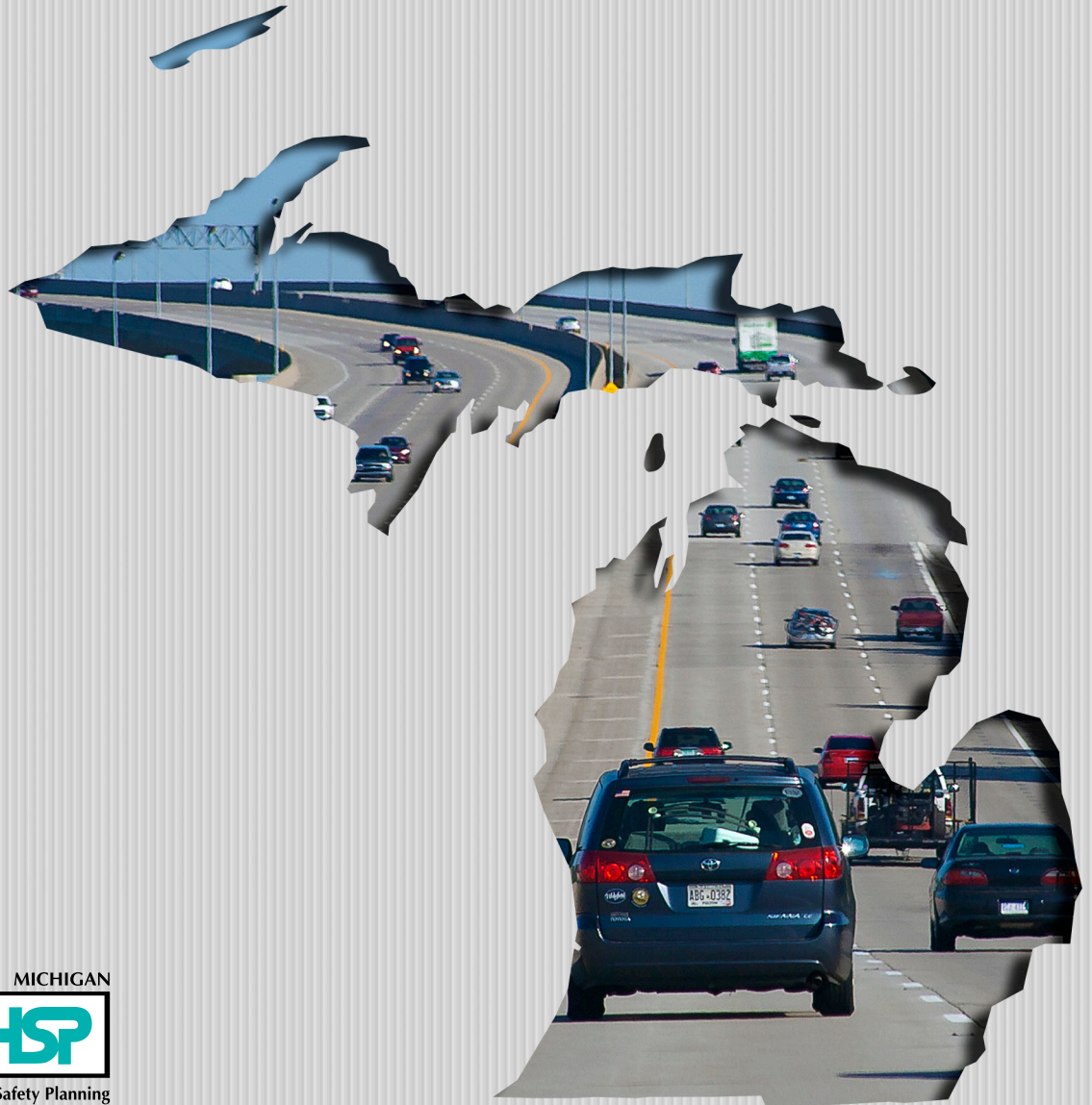


# HSP 2015

Michigan Highway Safety Plan



# STATE OF MICHIGAN



## FY 2015 HIGHWAY SAFETY PLAN

### **Prepared for:**

U.S. Department of Transportation  
National Highway Traffic Safety Administration

### **Submitted by:**

Michigan Office of Highway Safety Planning  
Michael L. Prince, Director

### **Prepared under the direction of:**

Kathy S. Farnum, Senior Section Chief  
Planning and Administration Section

### **OHSP 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.

# STATE OF MICHIGAN



## FY 2015 HIGHWAY SAFETY PLAN

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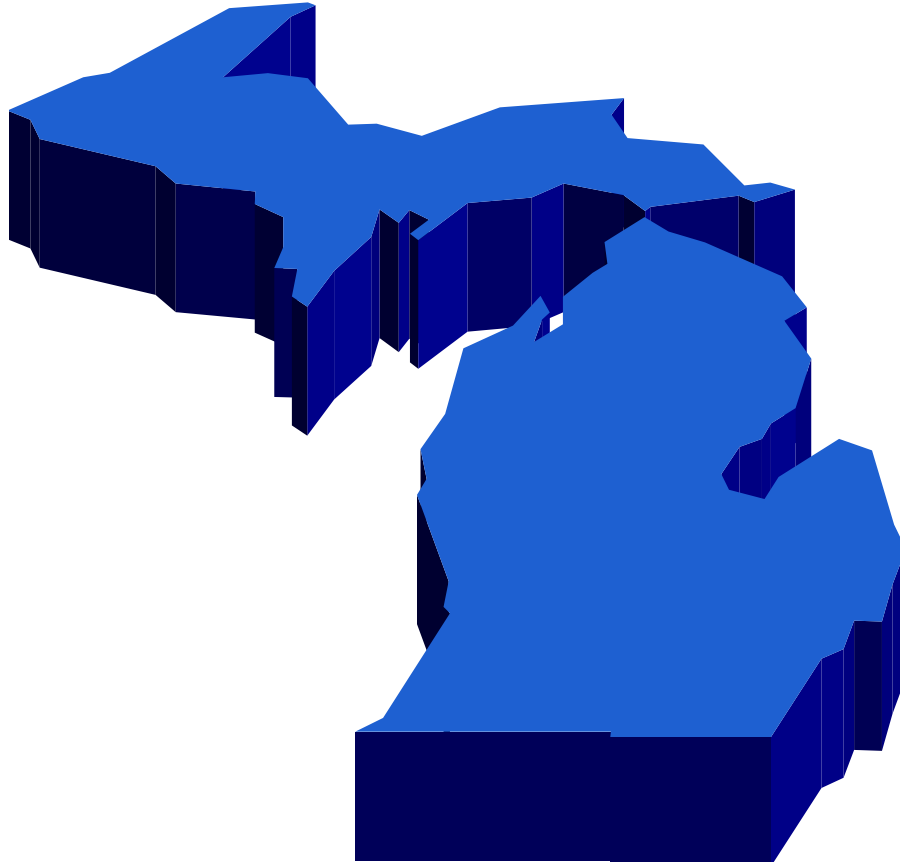
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# Michigan

## Overview FY15

## **FY 2015 OVERVIEW**

Each year brings its share of traffic safety successes and challenges and for the Office of Highway Safety Planning (OHSP), fiscal year 2015 will be no different. During 2013, Michigan experienced a two percent increase in traffic fatalities due, in part, to an increase in bicyclist, drug-involved, and commercial motor vehicle deaths. Efficient management of Michigan's traffic safety program starts with good data, and a data-driven problem identification process keeps us continually focused on the greatest threats to Michigan roadway users.

In coordination and consultation with national, state, and local partners, OHSP will concentrate its focus on model programs and promising strategies to meet these threats and allocate program funding based on each initiative's potential for reducing crashes, saving lives, and preventing injuries. This potential includes the scope and severity of the problem to be addressed, the effectiveness of the proposed countermeasures, and the availability of a competent, motivated implementation team.

High-visibility traffic enforcement remains a key strategy in FY2015 and impaired driving remains one of the greatest documented behavioral issues in Michigan traffic deaths. Support for the effective and efficient prosecution, adjudication, and treatment of impaired drivers is also an essential component in order to realize continued progress in this challenging problem area. Seat belt enforcement is also a primary focus as it continues to be a best practice for saving lives. These two areas will be the primary focus of OHSP enforcement, supported by effective public messaging strategies aimed at changing driving behavior.

Young drivers will be encouraged to practice safe driving behavior through the development of peer-to-peer teen traffic safety campaigns. The safe and proper methods of child passenger safety will continue to be promoted through public education, training, and car seat distribution programs. Projects to further improve the timeliness, accessibility, and accuracy of Michigan's traffic crash data, already among the nation's best, are also scheduled. A public information and education campaign will promote the use of high-visibility riding gear to motorcyclists and encourage unendorsed motorcyclists to be trained and endorsed.

### **Organization Overview**

In 1967, the OHSP was established within the Governor's Office to coordinate state highway safety programs and administer provisions of the National Highway Safety Act of 1966. In 1969, by executive order, OHSP was transferred to the Michigan Department of State Police.

The Office is the State of Michigan's primary traffic safety agency, and its Director is the designated Governor's Highway Safety Representative. The Office administers state and federal highway safety-related grant programs including the National

Highway Traffic Safety Administration's State and Community Grant Program, the Office of Juvenile Justice and Delinquency Prevention Enforcement of Underage Drinking Laws Program, the Michigan Truck Safety Fund, and Michigan's Secondary Road Patrol and Accident Prevention Program. The Office also serves as the administrative host for the Governor's Traffic Safety Advisory Commission and the Michigan Truck Safety Commission.

The Office is organized into four sections grouped according to functional responsibilities. Within each section, specific units have been identified to reflect OHSP's priorities and programs.

### **Communications Section**

The Communications Section plans, implements, and provides oversight for all of OHSP's communication strategies, including public information and education campaigns, paid advertising, earned media, graphics design and publications, and regional communications with state and local partners. The section also produces the Annual Evaluation Report and the OHSP Safety Network Newsletter and is the primary point of contact for all news media and informational requests.

### **Financial Management Section**

The Financial Management Section monitors the use of state and federal traffic safety funding awarded by OHSP and ensures the highest levels of integrity and accountability. Section staff oversee accounting procedures, the overall office budget, financial reviews of all grants, and grantee payment processing.

### **Planning and Administration Section**

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

### **Program Management Section**

The Program Management Section implements grant projects identified in the HSP and coordinates regional outreach activities with local stakeholders and partners. Section staffing includes those with expertise in statewide traffic safety program areas who also serve on a variety of state and local committees including the Governor's Traffic Safety Advisory Commission Action Teams and local Regional Traffic Safety Committees.

## Equipment Requests

### Driving Simulators

OHSP is requesting approval for the purchase of nine driving simulators (\$9,000 each) for use in the Driver Education Program. The simulators are made and assembled in America per the vendor. Simulators are used at high schools throughout the state to promote driver safety. The simulators are very popular with the teen population and have proved to be an excellent tool in the education process.

Having additional simulators and placing them throughout the state will be extremely beneficial to the Strive for a Safer Drive program. See the Drivers Education Program section, Task #1 for additional information. With plans to expand the program to include up to fifty schools, the current number of simulators (three) will not be able to meet the programming needs of the schools.

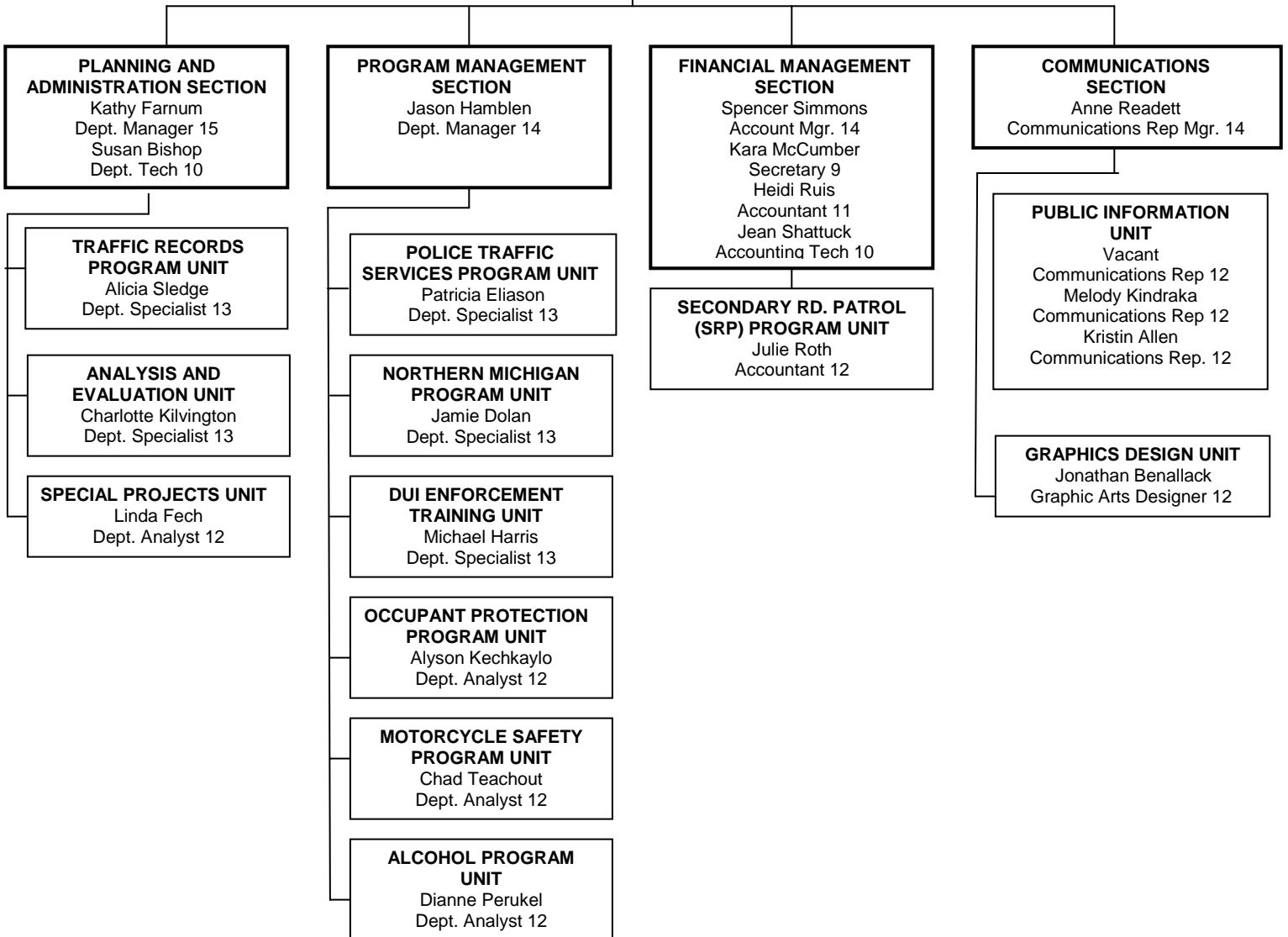
Additionally, the simulators can be used for other events and programs when school is not in session and will allow for more efficient scheduling of traffic safety educational events. By increasing the number of simulators and positioning them throughout the state, the logistics of transporting the devices will be eased, thereby increasing the number of people that can be reached and educated with traffic safety programs.

***Amount requested: \$100,000***



# OFFICE OF HIGHWAY SAFETY PLANNING

**Michael L. Prince**  
State Office Administrator 17  
Janet Hengesbach  
Executive Secretary 10



State: Michigan

U.S. Department of Transportation National Highway Traffic Safety Administration  
**Highway Safety Plan Cost Summary**

Page: 1

2015-HSP-1  
 For Approval

Report Date: 08/21/2014

Program Area	Project	Description	Prior Approved Program Funds	State Funds	Previous Bal.	Incre/ (Decre)	Current Balance	Share to Local
<b>NHTSA</b>								
<b>NHTSA 402</b>								
<b>Planning and Administration</b>								
	PA-2015-00-00-00		\$ .00	\$588,100.00	\$ .00	\$668,000.00	\$668,000.00	\$ .00
	<b>Planning and Administration Total</b>		<b>\$ .00</b>	<b>\$588,100.00</b>	<b>\$ .00</b>	<b>\$668,000.00</b>	<b>\$668,000.00</b>	<b>\$ .00</b>
<b>Alcohol</b>								
	AL-2015-00-00-00		\$ .00	\$160,000.00	\$ .00	\$637,000.00	\$637,000.00	\$ .00
	<b>Alcohol Total</b>		<b>\$ .00</b>	<b>\$160,000.00</b>	<b>\$ .00</b>	<b>\$637,000.00</b>	<b>\$637,000.00</b>	<b>\$ .00</b>
<b>Emergency Medical Services</b>								
	EM-2015-00-00-00		\$ .00	\$15,000.00	\$ .00	\$60,000.00	\$60,000.00	\$ .00
	<b>Emergency Medical Services Total</b>		<b>\$ .00</b>	<b>\$15,000.00</b>	<b>\$ .00</b>	<b>\$60,000.00</b>	<b>\$60,000.00</b>	<b>\$ .00</b>
<b>Motorcycle Safety</b>								
	MC-2015-00-00-00		\$ .00	\$133,000.00	\$ .00	\$531,000.00	\$531,000.00	\$ .00
	<b>Motorcycle Safety Total</b>		<b>\$ .00</b>	<b>\$133,000.00</b>	<b>\$ .00</b>	<b>\$531,000.00</b>	<b>\$531,000.00</b>	<b>\$ .00</b>
<b>Occupant Protection</b>								
	OP-2015-00-00-00		\$ .00	\$42,000.00	\$ .00	\$165,000.00	\$165,000.00	\$ .00
	<b>Occupant Protection Total</b>		<b>\$ .00</b>	<b>\$42,000.00</b>	<b>\$ .00</b>	<b>\$165,000.00</b>	<b>\$165,000.00</b>	<b>\$ .00</b>
<b>Pedestrian/Bicycle Safety</b>								
	PS-2015-00-00-00		\$ .00	\$29,000.00	\$ .00	\$114,000.00	\$114,000.00	\$100,000.00
	<b>Pedestrian/Bicycle Safety Total</b>		<b>\$ .00</b>	<b>\$29,000.00</b>	<b>\$ .00</b>	<b>\$114,000.00</b>	<b>\$114,000.00</b>	<b>\$100,000.00</b>
<b>Police Traffic Services</b>								
	PT-2015-00-00-00		\$ .00	\$835,000.00	\$ .00	\$3,340,000.00	\$3,340,000.00	\$1,800,000.00
	<b>Police Traffic Services Total</b>		<b>\$ .00</b>	<b>\$835,000.00</b>	<b>\$ .00</b>	<b>\$3,340,000.00</b>	<b>\$3,340,000.00</b>	<b>\$1,800,000.00</b>
<b>Traffic Records</b>								
	TR-2015-00-00-00		\$ .00	\$154,000.00	\$ .00	\$613,000.00	\$613,000.00	\$350,000.00

State: Michigan

U.S. Department of Transportation National Highway Traffic Safety Administration  
**Highway Safety Plan Cost Summary**

