some previous experience or for seasoned riders who want additional training; however, the ERC represents a very small part of total training provided. Although training is available, it is not at all clear what constitutes appropriate rider education and training, or whether current training reduces crashes. Evidence suggests that in addition to teaching motorcycle control skills, programs would better prepare riders if they trained riders to recognize potentially hazardous riding situations and encourage riders to assess their own abilities and limitations, and to ride within those constraints (e.g., Clarke, Ward, Bartle, & Truman, 2007; Elliott, Baughan, & Sexton, 2007). NHTSA supported the development of Model National Standards for Entry Level Rider Training, released in August 2011. These Model Standards recommend content for motorcycle rider training courses. States are encouraged to go beyond the standards to address State-specific crash needs (NHTSA, 2011).



The NAMS encourages training (NHTSA, 2000). NHTSA’s Motorcycle Safety Program Plan recommends that States conduct frequent and timely education and training at sites that are accessible throughout the State (NHTSA, 2006b). Raborn et al. (2008, Strategy C2) further recommends that States evaluate crash experience, compare data and crash scenarios with training and licensing practices, and make adjustments as needed to ensure practices are effectively targeting crash problems. This effort requires cooperation on the part of multiple agencies, including those responsible for collecting and analyzing crash data and those responsible for training and licensing. States should provide motorcycle training on a timely basis to those who wish to take it. See Baer, Baldi, and Cook (2005) and NHTSA (2006a) for examples of successful methods to use training capacity more effectively, including creative scheduling, centralized on- line registration systems, and use of private providers.”

Funding will support contractual costs.

\$30,000 405(f) FAST Act Motorcycle Safety Programs

5% of total \$599,000 designated to MC

\$138,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the MC programs.

**Planned activities that the state will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Motorcycle Rider Training	MC-22-01	D.1/E.1
Motorcycle RiderCoach Professional Development	MC-22-01	D.2/E.2
Motorcycle Range Aides	MC-22-01	D.3/E.3
Shadow Rider Project	CP-22-03-q PI&E	D.4/E.4
Motorcycle Program Area Assessment Recommendation Implementation	MC-22-02	D.5/E.5
Impaired Motorcyclist Prevention Campaign	CP-22-03-r PI&E	D.6/E.6
<b>RiderCoach Recruitment</b>	<b>CP-22-03-s PI&amp;E</b>	<b>D.7/E.7</b>
Motorcycle Safety Telephone Surveys	CP-22-03-y PI&E	D.8/E.8
Program Management	CP-22-02-h PM	E.9

**APPENDIX E.7 PLANNED ACTIVITY FORM MOTORCYCLE SAFETY**

<b>Planned Activity Name</b>	RiderCoach Recruitment
<b>Planned Activity Number</b>	CP-22-03-s PI&E
<b>Primary Countermeasure Strategy</b>	Motorcycle Riding Training

See Questions in Appendix D.

Description of the Planned Activity



**RiderCoach Recruitment**

<b>Planned Activity Number</b>	<b>CP-22-03-s PI&amp;E</b>	
<b>Planned Activity Code</b>	2022-8003 MC Education, Communication, and Outreach	
<b>GTS Code</b>	M11X-405f Motorcycle Safety Programs	
<b>Benefit to Locals</b>	N/A	
<b>Grantee</b>	OHSP PI&E	
<b>Grant Amount, Funding Source</b>	<b>\$30,000</b>	405(f) FAST Act Motorcycle Safety Programs
<b>Indirect Cost Rate</b>	N/A	
<b>Grant Start-up</b>	October 1	
<b>Project Objective(s)</b>	Conduct a public education campaign to help prevent the number of certified RiderCoaches in Michigan from dropping below 250 coaches by September 30, 2022.	

Skilled RiderCoaches are needed to train motorcyclists through rider education courses. The OHSP will work with partnering agencies and organizations to execute a communications plan for promoting RiderCoach recruitment.

Funding will support contractual costs.

**Countermeasure Strategies in Planned Activities**

<b>Fiscal Year</b>	<b>Countermeasure Strategy Name</b>
2022	Motorcycle Riding Training

**Federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit (as applicable).**

<b>Source Fiscal Year</b>	<b>Funding Source</b>	<b>Eligible Use Of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
2022	405(f) FAST Act Motorcycle Safety Programs	405(f) FAST Act Motorcycle Safety Programs	\$30,000	N/A	N/A

**Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

<b>Item</b>	<b>Quantity</b>	<b>Price Per Unit</b>	<b>Total Cost</b>	<b>NHTSA Share Per Unit</b>	<b>NHTSA Share Total Cost</b>
N/A	N/A	N/A	N/A	N/A	N/A



## APPENDIX D. COUNTERMEASURE STRATEGY FORM MOTORCYCLE SAFETY

**Program Area Name:** Motorcycle Safety

**Countermeasure Strategy:** Communications Campaign

**Grant:** [Motorcycle Safety Telephone Surveys](#)

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems. Is this countermeasure strategy innovative?**

No

**If “yes”, enter justification supporting the innovative countermeasure strategy, including research, evaluation and/or substantive anecdotal evidence, that supports the potential of the proposed innovative countermeasure strategy.**

N/A

**Is this program area part of the state occupant protection program area plan for a 405(b) application 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, at the level of detail required under § 1300.11(c) and (d)?**

No

**Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the state’s problem identification].**

No

**Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [planned activities, at the level of detail required under § 1300.11(d), for recruiting, training, and maintaining a sufficient number of child passenger safety technicians based on the state’s problem identification, at the level of detail required under § 1300.11(d)].**

No

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the state conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the state’s problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70% of either the state’s unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No



**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the high-risk population countermeasure programs criterion? § 1300.21(e)(4) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) drivers on rural roadways; (ii) unrestrained nighttime drivers; (iii) teenage drivers; (iv) other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**  
No

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(b) [countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**  
No

**Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**  
Yes

**Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**  
Yes

**Is this planned activity part of the state traffic safety information system improvements grant application (§ 405(c)) for the state traffic records strategic plan? § 1300.22(b)(2)(iii) [planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the state's most recent highway safety data and traffic records system assessment]**  
No

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**  
No

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(D)(6)**  
No



## Countermeasure Strategy Description

Assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Motorcyclists have been over 12% of traffic fatalities for the past five years.

### Fatalities and Suspected Serious Injuries 2015-2019 (REQUIRED)

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	963	4,865	5,828
2016	1,064	5,634	6,698
2017	1,028	6,084	7,112
2018	974	5,586	6,560
2019	985	5,629	6,614
<b>Total</b>	<b>5,014</b>	<b>27,798</b>	<b>32,812</b>

### Alcohol-Impaired Driver or Motorcycle Operator Fatalities and Suspected Serious Injuries 2015-2019

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	160	479	639
2016	146	519	665
2017	199	645	844
2018	167	593	760
2019	168	634	802
<b>Total</b>	<b>840</b>	<b>2,870</b>	<b>3,710</b>

### Alcohol- and/or Drug-Impaired Driver or Motorcycle Operator Fatalities and Suspected Serious Injuries 2015-2019

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	202	548	750
2016	211	652	863
2017	257	804	1,061
2018	229	720	949
2019	228	760	988
<b>Total</b>	<b>1,127</b>	<b>3,484</b>	<b>4,611</b>

### Motorcyclist Operator Fatalities and Suspected Serious Injuries 2015-2019

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	130	455	585
2016	130	590	720
2017	124	610	734
2018	121	594	715
2019	114	609	723
<b>Total</b>	<b>619</b>	<b>2,858</b>	<b>3,477</b>



**Impaired Motorcycle Operators Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	49	55	<b>104</b>
2016	43	77	<b>120</b>
2017	39	96	<b>135</b>
2018	39	88	<b>127</b>
2019	40	110	<b>150</b>
<b>Total</b>	<b>210</b>	<b>426</b>	<b>636</b>

**Unendorsed Motorcycle Operator Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	37	236	<b>273</b>
2016	33	155	<b>188</b>
2017	29	135	<b>164</b>
2018	33	161	<b>194</b>
2019	34	137	<b>171</b>
<b>Total</b>	<b>166</b>	<b>824</b>	<b>990</b>

Funding will support contractual costs.

\$22,000 405(d) FAST Act Impaired Driving Low Motorcycle Safety

3.7% of total \$599,000 designated to MC

\$138,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the MC programs.

**Description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Motorcyclists have been over 12% of traffic fatalities for the past five years.

State data will be used as indicated in the GHSA email dated January 13, 2021, except for C-1 (Number of traffic fatalities) and C-3 (Fatalities/VMT) which will use [Fatality Analysis Reporting System \(FARS\)](#) data as required.

The FY2022 HSP projects are based on the 2015-2019 trend data due to the 2020 data being unavailable during the planning period. However, the performance measures are based on the 2016-2020 data as approved by Region 5.

**C-1 Number of fatalities in traffic crashes**

*Target:* Reduce fatalities from 1,083 in 2020 to 1,065.2 by September 30, 2022.

**C-2 Number of suspected serious injuries in traffic crashes**

*Target:* Prevent suspected serious traffic injuries from increasing from 5,433 in 2020 to 5,733.2 by September 30, 2022.





### **C-3 Fatalities/VMT**

*Target:* Prevent fatalities/100 MVMT from increasing by .96 in 2019 to 1.098 by September 30, 2022. The 2020 Fatalities/VMT is not yet available.

### **C-5 Number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher**

*Target:* Prevent alcohol impaired driving fatalities from increasing from 181 (2016-2020 average) to 198 (2018-2022 average) by September 30, 2022.

### **C-6 Number of speeding-related fatalities**

*Target:* Reduce speeding-related fatalities from 193 (2016-2020 average) to 192 (2018-2022 average) by September 30, 2022.

### **C-7 Number of motorcyclist fatalities**

*Target:* Prevent motorcyclist fatalities from increasing from 137 (2016-2020 average) to 141 (2018-2022 average) by September 30, 2022.

### **C-8 Number of unhelmeted motorcyclist fatalities**

*Target:* Reduce unhelmeted, motorcyclist fatalities from 60 (2016-2020 average) to 59 (2018-2022 average) by September 30, 2022.

### **Other Michigan Performance Measures**

#### **O1: Number of crashes involving alcohol- or drug-impaired motorcyclist**

*Target:* Reduce number of crashes involving alcohol-or drug-impaired motorcyclist from 230 (2016-2020 average) to 229 (2018-2022 average) by September 30, 2022.

#### **O2: Number of fatalities involving alcohol- or drug-impaired motorcyclist**

*Target:* Prevent the number of fatalities involving alcohol- or drug-impaired motorcyclist from increasing from 45 (2016-2020 average) to 48 (2018-2022 average) by September 30, 2022.

#### **O3: Number of fatal crashes involving drug-impaired driver or motorcycle operator.**

*Target:* Prevent the number of fatal crashes involving a drug-impaired driver or motorcycle operator from increasing from 228 (2016-2020 average) to 260 (2018-2022 average) by September 30, 2022.

#### **O4: Number of crashes involving a motorcycle and another motor vehicle.**

*Target:* Reduce the number of crashes involving a motorcycle and another motor vehicle from 1,528 (2016-2020 average) to 1,488 (2018-2022 average) by September 30, 2022.

Funding will support contractual costs.

\$22,000 405(d) FAST Act Impaired Driving Low Motorcycle Safety

3.7% of total \$599,000 designated to MC

\$138,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the MC programs.

### **Evidence of effectiveness: rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

Motorcyclists have been over 12% of traffic fatalities for the past five years.



**NHTSA Uniform Guideline  
 Motorcycle Safety Guideline #3  
 Section 1 Program Management  
 Page number(s): 1**

**Citation:**

Each State should have centralized program planning, implementation, and coordination to identify the nature and extent of its motorcycle safety problems, to establish goals and objectives for the State's motorcycle safety program and to implement projects to reach the goals and objectives. State motorcycle safety plans should:

- Routinely evaluate motorcycle safety programs and services.

Funding will support contractual costs.

\$22,000 405(d) FAST Act Impaired Driving Low Motorcycle Safety

3.7% of total \$599,000 designated to MC

\$138,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the MC programs.

**Planned activities that the state will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Motorcycle Rider Training	MC-22-01	D.1/E.1
Motorcycle RiderCoach Professional Development	MC-22-01	D.2/E.2
Motorcycle Range Aides	MC-22-01	D.3/E.3
Shadow Rider Project	CP-22-03-q PI&E	D.4/E.4
Motorcycle Program Area Assessment Recommendation Implementation	MC-22-02	D.5/E.5
Impaired Motorcyclist Prevention Campaign	CP-22-03-r PI&E	D.6/E.6
RiderCoach Recruitment	CP-22-03-s PI&E	D.7/E.7
<b>Motorcycle Safety Telephone Surveys</b>	<b>CP-22-03-y PI&amp;E</b>	<b>D.8/E.8</b>
Program Management	CP-22-02-h PM	E.9

**APPENDIX E.7 PLANNED ACTIVITY FORM MOTORCYCLE SAFETY**

<b>Planned Activity Name</b>	Motorcycle Safety Telephone Surveys
<b>Planned Activity Number</b>	CP-22-03-y PI&E
<b>Primary Countermeasure Strategy</b>	Communications Campaign

See Questions in Appendix D.



**Description of the Planned Activity**

**Motorcycle Safety Telephone Surveys**

<b>Planned Activity Number</b>	<b>CP-22-03-y PI&amp;E</b>	
<b>Planned Activity in GMSS</b>	2022-4002 PS Research, Data, and Evaluation	
<b>GTS Code</b>	FDL*MC Low Motorcycle Safety	
<b>Benefit to Locals</b>	N/A	
<b>Grantee</b>	OHSP PI&E	
<b>Grant Amount, Funding Source</b>	<b>\$22,000</b>	405(d) FAST Act Impaired Driving Low Motorcycle Safety
<b>Indirect cost rate</b>	N/A	
<b>Grant Start-up</b>	October 1	
<b>Project Objective(s)</b>	Determine public perception of advertising messages for traffic safety campaigns by conducting one set of pre- and post-telephone surveys by September 30, 2022.	

Telephone surveys will be conducted to give the OHSP feedback on how drivers perceive and react to traffic safety programs. The surveys will allow the OHSP to adjust programming, if necessary, and develop plans based on current-year data.

Funding will support contractual costs.

**Countermeasure Strategies in Planned Activities**

<b>Fiscal Year</b>	<b>Countermeasure Strategy Name</b>
2022	Communications Campaign

**Federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit (as applicable).**

<b>Source Fiscal Year</b>	<b>Funding Source</b>	<b>Eligible Use Of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
2021	405(d) FAST Act Impaired Driving Low	405(d) FAST Act Impaired Driving Low Motorcycle Safety	\$19,373	N/A	N/A
<b>Source Fiscal Year</b>	<b>Funding Source</b>	<b>Eligible Use Of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
2022	405(d) FAST Act Impaired Driving Low	405(d) FAST Act Impaired Driving Low Motorcycle Safety	\$2,627	N/A	N/A



**Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share Per Unit	NHTSA Share Total Cost
N/A	N/A	N/A	N/A	N/A	N/A

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Motorcycle Rider Training	MC-22-01	D.1/E.1
Motorcycle RiderCoach Professional Development	MC-22-01	D.2/E.2
Motorcycle Range Aides	MC-22-01	D.3/E.3
Shadow Rider Project	CP-22-03-q PI&E	D.4/E.4
Motorcycle Program Area Assessment Recommendation Implementation	MC-22-02	D.5/E.5
Impaired Motorcyclist Prevention Campaign	CP-22-03-r PI&E	D.6/E.6
RiderCoach Recruitment	CP-22-03-s PI&E	D.7/E.7
Motorcycle Safety Telephone Surveys	CP-22-03-y PI&E	D.8/E.8
<b>Program Management</b>	<b>CP-22-02-h PM</b>	<b>E.9</b>

## APPENDIX E.9 PROGRAM AREA FORM MOTORCYCLE SAFETY

<b>Planned Activity Name</b>	Highway Safety Office Program Management for Motorcycle Safety
<b>Planned Activity Number</b>	CP-22-02-h PM
<b>Primary Countermeasure Strategy</b>	Highway Safety Office Program Management

**Federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit (as applicable).**

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	402 FAST Act	402 FAST Act Program Management	\$138,000	N/A	N/A



**Program Management for Motorcycle Safety**

<b>Planned Activity Number</b>	CP-22-02-h PM	
<b>Planned Activity Code</b>	2022-10001 PA Program Management (CP 02)	
<b>GTS Code</b>	PA-2022-Planning and Administration	
<b>Benefit to Locals</b>	No	
<b>Grantee</b>	OHSP-Program Management Section	
<b>Grant Amount, Funding Source</b>	<b>\$138,000</b>	402 FAST Act Program Management
<b>Indirect Cost Rate</b>	9.1%	
<b>Grant Start-up</b>	October 1	

Funding will support the shared costs of the Program Management team required to implement and manage the OHSP programs.



## APPENDIX C PROGRAM AREA FORM FOR OCCUPANT PROTECTION

**Will countermeasure strategies and planned activities be described in this plan to address the program area?**

Yes

**Is this program area part of the state occupant protection program area plan for a 405(b) application 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, at the level of detail required under § 1300.11(c) and (d)?**

Yes

### Problem Identification

**Description and analysis of the state's highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.**

The OHSP uses state traffic crash data to identify highway safety problems. Crash trends can be influenced by many variables, including the number of vehicle miles traveled (VMT), the number, weight, and size of vehicles, the health of state and regional economies, weather conditions, as well as passenger vehicle safety features, roadway infrastructure, emergency medical services, and the global pandemic.

State-level data review and analysis focuses on fatality and suspected serious injury reduction.

To assist with problem identification, the University of Michigan Transportation Research Institute (UMTRI) provides a five-year review of fatalities for the core performance measures. In most cases, the data review includes fatalities and suspected serious injuries by month, age, and county so that programs may be focused when and where they have the greatest potential to reduce traffic fatalities and suspected serious injuries.

In addition to crash data, activity measures such as observed seat belt use and citations issued during grant-funded enforcement activities are part of the problem identification and planning process.

A five-year moving average is applied against the core performance measures to set goals and determine areas where positive progress is expected, where little or no change appears likely, and areas where the trend indicates fatalities and suspected serious injuries will increase.

For the three shared goals for the HSP and the Highway Safety Improvement Plan (HSIP), the OHSP, and the Michigan Department of Transportation (MDOT) worked with the UMTRI to develop predictive figures generated from a multi-variate change model for the target-setting process. The change model predicts change in fatalities from the previous years based on a number of predictors. The model incorporates factors such as gas prices, employment, income, gross domestic product (GDP), VMT, and alcohol consumption. The suspected serious injuries are modeled as a proportion of fatalities.

The goal-setting process was complicated knowing that fatality and suspected serious injury outcomes for 2021-2022 are likely to be heavily influenced by the global COVID-19 pandemic.



State data will be used as indicated in the GHSA email dated January 13, 2021, except for C-1 (Number of traffic fatalities) and C-3 (Fatalities/VMT) which will use [Fatality Analysis Reporting System \(FARS\)](#) data as required.

The FY2022 HSP projects are based on the 2015-2019 trend data due to the 2020 data being unavailable during the planning period. However, the performance measures are based on the 2016-2020 data as approved by Region 5.

**C-1 Number of fatalities in traffic crashes**

*Target:* Reduce fatalities from 1,083 in 2020 to 1,065.2 by September 30, 2022.

**C-2 Number of suspected serious injuries in traffic crashes**

*Target:* Prevent suspected serious traffic injuries from increasing from 5,433 in 2020 to 5,733.2 by September 30, 2022.

**C-3 Fatalities/VMT**

*Target:* Prevent fatalities/100 MVMT from increasing by .96 in 2019 to 1.098 by September 30, 2022. The 2020 Fatalities/VMT is not yet available.

**C-4 Unrestrained passenger vehicle occupant fatalities, all seat positions**

*Target:* Reduce unrestrained passenger vehicle occupant fatalities, all seat positions, from 199 (2016-2020 average) to 196 (2018-2022 average) by September 30, 2022.

**B-1 Statewide seat belt use rate**

*Target:* Increase the statewide seat belt use rate from 94.4% in 2020 to 98% by September 30, 2022.

	Michigan FARS and State Data	2016	2017	2018	2019	2020	2021	<sup>12</sup> 2022 Goals (2018-2022 average except C-1, C-2, and C-3)
C-1	Traffic Fatalities (FARS)	1,065	1,031	977	985	1,083	1,121	1,065.2
C-2	Suspected Serious ("A") Injuries (State)	5,634	6,084	5,586	5,629	5,433	6,051	5,733.2
C-3	Fatalities Per 100 Million VMT (FARS)	1.07	1.01	0.95	.96	*Pending	*Pending	1.098
C-4	Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions (State)	202	187	180	202	222	185	196
B-1	Safety Belt Use (Daytime, Observed)(Survey)	94.5%	94.1%	93.4%	94.4%	94.4%	*Pending	98%

Select at least one performance measure that is data-driven, that enables the state to track progress toward meeting the quantifiable annual target. For program areas where performance measures have not been jointly developed (e.g., distracted driving, drug-impaired driving) for which states are using HSP funds, the state shall develop its own performance measures and performance targets that are data-driven.

<sup>12</sup> Based on five-year averages per the NHTSA and the GHSA recommendations.



**Performance Measures**

Fiscal Year	<sup>13</sup> Performance Measure Name
2022	C-1 reduce fatalities C-2 reduce suspected serious injuries C-3 reduce K/VMT C-4 reduce unrestrained passenger vehicle occupant fatalities B-1 seat belt use

**Countermeasure Strategies**

Fiscal Year	Countermeasure Strategy Name
2022	Communication Campaigns
	Other: NHTSA required Seat Belt Observation Survey
	Occupant Protection Program Assessment (NHTSA Facilitated)
	Child Restraint System Inspection Stations
	Paid/Earned Media
	Highway Safety Office Program Management

**Planned activities that the state will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Community Car Seat Distribution	CP-22-01-a Special Projects	D.1/E.1
Child Passenger Safety Training and Recertification	CP-22-01-c Special Projects	D.2/E.2
Seat Belt and Hand-Held Device Use Direct Observation Survey	OP-22-03	D.3/E.3
Buckle Up in Your Truck Public Education	CP-22-03-a PI&E	D.4/E.4
Child Restraint Device and Booster Seat Use/Misuse Direct Observation Survey	OP-22-02	D.5/E.5
Booster Seat Public Education	CP-22-03-b PI&E	D.6/E.6
Rear-Seat Belt Public Education	CP-22-03-c PI&E	D.7/E.7
Occupant Protection Program Assessment Recommendation Implementation	OP-22-04	D.8/E.8
Highway Safety Office Program Management	CP-22-02-a PM	D.9/E.9

<sup>13</sup> \*Not every grant in the program area has all of the performance measures listed above. This list is cumulative based on each of the planned activities.





## APPENDIX D.1 COUNTERMEASURE STRATEGY FOR OCCUPANT PROTECTION

**Program Area Name:** Occupant Protection (Adult and Child)

**Countermeasure Strategy:** Child Restraint System Inspection Stations

**Grant Name:** **Community Car Seat Distribution**

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems. Is this countermeasure strategy innovative?**

No

**If “yes”, enter justification supporting the innovative countermeasure strategy, including research, evaluation and/or substantive anecdotal evidence, that supports the potential of the proposed innovative countermeasure strategy.**

N/A

**Is this program area part of the state occupant protection program area plan for a 405(b) application 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, at the level of detail required under § 1300.11(c) and (d)?**

Yes

**Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the state’s problem identification].**

Yes

**Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [planned activities, at the level of detail required under § 1300.11(d), for recruiting, training, and maintaining a sufficient number of child passenger safety technicians based on the state’s problem identification, at the level of detail required under § 1300.11(d)].**

Yes

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the state conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the state’s problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70% of either the state’s unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

Yes



**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the high-risk population countermeasure programs criterion? § 1300.21(e)(4) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) drivers on rural roadways; (ii) unrestrained nighttime drivers; (iii) teenage drivers; (iv) other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

Yes

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(b) [countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

Yes

**Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the state traffic safety information system improvements grant application (§ 405(c)) for the state traffic records strategic plan? § 1300.22(b)(2)(iii) [planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the state's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(D)(6)**

No

### **Countermeasure Strategy Description**

**Assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

Despite Michigan's high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained.



The car seat distribution effort will focus on targeting those who live in counties with high unrestrained fatalities and suspected serious injuries. The distribution of car seats will be for low-income families through a qualifying screening where child passenger safety technicians will verify the child is enrolled in one of several qualifying low-income programs.

**Fatalities and Suspected Serious Injuries 2015-2019 (REQUIRED)**

Year	Fatalities	Suspected Serious Injuries	Total
2015	963	4,865	<b>5,828</b>
2016	1,064	5,634	<b>6,698</b>
2017	1,028	6,084	<b>7,112</b>
2018	974	5,586	<b>6,560</b>
2019	985	5,629	<b>6,614</b>
<b>Total</b>	<b>5,014</b>	<b>27,798</b>	<b>32,812</b>

**Unrestrained Passenger Vehicle Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2015	197	597	<b>794</b>
2016	203	592	<b>795</b>
2017	197	572	<b>769</b>
2018	184	545	<b>729</b>
2019	209	543	<b>752</b>
<b>Total</b>	<b>990</b>	<b>2,849</b>	<b>3,839</b>

**Unrestrained Passenger Vehicle Fatalities by Age Group 2015-2019**

Age Group	2015	2016	2017	2018	2019	Total
0	0	1	1	0	1	<b>3</b>
1-3	1	0	2	0	2	<b>5</b>
4-10	1	4	2	1	4	<b>12</b>

**Unrestrained Passenger Vehicle Suspected Serious Injuries by Age Group 2015-2019**

Age Group	2015	2016	2017	2018	2019	Total
0	1	2	1	1	0	<b>5</b>
1-3	4	3	3	8	6	<b>24</b>
4-10	15	13	7	15	9	<b>59</b>



**Table A. Ages 10 and Younger Fatalities 2015-2019**

County	2015	2016	2017	2018	2019	Total
Wayne	1	0	1	1	2	5
Isabella	0	0	1	0	1	2
Kalamazoo	0	1	1	0	0	2
Washtenaw	0	0	0	0	2	2
Benzie	0	0	0	0	1	1
Cass	0	0	1	0	0	1
Emmet	0	0	0	0	1	1
Ingham	0	1	0	0	0	1
Lenawee	1	0	0	0	0	1
Luce	0	0	1	0	0	1
Muskegon	0	1	0	0	0	1
Oakland	0	1	0	0	0	1
Saginaw	0	1	0	0	0	1
<b>Total</b>	<b>2</b>	<b>5</b>	<b>5</b>	<b>1</b>	<b>7</b>	<b>20</b>

**Table B. Ages 10 and Younger Suspected Serious Injuries 2015-2019**

County	2015	2016	2017	2018	2019	Total
Wayne	2	3	7	3	6	21
Bay	7	1	0	0	0	8
Genesee	3	3	1	0	0	7
Kalamazoo	0	1	2	2	0	5
Oakland	0	1	0	0	3	4
Kent	2	0	0	1	0	3
Ottawa	0	1	0	1	1	3
St. Clair	0	0	0	3	0	3
Washtenaw	0	0	0	3	0	3
Ingham	0	0	1	1	0	2
Macomb	0	1	0	1	0	2
Mason	0	2	0	0	0	2
Montcalm	0	0	0	1	1	2
Muskegon	1	1	0	0	0	2
Shiawassee	0	0	0	0	2	2
<b>Total</b>	<b>15</b>	<b>14</b>	<b>11</b>	<b>16</b>	<b>13</b>	<b>69</b>

Technicians receiving seats will be encouraged to track seats provided and reference the list before issuing a car seat to prevent more than one seat going to a child. For technicians to receive distribution program car seats they must be certified and in good standing with required monthly reporting of distributed car seats.



Proper installation is key to reducing the risk of injury and fatality to children riding in vehicles. The best way for parents to learn how to use their car seats properly is to consult with a child passenger safety technician. Car seat inspection stations are a proven countermeasure to proper installation. By offering free car seats to eligible low-income families or caregivers, the OHSP is reaching high risk populations and providing this service to families and caregivers within the state. Free car seats for low-income families increase attendance at car seat events and fitting stations, which provide access to education for proper use.

Location	Number of Counties	Amount
High fatalities and suspected serious injury counties	15	\$185,000
All other counties	68	\$115,000
<b>TOTAL</b>	<b>83</b>	<b>\$300,000</b>

Funding will support supplies/operating costs.

**\$300,000 total**

\$253,000 402 FAST Act Child Restraint funds

\$47,000 405(b) FAST Act Occupant Protection High CSS Purchase/Distribution funds

21.5% of total \$1,395,000 designated to OP

\$157,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the OP programs.

**Benefit to Locals: \$253,000**

**Description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Despite Michigan’s high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained.

State data will be used as indicated in the GHSA email dated January 13, 2021, except for C-1 (Number of traffic fatalities) and C-3 (Fatalities/VMT) which will use [Fatality Analysis Reporting System \(FARS\)](#) data as required.

The FY2022 HSP projects are based on the 2015-2019 trend data due to the 2020 data being unavailable during the planning period. However, the performance measures are based on the 2016-2020 data as approved by Region 5.

**C-1 Number of fatalities in traffic crashes**

*Target:* Reduce fatalities from 1,083 in 2020 to 1,065.2 by September 30, 2022.

**C-2 Number of suspected serious injuries in traffic crashes**

*Target:* Prevent suspected serious traffic injuries from increasing from 5,433 in 2020 to 5,733.2 by September 30, 2022.



### **C-3 Fatalities/VMT**

*Target:* Prevent fatalities/100 MVMT from increasing by .96 in 2019 to 1.098 by September 30, 2022. The 2020 Fatalities/VMT is not yet available.

### **C-4 Unrestrained passenger vehicle occupant fatalities, all seat positions**

*Target:* Reduce unrestrained passenger vehicle occupant fatalities, all seat positions, from 199 (2016-2020 average) to 196 (2018-2022 average) by September 30, 2022.

Funding will support supplies/operating costs.

#### **\$300,000 total**

\$253,000 402 FAST Act Child Restraint funds

\$47,000 405(b) FAST Act Occupant Protection High CSS Purchase/Distribution funds

21.5% of total \$1,395,000 designated to OP

\$157,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the OP programs.

**Benefit to Locals: \$253,000**

#### **Evidence of effectiveness: rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

Despite Michigan's high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained.

#### **Countermeasures That Work, Ninth Edition 2017**

##### **Chapter 2 (Seat Belts and Child Restraints)**

##### **Section 7.2 (Inspection Stations)**

##### **Pages 2-36**

##### **Citation**

"The misuse of child restraints has been a concern for many years. A number of programs have been implemented to provide parents and other caregivers with "hands-on" assistance with the installation and use of child restraints in an effort to combat widespread misuse. Child passenger safety (CPS) inspection stations, sometimes called "fitting stations" are places or events where parents and caregivers can receive this assistance from certified CPS technicians. Information on how to market an inspection station campaign is available through Parents Central ([www.safercar.gov/parents/CarSeats/TRS-carseats/toolkit.htm](http://www.safercar.gov/parents/CarSeats/TRS-carseats/toolkit.htm)). Certification courses for child safety seat checks are available through the National Child Passenger Safety Certification program (<http://cert.safekids.org>).

Inspection stations in urban communities may be effective in reaching households that improperly use child restraints. One study conducted in Los Angeles that reached out to parents and caregivers using advertisements found that vehicles visiting the inspection stations had a rate of child restraint misuse of 96.2% (Bachman et al., 2016). While this rate was substantially higher than the 46% misuse rate observed in the nationally representative NCRUSS sample (Greenwell, 2015), some of this difference likely reflects a broader definition of misuse in the Los Angeles study as the determination of misuse was based on American Academy of Pediatrics (AAP) best practice recommendations. It is also possible that the households targeted in this community study had particularly high misuse rates. The Los Angeles inspection station study found that factors such as child age, child weight, and vehicle year led to systematic instances of child restraint misuse and should be considered when conducting inspections and addressing deficiencies in restraint use (Bachman et al., 2016)."

Funding will support supplies/operating costs.



**\$300,000 total**

\$253,000 402 FAST Act Child Restraint funds

\$47,000 405(b) FAST Act Occupant Protection High CSS Purchase/Distribution funds

21.5% of total \$1,395,000 designated to OP

\$157,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the OP programs.

**Benefit to Locals: \$253,000**

**Planned activities that the state will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
<b>Community Car Seat Distribution</b>	<b>CP-22-01-a Special Projects</b>	<b>D.1/E.1</b>
Child Passenger Safety Training and Recertification	CP-22-01-c Special Projects	D.2/E.2
Seat Belt and Hand-Held Device Use Direct Observation Survey	OP-22-03	D.3/E.3
Buckle Up in Your Truck Public Education	CP-22-03-a PI&E	D.4/E.4
Child Restraint Device and Booster Seat Use/Misuse Direct Observation Survey	OP-22-02	D.5/E.5
Booster Seat Public Education	CP-22-03-b PI&E	D.6/E.6
Rear-Seat Belt Public Education	CP-22-03-c PI&E	D.7/E.7
Occupant Protection Program Assessment Recommendation Implementation	OP-22-04	D.8/E.8
Highway Safety Office Program Management	CP-22-02-a PM	D.9/E.9

**APPENDIX E.1 PLANNED ACTIVITY FOR OCCUPANT PROTECTION**

<b>Planned Activity Name</b>	Community Car Seat Distribution
<b>Planned Activity Number</b>	CP-22-01-a Special Projects
<b>Primary Countermeasure Strategy</b>	Child Restraint System Inspection Stations

See Questions in Appendix D.

Description of The Planned Activity



**Community Car Seat Distribution**

<b>Planned Activity Number</b>	<b>CP-22-01-a Special Projects</b>	
<b>Planned Activity Code</b>	2022-1001 OP Support, Training, and Enforcement	
<b>GTS Code</b>	OP-2022-Occupant Protection	
<b>GTS Code</b>	M1CSS-405b High CSS Purchase/Distribution	
<b>Benefit to Locals</b>	<b>Yes (\$253,000)</b>	
<b>Grantee</b>	OHSP Special Projects	
<b>Grant Amount, Funding Source</b>	<b>\$253,000</b>	402 FAST Act Child Restraints
<b>Grant Amount, Funding Source</b>	<b>\$47,000</b>	405(b) FAST Act Occupant Protection High CSS Purchase/Distribution
<b>Indirect Cost Rate</b>	N/A	
<b>Grant Start-up</b>	October 1	
<b>Project Objective(s)</b>	Prevent the unrestrained fatalities and suspected serious injuries for children ages 10 and younger from increasing from 39 to 31 by September 30, 2022.	

Car seat distribution will be focused on the 15 top counties with unrestrained fatal and suspected serious injury crashes for children 10 and under. Additional counties may be added or considered based on need, resources, or specific programming (i.e., diverse populations, rural, etc.). By offering free car seats to eligible low-income families or caregivers the Office of Highway Safety Planning (OHSP) is reaching high risk populations and providing this service to families and caregivers statewide.

Funding will support supplies/operating costs.

**Countermeasure Strategies in Planned Activities**

<b>Fiscal Year</b>	<b>Countermeasure Strategy Name</b>
2022	Child Restraint System Inspection Stations

**Federal fund estimates of funding amounts, amount for match and local benefit (as applicable).**

<b>Source Fiscal Year</b>	<b>Funding Source</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
2021	402 FAST Act	402 FAST Act Child Restraints	\$230,195	N/A	<b>\$230,195</b>
2022	402 FAST Act	402 FAST Act Child Restraints	\$22,805	N/A	<b>\$22,805</b>
2021	405(b) FAST Act Occupant Protection High	405(b) FAST Act Occupant Protection High CSS Purchase/Distribution	\$47,000	N/A	N/A





Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share Per Unit	NHTSA Share Total Cost
N/A	N/A	N/A	N/A	N/A	N/A

## APPENDIX D.2 COUNTERMEASURE STRATEGY FOR OCCUPANT PROTECTION

**Program Area Name:** Occupant Protection (Adult and Child)

**Countermeasure Strategy:** Occupant Protection Program Assessment (NHTSA Facilitated)

**Grant Name:** **Child Passenger Training and Recertification**

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems. Is this countermeasure strategy innovative?

No

If “yes”, enter justification supporting the innovative countermeasure strategy, including research, evaluation and/or substantive anecdotal evidence, that supports the potential of the proposed innovative countermeasure strategy.

N/A

Is this program area part of the state occupant protection program area plan for a 405(b) application 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, at the level of detail required under § 1300.11(c) and (d)?

Yes

Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the state’s problem identification].

Yes

Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [planned activities, at the level of detail required under § 1300.11(d), for recruiting, training, and maintaining a sufficient number of child passenger safety technicians based on the state’s problem identification, at the level of detail required under § 1300.11(d)].

Yes



**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the state conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the state's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70% of either the state's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

Yes

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the high-risk population countermeasure programs criterion? § 1300.21(e)(4) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) drivers on rural roadways; (ii) unrestrained nighttime drivers; (iii) teenage drivers; (iv) other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

Yes

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(b) [countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

Yes

**Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the state traffic safety information system improvements grant application (§ 405(c)) for the state traffic records strategic plan? § 1300.22(b)(2)(iii) [planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the state's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No



**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(D)(6)**

No

**Countermeasure Strategy Description**

**Assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

Despite Michigan’s high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained.

A properly installed car seat can reduce the risk of death to children under one year by 71% and to children one to four by 54%. Booster seats can reduce the risk of suspected serious injuries to children four to eight by 45%. From 2015-2019, 108 children ages ten and under have been killed (20) or seriously injured (88) while unrestrained in car crashes, which continue to be the leading cause of death for children of all ages.

**Fatalities and Suspected Serious Injuries 2015-2019 (REQUIRED)**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	963	4,865	<b>5,828</b>
2016	1,064	5,634	<b>6,698</b>
2017	1,028	6,084	<b>7,112</b>
2018	974	5,586	<b>6,560</b>
2019	985	5,629	<b>6,614</b>
<b>Total</b>	<b>5,014</b>	<b>27,798</b>	<b>32,812</b>

**Unrestrained Passenger Vehicle Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	197	597	<b>794</b>
2016	203	592	<b>795</b>
2017	197	572	<b>769</b>
2018	184	545	<b>729</b>
2019	209	543	<b>752</b>
<b>Total</b>	<b>990</b>	<b>2,849</b>	<b>3,839</b>

**Unrestrained Passenger Vehicle Fatalities by Age Group 2015-2019**

Age Group	2015	2016	2017	2018	2019	Total
0	0	1	1	0	1	<b>3</b>
1-3	1	0	2	0	2	<b>5</b>
4-10	1	4	2	1	4	<b>12</b>



**Unrestrained Passenger Vehicle Suspected Serious Injuries by Age Group  
2015-2019**

Age Group	2015	2016	2017	2018	2019	Total
0	1	2	1	1	0	5
1-3	4	3	3	8	6	24
4-10	15	13	7	15	9	59

**Table A. Ages 10 and Younger Fatalities by County 2015-2019**

County	2015	2016	2017	2018	2019	Total
Wayne	1	0	1	1	2	5
Isabella	0	0	1	0	1	2
Kalamazoo	0	1	1	0	0	2
Washtenaw	0	0	0	0	2	2
Benzie	0	0	0	0	1	1
Cass	0	0	1	0	0	1
Emmet	0	0	0	0	1	1
Ingham	0	1	0	0	0	1
Lenawee	1	0	0	0	0	1
Luce	0	0	1	0	0	1
Muskegon	0	1	0	0	0	1
Oakland	0	1	0	0	0	1
Saginaw	0	1	0	0	0	1
<b>Total</b>	<b>2</b>	<b>5</b>	<b>5</b>	<b>1</b>	<b>7</b>	<b>20</b>



**Table B. Ages 10 and Younger Suspected Serious Injuries by County 2015-2019**

County	2015	2016	2017	2018	2019	Total
Wayne	2	3	7	3	6	21
Bay	7	1	0	0	0	8
Genesee	3	3	1	0	0	7
Kalamazoo	0	1	2	2	0	5
Oakland	0	1	0	0	3	4
Kent	2	0	0	1	0	3
Ottawa	0	1	0	1	1	3
St. Clair	0	0	0	3	0	3
Washtenaw	0	0	0	3	0	3
Ingham	0	0	1	1	0	2
Macomb	0	1	0	1	0	2
Mason	0	2	0	0	0	2
Montcalm	0	0	0	1	1	2
Muskegon	1	1	0	0	0	2
Shiawassee	0	0	0	0	2	2
<b>Total</b>	<b>15</b>	<b>14</b>	<b>11</b>	<b>16</b>	<b>13</b>	<b>69</b>

**Child Passenger Safety Technicians and Instructors Data 2016-2020**

Year	Number of Eligible CPS Technicians/Instructors	Number of Recertified CPS Technicians/Instructors	Michigan Recertification Rate	National Recertification Rate
2016	484	282	58.3%	58.3%
2017	524	315	60.1%	58.2%
2018	551	301	54.6%	56.1%
2019	520	298	57.3%	55.5%
2020	532	259	48%	44.8%

Funding will support contractual and supplies/operating costs.

\$65,000 405(b) FAST Act Occupant Protection High Training

4.7% of total \$1,395,000 designated to OP

\$157,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the OP programs.

**Description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Despite Michigan's high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained.

A properly installed car seat can reduce the risk of death to children under one year by 71% and to children one to four by 54%. Booster seats can reduce the risk of suspected serious injuries to children



four to eight by 45%. From 2015-2019, 108 children ages ten and under have been killed (20) or seriously injured (88) while unrestrained in car crashes, which continue to be the leading cause of death for children of all ages.

State data will be used as indicated in the GHSA email dated January 13, 2021, except for C-1 (Number of traffic fatalities) and C-3 (Fatalities/VMT) which will use [Fatality Analysis Reporting System \(FARS\)](#) data as required.

The FY2022 HSP projects are based on the 2015-2019 trend data due to the 2020 data being unavailable during the planning period. However, the performance measures are based on the 2016-2020 data as approved by Region 5.

**C-1 Number of fatalities in traffic crashes**

*Target:* Reduce fatalities from 1,083 in 2020 to 1,065.2 by September 30, 2022.

**C-2 Number of suspected serious injuries in traffic crashes**

*Target:* Prevent suspected serious traffic injuries from increasing from 5,433 in 2020 to 5,733.2 by September 30, 2022.

**C-3 Fatalities/VMT**

*Target:* Prevent fatalities/100 MVMT from increasing by .96 in 2019 to 1.098 by September 30, 2022. The 2020 Fatalities/VMT is not yet available.

**C-4 Unrestrained passenger vehicle occupant fatalities, all seat positions**

*Target:* Reduce unrestrained passenger vehicle occupant fatalities, all seat positions, from 199 (2016-2020 average) to 196 (2018-2022 average) by September 30, 2022.

Funding will support contractual and supplies/operating costs.

\$65,000 405(b) FAST Act Occupant Protection High Training

4.7% of total \$1,395,000 designated to OP

\$157,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the OP programs.

**Evidence of effectiveness: rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

Despite Michigan's high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained.

A properly installed car seat can reduce the risk of death to children under one year by 71% and to children one to four by 54%. Booster seats can reduce the risk of suspected serious injuries to children four to eight by 45%. From 2015-2019, 108 children ages ten and under have been killed (20) or seriously injured (88) while unrestrained in car crashes, which continue to be the leading cause of death for children of all ages.



**Occupant Protection Program Assessment (NHTSA Facilitated) 2018  
Section 5 (Occupant Protection for Children) (1C-Recommendations)  
Pages 12 and 28.**

**Citation**

“Assure that adequate and accurate training is provided to the professionals who deliver and enforce the occupant protection programs for parents and caregivers.”

Funding will support contractual and supplies/operating costs.

\$65,000 405(b) FAST Act Occupant Protection High Training

4.7% of total \$1,395,000 designated to OP

\$157,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the OP programs.

**Planned activities that the state will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Community Car Seat Distribution	CP-22-01-a Special Projects	D.1/E.1
<b>Child Passenger Safety Training and Recertification</b>	<b>CP-22-01-c Special Projects</b>	<b>D.2/E.2</b>
Seat Belt and Hand-Held Device Use Direct Observation Survey	OP-22-03	D.3/E.3
Buckle Up in Your Truck Public Education	CP-22-03-a PI&E	D.4/E.4
Child Restraint Device and Booster Seat Use/Misuse Direct Observation Survey	OP-22-02	D.5/E.5
Booster Seat Public Education	CP-22-03-b PI&E	D.6/E.6
Rear-Seat Belt Public Education	CP-22-03-c PI&E	D.7/E.7
Occupant Protection Program Assessment Recommendation Implementation	OP-22-04	D.8/E.8
Highway Safety Office Program Management	CP-22-02-a PM	D.9/E.9

**APPENDIX E.2 PLANNED ACTIVITY FOR OCCUPANT PROTECTION**

<b>Planned Activity Name</b>	Child Passenger Safety Training and Recertification
<b>Planned Activity Number</b>	CP-22-01-c Special Projects
<b>Primary Countermeasure Strategy</b>	Occupant Protection Program Assessment (NHTSA Facilitated)

See Questions in Appendix D.

**Description of the Planned Activity**



**CPS Training and Recertification**

<b>Planned Activity Number</b>	<b>CP-22-01-c Special Projects</b>	
<b>Planned Activity Code</b>	2022-1001 OP Support, Training, and Enforcement	
<b>GTS Code</b>	M1TR-405b High Training	
<b>Benefit to Locals</b>	N/A	
<b>Grantee</b>	OHSP Special Projects	
<b>Grant Amount, Funding Source</b>	<b>\$65,000</b>	405(b) FAST Act Occupant Protection High Training
<b>Indirect Cost Rate</b>	N/A	
<b>Grant Start-up</b>	October 1	
<b>Project Objective(s)</b>	<p>Train 25 new technicians in two certification courses by September 30, 2022.</p> <p>Recertify 100 current technicians in two continuing education workshops by September 30, 2022.</p> <p>Recertify 10 technicians in renewal courses by September 30, 2022.</p> <p>Maintain a state recertification rate that is higher than or equal to the national recertification rate of technicians by September 30, 2022.</p>	

The Child Passenger Safety (CPS) trainings will focus on targeting those who work with diverse populations and front-line service providers who work with families in need. The OHSP will continue to support CPS technician certification, continuing education units (CEU), and Renewal trainings with a focus on the 11 counties with the largest unrestrained fatal and suspected serious injury (KA) crashes of children ages 10 and younger. The counties include Wayne, Bay, Genesee, Kalamazoo, Oakland, Washtenaw, Ingham, Kent, Muskegon, Ottawa, and St. Clair. Travel scholarships may also be provided for CPS technician candidates working in low-technician (three or less) counties.

Funding will support contractual and supplies/operating costs.

**Countermeasure Strategies in Planned Activities**

<b>Fiscal Year</b>	<b>Countermeasure Strategy Name</b>
2022	Occupant Protection Program Assessment (NHTSA Facilitated)

**Federal fund estimates of funding amounts, amount for match and local benefit (as applicable).**

<b>Source Fiscal Year</b>	<b>Funding Source</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
2021	405(b) FAST Act Occupant Protection High	405(b) FAST Act Occupant Protection High Training	\$65,000	N/A	N/A





Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share Per Unit	NHTSA Share Total Cost
N/A	N/A	N/A	N/A	N/A	N/A

## APPENDIX D.3 COUNTERMEASURE STRATEGY FOR OCCUPANT PROTECTION

**Program Area Name:** Occupant Protection (Adult and Child)

**Countermeasure Strategy:** Other: NHTSA Required Seat Belt Direct Observation Survey

**Grant Name:** [Seat Belt and Hand-Held Device Use Direct Observation Survey](#)

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems. Is this countermeasure strategy innovative?

Yes

If “yes”, enter justification supporting the innovative countermeasure strategy, including research, evaluation and/or substantive anecdotal evidence, that supports the potential of the proposed innovative countermeasure strategy.

Other: NHTSA Required Seat Belt Direct Observation Survey

Is this program area part of the state occupant protection program area plan for a 405(b) application 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, at the level of detail required under § 1300.11(c) and (d)?

Yes

Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the state’s problem identification].

No

Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [planned activities, at the level of detail required under § 1300.11(d), for recruiting, training, and maintaining a sufficient number of child passenger safety technicians based on the state’s problem identification, at the level of detail required under § 1300.11(d)].

No



**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the state conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the state's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70% of either the state's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

Yes

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the high-risk population countermeasure programs criterion? § 1300.21(e)(4) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) drivers on rural roadways; (ii) unrestrained nighttime drivers; (iii) teenage drivers; (iv) other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

Yes

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(b) [countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

Yes

**Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the state traffic safety information system improvements grant application (§ 405(c)) for the state traffic records strategic plan? § 1300.22(b)(2)(iii) [planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the state's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

Yes



Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(D)(6)

Yes

**Countermeasure Strategy Description**

**Assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

Despite Michigan’s high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained. **The Office of Highway Safety Planning (OHSP) is required to conduct a seat belt use observation survey each year by the National Highway Traffic Safety Administration (NHTSA).**

**Fatalities and Suspected Serious Injuries 2015-2019 (REQUIRED)**

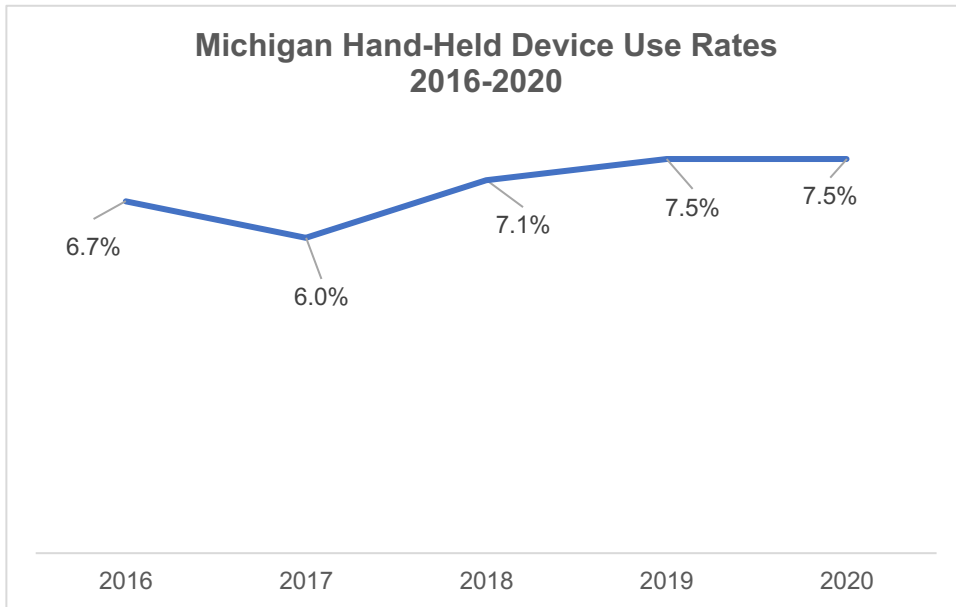
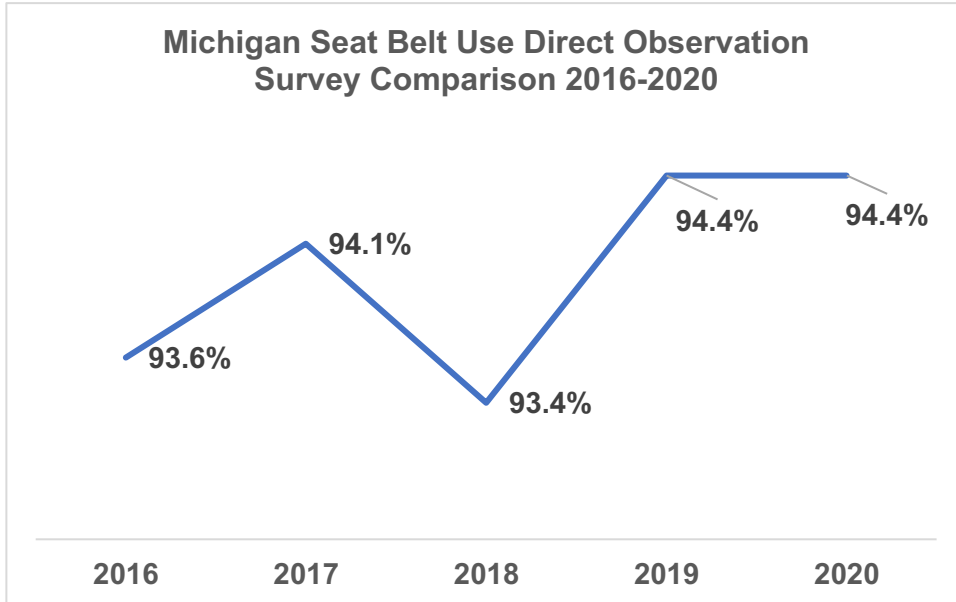
Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	963	4,865	5,828
2016	1,064	5,634	6,698
2017	1,028	6,084	7,112
2018	974	5,586	6,560
2019	985	5,629	6,614
<b>Total</b>	<b>5,014</b>	<b>27,798</b>	<b>32,812</b>

**Unrestrained Passenger Vehicle Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	197	597	794
2016	203	592	795
2017	197	572	769
2018	184	545	729
2019	209	543	752
<b>Total</b>	<b>990</b>	<b>2,849</b>	<b>3,839</b>

**Cellular Phone-Involved Crashes: Fatalities and Suspected Serious Injuries 2016-2019**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2016	9	85	94
2017	26	108	134
2018	20	88	108
2019	15	77	92
<b>Total</b>	<b>70</b>	<b>358</b>	<b>428</b>



Funding will support the personnel, supplies/operating, contractual, and indirect costs.

\$109,000 405(b) FAST Act Occupant Protection High funds

7.8% of total \$1,395,000 designated to OP

\$157,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the OP programs.



**Description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Despite Michigan's high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained.

**The Office of Highway Safety Planning (OHSP) is required to conduct a seat belt use observation survey each year by the National Highway Traffic Safety Administration (NHTSA).**

State data will be used as indicated in the GHSA email dated January 13, 2021, except for C-1 (Number of traffic fatalities) and C-3 (Fatalities/VMT) which will use [Fatality Analysis Reporting System \(FARS\)](#) data as required.

The FY2022 HSP projects are based on the 2015-2019 trend data due to the 2020 data being unavailable during the planning period. However, the performance measures are based on the 2016-2020 data as approved by Region 5.

**C-1 Number of fatalities in traffic crashes**

*Target:* Reduce fatalities from 1,083 in 2020 to 1,065.2 by September 30, 2022.

**C-2 Number of suspected serious injuries in traffic crashes**

*Target:* Prevent suspected serious traffic injuries from increasing from 5,433 in 2020 to 5,733.2 by September 30, 2022.

**C-3 Fatalities/VMT**

*Target:* Prevent fatalities/100 MVMT from increasing by .96 in 2019 to 1.098 by September 30, 2022. The 2020 Fatalities/VMT is not yet available.

**C-4 Unrestrained passenger vehicle occupant fatalities, all seat positions**

*Target:* Reduce unrestrained passenger vehicle occupant fatalities, all seat positions, from 199 (2016-2020 average) to 196 (2018-2022 average) by September 30, 2022.

**B-1 Statewide seat belt use rate**

*Target:* Increase the statewide seat belt use rate from 94.4% in 2020 to 98% by September 30, 2022.

Funding will support the personnel, supplies/operating, contractual, and indirect costs.

\$109,000 405(b) FAST Act Occupant Protection High funds

7.8% of total \$1,395,000 designated to OP

\$157,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the OP programs.

**Evidence of effectiveness: rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

Despite Michigan's high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained. **The Office of Highway Safety Planning (OHSP) is required to conduct a seat belt use observation survey each year by the National Highway Traffic Safety Administration (NHTSA).**

Funding will support the personnel, supplies/operating, contractual, and indirect costs.



\$109,000 405(b) FAST Act Occupant Protection High funds

7.8% of total \$1,395,000 designated to OP

\$157,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the OP programs.

