



# **2020 Annual Evaluation Report**

MICHIGAN OFFICE OF HIGHWAY SAFETY PLANNING

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# Guiding Values and Principles

We strive for integrity, commitment, and excellence in our daily work, and fairness and mutual respect in our relationships with our partners.

We embrace a team-focused working environment and are committed to promoting professional growth and development.

We value our role as leaders in fostering cooperation, collaboration, and innovation with other public and private organizations at the local, state, and national levels.

We understand that a sound process of problem solving, including problem identification, strategy development, and evaluation, will result in effective outcomes.

We believe it is essential to actively seek the input of local community representatives to achieve long-term safety improvements.

We are committed to providing resources in an objective manner.

# Office of Highway Safety Planning Mission

To save lives and reduce injuries on Michigan roads through leadership, innovation, facilitation, and program support in partnership with other public and private organizations.

## Director's Message

On behalf of everyone at the Michigan Office of Highway Safety Planning (OHSP) I am pleased to present the Fiscal Year (FY) 2020 Annual Evaluation Report (AER).

The AER is the OHSP's official report to the National Highway Traffic Safety Administration (NHTSA) and Michigan citizens on how federal traffic safety funding was utilized to improve traffic safety in Michigan.

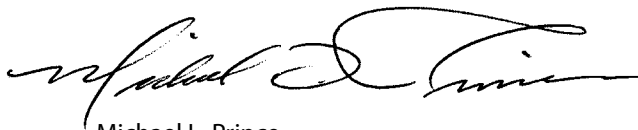
The projects and programs detailed in this report are part of an ongoing process toward achieving our ultimate goal of zero fatalities on Michigan roadways.

FY2020 achievements included, but were not limited to, the following:

- Safer transportation of children by providing 4,477 car seats to low-income families;
- Addressing dangerous driving behavior by funding high-visibility campaigns which included more than 21,747 hours of overtime traffic law enforcement as well as paid and earned media. These campaigns removed 613 impaired drivers on Michigan roadways;
- In partnership with Ford Driving Skills for Life, 57 Michigan high schools participated in *Strive for a Safer Drive*, our flag-ship teen safe driving program;
- Training 21 new police Drug Recognition Experts (DREs) and providing 516 law enforcement officers with Advanced Roadside Impaired Driving Enforcement (ARIDE) training to enhance their ability to detect drug-impaired driving;
- Providing more than 5,100 criminal justice professionals in-service training through the Traffic Safety Resource Prosecutor Program.

These projects and many others are highly dependent on the passion, commitment, and involvement of thousands of Michigan and national traffic safety practitioners and partners. Their contributions on commissions, action teams, committees, networks, and projects, help to strengthen Michigan's traffic safety culture.

We are proud of the work accomplished with our traffic safety partners and look forward to continued progress in FY2021.



Michael L. Prince  
Director  
Office of Highway Safety Planning

# Michigan Core Performance Measures

The Fixing America’s Surface Transportation (FAST) Act requires that states establish a baseline for identifying highway safety problems by analyzing FARS data. State performance measures must include 11 outcome measures, a behavior measure for observed seat belt use, and three

activity measures. The following are Michigan’s core performance measures.

This data comes from the National Fatality Analysis Reporting System (FARS) database as of November 2020.

PMI*	Core Performance Measures and Targets	2015	2016	2017	2018	2019	2020 PROVISIONAL JAN. 1 – SEPT. 30
C-1	Traffic fatalities	967	1,065	1,031	977	985	762
C-2	Serious injuries in traffic crashes**	4,865	5,634	6,084	5,586	5,629	4,115
C-3	Fatalities per 100 million vehicle miles traveled	.99	1.07	1.01	0.95	pending	pending
C-4	Unrestrained passenger vehicle occupant fatalities, all seating positions	190	198	191	184	217	163
C-5	Fatalities involving a driver or motorcycle operator with a BAC of .08+	266	247	303	283	185	86
C-6	Speed-related fatalities	264	245	241	248	237	175
C-7	Motorcyclist fatalities	141	152	150	143	122	125
C-8	Unhelmeted motorcyclist fatalities	57	78	69	58	54	57
C-9	Drivers age 20 or younger in fatal crashes	153	140	120	102	127	81
C-10	Pedestrian fatalities	166	163	156	142	149	110
C-11	Bicyclist fatalities	33	38	21	21	21	29
<b>Live Behavior Measure</b>							
B-1	Seat belt use (daytime, observed)	92.8%	94.5%	94.1%	93.4%	94.4%	94.4%
<b>Activity Measure</b>							
A-1	Seat belt citations***	18,843	21,099	12,482	9,469	3,837	2,594
A-2	Impaired driving arrests***	2,109	1,269	1,871	1,917	761	422
A-3	Speeding citations***	8,317	6,926	18,154	17,859	7,594	6,681

\*Performance Measure Identifier.

\*\*FARS data is displayed unless noted by \* that indicates data is from the state database. The FARS is a separate dataset from Michigan’s Traffic Crash Reporting System (TCRS). Differences in data collection policies may result in slight differences between the two systems.

\*\*\*Citations shown resulted from grant-funded activities.

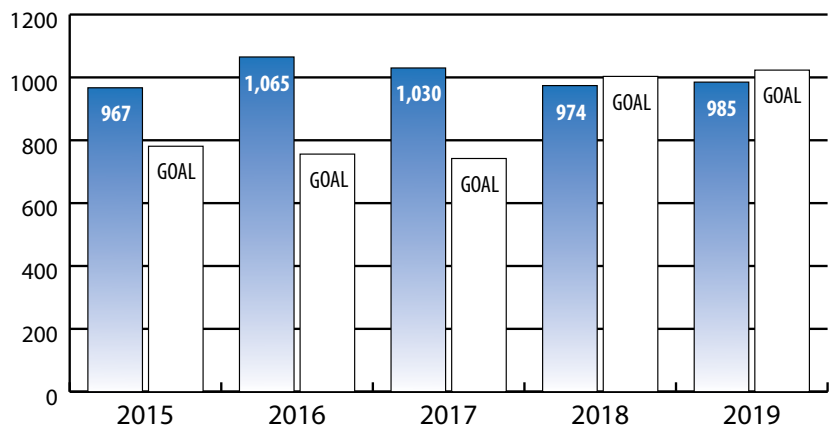
## CORE PERFORMANCE MEASURES (FARS DATA)

The OHSP will implement or expand strategies and countermeasures amongst the various program areas to address the seven performance targets not met in FY20. Listed below are the additional FY21 activities planned in efforts to meet the seven performance measure deficiencies.

(Numbers may differ due to ongoing updates to the FARS fatality figures)

### C-1 TRAFFIC FATALITIES

Reduce fatalities from 1,028 in 2017 to 1,023.2 fatalities in 2019.

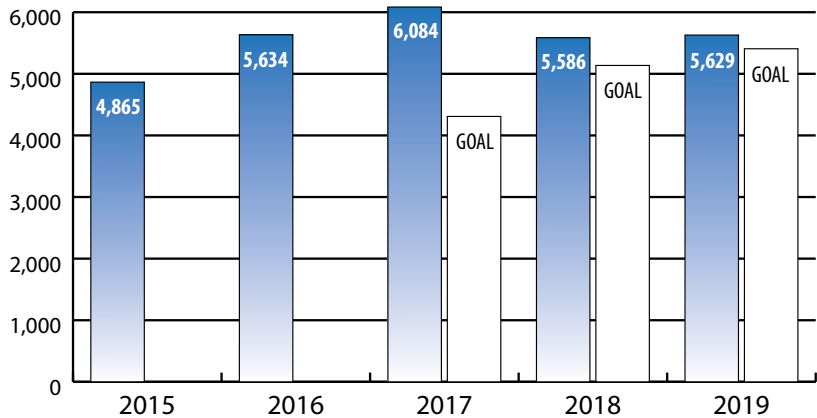




**C-2 NUMBER OF SERIOUS INJURIES IN TRAFFIC CRASHES**

Reduce serious injuries from 6,084 in 2017 to 5,406.8 serious injuries in 2019.

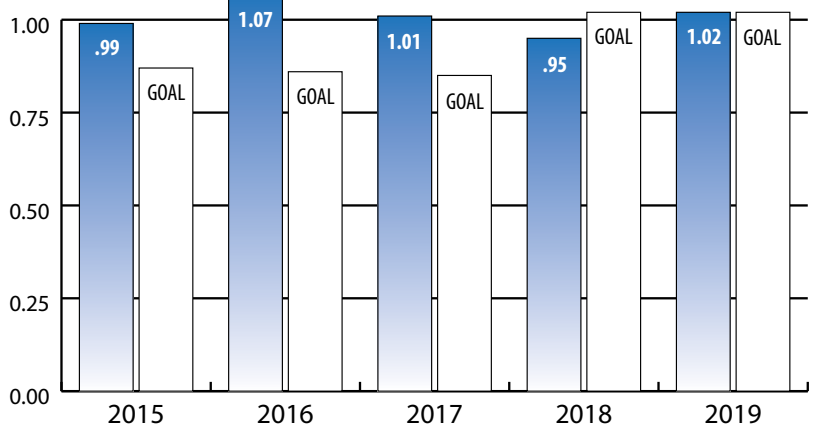
Adjustments will be made in all program areas to implement projects which will significantly impact the number of serious injuries in traffic crashes through the use of enforcement and education activities. Examples include data-driven strategies for traffic enforcement projects, increased use of Drug Recognition Experts, expansion of teen driving programs, and continued use of strong public information and education (PI&E) campaigns.



There was no serious injury goal in 2015 and 2016.

**C-3 FATALITIES PER 100 MILLION VEHICLE MILES TRAVELED**

Reduce the 1.07 fatalities/VMT rate in 2017 to 1.02 fatalities/VMT in 2019.

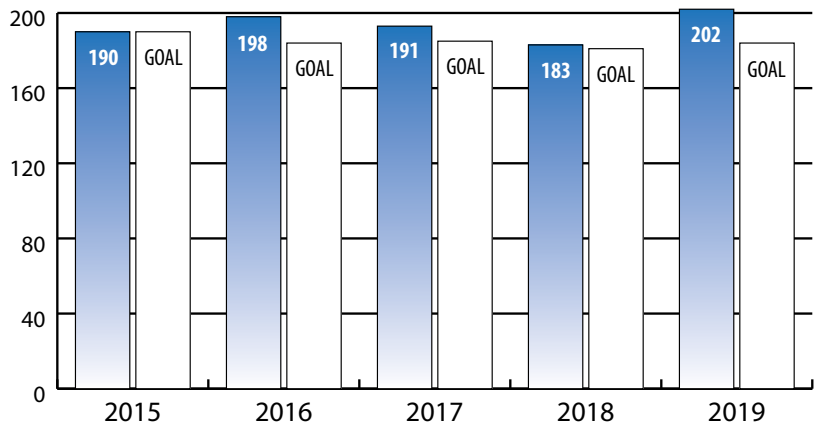


The goals above were established using a trend-line analysis and five-year moving averages based on 2012-2016 data.

**C-4 UNRESTRAINED PASSENGER VEHICLE OCCUPANT FATALITIES, ALL SEAT POSITIONS**

Reduce unrestrained passenger vehicle occupant fatalities from 187 fatalities in 2017 to 184 fatalities in 2019.

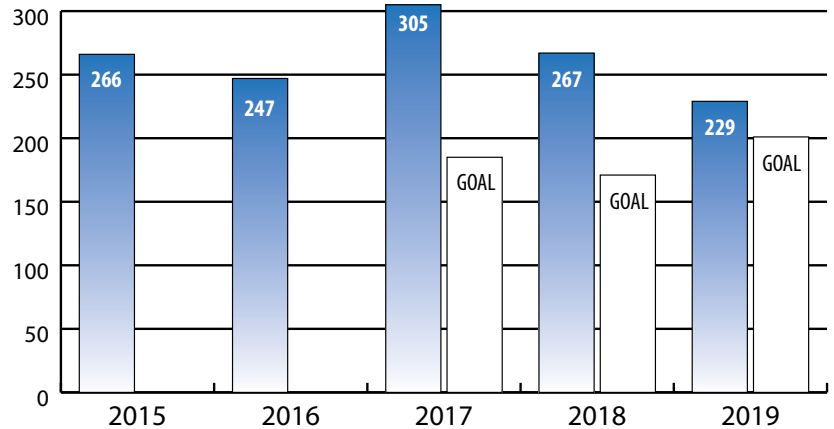
Occupant protection program efforts will include new PI&E campaigns such as Buckle Up in Your Truck and a rear-seat belt use campaign. The OHSP will also add an additional Click It or Ticket seat belt mobilization. A child passenger safety initiative with the Michigan Department of Health and Human Services will be implemented to increase the number of Arabic-speaking bilingual CPS technicians in Southeast Michigan, which is the most populous region of the state..



**C-5 NUMBER OF FATALITIES IN CRASHES INVOLVING A DRIVER OR MOTORCYCLE OPERATOR WITH A BLOOD ALCOHOL CONCENTRATION OF .08 G/DL OR HIGHER**

Reduce fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from 236 fatalities in 2016 to 201 fatalities in 2019.

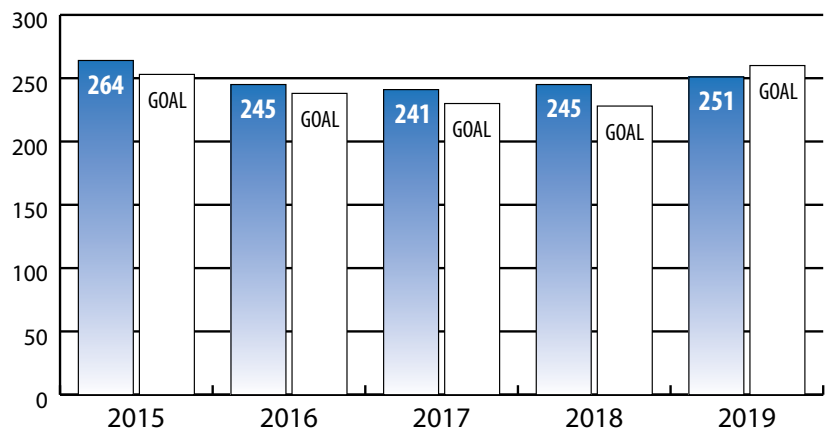
Additional impaired driving program efforts will include an additional Drive Sober or Get Pulled Over enforcement mobilization with accompanying paid media campaign. Two new public information campaigns will be launched – one to promote a drugged driving message and another to promote the MSP Third District Impaired Driving Action Team (IMPACT) regional enforcement program.



There was no alcohol-impaired fatalities goal in 2015 and 2016.

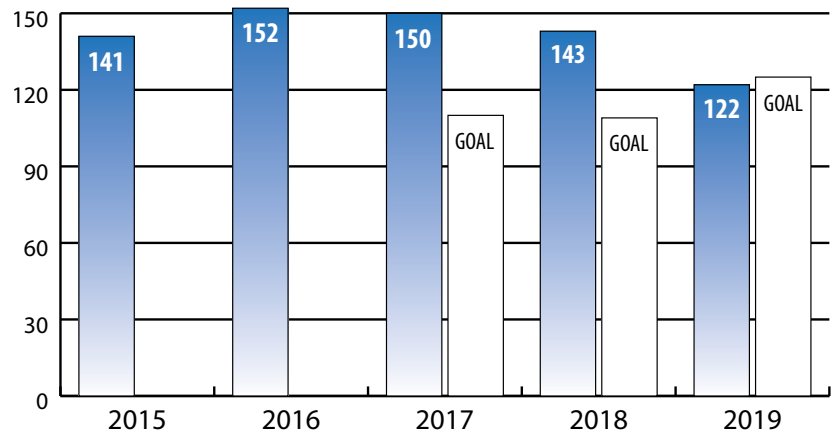
**C-6 SPEED-RELATED FATALITIES**

Prevent speeding-related fatalities from increasing from 245 fatalities in 2016 to no more than 260 fatalities in 2019.



**C-7 MOTORCYCLIST FATALITIES**

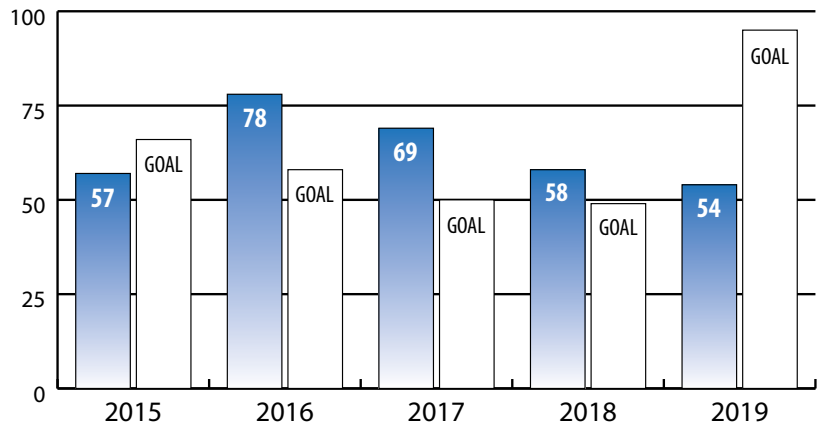
Reduce motorcyclist fatalities from 143 fatalities in 2017 to 125 fatalities in 2019.



There was no motorcyclist fatalities goal in 2015 and 2016.

**C-8 UNHELMETED MOTORCYCLIST FATALITIES**

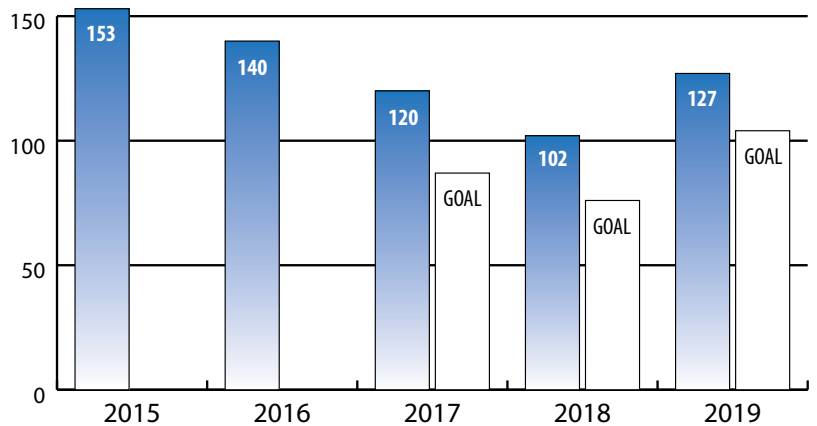
Prevent unhelmeted motorcyclist fatalities from increasing from 64 fatalities in 2017 to no more than 95 fatalities in 2019.



**C-9 NUMBER OF DRIVERS 20 OR YOUNGER INVOLVED IN FATAL CRASHES**

Reduce drivers age 20 or younger involved in fatal crashes from 120 fatalities in 2017 to 104 fatalities in 2019.

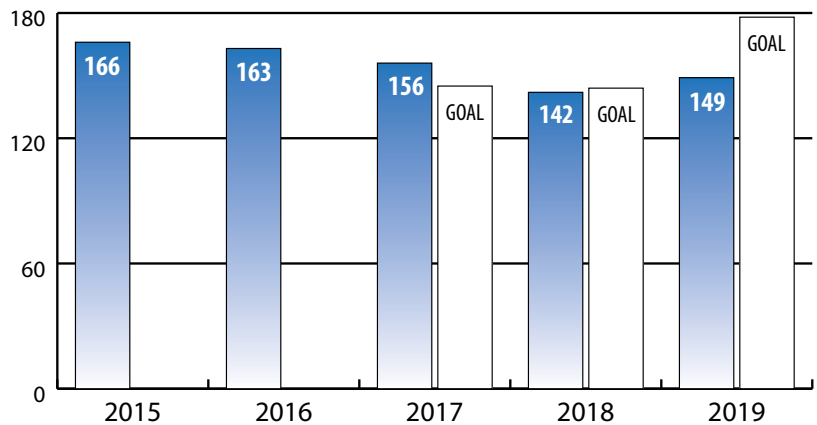
A new campaign message will be developed to address teen drivers and passenger safety. Efforts will be made to expand the Strive for a Safer Drive teen driving program.



There was no drivers age 20 or younger fatalities goal in 2015 and 2016.

**C-10 PEDESTRIAN FATALITIES**

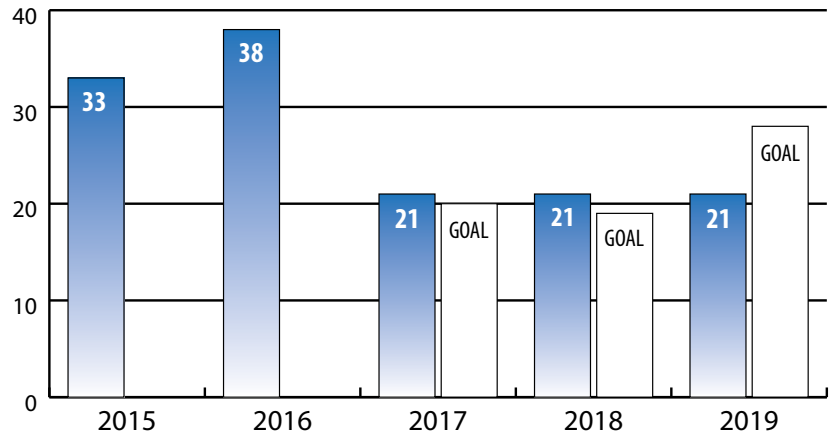
Prevent pedestrian fatalities from increasing from 156 fatalities in 2017 to no more than 178 fatalities in 2019.



There was no pedestrian fatalities goal in 2015 and 2016.

**C-11 BICYCLIST FATALITIES**

Prevent bicyclist fatalities from increasing from 21 fatalities in 2017 to no more than 28 fatalities in 2019.

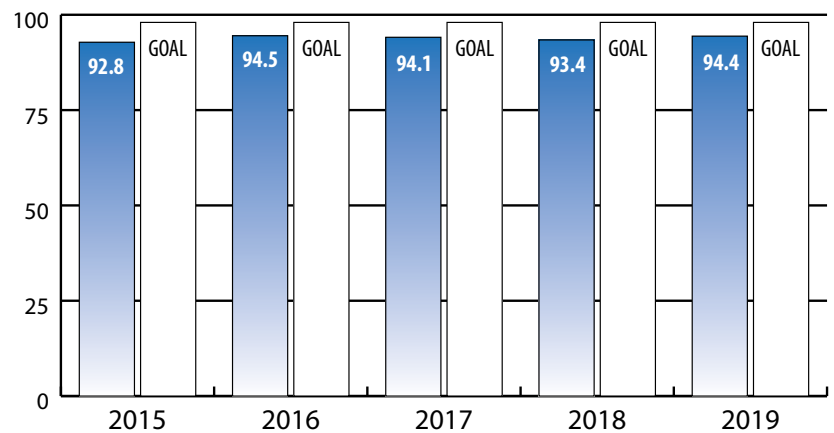


There was no bicyclist fatalities goal in 2015 and 2016.

**B-1 STATEWIDE SEAT BELT USE RATE**

Increase the statewide seat belt use rate from 94.1 percent in 2017 to 98 percent in 2019.

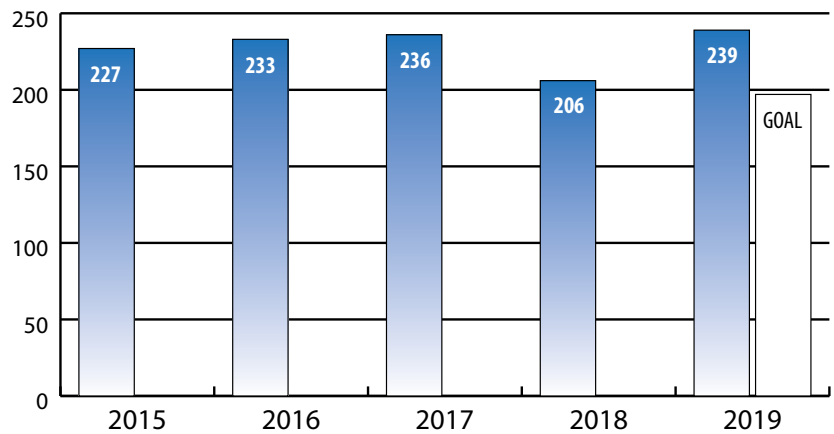
As stated above, occupant protection program efforts will include new PI&E campaigns such as Buckle Up in Your Truck and a rear-seat belt use campaign. The OHSP will also add an additional Click It or Ticket seat belt mobilization.



**O-1 NUMBER OF CRASHES INVOLVING ALCOHOL- OR DRUG-IMPAIRED MOTORCYCLISTS**

Reduce the number of crashes involving alcohol- or drug-impaired motorcyclists from 236 in 2017 to 197 in 2019.

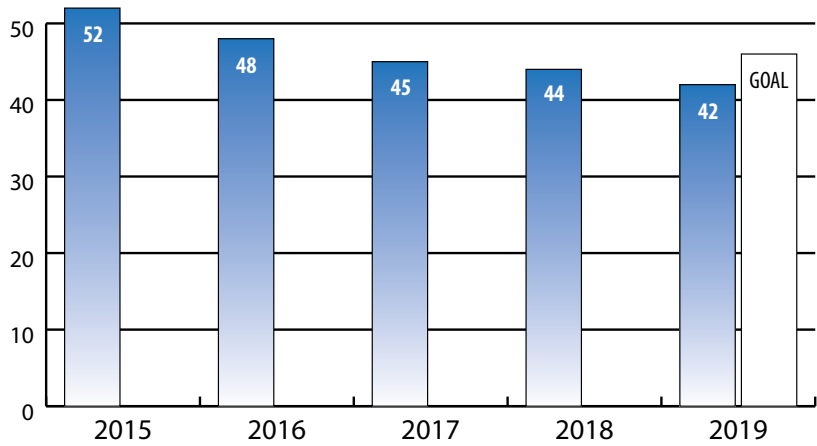
The impaired motorcyclist campaign will include a drugged impaired motorcyclist message in addition to an alcohol impaired motorcyclist message.



There was no crashes involving alcohol- or drug- impaired motorcyclists goal in 2015, 2016, 2017, and 2018.

**OTHER: IMPAIRED MOTORCYCLIST FATALITIES**

Reduce the number of crashes involving impaired motorcyclists from 45 in 2017 to 46 in 2019.



*There was no impaired motorcyclist fatalities goal in 2015, 2016, 2017, and 2018.*





# Occupant Protection

Occupant protection in a vehicle includes seat belts, child restraints, and air bags. These are all factors that keep a vehicle occupant safe in the event of a crash, thus preventing fatalities and injuries and reducing injury severity. Every occupant should utilize the proper restraints and safety devices.

## PROGRAM GOALS

- To prevent fatalities from increasing from 974 in 2018 to no more than 999.4 fatalities in 2020.
- To reduce serious injuries from 5,586 in 2018 to 5,520.4 serious injuries in 2020.
- To reduce the 1.01 fatalities/VMT rate in 2017 to .97 fatalities/VMT in 2020.
- To reduce unrestrained passenger vehicle occupant fatalities from 180 fatalities in 2018 to 178 fatalities in 2020.
- Increase the statewide seat belt use rate from 93.4 percent in 2018 to 98 percent in 2020.

## CHILD PASSENGER SAFETY (CPS)

### COMMUNITY CAR SEAT DISTRIBUTION

Section 402 FAST Act Child Restraints funds

CP-20-01; Awarded: \$241,000; Expended: \$190,443

Section 405(b) FAST Act OP CSS Purchase/Distribution High

CP-20-01; Awarded: \$59,000; Expended: \$51,048

#### BACKGROUND

Car seat distribution will be focused on the 15 counties that represent 60 percent of all unrestrained KAB crashes for children 15 and under. Additional counties may be added if considered based on need, resources, or specific programming. Offering free car seats to eligible low-income families or caregivers reaches high-risk populations and provides this service to families and caregivers.

Funding will support the purchase of car seats for low-income and at-risk families through a screening process where technicians verify the child is currently enrolled in one of several low-income based qualifying programs.

#### PROJECT GOAL AND RESULTS

- Prevent the unrestrained KABs for children ages 0-7 from increasing from 134 in 2017 to 262 by September 30, 2020. **Goal achieved**
- Provide at least 2,500 car seats statewide to low-income families meeting the qualifying screening requirements by September 30, 2020. **Goal achieved**

The number of unrestrained KABs for children ages 0-7 was 85 as of September 30, 2020, a reduction from 134 in 2017. There were 4,477 car seats purchased for statewide distribution to low-income families in need. The car seats were distributed during car seat check appointments, regularly

scheduled fitting station hours, or during community car seat events.

### UPPER PENINSULA CHILD PASSENGER SAFETY (UPCPS) SAFETY PROGRAM

Section 405(b) FAST Act Occupant Protection Training High

OP-20-01; Awarded: \$131,000; Expended: \$75,116

#### BACKGROUND

The Upper Peninsula Child Passenger Safety (UPCPS) Kids Always Ride Safe (KARS) program will continue efforts for program efficiency and self-sufficiency. The project coordinator will continue to focus on providing trainings, support, and resources and to secure alternate funding sources to continue the program into FY21 and beyond. The grantee will present its self-sufficiency plan to OHSP by September 30, 2019. FY20 is the final year of funding for the KARS program.

Funding will support part-time personnel, travel, supplies/operating, and indirect costs.

#### PROJECT GOALS AND RESULTS

- Prevent the number of KAB injuries to unrestrained children, ages 7 and under in the Upper Peninsula from exceeding 2 from 2017 to September 30, 2020. **Goal achieved**

The number of unrestrained KABs for children ages 0-7 in the Upper Peninsula was two as of September 30, 2020. A total of 297 car seats were distributed in the U.P. during car seat check appointments, regularly scheduled fitting station hours, or during community car seat events.

Due to the COVID-19 pandemic, this project was placed on hold from March to August, 2020. FY20 was the last year for program support through OHSP and efforts were unsuccessful in securing local funding for continued support.



## EVALUATION

### SEAT BELT AND HAND-HELD DEVICE USE DIRECT OBSERVATION SURVEY

Section 405(b) FAST Act Occupant Protection High  
OP-20-03; Awarded: \$118,494; Expended: \$7,751

#### BACKGROUND

The OHSP is required to conduct an annual seat belt use observation survey. The survey determines the seat belt use rate statewide, regionally, and among various demographics. This rate assists the OHSP to develop seat belt enforcement plans and identify the focus of the mobilization media campaign. This will include a full statewide survey to identify locations of low belt use for enforcement and education.

Funding will support observation and analysis costs, travel, contractual, operating, and supplies.

#### PROJECT GOAL AND RESULTS

- Determine the seat belt rate by conducting the NHTSA annual direct observation survey by September 30, 2020. **Goal not achieved**
- Determine the hand-held device use rate by conducting a direct observation survey by September 30, 2020. **Goal not achieved**
- Determine the seat belt rate for all 83 counties by conducting a direct observation survey by September 30, 2020. **Goal not achieved**

Due to the COVID-19 pandemic, this project was cancelled. The NHTSA gave guidance to the states allowing them to use the 2019 rate.