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Program Area	Project	Description	Prior Approved Program Funds	State Funds	Previous Bal.	Incre/ (Decre)	Current Balance	Share to Local
<b>Community Traffic Safety Project</b>								
		Traffic Records Total	\$ .00	\$154,000.00	\$ .00	\$613,000.00	\$613,000.00	\$350,000.00
		CP-2015-00-00-00	\$ .00	\$136,000.00	\$ .00	\$541,000.00	\$541,000.00	\$ .00
		<b>Community Traffic Safety Project Total</b>	\$ .00	\$136,000.00	\$ .00	\$541,000.00	\$541,000.00	\$ .00
<b>Driver Education</b>								
		DE-2015-00-00-00	\$ .00	\$74,000.00	\$ .00	\$293,000.00	\$293,000.00	\$95,000.00
		<b>Driver Education Total</b>	\$ .00	\$74,000.00	\$ .00	\$293,000.00	\$293,000.00	\$95,000.00
<b>Paid Advertising</b>								
		PM-2015-00-00-00	\$ .00	\$352,000.00	\$ .00	\$1,405,000.00	\$1,405,000.00	\$1,000,000.00
		<b>Paid Advertising Total</b>	\$ .00	\$352,000.00	\$ .00	\$1,405,000.00	\$1,405,000.00	\$1,000,000.00
		<b>NHTSA 402 Total</b>	\$ .00	\$2,518,100.00	\$ .00	\$8,367,000.00	\$8,367,000.00	\$3,345,000.00
		<b>MAP 21 405b OP High</b>						
		<b>405b High HVE</b>						
		MIHVE-2015-00-00-00	\$ .00	\$736,000.00	\$ .00	\$1,290,000.00	\$1,290,000.00	\$ .00
		<b>405b High HVE Total</b>	\$ .00	\$736,000.00	\$ .00	\$1,290,000.00	\$1,290,000.00	\$ .00
		<b>405b High Training</b>						
		MITR-2015-00-00-00	\$ .00	\$ .00	\$ .00	\$577,000.00	\$577,000.00	\$ .00
		<b>405b High Training Total</b>	\$ .00	\$ .00	\$ .00	\$577,000.00	\$577,000.00	\$ .00
		<b>405b High Public Education</b>						
		MIPE-2015-00-00-00	\$ .00	\$ .00	\$ .00	\$500,000.00	\$500,000.00	\$ .00
		<b>405b High Public Education Total</b>	\$ .00	\$ .00	\$ .00	\$500,000.00	\$500,000.00	\$ .00
		<b>405b OP High</b>						
		MIX-2015-00-00-00	\$ .00	\$ .00	\$ .00	\$575,000.00	\$575,000.00	\$ .00
		<b>405b OP High Total</b>	\$ .00	\$ .00	\$ .00	\$575,000.00	\$575,000.00	\$ .00

State: Michigan

U.S. Department of Transportation National Highway Traffic Safety Administration  
**Highway Safety Plan Cost Summary**

2015-HSP-1  
 For Approval

Page: 3  
 Report Date: 08/21/2014

Program Area	Project	Description	Prior Approved Program Funds	State Funds	Previous Bal.	Incr/(Decre)	Current Balance	Share to Local
<b>MAP 21 405b Op High Total</b>								
<b>MAP 21 405c Data Program</b>			\$ .00	\$736,000.00	\$ .00	\$2,942,000.00	\$2,942,000.00	\$ .00
<b>405c Data Program</b>								
M3DA-2015-00-00-00			\$ .00	\$345,000.00	\$ .00	\$1,380,000.00	\$1,380,000.00	\$ .00
405c Data Program Total			\$ .00	\$345,000.00	\$ .00	\$1,380,000.00	\$1,380,000.00	\$ .00
MAP 21 405c Data Program Total			\$ .00	\$345,000.00	\$ .00	\$1,380,000.00	\$1,380,000.00	\$ .00
<b>MAP 21 405d Impaired Driving Low</b>								
405d Impaired Driving Low			\$ .00	\$2,189,000.00	\$ .00	\$8,755,000.00	\$8,755,000.00	\$ .00
M6X-2015-00-00-00			\$ .00	\$2,189,000.00	\$ .00	\$8,755,000.00	\$8,755,000.00	\$ .00
405d Impaired Driving Low Total			\$ .00	\$2,189,000.00	\$ .00	\$8,755,000.00	\$8,755,000.00	\$ .00
MAP 21 405d Impaired Driving Low Total			\$ .00	\$2,189,000.00	\$ .00	\$8,755,000.00	\$8,755,000.00	\$ .00
<b>MAP 21 405f Motorcycle Programs</b>								
405f Motorcyclist Training			\$ .00	\$50,000.00	\$ .00	\$200,000.00	\$200,000.00	\$ .00
M9MT-2015-00-00-00			\$ .00	\$50,000.00	\$ .00	\$200,000.00	\$200,000.00	\$ .00
405f Motorcyclist Training Total			\$ .00	\$50,000.00	\$ .00	\$200,000.00	\$200,000.00	\$ .00
MAP 21 405f Motorcycle Programs Total			\$ .00	\$50,000.00	\$ .00	\$200,000.00	\$200,000.00	\$ .00
NHTSA Total			\$ .00	\$5,838,100.00	\$ .00	\$21,644,000.00	\$21,644,000.00	\$3,345,000.00
Total			\$ .00	\$5,838,100.00	\$ .00	\$21,644,000.00	\$21,644,000.00	\$3,345,000.00

APPENDIX A TO PART 1200 –  
CERTIFICATION AND ASSURANCES  
FOR HIGHWAY SAFETY GRANTS (23 U.S.C. CHAPTER 4)

State: Michigan

Fiscal Year: 2015

Each fiscal year the State must sign these Certifications and Assurances that it complies with all requirements including applicable Federal statutes and regulations that are in effect during the grant period. (Requirements that also apply to subrecipients are noted under the applicable caption.)

In my capacity as the Governor's Representative for Highway Safety, I hereby provide the following certifications and assurances:

**GENERAL REQUIREMENTS**

To the best of my personal knowledge, the information submitted in the Highway Safety Plan in support of the State's application for Section 402 and Section 405 grants is accurate and complete. (Incomplete or incorrect information may result in the disapproval of the Highway Safety Plan.)

The Governor is the responsible official for the administration of the State highway safety program through a State highway safety agency that has adequate powers and is suitably equipped and organized (as evidenced by appropriate oversight procedures governing such areas as procurement, financial administration, and the use, management, and disposition of equipment) to carry out the program. (23 U.S.C. 402(b)(1)(A))

The State will comply with applicable statutes and regulations, including but not limited to:

- 23 U.S.C. Chapter 4 - Highway Safety Act of 1966, as amended
- 49 CFR Part 18 - Uniform Administrative Requirements for Grants and Cooperative Agreements to State and Local Governments
- 23 CFR Part 1200 – Uniform Procedures for State Highway Safety Grant Programs

The State has submitted appropriate documentation for review to the single point of contact designated by the Governor to review Federal programs, as required by Executive Order 12372 (Intergovernmental Review of Federal Programs).

**FEDERAL FUNDING ACCOUNTABILITY AND TRANSPARENCY ACT (FFATA)**

The State will comply with FFATA guidance, OMB Guidance on FFATA Subaward and Executive Compensation Reporting, August 27, 2010, ([https://www.fsrs.gov/documents/OMB\\_Guidance\\_on\\_FFATA\\_Subaward\\_and\\_Executive\\_Compensation\\_Reporting\\_08272010.pdf](https://www.fsrs.gov/documents/OMB_Guidance_on_FFATA_Subaward_and_Executive_Compensation_Reporting_08272010.pdf)) by reporting to FSRS.gov for each sub-grant awarded:

- Name of the entity receiving the award;
- Amount of the award;

- Information on the award including transaction type, funding agency, the North American Industry Classification System code or Catalog of Federal Domestic Assistance number (where applicable), program source;
- Location of the entity receiving the award and the primary location of performance under the award, including the city, State, congressional district, and country; and an award title descriptive of the purpose of each funding action;
- A unique identifier (DUNS);
- The names and total compensation of the five most highly compensated officers of the entity if:
  - (i) the entity in the preceding fiscal year received—
    - (I) 80 percent or more of its annual gross revenues in Federal awards;
    - (II) \$25,000,000 or more in annual gross revenues from Federal awards; and
  - (ii) the public does not have access to information about the compensation of the senior executives of the entity through periodic reports filed under section 13(a) or 15(d) of the Securities Exchange Act of 1934 (15 U.S.C. 78m(a), 78o(d)) or section 6104 of the Internal Revenue Code of 1986;
- Other relevant information specified by OMB guidance.

#### NONDISCRIMINATION

(applies to subrecipients as well as States)

The State highway safety agency will comply with all Federal statutes and implementing regulations relating to nondiscrimination. These include but are not limited to: (a) Title VI of the Civil Rights Act of 1964 (Pub. L. 88-352), which prohibits discrimination on the basis of race, color or national origin (and 49 CFR Part 21); (b) Title IX of the Education Amendments of 1972, as amended (20 U.S.C. 1681-1683 and 1685-1686), which prohibits discrimination on the basis of sex; (c) Section 504 of the Rehabilitation Act of 1973, as amended (29 U.S.C. 794), and the Americans with Disabilities Act of 1990 (Pub. L. 101-336), as amended (42 U.S.C. 12101, et seq.), which prohibits discrimination on the basis of disabilities (and 49 CFR Part 27); (d) the Age Discrimination Act of 1975, as amended (42 U.S.C. 6101-6107), which prohibits discrimination on the basis of age; (e) the Civil Rights Restoration Act of 1987 (Pub. L. 100-259), which requires Federal-aid recipients and all subrecipients to prevent discrimination and ensure nondiscrimination in all of their programs and activities; (f) the Drug Abuse Office and Treatment Act of 1972 (Pub. L. 92-255), as amended, relating to nondiscrimination on the basis of drug abuse; (g) the comprehensive Alcohol Abuse and Alcoholism Prevention, Treatment and Rehabilitation Act of 1970 (Pub. L. 91-616), as amended, relating to nondiscrimination on the basis of alcohol abuse or alcoholism; (h) Sections 523 and 527 of the Public Health Service Act of 1912, as amended (42 U.S.C. 290dd-3 and 290ee-3), relating to confidentiality of alcohol and drug abuse patient records; (i) Title VIII of the Civil Rights Act of 1968, as amended (42 U.S.C. 3601, et seq.), relating to nondiscrimination in the sale, rental or financing of housing; (j) any other nondiscrimination provisions in the specific statute(s) under which application for Federal assistance is being made; and (k) the requirements of any other nondiscrimination statute(s) which may apply to the application.

**THE DRUG-FREE WORKPLACE ACT OF 1988(41 USC 8103)**

The State will provide a drug-free workplace by:

- Publishing a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited in the grantee's workplace and specifying the actions that will be taken against employees for violation of such prohibition;
- Establishing a drug-free awareness program to inform employees about:
  - The dangers of drug abuse in the workplace.
  - The grantee's policy of maintaining a drug-free workplace.
  - Any available drug counseling, rehabilitation, and employee assistance programs.
  - The penalties that may be imposed upon employees for drug violations occurring in the workplace.
  - Making it a requirement that each employee engaged in the performance of the grant be given a copy of the statement required by paragraph (a).
- Notifying the employee in the statement required by paragraph (a) that, as a condition of employment under the grant, the employee will –
  - Abide by the terms of the statement.
  - Notify the employer of any criminal drug statute conviction for a violation occurring in the workplace no later than five days after such conviction.
- Notifying the agency within ten days after receiving notice under subparagraph (d)(2) from an employee or otherwise receiving actual notice of such conviction.
- Taking one of the following actions, within 30 days of receiving notice under subparagraph (d)(2), with respect to any employee who is so convicted –
  - Taking appropriate personnel action against such an employee, up to and including termination.
  - Requiring such employee to participate satisfactorily in a drug abuse assistance or rehabilitation program approved for such purposes by a Federal, State, or local health, law enforcement, or other appropriate agency.
- Making a good faith effort to continue to maintain a drug-free workplace through implementation of all of the paragraphs above.

**BUY AMERICA ACT**

(applies to subrecipients as well as States)

The State will comply with the provisions of the Buy America Act (49 U.S.C. 5323(j)), which contains the following requirements:

Only steel, iron and manufactured products produced in the United States may be purchased with Federal funds unless the Secretary of Transportation determines that such domestic purchases would be inconsistent with the public interest, that such materials are not reasonably available and of a satisfactory quality, or that inclusion of domestic materials will increase the cost of the overall project contract by more than 25 percent. Clear justification for the purchase of non-

domestic items must be in the form of a waiver request submitted to and approved by the Secretary of Transportation.

**POLITICAL ACTIVITY (HATCH ACT)**

(applies to subrecipients as well as States)

The State will comply with provisions of the Hatch Act (5 U.S.C. 1501-1508) which limits the political activities of employees whose principal employment activities are funded in whole or in part with Federal funds.

**CERTIFICATION REGARDING FEDERAL LOBBYING**

(applies to subrecipients as well as States)

Certification for Contracts, Grants, Loans, and Cooperative Agreements

The undersigned certifies, to the best of his or her knowledge and belief, that:

1. No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.
2. If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions.
3. The undersigned shall require that the language of this certification be included in the award documents for all sub-award at all tiers (including subcontracts, subgrants, and contracts under grant, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, U.S. Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.



### RESTRICTION ON STATE LOBBYING

(applies to subrecipients as well as States)

None of the funds under this program will be used for any activity specifically designed to urge or influence a State or local legislator to favor or oppose the adoption of any specific legislative proposal pending before any State or local legislative body. Such activities include both direct and indirect (e.g., "grassroots") lobbying activities, with one exception. This does not preclude a State official whose salary is supported with NHTSA funds from engaging in direct communications with State or local legislative officials, in accordance with customary State practice, even if such communications urge legislative officials to favor or oppose the adoption of a specific pending legislative proposal.

### CERTIFICATION REGARDING DEBARMENT AND SUSPENSION

(applies to subrecipients as well as States)

#### Instructions for Primary Certification

1. By signing and submitting this proposal, the prospective primary participant is providing the certification set out below.
2. The inability of a person to provide the certification required below will not necessarily result in denial of participation in this covered transaction. The prospective participant shall submit an explanation of why it cannot provide the certification set out below. The certification or explanation will be considered in connection with the department or agency's determination whether to enter into this transaction. However, failure of the prospective primary participant to furnish a certification or an explanation shall disqualify such person from participation in this transaction.
3. The certification in this clause is a material representation of fact upon which reliance was placed when the department or agency determined to enter into this transaction. If it is later determined that the prospective primary participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default.
4. The prospective primary participant shall provide immediate written notice to the department or agency to which this proposal is submitted if at any time the prospective primary participant learns its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
5. The terms *covered transaction*, *debarred*, *suspended*, *ineligible*, *lower tier covered transaction*, *participant*, *person*, *primary covered transaction*, *principal*, *proposal*, and *voluntarily excluded*, as used in this clause, have the meaning set out in the Definitions and coverage sections of 49 CFR Part 29. You may contact the department or agency to which this proposal is being submitted for assistance in obtaining a copy of those regulations.

6. The prospective primary participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency entering into this transaction.

7. The prospective primary participant further agrees by submitting this proposal that it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion-Lower Tier Covered Transaction," provided by the department or agency entering into this covered transaction, without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions.

8. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the list of Parties Excluded from Federal Procurement and Non-procurement Programs.

9. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.

10. Except for transactions authorized under paragraph 6 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default.

*Certification Regarding Debarment, Suspension, and Other Responsibility Matters-Primary Covered Transactions*

(1) The prospective primary participant certifies to the best of its knowledge and belief, that its principals:

- (a) Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded by any Federal department or agency;
- (b) Have not within a three-year period preceding this proposal been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State or local) transaction or contract under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of record, making false statements, or receiving stolen property;

- (c) Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (Federal, State or Local) with commission of any of the offenses enumerated in paragraph (1)(b) of this certification; and
- (d) Have not within a three-year period preceding this application/proposal had one or more public transactions (Federal, State, or local) terminated for cause or default.

(2) Where the prospective primary participant is unable to certify to any of the Statements in this certification, such prospective participant shall attach an explanation to this proposal.

#### Instructions for Lower Tier Certification

1. By signing and submitting this proposal, the prospective lower tier participant is providing the certification set out below.
2. The certification in this clause is a material representation of fact upon which reliance was placed when this transaction was entered into. If it is later determined that the prospective lower tier participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.
3. The prospective lower tier participant shall provide immediate written notice to the person to which this proposal is submitted if at any time the prospective lower tier participant learns that its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
4. The terms *covered transaction, debarred, suspended, ineligible, lower tier covered transaction, participant, person, primary covered transaction, principal, proposal, and voluntarily excluded*, as used in this clause, have the meanings set out in the Definition and Coverage sections of 49 CFR Part 29. You may contact the person to whom this proposal is submitted for assistance in obtaining a copy of those regulations.
5. The prospective lower tier participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency with which this transaction originated.
6. The prospective lower tier participant further agrees by submitting this proposal that it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion -- Lower Tier Covered Transaction," without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions. (See below)
7. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered

transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the List of Parties Excluded from Federal Procurement and Non-procurement Programs.

8. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.

9. Except for transactions authorized under paragraph 5 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.

*Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion -- Lower Tier Covered Transactions:*

1. The prospective lower tier participant certifies, by submission of this proposal, that neither it nor its principals is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal department or agency.

2. Where the prospective lower tier participant is unable to certify to any of the statements in this certification, such prospective participant shall attach an explanation to this proposal.

**POLICY ON SEAT BELT USE**

In accordance with Executive Order 13043, Increasing Seat Belt Use in the United States, dated April 16, 1997, the Grantee is encouraged to adopt and enforce on-the-job seat belt use policies and programs for its employees when operating company-owned, rented, or personally-owned vehicles. The National Highway Traffic Safety Administration (NHTSA) is responsible for providing leadership and guidance in support of this Presidential initiative. For information on how to implement such a program, or statistics on the potential benefits and cost-savings to your company or organization, please visit the Buckle Up America section on NHTSA's website at [www.nhtsa.dot.gov](http://www.nhtsa.dot.gov). Additional resources are available from the Network of Employers for Traffic Safety (NETS), a public-private partnership headquartered in the Washington, D.C. metropolitan area, and dedicated to improving the traffic safety practices of employers and employees. NETS is prepared to provide technical assistance, a simple, user-friendly program kit, and an award for achieving the President's goal of 90 percent seat belt use. NETS can be contacted at 1 (888) 221-0045 or visit its website at [www.trafficsafety.org](http://www.trafficsafety.org).

## POLICY ON BANNING TEXT MESSAGING WHILE DRIVING

In accordance with Executive Order 13513, Federal Leadership On Reducing Text Messaging While Driving, and DOT Order 3902.10, Text Messaging While Driving, States are encouraged to adopt and enforce workplace safety policies to decrease crashes caused by distracted driving, including policies to ban text messaging while driving company-owned or -rented vehicles, Government-owned, leased or rented vehicles, or privately-owned when on official Government business or when performing any work on or behalf of the Government. States are also encouraged to conduct workplace safety initiatives in a manner commensurate with the size of the business, such as establishment of new rules and programs or re-evaluation of existing programs to prohibit text messaging while driving, and education, awareness, and other outreach to employees about the safety risks associated with texting while driving.

## ENVIRONMENTAL IMPACT

The Governor's Representative for Highway Safety has reviewed the State's Fiscal Year highway safety planning document and hereby declares that no significant environmental impact will result from implementing this Highway Safety Plan. If, under a future revision, this Plan is modified in a manner that could result in a significant environmental impact and trigger the need for an environmental review, this office is prepared to take the action necessary to comply with the National Environmental Policy Act of 1969 (42 U.S.C. 4321, et seq.) and the implementing regulations of the Council on Environmental Quality (40 CFR Parts 1500-1517).

## SECTION 402 REQUIREMENTS

The political subdivisions of this State are authorized, as part of the State highway safety program, to carry out within their jurisdictions local highway safety programs which have been approved by the Governor and are in accordance with the uniform guidelines promulgated by the Secretary of Transportation. (23 U.S.C. 402(b)(1)(B))

At least 40 percent (or 95 percent, as applicable) of all Federal funds apportioned to this State under 23 U.S.C. 402 for this fiscal year will be expended by or for the benefit of the political subdivision of the State in carrying out local highway safety programs (23 U.S.C. 402(b)(1)(C), 402(h)(2)), unless this requirement is waived in writing.

The State's highway safety program provides adequate and reasonable access for the safe and convenient movement of physically handicapped persons, including those in wheelchairs, across curbs constructed or replaced on or after July 1, 1976, at all pedestrian crosswalks. (23 U.S.C. 402(b)(1)(D))

The State will provide for an evidenced-based traffic safety enforcement program to prevent traffic violations, crashes, and crash fatalities and injuries in areas most at risk for such incidents. (23 U.S.C. 402(b)(1)(E))

The State will implement activities in support of national highway safety goals to reduce motor vehicle related fatalities that also reflect the primary data-related crash factors within the State as identified by the State highway safety planning process, including:

- Participation in the National high-visibility law enforcement mobilizations;
- Sustained enforcement of statutes addressing impaired driving, occupant protection, and driving in excess of posted speed limits;
- An annual statewide seat belt use survey in accordance with 23 CFR Part 1340 for the measurement of State seat belt use rates;
- Development of statewide data systems to provide timely and effective data analysis to support allocation of highway safety resources;
- Coordination of Highway Safety Plan, data collection, and information systems with the State strategic highway safety plan, as defined in 23 U.S.C. 148(a).