**Planned activities that the state will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Community Car Seat Distribution	CP-22-01-a Special Projects	D.1/E.1
Child Passenger Safety Training and Recertification	CP-22-01-c Special Projects	D.2/E.2
<b>Seat Belt and Hand-Held Device Use Direct Observation Survey</b>	<b>OP-22-03</b>	<b>D.3/E.3</b>
Buckle Up in Your Truck Public Education	CP-22-03-a PI&E	D.4/E.4
Child Restraint Device and Booster Seat Use/Misuse Direct Observation Survey	OP-22-02	D.5/E.5
Booster Seat Public Education	CP-22-03-b PI&E	D.6/E.6
Rear-Seat Belt Public Education	CP-22-03-c PI&E	D.7/E.7
Occupant Protection Program Assessment Recommendation Implementation	OP-22-04	D.8/E.8
Highway Safety Office Program Management	CP-22-02-a PM	D.9/E.9

### **APPENDIX E.3 PLANNED ACTIVITY FOR OCCUPANT PROTECTION**

<b>Planned Activity Name</b>	Seat Belt and Hand-Held Device Use Direct Observation Survey
<b>Planned Activity Number</b>	OP-22-03
<b>Primary Countermeasure Strategy</b>	Other: NHTSA required Seat Belt Direct Observation Survey

See Questions in Appendix D.

Description of the Planned Activity



**d Activity**

**Seat Belt and Hand-Held Device Use Direct Observation Survey**

<b>Planned Activity Number</b>	<b>OP-22-03</b>	
<b>Planned Activity Code</b>	2022-1002 OP Research, Data, and Evaluation	
<b>GTS Code</b>	M1X 405b OP High	
<b>Benefit to Locals</b>	N/A	
<b>Grantee</b>	Michigan State University (MSU)	
<b>Grant Amount, Funding Source</b>	<b>\$109,000</b>	405(b) FAST Act Occupant Protection High
<b>Indirect Cost Rate</b>	26%	
<b>Grant Start-up</b>	October 1	
<b>Project Objective(s)</b>	<p>Determine the seat belt use rate by conducting the annual direct observation survey by September 30, 2022.</p> <p>Determine the hand-held device use rate by conducting a direct observation survey by September 30, 2022.</p>	

Michigan has tracked seat belt use since 1983. The survey results assist the OHSP with developing seat belt enforcement plans and identifying the focus of media campaigns to support mobilizations. The observation survey for the annual requirement will be conducted after Memorial Day in the counties and locations approved by the NHTSA methodology.

Funding will support the personnel, supplies/operating, contractual, and indirect costs.

**Countermeasure Strategies in Planned Activities**

<b>Fiscal Year</b>	<b>Countermeasure Strategy Name</b>
2022	Other: NHTSA required Seat Belt Direct Observation Survey

**Federal fund estimates of funding amounts, amount for match and local benefit (as applicable).**

<b>Source Fiscal Year</b>	<b>Funding Source</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
2021	405(b) FAST Act Occupant Protection High	405(b) FAST Act Occupant Protection High	\$109,000	N/A	N/A

**Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

<b>Item</b>	<b>Quantity</b>	<b>Price Per Unit</b>	<b>Total Cost</b>	<b>NHTSA Share Per Unit</b>	<b>NHTSA Share Total Cost</b>
N/A	N/A	N/A	N/A	N/A	N/A



## APPENDIX D.4 COUNTERMEASURE STRATEGY FOR OCCUPANT PROTECTION

**Program Area Name:** Occupant Protection (Adult and Child)

**Countermeasure Strategy:** Communication Campaign

**Grant Name:** [Buckle Up in Your Truck Public Education](#)

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems. Is this countermeasure strategy innovative?**

No

**If “yes”, enter justification supporting the innovative countermeasure strategy, including research, evaluation and/or substantive anecdotal evidence, that supports the potential of the proposed innovative countermeasure strategy.**

**Is this program area part of the state occupant protection program area plan for a 405(b) application 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, at the level of detail required under § 1300.11(c) and (d)?**

Yes

**Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the state’s problem identification].**

No

**Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [planned activities, at the level of detail required under § 1300.11(d), for recruiting, training, and maintaining a sufficient number of child passenger safety technicians based on the state’s problem identification, at the level of detail required under § 1300.11(d)].**

No

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the state conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the state’s problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70% of either the state’s unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

Yes





**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the high-risk population countermeasure programs criterion? § 1300.21(e)(4) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) drivers on rural roadways; (ii) unrestrained nighttime drivers; (iii) teenage drivers; (iv) other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

Yes

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(b) [countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

Yes

**Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the state traffic safety information system improvements grant application (§ 405(c)) for the state traffic records strategic plan? § 1300.22(b)(2)(iii) [planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the state's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

Yes

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(D)(6)**

Yes

### **Countermeasure Strategy Description**

**Assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

Despite Michigan's high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained. Young male pick-up truck occupants exhibited the low safety belt use rates



(89.3% for all male pickup truck occupants, and 84.2% for all pickup truck occupants ages 16 to 29). Buckling up can reduce the risk of suspected serious injury or death by 45%. The overall state seat belt use rate for all vehicles in 2019 was 94.4%.

**Fatalities and Suspected Serious Injuries 2015-2019 (REQUIRED)**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	963	4,865	<b>5,828</b>
2016	1,064	5,634	<b>6,698</b>
2017	1,028	6,084	<b>7,112</b>
2018	974	5,586	<b>6,560</b>
2019	985	5,629	<b>6,614</b>
<b>Total</b>	<b>5,014</b>	<b>27,798</b>	<b>32,812</b>

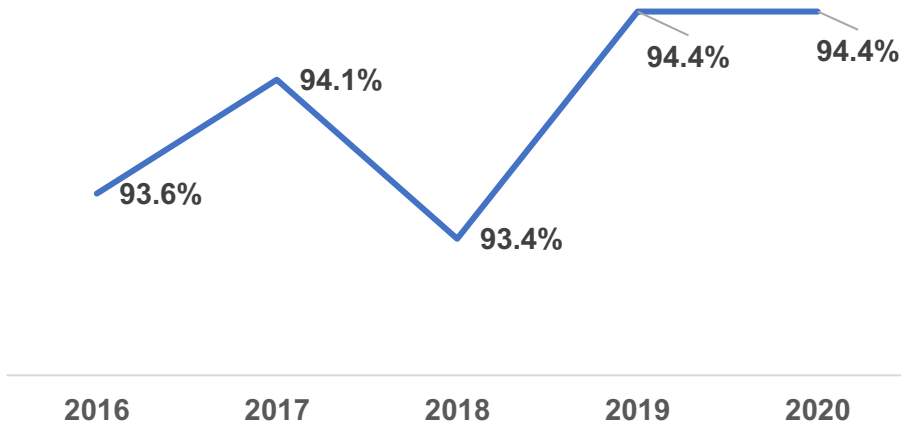
**Unrestrained Passenger Vehicle Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	197	597	<b>794</b>
2016	203	592	<b>795</b>
2017	197	572	<b>769</b>
2018	184	545	<b>729</b>
2019	209	543	<b>752</b>
<b>Total</b>	<b>990</b>	<b>2,849</b>	<b>3,839</b>

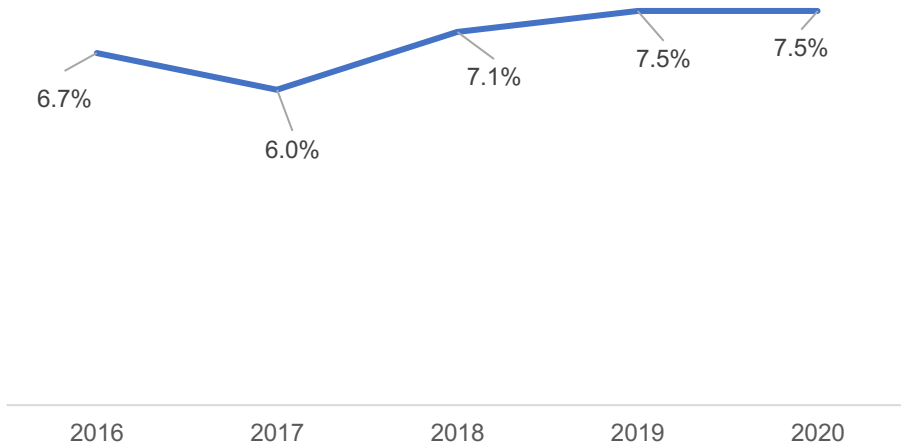
**Cellular Phone-Involved Crashes: Fatalities and Suspected Serious Injuries 2016-2019**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2016	9	85	<b>94</b>
2017	26	108	<b>134</b>
2018	20	88	<b>108</b>
2019	15	77	<b>92</b>
<b>Total</b>	<b>70</b>	<b>358</b>	<b>428</b>

### Michigan Seat Belt Use Direct Observation Survey Comparison 2016-2020



### Michigan Hand-Held Device Use Rates 2016-2020



### Pickup Safety Belt Use Percentage Rate by Gender and Age 2015-2019

	2015	2016	2017	2018	2019
<b>Male</b>	87.4%	89.2%	89.4%	89.3%	89.3%
<b>Female</b>	93.5%	93.5%	94.2%	92.1%	93.4%
<b>Age 16-29</b>	86.1%	88.2%	89.0%	87.7%	84.2%
<b>State Overall</b>	92.5%	90.1%	90.5%	93.4%	90.2%



Funding will support contractual costs.

\$300,000 405(b) FAST Act Occupant Protection High Public Education funds

21.5% of total \$1,395,000 designated to OP

\$157,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the OP programs.

**Description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Despite Michigan's high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained.

State data will be used as indicated in the GHSA email dated January 13, 2021, except for C-1 (Number of traffic fatalities) and C-3 (Fatalities/VMT) which will use [Fatality Analysis Reporting System \(FARS\)](#) data as required.

The FY2022 HSP projects are based on the 2015-2019 trend data due to the 2020 data being unavailable during the planning period. However, the performance measures are based on the 2016-2020 data as approved by Region 5.

**C-1 Number of fatalities in traffic crashes**

*Target:* Reduce fatalities from 1,083 in 2020 to 1,065.2 by September 30, 2022.

**C-2 Number of suspected serious injuries in traffic crashes**

*Target:* Prevent suspected serious traffic injuries from increasing from 5,433 in 2020 to 5,733.2 by September 30, 2022.

**C-3 Fatalities/VMT**

*Target:* Prevent fatalities/100 MVMT from increasing by .96 in 2019 to 1.098 by September 30, 2022. The 2020 Fatalities/VMT is not yet available.

**C-4 Unrestrained passenger vehicle occupant fatalities, all seat positions**

*Target:* Reduce unrestrained passenger vehicle occupant fatalities, all seat positions, from 199 (2016-2020 average) to 196 (2018-2022 average) by September 30, 2022.

**B-1 Statewide seat belt use rate**

*Target:* Increase the statewide seat belt use rate from 94.4% in 2020 to 98% by September 30, 2022.

Funding will support contractual costs.

\$300,000 405(b) FAST Act Occupant Protection High Public Education funds

21.5% of total \$1,395,000 designated to OP

\$157,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the OP programs.

**Evidence of effectiveness: rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

Despite Michigan's high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained.



**Michigan Occupant Protection Program Assessment 2018  
Sections 4 (Communications), (4C Recommendations)**

**Page 24**

**Citation**

“Supplement in-house social media with additional current state-of-the-art marketing trend posts for segmented audiences within the 16-35-year-old demographics.”

Funding will support contractual costs.

\$300,000 405(b) FAST Act Occupant Protection High Public Education funds

21.5% of total \$1,395,000 designated to OP

\$157,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the OP programs.

**Planned activities that the state will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Community Car Seat Distribution	CP-22-01-a Special Projects	D.1/E.1
Child Passenger Safety Training and Recertification	CP-22-01-c Special Projects	D.2/E.2
Seat Belt and Hand-Held Device Use Direct Observation Survey	OP-22-03	D.3/E.3
<b>Buckle Up in Your Truck Public Education</b>	<b>CP-22-03-a PI&amp;E</b>	<b>D.4/E.4</b>
Child Restraint Device and Booster Seat Use/Misuse Direct Observation Survey	OP-22-02	D.5/E.5
Booster Seat Public Education	CP-22-03-b PI&E	D.6/E.6
Rear-Seat Belt Public Education	CP-22-03-c PI&E	D.7/E.7
Occupant Protection Program Assessment Recommendation Implementation	OP-22-04	D.8/E.8
Highway Safety Office Program Management	CP-22-02-a PM	D.9/E.9

**APPENDIX E.4 PLANNED ACTIVITY FOR OCCUPANT PROTECTION**

<b>Planned Activity Name</b>	Buckle Up in Your Truck Public Education
<b>Planned Activity Number</b>	CP-22-03-a PI&E
<b>Primary Countermeasure Strategy</b>	Communication Campaign

See Questions in Appendix D.

**Description of the Planned Activity**



**Buckle Up in Your Truck Public Education**

<b>Planned Activity Number</b>	<b>CP-22-03-a PI&amp;E</b>	
<b>Planned Activity Code</b>	2022-1003 OP Education, Communication, and Outreach	
<b>GTS Code</b>	M1PE-405b High Public Education	
<b>Benefit to Locals</b>	N/A	
<b>Grantee</b>	OHSP PI&E	
<b>Grant Amount, Funding Source</b>	<b>\$300,000</b>	405(b) FAST Act Occupant Protection High Public Education
<b>Indirect Cost Rate</b>	N/A	
<b>Grant Start-up</b>	October 1	
<b>Project Objective(s)</b>	<p>Increase the seat belt use rate for male pickup truck drivers from 89.3% to 90% by September 30, 2022.</p> <p>Increase the seat belt use rate for male pickup truck drivers ages 16-29 from 84.2% to 84.9% by September 30, 2022.</p>	

The OHSP will continue utilizing the previously developed social media campaign to target young male pickup truck drivers ages 16-29. The public information campaign will communicate the importance of buckling up when driving a truck.

Funding will support contractual costs.

**Countermeasure Strategies in Planned Activities**

<b>Fiscal Year</b>	<b>Countermeasure Strategy Name</b>
2022	Communication Campaign

**Federal fund estimates of funding amounts, amount for match and local benefit (as applicable).**

<b>Source Fiscal Year</b>	<b>Funding Source</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
2021	405(b) FAST Act Occupant Protection High	405(b) FAST Act Occupant Protection High Public Education	\$205,100	N/A	N/A
<b>Source Fiscal Year</b>	<b>Funding Source</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
2022	405(b) FAST Act Occupant Protection High	405(b) FAST Act Occupant Protection High Public Education	\$94,900	N/A	N/A



Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share Per Unit	NHTSA Share Total Cost
N/A	N/A	N/A	N/A	N/A	N/A

## APPENDIX D.5 COUNTERMEASURE STRATEGY FOR OCCUPANT PROTECTION

**Program Area Name:** Occupant Protection (Adult and Child)

**Countermeasure Strategy:** Occupant Protection Program Assessment (NHTSA Facilitated)

**Grant Name:** **Child Restraint Device and Booster Seat Use/Misuse Direct Observation Survey**

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems. Is this countermeasure strategy innovative?**

Yes

**If “yes”, enter justification supporting the innovative countermeasure strategy, including research, evaluation and/or substantive anecdotal evidence, that supports the potential of the proposed innovative countermeasure strategy.**

**Michigan Occupant Protection Assessment Report 2018**  
**Section 7 Data and Evaluation Guidelines and Recommendations (7C)**  
**Pages 39-40**

**Citation**

“Each state should access and analyze reliable data sources for problem identification and program planning. Each state should conduct several different types of evaluation to effectively measure progress and to plan and implement new program strategies. program management should: Conduct and publicize at least one statewide observational survey of seat belt and child safety seat use annually, making every effort to ensure that it meets current, applicable federal guidelines; Maintain trend data on child safety seat use, seat belt use and air bag deployment in fatal crashes. Recommendations: 7C-Redefine the child restraint use survey F groups as infant, pre-school, elementary school, middle/junior high school, and high school resulting in a complete birth through high school direct observation survey. Select observation locations accordingly. **Conduct the survey at least every two years.** Consider conducting a separate child restraint use compliance study, independent of the direct observation survey, using certified child passenger safety technicians, and a single standardized car seat check form.”

**Is this program area part of the state occupant protection program area plan for a 405(b) application 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, at the level of detail required under § 1300.11(c) and (d)?**

Yes



**Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the state’s problem identification].**

Yes

**Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [planned activities, at the level of detail required under § 1300.11(d), for recruiting, training, and maintaining a sufficient number of child passenger safety technicians based on the state’s problem identification, at the level of detail required under § 1300.11(d)].**

Yes

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the state conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the state’s problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70% of either the state’s unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

Yes

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the high-risk population countermeasure programs criterion? § 1300.21(e)(4) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) drivers on rural roadways; (ii) unrestrained nighttime drivers; (iii) teenage drivers; (iv) other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

Yes

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(b) [countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

Yes

**Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No





**Is this planned activity part of the state traffic safety information system improvements grant application (§ 405(c)) for the state traffic records strategic plan? § 1300.22(b)(2)(iii) [planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the state’s most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(D)(6)**

No

**Countermeasure Strategy Description**

**Assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

Despite Michigan’s high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained.

To alleviate child fatalities and injuries suffered in traffic crashes, a law was passed in Michigan in 1982 making child restraint device (CRD) use mandatory for children under the age of four. In recent years, Michigan exhibited increases in the use of CRDs among children under four years of age from 74.5% in 1997 to 98.2% in 2018. Despite these gains, from 2006 to 2018, 6,318 or 49.5% of the children under the age of four that were killed in traffic crashes were not restrained in a CRD. Improper CRD use may expose a child to a heightened risk of injury when involved in a crash. The CRDs are most effective when: (1) the devices are appropriate for the age, height, and weight of the child being restrained, (2) the devices are properly installed in the vehicle using seat belts, and (3) the child is properly restrained in the device. Misuse or non-use of CRDs may stem from the parent’s lack of knowledge regarding the potential safety risks for improperly restrained children or a lack of training on the proper use of CRDs/boosters.

In light of these facts, it is important to determine the rate of use of CRDs and booster seats among children ages eight and younger in Michigan, as well as the rate and degree of misuse of both types of devices. The most recent study (2018) found statewide CRD use rates of 98.2% among children ages eight and younger and booster/CRD use rates of 54.5% among children ages four to eight. An overall misuse rate of 79.5% was observed for child passengers ages eight and younger.

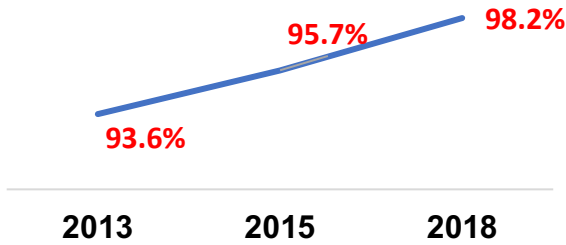
**Fatalities and Suspected Serious Injuries 2015-2019 (REQUIRED)**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	963	4,865	<b>5,828</b>
2016	1,064	5,634	<b>6,698</b>
2017	1,028	6,084	<b>7,112</b>
2018	974	5,586	<b>6,560</b>
2019	985	5,629	<b>6,614</b>
<b>Total</b>	<b>5,014</b>	<b>27,798</b>	<b>32,812</b>

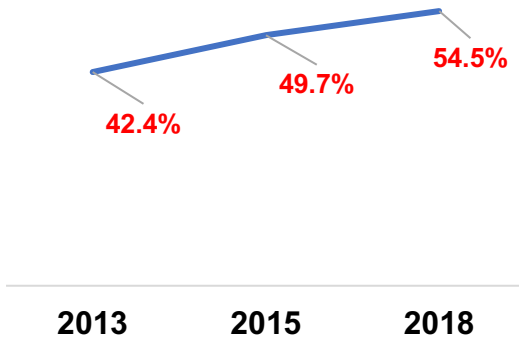
### Unrestrained Passenger Vehicle Fatalities and Suspected Serious Injuries 2015-2019

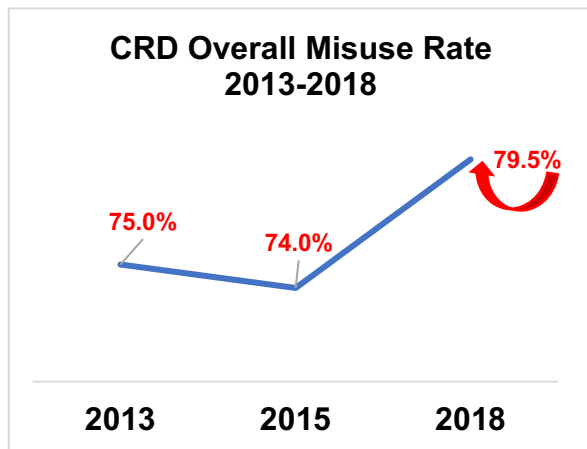
Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	197	597	<b>794</b>
2016	203	592	<b>795</b>
2017	197	572	<b>769</b>
2018	184	545	<b>729</b>
2019	209	543	<b>752</b>
<b>Total</b>	<b>990</b>	<b>2,849</b>	<b>3,839</b>

### Ages 0-3 CRD Use Rate 2013-2018



### Ages 4-8 CRD Use Rate 2013-2018





Funding will support personnel, contractual, indirect, and supplies/operating costs.

\$115,000 405(b) FAST Act Occupant Protection High funds

8.2% of total \$1,395,000 designated to OP

\$157,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the OP programs.

**Description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Despite Michigan’s high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained.

State data will be used as indicated in the GHSA email dated January 13, 2021, except for C-1 (Number of traffic fatalities) and C-3 (Fatalities/VMT) which will use [Fatality Analysis Reporting System \(FARS\)](#) data as required.

The FY2022 HSP projects are based on the 2015-2019 trend data due to the 2020 data being unavailable during the planning period. However, the performance measures are based on the 2016-2020 data as approved by Region 5.

**C-1 Number of fatalities in traffic crashes**

*Target:* Reduce fatalities from 1,083 in 2020 to 1,065.2 by September 30, 2022.

**C-2 Number of suspected serious injuries in traffic crashes**

*Target:* Prevent suspected serious traffic injuries from increasing from 5,433 in 2020 to 5,733.2 by September 30, 2022.

**C-3 Fatalities/VMT**

*Target:* Prevent fatalities/100 MVMT from increasing by .96 in 2019 to 1.098 by September 30, 2022. The 2020 Fatalities/VMT is not yet available.

**C-4 Unrestrained passenger vehicle occupant fatalities, all seat positions**

*Target:* Reduce unrestrained passenger vehicle occupant fatalities, all seat positions, from 199 (2016-2020 average) to 196 (2018-2022 average) by September 30, 2022.



Funding will support personnel, contractual, indirect, and supplies/operating costs.

\$115,000 405(b) FAST Act Occupant Protection High funds

8.2% of total \$1,395,000 designated to OP

\$157,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the OP programs.

**Evidence of effectiveness: rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

Despite Michigan’s high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained.

**Michigan Occupant Protection Assessment Report 2018  
Section 7 Data and Evaluation Guidelines and Recommendations (7C)  
Pages 39-40**

**Citation**

“Each state should access and analyze reliable data sources for problem identification and program planning. Each state should conduct several different types of evaluation to effectively measure progress and to plan and implement new program strategies. program management should:

Conduct and publicize at least one statewide observational survey of seat belt and child safety seat use annually, making every effort to ensure that it meets current, applicable federal guidelines; Maintain trend data on child safety seat use, seat belt use and air bag deployment in fatal crashes.

Recommendations: 7C-Redefine the child restraint use survey F groups as infant, pre-school, elementary school, middle/junior high school, and high school resulting in a complete birth through high school direct observation survey. Select observation locations accordingly. Conduct the survey at least every two years. Consider conducting a separate child restraint use compliance study, independent of the direct observation survey, using certified child passenger safety technicians, and a single standardized car seat check form.”

Funding will support personnel, contractual, indirect, and supplies/operating costs.

\$115,000 405(b) FAST Act Occupant Protection High funds

8.2% of total \$1,395,000 designated to OP

\$157,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the OP programs.

**Planned activities that the state will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Community Car Seat Distribution	CP-22-01-a Special Projects	D.1/E.1
Child Passenger Safety Training and Recertification	CP-22-01-c Special Projects	D.2/E.2
Seat Belt and Hand-Held Device Use Direct Observation Survey	OP-22-03	D.3/E.3
Buckle Up in Your Truck Public Education	CP-22-03-a PI&E	D.4/E.4



<b>Child Restraint Device and Booster Seat Use/Misuse Direct Observation Survey</b>	<b>OP-22-02</b>	<b>D.5/E.5</b>
Booster Seat Public Education	CP-22-03-b PI&E	D.6/E.6
Rear-Seat Belt Public Education	CP-22-03-c PI&E	D.7/E.7
Occupant Protection Program Assessment Recommendation Implementation	OP-22-04	D.8/E.8
Highway Safety Office Program Management	CP-22-02-a PM	D.9/E.9

## APPENDIX E.5 PLANNED ACTIVITY FOR OCCUPANT PROTECTION

<b>Planned Activity Name</b>	Child Restraint Use/Misuse Direct Observation Survey
<b>Planned Activity Number</b>	OP-22-02
<b>Primary Countermeasure Strategy</b>	Occupant Protection Program Assessment (NHTSA Facilitated)

See Questions in Appendix D.

### Description of the Planned Activity

#### Child Restraint Use/Misuse Direct Observation Survey

<b>Planned Activity Number</b>	<b>OP-22-02</b>	
<b>Planned Activity Code</b>	2022-1002 OP Research, Data, and Evaluation	
<b>GTS Code</b>	M1X 405b OP High	
<b>Benefit to Locals</b>	N/A	
<b>Grantee</b>	Michigan State University (MSU)	
<b>Grant Amount, Funding Source</b>	<b>\$115,000</b>	405(b) FAST Act Occupant Protection High
<b>Indirect Cost Rate</b>	26%	
<b>Grant Start-up</b>	October 1	
<b>Project Objective(s)</b>	<p>Determine the child restraint device use and misuse rates among children ages zero to three by September 30, 2022.</p> <p>Determine the child restraint device use and misuse rates among children ages four to seven years old by September 30, 2022.</p> <p>Determine the total child restraint device use and misuse rates among children ages zero to seven by September 30, 2022.</p>	

The Michigan Child Passenger Safety Assessment team recommends that child restraint use should be measured biennially. This survey combines observation of the use rate with inspections of proper child seat installation to determine usage rates and types of car seat misuse. Updated data will assist the OHSP to determine what age groups, strategies, and new, if any, misuse scenarios that need to be addressed for the new sets of parents and caregivers.



Funding will support personnel, contractual, indirect, and supplies/operating costs.

**Countermeasure Strategies in Planned Activities**

Fiscal Year	Countermeasure Strategy Name
2022	Occupant Protection Program Assessment (NHTSA Facilitated)

**Federal fund estimates of funding amounts, amount for match and local benefit (as applicable).**

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	405(b) FAST Act Occupant Protection High	405(b) FAST Act Occupant Protection High	\$115,000	N/A	N/A

**Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share Per Unit	NHTSA Share Total Cost
N/A	N/A	N/A	N/A	N/A	N/A

**APPENDIX D.6 COUNTERMEASURE STRATEGY FOR OCCUPANT PROTECTION**

**Program Area Name:** Occupant Protection (Adult and Child)

**Countermeasure Strategy:** Communication Campaign

**Grant Name:** [Booster Seat Public Education](#)

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems. Is this countermeasure strategy innovative?**

No

**If “yes”, enter justification supporting the innovative countermeasure strategy, including research, evaluation and/or substantive anecdotal evidence, that supports the potential of the proposed innovative countermeasure strategy.**

N/A



**Is this program area part of the state occupant protection program area plan for a 405(b) application 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, at the level of detail required under § 1300.11(c) and (d)?**

Yes

**Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the state's problem identification].**

Yes

**Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [planned activities, at the level of detail required under § 1300.11(d), for recruiting, training, and maintaining a sufficient number of child passenger safety technicians based on the state's problem identification, at the level of detail required under § 1300.11(d)].**

Yes

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the state conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the state's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70% of either the state's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

Yes

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the high-risk population countermeasure programs criterion? § 1300.21(e)(4) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) drivers on rural roadways; (ii) unrestrained nighttime drivers; (iii) teenage drivers; (iv) other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

Yes

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(b) [countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

Yes

**Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No



Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]

No

Is this planned activity part of the state traffic safety information system improvements grant application (§ 405(c)) for the state traffic records strategic plan? § 1300.22(b)(2)(iii) [planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the state’s most recent highway safety data and traffic records system assessment]

No

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

Yes

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(D)(6)

Yes

**Countermeasure Strategy Description**

**Assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

Despite Michigan’s high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained.

From 2015-2019, 80 children ages four to eight have been killed or injured (KA) while unrestrained in car crashes, which continue to be the leading cause of death for children of all ages. A properly installed car seat can reduce the risk of death to children under one year by 71% and to children ages one to four by 54%. Booster seats can reduce the risk of serious injury to children ages four to eight by 45%.

**Fatalities and Suspected Serious Injuries 2015-2019 (REQUIRED)**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	963	4,865	<b>5,828</b>
2016	1,064	5,634	<b>6,698</b>
2017	1,028	6,084	<b>7,112</b>
2018	974	5,586	<b>6,560</b>
2019	985	5,629	<b>6,614</b>
<b>Total</b>	<b>5,014</b>	<b>27,798</b>	<b>32,812</b>





**Unrestrained Passenger Vehicle Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	197	597	<b>794</b>
2016	203	592	<b>795</b>
2017	197	572	<b>769</b>
2018	184	545	<b>729</b>
2019	209	543	<b>752</b>
<b>Total</b>	<b>990</b>	<b>2,849</b>	<b>3,839</b>

**Unrestrained Passenger Vehicle Fatalities by Age Group 2015-2019**

Age Group	2015	2016	2017	2018	2019	Total
0	0	1	1	0	1	<b>3</b>
1-3	1	0	2	0	2	<b>5</b>
4-10	1	4	2	1	4	<b>12</b>

**Unrestrained Passenger Vehicle Suspected Serious Injuries by Age Group 2015-2019**

Age Group	2015	2016	2017	2018	2019	Total
0	1	2	1	1	0	<b>5</b>
1-3	4	3	3	8	6	<b>24</b>
4-10	15	13	7	15	9	<b>59</b>

Funding will support contractual costs.

\$150,000 405(b) FAST Act Occupant Protection High Public Education funds

10.8% of total \$1,395,000 designated to OP

\$157,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the OP programs.

**Description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Despite Michigan’s high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained.

State data will be used as indicated in the GHSA email dated January 13, 2021, except for C-1 (Number of traffic fatalities) and C-3 (Fatalities/VMT) which will use [Fatality Analysis Reporting System \(FARS\)](#) data as required.

The FY2022 HSP projects are based on the 2015-2019 trend data due to the 2020 data being unavailable during the planning period. However, the performance measures are based on the 2016-2020 data as approved by Region 5.

**C-1 Number of fatalities in traffic crashes**

*Target:* Reduce fatalities from 1,083 in 2020 to 1,065.2 by September 30, 2022.



## **C-2 Number of suspected serious injuries in traffic crashes**

*Target:* Prevent suspected serious traffic injuries from increasing from 5,433 in 2020 to 5,733.2 by September 30, 2022.

## **C-3 Fatalities/VMT**

*Target:* Prevent fatalities/100 MVMT from increasing by .96 in 2019 to 1.098 by September 30, 2022. The 2020 Fatalities/VMT is not yet available.

## **C-4 Unrestrained passenger vehicle occupant fatalities, all seat positions**

*Target:* Reduce unrestrained passenger vehicle occupant fatalities, all seat positions, from 199 (2016-2020 average) to 196 (2018-2022 average) by September 30, 2022.

Funding will support contractual costs.

\$150,000 405(b) FAST Act Occupant Protection High Public Education funds

10.8% of total \$1,395,000 designated to OP

\$157,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the OP programs.

### **Evidence of effectiveness: rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

Despite Michigan's high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained.

### **Countermeasures that Work, Ninth Edition 2017**

#### **Chapter 2 (Seat Belts and Child Restraints)**

#### **Section 6 (Communications and Outreach)**

#### **Pages 2-32**

#### **Citation:**

“Both the American Academy of Pediatrics and NHTSA recommend children stay rear-facing as long as possible until they outgrow the height or weight limits of the seat, and then use a forward-facing harness for as long as possible. However, observational data from the 2015 National Survey of the Use of Booster Seats (NSUBS) show that 9.2% of children under age 1 were moved to a forward-facing child restraint. Similarly, 23.0% of children 1 to 3 were not in a rear- or forward-facing child restraint but were instead in a booster seat, the seat belt alone, or were unrestrained (Li, Pickrell, & KC, 2016). Note however, that some 3-year-olds may meet the requirement of a booster seat, so while it is not best practice, it also is not ‘misuse’. Booster seats are recommended until the lap/shoulder combination belt fits properly on its own, typically when a child is 8 to 12 years old. However, 2015 NSUBS data show that children are moving into the seat belt much earlier than is recommended. In 2015, 25.8% of children 4 to 7 were restrained using the seat belt alone and 44.5% were using a booster seat. Only 9.1% of children 8 to 12 were using booster seats (Li, Pickrell, & KC, 2016). Due to differences in growth, children may meet the requirements for seat belts or booster seats earlier than their peers. If a child has grown to meet the requirements of a booster seat or a seat belt before reaching the recommended age group, it is not necessarily misuse. Compared to the 2013 NSUBS, child restraint use in various age groups is either unchanged or slightly lower. In 2015, 9.4% of children 1 to 3 were rear facing, slightly less than 10.3% in 2013. However, a greater number of children 1 to 3 were prematurely moved to booster seats (13.6% in 2015 compared to 9.3% in 2013). There were also fewer children 4 to 7 were riding in car seats or booster seats compared with 2013 (62.4% versus 66.6%) (Li, Pickrell, & KC, 2016).”

Funding will support contractual costs.



\$150,000 405(b) FAST Act Occupant Protection High Public Education funds  
 10.8% of total \$1,395,000 designated to OP  
 \$157,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the OP programs.

**Planned activities that the state will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Community Car Seat Distribution	CP-22-01-a Special Projects	D.1/E.1
Child Passenger Safety Training and Recertification	CP-22-01-c Special Projects	D.2/E.2
Seat Belt and Hand-Held Device Use Direct Observation Survey	OP-22-03	D.3/E.3
Buckle Up in Your Truck Public Education	CP-22-03-a PI&E	D.4/E.4
Child Restraint Device and Booster Seat Use/Misuse Direct Observation Survey	OP-22-02	D.5/E.5
<b>Booster Seat Public Education</b>	<b>CP-22-03-b PI&amp;E</b>	<b>D.6/E.6</b>
Rear-Seat Belt Public Education	CP-22-03-c PI&E	D.7/E.7
Occupant Protection Program Assessment Recommendation Implementation	OP-22-04	D.8/E.8
Highway Safety Office Program Management	CP-22-02-a PM	D.9/E.9

## APPENDIX E.6 PLANNED ACTIVITY FOR OCCUPANT PROTECTION

<b>Planned Activity Name</b>	Booster Seat Public Education
<b>Planned Activity Number</b>	CP-22-03-b PI&E
<b>Primary Countermeasure Strategy</b>	Communication Campaign

See Questions in Appendix D.

**Description of the Planned Activity**



**Booster Seat Public Education**

<b>Planned Activity Number</b>	<b>CP-22-03-b PI&amp;E</b>	
<b>Planned Activity Code</b>	2022-1003 OP Education, Communication, and Outreach	
<b>GTS Code</b>	M1PE-405b High Public Education	
<b>Benefit to Locals</b>	N/A	
<b>Grantee</b>	OHSP PI&E	
<b>Grant Amount, Funding Source</b>	<b>\$150,000</b>	405(b) FAST Act Occupant Protection High Public Education
<b>Indirect Cost Rate</b>	N/A	
<b>Grant Start-up</b>	October 1	
<b>Project Objective(s)</b>	<p>Reduce the number of fatalities and suspected injuries to unrestrained children, ages seven and younger, from 28 in 2020 to 17 by September 30, 2022.</p> <p>Increase the statewide booster seat usage rate among four- to seven-year-old children from 54.5% to 57% by September 30, 2022.</p>	

The OHSP will utilize a previously developed social media campaign using marketing trends that target caregivers of children of booster age and the children themselves to communicate the importance of using a booster seat until the adult seat belt fits, which generally occurs at 4'9".

Funding will support contractual costs.

**Countermeasure Strategies in Planned Activities**

<b>Fiscal Year</b>	<b>Countermeasure Strategy Name</b>
2022	Communication Campaign

**Federal fund estimates of funding amounts, amount for match and local benefit (as applicable).**

<b>Source Fiscal Year</b>	<b>Funding Source</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
2022	405(b) FAST Act Occupant Protection High	405(b) FAST Act Occupant Protection High Public Education	\$150,000	N/A	N/A

**Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

<b>Item</b>	<b>Quantity</b>	<b>Price Per Unit</b>	<b>Total Cost</b>	<b>NHTSA Share Per Unit</b>	<b>NHTSA Share Total Cost</b>
N/A	N/A	N/A	N/A	N/A	N/A



## APPENDIX D.7 COUNTERMEASURE STRATEGY FOR OCCUPANT PROTECTION

**Program Area Name:** Occupant Protection (Adult and Child)

**Countermeasure Strategy:** Communication Campaign

**Grant Name:** **Rear-Seat Belt Public Education**

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems. Is this countermeasure strategy innovative?**

No

**If “yes”, enter justification supporting the innovative countermeasure strategy, including research, evaluation and/or substantive anecdotal evidence, that supports the potential of the proposed innovative countermeasure strategy.**

N/A

**Is this program area part of the state occupant protection program area plan for a 405(b) application 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, at the level of detail required under § 1300.11(c) and (d)?**

Yes

**Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the state’s problem identification].**

No

**Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [planned activities, at the level of detail required under § 1300.11(d), for recruiting, training, and maintaining a sufficient number of child passenger safety technicians based on the state’s problem identification, at the level of detail required under § 1300.11(d)].**

No

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the state conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the state’s problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70% of either the state’s unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

Yes



**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the high-risk population countermeasure programs criterion? § 1300.21(e)(4) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) drivers on rural roadways; (ii) unrestrained nighttime drivers; (iii) teenage drivers; (iv) other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

Yes

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(b) [countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

Yes

**Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the state traffic safety information system improvements grant application (§ 405(c)) for the state traffic records strategic plan? § 1300.22(b)(2)(iii) [planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the state's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

Yes

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(D)(6)**

Yes

### **Countermeasure Strategy Description**

**Assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

Despite Michigan's high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained.



For adult occupants, about 10% of rear-seat occupants over age 10 are unbelted, a much higher rate than for front-seat adult occupants. (UMTRI's Occupant Restraint Use in Michigan Crashes: 2014-2018 Report)

**Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2015	963	4,865	<b>5,828</b>
2016	1,064	5,634	<b>6,698</b>
2017	1,028	6,084	<b>7,112</b>
2018	974	5,586	<b>6,560</b>
2019	985	5,629	<b>6,614</b>
<b>Total</b>	<b>5,014</b>	<b>27,798</b>	<b>32,812</b>

**Unrestrained Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2015	197	597	<b>794</b>
2016	203	592	<b>795</b>
2017	197	572	<b>769</b>
2018	184	545	<b>729</b>
2019	209	543	<b>752</b>
<b>Total</b>	<b>990</b>	<b>2,849</b>	<b>3,839</b>

**Rear-Seat Unrestrained Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total
2015	25	143	<b>168</b>
2016	30	125	<b>155</b>
2017	23	89	<b>112</b>
2018	13	91	<b>104</b>
2019	26	95	<b>121</b>
<b>Total</b>	<b>117</b>	<b>543</b>	<b>660</b>

Funding will support contractual costs.

\$150,000 405(b) FAST Act Occupant Protection High Public Education funds

10.8% of total \$1,395,000 designated to OP

\$157,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the OP programs.



**Description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Despite Michigan's high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained.

State data will be used as indicated in the GHSA email dated January 13, 2021, except for C-1 (Number of traffic fatalities) and C-3 (Fatalities/VMT) which will use [Fatality Analysis Reporting System \(FARS\)](#) data as required.

The FY2022 HSP projects are based on the 2015-2019 trend data due to the 2020 data being unavailable during the planning period. However, the performance measures are based on the 2016-2020 data as approved by Region 5.

**C-1 Number of fatalities in traffic crashes**

*Target:* Reduce fatalities from 1,083 in 2020 to 1,065.2 by September 30, 2022.

**C-2 Number of suspected serious injuries in traffic crashes**

*Target:* Prevent suspected serious traffic injuries from increasing from 5,433 in 2020 to 5,733.2 by September 30, 2022.

**C-3 Fatalities/VMT**

*Target:* Prevent fatalities/100 MVMT from increasing by .96 in 2019 to 1.098 by September 30, 2022. The 2020 Fatalities/VMT is not yet available.

**C-4 Unrestrained passenger vehicle occupant fatalities, all seat positions**

*Target:* Reduce unrestrained passenger vehicle occupant fatalities, all seat positions, from 199 (2016-2020 average) to 196 (2018-2022 average) by September 30, 2022.

**B-1 Statewide seat belt use rate**

*Target:* Increase the statewide seat belt use rate from 94.4% in 2020 to 98% by September 30, 2022.

Funding will support contractual costs.

\$150,000 405(b) FAST Act Occupant Protection High Public Education funds

10.8% of total \$1,395,000 designated to OP

\$157,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the OP programs.

**Evidence of effectiveness: rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

Despite Michigan's high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained.

**Michigan Occupant Protection Program Assessment 2018**

**Section 4 (Communications), (4CmRecommendations)**

**Page 24**

**Citation**

"Add specific messaging promoting rear seat belt usage to messaging and talking points. Consider an earned media message push solely on rear seat belt use."





Funding will support contractual costs.

\$150,000 405(b) FAST Act Occupant Protection High Public Education funds  
 10.8% of total \$1,395,000 designated to OP

\$157,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the OP programs.

**Planned activities that the state will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Community Car Seat Distribution	CP-22-01-a Special Projects	D.1/E.1
Child Passenger Safety Training and Recertification	CP-22-01-c Special Projects	D.2/E.2
Seat Belt and Hand-Held Device Use Direct Observation Survey	OP-22-03	D.3/E.3
Buckle Up in Your Truck Public Education	CP-22-03-a PI&E	D.4/E.4
Child Restraint Device and Booster Seat Use/Misuse Direct Observation Survey	OP-22-02	D.5/E.5
Booster Seat Public Education	CP-22-03-b PI&E	D.6/E.6
<b>Rear-Seat Belt Public Education</b>	<b>CP-22-03-c PI&amp;E</b>	<b>D.7/E.7</b>
Occupant Protection Program Assessment Recommendation Implementation	OP-22-04	D.8/E.8
Highway Safety Office Program Management	CP-22-02-a PM	D.9/E.9

## APPENDIX E.6 PLANNED ACTIVITY FOR OCCUPANT PROTECTION

Planned Activity Name	Rear-Seat Belt Public Education
Planned Activity Number	CP-22-03-c PI&E
Primary Countermeasure Strategy	Communication Campaign

See Questions in Appendix D.

Description of the Planned Activity



**Rear-Seat Public Education**

<b>Planned Activity Number</b>	<b>CP-22-03-c PI&amp;E</b>	
<b>Planned Activity Code</b>	2022-1003 Education, Communication, and Outreach	
<b>GTS Code</b>	M1PE-405b High Public Education	
<b>Benefit to Locals</b>	N/A	
<b>Grantee</b>	OHSP PI&E	
<b>Grant Amount, Funding Source</b>	<b>\$150,000</b>	405(b) FAST Act Occupant Protection High Public Education
<b>Indirect Cost Rate</b>	N/A	
<b>Grant Start-up</b>	October 1	
<b>Project Objective(s)</b>	<p>Reduce the number of rear-seat unrestrained fatalities and suspected serious injuries from 121 to 112 by September 30, 2022.</p> <p>Reduce the percentage of unrestrained adult rear-seat occupants from 10% to 9% by September 30, 2022.</p>	

The OHSP will develop and/or utilize a rear-seat belt use public awareness campaign to communicate the importance of buckling up when riding in the rear seat of a vehicle, with a focus toward vehicle occupants ages 16 and over.

Funding will support contractual costs.

**Countermeasure Strategies in Planned Activities**

<b>Fiscal Year</b>	<b>Countermeasure Strategy Name</b>
2022	Communication Campaign

**Federal fund estimates of funding amounts, amount for match and local benefit (as applicable).**

<b>Source Fiscal Year</b>	<b>Funding Source</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
2022	405(b) FAST Act Occupant Protection High	405(b) FAST Act Occupant Protection High Public Education	\$150,000	N/A	N/A

**Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

<b>Item</b>	<b>Quantity</b>	<b>Price Per Unit</b>	<b>Total Cost</b>	<b>NHTSA Share Per Unit</b>	<b>NHTSA Share Total Cost</b>
N/A	N/A	N/A	N/A	N/A	N/A



## APPENDIX D.8 COUNTERMEASURE STRATEGY FOR OCCUPANT PROTECTION

**Program Area Name:** Occupant Protection (Adult and Child)

**Countermeasure Strategy:** Occupant Protection Program Assessment (NHTSA Facilitated)

**Grant Name:** [Occupant Protection Program Assessment Recommendation Implementation](#)

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems. Is this countermeasure strategy innovative?**

No

**If “yes”, enter justification supporting the innovative countermeasure strategy, including research, evaluation and/or substantive anecdotal evidence, that supports the potential of the proposed innovative countermeasure strategy.**

N/A

**Is this program area part of the state occupant protection program area plan for a 405(b) application 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, at the level of detail required under § 1300.11(c) and (d)?**

Yes

**Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the state’s problem identification].**

Yes

**Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [planned activities, at the level of detail required under § 1300.11(d), for recruiting, training, and maintaining a sufficient number of child passenger safety technicians based on the state’s problem identification, at the level of detail required under § 1300.11(d)].**

Yes

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the state conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the state’s problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70% of either the state’s unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

Yes



**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the high-risk population countermeasure programs criterion? § 1300.21(e)(4) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) drivers on rural roadways; (ii) unrestrained nighttime drivers; (iii) teenage drivers; (iv) other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

Yes

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(b) [countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

Yes

**Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the state traffic safety information system improvements grant application (§ 405(c)) for the state traffic records strategic plan? § 1300.22(b)(2)(iii) [planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the state's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

Yes

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(D)(6)**

Yes

### **Countermeasure Strategy Description**

**Assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

Despite Michigan's high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained.



The OHSP will work with the Occupant Protection Action Team and other traffic safety partners to implement strategies to reduce unrestrained fatalities, injuries, and crashes.

**Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	963	4,865	<b>5,828</b>
2016	1,064	5,634	<b>6,698</b>
2017	1,028	6,084	<b>7,112</b>
2018	974	5,586	<b>6,560</b>
2019	985	5,629	<b>6,614</b>
<b>Total</b>	<b>5,014</b>	<b>27,798</b>	<b>32,812</b>

**Unrestrained Passenger Vehicle Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	197	597	<b>794</b>
2016	203	592	<b>795</b>
2017	197	572	<b>769</b>
2018	184	545	<b>729</b>
2019	209	543	<b>752</b>
<b>Total</b>	<b>990</b>	<b>2,849</b>	<b>3,839</b>

Funding will support personnel, supplies/operating, contractual, and indirect costs.

\$206,000 405(b) FAST Act Occupant Protection High funds

14.8% of \$1,395,000 allocated to OP

\$157,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the OP programs.

**Description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Despite Michigan’s high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained.

State data will be used as indicated in the GHSA email dated January 13, 2021, except for C-1 (Number of traffic fatalities) and C-3 (Fatalities/VMT) which will use [Fatality Analysis Reporting System \(FARS\)](#) data as required.

The FY2022 HSP projects are based on the 2015-2019 trend data due to the 2020 data being unavailable during the planning period. However, the performance measures are based on the 2016-2020 data as approved by Region 5.

**C-1 Number of fatalities in traffic crashes**

*Target:* Reduce fatalities from 1,083 in 2020 to 1,065.2 by September 30, 2022.

**C-2 Number of suspected serious injuries in traffic crashes**

*Target:* Prevent suspected serious traffic injuries from increasing from 5,433 in 2020 to 5,733.2 by September 30, 2022.



**C-3 Fatalities/VMT**

*Target:* Prevent fatalities/100 MVMT from increasing by .96 in 2019 to 1.098 by September 30, 2022. The 2020 Fatalities/VMT is not yet available.

**C-4 Unrestrained passenger vehicle occupant fatalities, all seat positions**

*Target:* Reduce unrestrained passenger vehicle occupant fatalities, all seat positions, from 199 (2016-2020 average) to 196 (2018-2022 average) by September 30, 2022.

**B-1 Statewide seat belt use rate**

*Target:* Increase the statewide seat belt use rate from 94.4% in 2020 to 98% by September 30, 2022.

Funding will support personnel, contractual, supplies/operating, equipment, and indirect costs.

\$206,000 405(b) FAST Act Occupant Protection High funds  
 14.8% of \$1,395,000 allocated to OP  
 \$157,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the OP programs.

**Evidence of effectiveness: rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

Despite Michigan’s high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained.

**NHTSA Program Assessment Occupant Protection 2018**

**Section 1 (Program Management; 1C (Recommendations))**

**Page 12**

**Citation**

“Continue implementation of the recommended actions from the Strategic Safety Plan and the 2014 Occupant Protection Assessment.”

Funding will support personnel, contractual, supplies/operating, equipment, and indirect costs.

\$206,000 405(b) FAST Act Occupant Protection High funds  
 14.8% of \$1,395,000 allocated to OP  
 \$157,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the OP programs.

**Planned activities that the state will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Community Car Seat Distribution	CP-22-01-a Special Projects	D.1/E.1
Child Passenger Safety Training and Recertification	CP-22-01-c Special Projects	D.2/E.2
Seat Belt and Hand-Held Device Use Direct Observation Survey	OP-22-03	D.3/E.3
Buckle Up in Your Truck Public Education	CP-22-03-a PI&E	D.4/E.4



Child Restraint Device and Booster Seat Use/Misuse Direct Observation Survey	OP-22-02	D.5/E.5
Booster Seat Public Education	CP-22-03-b PI&E	D.6/E.6
Rear-Seat Belt Public Education	CP-22-03-c PI&E	D.7/E.7
<b>Occupant Protection Program Assessment Recommendation Implementation</b>	<b>OP-22-04</b>	<b>D.8/E.8</b>
Highway Safety Office Program Management	CP-22-02-a PM	D.9/E.9

## APPENDIX E.8 PLANNED ACTIVITY FOR OCCUPANT PROTECTION

<b>Planned Activity Name</b>	Occupant Protection Program Assessment Recommendation Implementation
<b>Planned Activity Number</b>	OP-22-04
<b>Primary Countermeasure Strategy</b>	Occupant Protection Program Assessment (NHTSA Facilitated)

See Questions in Appendix D.

### Description of the Planned Activity

#### Occupant Protection Program Assessment Recommendation Implementation

<b>Planned Activity Number</b>	<b>OP-22-04</b>	
<b>Planned Activity Code</b>	2022-1002 OP Research, Data, and Evaluation	
<b>GTS Code</b>	M1X 405b OP High	
<b>Benefit to Locals</b>	N/A	
<b>Grantee</b>	TBD	
<b>Grant Amount, Funding Source</b>	<b>\$206,000</b>	405(b) FAST Act Occupant Protection High
<b>Indirect Cost Rate</b>	N/A	
<b>Grant Start-up</b>	October 1	
<b>Project Objective(s)</b>	Identify and implement occupant protection program strategies by September 30, 2022.	

The OHSP will work with the Occupant Protection Action Team and other traffic safety partners to identify and implement strategies to reduce unrestrained fatalities, injuries, and crashes.

Funding will support personnel, contractual, supplies/operating, equipment, and indirect costs.

#### Countermeasure Strategies in Planned Activities

<b>Fiscal Year</b>	<b>Countermeasure Strategy Name</b>
2022	Occupant Protection Program Assessment (NHTSA Facilitated)



**Federal fund estimates of funding amounts, amount for match and local benefit (as applicable).**

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	405(b) FAST Act Occupant Protection High	405(b) FAST Act Occupant Protection High	\$206,000	N/A	N/A

**Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share Per Unit	NHTSA Share Total Cost
N/A	N/A	N/A	N/A	N/A	N/A

**APPENDIX E.9 PLANNED ACTIVITY FOR OCCUPANT PROTECTION**

<b>Planned Activity Name</b>	Highway Safety Office Program Management
<b>Planned Activity Number</b>	CP-22-01-a PM
<b>Primary Countermeasure Strategy</b>	Highway Safety Office Program Management

**Program Management**

<b>Planned Activity Number</b>	<b>CP-22-02-a PM</b>	
<b>Planned Activity Code</b>	2022-10001 PA Program Management (CP 02)	
<b>GTS Code</b>	PA-2022-Planning and Administration	
<b>Benefit to Locals</b>	N/A	
<b>Grantee</b>	OHSP Program Management	
<b>Grant Amount, Funding Source</b>	<b>\$157,000</b>	402 FAST Act Program Management
<b>Indirect Cost Rate</b>	N/A	
<b>Grant Start-up</b>	October 1	

Funding will support the shared costs of the Program Management team required to implement and manage the OHSP Programs.

**Countermeasure Strategies in Planned Activities**

Fiscal Year	Countermeasure Strategy Name
2022	Highway Safety Office Program Management





**Federal fund estimates of funding amounts, amount for match and local benefit (as applicable).**

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	402 FAST Act	402 FAST Act Program Management	\$157,000	N/A	N/A

**Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share Per Unit	NHTSA Share Total Cost
N/A	N/A	N/A	N/A	N/A	N/A



## APPENDIX C PROGRAM AREA FORM NON-MOTORIZED SAFETY

**Will countermeasure strategies and planned activities be described in this plan to address the program area?**

Yes

### Problem Identification

**Description and analysis of the state's highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.**

The OHSP uses state traffic crash data to identify highway safety problems. Crash trends can be influenced by many variables, including the number of vehicle miles traveled (VMT), the number, weight, and size of vehicles, the health of state and regional economies, weather conditions, as well as passenger vehicle safety features, roadway infrastructure, emergency medical services, and the global pandemic.

State-level data review and analysis focuses on fatality and suspected serious injury reduction.

To assist with problem identification, the University of Michigan Transportation Research Institute (UMTRI) provides a five-year review of fatalities for the core performance measures. In most cases, the data review includes fatalities and suspected serious injuries by month, age, and county so that programs may be focused when and where they have the greatest potential to reduce traffic fatalities and suspected serious injuries.

In addition to crash data, activity measures such as observed seat belt use and citations issued during grant-funded enforcement activities are part of the problem identification and planning process.

A five-year moving average is applied against the core performance measures to set goals and determine areas where positive progress is expected, where little or no change appears likely, and areas where the trend indicates fatalities and suspected serious injuries will increase.

For the three shared goals for the HSP and the Highway Safety Improvement Plan (HSIP), the OHSP, and the Michigan Department of Transportation (MDOT) worked with the UMTRI to develop predictive figures generated from a multi-variate change model for the target-setting process. The change model predicts change in fatalities from the previous years based on a number of predictors. The model incorporates factors such as gas prices, employment, income, gross domestic product (GDP), VMT, and alcohol consumption. The suspected serious injuries are modeled as a proportion of fatalities.

The goal-setting process was complicated knowing that fatality and suspected serious injury outcomes for 2021-2022 are likely to be heavily influenced by the global COVID-19 pandemic.



State data will be used as indicated in the GHSA email dated January 13, 2021, except for C-1 (Number of traffic fatalities) and C-3 (Fatalities/VMT) which will use [Fatality Analysis Reporting System \(FARS\)](#) data as required.

The FY2022 HSP projects are based on the 2015-2019 trend data due to the 2020 data being unavailable during the planning period. However, the performance measures are based on the 2016-2020 data as approved by Region 5.