The seat belt rate for 2020 is 94.4 percent and the hand-held device use rate is 7.5 percent.

The OHSP is working toward efforts to conduct both a seat belt and hand-held device use direct observation survey in FY21.

### OCCUPANT PROTECTION PROGRAM ASSESSMENT RECOMMENDATION IMPLEMENTATION

Section 405(b) FAST Act Occupant Protection High  
CP-20-01; Awarded: \$0; Expended: \$0

#### BACKGROUND

Review and evaluation of traffic safety programs is a required and critical component to determine the successfulness of the initiatives and efforts.

Michigan conducted an Occupant Protection Assessment in 2018. The program assessment provided recommended strategies and programming to improve seat belt and car seat programs to reduce injuries and fatalities.

#### PROJECT GOAL AND RESULTS

- Implement occupant protection program strategies by September 30, 2020. **Goal achieved**
- Michigan conducted a NHTSA Occupant Protection (OP) Program Assessment in December 2018 to provide a comprehensive review of our statewide OP program through identification of program strengths, accomplishments, challenging areas, and recommendations for improvement.
- Some of the priority recommendations included:
- Focus federal highway safety grant funding to award grants in high-risk locations and to purposefully solicit grant applications from jurisdictions that do not traditionally apply for funding.
  - Amend the Michigan seat belt law so all ages and all seating positions are covered by the primary enforceable law.
  - Develop a law enforcement agency survey to assess how officers use their discretion when performing seat belt enforcement activities. Survey results should help better understand officers' decision-making processes and determine how to refine and clarify expectations when communicating with law enforcement agencies.
  - Emphasize different major program area campaigns on an alternate year basis so each may achieve higher impression counts and behavioral change rates. Each major program area should receive increased resource emphasis no less than one and no more than two out of every three years.
  - Increase the number of CPSTs who complete the recertification requirements to safeguard the investment of resources expended to certify CPS technicians.
  - Develop a committee, working group, or other mechanism to advise the OHSP and other traffic safety and occupant protection teams on appropriate and effective ways to reach culturally diverse, non-English speaking, at-risk, immigrant, and minority communities. The advising entity must be constituted of members of the communities to be served.
  - Redefine the child restraint use survey age 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.

## EDUCATION AND OUTREACH

### MICHIGAN DEPARTMENT OF HEALTH AND HUMAN SERVICES (MDHHS) TRAINING

Section 405(b) FAST Act Occupant Protection Training High  
CP-20-01; Awarded: \$55,000; Expended: \$3,121



**BACKGROUND**

FY2020 will focus on a transition and development of a plan for the Michigan Department of Health and Human Services (MDHHS) Car Seat Training program to become self-sufficient by identifying child passenger safety technicians (CPSTs) and other candidates within the agency to become certified CPSTs.

The OHSP will continue to explore options to have the car seat training become a requirement for child protective service and foster care workers and explore options in streamlining car seat inventory.

Funding will support personnel and travel costs for the project director and training team members, training certification fees, and course supplies.

**PROJECT GOAL AND RESULTS**

- Prevent the number of KABs for children ages 0-7 from increasing from 545 in 2017 to 651 by September 30, 2020. **Goal achieved**
- Provide standardized car seat awareness trainings for up to 250 State of Michigan Child Protective Service or Foster Care Workers throughout the Lower Peninsula by September 30, 2020. **Goal achieved**
- Provide child passenger safety technician certification training to a minimum of five MDHHS employees by September 30, 2020. **Goal not achieved**
- Provide one trainer development session for MDHHS car seat training team by September 30, 2020. **Goal not achieved**

The number of unrestrained KABs for children ages 0-7 was 337 as of September 30, 2020, a reduction from 545 in 2017.

A total of 29 MDHHS employees in Lower Peninsula counties received CPS awareness training. No MDHHS staff members became CPSTs in FY20. The OHSP will continue to work with the MDHHS to identify MDHHS staff to become CPSTs who can train other MDHHS staff. This would allow MDHHS to transition to a self-sufficient CPS awareness training program. Due to the COVID-19 pandemic, a trainer development session was not conducted.

**CPS TRAINING AND RECERTIFICATION**

*Section 405(b) FAST Act Occupant Protection Training High CP-20-01; Awarded: \$54,000; Expended: \$1,863*

**BACKGROUND**

The child passenger safety (CPS) trainings will focus on targeting those who work with diverse populations and front-line service providers who work directly with families in need. The OHSP will continue to support CPS technician certification, renewal, and CEU trainings with a focus on the 15 counties with the largest unrestrained KAB crash injuries of children 0-15 years old. The counties include Wayne, Washtenaw, Oakland, Macomb, Genesee, Saginaw,

Bay, Calhoun, Kalamazoo, Monroe, Jackson, Kent, Berrien, Muskegon, and Ottawa counties.

Funding will support instructor stipends and travel, certification fees, supplies and equipment (such as LATCH manuals). Funding will also be made available for travel scholarships for CPST candidates working in low-technician (three or less) counties.

**PROJECT GOAL AND RESULTS**

- Train at least 25 new technicians in two certification courses by September 30, 2020. **Goal not achieved**
- Train at least 100 current technicians in up to four continuing education workshops by September 30, 2020. **Goal achieved**
- Recertify at least 10 technicians in a renewal course by September 30, 2020. **Goal not achieved**
- Maintain a state recertification rate that is higher than or equal to the national recertification rate of technicians by September 30, 2020. **Goal achieved**

Due to the COVID-19 pandemic, CPS training and recertification courses were not conducted. Two CPST Continuing Education Unit (CEU) courses were held for 216 CPS Instructors/Technicians. The OHSP has sent out a Request for Proposal (RFP) to all Michigan CPS instructors to hold several CPS technician certification, renewal, and CEU trainings in FY21.

Michigan's CPS recertification rate is 66 percent, higher than the national recertification rate of 60.7 percent.

**BUCKLE UP IN YOUR TRUCK PUBLIC EDUCATION**

*Section 405(b) FAST Act Occupant Protection Public Education High CP-20-03; Awarded: \$75,000; Expended: \$74,196*

**BACKGROUND**

The OHSP will develop a social media campaign to reach young men and pickup drivers. The OHSP will work with its marketing agency to communicate the importance of buckling up when driving a truck to the targeted demographic.

Funding will support development of a social media communication campaign, project management, social media channels, content creation, and paid advertising.

**PROJECT GOAL AND RESULTS**

- Increase the seat belt use rate for male pickup drivers from 89.3 percent to 90 percent by September 30, 2020. **Goal not achieved**

Due to the COVID-19 pandemic, the survey was not completed to determine the 2020 seat belt use rate.

The OHSP worked with its contracted agency to develop a social media plan to promote the *Buckle Up in Your Truck* campaign. The campaign will include Facebook, Twitter, and Instagram components. The campaign was planned to be conducted in conjunction with the May 2020 *Click It or Ticket*

mobilization. However, due to the COVID-19 pandemic, the CIOT mobilization and the *Buckle Up in Your Truck* campaigns were postponed with plans to implement in November 2020.

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## BOOSTER SEAT PUBLIC EDUCATION

*Section 405(b) FAST Act Occupant Protection Public Education High CP-20-03; Awarded: \$75,000; Expended: \$74,349*

### BACKGROUND

The OHSP will develop a social media campaign to reach parents and caregivers. The OHSP will work with its marketing agency to communicate the importance of securing young children in booster seats to the targeted demographic.

Funding will support development of a social media communications campaign, project management, social media channels, content creation, and paid advertising.

### PROJECT GOAL AND RESULTS

- Prevent the number of children ages 4-7 with KAB injuries from increasing from 288 in 2017 to 308 by September 30, 2020. **Goal achieved**

The number of KABs for children ages 4-7 was 213 as of September 30, 2020, a reduction from 288 in 2017.

The OHSP worked with its contracted agency to develop a booster seat social media campaign. The campaign was implemented in conjunction with the national CPS Week in September 2020.

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## CPS CONFERENCE AND RECERTIFICATION

*Section 405(b) FAST Act Occupant Protection Public Training High CP-20-01; Awarded: \$25,000; Expended: \$0*

### BACKGROUND

The bi-annual CPS conference supports CPS technician recertification efforts by providing sessions that assist in satisfying the six continuing education units and one community education recertification requirements.

Funding will support facility costs, instructor and/or speaker stipends, and travel costs.

### PROJECT GOAL AND RESULTS

- Conduct a conference that offers at least three CEUs and one community education credit for at least 60 technicians by September 30, 2020. **Goal not achieved**
- Maintain a state certification rate that is higher than or equal to the national certification rate for technicians by September 30, 2020. **Goal achieved**

Due to the COVID-19 pandemic, this project was not initiated. OHSP will work with the CPS network to plan the conference at a future time.

Michigan's CPS recertification rate is 66 percent, higher than the national recertification rate of 60.7 percent.





# Impaired Driving

*Impaired driving crashes have remained at a steady percentage of fatal crashes since the mid-1990s in Michigan and nationwide. The OHSP seeks to decrease the number of impaired drivers on the road in part by increasing the perceived risk of arrest and conviction.*

## PROGRAM GOALS:

- To prevent fatalities from increasing from 974 in 2018 to no more than 999.4 fatalities in 2020.
- To reduce serious injuries from 5,586 in 2018 to 5,520.4 serious injuries in 2020.
- To reduce the 1.01 fatalities/VMT rate in 2017 to .97 fatalities/VMT in 2020.
- To reduce fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from 311 in 2017 to 275 in 2020.

## ENFORCEMENT SUPPORT

### IMPAIRED DRIVING DETECTION TRAINING

*Section 402 FAST Act Alcohol*

AL-20-01; Awarded: \$482,400; Expended: \$363,429

#### BACKGROUND

The OHSP requires Standardized Field Sobriety Testing (SFST) training for officers participating in grant-funded patrols. SFST training is essential for officers working impaired driving enforcement. The training improves the successful apprehension and prosecution rate for officers who may not have had this training during the police academy. Refresher and advanced courses are also part of the continuing education program.

Law enforcement officers also lack training to identify signs of impairment in drivers under the influence of drugs and or drug/alcohol combinations. The Advanced Roadside Impaired Driving Enforcement (ARIDE) class is approved by the NHTSA and International Association of Chiefs of Police (IACP). The 16-hour class is designed to provide officers with awareness in drug impairment. ARIDE is designed to bridge the gap between SFST and the much more intensive Drug Recognition Expert (DRE) training program.

The SFST and ARIDE training strategy will use federal funds to support a full-time SFST/ARIDE project director to coordinate the programs and provide training and materials to law enforcement agencies.

#### PROJECT GOALS AND RESULTS

- Maintain the level of SFST training at 62 classes and 1,100 officers trained by September 30, 2020. **Goal achieved**
- Increase the number of ARIDE training courses from 20 to 36 and officers trained from 700 to 1,200 by September 30, 2020. **Goal not achieved**

For FY2020, 38 SFST practitioner classes for 801 students, 58 SFST refresher classes for 527 students, and one SFST Instructor class for 20 students were conducted. In addition, 18 ARIDE classes for 516 students were also conducted.

On March 14, 2020, all planned grant-funded training was cancelled through the end of the fiscal year due to the COVID-19 pandemic. As a result, training was significantly reduced from what was planned. Despite the cancellation, some agencies and police academies continued to provide in-house training for their own officers or their students. Although the grant did not arrange or provide instructors for any training after March 14, 2020, the grant did continue to approve training, provide materials, and collect rosters.

The project director for the SFST/ARIDE Training grant continued to monitor, stock, and distribute materials as needed and/or requested.

### MOTHERS AGAINST DRUNK DRIVING LAW ENFORCEMENT AND PROSECUTOR AWARDS PROGRAM

*Section 405(d) FAST Act Impaired Driving Low Drug and Alcohol*

AL-20-03; Awarded: \$3,500; Expended: \$774

#### BACKGROUND

Mothers Against Drunk Driving (MADD) provides annual impaired driving recognition awards to law enforcement and prosecutors. For more than a decade, MADD has recognized law enforcement officers and for the past nine years, they have also recognized prosecutors.

Funding will support recognition awards.

#### PROJECT GOAL AND RESULT

- Recognize law enforcement officers/agencies and county prosecutor(s) for their efforts in supporting MADD's mission by September 30, 2020. **Goal achieved**

Due to COVID-19 pandemic the MADD Lifesavers luncheon was cancelled. Recognition and award presentations were held virtually via the MADD website and social media,

with the following law enforcement agencies and officers recognized:

**OUTSTANDING AGENCY**

Michigan State Police Iron Mountain Post
Clinton County Sheriff's Office
Auburn Hills Police Department

**OUTSTANDING DEPUTY**

Dep. Brian Webb	Washtenaw County Sheriff's Office
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**OUTSTANDING OFFICER**

Sgt. Scott Vierk	Clawson Police Department
Ofc. Brandon Kueppers	Gun Lake Tribal Police Department
Ofc. Joshua Kohler	Livonia Police Department
Ofc. Wes Evans	Grand Blanc Township Police Department

**OUTSTANDING ROOKIE**

Ofc. Adam Krot	Dearborn Heights Police Department
Dep. Matthew Rybar	Kent County Sheriff's Office
Tpr. Kevin Dugan	MSP Houghton Lake Post

**OUTSTANDING TROOPER**

Tpr. Stephen James	MSP Metro North Post
Tpr. Matthew Slagter	MSP Rockford Post
Tpr. Eric Whitcomb	MSP Metro North Post
Tpr. Greg Primeau	MSP Iron Mountain Post
Tpr. Kevin Lee	MSP Niles Post

**RECOGNITION OF EXCELLENCE**

Ofc. Michal Covarrubias	Mt. Pleasant Police Department
Lt. Bill Renye	Grand Blanc Township Police Department
Tpr. Nichole Dhoughe	MSP Caro Post
Dep. Scott Ware	Barry County Sheriff's Office

**DAVID M. SCHEIBER AWARD**

Assistant Prosecuting Attorney Jennifer Douglas	Wayne County Prosecutors Office
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**LEWIS TYLER LONGEVITY AWARD**

Ofc. Robert VanDyke	Shelby Township Police Department
D/Cpl. Doug McMullen	Washtenaw County Sheriff's Office

**DRUG RECOGNITION EXPERT TRAINING**

Section 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training  
 CP-20-01; Awarded: \$374,368; Expended: \$187,880

**BACKGROUND**

The DRE State Coordinator will conduct two DRE Schools and two continuing education classes (an Expert Witness Courtroom training for the 2020 DRE School graduates and

eight hours of DRE-related training to all other DREs). At least three additional DREs will be trained as instructors.

Funding will support instructor costs, facilities, materials, and travel costs.

**PROJECT GOALS AND RESULTS**

- Increase the number of DRE enforcement evaluations from 668 in 2018 to 803 by September 30, 2020. **Goal not achieved**
- Increase the number of active certified DREs by 40 from 139 to 179 by September 30, 2020. **Goal not achieved**

The goal of 803 DRE enforcement evaluations completed by September 30, 2020, was not met. This may be attributed to the COVID-19 pandemic shutdown. For several months, traffic enforcement was either non-existent or greatly reduced due to the pandemic. Despite the shutdown, 770 DRE enforcement evaluations were completed.

The plan for FY2020 was to conduct two DRE Schools to increase the number of DREs by 40. The first DRE School was successfully completed in December of 2019, adding 21 DREs to the field. Unfortunately, the second DRE School was cancelled due to the COVID-19 pandemic. Twenty-two officers were selected and scheduled to attend the second DRE School.

**DRUG RECOGNITION EXPERT CALL OUT**

Section 405(d) FAST Act Impaired Driving Low Alcohol HVE CP-20-01; Awarded: \$54,000; Expended: \$11,011

**BACKGROUND**

DRE agencies will be reimbursed up to four hours of overtime to respond to requests for assistance with a drugged driving arrest, fatal, and/or suspected serious injury crash.

Funding will support DRE call out overtime reimbursement.

**PROJECT GOAL AND RESULT**

- Increase the number of DREs responding to requests from 77 in 2018 to 93 by September 30, 2020. **Goal achieved**

Despite the COVID-19 pandemic, the goal was exceeded with 146 responses to requests for a DRE.

**ADJUDICATION**

**TRAFFIC SAFETY TRAINING PROGRAM**

Section 405(d) FAST Act Impaired Driving Low Drug & Alcohol Flex AL-20-03; Awarded: \$581,500; Expended: \$521,649

**BACKGROUND**

Effective prosecution is an essential component for deterring impaired driving. If prosecutors and law enforcement do not have training to prosecute impaired drivers, they



will be unprepared for the complexities of impaired driving case law and court practices. The OHSP has supported a Traffic Safety Training Program (TSTP) and the Traffic Safety Resource Prosecutor (TSRP) project since 2000.

As legislation is introduced which involves issues that are quickly evolving, such as recreational marijuana and ignition interlocks, it is important to educate prosecutors and law enforcement while continuing to support efforts to prosecute impaired drivers and reduce impaired driving fatalities and injuries.

The TSTP provides training to prosecuting attorneys and law enforcement agencies on impaired driving, court testimony, crash reconstruction, presentation skills, and other topics.

Funding will support two full-time TSRPs and an administrative assistant, as well as related training expenses.

#### PROJECT GOAL AND RESULT

- Provide up to 40 educational opportunities (trainings/presentations) for up to 4,000 law enforcement, prosecutors, and traffic safety partners by September 30, 2020. **Goal achieved**

Due to the COVID-19 pandemic, face-to-face trainings were suspended. The TSTPs promptly converted to a virtual platform. A total of 69 training opportunities on impaired driving topics such as Cops in Court, Lethal Weapon, and Marijuana and Driving were offered for law enforcement, prosecutors, and traffic safety partners reaching over 5,100 attendees.

The TSRPs provided legal guidance on marijuana laws to the OHSP in the creation of a marijuana campaign and provided legal updates to DREs and mentorship to prosecutor offices upon request.

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#### JUDICIAL OUTREACH LIAISON

*Section 405(d) FAST Act Impaired Driving Low Drug & Alcohol Training*

AL-20-04; Awarded: \$36,200; Expended: \$26,438

#### BACKGROUND

Judges in limited jurisdiction courts, like district courts which cover the majority of traffic offenses, are often overlooked in education and communication opportunities. Judges sometimes lack the ability to gain and share the knowledge needed to resolve the legal and evidentiary issues that challenge them daily in adjudicating impaired driving and other motor vehicle-related cases.

A Judicial Outreach Liaison (JOL) works to unite the outreach efforts of the American Bar Association's Judicial Division and the NHTSA to educate judges and encourage support of traffic safety activities. The JOL strives to improve community outreach, provide quality education, and promote confidence and trust in the judiciary. This national template shall be used to support a JOL program in Michigan, which will run in a similar fashion to the TSTP program. It is coordinated through the Michigan Judicial

Institute (MJJI), a training division of the Michigan Supreme Court's State Court Administrative Office (SCAO).

#### PROJECT GOAL AND RESULT

- Provide training for up to 1,000 district court judges and magistrates in relevant traffic safety-related information by September 30, 2020. **Goal achieved**

The State Judicial Outreach Liaison (SJOL) co-chaired a national webinar to encourage state highway safety offices to take advantage of grant monies available to establish new SJOL positions. The SJOL also co-chaired a presentation for SJOLs on the needs in rural America for public safety assistance Impaired (DWI) trials.

The SJOL reviewed historical video training curriculum on relevant traffic safety topics for use in conjunction with current topics such as marijuana-impaired driving and prepared training modules to be used in virtual training for magistrates and court personnel.

The SJOL activity also included contact with the TSRPs regarding current research and information related to the influence of marijuana on impaired driving and public safety. In concert with the SCAO, he presented at the Fundamentals Training for Michigan problem-solving courts, along with being a resource for DWI courts to call upon in the event they need guidance.

Several presentations were being prepared for the Michigan Association of Treatment Court Professionals (MATCP) conference but were cancelled due to the COVID-19 pandemic.

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#### JUDICIAL TRAINING

*Section 405(d) FAST Act Impaired Driving Low Drug & Alcohol Training*

AL-20-04; Awarded: \$16,300; Expended: \$8,621

#### BACKGROUND

This project will provide a training platform for judges and judicial personnel on impaired driving. This will include speakers for seminars and conferences within a virtual platform along with in-person training for agencies such as the MATCP, judicial staff, district court probation officers, juvenile probation officers, 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 traffic safety issues.

Funding will cover contractual costs for e-Learning development, training speaker's stipends, and travel.

#### PROJECT GOAL AND RESULT

- Provide training opportunities for up to 1,000 judiciary staff including judges, magistrates, probation officers, and administrators in traffic safety-related information by September 30, 2020. **Goal achieved**

Support was provided at the MJI regional conference for 35 attendees, with two sessions on Using Evidence-Based Sentencing Practices in Driving While Impaired Cases and a plenary session on Drug Recognition Evidence: The Science, the Law, and its Applications in Court.

Also, the District Court Probation Officers Training had 228 attendees with the following impaired driving-related sessions provided: Due Process for OWI Offenders, Assessment and Treatment of OWI Offenders, Medication Assisted Treatment, Ignition Interlock Overview and Update, and Recreational and Medical Marijuana: Legal Update.

Due to the COVID-19 pandemic all in-person trainings were cancelled in the second half of the fiscal year, therefore monetary support for speakers was not needed.

However, the Magistrates Specialty Conference was held virtually with 77 participants. Topics included: Standard Field Sobriety Testing and Potential New Applications, a Statutory Update, Advanced Issues in the Issuance of Search Warrants, and a Pretrial Update.

The contract attorney completed updates to the new magistrate traffic adjudication manual and conducted legal research on behalf of the SJOL.

Recordings of past trainings are available for training on a virtual platform.

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## SOBRIETY COURT SUPPORT

*Section 405(d) FAST Act Impaired Driving Low Court Support*  
AL-20-05; Awarded: \$930,000; Expended: \$725,982

### BACKGROUND

Implementing specialty courts has been one of the most dramatic developments in the last 20 years during the movement to reduce substance abuse among the U.S. criminal justice population. This includes alcohol and drug courts that address the underlying behavior of the offense that brought an offender to the criminal justice system.

Alcohol/drug courts seek to guide addicted offenders into a treatment program that reduces substance use dependence and improves their quality of life. In the typical alcohol 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.

### PROJECT GOAL AND RESULT

- Maintain a 3 percent recidivism rate for sobriety court participants by September 30, 2020. **Goal achieved**

The recidivism rate for sobriety court participants was reported at less than 1 percent. Fourteen court programs with 299 participants received funding. Due to the COVID-19 pandemic, courts reported it had often been difficult to follow best practices with transitioning to a technology-driven

concept for, the court sessions/hearings, probation reports, treatment, and self-help meetings. Compliance check officers were utilized more frequently, and screening processes improved, including PBT testing being eliminated and alternate testing implemented.

## EVALUATION

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### NHTSA SFST/ARIDE/DRE PROGRAM ASSESSMENT

*Section 402 FAST Act Alcohol*

CP-20-01; Awarded: \$30,000; Expended: \$0

### BACKGROUND

Evaluation of traffic safety programs is a required and critical component to determine the impact of the initiatives and efforts.

Michigan last conducted an Impaired Driving Program Assessment in 2019. An updated program assessment will give guidance to continue to improve impaired driving programs and reduce injuries and fatalities.

### PROJECT GOAL AND RESULT

- Conduct a NHTSA SFST/ARIDE/DRE program assessment by September 30, 2020. **Goal not achieved**

Due to the COVID-19 pandemic, this project was cancelled.

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### IMPAIRED DRIVING PROGRAM ASSESSMENT RECOMMENDATION IMPLEMENTATION

*Section 405(d)*

CP-20-01; Awarded: \$0; Expended: \$0

### BACKGROUND

The OHSP will work with the Impaired Driving Action Team and other traffic safety partners to implement strategies to reduce impaired driving crashes, injuries, and fatalities. The Michigan Impaired Driving Assessment took place May 6-10, 2019. Primary recommendations for the OHSP was to hire a law enforcement liaison, to expand the Drug Evaluation and Classification Program, and engage prosecutors and municipal attorneys in a strategic planning session on the new world of legal marijuana

### PROJECT GOAL AND RESULT

- Implement impaired driving program strategies by September 30, 2020. **Goal not achieved**

Due to the COVID-19 pandemic, several impaired driving projects were delayed or suspended, such as the law enforcement liaison position. The DEC program planned for two DRE schools unfortunately the second school had to be cancelled. The TSRPs have excelled in engaging with the prosecutors and municipal attorneys via their virtual trainings and mentorships, which brought an abundance of attendees that otherwise would not have attended due



to scheduling conflicts. The OHSP has not scheduled a strategic planning session at this time.

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## MARIHUANA PUBLIC EDUCATION CAMPAIGN

*Section 405(d) FAST Act Impaired Driving Low Paid/Earned Media*  
CP-20-03; Awarded: \$150,000; Expended: \$111,918

### BACKGROUND

A marijuana and drugged driving public information and education campaign will be developed. The OHSP will work with an advertising agency to develop media, creative, and distribution plans for the campaign.

### PROJECT GOAL AND RESULT

- Develop a campaign to educate drivers regarding the dangers of marijuana use and driving by September 30, 2020. **Goal Achieved**

Four virtual focus groups took place; half of the respondents were males 18-26 and half were males 27-34. A *Not Legal Here* marijuana and driving video was shot along with television and radio ads developed with a target audience of males 18-34. The creative items developed will be used in FY2021 when the campaign is launched.



## Police Traffic Services

*The OHSP implements activities in support of national and state highway safety goals to reduce motor vehicle related fatalities and injuries. The activities include participation in national law enforcement mobilizations as well as sustained enforcement of statutes addressing impaired driving and occupant protection.*

### **PROGRAM GOALS**

- *To prevent fatalities from increasing from 974 in 2018 to no more than 999.4 fatalities in 2020.*
- *To reduce serious injuries from 5,586 in 2018 to 5,520.4 serious injuries in 2020.*
- *To reduce the 1.01 fatalities/VMT rate in 2017 to .97 fatalities/VMT in 2020.*
- *To reduce unrestrained passenger vehicle occupant fatalities from 180 fatalities in 2018 to 178 fatalities in 2020.*
- *To reduce fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from 311 fatalities in 2017 to 275 fatalities in 2020.*
- *To prevent speeding-related fatalities from increasing from 241 fatalities to no more than 280 fatalities in 2020.*
- *To increase the statewide seat belt use rate from 93.4 percent in 2018 to 98 percent in 2020.*

# TRAFFIC ENFORCEMENT

## OVERTIME TRAFFIC ENFORCEMENT

Section 402 FAST Act Police Traffic Services

PT-20-04+; Awarded: \$2,072,266; Expended: \$1,337,273

Section 405(b) FAST Act Occupant Protection Police Traffic Services High

PT-20-04+; Awarded: \$280,636; Expended: \$92,390

### BACKGROUND

Since 1972, the OHSP has funded overtime traffic enforcement projects, combined with public information and education, as the primary method for encouraging motorists to buckle up and drive sober.

High-visibility enforcement increases compliance with traffic laws. The credible threat of a citation or arrest reduces traffic violations, crashes, fatalities, and injuries. The OHSP will fund cooperative overtime enforcement statewide focusing on national and statewide mobilization and crack-down enforcement periods.

National traffic enforcement mobilizations are the basis of traffic enforcement efforts in Michigan. These included the *Drive Sober or Get Pulled Over* (DSOGPO) enforcement periods surrounding the holiday seasons in December 2019 and August/September 2020. The state conducted an additional statewide enforcement effort focused on seat belt use in October and impaired driving in July. Due to the COVID-19 pandemic, the *Click it or Ticket* (CIOT) mobilization was cancelled.

The Strategic Traffic Enforcement Program (STEP) model was used to focus enforcement efforts for maximum effect. This model not only directed enforcement to key times and places, but also created a greater perceived level of enforcement than sustained patrols. Drivers are more likely to notice the heightened enforcement and interpret it as the norm.

The OHSP funded 36 cooperative overtime enforcement projects across the state, which included more than 100 local police agencies, county sheriff's offices, and state police posts.

Funding will support the costs related to overtime enforcement efforts.

### PROJECT GOALS AND RESULTS

- To reduce unrestrained passenger vehicle occupant fatal injuries by 1.1% in selected high-fatality counties by September 30, 2020. **Goal not achieved**
- To reduce alcohol- and/or drug-involved fatal injuries by 11.6% in selected high-fatality counties by September 30, 2020. **Goal achieved**

The STEP included periodic, intensive overtime enforcement on traffic safety problems such as drunk driving or unbuckled motorists. During mobilization periods, grant-funded law enforcement agencies conducted extra patrols. Earned

and paid media efforts brought attention to the increased enforcement.

The results are summarized in the table on page 22.

Many law enforcement agencies were directed to limit their contact with drivers during the pandemic. A *Stay Home. Stay Safe.* order kept most people home and off the roads. 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. These adjustments also made it difficult to fill the overtime shifts during the required enforcement periods.

As of November 1, there were 761 fatal crashes resulting in 811 fatalities and 4,476 serious injuries reported in 2020. Compared to the same time frame in 2019 when there were 677 fatal crashes resulting in 744 fatalities and 4,673 serious injuries. The number of unrestrained vehicle occupant fatal injuries increased by 21.6 percent, from 347 to 422 in selected high-fatality counties. The number of alcohol- and/or drug-involved fatal injuries decreased by 37.4 percent, from 843 to 528 in selected high-fatality counties.

## INTERSTATE CORRIDOR ENFORCEMENT

Section 405(b) FAST Act Occupant Protection Police Traffic Services High

PT-20-20+; Awarded: \$199,880; Expended: \$186,246

### BACKGROUND

Crash data from 2013-2017 indicated 3,492 people had fatal or serious injuries where the speed limit at the crash site was 70 miles per hour. Almost 17 percent of all the fatal and serious injuries during this time involved a speeding driver.

Dedicated enforcement of hazardous moving violations on the interstates that experienced KA injuries may mitigate future tragedies.

Funding will support overtime wages and overtime fringe benefits.

### PROJECT GOAL AND RESULTS

- To reduce traffic fatalities and suspected serious injuries by 1.2% on selected high-fatality interstate highways by September 30, 2020. **Goal achieved**

Enforcement ran July 1-September 30. The Michigan State Police First, Second, Third, Fifth, and Sixth districts focused enforcement on high-crash interstates in southern lower Michigan during the last quarter of the grant year. With 2,390 hours of overtime patrols, there were 4,696 vehicle stops. Those stops resulted in 135 seat belt and child

	OCTOBER CIOT	DECEMBER DSOGPO	MAY CIOT*	JULY DSOGPO	AUGUST / SEPTEMBER DSOGPO	TOTALS
Participating law enforcement agencies	98	104	n/a	73	79	
Traffic stops	7,311	7,959	n/a	6,455	8,556	30,281
Seat belt citations	2,077	29	n/a	145	163	2,414
Child restraint citations	47	8	n/a	13	14	82
Drunk driving arrests	5	182	n/a	145	181	513
OUID arrest	4	31	n/a	30	35	100
Speeding citations	1,109	934	n/a	1,304	1,636	4,983
Other moving citations	1,196	1,074	n/a	491	910	3,671
Other felony arrests	38	93	n/a	123	133	387
Other misdemeanor arrests	406	566	n/a	475	686	2,133
Media events	0	0	n/a	0	0	0
News stories	26	23	n/a	0	31	80
Paid advertising	\$0	\$50,000	n/a	\$455,524	\$962,325	\$1,467,849
Overtime enforcement hours	4,312	5,649	n/a	5,080	6,706	21,747
Enforcement funding (estimated)	\$280,280	\$367,185	n/a	\$330,200	\$435,890	\$1,413,555

\*Due to the COVID-19 pandemic, the *Click it or Ticket* campaign was cancelled.

restraint citations, three high BAC arrests, 19 OUID arrests, 2,633 speeding citations, an additional 138 other moving violations, 257 misdemeanor arrests, and 21 felony arrests. One post had seven troopers assigned to the same area. Drivers that were stopped commented they saw a lot of troopers on the expressway. There was also mention that some arrests were not jailed due to COVID-19 restrictions.