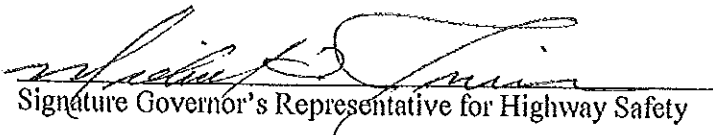
(23 U.S.C. 402(b)(1)(F))

The State will actively encourage all relevant law enforcement agencies in the State to follow the guidelines established for vehicular pursuits issued by the International Association of Chiefs of Police that are currently in effect. (23 U.S.C. 402(j))

The State will not expend Section 402 funds to carry out a program to purchase, operate, or maintain an automated traffic enforcement system. (23 U.S.C. 402(c)(4))

I understand that failure to comply with applicable Federal statutes and regulations may subject State officials to civil or criminal penalties and/or place the State in a high risk grantee status in accordance with 49 CFR 18.12.

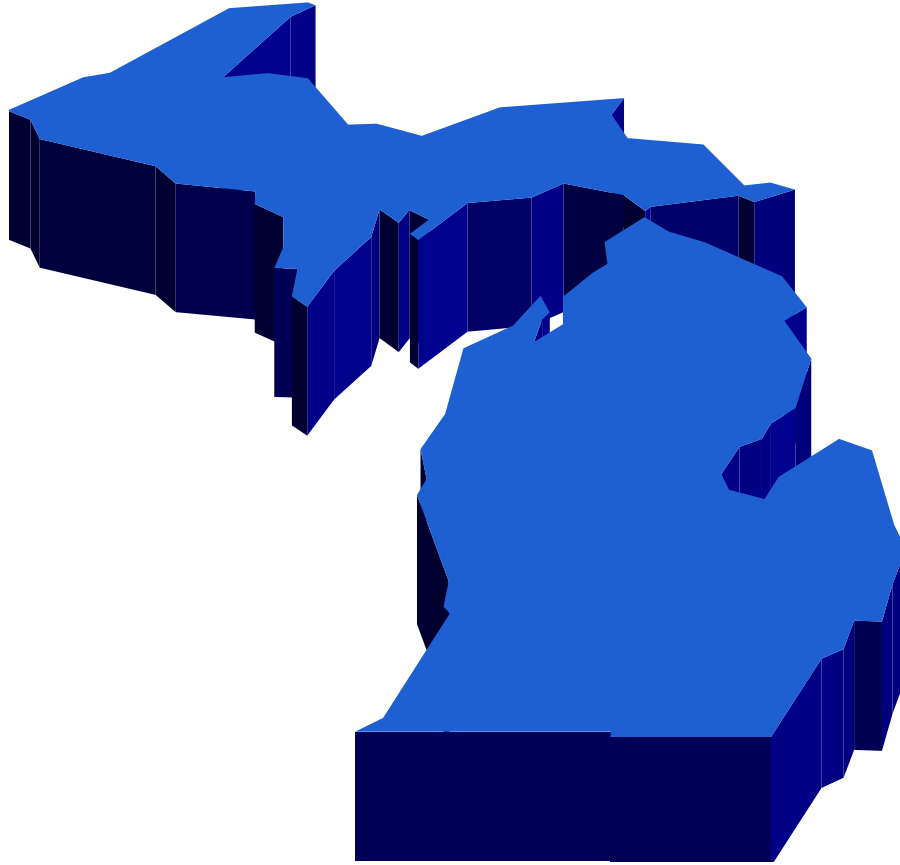
I sign these Certifications and Assurances based on personal knowledge, after appropriate inquiry, and I understand that the Government will rely on these representations in awarding grant funds.

  
Signature Governor's Representative for Highway Safety

6-30-15  
Date

**Michael Prince**

Printed name of Governor's Representative for Highway Safety



# **Michigan Performance Plan FY15**

# FY 2015

## MICHIGAN PERFORMANCE PLAN

As Michigan's traffic safety partners move forward with its efforts of "*Towards Zero Deaths*" (TZD), we reflect on the past performance of goals over the past five years. Underlying trends are influenced by the amount of miles traveled on the roadways, the economy, weather, and safety improvements in vehicles, infrastructure, and emergency medicine.

The Office of Highway Safety Planning (OHSP), with technical assistance from the University of Michigan Transportation Research Institute (UMTRI), uses the latest traffic crash data to examine past trends in order to estimate future performance using a predictive model approach. Based on an analysis of the 2009-2013 traffic crash data, 2013 was an unusually low year in some categories. This results in predictions which actually indicate an upward trend in traffic crashes in some areas. This means that if we do not implement aggressive and innovative countermeasures, the upward predicted trend could come to fruition.

We continue to seek improvements in key traffic safety areas such as motorcycles, impaired crashes, and restraint use. Seat belt use continues to be over 90 percent. Crashes involving alcohol have decreased, as well as crashes at intersections and on local roads.

Despite these successes, people continue to die and sustain serious injuries on Michigan's roads, a fact that is unacceptable. These deaths and serious injuries are the challenge that continues to call Michigan's traffic safety partners into action to implement cutting-edge countermeasures for traffic safety.

The goal of reducing, and eventually eliminating, deaths and injuries on Michigan's roads drives the annual planning process that culminates in the creation of the annual Highway Safety Plan (HSP). The information that follows provides the road map for saving lives and reducing injuries. This year's road map begins with a brief look at Michigan's demographics which provides the background against which traffic safety solutions are identified, implemented, and evaluated. As in the past, the road map details the major traffic crash problems, identifies the most effective countermeasures to address them, and reports on the partners selected to implement the countermeasures.

### **State Demographics**

Michigan is geographically located in the Great Lakes region of the midwestern United States. It is the ninth most populous state in the nation with the 11th most extensive total area. It is the largest state by total area east of the Mississippi River.

Michigan has the longest freshwater coastline of any political subdivision in the world, being surrounded by four of the five Great Lakes in addition to Lake Saint Clair. It is the



only state to consist of two peninsulas. The landmasses are separated by the Straits of Mackinac, which is a five-mile channel that joins Lake Huron to Lake Michigan. The peninsulas are connected by the Mackinac Bridge.

The United States Census Bureau estimates that the population of Michigan on July 1, 2010, was 9,883,360; 51 percent are female and 49 percent are male. Fourteen percent are over age 65 and 23 percent are under 18 years of age.

Michigan has 83 counties. It has 9,716 miles of trunk line roads, 89,775 miles of county roads, and 20,785 miles of city and village streets. Highway M-135 on Mackinac Island is the only state highway in the nation where motor vehicles are banned. More than 96 billion miles are driven on Michigan roadways every year, the equivalent of more than 500 round trips from the Earth to the moon every day. There are nearly seven million licensed drivers in Michigan as well as over eight million registered vehicles.

## **PROCESS DESCRIPTION**

### **PROGRAM PURPOSE: REDUCE FATALITIES, INJURIES, AND CRASHES**

With each new year of planning comes a renewed commitment by staff at the OHSP to reduce traffic deaths and injuries. Staff utilizes the vast body of traffic crash data and research in combination with the experience of traffic safety professionals from a variety of disciplines to select the most effective countermeasures.

The key to continued progress is to maintain a focus on what will save the most lives and prevent the most injuries. Limited resources call for strategies to be implemented where they will be most effective, with attention to geographical circumstances, and monitored for impact. Success is measured against goals and benchmarks for fatality and injury reduction.

OHSP staff cannot pursue these programs without the participation of partners at the national, state, and local levels. This cooperative approach helps ensure that in Michigan efforts are coordinated among enforcement, engineering, education, and emergency medical services into comprehensive traffic safety programs that save lives.

### **Pre-planning Steps**

Implementation of one year's HSP occurs in conjunction with planning for the next. Planning begins with an "after action review" of the previous year, identifying successful areas, those in need of improvement, and those changes that will yield greater success. It also involves brainstorming among staff members on what new strategies might show promise in the new year, along with a review of effective countermeasures. OHSP then makes any necessary revisions to the planning process and calendar (Exhibit 1). This pre-planning ensures that OHSP's program development remains dynamic and responsive to changes in the traffic safety environment.




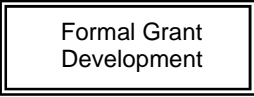
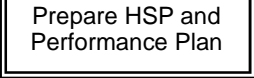


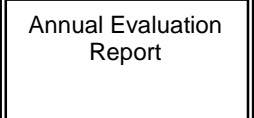
Each step of the planning process is identified below:

1. Problem Identification
2. Goal Determination and Analysis
3. Performance Measures
4. Traffic Safety Partner Input
5. Budget Development
6. Project Selection

### **Plan Organization**

The performance plan development follows the steps of OHSP's planning process. Crash data analysis, research, and consultation with program partners and stakeholders continue throughout each step. Program and financial staff meet monthly at staff meetings and exchange information about program activities. Grant and revision activity is monitored to ensure programs remain on-track for successful completion. OHSP staff members incorporate emerging information into program development and implementation whenever possible and continue to look to the future for new emerging ideas and opportunities.

**EXHIBIT 1 – HSP Planning Outline**

<b>FY 2015 HSP PLANNING CALENDAR</b>		
<b>ACTION</b>	<b>DATES</b>	<b>DETAILS</b>
	NOVEMBER DECEMBER	<ul style="list-style-type: none"> <li>❖ Review past year's activity</li> <li>❖ Review current year's activity</li> <li>❖ Review crash data</li> <li>❖ Review state and national priorities</li> <li>❖ Update problem identification</li> <li>❖ Quantify goals</li> </ul>
	JANUARY FEBRUARY	<ul style="list-style-type: none"> <li>❖ Meet with program partners, obtain input</li> <li>❖ Review planning session output</li> <li>❖ Review data specific to the program</li> <li>❖ Review quantitative goals</li> <li>❖ Outline grant opportunities</li> <li>❖ Identify long-term strategies (&gt;3 years)</li> </ul>
	MARCH APRIL	<ul style="list-style-type: none"> <li>❖ Consult with current and prospective grantees</li> <li>❖ Program area presentations</li> <li>❖ Create draft Grant Development Plans</li> <li>❖ Establish draft budget</li> <li>❖ HSP management team reviews programs and budgets</li> </ul>
	MAY JUNE	<ul style="list-style-type: none"> <li>❖ GDPs finalized</li> <li>❖ HSP budget finalized</li> <li>❖ Notify grantees of grant timelines</li> <li>❖ Create draft HSP</li> <li>❖ Create draft performance plan</li> </ul>
	JUNE	<ul style="list-style-type: none"> <li>❖ Administrative review of performance plan</li> <li>❖ Administrative review of HSP</li> <li>❖ Approve FY 2015 performance plan and HSP</li> <li>❖ Distribute to NHTSA</li> </ul>
	JULY AUGUST	<ul style="list-style-type: none"> <li>❖ Monitor grant development process</li> <li>❖ Send grantees grant templates</li> <li>❖ Create in-house grants</li> <li>❖ Begin grant entry in e-grants</li> </ul>
	SEPTEMBER OCTOBER	<ul style="list-style-type: none"> <li>❖ Approve and start implementation of FY 2015 grants.</li> <li>❖ Conduct grant orientation meetings</li> </ul>
	NOVEMBER	<ul style="list-style-type: none"> <li>❖ Annual evaluation report prepared for FY 2014 HSP</li> </ul>

## 1. PROBLEM IDENTIFICATION

The annual highway safety planning process begins in November with comprehensive crash data analysis. OHSP cannot approach the programming process and address traffic safety problems unless there is a full understanding of the crash data and what problems exist. OHSP looks at many variables such as the location and time of the crash, driver, environmental elements, and various mitigating factors to determine emerging and current issues.

An initial review of the data highlights those factors that contribute to a high percent of fatalities and incapacitating injuries. These are key variables that cannot be ignored and goals established to address them are listed in the next section. Additional factors may be considered such as elevated severe but non-life-threatening injuries, increasing trends that could potentially increase fatalities and incapacitating injuries, or “low-hanging fruit” for which strong countermeasures exist and which may have relatively large room for improvement.

Data analysis continues year-round, with intensified efforts early in the HSP and grant development plan process. The timeliness, accuracy, and accessibility of Michigan traffic crash data allows current information to be incorporated into program development and implementation. Examples include which days of the year have the most alcohol-involved crashes, how driver age affects fatal crash rates, which areas of a given county have the most nighttime crashes, or the demographics involved in fatal and serious injury motorcycle crashes.

OHSP staff, working with various traffic safety partners, have access to a variety of tools during problem identification. Authorized agencies can access the crash database directly through a variety of interfaces, including websites and query tools. For the general public, the University of Michigan Transportation Research Institute (UMTRI) Transportation Data Center hosts the OHSP-sponsored Michigan Traffic Crash Facts (MTCF) website: [www.michigantrafficcrashfacts.org](http://www.michigantrafficcrashfacts.org). This website includes more than 100 tables addressing the most common crash data needs including an archive dating back to 1992. The website also includes fact sheets for state and county data, and a query tool allowing users to build their own data queries, mapping tools, charts, tables, and GIS capability. MTCF users also have access to the traffic crash reporting forms, minus personal identifiers, submitted to the Michigan State Police Criminal Justice Information Center (CJIC) Crash Section by law enforcement officials.

The OHSP problem identification process is based on trend data reported from the previous five years. Data analysis is conducted for OHSP by an independent outside source to ensure that no bias is attached to the results. For FY15 planning, OHSP’s problem identification was conducted by research statisticians from UMTRI.

In addition, the Wayne State University Transportation Research Group provides assistance researching and formulating Michigan’s State Strategic Highway Safety Plan (SHSP) located at [www.michigan.gov/msp](http://www.michigan.gov/msp). The collaboration of the HSP and the

SHSP ensures not only uniformity of the top goals in Michigan, but also includes a unique diversity of working groups among Michigan’s traffic safety stakeholders working toward the SHSP vision of “Toward Zero Deaths on Michigan Roadways.”<sup>1</sup>

## 2. GOAL DETERMINATION AND ANALYSIS

Goals are statements of program intent or purpose, consistent with the mission of the organization. The 2015 performance plan introduces new goals for 2014-2016 based on trend data analysis from the previous five years 2009-2013. Target areas are the top factors involved in fatal and incapacitating injury crashes, along with emerging issues. Quantitative targets are set through crash projections based on five-year crash trends using a regression predictive statistical model. UMTRI also assisted with the development of the goals in order to provide objective analyses throughout the planning process.

This section begins with a summary of Michigan traffic crash statistics from 2009 through 2013 (the most current data available). OHSP’s revised long-term goals through 2016 follow, along with annual benchmarks.

Crash Data Comparison (2009-2013)

	2009	2010	2011	2012	2013	Percent Change 09-13
Total Crashes	290,978	282,075	284,049	273,891	289,061	-1%
Fatal Crashes	806	868	834	870	881	+9%
People Injured	70,931	70,501	71,796	70,519	71,031	0%
People Killed	871	937	889	936	951	9%
Death Rate (100M VMT)	0.91	1.0	.9	1.0	1.03	.1%
Fatal Crash Rate (100M VMT)	0.84	.9	.9	.9	.95	.1%
VMT (Billions)	100.9	95.9	97.6	94.8	92.4	-8%
Registered Vehicles (Millions)	8.11	8.06	8.09	8.05	8.11	0%
Population (Millions)	10.00	9.97	9.97	9.88	9.88	-1%

The 2013 crash numbers were down in several categories and up in others showing an unusually low performance year based on comparisons from 2009-2013.

<sup>1</sup> State of Michigan Strategic Highway Safety Plan 2013-2016

In each of the following tables, a predictive model analysis was applied to each crash category based on the identified trends.<sup>2</sup> Due to some unusually low performances in 2013, smaller decreasing increments (one percent) were used in the table as goals in order to deflect the actual increases that were predicted.

For example, fatalities and serious injuries for drug-involved crashes were 437 in 2013. The trend analysis indicated that in 2014 it would increase to 447, and it would continue to increase in 2015 to 459 and to 471 in 2016.

A goal of a one percent decrease was selected in order to stop the upward trend. The new goals for 2014-2016 would be 433, 428, and 424, respectively.

Fatalities and serious injury goals remain the same in order to reflect the goals set in the Michigan State Highway Safety Plan.

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<sup>2</sup> University of Michigan Transportation Research Institute

## EXHIBIT 2: OHSP FY 2015 Goals at a Glance

Data Types	2011 actual	2012 actual	2013 actual	2014 goal	2015 goal	2016 goal
Fatalities	889	936	951	806	781	750
Fatalities per 100 million vehicle miles traveled	0.90	1.00	1.03	.89	.87	.86
*Injuries	71,796	70,518	71,031	70,321	69,617	68,921
Fatalities and incapacitating injuries ("KAs")	6,595	6,612	6,234	5,968	5,708	5,448
KAs involving alcohol	1,253	1,320	1,214	1,191	1,154	1,117
*KAs involving drugs	404	410	437	433	428	424
*Fatalities to unrestrained vehicle occupants	194	229	187	185	183	181
Observed daytime safety belt use (front seat occupants)	94.5%	93.6%	93%	98%	98%	98%
*KAs to vehicle occupants ages 0 to 8	105	124	84	83	82	81
KAs at intersections	2,158	2,187	2,005	1,894	1,779	1,664
KAs involving lane departure	2,688	2,612	2,535	2,428	2,337	2,245
KAs on local roads	3,877	3,914	3,525	3,378	3,178	2,979
KAs involving motorcycles	695	794	712	682	653	624
KAs to pedestrians	554	482	529	501	491	481
KAs involving bicyclists	174	191	194	178	173	168
KAs to men	3,730	3,815	3,618	3,464	3,327	3,189
KAs involving drivers ages 15 to 20	1,506	1,382	1,186	1,121	1,008	895
*KAs involving drivers ages 21 to 24	978	1,009	991	981	971	962
KAs involving drivers ages 65+	1,050	1,135	1,094	1,072	1,058	1,045
KAs from 3 p.m. to 6 p.m.	1,405	1,396	1,275	1,242	1,190	1,138
KAs from midnight to 3 a.m.	618	608	523	499	457	415
KAs from noon Friday to noon Sunday	2,234	2,256	2,161	2,036	1,946	1,857
KAs from July to September	2,004	1,992	1,952	1,883	1,828	1,774

**\*Predictions based on a trend analysis predictive model indicated these performance areas would increase in 2014-2016. In order to stop the trend, a one percent decrease was applied to each year.**

## Traffic Fatalities

The most important traffic safety goal is to reduce, and eventually eliminate, traffic fatalities. Whatever other factors may be considered, the final measure of success must always be the lives of people. According to UMTRI<sup>3</sup>, the comprehensive cost of one traffic fatality in Michigan is over 3.6 million dollars. This does not take into account the precious life lost itself and the loved ones left behind.

In 2013, fatalities increased nearly two percent to 951. The Statistical Abstract of the United States lists 1924 as the last year with fewer than 871 Michigan traffic fatalities. There were 863 in 1924, so Michigan's goal is to get below the 1924 fatality count, downward on the path to zero.

Traffic Fatalities					
Year	Actual		Year	Goal	Actual
2009	871		2013	833	951
2010	937		2014	806	
2011	889		2015	781	
2012	936		2016	750	

## Vehicle Mileage Fatality Rate

The Vehicle Miles Traveled (VMT) fatality rate adjusts the worst outcome of a crash by a common exposure variable. This is defined as how many people have died in a vehicle related crash compared to how many miles are driven on the roads by everyone. The VMT fatality rate has been a consistent measure used nationally for many years, and provides a reliable means of tracking progress over a long period of time.

If fatalities are decreasing while miles driven are increasing, the state is getting safer faster than the simple fatality count suggests. If both are decreasing, then some of the improvement is just a factor of people driving less. If miles driven are decreasing while fatalities are increasing, then a closer examination of the data is warranted in order to determine what is actually happening.