**C-1 Number of fatalities in traffic crashes**

*Target:* Reduce fatalities from 1,083 in 2020 to 1,065.2 by September 30, 2022.

**C-2 Number of suspected serious injuries in traffic crashes**

*Target:* Prevent suspected serious traffic injuries from increasing from 5,433 in 2020 to 5,733.2 by September 30, 2022.

**C-3 Fatalities/VMT**

*Target:* Prevent fatalities/100 MVMT from increasing by .96 in 2019 to 1.098 by September 30, 2022. The 2020 Fatalities/VMT is not yet available.

**C-10 Number of pedestrian fatalities**

*Target:* Prevent pedestrian fatalities from increasing from 158 (2016-2020 average) to 161 (2018-2022 average) by September 30, 2022.

**C-11 Number of bicyclist fatalities**

*Target:* Reduce bicyclist fatalities from 28 (2016-2020 average) to 27 (2018-2022 average) by September 30, 2022.

**Performance Measures**

	Michigan FARS and State Data	2016	2017	2018	2019	2020	2021	<sup>14</sup> 2022 Goals (2018-2022 average except C-1, C-2, and C-3)
C-1	Traffic Fatalities (FARS)	1,065	1,031	977	985	1,083	1,121	1,065.2
C-2	Suspected Serious ("A") Injuries (State)	5,634	6,084	5,586	5,629	5,433	6,051	5,733.2
C-3	Fatalities Per 100 Million VMT (FARS)	1.07	1.01	0.95	.96	*Pending	*Pending	1.098
C-10	Pedestrian Fatalities (State)	165	158	145	149	175	172	161
C-11	Bicycle Fatalities (State)	38	21	21	21	38	34	27

\*Not available for FY2022 planning process

<sup>14</sup> Based on five-year averages per the NHTSA and the GHSA recommendations.



Select at least one performance measure that is data-driven, that enables the state to track progress toward meeting the quantifiable annual target. For program areas where performance measures have not been jointly developed (e.g., distracted driving, drug-impaired driving) for which states are using SP funds, the state shall develop its own performance measures and performance targets that are data-driven.

**Performance Measures**

Fiscal Year	<sup>15</sup> Performance Measure Name
2022	C-1 reduce fatalities C-2 reduce suspected serious injuries C-3 reduce K/VMT C-10 reduce pedestrian fatalities C-11 reduce bicyclist fatalities

**Countermeasure Strategies**

Fiscal Year	Countermeasure Strategy Name
2022	Highway Safety Office Program Management
	Communications Campaign
	Safe Routes to Schools
	Other: Enforcement of Pedestrian and Bicycle Traffic Safety Laws
	Nonmotorized Program Area Assessment (NHTSA Facilitated)
	Other: Pedestrian and Bicyclist Law Training

Planned activities that the state will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Elective Overtime Enforcement	PS-22-04+	D.1/E.1
Pedestrian and Bicycle Safety Law Enforcement Training	PS-22-01	D.2/E.2
Pedestrian and Bicycle Program Assessment Recommendation Implementation	PS-22-03	D.3/E.3
Detroit Safe Routes Ambassador Program	PS-22-02	D.4/E.4
Regional Hands-On Courses for Public Education of Pedestrian and Bicycle Laws	PS-22-01	D.5/E.5
Statewide Pedestrian Safety Campaign	CP-22-03-k PI&E	D.6/E.6

<sup>15</sup> Not every grant in the program area has all of the performance measures listed above. This list is cumulative based on each of the planned activities.



Statewide Bicyclist Safety Campaign	CP-22-03-I PI&E	D.7/E.7
Law Enforcement Training on Pedestrian Decoy Operation	CP-22-03-u PI&E	D.8/E.8
Pedestrian and Bicycle Safety Telephone Surveys	CP-22-03-x PI&E	D.9/E.9
Highway Safety Office Program Management	CP-22-02-d PM	E.10

## APPENDIX D.1 COUNTERMEASURE STRATEGY FORM NON-MOTORIZED SAFETY

**Program Area Name:** Non-Motorized Safety

**Countermeasure Strategy:** Other (Enforcement of Pedestrian and Bicyclist Traffic Safety Laws)

**Grant Name:** **Elective Overtime Enforcement**

No questions applied to this activity.

### Countermeasure Strategy Description

**Assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

In the past five years, pedestrian and bicyclist fatalities have comprised an average of just over 18% of all traffic fatalities in Michigan.

### Fatalities and Suspected Serious Injuries 2015-2019 (REQUIRED)

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	963	4,865	<b>5,828</b>
2016	1,064	5,634	<b>6,698</b>
2017	1,028	6,084	<b>7,112</b>
2018	974	5,586	<b>6,560</b>
2019	985	5,629	<b>6,614</b>
<b>Total</b>	<b>5,014</b>	<b>27,798</b>	<b>32,812</b>

### Pedestrian Fatalities and Suspected Serious Injuries 2015-2019

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	170	390	<b>560</b>
2016	165	363	<b>528</b>
2017	158	444	<b>602</b>
2018	145	418	<b>563</b>
2019	149	455	<b>604</b>
<b>Total</b>	<b>787</b>	<b>2,070</b>	<b>2,857</b>

### Bicyclist Fatalities and Suspected Serious Injuries 2015-2019

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	33	142	<b>175</b>
2016	38	158	<b>196</b>
2017	21	157	<b>178</b>
2018	21	136	<b>157</b>
2019	21	153	<b>174</b>
<b>Total</b>	<b>134</b>	<b>746</b>	<b>880</b>

Pedestrian Fatalities and Suspected Serious Injuries (KA) in Selected Cities by Month (2015-2019)													
City	January	February	March	April	May	June	July	August	September	October	November	December	Total
Detroit	37	30	46	44	36	59	40	61	43	<b>36</b>	52	48	532
Warren	5	4	3	3	5	3	4	2	7	<b>4</b>	7	8	55
Kalamazoo	4	3	6	2	2	4	5	2	9	<b>5</b>	7	5	54
Pontiac	2	5	3	3	2	2	9	4	3	<b>2</b>	2	6	43
Lansing	6	1	6	5	5	3	5	2	7	<b>11</b>	3	2	56
Ann Arbor	6	2	3	3	1	2	1	3	4	<b>7</b>	1	3	36
Grand Rapids	9	11	8	6	14	6	12	17	7	<b>18</b>	23	9	140
Wyoming	5	4	2	0	4	3	6	2	8	<b>4</b>	7	1	46
Statewide	239	190	206	182	195	228	225	248	264	<b>309</b>	298	273	2,857

Bicyclist Fatalities and Suspected Serious Injuries (KA) in Selected Cities by Month (2015-2019)													
City	January	February	March	April	May	June	July	August	September	October	November	December	Total
Detroit	2	1	4	4	11	16	9	<b>18</b>	11	6	7	3	92
Warren	1	1	0	1	0	2	0	<b>1</b>	4	0	1	1	12
Kalamazoo	1	1	2	0	1	2	4	<b>1</b>	2	1	3	0	18
Pontiac	2	1	0	1	2	0	1	<b>1</b>	1	3	0	0	12
Lansing	0	0	0	0	3	0	3	<b>4</b>	5	5	2	1	23
Ann Arbor	1	0	1	1	2	3	4	<b>0</b>	2	3	1	0	18
Grand Rapids	0	0	1	0	4	6	5	<b>7</b>	9	1	1	0	34
Wyoming	0	0	0	1	1	2	2	<b>2</b>	0	3	0	1	12
Statewide	24	14	25	53	84	120	122	<b>151</b>	123	97	46	21	880

Factors that contribute to pedestrian and bicyclist fatality and suspected serious injury crashes are typically on the local level. Local ordinances, special events, community diversity such as a university campus and a downtown city area, as well as infrastructure unique to a community all contribute to pedestrian and bicyclist safety at the local level that cannot be gauged at the state level.

Increased traffic enforcement will take place in those cities which have the highest number of pedestrian and bicycle fatalities and suspected serious injuries in a five-year period. Local and regional law enforcement agencies are invited to work collaboratively on overtime enforcement for traffic laws designed to protect pedestrians and bicyclists. This is a multi-year project that began as a pilot in FY2018 with only a couple of local law enforcement agencies. The project has expanded and is planned to continue for another three to five years. Law enforcement officers will implement an evidence-based, highly visible overtime enforcement program on pedestrian and bicycle safety laws to educate community members about illegal/dangerous walking, cycling, and driving behaviors, and enforce traffic laws designed to protect them. There will be one overtime enforcement effort focused on keeping pedestrians



safe in October 2021 and one overtime enforcement effort focused on keeping bicyclists safe in August 2022. While these are the highest months for each type of fatality and suspected serious injury crashes statewide, the type of enforcement and violations of focus are determined by the local community, depending on the issues that are the most prevalent in that area.

The Office of Highway Safety Planning (OHSP) works with the University of Michigan Transportation Research Institute (UMTRI) to provide location-specific data to each city identified. Critical factors such as day of week, time of day, and action prior to crash are reviewed. This comprehensive data presentation provides the law enforcement agencies with the tools needed to complete their strategic plan for the fiscal year. The strategic plan will include at least one focused overtime enforcement week effort and elective overtime shifts throughout the fiscal year as determined by local data analysis.

In FY2022, this enforcement grant will be made available to only those cities that appear on both pedestrian/bicycle fatality and suspected serious injury crash lists (eight cities): Detroit, Grand Rapids, Lansing, Kalamazoo, Warren, Wyoming, Pontiac, and Ann Arbor.

(The following section will be completed for each individual law enforcement grant city.)

*“The city of [INSERT CITY NAME] had a total of [INSERT NUMBER] pedestrian fatalities and serious injuries and [INSERT NUMBER] bicyclist fatalities and serious injuries during a five-year period (2015-2019).*

*Law enforcement officers will implement a high visibility traffic enforcement program designed to protect pedestrians and bicyclists to educate community members about illegal/dangerous walking, cycling, and driving behaviors and enforce these traffic laws.*

*Several local law enforcement agencies have been part of this effort since FY2018 to fund overtime enforcement mobilizations on laws applicable to pedestrian and bicyclist safety. To supplement enforcement, the OHSP has recommended training opportunities and public education resources to these agencies for a comprehensive project. Designated enforcement mobilization weeks along with elective days based on each agency’s data-driven strategic plan have been used to report results to local news media.”*

Funding will support personnel and indirect costs.

\$356,000 405(h) FAST Act Non-Motorized Law Enforcement

13.7% of total \$2,599,000 designated to PS

\$9,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PS programs.

**Description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

In the past five years, pedestrian and bicyclist fatalities have comprised an average of just over 18% of all traffic fatalities in Michigan.

State data will be used as indicated in the GHSA email dated January 13, 2021, except for C-1 (Number of traffic fatalities) and C-3 (Fatalities/VMT) which will use [Fatality Analysis Reporting System \(FARS\)](#) data as required.



The FY2022 HSP projects are based on the 2015-2019 trend data due to the 2020 data being unavailable during the planning period. However, the performance measures are based on the 2016-2020 data as approved by Region 5.

**C-1 Number of fatalities in traffic crashes**

*Target:* Reduce fatalities from 1,083 in 2020 to 1,065.2 by September 30, 2022.

**C-2 Number of suspected serious injuries in traffic crashes**

*Target:* Prevent suspected serious traffic injuries from increasing from 5,433 in 2020 to 5,733.2 by September 30, 2022.

**C-3 Fatalities/VMT**

*Target:* Prevent fatalities/100 MVMT from increasing by .96 in 2019 to 1.098 by September 30, 2022. The 2020 Fatalities/VMT is not yet available.

**C-10 Number of pedestrian fatalities**

*Target:* Prevent pedestrian fatalities from increasing from 158 (2016-2020 average) to 161 (2018-2022 average) by September 30, 2022.

**C-11 Number of bicyclist fatalities**

*Target:* Reduce bicyclist fatalities from 28 (2016-2020 average) to 27 (2018-2022 average) by September 30, 2022.

Funding will support personnel and indirect costs.

\$356,000 405(h) FAST Act Non-Motorized Law Enforcement

13.7% of total \$2,599,000 designated to PS

\$9,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PS programs.

**Evidence of effectiveness: rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

In the past five years, pedestrian and bicyclist fatalities have comprised an average of just over 18% of all traffic fatalities in Michigan.

**Countermeasures That Work, Ninth Edition 2017**

**Chapter 8 (Pedestrian Safety)**

**Section 4.4 (All Pedestrians Enforcement Strategies)**

**Pages 8-36**

**Citation**

“The purpose of enforcement strategies is to increase compliance with the pedestrian and motorist traffic laws that are most likely to enhance the safety of pedestrians in areas where crashes are happening or most likely to happen due to increased pedestrian and motorist exposure.

Behavioral pedestrian safety initiatives require improvements in unsafe driver and pedestrian behaviors. Once pedestrians and drivers are informed of the behavior changes needed and why they are important, enforcement often is necessary to encourage compliance for the same reasons found with seatbelt use, etc. Although enforcement was implied or stated for many of the earlier countermeasures, enforcement strategies and targeted enforcement deserve additional discussion in relation to pedestrian safety. Many enforcement or crosswalk operations use plainclothes officers to act as pedestrians crossing the street,





typically, with one or two uniformed officers observing for violations and another giving warnings or writing citations (NHTSA, 2014).

Traffic enforcement is most effective when it is highly visible and publicized, to reinforce the required behavior and to raise the expectation that failure to comply may result in legal consequences. Enforcement campaigns should be aimed at drivers and pedestrians, starting with the communications

and outreach efforts that announce, describe, and publicize the traffic safety campaign through community meetings, media coverage, social media, mass emails, and signage (NHTSA, 2014)."

Funding will support personnel and indirect costs.

\$356,000 405(h) FAST Act Non-Motorized Law Enforcement

13.7% of total \$2,599,000 designated to PS

\$9,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PS programs.

**Planned activities that the state will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
<b>Elective Overtime Enforcement</b>	<b>PS-22-04+</b>	<b>D.1/E.1</b>
Pedestrian and Bicycle Safety Law Enforcement Training	PS-22-01	D.2/E.2
Pedestrian and Bicycle Program Assessment Recommendation Implementation	PS-22-03	D.3/E.3
Detroit Safe Routes Ambassador Program	PS-22-02	D.4/E.4
Regional Hands-On Courses for Public Education of Pedestrian and Bicycle Laws	PS-22-01	D.5/E.5
Statewide Pedestrian Safety Campaign	CP-22-03-k PI&E	D.6/E.6
Statewide Bicyclist Safety Campaign	CP-22-03-l PI&E	D.7/E.7
Law Enforcement Training on Pedestrian Decoy Operation	CP-22-03-u PI&E	D.8/E.8
Pedestrian and Bicycle Safety Telephone Surveys	CP-22-03-x PI&E	D.9/E.9
Highway Safety Office Program Management	CP-22-02-d PM	E.10



## APPENDIX E.1 PLANNED ACTIVITY FORM NON-MOTORIZED SAFETY

<b>Planned Activity Name</b>	Elective Overtime Enforcement
<b>Planned Activity Number</b>	PS-22-04+
<b>Primary Countermeasure Strategy</b>	Other (Enforcement of Pedestrian and Bicyclist Traffic Safety Laws)

No questions applied to this activity.

### Description of the Planned Activity

#### Elective Overtime Enforcement

<b>Planned Activity Number</b>	<b>PS-22-04+</b>	
<b>Planned Activity Code</b>	2022-4001 PS Support, Training, and Enforcement	
<b>GTS Code</b>	FHLE-405h Law Enforcement	
<b>Benefit to Locals</b>	N/A	
<b>Grantee</b>	State, county, and local law enforcement	
<b>Grant Amount, Funding Source</b>	<b>\$356,000</b>	405(h) FAST Act Non-Motorized Law Enforcement
<b>Indirect Cost Rate</b>	Various	
<b>Grant Start-up</b>	October 1	
<b>Project Objective(s)</b>	Reduce pedestrian and bicyclist fatalities and suspected serious injuries by educating and enforcing traffic safety laws designed to keep pedestrians and bicyclists safe by September 30, 2022.	

The Office of Highway Safety Planning (OHSP) will fund overtime enforcement mobilizations and campaigns to enforce state/local pedestrian and bicycle safety traffic laws. Enforcement grants will be made available to eight cities based on the highest fatality and suspected serious injury locations. Law enforcement officers will also educate community members about illegal/dangerous walking, cycling, and driving behaviors.

Funding will support personnel and indirect costs.

#### Countermeasure Strategies in Planned Activities

<b>Fiscal Year</b>	<b>Countermeasure Strategy Name</b>
2022	Other (Enforcement of Pedestrian and Bicyclist Traffic Safety Laws)



**Federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit (as applicable).**

Source Fiscal Year	Funding Source	Eligible Use Of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	405(h) FAST Act Non-Motorized Safety	405(h) FAST Act Non-Motorized Law Enforcement	\$271,877	\$71,200	N/A
Source Fiscal Year	Funding Source	Eligible Use Of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	405(h) FAST Act Non-Motorized Safety	405(h) FAST Act Non-Motorized Law Enforcement	\$84,123	N/A	N/A

**Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share Per Unit	NHTSA Share Total Cost
N/A	N/A	N/A	N/A	N/A	N/A

**APPENDIX D.2 COUNTERMEASURE STRATEGY FORM NON-MOTORIZED SAFETY**

**Program Area Name:** Non-Motorized Safety

**Countermeasure Strategy:** Other: Pedestrian and Bicyclist Law Training

**Grant Name:** Pedestrian and Bicycle Safety Law Enforcement Training

No questions applied to this activity.

**Countermeasure Strategy Description**

**Assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

In the past five years, pedestrian and bicyclist fatalities have comprised an average of just over 18% of all traffic fatalities in Michigan.



**Fatalities and Suspected Serious Injuries 2015-2019 (REQUIRED)**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	963	4,865	<b>5,828</b>
2016	1,064	5,634	<b>6,698</b>
2017	1,028	6,084	<b>7,112</b>
2018	974	5,586	<b>6,560</b>
2019	985	5,629	<b>6,614</b>
<b>Total</b>	<b>5,014</b>	<b>27,798</b>	<b>32,812</b>

**Pedestrian Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	170	390	<b>560</b>
2016	165	363	<b>528</b>
2017	158	444	<b>602</b>
2018	145	418	<b>563</b>
2019	149	455	<b>604</b>
<b>Total</b>	<b>787</b>	<b>2,070</b>	<b>2,857</b>

**Bicyclist Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	33	142	<b>175</b>
2016	38	158	<b>196</b>
2017	21	157	<b>178</b>
2018	21	136	<b>157</b>
2019	21	153	<b>174</b>
<b>Total</b>	<b>134</b>	<b>746</b>	<b>880</b>

Funding will support personnel, contractual, supplies/operating, and indirect costs.

\$49,000 405(h) FAST Act Non-Motorized Training

1.9% of total \$2,599,000 designated to PS

\$9,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PS programs.

**Description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

In the past five years, pedestrian and bicyclist fatalities have comprised an average of just over 18% of all traffic fatalities in Michigan.

This data supports the need for a variety of countermeasures. This includes educating drivers, pedestrians, and bicyclists about traffic laws regarding safely sharing the road and recognizing the essential role law enforcement play in community enforcement, education, and outreach. Law enforcement training is an essential resource for conducting pedestrian and bicyclist mobilizations. The

League of Michigan Bicyclists (LMB) has developed and implemented bicycle and pedestrian safety law projects since FY2017 to help reduce fatalities and suspected serious injuries.



The law enforcement training began in FY2017 with a curriculum focused on bicyclist laws. It has since expanded to include laws applicable to pedestrian and bicyclist safety. In FY2019, the LMB debuted the updated curriculum during six trainings for 77 law enforcement officers from 38 agencies. In FY2021, the

The LMB will continue to promote bicyclist and pedestrian safety through regional law enforcement trainings including conference and other event presentations, on traffic laws designed to protect pedestrians and bicyclists, such as the Michigan Traffic Safety Summit, the National Lifesavers Conference, and the Michigan Sheriff's Association Conference.

State data will be used as indicated in the GHSA email dated January 13, 2021, except for C-1 (Number of traffic fatalities) and C-3 (Fatalities/VMT) which will use [Fatality Analysis Reporting System \(FARS\)](#) data as required.

The FY2022 HSP projects are based on the 2015-2019 trend data due to the 2020 data being unavailable during the planning period. However, the performance measures are based on the 2016-2020 data as approved by Region 5.

**C-1 Number of fatalities in traffic crashes**

*Target:* Reduce fatalities from 1,083 in 2020 to 1,065.2 by September 30, 2022.

**C-2 Number of suspected serious injuries in traffic crashes**

*Target:* Prevent suspected serious traffic injuries from increasing from 5,433 in 2020 to 5,733.2 by September 30, 2022.

**C-3 Fatalities/VMT**

*Target:* Prevent fatalities/100 MVMT from increasing by .96 in 2019 to 1.098 by September 30, 2022. The 2020 Fatalities/VMT is not yet available.

**C-10 Number of pedestrian fatalities**

*Target:* Prevent pedestrian fatalities from increasing from 158 (2016-2020 average) to 161 (2018-2022 average) by September 30, 2022.

**C-11 Number of bicyclist fatalities**

*Target:* Reduce bicyclist fatalities from 28 (2016-2020 average) to 27 (2018-2022 average) by September 30, 2022.

Funding will support personnel, contractual, supplies/operating, and indirect costs.

\$49,000 405(h) FAST Act Non-Motorized Training

1.9% of total \$2,599,000 designated to PS

\$9,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PS programs.

**Evidence of effectiveness: rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

In the past five years, pedestrian and bicyclist fatalities have comprised an average of just over 18% of all traffic fatalities in Michigan.



**Countermeasures That Work, Ninth Edition 2017**  
**Chapter 8 Pedestrian Safety**  
**Section 4.4 All Pedestrians Enforcement Strategies**  
**Pages 8-15, 8-36, and 8-37.**

**Citation**

“The NHTSA’s web-based law enforcement training course teaches law enforcement personnel the basics of pedestrian safety and targeted enforcement techniques and is available from the International Association of Directors of Law Enforcement Standards and Training (IADLEST), an international organization of training managers and executives dedicated to the improvement of public safety personnel. The IADLEST serves as the national forum of Peace Officer Standards and Training (POST) agencies, boards, and commissions as well as statewide training academies throughout the United States. Training officers or individual officers wishing to access the training, can submit a request for access: [www.nhtsa.gov/pedestrian-safety/pedestrian-safety-training-law-enforcement](http://www.nhtsa.gov/pedestrian-safety/pedestrian-safety-training-law-enforcement). This resource will be updated in the coming years to include new pedestrian laws and engineering countermeasures to assist officers’ understanding of how engineering, education, and enforcement play a vital role in pedestrian safety enforcement. Note this training is national in scope, so common themes and laws are addressed. Officers must look to their own states for specific laws. Some states are offering quick training and resources to supplement the NHTSA course with a state specific focus through bulletins, on-line, group in-person, or on the job training. As part of their Alert Today, Alive Tomorrow pedestrian safety campaign in Florida, for example, officers may sign up for overtime pedestrian crosswalk enforcement. However, they first must provide documentation that they have taken the NHTSA’s web-based training (referenced above) and watched both their State specific Pedestrian Safety Roll Call for Law Enforcement (YouTube) and the Cycling Safety Roll Call for Law Enforcement (YouTube), each approximately 15 minutes.

As part of a Watch for Me pedestrian safety campaign, 118 police officers in North Carolina attended one-day workshops on pedestrian safety. In a pre-posttest evaluation, officers who participated scored 24% higher on knowledge surveys about pedestrians and driver yielding laws after taking the workshop (Sandt, LaJeunesse, Cohn, Pullen-Seufert, & Gallagher 2015). Only 14% of participating officers reported having taken a pedestrian and bicycle law course before. The NHTSA, Pedestrian Safety Enforcement

Operations: How-To Guide (2015) offers law enforcement agencies a resource for setting up staged crosswalk enforcement operations, see:

[https://www.nhtsa.gov/sites/nhtsa.dot.gov/files/812059-pedestriansafetyenforceoperahowtguide.pdf.](https://www.nhtsa.gov/sites/nhtsa.dot.gov/files/812059-pedestriansafetyenforceoperahowtguide.pdf)”

Funding will support personnel, contractual, supplies/operating, and indirect costs.

\$49,000 405(h) FAST Act Non-Motorized Training

1.9% of total \$2,599,000 designated to PS

\$9,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PS programs.



**Planned activities that the state will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Elective Overtime Enforcement	PS-22-04+	D.1/E.1
<b>Pedestrian and Bicycle Safety Law Enforcement Training</b>	<b>PS-22-01</b>	<b>D.2/E.2</b>
Pedestrian and Bicycle Program Assessment Recommendation Implementation	PS-22-03	D.3/E.3
Detroit Safe Routes Ambassador Program	PS-22-02	D.4/E.4
Regional Hands-On Courses for Public Education of Pedestrian and Bicycle Laws	PS-22-01	D.5/E.5
Statewide Pedestrian Safety Campaign	CP-22-03-k PI&E	D.6/E.6
Statewide Bicyclist Safety Campaign	CP-22-03-l PI&E	D.7/E.7
Law Enforcement Training on Pedestrian Decoy Operation	CP-22-03-u PI&E	D.8/E.8
Pedestrian and Bicycle Safety Telephone Surveys	CP-22-03-x PI&E	D.9/E.9
Highway Safety Office Program Management	CP-22-02-d PM	E.10

## APPENDIX E.2 PLANNED ACTIVITY FORM NON-MOTORIZED SAFETY

<b>Planned Activity Name</b>	Pedestrian and Bicycle Safety Law Enforcement Training
<b>Planned Activity Number</b>	PS-22-01
<b>Primary Countermeasure Strategy</b>	Other: Pedestrian and Bicyclist Law Training

No questions applied to this activity.

Description of the Planned Activity



**Pedestrian and Bicycle Safety Law Enforcement Training**

<b>Planned Activity Number</b>	<b>PS-22-01</b>	
<b>Planned Activity Code</b>	2022-4001 PS Support, Training, and Enforcement	
<b>GTS Code</b>	FHTR-405h Training	
<b>Benefit to Locals</b>	N/A	
<b>Grantee</b>	League of Michigan Bicyclists (LMB)	
<b>Grant Amount, Funding Source</b>	<b>\$49,000</b>	405(h) FAST Act Non-Motorized Training
<b>Indirect Cost Rate</b>	10%	
<b>Grant Start-up</b>	October 1	
<b>Project Objective(s)</b>	Train 100 law enforcement officers from 10 agencies, focusing on the cities with the most pedestrian and bicyclist fatalities and suspected serious injuries, by September 30, 2022.	

The LMB will promote bicyclist and pedestrian safety through regional law enforcement trainings, including conferences and other event presentations, on traffic laws designed to protect pedestrians and bicyclists.

Funding will support personnel, contractual, supplies/operating, and indirect costs.

**Countermeasure Strategies in Planned Activities**

<b>Fiscal Year</b>	<b>Countermeasure Strategy Name</b>
2022	Other: Pedestrian and Bicyclist Law Training

**Federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit (as applicable).**

<b>Source Fiscal Year</b>	<b>Funding Source</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
2021	405(h) FAST Act Non-Motorized Safety	405(h) FAST Act Non-Motorized Training	\$49,000	\$9,800	N/A

**Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

<b>Item</b>	<b>Quantity</b>	<b>Price Per Unit</b>	<b>Total Cost</b>	<b>NHTSA Share Per Unit</b>	<b>NHTSA Share Total Cost</b>
N/A	N/A	N/A	N/A	N/A	N/A





## APPENDIX D.3 COUNTERMEASURE STRATEGY FORM NON-MOTORIZED SAFETY

**Program Area Name:** Non-Motorized Safety

**Countermeasure Strategy:** Nonmotorized Program Area Assessment (NHTSA Facilitated)

**Grant Name:** [Pedestrian and Bicycle Program Assessment Recommendation Implementation](#)

No questions applied to this activity.

### Countermeasure Strategy Description

**Assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

In the past five years, pedestrian and bicyclist fatalities have comprised an average of just over 18% of all traffic fatalities in Michigan.

#### Fatalities and Suspected Serious Injuries 2015-2019 (REQUIRED)

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	963	4,865	<b>5,828</b>
2016	1,064	5,634	<b>6,698</b>
2017	1,028	6,084	<b>7,112</b>
2018	974	5,586	<b>6,560</b>
2019	985	5,629	<b>6,614</b>
<b>Total</b>	<b>5,014</b>	<b>27,798</b>	<b>32,812</b>

#### Pedestrian Fatalities and Suspected Serious Injuries 2015-2019

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	170	390	<b>560</b>
2016	165	363	<b>528</b>
2017	158	444	<b>602</b>
2018	145	418	<b>563</b>
2019	149	455	<b>604</b>
<b>Total</b>	<b>787</b>	<b>2,070</b>	<b>2,857</b>



**Bicyclist Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	33	142	175
2016	38	158	196
2017	21	157	178
2018	21	136	157
2019	21	153	174
<b>Total</b>	<b>134</b>	<b>746</b>	<b>880</b>

Funding may support contractual and supplies/operating costs.

\$1,174,000 405(h) FAST Act Non-Motorized Public Education

45.2% of total \$2,599,000 allocated to PS

\$9,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PS programs.

**Description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

In the past five years, pedestrian and bicyclist fatalities have comprised an average of just over 18% of all traffic fatalities in Michigan.

State data will be used as indicated in the GHSA email dated January 13, 2021, except for C-1 (Number of traffic fatalities) and C-3 (Fatalities/VMT) which will use [Fatality Analysis Reporting System \(FARS\)](#) data as required.

The FY2022 HSP projects are based on the 2015-2019 trend data due to the 2020 data being unavailable during the planning period. However, the performance measures are based on the 2016-2020 data as approved by Region 5.

**C-1 Number of fatalities in traffic crashes**

*Target:* Reduce fatalities from 1,083 in 2020 to 1,065.2 by September 30, 2022.

**C-2 Number of suspected serious injuries in traffic crashes**

*Target:* Prevent suspected serious traffic injuries from increasing from 5,433 in 2020 to 5,733.2 by September 30, 2022.

**C-3 Fatalities/VMT**

*Target:* Prevent fatalities/100 MVMT from increasing by .96 in 2019 to 1.098 by September 30, 2022. The 2020 Fatalities/VMT is not yet available.

**C-10 Number of pedestrian fatalities**

*Target:* Prevent pedestrian fatalities from increasing from 158 (2016-2020 average) to 161 (2018-2022 average) by September 30, 2022.

**C-11 Number of bicyclist fatalities**

*Target:* Reduce bicyclist fatalities from 28 (2016-2020 average) to 27 (2018-2022 average) by September 30, 2022.



Funding may support contractual and supplies/operating costs.

\$1,174,000 405(h) FAST Act Non-Motorized Public Education

45.2% of total \$2,599,000 allocated to PS

\$9,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PS programs.

**Evidence of effectiveness: rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

In the past five years, pedestrian and bicyclist fatalities have comprised an average of just over 18% of all traffic fatalities in Michigan.

**Pedestrian and Bicycle Safety Program Assessment 2018**

**Section I Program Management**

**Page Number(s) 8 and 15**

**Citation**

“Increase the rate at which 405(h) funds are being expended through the provision of proven countermeasures and the identification of funding sources that grantees can use to meet the 20 percent match requirement.”

Funding may support contractual and supplies/operating costs.

\$1,174,000 405(h) FAST Act Non-Motorized Public Education

45.2% of total \$2,599,000 allocated to PS

\$9,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PS programs.

**Planned activities that the state will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Elective Overtime Enforcement	PS-22-04+	D.1/E.1
Pedestrian and Bicycle Safety Law Enforcement Training	PS-22-01	D.2/E.2
<b>Pedestrian and Bicycle Program Assessment Recommendation Implementation</b>	<b>PS-22-03</b>	<b>D.3/E.3</b>
Detroit Safe Routes Ambassador Program	PS-22-02	D.4/E.4
Regional Hands-On Courses for Public Education of Pedestrian and Bicycle Laws	PS-22-01	D.5/E.5
Statewide Pedestrian Safety Campaign	CP-22-03-k PI&E	D.6/E.6
Statewide Bicyclist Safety Campaign	CP-22-03-l PI&E	D.7/E.7
Law Enforcement Training on Pedestrian Decoy Operation	CP-22-03-u PI&E	D.8/E.8



Pedestrian and Bicycle Safety Telephone Surveys	CP-22-03-x PI&E	D.9/E.9
Highway Safety Office Program Management	CP-22-02-d PM	E.10

## APPENDIX E.3 PLANNED ACTIVITY FORM NON-MOTORIZED SAFETY

<b>PLANNED ACTIVITY NAME</b>	Pedestrian and Bicycle Program Assessment Recommendation Implementation
<b>PLANNED ACTIVITY NUMBER</b>	PS-22-03
<b>PRIMARY COUNTERMEASURE STRATEGY</b>	Nonmotorized Program Area Assessment (NHTSA Facilitated)

No questions applied to this activity.

### Description of the Planned Activity

#### Pedestrian and Bicycle Program Assessment Recommendation Implementation

<b>Planned Activity Number</b>	<b>PS-22-03</b>	
<b>Planned Activity Code</b>	2022-4002 PS Research, Data, and Evaluation	
<b>GTS Code</b>	FHPE-405h Public Education	
<b>Benefit to Locals</b>	N/A	
<b>Grantee</b>	TBD	
<b>Grant Amount, Funding Source</b>	<b>\$1,174,000</b>	405(h) FAST Act Non-Motorized Public Education
<b>Indirect Cost Rate</b>	N/A	
<b>Grant Start-up</b>	October 1	
<b>Project Objective(s)</b>	Identify and implement data-driven pedestrian and bicyclist safety program strategies by September 30, 2022.	

The OHSP will work with the Pedestrian and Bicycle Safety Action Team and other traffic safety partners to identify and implement strategies to reduce pedestrian and bicycle fatalities, injuries, and crashes through law enforcement training, law enforcement mobilizations, and public education on pedestrian and bicycle safety laws.

Funding may support personnel, contractual, supplies/operating, equipment, and indirect costs.

#### Countermeasure Strategies in Planned Activities

<b>Fiscal Year</b>	<b>Countermeasure Strategy Name</b>
2022	Nonmotorized Program Area Assessment (NHTSA Facilitated)



**Federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit (as applicable).**

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	405(h) FAST Act Non-Motorized Safety	405(h) FAST Act Non-Motorized Public Education	\$1,174,000	TBD	N/A

**Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share Per Unit	NHTSA Share Total Cost
N/A	N/A	N/A	N/A	N/A	N/A

## APPENDIX D.4 COUNTERMEASURE STRATEGY FORM NON-MOTORIZED SAFETY

**Program Area Name:** Non-Motorized Safety

**Countermeasure Strategy:** Share the Road

**Grant Name:** [Detroit Safe Routes Ambassador Program](#)

No questions applied to this activity.

**Countermeasure Strategy Description**

**Assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

In the past five years, pedestrian and bicyclist fatalities have comprised an average of just over 18% of all traffic fatalities in Michigan.

**Fatalities and Suspected Serious Injuries 2015-2019 (REQUIRED)**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	963	4,865	<b>5,828</b>
2016	1,064	5,634	<b>6,698</b>
2017	1,028	6,084	<b>7,112</b>
2018	974	5,586	<b>6,560</b>
2019	985	5,629	<b>6,614</b>
<b>Total</b>	<b>5,014</b>	<b>27,798</b>	<b>32,812</b>



**Pedestrian Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	170	390	<b>560</b>
2016	165	363	<b>528</b>
2017	158	444	<b>602</b>
2018	145	418	<b>563</b>
2019	149	455	<b>604</b>
<b>Total</b>	<b>787</b>	<b>2,070</b>	<b>2,857</b>

**Bicyclist Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	33	142	<b>175</b>
2016	38	158	<b>196</b>
2017	21	157	<b>178</b>
2018	21	136	<b>157</b>
2019	21	153	<b>174</b>
<b>Total</b>	<b>134</b>	<b>746</b>	<b>880</b>

**Detroit Pedestrian Fatalities 2015-2019**

2015	2016	2017	2018	2019	Total
46	32	27	37	28	<b>170</b>

**Detroit Pedestrian Suspected Serious Injuries 2015-2019**

2015	2016	2017	2018	2019	Total
57	50	79	83	93	<b>362</b>

**Detroit Bicyclist Fatalities 2015-2019**

2015	2016	2017	2018	2019	Total
1	4	0	2	2	<b>9</b>

**Detroit Bicyclist Suspected Serious Injuries 2015-2019**

2015	2016	2017	2018	2019	Total
13	19	24	10	17	<b>83</b>



**Pedestrian Fatalities and Suspected Serious Injuries in Detroit by Lighting Condition 2015-2019**

Lighting Conditions	2015	2016	2017	2018	2019	Total
Daylight	28	30	40	34	43	175
Dawn	3	2	6	3	2	16
Dusk	2	3	3	5	5	18
Dark Lighted	46	41	49	68	58	262
Dark Unlighted	23	6	4	9	12	54
Other/Unknown	1	0	0	0	0	1
Unknown	0	0	4	1	1	6
<b>Total</b>	<b>103</b>	<b>82</b>	<b>106</b>	<b>120</b>	<b>121</b>	<b>532</b>

**Pedestrian Fatalities and Suspected Serious Injuries in Detroit by Lighting Condition (Percentages) 2015-2019**

Lighting Conditions	2015	2016	2017	2018	2019	Total
Daylight	27.18%	36.59%	37.74%	28.33%	35.54%	32.89%
Dawn	2.91%	2.44%	5.66%	2.50%	1.65%	3.01%
Dusk	1.94%	3.66%	2.83%	4.17%	4.13%	3.38%
Dark Lighted	44.66%	50.00%	46.23%	56.67%	47.93%	49.25%
Dark Unlighted	22.33%	7.32%	3.77%	7.50%	9.92%	10.15%
Other/Unknown	0.97%	0.00%	0.00%	0.00%	0.00%	0.19%
Unknown	0.00%	0.00%	3.77%	0.83%	0.83%	1.13%
<b>Total</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>

**Bicyclist Fatalities and Suspected Serious Injuries in Detroit by Lighting Condition 2015-2019**

Lighting Conditions	2015	2016	2017	2018	2019	Total
Daylight	6	11	12	4	10	43
Dawn	1	0	2	1	1	5
Dusk	1	2	0	1	0	4
Dark Lighted	5	8	10	4	7	34
Dark Unlighted	1	2	0	2	1	6
Other/Unknown	0	0	0	0	0	0
Unknown	0	0	0	0	0	0
<b>Total</b>	<b>14</b>	<b>23</b>	<b>24</b>	<b>12</b>	<b>19</b>	<b>92</b>



**Bicyclist Fatalities and Suspected Serious Injuries in Detroit by Lighting Condition (Percentages) 2015-2019**

Lighting Conditions	2015	2016	2017	2018	2019	Total
Daylight	42.86%	47.83%	50.00%	33.33%	52.63%	<b>46.74%</b>
Dawn	7.14%	0.00%	8.33%	8.33%	5.26%	<b>5.43%</b>
Dusk	7.14%	8.70%	0.00%	8.33%	0.00%	<b>4.35%</b>
Dark Lighted	35.71%	34.78%	41.67%	33.33%	36.84%	<b>36.96%</b>
Dark Unlighted	7.14%	8.70%	0.00%	16.67%	5.26%	<b>6.52%</b>
Other/Unknown	0.00%	0.00%	0.00%	0.00%	0.00%	<b>0.00%</b>
Unknown	0.00%	0.00%	0.00%	0.00%	0.00%	<b>0.00%</b>
<b>Total</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>

Funding will support personnel and supplies/operating costs.

\$218,000 405(h) FAST Act Non-Motorized Public Education

9.1% of total \$2,599,00 designated to PS

\$9,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PS programs.

**Description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

In the past five years, pedestrian and bicyclist fatalities have comprised an average of just over 18% of all traffic fatalities in Michigan.

State data will be used as indicated in the GHSA email dated January 13, 2021, except for C-1 (Number of traffic fatalities) and C-3 (Fatalities/VMT) which will use [Fatality Analysis Reporting System \(FARS\)](#) data as required.

The FY2022 HSP projects are based on the 2015-2019 trend data due to the 2020 data being unavailable during the planning period. However, the performance measures are based on the 2016-2020 data as approved by Region 5.

**C-1 Number of fatalities in traffic crashes**

*Target:* Reduce fatalities from 1,083 in 2020 to 1,065.2 by September 30, 2022.

**C-2 Number of suspected serious injuries in traffic crashes**

*Target:* Prevent suspected serious traffic injuries from increasing from 5,433 in 2020 to 5,733.2 by September 30, 2022.

**C-3 Fatalities/VMT**

*Target:* Prevent fatalities/100 MVMT from increasing by .96 in 2019 to 1.098 by September 30, 2022. The 2020 Fatalities/VMT is not yet available.

**C-10 Number of pedestrian fatalities**

*Target:* Prevent pedestrian fatalities from increasing from 158 (2016-2020 average) to 161 (2018-2022 average) by September 30, 2022.





### **C-11 Number of bicyclist fatalities**

*Target:* Reduce bicyclist fatalities from 28 (2016-2020 average) to 27 (2018-2022 average) by September 30, 2022.

Funding will support personnel and supplies/operating costs.

\$218,000 405(h) FAST Act Non-Motorized Public Education

9.1% of total \$2,599,00 designated to PS

\$9,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PS programs.

#### **Evidence of effectiveness: rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

In the past five years, pedestrian and bicyclist fatalities have comprised an average of just over 18% of all traffic fatalities in Michigan.

#### **Countermeasures That Work, Ninth Edition 2017**

##### **Chapter 9 Bicycle Safety**

##### **Section 4.2 Drivers and Bicyclists Share the Road Awareness Programs**

**Pages 9-12, 9-30, A9-19, and A9-20.**

##### **Citation**

“The goal of Safe Routes to School Programs is to increase the amount of bicycling and walking trips to and from school while simultaneously improving safety for children bicycling or walking to school. SRTS programs are community-based and are intended to be comprehensive in nature. Programs include education of children, school personnel, parents, community members, and law enforcement officers about safe bicycling and walking behavior and safe driving behavior around pedestrians and bicyclists. In addition, programs include enforcement and engineering activities to improve traffic safety and risky elements of the traffic environment around primary and secondary schools, so children can safely bicycle or walk to school. Information on the role of law enforcement in SRTS is available on the National Center for Safe Routes to School website ([apps.saferoutesinfo.org/lawenforcement](http://apps.saferoutesinfo.org/lawenforcement)).

From 2005 to mid-2012 the SAFETEA-LU legislation required each State to have its own SRTS program, including a full-time coordinator to manage Federal funds. Each year, Federal funding was allocated on infrastructure (engineering) improvements and on non-infrastructure projects to encourage walking and bicycling to school (public awareness and outreach, enforcement near schools, education, and training for volunteers). In June 2012 Congress passed the MAP-21 Act. The Act significantly altered how SRTS and other pedestrian and bicycle programs are structured and funded once the previously obligated funding is depleted. Under MAP-21, SRTS is no longer a standalone program (no new funding); however, old SAFETEA-LU funds can still be used if they are available. Under MAP-21, SRTS projects were still eligible to compete for funding alongside other bicycle and pedestrian-related programs, including former Transportation Enhancements and Recreational Trails projects. Now under the Fixing America’s Surface Transportation (FAST) Act (signed in December 2015), as part of a new program called Transportation Alternative Set-Aside funds, States can determine their own funding priorities. All funding is still eligible as it was under MAP-21 for infrastructure and non-infrastructure funds for SRTS at the State’s discretion. To learn more, visit [www.fhwa.dot.gov/MAP21/](http://www.fhwa.dot.gov/MAP21/).”

Funding will support personnel and supplies/operating costs.

\$218,000 405(h) FAST Act Non-Motorized Public Education

9.1% of total \$2,599,00 designated to PS

\$9,000 402 FAST Act funds will support the shared costs of the Program Management Team required to



implement and manage the PS programs.

**Planned activities that the state will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Elective Overtime Enforcement	PS-22-04+	D.1/E.1
Pedestrian and Bicycle Safety Law Enforcement Training	PS-22-01	D.2/E.2
Pedestrian and Bicycle Program Assessment Recommendation Implementation	PS-22-03	D.3/E.3
<b>Detroit Safe Routes Ambassador Program</b>	<b>PS-22-02</b>	<b>D.4/E.4</b>
Regional Hands-On Courses for Public Education of Pedestrian and Bicycle Laws	PS-22-01	D.5/E.5
Statewide Pedestrian Safety Campaign	CP-22-03-k PI&E	D.6/E.6
Statewide Bicyclist Safety Campaign	CP-22-03-l PI&E	D.7/E.7
Law Enforcement Training on Pedestrian Decoy Operation	CP-22-03-u PI&E	D.8/E.8
Pedestrian and Bicycle Safety Telephone Surveys	CP-22-03-x PI&E	D.9/E.9
Highway Safety Office Program Management	CP-22-02-d PM	E.10

## APPENDIX E.4 PLANNED ACTIVITY FORM NON-MOTORIZED SAFETY

<b>Planned Activity Name</b>	Detroit Safe Routes Ambassador Program
<b>Planned Activity Number</b>	PS-22-02
<b>Primary Countermeasure Strategy</b>	Share the Road

No questions applied to this activity.

Description of the Planned Activity



**Detroit Safe Routes Ambassador Program**

<b>Planned Activity Number</b>	<b>PS-22-02</b>	
<b>Planned Activity Code</b>	2022-4003 PS Education, Communication, and Outreach	
<b>GTS Code</b>	FHPE-405h Public Education	
<b>Benefit to Locals</b>	N/A	
<b>Grantee</b>	City of Detroit	
<b>Grant Amount, Funding Source</b>	<b>\$218,000</b>	405(h) FAST Act Non-Motorized Public Education
<b>Indirect Cost Rate</b>	N/A	
<b>Grant Start-up</b>	October 1	
<b>Project Objective(s)</b>	Educate 700 people on pedestrians and bicyclists laws by September 30, 2022.	

The City of Detroit will promote public education of pedestrian and bicycle safety laws through the Safe Routes Ambassador’s Program based off the project’s successful implementation in Chicago. A variety of audiences will be targeted including elementary, middle, and high school students, teenage driver education students, senior citizens, parents, and teachers. A general curriculum developed for the Detroit Public Schools will be available for statewide use.

Funding will support personnel and supplies/operating costs.

**Countermeasure Strategies in Planned Activities**

<b>Fiscal Year</b>	<b>Countermeasure Strategy Name</b>
2022	Share the Road

**Federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit (as applicable).**

<b>Source Fiscal Year</b>	<b>Funding Source</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
2021	405(h) FAST Act Non-Motorized Safety	405(h) FAST Act Non-Motorized Public Education	\$218,000	\$43,600	N/A

**Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

<b>Item</b>	<b>Quantity</b>	<b>Price Per Unit</b>	<b>Total Cost</b>	<b>NHTSA Share Per Unit</b>	<b>NHTSA Share Total Cost</b>
N/A	N/A	N/A	N/A	N/A	N/A



## APPENDIX D.5 COUNTERMEASURE STRATEGY FORM NON-MOTORIZED SAFETY

**Program Area Name:** Non-Motorized Safety

**Countermeasure Strategy:** Share the Road

**Grant Name:** Regional Hands-On Courses for Public Education of Pedestrian and Bicycle Laws

No questions applied to this activity.

### Countermeasure Strategy Description

**Assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

In the past five years, pedestrian and bicyclist fatalities have comprised an average of just over 18% of all traffic fatalities in Michigan.

#### Fatalities and Suspected Serious Injuries 2015-2019 (REQUIRED)

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	963	4,865	5,828
2016	1,064	5,634	6,698
2017	1,028	6,084	7,112
2018	974	5,586	6,560
2019	985	5,629	6,614
<b>Total</b>	<b>5,014</b>	<b>27,798</b>	<b>32,812</b>

#### Pedestrian Fatalities and Suspected Serious Injuries 2015-2019

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	170	390	560
2016	165	363	528
2017	158	444	602
2018	145	418	563
2019	149	455	604
<b>Total</b>	<b>787</b>	<b>2,070</b>	<b>2,857</b>



**Bicyclist Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	33	142	<b>175</b>
2016	38	158	<b>196</b>
2017	21	157	<b>178</b>
2018	21	136	<b>157</b>
2019	21	153	<b>174</b>
<b>Total</b>	<b>134</b>	<b>746</b>	<b>880</b>

Funding will support personnel, contractual, and supplies/operating costs.

**\$50,000 total**

\$17,000 402 FAST Act Pedestrian/Bicycle Safety

\$33,000 405(h) FAST Act Non-Motorized Public Education

1.9% of total \$2,599,000 designated to PS

\$9,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PS programs

**Benefit to Locals: \$17,000**

**Description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

In the past five years, pedestrian and bicyclist fatalities have comprised an average of just over 18% of all traffic fatalities in Michigan.

State data will be used as indicated in the GHSA email dated January 13, 2021, except for C-1 (Number of traffic fatalities) and C-3 (Fatalities/VMT) which will use [Fatality Analysis Reporting System \(FARS\)](#) data as required.

The FY2022 HSP projects are based on the 2015-2019 trend data due to the 2020 data being unavailable during the planning period. However, the performance measures are based on the 2016-2020 data as approved by Region 5.

**C-1 Number of fatalities in traffic crashes**

*Target:* Reduce fatalities from 1,083 in 2020 to 1,065.2 by September 30, 2022.

**C-2 Number of suspected serious injuries in traffic crashes**

*Target:* Prevent suspected serious traffic injuries from increasing from 5,433 in 2020 to 5,733.2 by September 30, 2022.

**C-3 Fatalities/VMT**

*Target:* Prevent fatalities/100 MVMT from increasing by .96 in 2019 to 1.098 by September 30, 2022. The 2020 Fatalities/VMT is not yet available.

**C-10 Number of pedestrian fatalities**

*Target:* Prevent pedestrian fatalities from increasing from 158 (2016-2020 average) to 161 (2018-2022 average) by September 30, 2022.

**C-11 Number of bicyclist fatalities**

*Target:* Reduce bicyclist fatalities from 28 (2016-2020 average) to 27 (2018-2022 average) by September 30, 2022.



Funding will support personnel, contractual, and supplies/operating costs.

**\$50,000 total**

\$17,000 402 FAST Act Pedestrian/Bicycle Safety

\$33,000 405(h) FAST Act Non-Motorized Public Education

1.9% of total \$2,599,000 designated to PS

\$9,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PS programs.

**Benefit to Locals: \$17,000**

**Evidence of effectiveness: rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

In the past five years, pedestrian and bicyclist fatalities have comprised an average of just over 18% of all traffic fatalities in Michigan.

**Countermeasures That Work, Ninth Edition 2017**

**Chapter 9 Bicycle Safety**

**Section 4.2 Drivers and Bicyclists Share the Road Awareness Programs**

**Pages 9-12, 9-30, A9-19, and A9-20.**

**Citation**

“The goal of Safe Routes to School Programs is to increase the amount of bicycling and walking trips to and from school while simultaneously improving safety for children bicycling or walking to school. SRTS programs are community-based and are intended to be comprehensive in nature. Programs include education of children, school personnel, parents, community members, and law enforcement officers about safe bicycling and walking behavior and safe driving behavior around pedestrians and bicyclists. In addition, programs include enforcement and engineering activities to improve traffic safety and risky elements of the traffic environment around primary and secondary schools, so children can safely bicycle or walk to school. Information on the role of law enforcement in SRTS is available on the National Center for Safe Routes to School website ([apps.saferoutesinfo.org/lawenforcement](https://apps.saferoutesinfo.org/lawenforcement)). From 2005 to mid-2012 the SAFETEA-LU legislation required each State to have its own SRTS program, including a full-time coordinator to manage Federal funds. Each year, Federal funding was allocated on infrastructure (engineering) improvements and on non-infrastructure projects to encourage walking and bicycling to school (public awareness and outreach, enforcement near schools, education, and training for volunteers). In June 2012 Congress passed the MAP-21 Act. The Act significantly altered how SRTS and other pedestrian and bicycle programs are structured and funded once the previously obligated funding is depleted. Under MAP-21, SRTS is no longer a standalone program (no new funding); however, old SAFETEA-LU funds can still be used if they are available. Under MAP-21, SRTS projects were still eligible to compete for funding alongside other bicycle and pedestrian-related programs, including former Transportation Enhancements and Recreational Trails projects. Now under the Fixing America’s Surface Transportation (FAST) Act (signed in December 2015), as part of a new program called Transportation Alternative Set-Aside funds, States can determine their own funding priorities. All funding is still eligible as it was under MAP-21 for infrastructure and non-infrastructure funds for SRTS at the State’s discretion. To learn more, visit [www.fhwa.dot.gov/MAP21/](http://www.fhwa.dot.gov/MAP21/).”

Funding will support personnel, contractual, and supplies/operating costs.



**\$50,000 total**

\$17,000 402 FAST Act Pedestrian/Bicycle Safety

\$33,000 405(h) FAST Act Non-Motorized Public Education

1.9% of total \$2,599,000 designated to PS

\$9,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PS programs.

**Benefit to Locals: \$17,000**

**Planned activities that the state will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Elective Overtime Enforcement	PS-22-04+	D.1/E.1
Pedestrian and Bicycle Safety Law Enforcement Training	PS-22-01	D.2/E.2
Pedestrian and Bicycle Program Assessment Recommendation Implementation	PS-22-03	D.3/E.3
Detroit Safe Routes Ambassador Program	PS-22-02	D.4/E.4
<b>Regional Hands-On Courses for Public Education of Pedestrian and Bicycle Laws</b>	<b>PS-22-01</b>	<b>D.5/E.5</b>
Statewide Pedestrian Safety Campaign	CP-22-03-k PI&E	D.6/E.6
Statewide Bicyclist Safety Campaign	CP-22-03-l PI&E	D.7/E.7
Law Enforcement Training on Pedestrian Decoy Operation	CP-22-03-u PI&E	D.8/E.8
Pedestrian and Bicycle Safety Telephone Surveys	CP-22-03-x PI&E	D.9/E.9
Highway Safety Office Program Management	CP-22-02-d PM	E.10

**APPENDIX E.5 PLANNED ACTIVITY FORM NON-MOTORIZED SAFETY**

<b>Planned Activity Name</b>	Regional Hands-On Courses for Public Education of Pedestrian and Bicycle Laws
<b>Planned Activity Number</b>	PS-22-01
<b>Primary Countermeasure Strategy</b>	Share the Road

No questions applied to this activity.

Description of the Planned Activity



**Regional Hands-On Courses for Public Education of Pedestrian and Bicycle Laws**

<b>Planned Activity Number</b>	<b>PS-22-01</b>	
<b>Planned Activity Code</b>	2022-4001 PS Support, Training, and Enforcement	
<b>GTS Code</b>	FHPE-405h Public Education	
<b>GTS Code</b>	PS-2022-Pedestrian/Bicycle Safety	
<b>Benefit to Locals</b>	<b>Yes (\$17,000)</b>	
<b>Grantee</b>	League of Michigan Bicyclists (LMB)	
<b>Grant Amount, Funding Source</b>	<b>\$33,000</b>	405(h) FAST Act Non-Motorized Public Education
<b>Grant Amount, Funding Source</b>	<b>\$17,000</b>	402 FAST Act Pedestrian/Bicycle Safety
<b>Indirect Cost Rate</b>	10%	
<b>Grant Start-up</b>	October 1	
<b>Project Objective(s)</b>	Educate 300 people on traffic laws designed to protect pedestrians and bicyclists by September 30, 2022.	

The LMB will promote bicyclist and pedestrian safety, with a focus on active lighting and rider conspicuity, through regional pedestrian and bicycle laws public education implementing a series of segmented courses and materials. The LMB will also work with national organizations, such as the League of American Bicyclists, to complete this project.

Funding will support personnel, contractual, supplies/operating, and indirect costs.