As of November 1, 2020, the number of fatal and serious injuries on an interstate in the areas designated as having high-fatality interstate highways declined by 33 percent, from a total of 662 to 441.

## EDUCATION AND COMMUNICATION

### LAW ENFORCEMENT RE-ENGAGEMENT

*Section 405(b) FAST Act Occupant Protection Police Traffic Services High (flex)*

CP-20-01; Awarded: \$4,000; Expended: \$2,079

#### BACKGROUND

The rising number of traffic fatalities across Michigan and nationally prompted the OHSP in 2016 to gather feedback from law enforcement about traffic safety and enforcement efforts, challenges, and future opportunities. Initial feedback indicated that the following were obstacles to traffic safety and enforcement: lack of personnel, too busy with

calls for service, the time it takes to process an arrest, competing demands for time, other opportunities for overtime, and low level of interest in traffic enforcement opportunities. Networking with law enforcement officials will help identify new challenges and potential solutions to increase law enforcement agency engagement with traffic safety enforcement.

Funding will support registration, lodging, and meal costs.

#### PROJECT GOALS AND RESULTS

- Coordinate a law enforcement leadership meeting for up to 40 law enforcement leaders by September 30, 2020. **Goal achieved**
- Exhibit at the Michigan Association of Police Chiefs (MACP) and Michigan Sheriff's Association (MSA) conferences by September 30, 2020. **Goal achieved**

A Michigan Forum on Traffic Safety and Enforcement was convened with 33 attendees to discuss challenges and resolutions to increase traffic safety enforcement.

Recommendations from the meeting have been documented and will be used for discussion and possible implementation in FY2021.

OHSP staff also exhibited and provided traffic safety materials and information to law enforcement executives during the MACP Mid-Winter Professional Development conference and MSA Fall Professional Development and Trade Show.

## DRIVE SOBER OR GET PULLED OVER (DSOGPO) MOBILIZATION PAID ADVERTISING

Section Section 402 FAST Act Paid Advertising

CP-20-03; Awarded: \$1,500,000; Expended: \$1,497,719

### BACKGROUND

Earned media ensures widespread awareness of special traffic enforcement efforts. News stories are credible with the public and are an effective way to reach a wide population base. Unlike advertising, earned media often carries more weight and credibility in the minds of consumers because it is delivered through the recognized filter of a credible third-party organization or person. However, it is challenging to reach crucial groups solely through a news-only strategy.

The OHSP follows the traffic enforcement mobilization model established by the NHTSA. This model calls for paid advertising starting a week prior to enforcement and continuing through the first week of enforcement. The timing allows motorists a warning period before enforcement begins.

Paid advertising guarantees messages will be seen on stations, programs, and websites that appeal to the target group. Advertising programming is selected based on its efficiency and effectiveness.

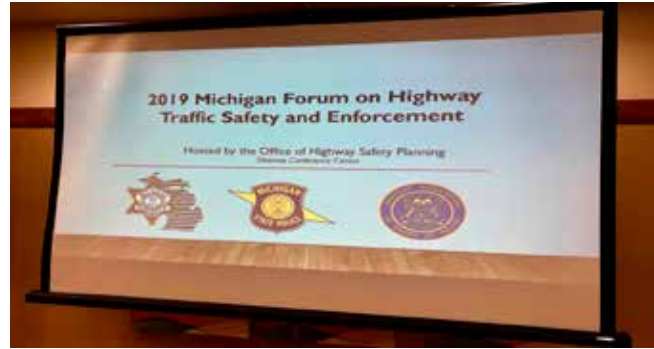
Young men, approximately 18-34, remain the focus of messaging efforts for both seat belt and drunk driving enforcement. Advertising mediums included radio, television, and cable programs as well as billboards, and websites popular with the young males. Men between the ages of 50-70 are the focus of messaging efforts to decrease fatalities and injuries of alcohol-involved crashes on motorcycles. Advertising mediums included television and cable programs, as well as outdoor advertising and social media.

### PROJECT GOALS AND RESULTS

- Conduct up to three media campaigns supporting traffic enforcement mobilizations focusing on impaired driving by September 30, 2020. **Goal achieved**
- Build awareness for the *Drive Sober or Get Pulled Over* campaign message among men to at least 70 percent by September 30, 2020. **Goal not achieved**

The OHSP conducted paid media during the December DSOGPO traffic enforcement mobilization with an advertising budget of \$50,000. The target audience was men, age 21-34. The message distribution system included mobile, Connected TV, Linear TV, YouTube, Facebook, Instagram, and Twitter. The campaign generated 4.7 million impressions.

The July and August/September DSOGPO effort had a combined advertising budget of \$1.5 million. The target audience was men, age 21-34. Safety messages were distributed via radio, TV, outdoor advertising, Gas Station TV, gas pump toppers, Reddit, Mobile, Hispanic digital, Connected TV, audio streaming, podcasts, Hulu, Twitch, and YouTube. The combined summer campaigns generated 144,618,738 impressions.



Based on the information gathered in a statewide telephone survey, the awareness for the *Drive Sober or Get Pulled Over* campaign message among men was 66 percent, thus four percent short of the 70 percent goal.

## CLICK IT OR TICKET MOBILIZATION PAID ADVERTISING

Section 402 FAST Act Paid Advertising

CP-20-03; Awarded: \$800,000; Expended: \$19,976

### BACKGROUND

Earned media ensures widespread awareness of special traffic enforcement efforts. News stories are credible with the public and are an effective way to reach a wide population base. Unlike advertising, earned media often carries more weight and credibility in the minds of consumers because it is delivered through the recognized filter of a credible third-party organization or person. However, it is challenging to reach crucial groups solely through a news-only strategy.

The OHSP follows the traffic enforcement mobilization model established by the NHTSA. This model calls for paid advertising starting a week prior to enforcement and continuing through the first week of enforcement. The timing allows motorists a warning period before enforcement begins.

Paid advertising guarantees messages will be seen on stations, programs, and websites that appeal to the target group. Advertising programming is selected based on its efficiency and effectiveness.

Young men, approximately 18-34, remain the focus of messaging efforts for both seat belt and drunk driving enforcement. Advertising mediums included radio, television, and cable programs as well as billboards, and websites popular with the young males. Men between the ages of 50-70 are the focus of messaging efforts to decrease fatalities and injuries of alcohol-involved crashes on motorcycles. Advertising mediums included television and cable programs, as well as outdoor advertising and social media.

### PROJECT GOALS AND RESULTS

- Conduct a media campaign on traffic enforcement mobilizations focusing on seat belt use by September 30, 2020. **Goal not achieved**



- Build awareness for the *Click It or Ticket* campaign message among men so that at least 78 percent recall the campaign by September 30, 2020. **Goal not achieved**

Due to the COVID-19 pandemic, the *Click it or Ticket* campaign was cancelled. In March, the NHTSA recognized that states, law enforcement, and first responder partners were working tirelessly to respond to the public health emergency. In order for states to prioritize public health, the NHTSA postponed the May *Click It or Ticket* campaign.

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## MOBILIZATION COMMUNICATION OUTREACH

*Section 402 FAST Act Police Traffic Services*

CP-20-03; Awarded: \$15,000; Expended: \$4,574

### BACKGROUND

Targeted paid advertising messages have helped the OHSP achieve one of the highest seat belt use rates in the nation. Such efforts have helped reduce unrestrained fatalities and serious injuries. This has involved periodically updating and refreshing the advertising message, so it remains memorable, and promotes a call to action for young men.

The OHSP follows the traffic enforcement mobilization model established by the NHTSA. This model calls for paid advertising starting a week prior to enforcement and continuing through the first week of enforcement action. The timing allows motorists a warning period before enforcement action begins. Young male drivers remain the focus of messaging efforts for both seat belt and impaired driving enforcement.

### PROJECT GOALS AND RESULTS

- Conduct an awareness campaign, including the distribution of banners to grantees, regarding traffic enforcement mobilizations that focus on seat belt use by September 30, 2020. **Goal not achieved**
- Conduct an awareness campaign, including the distribution of banners to grantees, regarding traffic enforcement mobilizations that focus on impaired driving by September 30, 2020. **Goal achieved**

Due to the COVID-19 pandemic, the *Click it or Ticket* campaign was cancelled. In March, the NHTSA recognized that states and law enforcement and first responder partners were working tirelessly to respond to the public health emergency. In order for states to prioritize public health, NHTSA postponed the *Click It or Ticket* campaign in May.

The OHSP conducted three awareness campaigns focused on impaired driving during FY2020. These efforts occurred in December 2019, July 2020, and August/September 2020. During the August campaign, the “Don’t Be Reckless With Her Life” banners, were distributed to grantees. These banners highlighted the devastating impact that impaired driving can have on people other than the operator of the vehicle.

Details about these impaired driving campaigns are available earlier in this report under the *Drive Sober or Get Pulled Over* Mobilization Paid Advertising section.

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## TRAFFIC SAFETY ENFORCEMENT STRATEGIES CONFERENCE

*Section 402 FAST Act Police Traffic Services*

CP-20-01; Awarded: \$40,000; Expended: \$0

### BACKGROUND

Specialized training for law enforcement officers allows them to effectively address traffic safety issues. A traffic enforcement strategies conference will be held in FY2020. The conference agenda based on feedback from law enforcement agencies may include a variety of topics such as drug recognition, using the Michigan traffic crash data website, Michigan legal update especially regarding recreational marijuana and driving, distracted driving enforcement strategies. The OHSP may also consider a presentation from Maryland on their Traffic Safety Specialist program.

Funding will support conference costs related to the facility, coffee/meals/snacks, speaker fees, and participant lodging.

### PROJECT GOAL AND RESULTS

- Conduct a Lower Peninsula law enforcement traffic safety enforcement strategies conference for up to 300 traffic officers by September 30, 2020. **Goal not achieved**

Due to the COVID-19 pandemic, this project was cancelled. An agenda with potential speakers and a venue were identified prior to the public health emergency. Planning stopped for the event as large gatherings were prohibited to prevent the spread of the COVID-19 virus. Staff considered hosting the training virtually. Due to competing priorities and lack of staff training on platforms to conduct training in a virtual setting the decision was made not to host the conference.

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## TRAFFIC SAFETY ROAD PATROL OFFICER CONFERENCE

*Section 402 FAST Act Police Traffic Services*

CP-20-01; Awarded: \$35,000; Expended: \$0

### BACKGROUND

Specialized training for secondary road patrol officers allows them to effectively address traffic safety issues as well as learn how to identify crash problems and key roadways in their jurisdictions. The conference will cover a variety of topics that may include using the Michigan traffic crash data website, Michigan legal update, legalized recreational marijuana and driving, commercial motor vehicle enforcement, Below 100, and drugged driving.

Funding will support conference costs related to the facility, meals, speakers, and participant lodging.

## PROJECT GOAL AND RESULTS

- Conduct a law enforcement traffic safety conference for up to 100 traffic officers by September 30, 2020. **Goal not achieved**

Due to the COVID-19 pandemic, this project was cancelled. An agenda with potential speakers and a venue were identified prior to the public health emergency. Planning stopped for the event as large gatherings were prohibited to prevent the spread of the COVID-19 virus. Staff considered hosting the training virtually. Due to competing priorities and lack of staff training on platforms to conduct training in a virtual setting the decision was made not to host the conference.

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## MICHIGAN STATE POLICE THIRD DISTRICT IMPAIRED DRIVING ACTION TEAM (IMPACT) COMMUNICATIONS

*Section 405(d) FAST Act Impaired Driving Low Paid/Earned Media CP-20-03; Awarded: \$13,000; Expended: \$12,960*

### BACKGROUND

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

A public information campaign will support awareness of the newly established MSP 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 traffic enforcement program.

### PROJECT GOAL AND RESULT

- Develop and implement a creative plan for the IMPACT by September 30, 2020. **Goal achieved**

The OHSP, MSP Third District staff, and the OHSP advertising agency met to discuss concepts and timelines. Due to the COVID-19 pandemic, activity was put on hold until the fourth quarter, when a photoshoot was conducted and a radio ad was recorded to showcase the IMPACT program. The creative items developed will be used when the campaign is launched in FY2021.

## EVALUATION

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### TELEPHONE SURVEYS

*Section 402 FAST Act Police Traffic Services CP-20-03; Awarded: \$100,000; Expended: \$70,400*

### BACKGROUND

Telephone surveys give the OHSP immediate feedback on how drivers perceive and react to programs. Surveys allow the OHSP to adjust midstream and develop plans based on current-year data. Surveys are used to identify the effective-

ness of other public awareness programs for high-visibility enforcement. Surveys are to gauge the paid ads for enforcement of alcohol and belts. Ongoing evaluation supports the effectiveness of enforcement mobilizations. Surveys of driver attitudes and beliefs can illuminate areas for improvement, identify program enhancements, and determine their effectiveness. In addition, federal guidelines require evaluation of media efforts.

## PROJECT GOAL AND RESULTS

- Determine public perception of enforcement efforts and advertising messages for traffic safety campaigns by conducting up to three sets of pre- and post-telephone surveys by September 30, 2020. **Goal achieved**

Three sets of pre- and post-telephone surveys were conducted during FY 2020. The surveys were taken before and after the campaigns on impaired driving, pedestrian safety, and bicyclist safety.

Detailed survey results can be found in the Paid Advertising section.





# Pedestrian and Bicyclist Safety

*Pedestrian and bicyclist safety are focused on the nonmotorized population who are the most vulnerable roadway users in Michigan. The OHSP is involved in public education and awareness programs designed to inform motorists, pedestrians, and bicyclists of state traffic laws applicable to pedestrian and bicyclist safety, including obeying traffic signals, signs and markings, giving a minimum of three feet when passing bicyclists on the roadway, using sidewalks when available, and walking facing traffic as far to the left as possible. The OHSP is engaging law enforcement officials in training and enforcement mobilizations and campaigns on laws applicable to pedestrian and bicyclist safety.*

## PROGRAM GOALS

- *To prevent fatalities from increasing from 974 in 2018 to no more than 999.4 fatalities in 2020.*
- *To reduce serious injuries from 5,586 in 2018 to 5,520.4 serious injuries in 2020.*
- *To reduce the 1.01 fatalities/VMT rate in 2017 to .97 fatalities/VMT in 2020.*
- *To prevent pedestrian fatalities from increasing from 145 fatalities in 2018 to no more than 188 fatalities in 2020.*
- *To prevent bicyclist fatalities from increasing from 21 fatalities in 2018 to no more than 37 fatalities in 2020.*

## PUBLIC EDUCATION

### MUSKEGON COUNTY BICYCLE AND PEDESTRIAN SAFETY INITIATIVE

*Section 405(h) FAST Act Non-Motorized Public Education PS-20-03; Awarded: \$19,944; Expended: \$7,136*

#### BACKGROUND

The Muskegon Police Department will continue efforts through collaboration with other law enforcement agencies in Muskegon County to educate bicyclists and pedestrians on safety laws through community events and educate law enforcement officers about laws specific to bicycles, pedestrians, and drivers. Efforts will be conducted to raise public awareness about bicycle and pedestrian safety laws and risks through media packets and materials. Overtime pedestrian and bicycle enforcement will correspond with recreational and physical fitness activities and local events which increase the risks to bicyclists and pedestrians.

Funding will support overtime enforcement wages and fringe benefits costs.

#### PROJECT GOALS AND RESULTS

- Increase knowledge of personal safety risk and protective factors related to pedestrian and bicycle safety laws through in-person education of up to 800 people by September 30, 2020. **Goal achieved**
- Educate up to 5 law enforcement officers about laws specific to bicycles and pedestrians by September 30, 2020. **Goal achieved**

- Conduct 3 law enforcement mobilizations on pedestrian and bicycle safety laws by September 30, 2020.

#### **Goal achieved**

- Raise public awareness about bicycle and pedestrian safety laws, and specific risk factors through two media releases, media packets, and materials by September 30, 2020. **Goal achieved**
- Evaluate effectiveness of the projects through surveys, reduction in pedestrian and bicyclist crashes, digital media impressions, and number of individuals contacted/trained by September 30, 2020. **Goal achieved**

The Muskegon County Pedestrian and Bicycle Safety Initiative is a comprehensive approach to reducing pedestrian and bicyclist fatalities and injuries based on community needs. In-person education was conducted at the annual local indoor bike competition on stationary bikes called "The Ride" with an estimated crowd of 2,000 people. Muskegon Police Department officers made personal contact with 38 motorists, 607 bicyclists, and 123 pedestrians to discuss laws applicable to pedestrian and bicycle safety and distribute educational materials.

Four Muskegon Police Department new recruit officers were educated on laws specific to protecting bicyclists and pedestrians through internal training sessions.

Eight enforcement mobilization shifts were conducted throughout the year with 149 verbal warnings and 32 citations issued. Contacts were also provided educational materials developed in FY2018 by the Muskegon County Sheriff's Office and Safe Kids Michigan. This material provides data on the local intersections and roadways

with the most pedestrian and bicyclist crashes in Muskegon County.

Pedestrian and bicycle safety efforts were also publicized through media releases. This included the September bicyclist safety mobilization week announcement and results. Muskegon Police officers distributed public information and education materials at times and locations throughout the year.

In the City of Muskegon there was an increase in the number of bicycle-involved crashes from eight crashes and zero fatalities in FY2019 to 11 crashes and two fatalities in FY2020. There was a decrease from nine crashes in 2019 to eight total crashes in 2020.

The Muskegon Police Department made nearly 1,000 contacts, including adults and youth. Officers involved noted that many people were not aware of bicycle and pedestrian laws and safety practices. Officers were helpful in taking time to educate those that were contacted to promote better safety.

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## PEDESTRIAN AND BICYCLE SAFETY LAWS PUBLIC EDUCATION, AWARENESS, AND LAW ENFORCEMENT TRAINING

*Section 405(h) FAST Act Non-Motorized Public Training*  
PS-20-01; Awarded: \$60,500; Expended: \$28,597

### BACKGROUND

The dramatic increase in bicyclist injuries and fatalities in 2015 and 2016 shows a need for a variety of countermeasures, including law enforcement's essential role in community enforcement, education, and outreach.

A clearer understanding of the bicycle-related portions of the Michigan Vehicle Code by law enforcement and bicyclists will help prevent future burdens placed on courts and allow officers to better serve the community and save bicyclist lives.

The LMB will promote pedestrian and bicyclist safety laws through law enforcement training. This project is a continuation from FY2017, FY2018, and FY2019.

### PROJECT GOALS AND RESULTS

- Conduct up to 10 regional law enforcement trainings on bicycle and pedestrian safety laws by September 30, 2020. **Goal achieved**
- Evaluate effectiveness of the projects through surveys, reduction in pedestrian and bicycle crashes, digital media impressions and number of individuals reached/trained on pedestrian and bicyclist laws by September 30, 2020. **Goal achieved**

The League of Michigan Bicyclists (LMB) and the OHSP integrated the regional law enforcement trainings with existing trainings, conferences, and professional development events across the state to increase the accessibility and number of officers trained. This effort yielded one in-person training as a pre-Traffic Safety Summit workshop. Thirteen

law enforcement officers and related traffic safety staff attended this training focused on pedestrian and bicycle safety laws. While additional training sessions were scheduled, they were cancelled due to the restrictions of the COVID-19 pandemic.

The LMB updated the law enforcement training curriculum to make it more engaging and relevant to their communities while also preparing the material for a virtual learning environment to be launched in FY2021. The LMB distributed public education materials and resources through a mailing to approximately 215 law enforcement agencies in the top eight counties in which bicyclist crashes occurred in 2019. The materials were to educate law enforcement officers and to help support the reduction in bicyclist crashes. This mailing provided promotion of the LMB's new materials, such as the bicyclist safety roll call video and supplemented their digital outreach efforts in lieu of the cancelled in-person law enforcement trainings. Information was provided regarding the FY2021 virtual law enforcement training availability on laws applicable to pedestrian and bicyclist safety.

Effectiveness was evaluated through surveys of the driver ed pilot training and online quiz. In one month of being live, more than 200 people took the quiz testing their knowledge on how to share the roadway with motorists and cyclists. After assessing the answers on the quiz, The LMB identified that work still needed to be done surrounding education. The LMB found 31 percent of test-takers were unsure about how many cyclists can ride side-by-side on the roadway, 29 percent of test-takers need further education around how a group of cyclists should proceed through a stop sign, and 27 percent of test-takers were unable to indicate what Michigan law says about cyclists riding at night. Crashes involving pedestrians increased from 2,203 crashes in 2018 to 2,260 in 2019. However, crashes involving bicyclists decreased from 1,546 in 2018 to 1,492 in 2019. In regard to digital media, the video developed for law enforcement had more than 5,400 views. Nine short videos were approved and launched that have had 724 views. In partnership with the Michigan Driver and Traffic Safety Education Association (MDTSEA), 27 instructors were trained in the laws of the roadway. No citizens were trained due to the restrictions of COVID-19.

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## DETROIT SAFE ROUTES AMBASSADOR PROGRAM

*Section 405(h) FAST Act Non-Motorized Public Education*  
PS-20-02; Awarded: \$249,980; Expended: \$26,128

### BACKGROUND

The City of Detroit will promote pedestrian and bicycle safety laws through public outreach of the Safe Routes Ambassadors Program, based on the project's successful implementation in Chicago. A variety of audiences will be targeted including elementary students, teenage driver education students, elderly community members, parents,

and teachers. A curriculum for elementary students will be developed for the Detroit Public Schools. The city will utilize its framework to develop a general statewide curriculum that can be used in classrooms by other agencies. The city will seek other funding possibilities outside of the OHSP funding to assist with sustaining the program.

Funding will support personnel costs for ambassador staff to execute projects and program evaluation.

### PROJECT GOALS AND RESULTS

- Employ two full-time and four part-time ambassador staff persons by September 30, 2020. **Goal achieved**
- Conduct pedestrian and bicycle law classroom activities for second graders, fifth graders, and high school students in up to 194 classrooms by September 30, 2020. **Goal achieved**
- Conduct pedestrian and bicycle law education to at least 25 police, fire, and other public agency meetings by September 30, 2020. **Goal not achieved**
- Conduct pedestrian and bicycle law education for at least 50 meetings at neighborhood and community-based organizations by September 30, 2020. **Goal not achieved**
- Conduct pedestrian and bicycle law education for at least 100 community events by September 30, 2020. **Goal not achieved**
- Conduct pedestrian and bicycle law education for at least 50 local businesses by September 30, 2020. **Goal not achieved**

The City of Detroit faced several challenges in completing this project, including a change in project director and a delay in city council approval of the grant. Additionally, due to the COVID-19 pandemic, several project goals were not able to be completed.

Despite these challenges, the City of Detroit Health Department hired one full-time and four part-time Safe Routes Ambassadors temporary staff to administer the Detroit Safe Routes Ambassadors program on pedestrian and bicycle safety traffic laws.

The City of Detroit established an ongoing partnership with The Detroit Public School Community District (DPSCD) to disseminate pedestrian and bike/law education materials to grades 2-5. DPSCD agreed to disseminate this information (via mail and virtual platform) to over 100 (K-12) local schools, and through their police department's Safe Routes to School's Initiative, and their communications division (website promotion conducted virtually due to COVID-19). This relationship assisted the Detroit Health Department during the 2019/2020 school year to provide students, parents, staff, and local community organizations with increased education related to pedestrian/bicycle laws with more than 1,200 pieces of literature distributed.

In addition to the virtual platform provided by DPSCD, they attended seven community events hosted by faith-

based organizations, DPSCD, and the Detroit Housing Commission during September providing one-on-one pedestrian and bicycle law education to parents, families, students, and community.

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## PUBLIC EDUCATION OF BICYCLIST AND PEDESTRIAN LAWS

*Section 402 FAST Act Pedestrian/Bicycle Safety*

PS-20-01; Awarded: \$20,000; Expended: \$5,525

*Section 405(h) FAST Act Non-Motorized Public Education*

PS-20-01; Awarded: \$13,000; Expended: \$7,236

### BACKGROUND

The LMB will promote bicyclist and pedestrian safety through regional pedestrian and bicycle laws public education through driver education instructor professional development courses. The LMB will also work with national organizations to implement a series of segmented courses to educate bicyclists on pedestrian and bicyclist safety laws. Final production and distribution of public education videos and online quizzes will be completed.

Funding will support personnel costs (regular salary for a half-time position), contractual services and operating costs.

### PROJECT GOALS AND RESULTS

- Conduct pedestrian and bicycle laws public education and awareness courses to up to 225 driver education instructors by September 30, 2020. **Goal achieved**
- Conduct at least one training on pedestrian and bicyclist safety laws and additional safety content to bicyclists by September 30, 2020. **Goal achieved**
- Finalize a series of education videos that demonstrates bicyclists' rights and responsibilities on the roads to inform motorists, pedestrians, and bicyclists by September 30, 2020. **Goal achieved**
- Finalize an online roadway safety quiz to inform motorists, pedestrians, and bicyclists of laws applicable to pedestrians and bicyclists safety by September 30, 2020. **Goal achieved**

The LMB worked with the MDTSEA to complete the pilot training course for driver education instructors in October 2019, with 12 instructors completing the class. A survey identified that the programming successfully outlined the laws of the roadways for drivers and cyclists. The program participants would recommend the class to fellow instructors.

Due to the COVID-19 pandemic, the training on pedestrian and bicyclist safety laws and additional safety content to bicyclists was not conducted.

The roll call video for law enforcement officers on bicyclist safety was completed and debuted at the pre-Michigan Traffic Safety Summit training workshop. Nine additional short videos were developed focusing on different laws applicable to bicyclist safety. The topics included: 3-foot Passing Law, Motorist + Cyclist Using the Roadway,

Pedestrian + Cyclist Safely Using the Roadway (Sharing the Sidewalk), Using the Roadway (Where Can You Ride?), Cell Phone Usage, Riding Two Abreast, Hand Signals, Lighting and Dooring.

The LMB completed the online roadway safety quiz. The quiz went live on LMB's website and launched via social media, e-mail, and word of mouth. Since September, more than 200 people have taken the online quiz to test their knowledge on sharing the road with cyclists and motorists.

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## STATEWIDE PEDESTRIAN EDUCATION CAMPAIGN

*Section 405(h) FAST Act Non-Motorized Public Education CP-20-03; Awarded: \$350,000; Expended: \$347,103*

### BACKGROUND

Not all drivers, pedestrians, and bicyclists are aware of state pedestrian and bicycle safety laws. Education is needed to inform the public about Michigan Vehicle Code sections that pertain to motorists, pedestrians, and bicyclists.

The OHSP will provide public education on pedestrian and bicycle safety laws by developing, producing, and implementing a statewide campaign and developing pedestrian/bicyclist law guides for law enforcement and the public.

Funding will support contractual costs, supplies and operating costs, paid advertising, and printing educational materials.

### PROJECT GOALS AND RESULTS

- Revise the statewide campaign focusing on pedestrian safety by September 30, 2020. **Goal achieved**

The *Walk Safe Everybody's Road, Everybody's Rules* paid media campaign began running January-March on Facebook and Twitter. Due to the COVID-19 pandemic, the campaign was delayed and adjustments were required to correct the statewide pedestrian fatality statistic and to edit scenes in the video that did not follow the new social distancing protocols.

Paid advertising was able to resume July-September through Michigan Association of Broadcasters (MAB) TV, mobile, local-based digital, outdoor, transit, MoGo/bus shelters, Gas Station TV, audio streaming, YouTube, Facebook, and Twitter with more than 45 million impressions.

Additional accomplishments included expanding the *Walk Safe Everybody's Road, Everybody's Rules* campaign to include a winter pedestrian safety video re-tagged from Maine and used on social media. The OHSP also used paid advertising on social media to focus messages on pedestrian safety around daylight savings time when pedestrian crashes increase. The Pedestrian Laws Guide for Law Enforcement was developed. Additional resources were added to the [www.Michigan.gov/walksafe](http://www.Michigan.gov/walksafe) website, including the MDOT guide to using pedestrian hybrid beacons, also known as High Intensity Activated Crosswalk (HAWK) signals.

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## STATEWIDE BICYCLIST EDUCATION CAMPAIGN

*Section 405(h) FAST Act Non-Motorized Public Education CP-20-03; Awarded: \$300,000; Expended: \$257,690*

### BACKGROUND

Not all drivers, pedestrians, and bicyclists are aware of state pedestrian and bicycle safety laws. Education is needed to inform the public about Michigan Vehicle Code sections that pertain to motorists, pedestrians, and bicyclists.

The OHSP will provide public education on pedestrian and bicycle safety laws by developing, producing, and implementing a statewide campaign and developing pedestrian/bicyclist law guides for law enforcement and the public.

Funding will support contractual costs, supplies and operating costs, paid advertising, and printing educational materials.

### PROJECT GOALS AND RESULTS

- Develop a statewide campaign focusing on bicyclist safety by September 30, 2020. **Goal achieved**

The OHSP developed, produced, and launched a campaign that included video, radio, and social media which generated more than 28 million impressions from July through September. With input from partnering agencies, the OHSP continued the *Everybody's Road, Everybody's Rules* campaign through the "Lie or Law" bicyclist safety statewide video messaging. The campaign focuses on informing motorists and bicyclists about bicyclist traffic safety laws.

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## PEDESTRIAN AND BICYCLE LAW ENFORCEMENT MOBILIZATION

### ELECTIVE OVERTIME ENFORCEMENT

*Section 405(h) FAST Act Non-Motorized Law Enforcement PS-20-04+; Awarded: \$192,510; Expended: \$87,619*

### BACKGROUND

The OHSP identified the top seven cities which have both the highest number of pedestrian and bicycle crashes over a five-year period: Detroit, Grand Rapids, Ann Arbor, Kalamazoo, Lansing, Warren, and Dearborn. The goal is to pursue a strategic enforcement plan on pedestrian and bicycle safety laws in each city between local police departments and county sheriff offices throughout the second half of the year.

Funding will support law enforcement mobilization and public education on pedestrian and bicycle safety laws.