The VMT rate is estimated each year due to the fact the rate is not available until July.

The Michigan Department of Transportation revised the VMT calculation process for 2007, suggesting that previous years may have underestimated VMT. The final effects of this change may bear future consideration.

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<sup>3</sup> UMTRI -2011-21 "Societal Costs of Crime and Crashes in Michigan: 2011 Update (Kostyniuk, LP, Molnar, LJ, St. Louis, RM, Zanier, N and Eby, DW)



VMT Fatality Rate <sup>4</sup>					
Year	Actual		Year	Goal	Actual
2009	.91		2013	.91	1.03
2010	1.00		2014	.89	
2011	.9		2015	.87	
2012	1.00		2016	.86	

### Traffic Injuries

While Michigan strives to achieve zero traffic fatalities, it also seeks to decrease the severity of traffic-related injuries. Crash avoidance seeks to reduce crashes entirely with no crashes, fatalities, or injuries as the goal. Crash mitigation seeks to reduce the severity of crashes as it relates to injuries.

Michigan classifies injuries according to the KABC0 scale: K=fatal; A=incapacitating; B=non-incapacitating; C=possible; and 0=none (property damage only).

Traffic Injuries (A,B,C)					
Year	Actual		Year	Goal	Actual
2009	70,931		2013	65,470	71,031
2010	70,501		2014	70,321	
2011	71,796		2015	69,617	
2012	70,518		2016	68,921	

### Fatalities and Incapacitating Injuries (KAs)

Fatal and incapacitating injuries are the most consistent measure of severe crashes available for traffic safety planning. Fatalities and incapacitating injuries include crashes with the greatest harm and happen in large enough numbers to perform meaningful analysis.

Fatalities and Incapacitating Injuries (KAs)					
Year	Actual		Year	Goal	Actual
2009	7,382		2013	5,691	6,234
2010	6,917		2014	5,968	
2011	6,595		2015	5,708	
2012	6,612		2016	5,448	

<sup>4</sup> This number is the number of fatalities (people) per 100 million vehicle miles traveled.

## Alcohol-Impaired and Drug-Impaired Driving<sup>5</sup>

Impaired-driving involved crashes are disproportionately more severe than other crashes, constituting 30-40 percent of fatal crashes each year. Despite decades of education and enforcement efforts, impaired driving remains a devastating traffic safety and public health problem. While some drivers are alcohol-impaired or drug-impaired some drivers are both.

KAs involving alcohol					
Year	Actual		Year	Goal	Actual
2009	1,396		2013	1,041	1,214
2010	1,326		2014	1,191	
2011	1,253		2015	1,154	
2012	1,320		2016	1,117	

KAs involving drugs					
Year	Actual		Year	Goal	Actual
2009	358		2013	400	437
2010	451		2014	433	
2011	404		2015	428	
2012	410		2016	424	

Increased levels of scientific analysis of blood samples of drivers suspected to be under the influence of drugs began in 2008, so previous years' results may not provide a consistent basis for comparison. Recorded drug-involved crashes are more likely to increase due to updated training for law enforcement officers such as the Advanced Roadside Impaired Driving Enforcement (ARIDE) and Drug Recognition Expert (DRE) programs.

### Safety Belt Use

Safety belts are the most effective means of reducing injury severity and preventing death in the event of a crash. Increasing use of safety belts substantially improves crash survivability and reduces societal costs of crash-involved injuries.

Unrestrained fatalities follow changes in the observed safety belt use rate, but note the percentage of restrained people killed is much higher than the percentage of unrestrained people. This is partly due to the life-saving effect of belts, partly to lower risk-aversion among people who do not use safety belts, and partly to differences in observed use and actual use. In compliance with federal guidelines, Michigan observes daytime front-seat occupants in an area covering at least 85 percent of the state's population.

Michigan had the highest safety belt use rate in the nation in 2009 at 97.9 percent. In 2012, the OHSP set a benchmark goal of 98 percent for the following three years.

<sup>5</sup> Alcohol or drug impaired involved crashes are coded from the UD-10 Michigan Crash Report as crashes where at least one person has been drinking or taking drugs; the person drinking or taking drugs could have been a driver, a passenger, a pedestrian, or a bicyclist.

Fatalities to unrestrained vehicle occupants <sup>6</sup>					
Year	Actual		Year	Goal	Actual
2009	201		2013	183	187
2010	206		2014	185	
2011	194		2015	183	
2012	229		2016	181	

Safety belt use <sup>7</sup>					
Year	Actual		Year	Goal	Actual
2009	97.1%		2013	98.0%	93.0%
2010	95.2%		2014	98.0%	
2011	94.5%		2015	98.0%	
2012	93.6%		2016	98.0%	

### Child Passenger Safety

Safety belts are designed for adults. Children less than eight years of age need a booster seat for the belt to fit properly and children under four years of age need a child restraint (child safety seat). Parents sometimes do not know what the right seat is, how to install it properly, or why it is necessary. Officers may not have much more training than the parents, and it is sometimes difficult to observe violations of child safety seat laws. As a result, children are often under-protected in the event of a crash.

The effects of child passenger safety show up more in crash-injury than crash-fatality data. The belt alone is often enough to prevent a death, but the proper child restraint is what keeps the crash from causing massive internal injuries, particularly to the neck, spine, and intestines.

KA injuries, passenger vehicle occupants ages 0-8 <sup>8</sup>					
Year	Actual		Year	Goal	Actual
2009	113		2013	93	84
2010	108		2014	83	
2011	105		2015	82	
2012	124		2016	81	

### Intersection Crashes

While most drivers can keep a car going in a straight line, problems occur when cars interact with each other at intersections. The severity of intersection crashes is exacerbated by the risk of angle (T-bone) collisions during turns. About one-third of

<sup>6</sup> Unrestrained fatalities are coded from the UD-10 Michigan Crash Report as crashes including all occupant fatalities in all motor vehicles and excludes pedestrians and bicyclists. Unknowns or unavailable are not included.

<sup>7</sup> Daytime front seat observed occupants of motor vehicles as reported in the Michigan Direct Observation Safety Belt Survey.

<sup>8</sup> Includes passenger vehicles, vans, pick-up trucks and small trucks under 10,000 pounds.

all crashes happen in or near intersections. Of this one-third in 2013, 40 percent occurred at signalized intersections, 35 percent at sign-controlled intersections, and 25 percent occurred at intersections with no traffic control.

Intersection crash problems can be related to engineering, driver behavior, or exposure. Any program working to improve safety in urban areas will necessarily affect intersection crashes.

KAs at intersections <sup>9</sup>					
Year	Actual		Year	Goal	Actual
2009	2,499		2013	1,955	2,005
2010	2,351		2014	1,894	
2011	2,158		2015	1,779	
2012	2,187		2016	1,664	

### Lane Departure

Most fatal crashes happen when a car leaves its lane. The driver steers into a ditch, misses a turn, crosses the centerline, or otherwise puts the car into conflict with another vehicle or roadside object. “Lane departure” includes not just roadway departure, but also sideswipes and highly dangerous head-on crashes.

Lane departure is connected to drunk, drowsy, and distracted driving. Any sort of impairment makes someone more likely to drift or miss a turn. Focused and attentive driving are keys to avoiding a vehicle crash.

KAs involving lane departure <sup>10</sup>					
Year	Actual		Year	Goal	Actual
2009	2,992		2013	2,305	2,535
2010	2,750		2014	2,428	
2011	2,688		2015	2,337	
2012	2,612		2016	2,245	

### City-County Roads

While most miles are driven on state roads, most serious crashes happen on local roads. City, county, and local roads, with the majority of intersections and miles of pavement, present a variety of challenges for all aspects of traffic safety.

With most serious crashes taking place on local roads, any efforts directed to prevent or mitigate crashes will affect safety on local roads, and anything targeting a high-crash location is almost certain to take place on local roads.

<sup>9</sup> Intersections are coded on the UD-10 Michigan Traffic Crash Report as within an intersection, intersection driveway related or within 150 feet of nearest edge of an intersection or intersection related-other.

<sup>10</sup> Lane departure crashes are coded from the UD-10 Michigan Crash Report as crashes involving single or multiple or parked motor vehicle that leaves it lane.

KAs on local roads <sup>11</sup>					
Year	Actual		Year	Goal	Actual
2009	4,396		2013	3,372	3,525
2010	4,165		2014	3,378	
2011	3,877		2015	3,178	
2012	3,914		2016	2,979	

### Motorcycles

Motorcycle crashes are an area of traffic safety consistently fluctuating up and down in fatalities and injuries. Motorcycle ridership is increasing at a steady rate both in Michigan and nationally. Rider information also suggests young motorcyclists are not seeking proper training and licensure, while older riders are using more powerful motorcycles on which the rider may have less experience. The largest increase in motorcycle use is among older riders, which also increases the effect of lower crash survivability: older bodies are even more likely to sustain damage and have diminished ability to recover.

The Michigan Legislature enacted Public Act 98 of 2012 on April 13, 2012, which modified the requirements for helmet usage. Riders 21 years and older, who have more than two years of experience riding a motorcycle and have attended a motorcycle safety course have the option of whether or not to use a helmet. Riders must carry at least \$20,000 in first-party medical benefits. Riders under the age of 21 are still required to use government-approved helmets.

KAs involving motorcycles <sup>12</sup>					
Year	Actual		Year	Goal	Actual
2009	865		2013	601	712
2010	778		2014	682	
2011	695		2015	653	
2012	794		2016	624	

### Pedestrians

Pedestrians are approximately 16 percent of traffic fatalities each year. There are relatively few effective behavioral interventions for improving pedestrian safety. Some relate to helping drivers avoid pedestrians, while others hope to keep pedestrians out of harm's way. Due to relatively high exposure, those most likely to be hit are young non-drivers during the day. Due to increased body frailty and alcohol and drug use, older pedestrians at night are more likely to be hit and killed.

<sup>11</sup> Local road crashes are coded from the UD-10 Michigan Crash Report as crashes including all crashes involving crashes on county roads, city streets, or unknown.

<sup>12</sup> Motorcycle involved crashes are coded from the UD-10 Michigan Crash Report as crashes where at least one motorcycle was present; other users could have been another motorcyclist, passenger vehicle, truck, van, pedestrian or a bicyclist.

KAs to pedestrians <sup>13</sup>					
Year	Actual		Year	Goal	Actual
2009	552		2013	483	529
2010	535		2014	501	
2011	554		2015	491	
2012	482		2016	481	

### Bicyclists

Bicyclists are approximately three percent of traffic fatalities and incapacitating injuries each year. They are over-exposed to the elements and to vehicles on the roadways. Successful countermeasures include education about high-visibility clothing and equipment, bicycle laws, and use of bicycle lanes. Educating the motoring public and law enforcement about safety around bicyclists has also proven to help prevent crashes.

KAs to bicyclists <sup>14</sup>					
Year	Actual		Year	Goal	Actual
2009	220		2013	178	194
2010	192		2014	178	
2011	174		2015	173	
2012	191		2016	168	

### Men

Most of the risky behaviors that can result in a fatal or serious injury are more common in men. Men buckle up less, drink and drive more, drive faster, and drive motorcycles more frequently. These behaviors are even more prevalent in young men.

Federal surveys of travel trips estimate that men do about 61 percent of the nation's driving, so it is expected men are in more crashes. Traffic fatalities are consistently two-thirds or more men. Women, exposed to the same traffic variables, are still seeing the number of serious and fatal injuries fall faster than that of men.

KAs to men <sup>15</sup>					
Year	Actual		Year	Goal	Actual
2009	4,209		2013	3,211	3,618
2010	4,005		2014	3,464	
2011	3,730		2015	3,327	
2012	3,815		2016	3,189	

<sup>13</sup> Pedestrians are coded from the UD-10 Michigan Crash Report as crashes where at least one pedestrian was present; the pedestrian could also be a driver who exited a vehicle, motorcycle, bicycle, etc., a person on horseback or in a horse drawn buggy or a person who was in a wheelchair.

<sup>14</sup> Bicyclists are coded from the UD-10 Michigan Crash Report as crashes where at least one bicyclist was present.

<sup>15</sup> Males are coded from the UD-10 Michigan Crash Report as any male killed or incapacitated in a crash; he could be a driver, passenger, pedestrian, or bicyclist.

## Young Drivers<sup>16</sup>

Younger drivers crash more often due to inexperience and a tendency for greater risk taking behavior. Crash survivability is better in youth because young bodies are not as vulnerable to damage as older vehicle passengers, but poor judgment and making driver errors of greater severity can offset this. Of those killed in crashes with young drivers, about one-third are the drivers themselves, one-third are passengers with a young driver, and one-third are other drivers, passengers, and pedestrians.

Drivers under age 18 participate in Graduated Driver Licensing (GDL), which allows gradual exposure to greater driving demands under structure and supervision. Crash involvement per driver peaks at age 18, with no supervision, more exposure, and still incomplete driving skills. Persons under age 21 may not legally drink, which is not to say that all abstain. Alcohol-involved crashes peak at age 21 with increased opportunity for access to alcohol. As responsibilities increase and brain development subsides in the mid-twenties, crash involvement drops precipitously. By age 25, the most dangerous years are past, and after age 35 risk of crash injury is average.

KAs involving drivers ages 15 to 20					
Year	Actual		Year	Goal	Actual
2009	1,659		2013	1,234	1,186
2010	1,567		2014	1,121	
2011	1,506		2015	1,008	
2012	1,382		2016	895	

KAs involving drivers ages 21 to 24					
Year	Actual		Year	Goal	Actual
2009	973		2013	853	991
2010	991		2014	981	
2011	978		2015	971	
2012	1,009		2016	962	

## Senior Drivers

Michigan is the eighth largest state for the number of drivers age 65 or older per 1.1 million licensed drivers. For each mile traveled, fatal crash rates increase noticeably starting at age 70-74 and are highest among drivers 85 and older. Senior drivers face slower reaction times and a multitude of other aging-related challenges as they continue to drive in their twilight years.

<sup>16</sup> Young drivers ages 15-20 and 21-24 are coded from the UD-10 Michigan Crash Report as any crash involving at least one driver age 15-20 ; the driver of the other car may also fall in the age category or another age category.

KAs involving drivers age 65 and older					
Year	Actual		Year	Goal	Actual
2009	1,177		2013	1,036	1,094
2010	1,102		2014	1,072	
2011	1,050		2015	1,058	
2012	1,135		2016	1,045	

### Afternoon Rush Hour

High exposure leads to high crash numbers. At the end of the work and school day, there are more cars on the road, with more crashes and fatalities. It is not disproportionately negative, but it is Michigan's time with the most fatalities. The morning rush hour does not show as much of a peak. Late-day drivers are more likely to be tired and less likely to be caffeinated. This becomes worse over the week as sleep deprivation builds up, with Friday being the worst at this time slot. Drivers have shorter tempers and attention spans drift after a long day. Dinnertime and "happy hour" are the peak times for alcohol-involvement for drivers over age 21. Restraint use is also lower in the evening than the morning.

KAs from 3 p.m. to 6 p.m.					
Year	Actual		Year	Goal	Actual
2009	1,552		2013	1,224	1,275
2010	1,363		2014	1,242	
2011	1,405		2015	1,190	
2012	1,396		2016	1,138	

### Nighttime Driving

Traffic is light late at night, but the crashes are disproportionately severe and likely to involve alcohol. Midnight to 3 a.m. includes bar closing time, and it is the peak time for alcohol impaired driving. Alcohol behaves synergistically with drowsiness, making late-night drivers even less competent.

Alcohol-involvement starts heading up around 9 p.m., but does not start spiking until midnight. Alcohol-involved crashes peak in the 2 a.m. to 3 a.m. hour, when bars close. After 4 a.m., traffic is too light to have large numbers of crashes.

KAs from midnight to 3 a.m.					
Year	Actual		Year	Goal	Actual
2009	698		2013	517	523
2010	677		2014	499	
2011	618		2015	457	
2012	608		2016	415	



### Weekend Driving

Serious crashes spike almost every weekend. Increased alcohol use, nighttime driving, visiting unfamiliar areas, traffic congestion in and around popular venues, and decreased attention all contribute to a higher rate of serious crashes on Friday and Saturday evenings. Noon Friday to noon Sunday was noted as the crash peak, which includes both Friday after-work and Saturday night. The Saturday night crash peak actually takes place on Sunday morning (after midnight), while the weekend peak starts early Friday afternoon as people leave work or school.

KAs from noon Friday to noon Sunday					
Year	Actual		Year	Goal	Actual
2009	2,606		2013	1,900	2,161
2010	2,263		2014	2,036	
2011	2,234		2015	1,946	
2012	2,256		2016	1,857	

### Summer Travel

Summer months see more miles traveled on Michigan roadways as well as travel to unfamiliar destinations in the state as tourism flourishes during the warmer months. From 2010-2013, August is Michigan's worst month for fatalities, overall and alcohol-involved, with July to September as the worst three-month period. Serious crashes are more common from June to November and significantly less common from January to March.

KAs from July to September					
Year	Actual		Year	Goal	Actual
2009	2,158		2013	1,773	1,952
2010	2,124		2014	1,883	
2011	2,004		2015	1,828	
2012	1,992		2016	1,774	

## 3. PERFORMANCE MEASURES

OHSP tracks many variables to monitor progress of crash problems and to set program goals. Crash data is key, as discussed in Section 2. Each project also has its own goals, established in dialogue between program staff and grantees. Monitoring and evaluation is an ongoing process.

Other publications available for performance measurement include the Annual Evaluation Report (AER) and Michigan Traffic Crash Facts.

NHTSA and the Governors Highway Safety Association (GHSA) have agreed on a minimum set of performance measures to be used by state and federal agencies in the development and implementation of behavioral highway safety plans and programs. Those measures follow.

All fatality numbers are from the Fatal Analysis Reporting System (FARS), with the rest coming from state databases and surveys. Goals are copied from Section 2 or set by the same procedure. Goals are set from the normalized trend values to reduce the effects of annual variation. That is, if last year was unusually good for a program area, next year's goal should realistically assume some regression to the mean.)

FARS data for 2013 was not available before the FY 2015 Performance Plan was due. The relevant boxes have been left blank for later completion.

**Traffic Safety Performance Measures for States and Federal Agencies Crash Data and Goals**

	Actual						Goal		
	2009	2010	2011	2012	2013	5 Year Average	2014	2015	2016
Traffic fatalities	871	937	889	936	951	917	806	781	750
*Serious ("A") Injuries in traffic crashes	6,511	5,980	5,706	5,676	5,283	5,831	5,176	5,010	4,850
Fatalities per 100 million VMT	0.91	1.0	.9	1.0	1.03	.97	.89	.87	.86
<b>Rural fatalities per 100 million VMT</b>	1.32	1.34	1.32	1.41	<b>Pending</b>	<b>Pending</b>	1.40	1.39	1.38
<b>Urban fatalities per 100million VMT</b>	.72	.78	.76	.79	<b>Pending</b>	<b>Pending</b>	.78	.77	.76
**Unrestrained passenger vehicle occupant fatalities, all seat positions	201	206	194	229	192	204	190	188	186
**Fatalities in crashes involving a driver or motorcycle operator with a BAC of .08+	187	183	184	178	166	180	164	163	161
**Speeding-related fatalities	205	229	234	245	245	232	243	240	238
Motorcyclist fatalities	103	125	109	129	128	119	127	125	124
**Unhelmeted motorcyclist fatalities	6	4	5	55	61	26	60	59	58
Drivers age 20 or younger in fatal crashes	152	157	152	137	131	136	123	117	111
**Pedestrian fatalities	121	131	140	133	149	135	148	146	145
**Bicycle Fatalities	19	29	24	20	27	24	26	25	24
Safety belt use (daytime, observed)	97.9%	95.2%	94.5%	93.6%	93.0%	94.84%	98.0%	98.0%	98.0%
Safety belt citations issued during grant-funded enforcement activities (FY)	21,510	11,880	12,662	17,701	15,772	15,905	No Goals	No Goals	No Goals
Impaired driving arrests made during grant-funded enforcement activities (FY)	2,381	1,638	1,379	1,926	2,196	1,904	No Goals	No Goals	No Goals
Speeding citations issued during grant-funded enforcement activities (FY)	10,341	5,296	4,246	4,451	4,175	5,702	No Goals	No Goals	No Goals

FARS data used for fatalities      \*State data files

\*\*Predictions based on a trend analysis predictive model indicated these performance areas would increase in 2014-2016. In order to stop the trend, a one percent decrease was applied to each year.