**Countermeasure Strategies in Planned Activities**

<b>Fiscal Year</b>	<b>Countermeasure Strategy Name</b>
2022	Share the Road

**Federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit (as applicable).**

<b>Source Fiscal Year</b>	<b>Funding Source</b>	<b>Eligible Use Of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
2021	402 FAST Act	402 FAST Act Pedestrian/Bicycle Safety	\$17,000	N/A	<b>\$17,000</b>
2021	405(h) FAST Act Non-Motorized Safety	405(h) FAST Act Non-Motorized Public Education	\$33,000	\$6,600	N/A

**Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

<b>Item</b>	<b>Quantity</b>	<b>Price Per Unit</b>	<b>Total Cost</b>	<b>NHTSA Share Per Unit</b>	<b>NHTSA Share Total Cost</b>
N/A	N/A	N/A	N/A	N/A	N/A





## APPENDIX D.6 COUNTERMEASURE STRATEGY FORM NON-MOTORIZED SAFETY

**Program Area Name:** Non-Motorized Safety

**Countermeasure Strategy:** Communications Campaign

**Grant Name:** [Statewide Pedestrian Education Campaign](#)

No questions applied to this activity.

### Countermeasure Strategy Description

**Assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

In the past five years, pedestrian and bicyclist fatalities have comprised an average of just over 18% of all traffic fatalities in Michigan.

#### Fatalities and Suspected Serious Injuries 2015-2019 (REQUIRED)

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	963	4,865	<b>5,828</b>
2016	1,064	5,634	<b>6,698</b>
2017	1,028	6,084	<b>7,112</b>
2018	974	5,586	<b>6,560</b>
2019	985	5,629	<b>6,614</b>
<b>Total</b>	<b>5,014</b>	<b>27,798</b>	<b>32,812</b>

#### Pedestrian Fatalities and Suspected Serious Injuries 2015-2019

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	170	390	<b>560</b>
2016	165	363	<b>528</b>
2017	158	444	<b>602</b>
2018	145	418	<b>563</b>
2019	149	455	<b>604</b>
<b>Total</b>	<b>787</b>	<b>2,070</b>	<b>2,857</b>

In FY2019, the “Everybody’s Road, Everybody’s Rules” campaign was launched with the message that both motorists and pedestrians have a responsibility to follow laws to keep each other safe.

This campaign will continue in FY2022, stressing the importance of following traffic laws for both drivers and pedestrians.

Funding will support contractual and supplies/operating costs.



\$370,000 405(h) FAST Act Non-Motorized Public Education

14.2% of total \$2,599,000 designated to PS

\$9,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PS programs.

**Description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

In the past five years, pedestrian and bicyclist fatalities have comprised an average of just over 18% of all traffic fatalities in Michigan.

State data will be used as indicated in the GHSA email dated January 13, 2021, except for C-1 (Number of traffic fatalities) and C-3 (Fatalities/VMT) which will use [Fatality Analysis Reporting System \(FARS\)](#) data as required.

The FY2022 HSP projects are based on the 2015-2019 trend data due to the 2020 data being unavailable during the planning period. However, the performance measures are based on the 2016-2020 data as approved by Region 5.

**C-1 Number of fatalities in traffic crashes**

*Target:* Reduce fatalities from 1,083 in 2020 to 1,065.2 by September 30, 2022.

**C-2 Number of suspected serious injuries in traffic crashes**

*Target:* Prevent suspected serious traffic injuries from increasing from 5,433 in 2020 to 5,733.2 by September 30, 2022.

**C-3 Fatalities/VMT**

*Target:* Prevent fatalities/100 MVMT from increasing by .96 in 2019 to 1.098 by September 30, 2022. The 2020 Fatalities/VMT is not yet available.

**C-10 Number of pedestrian fatalities**

*Target:* Prevent pedestrian fatalities from increasing from 158 (2016-2020 average) to 161 (2018-2022 average) by September 30, 2022.

Funding will support contractual and supplies/operating costs.

\$370,000 405(h) FAST Act Non-Motorized Public Education

14.2% of total \$2,599,**000** designated to PS

\$9,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PS programs.

**Evidence of effectiveness: rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

In the past five years, pedestrian and bicyclist fatalities have comprised an average of just over 18% of all traffic fatalities in Michigan.

**Pedestrian and Bicycle Safety Program Assessment 2018**

**Section VI Communication Program**

**Pages 9 and 35.**



**Citation**

“Task the Office of Highway Safety Planning with developing and implementing a statewide, branded pedestrian and bicyclist safety campaign that allows for customization to accommodate local needs.”

Funding will support contractual and supplies/operating costs.

\$370,000 405(h) FAST Act Non-Motorized Public Education

14.2% of total \$2,599,000 designated to PS

\$9,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PS programs.

**Planned activities that the state will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Elective Overtime Enforcement	PS-22-04+	D.1/E.1
Pedestrian and Bicycle Safety Law Enforcement Training	PS-22-01	D.2/E.2
Pedestrian and Bicycle Program Assessment Recommendation Implementation	PS-22-03	D.3/E.3
Detroit Safe Routes Ambassador Program	PS-22-02	D.4/E.4
Regional Hands-On Courses for Public Education of Pedestrian and Bicycle Laws	PS-22-01	D.5/E.5
<b>Statewide Pedestrian Safety Campaign</b>	<b>CP-22-03-k PI&amp;E</b>	<b>D.6/E.6</b>
Statewide Bicyclist Safety Campaign	CP-22-03-l PI&E	D.7/E.7
Law Enforcement Training on Pedestrian Decoy Operation	CP-22-03-u PI&E	D.8/E.8
Pedestrian and Bicycle Safety Telephone Surveys	CP-22-03-x PI&E	D.9/E.9
Highway Safety Office Program Management	CP-22-02-d PM	E.10

**APPENDIX E.6 PLANNED ACTIVITY FORM NON-MOTORIZED SAFETY**

<b>Planned Activity Name</b>	Statewide Pedestrian Education Campaign
<b>Planned Activity Number</b>	CP-22-03-k PI&E
<b>Primary Countermeasure Strategy</b>	Communication Campaign

No questions applied to this activity.

**Description of the Planned Activity**



**Statewide Pedestrian Education Campaign**

<b>Planned Activity Number</b>	<b>CP-22-03-k PI&amp;E</b>	
<b>Planned Activity Code</b>	2022-4003 PS Education, Communication, and Outreach	
<b>GTS Code</b>	FHPE-405h Public Education	
<b>Benefit to Locals</b>	N/A	
<b>Grantee</b>	OHSP PI&E	
<b>Grant Amount, Funding Source</b>	<b>\$370,000</b>	405(h) FAST Act Non-Motorized Public Education
<b>Indirect Cost Rate</b>	N/A	
<b>Grant Start-up</b>	October 1	
<b>Project Objective(s)</b>	Increase the public's awareness of pedestrian safety laws through one statewide campaign by September 30, 2022.	

A statewide public education campaign will educate drivers and pedestrians regarding Michigan Vehicle Code sections that pertain to pedestrian and motorist laws.

Funding will support contractual and supplies/operating costs.

**Countermeasure Strategies in Planned Activities**

<b>Fiscal Year</b>	<b>Countermeasure Strategy Name</b>
2022	Communication Campaign

**Federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit (as applicable).**

<b>Source Fiscal Year</b>	<b>Funding Source</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
2021	405(h) FAST Act Non-Motorized Safety	405(h) FAST Act Non-Motorized Public Education	\$370,000	\$74,000	N/A

**Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

<b>Item</b>	<b>Quantity</b>	<b>Price Per Unit</b>	<b>Total Cost</b>	<b>NHTSA Share Per Unit</b>	<b>NHTSA Share Total Cost</b>
N/A	N/A	N/A	N/A	N/A	N/A



## APPENDIX D.7 COUNTERMEASURE STRATEGY FORM NON-MOTORIZED SAFETY

**Program Area Name:** Non-Motorized Safety

**Countermeasure Strategy:** Communication Campaign

**Grant Name:** Statewide Bicyclist Education Campaign

No questions applied to this activity.

### Countermeasure Strategy Description

**Assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

In the past five years, pedestrian and bicyclist fatalities have comprised an average of just over 18% of all traffic fatalities in Michigan.

#### Fatalities and Suspected Serious Injuries 2015-2019 (REQUIRED)

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	963	4,865	5,828
2016	1,064	5,634	6,698
2017	1,028	6,084	7,112
2018	974	5,586	6,560
2019	985	5,629	6,614
<b>Total</b>	<b>5,014</b>	<b>27,798</b>	<b>32,812</b>

#### Bicyclist Fatalities and Suspected Serious Injuries 2015-2019

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	33	142	175
2016	38	158	196
2017	21	157	178
2018	21	136	157
2019	21	153	174
<b>Total</b>	<b>134</b>	<b>746</b>	<b>880</b>

Bicyclists are one of the most vulnerable roadway users. There is a need for a statewide public education regarding bicycle safety laws, with an emphasis in counties with the highest bicyclist fatalities. This is a priority recommendation from the NHTSA 2018 Pedestrian and Bicycle Safety Program Assessment Report.

In FY2020, the development and production of the bicyclist focus as part of the “Everybody’s Road, Everybody’s Rules” campaign began with the message that both motorists and bicyclists have a responsibility to follow laws to keep each other safe. Focus groups determined the message. Media tactics will continue as determined in the FY2022 plan.

Funding will support contractual and supplies/operating costs.



\$300,000 405(h) FAST Act Non-Motorized Public Education

11.5% of total \$2,599,000 designated to PS

\$9,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PS programs.

**Description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

In the past five years, pedestrian and bicyclist fatalities have comprised an average of just over 18% of all traffic fatalities in Michigan.

State data will be used as indicated in the GHSA email dated January 13, 2021, except for C-1 (Number of traffic fatalities) and C-3 (Fatalities/VMT) which will use [Fatality Analysis Reporting System \(FARS\)](#) data as required.

The FY2022 HSP projects are based on the 2015-2019 trend data due to the 2020 data being unavailable during the planning period. However, the performance measures are based on the 2016-2020 data as approved by Region 5.

**C-1 Number of fatalities in traffic crashes**

*Target:* Reduce fatalities from 1,083 in 2020 to 1,065.2 by September 30, 2022.

**C-2 Number of suspected serious injuries in traffic crashes**

*Target:* Prevent suspected serious traffic injuries from increasing from 5,433 in 2020 to 5,733.2 by September 30, 2022.

**C-3 Fatalities/VMT**

*Target:* Prevent fatalities/100 MVMT from increasing by .96 in 2019 to 1.098 by September 30, 2022.

The 2020 Fatalities/VMT is not yet available.

**C-11 Number of bicyclist fatalities**

*Target:* Reduce bicyclist fatalities from 28 (2016-2020 average) to 27 (2018-2022 average) by September 30, 2022.

\$300,000 405(h) FAST Act Non-Motorized Public Education

11.5% of total \$2,599,000 designated to PS

\$9,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PS programs.

**Evidence of effectiveness: rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

In the past five years, pedestrian and bicyclist fatalities have comprised an average of just over 18% of all traffic fatalities in Michigan.

**Pedestrian and Bicycle Safety Program Assessment 2018**

**Section VI Communication Program**

**Pages 9 and 35.**

**Citation**

“Task the Office of Highway Safety Planning with developing and implementing a statewide, branded pedestrian and bicyclist safety campaign that allows for customization to accommodate local needs.”



Funding will support contractual and supplies/operating costs.

\$300,000 405(h) FAST Act Non-Motorized Public Education

11.5% of total \$2,599,000 designated to PS

\$9,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PS programs.

**Planned activities that the state will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Elective Overtime Enforcement	PS-22-04+	D.1/E.1
Pedestrian and Bicycle Safety Law Enforcement Training	PS-22-01	D.2/E.2
Pedestrian and Bicycle Program Assessment Recommendation Implementation	PS-22-03	D.3/E.3
Detroit Safe Routes Ambassador Program	PS-22-02	D.4/E.4
Regional Hands-On Courses for Public Education of Pedestrian and Bicycle Laws	PS-22-01	D.5/E.5
Statewide Pedestrian Safety Campaign	CP-22-03-k PI&E	D.6/E.6
<b>Statewide Bicyclist Safety Campaign</b>	<b>CP-22-03-l PI&amp;E</b>	<b>D.7/E.7</b>
Law Enforcement Training on Pedestrian Decoy Operation	CP-22-03-u PI&E	D.8/E.8
Pedestrian and Bicycle Safety Telephone Surveys	CP-22-03-x PI&E	D.9/E.9
Highway Safety Office Program Management	CP-22-02-d PM	E.10

## APPENDIX E.7 PLANNED ACTIVITY FORM NON-MOTORIZED SAFETY

<b>Planned Activity Name</b>	Statewide Bicyclist Education Campaign
<b>Planned Activity Number</b>	CP-22-03-l PI&E
<b>Primary Countermeasure Strategy</b>	Communications Campaign

No questions applied to this activity.

Description of the Planned Activity



**Statewide Bicyclist Education Campaign**

<b>Planned Activity Number</b>	<b>CP-22-03-I PI&amp;E</b>	
<b>Planned Activity Code</b>	2022-4003 PS Education, Communication, and Outreach	
<b>GTS Code</b>	FHPE-405h Public Education	
<b>Benefit to Locals</b>	N/A	
<b>Grantee</b>	OHSP PI&E	
<b>Grant Amount, Funding Source</b>	<b>\$300,000</b>	405(h) FAST Act Non-Motorized Public Education
<b>Indirect Cost Rate</b>	N/A	
<b>Grant Start-up</b>	October 1	
<b>Project Objective(s)</b>	Increase the public's awareness of bicyclist safety laws through one statewide campaign by September 30, 2022.	

A statewide public education campaign will educate drivers and bicyclists regarding Michigan Vehicle Code sections that pertain to bicyclists and motorists.

Funding will support supplies/operating and contractual costs.

**Countermeasure Strategies in Planned Activities**

<b>Fiscal Year</b>	<b>Countermeasure Strategy Name</b>
2022	Communications Campaign

**Federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit (as applicable).**

<b>Source Fiscal Year</b>	<b>Funding Source</b>	<b>Eligible Use Of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
2021	405(h) FAST Act Non-Motorized Safety	405(h) FAST Act Non-Motorized Public Education	\$300,000	\$60,000	N/A

**Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

<b>Item</b>	<b>Quantity</b>	<b>Price Per Unit</b>	<b>Total Cost</b>	<b>NHTSA Share Per Unit</b>	<b>NHTSA Share Total Cost</b>
N/A	N/A	N/A	N/A	N/A	N/A





## APPENDIX D.8 COUNTERMEASURE STRATEGY FORM NON-MOTORIZED SAFETY

**Program Area Name:** Non-Motorized Safety

**Countermeasure Strategy:** Other: Pedestrian and Bicyclist Law Training

**Grant Name:** Law Enforcement Training on Pedestrian Decoy Operation

No questions applied to this activity.

### Countermeasure Strategy Description

**Assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

In the past five years, pedestrian and bicyclist fatalities have comprised an average of just over 18% of all traffic fatalities in Michigan.

#### Fatalities and Suspected Serious Injuries 2015-2019 (REQUIRED)

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	963	4,865	5,828
2016	1,064	5,634	6,698
2017	1,028	6,084	7,112
2018	974	5,586	6,560
2019	985	5,629	6,614
<b>Total</b>	<b>5,014</b>	<b>27,798</b>	<b>32,812</b>

#### Pedestrian Fatalities and Suspected Serious Injuries 2015-2019

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	170	390	560
2016	165	363	528
2017	158	444	602
2018	145	418	563
2019	149	455	604
<b>Total</b>	<b>787</b>	<b>2,070</b>	<b>2,857</b>

Funding will support contractual costs.

\$38,000 405(h) FAST Act Non-Motorized Training

1.5% of total \$2,599,000 designated to PS

\$9,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PS programs.

**Description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**



In the past five years, pedestrian and bicyclist fatalities have comprised an average of just over 18% of all traffic fatalities in Michigan.

State data will be used as indicated in the GHSA email dated January 13, 2021, except for C-1 (Number of traffic fatalities) and C-3 (Fatalities/VMT) which will use [Fatality Analysis Reporting System \(FARS\)](#) data as required.

The FY2022 HSP projects are based on the 2015-2019 trend data due to the 2020 data being unavailable during the planning period. However, the performance measures are based on the 2016-2020 data as approved by Region 5.

**C-1 Number of fatalities in traffic crashes**

*Target:* Reduce fatalities from 1,083 in 2020 to 1,065.2 by September 30, 2022.

**C-2 Number of suspected serious injuries in traffic crashes**

*Target:* Prevent suspected serious traffic injuries from increasing from 5,433 in 2020 to 5,733.2 by September 30, 2022.

**C-3 Fatalities/VMT**

*Target:* Prevent fatalities/100 MVMT from increasing by .96 in 2019 to 1.098 by September 30, 2022. The 2020 Fatalities/VMT is not yet available.

**C-10 Number of pedestrian fatalities**

*Target:* Prevent pedestrian fatalities from increasing from 158 (2016-2020 average) to 161 (2018-2022 average) by September 30, 2022.

Funding will support contractual costs.

\$38,000 405(h) FAST Act Non-Motorized Training

1.5% of total \$2,599,000 designated to PS

\$9,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PS programs.

**Evidence Of Effectiveness: Rationale For Selecting The Countermeasure Strategy And Funding Allocation For Each Planned Activity.**

In the past five years, pedestrian and bicyclist fatalities have comprised an average of just over 18% of all traffic fatalities in Michigan.

**Countermeasures That Work, Ninth Edition 2017**

**Chapter 8 (Pedestrian Safety)**

**Section 4.4 (All Pedestrians Enforcement Strategies)**

**Pages 8-36**

**Citation**

“The purpose of enforcement strategies is to increase compliance with the pedestrian and motorist traffic laws that are most likely to enhance the safety of pedestrians in areas where crashes are happening or most likely to happen due to increased pedestrian and motorist exposure.

Behavioral pedestrian safety initiatives require improvements in unsafe driver and pedestrian behaviors. Once pedestrians and drivers are informed of the behavior changes needed and why they are important, enforcement often is necessary to encourage compliance for the same reasons found with seatbelt use, etc. Although enforcement was implied or stated for many of the earlier countermeasures, enforcement



strategies and targeted enforcement deserve additional discussion in relation to pedestrian safety. Many enforcement or crosswalk operations use plainclothes officers to act as pedestrians crossing the street, typically, with one or two uniformed officers observing for violations and another giving warnings or writing citations (NHTSA, 2014).

Traffic enforcement is most effective when it is highly visible and publicized, to reinforce the required behavior and to raise the expectation that failure to comply may result in legal consequences. Enforcement campaigns should be aimed at drivers and pedestrians, starting with the communications and outreach efforts that announce, describe, and publicize the traffic safety campaign through community meetings, media coverage, social media, mass emails, and signage (NHTSA, 2014).”

Funding will support contractual costs.

\$38,000 405(h) FAST Act Non-Motorized Training

1.5% of total \$2,599,000 designated to PS

\$9,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PS programs.

**Planned activities that the state will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Elective Overtime Enforcement	PS-22-04+	D.1/E.1
Pedestrian and Bicycle Safety Law Enforcement Training	PS-22-01	D.2/E.2
Pedestrian and Bicycle Program Assessment Recommendation Implementation	PS-22-03	D.3/E.3
Detroit Safe Routes Ambassador Program	PS-22-02	D.4/E.4
Regional Hands-On Courses for Public Education of Pedestrian and Bicycle Laws	PS-22-01	D.5/E.5
Statewide Pedestrian Safety Campaign	CP-22-03-k PI&E	D.6/E.6
Statewide Bicyclist Safety Campaign	CP-22-03-l PI&E	D.7/E.7
<b>Law Enforcement Training on Pedestrian Decoy Operation</b>	<b>CP-22-03-u PI&amp;E</b>	<b>D.8/E.8</b>
Pedestrian and Bicycle Safety Telephone Surveys	CP-22-03-x PI&E	D.9/E.9
Highway Safety Office Program Management	CP-22-02-d PM	E.10



## APPENDIX E.8 PLANNED ACTIVITY FORM NON-MOTORIZED SAFETY

<b>Planned Activity Name</b>	Law Enforcement Training on Pedestrian Decoy Operation
<b>Planned Activity Number</b>	CP-22-03-u PI&E
<b>Primary Countermeasure Strategy</b>	Other: Pedestrian and Bicyclist Law Training

No questions applied to this activity.

### Description of the Planned Activity

#### Law Enforcement Training on Pedestrian Decoy Operation

<b>Planned Activity Number</b>	<b>CP-22-03-u PI&amp;E</b>	
<b>Planned Activity Code</b>	2022-4001 PS Support, Training, and Enforcement	
<b>GTS Code</b>	FHTR-405h Training	
<b>Benefit to Locals</b>	N/A	
<b>Grantee</b>	OHSP PI&E	
<b>Grant Amount, Funding Source</b>	<b>\$38,000</b>	405(h) FAST Act Non-Motorized Training
<b>Indirect Cost Rate</b>	10%	
<b>Grant Start-up</b>	October 1	
<b>Project Objective(s)</b>	Train 10 law enforcement officers on the Pedestrian Decoy Operation strategy for enforcing laws applicable to pedestrian safety by September 30, 2022.	

In partnership with Western Michigan University, a training video for law enforcement on the Pedestrian Decoy Operation will be developed and produced. This will serve as a training resource for law enforcement agencies conducting pedestrian safety enforcement mobilizations regarding Michigan Vehicle Code sections that pertain to pedestrian and motorist laws.

Funding will support contractual costs.

#### Countermeasure Strategies in Planned Activities

Fiscal Year	Countermeasure Strategy Name
2022	Other: Pedestrian and Bicyclist Law Training

#### Federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit (as applicable).

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	405(h) FAST Act Non-Motorized Safety	405(h) FAST Act Non-Motorized Training	\$12,000	\$7,600	N/A



Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	405(h) FAST Act Non-Motorized Safety	405(h) FAST Act Non-Motorized Training	\$26,000	N/A	N/A

**Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share Per Unit	NHTSA Share Total Cost
N/A	N/A	N/A	N/A	N/A	N/A

**Planned activities that the state will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Elective Overtime Enforcement	PS-22-04+	D.1/E.1
Pedestrian and Bicycle Safety Law Enforcement Training	PS-22-01	D.2/E.2
Pedestrian and Bicycle Program Assessment Recommendation Implementation	PS-22-03	<b>D.3/E.3</b>
Detroit Safe Routes Ambassador Program	PS-22-02	<b>D.4/E.4</b>
Regional Hands-On Courses for Public Education of Pedestrian and Bicycle Laws	PS-22-01	<b>D.5/E.5</b>
Statewide Pedestrian Safety Campaign	CP-22-03-k PI&E	<b>D.6/E.6</b>
Statewide Bicyclist Safety Campaign	CP-22-03-l PI&E	<b>D.7/E.7</b>
Law Enforcement Training on Pedestrian Decoy Operation	CP-22-03-u PI&E	<b>D.8/E.8</b>
<b>Pedestrian and Bicycle Safety Telephone Surveys</b>	<b>CP-22-03-x PI&amp;E</b>	<b>D.9/E.9</b>
Highway Safety Office Program Management	CP-22-02-d PM	<b>E.10</b>



## APPENDIX D.9 COUNTERMEASURE STRATEGY FORM NON-MOTORIZED SAFETY

**Program Area Name:** Non-Motorized Safety

**Countermeasure Strategy:** Communications Campaign

**Grant Name:** Pedestrian and Bicycle Safety Telephone Surveys

No questions applied to this activity.

### Countermeasure Strategy Description

**Assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

In the past five years, pedestrian and bicyclist fatalities have comprised an average of just over 18% of all traffic fatalities in Michigan.

#### Fatalities and Suspected Serious Injuries 2015-2019 (REQUIRED)

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	963	4,865	5,828
2016	1,064	5,634	6,698
2017	1,028	6,084	7,112
2018	974	5,586	6,560
2019	985	5,629	6,614
<b>Total</b>	<b>5,014</b>	<b>27,798</b>	<b>32,812</b>

#### Pedestrian Fatalities and Suspected Serious Injuries 2015-2019

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	170	390	560
2016	165	363	528
2017	158	444	602
2018	145	418	563
2019	149	455	604
<b>Total</b>	<b>787</b>	<b>2,070</b>	<b>2,857</b>

Funding will support contractual costs.

\$44,000 405(d) FAST Act Impaired Driving Low Pedestrian/Bicycle Safety (flex)

1.7% of total \$2,599,000 designated to PS

\$9,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PS programs.



**Description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

In the past five years, pedestrian and bicyclist fatalities have comprised an average of just over 18% of all traffic fatalities in Michigan.

State data will be used as indicated in the GHSA email dated January 13, 2021, except for C-1 (Number of traffic fatalities) and C-3 (Fatalities/VMT) which will use [Fatality Analysis Reporting System \(FARS\)](#) data as required.

The FY2022 HSP projects are based on the 2015-2019 trend data due to the 2020 data being unavailable during the planning period. However, the performance measures are based on the 2016-2020 data as approved by Region 5.

**C-1 Number of fatalities in traffic crashes**

*Target:* Reduce fatalities from 1,083 in 2020 to 1,065.2 by September 30, 2022.

**C-2 Number of suspected serious injuries in traffic crashes**

*Target:* Prevent suspected serious traffic injuries from increasing from 5,433 in 2020 to 5,733.2 by September 30, 2022.

**C-3 Fatalities/VMT**

*Target:* Prevent fatalities/100 MVMT from increasing by .96 in 2019 to 1.098 by September 30, 2022. The 2020 Fatalities/VMT is not yet available.

**C-10 Number of pedestrian fatalities**

*Target:* Prevent pedestrian fatalities from increasing from 158 (2016-2020 average) to 161 (2018-2022 average) by September 30, 2022.

**C-11 Number of bicyclist fatalities**

*Target:* Reduce bicyclist fatalities from 28 (2016-2020 average) to 27 (2018-2022 average) by September 30, 2022.

Funding will support contractual costs.

\$44,000 405(d) FAST Act Impaired Driving Low Pedestrian/Bicycle Safety (flex)

1.7% of total \$2,599,000 designated to PS

\$9,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PS programs.

**Evidence Of Effectiveness: Rationale For Selecting The Countermeasure Strategy And Funding Allocation For Each Planned Activity.**

In the past five years, pedestrian and bicyclist fatalities have comprised an average of just over 18% of all traffic fatalities in Michigan.

**NHTSA Uniform Guidelines**

**Name and Guideline Number: Pedestrian and Bicycle Safety Guideline #14**

**Section 1 Program Management**

**Page number(s): 1**



**Citation**

“Each State should have centralized program planning, implementation, and coordination to promote pedestrian and bicycle safety program issues as part of a comprehensive highway safety program. Evaluation should be used to revise existing programs, develop new programs, and determine progress and success of pedestrian and bicycle safety programs. The State Highway Safety Office should:

- Conduct regular problem identification and evaluation activities to determine pedestrian and bicyclist fatality, injury, and crash trends and to provide guidance in development and implementation of countermeasures;”

Funding will support contractual costs.

\$44,000 405(d) FAST Act Impaired Driving Low Pedestrian/Bicycle Safety (flex)

1.7% of total \$2,599,000 designated to PS

\$9,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PS programs.

**Planned activities that the state will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Elective Overtime Enforcement	PS-22-04+	D.1/E.1
Pedestrian and Bicycle Safety Law Enforcement Training	PS-22-01	D.2/E.2
Pedestrian and Bicycle Program Assessment Recommendation Implementation	PS-22-03	D.3/E.3
Detroit Safe Routes Ambassador Program	PS-22-02	D.4/E.4
Regional Hands-On Courses for Public Education of Pedestrian and Bicycle Laws	PS-22-01	D.5/E.5
Statewide Pedestrian Safety Campaign	CP-22-03-k PI&E	D.6/E.6
Statewide Bicyclist Safety Campaign	CP-22-03-l PI&E	D.7/E.7
Law Enforcement Training on Pedestrian Decoy Operation	CP-22-03-u PI&E	D.8/E.8
<b>Pedestrian and Bicycle Safety Telephone Surveys</b>	<b>CP-22-03-x PI&amp;E</b>	<b>D.9/E.9</b>
Highway Safety Office Program Management	CP-22-02-d PM	E.10

**APPENDIX E.8 PLANNED ACTIVITY FORM NON-MOTORIZED SAFETY**

<b>Planned Activity Name</b>	Pedestrian and Bicycle Safety Telephone Surveys
<b>Planned Activity Number</b>	CP-22-03-x PI&E
<b>Primary Countermeasure Strategy</b>	Communications





No questions applied to this activity.

**Description of the Planned Activity**

**Pedestrian and Bicycle Safety Telephone Surveys**

<b>Planned Activity Number</b>	<b>CP-22-03-x PI&amp;E</b>	
<b>Planned Activity in GMSS</b>	2022-4002 PS Research, Data, and Evaluation	
<b>GTS Code</b>	FDL*PS 405d Low Pedestrian/Bicycle Safety	
<b>Benefit to Locals</b>	N/A	
<b>Grantee</b>	OHSP PI&E	
<b>Grant Amount, Funding Source</b>	<b>\$44,000</b>	405(d) FAST Act Impaired Driving Low Pedestrian/Bicycle Safety (flex)
<b>Indirect cost rate</b>	N/A	
<b>Grant Start-up</b>	October 1	
<b>Project Objective(s)</b>	Determine public perception of advertising messages for traffic safety campaigns by conducting two sets of pre- and post-telephone surveys by September 30, 2022.	

Telephone surveys will be conducted to give the OHSP feedback on how drivers perceive and react to traffic safety programs. The surveys will allow the OHSP to adjust programming, if necessary, and develop plans based on current-year data.

Funding will support contractual costs.

**Countermeasure Strategies in Planned Activities**

<b>Fiscal Year</b>	<b>Countermeasure Strategy Name</b>
2022	Communications Campaign

**Federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit (as applicable).**

<b>Source Fiscal Year</b>	<b>Funding Source</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
2022	405(d) FAST Act Impaired Driving Low	405(d) FAST Act Impaired Driving Low Pedestrian/Bicycle Safety (flex)	\$44,000	N/A	N/A

**Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

<b>Item</b>	<b>Quantity</b>	<b>Price Per Unit</b>	<b>Total Cost</b>	<b>NHTSA Share Per Unit</b>	<b>NHTSA Share Total Cost</b>
N/A	N/A	N/A	N/A	N/A	N/A



## APPENDIX E.10 Planned Activity Form Non-Motorized Safety

<b>Planned Activity Name</b>	Highway Safety Office Program Management For Non-Motorized Safety
<b>Planned Activity Number</b>	CP-22-02-d PM
<b>Primary Countermeasure Strategy</b>	Highway Safety Office Program Management

Federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit (as applicable).

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	402 FAST Act	402 FAST Act Program Management	\$9,000	N/A	N/A

### Description of the Planned Activity

#### Program Management for Non-Motorized Safety

<b>Planned Activity Number</b>	CP-22-02-d PM	
<b>Planned Activity Code</b>	2022-10001 PA Program Management (CP 02)	
<b>GTS Code</b>	PA-2022-Planning and Administration	
<b>Benefit to Locals</b>	No	
<b>Grantee</b>	OHSP-Program Management Section	
<b>Grant Amount, Funding Source</b>	\$9,000	402 FAST Act Program Management
<b>Indirect Cost Rate</b>	9.1%	
<b>Grant Start-up</b>	October 1	

Funding will support the shared costs of the Program Management team required to implement and manage the OHSP programs.



## Appendix C Program Area Form Police Traffic Services

**Will countermeasure strategies and planned activities be described in this plan to address the program area?**

Yes

**Is this program area part of the state Occupant Protection Program Area Plan for a 405(b) application 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, at the level of detail required under § 1300.11(c) and (d)?**

Yes

### Problem Identification

**Description and analysis of the state's highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.**

The OHSP uses state traffic crash data to identify highway safety problems. Crash trends can be influenced by many variables, including the number of vehicle miles traveled (VMT), the number, weight, and size of vehicles, the health of state and regional economies, weather conditions, as well as passenger vehicle safety features, roadway infrastructure, emergency medical services, and the global pandemic.

State-level data review and analysis focuses on fatality and suspected serious injury reduction.

To assist with problem identification, the University of Michigan Transportation Research Institute (UMTRI) provides a five-year review of fatalities for the core performance measures. In most cases, the data review includes fatalities and suspected serious injuries by month, age, and county so that programs may be focused when and where they have the greatest potential to reduce traffic fatalities and suspected serious injuries.

In addition to crash data, activity measures such as observed seat belt use and citations issued during grant-funded enforcement activities are part of the problem identification and planning process.

A five-year moving average is applied against the core performance measures to set goals and determine areas where positive progress is expected, where little or no change appears likely, and areas where the trend indicates fatalities and suspected serious injuries will increase.

For the three shared goals for the HSP and the Highway Safety Improvement Plan (HSIP), the OHSP, and the Michigan Department of Transportation (MDOT) worked with the UMTRI to develop predictive figures generated from a multi-variate change model for the target-setting process. The change model predicts change in fatalities from the previous years based on a number of predictors. The model incorporates factors such as gas prices, employment, income, gross domestic product (GDP), VMT, and alcohol consumption. The suspected serious injuries are modeled as a proportion of fatalities.

The goal-setting process was complicated knowing that fatality and suspected serious injury outcomes for 2021-2022 are likely to be heavily influenced by the global COVID-19 pandemic.



State data will be used as indicated in the GHSA email dated January 13, 2021, except for C-1 (Number of traffic fatalities) and C-3 (Fatalities/VMT) which will use [Fatality Analysis Reporting System \(FARS\)](#) data as required.

The FY2022 HSP projects are based on the 2015-2019 trend data due to the 2020 data being unavailable during the planning period. However, the performance measures are based on the 2016-2020 data as approved by Region 5.

**C-1 Number of fatalities in traffic crashes**

*Target:* Reduce fatalities from 1,083 in 2020 to 1,065.2 by September 30, 2022.

**C-2 Number of suspected serious injuries in traffic crashes**

*Target:* Prevent suspected serious traffic injuries from increasing from 5,433 in 2020 to 5,733.2 by September 30, 2022.

**C-3 Fatalities/VMT**

*Target:* Prevent fatalities/100 MVMT from increasing by .96 in 2019 to 1.098 by September 30, 2022. The 2020 Fatalities/VMT is not yet available.

**C-4 Unrestrained passenger vehicle occupant fatalities, all seat positions**

*Target:* Reduce unrestrained passenger vehicle occupant fatalities, all seat positions, from 199 (2016-2020 average) to 196 (2018-2022 average) by September 30, 2022.

**C-5 Number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher**

*Target:* Prevent alcohol impaired driving fatalities from increasing from 181 (2016-2020 average) to 198 (2018-2022 average) by September 30, 2022.

**C-6 Number of speeding-related fatalities**

*Target:* Reduce speeding-related fatalities from 193 (2016-2020 average) to 192 (2018-2022 average) by September 30, 2022.

**B-1 Statewide seat belt use rate**

*Target:* Increase the statewide seat belt use rate from 94.4% in 2020 to 98% by September 30, 2022.

**Other Michigan Performance Measures**

**O1: Number of crashes involving alcohol- or drug-impaired motorcyclist**

*Target:* Reduce number of crashes involving alcohol- or drug-impaired motorcyclist from 230 (2016-2020 average) to 229 (2018-2022 average) by September 30, 2022.

**O2: Number of fatalities involving alcohol- or drug-impaired motorcyclist**

*Target:* Prevent the number of fatalities involving alcohol- or drug-impaired motorcyclist from increasing from 45 (2016-2020 average) to 48 (2018-2022 average) by September 30, 2022.

**O3: Number of fatal crashes involving drug-impaired driver or motorcycle operator.**

*Target:* Prevent the number of fatal crashes involving a drug-impaired driver or motorcycle operator from increasing from 228 (2016-2020 average) to 260 (2018-2022 average) by September 30, 2022.

**O6: Number of distracted drivers involved in fatal crashes**

*Target:* Prevent the number of distracted drivers involved in fatal crashes from increasing from 58 (2016-2020 average) to 69 (2018-2022 average) by September 30, 2022.

	Michigan FARS and State Data	2016	2017	2018	2019	2020	2021	<sup>16</sup> 2022 Goals (2018-2022 average except C-1, C-2, and C-3)
C-1	Traffic Fatalities (FARS)	1,065	1,031	977	985	1,083	1,121	1,065.2
C-2	Suspected Serious ("A") Injuries (State)	5,634	6,084	5,586	5,629	5,433	6,051	5,733.2
C-3	Fatalities Per 100 Million VMT (FARS)	1.07	1.01	0.95	.96	*Pending	*Pending	1.098
C-4	Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions (State)	202	187	180	202	222	185	196
C-5	Fatalities in Crashes Involving a Driver or Motorcycle Operator with a BAC .08+ (State)	156	201	198	177	171	220	198
C-6	Speed-Related Fatalities (State)	215	175	191	185	200	213	192
B-1	Safety Belt Use (Daytime, Observed)(Survey)	94.5%	94.1%	93.4%	94.4%	94.4%	*Pending	98%
	Michigan Performance Measures	2016	2017	2018	2019	2020		2022 Goals (2018-2022 average)
O1	Crashes involving Alcohol- or Drug-Impaired Motorcyclist (State)	233	236	206	239	238	226	229
O2	Fatalities to Alcohol- or Drug-Impaired Motorcyclist (State)	48	45	44	42	48	55	48
O3	Fatalities in Crashes involving a Drug-Impaired Driver or Motorcycle Operator (State)	216	227	226	214	257	295	260
**O6	Number of Distracted Drivers Involved in Fatal Crashes (State)	42	63	67	67	50	81	69

\*Not available for FY2022 planning process

\*\*New state performance measures for 2022

<sup>16</sup> Based on five-year averages per the NHTSA and the GHSA recommendations.



Nearly one third of Michigan fatal crashes involved at least one impaired driver. Despite Michigan's high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained. More than 20 percent of fatal and suspected serious injuries involved at least one speeding driver over the past five years.

State data will be used as indicated in the GHSA email dated January 13, 2021, except for C-1 (Number of traffic fatalities) and C-3 (Fatalities/VMT) which will use [Fatality Analysis Reporting System \(FARS\)](#) data as required. Percentages are rounded to the nearest whole amount.

The FY2022 HSP projects are based on the 2015-2019 trend data because at the time for planning the 2020 data was not available. The performance measures are based on the 2016-2020 data as approved by Region 5.

**C-1 Number of fatalities in traffic crashes**

*Target:* Reduce fatalities from 1,083 in 2020 to 1,065.2 by September 30, 2022.

**C-2 Number of suspected serious injuries in traffic crashes**

*Target:* Prevent suspected serious traffic injuries from increasing by 2 percent from 5,433 in 2020 to 5,733.2 by September 30, 2022.

**C-3 Fatalities/VMT**

*Target:* Prevent fatalities/100 MVMT from increasing by 14 percent from .96 in 2019 to 1.098 by September 30, 2022. The 2020 Fatalities/VMT is not yet available.

**C-4 Unrestrained passenger vehicle occupant fatalities, all seat positions**

*Target:* Reduce unrestrained passenger vehicle occupant fatalities, all seat positions, from decreasing by 2 percent from 199 (2016-2020 average) to 196 (2018-2022 average) by September 30, 2022.

**C-5 Number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher**

*Target:* Prevent alcohol impaired driving fatalities from increasing by 25 percent from 181 (2016-2020 average) to 227 (2018-2022 average) by September 30, 2022.

**C-6 Number of speeding-related fatalities**

*Target:* Reduce speeding-related fatalities from decreasing by 1 percent from 193 (2016-2020 average) to 192 (2018-2022 average) by September 30, 2022.

**B-1 Statewide seat belt use rate**

*Target:* Increase the statewide seat belt use rate by 4 percent from 94.4% in 2020 to 98% by September 30, 2022.

**Other Michigan Performance Measures**

**O1: Number of crashes involving alcohol- or drug-impaired motorcyclist**

*Target:* Reduce number of crashes involving alcohol- or drug-impaired motorcyclist by decreasing by 1 percent from 230 (2016-2020 average) to 229 (2018-2022 average) by September 30, 2022.

**O2: Number of fatalities involving alcohol- or drug-impaired motorcyclist**

*Target:* Prevent the number of fatalities involving alcohol- or drug-impaired motorcyclist from increasing by 3 percent from 45 (2016-2020 average) to 48 (2018-2022 average) by September 30, 2022.



**O3: Number of fatal crashes involving drug-impaired driver or motorcycle operator.**

*Target:* Prevent the number of fatal crashes involving a drug-impaired driver or motorcycle operator from increasing by 14 percent from 228(2016-2020 average) to 260 (2018-2022 average) by September 30, 2022.

	Michigan FARS and State Data	2016	2017	2018	2019	2020	<sup>17</sup> 2022 Goals (2018-2022 average except C-1, C-2, and C-3)
C-1	Traffic Fatalities (FARS)	1,065	1,031	977	985	1,083	1,065.2
C-2	Suspected Serious ("A") Injuries (State)	5,634	6,084	5,586	5,629	5,433	5,733.2
C-3	Fatalities Per 100 Million VMT (FARS)	1.07	1.01	.95	.96	Pending	1.098
C-4	Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions (State)	202	187	180	202	222	191
C-5	Fatalities in Crashes Involving a Driver or Motorcycle Operator with a BAC .08+ (State)	156	201	198	177	171	227
C-6	Speed-Related Fatalities (State)	215	175	191	185	200	177
C-7	Motorcyclist Fatalities (State)	141	137	134	122	152	148
C-8	Unhelmeted Motorcyclist Fatalities (State)	70	59	51	54	65	59
C-9	Drivers Ages 20 or Younger in Fatal Crashes (State)	141	121	103	127	128	107
B-1	Safety Belt Use (Daytime, Observed)(Survey)	94.5%	94.1%	93.4%	94.4%	*	98%
	Michigan Performance Measures	2016	2017	2018	2019	2021	2022 Goals (2018-2022 average)
O1	Crashes involving Alcohol- or Drug-Impaired Motorcyclist (State)	233	236	206	239	238	240
O2	Fatalities to Alcohol- or Drug-Impaired Motorcyclist (State)	48	45	44	42	48	49
O3	Fatalities in Crashes involving a Drug-Impaired Driver or Motorcycle Operator (State)	216	227	226	214	257	310

<sup>17</sup> Based on five-year averages per the NHTSA and the GHSA recommendations.



Select at least one performance measure that is data-driven, that enables the state to track progress toward meeting the quantifiable annual target. For program areas where performance measures have not been jointly developed (e.g., distracted driving, drug-impaired driving) for which states are using HSP funds, the state shall develop its own performance measures and performance targets that are data-driven.

**Performance Measures**

Fiscal Year	<sup>18</sup> Performance Measure Name
2022	C-1 reduce fatalities C-2 reduce suspected serious injuries C-3 reduce K/VMT C-4 reduce unrestrained passenger vehicle occupant fatalities C-5 reduce alcohol-impaired driving fatalities (.08+) C-6 reduce speed-related fatalities B-1 seat belt use O-1 reduce number of impaired motorcyclist crashes O-2 reduce number of impaired motorcyclist fatalities O-3 reduce number of fatal crashes involving a drug-impaired driver or motorcycle operator

**Countermeasure Strategies**

Fiscal Year	Countermeasure Strategy Name
2022	Highway Safety Office Program Management
	Communication Campaign
	Short-term High Visibility Enforcement
	Law Enforcement Training
	Occupant Protection Program Assessment (NHTSA facilitated)
	Earned/Paid Media
	Mass Media Campaign

Planned activities that the state will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Overtime DUI, Seat Belt, and Speed Enforcement	PT-22-04+	D.1/E.1
Law Enforcement Outreach Liaison	CP-22-01-i Special Projects	D.2/E.2
Telephone Surveys	CP-22-03-e PI&E	D.3/E.3
Law Enforcement Engagement	CP-22-01-h Special Projects	D.4/E.4

<sup>18</sup> Not every grant in the program area has all of the performance measures listed above. This list is cumulative based on each of the planned activities.





Drive Sober or Get Pulled Over Mobilization Paid Advertising	CP-22-03-f PI&E	D.5/E.5
Seat Belt and Child Passenger Safety Law Enforcement Reference Card	CP-22-03-g PI&E	D.6/E.6
Click It or Ticket Mobilization Paid Advertising	CP-22-03-h PI&E	D.7/E.7
Speed Enforcement Mobilization Paid Advertising	CP-22-03-i PI&E	D.8/E.8
Mobilization Communications and Outreach Banners	CP-22-03-j PI&E	D.9/E.9
Upper Peninsula Regional Law Enforcement Training	CP-22-01-k Special Projects	D.10/E.10
Highway Safety Office Program Management	CP-22-02-c PM	E.11

## Appendix D.1 Countermeasure Strategy Form Police Traffic Services

**Program Area Name:** Police Traffic Services

**Countermeasure Strategy:** Short-term High Visibility Enforcement

**Grant:** Overtime DUI, Seat Belt, and Speed Enforcement

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems. Is this countermeasure strategy innovative?**

No

**If “yes”, enter justification supporting the innovative countermeasure strategy, including research, evaluation and/or substantive anecdotal evidence, that supports the potential of the proposed innovative countermeasure strategy.**

N/A

**Is this program area part of the state occupant protection program area plan for a 405(b) application 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, at the level of detail required under § 1300.11(c) and (d)?**

Yes

**Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the state’s problem identification].**

No



**Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [planned activities, at the level of detail required under § 1300.11(d), for recruiting, training, and maintaining a sufficient number of child passenger safety technicians based on the state’s problem identification, at the level of detail required under § 1300.11(d)].**

No

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the state conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the state’s problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70% of either the state’s unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

Yes

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the high-risk population countermeasure programs criterion? § 1300.21(e)(4) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) drivers on rural roadways; (ii) unrestrained nighttime drivers; (iii) teenage drivers; (iv) other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

Yes

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(b) [countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

Yes

**Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the state traffic safety information system improvements grant application (§ 405(c)) for the state traffic records strategic plan? § 1300.22(b)(2)(iii) [planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the state’s most recent highway safety data and traffic records system assessment]**

No



Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

Yes

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(D)(6)

Yes

**Countermeasure Strategy Description**

**Assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

Nearly one third of Michigan fatal crashes involved at least one impaired driver. Despite Michigan's high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained. More than 20 percent of fatal and suspected serious injuries involved at least one speeding driver over the past five years.

**Fatalities and Suspected Serious Injuries 2015-2019 (REQUIRED)**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	963	4,865	5,828
2016	1,064	5,634	6,698
2017	1,028	6,084	7,112
2018	974	5,586	6,560
2019	985	5,629	6,614
<b>Total</b>	<b>5,014</b>	<b>27,798</b>	<b>32,812</b>

**Unrestrained Passenger Vehicle Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	197	597	794
2016	203	592	795
2017	197	572	769
2018	184	545	729
2019	209	543	752
<b>Total</b>	<b>990</b>	<b>2,849</b>	<b>3,839</b>

**Alcohol-Involved Crashes: Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	303	896	1,199
2016	274	933	1,207
2017	359	1,097	1,456
2018	315	996	1,311
2019	295	1,062	1,357
<b>Total</b>	<b>1,546</b>	<b>4,984</b>	<b>6,530</b>



**Drug-Involved Crashes: Fatalities and Suspected Serious Injuries  
2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	179	294	<b>473</b>
2016	239	449	<b>688</b>
2017	246	539	<b>785</b>
2018	247	399	<b>646</b>
2019	237	453	<b>690</b>
<b>Total</b>	<b>1,148</b>	<b>2,134</b>	<b>3,282</b>

**Alcohol-and/or Drug-Involved Crashes: Fatalities and Suspected Serious Injuries 2015-2019**

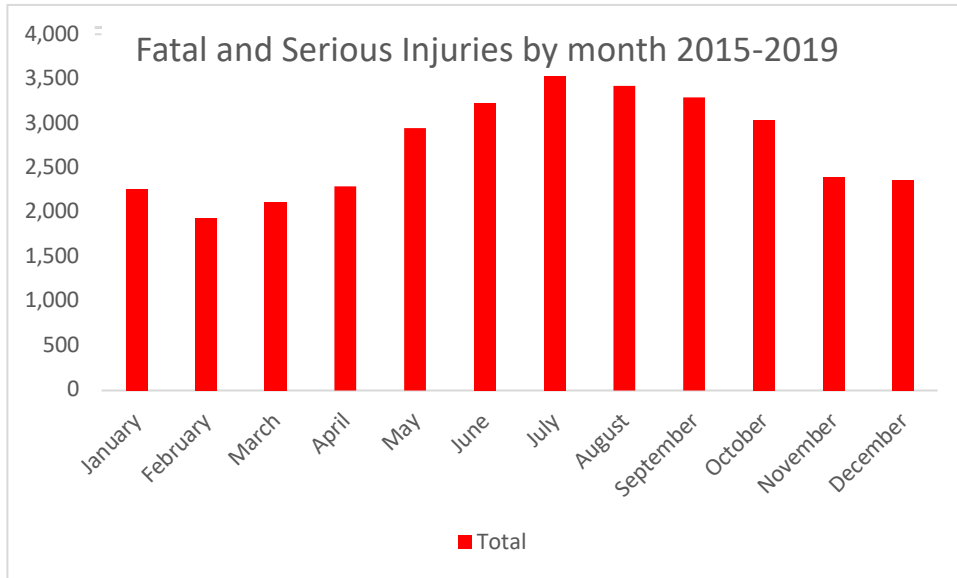
Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	384	1,048	<b>1,432</b>
2016	416	1,185	<b>1,601</b>
2017	470	1,382	<b>1,852</b>
2018	434	1,214	<b>1,648</b>
2019	419	1,302	<b>1,721</b>
<b>Total</b>	<b>2,123</b>	<b>6,131</b>	<b>8,254</b>

**Impaired Motorcycle Operators Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	49	55	<b>104</b>
2016	43	77	<b>120</b>
2017	39	96	<b>135</b>
2018	39	88	<b>127</b>
2019	40	110	<b>150</b>
<b>Total</b>	<b>210</b>	<b>426</b>	<b>636</b>

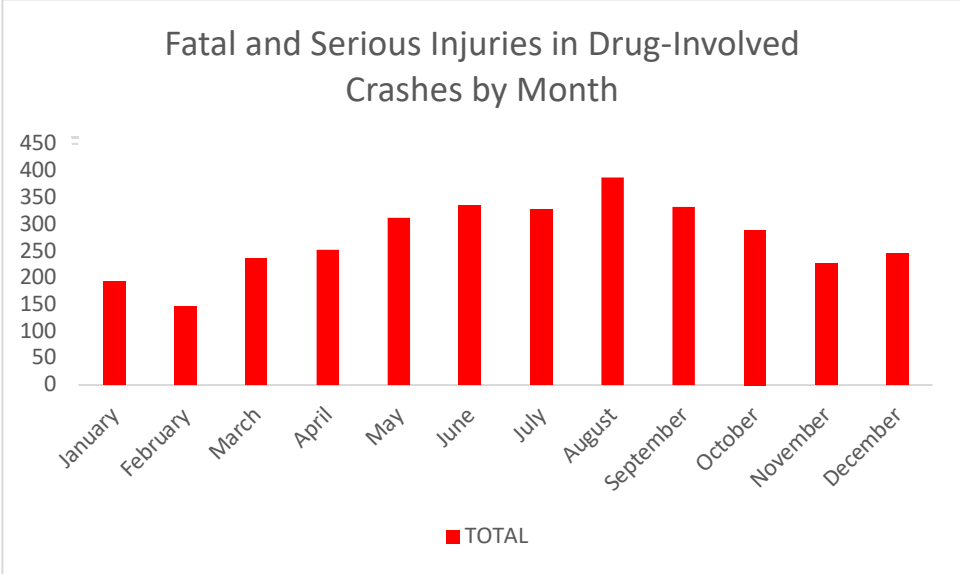
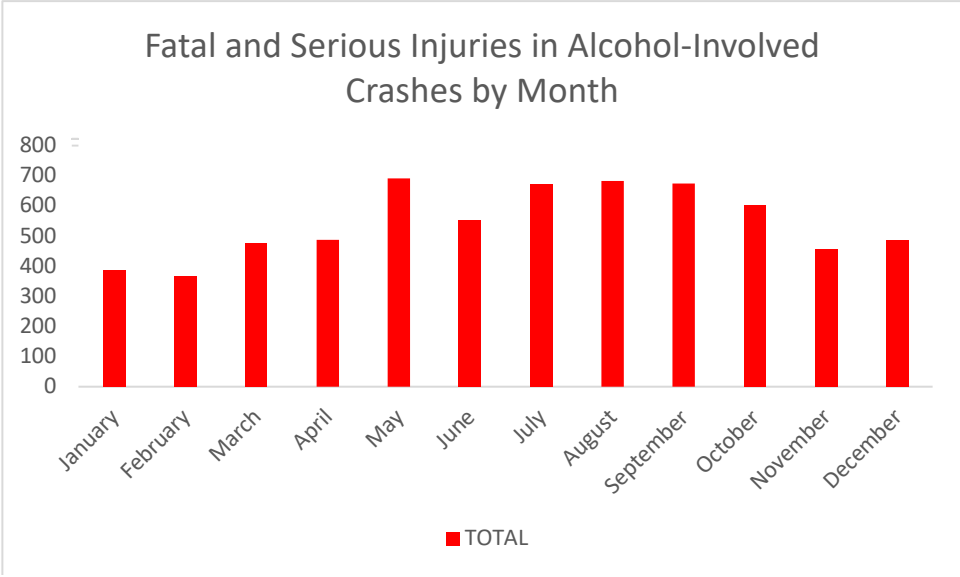
**Speed-Involved Fatalities and Suspected Serious Injuries 2015-2019**

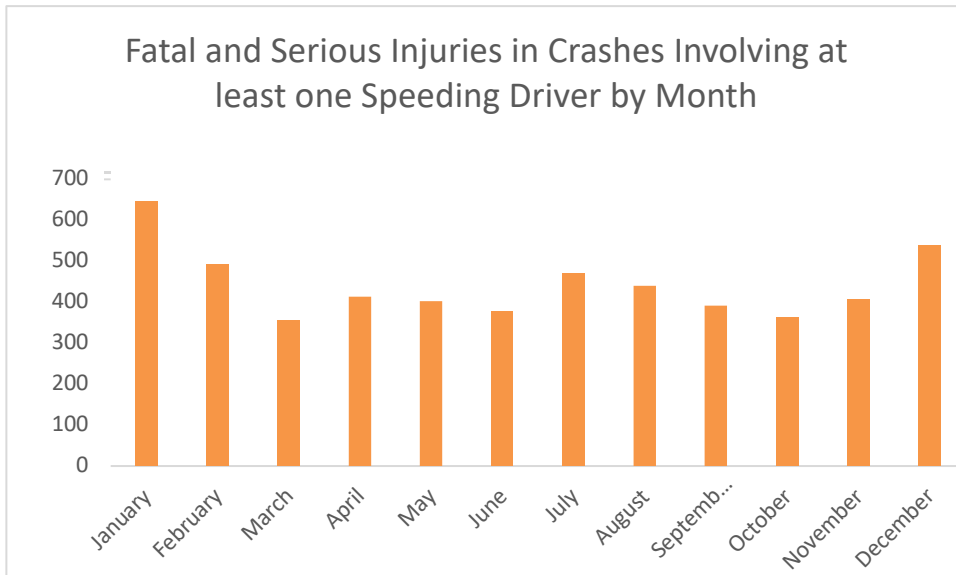
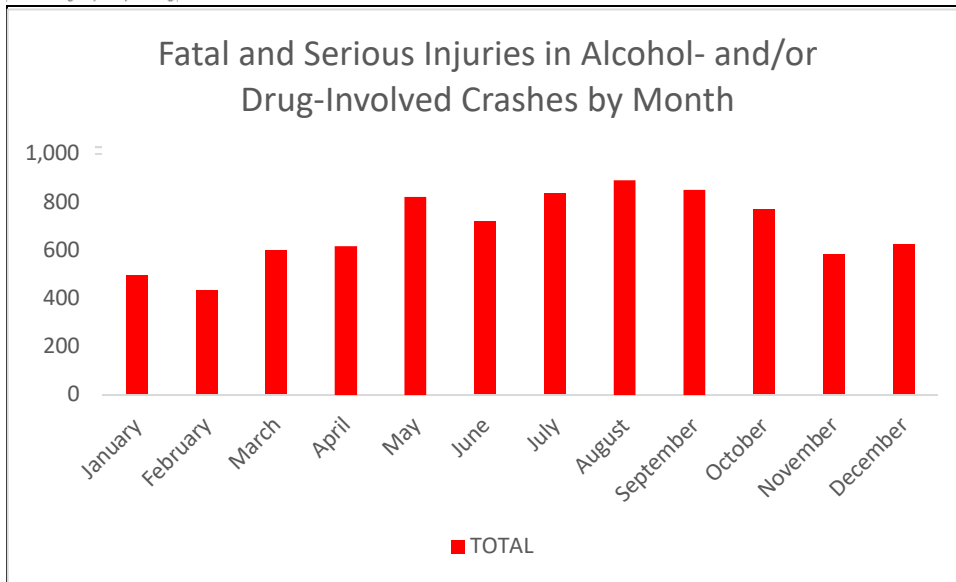
Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	191	705	<b>896</b>
2016	215	893	<b>1,108</b>
2017	175	950	<b>1,125</b>
2018	191	918	<b>1,109</b>
2019	185	876	<b>1,061</b>
<b>Total</b>	<b>957</b>	<b>4,342</b>	<b>5,299</b>



### Unrestrained Fatal and Serious Injuries by month in Passenger Vehicles, Statewide







According to comprehensive research from the National Highway Traffic Safety Administration (NHTSA), 94 percent of all crashes are the result of driver error.