### PROJECT GOALS AND RESULTS

- Plan and execute a minimum of two pedestrian and bicyclist patrols during the safety crackdowns on



October 2-9, 2019, and June 3-June 10, 2020. **Goal achieved**

- Plan and execute additional overtime enforcement on pedestrian and bicycle safety laws that aligns with local crash data by September 30, 2020. **Goal achieved**
- Conduct or participate in a minimum of two community public education events to promote enforcement efforts by September 30, 2020. **Goal achieved**
- Promote all enforcement efforts by utilizing public information materials provided by OHSP by September 30, 2020. **Goal achieved**
- Publicize enforcement efforts by supporting media events as requested by OHSP by September 30, 2020. **Goal achieved**

Six cities with the highest number of pedestrian and bicyclist crashes participated in the pedestrian and bicyclist overtime enforcement efforts: Detroit, Lansing, Warren, Kalamazoo, Dearborn, and Grand Rapids. This was a multi-agency effort which included participation from the Macomb County Sheriff’s Office and the Lansing Community College Police Department.

The mandatory October enforcement week on laws designed to keep pedestrians safe was conducted with local law enforcement agencies in three participating cities: Detroit, Warren, and Lansing. This was supported by news releases. Due to the COVID-19 pandemic, the OHSP rescheduled the bicyclist safety crackdown mobilization from June 3-10, 2020, to September 9-15, 2020. Education and enforcement efforts were conducted by local law enforcement agencies in four participating cities: Dearborn, Grand Rapids, Lansing, and Warren.

**PEDESTRIAN ENFORCEMENT SEPT. 5-11**

	DETROIT	LANSING	KALAMAZOO	WARREN	OVERALL TOTALS
Motorist Warnings	41	11	5	55	112
Motorist Citations	186	6	0	87	279
Pedestrian Warnings	15	59	11	60	145
Pedestrian Citations	0	0	0	15	15

**BICYCLE TRAFFIC LAW ENFORCEMENT SEPT. 9-15**

	DEARBORN	GRAND RAPIDS	LANSING	MUSKEGON	WARREN	OVERALL TOTALS
Motorist Warnings	9	8	29	33	37	116
Motorist Citations	110	0	29	26	21	186
Bicyclist Warnings	0	0	11	103	3	117
Bicyclist Citations	0	0	0	0	0	0

Additional overtime enforcement on laws applicable to pedestrian and bicyclist safety was conducted throughout the fiscal year. Including the totals from the two enforcement weeks, there were 888 warnings and 1,699 citations issued to a combination of motorists, bicyclists, and pedestrians.

Law enforcement agencies participated in community-based public education events throughout the year, mostly through virtual outreach in conjunction with the required mobilizations. One example is involvement in the Next-Door application by the Warren Police Department. This agency provided information to their community through this platform despite in-person event cancellations due to the COVID-19 pandemic.

Additional public education on pedestrian and bicyclist safety laws was done through news releases. These releases announced and followed up with results from the two mandatory enforcement weeks. Participating law enforcement agencies shared this information with their local news outlets. Many law enforcement agencies also utilized social media to distribute information on pedestrian and bicycle safety.



# Traffic Records

*It is essential for stakeholders to submit data on all traffic crashes. This information is important when analyzing problems and constructing solutions to reduce crashes and prevent fatalities and injuries. This data must be complete, timely, and accurate for efficient traffic safety planning in all program areas.*

## PROGRAM GOALS

- To prevent fatalities from increasing from 974 in 2018 to no more than 999.4 fatalities in 2020.
- To reduce serious injuries from 5,586 in 2018 to 5,520.4 serious injuries in 2020.
- To reduce the 1.01 fatalities/VMT rate in 2017 to .97 fatalities/VMT in 2020.

## TRAFFIC CRASH DATA SUPPORT AND TRAINING

### TRAFFIC CRASH REPORTING FORM TRAINING SUPPORT

Section 405(c) FAST Act Traffic Records Data Program  
TR-20-01; Awarded: \$25,000; Expended: \$11,454

#### BACKGROUND

The MSP Criminal Justice Information Center, Traffic Crash Reporting Unit (TCRU), funds a UD-10 report trainer position. The UD-10 report trainer provides UD-10 crash report form training, in various mediums, to law enforcement agencies, regional police academies, and traffic safety professionals. In addition, this trainer works with the electronic crash analyst, quality control analyst, and the crash specialist to identify reporting problems and possible misinterpretations of data fields and attributes on the UD-10 crash report form. Specialized and specific trainings are offered to police agencies where there may be a concern with data quality.

The UD-10 report trainer is also the instructor and subject matter expert for the Crash Location Improvement Project upgrade. The trainer will provide free training and assistance to local agencies that have incorporated this functionality into their crash reporting.

#### PROJECT GOALS AND RESULTS

- Increase statewide crash report timeliness by 0.81 days from 11.81 to 11 by September 30, 2020. **Goal not achieved**
- Provide training and materials for up to 50 training classes for 1,200 officers, police recruits, and traffic safety professionals on the proper completion of the UD-10 Traffic Crash Report by September 30, 2020. **Goal achieved**

Statewide crash report timeliness increased to 12.52 days in FY2020 from 11.81 in FY2019. The scanning software was not working properly which required manual entry and

approval of the paper crash reports. Even though there are few paper reports submitted, this caused the increase. Work is underway with LexisNexis to get the remaining six agencies switched over to electronic.

The UD-10 crash report trainer conducted 62 trainings for 1,498 attendees from 82 agencies. The trainings were conducted for groups such as: the recruit school academies, law enforcement agencies, regional police academies, traffic safety and vehicle engineers, and an insurance company. Even with the COVID-19 pandemic and shutdown the trainer increased classes by 12 more than the goal, thereby training an additional 297 officers and recruits while still providing an additional 30 officers with training supplies and materials. Presentations were also made to the following groups:

- Pedestrian and bicycle safety education trainings.
- Capital Area Traffic Safety Network
- Distracted Driving Action Team.

Other significant activities completed by the UD-10 report trainer were:

- Wrote articles for the Safety Network Newsletter.
- Created an updated UD-10 Traffic Crash Report User Guide.
- Published the Traffic Crash Advisory.
- IyeTek Instruction, FARS, and Autonomous Vehicle Guides

### UPGRADES TO ROADSOFT AND ENVIRONMENTAL INSTITUTE ROAD AND HIGHWAYS

Section 405(c) FAST Act Traffic Records Data Program  
TR-20-02; Awarded: \$130,000; Expended: \$49,948

#### BACKGROUND

The Model Inventory of Roadway Elements federal data elements (MIRE-FDE) are required by the Moving Ahead for Progress in the 21<sup>st</sup> Century Act/Fixing America's Surface Transportation Act transportation legislation and will aid in



crash analysis. Michigan does not have a method for collecting all MIRE-FDEs from the 616 local transportation agencies. The MDOT will upgrade the statewide Roadsoft software system to include the FDEs.

Funding will support the Department of Technology Management and Budget (DTMB), Michigan Technological University (MTU), and Environmental Systems Research Institute (ESRI) contractors to develop the necessary Roadsoft software upgrades to collect the required data fields.

#### PROJECT GOAL AND RESULT

- Create and share a system of integrated geospatial tools that will collect, exchange, store, and report MIRE-FDE roadway data collected at different agency levels and lead to the completion of all 36 fundamental data elements by September 30, 2020. **Goal achieved**

The MDOT, MTU, and the Center for Shared Solutions (CSS) worked to develop the framework for project implementation. Funding covered contractual services consulting which included the recommendations from ESRI for implementing Roads and Highways (R&H) data into Roadsoft. The ESRI design recommendation was reduced to three high-level recommendations. ESRI worked with MDOT and Roadsoft to script models to produce a centerline output from R&H that was used to deliver some MIRE FDE items to Roadsoft. Work on the project will continue in FY21.

### DEVELOPMENT OF A RELATIONAL MODEL FOR ANNUAL AVERAGE DAILY TRAFFIC ESTIMATION—PHASE 2

*Section 405(c) FAST Act Traffic Records Data Program*  
TR-20-03; Awarded: \$89,978; Expended: \$89,978

#### BACKGROUND

States are required to report Annual Average Daily Traffic (AADT) for federal aid roads as part of the federal transportation management plan. It is a fundamental concept used in traffic analysis, transportation planning, and for traffic safety analysis. This project will address AADT completeness and accuracy through machine learning techniques. Approximately 33 percent of roads do not have accurate AADT. The most accurate and reliable method for measuring AADT is via permanent count stations with Automatic Traffic Recorders (ATRs) which collect traffic data 24 hours a day using inductor loops, sensors, radars, and other state-of-the-art technologies. ATRs are generally used only on federally funded and major arterial roads. The relational model will be compared with spatial and travel demand-based models and the best performing model (based on data availability as well) will be used to predict missing AADT for roads across Michigan.

#### PROJECT GOALS AND RESULTS

- Develop spatial models for AADT estimation for Washtenaw County by September 30, 2020. **Goal achieved**
- Develop travel demand-based model for AADT estimation for Washtenaw County by September 30, 2020. **Goal achieved**
- Comparison of the different models by September 30, 2020. **Goal achieved**
- Extension of the best performing to different counties by September 30, 2020. **Goal achieved**

First developed in FY2019 as phase 1, spatial and travel demand-based models were developed for traffic counts for non-major roads in Washtenaw County that depend on the characteristics of the roadways and their surrounding contextual environment (population density, employment, etc.). An interactive AADT estimation tool was built using the model which allows the user to choose road segments and input values for the model variables to obtain the AADT estimate for that road segment.

The model was revisited in FY2020 to identify the possible issues that may arise when expanding to the entire state. The Washtenaw model was extended to southeast Michigan using the Southeast Michigan Council of Government (SEMCOG) open access data. Different models were experimented with to get the best model fit and Bayesian Additive Regression Tree models were found to be the best candidate. Based on model fit and compatibility with the visualization tool, random forest method was adopted for estimating AADT for all roads for all of Michigan.

### MICHIGAN CRASH ANALYSIS APPLICATION

*Section 405(c) FAST Act Traffic Records Data Program*  
TR-20-06; Awarded: \$345,000; Expended: \$317,036

#### BACKGROUND

The Criminal Justice Information Center, TCRU, has a nationally recognized crash database and processes, however, the TCRU has no way to easily process crash data requests. The process to request crash data is difficult and time-consuming.

This will dramatically reduce the wait time caused by the bottleneck that currently holds up data requests and will allow for more dynamic querying of data.

#### PROJECT GOAL AND RESULT

- To decrease the data request response time from 2 weeks to 1 week by September 30, 2020. **Goal achieved**

Numeric, a traffic safety analytics solution provider for state and local agencies, application has made a significant impact thus far, providing crash statistics in a timelier manner, increasing the unit's efficiency to respond to data requests. The average data request response time



improved from two weeks to one week. An example of improved response time is creating the statistics for Traffic Safety Network group meetings. This effort previously took approximately three hours to compile the data but using the Numetric application reduced the time to approximately a half hour. This application is helping to provide more timely responses to data requests.

## EDUCATION AND COMMUNICATION

### MICHIGAN TRAFFIC CRASH FACTS (MTCF) TECHNICAL SUPPORT

*Section 402 FAST Act Traffic Records*

TR-20-05; Awarded: \$550,000; Expended: \$550,000

#### BACKGROUND

Michigan's traffic crash data is used to identify and analyze problems, implement countermeasures, and evaluate impact. The Michigan Traffic Crash Facts (MTCF) website is updated annually by the University of Michigan Transportation Research Institute (UMTRI) to provide comprehensive traffic crash data and reports. Since its launch in 2004, many enhancements have been made. Funding will support data analysis, technical assistance, and implementation of the 2019 crash data into MTCF.

#### PROJECT GOAL AND RESULT

- Complete the 2019 MTCF publications/web content and website maintenance by September 30, 2020. **Goal achieved**

The UMTRI provided the 2019 MTCF fact books, fact sheets, profiles, web content, web analysis tools, and Strategic Highway Safety Plan action team information.

The UMTRI continued to provide one part-time statistician to provide in-depth crash data analysis for nearly 80 requests as well as crash data presentations at traffic safety partner meetings, including regional Traffic Safety Network meetings and the Strategic Highway Safety Plan action team meetings.

The MTCF website had 113,211 page views, 107,663 queries on the data query tool, and 12,130 new users.

### TRAFFIC RECORDS PROGRAM ASSESSMENT RECOMMENDATION IMPLEMENTATION

*Section 405(c) FAST Act Traffic Records Data Program*

CP-20-01; Awarded: \$0; Expended: \$0

#### BACKGROUND

Accurate, timely, and accessible crash data is a critical component in helping to make roadways safer for all residents and modes of transportation. Michigan conducted a Traffic Records Program Assessment during FY2020. The OHSP will

work with traffic records partners on implementation of projects to address assessment recommendations.

#### PROJECT GOAL AND RESULT

- Implement at least 10 percent of the 24 strategies within the Traffic Records Coordinating Committee's Strategic Plan, which was created from the Traffic Records Program Assessment recommendations by September 30, 2020. **Goal achieved**

The OHSP has continued to work with the Traffic Records Coordinating Committee (TRCC) and other traffic safety partners to implement strategies identified in the TRCC Strategic Plan to address the Traffic Records Assessment recommendations. The traffic records partners for the crash, roadway, and driver/vehicle databases have implemented five of the 24 (21 percent) strategies identified in the strategic plan. Additional projects were identified; however, there was not ample time to complete them in FY2020. These projects will begin in FY2021. The TRCC continues to reach out via partners seeking new traffic records project proposals for FY2022.







# Community Programs

The OHSP engages partners at the state and local levels to supplement engagement, messaging, and traffic safety enforcement efforts. Statewide campaigns build brand and message awareness. The OHSP public information campaigns and activities are designed to promote traffic safety, seat belt use, and sober driving. As a result, public information needs arise throughout the year to support communication efforts, campaigns, and media activities. This can include services such as acquisition of additional public information materials, replacement of outdated items, response to questions, or communications through newsletters and other distribution systems.

## PROGRAM GOALS

- To prevent fatalities from increasing from 974 in 2018 to no more than 999.4 fatalities in 2020.
- To reduce serious injuries from 5,586 in 2018 to 5,520.4 serious injuries in 2020.
- To reduce the 1.01 fatalities/VMT rate in 2017 to .97 fatalities/VMT in 2020.
- To reduce unrestrained passenger vehicle occupant fatalities from 180 fatalities in 2018 to 178 fatalities in 2020.
- To reduce fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from 311 fatalities in 2017 to 275 fatalities in 2020.
- Prevent speeding-related fatalities from increasing from 241 fatalities in 2017 to no more than 280 fatalities in 2020.
- To increase the statewide seat belt use rate from 93.4 percent in 2018 to 98 percent in 2020.

## EDUCATION AND COMMUNICATION

### IN-HOUSE PUBLIC INFORMATION AND EDUCATION

Section 402 Fast Act Community Traffic Safety Project  
CP-20-03; Awarded: \$85,000; Expended: \$41,089

#### BACKGROUND

The OHSP Communications Section implements public information and earned media activities to promote seat belt use, sober driving, child passenger safety, motorcycle safety, and other traffic safety issues. This includes publishing a traffic safety newsletter, developing brochures, flyers, posters, and other materials as well as supporting conferences.

#### PROJECT GOALS AND RESULTS

- Support statewide outreach on traffic safety measures by making materials available for the public and stakeholders through September 30, 2020. **Goal achieved**

The OHSP produced six Safety Network newsletters. The Communications Section updated materials on graduated

driver licensing and Michigan's marijuana law as it relates to traffic safety. News releases were distributed to help raise awareness of several OHSP initiatives including pedestrian safety enforcement and the *Drive Sober or Get Pulled Over* impaired driving campaign. The May 2020 *Click It or Ticket* mobilization was cancelled because of COVID-19, therefore public information and education efforts were not conducted for this mobilization.

### MATERIALS STORAGE AND DISTRIBUTION

Section 402 FAST Act Community Traffic Safety Project  
CP-20-04; Awarded: \$158,851; Expended: \$87,659

#### BACKGROUND

For more than 25 years, the OHSP has provided free traffic safety materials to traffic safety partners, advocates, and stakeholders. Approximately 60 publications are offered on drunk driving, seat belts, pedestrian and bicyclist safety, and car seats. More than 1 million print pieces are shipped each year, with the most popular items being car seat information. Most items are available in English, Arabic, and Spanish. The OHSP maintains and regularly updates a traffic safety materials online catalog to provide the most current traffic safety information to the public. The OHSP also loans traffic safety

costumes, Vince and Larry crash test dummies and Click It the Cricket, to help promote seat belt use.

**PROJECT GOAL AND RESULT**

- Distribute at least 400,000 traffic safety catalog items and up to five mobilization mailings by September 30, 2020. **Goal not achieved**

Three special mailings of 26,149 items were shipped to 589 locations, including law enforcement agencies, high schools, child passenger safety partners, libraries, government agencies, and businesses.

Safety partners and the public requested 237,725 items from the catalog and inventory. In addition, crash test dummy costumes were borrowed eight times and Click It the Cricket costumes were borrowed four times.

The COVID-19 state shutdown and orders to work-from-home for much of the fiscal year limited the number of materials that were requested and shipped.

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**STRATEGIC COUNSEL**

*Section 405(b) Occupant Protection Community Safety High CP-20-03; Awarded: \$85,000; Expended: \$72,616*

**BACKGROUND**

The OHSP relies on strategic counsel for communication projects of a small nature as well as those that arise outside the annual planning process.

**PROJECT GOAL AND RESULT**

- Provide communications expertise related to new situations, opportunities, and challenges on up to four projects through September 30, 2020. **Goal achieved**

Throughout the year, OHSP’s contracted advertising agency provided recommendations for future project strategies and advised the OHSP on the newest social media trends and tools. The firm also copy edited the AER.

The COVID-19 crisis and societal unrest brought about many changes in traffic safety. Several campaign assets needed substantial revisions to reflect new health rules, such as social distancing, and new attitudes about how the law enforcement community interacts with the public. Strategic counsel funds were used to update and revise OHSP traffic safety videos on topics such as pedestrian safety, occupant protection, and impaired driving.

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**ANNUAL MICHIGAN TRAFFIC SAFETY SUMMIT**

*402 FAST Act (charged to all program areas as benefit to local within Program Management Section grant CP-20-02 CP-20-02; Awarded: \$120,000; Expended: \$74,990*

**BACKGROUND**

For 25 years, the OHSP has offered a multi-day Michigan Traffic Safety Summit. This statewide conference 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. General sessions and workshop sessions cover a wide variety of issues, including traffic enforcement, traffic law updates, engineering, and education.

**PROJECT GOAL AND RESULT**

- Conduct the annual Michigan Traffic Safety Summit for at least 500 attendees with traffic safety information regarding education, enforcement, engineering, and emergency medical services by September 30, 2020.

**Goal achieved**

The 25th annual Michigan Traffic Safety Summit drew more than 500 participants on March 10-11 at the Kellogg Hotel and Conference Center in East Lansing. Law enforcement officers, traffic engineers, researchers, and traffic safety advocates attended general sessions, workshop sessions, exhibits, and networking opportunities.

The event featured general session topics such as distracted driving and the effects of marijuana. Some of the other highlights included:

- A look at the 25<sup>th</sup> anniversary of the primary seat belt law, successes and opportunities.
- Effective social media strategies.
- New trends in substance abuse.
- Road to zero.

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**RURAL BYSTANDER CARE PROGRAM**

*Section 402 Fast Act Community Traffic Safety Project CP-20-01; Awarded: \$20,000; Expended: \$0*

**BACKGROUND**

A national rural bystander care training curriculum will be used to teach individuals to render potentially lifesaving care at the scene of a traffic crash until an ambulance arrives.

Funding will support the coordination and implementation of a rural bystander care program in the U.P.

**PROJECT GOAL AND RESULT**

- Print and disseminate rural bystander care instructional and promotional materials by September 30, 2020.

**Goal not achieved**

- Provide rural bystander care training to at least 100 residents in the Upper Peninsula (U.P.) by September 30, 2020. **Goal not achieved**

The existing “Until Help Arrives” curriculum from the Federal Emergency Management Agency was revised, with curriculum developed to include scenarios and treatment for blunt trauma injuries caused by traffic crashes, hypothermia, scene safety, and communication. Regional employers were contacted, with 22 companies expressing interest in scheduling a training program during July- September 2020.

Due to the COVID-19 pandemic and an executive order prohibiting meeting in person, the actual training course

was postponed until FY2021. Print and promotional materials will also be distributed in FY2021.

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## STATEWIDE WINTER SAFE DRIVING AWARENESS CAMPAIGN

Section 402 FAST Act Community Traffic Safety Project  
CP-20-03; Awarded: \$65,000; Expended: \$33,391

### BACKGROUND

The winter safe driving awareness campaign will provide comprehensive information to promote safe winter driving. The campaign may include information on tips about braking, steering, and controlling a vehicle on slippery roadway surfaces, choosing winter tires, vehicle preparation, and stocking an emergency kit and sample social media postings.

Funding will support contractual costs and materials production. Campaign banners will be produced for distribution in FY2021.

### PROJECT GOAL AND RESULT

- Develop and produce a winter safe driving awareness week campaign by September 30, 2020. **Goal achieved**

The development of *Drive Slow on Ice and Snow* campaign materials included a comprehensive winter safe driving website, posters, banners, and social media posts. More than 600 banners and 2,400 posters were produced and will be mailed to partner agencies in targeted counties in FY2021. A Winter Safe Driving Awareness Week was scheduled for November 9-16, 2020.

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## WINTER SAFE DRIVING AWARENESS WEEK SYMPOSIUM

Section 402 FAST Act Community Traffic Safety Project  
CP-20-01; Awarded: \$2,000; Expended: \$0

### BACKGROUND

A one-day U.P. Winter Safe Driving Awareness Week 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 consistent safety messaging, 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 speaker travel costs, meals, facility room rental, and AV equipment rental.

### PROJECT GOAL AND RESULT

- Plan and conduct a Winter Safe Driving Awareness Week Symposium for up to 100 traffic safety partners by September 30, 2020. **Goal not achieved**

The U.P. Winter Safe Driving Symposium was scheduled for September 16 in Escanaba. The agenda featured speakers from the Michigan Department of Natural Resources, Michigan Department of Transportation, the National Weather Service—Negaunee, the Luce County Sheriff's Office, Midwest Truck Driving School, 906 Drive, the Escanaba High School SADD Chapter, and two local businesses.

Due to the COVID-19 pandemic, this project was cancelled.

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## U.P. LAW ENFORCEMENT TRAFFIC SAFETY CONFERENCE AND TRAINING

Section 402 FAST Act Community Traffic Safety Project  
CP-20-01; Awarded: \$18,000; Expended: \$0

### BACKGROUND

The OHSP supports traffic safety efforts in the U.P.'s 15 counties. Traffic safety laws change, and technology is becoming more sophisticated. Training enables law enforcement officers to understand current and emerging issues to make traffic enforcement a priority. Revenue sharing reductions and budget cuts have required many departments to work with a reduced work force.

It can be challenging for agencies to find resources to send law enforcement officers out of the local area for specialized training. This was expressed at the 2016 NHTSA Law Enforcement Roundtable meeting when administrators reported that the biggest hurdle to sending officers to training is the lack of available personnel to backfill positions while others are away.

The April 2018 Northern Law Enforcement Officers Training Needs survey showed an interest for specialized training for law enforcement officers in the areas of impaired driving detection (especially drugs), recognizing indicators of drug impairment, hidden compartments/concealment on traffic stops, and officer safety.

This strategy will provide funding to support training programs in the U.P. for law enforcement officers, administrators, and allied partners.

### PROJECT GOALS AND RESULTS

- Conduct one U.P. regional law enforcement conference for up to 100 road officers by September 30, 2020. **Goal not achieved**
- Conduct up to four traffic safety training programs to be determined by law enforcement training needs assessments by September 30, 2020. **Goal not achieved**
- Conduct ARIDE training in 2 U.P. locations by September 30, 2020. **Goal not achieved**

The U.P. training conference was scheduled for September in Escanaba. A draft agenda was created and potential speakers identified.

Complete Traffic Stops Training programs were scheduled for June in Gogebic and Baraga counties.

Two ARIDE training programs were scheduled for May in Marquette and St. Ignace.

Due to the COVID-19 pandemic, these trainings were cancelled.

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## WINTER DRIVING SKID PAD TRAINING PROGRAM

*Section 402 FAST Act Community Traffic Safety Project  
CP-20-01; Awarded: \$3,000; Expended: \$0*

### BACKGROUND

A one-day training program for U.P. driver's education instructors at the Escanaba skid pad will be conducted. The workshop will consist of a classroom component and hands-on skid pad driving training.

Funding will support facility costs, training supplies/operating costs, and meals.

### PROJECT GOAL AND RESULT

- Sponsor a winter driving skid pad training program for up to 25 Upper Peninsula driver's education instructors by September 30, 2020. **Goal not achieved**

The U.P. driver ed winter driving program was approved by the MDOS. A comprehensive curriculum to teach braking and steering maneuvers for slippery road surfaces was developed by certified instructors. This also included content applicable to the unique needs of the region, including tow strap recovery techniques, staying safe in extreme wind chills, and driving in rapidly changing weather conditions caused by lake effect snow.

Due to the COVID-19 pandemic, this project was cancelled.







# Paid Advertising

## BACKGROUND

Earned media ensures widespread awareness of special traffic enforcement efforts. News stories are credible with the public and are an effective way to reach a wide population base. Unlike advertising, earned media often carries more weight and credibility in the minds of consumers because it is delivered through the recognized filter of a credible third-party organization or person. However, it is challenging to reach crucial groups solely through a news-only strategy.

The OHSP follows the traffic enforcement mobilization model established by the NHTSA. This model calls for paid advertising starting a week prior to enforcement and continuing through the first week of enforcement. The timing allows motorists a warning period before enforcement begins. Paid advertising guarantees messages will be seen on stations, programs, and websites that appeal to the target group. Advertising programming is selected based on its efficiency and effectiveness.

Young men, approximately 18-34, remain the focus of messaging efforts for both seat belt and drunk driving enforcement. Advertising mediums included radio, television, and cable programs as well as billboards, websites, and various social media distribution networks popular with young males. Men between the ages of 50-70 are the focus of messaging efforts to decrease fatalities and injuries of alcohol-involved crashes on motorcycles. Advertising mediums included television and cable programs, as well as outdoor advertising and social media. Safety messages were also distributed via Gas Station TV, gas pump top-pers, Reddit, Mobile, Hispanic digital, Connected TV, audio streaming, podcasts, Hulu, Twitch, and YouTube.

## RESULTS

Paid advertising scheduled for the *Click It or Ticket* campaign in May did not occur because of the COVID-19 pandemic. Health concerns and government directives led federal and state officials to cancel the seat belt enforcement effort.

### AUGUST 2020 DRUNK DRIVING. DRIVE SOBER OR GET PULLED OVER.

*Police in my community are arresting more people for drunk driving now than they were a few months ago.*

(Strongly agree/somewhat agree)

	2018		2019		2020	
	PRE-SURVEY	POST-SURVEY	PRE-SURVEY	POST-SURVEY	PRE-SURVEY	POST-SURVEY
General population	25.8%	29.6%	26.5%	25.8%	17.5%	22.8%
Young men	38.0%	36.7%	38.0%	44.0%	28.0%	36.7%

*Have you heard of any special enforcement in the past 30 days related to police efforts to arrest drunk drivers? (yes)*

	2018		2019		2020	
	PRE-SURVEY	POST-SURVEY	PRE-SURVEY	POST-SURVEY	PRE-SURVEY	POST-SURVEY
General population	18.5%	17.0%	18.8%	19.8%	6.3%	9.5%
Young men	15.3%	25.3%	16.7%	24.0%	8.1%	15.1%

*Would you say that the number of these messages you have seen or heard in the past 30 days is more than usual, fewer than usual, or about the same?*

(More than usual)

	2018		2019		2020	
	PRE-SURVEY	POST-SURVEY	PRE-SURVEY	POST-SURVEY	PRE-SURVEY	POST-SURVEY
General population	9.6%	11.8%	13.1%	19.9%	7.9%	8.2%
Young men	10.0%	20.9%	5.9%	26.4%	2.4%	14.6%

*Do you recall hearing or seeing the following slogans in the past 30 days?*

*(Drive Sober or Get Pulled Over) (Yes)*

	2018		2019		2020	
	PRE-SURVEY	POST-SURVEY	PRE-SURVEY	POST-SURVEY	PRE-SURVEY	POST-SURVEY
General population	53.8%	53.8%	54.3%	54.5%	40.8%	48.3%
Young men	69.3%	68.7%	70.0%	74.7%	62.3%	66.0%

**SEPTEMBER 2020. PEDESTRIAN SAFETY.**

In 2020, almost one in five of the respondents in the post-survey were not confident about their knowledge of Michigan pedestrian laws.

*When it comes to your knowledge of Michigan laws pertaining to people walking or running on the road and at intersections, would you say you are very confident, somewhat confident, not very confident or not confident at all about what Michigan law says?*

1.	Very confident	38.5%
2.	Somewhat confident	39.8%
3.	Not very confident	8.0%
4.	Not confident at all	11.5%
5.	Don't Know/ Refused	2.3%

*Do you recall hearing or seeing the following slogans in the past 30 days?*

*(Everybody's Road. Everybody's Rules) (Yes)*

PRE-SURVEY	POST-SURVEY
5.0%	10.5%

**SEPTEMBER 2020. BICYCLIST SAFETY.**

In 2020, one in five of the respondents in the post-survey were not confident about their knowledge of Michigan laws regarding bicyclists.