**Traffic Safety Performance Measures for States and Federal Agencies  
GHS/NHTSA Recommended Standardized Goal Statements  
Michigan Highway Safety Planning Goals 2013-2016**

<b>Performance Measure Identifier</b>	<b>*Goal Statement</b>
C-1	To decrease traffic fatalities twenty-one percent from the normalized 2013 value of 951 to 750 by December 31, 2016.
C-2	To decrease serious ("A") traffic injuries eight percent from the normalized 2013 value of 5,283 to 4,850 by December 31, 2016.
C-3	To decrease fatalities/VMT seventeen percent from the normalized 2013 value of 1.03 percent to .86 percent by December 31, 2016.
C-4	**To decrease unrestrained passenger vehicle occupant fatalities in all seating positions three percent from the normalized 2013 value of 192 to 186 by December 31, 2016.
C-5	**To decrease alcohol impaired driving fatalities in which a driver has at least a .08 BAC three percent from the normalized 2013 value of 166 to 161 by December 31, 2016.
C-6	**To reduce speeding-related fatalities three percent from the normalized 2013 value of 245 to 238 by December 31, 2016.
C-7	**To reduce motorcyclist fatalities three percent at the normalized 2013 value of 128 to 124 by December 31, 2016.
C-8	**To reduce un-helmeted motorcyclist fatalities five percent at the normalized 2013 value of 61 to 58 by December 31, 2016.
C-9	To reduce drivers age 20 or younger involved in fatal crashes fifteen percent at the normalized 2013 value of 131 to 111 by December 31, 2016.
C-10	**To reduce pedestrian fatalities three percent from the normalized 2013 value of 149 to 145 by December 31, 2016.
C-11	**To reduce bicyclist fatalities eleven percent from the normalized 2013 value of 27 to 24 by December 31, 2016.
B-1	To increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles to 98 percent through December 31, 2016.

\*The goals were established using a trend line-based analysis based on 2009-2013 data. A specific percent reduction was applied to each crash category based on the identified trends.

\*\* Predictions based on a trend analysis predictive model indicated these performance areas would increase in 2014-2016. In order to stop the trend, a one percent decrease was applied to each year.

#### **4. TRAFFIC SAFETY PARTNER INPUT**

Input from traffic safety partners is critical to the development of the HSP and for selecting projects. OHSP constantly solicits feedback on how programs are working, which directions to pursue, and what new programs look promising.

The importance of external input cannot be overstated. Meetings and conferences, progress reports from grantees, and discussions in person, by telephone, and by email provide valuable information that works its way into OHSP programs. Simple conversations have led to significant improvements in programs that save lives, reduce costs, or increase efficiencies.

##### **Governor's Traffic Safety Advisory Commission**

Michigan is the only state in the nation to have had a state-level traffic safety commission in existence since the early 1940's. In 2002, the State Safety Commission and the Safety Management System were merged to create the Governor's Traffic Safety Advisory Commission (GTSAC). The membership of the Commission was also expanded to include representatives from local units of government.

The GTSAC consists of the Governor (or a designee); the Directors (or designees) of the Departments of Community Health, Education, State, State Police, and Transportation, the Office of Highway Safety Planning, the Office of Services to the Aging, and three local representatives from the county, city, and township levels.

The GTSAC meets on a quarterly basis. Agenda development is a process open to traffic safety advocates within the state and is available through OHSP's website ([www.michigan.gov/ohsp-gtsac](http://www.michigan.gov/ohsp-gtsac)). Communication between GTSAC members and among traffic safety advocates throughout Michigan is also accomplished through a website and an electronic state information delivery system that has more than 200 members. Members receive GTSAC and traffic safety news and information.

### **Strategic Highway Safety Plan**

In December 2012 the GTSAC approved a statewide Strategic Highway Safety Plan (SHSP) which was signed by the Governor in February 2013. The SHSP identifies priority areas for GTSAC member agencies to address traffic safety efforts in the state. Each priority area includes one or more action teams created to facilitate open communication, coordinate individual agency efforts, and keep progress moving forward toward achieving SHSP goals and objectives. OHSP staff participates in these action teams and incorporates information and recommendations into the Michigan Highway Safety Plan. Action plans are updated frequently to reflect emerging issues or completed action items.

### **Program Area Network Meetings**

In addition to the GTSAC Action Teams, OHSP program staff serve as experts in specific traffic safety emphasis areas and work with a network of partners across the state and nation that help generate ideas, highlight problems, and identify appropriate strategies to resolve them. This network of partners gives OHSP program staff the ability to determine where resources are available to leverage, which partners have the necessary enthusiasm or unique expertise, and whether model programs are working or not (and why) in Michigan communities.

### **Traffic Safety Summit**

The annual Michigan Traffic Safety Summit is a two and one half day conference for traffic safety practitioners and is the state's central event for traffic safety information sharing. It allows OHSP and other partners to promote promising ideas, solicit input and feedback from partners, and showcase programs from local, state, and national levels.

### **Additional Planning Resources**

OHSP consults a wide variety of resources for problem identification, priority setting, program selection, and grant awards. These ensure that Michigan is following best practices and using the most effective means of reducing deaths and injuries. Some of these resources include:

- The Michigan Department of State Police Strategic Plan and other state and local plans.
- National plans, priorities, and programs, including those from the United States Department of Transportation (USDOT), Federal Highway Administration (FHWA), and the National Highway Traffic Safety Administration (NHTSA).
- The NHTSA publication "Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices."
- NCHRP Report 622, "Effectiveness of Behavioral Highway Safety Countermeasures."
- The NHTSA publication "Traffic Safety Performance Measures for States and Federal Agencies." (DOT 811 025)

- The GHSA publication “Guidelines for Developing Highway Safety Performance Plans.”
- The NHTSA publication “The Art of Appropriate Evaluation: A Guide for Highway Safety Program Managers. “ (DOT HS 811 061)
- The UMTRI publication “Evaluating Traffic Safety Programs: A Manual for Assessing Program Effectiveness.”
- American Association of State Highway and Transportation Officials (AASHTO), Transportation Research Board (TRB), and Association of Transportation Safety Information Professionals (ATSIP) publications and conferences.
- Michigan Strategic Highway Safety Plan 2013-2016
- Academic publications and research reports.
- Staff participation on committees and associations, including: GTSAC Action Teams, The Michigan Model for Comprehensive School Health Education Steering Committee, Michigan Association of Chiefs of Police, Prevention Network, Michigan Coalition to Reduce Underage Drinking, the Michigan Deer Crash Coalition, local Traffic Safety Committees, Michigan Sheriff’s Association, and state-level associations.
- Feedback from grantees during the implementation, monitoring, and evaluation of traffic safety projects.
- Input provided by the general public.
- OHSP staff attendance at state, regional, and national conferences and seminars to network and learn about developing tools, trends, and issues.

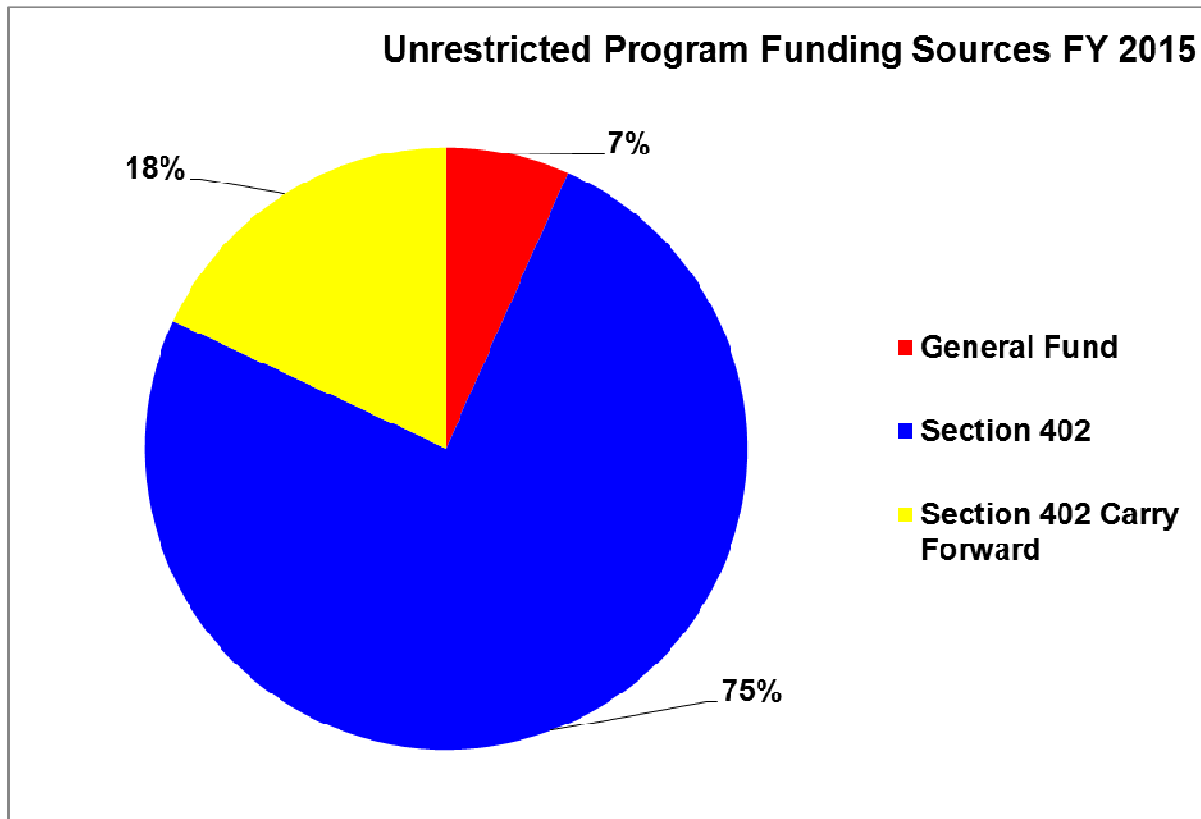
## **5. BUDGET DEVELOPMENT**

An estimated HSP budget is prepared as staff begin drafting their program area plans and funding requests. The budgeting process takes into account prior year funding and carry-forward amounts for each funding source along with new and existing funding sources. This budget serves as the basis for allocating funding requests among the various traffic safety programs. The HSP management team takes into consideration the merits of funding requests along with the level of program funding from previous years, funding of other related programs, special funding sources, and office-wide long-range goals before approving budgets for each program area. Strategies are reviewed to determine which should be fully funded, which can proceed with amendments, and which are not feasible. This process can shift the initial budget requests between program areas to accommodate essential and/or promising projects that warrant special support.

Exhibits 3, 4, and 5 illustrate the projected sources of funding, program level budgets, and the distribution of funding by type.

**EXHIBIT 3: Unrestricted Program Funding Sources, FY 2015**

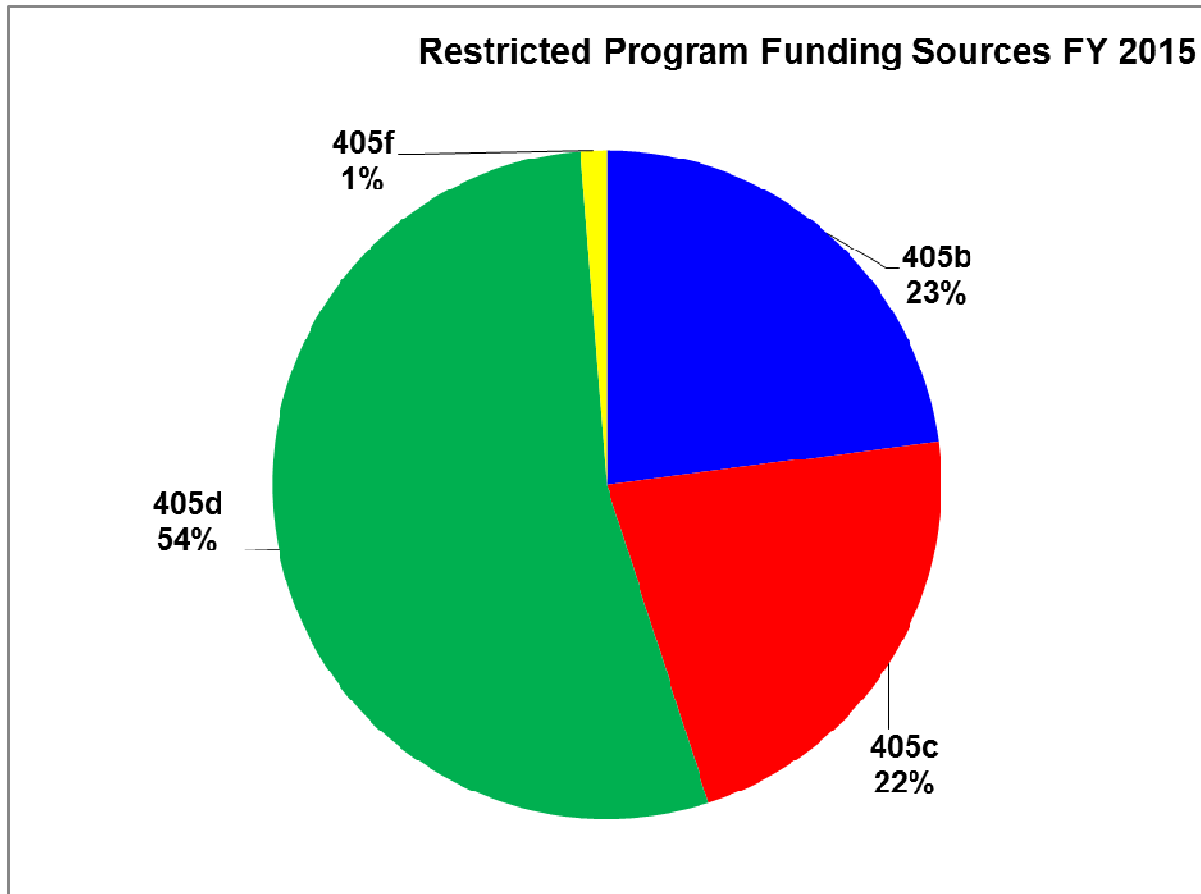
State General Fund	Section 402	Section 402 Carry Forward
\$588,100	\$6,673,000	\$1,600,000





**Exhibit 4: Restricted Program Funding Sources, FY 2015**

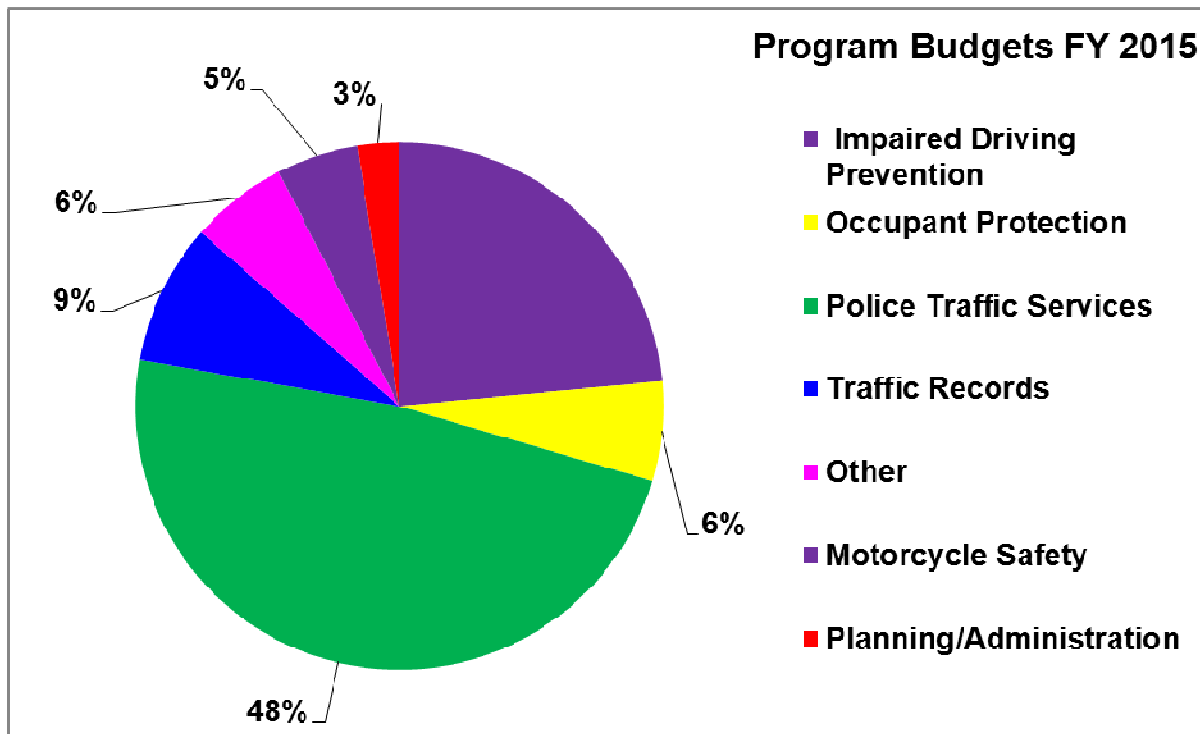
405(b) Occupant Protection	405(c) Traffic Records	405(d) Impaired Driving Prevention	405(f) Motorcycle Safety
\$4,261,000	\$4,105,000	\$9,964,000	\$229,000



**EXHIBIT 5: Program Budgets, FY 2015**

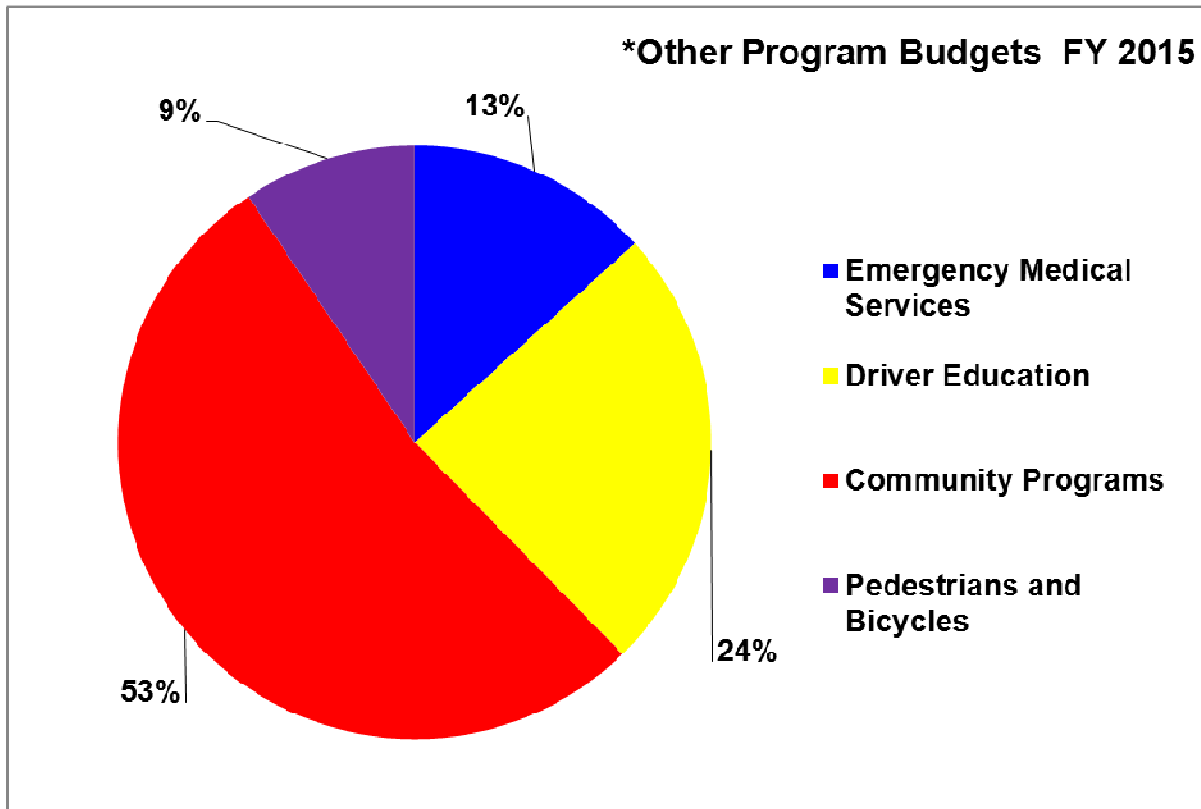
Impaired Driving Prevention	Occupant Protection	Police Traffic Services	Planning and Administration
\$5,077,000	\$1,317,000	\$10,430,000	\$554,272

Traffic Records	Motorcycle Safety	*Other Programs
\$1,868,000	\$1,081,000	\$1,203,000



**EXHIBIT 6: \*Other Program Budgets, FY 2015**

Pedestrians and Bicycles	Community Programs	Emergency Medical Services	Driver Education
\$114,000	\$636,000	\$160,000	\$293,000



## 6. PROJECT SELECTION

Projects are selected based on the potential for impacting traffic safety problems and moving Michigan toward achieving statewide traffic safety goals.