The U.S. Code: Title 23: Section 404 requires a statewide, high-visibility special traffic enforcement program (STEP) for impaired driving and occupant protection and that emphasizes publicity during three campaigns – impaired driving in December, occupant protection in May, and impaired driving in August.

Michigan traffic crash data from 2015-2019 identified the high number of people seriously injured or killed where 1) the crash was coded as alcohol-involved and/or drug-involved or 2) the occupants were in passenger vehicles and the crash was coded as no belts used or child restraint not used/used improperly and 3) the crashes included at least one driver was speeding.



Based on the review of the crash data, the enforcement periods will include:

- December 1, 2021 – February 28, 2022 (speed enforcement)
- December 17, 2021 – January 1, 2022 (impaired driving enforcement)
- May 16 – June 5, 2022 (seat belt enforcement)
- July 1 – 31, 2022 (impaired driving, seat belt, and speed enforcement)
- August 12 – September 5, 2022 (impaired driving enforcement)

\$5,055,000 402 FAST Act Police Traffic Services

51.2% of total \$9,864,000 designated to PT

\$1,411,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PT programs.

**Benefit to Locals: \$2,856,000**

**Description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Nearly one third of Michigan fatal crashes involved at least one impaired driver. Despite Michigan's high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained. More than 20 percent of fatal and suspected serious injuries involved at least one speeding driver over the past five years.

State data will be used as indicated in the GHSA email dated January 13, 2021, except for C-1 (Number of traffic fatalities) and C-3 (Fatalities/VMT) which will use [Fatality Analysis Reporting System \(FARS\)](#) data as required.

The FY2022 HSP projects are based on the 2015-2019 trend data due to the 2020 data being unavailable during the planning period. However, the performance measures are based on the 2016-2020 data as approved by Region 5.

**C-1 Number of fatalities in traffic crashes**

*Target:* Reduce fatalities from 1,083 in 2020 to 1,065.2 by September 30, 2022.

**C-2 Number of suspected serious injuries in traffic crashes**

*Target:* Prevent suspected serious traffic injuries from increasing from 5,433 in 2020 to 5,733.2 by September 30, 2022.

**C-3 Fatalities/VMT**

*Target:* Prevent fatalities/100 MVMT from increasing by .96 in 2019 to 1.098 by September 30, 2022. The 2020 Fatalities/VMT is not yet available.

**C-4 Unrestrained passenger vehicle occupant fatalities, all seat positions**

*Target:* Reduce unrestrained passenger vehicle occupant fatalities, all seat positions, from 199 (2016-2020 average) to 196 (2018-2022 average) by September 30, 2022.

**C-5 Number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher**

*Target:* Prevent alcohol impaired driving fatalities from increasing from 181 (2016-2020 average) to 198 (2018-2022 average) by September 30, 2022.





**C-6 Number of speeding-related fatalities**

*Target:* Reduce speeding-related fatalities from 193 (2016-2020 average) to 192 (2018-2022 average) by September 30, 2022.

**B-1 Statewide seat belt use rate**

*Target:* Increase the statewide seat belt use rate from 94.4% in 2020 to 98% by September 30, 2022.

**Other Michigan Performance Measures**

**O1: Number of crashes involving alcohol- or drug-impaired motorcyclist**

*Target:* Reduce number of crashes involving alcohol-or drug-impaired motorcyclist from 230 (2016-2020 average) to 229 (2018-2022 average) by September 30, 2022.

**O2: Number of fatalities involving alcohol- or drug-impaired motorcyclist**

*Target:* Prevent the number of fatalities involving alcohol- or drug-impaired motorcyclist from increasing from 45 (2016-2020 average) to 48 (2018-2022 average) by September 30, 2022.

**O3: Number of fatal crashes involving drug-impaired driver or motorcycle operator.**

*Target:* Prevent the number of fatal crashes involving a drug-impaired driver or motorcycle operator from increasing from 228 (2016-2020 average) to 260 (2018-2022 average) by September 30, 2022.

Funding will support personnel and indirect costs.

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\$1,411,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PT programs.

**Benefit to Locals: \$2,856,000**

**Evidence of effectiveness: rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

Nearly one third of Michigan fatal crashes involved at least one impaired driver. Despite Michigan’s high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained. More than 20 percent of fatal and suspected serious injuries involved at least one speeding driver over the past five years.

**Countermeasures that Work, Ninth Edition 2017**

**Section 1 – Alcohol- and Drug-Impaired Driving**

**Chapter 2 – Deterrence: Enforcement**

**Section 2.2 High Visibility Saturation Patrols**

**Pages 1-27**

**Citation**

“A saturation patrol (also called a blanket patrol or dedicated DWI patrol) consists of a large number of law enforcement officers patrolling a specific area looking for impaired drivers. These patrols usually take place at times and locations where impaired-driving crashes commonly occur. Like publicized sobriety checkpoint programs, the primary purpose of publicized saturation patrol programs is to deter driving after drinking by increasing the perceived risk of arrest. To do this, saturation patrols should be publicized extensively and conducted regularly, as part of an ongoing saturation patrol program. A “how-to” guide for planning and publicizing saturation patrols and sobriety checkpoints is available from the NHTSA (2002). The NHTSA strongly recommends that officers conducting these activities be trained in the SFST battery.”



Funding will support personnel and indirect costs.

\$5,055,000 402 FAST Act Police Traffic Services

51.2% of total \$9,864,000 designated to PT

\$1,411,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PT programs.

**Benefit to Locals: \$2,856,000**

**Planned activities that the state will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
<b>Overtime DUI, Seat Belt, and Speed Enforcement</b>	<b>PT-22-04+</b>	<b>D.1/E.1</b>
Law Enforcement Outreach Liaison	CP-22-01-i Special Projects	D.2/E.2
Telephone Surveys	CP-22-03-e PI&E	D.3/E.3
Law Enforcement Engagement	CP-22-01-h Special Projects	D.4/E.4
Drive Sober or Get Pulled Over Mobilization Paid Advertising	CP-22-03-f PI&E	D.5/E.5
Seat Belt and Child Passenger Safety Law Enforcement Reference Card	CP-22-03-g PI&E	D.6/E.6
Click It or Ticket Mobilization Paid Advertising	CP-22-03-h PI&E	D.7/E.7
Speed Enforcement Mobilization Paid Advertising	CP-22-03-i PI&E	D.8/E.8
Mobilization Communications and Outreach Banners	CP-22-03-j PI&E	D.9/E.9
Upper Peninsula Regional Law Enforcement Training	CP-22-01-k Special Projects	D.10/E.10
Highway Safety Office Program Management	CP-22-02-c PM	E.11

## Appendix E.1 Planned Activity Form Police Traffic Services

<b>Planned Activity Name</b>	Overtime DUI, Seat Belt, and Speed Enforcement
<b>Planned Activity Number</b>	PT-22-04+
<b>Primary Countermeasure Strategy</b>	Short-term High Visibility Enforcement

See Questions in Appendix D.

Description of the Planned Activity



**Overtime DUI, Seat Belt, and Speed Enforcement**

<b>Planned Activity Number</b>	<b>PT-22-04+</b>	
<b>Planned Activity in GMSS</b>	2022-3001 PT Support, Training, and Enforcement	
<b>GTS Code</b>	PT-2022-Police Traffic Services	
<b>Benefit to Locals</b>	<b>Yes (\$2,856,000)</b>	
<b>Grantee</b>	State, county, and local police agencies	
<b>Grant Amount, Funding Source</b>	<b>\$4,055,000</b>	402 FAST Act Police Traffic Services
<b>Grantee</b>	TBD	
<b>Grant Amount, Funding Source</b>	<b>\$1,000,000</b>	402 FAST Act Police Traffic Services
<b>Indirect Cost Rates</b>	Various	
<b>Grant Start-up</b>	October 1	
<b>Project Objective(s)</b>	Prevent total fatalities from increasing to 1,065.2 (2018-2022 average) by 2022.  Prevent suspected serious traffic injuries from increasing to 5,733.2 (2018-2022 average) by 2022.	

The OHSP will fund five enforcement periods, including two impaired driving enforcement efforts, one seat belt enforcement effort, one speed enforcement effort, and one combined impaired driving/seat belt/speed enforcement effort to focus on compliance with traffic safety laws during statewide mobilizations and crackdowns.

Funding will support personnel and indirect costs.

<b>Agencies Anticipated To Accept A Grant</b>
Alger County Sheriff's Office
Allegan County Sheriff's Office
Auburn Hills Police Department
Bay County Sheriff's Office
Berrien County Sheriff's Office
Blackman-Leoni Public Safety Department
Brownstown Charter Township Police Department
Calhoun County Sheriff's Office
Canton Police
Chesterfield Police
Chippewa County Sheriff's Office
Chocolay Township Police
City of Monroe Police Department
City of Muskegon Police Department
Clinton Township Police
Dearborn Heights Police
Dearborn Police
Detroit Police



East Lansing Police Department
Eastpointe Police
Eaton County Sheriff's Office
Farmington Hills
Flint Township Police Department
Forsyth Township Police
Fruitport Township Police Department
Genesee County Sheriff Department
Genesee Township Police Department
Grand Blanc Township Police Department
Grand Rapids Police Department
Grand Traverse County Sheriff's Office
Houghton County Sheriff's Office
Jackson County Office of the Sheriff
Jackson Police Department
Kalamazoo County Sheriff's Office
Kalamazoo Department of Public Safety
Kalamazoo Township Police Department
Kent County Sheriff's Department
Kentwood Police Department
Lansing Police Department
Livingston County Sheriff's Office
Livonia Police
Macomb County Sheriff Office
Madison Heights
Marquette City Police
Marquette County Sheriff's Office
Michigan State Police - Brighton Post
Michigan State Police - Cadillac Post
Michigan State Police - First District HST
Michigan State Police - Flint Post
Michigan State Police - HST - Fifth District HST
Michigan State Police - Jackson Post
Michigan State Police - Lansing Post
Michigan State Police - Lapeer Post
Michigan State Police - Marshall Post
Michigan State Police - Metro North Post #21
Michigan State Police - Metro South Post #22
Michigan State Police - Monroe Post



Michigan State Police - Niles Post
Michigan State Police - Paw Paw Post
Michigan State Police - Sault Ste. Marie Post
Michigan State Police - Third District HST
Michigan State Police - Tri City Post
Michigan State Police - Wayland Post
Michigan State Police - Calumet Post
Michigan State Police - Eighth District HST
Michigan State Police - Gladstone Post
Michigan State Police- Lakeview Post
Michigan State Police - Negaunee Post
Michigan State Police - Grand Rapids Post
Michigan State University Police Department
Monroe County Sheriff's Office
Montcalm County Sheriff's Office
Mount Morris Township Police Department
Munising Police
Muskegon County Sheriff's Office
Muskegon Twp. Police Department
Norton Shores Police Department
Novi Police Department
Oakland County Sheriff's Office
Ottawa County Sheriff's Office
Pittsfield Township Police
Port Huron Police
Portage Department of Public Safety
Royal Oak Police
Saginaw City Police Department
Saginaw County Sheriff's Office
Saginaw Township Police Department
Sault Ste. Marie PD
Shelby Township Police Department
Southfield Police
St. Clair County Sheriff's Office
St. Clair Shores Police Department
Sterling Heights Police Department
Taylor Police
Trenton Police
Troy Police



University of Michigan Police
Van Buren County Sheriff's Office
Walker Police Department
Warren police Department
Washtenaw County Sheriff's Office
Wayne County Sheriff's Office
Western Michigan University Police Department
Westland Police
Wexford County Sheriff's Office
White Lake Police
Wyoming Department of Public Safety
Ypsilanti Police

**Countermeasure Strategies in Planned Activities**

Fiscal Year	Countermeasure Strategy Name
2022	Short-term High Visibility Enforcement

**Federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit (as applicable).**

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	402 FAST Act	402 FAST Act Police Traffic Services	\$5,055,000	N/A	<b>\$2,856,000</b>

**Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share Per Unit	NHTSA Share Total Cost
N/A	N/A	N/A	N/A	N/A	N/A

**Appendix D.2 Countermeasure Strategy Form Police Traffic Services**

**Program Area Name:** Police Traffic Services

**Countermeasure Strategy:** Law Enforcement Training

**Grant:** [Law Enforcement Outreach Liaison](#)



**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems. Is this countermeasure strategy innovative?**

No

**If “yes”, enter justification supporting the innovative countermeasure strategy, including research, evaluation and/or substantive anecdotal evidence, that supports the potential of the proposed innovative countermeasure strategy.**

N/A

**Is this program area part of the state occupant protection program area plan for a 405(b) application 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, at the level of detail required under § 1300.11(c) and (d)?**

No

**Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the state’s problem identification].**

No

**Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [planned activities, at the level of detail required under § 1300.11(d), for recruiting, training, and maintaining a sufficient number of child passenger safety technicians based on the state’s problem identification, at the level of detail required under § 1300.11(d)].**

No

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the state conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the state’s problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70% of either the state’s unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

Yes

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the high-risk population countermeasure programs criterion? § 1300.21(e)(4) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) drivers on rural roadways; (ii) unrestrained nighttime drivers; (iii) teenage drivers; (iv) other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

Yes



**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(b) [countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

Yes

**Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the state traffic safety information system improvements grant application (§ 405(c)) for the state traffic records strategic plan? § 1300.22(b)(2)(iii) [planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the state's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

Yes

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(D)(6)**

Yes

### **Countermeasure Strategy Description**

**Assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

Nearly one third of Michigan fatal crashes involved at least one impaired driver. Despite Michigan's high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained. More than 20 percent of fatal and suspected serious injuries involved at least one speeding driver over the past five years.





**Fatalities and Suspected Serious Injuries 2015-2019 (REQUIRED)**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	963	4,865	<b>5,828</b>
2016	1,064	5,634	<b>6,698</b>
2017	1,028	6,084	<b>7,112</b>
2018	974	5,586	<b>6,560</b>
2019	985	5,629	<b>6,614</b>
<b>Total</b>	<b>5,014</b>	<b>27,798</b>	<b>32,812</b>

**Unrestrained Passenger Vehicle Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	197	597	<b>794</b>
2016	203	592	<b>795</b>
2017	197	572	<b>769</b>
2018	184	545	<b>729</b>
2019	209	543	<b>752</b>
<b>Total</b>	<b>990</b>	<b>2,849</b>	<b>3,839</b>

**Alcohol-Involved Crashes: Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	303	896	<b>1,199</b>
2016	274	933	<b>1,207</b>
2017	359	1,097	<b>1,456</b>
2018	315	996	<b>1,311</b>
2019	295	1,062	<b>1,357</b>
<b>Total</b>	<b>1,546</b>	<b>4,984</b>	<b>6,530</b>

**Drug-Involved Crashes: Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	179	294	<b>473</b>
2016	239	449	<b>688</b>
2017	246	539	<b>785</b>
2018	247	399	<b>646</b>
2019	237	453	<b>690</b>
<b>Total</b>	<b>1,148</b>	<b>2,134</b>	<b>3,282</b>



**Alcohol-and/or Drug-Involved Crashes: Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	384	1,048	<b>1,432</b>
2016	416	1,185	<b>1,601</b>
2017	470	1,382	<b>1,852</b>
2018	434	1,214	<b>1,648</b>
2019	419	1,302	<b>1,721</b>
<b>Total</b>	<b>2,123</b>	<b>6,131</b>	<b>8,254</b>

**Impaired Motorcycle Operators Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	49	55	<b>104</b>
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2017	39	96	<b>135</b>
2018	39	88	<b>127</b>
2019	40	110	<b>150</b>
<b>Total</b>	<b>210</b>	<b>426</b>	<b>636</b>

**Speed-Involved Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	191	705	<b>896</b>
2016	215	893	<b>1,108</b>
2017	175	950	<b>1,125</b>
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Funding will support supplies/operating and contractual costs.

\$49,000 402 FAST Act Police Traffic Services

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**Description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**



Nearly one third of Michigan fatal crashes involved at least one impaired driver. Despite Michigan's high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained. More than 20 percent of fatal and suspected serious injuries involved at least one speeding driver over the past five years.

State data will be used as indicated in the GHSA email dated January 13, 2021, except for C-1 (Number of traffic fatalities) and C-3 (Fatalities/VMT) which will use [Fatality Analysis Reporting System \(FARS\)](#) data as required.

The FY2022 HSP projects are based on the 2015-2019 trend data due to the 2020 data being unavailable during the planning period. However, the performance measures are based on the 2016-2020 data as approved by Region 5.

**C-1 Number of fatalities in traffic crashes**

*Target:* Reduce fatalities from 1,083 in 2020 to 1,065.2 by September 30, 2022.

**C-2 Number of suspected serious injuries in traffic crashes**

*Target:* Prevent suspected serious traffic injuries from increasing from 5,433 in 2020 to 5,733.2 by September 30, 2022.

**C-3 Fatalities/VMT**

*Target:* Prevent fatalities/100 MVMT from increasing by .96 in 2019 to 1.098 by September 30, 2022. The 2020 Fatalities/VMT is not yet available.

**C-4 Unrestrained passenger vehicle occupant fatalities, all seat positions**

*Target:* Reduce unrestrained passenger vehicle occupant fatalities, all seat positions, from 199 (2016-2020 average) to 196 (2018-2022 average) by September 30, 2022.

**C-5 Number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher**

*Target:* Prevent alcohol impaired driving fatalities from increasing from 181 (2016-2020 average) to 198 (2018-2022 average) by September 30, 2022.

**C-6 Number of speeding-related fatalities**

*Target:* Reduce speeding-related fatalities from 193 (2016-2020 average) to 192 (2018-2022 average) by September 30, 2022.

**B-1 Statewide seat belt use rate**

*Target:* Increase the statewide seat belt use rate from 94.4% in 2020 to 98% by September 30, 2022.

**Other Michigan Performance Measures**

**O1: Number of crashes involving alcohol- or drug-impaired motorcyclist**

*Target:* Reduce number of crashes involving alcohol-or drug-impaired motorcyclist from 230 (2016-2020 average) to 229 (2018-2022 average) by September 30, 2022.

**O2: Number of fatalities involving alcohol- or drug-impaired motorcyclist**

*Target:* Prevent the number of fatalities involving alcohol- or drug-impaired motorcyclist from increasing from 45 (2016-2020 average) to 48 (2018-2022 average) by September 30, 2022.



**O3: Number of fatal crashes involving drug-impaired driver or motorcycle operator.**

*Target:* Prevent the number of fatal crashes involving a drug-impaired driver or motorcycle operator from increasing from 228 (2016-2020 average) to 260 (2018-2022 average) by September 30, 2022.

Funding will support supplies/operating and contractual costs.

\$49,000 402 FAST Act Police Traffic Services

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**Benefit to Locals: \$49,000**

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Nearly one third of Michigan fatal crashes involved at least one impaired driver. Despite Michigan's high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained. More than 20 percent of fatal and suspected serious injuries involved at least one speeding driver over the past five years.

**NHTSA Uniform Guidelines Planning Guidance**  
**Traffic Enforcement Services Guideline Number 15**  
**Section Number III (Training)**  
**Page number 3**

**Citation**

"Training is essential to support traffic enforcement services and to prepare law enforcement officers to effectively perform their duties. Training accomplishes a wide variety of necessary goals and can be obtained through a variety of sources. Law enforcement agencies should periodically assess enforcement activities to determine training needs and to ensure training is endorsed by the State's Police Officers Standards and Training agency.

**Effective training should:**

Provide officers the knowledge and skills to act decisively and correctly.

Increase compliance with agency enforcement goals.

Assist in meeting priorities.

Improve compliance with established policies.

Result in greater productivity and effectiveness.

Foster cooperation and unity of purpose.

Help offset liability actions and prevent inappropriate conduct by law enforcement officers.

Motivate and enhance officer professionalism; and require traffic enforcement knowledge and skills for all recruits.

**Law enforcement agencies should:**

Provide traffic enforcement in-service training to experienced officers.

Provide specialized CMV in-service training to traffic enforcement officers as appropriate.

Conduct training to implement specialized traffic enforcement skills, techniques, or programs; and train instructors using certified training in order to increase agency capabilities and to ensure continuity of specialized enforcement skills and techniques."

Funding will support supplies/operating and contractual costs.



\$49,000 402 FAST Act Police Traffic Services  
 Less than one **percent** of total \$9,864,000 designated to PT  
 \$1,411,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PT programs.  
**Benefit to Locals: \$49,000**

**Planned activities that the state will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Overtime DUI, Seat Belt, and Speed Enforcement	PT-22-04+	D.1/E.1
<b>Law Enforcement Outreach Liaison</b>	<b>CP-22-01-i Special Projects</b>	<b>D.2/E.2</b>
Telephone Surveys	CP-22-03-e PI&E	D.3/E.3
Law Enforcement Engagement	CP-22-01-h Special Projects	D.4/E.4
Drive Sober or Get Pulled Over Mobilization Paid Advertising	CP-22-03-f PI&E	D.5/E.5
Seat Belt and Child Passenger Safety Law Enforcement Reference Card	CP-22-03-g PI&E	D.6/E.6
Click It or Ticket Mobilization Paid Advertising	CP-22-03-h PI&E	D.7/E.7
Speed Enforcement Mobilization Paid Advertising	CP-22-03-i PI&E	D.8/E.8
Mobilization Communications and Outreach Banners	CP-22-03-j PI&E	D.9/E.9
Upper Peninsula Regional Law Enforcement Training	CP-22-01-k Special Projects	D.10/E.10
Highway Safety Office Program Management	CP-22-02-c PM	E.11

## Appendix E.2 Planned Activity Form Police Traffic Services

<b>Planned Activity Name</b>	Law Enforcement Outreach Liaison
<b>Planned Activity Number</b>	CP-22-01-i Special Projects
<b>Primary Countermeasure Strategy</b>	Law Enforcement Training

See Questions in Appendix D.

Description of the Planned Activity



**Law Enforcement Outreach Liaison**

<b>Planned Activity Number</b>	<b>CP-22-01-i Special Projects</b>	
<b>Planned Activity in GMSS</b>	2022-3001 PT Support, Training, and Enforcement	
<b>GTS Code</b>	PT-2022-Police Traffic Services	
<b>Benefit to Locals</b>	<b>Yes</b>	
<b>Grantee</b>	OHSP Special Projects	
<b>Grant Amount, Funding Source</b>	<b>\$49,000</b>	402 FAST Act Police Traffic Services
<b>Indirect Cost Rate</b>	N/A	
<b>Grant Start-up</b>	October 1	
<b>Project Objective(s)</b>	Demonstrate the use of the Michigan Traffic Crash Facts website and traffic crash data tools to personnel at 25 law enforcement agencies by September 30, 2022.	

A Law Enforcement Outreach Liaison will engage law enforcement officials by training on understanding and using the Michigan Traffic Crash Facts and traffic crash data tools to increase effective traffic safety enforcement by identifying traffic safety problems and implement solutions to combat those problems.

Funding will support supplies/operating and contractual costs.

**Countermeasure Strategies in Planned Activities**

<b>Fiscal Year</b>	<b>Countermeasure Strategy Name</b>
2022	Law Enforcement Training

**Federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit (as applicable).**

<b>Source Fiscal Year</b>	<b>Funding Source</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
2021	402 FAST Act	402 FAST Act Police Traffic Services	\$49,000	N/A	<b>\$49,000</b>

**Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

<b>Item</b>	<b>Quantity</b>	<b>Price Per Unit</b>	<b>Total Cost</b>	<b>NHTSA Share Per Unit</b>	<b>NHTSA Share Total Cost</b>
N/A	N/A	N/A	N/A	N/A	N/A



## Appendix D.3 Countermeasure Strategy Form Police Traffic Services

**Program Area Name:** Police Traffic Services

**Countermeasure Strategy:** Communication Campaign

**Grant:** Telephone Surveys

No questions applied to this activity.

### Countermeasure Strategy Description

**Assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

Nearly one third of Michigan fatal crashes involved at least one impaired driver. Despite Michigan's high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained. More than 20 percent of fatal and suspected serious injuries involved at least one speeding driver over the past five years.

#### Fatalities and Suspected Serious Injuries 2015-2019 (REQUIRED)

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	963	4,865	5,828
2016	1,064	5,634	6,698
2017	1,028	6,084	7,112
2018	974	5,586	6,560
2019	985	5,629	6,614
<b>Total</b>	<b>5,014</b>	<b>27,798</b>	<b>32,812</b>

#### Unrestrained Passenger Vehicle Fatalities and Suspected Serious Injuries 2015-2019

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	197	597	794
2016	203	592	795
2017	197	572	769
2018	184	545	729
2019	209	543	752
<b>Total</b>	<b>990</b>	<b>2,849</b>	<b>3,839</b>



**Alcohol-Impaired Driver or Motorcycle Operator Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	160	479	<b>639</b>
2016	146	519	<b>665</b>
2017	199	645	<b>844</b>
2018	167	593	<b>760</b>
2019	168	634	<b>802</b>
<b>Total</b>	<b>840</b>	<b>2,870</b>	<b>3,710</b>

**Drug-Impaired Driver or Motorcycle Operator Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	99	142	<b>241</b>
2016	113	238	<b>351</b>
2017	132	304	<b>436</b>
2018	129	238	<b>367</b>
2019	127	242	<b>369</b>
<b>Total</b>	<b>600</b>	<b>1,164</b>	<b>1,764</b>

**Alcohol- and/or Drug-Impaired Driver or Motorcycle Operator Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	202	548	<b>750</b>
2016	211	652	<b>863</b>
2017	257	804	<b>1,061</b>
2018	229	720	<b>949</b>
2019	228	760	<b>988</b>
<b>Total</b>	<b>1,127</b>	<b>3,484</b>	<b>4,611</b>

**Alcohol-Involved Crashes: Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	303	896	<b>1,199</b>
2016	274	933	<b>1,207</b>
2017	359	1,097	<b>1,456</b>
2018	315	996	<b>1,311</b>
2019	295	1,062	<b>1,357</b>
<b>Total</b>	<b>1,546</b>	<b>4,984</b>	<b>6,530</b>





**Drug-Involved Crashes: Fatalities and Suspected Serious Injuries  
2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	179	294	<b>473</b>
2016	239	449	<b>688</b>
2017	246	539	<b>785</b>
2018	247	399	<b>646</b>
2019	237	453	<b>690</b>
<b>Total</b>	<b>1,148</b>	<b>2,134</b>	<b>3,282</b>

**Alcohol-and/or Drug-Involved Crashes: Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	384	1,048	<b>1,432</b>
2016	416	1,185	<b>1,601</b>
2017	470	1,382	<b>1,852</b>
2018	434	1,214	<b>1,648</b>
2019	419	1,302	<b>1,721</b>
<b>Total</b>	<b>2,123</b>	<b>6,131</b>	<b>8,254</b>

Nearly one third of Michigan fatal crashes involved at least one impaired driver. Despite Michigan’s high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained. More than 20 percent of fatal and suspected serious injuries involved at least one speeding driver over the past five years.

Law enforcement officers will continue to implement an evidence-based, highly visible enforcement programs to educate community members about potentially dangerous driving behaviors and enforce traffic laws designed to protect them.

Education and enforcement are a sensible combination. Traffic safety campaigns are most successful when accompanied by public information. Paid media campaigns help in this effort. Telephone survey research offers insights into the effectiveness of those campaigns.

Funding will support contractual costs.

\$104,000 405(d) FAST Act Impaired Driving Low Police Traffic Services (flex)

1.1% of total \$9,864,000 designated to PT

\$1,411,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PT programs.

**Description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**



Nearly one third of Michigan fatal crashes involved at least one impaired driver. Despite Michigan's high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained. More than 20 percent of fatal and suspected serious injuries involved at least one speeding driver over the past five years.

State data will be used as indicated in the GHSA email dated January 13, 2021, except for C-1 (Number of traffic fatalities) and C-3 (Fatalities/VMT) which will use [Fatality Analysis Reporting System \(FARS\)](#) data as required.

The FY2022 HSP projects are based on the 2015-2019 trend data due to the 2020 data being unavailable during the planning period. However, the performance measures are based on the 2016-2020 data as approved by Region 5.

**C-1 Number of fatalities in traffic crashes**

*Target:* Reduce fatalities from 1,083 in 2020 to 1,065.2 by September 30, 2022.

**C-2 Number of suspected serious injuries in traffic crashes**

*Target:* Prevent suspected serious traffic injuries from increasing from 5,433 in 2020 to 5,733.2 by September 30, 2022.

**C-3 Fatalities/VMT**

*Target:* Prevent fatalities/100 MVMT from increasing by .96 in 2019 to 1.098 by September 30, 2022. The 2020 Fatalities/VMT is not yet available.

**C-4 Unrestrained passenger vehicle occupant fatalities, all seat positions**

*Target:* Reduce unrestrained passenger vehicle occupant fatalities, all seat positions, from 199 (2016-2020 average) to 196 (2018-2022 average) by September 30, 2022.

**C-5 Number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher**

*Target:* Prevent alcohol impaired driving fatalities from increasing from 181 (2016-2020 average) to 198 (2018-2022 average) by September 30, 2022.

**C-11 Number of bicyclist fatalities**

*Target:* Reduce bicyclist fatalities from 28 (2016-2020 average) to 27 (2018-2022 average) by September 30, 2022.

**B-1 Statewide seat belt use rate**

*Target:* Increase the statewide seat belt use rate from 94.4% in 2020 to 98% by September 30, 2022.

**Other Michigan Performance Measures**

**O1: Number of crashes involving alcohol- or drug-impaired motorcyclist**

*Target:* Reduce number of crashes involving alcohol- or drug-impaired motorcyclist from 230 (2016-2020 average) to 229 (2018-2022 average) by September 30, 2022.

**O2: Number of fatalities involving alcohol- or drug-impaired motorcyclist**

*Target:* Prevent the number of fatalities involving alcohol- or drug-impaired motorcyclist from increasing from 45 (2016-2020 average) to 48 (2018-2022 average) by September 30, 2022.

**O3: Number of fatal crashes involving drug-impaired driver or motorcycle operator.**

*Target:* Prevent the number of fatal crashes involving a drug-impaired driver or motorcycle operator from increasing from 228 (2016-2020 average) to 260 (2018-2022 average) by September 30, 2022.



Funding will support contractual costs.

\$104,000 405(d) FAST Act Impaired Driving Low Police Traffic Services (flex)

1.1% of total \$9,864,000 designated to PT

\$1,411,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PT programs.

**Evidence of effectiveness: rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

Nearly one third of Michigan fatal crashes involved at least one impaired driver. Despite Michigan's high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained. More than 20 percent of fatal and suspected serious injuries involved at least one speeding driver over the past five years.

**Countermeasures That Work, Ninth Edition 2017**

**Chapter:** 2 Seat Belts and Child Restraints

**Section:** 3.1 Communications and Outreach, 1 Supporting Enforcement

**Page Number(s):** 2-23

**Citation**

“Effective, high-visibility communications and outreach are an essential part of successful seat belt law high-visibility enforcement programs (Solomon et al., 2003). Paid advertising can be a critical part of the media strategy. Paid advertising brings with it the ability to control message content, timing, placement, and repetition (Milano et al., 2004). Use: All high-visibility enforcement programs include communications and outreach strategies that use some combination of earned media (news stories) and paid advertising. Communications and outreach can be conducted at local, State, regional, or national levels.”

Funding will support contractual costs.

\$104,000 405(d) FAST Act Impaired Driving Low Police Traffic Services (flex)

1.1% of total \$9,864,000 designated to PT

\$1,411,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PT programs.

**Planned activities that the state will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Overtime DUI, Seat Belt, and Speed Enforcement	PT-22-04+	D.1/E.1
Law Enforcement Outreach Liaison	CP-22-01-i Special Projects	D.2/E.2
<b>Telephone Surveys</b>	<b>CP-22-03-e PI&amp;E</b>	<b>D.3/E.3</b>
Law Enforcement Engagement	CP-22-01-h Special Projects	D.4/E.4
Drive Sober or Get Pulled Over Mobilization Paid Advertising	CP-22-03-f PI&E	D.5/E.5
Seat Belt and Child Passenger Safety Law Enforcement Reference Card	CP-22-03-g PI&E	D.6/E.6



Click It or Ticket Mobilization Paid Advertising	CP-22-03-h PI&E	D.7/E.7
Speed Enforcement Mobilization Paid Advertising	CP-22-03-i PI&E	D.8/E.8
Mobilization Communications and Outreach Banners	CP-22-03-j PI&E	D.9/E.9
Upper Peninsula Regional Law Enforcement Training	CP-22-01-k Special Projects	D.10/E.10
Highway Safety Office Program Management	CP-22-02-c PM	E.11

### Appendix E.3 Planned Activity Form Police Traffic Services

<b>Planned Activity Name</b>	Telephone Surveys
<b>Planned Activity Number</b>	CP-22-03-e PI&E
<b>Primary Countermeasure Strategy</b>	Communication Campaign

No questions applied to this activity.

#### Description of the Planned Activity

##### Telephone Surveys

<b>Planned Activity Number</b>	<b>CP-22-03-e PI&amp;E</b>	
<b>Planned Activity</b>	2022-3002 PT Research, Data, and Evaluation	
<b>GTS Code</b>	FDL*PT-405d Low Police Traffic Services	
<b>Benefit to Locals</b>	N/A	
<b>Grantee</b>	OHSP PI&E	
<b>Grant Amount, Funding Source</b>	<b>\$104,000</b>	405(d) FAST Act Impaired Driving Low Police Traffic Services (flex)
<b>Indirect Cost Rate</b>	N/A	
<b>Grant Start-up</b>	October 1	
<b>Project Objective(s)</b>	Determine public perception of enforcement efforts and advertising messages for traffic safety campaigns by conducting four sets of pre- and post-telephone surveys by September 30, 2022.	

Telephone surveys will be conducted to give the OHSP feedback on how drivers perceive and react to traffic safety programs. The surveys will allow the OHSP to adjust programming, if necessary, and develop plans based on current-year data.

Funding will support contractual costs.

#### Countermeasure Strategies in Planned Activities

Fiscal Year	Countermeasure Strategy Name
2022	Communication Campaign



**Federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit (as applicable).**

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	405(d) FAST Act Impaired Driving Low	405(d) Impaired Driving Low Police Traffic Services (flex)	\$104,000	N/A	N/A

**Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share Per Unit	NHTSA Share Total Cost
N/A	N/A	N/A	N/A	N/A	N/A

## Appendix D.4 Countermeasure Strategy Form Police Traffic Services

**Program Area Name:** Police Traffic Services

**Countermeasure Strategy:** Law Enforcement Training

**Grant:** [Law Enforcement Engagement](#)

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems. Is this countermeasure strategy innovative?**

No

**If “yes”, enter justification supporting the innovative countermeasure strategy, including research, evaluation and/or substantive anecdotal evidence, that supports the potential of the proposed innovative countermeasure strategy.**

N/A

**Is this program area part of the state occupant protection program area plan for a 405(b) application 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, at the level of detail required under § 1300.11(c) and (d)?**

No

**Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the state’s problem identification].**

No



**Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [planned activities, at the level of detail required under § 1300.11(d), for recruiting, training, and maintaining a sufficient number of child passenger safety technicians based on the state’s problem identification, at the level of detail required under § 1300.11(d)].**

No

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the state conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the state’s problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70% of either the state’s unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the high-risk population countermeasure programs criterion? § 1300.21(e)(4) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) drivers on rural roadways; (ii) unrestrained nighttime drivers; (iii) teenage drivers; (iv) other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

No

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(b) [countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

No

**Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the state traffic safety information system improvements grant application (§ 405(c)) for the state traffic records strategic plan? § 1300.22(b)(2)(iii) [planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the state’s most recent highway safety data and traffic records system assessment]**

No



Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

Yes

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(D)(6)

Yes

**Countermeasure Strategy Description**

**Assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

Nearly one third of Michigan fatal crashes involved at least one impaired driver. Despite Michigan's high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained. More than 20 percent of fatal and suspected serious injuries involved at least one speeding driver over the past five years.

**Fatalities and Suspected Serious Injuries 2015-2019 (REQUIRED)**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	963	4,865	5,828
2016	1,064	5,634	6,698
2017	1,028	6,084	7,112
2018	974	5,586	6,560
2019	985	5,629	6,614
<b>Total</b>	<b>5,014</b>	<b>27,798</b>	<b>32,812</b>

**Unrestrained Passenger Vehicle Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
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2016	203	592	795
2017	197	572	769
2018	184	545	729
2019	209	543	752
<b>Total</b>	<b>990</b>	<b>2,849</b>	<b>3,839</b>

**Alcohol-Involved Crashes: Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	303	896	1,199
2016	274	933	1,207
2017	359	1,097	1,456
2018	315	996	1,311
2019	295	1,062	1,357
<b>Total</b>	<b>1,546</b>	<b>4,984</b>	<b>6,530</b>



**Drug-Involved Crashes: Fatalities and Suspected Serious Injuries  
2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	179	294	<b>473</b>
2016	239	449	<b>688</b>
2017	246	539	<b>785</b>
2018	247	399	<b>646</b>
2019	237	453	<b>690</b>
<b>Total</b>	<b>1,148</b>	<b>2,134</b>	<b>3,282</b>

**Alcohol-and/or Drug-Involved Crashes: Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	384	1,048	<b>1,432</b>
2016	416	1,185	<b>1,601</b>
2017	470	1,382	<b>1,852</b>
2018	434	1,214	<b>1,648</b>
2019	419	1,302	<b>1,721</b>
<b>Total</b>	<b>2,123</b>	<b>6,131</b>	<b>8,254</b>

**Impaired Motorcycle Operators Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	49	55	<b>104</b>
2016	43	77	<b>120</b>
2017	39	96	<b>135</b>
2018	39	88	<b>127</b>
2019	40	110	<b>150</b>
<b>Total</b>	<b>210</b>	<b>426</b>	<b>636</b>

**Speed-Involved Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	191	705	<b>896</b>
2016	215	893	<b>1,108</b>
2017	175	950	<b>1,125</b>
2018	191	918	<b>1,109</b>
2019	185	876	<b>1,061</b>
<b>Total</b>	<b>957</b>	<b>4,342</b>	<b>5,299</b>



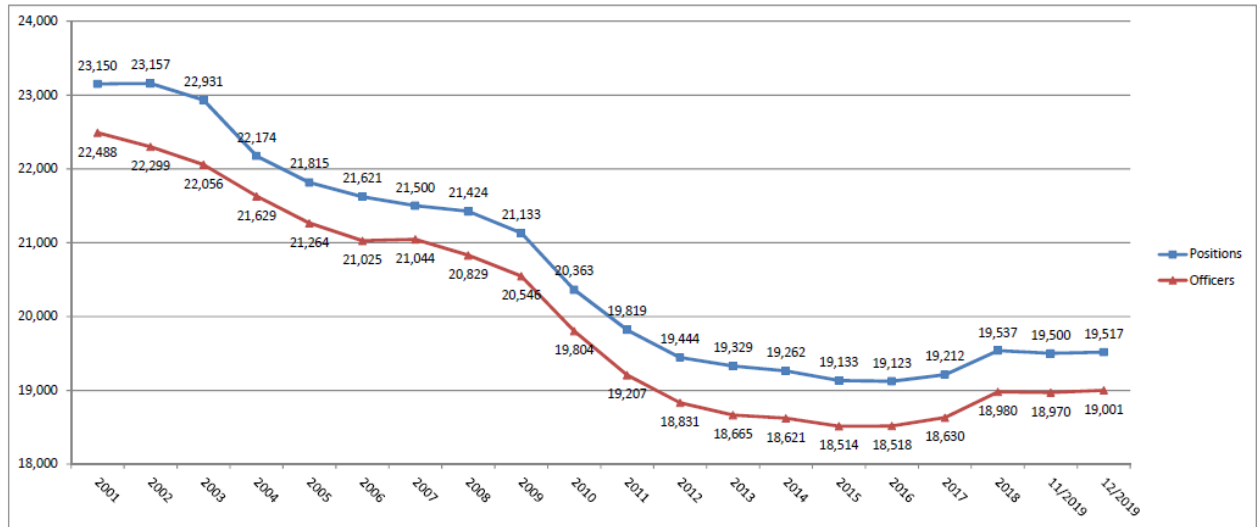
**Michigan Commission on Law Enforcement Standards  
Law Enforcement Population Trends - December 2019**

**Law Enforcement Agencies**

Year	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	11/2019	12/2019	1 Month	Overall
Agencies	613	613	615	610	609	608	609	608	611	609	606	599	597	597	592	588	585	584	583	581	-2	-32

**Law Enforcement Positions and Officers<sup>1</sup>**

Year	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	11/2019	12/2019	1 Month	Overall
Positions	23,150	23,157	22,931	22,174	21,815	21,621	21,500	21,424	21,133	20,363	19,819	19,444	19,329	19,262	19,133	19,123	19,212	19,537	19,500	19,517	17	-3,633
Officers	22,488	22,299	22,056	21,629	21,264	21,025	21,044	20,829	20,546	19,804	19,207	18,831	18,665	18,621	18,514	18,518	18,630	18,980	18,970	19,001	31	-3,487



<sup>1</sup> Positions, whether full or part time, include officers who may have multiple law enforcement employment relationships, i.e. one officer employed at two agencies counts as two positions. Historical data (2001-2018) is a snapshot of law enforcement positions taken on 12/31 of each calendar year. The 2019 data is current as of 12/31/2019.

Nearly one third of Michigan fatal crashes involved at least one impaired driver. Despite Michigan's high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained. More than 20 percent of fatal and suspected serious injuries involved at least one speeding driver over the past five years.

In 2020, many law enforcement agencies were directed to limit their contact with drivers during the pandemic. The Stay Home. Stay Safe Order kept most people home and off the roads for two months in the spring. Bars and restaurants were also closed. When people started going out again, there were law enforcement department directives that officers could only make traffic stops for hazardous violations to limit contact with the public. In some locations, the jails were not accepting outstanding warrants for any misdemeanor crimes due to COVID-19 testing requirements for every inmate. Preliminary Breath Test (PBT) and Data Master could not be utilized and those arrested had to be transported to hospitals for a blood draw. With officers and citizens wearing face coverings, it made it more difficult to detect the odor of intoxicants. Traffic safety enforcement will be more important as vaccines are provided and some of these restrictions and closures in 2020 are lifted.

A Michigan Forum on Highway Traffic Safety and Enforcement was held in December 2019 with approximately 30 law enforcement leaders identified across Michigan. The goal was to gather feedback on current traffic safety and enforcement efforts, challenges, and future opportunities. The discussion identified the following reasons for reductions in traffic enforcement:



- Lack of personnel, budgets, few if any have dedicated traffic units
- Too busy with calls for service
- The time it takes to process an arrest
- Perception – traffic enforcement is a money grab
- Competing demand for time
- Other opportunities for overtime
- Lack of community support
- Shortage of political support
- Low levels of interest in traffic enforcement opportunities (millennials)

Funding will support supplies/operating costs.

\$4,000 402 FAST Act Police Traffic Services

Less than one percent of total \$9,864,000 designated to PT

\$1,411,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PT programs.

**Benefit to Locals: \$4,000**

**Description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Nearly one third of Michigan fatal crashes involved at least one impaired driver. Despite Michigan's high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained. More than 20 percent of fatal and suspected serious injuries involved at least one speeding driver over the past five years.

State data will be used as indicated in the GHSA email dated January 13, 2021, except for C-1 (Number of traffic fatalities) and C-3 (Fatalities/VMT) which will use [Fatality Analysis Reporting System \(FARS\)](#) data as required.

The FY2022 HSP projects are based on the 2015-2019 trend data due to the 2020 data being unavailable during the planning period. However, the performance measures are based on the 2016-2020 data as approved by Region 5.

**C-1 Number of fatalities in traffic crashes**

*Target:* Reduce fatalities from 1,083 in 2020 to 1,065.2 by September 30, 2022.

**C-2 Number of suspected serious injuries in traffic crashes**

*Target:* Prevent suspected serious traffic injuries from increasing from 5,433 in 2020 to 5,733.2 by September 30, 2022.

**C-3 Fatalities/VMT**

*Target:* Prevent fatalities/100 MVMT from increasing by .96 in 2019 to 1.098 by September 30, 2022. The 2020 Fatalities/VMT is not yet available.

**C-4 Unrestrained passenger vehicle occupant fatalities, all seat positions**

*Target:* Reduce unrestrained passenger vehicle occupant fatalities, all seat positions, from 199 (2016-2020 average) to 196 (2018-2022 average) by September 30, 2022.



**C-5 Number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher**

*Target:* Prevent alcohol impaired driving fatalities from increasing from 181 (2016-2020 average) to 198 (2018-2022 average) by September 30, 2022.

**C-6 Number of speeding-related fatalities**

*Target:* Reduce speeding-related fatalities from 193 (2016-2020 average) to 192 (2018-2022 average) by September 30, 2022.

**B-1 Statewide seat belt use rate**

*Target:* Increase the statewide seat belt use rate from 94.4% in 2020 to 98% by September 30, 2022.

**Other Michigan Performance Measures**

**O1: Number of crashes involving alcohol- or drug-impaired motorcyclist**

*Target:* Reduce number of crashes involving alcohol-or drug-impaired motorcyclist from 230 (2016-2020 average) to 229 (2018-2022 average) by September 30, 2022.

**O2: Number of fatalities involving alcohol- or drug-impaired motorcyclist**

*Target:* Prevent the number of fatalities involving alcohol- or drug-impaired motorcyclist from increasing from 45 (2016-2020 average) to 48 (2018-2022 average) by September 30, 2022.

**O3: Number of fatal crashes involving drug-impaired driver or motorcycle operator.**

*Target:* Prevent the number of fatal crashes involving a drug-impaired driver or motorcycle operator from increasing from 228 (2016-2020 average) to 260 (2018-2022 average) by September 30, 2022.

Funding will support supplies/operating costs.

\$4,000 402 FAST Act Police Traffic Services

Less than one percent of total \$9,864,000 designated to PT

\$1,411,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PT programs.

**Benefit to Locals: \$4,000**

**Evidence of effectiveness: rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

Nearly one third of Michigan fatal crashes involved at least one impaired driver. Despite Michigan's high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained. More than 20 percent of fatal and suspected serious injuries involved at least one speeding driver over the past five years.

**NHTSA Uniform Guidelines Planning Guidance**

**Traffic Enforcement Services Guideline Number 15**

**Section Number III (Training)**

**Page number 3**

**Citation**

"Training is essential to support traffic enforcement services and to prepare law enforcement officers to effectively perform their duties. Training accomplishes a wide variety of necessary goals and can be obtained through a variety of sources. Law enforcement agencies should periodically assess enforcement activities to determine training needs and to ensure training is endorsed by the State's Police Officers Standards and Training agency.



**Effective training should:**

- Provide officers the knowledge and skills to act decisively and correctly.
- Increase compliance with agency enforcement goals.
- Assist in meeting priorities.
- Improve compliance with established policies.
- Result in greater productivity and effectiveness.
- Foster cooperation and unity of purpose.
- Help offset liability actions and prevent inappropriate conduct by law enforcement officers.
- Motivate and enhance officer professionalism; and require traffic enforcement knowledge and skills for all recruits.

**Law enforcement agencies should:**

- Provide traffic enforcement in-service training to experienced officers.
- Provide specialized CMV in-service training to traffic enforcement officers as appropriate.

Conduct training to implement specialized traffic enforcement skills, techniques, or programs; and Train instructors using certified training in order to increase agency capabilities and to ensure continuity of specialized enforcement skills and techniques.”

Funding will support supplies/operating costs.

\$4,000 402 FAST Act Police Traffic Services  
 Less than one percent of total \$9,864,000 designated to PT  
 \$1,411,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PT programs.

**Benefit to Locals: \$4,000**

**Planned activities that the state will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Overtime DUI, Seat Belt, and Speed Enforcement	PT-22-04+	D.1/E.1
Law Enforcement Outreach Liaison	CP-22-01-i Special Projects	D.2/E.2
Telephone Surveys	CP-22-03-e PI&E	D.3/E.3
<b>Law Enforcement Engagement</b>	<b>CP-22-01-h Special Projects</b>	<b>D.4/E.4</b>
Drive Sober or Get Pulled Over Mobilization Paid Advertising	CP-22-03-f PI&E	D.5/E.5
Seat Belt and Child Passenger Safety Law Enforcement Reference Card	CP-22-03-g PI&E	D.6/E.6
Click It or Ticket Mobilization Paid Advertising	CP-22-03-h PI&E	D.7/E.7
Speed Enforcement Mobilization Paid Advertising	CP-22-03-i PI&E	D.8/E.8
Mobilization Communications and Outreach Banners	CP-22-03-j PI&E	D.9/E.9



Upper Peninsula Regional Law Enforcement Training	CP-22-01-k Special Projects	D.10/E.10
Highway Safety Office Program Management	CP-22-02-c PM	E.11

## Appendix E.4 Planned Activity Form Police Traffic Services

<b>Planned Activity Name</b>	Law Enforcement Engagement
<b>Planned Activity Number</b>	CP-22-01-h Special Projects
<b>Primary Countermeasure Strategy</b>	Law Enforcement Training

See Questions in Appendix D.

### Description of the Planned Activity

#### Law Enforcement Engagement

<b>Planned Activity Number</b>	<b>CP-22-01-h Special Projects</b>	
<b>Planned Activity in GMSS</b>	2022-3003 PT Education, Communication, and Outreach	
<b>GTS Code</b>	PT-2022-Police Traffic Services	
<b>Benefit to Locals</b>	<b>Yes</b>	
<b>Grantee</b>	OHSP Special Projects	
<b>Grant Amount, Funding Source</b>	<b>\$4,000</b>	402 FAST Act Police Traffic Services
<b>Indirect Cost Rate</b>	N/A	
<b>Grant Start-up</b>	October 1	
<b>Project Objective(s)</b>	Increase the number of law enforcement partner email contacts from 63 to 75 by September 30, 2022.	

A Law Enforcement Forum will be reconvened to continue discussions on challenges and resolutions to increase traffic safety enforcement. Engaging with law enforcement officials will allow the OHSP staff to provide tools to increase effective traffic safety enforcement. The OHSP staff will exhibit at the Michigan Sheriffs Association (MSA) Fall Professional Development and Trade Show and the Michigan Association of Chiefs of Police (MACP) Mid-Winter Professional Development Conference. The OHSP exhibit will distribute traffic safety materials and provide a Michigan Traffic Crash Facts website demonstration. The OHSP staff will also work with the MACP Traffic Safety Committee and the MSA 416 Committee, for the Secondary Road Patrol Program, to submit traffic safety agenda items for their annual conferences.

Funding will support supplies/operating costs.

#### Countermeasure Strategies in Planned Activities

<b>Fiscal Year</b>	<b>Countermeasure Strategy Name</b>
2022	Law Enforcement Training



Federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit (as applicable).

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	402 FAST Act	402 FAST Act Police Traffic Services	\$4,000	N/A	<b>\$4,000</b>

Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share Per Unit	NHTSA Share Total Cost
N/A	N/A	N/A	N/A	N/A	N/A

## Appendix D.5 Countermeasure Strategy Form Police Traffic Services

Program Area Name: Police Traffic Services

Countermeasure Strategy: Paid/Earned Media

Grant: **Drive Sober or Get Pulled Over Mobilization Paid Advertising**

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems. Is this countermeasure strategy innovative?

No

If “yes”, enter justification supporting the innovative countermeasure strategy, including research, evaluation and/or substantive anecdotal evidence, that supports the potential of the proposed innovative countermeasure strategy.

N/A

Is this program area part of the state occupant protection program area plan for a 405(b) application 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, at the level of detail required under § 1300.11(c) and (d)?

No

Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the state’s problem identification].

No



**Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [planned activities, at the level of detail required under § 1300.11(d), for recruiting, training, and maintaining a sufficient number of child passenger safety technicians based on the state’s problem identification, at the level of detail required under § 1300.11(d)].**

No

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the state conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the state’s problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70% of either the state’s unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the high-risk population countermeasure programs criterion? § 1300.21(e)(4) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) drivers on rural roadways; (ii) unrestrained nighttime drivers; (iii) teenage drivers; (iv) other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

No

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(b) [countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

No

**Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

Yes

**Is this planned activity part of the state traffic safety information system improvements grant application (§ 405(c)) for the state traffic records strategic plan? § 1300.22(b)(2)(iii) [planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the state’s most recent highway safety data and traffic records system assessment]**

No



Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

Yes

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(D)(6)

Yes

**Countermeasure Strategy Description**

**Assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

Nearly one third of Michigan fatal crashes involved at least one impaired driver.

**Fatalities and Suspected Serious Injuries 2015-2019 (REQUIRED)**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	963	4,865	<b>5,828</b>
2016	1,064	5,634	<b>6,698</b>
2017	1,028	6,084	<b>7,112</b>
2018	974	5,586	<b>6,560</b>
2019	985	5,629	<b>6,614</b>
<b>Total</b>	<b>5,014</b>	<b>27,798</b>	<b>32,812</b>

**Alcohol-Involved Crashes: Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	303	896	<b>1,199</b>
2016	274	933	<b>1,207</b>
2017	359	1,097	<b>1,456</b>
2018	315	996	<b>1,311</b>
2019	295	1,062	<b>1,357</b>
<b>Total</b>	<b>1,546</b>	<b>4,984</b>	<b>6,530</b>

**Drug-Involved Crashes: Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	179	294	<b>473</b>
2016	239	449	<b>688</b>
2017	246	539	<b>785</b>
2018	247	399	<b>646</b>
2019	237	453	<b>690</b>
<b>Total</b>	<b>1,148</b>	<b>2,134</b>	<b>3,282</b>





**Alcohol-and/or Drug-Involved Crashes: Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	384	1,048	<b>1,432</b>
2016	416	1,185	<b>1,601</b>
2017	470	1,382	<b>1,852</b>
2018	434	1,214	<b>1,648</b>
2019	419	1,302	<b>1,721</b>
<b>Total</b>	<b>2,123</b>	<b>6,131</b>	<b>8,254</b>

**Impaired Motorcycle Operators Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	49	55	<b>104</b>
2016	43	77	<b>120</b>
2017	39	96	<b>135</b>
2018	39	88	<b>127</b>
2019	40	110	<b>150</b>
<b>Total</b>	<b>210</b>	<b>426</b>	<b>636</b>

Law enforcement officials will continue to implement an evidence-based, highly visible enforcement program to educate community members about potentially dangerous driving behaviors and enforce traffic laws designed to protect them.

Traffic safety campaigns are most successful when accompanied by public information. The OHSP would continue to develop and assist with distribution of public information materials to enhance the enforcement efforts.

Funding will support contractual costs.