*When it comes to your knowledge of Michigan laws pertaining to bicyclists on the road, would you say you are very confident, somewhat confident, not very confident, or not confident at all about what Michigan law says?*

1.	Very confident	24.8%
2.	Somewhat confident	51.8%
3.	Not very confident	13.0%
4.	Not confident at all	8.3%
5.	Don't Know/ Refused	2.3%

*Do you recall hearing or seeing the following slogans in the past 30 days?*

*(Everybody's Road. Everybody's Rules) (Yes)*

PRE-SURVEY	POST-SURVEY
9.8%	7.3%

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**DECEMBER 2019 IMPAIRED DRIVING ENFORCEMENT SUMMARY**
**Digital Target:** Men 21-34**Geo-Targeted:** State of Michigan with emphasis on Detroit,  
Grand Rapids, Flint, and Saginaw/Bay City**Flight Dates:** December 18, 2019 - January 1, 2020

SITES	IMPRESSIONS	CPM	ADDED VALUE IMPRESSIONS	TOTAL \$\$ (NET)
Mobile	2,000,000	\$9.70	216,506	\$19,400.00
Connected TV	500,000	\$27.20	451,000	\$13,600.00
YouTube	1,388,740	\$10.80	-	\$15,000.00
Facebook/Instagram	72,451	\$13.80	-	\$1,000.00
Twitter	123,554	\$8.09	-	\$1,000.00
<b>Totals</b>	<b>4,084,745</b>	<b>\$12.24</b>	<b>667,506</b>	<b>\$50,000.00</b>
		<b>Assessed Value Added:</b>		<b>\$39,090.00</b>

<b>Total Impaired Driving Media Spend:</b>	<b>\$50,000.00</b>
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<b>Total Assessed Value Added:</b>	<b>\$39,090.00</b>
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<b>Total Impressions Delivered:</b>	<b>4,752,251</b>
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**BUCKLE UP IN YOUR TRUCK SEAT BELT SUMMARY**
**Digital Target:** Men 18-34 who drive pick up trucks**Geo-Targeted:** State of Michigan**Flight Dates:** June - September 2020

SITES	IMPRESSIONS	CPM	ADDED VALUE IMPRESSIONS	TOTAL \$\$ (NET)
Mobile	4,031,746	\$9.92	525,758	\$40,000.00
Facebook	3,030,910	\$3.30	-	\$10,000.00
Instagram	1,137,904	\$6.88	-	\$7,825.00
Snapchat	5,035,872	\$2.38	-	\$12,000.00
<b>Totals</b>	<b>13,236,432</b>	<b>-</b>	<b>525,758</b>	<b>\$69,825.00</b>
		<b>Assessed Value Added:</b>		<b>\$2,128.00</b>

<b>Total Buckle Up Media Spend:</b>	<b>\$69,825.00</b>
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<b>Total Assessed Value Added:</b>	<b>\$2,128.00</b>
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<b>Total Impressions Delivered:</b>	<b>13,762,190</b>
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**BICYCLE SAFETY ENFORCEMENT SUMMARY**

**Radio Target:** Motorists and Bicyclists

**Flight Dates:** August - September

MARKET	IMPRESSIONS	TOTAL \$\$ (NET)
Michigan Association of Broadcasters	14,806,000	\$28,380.00
<b>Totals:</b>	<b>14,806,000.0</b>	<b>\$28,380.00</b>
<b>Assessed Value Added:</b>		<b>\$90,068.86</b>

**Digital Target:** Motorists and bicyclists in Michigan

**Flight Dates:** July - September

SITES	IMPRESSIONS	CPM	ADDED VALUE IMPRESSIONS	TOTAL \$\$ (NET)
Mobile	5,000,000	\$8.20	193,033	\$41,000.00
Pandora	1,110,729	\$36.01	1,057,292	\$40,000.00
YouTube	2,332,402	\$7.16	-	\$16,700.00
Facebook/Instagram	496,701	\$5.03	-	\$2,500.00
Twitter	158,449	\$9.47	-	\$1,500.00
<b>Totals:</b>	<b>9,098,281</b>	<b>\$11.18</b>	<b>1,250,325</b>	<b>\$101,700.00</b>
		<b>Assessed Value Added:</b>		<b>\$50,755.00</b>

**Outdoor Target:** Motorists and bicyclists

**Geo-Targeted:** Gas Stations, Bus Shelters, and Bike Stations in Michigan

**Flight Dates:** July - August

MARKET	NUMBER OF SHELTERS/GAS STATIONS	IMPRESSIONS	TOTAL \$\$ (NET)
Gas Station TV	555	2,036,647	\$30,000.00
Mogo+Bus Shelters	20	1,700,000	\$29,900.00
<b>Totals:</b>	<b>575</b>	<b>3,736,647</b>	<b>\$59,900.00</b>
	<b>Assessed Value Added</b>		<b>\$18,871.00</b>

**Total Bicycle Safety Media Spend: \$189,980**

**Total Assessed Value Added: \$159,695**

**Total Impressions Delivered: 28,891,253**

## JULY/AUGUST 2020 IMPAIRED DRIVING ENFORCEMENT SUMMARY

**Radio Target:** Men 21-34

**Flight Dates:** Weeks of 6/29, 7/6, 8/3, 8/10, 8/17

MARKET	REACH	FREQUENCY	IMPRESSIONS	TOTAL SPOTS PAID :60
Detroit*	64.7%	12.6	3,782,607	3,192
Flint	73.1%	12.5	331,000	670
Grand Rapids	63.9%	13.7	1,709,500	1,350
Kalamazoo	47.1%	10.6	195,100	343
Lansing	67.9%	11.2	469,200	965
Marquette/Upper Peninsula	X	X	X	560
Muskegon	69.4%	12.6	66,600	225
Ann Arbor	X	X	X	369
Saginaw	65.3%	10.0	470,900	436
Traverse City	66.0%	8.9	245,700	499
<b>Totals:</b>			<b>7,270,607</b>	<b>8,609</b>
MARKET	ADDED VALUE :60 SPOTS	ADDED VALUE STREAMING STREAMING	ADDED VALUE :05, :10 AND :15 SPONSORSHIPS	TOTAL \$\$ (NET)
Detroit*	298	200	374	\$232,122.00
Flint	225	-	-	\$13,494.00
Grand Rapids	325	-	-	\$31,867.00
Kalamazoo	136	-	-	\$10,719.00
Lansing	290	-	-	\$20,285.00
Marquette/Upper Peninsula	252	-	-	\$10,948.00
Muskegon	75	-	-	\$2,890.00
Ann Arbor	27	-	-	\$4,930.00
Saginaw	112	-	-	\$10,761.00
Traverse City	129	-	-	\$13,084.00
<b>Totals:</b>	<b>1,869</b>	<b>200</b>	<b>374</b>	<b>\$351,100.00</b>

**Sports Programming Statewide Target:** Men 21-34

**Flight Dates:** Weeks of 8/3, 8/10, 8/17, 9/7

MARKET	IMPRESSIONS	TOTAL SPOTS PAID :30	ADDED VALUE :30 SPOTS	ADDED VALUE :05, :10 AND :15 SPONSORSHIPS	TOTAL \$\$ (NET)
WJBK - Detroit Lions	480,900	1	-	-	\$17,000.00
Detroit	83,220	137			\$29,980.00
Grand Rapids	125,999	195			\$13,305.00
Lansing	4,000	113			\$6,400.00
Flint	17,024	635			\$32,061.50
<b>Totals:</b>	<b>711,143</b>	<b>1,081</b>	<b>0</b>	<b>0</b>	<b>\$98,746.50</b>
<b>Assessed Value Added:</b>					<b>\$0.00</b>

**Digital Target: Men 21-34**

**Flight Dates: July 1 - September 14**

SITES	IMPRESSIONS	CPM	ADDED VALUE IMPRESSIONS	TOTAL \$\$ (NET)
Hispanic - Digital	5,700,483	\$10.53	13,081	\$60,000.00
Mobile	8,333,333	\$12.00	35,686	\$100,000.00
Connected TV	3,627,866	\$34.46	-	\$125,000.00
Katz - Podcasts, Spotify	6,173,963	\$16.20	1,291,914	\$100,000.00
Twitch	2,857,143	\$35.00	49,105	\$100,000.00
Beasley Esports	1,869,463	\$13.00	-	\$24,300.00
Pandora	2,500,000	\$20.00	2,591,967	\$50,000.00
Hulu	1,340,314	\$52.23	1,271,405	\$70,000.00
Vevo	1,452,659	\$34.42	14,460	\$50,000.00
Reddit	7,786,376	\$2.57	-	\$20,000.00
Facebook/Instagram	1,405,219	\$4.27	-	\$6,000.00
Snapchat	2,015,732	\$3.47	-	\$7,000.00
Twitter	1,135,201	\$6.17	-	\$7,000.00
<b>Totals:</b>	<b>46,197,752</b>	<b>\$15.57</b>	<b>5,267,618</b>	<b>\$719,300.00</b>
<b>Assessed Value Added:</b>				<b>\$42,351.10</b>

**Outdoor Target: Men 21 - 34**

**Geo-Targeted:** Select markets and Gas Stations throughout Michigan

**Flight Dates: June 29 - September 7**

MARKET	NUMBER OF BOARDS/GAS STATIONS	CONTRACTED IMPRESSIONS	OVERAGE IMPRESSIONS	TOTAL \$\$ (NET)
Gas Station TV	931	3,273,808	397,041	\$80,000.00
Gas Pump Toppers	109	11,154,780	-	\$72,321.00
Outdoor	30	52,379,171	13,214,567	\$98,532.50
<b>Totals:</b>	<b>1,070</b>	<b>66,807,759</b>	<b>13,611,608</b>	<b>\$250,853.50</b>
<b>Assessed Value Added</b>				<b>\$46,444.34</b>

**Total Impaired Driving Media Spend: \$1,420,000**

**Total Assessed Value Added: \$150,800.44**

**Total Impressions Delivered: 139,866,487**

\*Includes Paid Social

**BOOSTER SEAT SUMMARY**

**Digital Target:** Mothers of children ages 4-7, caregivers, grandparents, extended family, and friends

**Geo-Targeted:** State of Michigan

**Flight Dates:** July - September 2020

SITES	IMPRESSIONS	CPM	ADDED VALUE IMPRESSIONS	TOTAL \$\$ (NET)
Mobile	4,182,500	\$10.00	21,020	\$41,825.00
YouTube	1,812,123	\$11.04	-	\$20,000.00
Facebook	685,200	\$4.38	-	\$3,000.00
Instagram	370,170	\$13.51	-	\$5,000.00
<b>Totals</b>	<b>7,049,993</b>	<b>-</b>	<b>21,020</b>	<b>\$69,825.00</b>
<b>Assessed Value Added:</b>				<b>\$210.00</b>

**Total Booster Seat Media Spend: \$69,825.00**

**Total Assessed Value Added: \$210.00**

**Total Impressions Delivered: 7,071,013**

**MOTORCYCLE IMPAIRED ENFORCEMENT SUMMARY**

**Cable Target:** Men 50-70

**Flight Dates:** August 3 - August 24

MARKET	REACH	FREQUENCY	IMPRESSIONS	TOTAL SPOTS PAID :60	ADDED VALUE :30 SPOTS	TOTAL \$\$ (NET)
Detroit	46.1%	2.9	1,189,955	177	79	\$59,980.00
Flint	41.3%	4.5	368,787	513	125	\$12,765.00
Grand Rapids	43.2%	4.2	459,216	177	73	\$22,255.00
<b>Totals:</b>			<b>2,017,958.0</b>	<b>867</b>	<b>277</b>	<b>\$95,000.00</b>
<b>Assessed Value Added:</b>						<b>\$32,802.00</b>

**Fox Sports Statewide Target:** Men 50-70

**Flight Dates:** August

MARKET	REACH	FREQUENCY	IMPRESSIONS	TOTAL SPOTS PAID :30	ADDED VALUE :30 SPOTS	TOTAL \$\$ (NET)
Fox Sports	36.3%	3.4	1,363,000	78	186	\$60,520.00
<b>Totals:</b>			<b>1,363,000.0</b>	<b>78</b>	<b>186</b>	<b>\$60,520.00</b>
<b>Assessed Value Added:</b>						<b>\$8,220.00</b>

**Social Target:** Men 50-70 in Michigan who are interested in Motorcycles

**Flight Dates:** July - September

SITES	IMPRESSIONS	CPM	ADDED VALUE IMPRESSIONS	TOTAL \$\$ (NET)
Facebook/Instagram	565,433	\$5.09	-	\$2,880.00
<b>Totals:</b>	<b>565,433</b>	<b>\$5.09</b>	<b>0</b>	<b>\$2,880.00</b>
<b>Assessed Value Added:</b>				<b>\$0.00</b>

**Outdoor Target:** Men 50 - 70

**Geo-Targeted:** Major Highways and Rural Highways in Detroit, Grand Rapids, and Flint

**Flight Dates:** August - September

MARKET	NUMBER OF BOARDS	CONTRACTED IMPRESSIONS	OVERAGE IMPRESSIONS	TOTAL \$\$ (NET)
Outdoor	24	24,403,355	11,593,469	\$67,000.00
<b>Totals:</b>	<b>24</b>	<b>24,403,355</b>	<b>11,593,469</b>	<b>\$67,000.00</b>
<b>Assessed Value Added</b>				<b>\$31,766.00</b>

**Total Motorcycle Impaired Media Spend: \$225,400.00**

**Total Assessed Value Added: \$72,788.00**

**Total Impressions Delivered: 39,943,215**

**100 DEADLIEST DAYS SUMMARY**

**Digital Target:** Ages 15-20

**Geo-Targeted:** State of Michigan with emphasis in Wayne, Oakland, Macomb, Kent, Ottawa, Ingham, Genesee, Washtenaw, Kalamazoo counties

**Flight Dates:** June 15 - September 13, 2020

SITES	IMPRESSIONS	CPM	ADDED VALUE IMPRESSIONS	TOTAL \$\$ (NET)
YouTube	1,157,716	\$11.40	-	\$13,200.00
Facebook	2,337,716	\$2.77	-	\$6,483.11
Instagram	1,353,127	\$3.20		\$4,330.70
Twitter	2,037,296	\$2.72		\$5,536.19
Snapchat	5,548,219	\$1.74	-	\$9,650.00
<b>Totals</b>	<b>12,434,074</b>	<b>-</b>	<b>-</b>	<b>\$39,200.00</b>
<b>Assessed Value Added:</b>				<b>\$0.00</b>

**Total 100 Dangerous Days Media Spend: \$39,200.00**

**Total Assessed Value Added: \$0.00**



### SHADOW RIDER SUMMARY

**Social Target:** Men ages 45-60 who are a Michigan rider/bike owner who is un-endorsed & ages 18+ who are new/soon-to-be riders

**Geo-Targeted:** State of Michigan with emphasis in Detroit, Grand Rapids, Flint, Kalamazoo, Muskegon, Jackson, and Lansing

**Flight Dates:** February - March & June - August

SITES	IMPRESSIONS	CPM	ADDED VALUE IMPRESSIONS	TOTAL \$\$ (NET)
Facebook	1,813,893	\$5.60	-	\$10,150.00
Instagram	394,297	\$7.10		\$2,800.00
Twitter	443,810	\$6.31		\$2,800.00
Snapchat	650,574	\$4.03	-	\$2,625.00
<b>Totals</b>	<b>3,302,574</b>	-	-	<b>\$18,375.00</b>
<b>Assessed Value Added:</b>				<b>\$0.00</b>

**Total Shadow Rider Media Spend: \$18,375.00**

**Total Assessed Value Added: \$0.00**

### RIDERCOACH SUMMARY

Social Target: Motorcycle Riders

**Geo-Targeted:** Grand Rapids and Detroit Designated Market Areas

**Flight Dates:** February - March

SITES	IMPRESSIONS	CPM	ADDED VALUE IMPRESSIONS	TOTAL \$\$ (NET)
Facebook	122,953	\$5.31	-	\$653.39
<b>Totals</b>	<b>122,953</b>	-	-	<b>\$653.39</b>
<b>Assessed Value Added:</b>				<b>\$0.00</b>

**Total Shadow Rider Media Spend: \$653.39**

**Total Impressions Delivered: 122,953**

### PEDESTRIAN SAFETY/MOTORIST PUBLIC EDUCATION SUMMARY

Broadcasting Target: Ages 18+

**Flight Dates:** July - September

MARKET	IMPRESSIONS	TOTAL \$\$ (NET)
MAB TV	4,450,000	\$29,240.00
<b>Totals:</b>	<b>4,450,000</b>	<b>\$29,240.00</b>
<b>Assessed Value Added:</b>		<b>\$36,670.00</b>

**Digital Target:** Men 25-64 in Michigan

**Flight Dates:** January - March & July - September

SITES	IMPRESSIONS	CPM	ADDED VALUE IMPRESSIONS	TOTAL \$\$ (NET)
Mobile	4,094,365	\$11.85	391,566	\$48,500.00
Location Digital	4,933,567	\$10.13	569,808	\$50,000.00
Audio Streaming	1,136,364	\$44.00	1,245,553	\$50,000.00
YouTube	4,093,818	\$7.09	-	\$29,010.80
Facebook/Instagram	1,269,394	\$5.51	-	\$7,000.00
Twitter	691,635	\$6.51	-	\$4,500.00
<b>Totals:</b>	<b>16,219,143</b>	<b>\$11.65</b>	<b>2,206,927</b>	<b>\$189,010.80</b>
<b>Assessed Value Added</b>				<b>\$12,811.00</b>

**Outdoor Target:** Men 25-64

**Geo-Targeted:** Gas Station, Bus Shelters, Bike Stations and urban areas in Detroit, Flint, Grand Rapids

**Flight Dates:** June - September

MARKET	NUMBER OF BOARDS/GAS STATIONS	CONTRACTED IMPRESSIONS	OVERAGE IMPRESSIONS	TOTAL \$\$ (NET)
Outdoor	23	10,632,432	3,507,122	\$26,300.00
Transit	30	3,550,785	1,163,089	\$24,300.00
Mogo+Bus Shelters	20	1,700,000	-	\$29,900.00
Gas Station TV	567	1,250,017	917,517	\$30,000.00
<b>Totals:</b>	<b>640</b>	<b>17,133,234</b>	<b>5,587,728</b>	<b>\$110,500.00</b>
<b>Assessed Value Added</b>				<b>\$40,722.00</b>

**Total Pedestrian Safety Media Spend: \$328,751**

**Total Assessed Value Added: \$90,203.00**

**Total Impressions Delivered: 45,597,032**





## Driver Education

*Driver education involves improving driver behavior directly by teaching better driving skills, improving safety awareness, and motivating individuals to drive safely.*

*Young drivers are learning basic skills for the very first time. Senior drivers are often at greater risk due to loss of muscle mass and bone strength, which increase the chances of injury or death in a crash.*

### **PROGRAM GOALS**

- *To prevent fatalities from increasing from 974 in 2018 to no more than 999.4 fatalities in 2020.*
- *To reduce serious injuries from 5,586 in 2018 to 5,520.4 serious injuries in 2020.*
- *To reduce the 1.01 fatalities/VMT rate in 2017 to .97 fatalities/VMT in 2020.*
- *To prevent drivers age 20 or younger involved in fatal crashes from increasing from 103 fatalities in 2018 to no more than 138 fatalities in 2020.*

## EDUCATION AND COMMUNICATION

### STRIVE FOR A SAFER DRIVE (S4SD) PROGRAMS

Section 402 FAST Act Driver Education

DE-20-01; Awarded: \$79,450; Expended: \$49,770

#### BACKGROUND

The OHSP collaborated with Ford Driving Skills for Life to continue the school-based teen traffic safety program aimed at reducing teen traffic crashes, fatalities, and injuries. Participating high schools develop teen peer-to-peer traffic safety campaigns, compete with other schools to earn prizes, and are invited to attend a Ford Ride and Drive event in the spring.

#### PROJECT GOALS AND RESULTS

- Establish S4SD in at least 65 schools by September 30, 2020. **Goal not achieved**
- Coordinate one hands-on driving event for all participating schools and achieve 100 percent attendance-200 students-by September 30, 2020. **Goal not achieved**

Promotional efforts included emails and mailings to high schools, phone calls to administrators, school visits, presentations, and conferences. Efforts in recruiting resulted in 57 schools from 31 counties participating in the S4SD program. Despite substantial promotion and recruitment, S4SD fell slightly short in meeting the goal to establish S4SD in at least 65 schools. These high schools and career technical centers represent more than 71,000 students. To kick off the program, a webinar was presented to S4SD advisors and student leaders. A link to the webinar was sent to schools that were unable to attend. The 21 participants that responded to the webinar survey indicated the webinar assisted them with campaign plans.

Final projects were due at the end of March. The program, however, was cut short in mid-March when schools closed and went to an on-line format due to the COVID-19 pandemic. The end-of-the-year Ford Ride and Drive hands-on driving event was also canceled. Schools were encouraged to complete and submit projects if possible. If this wasn't an option, schools were asked to provide pictures and videos of campaign materials for use on social media to continue spreading teen safety messaging. Thirty-three schools submitted projects.

### STRIVE FOR A SAFER DRIVE IMPAIRED DRIVING STATION

Section 405(d) FAST Act Impaired Driving Low Youth Alcohol

CP-20-01; Approved: \$0; Expended: \$0

#### BACKGROUND

Beginning with groups of three students, an officer utilizes a drive track vehicle. The teen's first drive-through is as a non-

impaired driver. The second drive-through takes place with a teen wearing impaired driving goggles, along with a combination of distractions from the radio and passengers talking.

A separate impaired driving area includes discussion from law enforcement officers on impaired driving laws, an explanation of the SFST process and demonstration, impaired driving goggles and/or virtual reality devices on hand for teens (and parents/chaperones) to utilize. The officers, teens, and parents/chaperones conclude by discussing the activity. The officers provide feedback and education on the dangers and consequences of impaired driving.

#### PROJECT GOALS AND RESULTS

- Conduct hands-on training for up to 640 students and up to 475 adults/parents during the Ford Ride and Drive events to educate them on the dangers of impaired driving by September 30, 2020. **Goal not achieved**

This training usually occurs every May in conjunction with the *Strive for a Safer Drive* end-of-the-year event but was canceled due to COVID-19.

### PILOT PARENTAL INVOLVEMENT IN GRADUATED DRIVER LICENSING/DRIVER EDUCATION PROGRAM PHASE 2

Section 405(b) FAST Act Occupant Protection Driver Education High

DE-20-02; Awarded: \$50,000; Expended: \$50,000

#### BACKGROUND

Michigan could reduce teen traffic crashes through improved parent-supervised driving practice during the teen GDL period. Unlike other states that provide all information up front, Michigan offers two segments of driver education in the GDL program, which provides an opportunity to reach parents at different times when it may be more effective.

During the second year of the three-year project, funding will support development of the parent-only meeting materials and supplies. The segment 1 parent meeting communication, recruitment, and delivery plans will be implemented. Segment 1 meeting data will start to be analyzed.

Funding will support contractual costs for program development and indirect costs. Project costs are also co-funded by the MDOS.

#### PROJECT GOALS AND RESULTS

- Complete Phase 2 development of a Pilot Parental Involvement Program in GDL Licensing/Driver Education by September 30, 2020. **Goal not achieved**

The second year of this project focused on further development and approval of the parent meeting materials, including implementation, recruitment, communications, and evaluation plans. All meeting materials were completed and approved, which included enrollment forms, handouts for the meeting, a PowerPoint presentation, parent and teen



surveys, recruitment letters, parent and teen scripts, and driver education recruitment scripts. These materials were developed by the University of Michigan Transportation Research Institute (UMTRI). A project delay early in the fiscal year slowed progress but was resolved in February.

The UMTRI prepared materials for and was granted approval from the Institutional Review Board (IRB) to proceed with scheduling the parent meetings.

Due to COVID-19, the Governor issued an Executive Directive ordering departments and agencies to restrict all discretionary spending and continue to aggressively implement cost containment strategies. As a result of this directive, the MDOS cancelled the contract with UMTRI effective April 14.

## THINKFAST INTERACTIVE SCHOOL PROGRAM FOR TEENS

Section 402 FAST Act Driver Education

DE-20-04; Awarded: \$50,310; Expended: \$0

### BACKGROUND

ThinkFast is an interactive trivia-style game show experience for teenagers. Michigan traffic safety facts and teen traffic safety laws, including GDL, will be taught during the game show interaction. The counties for this project included Kent, Ottawa, St. Joseph, and Van Buren.

Funding will support contractual costs to present the school-based program for up to 3,000 students in 15 high schools in four counties with the largest number of fatalities and suspected serious injuries involving a teen driver.

### PROJECT GOALS AND RESULTS

- Conduct teen traffic safety interactive game shows for up to 3,000 students in 15 high schools by September 30, 2020. **Goal not achieved**

As a part of their nationwide tour, ThinkFast scheduled nine programs in Michigan high schools in April and May.

Due to COVID-19, a mandatory shut down of all schools was ordered and the programs were canceled. Schools did not return to in-person instruction, therefore no ThinkFast programs were completed in FY2020.

## SAVE A LIFE TOUR PROGRAM FOR TEENS

Section 402 FAST Act Driver Education

DE-20-04; Awarded: \$63,414; Expended: \$53,996

### BACKGROUND

The Save a Life Tour is a comprehensive high-impact safe driving awareness program that informs, educates, and demonstrates the potentially deadly consequences resulting from poor choices made by the drivers of motor vehicles. The program utilizes several methods for educating and demonstrating the effects and consequences that are a result of these poor choices. The targeted counties for the

Save a Life Tour were Ingham, Kalamazoo, Jackson, and Isabella.

Funding will support contractual costs to present the school-based program for up to 15 high schools in four counties with the largest number of fatalities and suspected serious injuries involving a teen driver that do not have any other teen programs available.

### PROJECT GOALS AND RESULTS

- Conduct teen traffic safety assemblies and interactive teen traffic safety program in up to 15 high schools by September 30, 2020. **Goal achieved**

Thirteen Save a Life Tour (SALT) interactive programs took place in February in Kalamazoo, Ingham, Jackson, and Isabella counties. The program reached over 5,300 students.

Scheduling was easier this year as a result of word of mouth and the upgrade of the program equipment to the latest in virtual reality simulation. Students attended an assembly, viewed a traffic safety video, and listened to a SALT speaker discuss traffic safety. The simulation-based distracted and impaired driving experience allows young drivers to “live out” real-life consequences of driving distracted or impaired. School Resource Officers assisted program facilitators with engaging, instructing, and having the students sign a safe driving pledge and complete surveys.

The pre and post surveys include questions that relate to both retention and knowledge improvement and some that are informational, and behavior related. Below is an example of measured improvements:

PRE	How often do you read or send text messages while driving?	43.17% Sometimes/ Regularly
POST	How likely are you to text and drive in the future?	11.84% Sometimes/ Regularly

31.33 percent reduction: There was a significant decrease in the number of students who indicate that they now text and drive versus ones who say they will do so in the future.

PRE	Would you take the keys from someone who has been drinking or under the influence?	68.07% Yes
POST	Would you take the keys from a friend who wanted to drive after drinking?	80.85% Yes

13.76 percent increase: Improvement in the number of students who say they will step in and stop others from dangerous behavior

Most students feel that the program is valuable and adds to their awareness.

The program received great support from the schools and communities. Events were well attended and assisted by School Resource Officers. In addition, there were many positive comments from the principals who indicated the value of the program and the level of attention from the students.

### 100 DEADLIEST DAYS PUBLIC EDUCATION

Section 405(b) FAST Act Occupant Protection Driver Education High CP-20-03; Awarded: \$50,000; Expended: \$49,798

#### BACKGROUND

A *100 Deadliest Days of Summer* social media campaign will be developed for teen drivers. Topics such as speeding, impaired driving, distracted driving to include passengers, and seat belt use will be the focus. The messages will be boosted on social media throughout the summer.

Funding will support contractual costs for campaign message and creative development, as well as social media placement.

#### PROJECT GOALS AND RESULTS

- Develop and distribute up to 10 social media creative messages to garner up to 1,000,000 impressions by September 30, 2020. **Goal achieved**

A media plan, video, and teen web pages for this campaign were developed. Because of the pandemic, the campaign name was re-named to the 100 Dangerous Days and the campaign launched later than anticipated. The statewide campaign, with emphasis on counties with the highest number of traffic crash fatalities and serious injuries—Wayne, Oakland, Macomb, Kent, Ottawa, Ingham, Genesee, Washtenaw, and Kalamazoo, was launched on June 15 and continued through September 13. The target audience was drivers age 15-20, with an emphasis on males. A total of nine social media creative messages were developed and distributed, which garnered 12,434,074 impressions.

Campaign Results:

MEDIA	IMPRESSIONS
YouTube	1,157,716
Facebook/Instagram	2,337,716
Instagram Story	1,353,127
Snapchat	5,548,219
Twitter	2,037,296
<b>TOTAL</b>	<b>12,434,074</b>

The “Numbers” video ran as an ad on YouTube. Eighty-eight percent of the impressions came from views in the arts and entertainment section. The speeding creative drove the most clicks (20 percent) on Facebook/Instagram. On Snapchat, two creatives (Students and Study these Numbers) were used generating 45,934 swipes to learn more on the website. On Twitter, the impaired driving image

and message were the best performing, accounting for 30 percent of the clicks.

The *100 Dangerous Days* Campaign was added to OHSP’s teen website page. A 100 Most Dangerous Days video was added to the website, along with fact sheets on speeding, distractions, passengers, impaired driving, and seat belts. Google analytics indicate that nearly 12,000 people visited the website and spent an average of two minutes on the website.

### DISTRACTED DRIVING MEDIA CAMPAIGN

Section 402 FAST Act Driver Education

CP-20-03; Awarded: \$15,000; Expended: \$12,388

#### BACKGROUND

In 2018 there were 77 distraction-involved fatalities and 7,213 distraction-involved injuries. There is a need to educate motorists about the dangers of driving while distracted through the distribution of paid messages to help raise awareness about distracted driving and change driver behavior among younger drivers.

#### PROJECT GOALS AND RESULTS

- Prepare and distribute paid ads about the dangers of distracted driving to young drivers by September 30, 2020. **Goal not achieved**

This project was delayed due to COVID-19, resulting in the April Distracted Driving Awareness Month messages being suspended. Creative messaging was later developed and will be used during Distracted Driving Awareness Month in April 2021.







# Motorcyclist Safety

*The Motorcyclist Safety Program includes motorcycle rider education and training, motorcycle operator licensing, impaired motorcyclist prevention, motorcycle rider conspicuity, motorcyclist personal protective equipment and motorist awareness of motorcyclists. Through data-driven approaches and collaboration with the motorcyclist safety network, the OHSP is working to reduce fatalities and injuries of motorcyclists.*

## PROGRAM GOALS

- To prevent fatalities from increasing from 974 in 2018 to no more than 999.4 in 2020.
- To reduce serious injuries from 5,586 in 2018 to 5,520.4 serious injuries in 2020.
- To reduce the 1.01 fatalities/VMT rate in 2017 to .97 fatalities/VMT in 2020.
- To prevent motorcyclist-related fatalities from increasing from 139 fatalities in 2018 to no more than 156 fatalities in 2020.
- To prevent unhelmeted motorcyclist fatalities from increasing from 56 fatalities in 2018 to no more than 86 fatalities in 2020.
- To prevent the number of crashes involving alcohol- or drug-impaired motorcyclists from increasing from 206 in 2018 to 223 in 2020.
- To prevent impaired motorcyclist fatalities from increasing from 44 fatalities in 2018 to no more than 61 fatalities in 2020.

## TRAINING AND EDUCATION

### MOTORCYCLE RIDER TRAINING

*Section 405(f) FAST Act Motorcycle Training*

MC-20-01; Awarded: \$30,000; Expended: \$10,720

#### BACKGROUND

Training and rider endorsement are proven ways to improve rider safety. Formal motorcyclist training and licensing are critical components to operate a motorcycle safely. The Michigan Rider Education Program (Mi-REP), administered by the MDOS, offers the Basic RiderCourse (BRC), Basic RiderCourse 2, 3-Wheel Basic RiderCourse, Returning Rider Basic RiderCourse, and Advanced RiderCourse (ARC) through public and private sponsors across the state. These programs train approximately 10,000 motorcyclists annually at nearly 50 training sites.

Funding will support training costs and materials.

#### PROJECT GOAL AND RESULT

- Train up to 204 students in 17 ARCs in up to 7 of the top 10 counties where motorcycle-involved crashes are highest and that have a rider training site by September 30, 2020. **Goal achieved**

The OHSP and the MDOS's Mi-REP supported the ARC training classes that are part of the national Motorcycle Safety Foundation's (MSF) curriculum. ARC's are significant to

learn new skills and expand upon existing skills to be a safer motorcyclist. There were 22 students trained in one ARC offered in Wayne County through Schoolcraft College.

Schoolcraft College utilizes a double ARC range. They can train twice the number of students in a course than any other site in the state. The double range allows for higher speeds and different maneuvering.

Due to the COVID-19 pandemic, the ARCs planned to be conducted in Macomb, Washtenaw, and Kent counties did not occur.