Determination of which projects to pursue precedes grant solicitation, flowing from problem identification. The problems to address, target areas, and appropriate countermeasures are selected in advance, usually in consultation with potential grantees, but not dependent on volunteers or proposals from the field.

For those projects that are research based, OHSP is required to send out requests for proposal (RFP). RFP's are sent to an approved list of university or not-for-profit research agencies. Until selected, the grantee is denoted in the HSP as "To Be Determined" (TBD). Once a grantee is selected, the HSP is revised to reflect the name of the agency awarded the project.

OHSP actively seeks out grantees in problem areas with particular expertise.

When recommending programs, OHSP program staff considers:

- the population to be reached
- the extent of the problem in the target population
- supporting data
- where and when implementation must take place
- the expected effectiveness of the proposed project
- which partners are available and competent to implement projects
- the most efficient and effective means of implementing the program
- available funding sources

In some instances, programs such as training, public information, and mobilization campaigns are most effectively coordinated at the state level. OHSP oversees these programs. Some projects must take place at the local level where the community experiencing the problem will have unique competence in addressing its causes.

## **Grant Development Plans**

Following project selection and dialogue with OHSP leadership about traffic safety priorities, staff prepares the grant development plans (GDPs). The GDP assists in ensuring sufficient preparations are made before project implementation, and it also serves as documentation for the program area. OHSP staff develops GDPs as a team effort where projects cross network areas, and serve as valuable internal planning tools. Each GDP contains:

- specific information about the strategy the project will pursue
- potential grantees
- funding levels and sources
- goals and objectives
- project schedules

Exhibit 7 is an example of the GDP form.

**EXHIBIT 7: FY2015 Grant Development Form**

Grant Development Plan due April 10, 2015

**Strategy Name**

**Background/Problem Statement**

**Program Goal(s) (HSP)**

**Project Goal(s) (AER)**

**Project Description(s)(AER)**

**Impact Statement (What will happen if we do not have this program?)**

**Funding Recommendation**

**Information sources and partners consulted**

**How will this strategy be achieved? Why was this strategy selected? How will the program be evaluated for effectiveness? (Use more detail if new or involves personnel, equipment, or communications campaigns)**

Year of funding?		Will the strategy continue next year?	Y N
Expected grantee		Estimated budget	
October 1 start-up required?	Y N	Split-funded from FY2014?	Y N
Seed-funding grant needing post-OHSP continuation plan?	Y N	If so, does it have one?	
Funds for Program Mgt. Section in-house grant?	Y N	Funds for Comm. Section in-house grant?	Y N
For the benefit of locals?	Y N	PI&E materials being made?	Y N
Contractual costs?			Y N
Personnel costs?			Y N
Indirect costs?	Y N	If so, indirect rate	
Program income?	Y N	If so, how much?	
Any equipment?	Y N	If so, matching funds	
Equipment over \$5,000 per item?	Y N	If so, matching funds	
Out-of-state travel?	Y N	If so, purpose of travel?	
SHSP Strategy?	Y N	Ad board approval	Y N

**Additional Notes**

Funding Source	Amount	Funding Source	Amount
	\$		\$

Author  
**Approval**

Date  
**Date**

Following development of the GDPs, OHSP program staff meet with the HSP management team to discuss their plans for the next fiscal year using their grant development plans as the basis for this discussion. These discussions begin with an overview of the traffic crash data and problem identification followed by an overview of the GDPs selected to address the identified problems. This presents an opportunity for back-and-forth questioning and discussion, bringing out detail and emphasis that might be lost in the pages of text.

### **Management Team Review**

The HSP management team reviews the material presented for final selection of the grant projects that will receive funding. This recapitulates the list of factors staff consider in the programs and recommendations, providing an office-wide rather than program area-specific perspective. In this way, greater attention can be placed on budget limitations and on balancing demands and opportunities in various program areas.

Grant development begins with final GDP approval. In addition, staff presented their list of approved FY15 projects at the summer staff meeting which allows everyone in the office to become better aware of plans and partnership opportunities in other program areas.

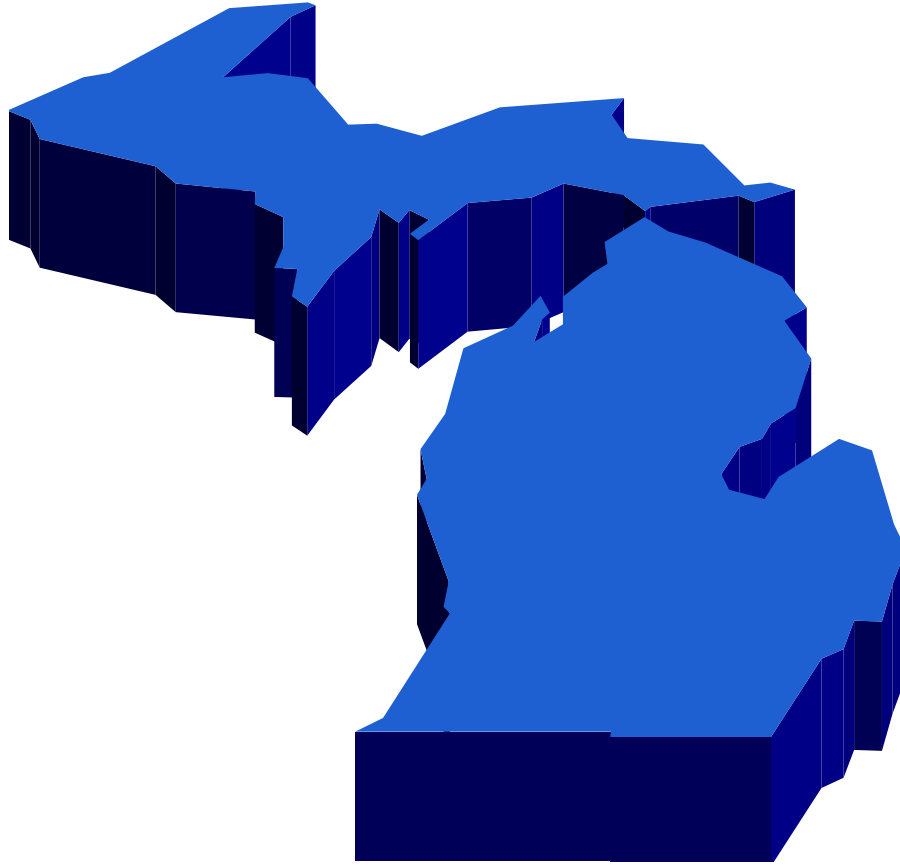
## Telephone Survey Results

Mar 09	May 09	Jun 09	July 09	Aug 09	Sep 09	May 10	Jun 10	Aug 10	May 11	Jun 11	July 11	Aug 11	May 12	Jun 12	July 12	Sep 12	Apr 13	Jun 13	July 13	Sep 13
8	9	8	9	8	9	7	2	11	9	6	8	10			27	8			16	33
"In the past 30 days, have you seen or heard of any special effort by police to arrest drivers in your community for drunk driving?": "Yes"																				
14	19	17	25	20	24	23	27	31	25	16	30	32			31	33			70	70
"If you drove after having too much to drink and be able to drive safely, how likely are you to be stopped by a police officer?": "Almost certain", "Very likely," or "Somewhat likely"																				
71	70	70	64	70	75	75	65	71	64	62	61	59			72	74			70	72
"When driving this vehicle, how often do you wear your safety belt?" : "All the time" & "When was the last time you did NOT wear your safety belt while driving?": "I always buckle my seat belt" or "More than one year ago" (always buckles up)																				
80	75	83	80	86	87	92	94	94	94	97	96	94	90	89	88	87	97	97	98	98
"When driving this vehicle, how often do you wear your safety belt?": "Most of the time" or "All the time" (almost always buckles up)																				
98	99	99	99	98	98	95	94	96	94	97	96	94	97	97	97	98	99	99	99	99
"In the past 30 days, have you seen or heard of any special effort by police to ticket drivers in your community for safety belt violations?": "Yes"																				
18	16	39	32	25	25	30	31	31	12	38	38	31	9	22	31	33	11	12	31	31
"Assume for a moment that you do not use your safety belt AT ALL while driving over the next six months. What are the chances you will receive a ticket for NOT wearing a safety belt?": "Very" or "Somewhat likely"																				
66	64	75	66	65	74	31	73	51	75	74	60	66	67	34	66	47	63	63	69	69
"When you drive on a local road that has a speed limit of 20 mph, how often would you say you drive faster than 35 miles per hour?": "Most of the time" or "half the time"																				
8	13	7							20	20	15	7	58	15			14	14		
"When you drive on a freeway with a speed limit of 70 mph, how often do you drive faster than 75 miles per hour?" : "Most of the time" or "half the time"																				
18	21	20							36	36	36	18	36	36			33	33		
"If you drove 10 miles per hour over the speed limit on a freeway, would you say your chances of getting a ticket would be very likely, somewhat likely, somewhat unlikely or very unlikely?": "very likely, somewhat likely"																				
67	86	51							68	69	68	33	68	68			65	65		
"In the past 60 days, have you read, seen, or heard anything about speed enforcement by the police?": "Yes"																				
30	28	23							27	28	26	50	26	26			20	20		

Surveys were of 400 Michigan drivers. The four Traffic Safety Performance Measures survey questions on speed were not asked before being added to a 500-driver survey in 2009. Note that the safety belt use question appears twice. The first line is "always," the second is "usually." "Always" is double-filtered: drivers were first asked how often they wear their belts, and if they



report “always,” they were asked when they last failed to wear it; if that was any time in the past year; they were counted as “usually” rather than “always.”



# **Michigan Occupant Protection Program FY15**

## Occupant Protection – FY 2015

Occupant protection in a vehicle includes the use of safety 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.

### Goals:

Increase observed seat belt use of front seat outboard occupants in passenger vehicles from 93.6 percent in 2012 to 98 percent by December 31, 2016.

Decrease fatalities by 20 percent from 936 in 2012 to 750 by December 31, 2016.

Decrease fatalities and incapacitating injuries by 18 percent from 6,612 in 2012 to 5,448 by December 31, 2016.

Decrease the vehicle mileage fatality rate by 14 percent from 1.00 in 2012 to .86 by December 31, 2016.

Decrease fatalities and incapacitating injuries for children ages 0-to-8 by 35 percent from 124 in 2012 to 81 by December 31, 2016.

<b>Task 1: Child Passenger Safety</b>	<b>\$577,000</b>
Section 405(b) funds	\$577,000

### Statewide Child Passenger Safety (CPS) Program

Project Number	CP-15-01	
Benefit to Locals	No	
Grantee	OHSP-Special Projects	
Grant Amount, Funding Source	\$275,000	405(b)
Project Number	OP-15-01	
Benefit to Locals	Yes	
Grantee	St. Ignace Police Department	
Grant Amount, Funding Source	\$ 187,000	405(b)
Grant Start-up	October 1	
SHSP Strategy	Implement Michigan's current Child Passenger Safety Strategic Plan. Support public information and education campaigns.	
Project Objective	<p>Educate and provide child restraint safety devices to 5,000 low-income families by September 30, 2015.</p> <p>Fund four child passenger safety technician courses by September 30, 2015.</p> <p>Fund five continuing education courses for child passenger safety technicians by September 30, 2015.</p>	

## Occupant Protection – FY 2015

	<p>Retain 63.2 percent of current child passenger safety technicians by September 30, 2015.</p> <p>Maintain at least one trained child passenger safety technician available for services in all 83 counties by September 30, 2015.</p> <p>Expand the child passenger safety program in the Upper Peninsula to incorporate up to thirteen counties by September 30, 2015.</p> <p>Add at least one additional Upper Peninsula instructor by September 30, 2015.</p>
--	--

A regional approach will continue for the CPS program, with the activities for the Upper Peninsula coordinated by a full-time employee at the St. Ignace Police Department. The Office of Highway Safety Planning will continue to provide overall planning and coordination support for the network in the Lower Peninsula, as well as statewide.

Funding will support fitting stations, car seat clinics, child seat distribution, and training or recertifying child passenger safety technicians. The goal is to have at least one certified child passenger safety technician providing coverage in each of Michigan's 83 counties.

Funding will also support the expansion of the CPS technician and instructor program by expanding training to more county WIC programs as well as other partners, which will allow for greater distribution of car seats to low income families.

### **Strengthening Child Passenger Safety Program Capacity in Minority Communities**

Project Number	OP-15-02	
Benefit to Locals	Yes	
Grantee	TBD	
Grant Amount, Funding Source	\$20,000	405(b)
Grant Start-up	October 1	
SHSP Strategy	Implement Michigan's current Child Passenger Safety Strategic Plan. Support public information and education campaigns.	
Project Objective	<p>Train at least one Spanish-speaking and one Arabic-speaking child passenger safety technician by September 30, 2015.</p> <p>Develop and provide Spanish and Arabic-language materials and resources for families</p>	

## Occupant Protection – FY 2015

	<p>with children less than eight years of age by September 30, 2015.</p> <p>Train at least one child passenger safety technician to work within other minority groups such as African-American communities by September 30, 2015.</p>
--	---

Restraint use by children in diverse communities is significantly lower than the national average. State and local organizations need to effectively increase the public awareness about the importance of child restraint use in the African American and Hispanic communities. In addition, there is a need to increase the availability of certified child safety seat technicians within these communities.

Funding will support training, education, outreach materials, and car seat distribution.

### Michigan Department of Human Services (MDHS) Training

Project Number	OP-15-04	
Benefit to Locals	Yes	
Grantee	TBD	
Grant Amount, Funding Source	\$20,000	405(b)
Grant Start-up	October 1	
SHSP Strategy	Implement Michigan's current Child Passenger Safety Strategic Plan. Support public information and education campaigns.	
Project Objective	Conduct the approved pilot CPS training program in up to five counties for DHS employees by September 30, 2015.	

Nearly 1,500 employees of the Michigan Department of Human Services (MDHS) are assigned cases involving 85,000 children in the Child Protective Services system each year. However, there is currently no training for these employees regarding proper use of car seats and safe transport in vehicles.

Because MDHS employees do not receive car seat installation training and may not have any experience with transporting children, misuse may be higher among these employees than other populations. A five county pilot of the newly approved CPS curriculum will occur in FY15. The training will be added throughout the remaining counties and will be incorporated to the introductory training for all new MDHS employees.

Funding will support training and education.

## Occupant Protection – FY 2015

### Traffic Safety App for Children

Project Number	CP-15-03	
Benefit to Locals	No	
Grantee	OHSP-PI&E	
Grant Amount, Funding Source	\$75,000	405 (b)
Grant Start-up	October 1	
SHSP Strategy	Conduct effective communications and outreach activities. Support public information and education campaigns.	
Project Objective	Create one traffic safety application that teaches children ages 4-8 about booster seats, seat belts, bicycle helmets, and safely crossing the street by September 30, 2015.	

For more than ten years, OHSP has provided information about buckling up and bike and pedestrian safety to children through coloring books, stickers, posters, flyers, and costumed characters. Although those avenues are still viable, most children are using their parents' iPads, laptops, or other electronic devices to watch videos and play games from the time they are able to talk. There are numerous learning apps available that teach children to read, do math, and even make good nutritional choices.

An interactive traffic safety app that teaches children about using booster seats and buckling up, wearing bike helmets, and crossing the street safely through games would allow OHSP to present this important information in a modern and fun way.

Funding will support the creation and distribution of the children's traffic safety app.

<b>Task 2: Evaluation</b>	<b>\$575,000</b>
Section 405(b) funds	\$575,000

### Direct Observation Surveys: Safety Belt Use

Project Number	OP-15-03	
Benefit to Locals	No	
Grantee	TBD	
Grant Amount, Funding Source	\$145,000	405 (b)
Grant Start-up	October 1	
SHSP Strategy	Evaluate the effectiveness of occupant protection programs.	
Project Objective	Determine the safety belt use rate by September 30, 2015.  Determine hand-held device use rate by September 30, 2015.	

## Occupant Protection – FY 2015

The annual post-Memorial Day and post-Labor Day surveys have tracked safety belt use since 1983. The survey results assist OHSP with developing safety belt enforcement plans and identifying the focus of media campaigns to support the mobilization. This year's observation study will also examine the use of hand-held devices as well as safety belt use rates.

Funding will support observation and analysis costs.

### Direct Observation Surveys: Child Restraint Use and Misuse Survey

Project Number	OP-15-05	
Benefit to Locals	No	
Grantee	TBD	
Grant Amount, Funding Source	\$140,000	405 (b)
Grant Start-up	October 1	
SHSP Strategy	Evaluate the effectiveness of occupant protection programs.	
Project Objective	Determine the child restraint use and misuse rate by September 30, 2015.	

Child restraint use is measured biennially, as recommended by NHTSA's *Michigan Child Passenger Safety Assessment*. This survey combines observation of the use rate with inspections of proper child seat installation for children under eight years of age.

Funding will support the observation, interview, analysis, and inspection costs.

### Child Passenger Safety (CPS) Technician Coverage and Impact Analysis

Project Number	OP-15-06	
Benefit to Locals	No	
Grantee	TBD	
Grant Amount, Funding Source	\$150,000	405(b)
Grant Start-up	October 1	
SHSP Strategy	Evaluate the effectiveness of occupant protection programs.	
Project Objective	Determine an effective ratio of CPS technicians to children under age eight per county and gauge the impact CPS technicians, car seat checks, and car seat distribution have on crash statistics and car seat use and misuse by September 30, 2015.	

Michigan currently has more than 950 CPS technicians in 79 of its 83 counties. While some counties have many technicians and some have few, it is unknown how many technicians are needed to properly serve the children under age eight in each county.

## Occupant Protection – FY 2015

An analysis will determine, among other things, what an acceptable ratio of technicians to children would be, and how the activity of technicians and distribution of car seats can impact crash statistics and observed car seat use and misuse in each county in Michigan.

Funding will support the costs of the analysis.

### Booster Seat Focus Groups and Campaign

Project Number	OP-15-07	
Benefit to Locals	No	
Grantee	TBD	
Grant Amount, Funding Source	\$140,000	405(b)
Grant Start-up	October 1	
SHSP Strategy	Evaluate the effectiveness of occupant protection programs.	
Project Objective	Conduct at least one focus group among parents with children ages four to seven who do not regularly use booster seats by September 30, 2015.	

A 2013 study by Wayne State University reported child restraint usage rates in Michigan of 93.6 percent among zero to three year-old children and 42.4 percent among four to seven year-olds, despite the state having a child passenger safety law requiring children to ride in car or booster seats until they either reach age eight or 4'9" tall.

In order to better understand why less than 50 percent of children ages four to seven do not use booster seats in Michigan, focus groups of parents with children ages four to seven who do not regularly use booster seats will be consulted. Information from the focus groups will accompany data gathered during phone surveys in FY14 to help direct education and outreach efforts to parents and school-aged children about the importance of booster seats.

Funding will support the costs of focus groups and outreach efforts.