**Total: \$1,650,000**

\$1,000,000 402 FAST Act Paid Advertising

\$650,000 405(d) FAST Act Impaired Driving Low Paid Advertising

\$16.7% of total \$9,864,000 designated to PT

\$1,411,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PT programs.

**Benefit to Locals: \$1,000,000**

**Description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Nearly one third of Michigan fatal crashes involved at least one impaired driver.

State data will be used as indicated in the GHSA email dated January 13, 2021, except for C-1 (Number of traffic fatalities) and C-3 (Fatalities/VMT) which will use [Fatality Analysis Reporting System \(FARS\)](#) data as required.



The FY2022 HSP projects are based on the 2015-2019 trend data due to the 2020 data being unavailable during the planning period. However, the performance measures are based on the 2016-2020 data as approved by Region 5.

**C-1 Number of fatalities in traffic crashes**

*Target:* Reduce fatalities from 1,083 in 2020 to 1,065.2 by September 30, 2022.

**C-2 Number of suspected serious injuries in traffic crashes**

*Target:* Prevent suspected serious traffic injuries from increasing from 5,433 in 2020 to 5,733.2 by September 30, 2022.

**C-3 Fatalities/VMT**

*Target:* Prevent fatalities/100 MVMT from increasing by .96 in 2019 to 1.098 by September 30, 2022. The 2020 Fatalities/VMT is not yet available.

**C-5 Number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher**

*Target:* Prevent alcohol impaired driving fatalities from increasing from 181 (2016-2020 average) to 198 (2018-2022 average) by September 30, 2022.

**Other Michigan Performance Measures**

**O1: Number of crashes involving alcohol- or drug-impaired motorcyclist**

*Target:* Reduce number of crashes involving alcohol- or drug-impaired motorcyclist from 230 (2016-2020 average) to 229 (2018-2022 average) by September 30, 2022.

**O2: Number of fatalities involving alcohol- or drug-impaired motorcyclist**

*Target:* Prevent the number of fatalities involving alcohol- or drug-impaired motorcyclist from increasing from 45 (2016-2020 average) to 48 (2018-2022 average) by September 30, 2022.

**O3: Number of fatal crashes involving drug-impaired driver or motorcycle operator.**

*Target:* Prevent the number of fatal crashes involving a drug-impaired driver or motorcycle operator from increasing from 228 (2016-2020 average) to 260 (2018-2022 average) by September 30, 2022.

Funding will support contractual costs.

**Total: \$1,650,000**

\$1,000,000 402 FAST Act Paid Advertising

\$650,000 405(d) FAST Act Impaired Driving Low Paid Advertising

\$16.7% of total \$9,864,000 designated to PT

\$1,11,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PT programs.

**Benefit to Locals: \$1,000,000**

**Evidence of effectiveness: rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

Nearly one third of Michigan fatal crashes involved at least one impaired driver.

**Countermeasures That Work, Ninth Edition 2017**

**Chapter 1 (Alcohol and Drug Impaired Driving)**

**Section 5.2 (Mass Media Campaigns)**



**Citation**

“Most mass media campaigns are not evaluated. Elder et al. (2004) studied the few available high-quality evaluations. The campaigns being evaluated were carefully planned, well-funded, well-executed, achieved high levels of audience exposure (usually by using paid advertising), had high-quality messages that were pre-tested for effectiveness, and were conducted in conjunction with other impaired-driving activities. These mass media campaigns were associated with a 13% reduction in alcohol-related crashes. In general, mass media outreach works best when it is one part of a multifaceted campaign that includes HVE (See Sections 2.1, 2.2 in this chapter). Levy, Compton, and Dienstfrey (2004) documented the costs and media strategy of a high-quality national media campaign and its effects on driver knowledge and awareness.”

Funding will support contractual costs.

**Total: \$1,650,000**

\$1,000,000 402 FAST Act Paid Advertising  
 \$650,000 405(d) FAST Act Impaired Driving Low Paid Advertising  
 \$16.7% of total \$9,864,000 designated to PT  
 \$1,411,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PT programs.

**Benefit to Locals: \$1,000,000**

**Planned activities that the state will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Overtime DUI, Seat Belt, and Speed Enforcement	PT-22-04+	D.1/E.1
Law Enforcement Outreach Liaison	CP-22-01-i Special Projects	D.2/E.2
Telephone Surveys	CP-22-03-e PI&E	D.3/E.3
Law Enforcement Engagement	CP-22-01-h Special Projects	D.4/E.4
<b>Drive Sober or Get Pulled Over Mobilization Paid Advertising</b>	<b>CP-22-03-f PI&amp;E</b>	<b>D.5/E.5</b>
Seat Belt and Child Passenger Safety Law Enforcement Reference Card	CP-22-03-g PI&E	D.6/E.6
Click It or Ticket Mobilization Paid Advertising	CP-22-03-h PI&E	D.7/E.7
Speed Enforcement Mobilization Paid Advertising	CP-22-03-i PI&E	D.8/E.8
Mobilization Communications and Outreach Banners	CP-22-03-j PI&E	D.9/E.9
Upper Peninsula Regional Law Enforcement Training	CP-22-01-k Special Projects	D.10/E.10
Highway Safety Office Program Management	CP-22-02-c PM	E.11



## Appendix E.5 Planned Activity Form Police Traffic Services

<b>Planned Activity Name</b>	Drive Sober or Get Pulled Over Mobilization Paid Advertising
<b>Planned Activity Number</b>	CP-22-03-f PI&E
<b>Primary Countermeasure Strategy</b>	Paid/Earned Media

See Questions in Appendix D.

### Description of the Planned Activity

#### Drive Sob Drive Sober or Get Pulled Over Mobilization Paid Advertising

<b>Planned Activity Number</b>	<b>CP-22-03-f PI&amp;E</b>	
<b>Planned Activity Code</b>	2022-3003 PT Education, Communication, and Outreach	
<b>GTS Code</b>	PT-2022-Police Traffic Services	
<b>GTS Code</b>	PM-2022-Paid Advertising	
<b>Benefit To Locals</b>	<b>Yes (\$1,000,000)</b>	
<b>Grantee</b>	OHSP PI&E	
<b>Grant Amount, Funding Source</b>	<b>\$1,000,000</b>	402 FAST Act Paid Advertising
<b>Grant Amount, Funding Source</b>	<b>\$650,000</b>	405(d) FAST Act Impaired Driving Low Paid Advertising
<b>Indirect Cost Rate</b>	N/A	
<b>Grant Start-up</b>	October 1	
<b>Project Objective(s)</b>	Conduct three <i>Drive Sober or Get Pulled Over</i> impaired driving enforcement media campaigns by September 30, 2022.	

The OHSP will fund paid media to promote cooperative overtime enforcement during *Drive Sober or Get Pulled Over* mobilizations at locations determined by a data-driven strategy.

Funding will support contractual costs.

#### Countermeasure Strategies in Planned Activities

<b>Fiscal Year</b>	<b>Countermeasure Strategy Name</b>
2022	Paid/Earned Media



**Federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit (as applicable).**

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	402 FAST Act	402 FAST Act Paid Advertising	\$1,000,000	N/A	<b>\$1,000,000</b>
2022	405(d) FAST Act Impaired Driving Low	405(d) FAST Act Impaired Driving Low Paid Advertising	\$650,000	N/A	N/A

**Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share Per Unit	NHTSA Share Total Cost
N/A	N/A	N/A	N/A	N/A	N/A

## Appendix D.6 Countermeasure Strategy Form Police Traffic Services

**Program Area Name:** Police Traffic Services

**Countermeasure Strategy:** Occupant Protection Program Assessment (NHTSA facilitated)

**Grant:** [Seat Belt and Child Passenger Safety Law Enforcement Reference Card](#)

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems. Is this countermeasure strategy innovative?**

No

**If “yes”, enter justification supporting the innovative countermeasure strategy, including research, evaluation and/or substantive anecdotal evidence, that supports the potential of the proposed innovative countermeasure strategy.**

N/A

**Is this program area part of the state occupant protection program area plan for a 405(b) application 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, at the level of detail required under § 1300.11(c) and (d)?**

Yes



**Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the state’s problem identification].**

No

**Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [planned activities, at the level of detail required under § 1300.11(d), for recruiting, training, and maintaining a sufficient number of child passenger safety technicians based on the state’s problem identification, at the level of detail required under § 1300.11(d)].**

No

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the state conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the state’s problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70% of either the state’s unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

Yes

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the high-risk population countermeasure programs criterion? § 1300.21(e)(4) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) drivers on rural roadways; (ii) unrestrained nighttime drivers; (iii) teenage drivers; (iv) other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

Yes

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(b) [countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

Yes

**Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No



Is this planned activity part of the state traffic safety information system improvements grant application (§ 405(c)) for the state traffic records strategic plan? § 1300.22(b)(2)(iii) [planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the state’s most recent highway safety data and traffic records system assessment]  
 No

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)  
 Yes

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(D)(6)  
 Yes

**Countermeasure Strategy Description**

Assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

**Fatalities and Suspected Serious Injuries 2015-2019 (REQUIRED)**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	963	4,865	<b>5,828</b>
2016	1,064	5,634	<b>6,698</b>
2017	1,028	6,084	<b>7,112</b>
2018	974	5,586	<b>6,560</b>
2019	985	5,629	<b>6,614</b>
<b>Total</b>	<b>5,014</b>	<b>27,798</b>	<b>32,812</b>

**Unrestrained Passenger Vehicle Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	197	597	<b>794</b>
2016	203	592	<b>795</b>
2017	197	572	<b>769</b>
2018	184	545	<b>729</b>
2019	209	543	<b>752</b>
<b>Total</b>	<b>990</b>	<b>2,849</b>	<b>3,839</b>

**Unrestrained Fatalities and Suspected Serious Injuries to Children Ages 4-8, 2015-2019 Passenger Vehicles Only**

Crash Year	2015	2016	2017	2018	2019	Total
Fatal injury (K)	1	1	2	1	1	6
Suspected serious injury (A)	10	12	6	10	6	44
<b>Total</b>	<b>11</b>	<b>13</b>	<b>8</b>	<b>11</b>	<b>7</b>	<b>50</b>

Funding will support supplies/operating costs.



\$3,000 402 FAST Act Occupant Protection  
Less than one percent of total \$9,864,000 designated to PT  
\$1,411,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PT programs.

**Benefit to Locals: \$3,000**

**Description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activity.**

Despite Michigan's high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained.

State data will be used as indicated in the GHSA email dated January 13, 2021, except for C-1 (Number of traffic fatalities) and C-3 (Fatalities/VMT) which will use [Fatality Analysis Reporting System \(FARS\)](#) data as required.

The FY2022 HSP projects are based on the 2015-2019 trend data due to the 2020 data being unavailable during the planning period. However, the performance measures are based on the 2016-2020 data as approved by Region 5.

**C-1 Number of fatalities in traffic crashes**

*Target:* Reduce fatalities from 1,083 in 2020 to 1,065.2 by September 30, 2022.

**C-2 Number of suspected serious injuries in traffic crashes**

*Target:* Prevent suspected serious traffic injuries from increasing from 5,433 in 2020 to 5,733.2 by September 30, 2022.

**C-3 Fatalities/VMT**

*Target:* Prevent fatalities/100 MVMT from increasing by .96 in 2019 to 1.098 by September 30, 2022. The 2020 Fatalities/VMT is not yet available.

**C-4 Unrestrained passenger vehicle occupant fatalities, all seat positions**

*Target:* Reduce unrestrained passenger vehicle occupant fatalities, all seat positions, from 199 (2016-2020 average) to 196 (2018-2022 average) by September 30, 2022.

Funding will support supplies/operating costs.

\$3,000 402 FAST Act Occupant Protection  
Less than one percent of total \$9,864,000 designated to PT  
\$1,411,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PT programs.

**Benefit to Locals: \$3,000**

**Evidence of effectiveness: rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

Despite Michigan's high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained.

**2018 Occupant Protection Program Area Assessment**

**Section: Law Enforcement**

**Page Numbers 16-21**





**Citation**

“Develop and distribute a communication tool for officers in the form of a pocket card or mobile “app” with need-to-know information about enforcement of child passenger safety laws.”

Funding will support supplies/operating costs.

\$3,000 402 FAST Act Occupant Protection  
 Less than one percent of total \$9,864,000 designated to PT  
 \$1,411,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PT programs.

**Benefit to Locals: \$3,000**

**Planned activities that the state will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Overtime DUI, Seat Belt, and Speed Enforcement	PT-22-04+	D.1/E.1
Law Enforcement Outreach Liaison	CP-22-01-i Special Projects	D.2/E.2
Telephone Surveys	CP-22-03-e PI&E	D.3/E.3
Law Enforcement Engagement	CP-22-01-h Special Projects	D.4/E.4
Drive Sober or Get Pulled Over Mobilization Paid Advertising	CP-22-03-f PI&E	D.5/E.5
<b>Seat Belt and Child Passenger Safety Law Enforcement Reference Card</b>	<b>CP-22-03-g PI&amp;E</b>	<b>D.6/E.6</b>
Click It or Ticket Mobilization Paid Advertising	CP-22-03-h PI&E	D.7/E.7
Speed Enforcement Mobilization Paid Advertising	CP-22-03-i PI&E	D.8/E.8
Mobilization Communications and Outreach Banners	CP-22-03-j PI&E	D.9/E.9
Upper Peninsula Regional Law Enforcement Training	CP-22-01-k Special Projects	D.10/E.10
Highway Safety Office Program Management	CP-22-02-c PM	E.11

**Appendix E.6 Planned Activity Form Police Traffic Services**

<b>Planned Activity Name</b>	Seat Belt and Child Passenger Safety Law Enforcement Reference Card
<b>Planned Activity Number</b>	CP-22-03-g PI&E
<b>Primary Countermeasure Strategy</b>	Occupant Protection Program Assessment (NHTSA facilitated)

See Questions in Appendix D.



**Description of the Planned Activity**

**Seat Belt and Child Passenger Safety Law Enforcement Reference Card**

<b>Planned Activity Number</b>	<b>CP-22-03-g PI&amp;E</b>	
<b>Planned Activity in GMSS</b>	2022-3003 PT Education, Communication, and Outreach	
<b>GTS Code</b>	OP-2021-Occupant Protection	
<b>Benefit to Locals</b>	<b>Yes</b>	
<b>Grantee</b>	OHSP PI&E	
<b>Grant Amount, Funding Source</b>	<b>\$3,000</b>	402 FAST Act Occupant Protection
<b>Indirect Cost Rate</b>	N/A	
<b>Grant Start-up</b>	October 1	
<b>Project Objective(s)</b>	Reduce the number of fatalities and suspected serious injuries to unrestrained children, ages seven and younger, from 28 in 2020 to 17 by September 30, 2022.	

The 2018 Occupant Protection Assessment recommended that the OHSP provide regular child passenger safety training or updates to assist in the identification of violations and enforcement of child restraint laws. The OHSP wants to include information about the seat belt law and resources as well. Reference cards will be designed, printed, and distributed in-house, as well as a PDF version for use on the OHSP and law enforcement agencies' websites.

Funding will support supplies/operating costs.

**Countermeasure Strategies in Planned Activities**

<b>Fiscal Year</b>	<b>Countermeasure Strategy Name</b>
2022	Occupant Protection Program Assessment (NHTSA facilitated)

**Federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit (as applicable).**

<b>Source Fiscal Year</b>	<b>Funding Source</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
2021	402 FAST Act	402 FAST Act Occupant Protection	\$3,000	N/A	<b>\$3,000</b>

**Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

<b>Item</b>	<b>Quantity</b>	<b>Price Per Unit</b>	<b>Total Cost</b>	<b>NHTSA Share Per Unit</b>	<b>NHTSA Share Total Cost</b>
N/A	N/A	N/A	N/A	N/A	N/A



## Appendix D.7 Countermeasure Strategy Form Police Traffic Services

**Program Area Name:** Police Traffic Services

**Countermeasure Strategy:** Paid/Earned Media

**Grant:** [Click It or Ticket Mobilization Paid Advertising](#)

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems. Is this countermeasure strategy innovative?**

No

**If “yes”, enter justification supporting the innovative countermeasure strategy, including research, evaluation and/or substantive anecdotal evidence, that supports the potential of the proposed innovative countermeasure strategy.**

N/A

**Is this program area part of the state occupant protection program area plan for a 405(b) application 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, at the level of detail required under § 1300.11(c) and (d)?**

Yes

**Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the state’s problem identification].**

No

**Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [planned activities, at the level of detail required under § 1300.11(d), for recruiting, training, and maintaining a sufficient number of child passenger safety technicians based on the state’s problem identification, at the level of detail required under § 1300.11(d)].**

No

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the state conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the state’s problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70% of either the state’s unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

Yes



**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the high-risk population countermeasure programs criterion? § 1300.21(e)(4) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) drivers on rural roadways; (ii) unrestrained nighttime drivers; (iii) teenage drivers; (iv) other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

Yes

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(b) [countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

Yes

**Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the state traffic safety information system improvements grant application (§ 405(c)) for the state traffic records strategic plan? § 1300.22(b)(2)(iii) [planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the state's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

Yes

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(D)(6)**

Yes



## Countermeasure Strategy Description

**Assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

Despite Michigan's high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained.

### Fatalities and Suspected Serious Injuries 2015-2019 (REQUIRED)

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	963	4,865	<b>5,828</b>
2016	1,064	5,634	<b>6,698</b>
2017	1,028	6,084	<b>7,112</b>
2018	974	5,586	<b>6,560</b>
2019	985	5,629	<b>6,614</b>
<b>Total</b>	<b>5,014</b>	<b>27,798</b>	<b>32,812</b>

### Unrestrained Passenger Vehicle Fatalities and Suspected Serious Injuries 2015-2019

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	197	597	794
2016	203	592	795
2017	197	572	769
2018	184	545	729
2019	209	543	752
<b>Total</b>	<b>990</b>	<b>2,849</b>	<b>3,839</b>

The decisions and actions made by drivers can have devastating consequences. Law enforcement officials will continue to implement an evidence-based, highly visible enforcement program to educate community members about potentially dangerous driving behaviors and enforce traffic laws designed to protect them. Traffic safety campaigns are most successful when accompanied by public information. The OHSP will continue to develop and assist with distribution of public information materials to enhance the enforcement efforts. This will include advertisements that will run on television, radio, and social media.

Funding will support contractual costs.

#### **Total: \$1,650,000**

\$1,000,000 402 FAST Act Paid Advertising

\$650,000 405(b) FAST Act Occupant Protection High Paid Advertising

16.7% of total \$9,864,000 designated to PT

\$1,411,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PT programs.

**Benefit to Locals: \$1,000,000**



**Description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Despite Michigan's high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained.

State data will be used as indicated in the GHSA email dated January 13, 2021, except for C-1 (Number of traffic fatalities) and C-3 (Fatalities/VMT) which will use [Fatality Analysis Reporting System \(FARS\)](#) data as required.

The FY2022 HSP projects are based on the 2015-2019 trend data due to the 2020 data being unavailable during the planning period. However, the performance measures are based on the 2016-2020 data as approved by Region 5.

**C-1 Number of fatalities in traffic crashes**

*Target:* Reduce fatalities from 1,083 in 2020 to 1,065.2 by September 30, 2022.

**C-2 Number of suspected serious injuries in traffic crashes**

*Target:* Prevent suspected serious traffic injuries from increasing from 5,433 in 2020 to 5,733.2 by September 30, 2022.

**C-3 Fatalities/VMT**

*Target:* Prevent fatalities/100 MVMT from increasing by .96 in 2019 to 1.098 by September 30, 2022. The 2020 Fatalities/VMT is not yet available.

**C-4 Unrestrained passenger vehicle occupant fatalities, all seat positions**

*Target:* Reduce unrestrained passenger vehicle occupant fatalities, all seat positions, from 199 (2016-2020 average) to 196 (2018-2022 average) by September 30, 2022.

**B-1 Statewide seat belt use rate**

*Target:* Increase the statewide seat belt use rate from 94.4% in 2020 to 98% by September 30, 2022.

Funding will support contractual costs.

**Total: \$1,650,000**

\$1,000,000 402 FAST Act Paid Advertising

\$650,000 405(b) FAST Act Occupant Protection High Paid Advertising

16.7% of total \$9,864,000 designated to PT

\$1,411,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PT programs.

**Benefit to Locals: \$1,000,000**

**Evidence of effectiveness: rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

Despite Michigan's high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained.



**Countermeasures That Work, Ninth Edition 2017**

**Chapter 2 Seat Belt and Restraints**

**Section 3 Communication and Outreach**

**Page Number 138**

**Citation**

“Effective, high-visibility communications and outreach are an essential part of successful seat belt law high-visibility enforcement programs (Solomon et al., 2003). Paid advertising can be a critical part of the media strategy. Paid advertising brings with it the ability to control message content, timing, placement, and repetition (Milano et al., 2004).

Use: All high-visibility enforcement programs include communications and outreach strategies that use some combination of earned media (news stories) and paid advertising. Communications and outreach can be conducted at local, State, regional, or national levels.”

Funding will support contractual costs.

**Total: \$1,650,000**

\$1,000,000 402 FAST Act Paid Advertising

\$650,000 405(b) FAST Act Occupant Protection High Paid Advertising

16.7% of total \$9,864,000 designated to PT

\$1,411,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PT programs.

**Benefit to Locals: \$1,000,000**

**Planned activities that the state will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Overtime DUI, Seat Belt, and Speed Enforcement	PT-22-04+	D.1/E.1
Law Enforcement Outreach Liaison	CP-22-01-i Special Projects	D.2/E.2
Telephone Surveys	CP-22-03-e PI&E	D.3/E.3
Law Enforcement Engagement	CP-22-01-h Special Projects	D.4/E.4
Drive Sober or Get Pulled Over Mobilization Paid Advertising	CP-22-03-f PI&E	D.5/E.5
Seat Belt and Child Passenger Safety Law Enforcement Reference Card	CP-22-03-g PI&E	D.6/E.6
<b>Click It or Ticket Mobilization Paid Advertising</b>	<b>CP-22-03-h PI&amp;E</b>	<b>D.7/E.7</b>
Speed Enforcement Mobilization Paid Advertising	CP-22-03-i PI&E	D.8/E.8
Mobilization Communications and Outreach Banners	CP-22-03-j PI&E	D.9/E.9
Upper Peninsula Regional Law Enforcement Training	CP-22-01-k Special Projects	D.10/E.10
Highway Safety Office Program Management	CP-22-02-c PM	E.11



## Appendix E.7 Planned Activity Form Police Traffic Services

<b>Planned Activity Name</b>	Click It or Ticket Mobilization Paid Advertising
<b>Planned Activity Number</b>	CP-22-03-h PI&E
<b>Primary Countermeasure Strategy</b>	Paid/Earned Media

See Questions in Appendix D.

### Description of the Planned Activity

#### Click It or Ticket Mobilization Paid Advertising

<b>Planned Activity Number</b>	<b>CP-22-03-h PI&amp;E</b>	
<b>Planned Activity Code</b>	2022-3003 PT Education, Communication, and Outreach	
<b>GTS Code</b>	PM-2022-Paid Advertising	
<b>GTS Code</b>	M1*PM 405b Occupant Protection High Paid Advertising	
<b>Benefit To Locals</b>	<b>Yes (\$1,000,000)</b>	
<b>Grantee</b>	OHSP PI&E	
<b>Grant Amount, Funding Source</b>	<b>\$1,000,000</b>	402 FAST Act Paid Advertising
<b>Grant Amount, Funding Source</b>	<b>\$650,000</b>	405(b) FAST Act Occupant Protection High Paid Advertising
<b>Indirect Cost Rate</b>	N/A	
<b>Grant Start-up</b>	October 1	
<b>Project Objective(s)</b>	Conduct a media campaign on traffic enforcement mobilizations focusing on seat belt use during the <i>Click It or Ticket</i> enforcement periods by September 30, 2022.	

During overtime enforcement periods, paid advertising will be used to publicize the seat belt enforcement efforts to the public, especially young males who drive pickup trucks.

Funding will support contractual costs.

#### Countermeasure Strategies in Planned Activities

<b>Fiscal Year</b>	<b>Countermeasure Strategy Name</b>
2022	Paid/Earned Media





**Federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit (as applicable).**

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	402 FAST Act	402 FAST Act Paid Advertising	\$1,000,000	N/A	<b>\$1,000,000</b>
2022	405(b) FAST Act Occupant Protection High	405(b) FAST Act Occupant Protection High Paid Advertising	\$650,000	N/A	N/A

**Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share Per Unit	NHTSA Share Total Cost
N/A	N/A	N/A	N/A	N/A	N/A

## Appendix D.8 Countermeasure Strategy Form Police Traffic Services

**Program Area Name:** Police Traffic Services

**Countermeasure Strategy:** Paid/Earned Media

**Grant:** [Speed Enforcement Mobilization Paid Advertising](#)

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems. Is this countermeasure strategy innovative?**

No

**If “yes”, enter justification supporting the innovative countermeasure strategy, including research, evaluation and/or substantive anecdotal evidence, that supports the potential of the proposed innovative countermeasure strategy.**

N/A

**Is this program area part of the state occupant protection program area plan for a 405(b) application 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, at the level of detail required under § 1300.11(c) and (d)?**

No



**Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the state’s problem identification].**

No

**Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [planned activities, at the level of detail required under § 1300.11(d), for recruiting, training, and maintaining a sufficient number of child passenger safety technicians based on the state’s problem identification, at the level of detail required under § 1300.11(d)].**

No

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the state conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the state’s problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70% of either the state’s unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the high-risk population countermeasure programs criterion? § 1300.21(e)(4) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) drivers on rural roadways; (ii) unrestrained nighttime drivers; (iii) teenage drivers; (iv) other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

No

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(b) [countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

No

**Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No



Is this planned activity part of the state traffic safety information system improvements grant application (§ 405(c)) for the state traffic records strategic plan? § 1300.22(b)(2)(iii) [planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the state’s most recent highway safety data and traffic records system assessment]  
 No

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)  
 Yes

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(D)(6)  
 Yes

**Countermeasure Strategy Description**

**Assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

Almost 20 percent of all fatalities are speed-related over the past five years.

**Fatalities and Suspected Serious Injuries 2015-2019 (REQUIRED)**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	963	4,865	<b>5,828</b>
2016	1,064	5,634	<b>6,698</b>
2017	1,028	6,084	<b>7,112</b>
2018	974	5,586	<b>6,560</b>
2019	985	5,629	<b>6,614</b>
<b>Total</b>	<b>5,014</b>	<b>27,798</b>	<b>32,812</b>

**Speed-Involved Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	191	705	<b>896</b>
2016	215	893	<b>1,108</b>
2017	175	950	<b>1,125</b>
2018	191	918	<b>1,109</b>
2019	185	876	<b>1,061</b>
<b>Total</b>	<b>957</b>	<b>4,342</b>	<b>5,299</b>

Funding will support contractual costs.

**Total: \$1,300,000**

\$400,000 402 FAST Act Paid Advertising  
 \$900,000 405(d) FAST Act Impaired Driving Low Paid Advertising (flex)  
 13.2% of total \$9,864,000 designated to PT  
 \$1,411,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PT programs.

**Benefit to Locals: \$400,000**



**Description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Almost 20 percent of all fatalities are speed-related over the past five years. State data will be used as indicated in the GHSA email dated January 13, 2021, except for C-1 (Number of traffic fatalities) and C-3 (Fatalities/VMT) which will use [Fatality Analysis Reporting System \(FARS\)](#) data as required.

The FY2022 HSP projects are based on the 2015-2019 trend data due to the 2020 data being unavailable during the planning period. However, the performance measures are based on the 2016-2020 data as approved by Region 5.

**C-1 Number of fatalities in traffic crashes**

*Target:* Reduce fatalities from 1,083 in 2020 to 1,065.2 by September 30, 2022.

**C-2 Number of suspected serious injuries in traffic crashes**

*Target:* Prevent suspected serious traffic injuries from increasing from 5,433 in 2020 to 5,733.2 by September 30, 2022.

**C-3 Fatalities/VMT**

*Target:* Prevent fatalities/100 MVMT from increasing by .96 in 2019 to 1.098 by September 30, 2022. The 2020 Fatalities/VMT is not yet available.

**C-6 Number of speeding-related fatalities**

*Target:* Reduce speeding-related fatalities from 193 (2016-2020 average) to 192 (2018-2022 average) by September 30, 2022.

Funding will support contractual costs.

**Total: \$1,300,000**

\$400,000 402 FAST Act Paid Advertising

\$900,000 405(d) FAST Act Impaired Driving Low Paid Advertising (flex)

13.2% of total \$9,864,000 designated to PT

\$1,411,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PT programs.

**Benefit to Locals: \$400,000**

**Evidence of effectiveness: rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

Almost 20 percent of all fatalities are speed-related over the past five years.

**Countermeasures That Work, Ninth Edition 2017**

**Chapter 3 Speeding and Speed Management**

**Section 4.1 Communications and Outreach Supporting Enforcement**

**Page Numbers 3-31**

**Citation**

“Effective, high-visibility communications and outreach are an essential part of successful speed and aggressive-driving enforcement programs (Neuman et al., 2003; NHTSA, 2000). All of the examples discussed in Chapter 3, Sections 2.2, High-visibility Enforcement, and 2.3, Other Enforcement Methods, used extensive communications campaigns to support their enforcement efforts. Most campaigns to date have not used paid advertising. The success of paid advertising in seat belt use campaigns (Chapter 2,



Section 3.1) suggests that it is worth considering for speed and aggressive driving enforcement campaigns.”

Funding will support contractual costs.

**Total: \$1,300,000**

\$400,000 402 FAST Act Paid Advertising

\$900,000 405(d) FAST Act Impaired Driving Low Paid Advertising (flex)

13.2% of total \$9,864,000 designated to PT

\$1,411,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PT programs.

**Benefit to Locals: \$400,000**

**Planned activities that the state will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Overtime DUI, Seat Belt, and Speed Enforcement	PT-22-04+	D.1/E.1
Law Enforcement Outreach Liaison	CP-22-01-i Special Projects	D.2/E.2
Telephone Surveys	CP-22-03-e PI&E	D.3/E.3
Law Enforcement Engagement	CP-22-01-h Special Projects	D.4/E.4
Drive Sober or Get Pulled Over Mobilization Paid Advertising	CP-22-03-f PI&E	D.5/E.5
Seat Belt and Child Passenger Safety Law Enforcement Reference Card	CP-22-03-g PI&E	D.6/E.6
Click It or Ticket Mobilization Paid Advertising	CP-22-03-h PI&E	D.7/E.7
<b>Speed Enforcement Mobilization Paid Advertising</b>	<b>CP-22-03-i PI&amp;E</b>	<b>D.8/E.8</b>
Mobilization Communications and Outreach Banners	CP-22-03-j PI&E	D.9/E.9
Upper Peninsula Regional Law Enforcement Training	CP-22-01-k Special Projects	D.10/E.10
Highway Safety Office Program Management	CP-22-02-c PM	E.11

**Appendix E.8 Planned Activity Form Police Traffic Services**

<b>Planned Activity Name</b>	Speed Enforcement Mobilization Paid Advertising
<b>Planned Activity Number</b>	CP-22-03-i PI&E
<b>Primary Countermeasure Strategy</b>	Paid/Earned Media

See Questions in Appendix D.



**Description of the Planned Activity**

**Speed Enforcement Mobilization Paid Advertising**

<b>Planned Activity Number</b>	<b>CP-22-03-i PI&amp;E</b>	
<b>Planned Activity Code</b>	2022-3003 PT Education, Communication, and Outreach	
<b>GTS Code</b>	PM-2022-Paid Advertising	
<b>GTS Code</b>	FDL*PM 405d Impaired Driving Low Paid Advertising	
<b>Benefit To Locals</b>	<b>Yes (\$400,000)</b>	
<b>Grantee</b>	OHSP PI&E	
<b>Grant Amount, Funding Source</b>	<b>\$400,000</b>	402 FAST Act Paid Advertising
<b>Grant Amount, Funding Source</b>	<b>\$900,000</b>	405(d) FAST Act Impaired Driving Low Paid Advertising (flex)
<b>Indirect Cost Rate</b>	N/A	
<b>Grant Start-up</b>	October 1	
<b>Project Objective(s)</b>	Conduct one media campaign on speed enforcement mobilizations by September 30, 2022.	

During overtime enforcement periods paid advertising on television, radio, social media, and other platforms will be used to publicize the enforcement efforts to the public and raise awareness about the dangers of speed.

Funding will support contractual costs.

**Countermeasure Strategies in Planned Activities**

<b>Fiscal Year</b>	<b>Countermeasure Strategy Name</b>
2022	Paid/Earned Media

**Federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit (as applicable).**

<b>Source Fiscal Year</b>	<b>Funding Source</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
2021	402 FAST Act	402 FAST Act Paid Advertising	\$400,000	N/A	<b>\$400,000</b>
2022	405(d) FAST Act Impaired Driving Low	405(d) FAST Act Impaired Driving Low Paid Advertising (flex)	\$900,000	N/A	N/A

**Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

<b>Item</b>	<b>Quantity</b>	<b>Price Per Unit</b>	<b>Total Cost</b>	<b>NHTSA Share Per Unit</b>	<b>NHTSA Share Total Cost</b>
N/A	N/A	N/A	N/A	N/A	N/A



## Appendix D.9 Countermeasure Strategy Form Police Traffic Services

**Program Area Name:** Police Traffic Services

**Countermeasure Strategy:** Mass Media Campaign

**Grant:** Mobilization Communications and Outreach Banners

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems. Is this countermeasure strategy innovative?**

No

**If “yes”, enter justification supporting the innovative countermeasure strategy, including research, evaluation and/or substantive anecdotal evidence, that supports the potential of the proposed innovative countermeasure strategy.**

N/A

**Is this program area part of the state occupant protection program area plan for a 405(b) application 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, at the level of detail required under § 1300.11(c) and (d)?**

Yes

**Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the state’s problem identification].**

No

**Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [planned activities, at the level of detail required under § 1300.11(d), for recruiting, training, and maintaining a sufficient number of child passenger safety technicians based on the state’s problem identification, at the level of detail required under § 1300.11(d)].**

No

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the state conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the state’s problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70% of either the state’s unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

Yes



**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the high-risk population countermeasure programs criterion? § 1300.21(e)(4) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) drivers on rural roadways; (ii) unrestrained nighttime drivers; (iii) teenage drivers; (iv) other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

Yes

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(b) [countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

Yes

**Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the state traffic safety information system improvements grant application (§ 405(c)) for the state traffic records strategic plan? § 1300.22(b)(2)(iii) [planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the state's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

Yes

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(D)(6)**

Yes





## Countermeasure Strategy Description

**Assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

Nearly one third of Michigan fatal crashes involved at least one impaired driver. Despite Michigan's high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained. Almost 20 percent of all fatalities are speed-related over the past five years.

### Fatalities and Suspected Serious Injuries 2015-2019 (REQUIRED)

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	963	4,865	<b>5,828</b>
2016	1,064	5,634	<b>6,698</b>
2017	1,028	6,084	<b>7,112</b>
2018	974	5,586	<b>6,560</b>
2019	985	5,629	<b>6,614</b>
<b>Total</b>	<b>5,014</b>	<b>27,798</b>	<b>32,812</b>

### Unrestrained Passenger Vehicle Fatalities and Suspected Serious Injuries 2015-2019

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	197	597	<b>794</b>
2016	203	592	<b>795</b>
2017	197	572	<b>769</b>
2018	184	545	<b>729</b>
2019	209	543	<b>752</b>
<b>Total</b>	<b>990</b>	<b>2,849</b>	<b>3,839</b>

### Alcohol-Impaired Driver or Motorcycle Operator Fatalities and Suspected Serious Injuries 2015-2019

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	160	479	<b>639</b>
2016	146	519	<b>665</b>
2017	199	645	<b>844</b>
2018	167	593	<b>760</b>
2019	168	634	<b>802</b>
<b>Total</b>	<b>840</b>	<b>2,870</b>	<b>3,710</b>



**Alcohol-Involved Crashes: Fatalities and Suspected Serious Injuries  
2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	303	896	<b>1,199</b>
2016	274	933	<b>1,207</b>
2017	359	1,097	<b>1,456</b>
2018	315	996	<b>1,311</b>
2019	295	1,062	<b>1,357</b>
<b>Total</b>	<b>1,546</b>	<b>4,984</b>	<b>6,530</b>

**Drug-Involved Crashes: Fatalities and Suspected Serious Injuries  
2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	179	294	<b>473</b>
2016	239	449	<b>688</b>
2017	246	539	<b>785</b>
2018	247	399	<b>646</b>
2019	237	453	<b>690</b>
<b>Total</b>	<b>1,148</b>	<b>2,134</b>	<b>3,282</b>

**Alcohol-and/or Drug-Involved Crashes: Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	384	1,048	<b>1,432</b>
2016	416	1,185	<b>1,601</b>
2017	470	1,382	<b>1,852</b>
2018	434	1,214	<b>1,648</b>
2019	419	1,302	<b>1,721</b>
<b>Total</b>	<b>2,123</b>	<b>6,131</b>	<b>8,254</b>

**Speed-Involved Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	191	705	<b>896</b>
2016	215	893	<b>1,108</b>
2017	175	950	<b>1,125</b>
2018	191	918	<b>1,109</b>
2019	185	876	<b>1,061</b>
<b>Total</b>	<b>957</b>	<b>4,342</b>	<b>5,299</b>

Funding will support the supplies/operating costs.

\$45,000 402 FAST Act Police Traffic Services

Less than one person of total \$9,864,000 designated to PT

\$1,411,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PT programs.

**Benefit to Locals: \$45,000**



**Description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Nearly one third of Michigan fatal crashes involved at least one impaired driver. Despite Michigan's high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained. More than 20 percent of fatal and suspected serious injuries involved at least one speeding driver over the past five years.

State data will be used as indicated in the GHSA email dated January 13, 2021, except for C-1 (Number of traffic fatalities) and C-3 (Fatalities/VMT) which will use [Fatality Analysis Reporting System \(FARS\)](#) data as required.

The FY2022 HSP projects are based on the 2015-2019 trend data due to the 2020 data being unavailable during the planning period. However, the performance measures are based on the 2016-2020 data as approved by Region 5.

**C-1 Number of fatalities in traffic crashes**

*Target:* Reduce fatalities from 1,083 in 2020 to 1,065.2 by September 30, 2022.

**C-2 Number of suspected serious injuries in traffic crashes**

*Target:* Prevent suspected serious traffic injuries from increasing from 5,433 in 2020 to 5,733.2 by September 30, 2022.

**C-3 Fatalities/VMT**

*Target:* Prevent fatalities/100 MVMT from increasing by .96 in 2019 to 1.098 by September 30, 2022. The 2020 Fatalities/VMT is not yet available.

**C-4 Unrestrained passenger vehicle occupant fatalities, all seat positions**

*Target:* Reduce unrestrained passenger vehicle occupant fatalities, all seat positions, from 199 (2016-2020 average) to 196 (2018-2022 average) by September 30, 2022.

**C-5 Number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher**

*Target:* Prevent alcohol impaired driving fatalities from increasing from 181 (2016-2020 average) to 198 (2018-2022 average) by September 30, 2022.

**C-6 Number of speeding-related fatalities**

*Target:* Reduce speeding-related fatalities from 193 (2016-2020 average) to 192 (2018-2022 average) by September 30, 2022.

**B-1 Statewide seat belt use rate**

*Target:* Increase the statewide seat belt use rate from 94.4% in 2020 to 98% by September 30, 2022.

Funding will support the supplies/operating costs.

\$45,000 402 FAST Act Police Traffic Services

Less than one person of total \$9,864,000 designated to PT

\$1,411,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PT programs.

**Benefit to Locals: \$45,000**



**Evidence of effectiveness: rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

Nearly one third of Michigan fatal crashes involved at least one impaired driver. Despite Michigan's high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained. More than 20 percent of fatal and suspected serious injuries involved at least one speeding driver over the past five years.

**Countermeasures That Work, Ninth Edition 2017**

**Chapter: 2 Seat Belts and Child Restraints**

**Section 3.1 Communication and Outreach**

**Page Numbers 2-23**

**Citation**

“Effective, high-visibility communications and outreach are an essential part of successful seat belt law high-visibility enforcement programs (Solomon et al., 2003). Paid advertising can be a critical part of the media strategy. Paid advertising brings with it the ability to control message content, timing, placement, and repetition (Milano et al., 2004). Use: All high-visibility enforcement programs include communications and outreach strategies that use some combination of earned media (news stories) and paid advertising. Communications and outreach can be conducted at local, State, regional, or national levels.”

Funding will support the supplies/operating costs.

\$45,000 402 FAST Act Police Traffic Services

Less than one person of total \$9,864,000 designated to PT

\$1,411,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PT programs.

**Benefit to Locals: \$45,000**

**Planned activities that the state will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Overtime DUI, Seat Belt, and Speed Enforcement	PT-22-04+	D.1/E.1
Law Enforcement Outreach Liaison	CP-22-01-i Special Projects	D.2/E.2
Telephone Surveys	CP-22-03-e PI&E	D.3/E.3
Law Enforcement Engagement	CP-22-01-h Special Projects	D.4/E.4
Drive Sober or Get Pulled Over Mobilization Paid Advertising	CP-22-03-f PI&E	D.5/E.5
Seat Belt and Child Passenger Safety Law Enforcement Reference Card	CP-22-03-g PI&E	D.6/E.6
Click It or Ticket Mobilization Paid Advertising	CP-22-03-h PI&E	D.7/E.7
Speed Enforcement Mobilization Paid Advertising	CP-22-03-i PI&E	D.8/E.8
<b>Mobilization Communications and Outreach Banners</b>	<b>CP-22-03-j PI&amp;E</b>	<b>D.9/E.9</b>



Upper Peninsula Regional Law Enforcement Training	CP-22-01-k Special Projects	D.10/E.10
Highway Safety Office Program Management	CP-22-02-c PM	E.11

## Appendix E.9 Planned Activity Form Police Traffic Services

<b>Planned Activity Name</b>	Mobilization Communications and Outreach Banners
<b>Planned Activity Number</b>	CP-22-03-j PI&E
<b>Primary Countermeasure Strategy</b>	Mass Media Campaign

See Questions in Appendix D.

### Description of the Planned Activity

#### Mobilization Communications and Outreach Banners

<b>Planned Activity Number</b>	CP-22-03-j PI&E	
<b>Planned Activity in GMSS</b>	2022-3003 PT Education, Communication, and Outreach	
<b>GTS Code</b>	PT-2022-Police Traffic Services	
<b>Benefit to Locals</b>	Yes	
<b>Grantee</b>	OHSP PI&E	
<b>Grant Amount, Funding Source</b>	\$45,000	402 FAST Act Police Traffic Services
<b>Indirect Cost Rate</b>	N/A	
<b>Grant Start-up</b>	October 1	
<b>Project Objective(s)</b>	Conduct an awareness campaign, including development and distribution of three banners to each (approximately 600) of Michigan's law enforcement agencies, regarding traffic enforcement mobilizations that focus on seat belt use, impaired driving, and speeding by August 10, 2022.	

The OHSP will fund production and distribution of one seat belt banner, one speeding banner, and one impaired driving banner to each law enforcement agency in support of the respective overtime enforcement periods.

Funding will support the supplies/operating costs.

#### Countermeasure Strategies in Planned Activities

Fiscal Year	Countermeasure Strategy Name
2022	Mass Media Campaign



Federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit (as applicable).

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	402 FAST Act	402 FAST Act Police Traffic Services	\$45,000	N/A	<b>\$45,000</b>

Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share Per Unit	NHTSA Share Total Cost
N/A	N/A	N/A	N/A	N/A	N/A

## Appendix D.10 Countermeasure Strategy Form Police Traffic Services

Program Area Name: Police Traffic Services

Countermeasure Strategy: Law Enforcement Training

Grant: [Upper Peninsula Regional Law Enforcement Training](#)

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems. Is this countermeasure strategy innovative?

No

If “yes”, enter justification supporting the innovative countermeasure strategy, including research, evaluation and/or substantive anecdotal evidence, that supports the potential of the proposed innovative countermeasure strategy.

N/A

Is this program area part of the state occupant protection program area plan for a 405(b) application 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, at the level of detail required under § 1300.11(c) and (d)?

No

Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the state’s problem identification].

No



**Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [planned activities, at the level of detail required under § 1300.11(d), for recruiting, training, and maintaining a sufficient number of child passenger safety technicians based on the state’s problem identification, at the level of detail required under § 1300.11(d)].**

No

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the state conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the state’s problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70% of either the state’s unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the high-risk population countermeasure programs criterion? § 1300.21(e)(4) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) drivers on rural roadways; (ii) unrestrained nighttime drivers; (iii) teenage drivers; (iv) other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

Yes

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(b) [countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

Yes

**Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the state traffic safety information system improvements grant application (§ 405(c)) for the state traffic records strategic plan? § 1300.22(b)(2)(iii) [planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the state’s most recent highway safety data and traffic records system assessment]**

No



Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)

Yes

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(D)(6)

No

**Countermeasure Strategy Description**

**Assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

Nearly one third of Michigan fatal crashes involved at least one impaired driver. Despite Michigan's high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained. More than 20 percent of fatal and suspected serious injuries involved at least one speeding driver over the past five years.

**Upper Peninsula Fatalities and Suspected Serious Injuries 2015-2019 (REQUIRED)**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	25	199	224
2016	32	195	227
2017	39	253	292
2018	35	218	253
2019	40	244	284
<b>Total</b>	<b>171</b>	<b>1,109</b>	<b>1,280</b>

**Upper Peninsula Unrestrained Passenger Vehicle Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	10	24	34
2016	8	25	33
2017	10	35	45
2018	9	23	32
2019	8	21	29
<b>Total</b>	<b>45</b>	<b>128</b>	<b>173</b>

**Upper Peninsula Alcohol-Impaired Driver or Motorcycle Operator Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	7	23	30
2016	7	18	25
2017	11	41	52
2018	6	26	32
2019	12	36	48
<b>Total</b>	<b>43</b>	<b>144</b>	<b>187</b>



**Upper Peninsula Drug-Impaired Driver or Motorcycle Operator Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	2	5	7
2016	9	12	21
2017	2	12	14
2018	7	9	16
2019	6	12	18
<b>Total</b>	<b>26</b>	<b>50</b>	<b>76</b>

**Upper Peninsula Alcohol- and/or Drug-Impaired Driver or Motorcycle Operator Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	8	23	31
2016	11	26	37
2017	11	44	55
2018	10	33	43
2019	14	41	55
<b>Total</b>	<b>54</b>	<b>167</b>	<b>221</b>

**Upper Peninsula Alcohol-Involved Crashes: Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	10	38	48
2016	12	31	43
2017	13	67	80
2018	8	44	52
2019	15	58	73
<b>Total</b>	<b>58</b>	<b>238</b>	<b>296</b>

**Upper Peninsula Drug-Involved Crashes: Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	3	9	12
2016	12	23	35
2017	3	20	23
2018	8	15	23
2019	9	23	32
<b>Total</b>	<b>35</b>	<b>90</b>	<b>125</b>



**Upper Peninsula Alcohol- and/or Drug-Involved Crashes: Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	11	41	<b>52</b>
2016	16	47	<b>63</b>
2017	13	71	<b>84</b>
2018	13	54	<b>67</b>
2019	19	69	<b>88</b>
<b>Total</b>	<b>72</b>	<b>282</b>	<b>354</b>

**Upper Peninsula Speed-Involved Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	2	47	<b>49</b>
2016	9	36	<b>45</b>
2017	12	58	<b>70</b>
2018	9	54	<b>63</b>
2019	8	65	<b>73</b>
<b>Total</b>	<b>40</b>	<b>260</b>	<b>300</b>

**Upper Peninsula Motorcycle Operator Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	4	20	<b>24</b>
2016	3	19	<b>22</b>
2017	3	21	<b>24</b>
2018	4	23	<b>27</b>
2019	6	25	<b>31</b>
<b>Total</b>	<b>20</b>	<b>108</b>	<b>128</b>

**Upper Peninsula Young Driver-Involved (Ages 15-20) Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	6	53	<b>59</b>
2016	4	37	<b>41</b>
2017	7	61	<b>68</b>
2018	5	39	<b>44</b>
2019	7	42	<b>49</b>
<b>Total</b>	<b>29</b>	<b>232</b>	<b>261</b>



**Upper Peninsula Impaired Motorcycle Operators Fatalities and Suspected Serious Injuries 2015-2019**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	3	2	5
2016	1	2	3
2017	2	3	5
2018	1	2	3
2019	3	3	6
<b>Total</b>	<b>10</b>	<b>12</b>	<b>22</b>

**Upper Peninsula Cellular Phone-Involved Crashes: Fatalities and Suspected Serious Injuries 2016-2019**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2016	0	5	5
2017	0	3	3
2018	0	5	5
2019	2	3	5
<b>Total</b>	<b>2</b>	<b>16</b>	<b>18</b>

**Upper Peninsula Distracted Driving Crashes: Fatalities and Suspected Serious Injuries 2016-2019**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2016	2	24	26
2017	4	29	33
2018	0	25	25
2019	4	24	28
<b>Total</b>	<b>10</b>	<b>102</b>	<b>112</b>

Funding will support contractual and supplies/operating costs.

\$4,000 402 FAST Act Police Traffic Services

Less than one person of total \$9,864,000 designated to PT

\$1,411,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PT programs.

**Benefit to Locals: \$4,000**

**Description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Nearly one third of Michigan fatal crashes involved at least one impaired driver. Despite Michigan's high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained. More than 20 percent of fatal and suspected serious injuries involved at least one speeding driver over the past five years.



State data will be used as indicated in the GHSA email dated January 13, 2021, except for C-1 (Number of traffic fatalities) and C-3 (Fatalities/VMT) which will use [Fatality Analysis Reporting System \(FARS\)](#) data as required.

The FY2022 HSP projects are based on the 2015-2019 trend data due to the 2020 data being unavailable during the planning period. However, the performance measures are based on the 2016-2020 data as approved by Region 5.

**C-1 Number of fatalities in traffic crashes**

*Target:* Reduce fatalities from 1,083 in 2020 to 1,065.2 by September 30, 2022.

**C-2 Number of suspected serious injuries in traffic crashes**

*Target:* Prevent suspected serious traffic injuries from increasing from 5,433 in 2020 to 5,733.2 by September 30, 2022.

**C-3 Fatalities/VMT**

*Target:* Prevent fatalities/100 MVMT from increasing by .96 in 2019 to 1.098 by September 30, 2022. The 2020 Fatalities/VMT is not yet available.

**C-4 Unrestrained passenger vehicle occupant fatalities, all seat positions**

*Target:* Reduce unrestrained passenger vehicle occupant fatalities, all seat positions, from 199 (2016-2020 average) to 196 (2018-2022 average) by September 30, 2022.

**C-5 Number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher**

*Target:* Prevent alcohol impaired driving fatalities from increasing from 181 (2016-2020 average) to 198 (2018-2022 average) by September 30, 2022.

**C-6 Number of speeding-related fatalities**

*Target:* Reduce speeding-related fatalities from 193 (2016-2020 average) to 192 (2018-2022 average) by September 30, 2022.

**B-1 Statewide seat belt use rate**

*Target:* Increase the statewide seat belt use rate from 94.4% in 2020 to 98% by September 30, 2022.

**Other Michigan Performance Measures**

**O1: Number of crashes involving alcohol- or drug-impaired motorcyclist**

*Target:* Reduce number of crashes involving alcohol- or drug-impaired motorcyclist from 230 (2016-2020 average) to 229 (2018-2022 average) by September 30, 2022.

**O2: Number of fatalities involving alcohol- or drug-impaired motorcyclist**

*Target:* Prevent the number of fatalities involving alcohol- or drug-impaired motorcyclist from increasing from 45 (2016-2020 average) to 48 (2018-2022 average) by September 30, 2022.

**O3: Number of fatal crashes involving drug-impaired driver or motorcycle operator.**

*Target:* Prevent the number of fatal crashes involving a drug-impaired driver or motorcycle operator from increasing from 228 (2016-2020 average) to 260 (2018-2022 average) by September 30, 2022.

Funding will support contractual and supplies/operating costs.



\$4,000 402 FAST Act Police Traffic Services  
Less than one person of total \$9,864,000 designated to PT  
\$1,411,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PT programs.  
**Benefit to Locals: \$4,000**

**Evidence of effectiveness: rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

Nearly one third of Michigan fatal crashes involved at least one impaired driver. Despite Michigan's high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained. More than 20 percent of fatal and suspected serious injuries involved at least one speeding driver over the past five years.

**NHTSA Uniform Guidelines Planning Guidance**  
**Traffic Enforcement Services Guideline Number 15**  
**Section Number III (Training)**  
**Page number 3**

**Citation**

"Training is essential to support traffic enforcement services and to prepare law enforcement officers to effectively perform their duties. Training accomplishes a wide variety of necessary goals and can be obtained through a variety of sources. Law enforcement agencies should periodically assess enforcement activities to determine training needs and to ensure training is endorsed by the State's Police Officers Standards and Training agency.

**Effective training should:**

- Provide officers the knowledge and skills to act decisively and correctly.
- Increase compliance with agency enforcement goals.
- Assist in meeting priorities.
- Improve compliance with established policies.
- Result in greater productivity and effectiveness.
- Foster cooperation and unity of purpose.
- Help offset liability actions and prevent inappropriate conduct by law enforcement officers.
- Motivate and enhance officer professionalism; and require traffic enforcement knowledge and skills for all recruits.

**Law enforcement agencies should:**

- Provide traffic enforcement in-service training to experienced officers.
- Provide specialized CMV in-service training to traffic enforcement officers as appropriate.

Conduct training to implement specialized traffic enforcement skills, techniques, or programs; and Train instructors using certified training in order to increase agency capabilities and to ensure continuity of specialized enforcement skills and techniques."

Funding will support contractual and supplies/operating costs.

\$4,000 402 FAST Act Police Traffic Services  
Less than one person of total \$9,864,000 designated to PT  
\$1,411,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PT programs.  
**Benefit to Locals: \$4,000**



**Planned activities that the state will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

<b>Planned Activity Names</b>	<b>Planned Activity Unique Identifiers</b>	<b>Section in Document</b>
Overtime DUI, Seat Belt, and Speed Enforcement	PT-22-04+	D.1/E.1
Law Enforcement Outreach Liaison	CP-22-01-i Special Projects	D.2/E.2
Telephone Surveys	CP-22-03-e PI&E	D.3/E.3
Law Enforcement Engagement	CP-22-01-h Special Projects	D.4/E.4
Drive Sober or Get Pulled Over Mobilization Paid Advertising	CP-22-03-f PI&E	D.5/E.5
Seat Belt and Child Passenger Safety Law Enforcement Reference Card	CP-22-03-g PI&E	D.6/E.6
Click It or Ticket Mobilization Paid Advertising	CP-22-03-h PI&E	D.7/E.7
Speed Enforcement Mobilization Paid Advertising	CP-22-03-i PI&E	D.8/E.8
Mobilization Communications and Outreach Banners	CP-22-03-j PI&E	D.9/E.9
<b>Upper Peninsula Regional Law Enforcement Training</b>	<b>CP-22-01-k Special Projects</b>	<b>D.10/E.10</b>
Highway Safety Office Program Management	CP-22-02-c PM	E.11

### **Appendix E.10 Planned Activity Form Police Traffic Services**

<b>Planned Activity Name</b>	Upper Peninsula Regional Law Enforcement Training
<b>Planned Activity Number</b>	CP-21-01-k Special Projects
<b>Primary Countermeasure Strategy</b>	Law Enforcement Training

See Questions in Appendix D.

Description of the Planned Activity



**Upper Peninsula (U.P.) Regional Law Enforcement Training**

<b>Planned Activity Number</b>	<b>CP-22-01-k Special Projects</b>	
<b>Planned Activity Code</b>	2022-6002 CP Special Projects (CP 01)	
<b>GTS Code</b>	CP-2022-Community Traffic Safety Project	
<b>Benefit To Locals</b>	<b>Yes</b>	
<b>Grantee</b>	OHSP-Special Projects	
<b>Grant Amount, Funding Source</b>	<b>\$4,000</b>	402 FAST Act Community Traffic Safety Project
<b>Indirect Cost Rate</b>	N/A	
<b>Grant Start-up</b>	October 1	
<b>Project Objective(s)</b>	Provide four specialized traffic safety training programs to 100 Upper Peninsula law enforcement officers by September 30, 2022.	