### MOTORCYCLE RIDERCOACH PROFESSIONAL DEVELOPMENT

*Section 405(f) FAST Act Motorcycle Training*

MC-20-01; Awarded: \$40,000; Expended: \$0

#### BACKGROUND

The MDOS will coordinate RiderCoach Preparation sessions for Motorcycle Safety Foundation (MSF) certified RiderCoaches. The MDOS will also work with the OHSP to recruit new RiderCoaches and coordinate additional RCP sessions.

Funding will support training costs and materials.

#### PROJECT GOAL AND RESULT

- Provide up to 6 professional development RCPs for RiderCoaches by September 30, 2020. **Goal achieved**



The Mi-REP trained four new Rider Coaches certified in the MSF BRC program offered through one Novice RiderCoach Preparation session in Kent County through Grand Rapids Community College (GRCC).

Due to the COVID-19 pandemic, the RCPs planned to be conducted in Macomb, Wayne, and Ingham counties did not occur.

## RIDERCOACH RECRUITMENT

*Section 405(f) FAST Act Motorcycle Programs*

CP-20-03; Awarded: \$12,000; Expended: \$888

### BACKGROUND

The Mi-REP needs new RiderCoaches because of recent curriculum transitions and aging certified RiderCoaches who are retiring. Skilled RiderCoaches train motorcyclists through rider education courses. New RiderCoaches are trained through the Mi-REP-administered Novice RiderCoach Preparation courses (RCPs).

Previous grassroots attempts for RiderCoach recruitment at large motorcycle events by both the Mi-REP and OHSP proved to be ineffective. A more in-depth approach that includes surveys, campaign development, and specific implementation methods was needed. Understanding how to fill these vacant positions at training sites across the state was needed with continued development of market research focusing on the millennial population, experienced female riders, and determining the proper formats and venues.

The OHSP will work with several partnering agencies and organizations to develop and execute a communications plan for promoting RiderCoach recruitment.

### PROJECT GOAL AND RESULT

- Increase the number of RiderCoaches by 15 from 235 to 250 by September 30, 2020. **Goal not achieved**

This was not completed due to the COVID-19 pandemic.

However, some progress was made through promotional methods internally at the OHSP. The OHSP worked with its contracted marketing firm to develop new creative pieces to promote becoming a RiderCoach. This included different photos showing representation for people over 50 and highlighting the desire to help the biker community. The OHSP continued to use the infographic developed in FY2019 to educate riders on becoming a RiderCoach. Paid media was conducted in February and March through Facebook with more than 120,000 impressions.

To spread the message to populations more inclined to be a RiderCoach, the OHSP developed an article that was published with the infographic in the OHSP Safety Network Newsletter, the MSP Retiree Newsletter, a WKZO Everything Kalamazoo article, and the Michigan Driver and Traffic Safety Education Association (MDTSEA) newsletter.

In a combined effort to educate riders on riding sober and becoming a RiderCoach, mailings were sent to

approximately 260 Veterans of Foreign Wars posts and approximately 100 American Legion Rider Chapter posts. Cover letters, a printed RiderCoach recruitment article, a Becoming a RiderCoach infographic, and Ride Sober window clings were part of the mailing packet.

## IMPAIRED MOTORCYCLIST PREVENTION CAMPAIGN

*Section 405(d) FAST Act Low Paid/Earned Media funds*

CP-20-03; Approved: \$230,000; Expended: \$228,830

### BACKGROUND

The campaign message informs riders that the majority of single-vehicle motorcyclist crash fatalities involve alcohol. The message is focused on the top alcohol-involved crash counties of Kent, Wayne, Oakland, Macomb, Genesee, and Kalamazoo. The campaign will continue a third year of paid advertising through cable television and outdoor billboards in FY2020 with educational materials that will be printed and distributed to partners and stakeholders.

Funding will support the printing, mailing, and distribution of educational materials, as well as paid advertising of the impaired motorcyclist prevention campaign.

### PROJECT GOAL AND RESULT

- Develop and distribute education and outreach materials by September 30, 2020. **Goal achieved**

The OHSP continued the Fallen Brothers-Ride Sober campaign developed in FY2018. This campaign ran from July to September statewide, with a focus on counties where the most motorcyclist impaired crashes occur: Wayne, Oakland, Macomb, Kent, and Genesee counties. Paid advertising was conducted through cable, Fox Sports Detroit, billboards, and Facebook/Instagram with a total of nearly 40 million impressions. The Fallen Brothers video ad was a Silver Winner in the 2020 Telly Awards for the General/Regional TV category.

In a combined effort to educate riders on riding sober and becoming a RiderCoach, mailings were sent to approximately 260 Veterans of Foreign Wars (VFW) posts and approximately 100 American Legion Rider Chapter posts. Cover letters, a RiderCoach Recruitment article, a Becoming a RiderCoach infographic, and Ride Sober window clings were included.



# MOTORCYCLE EVALUATION

## SHADOW RIDER PROJECT

Section 405(b) FAST Act Motorcycle Safety flex

CP-20-03; Approved: \$20,000; Expended: \$19,933

### BACKGROUND

The OHSP has collaborated with the MDOS and the UMTRI on the *Shadow Rider* project to identify unendorsed motorcycle riders on file with motorcycle registrations since FY2013. This project has directly contacted individuals promoting motorcycle rider training to obtain a cycle endorsement on their driver license. The OHSP will continue to coordinate an initiative to contact every known unendorsed operator of a registered motorcycle with a strategically planned message. The OHSP will conduct two social media pushes to unendorsed motorcycle riders to promote training course availability.

Funding will support the development and placement of paid media directed to the unendorsed riders.

### PROJECT GOALS AND RESULTS

- Contact unendorsed riders to inform on the availability of the Basic RiderCourse, Basic RiderCourse 2, and Returning Rider Basic RiderCourse classes to encourage them to obtain their motorcycle endorsements by September 30, 2020. **Goal achieved**
- Conduct up to one paid advertising campaign to reach unendorsed Michigan motorcyclists by September 30, 2020. **Goal achieved**

The number of unendorsed riders did not significantly change in the past year, remaining at approximately 26,000. The *Shadow Rider* project continued with paid social media promotion on Facebook, Instagram, and Twitter. Working with the MDOS and the UMTRI, the OHSP improved the accuracy and specificity of the data on driver license cycle endorsements and motorcycle registrations to obtain additional information, including gender, age, and city of residence frequencies for unendorsed riders. The media plan focused on men 45-60 years old in Detroit, Grand Rapids, Flint, Kalamazoo, Muskegon, Jackson, and Lansing, with additional messaging statewide on Facebook, Instagram, Snapchat, and Twitter. This ran in February-March and June-August, generating more than 3 million impressions.

The message encourages riders to get trained and endorsed with a link to the training site locator webpage. It also emphasizes the need to protect the reason why motorcyclists ride—for freedom, adventure, excitement, and enjoyment as OHSP learned from focus group feedback. It reminds riders their motorcycles can be towed if they are caught riding unendorsed.

The OHSP also completed a series of short videos explaining what each endorsement course is made of: BRC, BRC2, RRBRC, and 3WBRC. The videos help people navigate the rider education courses to learn which course is best for them. Videos are posted on the Michigan.gov/OHSP website and the OHSP's YouTube page. Without any promotion, the videos received nearly 250 views in six months.

# Emergency Medical Services (EMS)

There were no Emergency Medical Services grant-funded programs in FY2020.

However, the OHSP continues to serve as a voting member agency on the state's EMS Coordinating Committee.

# Administrative Issues

## **GOVERNOR'S TRAFFIC SAFETY ADVISORY COMMISSION (GTSAC)**

The GTSAC's updated Michigan Strategic Highway Safety Plan (SHSP) was approved by the governor and is now a finalized four-year document. The commission met in December 2019, and March and September 2020. Meetings gave commissioners an opportunity to provide an update on traffic safety-related activities taking place within their agency or area of responsibility. Updates were also provided on activities undertaken by the SHSP action teams.

During the past year, commissioners made presentations for five outstanding traffic safety achievement awards, a student award, and three Richard H. Austin Long-Term Service awards during the GTSAC Traffic Safety Awards Program at the annual Michigan Traffic Safety Summit.

## **LEGISLATIVE UPDATE**

While several bills were introduced to address traffic safety issues, nothing was approved by Sept. 30, 2020.

## **TRAFFIC SAFETY NETWORKS**

AAA Michigan and the OHSP have jointly sponsored local Traffic Safety Committees, now called Traffic Safety Networks (TSN), since the 1970s by providing technical assistance, subject matter expertise, speaker information, and materials. TSNs promote education, involvement in problem identification, and traffic safety solutions among public and private agencies concerned with the safety of Michigan motorists. TSNs meet periodically throughout the year to share information, learn about traffic safety issues, and address problems in their communities.

Each year, the OHSP sponsors the chairs and vice chairs of the TSNs to attend the Michigan Traffic Safety Summit to keep them informed on current traffic safety technologies, methodologies, and best practices in Michigan and nationally. It also allows the opportunity to network with other TSN leadership and traffic safety professionals from around the state.

The TSNs are an important tool for the OHSP to exchange information with local communities, learn about local and regional traffic safety issues and concerns, provide guidance, and stay connected with partners throughout the state. These efforts allow the TSNs to grow future traffic safety leaders by rotating chair/vice chair responsibilities periodically.

Agendas for each group are varied, depending on issues of interest and relevance to each area. Many TSNs have annual updates on construction and winter weather plans that include reports from county road commissions and the MDOT. Traffic crash data is also a frequent meeting topic.

TSN meetings were suspended this spring when many workers moved to home-based office operations at the start of the pandemic. As people began settling into remote work and becoming more at ease with electronic meeting options, most groups resumed meetings through platforms like Microsoft Teams.

The electronic platform has also allowed more people to participate in the virtual meetings. The virtual meeting format will likely continue for the foreseeable future until COVID-19 vaccines are widely available.

There are 11 active TSNs. Inactive TSN areas include Macomb, St. Clair, and Wayne counties, as well as the Thumb and Chippewa Valley areas.



# Planning and Administration

*The Planning and Administration Section is responsible for developing budgets, the annual Highway Safety Plan (HSP), and providing procedural support for statewide traffic safety programming. Section activities include planning, traffic records, data analysis, project evaluation, and SHSP coordination.*

## PROGRAM GOALS

- *Funding is provided to support various positions within the State Highway Safety Office. These personnel are charged with administering funding for statewide traffic safety programming.*

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## PLANNING AND ADMINISTRATION

*Section 402 FAST Act*

PA-20-01; Awarded: \$607,396; Expended: \$489,212

### BACKGROUND

The goals for the FY2020 HSP are: to prevent fatalities from increasing from 974 in 2018 to no more than 999.4 fatalities in 2020, to reduce serious injuries from 5,586 in 2018 to 5,520.4 serious injuries in 2020, and to reduce the 1.01 fatalities/VMT rate in 2017 to .97 fatalities/VMT in 2020.

Achieving these goals will require a foundation based on crash data analysis to identify the most pressing traffic safety issues, collaboration with traffic safety partners, and problem-based targeted programming.

### PROJECT GOAL AND RESULT

- To support the goals and activities identified in the HSP.  
**Goal Achieved**

The OHSP continued administration of the FY2020 HSP through program coordination and oversight. This included regular meetings of the OHSP's leadership team, HSP planning and implementation staff, and other OHSP staff. After-action reviews identified areas for process improvements. The financial section staff processes financial reimbursement requests in a timely manner.

Following work-at-home directives in March, the OHSP conducted operations using Microsoft Teams for meetings, which continued throughout the remainder of the fiscal year. The web-based grants system facilitated grant activity while working remotely.



# Program Management

*Program Management is responsible for developing and implementing grants and projects with state and local agencies, providing technical support to grantees, monitoring of grant projects, reviewing financial expenditures and ensuring that program activities are in support of the HSP and the current transportation bill regulatory requirements. Program areas include occupant protection/CPS, impaired driving, motorcycles, pedestrians and bicycles, impaired driver detection training support through SFST/ARIDE/DRE, teens, traffic records, police traffic services and communications.*

## Program Goals

- *Funding is provided to support various positions within the SHSO. These personnel are charged with administering funding for statewide traffic safety programming.*
- *Funding is provided to support office-wide administrative activities such as staff travel, staff training and professional development, office supplies, equipment purchases, the electronic grants management system and the Michigan Traffic Safety Summit.*

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## PROGRAM MANAGEMENT

*Section 402 FAST Act Program Management*

CP-20-02; Awarded: \$2,658,908; Expended: \$2,168,647

### BACKGROUND

The goals for the FY2020 HSP are to reduce traffic fatalities from 974 in 2018 to no more than 999.4 in 2020 and to reduce suspected serious injuries from 5,586 in 2018 to no more than 5,520.4 in 2020. The annual Highway Safety Plan (HSP) identifies Michigan's most significant traffic safety issues as well as countermeasures designed to reduce traffic deaths and injuries. Ongoing projects include sobriety courts, traffic safety resource prosecutors, and periodic traffic safety mobilizations. Program management begins by analyzing crash data and implementing strategies that will save lives and prevent injuries. Once the HSP is approved, projects move forward through the grants process, managed by the OHSP program coordinators. Once performance goals are determined and grants awarded, monitoring and

evaluation of the grant projects continues throughout the year. Results determine if goals were met.

### PROJECT GOAL AND RESULT

- To support the goals and activities identified in the HSP. **Goal achieved**
- To reduce crashes and fatalities in various areas as listed in the HSP. **Goal achieved**

The OHSP continued office administrative support of the FY2020 HSP and grants and projects managed by program coordinators and management. Funds supported 24 staff salaries and fringes, staff travel, professional development, operational overhead including expenses for vehicles, supplies and materials, equipment purchases and leases, the Michigan Traffic Safety Summit, and maintenance of the OHSP's online grants management system.

# FY2021 Focus

The OHSP uses state traffic crash data to identify highway safety problems when developing priorities, plans, and programs for a new fiscal year.

## HIGHWAY SAFETY PROBLEMS

Key traffic safety issues identified in 2015-2019 data:

1. Fatalities increased 1.9% from 967 in 2015 to 985 in 2019.
2. Serious injuries increased 15.7% from 4,865 in 2015 to 5,629 in 2019.
3. Unrestrained passenger vehicle occupant fatalities increased 6.3% from 190 in 2015 to 202 in 2019.
4. Older drivers in fatal crashes increased 22.8% from 180 in 2015 to 221 in 2019.
5. Drug-impaired fatalities increased 32.4% from 179 in 2015 to 237 in 2019.

## HIGHWAY SAFETY PERFORMANCE MEASURES

The national core performance measures reflect Michigan's primary traffic safety issues:

- occupant restraint use
- impaired driving
- young drivers
- vulnerable roadway users: bicyclists, motorcyclists, and pedestrians

## DEVELOPING AND SELECTING EVIDENCE-BASED STRATEGIES AND PROJECTS

The OHSP staff work with partners and stakeholders to identify programs to reduce traffic fatalities and injuries. Input and ideas come from grantees, Strategic Highway Safety Plan Action Teams, Traffic Safety Networks, law enforcement at the municipal, county, and state level, state agencies, driver's training and education partners, CPS partners, hospital and other health-affiliated personnel, motorcycle training instructors, judicial networks, court personnel, probation officers, and a host of others involved in traffic safety efforts.

Impaired driving remains one of the primary areas of focus for traffic safety programming. The 2019 crash data indicates alcohol and/or drug involvement in crash fatalities represents 42.5 percent of all traffic fatalities. Support will continue for:

- Overtime enforcement of impaired driving laws throughout the year in high-crash counties and communities.
- Public information and education to promote high visibility impaired driving enforcement mobilizations.
- Programs that support effective prosecution, adjudication, and treatment of impaired drivers.

- Law enforcement training for OWI detection, with an emphasis on drug-impairment detection training including ARIDE and DRE training.
- Public education support for a new MSP district Impaired Driving Action Team.

Efforts to promote seat belt use will remain a high priority, with a use rate goal of 98 percent. Seat belt enforcement will be the primary focus of the OHSP-sponsored mobilizations in November and May. A statewide seat belt and hand-held device use observation survey will also be conducted. In addition, the proper use of car seats and booster seats will be promoted through public education, training, and car seat distribution programs. The OHSP will continue a program to train the Michigan Department of Health and Human Services' staff on properly transporting children in car seats, booster seats, and seat belts. Target communication efforts will seek to increase seat belt use among pickup truck drivers and rear-seat passengers.

The *Strive for a Safer Drive* program will be offered to high schools across the state, involving students in the development of peer-to-peer teen traffic safety campaigns. Interactive school programs for young drivers will also be provided. New communications will make parents aware of the increased risk that passengers present to teen drivers.

Older driver messaging efforts will also focus on family, friends, the medical community, and older drivers regarding the driver reassessment and reexamination process.

Campaigns focusing on laws for pedestrians, bicyclists, and motorists will continue. There will also be stepped up enforcement for pedestrian, bicyclist, and motorist traffic violations in areas identified by crash data.

Efforts to encourage unendorsed motorcyclists to get trained and endorsed will continue through the *Shadow Riders* campaign. Funds will support motorcyclist training programs, professional development for RiderCoaches, as well as efforts to recruit people to become trained RiderCoaches.

Other projects include:

- Further improving the accessibility and accuracy of traffic crash data.
- Providing regional training opportunities for law enforcement to enhance traffic enforcement knowledge and skills development.
- Hosting the 26th Michigan Traffic Safety Summit.

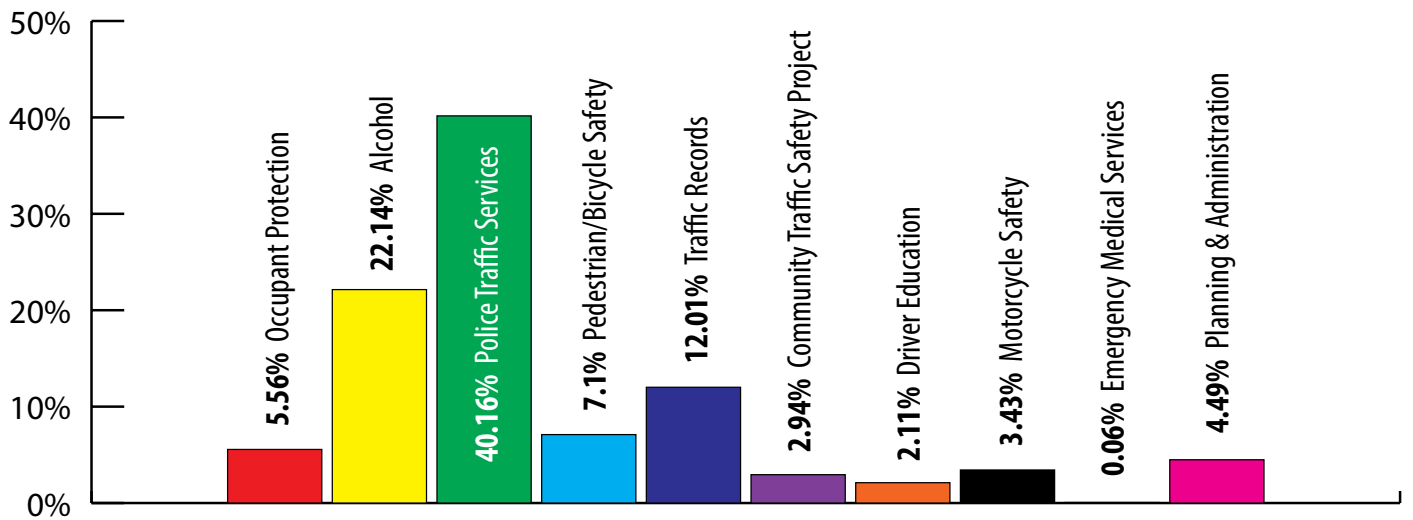
# The OHSP 2020 Status Report

## FISCAL YEAR 2020

Updated as of: 12/16/2020

	402	405B	405C	405D	405F	405H	402 PM	405B PM	405D PM	405F PM	405H PM	TOTAL	PERCENT
Occupant Protection	317,807	144,993						142,451				605,251	5.56%
Alcohol	816,860			1,594,273								2,411,133	22.14%
Police Traffic Services	2,561,757	280,715		12,960			1,517,695					4,373,127	40.16%
Pedestrian/Bicycle Safety	11,741					227,021					534,488	773,250	7.10%
Traffic Records	839,987		468,416									1,308,403	12.01%
Community Traffic Safety Project	247,440	72,616										320,056	2.94%
Driver Education	129,517	59,963						39,835				229,315	2.11%
Motorcycle Safety	112,249	19,933			12,144				228,830	888		374,044	3.43%
Emergency Medical Services	6,216											6,216	0.06%
Planning & Administration	489,212											489,212	4.49%
<b>Grand Total</b>	<b>5,532,786</b>	<b>578,220</b>	<b>468,416</b>	<b>1,607,233</b>	<b>12,144</b>	<b>227,021</b>	<b>1,517,695</b>	<b>182,286</b>	<b>228,830</b>	<b>888</b>	<b>534,488</b>	<b>10,890,007</b>	<b>100.00%</b>

\*Occupant Protection total includes \$190,443 expended to support Child Restraint which is a component within Occupant Protection.



Program Area	Fund	Task Description	Grantee ID	Planned	Obligatory	Approved Grant	Total Payments
OP	402	TK #4 Program Management	Planned Amount	161,000.00			0.00
		TK #4 Program Management Total		161,000.00			0.00
		TK #4 Program Management	CP-20-020HSP - Michigan Department of StatePolice		158,261.00	158,261.00	127,364.00
		TK #4 Program Management Total			158,261.00	158,261.00	127,364.00
		Unallocated to Grants	Oblig Bal 402 funds		2,739.00		0.00
		Unallocated to Grants Total			2,739.00		0.00
	402 Total			161,000.00	161,000.00	158,261.00	127,364.00
	405b	TK #1 Child Passenger Safety	Planned Amount	190,000.00			0.00
			CP-20-010HSP - Michigan Department of StatePolice		59,000.00	59,000.00	51,048.00
			OP-20-01 City of St. Ignace		131,000.00	131,000.00	75,116.00
		TK #1 Child Passenger Safety Total		190,000.00	190,000.00	190,000.00	126,164.00
		TK #2 Evaluation	Planned Amount	465,000.00			0.00
			OP-20-03 Michigan State University		118,494.00	118,494.00	7,751.00
		TK #2 Evaluation Total		465,000.00	118,494.00	118,494.00	7,751.00
		TK #3 Education & Outreach	CP-20-010HSP - Michigan Department of StatePolice		154,000.00	154,000.00	4,984.00
			CP-20-030HSP - Michigan Department of StatePolice		7,500.00	7,500.00	6,094.00
		TK #3 Education & Outreach Total			161,500.00	161,500.00	11,078.00
		TK #3 Education and Outreach	Planned Amount	161,500.00			0.00
		TK #3 Education and Outreach Total		161,500.00			0.00
	405b Total			816,500.00	469,994.00	469,994.00	144,993.00
	405b PM	TK #3 Education & Outreach	CP-20-030HSP - Michigan Department of StatePolice		142,500.00	142,500.00	142,451.00
		TK #3 Education & Outreach Total			142,500.00	142,500.00	142,451.00
		TK #3 Education and Outreach	Planned Amount	142,500.00			0.00
		TK #3 Education and Outreach Total		142,500.00			0.00
		Unallocated to Grants	Oblig Bal 405b funds		0.00		
		Unallocated to Grants Total			0.00		
	405b PM Total			142,500.00	142,500.00	142,500.00	142,451.00
OP Total				1,120,000.00	773,494.00	770,755.00	414,808.00
AL	402	TK #1 Enforcement Support	Planned Amount	483,000.00			0.00
		TK #1 Enforcement Support Total	AL-20-01 Training Division - MSP	483,000.00	482,400.00	482,400.00	363,429.00
		TK #3 Evaluation	Planned Amount	30,000.00			0.00
			CP-20-010HSP - Michigan Department of StatePolice		30,000.00	30,000.00	0.00
		TK #3 Evaluation Total		30,000.00	30,000.00	30,000.00	0.00
		TK #4 Program Management	Planned Amount	570,000.00			0.00
		TK #4 Program Management Total		570,000.00			0.00
		TK #5 Program Management	CP-20-020HSP - Michigan Department of StatePolice		560,303.00	560,303.00	453,431.00
		TK #5 Program Management Total			560,303.00	560,303.00	453,431.00
		Unallocated to Grants	Oblig Bal 402 funds		10,297.00		0.00
		Unallocated to Grants Total			10,297.00		0.00
	402 Total			1,083,000.00	1,083,000.00	1,072,703.00	816,860.00
	405b	TK #1 Enforcement Support	Planned Amount	0.00			0.00
		TK #1 Enforcement Support Total		0.00			0.00
	405b Total			0.00			0.00
	405d	TK #1 Enforcement Support	Planned Amount	436,000.00			0.00
			CP-20-010HSP - Michigan Department of StatePolice		428,368.00	428,368.00	198,891.00
		TK #1 Enforcement Support Total		436,000.00	428,368.00	428,368.00	198,891.00
		TK #2 Adjudication	Planned Amount	1,660,000.00			0.00
			AL-20-05 SCAO		930,000.00	930,000.00	725,982.00
			AL-20-03PAAM		585,000.00	585,000.00	522,423.00
			AL-20-04 Michigan Judicial Institute		52,500.00	52,500.00	35,059.00
		TK #2 Adjudication Total		1,660,000.00	1,567,500.00	1,567,500.00	1,283,464.00
		TK #3 Evaluation	Planned Amount	5,182,000.00			0.00
		TK #3 Evaluation Total		5,182,000.00			0.00
		TK #5 Education & Communication	CP-20-030HSP - Michigan Department of StatePolice		150,000.00	150,000.00	111,918.00
		TK #5 Education & Communication Total			150,000.00	150,000.00	111,918.00
		TK #5 Education & Communication	Planned Amount	150,000.00			0.00
		TK #5 Education & Communication Total		150,000.00			0.00
		Unallocated to Grants	Oblig Bal 405d funds		5,288,188.91		
		Unallocated to Grants Total			5,288,188.91		
	405d Total			7,428,000.00	7,434,056.91	2,145,868.00	1,594,273.00
	405d PM	TK #3 Evaluation	(blank)	200,000.00			

**ANNUAL EVALUATION REPORT 2020**

Program Area	Fund	Task Description	Grantee ID	Planned	Obligatory	Approved Grant	Total Payments
		<b>TK #3 Evaluation Total</b>		200,000.00			
	405d PM Total			200,000.00			
<b>AL Total</b>				<b>8,711,000.00</b>	<b>8,517,056.91</b>	<b>3,218,571.00</b>	<b>2,411,133.00</b>
PT	402	<b>TK #1 Traffic Enforcement</b>	Planned Amount	4,649,000.00			0.00
			PT-20-04 Van Buren County Sheriff's Office		12,112.00	12,112.00	7,849.00
			PT-20-05 Kalamazoo County Sheriff's Office		68,477.00	68,477.00	32,965.00
			PT-20-06 Livingston County Sheriff's Office		22,239.00	22,239.00	14,893.00
			PT-20-07 Tuscola County Sheriff's Office		8,792.00	8,792.00	3,551.00
			PT-20-08 Ottawa County Sheriff's Office		34,208.00	34,208.00	23,939.00
			PT-20-09 East Lansing Police Department		47,722.00	47,722.00	26,544.00
			PT-20-10 Wyoming Department of Public Safety		112,748.00	112,748.00	58,467.00
			PT-20-11 Sanilac County Sheriff's Office		8,608.00	8,608.00	1,482.00
			PT-20-12 Berrien County Sheriff's Office		23,292.00	23,292.00	17,094.00
			PT-20-13 Saginaw County Sheriff's Office		45,834.00	45,834.00	10,086.00
			PT-20-14 St. Clair County Sheriff's Office		33,912.00	33,912.00	26,094.00
			PT-20-15 Bay County Sheriff's Office		20,126.00	20,126.00	15,227.00
			PT-20-16 Ionia County Sheriff's Office		6,634.00	6,634.00	490.00
			PT-20-17 Jackson Traffic Safety Program		34,275.00	34,275.00	22,613.00
			PT-20-18 Marquette County Sheriff's Office		12,793.00	12,793.00	12,304.00
			PT-20-19 Montcalm County Sheriff's Office		10,070.00	10,070.00	4,700.00
			PT-20-20 Sixth District Headquarters - Michigan Department of State Police		58,894.00	58,894.00	58,805.00
			PT-20-21 First District Headquarters - Michigan Department of State Police		103,327.00	103,327.00	97,916.00
			PT-20-22 Seventh District Headquarters - Michigan Department of State Police		19,771.00	19,771.00	19,720.00
			PT-20-23 Third District Headquarters - Michigan Department of State Police		78,519.00	78,519.00	75,045.00
			PT-20-24 Second District Headquarters - Michigan Department of State Police		78,725.00	78,725.00	78,725.00
			PT-20-26 Fifth District Headquarters - Michigan Department of State Police		98,323.00	98,323.00	86,714.00
			PT-20-27 Eighth District Headquarters - Michigan Department of State Police		39,320.00	39,320.00	38,648.00
			PT-20-28 Calhoun County Sheriff's Office		33,788.00	33,788.00	13,888.00
			PT-20-29 Allegan County Sheriff's Office		22,229.00	22,229.00	15,311.00
			PT-20-30 TIA		229,751.00	229,751.00	170,437.00
			PT-20-31 Detroit Police Department - Grants and Contracts		154,034.00	154,034.00	14,288.00
			PT-20-32 Muskegon County Sheriff's Office		52,190.00	52,190.00	14,108.00
			PT-20-33 Monroe County Sheriff's Office		47,789.00	47,789.00	20,114.00
			PT-20-34 Chippewa County Sheriff's Office		34,857.00	34,857.00	23,923.00
			PT-20-35 Washtenaw County Sheriff's Office		71,818.00	71,818.00	17,550.00
			PT-20-36 Flint Township Police Department		48,308.00	48,308.00	33,907.00
			PT-20-37 Grand Traverse County Sheriff's Department		30,965.00	30,965.00	21,224.00
			PT-20-38 Brownstown Charter Township Police Department		33,273.00	33,273.00	21,788.00
			PT-20-39 Macomb County Sheriff's Office		171,456.00	171,456.00	110,701.00