## Occupant Protection – FY 2015

<b>Task 3: Program Management</b>	<b>\$165,000</b>
Section 402 funds	\$165,000

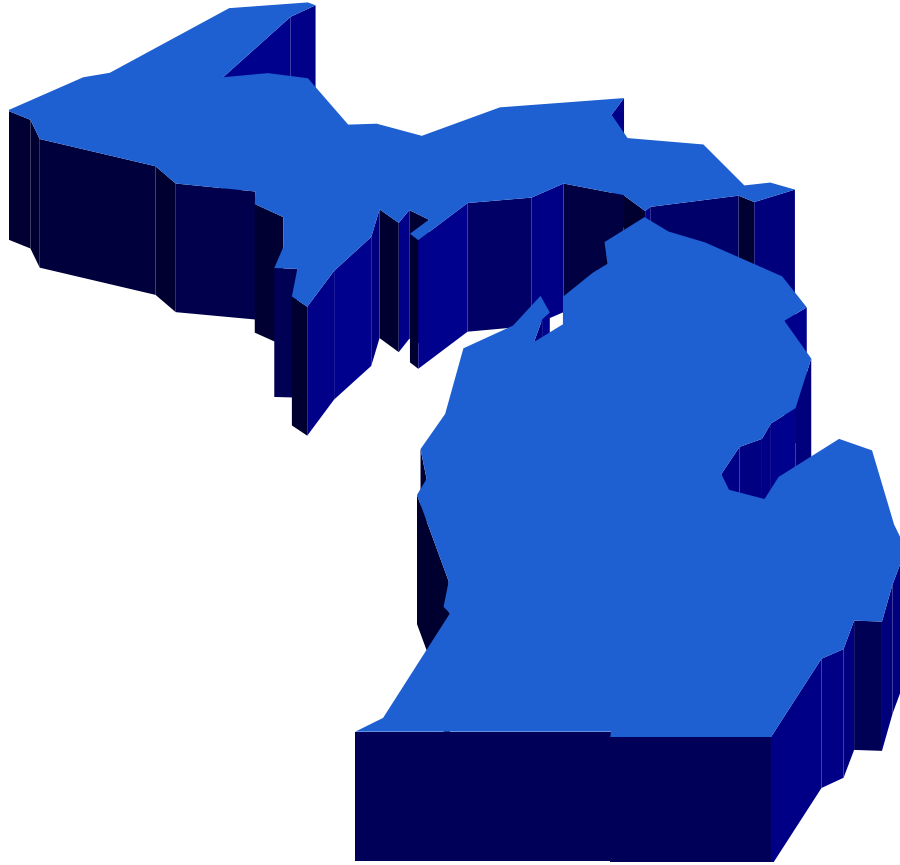
### Program Management

Project Number	CP-15-02	
Benefit to Locals	No	
Grantee	OHSP-Program Management Section	
Grant Amount, Funding Source	\$165,000	402
Grant Start-up	October 1	

Funding will provide for the shared costs of the Program Management team required to implement and manage the OHSP programs.

FY2015 - HSP Budget  
Occupant Protection - PAP #1

Task Number	Task Title	402	405 (b)	405 (c)	405 (d)	405 (e)	405 (f)	2011	General	Local	TOTAL
OP-1	Child Passenger Safety (CPS)		\$577,000								\$577,000
OP-2	Evaluation		\$575,000								\$575,000
OP-3	Program Management	\$165,000									\$165,000
	TOTALS	\$165,000	\$1,152,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$1,317,000



# **Michigan Impaired Driving Prevention Program FY15**

## Impaired Driving Prevention – FY 2015

There were over 50,000 alcohol-impaired crashes and 9,400 drug-impaired crashes from 2009-2013. Each year there are approximately 12,000 impaired crashes where fatalities, injuries, or property damages could have potentially been avoided. Impaired driving crashes have remained a steady percentage of fatal crashes since the mid 1990s, both in Michigan and nationwide. The Office of Highway Safety Planning (OHSP) seeks to decrease the number of impaired drivers on the road in part by increasing the perceived risk of arrest and conviction.

*\*\*\*Please see the Police Traffic Services section for overtime enforcement\*\*\**

### Goals:

Decrease fatalities and incapacitating injuries for alcohol-involved crashes by 15 percent from 1,320 in 2012 to 1,117 by December 31, 2016.

Decrease fatalities and incapacitating injuries for drug-impaired crashes by one percent from 410 in 2012 to 408 by December 31, 2016.

<b>Task 1: Enforcement Support</b>	<b>\$985,000</b>
Section 405(d) funds	\$985,000

### Impaired Driving Detection Training

Project Number	AL-15-01	
Benefit to Locals	Yes	
Grantee	Michigan State Police-Training Division	
Grant Amount, Funding Source	\$445,000	405(d)
Grant Start-up	October 1	
SHSP Strategy	Provide enhanced training for all sectors of the criminal justice community. Explore innovative countermeasures for impaired driving.	
Project Objective	<p>Increase the number of officers receiving SFST/ARIDE training by at least ten percent by September 30, 2015.</p> <p>To increase the quantity and quality of impaired driving arrests by supporting and funding Standardized Field Sobriety Training, and Advanced Roadside Impaired Driving Enforcement, by conducting at least forty classes by September 30, 2015.</p>	

The OHSP requires Standardized Field Sobriety Testing (SFST) training for officers participating in grant-funded overtime patrols which is essential for any officer who will work in impaired driving enforcement. The training improves the successful apprehension and prosecution rate for officers who may not have had this type of training during the police academy. Refresher and advanced courses are also part of the continuing education program. At least thirty basic SFST classes will be

## Impaired Driving Prevention – FY 2015

conducted in addition to refresher SFST classes. One instructor course and at least one refresher instructor course will be offered as well as fourteen Advanced Roadside Impaired Driving Enforcement (ARIDE) classes.

Funding will support a training coordinator and expenses to administer Michigan's SFST and ARIDE classes including instructor costs, scheduling, facilities, and programmatic/financial oversight.

### Drug Recognition Expert Training (DRE)

Project Number	CP-15-01	
Benefit to Locals	Yes	
Grantee	OHSP-Special Projects	
Grant Amount, Funding Source	\$160,000	405(d)
Grant Start-up	October 1	
SHSP Strategy	Provide enhanced training for all sectors of the criminal justice community. Explore innovative countermeasures for impaired driving.	
Project Objective	<p>To increase the quantity and quality of impaired driving arrests by supporting and funding the DRE (Drug Recognition Expert) program for law enforcement by conducting at least one training by September 30, 2015.</p> <p>Increase the number of officers receiving DRE training by ten percent from 71 in 2014 to 79 by September 30, 2015.</p> <p>To increase the number of certified DRE instructors from ten instructors in 2014 to eleven instructors by September 30, 2015.</p> <p>Research and begin development of a more comprehensive DRE data collection system by September 30, 2015.</p>	

Recent trends indicate a greater number of drivers are impaired as a result of drugs and or drug/alcohol combinations as well as other substances. As the number of drug-impaired drivers increases, so does the need for additional trained law enforcement personnel on the roads and in the courtrooms. In October of 2010, Michigan became the 47<sup>th</sup> Drug Evaluation and Classification Program State. Michigan now has a total of 71 certified DRE officers and 17 DRE trained prosecutors in the state. A DRE school will be conducted in Michigan in FY15 along with one DRE instructor school and two DRE continuing education credit programs, which are required in order for the current graduates to maintain certification. Funding will support instructor costs, scheduling, facilities, materials, and programmatic/financial oversight.

## Impaired Driving Prevention – FY 2015

### MADD (Mothers Against Drunk Driving) Law Enforcement and Prosecutor Recognition

Project Number	AL-15-03	
Benefit to Locals	Yes	
Grantee	Prosecuting Attorneys Association of Michigan	
Grant Amount, Funding Source	\$4,500	405(d)
Grantee	OHSP Special Projects	
Grant Amount, Funding Source	\$5,500	405(d)
Grant Start-up	October 1	
SHSP Strategy	Explore innovative countermeasures for impaired driving.	
Project Objective	Increase the number of law enforcement officers nominated for outstanding performance in impaired driving arrests by ten percent from 350 in 2013 to 385 by September 30, 2015.	

MADD serves as the source for drunk driving recognition awards given to law enforcement and prosecutors. For over a decade, MADD has recognized law enforcement officers and for the past six years, they have also recognized prosecutors.

Funding will support recognition awards and provide Traffic Safety Summit scholarships for winners to receive impaired driving enforcement training.

### Victim Impact Panel Video

Project Number	AL-15-06	
Benefit to Locals	Yes	
Grantee	Mothers Against Drunk Driving	
Grant Amount, Funding Source	\$20,000	405(d)
Grant Start-up	October 1	
SHSP Strategy	Support public information and education campaigns. Explore innovative countermeasures for impaired driving.	
Project Objective	To develop and distribute one video highlighting Michigan impaired driving fatalities done through the eyes of the victims to show at Victim Impact Panels by September 30, 2015.	

Mothers Against Drunk Driving Michigan currently coordinates nearly thirty Victim Impact Panels across the state. These panels are staffed by unpaid volunteers and their success relies upon the availability and willingness of victims to speak about the most horrific event in their lives. The speakers are sometimes not available and cancel at the last minute. The development of a video, featuring vignettes of current Michigan-based drunk driving stories, as told by the victims, will be developed and

## Impaired Driving Prevention – FY 2015

distributed to the Victim Impact Panels around the state in the event of last-minute cancellations.

Funding will support the development and distribution of the video.

### **“Michigan Traffic Stop” Cellular Phone App**

Project Number	AL-15-04	
Benefit to Locals	Yes	
Grantee	Michigan Judicial Institute (MJJ)	
Grant Amount, Funding Source	\$100,000	405(d)
Grant Start-up	October 1	
SHSP Strategy	Provide enhanced training for all sectors of the criminal justice community. Support public information and education campaigns. Explore innovative countermeasures for impaired driving.	
Project Objective	To develop and distribute one mobile phone app to assist law enforcement officers with questions and issues that arise during traffic stops related to impaired driving by September 30, 2015.	

Police officers need up-to-date, relevant information when they are on a traffic stop. While legal updates are helpful, police officers face very intricate issues during a traffic stop and they typically do not have the specific reference information they need out in the field.

A free mobile phone app for both Android and Apple devices will have all the relevant information for those incidents that arise during a traffic stop related to impaired driving.

Funding will support the development and distribution of the traffic stop app.

## Impaired Driving Prevention – FY 2015

### Ignition Interlock Violation Management System

Project Number	AL-15-02	
Benefit to Locals	No	
Grantee	Michigan Department of State (MDOS)	
Grant Amount, Funding Source	\$250,000	405(d)
Grant Start-up	October 1	
SHSP Strategy	Support efforts to increase sobriety courts and the use of ignition interlocks. Explore innovative countermeasures for impaired driving.	
Project Objective	Develop and begin implementation of an automated violation management system by September 30, 2015.	

Knowledge and use of alcohol interlocks as a tool for supervision programs has rapidly expanded in the past decade. Governments and criminal justice agencies have embraced alcohol interlocks as an essential component of a comprehensive drunk driving strategy. Indeed, usage rates in Michigan for these devices have grown from less than 500 devices in 2010 to 8,539 devices in 2014.

The current process for violations is a 22-step process for two MDOS analysts, from the time they receive the violation reports from the vendors to mailing an official order of action from MDOS. This is not the ideal setup because it relies on the ignition interlock vendors to report the violations.

An automated violation system would bring the 22-step process down to eight steps for the analysts. Violations would be sent directly from the ignition interlock devices to MDOS.

Funding will support the development and implementation of the automated violation management system. MDOS has secured \$250,000 in matching funds towards this project.

<b>Task 2: Adjudication</b>	<b>\$2,780,000</b>
Section 405(d) funds	\$2,780,000

### Traffic Safety Resource Prosecutor (TSRP)

Project Number	AL-15-03	
Benefit to Locals	Yes	
Grantee	Prosecuting Attorneys Association of Michigan	
Grant Amount, Funding Source	\$450,000	405(d)
Grant Start-up	October 1	
SHSP Strategy	Provide enhanced training for all sectors of the criminal justice community. Explore innovative countermeasures for impaired driving. Provide recommendations related to impaired driving	



## Impaired Driving Prevention – FY 2015

	legislation.
Project Objective	<p>Add one additional traffic safety resource prosecutor position, while maintaining the current traffic safety resource prosecutor, and administrative assistant by September 30, 2015.</p> <p>Provide ten professional education opportunities for law enforcement and prosecutors by September 30, 2015.</p> <p>Provide quality up to date legal reference materials and technical assistance to the traffic safety community by September 30, 2015.</p>

Effective prosecution is an essential component for deterring impaired driving in Michigan. If prosecutors do not have specialized training in the prosecution of impaired drivers, they will be unprepared for the complexities of impaired driving case law and court practices. OHSP has supported a TSRP since 2000, which is now a nationwide best practice.

The TSRPs provide training to law enforcement agencies and county prosecutors' offices on impaired driving, court testimony, crash reconstruction, presentation skills, and other topics of value to prosecuting attorneys.

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

### Judicial Outreach Liaison (JOL)

Project Number	AL-15-04	
Benefit to Locals	Yes	
Grantee	Michigan Judicial Institute (MJI)	
Grant Amount, Funding Source	\$50,000	405(d)
Grant Start-up	October 1	
SHSP Strategy	Provide enhanced training for all sectors of the criminal justice community. Explore innovative countermeasures for impaired driving. Provide recommendations related to impaired driving legislation. Promote efforts to increase sobriety courts and the use of ignition interlocks.	
Project Objective	Maintain the current judicial outreach liaison position through September 30, 2015.	

Judges, particularly those who work in limited jurisdiction courts like Michigan's district courts which cover the majority of traffic-related offenses, are often

## Impaired Driving Prevention – FY 2015

overlooked in education and communication opportunities. Judges often lack the ability to gain and to 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.

The JOL works to unite the outreach efforts of the National Highway Transportation Safety Administration (NHTSA) and the American Bar Association Judicial Division, targeting different regions of the country to educate and mobilize support for traffic safety activities. The JOL will work to improve community outreach, provide quality education, 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 TSRP program. Michigan's JOL program will be coordinated through the Michigan Judicial Institute (MJl), which is a training division of the State Court Administrative Office of the Michigan Supreme Court.

Funding will support one part-time position.

### Adjudication Training

Project Number	AL-15-04	
Benefit to Locals	Yes	
Grantee	Michigan Judicial Institute (MJl)	
Grant Amount, Funding Source	\$30,000	405(d)
Grant Start-up	October 1	
SHSP Strategy	Provide enhanced training for all sectors of the criminal justice community. Explore innovative countermeasures for impaired driving. Promote efforts to increase sobriety courts and the use of ignition interlocks.	
Project Objective	Train up to 1,000 district court judges, magistrates, drug treatment court staff, and probation officers by September 30, 2015.	

After an impaired driving arrest, the process for the offender's journey through the adjudication system begins. Judges, magistrates, judicial staff, probation officers, and other criminal justice officials come into contact with the impaired offender. Continuous updated training for these officials is imperative to ensure the comprehension of various impaired driving and underage drinking laws, court procedures, and knowledge of sentencing and treatment options.

Funding will support the training efforts for criminal justice officials provided by MJl.

## Impaired Driving Prevention – FY 2015

### Sobriety Court Enhancement

Project Number	AL-15-05	
Benefit to Locals	Yes	
Grantee	State Court Administrative Office	
Grant Amount, Funding Source	\$2,200,000	405(d)
Project Number	CP-15-01	
Grantee	OHSP-Special Projects	
Grant Amount, Funding Source	\$50,000	405(d)
Grant Start-up	October 1	
SHSP Strategy	Provide enhanced training for all sectors of the criminal justice community. Promote efforts to increase sobriety courts and use of ignition interlocks. Explore innovative countermeasures for impaired driving.	
Project Objective	<p>Add up to five new drug court programs accepting DUI offenders by September 30, 2015.</p> <p>Expand the number of DUI offenders accepted by at least three existing drug courts by September 30, 2015.</p> <p>Send up to three courts to the National DUI Court Training workshop by September 30, 2015.</p> <p>Assist with the implementation of up to three new DUI courts added in 2014 by September 30, 2015.</p> <p>Continue with the Ignition Interlock Pilot project evaluation by September 30, 2015.</p>	

Drug and alcohol-impaired driving courts consistently reduce recidivism among offenders who complete the specialty court program. Michigan's sobriety courts are running at capacity and are unable to expand to meet the full demand for services. The recidivism rate for participants is 29 percent as compared to 48.5 percent for non-participants.

Funding will provide for additional specialty courts to initiate sobriety court operations in FY 2015. Support will include funding for probation officers, overtime, drug testing, and transportation. It will also provide funding to send three courts to the National DUI Court Training.

## Impaired Driving Prevention – FY 2015

<b>Task 3: Reducing Underage Drinking</b>	<b>\$325,000</b>
Section 405(d)funds	\$325,000

### Enforcement of Underage Drinking Laws (EUDL)

Project Number	AL-15-09+	
Benefit to Locals	Yes	
Grantee	State, county, and local law enforcement	
Grant Amount, Funding Source	\$250,000	405(d)
Grant Start-up	October 1	
SHSP Strategy	Explore innovative countermeasures for impaired driving. Continue high visibility enforcement.	
Project Objective	Conduct overtime enforcement in up to fifteen counties by September 30, 2015.	

Teens that begin drinking before age fifteen are four times as likely to have alcohol dependency as adults. Drivers under age 21 cannot legally drink, but they are the number two age category for drunk driving crashes. Enforcement can reduce underage drinking by limiting availability and intervening in its actual use, in addition to impaired driving patrols after the fact. Officers work with retailers to prevent sales to minors, and compliance checks confirm that retailers are following the law. Party Patrol details address underage drinking in private residences and open areas, and controlled dispersal training prevents further problems that can arise from breaking up the parties.

Funding will support overtime enforcement efforts.

### Underage Drinking Enforcement Training

Project Number	CP-15-01	
Benefit to Locals:	Yes	
Grantee:	OHSP-Special Projects	
Grant Amount, Funding Source	\$75,000	405(d)
Grant Start-up:	October 1	
SHSP Strategy:	Provide enhanced training for all sectors of the criminal justice community. Explore innovative countermeasures for impaired driving. Continue high visibility enforcement. Support public information and education campaigns.	
Project Objective:	<p>Conduct at least one “Using Social Media as an Investigative Tool” training by September 30, 2015.</p> <p>Conduct UAD enforcement training as needed by September 30, 2015.</p>	

## Impaired Driving Prevention – FY 2015

	Establish at least two enforcement training positions for social media training on a contract basis by September 30, 2015.
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As technology changes, so do the means of locating and dispersing underage drinking events, from underground “raves” to “field parties” where word of mouth spreads through text messages and social media invitations from sites such as Facebook and MySpace. Officers will be trained on modern social media and communication networks, accessing internet sites for intelligence gathering, and related legal issues.

With the recent reinvigoration of underage drinking enforcement grants, law enforcement agencies are in need of specialized training in controlled dispersal, compliance checks and legal updates. Experienced law enforcement officers will provide trainings to officers on an as-needed basis

Funding will support training costs.

<b>Task 4: Evaluation</b>	<b>\$350,000</b>
Section 405(d)funds	\$350,000

### Drugged Driving Evaluation

Project Number	AL-15-07	
Benefit to Locals	No	
Grantee	TBD	
Grant Amount, Funding Source	\$250,000	405(d)
Grant Start-up	October 1	
SHSP Strategy	Explore innovative countermeasures for impaired driving.	
Project Objective	Conduct in-depth analysis and evaluation on drugged driving fatal and injury crashes by September 30, 2015.	

Currently the Michigan State Police Toxicology Laboratory reports that each blood kit they examine has an average of three drugs, both illicit and legal. There is data available on drugged driving, but there has not been a recent in-depth examination of the information to determine why and how the problem is getting worse.

A large scale data analysis would help tailor law enforcement training and media messages towards a specific problem.

Funding will support the costs related to the analysis and evaluation project.