Training to enhance knowledge of traffic safety topics such as *Complete Traffic Stops, Below 100*, or others will be offered to law enforcement officers throughout the U.P. Providing classes locally will ensure that more law enforcement personnel can attend, with the ultimate goal of reducing fatalities and suspected serious injuries in the region.

Funding will support contractual and supplies/operating costs.

**Countermeasure Strategies in Planned Activities**

<b>Fiscal Year</b>	<b>Countermeasure Strategy Name</b>
2022	Law Enforcement Training

**Federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit (as applicable).**

<b>Source Fiscal Year</b>	<b>Funding Source</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
2022	402 FAST Act	402 FAST Act Community Traffic Safety Project	\$4,000	N/A	<b>\$4,000</b>

**Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

<b>Item</b>	<b>Quantity</b>	<b>Price Per Unit</b>	<b>Total Cost</b>	<b>NHTSA Share Per Unit</b>	<b>NHTSA Share Total Cost</b>
N/A	N/A	N/A	N/A	N/A	N/A



## Appendix E.13 Planned Activity Form Police Traffic Services

<b>Planned Activity Name</b>	Highway Safety Office Program Management for Police Traffic Services
<b>Planned Activity Number</b>	CP-22-02-c PM
<b>Primary Countermeasure Strategy</b>	Highway Safety Office Program Management

Federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit (as applicable).

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	402 FAST Act	402 FAST Act Program Management	\$1,411,000	N/A	N/A

### Program Management

<b>Planned Activity Number</b>	CP-22-02-c PM	
<b>Planned Activity in GMSS</b>	2022-10001 PA Program Management (CP 02)	
<b>GTS Code</b>	PA-2022-Planning and Administration	
<b>Benefit to Locals</b>	No	
<b>Grantee</b>	OHSP-Program Management0 Section	
<b>Grant Amount, Funding Source</b>	\$1,411,000	402 FAST Act Program Management
<b>Indirect Cost Rate</b>	9.1%	
<b>Grant Start-up</b>	October 1	

Funding will support the shared costs of the Program Management team required to implement and manage the OHSP programs.





## APPENDIX C PROGRAM AREA FORM TRAFFIC RECORDS

**Will countermeasure strategies and planned activities be described in this plan to address the program area?**

Yes

### **Problem Identification**

**Description and analysis of the state’s highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.**

The OHSP uses state traffic crash data to identify highway safety problems. Crash trends can be influenced by many variables, including the number of vehicle miles traveled (VMT), the number, weight, and size of vehicles, the health of state and regional economies, weather conditions, as well as passenger vehicle safety features, roadway infrastructure, emergency medical services, and the global pandemic.

State-level data review and analysis focuses on fatality and suspected serious injury reduction.

To assist with problem identification, the University of Michigan Transportation Research Institute (UMTRI) provides a five-year review of fatalities for the core performance measures. In most cases, the data review includes fatalities and suspected serious injuries by month, age, and county so that programs may be focused when and where they have the greatest potential to reduce traffic fatalities and suspected serious injuries.

In addition to crash data, activity measures such as observed seat belt use and citations issued during grant-funded enforcement activities are part of the problem identification and planning process.

A five-year moving average is applied against the core performance measures to set goals and determine areas where positive progress is expected, where little or no change appears likely, and areas where the trend indicates fatalities and suspected serious injuries will increase.

For the three shared goals for the HSP and the Highway Safety Improvement Plan (HSIP), the OHSP, and the Michigan Department of Transportation (MDOT) worked with the UMTRI to develop predictive figures generated from a multi-variate change model for the target-setting process. The change model predicts change in fatalities from the previous years based on a number of predictors. The model incorporates factors such as gas prices, employment, income, gross domestic product (GDP), VMT, and alcohol consumption. The suspected serious injuries are modeled as a proportion of fatalities.

The goal-setting process was complicated knowing that fatality and suspected serious injury outcomes for 2021-2022 are likely to be heavily influenced by the global COVID-19 pandemic.



Accurate, timely, complete, and uniform data is key to target traffic safety issues.

State data will be used as indicated in the GHSA email dated January 13, 2021, except for C-1 (Number of traffic fatalities) and C-3 (Fatalities/VMT) which will use [Fatality Analysis Reporting System \(FARS\)](#) data as required.

The FY2022 HSP projects are based on the 2015-2019 trend data due to the 2020 data being unavailable during the planning period. However, the performance measures are based on the 2016-2020 data as approved by Region 5.

**C-1 Number of fatalities in traffic crashes**

*Target:* Reduce fatalities from 1,083 in 2020 to 1,065.2 by September 30, 2022.

**C-2 Number of suspected serious injuries in traffic crashes**

*Target:* Prevent suspected serious traffic injuries from increasing from 5,433 in 2020 to 5,733.2 by September 30, 2022.

**C-3 Fatalities/VMT**

*Target:* Prevent fatalities/100 MVMT from increasing by .96 in 2019 to 1.098 by September 30, 2022. The 2020 Fatalities/VMT is not yet available.

**C-4 Unrestrained passenger vehicle occupant fatalities, all seat positions**

*Target:* Reduce unrestrained passenger vehicle occupant fatalities, all seat positions, from 199 (2016-2020 average) to 196 (2018-2022 average) by September 30, 2022.

**C-5 Number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher**

*Target:* Prevent alcohol impaired driving fatalities from increasing from 181 (2016-2020 average) to 198 (2018-2022 average) by September 30, 2022.

**C-6 Number of speeding-related fatalities**

*Target:* Reduce speeding-related fatalities from 193 (2016-2020 average) to 192 (2018-2022 average) by September 30, 2022.

**C-7 Number of motorcyclist fatalities**

*Target:* Prevent motorcyclist fatalities from increasing from 137 (2016-2020 average) to 141 (2018-2022 average) by September 30, 2022.

**C-8 Number of unhelmeted motorcyclist fatalities**

*Target:* Reduce unhelmeted, motorcyclist fatalities from 60 (2016-2020 average) to 59 (2018-2022 average) by September 30, 2022.

**C-9 Number of drivers ages 20 and younger involved in fatal crashes**

*Target:* Reduce drivers ages 20 and younger involved in fatal crashes from 124 (2016-2020 average) to 119 (2018-2022 average) by September 30, 2022.

**C-10 Number of pedestrian fatalities**

*Target:* Prevent pedestrian fatalities from increasing from 158 (2016-2020 average) to 161 (2018-2022 average) by September 30, 2022.



**C-11 Number of bicyclist fatalities**

*Target:* Reduce bicyclist fatalities from 28 (2016-2020 average) to 27 (2018-2022 average) by September 30, 2022.

**B-1 Statewide seat belt use rate**

*Target:* Increase the statewide seat belt use rate from 94.4% in 2020 to 98% by September 30, 2022.

**Other Michigan Performance Measures**

**O1: Number of crashes involving alcohol- or drug-impaired motorcyclist**

*Target:* Reduce number of crashes involving alcohol- or drug-impaired motorcyclist from 230 (2016-2020 average) to 229 (2018-2022 average) by September 30, 2022.

**O2: Number of fatalities involving alcohol- or drug-impaired motorcyclist**

*Target:* Prevent the number of fatalities involving alcohol- or drug-impaired motorcyclist from increasing from 45 (2016-2020 average) to 48 (2018-2022 average) by September 30, 2022.

**O3: Number of fatal crashes involving drug-impaired driver or motorcycle operator.**

*Target:* Prevent the number of fatal crashes involving a drug-impaired driver or motorcycle operator from increasing from 228 (2016-2020 average) to 260 (2018-2022 average) by September 30, 2022.

**O4: Number of crashes involving a motorcycle and another motor vehicle.**

*Target:* Reduce the number of crashes involving a motorcycle and another motor vehicle from 1,528 (2016-2020 average) to 1,488 (2018-2022 average) by September 30, 2022.

**O5: Number of senior drivers ages 65 and older in fatal crashes**

*Target:* Prevent the number of crashes involving senior drivers ages 65 and older from increasing from 226 (2016-2020 average) to 234 (2018-2022 average) by September 30, 2022.

**O6: Number of distracted drivers involved in fatal crashes**

*Target:* Prevent the number of distracted drivers involved in fatal crashes from increasing from 58 (2016-2020 average) to 69 (2018-2022 average) by September 30, 2022.

	Michigan FARS and State Data	2016	2017	2018	2019	2020	2021	<sup>19</sup> 2022 Goals (2018-2022 average except C-1, C-2, and C-3)
C-1	Traffic Fatalities (FARS)	1,065	1,031	977	985	1,083	1,121	1,065.2
C-2	Suspected Serious ("A") Injuries (State)	5,634	6,084	5,586	5,629	5,433	6,051	5,733.2
C-3	Fatalities Per 100 Million VMT (FARS)	1.07	1.01	0.95	.96	*Pending	*Pending	1.098
C-4	Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions (State)	202	187	180	202	222	185	196
C-5	Fatalities in Crashes Involving a Driver or Motorcycle Operator with a BAC .08+ (State)	156	201	198	177	171	220	198
C-6	Speed-Related Fatalities (State)	215	175	191	185	200	213	192
C-7	Motorcyclist Fatalities (State)	141	137	134	122	152	149	141
C-8	Unhelmeted Motorcyclist Fatalities (State)	70	59	51	54	65	68	59
C-9	Drivers Ages 20 or Younger in Fatal Crashes (State)	141	121	103	127	128	128	119
C-10	Pedestrian Fatalities (State)	165	158	145	149	175	172	161
C-11	Bicycle Fatalities (State)	38	21	21	21	38	34	27
B-1	Safety Belt Use (Daytime, Observed)(Survey)	94.5%	94.1%	93.4%	94.4%	94.4%	*Pending	98%
	<b>Michigan Performance Measures</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>		<b>2022 Goals (2018-2022 average)</b>
O1	Crashes involving Alcohol- or Drug-Impaired Motorcyclist (State)	233	236	206	239	238	226	229
O2	Fatalities to Alcohol- or Drug-Impaired Motorcyclist (State)	48	45	44	42	48	55	48
O3	Fatalities in Crashes involving a Drug-Impaired Driver or Motorcycle Operator (State)	216	227	226	214	257	295	260
O4	Crashes involving a motorcycle and another motor vehicle (State)	1,710	1,524	1,424	1,460	1,524	1,585	1,488
O5	Drivers Ages 65 and Older in Fatal Crashes (State)	223	230	236	221	221	238	234
**O6	Number of Distracted Drivers involved in Fatal Crashes (State)	42	63	67	67	50	81	69

\*Not available for FY2022 planning process \*\*New state performance measures for 2022

<sup>19</sup> Based on five-year averages per the NHTSA and the GHSA recommendations.



Select at least one performance measure that is data-driven, that enables the state to track progress toward meeting the quantifiable annual target. For program areas where performance measures have not been jointly developed (e.g., distracted driving, drug-impaired driving) for which states are using HSP funds, the state shall develop its own performance measures and performance targets that are data-driven.

**Performance Measures**

Fiscal Year	<sup>20</sup> Performance Measure Name
2022	C-1 reduce fatalities C-2 reduce suspected serious injuries C-3 reduce K/VMT C-4 reduce unrestrained passenger vehicle occupant fatalities C-5 reduce alcohol-impaired driving fatalities (.08+) C-6 reduce speed-related fatalities C-7 reduce motorcyclist fatalities C-8 reduce unhelmeted motorcyclist fatalities C-9 reduce drivers ages 20 and younger in fatal crashes C-10 reduce pedestrian fatalities C-11 reduce bicyclist fatalities B-1 seat belt use O-1 reduce crashes involving impaired motorcyclists O-2 reduce impaired motorcyclist fatalities O-3 reduce fatalities involving a drug-impaired driver or motorcycle operator O-4 reduce crashes involving a motorcycle and another motor vehicle. O-5 reduce senior driver ages 65 and older involved fatal crashes O-6 Reduce number of distracted driving fatalities

**Countermeasure Strategies**

Fiscal Year	Countermeasure Strategy Name
2022	Highway Safety Office Program Management Traffic Records Program Assessment (NHTSA Facilitated)

<sup>20</sup> Not every grant in the program area has all of the performance measures listed above. This list is cumulative based on each of the planned activities.



**Planned activities that the state will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

Planned Activity Names	Planned Activity Unique Identifier	Section in Document
Traffic Crash Reporting Form Training Support	TR-22-01	D.1/E.1
Traffic Records Program Assessment Recommendation Implementation	TR-22-07	D.2/E.2
State to State Staffing Phase 2	TR-22-03	D.3/E.3
Michigan Crash Analysis Application Phase 3	TR-22-06	D.4/E.4
Improving the Quality of Crash Severity and Injury Assessment within Michigan EMS Information System Phase 2	TR-22-08	D.5/E.5
Michigan Traffic Crash Facts (MTCF) Technical Support	TR-22-05	D.6/E.6
Data Driven Crash Assessment for Rural Michigan	TR-22-05	D.7/E.7
MTCF Query Tool Enhancements	TR-22-05	D.8/E.8
Highway Safety Office Program Management	CP-22-02-e PM	E.9

## APPENDIX D.1 COUNTERMEASURE STRATEGY FORM TRAFFIC RECORDS

**Program Area Name:** Traffic Records

**Countermeasure Strategy:** Traffic Records Program Assessment (NHTSA Facilitated)

**Grant Name:** [Traffic Crash Reporting Form Training Support](#)

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems. Is this countermeasure strategy innovative?**

No

**If “yes”, enter justification supporting the innovative countermeasure strategy, including research, evaluation and/or substantive anecdotal evidence, that supports the potential of the proposed innovative countermeasure strategy.**

N/A



**Is this program area part of the state occupant protection program area plan for a 405(b) application 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, at the level of detail required under § 1300.11(c) and (d)?**

No

**Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the state's problem identification].**

No

**Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [planned activities, at the level of detail required under § 1300.11(d), for recruiting, training, and maintaining a sufficient number of child passenger safety technicians based on the state's problem identification, at the level of detail required under § 1300.11(d)].**

No

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the state conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the state's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70% of either the state's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the high-risk population countermeasure programs criterion? § 1300.21(e)(4) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) drivers on rural roadways; (ii) unrestrained nighttime drivers; (iii) teenage drivers; (iv) other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

No

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(b) [countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

No

**Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No



Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]  
 No

Is this planned activity part of the state traffic safety information system improvements grant application (§ 405(c)) for the state traffic records strategic plan? § 1300.22(b)(2)(iii) [planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the state’s most recent highway safety data and traffic records system assessment]  
 Yes

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)  
 No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(D)(6)  
 No

**Countermeasure Strategy Description**

**Assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

Accurate, timely, complete, and uniform data is key to target traffic safety issues.

**Fatalities and Suspected Serious Injuries 2015-2019 (REQUIRED)**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	963	4,865	<b>5,828</b>
2016	1,064	5,634	<b>6,698</b>
2017	1,028	6,084	<b>7,112</b>
2018	974	5,586	<b>6,560</b>
2019	985	5,629	<b>6,614</b>
<b>Total</b>	<b>5,014</b>	<b>27,798</b>	<b>32,812</b>





## Crash Performance Measures

Performance Attribute	Performance Measure	Baseline Measure	FY 2017 (10-1-2016 to 09-30-2017)	FY 2018 (10-1-2017 to 09-30-2018)	FY 2019 (10-1-2018 to 09-30-2019)	FY 2020 (10-1-2019 to 09-30-2020)	Goal
Timeliness	# days from the crash date to entry into TCRS database (electronic and paper)	103 days (2003)	Unable to calculate	12.97	12.41	12.93 (Manual Paper Entry)	Michigan will improve to 12 days for 2021.
	% records entered into the system within 30 days of the crash	79% (2009)	94%	95%	95%	94%	Michigan will improve to 96% for 2021.
Accuracy	***FMCSA SSDQ Performance Measures	95% (2016)	> 97% (Crash Record Completeness, Fatal Crash Completeness, Crash Timeliness, and Crash Accuracy)	> 96% (Crash Record Completeness, Fatal Crash Completeness, Crash Timeliness, and Crash Accuracy)	Data not available yet	Data not available yet	Michigan will improve to > 97% for 2020.
	# of data performance edit errors per crash record	0.14 (2016)		0.05	0.03	0.01	Michigan will remain at .01 data edit errors per crash for 2021.
	% of crash records with no errors in critical data elements.	93% (2017)	94%	95%	96%	95%	Michigan will improve to 97% for 2021.
	% of crash records with 2 or more uncorrected "serious, non-fatal" (Severe) errors	7% (2016)	7%	0%	0%	0%	Michigan will remain at 0% for 2021.
Completeness	% of crash records with no missing critical data elements	56% (2016)	92%	95%	96%	96%	Michigan will improve to 97% for 2021.
	*** FARS/MCMIS match	103% (2008)	100%	100%	Data not available yet	Data not available yet	Michigan will remain at 100% for 2020.
	% of unknowns or blanks in critical data elements	Crash - 13% (2017) Unit - 6% Party - 23% Party (Driver Cond) - 8% CMV - 6%	Crash - 14% Unit - 6% Party - 23% Party (Driver Cond) - 8% CMV - 6%	Crash - 11% Unit - 6% Party - 22% Party (Driver Cond) - 9% CMV - 5%	Crash - 11% Unit - 6% Party - 22% Party (Driver Cond) - 9% CMV - 6%	Data not available yet	Michigan will improve to the following percentages for 2020: Crash - 10% Unit - 5% Party - 20% Party (Driver Cond) - 8% CMV - 5%

\*\*\* indicates calculation was on a calendar year, not the fiscal year

The Michigan State Police, Criminal Justice Information Center, Traffic Crash Reporting Unit (TCRU) funds a UD-10 trainer position. This UD-10 trainer provides crash training, in various mediums, to law enforcement agencies, regional police academies, and various traffic safety professionals on the proper completion of the UD-10 Traffic Crash Report form. In addition, this trainer works with the TCRU staff to identify any reporting problems and possible misinterpretations of data fields and attributes on the UD-10. Specialized and specific trainings are offered to police agencies where there may be a concern with data quality. The UD-10 trainer is also the instructor and subject matter expert for the Crash Location Improvement Project (CLIP 2.0), and for identifying and reporting the levels of vehicle automation. This person will provide free training and assistance to local agencies that have incorporated these functions into their crash reporting.

The TCRU implemented 100% electronic traffic crash reporting in January 2020. Proper UD-10 training is imperative to ensure that timely, accurate, complete, and uniform traffic crash data is received from the police agencies.

Funding will support supplies/operating costs.

\$10,000 405(c) FAST Act Traffic Records Data Program

Less than one percent of total \$5,629,000 designated to TR

\$357,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the TR programs.



**Description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Accurate, timely, complete, and uniform data is key to target traffic safety issues.

State data will be used as indicated in the GHSA email dated January 13, 2021, except for C-1 (Number of traffic fatalities) and C-3 (Fatalities/VMT) which will use [Fatality Analysis Reporting System \(FARS\)](#) data as required.

The FY2022 HSP projects are based on the 2015-2019 trend data due to the 2020 data being unavailable during the planning period. However, the performance measures are based on the 2016-2020 data as approved by Region 5.

**C-1 Number of fatalities in traffic crashes**

*Target:* Reduce fatalities from 1,083 in 2020 to 1,065.2 by September 30, 2022.

**C-2 Number of suspected serious injuries in traffic crashes**

*Target:* Prevent suspected serious traffic injuries from increasing from 5,433 in 2020 to 5,733.2 by September 30, 2022.

**C-3 Fatalities/VMT**

*Target:* Prevent fatalities/100 MVMT from increasing by .96 in 2019 to 1.098 by September 30, 2022. The 2020 Fatalities/VMT is not yet available.

**C-4 Unrestrained passenger vehicle occupant fatalities, all seat positions**

*Target:* Reduce unrestrained passenger vehicle occupant fatalities, all seat positions, from 199 (2016-2020 average) to 196 (2018-2022 average) by September 30, 2022.

**C-5 Number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher**

*Target:* Prevent alcohol impaired driving fatalities from increasing from 181 (2016-2020 average) to 198 (2018-2022 average) by September 30, 2022.

**C-6 Number of speeding-related fatalities**

*Target:* Reduce speeding-related fatalities from 193 (2016-2020 average) to 192 (2018-2022 average) by September 30, 2022.

**C-7 Number of motorcyclist fatalities**

*Target:* Prevent motorcyclist fatalities from increasing from 137 (2016-2020 average) to 141 (2018-2022 average) by September 30, 2022.

**C-8 Number of unhelmeted motorcyclist fatalities**

*Target:* Reduce unhelmeted, motorcyclist fatalities from 60 (2016-2020 average) to 59 (2018-2022 average) by September 30, 2022.

**C-9 Number of drivers ages 20 and younger involved in fatal crashes**

*Target:* Reduce drivers ages 20 and younger involved in fatal crashes from 124 (2016-2020 average) to 119 (2018-2022 average) by September 30, 2022.

**C-10 Number of pedestrian fatalities**

*Target:* Prevent pedestrian fatalities from increasing from 158 (2016-2020 average) to 161 (2018-2022 average) by September 30, 2022.



**C-11 Number of bicyclist fatalities**

*Target:* Reduce bicyclist fatalities from 28 (2016-2020 average) to 27 (2018-2022 average) by September 30, 2022.

**B-1 Statewide seat belt use rate**

*Target:* Increase the statewide seat belt use rate from 94.4% in 2020 to 98% by September 30, 2022.

**Other Michigan Performance Measures**

**O1: Number of crashes involving alcohol- or drug-impaired motorcyclist**

*Target:* Reduce number of crashes involving alcohol-or drug-impaired motorcyclist from 230 (2016-2020 average) to 229 (2018-2022 average) by September 30, 2022.

**O2: Number of fatalities involving alcohol- or drug-impaired motorcyclist**

*Target:* Prevent the number of fatalities involving alcohol- or drug-impaired motorcyclist from increasing from 45 (2016-2020 average) to 48 (2018-2022 average) by September 30, 2022.

**O3: Number of fatal crashes involving drug-impaired driver or motorcycle operator.**

*Target:* Prevent the number of fatal crashes involving a drug-impaired driver or motorcycle operator from increasing from 228 (2016-2020 average) to 260 (2018-2022 average) by September 30, 2022.

**O4: Number of crashes involving a motorcycle and another motor vehicle.**

*Target:* Reduce the number of crashes involving a motorcycle and another motor vehicle from 1,528 (2016-2020 average) to 1,488 (2018-2022 average) by September 30, 2022.

**O5: Number of senior drivers ages 65 and older in fatal crashes**

*Target:* Prevent the number of crashes involving senior drivers ages 65 and older from increasing from 226 (2016-2020 average) to 234 (2018-2022 average) by September 30, 2022.

**O6: Number of distracted drivers involved in fatal crashes**

*Target:* Prevent the number of distracted drivers involved in fatal crashes from increasing from 58 (2016-2020 average) to 69 (2018-2022 average) by September 30, 2022.

Funding will support supplies/operating costs.

\$10,000 405(c) FAST Act Traffic Records Data Program

Less than one percent of total \$5,629,000 designated to TR

\$357,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the TR programs.

**Evidence of effectiveness: rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

Accurate, timely, complete, and uniform data is key to target traffic safety issues.

**Traffic Records Program Assessment (NHTSA Facilitated) 2020  
Crash Recommendation 3 (Improve Crash Quality Control Measures)  
Pages 9-10**

**Citation**

“Crash - Improve the procedures/ process flows for the crash data system to reflect best practices identified in the 2020 Traffic Records Program Assessment.”



Funding will support supplies/operating costs.

\$10,000 405(c) FAST Act Traffic Records Data Program

Less than one percent of total \$5,629,000 designated to TR

\$357,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the TR programs.

**Planned activities that the state will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

Planned Activity Names	Planned Activity Unique Identifier	Section in Document
<b>Traffic Crash Reporting Form Training Support</b>	<b>TR-22-01</b>	<b>D.1/E.1</b>
Traffic Records Program Assessment Recommendation Implementation	TR-22-07	D.2/E.2
State to State Staffing Phase 2	TR-22-03	D.3/E.3
Michigan Crash Analysis Application Phase 3	TR-22-06	D.4/E.4
Improving the Quality of Crash Severity and Injury Assessment within Michigan EMS Information System Phase 2	TR-22-08	D.5/E.5
Michigan Traffic Crash Facts (MTCF) Technical Support	TR-22-05	D.6/E.6
Data Driven Crash Assessment for Rural Michigan	TR-22-05	D.7/E.7
MTCF Query Tool Enhancements	TR-22-05	D.8/E.8
Highway Safety Office Program Management	CP-22-02-e PM	E.9

## APPENDIX E.1 PLANNED ACTIVITY FORM TRAFFIC RECORDS

<b>Planned Activity Name</b>	Traffic Crash Reporting Form Training Support
<b>Planned Activity Number</b>	TR-22-01
<b>Primary Countermeasure Strategy</b>	Traffic Records Program Assessment (NHTSA Facilitated)

See Questions in Appendix D.

**Description of the Planned Activity**



**Traffic Crash Reporting Form Training Support**

<b>Planned Activity Number</b>	<b>TR-22-01</b>	
<b>Planned Activity Code</b>	2022-5001 TR Support, Training, and Enforcement	
<b>GTS Code</b>	M3DA-405c Data Program	
<b>Benefit To Locals</b>	N/A	
<b>Grantee</b>	Michigan Department of State Police Criminal Justice Information Center	
<b>Grant Amount, Funding Source</b>	<b>\$10,000</b>	405(c) FAST Act Traffic Records Data Program
<b>Indirect Cost Rate</b>	N/A	
<b>Grant Start-Up</b>	October 1	
<b>Project Objective(s)</b>	<p>Increase statewide crash report timeliness from 12.52 days to 12 days; increase the percentage of crash records with no errors (accuracy) in critical data elements from 95% to 97%; and increase the percentage of crash records with no missing critical data elements (completeness) from 96% to 97% by September 30, 2022.</p> <p>Provide 25 training classes for 1,200 officers, police recruits, and traffic safety professionals to assist with the proper completion of the UD-10 Traffic Crash Report by September 30, 2022.</p>	

This project will provide materials to support law enforcement officer training on accurately completing the UD-10 Traffic Crash Report to improve the quality of the traffic crash data. Addressing any concerns will continue to be a highlight of the training efforts, in addition to training officers and police recruits on identifying and reporting automated vehicle information.

Funding will support the supplies/operating costs.

**Countermeasure Strategies in Planned Activities**

<b>Fiscal Year</b>	<b>Countermeasure Strategy Name</b>
2022	Traffic Records Program Assessment (NHTSA Facilitated)

**Federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit (as applicable).**

<b>Source Fiscal Year</b>	<b>Funding Source</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
2021	405(c) FAST Act Traffic Records	405(c) FAST Act Traffic Records Data Program	\$10,000	N/A	N/A



Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share Per Unit	NHTSA Share Total Cost
N/A	N/A	N/A	N/A	N/A	N/A

## APPENDIX D.2 COUNTERMEASURE STRATEGY FORM TRAFFIC RECORDS

**Program Area Name:** Traffic Records

**Countermeasure Strategy:** Traffic Records Program Assessment (NHTSA Facilitated)

**Grant Name:** [Traffic Records Program Assessment Recommendation Implementation](#)

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems. Is this countermeasure strategy innovative?

No

If “yes”, enter justification supporting the innovative countermeasure strategy, including research, evaluation and/or substantive anecdotal evidence, that supports the potential of the proposed innovative countermeasure strategy.

N/A

Is this program area part of the state occupant protection program area plan for a 405(b) application 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, at the level of detail required under § 1300.11(c) and (d)?

No

Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the state’s problem identification].

No

Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [planned activities, at the level of detail required under § 1300.11(d), for recruiting, training, and maintaining a sufficient number of child passenger safety technicians based on the state’s problem identification, at the level of detail required under § 1300.11(d)].

No



**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the state conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the state's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70% of either the state's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the high-risk population countermeasure programs criterion? § 1300.21(e)(4) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) drivers on rural roadways; (ii) unrestrained nighttime drivers; (iii) teenage drivers; (iv) other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

No

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(b) [countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

No

**Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the state traffic safety information system improvements grant application (§ 405(c)) for the state traffic records strategic plan? § 1300.22(b)(2)(iii) [planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the state's most recent highway safety data and traffic records system assessment]**

Yes

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No



Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(D)(6)

No

**Countermeasure Strategy Description**

**Assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

Accurate, timely, complete, and uniform data is key to target traffic safety issues.

**Fatalities and Suspected Serious Injuries 2015-2019 (REQUIRED)**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	963	4,865	<b>5,828</b>
2016	1,064	5,634	<b>6,698</b>
2017	1,028	6,084	<b>7,112</b>
2018	974	5,586	<b>6,560</b>
2019	985	5,629	<b>6,614</b>
<b>Total</b>	<b>5,014</b>	<b>27,798</b>	<b>32,812</b>



**NHTSA PERFORMANCE MEASURES**

**OHSP - FISCAL YEARS**

Performance Attribute	Performance Measure	FY 2017 (10-1-2016 to 09-30-2017)	FY 2018 (10-1-2017 to 09-30-2018)	FY 2019 (10-1-2018 to 09-30-2019)	FY 2020 (10-1-2019 to 09-30-2020)	Goal
Timeliness	# days from the crash date to entry into TCRS database (electronic and paper)	N/A	12.97	12.41	12.93 (Manual Paper Entry)	Michigan will improve to 12 days for 2021.
	% records entered into the system within 30 days of the crash	94%	95%	95%	94%	Michigan will improve to 96% for 2021.
	% records entered into the system within 15 days of the crash	63%	65%	66%	67%	Michigan will improve to 69% for 2021.
	% records entered into the system within 7 days of the crash	52%	53%	54%	54%	Michigan will improve to 55% for 2021.
Accuracy	***FMCSA SSDQ Performance Measures	> 97% (Crash Record Completeness, Fatal Crash Completeness, Crash Timeliness, and Crash Accuracy)	> 96% (Crash Record Completeness, Fatal Crash Completeness, Crash Timeliness, and Crash Accuracy)	Data not available yet.	Data not available yet.	Michigan will improve to > 97% for 2020.
	# of data performance edit errors per crash record		0.05	0.03	0.01	Michigan will remain at .01 data edit errors per crash for 2021.
	% of crash records with no errors in critical data elements.	94%	95%	96%	95%	Michigan will improve to 97% for 2021.
	% of crash records with 2 or more uncorrected "serious, non-fatal" (Severe) errors	7%	0%	0%	0%	Michigan will remain at 0% for 2021.
Completeness	% of crash records with 5 or more uncorrected "minor" errors	37%	25%	3%	1%	Michigan will remain at < 1% for 2021.
	% of crash records with no missing critical data elements	92%	95%	96%	96%	Michigan will improve to 97% for 2021.
	***% FARS/MCMIS match	100%	100%	Data not available yet.	Data not available yet.	Michigan will remain at 100% for 2020.
	% of unknowns or blanks in critical data elements	Crash - 14% Unit - 6% Party - 23% Party (Driver Cond) - 8% CMV - 6%	Crash - 11% Unit - 6% Party - 22% Party (Driver Cond) - 9% CMV - 5%	Crash - 11% Unit - 6% Party - 22% Party (Driver Cond) - 9% CMV - 6%	Data not available yet.	Michigan will improve to the following percentages for 2020: Crash - 10% Unit - 5% Party - 20% Party (Driver Cond) - 8% CMV - 5%
Uniformity	% compliance with MMUCC guidelines	NHTSA Mapped using 5th Edition, 12-2017 Crash-74.2% Dynamic Data Elements-32.2% Fatal Section-50.79% Large Vehicles-24.25% Non-Motorist Section-19.66% Person-46.33% Roadway-21.75% Vehicle-52.98%	N/A	N/A	N/A	N/A
	% of in-state DLN's linked to MDOS driver file	96%	97%	97%	96%	Michigan will improve to 98% for 2020.
Integration	% of in-state VIN's linked to MDOS vehicle file	97%	98%	99%	98%	Michigan will remain at 99%> for 2020.
	Principal Data Users (MDOT, UMTRI, SEMCOG, TIA, Wayne State University, WMU, MSU)	N/A	Survey Questions: *How easily are you able to obtain crash data or other services requested from the TCRU? *Your satisfaction with the timeliness of the TCRU's response to your request?	Survey sent to OHSP, MSP, MDOT, UMTRI, SEMCOG, TIA, and MDOS users in early 2020. <b>Most recent results compiled on 1-23-2020:</b> -16 users were surveyed, with 12 responding for a total of 24 questions. -96% of the users were satisfied with both areas. One response suggested an area for improvement with the release of year-end data.	No data available yet.	Michigan will improve to 97% for 2021.

Note: \*\*\* Measures are gauged by calendar year, not fiscal year.

The OHSP will work with the Traffic Records network and other traffic safety partner agencies in determining and implementing additional strategies identified to address the Traffic Records Program Assessment Recommendations.



Funding may support personnel, supplies/operating, equipment, contractual, and indirect costs.

\$4,027,000 405(c) FAST Act Traffic Records Data Program

71.5% of total \$5,629,000 designated to TR

\$357,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the TR programs.

**Description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Accurate, timely, complete, and uniform data is key to target traffic safety issues.

State data will be used as indicated in the GHSA email dated January 13, 2021, except for C-1 (Number of traffic fatalities) and C-3 (Fatalities/VMT) which will use [Fatality Analysis Reporting System \(FARS\)](#) data as required.

The FY2022 HSP projects are based on the 2015-2019 trend data due to the 2020 data being unavailable during the planning period. However, the performance measures are based on the 2016-2020 data as approved by Region 5.

**C-1 Number of fatalities in traffic crashes**

*Target:* Reduce fatalities from 1,083 in 2020 to 1,065.2 by September 30, 2022.

**C-2 Number of suspected serious injuries in traffic crashes**

*Target:* Prevent suspected serious traffic injuries from increasing from 5,433 in 2020 to 5,733.2 by September 30, 2022.

**C-3 Fatalities/VMT**

*Target:* Prevent fatalities/100 MVMT from increasing by .96 in 2019 to 1.098 by September 30, 2022. The 2020 Fatalities/VMT is not yet available.

**C-4 Unrestrained passenger vehicle occupant fatalities, all seat positions**

*Target:* Reduce unrestrained passenger vehicle occupant fatalities, all seat positions, from 199 (2016-2020 average) to 196 (2018-2022 average) by September 30, 2022.

**C-5 Number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher**

*Target:* Prevent alcohol impaired driving fatalities from increasing from 181 (2016-2020 average) to 198 (2018-2022 average) by September 30, 2022.

**C-6 Number of speeding-related fatalities**

*Target:* Reduce speeding-related fatalities from 193 (2016-2020 average) to 192 (2018-2022 average) by September 30, 2022.

**C-7 Number of motorcyclist fatalities**

*Target:* Prevent motorcyclist fatalities from increasing from 137 (2016-2020 average) to 141 (2018-2022 average) by September 30, 2022.

**C-8 Number of unhelmeted motorcyclist fatalities**

*Target:* Reduce unhelmeted, motorcyclist fatalities from 60 (2016-2020 average) to 59 (2018-2022 average) by September 30, 2022.



**C-9 Number of drivers ages 20 and younger involved in fatal crashes**

*Target:* Reduce drivers ages 20 and younger involved in fatal crashes from 124 (2016-2020 average) to 119 (2018-2022 average) by September 30, 2022.

**C-10 Number of pedestrian fatalities**

*Target:* Prevent pedestrian fatalities from increasing from 158 (2016-2020 average) to 161 (2018-2022 average) by September 30, 2022.

**C-11 Number of bicyclist fatalities**

*Target:* Reduce bicyclist fatalities from 28 (2016-2020 average) to 27 (2018-2022 average) by September 30, 2022.

**B-1 Statewide seat belt use rate**

*Target:* Increase the statewide seat belt use rate from 94.4% in 2020 to 98% by September 30, 2022.

**Other Michigan Performance Measures**

**O1: Number of crashes involving alcohol- or drug-impaired motorcyclist**

*Target:* Reduce number of crashes involving alcohol- or drug-impaired motorcyclist from 230 (2016-2020 average) to 229 (2018-2022 average) by September 30, 2022.

**O2: Number of fatalities involving alcohol- or drug-impaired motorcyclist**

*Target:* Prevent the number of fatalities involving alcohol- or drug-impaired motorcyclist from increasing from 45 (2016-2020 average) to 48 (2018-2022 average) by September 30, 2022.

**O3: Number of fatal crashes involving drug-impaired driver or motorcycle operator.**

*Target:* Prevent the number of fatal crashes involving a drug-impaired driver or motorcycle operator from increasing from 228 (2016-2020 average) to 260 (2018-2022 average) by September 30, 2022.

**O4: Number of crashes involving a motorcycle and another motor vehicle.**

*Target:* Reduce the number of crashes involving a motorcycle and another motor vehicle from 1,528 (2016-2020 average) to 1,488 (2018-2022 average) by September 30, 2022.

**O5: Number of senior drivers ages 65 and older in fatal crashes**

*Target:* Prevent the number of crashes involving senior drivers ages 65 and older from increasing from 226 (2016-2020 average) to 234 (2018-2022 average) by September 30, 2022.

**O6: Number of distracted drivers involved in fatal crashes**

*Target:* Prevent the number of distracted drivers involved in fatal crashes from increasing from 58 (2016-2020 average) to 69 (2018-2022 average) by September 30, 2022.

\$4,027,000 405(c) FAST Act Traffic Records Data Program

71.5% of total \$5,629,000 designated to TR

\$357,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the TR programs.

**Evidence of effectiveness: rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

Accurate, timely, complete, and uniform data is key to target traffic safety issues.



**Traffic Records Program Assessment (NHTSA Facilitated) 2020**

**Section: Various**

**Citation**

“Traffic Records Coordinating Committee Strategic Plan 2020”

Funding may support personnel, supplies/operating, equipment, contractual, and indirect costs.

\$4,027,000 405(c) FAST Act Traffic Records Data Program

71.5% of total \$5,629,000 designated to TR

\$357,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the TR programs.

**Planned activities that the state will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

Planned Activity Names	Planned Activity Unique Identifier	Section in Document
Traffic Crash Reporting Form Training Support	TR-22-01	D.1/E.1
<b>Traffic Records Program Assessment Recommendation Implementation</b>	<b>TR-22-07</b>	<b>D.2/E.2</b>
State to State Staffing Phase 2	TR-22-03	D.3/E.3
Michigan Crash Analysis Application Phase 3	TR-22-06	D.4/E.4
Improving the Quality of Crash Severity and Injury Assessment within Michigan EMS Information System Phase 2	TR-22-08	D.5/E.5
Michigan Traffic Crash Facts (MTCF) Technical Support	TR-22-05	D.6/E.6
Data Driven Crash Assessment for Rural Michigan	TR-22-05	D.7/E.7
MTCF Query Tool Enhancements	TR-22-05	D.8/E.8
Highway Safety Office Program Management	CP-22-02-e PM	E.9

**APPENDIX E.2 PLANNED ACTIVITY FORM TRAFFIC RECORDS**

<b>Planned Activity Name</b>	Traffic Records Program Assessment Recommendation Implementation
<b>Planned Activity Number</b>	TR-22-07
<b>Primary Countermeasure Strategy</b>	Traffic Records Program Assessment (NHTSA Facilitated)

See Questions in Appendix D.



**Description of the Planned Activity**

**Traffic Records Program Assessment Recommendation Implementation**

<b>Planned Activity Number</b>	<b>TR-22-07</b>	
<b>Planned Activity Code</b>	2022-5002 TR Research, Data, and Evaluation	
<b>GTS Code</b>	M3DA-405c Data Program	
<b>Benefit To Locals</b>	N/A	
<b>Grantee</b>	TBD	
<b>Grant Amount, Funding Source</b>	<b>\$4,027,000</b>	405(c) FAST Act Traffic Records Data Program
<b>Indirect Cost Rate</b>	N/A	
<b>Grant Start-Up</b>	October 1	
<b>Project Objective(s)</b>	Continue to implement the 12 strategies within the Traffic Records Coordinating Committee's Strategic Plan, which was created from the 2020 Traffic Records Program Assessment, by September 30, 2022.	

The OHSP will work with the Traffic Records network and other traffic safety partner agencies in determining and implementing additional strategies identified to address the Traffic Records Program Assessment Recommendations.

Funding may support personnel, supplies/operating, equipment, contractual, and indirect costs.

**Countermeasure Strategies in Planned Activities**

<b>Fiscal Year</b>	<b>Countermeasure Strategy Name</b>
2022	Traffic Records Program Assessment (NHTSA Facilitated)

**Federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit (as applicable).**

<b>Source Fiscal Year</b>	<b>Funding Source</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
2021	405(c) FAST Act Traffic Records	405(c) FAST Act Traffic Records Data Program	\$4,027,000	N/A	N/A

**Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

<b>Item</b>	<b>Quantity</b>	<b>Price Per Unit</b>	<b>Total Cost</b>	<b>NHTSA Share Per Unit</b>	<b>NHTSA Share Total Cost</b>
N/A	N/A	N/A	N/A	N/A	N/A



## APPENDIX D.3 COUNTERMEASURE STRATEGY FORM TRAFFIC RECORDS

**Program Area Name:** Traffic Records

**Countermeasure Strategy:** Traffic Records Program Assessment (NHTSA Facilitated)

**Grant Name:** State to State Staffing Phase 2

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems. Is this countermeasure strategy innovative?**

No

**If “yes”, enter justification supporting the innovative countermeasure strategy, including research, evaluation and/or substantive anecdotal evidence, that supports the potential of the proposed innovative countermeasure strategy.**

N/A

**Is this program area part of the state occupant protection program area plan for a 405(b) application 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, at the level of detail required under § 1300.11(c) and (d)?**

No

**Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the state’s problem identification].**

No

**Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [planned activities, at the level of detail required under § 1300.11(d), for recruiting, training, and maintaining a sufficient number of child passenger safety technicians based on the state’s problem identification, at the level of detail required under § 1300.11(d)].**

No

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the state conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the state’s problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70% of either the state’s unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No



**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the high-risk population countermeasure programs criterion? § 1300.21(e)(4) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) drivers on rural roadways; (ii) unrestrained nighttime drivers; (iii) teenage drivers; (iv) other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**  
No

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(b) [countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**  
No

**Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**  
No

**Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**  
No

**Is this planned activity part of the state traffic safety information system improvements grant application (§ 405(c)) for the state traffic records strategic plan? § 1300.22(b)(2)(iii) [planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the state's most recent highway safety data and traffic records system assessment]**  
Yes

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**  
No

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(D)(6)**  
No



**Countermeasure Strategy Description**

**Assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

Accurate, timely, complete, and uniform data is key to target traffic safety issues.

**Fatalities and Suspected Serious Injuries 2015-2019 (REQUIRED)**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	963	4,865	<b>5,828</b>
2016	1,064	5,634	<b>6,698</b>
2017	1,028	6,084	<b>7,112</b>
2018	974	5,586	<b>6,560</b>
2019	985	5,629	<b>6,614</b>
<b>Total</b>	<b>5,014</b>	<b>27,798</b>	<b>32,812</b>

**Michigan Department of State – Driver’s Licenses by Calendar Year**

Calendar Year	total DL			
2020	8,444,281			
2019	8,300,924			
2018	8,097,773			
2017	8,061,553			
2016	8,006,038			
2015	7,965,492			
2014	7,932,199			
Source :	DM9005 reports of All drivers			

Funding will support personnel and indirect costs.

\$667,000 405(c) FAST Act Traffic Records Data Program

11.8% of total \$5,629,000 designated to TR

\$357,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the TR programs.

**Description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Accurate, timely, complete, and uniform data is key to target traffic safety issues.

State data will be used as indicated in the GHSA email dated January 13, 2021, except for C-1 (Number of traffic fatalities) and C-3 (Fatalities/VMT) which will use [Fatality Analysis Reporting System \(FARS\)](#) data as required.





The FY2022 HSP projects are based on the 2015-2019 trend data due to the 2020 data being unavailable during the planning period. However, the performance measures are based on the 2016-2020 data as approved by Region 5.

**C-1 Number of fatalities in traffic crashes**

*Target:* Reduce fatalities from 1,083 in 2020 to 1,065.2 by September 30, 2022.

**C-2 Number of suspected serious injuries in traffic crashes**

*Target:* Prevent suspected serious traffic injuries from increasing from 5,433 in 2020 to 5,733.2 by September 30, 2022.

**C-3 Fatalities/VMT**

*Target:* Prevent fatalities/100 MVMT from increasing by .96 in 2019 to 1.098 by September 30, 2022. The 2020 Fatalities/VMT is not yet available.

**C-4 Unrestrained passenger vehicle occupant fatalities, all seat positions**

*Target:* Reduce unrestrained passenger vehicle occupant fatalities, all seat positions, from 199 (2016-2020 average) to 196 (2018-2022 average) by September 30, 2022.

**C-5 Number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher**

*Target:* Prevent alcohol impaired driving fatalities from increasing from 181 (2016-2020 average) to 198 (2018-2022 average) by September 30, 2022.

**C-6 Number of speeding-related fatalities**

*Target:* Reduce speeding-related fatalities from 193 (2016-2020 average) to 192 (2018-2022 average) by September 30, 2022.

**C-7 Number of motorcyclist fatalities**

*Target:* Prevent motorcyclist fatalities from increasing from 137 (2016-2020 average) to 141 (2018-2022 average) by September 30, 2022.

**C-8 Number of unhelmeted motorcyclist fatalities**

*Target:* Reduce unhelmeted, motorcyclist fatalities from 60 (2016-2020 average) to 59 (2018-2022 average) by September 30, 2022.

**C-9 Number of drivers ages 20 and younger involved in fatal crashes**

*Target:* Reduce drivers ages 20 and younger involved in fatal crashes from 124 (2016-2020 average) to 119 (2018-2022 average) by September 30, 2022.

**C-10 Number of pedestrian fatalities**

*Target:* Prevent pedestrian fatalities from increasing from 158 (2016-2020 average) to 161 (2018-2022 average) by September 30, 2022.

**C-11 Number of bicyclist fatalities**

*Target:* Reduce bicyclist fatalities from 28 (2016-2020 average) to 27 (2018-2022 average) by September 30, 2022.

**B-1 Statewide seat belt use rate**

*Target:* Increase the statewide seat belt use rate from 94.4% in 2020 to 98% by September 30, 2022.



## Other Michigan Performance Measures

### **O1: Number of crashes involving alcohol- or drug-impaired motorcyclist**

*Target:* Reduce number of crashes involving alcohol-or drug-impaired motorcyclist from 230 (2016-2020 average) to 229 (2018-2022 average) by September 30, 2022.

### **O2: Number of fatalities involving alcohol- or drug-impaired motorcyclist**

*Target:* Prevent the number of fatalities involving alcohol- or drug-impaired motorcyclist from increasing from 45 (2016-2020 average) to 48 (2018-2022 average) by September 30, 2022.

### **O3: Number of fatal crashes involving drug-impaired driver or motorcycle operator.**

*Target:* Prevent the number of fatal crashes involving a drug-impaired driver or motorcycle operator from increasing from 228 (2016-2020 average) to 260 (2018-2022 average) by September 30, 2022.

### **O4: Number of crashes involving a motorcycle and another motor vehicle.**

*Target:* Reduce the number of crashes involving a motorcycle and another motor vehicle from 1,528 (2016-2020 average) to 1,488 (2018-2022 average) by September 30, 2022.

### **O5: Number of senior drivers ages 65 and older in fatal crashes**

*Target:* Prevent the number of crashes involving senior drivers ages 65 and older from increasing from 226 (2016-2020 average) to 234 (2018-2022 average) by September 30, 2022.

### **O6: Number of distracted drivers involved in fatal crashes**

*Target:* Prevent the number of distracted drivers involved in fatal crashes from increasing from 58 (2016-2020 average) to 69 (2018-2022 average) by September 30, 2022.

Funding will support personnel and indirect costs.

\$667,000 405(c) FAST Act Traffic Records Data Program

11.8% of total \$5,629,000 designated to TR

\$357,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the TR programs.

### **Evidence of effectiveness: rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

Accurate, timely, complete, and uniform data is key to target traffic safety issues.

### **Traffic Records Program Assessment (NHTSA Facilitated) 2020**

#### **Section Driver Recommendations**

#### **Page 130**

#### **Citation**

“Improve the data quality control program for the Driver data system to reflect best practices identified in the 2020 Traffic Records Program Assessment.”

Funding will support personnel and indirect costs.

\$667,000 405(c) FAST Act Traffic Records Data Program

11.8% of total \$5,629,000 designated to TR

\$357,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the TR programs.



**Planned activities that the state will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

Planned Activity Names	Planned Activity Unique Identifier	Section in Document
Traffic Crash Reporting Form Training Support	TR-22-01	D.1/E.1
Traffic Records Program Assessment Recommendation Implementation	TR-22-07	D.2/E.2
<b>State to State Staffing Phase 2</b>	<b>TR-22-03</b>	<b>D.3/E.3</b>
Michigan Crash Analysis Application Phase 3	TR-22-06	D.4/E.4
Improving the Quality of Crash Severity and Injury Assessment within Michigan EMS Information System Phase 2	TR-22-08	D.5/E.5
Michigan Traffic Crash Facts (MTCF) Technical Support	TR-22-05	D.6/E.6
Data Driven Crash Assessment for Rural Michigan	TR-22-05	D.7/E.7
MTCF Query Tool Enhancements	TR-22-05	D.8/E.8
Highway Safety Office Program Management	CP-22-02-e PM	E.9

### **APPENDIX E.3 PLANNED ACTIVITY FORM TRAFFIC RECORDS**

<b>Planned Activity Name</b>	State to State Staffing Phase 2
<b>Planned Activity Number</b>	TR-22-03
<b>Primary Countermeasure Strategy</b>	Traffic Records Program Assessment (NHTSA Facilitated)

See Questions in Appendix D.

Description of the Planned Activity



**State to State Staffing (S2S) Phase 2**

<b>Planned Activity Number</b>	<b>TR-22-03</b>	
<b>Planned Activity Code</b>	2022-5002 TR Research, Data, and Evaluation	
<b>GTS Code</b>	M3DA-405c Data Program	
<b>Benefit To Locals</b>	N/A	
<b>Grantee</b>	Michigan Department of State (MDOS)	
<b>Grant Amount, Funding Source</b>	<b>\$667,000</b>	405(c) FAST Act Traffic Records Data Program
<b>Indirect Cost Rate</b>	13.86%	
<b>Grant Start-Up</b>	October 1	
<b>Project Objective(s)</b>	Correct at least 75 percent of the driver database errors by September 30, 2022.	

The Michigan Department of State (MDOS) will clean up the driver records database by removing 75 percent of data errors in this multi-year project. This is a national project to ensure there is only one driving record and driver history for every driver in the country. This project will enable more accurate and complete driver records to enhance the ability of law enforcement and courts in identifying and completing their records more accurately. It promotes traffic safety by ensuring unsafe drivers are taken off the road faster and ensuring consistent enforcement for driving offenses. This also helps to deter identity fraud by preventing an individual from keeping multiple licenses and creating multiple records in other states and avoiding driving penalties.

Funding will support personnel and indirect costs.

**Countermeasure Strategies in Planned Activities**

<b>Fiscal Year</b>	<b>Countermeasure Strategy Name</b>
2022	Traffic Records Program Assessment (NHTSA Facilitated)

**Federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit (as applicable).**

<b>Source Fiscal Year</b>	<b>Funding Source</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
2021	405(c) FAST Act Traffic Records	405(c) FAST Act Traffic Records Data Program	\$667,000	N/A	N/A

**Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

<b>Item</b>	<b>Quantity</b>	<b>Price Per Unit</b>	<b>Total Cost</b>	<b>NHTSA Share Per Unit</b>	<b>NHTSA Share Total Cost</b>
N/A	N/A	N/A	N/A	N/A	N/A



## APPENDIX D.4 COUNTERMEASURE STRATEGY FORM TRAFFIC RECORDS

**Program Area Name:** Traffic Records

**Countermeasure Strategy:** Traffic Records Program Assessment (NHTSA Facilitated)

**Grant Name:** Michigan Crash Analysis Application Phase 3

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems. Is this countermeasure strategy innovative?**

No

**If “yes”, enter justification supporting the innovative countermeasure strategy, including research, evaluation and/or substantive anecdotal evidence, that supports the potential of the proposed innovative countermeasure strategy.**

N/A

**Is this program area part of the state occupant protection program area plan for a 405(b) application 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, at the level of detail required under § 1300.11(c) and (d)?**

No

**Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the state’s problem identification].**

No

**Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [planned activities, at the level of detail required under § 1300.11(d), for recruiting, training, and maintaining a sufficient number of child passenger safety technicians based on the state’s problem identification, at the level of detail required under § 1300.11(d)].**

No

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the state conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the state’s problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70% of either the state’s unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No



**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the high-risk population countermeasure programs criterion? § 1300.21(e)(4) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) drivers on rural roadways; (ii) unrestrained nighttime drivers; (iii) teenage drivers; (iv) other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**  
No

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(b) [countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**  
No

**Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**  
No

**Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**  
No

**Is this planned activity part of the state traffic safety information system improvements grant application (§ 405(c)) for the state traffic records strategic plan? § 1300.22(b)(2)(iii) [planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the state's most recent highway safety data and traffic records system assessment]**  
Yes

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**  
No

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(D)(6)**  
No



### Countermeasure Strategy Description

**Assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

Accurate, timely, complete, and uniform data is key to target traffic safety issues.

#### **Fatalities and Suspected Serious Injuries 2015-2019 (REQUIRED)**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	963	4,865	<b>5,828</b>
2016	1,064	5,634	<b>6,698</b>
2017	1,028	6,084	<b>7,112</b>
2018	974	5,586	<b>6,560</b>
2019	985	5,629	<b>6,614</b>
<b>Total</b>	<b>5,014</b>	<b>27,798</b>	<b>32,812</b>

**NHTSA PERFORMANCE MEASURES**

**OHSP - FISCAL YEARS**

Performance Attribute	Performance Measure	FY 2017 (10-1-2016 to 09-30-2017)	FY 2018 (10-1-2017 to 09-30-2018)	FY 2019 (10-1-2018 to 09-30-2019)	FY 2020 (10-1-2019 to 09-30-2020)	Goal
Timeliness	# days from the crash date to entry into TCRS database (electronic and paper)	N/A	12.97	12.41	12.93 (Manual Paper Entry)	Michigan will improve to 12 days for 2021.
	% records entered into the system within 30 days of the crash	94%	95%	95%	94%	Michigan will improve to 96% for 2021.
	% records entered into the system within 15 days of the crash	63%	65%	66%	67%	Michigan will improve to 69% for 2021.
	% records entered into the system within 7 days of the crash	52%	53%	54%	54%	Michigan will improve to 55% for 2021.
Accuracy	***FMCSA SSDQ Performance Measures	> 97% (Crash Record Completeness, Fatal Crash Completeness, Crash Timeliness, and Crash Accuracy)	> 96% (Crash Record Completeness, Fatal Crash Completeness, Crash Timeliness, and Crash Accuracy)	Data not available yet.	Data not available yet.	Michigan will improve to > 97% for 2020.
	# of data performance edit errors per crash record		0.05	0.03	0.01	Michigan will remain at .01 data edit errors per crash for 2021.
	% of crash records with no errors in critical data elements.	94%	95%	96%	95%	Michigan will improve to 97% for 2021.
	% of crash records with 2 or more uncorrected "serious, non-fatal" (Severe) errors	7%	0%	0%	0%	Michigan will remain at 0% for 2021.
Completeness	% of crash records with 5 or more uncorrected "minor" errors	37%	25%	3%	1%	Michigan will remain at < 1% for 2021.
	% of crash records with no missing critical data elements	92%	95%	96%	96%	Michigan will improve to 97% for 2021.
	***FARS/MCMIS match	100%	100%	Data not available yet.	Data not available yet.	Michigan will remain at 100% for 2020.
	% of unknowns or blanks in critical data elements	Crash - 14% Unit - 6% Party - 23% Party (Driver Cond) - 8% CMV - 6%	Crash - 11% Unit - 6% Party - 22% Party (Driver Cond) - 9% CMV - 5%	Crash - 11% Unit - 6% Party - 22% Party (Driver Cond) - 9% CMV - 6%	Data not available yet.	Michigan will improve to the following percentages for 2020: Crash - 10% Unit - 5% Party - 20% Party (Driver Cond) - 8% CMV - 5%
Integration	% of in-state DLN's linked to MDOS driver file	96%	97%	97%	96%	Michigan will improve to 98% for 2020.
	% of in-state VIN's linked to MDOS vehicle file	97%	98%	99%	98%	Michigan will remain at 99% for 2020.
Uniformity	% compliance with MMUCC guidelines	NHTSA Mapped using 5th Edition, 12-2017 Crash-74.2% Dynamic Data Elements-32.2% Fatal Section-50.79% Large Vehicles-24.25% Non-Motorist Section-19.66% Person-46.33% Roadway-21.75% Vehicle-52.98%	N/A	N/A	N/A	N/A
Accessibility				Survey sent to OHSP, MSP, MDOT, UMTRI, SEMCOG, TIA, and MDOS users in early 2020. <b>Most recent results compiled on 1-23-2020:</b> -16 users were surveyed, with 12 responding for a total of 24 questions. -96% of the users were satisfied with both areas. One response suggested an area for improvement with the release of year-end data.	No data available yet.	Michigan will improve to 97% for 2021.
	Principal Data Users (MDOT, UMTRI, SEMCOG, TIA, Wayne State University, WMU, MSU)	N/A	Survey Questions: *How easily are you able to obtain crash data or other services requested from the TCRU? *Your satisfaction with the timeliness of the TCRU's response to your request?			