Program Area	Fund	Task Description	Grantee ID	Planned	Obligatory	Approved Grant	Total Payments
			PT-20-40 Wayne County Sheriff's Office		163,087.00	163,087.00	126,163.00
		<b>TK #1 Traffic Enforcement Total</b>		4,649,000.00	2,072,266.00	2,072,266.00	1,337,273.00
		<b>TK #2 Education &amp; Communication</b>	CP-20-030HSP - Michigan Department of State Police		15,000.00	15,000.00	4,574.00
		<b>TK #2 Education &amp; Communication Total</b>			15,000.00	15,000.00	4,574.00
		<b>TK #2 Education &amp; Communication</b>	Planned Amount	90,000.00			0.00
			CP-20-010HSP - Michigan Department of State Police		75,000.00	75,000.00	0.00
		<b>TK #2 Education &amp; Communication Total</b>		90,000.00	75,000.00	75,000.00	0.00
		<b>TK #3 Evaluation</b>	Planned Amount	100,000.00			0.00
			CP-20-030HSP - Michigan Department of State Police		100,000.00	100,000.00	70,400.00
		<b>TK #3 Evaluation Total</b>		100,000.00	100,000.00	100,000.00	70,400.00
		<b>TK #4 Program Management</b>	Planned Amount	1,445,000.00			0.00
		<b>TK #4 Program Management Total</b>		1,445,000.00			0.00
		<b>TK #5 Program Management</b>	CP-20-020HSP - Michigan Department of State Police		1,420,420.00	1,420,420.00	1,149,510.00
		<b>TK #5 Program Management Total</b>			1,420,420.00	1,420,420.00	1,149,510.00
		<b>Unallocated to Grants</b>	Oblig Bal 402 funds		2,589,314.00		0.00
		<b>Unallocated to Grants Total</b>			2,589,314.00		0.00
	<b>402 Total</b>			<b>6,284,000.00</b>	<b>6,272,000.00</b>	<b>3,682,686.00</b>	<b>2,561,757.00</b>
	<b>402 PM</b>	<b>TK #2 Education &amp; Communication</b>	CP-20-030HSP - Michigan Department of State Police		2,300,000.00	2,300,000.00	1,517,695.00
		<b>TK #2 Education &amp; Communication Total</b>			2,300,000.00	2,300,000.00	1,517,695.00
		<b>TK #2 Education &amp; Communication</b>	Planned Amount	2,300,000.00			0.00
		<b>TK #2 Education &amp; Communication Total</b>			2,300,000.00		0.00
	<b>402 PM Total</b>			<b>2,300,000.00</b>	<b>2,300,000.00</b>	<b>2,300,000.00</b>	<b>1,517,695.00</b>
	<b>405b</b>	<b>TK #1 Traffic Enforcement</b>	Planned Amount	481,000.00			0.00
			PT-20-20 Sixth District Headquarters - Michigan Department of State Police		62,709.00	62,709.00	31,180.00
			PT-20-21 First District Headquarters - Michigan Department of State Police		87,466.00	87,466.00	67,034.00
			PT-20-22 Seventh District Headquarters - Michigan Department of State Police		16,105.00	16,105.00	5,632.00
			PT-20-23 Third District Headquarters - Michigan Department of State Police		132,754.00	132,754.00	64,866.00
			PT-20-24 Second District Headquarters - Michigan Department of State Police		53,224.00	53,224.00	35,936.00
			PT-20-26 Fifth District Headquarters - Michigan Department of State Police		87,482.00	87,482.00	60,698.00
			PT-20-27 Eighth District Headquarters - Michigan Department of State Police		40,776.00	40,776.00	13,290.00
		<b>TK #1 Traffic Enforcement Total</b>		481,000.00	480,516.00	480,516.00	278,636.00
		<b>TK #2 Education &amp; Communication</b>	CP-20-010HSP - Michigan Department of State Police		4,000.00	4,000.00	2,079.00
		<b>TK #2 Education &amp; Communication Total</b>			4,000.00	4,000.00	2,079.00
		<b>TK #2 Education &amp; Communication</b>	Planned Amount	4,000.00			0.00
		<b>TK #2 Education &amp; Communication Total</b>			4,000.00		0.00
	<b>405b Total</b>			<b>485,000.00</b>	<b>484,516.00</b>	<b>484,516.00</b>	<b>280,715.00</b>
	<b>405d</b>	<b>TK #2 Education &amp; Communication</b>	CP-20-030HSP - Michigan Department of State Police		13,000.00	13,000.00	12,960.00
		<b>TK #2 Education &amp; Communication Total</b>			13,000.00	13,000.00	12,960.00
	<b>405d Total</b>				<b>13,000.00</b>	<b>13,000.00</b>	<b>12,960.00</b>
	<b>405d PM</b>	<b>TK #2 Education &amp; Communication</b>	Planned Amount	60,000.00			0.00
		<b>TK #2 Education &amp; Communication Total</b>			60,000.00		0.00
	<b>405d PM Total</b>			<b>60,000.00</b>			<b>0.00</b>
<b>PT Total</b>				<b>9,129,000.00</b>	<b>9,069,516.00</b>	<b>6,480,202.00</b>	<b>4,373,127.00</b>
<b>PS</b>	<b>402</b>	<b>TK #2 Public Education</b>	Planned Amount	20,000.00			0.00
		<b>TK #2 Public Education Total</b>			20,000.00		0.00
		<b>TK #2 Public Education and Training</b>	P5-20-01 League of Michigan Bicyclists		20,000.00	20,000.00	5,525.00
		<b>TK #2 Public Education and Training Total</b>			20,000.00	20,000.00	5,525.00
		<b>TK #4 Program Management</b>	Planned Amount	9,000.00			0.00
		<b>TK #4 Program Management Total</b>			9,000.00		0.00
		<b>TK #4 Program Management</b>	CP-20-020HSP - Michigan Department of State Police		8,847.00	8,847.00	6,216.00
		<b>TK #4 Program Management Total</b>			8,847.00	8,847.00	6,216.00
		<b>Unallocated to Grants</b>	Oblig Bal 402 funds		153.00		0.00

**ANNUAL EVALUATION REPORT 2020**

Program Area	Fund	Task Description	Grantee ID	Planned	Obligatory	Approved Grant	Total Payments
		<b>Unallocated to Grants Total</b>			153.00		0.00
	<b>402 Total</b>			<b>29,000.00</b>	<b>29,000.00</b>	<b>28,847.00</b>	<b>11,741.00</b>
	<b>405h</b>	<b>TK #1 Evaluation</b>	<b>Planned Amount</b>	1,307,500.00			0.00
		<b>TK #1 Evaluation Total</b>		1,307,500.00			0.00
		<b>TK #2 Public Education</b>	<b>Planned Amount</b>	454,500.00			0.00
		<b>TK #2 Public Education Total</b>		454,500.00			0.00
		<b>TK #2 Public Education</b>	<b>CP-20-030HSP - Michigan Department of StatePolice</b>		111,000.00	111,000.00	70,305.00
		<b>TK #2 Public Education Total</b>			111,000.00	111,000.00	70,305.00
		<b>TK #2 Public Education and Training</b>	<b>PS-20-01 League of Michigan Bicyclists</b>		73,500.00	73,500.00	35,833.00
			<b>PS-20-02 City of Detroit</b>		249,980.00	249,980.00	26,128.00
			<b>PS-20-03 MuskegonPolice Department</b>		19,944.00	19,944.00	7,136.00
		<b>TK #2 Public Education and Training Total</b>			343,424.00	343,424.00	69,097.00
		<b>TK #3 Pedestrian and Bicycle Law Enforcement Mobilization</b>	<b>Planned Amount</b>	200,000.00			0.00
			<b>PS-20-04 DetroitPolice Department - Grants and Contracts</b>		45,000.00	45,000.00	6,670.00
			<b>PS-20-05 LansingPolice Department</b>		9,913.00	9,913.00	5,193.00
			<b>PS-20-06 WarrenPolice Department</b>		42,000.00	42,000.00	39,952.00
			<b>PS-20-10 Grand RapidsPolice Department</b>		13,599.00	13,599.00	3,216.00
			<b>PS-20-07 Kalamazoo Department ofPublic Safety</b>		39,749.00	39,749.00	262.00
			<b>PS-20-09 DearbornPolice Department</b>		42,249.00	42,249.00	32,326.00
		<b>TK #3 Pedestrian and Bicycle Law Enforcement Mobilization Total</b>		200,000.00	192,510.00	192,510.00	87,619.00
		<b>Unallocated to Grants</b>	<b>Oblig Bal 405h funds</b>		1,315,046.49		0.00
		<b>Unallocated to Grants Total</b>			1,315,046.49		0.00
	<b>405h Total</b>			<b>1,962,000.00</b>	<b>1,961,980.49</b>	<b>646,934.00</b>	<b>227,021.00</b>
	<b>405h PM</b>	<b>TK #2 Public Education</b>	<b>Planned Amount</b>	539,000.00			0.00
		<b>TK #2 Public Education Total</b>		539,000.00			0.00
		<b>TK #2 Public Education</b>	<b>CP-20-030HSP - Michigan Department of StatePolice</b>		539,000.00	539,000.00	534,488.00
		<b>TK #2 Public Education Total</b>			539,000.00	539,000.00	534,488.00
	<b>405h PM Total</b>			<b>539,000.00</b>	<b>539,000.00</b>	<b>539,000.00</b>	<b>534,488.00</b>
<b>PS Total</b>				<b>2,530,000.00</b>	<b>2,529,980.49</b>	<b>1,214,781.00</b>	<b>773,250.00</b>
<b>TR</b>	<b>402</b>	<b>TK #2 Education &amp; Communication</b>	<b>TR-20-05 Regents of the University of Michigan</b>		550,000.00	550,000.00	550,000.00
		<b>TK #2 Education &amp; Communication Total</b>			550,000.00	550,000.00	550,000.00
		<b>TK #2 Education and Communication</b>	<b>Planned Amount</b>	550,000.00			0.00
		<b>TK #2 Education and Communication Total</b>		550,000.00			0.00
		<b>TK #3 Program Management</b>	<b>Planned Amount</b>	365,000.00			0.00
		<b>TK #3 Program Management Total</b>		365,000.00			0.00
		<b>TK #3 Program Management</b>	<b>CP-20-020HSP - Michigan Department of StatePolice</b>		358,791.00	358,791.00	289,987.00
		<b>TK #3 Program Management Total</b>			358,791.00	358,791.00	289,987.00
		<b>Unallocated to Grants</b>	<b>Oblig Bal 402 funds</b>		6,209.00		0.00
		<b>Unallocated to Grants Total</b>			6,209.00		0.00
	<b>402 Total</b>			<b>915,000.00</b>	<b>915,000.00</b>	<b>908,791.00</b>	<b>839,987.00</b>
	<b>405c</b>	<b>TK #1 Traffic Crash Data Support and Training</b>	<b>Planned Amount</b>	710,000.00			0.00
			<b>TR-20-01 CJIC- Michigan Department of StatePolice</b>		25,000.00	25,000.00	11,454.00
			<b>TR-20-02 Michigan Department of Transportation</b>		130,000.00	130,000.00	49,948.00
			<b>TR-20-03 Regents of the University of Michigan</b>		89,978.00	89,978.00	89,978.00
			<b>TR-20-06 CJIC- Michigan Department of StatePolice</b>		345,000.00	345,000.00	317,036.00
		<b>TK #1 Traffic Crash Data Support and Training Total</b>		710,000.00	589,978.00	589,978.00	468,416.00
		<b>TK #2 Education &amp; Communication</b>	<b>CP-20-010HSP - Michigan Department of StatePolice</b>		5,000.00	5,000.00	0.00
		<b>TK #2 Education &amp; Communication Total</b>			5,000.00	5,000.00	0.00
		<b>TK #2 Education and Communication</b>	<b>Planned Amount</b>	3,420,000.00			0.00
		<b>TK #2 Education and Communication Total</b>		3,420,000.00			0.00
		<b>Unallocated to Grants</b>	<b>Oblig Bal 405c funds</b>		3,534,641.53		
		<b>Unallocated to Grants Total</b>			3,534,641.53		
	<b>405c Total</b>			<b>4,130,000.00</b>	<b>4,129,619.53</b>	<b>594,978.00</b>	<b>468,416.00</b>
<b>TR Total</b>				<b>5,045,000.00</b>	<b>5,044,619.53</b>	<b>1,503,769.00</b>	<b>1,308,403.00</b>
<b>CP</b>	<b>402</b>	<b>TK #1 Education &amp; Communication</b>					

Program Area	Fund	Task Description	Grantee ID	Planned	Obligatory	Approved Grant	Total Payments
			CP-20-04 MSP Departmental Services Divison Warehouse		158,851.00	158,851.00	87,659.00
			CP-20-030HSP - Michigan Department of StatePolice		150,000.00	150,000.00	74,480.00
		<b>TK #1 Education &amp; Commuication Total</b>			308,851.00	308,851.00	162,139.00
		TK #1 Education & Communication	CP-20-010HSP - Michigan Department of StatePolice		23,000.00	23,000.00	0.00
		<b>TK #1 Education &amp; Communication Total</b>			23,000.00	23,000.00	0.00
		TK #1 Education and Communication	Planned Amount	333,000.00			0.00
		<b>TK #1 Education and Communication Total</b>		333,000.00			0.00
		TK #2 Education & Communication	CP-20-020HSP - Michigan Department of StatePolice		106,161.00	106,161.00	85,301.00
		<b>TK #2 Education &amp; Communication Total</b>			106,161.00	106,161.00	85,301.00
		TK #2 Program Management	Planned Amount	108,000.00			0.00
		<b>TK #2 Program Management Total</b>		108,000.00			0.00
		Unallocated to Grants	Oblig Bal 402 funds		2,988.00		0.00
		<b>Unallocated to Grants Total</b>			2,988.00		0.00
	<b>402 Total</b>			<b>441,000.00</b>	<b>441,000.00</b>	<b>438,012.00</b>	<b>247,440.00</b>
	405b	TK #1 Education & Commuication	CP-20-030HSP - Michigan Department of StatePolice		85,000.00	85,000.00	72,616.00
		<b>TK #1 Education &amp; Commuication Total</b>			85,000.00	85,000.00	72,616.00
		TK #1 Education and Communication	Planned Amount	107,000.00			0.00
		<b>TK #1 Education and Communication Total</b>		107,000.00			0.00
	<b>405b Total</b>			<b>107,000.00</b>	<b>85,000.00</b>	<b>85,000.00</b>	<b>72,616.00</b>
<b>CP Total</b>				<b>548,000.00</b>	<b>526,000.00</b>	<b>523,012.00</b>	<b>320,056.00</b>
DE	402	TK #1 Education & Communication	DE-20-01 TIA		79,450.00	79,450.00	49,770.00
			DE-20-04 TIA		113,724.00	113,724.00	53,996.00
		<b>TK #1 Education &amp; Communication Total</b>			193,174.00	193,174.00	103,766.00
		TK #1 Education & Communication	CP-20-030HSP - Michigan Department of StatePolice		15,000.00	15,000.00	12,388.00
		<b>TK #1 Education &amp; Communication Total</b>			15,000.00	15,000.00	12,388.00
		TK #1 Education and Communication	Planned Amount	345,000.00			0.00
		<b>TK #1 Education and Communication Total</b>		345,000.00			0.00
		TK #2 Program Management	Planned Amount	18,000.00			0.00
		<b>TK #2 Program Management Total</b>		18,000.00			0.00
		TK #2 Program Management	CP-20-020HSP - Michigan Department of StatePolice		17,694.00	17,694.00	13,363.00
		<b>TK #2 Program Management Total</b>			17,694.00	17,694.00	13,363.00
		Unallocated to Grants	Oblig Bal 402 funds		136,326.18		0.00
		<b>Unallocated to Grants Total</b>			136,326.18		0.00
	<b>402 Total</b>			<b>363,000.00</b>	<b>362,194.18</b>	<b>225,868.00</b>	<b>129,517.00</b>
	405b	TK #1 Education & Commuication	DE-20-02 Michigan Department of State		50,000.00	50,000.00	50,000.00
		<b>TK #1 Education &amp; Commuication Total</b>			50,000.00	50,000.00	50,000.00
		TK #1 Education & Communication	CP-20-030HSP - Michigan Department of StatePolice		10,000.00	10,000.00	9,963.00
		<b>TK #1 Education &amp; Communication Total</b>			10,000.00	10,000.00	9,963.00
		TK #1 Education and Communication	Planned Amount	60,000.00			0.00
		<b>TK #1 Education and Communication Total</b>		60,000.00			0.00
	<b>405b Total</b>			<b>60,000.00</b>	<b>60,000.00</b>	<b>60,000.00</b>	<b>59,963.00</b>
	405d	TK #1 Education and Communication	Planned Amount	20,000.00			0.00
		<b>TK #1 Education and Communication Total</b>		20,000.00			0.00
	<b>405d Total</b>			<b>20,000.00</b>			<b>0.00</b>
	405b PM	TK #1 Education & Communication	CP-20-030HSP - Michigan Department of StatePolice		40,000.00	40,000.00	39,835.00
		<b>TK #1 Education &amp; Communication Total</b>			40,000.00	40,000.00	39,835.00
		TK #1 Education and Communication	Planned Amount	40,000.00			
		<b>TK #1 Education and Communication Total</b>		40,000.00			
		Unallocated to Grants	Oblig Bal 405b funds		0.00		
		<b>Unallocated to Grants Total</b>			0.00		
	<b>405b PM Total</b>			<b>40,000.00</b>	<b>40,000.00</b>	<b>40,000.00</b>	<b>39,835.00</b>
<b>DE Total</b>				<b>483,000.00</b>	<b>462,194.18</b>	<b>325,868.00</b>	<b>229,315.00</b>
MC	402	TK #3 Program Management	Planned Amount	142,000.00			0.00
		<b>TK #3 Program Management Total</b>		142,000.00			0.00
		TK #3 Program Management	CP-20-020HSP - Michigan Department of StatePolice		139,584.00	139,584.00	112,249.00
		<b>TK #3 Program Management Total</b>			139,584.00	139,584.00	112,249.00
		Unallocated to Grants	Oblig Bal 402 funds		2,416.00		0.00
		<b>Unallocated to Grants Total</b>			2,416.00		0.00
	<b>402 Total</b>			<b>142,000.00</b>	<b>142,000.00</b>	<b>139,584.00</b>	<b>112,249.00</b>
	405b	TK #2 Motorcycle Evaluation	Planned Amount	20,000.00			0.00
		<b>TK #2 Motorcycle Evaluation Total</b>		20,000.00			0.00

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Program Area	Fund	Task Description	Grantee ID	Planned	Obligatory	Approved Grant	Total Payments
		TK #2 Motorcycle Evaluation	CP-20-030HSP - Michigan Department of StatePolice		20,000.00	20,000.00	19,933.00
		TK #2 Motorcycle Evaluation Total			20,000.00	20,000.00	19,933.00
	405b Total			20,000.00	20,000.00	20,000.00	19,933.00
	405f	TK #1 Training and Education	Planned Amount	72,000.00			0.00
			CP-20-030HSP - Michigan Department of StatePolice		2,000.00	2,000.00	1,424.00
			MC-20-01 Michigan Department of State		70,000.00	70,000.00	10,720.00
		TK #1 Training and Education Total		72,000.00	72,000.00	72,000.00	12,144.00
		TK #2 Motorcycle Evaluation	Planned Amount	36,000.00			0.00
		TK #2 Motorcycle Evaluation Total		36,000.00			0.00
		Unallocated to Grants	Oblig Bal 405f funds		35,479.37		
		Unallocated to Grants Total			35,479.37		
	405f Total			108,000.00	107,479.37	72,000.00	12,144.00
	405b PM	Unallocated to Grants	Oblig Bal 405b funds		0.00		
		Unallocated to Grants Total			0.00		
	405b PM Total				0.00		
	405d PM	TK #1 Training and Education	Planned Amount	230,000.00			0.00
			CP-20-030HSP - Michigan Department of StatePolice		230,000.00	230,000.00	228,830.00
		TK #1 Training and Education Total		230,000.00	230,000.00	230,000.00	228,830.00
		Unallocated to Grants	Oblig Bal 405d funds		0.00		
		Unallocated to Grants Total			0.00		
	405d PM Total			230,000.00	230,000.00	230,000.00	228,830.00
	405f PM	TK #1 Training and Education	Planned Amount	12,000.00			0.00
			CP-20-030HSP - Michigan Department of StatePolice		12,000.00	12,000.00	888.00
		TK #1 Training and Education Total		12,000.00	12,000.00	12,000.00	888.00
		Unallocated to Grants	Oblig Bal 405f funds		0.00		
		Unallocated to Grants Total			0.00		
	405f PM Total			12,000.00	12,000.00	12,000.00	888.00
MC Total				512,000.00	511,479.37	473,584.00	374,044.00
EM	402	TK #1 Emergency Medical Services	CP-20-020HSP - Michigan Department of StatePolice		8,847.00	8,847.00	6,216.00
		TK #1 Emergency Medical Services Total			8,847.00	8,847.00	6,216.00
		TK #1 Program Management	Planned Amount	9,000.00			0.00
		TK #1 Program Management Total		9,000.00			0.00
		Unallocated to Grants	Oblig Bal 402 funds		153.00		0.00
		Unallocated to Grants Total			153.00		0.00
	402 Total			9,000.00	9,000.00	8,847.00	6,216.00
EM Total				9,000.00	9,000.00	8,847.00	6,216.00
PA	402	TK #1 Planning and Administration	Planned Amount	618,070.00			0.00
			PA-20-010HSP - Michigan Department of StatePolice		607,396.00	607,396.00	489,212.00
		TK #1 Planning and Administration Total		618,070.00	607,396.00	607,396.00	489,212.00
		Unallocated to Grants	Oblig Bal 402 funds		10,674.00		0.00
		Unallocated to Grants Total			10,674.00		0.00
	402 Total			618,070.00	618,070.00	607,396.00	489,212.00
PA Total				618,070.00	618,070.00	607,396.00	489,212.00
PM	402 PM	Unallocated to Grants	Oblig Bal 402 funds		0.00		0.00
		Unallocated to Grants Total			0.00		0.00
	402 PM Total				0.00		0.00
PM Total					0.00		0.00
(blank)	405b	Unallocated to Grants	Oblig Bal 405b funds		143,941.20		0.00
		Unallocated to Grants Total			143,941.20		0.00
	405b Total				143,941.20		0.00
(blank) Total					143,941.20		0.00
CP	405b	TK #1 Education & Communication	CP-20-010HSP - Michigan Department of StatePolice		20,000.00	20,000.00	0.00
		TK #1 Education & Communication Total			20,000.00	20,000.00	0.00
	405b Total				20,000.00	20,000.00	0.00
CP Total					20,000.00	20,000.00	0.00
CR	402	TK #1 Child Passenger Safety	Planned Amount	241,000.00			0.00
			CP-20-010HSP - Michigan Department of StatePolice		241,000.00	241,000.00	190,443.00
		TK #1 Child Passenger Safety Total		241,000.00	241,000.00	241,000.00	190,443.00
		Unallocated to Grants	Oblig Bal 405 funds		0.00		0.00
		Unallocated to Grants Total			0.00		0.00
	402 Total			241,000.00	241,000.00	241,000.00	190,443.00
CR Total				241,000.00	241,000.00	241,000.00	190,443.00
Grand Total				28,946,070.00	28,466,351.68	15,387,785.00	10,890,007.00

<b>Fund</b>	<b>Planned Amount</b>	<b>Obligated Amount</b>	<b>Approved Grants</b>	<b>Total Paid</b>	<b>Liquidation %</b>	<b>Fund</b>
Total 402 w/o PM	10,286,070.00	10,273,264.18	7,511,995.00	5,532,786.00		
Total 402 PM	2,300,000.00	2,300,000.00	2,300,000.00	1,517,695.00	56.08%	402 + 402 PM
Total 405b w/o PM	1,488,500.00	1,283,451.20	1,139,510.00	578,220.00		
Total 405b PM	182,500.00	182,500.00	182,500.00	182,286.00	51.88%	405b + 405b PM
Total 405c	4,130,000.00	4,129,619.53	594,978.00	468,416.00	11.34%	405c
Total 405d w/o PM	7,448,000.00	7,447,056.91	2,158,868.00	1,607,233.00		
Total 405d PM	490,000.00	230,000.00	230,000.00	228,830.00	23.92%	405d + 405d PM
Total 405h w/o PM	1,962,000.00	1,961,980.49	646,934.00	227,021.00		
Total 405h PM	539,000.00	539,000.00	539,000.00	534,488.00	30.45%	405h + 405h PM
Total 405f w/o PM	108,000.00	107,479.37	72,000.00	12,144.00		
Total 405f PM	12,000.00	12,000.00	12,000.00	888.00	10.91%	405h + 405h PM
<b>Total NHTSA GTS Funds</b>	<b>28,946,070.00</b>	<b>28,466,351.68</b>	<b>15,387,785.00</b>	<b>10,890,007.00</b>	<b>38.26%</b>	<b>Total GTS Funds</b>

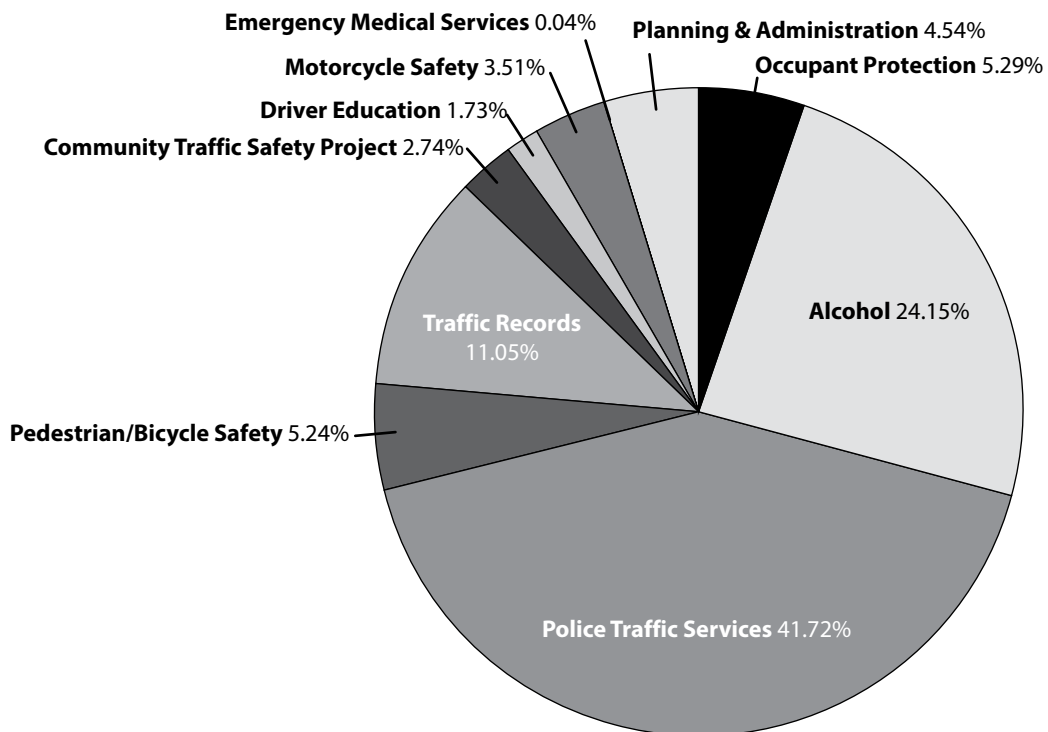


# The OHSP 2019 Status Report

FISCAL YEAR 2019

Updated as of: 12/15/2019

	402	405b	405c	405d	405f	405h	402 PM	405b PM	405d PM	TOTAL	PERCENT
Occupant Protection	304,535	361,673								666,208	5.29%
Alcohol	459,952	23,594		2,557,889						3,041,435	24.15%
Police Traffic Services	2,807,919	31,973		1,034,376				549,806	831,114	5,255,188	41.72%
Pedestrian/Bicycle Safety	5,476					654,112				659,588	5.24%
Traffic Records	1,106,774		284,515							1,391,289	11.05%
Community Traffic Safety Project	219,261	126,363								345,624	2.74%
Driver Education	167,707	50,000								217,707	1.73%
Motorcycle Safety	131,817				81,629				228,327	441,773	3.51%
Emergency Medical Services	5,477									5,477	0.04%
Planning & Administration	571,658									571,658	4.54%
<b>Grand Total</b>	<b>5,780,576</b>	<b>593,603</b>	<b>284,515</b>	<b>3,592,265</b>	<b>81,629</b>	<b>654,112</b>	<b>0</b>	<b>549,806</b>	<b>1,059,441</b>	<b>12,595,947</b>	<b>100.00%</b>



Program Area	Fund	Task Description	Grantee ID	Planned	Obligatory	Approved Grant	Total Payments		
OP	402	<b>TK #1 Child Passenger Safety</b>	Planned Amount	180,070.00					
			CP-19-01 OHSP - Michigan Department of State Police		180,070.00	180,070.00	177,318.00		
		<b>TK #1 Child Passenger Safety Total</b>		180,070.00	180,070.00	180,070.00	177,318.00		
		<b>TK #4 Program Management</b>	Planned Amount	151,000.00			0.00		
		<b>TK #4 Program Management Total</b>		151,000.00			0.00		
		<b>TK #4 Program Management</b>	CP-19-02 OHSP - Michigan Department of State Police		150,961.00	150,961.00	127,217.00		
		<b>TK #4 Program Management Total</b>			150,961.00	150,961.00	127,217.00		
		<b>Unallocated to Grants</b>	Oblig Bal 402 Funds			39.00	0.00		
		<b>Unallocated to Grants Total</b>				39.00	0.00		
		<b>402 Total</b>			<b>331,070.00</b>	<b>331,070.00</b>	<b>331,031.00</b>	<b>304,535.00</b>	
		405b	TK #1 Child Passenger Safety	Planned Amount		332,000.00	0.00		0.00
					CP-19-01 OHSP - Michigan Department of State Police		113,000.00	113,000.00	72,090.00
					OP-19-01 City of St. Ignace		126,000.00	126,000.00	125,912.00
					OP-19-02 City of St. Ignace		80,000.00	80,000.00	19,237.00
<b>TK #1 Child Passenger Safety Total</b>				332,000.00	319,000.00	319,000.00	217,239.00		
<b>TK #2 Evaluation</b>	Planned Amount				148,000.00				
	CP-19-01 OHSP - Michigan Department of State Police					27,000.00	27,000.00	26,820.00	
	OP-19-03 Michigan State University					105,000.00	105,000.00	104,983.00	
<b>TK #2 Evaluation Total</b>				148,000.00	132,000.00	132,000.00	131,803.00		
<b>TK #3 Education &amp; Outreach</b>	OP-19-04 Helen DeVos Children's Hospital					19,835.00	19,835.00	12,631.00	
<b>TK #3 Education &amp; Outreach Total</b>						19,835.00	19,835.00	12,631.00	
<b>405b Total</b>					<b>480,000.00</b>	<b>470,835.00</b>	<b>470,835.00</b>	<b>361,673.00</b>	
405b PM	TK #3 Education and Outreach			Planned Amount		20,000.00			
				<b>TK #3 Education and Outreach Total</b>		20,000.00			
<b>405b PM Total</b>			<b>20,000.00</b>						
<b>OP Total</b>			<b>831,070.00</b>	<b>801,905.00</b>	<b>801,866.00</b>	<b>666,208.00</b>			
AL	402	<b>TK #1 Enforcement Support</b>	Planned Amount	5,000.00			0.00		
			AL-19-03 PAAM		5,000.00	5,000.00	5,000.00		
		<b>TK #1 Enforcement Support Total</b>		5,000.00	5,000.00	5,000.00	5,000.00		
		<b>TK #5 Program Management</b>	Planned Amount	540,000.00			0.00		
		<b>TK #5 Program Management Total</b>		540,000.00			0.00		
		<b>TK #5 Program Management</b>	CP-19-02 OHSP - Michigan Department of State Police			539,861.00	539,861.00	454,952.00	
		<b>TK #5 Program Management Total</b>				539,861.00	539,861.00	454,952.00	
		<b>Unallocated to Grants</b>	Oblig Bal 402 Funds			139.00		0.00	
		<b>Unallocated to Grants Total</b>				139.00		0.00	
		<b>402 Total</b>			<b>545,000.00</b>	<b>545,000.00</b>	<b>544,861.00</b>	<b>459,952.00</b>	
		405b	TK #4 Evaluation	Planned Amount		25,000.00			
					CP-19-01 OHSP - Michigan Department of State Police		25,000.00	25,000.00	23,594.00
				<b>TK #4 Evaluation Total</b>		25,000.00	25,000.00	25,000.00	23,594.00
		<b>405b Total</b>			<b>25,000.00</b>	<b>25,000.00</b>	<b>25,000.00</b>	<b>23,594.00</b>	
		405d	TK #1 Enforcement Support	Planned Amount		519,000.00			0.00
					AL-19-01 Training Division - MSP		489,000.00	489,000.00	482,721.00
					CP-19-03 OHSP - Michigan Department of State Police		30,000.00	30,000.00	29,920.00
				<b>TK #1 Enforcement Support Total</b>		519,000.00	519,000.00	519,000.00	512,641.00
				<b>TK #2 Adjudication</b>	Planned Amount		2,158,000.00		
	AL-19-04 Michigan Judicial Institute					63,000.00	63,000.00	57,965.00	
	AL-19-05 SCAO					1,400,000.00	1,400,000.00	1,230,133.00	
	CP-19-01 OHSP - Michigan Department of State Police					120,000.00	120,000.00	73,488.00	
<b>TK #2 Adjudication Total</b>				2,158,000.00	1,583,000.00	1,583,000.00	1,361,586.00		
<b>TK #2 Enforcement Support</b>	AL-19-03 PAAM					558,200.00	558,200.00	557,907.00	
<b>TK #2 Enforcement Support Total</b>						558,200.00	558,200.00	557,907.00	
<b>TK #3 Reducing Underage Drinking</b>	Planned Amount				311,000.00			0.00	
	AL-19-04 Michigan Judicial Institute					7,500.00	7,500.00	0.00	
	CP-19-01 OHSP - Michigan Department of State Police					84,999.00	84,999.00	19,580.00	
	AL-19-06 Detroit Police Department - Grants and Contracts			59,997.00	59,997.00	17,691.00			