Note: \*\*\* Measures are gauged by calendar year, not fiscal year.

Funding will support contractual costs.





\$133,000 405(c) FAST Act Traffic Records Data Program  
2.4% of total \$5,629,000 designated to TR  
\$357,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the TR programs.

**Description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Accurate, timely, complete, and uniform data is key to target traffic safety issues. State data will be used as indicated in the GHSA email dated January 13, 2021, except for C-1 (Number of traffic fatalities) and C-3 (Fatalities/VMT) which will use [Fatality Analysis Reporting System \(FARS\)](#) data as required.

The FY2022 HSP projects are based on the 2015-2019 trend data due to the 2020 data being unavailable during the planning period. However, the performance measures are based on the 2016-2020 data as approved by Region 5.

**C-1 Number of fatalities in traffic crashes**

*Target:* Reduce fatalities from 1,083 in 2020 to 1,065.2 by September 30, 2022.

**C-2 Number of suspected serious injuries in traffic crashes**

*Target:* Prevent suspected serious traffic injuries from increasing from 5,433 in 2020 to 5,733.2 by September 30, 2022.

**C-3 Fatalities/VMT**

*Target:* Prevent fatalities/100 MVMT from increasing by .96 in 2019 to 1.098 by September 30, 2022. The 2020 Fatalities/VMT is not yet available.

**C-4 Unrestrained passenger vehicle occupant fatalities, all seat positions**

*Target:* Reduce unrestrained passenger vehicle occupant fatalities, all seat positions, from 199 (2016-2020 average) to 196 (2018-2022 average) by September 30, 2022.

**C-5 Number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher**

*Target:* Prevent alcohol impaired driving fatalities from increasing from 181 (2016-2020 average) to 198 (2018-2022 average) by September 30, 2022.

**C-6 Number of speeding-related fatalities**

*Target:* Reduce speeding-related fatalities from 193 (2016-2020 average) to 192 (2018-2022 average) by September 30, 2022.

**C-7 Number of motorcyclist fatalities**

*Target:* Prevent motorcyclist fatalities from increasing from 137 (2016-2020 average) to 141 (2018-2022 average) by September 30, 2022.

**C-8 Number of unhelmeted motorcyclist fatalities**

*Target:* Reduce unhelmeted, motorcyclist fatalities from 60 (2016-2020 average) to 59 (2018-2022 average) by September 30, 2022.

**C-9 Number of drivers ages 20 and younger involved in fatal crashes**

*Target:* Reduce drivers ages 20 and younger involved in fatal crashes from 124 (2016-2020 average) to 119 (2018-2022 average) by September 30, 2022.



**C-10 Number of pedestrian fatalities**

*Target:* Prevent pedestrian fatalities from increasing from 158 (2016-2020 average) to 161 (2018-2022 average) by September 30, 2022.

**C-11 Number of bicyclist fatalities**

*Target:* Reduce bicyclist fatalities from 28 (2016-2020 average) to 27 (2018-2022 average) by September 30, 2022.

**B-1 Statewide seat belt use rate**

*Target:* Increase the statewide seat belt use rate from 94.4% in 2020 to 98% by September 30, 2022.

**Other Michigan Performance Measures**

**O1: Number of crashes involving alcohol- or drug-impaired motorcyclist**

*Target:* Reduce number of crashes involving alcohol-or drug-impaired motorcyclist from 230 (2016-2020 average) to 229 (2018-2022 average) by September 30, 2022.

**O2: Number of fatalities involving alcohol- or drug-impaired motorcyclist**

*Target:* Prevent the number of fatalities involving alcohol- or drug-impaired motorcyclist from increasing from 45 (2016-2020 average) to 48 (2018-2022 average) by September 30, 2022.

**O3: Number of fatal crashes involving drug-impaired driver or motorcycle operator.**

*Target:* Prevent the number of fatal crashes involving a drug-impaired driver or motorcycle operator from increasing from 228 (2016-2020 average) to 260 (2018-2022 average) by September 30, 2022.

**O4: Number of crashes involving a motorcycle and another motor vehicle.**

*Target:* Reduce the number of crashes involving a motorcycle and another motor vehicle from 1,528 (2016-2020 average) to 1,488 (2018-2022 average) by September 30, 2022.

**O5: Number of senior drivers ages 65 and older in fatal crashes**

*Target:* Prevent the number of crashes involving senior drivers ages 65 and older from increasing from 226 (2016-2020 average) to 234 (2018-2022 average) by September 30, 2022.

**O6: Number of distracted drivers involved in fatal crashes**

*Target:* Prevent the number of distracted drivers involved in fatal crashes from increasing from 58 (2016-2020 average) to 69 (2018-2022 average) by September 30, 2022.

\$133,000 405(c) FAST Act Traffic Records Data Program

2.4% of total \$5,629,000 designated to TR

\$357,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the TR programs.

**Evidence of effectiveness: rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

Accurate, timely, complete, and uniform data is key to target traffic safety issues.



**Traffic Records Program Assessment (NHTSA Facilitated) 2020**

**Section Crash Recommendations**

**Pages 9-10**

**Citation**

“Improve the interfaces with the Crash data system to reflect best practices identified in the 2020 Traffic Records Program Assessment.”

Funding will support contractual costs.

\$133,000 405(c) FAST Act Traffic Records Data Program

2.4% of total \$5,629,000 designated to TR

\$357,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the TR programs.

**Planned activities that the state will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

Planned Activity Names	Planned Activity Unique Identifier	Section in Document
Traffic Crash Reporting Form Training Support	TR-22-01	D.1/E.1
Traffic Records Program Assessment Recommendation Implementation	TR-22-07	D.2/E.2
State to State Staffing Phase 2	TR-22-03	D.3/E.3
<b>Michigan Crash Analysis Application Phase 3</b>	<b>TR-22-06</b>	<b>D.4/E.4</b>
Improving the Quality of Crash Severity and Injury Assessment within Michigan EMS Information System Phase 2	TR-22-08	D.5/E.5
Michigan Traffic Crash Facts (MTCF) Technical Support	TR-22-05	D.6/E.6
Data Driven Crash Assessment for Rural Michigan	TR-22-05	D.7/E.7
MTCF Query Tool Enhancements	TR-22-05	D.8/E.8
Highway Safety Office Program Management	CP-22-02-e PM	E.9

**APPENDIX E.4 PLANNED ACTIVITY FORM TRAFFIC RECORDS**

<b>Planned Activity Name</b>	Michigan Crash Analysis Application Phase 3
<b>Planned Activity Number</b>	TR-22-06
<b>Primary Countermeasure Strategy</b>	Traffic Records Program Assessment (NHTSA Facilitated)

See Questions in Appendix D.



**Description of the Planned Activity**

**Michigan Crash Analysis Application Phase 3**

<b>Planned Activity Number</b>	<b>TR-22-06</b>	
<b>Planned Activity Code</b>	2022-5002 TR Research, Data, and Evaluation	
<b>GTS Code</b>	M3DA-405c Data Program	
<b>Benefit To Locals</b>	N/A	
<b>Grantee</b>	Michigan State Police (MSP) Criminal Justice Information Center	
<b>Grant Amount, Funding Source</b>	<b>\$133,000</b>	405(c) FAST Act Traffic Records Data Program
<b>Indirect Cost Rate</b>	N/A	
<b>Grant Start-Up</b>	October 1	
<b>Project Objective(s)</b>	Provide a crash data tool which identifies high-crash road segments to assist local law enforcement agencies with enforcement efforts by September 30, 2022.	

The Crash Analysis Application is a multi-year project that provides the ability to quickly analyze crash statistics and generate shareable reports, charts, and graphs. It has been implemented and was deployed to the MSP in January 2021. The addition of the Network Screening application will allow law enforcement the ability to deploy enforcement based on the highest ranked road segments. The user can filter the rankings by hundreds of options such as alcohol, distracted driving, restraint, county, district, etc. This will be especially beneficial for law enforcement when grant funding has been received to support targeted enforcement efforts.

Funding will support contractual costs.

**Countermeasure Strategies in Planned Activities**

<b>Fiscal Year</b>	<b>Countermeasure Strategy Name</b>
2022	Traffic Records Program Assessment (NHTSA Facilitated)

**Federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit (as applicable).**

<b>Source Fiscal Year</b>	<b>Funding Source</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
2021	405(c) FAST Act Traffic Records	405(c) FAST Act Traffic Records Data Program	\$133,000	N/A	N/A

**Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

<b>Item</b>	<b>Quantity</b>	<b>Price Per Unit</b>	<b>Total Cost</b>	<b>NHTSA Share Per Unit</b>	<b>NHTSA Share Total Cost</b>
N/A	N/A	N/A	N/A	N/A	N/A



## APPENDIX D.5 COUNTERMEASURE STRATEGY FORM TRAFFIC RECORDS

**Program Area Name:** Traffic Records

**Countermeasure Strategy:** Traffic Records Program Assessment (NHTSA Facilitated)

**Grant Name:** Improving Quality of Crash Severity and Injury Assessment Within Michigan Emergency Medical Services (EMS) Information System (MI-EMIS) Phase 2

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems. Is this countermeasure strategy innovative?**

No

**If “yes”, enter justification supporting the innovative countermeasure strategy, including research, evaluation and/or substantive anecdotal evidence, that supports the potential of the proposed innovative countermeasure strategy.**

N/A

**Is this program area part of the state occupant protection program area plan for a 405(b) application 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, at the level of detail required under § 1300.11(c) and (d)?**

No

**Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the state’s problem identification].**

No

**Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [planned activities, at the level of detail required under § 1300.11(d), for recruiting, training, and maintaining a sufficient number of child passenger safety technicians based on the state’s problem identification, at the level of detail required under § 1300.11(d)].**

No

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the state conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the state’s problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70% of either the state’s unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No



**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the high-risk population countermeasure programs criterion? § 1300.21(e)(4) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) drivers on rural roadways; (ii) unrestrained nighttime drivers; (iii) teenage drivers; (iv) other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**  
No

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(b) [countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**  
No

**Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**  
No

**Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**  
No

**Is this planned activity part of the state traffic safety information system improvements grant application (§ 405(c)) for the state traffic records strategic plan? § 1300.22(b)(2)(iii) [planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the state's most recent highway safety data and traffic records system assessment]**  
Yes

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**  
No

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(D)(6)**  
No



**Countermeasure Strategy Description**

**Assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

Accurate, timely, complete, and uniform data is key to target traffic safety issues.

**Fatalities and Suspected Serious Injuries 2015-2019 (REQUIRED)**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	963	4,865	<b>5,828</b>
2016	1,064	5,634	<b>6,698</b>
2017	1,028	6,084	<b>7,112</b>
2018	974	5,586	<b>6,560</b>
2019	985	5,629	<b>6,614</b>
<b>Total</b>	<b>5,014</b>	<b>27,798</b>	<b>32,812</b>

Funding will support personnel and indirect costs.

\$141,000 405(c) FAST Act Traffic Records Data Program

2.5% of total \$5,629,000 designated to TR

\$357,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the TR programs.

**Description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Accurate, timely, complete, and uniform data is key to target traffic safety issues.

State data will be used as indicated in the GHSA email dated January 13, 2021, except for C-1 (Number of traffic fatalities) and C-3 (Fatalities/VMT) which will use [Fatality Analysis Reporting System \(FARS\)](#) data as required.

The FY2022 HSP projects are based on the 2015-2019 trend data due to the 2020 data being unavailable during the planning period. However, the performance measures are based on the 2016-2020 data as approved by Region 5.

**C-1 Number of fatalities in traffic crashes**

*Target:* Reduce fatalities from 1,083 in 2020 to 1,065.2 by September 30, 2022.

**C-2 Number of suspected serious injuries in traffic crashes**

*Target:* Prevent suspected serious traffic injuries from increasing from 5,433 in 2020 to 5,733.2 by September 30, 2022.

**C-3 Fatalities/VMT**

*Target:* Prevent fatalities/100 MVMT from increasing by .96 in 2019 to 1.098 by September 30, 2022. The 2020 Fatalities/VMT is not yet available.

**C-4 Unrestrained passenger vehicle occupant fatalities, all seat positions**

*Target:* Reduce unrestrained passenger vehicle occupant fatalities, all seat positions, from 199 (2016-2020 average) to 196 (2018-2022 average) by September 30, 2022.



**C-5 Number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher**

*Target:* Prevent alcohol impaired driving fatalities from increasing from 181 (2016-2020 average) to 198 (2018-2022 average) by September 30, 2022.

**C-6 Number of speeding-related fatalities**

*Target:* Reduce speeding-related fatalities from 193 (2016-2020 average) to 192 (2018-2022 average) by September 30, 2022.

**C-7 Number of motorcyclist fatalities**

*Target:* Prevent motorcyclist fatalities from increasing from 137 (2016-2020 average) to 141 (2018-2022 average) by September 30, 2022.

**C-8 Number of unhelmeted motorcyclist fatalities**

*Target:* Reduce unhelmeted, motorcyclist fatalities from 60 (2016-2020 average) to 59 (2018-2022 average) by September 30, 2022.

**C-9 Number of drivers ages 20 and younger involved in fatal crashes**

*Target:* Reduce drivers ages 20 and younger involved in fatal crashes from 124 (2016-2020 average) to 119 (2018-2022 average) by September 30, 2022.

**C-10 Number of pedestrian fatalities**

*Target:* Prevent pedestrian fatalities from increasing from 158 (2016-2020 average) to 161 (2018-2022 average) by September 30, 2022.

**C-11 Number of bicyclist fatalities**

*Target:* Reduce bicyclist fatalities from 28 (2016-2020 average) to 27 (2018-2022 average) by September 30, 2022.

**B-1 Statewide seat belt use rate**

*Target:* Increase the statewide seat belt use rate from 94.4% in 2020 to 98% by September 30, 2022.

**Other Michigan Performance Measures**

**O1: Number of crashes involving alcohol- or drug-impaired motorcyclist**

*Target:* Reduce number of crashes involving alcohol- or drug-impaired motorcyclist from 230 (2016-2020 average) to 229 (2018-2022 average) by September 30, 2022.

**O2: Number of fatalities involving alcohol- or drug-impaired motorcyclist**

*Target:* Prevent the number of fatalities involving alcohol- or drug-impaired motorcyclist from increasing from 45 (2016-2020 average) to 48 (2018-2022 average) by September 30, 2022.

**O3: Number of fatal crashes involving drug-impaired driver or motorcycle operator.**

*Target:* Prevent the number of fatal crashes involving a drug-impaired driver or motorcycle operator from increasing from 228 (2016-2020 average) to 260 (2018-2022 average) by September 30, 2022.

**O4: Number of crashes involving a motorcycle and another motor vehicle.**

*Target:* Reduce the number of crashes involving a motorcycle and another motor vehicle from 1,528 (2016-2020 average) to 1,488 (2018-2022 average) by September 30, 2022.





**O5: Number of senior drivers ages 65 and older in fatal crashes**

*Target:* Prevent the number of crashes involving senior drivers ages 65 and older from increasing from 226 (2016-2020 average) to 234 (2018-2022 average) by September 30, 2022.

**O6: Number of distracted drivers involved in fatal crashes**

*Target:* Prevent the number of distracted drivers involved in fatal crashes from increasing from 58 (2016-2020 average) to 69 (2018-2022 average) by September 30, 2022.

\$141,000 405(c) FAST Act Traffic Records Data Program

2.5% of total \$5,629,000 designated to TR

\$357,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the TR programs.

Funding will support personnel and indirect costs.

**Evidence of effectiveness: rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

Accurate, timely, complete, and uniform data is key to target traffic safety issues.

**NHTSA Program Assessment (Less than five years old)**

**Name:** Traffic Records Program Assessment Advisory

**Year:** 2020

**Section:** EMS/Injury Surveillance

**Page Number(s):** 19-20

**Recommendation and Citation**

“Improve the data quality control program for the Injury Surveillance”

Funding will support contractual costs.

\$141,000 405(c) FAST Act Traffic Records Data Program

2.5% of total \$5,629,000 designated to TR

\$357,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the TR programs.

**Planned activities that the state will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

Planned Activity Names	Planned Activity Unique Identifier	Section in Document
Traffic Crash Reporting Form Training Support	TR-22-01	D.1/E.1
Traffic Records Program Assessment Recommendation Implementation	TR-22-07	D.2/E.2
State to State Staffing Phase 2	TR-22-03	D.3/E.3
Michigan Crash Analysis Application Phase 3	TR-22-06	D.4/E.4
<b>Improving the Quality of Crash Severity and Injury Assessment within Michigan</b>	<b>TR-22-08</b>	<b>D.5/E.5</b>



<b>EMS Information System Phase 2</b>		
Michigan Traffic Crash Facts (MTCF) Technical Support	TR-22-05	D.6/E.6
Data Driven Crash Assessment for Rural Michigan	TR-22-05	D.7/E.7
MTCF Query Tool Enhancements	TR-22-05	D.8/E.8
Highway Safety Office Program Management	CP-22-02-e PM	E.9

## APPENDIX E.5 PLANNED ACTIVITY FORM TRAFFIC RECORDS

<b>Planned Activity Name</b>	Improving Quality of Crash Severity and Injury Assessment Within Michigan Emergency Medical Services (EMS) Information System (MI-EMSIS) Phase 2
<b>Planned Activity Number</b>	TR-22-08
<b>Primary Countermeasure Strategy</b>	Traffic Records Program Assessment (NHTSA Facilitated)

See Questions in Appendix D.

### Description of the Planned Activity

#### Improving Quality of Crash Severity and Injury Assessment Within Michigan Emergency Medical Services (EMS) Information System (MI-EMSIS) Phase 2

<b>Planned Activity Number</b>	TR-22-08	
<b>Planned Activity Code</b>	2022-5002 TR Research, Data, and Evaluation	
<b>GTS Code</b>	M3DA-405c Data Program	
<b>Benefit To Locals</b>	N/A	
<b>Grantee</b>	Michigan Department of Health and Human Services (MDHHS)	
<b>Grant Amount, Funding Source</b>	\$141,000	405(c) FAST Act Traffic Records Data Program
<b>Indirect Cost Rate</b>	N/A	
<b>Grant Start-Up</b>	October 1	
<b>Project Objective(s)</b>	<p>The MDHHS will identify the percentage of the crash elements that are missing or not consistently being reported, sorted by emergency medical services (EMS) agency, documentation software vendor, medical control authority, and medical control authority region by September 30, 2022.</p> <p>The MDHHS will distribute crash documentation improvement plans for EMS agencies, software vendors, medical control authorities, and medical control authority regions by September 30, 2022.</p>	

There are challenges in how data from the EMS is entered, accessed, and processed within the MI-EMSIS, creating questions in the accuracy and validity of conclusions that are drawn from that data. In



2018, the MDHHS began using the Biospatial data platform, which links the EMS electronic patient care record (ePCR) data with other health and injury-related data sources. A full-time data analyst will utilize the MI-EMSIS as well as Biospatial to identify gaps in documentation related specifically to motor vehicle crashes. The data analyst will categorize the gaps into actionable items to resolve or mitigate the gaps. FY 2022 is the second year of this four-year project.

Funding will support personnel and indirect costs.

**Countermeasure Strategies in Planned Activities**

Fiscal Year	Countermeasure Strategy Name
2022	Traffic Records Program Assessment (NHTSA Facilitated)

**Federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit (as applicable).**

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	405(c) FAST Act Traffic Records	405(c) FAST Act Traffic Records Data Program	\$141,000	N/A	N/A

**Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share Per Unit	NHTSA Share Total Cost
N/A	N/A	N/A	N/A	N/A	N/A

**APPENDIX D.6 COUNTERMEASURE STRATEGY FORM TRAFFIC RECORDS**

**Program Area Name:** Traffic Records

**Countermeasure Strategy:** Traffic Records Program Assessment (NHTSA Facilitated)

**Grant Name:** Michigan Traffic Crash Facts (MTCF) Technical Support

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems. Is this countermeasure strategy innovative?**

No



If “yes”, enter justification supporting the innovative countermeasure strategy, including research, evaluation and/or substantive anecdotal evidence, that supports the potential of the proposed innovative countermeasure strategy.

N/A

Is this program area part of the state occupant protection program area plan for a 405(b) application 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, at the level of detail required under § 1300.11(c) and (d)?

No

Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the state’s problem identification].

No

Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [planned activities, at the level of detail required under § 1300.11(d), for recruiting, training, and maintaining a sufficient number of child passenger safety technicians based on the state’s problem identification, at the level of detail required under § 1300.11(d)].

No

Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the state conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the state’s problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70% of either the state’s unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

No

Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the high-risk population countermeasure programs criterion? § 1300.21(e)(4) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) drivers on rural roadways; (ii) unrestrained nighttime drivers; (iii) teenage drivers; (iv) other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]

No

Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(b) [countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]

No



**Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the state traffic safety information system improvements grant application (§ 405(c)) for the state traffic records strategic plan? § 1300.22(b)(2)(iii) [planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the state’s most recent highway safety data and traffic records system assessment]**

Yes

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(D)(6)**

No

**Countermeasure Strategy Description**

**Assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

Accurate, timely, complete, and uniform data is key to target traffic safety issues.

**Fatalities and Suspected Serious Injuries 2015-2019 (REQUIRED)**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	963	4,865	<b>5,828</b>
2016	1,064	5,634	<b>6,698</b>
2017	1,028	6,084	<b>7,112</b>
2018	974	5,586	<b>6,560</b>
2019	985	5,629	<b>6,614</b>
<b>Total</b>	<b>5,014</b>	<b>27,798</b>	<b>32,812</b>



**Michigan Traffic Crash Facts Statistics 2015-2019**

Year	Users	Queries	Tech Assist Requests	Page View	Publication Downloads
2015	4,830	321,431	80	158,929	N/A
2016	6,766	149,541	92	127,467	N/A
2017	10,983	94,829	61	108,526	10,645
2018	10,028	112,017	100	99,575	7,115
2019	11,125	109,248	87	123,827	3,979

Funding will support personnel, supplies/operating, and indirect costs.

\$578,000 402 FAST Act Traffic Records

10.3% of total \$5,629,000 designated to TR

\$357,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the TR programs.

**Benefit to Locals: \$578,000**

**Description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Accurate, timely, complete, and uniform data is key to target traffic safety issues.

State data will be used as indicated in the GHSA email dated January 13, 2021, except for C-1 (Number of traffic fatalities) and C-3 (Fatalities/VMT) which will use [Fatality Analysis Reporting System \(FARS\)](#) data as required.

The FY2022 HSP projects are based on the 2015-2019 trend data due to the 2020 data being unavailable during the planning period. However, the performance measures are based on the 2016-2020 data as approved by Region 5.

**C-1 Number of fatalities in traffic crashes**

*Target:* Reduce fatalities from 1,083 in 2020 to 1,065.2 by September 30, 2022.

**C-2 Number of suspected serious injuries in traffic crashes**

*Target:* Prevent suspected serious traffic injuries from increasing from 5,433 in 2020 to 5,733.2 by September 30, 2022.

**C-3 Fatalities/VMT**

*Target:* Prevent fatalities/100 MVMT from increasing by .96 in 2019 to 1.098 by September 30, 2022. The 2020 Fatalities/VMT is not yet available.

**C-4 Unrestrained passenger vehicle occupant fatalities, all seat positions**

*Target:* Reduce unrestrained passenger vehicle occupant fatalities, all seat positions, from 199 (2016-2020 average) to 196 (2018-2022 average) by September 30, 2022.

**C-5 Number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher**

*Target:* Prevent alcohol impaired driving fatalities from increasing from 181 (2016-2020 average) to 198 (2018-2022 average) by September 30, 2022.



**C-6 Number of speeding-related fatalities**

*Target:* Reduce speeding-related fatalities from 193 (2016-2020 average) to 192 (2018-2022 average) by September 30, 2022.

**C-7 Number of motorcyclist fatalities**

*Target:* Prevent motorcyclist fatalities from increasing from 137 (2016-2020 average) to 141 (2018-2022 average) by September 30, 2022.

**C-8 Number of unhelmeted motorcyclist fatalities**

*Target:* Reduce unhelmeted, motorcyclist fatalities from 60 (2016-2020 average) to 59 (2018-2022 average) by September 30, 2022.

**C-9 Number of drivers ages 20 and younger involved in fatal crashes**

*Target:* Reduce drivers ages 20 and younger involved in fatal crashes from 124 (2016-2020 average) to 119 (2018-2022 average) by September 30, 2022.

**C-10 Number of pedestrian fatalities**

*Target:* Prevent pedestrian fatalities from increasing from 158 (2016-2020 average) to 161 (2018-2022 average) by September 30, 2022.

**C-11 Number of bicyclist fatalities**

*Target:* Reduce bicyclist fatalities from 28 (2016-2020 average) to 27 (2018-2022 average) by September 30, 2022.

**B-1 Statewide seat belt use rate**

*Target:* Increase the statewide seat belt use rate from 94.4% in 2020 to 98% by September 30, 2022.

**Other Michigan Performance Measures**

**O1: Number of crashes involving alcohol- or drug-impaired motorcyclist**

*Target:* Reduce number of crashes involving alcohol- or drug-impaired motorcyclist from 230 (2016-2020 average) to 229 (2018-2022 average) by September 30, 2022.

**O2: Number of fatalities involving alcohol- or drug-impaired motorcyclist**

*Target:* Prevent the number of fatalities involving alcohol- or drug-impaired motorcyclist from increasing from 45 (2016-2020 average) to 48 (2018-2022 average) by September 30, 2022.

**O3: Number of fatal crashes involving drug-impaired driver or motorcycle operator.**

*Target:* Prevent the number of fatal crashes involving a drug-impaired driver or motorcycle operator from increasing from 228 (2016-2020 average) to 260 (2018-2022 average) by September 30, 2022.

**O4: Number of crashes involving a motorcycle and another motor vehicle.**

*Target:* Reduce the number of crashes involving a motorcycle and another motor vehicle from 1,528 (2016-2020 average) to 1,488 (2018-2022 average) by September 30, 2022.

**O5: Number of senior drivers ages 65 and older in fatal crashes**

*Target:* Prevent the number of crashes involving senior drivers ages 65 and older from increasing from 226 (2016-2020 average) to 234 (2018-2022 average) by September 30, 2022.

**O6: Number of distracted drivers involved in fatal crashes**

*Target:* Prevent the number of distracted drivers involved in fatal crashes from increasing from 58 (2016-2020 average) to 69 (2018-2022 average) by September 30, 2022.



Funding will support personnel, supplies/operating, and indirect costs.

\$578,000 402 FAST Act Traffic Records

10.3% of total \$5,629,000 designated to TR

\$357,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the TR programs.

**Benefit to Locals: \$578,000**

**Evidence of effectiveness: rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

Accurate, timely, complete, and uniform data is key to target traffic safety issues.

**Traffic Records Program Assessment (NHTSA Facilitated) 2020**

**Section: Crash Summary Recommendations**

**Page 11**

**Citation**

“Data accessibility is vital for crash data users. By focusing engineering and law enforcement efforts on locations with the greatest crash risk, traffic fatalities and injuries can be reduced resulting in safer roadways. There may be an opportunity to expand partnerships with transportation officials and law enforcement through the TRCC to help ensure crash data is easily accessible to data users.”

Funding will support personnel and indirect costs.

\$578,000 402 FAST Act Traffic Records

10.3% of total \$5,629,000 designated to TR

\$357,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the TR programs.

**Benefit to Locals: \$578,000**

**Planned activities that the state will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

Planned Activity Names	Planned Activity Unique Identifier	Section in Document
Traffic Crash Reporting Form Training Support	TR-22-01	D.1/E.1
Traffic Records Program Assessment Recommendation Implementation	TR-22-07	D.2/E.2
State to State Staffing Phase 2	TR-22-03	D.3/E.3
Michigan Crash Analysis Application Phase 3	TR-22-06	D.4/E.4
Improving the Quality of Crash Severity and Injury Assessment within Michigan EMS Information System Phase 2	TR-22-08	D.5/E.5
<b>Michigan Traffic Crash Facts (MTCF) Technical Support</b>	<b>TR-22-05</b>	<b>D.6/E.6</b>
Data Driven Crash Assessment for Rural Michigan	TR-22-05	D.7/E.7





MTCF Query Tool Enhancements	TR-22-05	D.8/E.8
Highway Safety Office Program Management	CP-22-02-e PM	E.9

## APPENDIX E.6 PLANNED ACTIVITY FORM TRAFFIC RECORDS

<b>Planned Activity Name</b>	Michigan Traffic Crash Facts Technical Support
<b>Planned Activity Number</b>	TR-22-05
<b>Primary Countermeasure Strategy</b>	Traffic Records Program Assessment (NHTSA Facilitated)

See Questions in Appendix D.

### Description of the Planned Activity

#### Michigan Traffic Crash Facts (MTCF) Technical Support

<b>Planned Activity Number</b>	TR-22-05	
<b>Planned Activity Code</b>	2022-5003 TR Education, Communication, and Outreach	
<b>GTS Code</b>	TR-2022-Traffic Records	
<b>Benefit To Locals</b>	Yes	
<b>Grantee</b>	University of Michigan Transportation Research Institute (UMTRI)	
<b>Grant Amount, Funding Source</b>	\$578,000	402 FAST Act Traffic Records
<b>Indirect Cost Rate</b>	56%	
<b>Grant Start-up</b>	October 1	
<b>Project Objective(s)</b>	<p>Complete the 2021 Michigan Traffic Crash Facts publications/web content and <a href="http://www.michigantrafficcrashfacts.org">www.michigantrafficcrashfacts.org</a> website maintenance by September 30, 2022.</p> <p>Provide technical assistance to the OHSP as directed by September 30, 2022.</p>	

This project will continue to provide public accessibility for the crash data derived from Michigan's Traffic Crash Reporting System. The 2021 MTCF will be produced and posted at [www.michigantrafficcrashfacts.org](http://www.michigantrafficcrashfacts.org). An annual survey will gauge the effectiveness of the website. The OHSP will work with the UMTRI staff to provide technical assistance on requests for crash data analysis and presentations.

Funding will support personnel, supplies/operating, and indirect costs.

#### Countermeasure Strategies in Planned Activities

Fiscal Year	Countermeasure Strategy Name
2022	Traffic Records Program Assessment (NHTSA Facilitated)



Federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit (as applicable).

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2021	402 FAST Act	402 FAST Act Traffic Records	\$545,167	N/A	<b>\$545,167</b>
Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	402 FAST Act	402 FAST Act Traffic Records	\$32,833	N/A	<b>\$32,833</b>

Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share Per Unit	NHTSA Share Total Cost
N/A	N/A	N/A	N/A	N/A	N/A

## APPENDIX D.7 COUNTERMEASURE STRATEGY FORM TRAFFIC RECORDS

**Program Area Name:** Traffic Records

**Countermeasure Strategy:** Traffic Records Program Assessment (NHTSA Facilitated)

**Grant Name:** [Data Driven Crash Assessment for Rural Michigan](#)

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems. Is this countermeasure strategy innovative?

No

If “yes”, enter justification supporting the innovative countermeasure strategy, including research, evaluation and/or substantive anecdotal evidence, that supports the potential of the proposed innovative countermeasure strategy.

N/A

Is this program area part of the state occupant protection program area plan for a 405(b) application 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, at the level of detail required under § 1300.11(c) and (d)?

No



**Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the state’s problem identification].**

No

**Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [planned activities, at the level of detail required under § 1300.11(d), for recruiting, training, and maintaining a sufficient number of child passenger safety technicians based on the state’s problem identification, at the level of detail required under § 1300.11(d)].**

No

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the state conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the state’s problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70% of either the state’s unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the high-risk population countermeasure programs criterion? § 1300.21(e)(4) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) drivers on rural roadways; (ii) unrestrained nighttime drivers; (iii) teenage drivers; (iv) other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

No

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(b) [countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

No

**Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

**Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No



Is this planned activity part of the state traffic safety information system improvements grant application (§ 405(c)) for the state traffic records strategic plan? § 1300.22(b)(2)(iii) [planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the state’s most recent highway safety data and traffic records system assessment]  
 Yes

Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)  
 No

Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(D)(6)  
 No

**Countermeasure Strategy Description**

**Assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

Accurate, timely, complete, and uniform data is key to target traffic safety issues.

**Fatalities and Suspected Serious Injuries 2015-2019 (REQUIRED)**

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	963	4,865	<b>5,828</b>
2016	1,064	5,634	<b>6,698</b>
2017	1,028	6,084	<b>7,112</b>
2018	974	5,586	<b>6,560</b>
2019	985	5,629	<b>6,614</b>
<b>Total</b>	<b>5,014</b>	<b>27,798</b>	<b>32,812</b>

**Michigan Traffic Crash Facts Statistics 2015-2019**

Year	Users	Queries	Tech Assist Requests	Page View	Publication Downloads
2015	4,830	321,431	80	158,929	N/A
2016	6,766	149,541	92	127,467	N/A
2017	10,983	94,829	61	108,526	10,645
2018	10,028	112,017	100	99,575	7,115
2019	11,125	109,248	87	123,827	3,979

Funding will support personnel and indirect costs.

\$22,000 402 FAST Act Traffic Records  
 Less than one percent of total \$5,629,000 designated to TR  
 \$357,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the TR programs.  
**Benefit to Locals: \$22,000**



**Description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Accurate, timely, complete, and uniform data is key to target traffic safety issues.

State data will be used as indicated in the GHSA email dated January 13, 2021, except for C-1 (Number of traffic fatalities) and C-3 (Fatalities/VMT) which will use [Fatality Analysis Reporting System \(FARS\)](#) data as required.

The FY2022 HSP projects are based on the 2015-2019 trend data due to the 2020 data being unavailable during the planning period. However, the performance measures are based on the 2016-2020 data as approved by Region 5.

**C-1 Number of fatalities in traffic crashes**

*Target:* Reduce fatalities from 1,083 in 2020 to 1,065.2 by September 30, 2022.

**C-2 Number of suspected serious injuries in traffic crashes**

*Target:* Prevent suspected serious traffic injuries from increasing from 5,433 in 2020 to 5,733.2 by September 30, 2022.

**C-3 Fatalities/VMT**

*Target:* Prevent fatalities/100 MVMT from increasing by .96 in 2019 to 1.098 by September 30, 2022. The 2020 Fatalities/VMT is not yet available.

**C-4 Unrestrained passenger vehicle occupant fatalities, all seat positions**

*Target:* Reduce unrestrained passenger vehicle occupant fatalities, all seat positions, from 199 (2016-2020 average) to 196 (2018-2022 average) by September 30, 2022.

**C-5 Number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher**

*Target:* Prevent alcohol impaired driving fatalities from increasing from 181 (2016-2020 average) to 198 (2018-2022 average) by September 30, 2022.

**C-6 Number of speeding-related fatalities**

*Target:* Reduce speeding-related fatalities from 193 (2016-2020 average) to 192 (2018-2022 average) by September 30, 2022.

**C-7 Number of motorcyclist fatalities**

*Target:* Prevent motorcyclist fatalities from increasing from 137 (2016-2020 average) to 141 (2018-2022 average) by September 30, 2022.

**C-8 Number of unhelmeted motorcyclist fatalities**

*Target:* Reduce unhelmeted, motorcyclist fatalities from 60 (2016-2020 average) to 59 (2018-2022 average) by September 30, 2022.

**C-9 Number of drivers ages 20 and younger involved in fatal crashes**

*Target:* Reduce drivers ages 20 and younger involved in fatal crashes from 124 (2016-2020 average) to 119 (2018-2022 average) by September 30, 2022.

**C-10 Number of pedestrian fatalities**

*Target:* Prevent pedestrian fatalities from increasing from 158 (2016-2020 average) to 161 (2018-2022 average) by September 30, 2022.



**C-11 Number of bicyclist fatalities**

*Target:* Reduce bicyclist fatalities from 28 (2016-2020 average) to 27 (2018-2022 average) by September 30, 2022.

**B-1 Statewide seat belt use rate**

*Target:* Increase the statewide seat belt use rate from 94.4% in 2020 to 98% by September 30, 2022.

**Other Michigan Performance Measures**

**O1: Number of crashes involving alcohol- or drug-impaired motorcyclist**

*Target:* Reduce number of crashes involving alcohol-or drug-impaired motorcyclist from 230 (2016-2020 average) to 229 (2018-2022 average) by September 30, 2022.

**O2: Number of fatalities involving alcohol- or drug-impaired motorcyclist**

*Target:* Prevent the number of fatalities involving alcohol- or drug-impaired motorcyclist from increasing from 45 (2016-2020 average) to 48 (2018-2022 average) by September 30, 2022.

**O3: Number of fatal crashes involving drug-impaired driver or motorcycle operator.**

*Target:* Prevent the number of fatal crashes involving a drug-impaired driver or motorcycle operator from increasing from 228 (2016-2020 average) to 260 (2018-2022 average) by September 30, 2022.

**O4: Number of crashes involving a motorcycle and another motor vehicle.**

*Target:* Reduce the number of crashes involving a motorcycle and another motor vehicle from 1,528 (2016-2020 average) to 1,488 (2018-2022 average) by September 30, 2022.

**O5: Number of senior drivers ages 65 and older in fatal crashes**

*Target:* Prevent the number of crashes involving senior drivers ages 65 and older from increasing from 226 (2016-2020 average) to 234 (2018-2022 average) by September 30, 2022.

**O6: Number of distracted drivers involved in fatal crashes**

*Target:* Prevent the number of distracted drivers involved in fatal crashes from increasing from 58 (2016-2020 average) to 69 (2018-2022 average) by September 30, 2022.

Funding will support personnel and indirect costs.

\$22,000 402 FAST Act Traffic Records

Less than one percent of total \$5,629,000 designated to TR

\$357,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the TR programs.

**Benefit to Locals: \$22,000**

**Evidence of effectiveness: rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

Accurate, timely, complete, and uniform data is key to target traffic safety issues.

**Traffic Records Program Assessment (NHTSA Facilitated) 2020**

**Section: Question 35, Crash Section Recommendation**

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**Citation**

“Is data from the crash system used to identify crash risk factors?”



Numerous examples were providing illustrating how Michigan uses data from the crash system to identify crash risk factors. Crash data is analyzed by the UMTRI, the MDOT, the Office of Highway Safety Planning and others regularly. Analysis is published in various statistical reports by the UMTRI, used in the State's Highway Safety Plan in conjunction with behavior and activity measures, and is utilized by the MDOT to identify high risk crash locations to focus its transportation resources.”

Funding will support personnel and indirect costs.

\$22,000 402 FAST Act Traffic Records

Less than one percent of total \$5,629,000 designated to TR

\$357,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the TR programs.

**Benefit to Locals: \$22,000**

**Planned activities that the state will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

Planned Activity Names	Planned Activity Unique Identifier	Section in Document
Traffic Crash Reporting Form Training Support	TR-22-01	D.1/E.1
Traffic Records Program Assessment Recommendation Implementation	TR-22-07	D.2/E.2
State to State Staffing Phase 2	TR-22-03	D.3/E.3
Michigan Crash Analysis Application Phase 3	TR-22-06	D.4/E.4
Improving the Quality of Crash Severity and Injury Assessment within Michigan EMS Information System Phase 2	TR-22-08	D.5/E.5
Michigan Traffic Crash Facts (MTCF) Technical Support	TR-22-05	D.6/E.6
<b>Data Driven Crash Assessment for Rural Michigan</b>	<b>TR-22-05</b>	<b>D.7/E.7</b>
MTCF Query Tool Enhancements	TR-22-05	D.8/E.8
Highway Safety Office Program Management	CP-22-02-e PM	E.9

## APPENDIX E.7 PLANNED ACTIVITY FORM TRAFFIC RECORDS

<b>Planned Activity Name</b>	Data Driven Crash Assessment for Rural Michigan
<b>Planned Activity Number</b>	TR-22-05
<b>Primary Countermeasure Strategy</b>	Traffic Records Program Assessment (NHTSA Facilitated)

See Questions in Appendix D.



**Description of the Planned Activity**

**Data Driven Crash Assessment for Rural Michigan**

<b>Planned Activity Number</b>	<b>TR-22-05</b>	
<b>Planned Activity Code</b>	2022-5002 TR Research, Data, and Evaluation	
<b>GTS Code</b>	TR-2022-Traffic Records	
<b>Benefit To Locals</b>	<b>Yes</b>	
<b>Grantee</b>	University of Michigan Transportation Research Institute (UMTRI)	
<b>Grant Amount, Funding Source</b>	<b>\$22,000</b>	402 FAST Act Traffic Records
<b>Indirect Cost Rate</b>	N/A	
<b>Grant Start-up</b>	October 1	
<b>Project Objective(s)</b>	Conduct a rural traffic crash assessment by September 30, 2022.	

Crash characteristics such as speeding, alcohol impairment, and seat belt use tend to differ for rural and urban areas. By defining crashes as rural or urban and providing a clear crash picture of the data, this project aims to determine the percentage of crashes that can be labeled as either rural or urban and to produce outputs indicating defining characteristics on rural Michigan roadways. This will also assist in rural traffic safety planning developing countermeasures that were previously unavailable with the current crash dataset.

Funding will support personnel and indirect costs.

**Countermeasure Strategies in Planned Activities**

<b>Fiscal Year</b>	<b>Countermeasure Strategy Name</b>
2022	Traffic Records Program Assessment (NHTSA Facilitated)

**Federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit (as applicable).**

<b>Source Fiscal Year</b>	<b>Funding Source</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
2022	402 FAST Act	402 FAST Act Traffic Records	\$22,000	N/A	<b>\$22,000</b>

**Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

<b>Item</b>	<b>Quantity</b>	<b>Price Per Unit</b>	<b>Total Cost</b>	<b>NHTSA Share Per Unit</b>	<b>NHTSA Share Total Cost</b>
N/A	N/A	N/A	N/A	N/A	N/A





## APPENDIX D.8 COUNTERMEASURE STRATEGY FORM TRAFFIC RECORDS

**Program Area Name:** Traffic Records

**Countermeasure Strategy:** Traffic Records Program Assessment (NHTSA Facilitated)

**Grant Name:** [Michigan Traffic Crash Facts \(MTCF\) Query Tool Enhancements](#)

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems. Is this countermeasure strategy innovative?**

No

**If “yes”, enter justification supporting the innovative countermeasure strategy, including research, evaluation and/or substantive anecdotal evidence, that supports the potential of the proposed innovative countermeasure strategy.**

N/A

**Is this program area part of the state occupant protection program area plan for a 405(b) application 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, at the level of detail required under § 1300.11(c) and (d)?**

No

**Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the state’s problem identification].**

No

**Is this planned activity part of the state occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [planned activities, at the level of detail required under § 1300.11(d), for recruiting, training, and maintaining a sufficient number of child passenger safety technicians based on the state’s problem identification, at the level of detail required under § 1300.11(d)].**

No

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the state conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the state’s problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70% of either the state’s unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No



**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the high-risk population countermeasure programs criterion? § 1300.21(e)(4) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) drivers on rural roadways; (ii) unrestrained nighttime drivers; (iii) teenage drivers; (iv) other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**  
No

**Is this countermeasure strategy part of the state occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(b) [countermeasure strategies (such as enforcement, education, communication, policies/legislation, partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**  
No

**Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**  
No

**Is this countermeasure strategy part of the state motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the state will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**  
No

**Is this planned activity part of the state traffic safety information system improvements grant application (§ 405(c)) for the state traffic records strategic plan? § 1300.22(b)(2)(iii) [planned activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the state's most recent highway safety data and traffic records system assessment]**  
Yes

**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**  
No

**Is this countermeasure strategy part of the planned high visibility enforcement strategies that support national mobilizations? § 1300.11(D)(6)**  
No



## Countermeasure Strategy Description

**Assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.**

Accurate, timely, complete, and uniform data is key to target traffic safety issues.

### Fatalities and Suspected Serious Injuries 2015-2019 (REQUIRED)

Year	Fatalities	Suspected Serious Injuries	Total (K+A)
2015	963	4,865	<b>5,828</b>
2016	1,064	5,634	<b>6,698</b>
2017	1,028	6,084	<b>7,112</b>
2018	974	5,586	<b>6,560</b>
2019	985	5,629	<b>6,614</b>
<b>Total</b>	<b>5,014</b>	<b>27,798</b>	<b>32,812</b>

### Michigan Traffic Crash Facts Statistics 2015-2019

Year	Users	Queries	Tech Assist Requests	Page View	Publication Downloads
2015	4,830	321,431	80	158,929	N/A
2016	6,766	149,541	92	127,467	N/A
2017	10,983	94,829	61	108,526	10,645
2018	10,028	112,017	100	99,575	7,115
2019	11,125	109,248	87	123,827	3,979

Funding will support personnel, supplies/operating, and indirect costs.

\$51,000 402 FAST Act Traffic Records

Less than one percent of total \$5,629,000 designated to TR

\$357,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the TR programs.

**Benefit to Locals: \$51,000**

**Description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.**

Accurate, timely, complete, and uniform data is key to target traffic safety issues.

State data will be used as indicated in the GHSA email dated January 13, 2021, except for C-1 (Number of traffic fatalities) and C-3 (Fatalities/VMT) which will use [Fatality Analysis Reporting System \(FARS\)](#) data as required.

The FY2022 HSP projects are based on the 2015-2019 trend data due to the 2020 data being unavailable during the planning period. However, the performance measures are based on the 2016-2020 data as approved by Region 5.

#### **C-1 Number of fatalities in traffic crashes**

*Target:* Reduce fatalities from 1,083 in 2020 to 1,065.2 by September 30, 2022.



**C-2 Number of suspected serious injuries in traffic crashes**

*Target:* Prevent suspected serious traffic injuries from increasing from 5,433 in 2020 to 5,733.2 by September 30, 2022.

**C-3 Fatalities/VMT**

*Target:* Prevent fatalities/100 MVMT from increasing by .96 in 2019 to 1.098 by September 30, 2022. The 2020 Fatalities/VMT is not yet available.

**C-4 Unrestrained passenger vehicle occupant fatalities, all seat positions**

*Target:* Reduce unrestrained passenger vehicle occupant fatalities, all seat positions, from 199 (2016-2020 average) to 196 (2018-2022 average) by September 30, 2022.

**C-5 Number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher**

*Target:* Prevent alcohol impaired driving fatalities from increasing from 181 (2016-2020 average) to 198 (2018-2022 average) by September 30, 2022.

**C-6 Number of speeding-related fatalities**

*Target:* Reduce speeding-related fatalities from 193 (2016-2020 average) to 192 (2018-2022 average) by September 30, 2022.

**C-7 Number of motorcyclist fatalities**

*Target:* Prevent motorcyclist fatalities from increasing from 137 (2016-2020 average) to 141 (2018-2022 average) by September 30, 2022.

**C-8 Number of unhelmeted motorcyclist fatalities**

*Target:* Reduce unhelmeted, motorcyclist fatalities from 60 (2016-2020 average) to 59 (2018-2022 average) by September 30, 2022.

**C-9 Number of drivers ages 20 and younger involved in fatal crashes**

*Target:* Reduce drivers ages 20 and younger involved in fatal crashes from 124 (2016-2020 average) to 119 (2018-2022 average) by September 30, 2022.

**C-10 Number of pedestrian fatalities**

*Target:* Prevent pedestrian fatalities from increasing from 158 (2016-2020 average) to 161 (2018-2022 average) by September 30, 2022.

**C-11 Number of bicyclist fatalities**

*Target:* Reduce bicyclist fatalities from 28 (2016-2020 average) to 27 (2018-2022 average) by September 30, 2022.

**B-1 Statewide seat belt use rate**

*Target:* Increase the statewide seat belt use rate from 94.4% in 2020 to 98% by September 30, 2022.

**Other Michigan Performance Measures**

**O1: Number of crashes involving alcohol- or drug-impaired motorcyclist**

*Target:* Reduce number of crashes involving alcohol-or drug-impaired motorcyclist from 230 (2016-2020 average) to 229 (2018-2022 average) by September 30, 2022.



**O2: Number of fatalities involving alcohol- or drug-impaired motorcyclist**

*Target:* Prevent the number of fatalities involving alcohol- or drug-impaired motorcyclist from increasing from 45 (2016-2020 average) to 48 (2018-2022 average) by September 30, 2022.

**O3: Number of fatal crashes involving drug-impaired driver or motorcycle operator.**

*Target:* Prevent the number of fatal crashes involving a drug-impaired driver or motorcycle operator from increasing from 228 (2016-2020 average) to 260 (2018-2022 average) by September 30, 2022.

**O4: Number of crashes involving a motorcycle and another motor vehicle.**

*Target:* Reduce the number of crashes involving a motorcycle and another motor vehicle from 1,528 (2016-2020 average) to 1,488 (2018-2022 average) by September 30, 2022.

**O5: Number of senior drivers ages 65 and older in fatal crashes**

*Target:* Prevent the number of crashes involving senior drivers ages 65 and older from increasing from 226 (2016-2020 average) to 234 (2018-2022 average) by September 30, 2022.

**O6: Number of distracted drivers involved in fatal crashes**

*Target:* Prevent the number of distracted drivers involved in fatal crashes from increasing from 58 (2016-2020 average) to 69 (2018-2022 average) by September 30, 2022.

Funding will support personnel, supplies/operating, and indirect costs.

\$51,000 402 FAST Act Traffic Records

Less than one percent of total \$5,629,000 designated to TR

\$357,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the TR programs.

**Benefit to Locals: \$51,000**

**Evidence of effectiveness: rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

Accurate, timely, complete, and uniform data is key to target traffic safety issues.

**Traffic Records Program Assessment (NHTSA Facilitated) 2020**

**Section: Crash Summary Recommendations**

**Page 11**

**Citation**

“Data accessibility is vital for crash data users. By focusing engineering and law enforcement efforts on locations with the greatest crash risk, traffic fatalities and injuries can be reduced resulting in safer roadways. There may be an opportunity to expand partnerships with transportation officials and law enforcement through the TRCC to help ensure crash data is easily accessible to data users.”

Funding will support personnel, supplies/operating, and indirect costs.

\$51,000 402 FAST Act Traffic Records

Less than one percent of total \$5,629,000 designated to TR

\$357,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the TR programs.

**Benefit to Locals: \$51,000**



Planned activities that the state will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned Activity Names	Planned Activity Unique Identifier	Section in Document
Traffic Crash Reporting Form Training Support	TR-22-01	D.1/E.1
Traffic Records Program Assessment Recommendation Implementation	TR-22-07	D.2/E.2
State to State Staffing Phase 2	TR-22-03	D.3/E.3
Michigan Crash Analysis Application Phase 3	TR-22-06	D.4/E.4
Improving the Quality of Crash Severity and Injury Assessment within Michigan EMS Information System Phase 2	TR-22-08	D.5/E.5
Michigan Traffic Crash Facts (MTCF) Technical Support	TR-22-05	D.6/E.6
Data Driven Crash Assessment for Rural Michigan	TR-22-05	D.7/E.7
<b>MTCF Query Tool Enhancements</b>	<b>TR-22-05</b>	<b>D.8/E.8</b>
Highway Safety Office Program Management	CP-22-02-e PM	E.9

## APPENDIX E.8 PLANNED ACTIVITY FORM TRAFFIC RECORDS

<b>Planned Activity Name</b>	MTCF Query Tool Enhancements
<b>Planned Activity Number</b>	TR-22-05
<b>Primary Countermeasure Strategy</b>	Traffic Records Program Assessment (NHTSA Facilitated)

See Questions in Appendix D.

Description of the Planned Activity



**Michigan Traffic Crash Facts (MTCF) Query Tool Enhancements**

<b>Planned Activity Number</b>	<b>TR-22-05</b>	
<b>Planned Activity Code</b>	2022-5003 TR Education, Communication, and Outreach	
<b>GTS Code</b>	TR-2022-Traffic Records	
<b>Benefit To Locals</b>	<b>Yes</b>	
<b>Grantee</b>	University of Michigan Transportation Research Institute (UMTRI)	
<b>Grant Amount, Funding Source</b>	<b>\$51,000</b>	402 FAST Act Traffic Records
<b>Indirect Cost Rate</b>	56%	
<b>Grant Start-up</b>	October 1	
<b>Project Objective(s)</b>	Develop support for Multiple Simultaneous Queries to provide 'And/Or' querying capability by September 30, 2022.  Develop the Map Time Series by September 30, 2022.  Develop the 5 Year/10 Year Trend Tables by September 30, 2022.	

This project will develop additional enhancements to the Michigan Traffic Crash Facts Data Query Tool, such as: Multiple Simultaneous Queries; Map Time Series; and 5 Year/10 Year Trend Tables.

Funding will support personnel, supplies/operating, and indirect costs.

**Countermeasure Strategies in Planned Activities**

<b>Fiscal Year</b>	<b>Countermeasure Strategy Name</b>
2022	Traffic Records Program Assessment (NHTSA Facilitated)

**Federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit (as applicable).**

<b>Source Fiscal Year</b>	<b>Funding Source</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
2022	402 FAST Act	402 FAST Act Traffic Records	\$51,000	N/A	<b>\$51,000</b>

**Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

<b>Item</b>	<b>Quantity</b>	<b>Price Per Unit</b>	<b>Total Cost</b>	<b>NHTSA Share Per Unit</b>	<b>NHTSA Share Total Cost</b>
N/A	N/A	N/A	N/A	N/A	N/A



## APPENDIX E.9 PLANNED ACTIVITY FORM TRAFFIC RECORDS

<b>Planned Activity Name</b>	Program Management for Traffic Records
<b>Planned Activity Number</b>	CP-22-02-e PM
<b>Primary Countermeasure Strategy</b>	Highway Safety Office Program Management

### Program Management for Traffic Records

<b>Planned Activity Number</b>	<b>CP-22-02-e PM</b>	
<b>Planned Activity Code</b>	2022-10001 PA Program Management (CP 02)	
<b>GTS Code</b>	PA-2022-Planning and Administration	
<b>Benefit To Locals</b>	No	
<b>Grantee</b>	OHSP-Program Management Section	
<b>Grant Amount, Funding Source</b>	\$357,000	402 FAST Act Program Management
<b>Indirect Cost Rate</b>	9.1%	
<b>Grant Start-up</b>	October 1	

Funding will support the shared costs of the Program Management Team required to implement and manage the OHSP programs.

### Federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit (as applicable).

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2022	402 FAST Act	402 FAST Act Program Management	\$357,000	N/A	N/A