**ANNUAL EVALUATION REPORT 2020**

Program Area	Fund	Task Description	Grantee ID	Planned	Obligatory	Approved Grant	Total Payments
			AL-19-07 Ottawa County Sheriff's Office		29,759.00	29,759.00	17,189.00
			AL-19-08 Grand Rapids Police Department		7,679.00	7,679.00	5,150.00
			AL-19-09 TIA		24,646.00	24,646.00	13,407.00
			AL-19-11 Warren Police Department		19,991.00	19,991.00	0.00
			AL-19-10 Grand Blanc Township Police Department		9,960.00	9,960.00	9,497.00
			AL-19-12 Allegan County Sheriff's Office		4,996.00	4,996.00	3,565.00
			AL-19-13 Ann Arbor Police Department		20,000.00	20,000.00	19,917.00
			AL-19-14 Lansing Police Department		24,999.00	24,999.00	19,759.00
			AL-19-15 Jackson Police Department		7,964.00	7,964.00	0.00
		<b>TK #3 Reducing Underage Drinking Total</b>		311,000.00	302,490.00	302,490.00	125,755.00
		<b>Unallocated to Grants</b>	Oblig Bal 405d Funds		156,315.05		
		<b>Unallocated to Grants Total</b>			156,315.05		
	<b>405d Total</b>			<b>2,988,000.00</b>	<b>3,119,005.05</b>	<b>2,962,690.00</b>	<b>2,557,889.00</b>
	<b>405d PM</b>	<b>TK #1 Enforcement Support</b>	Planned Amount	1,423,000.00			0.00
		<b>TK #1 Enforcement Support Total</b>		1,423,000.00			0.00
	<b>405d PM Total</b>			<b>1,423,000.00</b>			<b>0.00</b>
<b>AL Total</b>				<b>4,981,000.00</b>	<b>3,689,005.05</b>	<b>3,532,551.00</b>	<b>3,041,435.00</b>
<b>PT</b>	<b>402</b>	<b>TK #1 Traffic Enforcement</b>	Planned Amount	4,417,000.00			
			CP-19-01 OHSP - Michigan Department of State Police		7,000.00	7,000.00	5,563.00
			PT-19-02 Calhoun County Sheriff's Office		29,800.00	29,800.00	16,432.00
			PT-19-03 Chippewa County Sheriff's Office		28,281.00	28,281.00	18,179.00
			PT-19-04 Detroit Police Department - Grants and Contracts		184,970.00	184,970.00	81,473.00
			PT-19-05 Eighth District Headquarters - Michigan Department of State Police		16,875.00	16,875.00	13,054.00
			PT-19-06 Monroe County Sheriff's Office		50,000.00	50,000.00	33,030.00
			PT-19-07 Flint Township Police Department		39,731.00	39,731.00	36,290.00
			PT-19-08 Marquette County Sheriff's Office		18,949.00	18,949.00	16,544.00
			PT-19-09 St. Clair County Sheriff's Office		34,972.00	34,972.00	33,791.00
			PT-19-10 Bay County Sheriff's Office		19,000.00	19,000.00	18,774.00
			PT-19-11 Third District Headquarters - Michigan Department of State Police		37,529.00	37,529.00	23,160.00
			PT-19-12 Second District Headquarters - Michigan Department of State Police		11,061.00	11,061.00	11,061.00
			PT-19-13 First District Headquarters - Michigan Department of State Police		14,185.00	14,185.00	11,501.00
			PT-19-14 Fifth District Headquarters - Michigan Department of State Police		13,772.00	13,772.00	13,772.00
			PT-19-15 Seventh District Headquarters - Michigan Department of State Police		6,530.00	6,530.00	3,407.00
			PT-19-16 Sixth District Headquarters - Michigan Department of State Police		14,763.00	14,763.00	12,471.00
			PT-19-17 TIA		199,952.00	199,952.00	193,713.00
			PT-19-18 Ottawa County Sheriff's Office		34,980.00	34,980.00	27,321.00
			PT-19-19 Berrien County Sheriff's Office		18,977.00	18,977.00	11,677.00
			PT-19-20 East Lansing Police Department		49,956.00	49,956.00	43,914.00

Program Area	Fund	Task Description	Grantee ID	Planned	Obligatory	Approved Grant	Total Payments
			PT-19-21 Allegan County Sheriff's Office		19,999.00	19,999.00	19,903.00
			PT-19-22 Macomb County Sheriff's Office		184,979.00	184,979.00	156,730.00
			PT-19-23 Van Buren County Sheriff's Office		17,564.00	17,564.00	13,063.00
			PT-19-24 Saginaw County Sheriff's Office		51,476.00	51,476.00	35,236.00
			PT-19-25 Montcalm County Sheriff's Office		10,488.00	10,488.00	3,563.00
			PT-19-26 Kalamazoo County Sheriff's Office		69,952.00	69,952.00	40,858.00
			PT-19-27 Wayne County Sheriff's Office		125,088.00	125,088.00	92,276.00
			PT-19-28 Brownstown Charter Township Police Department		24,625.00	24,625.00	16,132.00
			PT-19-29 Livingston County Sheriff's Office		20,933.00	20,933.00	20,826.00
			PT-19-30 Jackson Traffic Safety Program		29,956.00	29,956.00	21,430.00
			PT-19-31 Wyoming Department of Public Safety		114,768.00	114,768.00	87,621.00
			PT-19-32 Grand Traverse County Sheriff's Department		29,993.00	29,993.00	26,573.00
			PT-19-33 Washtenaw County Sheriff's Office		69,893.00	69,893.00	36,612.00
			PT-19-34 Muskegon County Sheriff's Office		36,000.00	36,000.00	18,175.00
		<b>TK #1 Traffic Enforcement Total</b>		4,417,000.00	1,636,997.00	1,636,997.00	1,214,125.00
		<b>TK #2 Education &amp; Communication</b>	AL-19-03 PAAM		10,000.00	10,000.00	10,000.00
			CP-19-03 OHSP - Michigan Department of State Police		900,000.00	900,000.00	354,406.00
		<b>TK #2 Education &amp; Communication Total</b>			910,000.00	910,000.00	364,406.00
		<b>TK #2 Education &amp; Communication</b>	Planned Amount	945,000.00			0.00
		<b>TK #2 Education &amp; Communication Total</b>		945,000.00			0.00
		<b>TK #2 Education &amp; Communication</b>	CP-19-01 OHSP - Michigan Department of State Police		35,000.00	35,000.00	0.00
		<b>TK #2 Education &amp; Communication Total</b>			35,000.00	35,000.00	0.00
		<b>TK #3 Evaluation</b>	Planned Amount	115,000.00			0.00
			CP-19-03 OHSP - Michigan Department of State Police		115,000.00	115,000.00	76,000.00
		<b>TK #3 Evaluation Total</b>		115,000.00	115,000.00	115,000.00	76,000.00
		<b>TK #5 Program Management</b>	Planned Amount	1,369,000.00			0.00
		<b>TK #5 Program Management Total</b>		1,369,000.00			0.00
		<b>TK #5 Program Management</b>	CP-19-02 OHSP - Michigan Department of State Police		1,368,649.00	1,368,649.00	1,153,388.00
		<b>TK #5 Program Management Total</b>			1,368,649.00	1,368,649.00	1,153,388.00
		<b>Unallocated to Grants</b>	Oblig Bal 402 Funds		2,379,481.04		0.00
		<b>Unallocated to Grants Total</b>			2,379,481.04		0.00
	<b>402 Total</b>			<b>6,846,000.00</b>	<b>6,445,127.04</b>	<b>4,065,646.00</b>	<b>2,807,919.00</b>
	<b>405b</b>	<b>TK #1 Traffic Enforcement</b>	Planned Amount	115,000.00			
			PT-19-38 Lapeer County Sheriff's Office		12,313.00	12,313.00	11,122.00
			PT-19-39 Huron County Sheriff's Department		8,344.00	8,344.00	8,344.00
			PT-19-40 Ionia County Sheriff's Office		4,786.00	4,786.00	3,018.00
			PT-19-35 Sanilac County Sheriff's Office		6,026.00	6,026.00	5,953.00
			PT-19-37 Tuscola County Sheriff's Office		3,552.00	3,552.00	3,536.00
		<b>TK #1 Traffic Enforcement Total</b>		115,000.00	35,021.00	35,021.00	31,973.00
	<b>405b Total</b>			<b>115,000.00</b>	<b>35,021.00</b>	<b>35,021.00</b>	<b>31,973.00</b>
	<b>405d</b>	<b>TK #1 Traffic Enforcement</b>	Planned Amount	903,000.00			
			PT-19-05 Eighth District Headquarters - Michigan Department of State Police		49,844.00	49,844.00	49,671.00
			PT-19-11 Third District Headquarters - Michigan Department of State Police		174,523.00	174,523.00	158,999.00

**ANNUAL EVALUATION REPORT 2020**

Program Area	Fund	Task Description	Grantee ID	Planned	Obligatory	Approved Grant	Total Payments
			PT-19-12 Second District Headquarters - Michigan Department of State Police		155,818.00	155,818.00	151,049.00
			PT-19-13 First District Headquarters - Michigan Department of State Police		203,694.00	203,694.00	180,646.00
			PT-19-14 Fifth District Headquarters - Michigan Department of State Police		180,585.00	180,585.00	161,241.00
			PT-19-15 Seventh District Headquarters - Michigan Department of State Police		24,796.00	24,796.00	24,796.00
			PT-19-16 Sixth District Headquarters - Michigan Department of State Police		112,109.00	112,109.00	80,810.00
		<b>TK #1 Traffic Enforcement Total</b>		903,000.00	901,369.00	901,369.00	807,212.00
		<b>TK #4 Law Enforcement Training</b>	Planned Amount	437,000.00			0.00
			CP-19-01 OHSP - Michigan Department of State Police		306,998.00	306,998.00	227,164.00
		<b>TK #4 Law Enforcement Training Total</b>		437,000.00	306,998.00	306,998.00	227,164.00
	<b>405d Total</b>			<b>1,340,000.00</b>	<b>1,208,367.00</b>	<b>1,208,367.00</b>	<b>1,034,376.00</b>
	<b>405b PM</b>	<b>TK #2 Education &amp; Communication</b>	CP-19-03 OHSP - Michigan Department of State Police		555,000.00	555,000.00	549,806.00
		<b>TK #2 Education &amp; Communication Total</b>			555,000.00	555,000.00	549,806.00
		<b>TK #2 Education &amp; Communication</b>	Planned Amount	555,000.00			0.00
		<b>TK #2 Education &amp; Communication Total</b>		555,000.00			0.00
	<b>405b PM Total</b>			<b>555,000.00</b>	<b>555,000.00</b>	<b>555,000.00</b>	<b>549,806.00</b>
	<b>405d PM</b>	<b>TK #2 Education &amp; Communication</b>	CP-19-03 OHSP - Michigan Department of State Police		1,608,000.00	1,608,000.00	831,114.00
		<b>TK #2 Education &amp; Communication Total</b>			1,608,000.00	1,608,000.00	831,114.00
		<b>TK #2 Education &amp; Communication</b>	Planned Amount	1,608,000.00			0.00
		<b>TK #2 Education &amp; Communication Total</b>		1,608,000.00			0.00
		<b>Unallocated to Grants</b>	(blank)		1,423,000.00		
		<b>Unallocated to Grants Total</b>			1,423,000.00		
	<b>405d PM Total</b>			<b>1,608,000.00</b>	<b>3,031,000.00</b>	<b>1,608,000.00</b>	<b>831,114.00</b>
<b>PT Total</b>				<b>10,464,000.00</b>	<b>11,274,515.04</b>	<b>7,472,034.00</b>	<b>5,255,188.00</b>
<b>PS</b>	<b>402</b>	<b>TK #4 Program Management</b>	Planned Amount	7,000.00			0.00
		<b>TK #4 Program Management Total</b>		7,000.00			0.00
		<b>TK #4 Program Management</b>	CP-19-02 OHSP - Michigan Department of State Police		6,498.00	6,498.00	5,476.00
		<b>TK #4 Program Management Total</b>			6,498.00	6,498.00	5,476.00
		<b>Unallocated to Grants</b>	Oblig Bal 402 Funds		502.00		0.00
		<b>Unallocated to Grants Total</b>			502.00		0.00
	<b>402 Total</b>			<b>7,000.00</b>	<b>7,000.00</b>	<b>6,498.00</b>	<b>5,476.00</b>
	<b>405h</b>	<b>TK #1 Evaluation</b>	Planned Amount	1,399,000.00			0.00
		<b>TK #1 Evaluation Total</b>		1,399,000.00			0.00
		<b>TK #2 Public Education and Training</b>	Planned Amount	830,000.00			0.00
			CP-19-03 OHSP - Michigan Department of State Police		520,000.00	520,000.00	482,609.00
			PS-19-02 City of Detroit		100,000.00	100,000.00	33,202.00
			PS-19-03 Muskegon County Sheriff's Office		20,000.00	20,000.00	10,148.00
			PS-19-04 League of Michigan Bicyclists		70,000.00	70,000.00	33,249.00
		<b>TK #2 Public Education and Training Total</b>		830,000.00	710,000.00	710,000.00	559,208.00
		<b>TK #3 Pedestrian and Bicycle Law Enforcement Mobilization</b>	Planned Amount	200,000.00			0.00
			PS-19-05 Kalamazoo Department of Public Safety		78,416.00	78,416.00	20,763.00
			PS-19-06 Detroit Police Department - Grants and Contracts		44,720.00	44,720.00	30,916.00
			PS-19-07 Warren Police Department		42,000.00	42,000.00	38,277.00
			PS-19-08 Lansing Police Department		8,339.00	8,339.00	4,948.00
		<b>TK #3 Pedestrian and Bicycle Law Enforcement Mobilization Total</b>		200,000.00	173,475.00	173,475.00	94,904.00
		<b>Unallocated to Grants</b>	Oblig Bal 405h Funds		1,545,453.73		0.00
		<b>Unallocated to Grants Total</b>			1,545,453.73		0.00
	<b>405h Total</b>			<b>2,429,000.00</b>	<b>2,428,928.73</b>	<b>883,475.00</b>	<b>654,112.00</b>
<b>PS Total</b>				<b>2,436,000.00</b>	<b>2,435,928.73</b>	<b>889,973.00</b>	<b>659,588.00</b>



Program Area	Fund	Task Description	Grantee ID	Planned	Obligatory	Approved Grant	Total Payments
TR	402	<b>TK #1 Traffic Crash Data Support and Training</b>	Planned Amount	173,000.00			
			TR-19-03 TIA		131,625.00	131,625.00	106,368.00
			TR-19-08 Regents of the University of Michigan		38,197.00	38,197.00	38,197.00
		<b>TK #1 Traffic Crash Data Support and Training Total</b>		173,000.00	169,822.00	169,822.00	144,565.00
		<b>TK #2 Education &amp; Communication</b>	TR-19-04 Regents of the University of Michigan		671,544.00	671,544.00	671,544.00
		<b>TK #2 Education &amp; Communication Total</b>			671,544.00	671,544.00	671,544.00
		<b>TK #2 Education &amp; Communication</b>	Planned Amount	674,000.00			
		<b>TK #2 Education &amp; Communication Total</b>		674,000.00			
		<b>TK #3 Program Management</b>	Planned Amount	345,000.00			0.00
		<b>TK #3 Program Management Total</b>		345,000.00			0.00
		<b>TK #3 Program Management</b>	CP-19-02 OHSP - Michigan Department of State Police		344,911.00	344,911.00	290,665.00
		<b>TK #3 Program Management Total</b>			344,911.00	344,911.00	290,665.00
		<b>Unallocated to Grants</b>	Oblig Bal 402 Funds		5,723.00		0.00
		<b>Unallocated to Grants Total</b>			5,723.00		0.00
	<b>402 Total</b>			<b>1,192,000.00</b>	<b>1,192,000.00</b>	<b>1,186,277.00</b>	<b>1,106,774.00</b>
	405c	<b>TK #1 Traffic Crash Data Support and Training</b>	Planned Amount	3,101,000.00			0.00
			TR-19-01 CJIC- Michigan Department of State Police		33,014.00	33,014.00	15,772.00
			TR-19-03 TIA		0.00	0.00	0.00
			TR-19-05 Regents of the University of Michigan		106,618.00	106,618.00	106,618.00
			TR-19-06 Regents of the University of Michigan		115,426.00	115,426.00	115,426.00
			TR-19-02 Michigan Department of Transportation		79,000.00	79,000.00	46,699.00
		<b>TK #1 Traffic Crash Data Support and Training Total</b>		3,101,000.00	334,058.00	334,058.00	284,515.00
		<b>TK #2 Education &amp; Communication</b>	TR-19-04 Regents of the University of Michigan		0.00	0.00	0.00
		<b>TK #2 Education &amp; Communication Total</b>			0.00	0.00	0.00
		<b>TK #2 Education &amp; Communication</b>	Planned Amount	0.00			0.00
		<b>TK #2 Education &amp; Communication Total</b>		0.00			0.00
		<b>Unallocated to Grants</b>	Oblig Bal 405c Funds		2,766,476.71		
		<b>Unallocated to Grants Total</b>			2,766,476.71		
	<b>405c Total</b>			<b>3,101,000.00</b>	<b>3,100,534.71</b>	<b>334,058.00</b>	<b>284,515.00</b>
<b>TR Total</b>				<b>4,293,000.00</b>	<b>4,292,534.71</b>	<b>1,520,335.00</b>	<b>1,391,289.00</b>
CP	402	<b>TK #1 Education &amp; Communication</b>	CP-19-01 OHSP - Michigan Department of State Police		29,000.00	29,000.00	736.00
			CP-19-04 MSP Departmental Services Division Warehouse		163,111.00	163,111.00	133,433.00
		<b>TK #1 Education &amp; Communication Total</b>			192,111.00	192,111.00	134,169.00
		<b>TK #1 Education &amp; Communication</b>	Planned Amount	314,000.00			
		<b>TK #1 Education &amp; Communication Total</b>		314,000.00			
		<b>TK #2 Program Management</b>	Planned Amount	101,000.00			0.00
		<b>TK #2 Program Management Total</b>		101,000.00			0.00
		<b>TK #2 Program Management</b>	CP-19-02 OHSP - Michigan Department of State Police		100,974.00	100,974.00	85,092.00
		<b>TK #2 Program Management Total</b>			100,974.00	100,974.00	85,092.00
		<b>Unallocated to Grants</b>	Oblig Bal 402 Funds		121,915.00		0.00
		<b>Unallocated to Grants Total</b>			121,915.00		0.00
	<b>402 Total</b>			<b>415,000.00</b>	<b>415,000.00</b>	<b>293,085.00</b>	<b>219,261.00</b>
	405b	<b>TK #1 Education &amp; Communication</b>	CP-19-03 OHSP - Michigan Department of State Police		175,000.00	175,000.00	126,363.00
		<b>TK #1 Education &amp; Communication Total</b>			175,000.00	175,000.00	126,363.00
		<b>TK #1 Education &amp; Communication</b>	Planned Amount	175,000.00			
		<b>TK #1 Education &amp; Communication Total</b>		175,000.00			
	<b>405b Total</b>			<b>175,000.00</b>	<b>175,000.00</b>	<b>175,000.00</b>	<b>126,363.00</b>
<b>CP Total</b>				<b>590,000.00</b>	<b>590,000.00</b>	<b>468,085.00</b>	<b>345,624.00</b>
DE	402	<b>TK #1 Education &amp; Communication</b>	CP-19-03 OHSP - Michigan Department of State Police		2,000.00	2,000.00	1,516.00
			DE-19-01 TIA		78,993.00	78,993.00	66,871.00
			DE-19-03 TIA		10,000.00	10,000.00	9,986.00
			DE-19-04 TIA		79,882.00	79,882.00	76,694.00
		<b>TK #1 Education &amp; Communication Total</b>			170,875.00	170,875.00	155,067.00
		<b>TK #1 Education &amp; Communication</b>	Planned Amount	181,000.00			0.00

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Program Area	Fund	Task Description	Grantee ID	Planned	Obligatory	Approved Grant	Total Payments
		<b>TK #1 Education &amp; Communication Total</b>		181,000.00			0.00
		<b>TK #2 Program Management</b>	Planned Amount	15,000.00			0.00
		<b>TK #2 Program Management Total</b>		15,000.00			0.00
		<b>TK #2 Program Management</b>	CP-19-02 OHSP - Michigan Department of State Police		14,996.00	14,996.00	12,640.00
		<b>TK #2 Program Management Total</b>			14,996.00	14,996.00	12,640.00
		<b>Unallocated to Grants</b>	Oblig Bal 402 Funds		10,129.00		0.00
		<b>Unallocated to Grants Total</b>			10,129.00		0.00
	<b>402 Total</b>			<b>196,000.00</b>	<b>196,000.00</b>	<b>185,871.00</b>	<b>167,707.00</b>
	<b>405b</b>	<b>TK #1 Education &amp; Communication</b>	DE-19-02 Michigan Department of State Police		50,000.00	50,000.00	50,000.00
		<b>TK #1 Education &amp; Communication Total</b>			50,000.00	50,000.00	50,000.00
		<b>TK #1 Education &amp; Communication</b>	Planned Amount	50,000.00			0.00
		<b>TK #1 Education &amp; Communication Total</b>		50,000.00			0.00
	<b>405b Total</b>			<b>50,000.00</b>	<b>50,000.00</b>	<b>50,000.00</b>	<b>50,000.00</b>
<b>DE Total</b>				246,000.00	246,000.00	235,871.00	217,707.00
<b>MC</b>	<b>402</b>	<b>TK #2 Motorcycle Evaluation</b>	Planned Amount	20,000.00			0.00
			CP-19-03 OHSP - Michigan Department of State Police		20,000.00	20,000.00	19,766.00
		<b>TK #2 Motorcycle Evaluation Total</b>		20,000.00	20,000.00	20,000.00	19,766.00
		<b>TK #3 Program Management</b>	Planned Amount	133,000.00			0.00
		<b>TK #3 Program Management Total</b>		133,000.00			0.00
		<b>TK #3 Program Management</b>	CP-19-02 OHSP - Michigan Department of State Police		132,966.00	132,966.00	112,051.00
		<b>TK #3 Program Management Total</b>			132,966.00	132,966.00	112,051.00
		<b>Unallocated to Grants</b>	Oblig Bal 402 Funds		34.00		0.00
		<b>Unallocated to Grants Total</b>			34.00		0.00
	<b>402 Total</b>			<b>153,000.00</b>	<b>153,000.00</b>	<b>152,966.00</b>	<b>131,817.00</b>
	<b>405b</b>	<b>Unallocated to Grants</b>	Oblig Bal 405b Funds		88,621.31		0.00
		<b>Unallocated to Grants Total</b>			88,621.31		0.00
	<b>405b Total</b>				<b>88,621.31</b>		<b>0.00</b>
	<b>405f</b>	<b>TK #1 Training and Education</b>	Planned Amount	146,000.00			0.00
			CP-19-03 OHSP - Michigan Department of State Police		9,000.00	9,000.00	7,418.00
			MC-19-01 Michigan Department of State Police		137,000.00	137,000.00	74,211.00
		<b>TK #1 Training and Education Total</b>		146,000.00	146,000.00	146,000.00	81,629.00
		<b>TK #2 Motorcycle Evaluation</b>	Planned Amount	56,000.00			0.00
		<b>TK #2 Motorcycle Evaluation Total</b>		56,000.00			0.00
		<b>Unallocated to Grants</b>	Oblig Bal 405f Funds		55,108.37		
		<b>Unallocated to Grants Total</b>			55,108.37		
	<b>405f Total</b>			<b>202,000.00</b>	<b>201,108.37</b>	<b>146,000.00</b>	<b>81,629.00</b>
	<b>405b PM</b>	<b>Unallocated to Grants</b>	(blank)		20,000.00		
		<b>Unallocated to Grants Total</b>			20,000.00		
	<b>405b PM Total</b>				<b>20,000.00</b>		
	<b>405d PM</b>	<b>TK #1 Training and Education</b>	Planned Amount	260,000.00			0.00
			CP-19-03 OHSP - Michigan Department of State Police		260,000.00	260,000.00	228,327.00
		<b>TK #1 Training and Education Total</b>		260,000.00	260,000.00	260,000.00	228,327.00
	<b>405d PM Total</b>			<b>260,000.00</b>	<b>260,000.00</b>	<b>260,000.00</b>	<b>228,327.00</b>
<b>MC Total</b>				<b>615,000.00</b>	<b>722,729.68</b>	<b>558,966.00</b>	<b>441,773.00</b>
<b>EM</b>	<b>402</b>	<b>TK #1 Emergency Medical Services</b>	Planned Amount	7,000.00			0.00
			CP-19-02 OHSP - Michigan Department of State Police		6,498.00	6,498.00	5,477.00
		<b>TK #1 Emergency Medical Services Total</b>		7,000.00	6,498.00	6,498.00	5,477.00
		<b>Unallocated to Grants</b>	Oblig Bal 402 Funds		502.00		0.00
		<b>Unallocated to Grants Total</b>			502.00		0.00
	<b>402 Total</b>			<b>7,000.00</b>	<b>7,000.00</b>	<b>6,498.00</b>	<b>5,477.00</b>
<b>EM Total</b>				7,000.00	7,000.00	6,498.00	5,477.00
<b>PA</b>	<b>402</b>	<b>TK #1 Planning and Administration</b>	Planned Amount	596,670.00			
			PA-19-01 OHSP - Michigan Department of State Police		596,178.00	596,178.00	571,658.00
		<b>TK #1 Planning and Administration Total</b>		596,670.00	596,178.00	596,178.00	571,658.00
		<b>Unallocated to Grants</b>	Oblig Bal 402 Funds		492.00		0.00
		<b>Unallocated to Grants Total</b>			492.00		0.00
	<b>402 Total</b>			<b>596,670.00</b>	<b>596,670.00</b>	<b>596,178.00</b>	<b>571,658.00</b>
<b>PA Total</b>				<b>596,670.00</b>	<b>596,670.00</b>	<b>596,178.00</b>	<b>571,658.00</b>
<b>Grand Total</b>				<b>25,059,740.00</b>	<b>24,656,288.21</b>	<b>16,082,357.00</b>	<b>12,595,947.00</b>

<b>Fund</b>	<b>Planned Amount</b>	<b>Obligated Amount</b>	<b>Approved Grants</b>	<b>Total Paid</b>	<b>Liquidation %</b>	<b>Fund</b>
Total 402 w/o PM	10,288,740.00	9,887,867.04	7,368,911.00	5,780,576.00		
Total 402 PM	0.00	0.00	0.00	0.00	58.46%	402 + 402 PM
Total 405b w/o PM	845,000.00	844,477.31	755,856.00	593,603.00	70.29%	405b
Total 405b PM	575,000.00	575,000.00	555,000.00	549,806.00	95.62%	405b PM
Total 405c	3,101,000.00	3,100,534.71	334,058.00	284,515.00	9.18%	405c
Total 405d w/o PM	4,328,000.00	4,327,372.05	4,171,057.00	3,592,265.00	83.01%	405d
Total 405d PM	3,291,000.00	3,291,000.00	1,868,000.00	1,059,441.00	32.19%	405d PM
Total 405f	202,000.00	201,108.37	146,000.00	81,629.00	40.59%	405f
Total 405h	2,429,000.00	2,428,928.73	883,475.00	654,112.00	26.93%	405h
<b>Total NHTSA GTS Funds</b>	<b>25,059,740.00</b>	<b>24,656,288.21</b>	<b>16,082,357.00</b>	<b>12,595,947.00</b>	<b>51.09%</b>	<b>Total GTS Funds</b>

# The OHSP Staff

CONTACT	PROGRAM AREA
Michael L. Prince	Director
Kara Rueckert	Senior Executive Management Assistant
Emily Upton	Administrative Assistant
<b>PLANNING AND ADMINISTRATION</b>	
Anne Readett	Section Chief
Mallory Fox	Grants Technician
Charlotte Kilvington	Analysis & Evaluation
Jessica Riley	Traffic Records
<b>COMMUNICATIONS</b>	
Kendall Wingrove	Section Chief
Jonathan Benallack	Graphic Designer
Dennis Raymo	Communications Strategist
Jon Ross	Senior Editor
<b>FINANCIAL MANAGEMENT</b>	
Spencer Simmons	Section Chief
Ron Puruleski	Grant Monitoring & Compliance Auditor
Julie Roth	Secondary Road Patrol
Jean Shattuck	Accounting Technician
<b>PROGRAM MANAGEMENT</b>	
Alicia Sledge	Section Chief
Jamie Dolan	Upper Peninsula
Pat Eliason	Police Traffic Services
Linda Fech	Teens/Seniors/Distracted Driving/School Bus
Michael Harris	DUI Enforcement Training
Kara Rueckert	Occupant Protection
Christy Sanborn	Impaired Driving
Emily Shinevar	Vulnerable Roadway Users







Michigan Department of State Police/Office of Highway Safety Planning  
P. O. Box 30634, Lansing, MI 48909  
[Michigan.gov/ohsp](http://Michigan.gov/ohsp)

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