## Impaired Driving Prevention – FY 2015

### Repeat Impaired Offender and .08 BAC Law Evaluation

Project Number	AL-15-08	
Benefit to Locals	No	
Grantee	TBD	
Grant Amount, Funding Source	\$100,000	405(d)
Grant Start-up	October 1	
SHSP Strategy	Provide recommendations related to impaired driving legislation.	
Project Objective	Conduct in-depth analysis and evaluation on the Michigan .08 BAC law and sunset provisions by September 30, 2015.	

Michigan is the only state in the nation to still have a sunset provision for the .08 BAC law. If the BAC law returns to .10, Michigan will lose highway safety funds. The last time an evaluation for repeat offender laws was conducted was in 2002. There has never been a study for .08 specifically for Michigan.

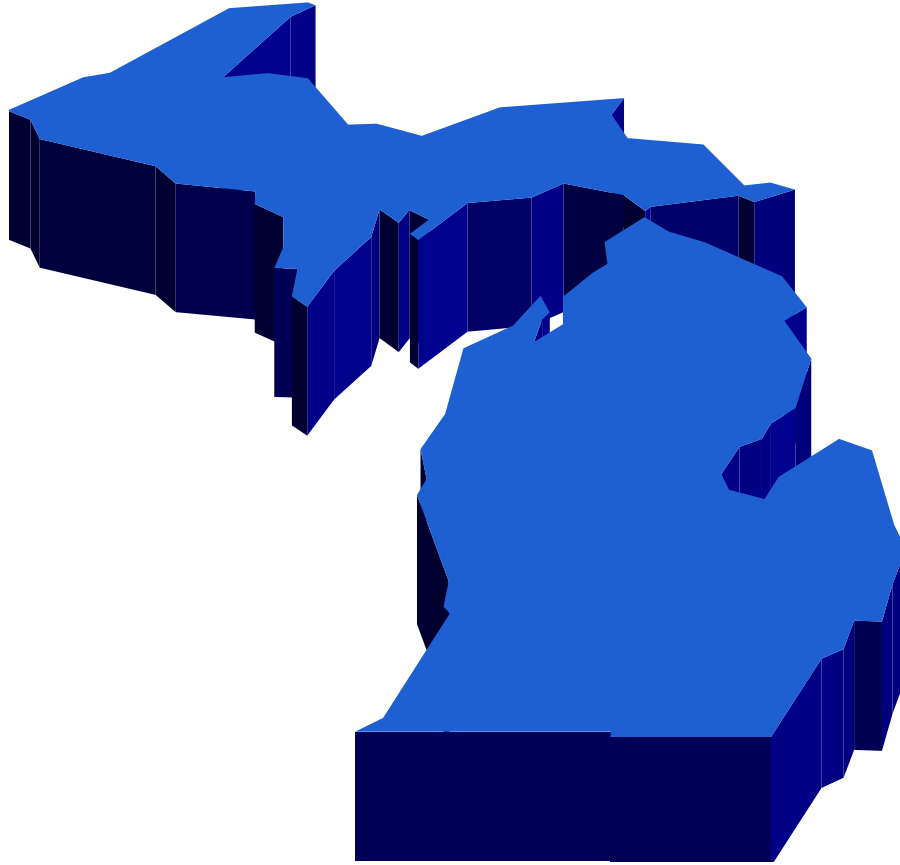
Funding will support costs related to the analysis and evaluation project.

<b>Task 5: Program Management</b>	<b>\$637,000</b>
Section 402 funds	\$637,000

### Program Management

Project Number	CP-15-02	
Benefit to Locals	No	
Grantee	OHSP-Program Management Section	
Grant Amount, Funding Source	\$637,000	402
Grant Start-up	October 1	

Funding will provide for the shared costs of the Program Management team required to implement and manage the OHSP programs.



# **Michigan Police Traffic Services Program FY15**

## Police Traffic Services – FY 2015

The Office of Highway Safety Planning (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.

### Goals:

Increase observed seat belt use of front seat outboard occupants in passenger vehicles from 93.6 percent in 2012 to 98 percent by December 31, 2016.

Decrease fatalities by 20 percent from 936 in 2012 to 750 by December 31, 2016.

Decrease fatalities and incapacitating injuries by 27 percent from 6,612 in 2012 to 4,825 by December 31, 2016.

Decrease the vehicle mileage fatality rate by 14 percent from 1.00 in 2012 to .86 by December 31, 2016.

Decrease fatalities and incapacitating injuries for alcohol-involved crashes by 37 percent from 1,320 in 2012 to 836 by December 31, 2016.

Decrease fatalities and incapacitating injuries for drug-impaired crashes by one percent from 410 in 2012 to 408 by December 31, 2016.

<b>Task 1: Traffic Enforcement</b>	<b>\$4,575,000</b>
Section 405(b) funds	\$1,245,000
Section 405(d) funds	\$1,730,000
Section 402 funds	\$1,600,000

### Overtime Traffic Enforcement

Project Number	PT-15-04+	
Benefit to Locals	Yes	
Grantee	State, county and local law enforcement	
Grant Amount, Funding Source	\$1,185,000	405(b)
Grant Amount, Funding Source	\$1,730,000	405(d)
Grant Amount, Funding Source	\$1,275,000	402
Grant Start-up	October 1	
SHSP Strategy	High visibility enforcement. Explore innovative countermeasures for impaired driving.	
Project Objective	<p>Conduct up to 22,000 hours of safety belt enforcement by September 30, 2015.</p> <p>Conduct up to 38,000 hours of impaired driving enforcement by September 30, 2015.</p>	



## Police Traffic Services – FY 2015

	<p>Average .72 equivalent stops per billed hour of OWI patrol in the Upper Peninsula by September 30, 2015.</p> <p>Average 1.29 equivalent stops per billed hour of OWI patrol in the Lower Peninsula by September 30, 2015.</p> <p>Average 1.09 equivalent stops per billed hour of safety belt patrol by September 30, 2015.</p>
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High-visibility enforcement increases compliance with traffic laws. The credible threat of a citation or arrest reduces traffic violations, crashes, fatalities, and injuries. OHSP will fund cooperative overtime enforcement in 26 counties focusing on year-round impaired driving and seat belt compliance particularly during statewide mobilizations and crackdowns. Enforcement will focus on peak crash times.

Further review of this analysis indicates that the summer months of June, July, August, and September have a significant number of fatal and serious crash injuries. The overtime enforcement plan will expand to law enforcement agencies in an additional 24 counties during these months to conduct seat belt enforcement beginning on May 18 and impaired driving enforcement as early as June 1 through September 26, 2015.

Funding will support the costs related to overtime enforcement efforts.

Please see the attached Traffic Enforcement Plan for further enforcement details.

### Seat Belt Enforcement Zone Signs for Overtime

Project Number	CP-15-01	
Benefit to Locals	Yes	
Grantee	OHSP Special Projects	
Grant Amount, Funding Source	\$60,000	405(b)
Grant Start-up	October 1	
SHSP Strategy	High visibility enforcement. Explore innovative countermeasures for impaired driving.	
Project Objective	Purchase and distribute signs by September 30, 2015.	

“Seat belt enforcement zone” signs will be purchased and shipped . There are 1,000 signs currently in use in the field.

Funding will support the purchase and distribution of signs.

## Police Traffic Services – FY 2015

### Operation Combined Accident Reduction Efforts (C.A.R.E) Enforcement

Project Number	PT-15-04+	
Benefit to Locals	Yes	
Grantee	Michigan State Police Districts	
Grant Amount, Funding Source	\$300,000	402
Grant Start-up	October 1	
SHSP Strategy	High visibility enforcement. Explore innovative countermeasures for impaired driving.	
Project Objective	To reduce the number of fatalities and serious injuries by ten percent over the next three-year Operation C.A.R.E. Thanksgiving holiday campaign period from 6,234 in 2013 to 5,611 by December 31, 2016.	

Thanksgiving is the deadliest holiday for fatal traffic crashes after Labor Day. In 2013, ten people lost their lives in fatal traffic crashes on Michigan roadways during the Thanksgiving Holiday period. High-visibility enforcement increases compliance with traffic laws. The credible threat of a citation or arrest reduces traffic violations, crashes, fatalities, and injuries.

Operation C.A.R.E began in 1977 through the efforts of the Michigan State Police (MSP) and Indiana State Police. This C.A.R.E. project was designed to reduce traffic collisions and injuries through public information, education, and strict consistent interstate enforcement. It is now a nation-wide effort.

Earned media will be created, including district news events, and public information materials. Funding for public information and education materials is included in the Community Program grant. The high visibility traffic enforcement over the Thanksgiving holiday period will focus on speeding, aggressive driving, seat belts, texting, and driving, and impaired driving. This will be the largest Operation C.A.R.E. campaign in MSP history.

Funding will support overtime costs associated with the mobilization.

## Police Traffic Services – FY 2015

### Distracted Driving Enforcement Pilot Project

Project Number	PT-15-04+	
Benefit to Locals	Yes	
Grantee	Local law enforcement	
Grant Amount, Funding Source	\$25,000	402
Grant Start-up	October 1	
SHSP Strategy	High visibility enforcement. Encourage enforcement of the state's texting law. Conduct effective communication and outreach activities.	
Project Objective	Provide overtime funding dedicated to distracted driving behaviors for law enforcement by September 30, 2015.	

In 2014, NHTSA conducted a national distracted driving campaign. An enforcement action kit was created to help rally officers and alert the public to prepare for maximum high-visibility texting ban enforcement. NHTSA also funded paid advertising. This effort was part of the national "*U Drive. U Text. U Pay*" high-visibility enforcement (HVE) campaign that combines periods of intense anti-texting enforcement coupled with advertising and media outreach to let people know about the enforcement and convince them to obey the law.

Several pilot locations for conducting a distracted driving enforcement project will be recruited in 2015 in Michigan. The pilot will mirror the national distracted driving enforcement time period to allow for the use of national advertising and media outreach. Sites will be selected based on crash data, local ordinances, and availability of grantees. High visibility enforcement will be used to patrol the selected sites for full coverage of the area.

Funding will support overtime costs associated with the mobilization.

<b>Task 2: Enforcement Support</b>	<b>\$200,000</b>
Section 402 funds	\$200,000

### Traffic Safety Specialist Program

Project Number	PT-15-03	
Benefit to Locals	Yes	
Grantee	TBD	
Grant Amount, Funding Source	\$200,000	402
Grant Start-up	October 1	
SHSP Strategy	Conduct effective communication and outreach activities. Monitor development of new countermeasures and identify those that could be implemented in Michigan. Broaden the use of currently accepted and proven countermeasures. Collaborate with partners to	

## Police Traffic Services – FY 2015

	identify and promote opportunities for funding.
Project Objective	<p>Establish a traffic safety specialist training program to increase training and support for law enforcement by September 30, 2015.</p> <p>Enhance communications, and promote a stronger relationship between OHSP and local law enforcement agencies by September 30, 2015.</p>

Over the past ten years, with the economic impact on the number of law enforcement officers at all levels and positions, Michigan has experienced a dramatic decrease in the level of support for traffic safety/enforcement among the law enforcement community. Fewer police officers result in less discretionary patrol time at a time when calls for service are increasing. As a result, the impact of general deterrence generated by traffic enforcement, a major contributor to driver behavior change decreases.

To increase support for traffic safety enforcement, OHSP will create a Traffic Safety Specialist Program modeled after a program in Maryland. This program will provide the opportunity for all law enforcement officers in Michigan to receive professional designation based on their level of experience, training, and proficiency in Highway Safety and Traffic Enforcement methods and procedures. This designation will be awarded on three levels: TSS-I, TSS-II, and TSS-III. Each of the levels requires mandated experience and training as well as varying amounts of "elective points" which can be earned through documentation of successfully completed traffic safety-related courses, post-secondary education, military service, and documentation of certain traffic safety awards. Achieving the higher designations requires additional training, job performance, and the development of skills and proficiency as a traffic enforcement officer.

A law enforcement liaison will be contracted with OHSP to help garner support for traffic safety/enforcement within the law enforcement community as well as coordinate training at varying locations throughout the state. Training enables law enforcement officers to be aware of and understand current issues in order to successfully address traffic safety priorities. The training will also assist officers with achieving their desired Traffic Safety Specialist designation.

Funding will support the costs associated with the new traffic safety specialist position and training programs.

## Police Traffic Services – FY 2015

<b>Task 3: Education and Communication</b>	<b>\$4,135,000</b>
Section 402 funds	\$20,000
Section 402 funds-Paid Media	\$1,000,000
Section 405(b) funds	\$45,000
Section 405(b) funds-Paid Media	\$500,000
Section 405(c) funds	\$25,000
Section 405(d) funds	\$45,000
Section 405(d) funds-Paid Media	\$2,500,000

### Mobilization Paid Advertising

Project Number	CP-15-03	
Benefit to Locals	Yes	
Grantee	OHSP-PI&E	
Grant Amount, Funding Source	\$2,500,000	405(d) Paid Media
Grantee	OHSP-PI&E	
Grant Amount, Funding Source	\$500,000	405(b) Paid Media
Grantee	OHSP-PI&E	
Grant Amount, Funding Source	\$1,000,000	402 Paid Media
Grant Start-up	October 1	
SHSP Strategy	Support public information and education campaigns. Explore innovative countermeasures for impaired driving.	
Project Objective	<p>Conduct at least one media campaign geared at special traffic enforcement mobilizations by September 30, 2015.</p> <p>Build awareness for the <i>Drive Sober or Get Pulled Over</i> campaign message among young men to at least fifty percent by September 30, 2015.</p> <p>Build awareness for the <i>Click It or Ticket</i> campaign among young men to at least 85 percent by September 30, 2015.</p>	

Special traffic enforcement programs have a far greater likelihood of success when combined with a strong publicity component. As safety belt use decreases, the need for paid advertising surrounding statewide enforcement periods becomes even greater because it is more difficult and challenging to reach those motorists who are failing to buckle up. Further, it is imperative that a strong enforcement and penalty message is conveyed to motorists most likely to drive impaired in order to persuade the target audience to make safe and responsible choices. The target audience in both instances is young men, since young men typically are not engaged in either primary means for conveying information regarding special traffic enforcement efforts.

Funding will cover paid advertising costs during the specified mobilization.

## Police Traffic Services – FY 2015

### Mobilization Message Development

Project Number	CP-15-03	
Benefit to Locals	No	
Grantee	OHSP-PI&E	
Grant Amount, Funding Source	\$45,000	405(b)
Grantee	OHSP-PI&E	
Grant Amount, Funding Source	\$45,000	405(d)
Grant Start-up	October 1	
SHSP Strategy	Support public information and education campaigns. Explore innovative countermeasures for seat belts and impaired driving.	
Project Objective	Develop and host three news events to maximize local media interest by seeking a new media hook by December 31, 2016.	

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

Funding will support the development of new creative themes for enforcement mobilizations, including advertising, earned media, and outreach.

### Regional Law Enforcement Training

Project Number	CP-15-01	
Benefit to Locals	No	
Grantee	OHSP-Special Projects	
Grant Amount, Funding Source	\$20,000	402
Grant Start-up	October 1	
SHSP Strategy	Provide enhanced training for all sectors of the criminal justice community. Conduct effective communication and outreach activities. Explore innovative countermeasures for impaired driving.	
Project Objective	Conduct one Upper Peninsula law enforcement training conference by September 30, 2015.	

Training enables law enforcement officers to be aware of and understand current issues in order to successfully address traffic safety priorities. The information provided can increase the knowledge and skills of officers who use traffic enforcement as a means to reduce crime, traffic fatalities, and injuries.

With traffic safety laws changing and technology becoming more sophisticated, it is important for law enforcement traffic officers to stay current with techniques that enhance their effectiveness as well as protect their safety. Due to the geographical

## Police Traffic Services – FY 2015

and climatic isolation of the Upper Peninsula, it is difficult for law enforcement officers to obtain new training and must travel in order to accomplish this task. Providing a conference in the Upper Peninsula would be a substantial cost and timesavings for the law enforcement agencies in the area.

Funding will support the costs of the Upper Peninsula law enforcement training conference.

### Occupant Kinematics for the Crash Reconstructionist Training

Project Number	PT-15-01	
Benefit to Locals	Yes	
Grantee	Traffic Improvement Association (TIA)	
Grant Amount, Funding Source	\$25,000	405(c)
Grant Start-up	October 1	
SHSP Strategy	Provide enhanced training for all sectors of the criminal justice community. Improve timeliness and accuracy of data collection, analysis processes, accessibility, distribution, and systems.	
Project Objective	Conduct up to two trainings by September 30, 2015.	

Completeness of traffic records is a critical component of model traffic records systems. Education on the accurate reporting of traffic crash evidence helps to improve the crash data submitted by law enforcement agencies, which in turn results in better problem identification for traffic safety program planning.

This training teaches traffic crash reconstructionists how to recognize and interpret traffic crash evidence as it relates to occupant seating positions, and injury and restraint use data. This national training program may not be available for presentation to Michigan law enforcement agencies without funding support.

The trainings conducted in 2015 and any recent past trainings will establish a baseline for the number of traffic crash reconstructionists trained in a fiscal year. Once the baseline is established, a percentage of growth may be determined for training in future years.

Funding will support costs associated with the trainings.

## Police Traffic Services – FY 2015

<b>Task 4: Evaluation</b>	<b>\$225,000</b>
Section 402 funds	\$225,000

### Telephone Surveys

Project Number	CP-15-03	
Benefit to Locals	No	
Grantee	OHSP-PI & E	
Grant Amount, Funding Source	\$150,000	402
Grant Start-up	October 1	
SHSP Strategy	Support public information and education campaigns.	
Project Objective	Determine public perception of safety belt and impaired driving enforcement efforts and advertising messages for campaigns by conducting at least six telephone surveys by September 30, 2015.	

Michigan has one of the best crash data reporting systems in the United States, but program planning for each new grant cycle based solely on crash data is using the rear-view mirror versus the windshield view approach. Fiscal year 2015 planning begins with the 2013 crash data, because the 2014 crash data is not available. Formal evaluation studies cannot be utilized for the current year, as the publication is often not ready for disbursement until after the current program grant cycle is finished. An alternate method of research is needed to assess program effectiveness.

Telephone surveys give OHSP immediate feedback on how drivers perceive and react to programs. Surveys allow OHSP to make adjustments mid-stream and develop plans based on current-year data. Surveys are also used to identify the need and effectiveness of other public awareness programs, including high visibility enforcement, graduated driver license education, distracted driving, and motorcycle safety.

Funding will support the costs of the surveys.



## Police Traffic Services – FY 2015

### Grant Performance and Data Analysis Support

Project Number	PT-15-02	
Benefit to Locals	No	
Grantee	Western Michigan University	
Grant Amount, Funding Source	\$75,000	402
Grant Start-up	October 1	
SHSP Strategy	Increase coordination, effective communication, and cooperation among various public and private organizations. Improve timeliness and accuracy of data collections, analysis processes, accessibility, and distribution and systems. Explore innovative countermeasures for impaired driving.	
Project Objective	<p>Collect and analyze enforcement reports quarterly for performance by September 30, 2015.</p> <p>Review 2010-2014 crash files and provide an in-depth county analysis for performance and crashes by September 30, 2015.</p> <p>Recommend locations, strategies, and periods for funding in FY16 based on the county analysis by March 30, 2015.</p>	

Michigan's traffic crash data is used to identify and analyze problems, implement countermeasures, and evaluate impact. Law enforcement agencies that receive grant funding from OHSP for overtime traffic enforcement are determined by countywide crash data and available funding. This project will determine the impact overtime enforcement had on reducing fatalities and serious injuries to unrestrained occupants and/or involving alcohol crashes. It will also analyze and report each agency's ability to meet the recommended performance measures for grant-funded enforcement and recommend detailed enforcement strategies for each county/participating agency.

Funding will support the evaluation of effectiveness of the overtime enforcement efforts.

## Police Traffic Services – FY 2015

<b>Task 5: Program Management</b>	<b>\$1,295,000</b>
Section 402 funds	\$1,295,000

### Program Management

Project Number	CP-15-02	
Benefit to Locals	No	
Grantee	OHSP-Program Management Section	
Grant Amount, Funding Source	\$1,295,000	402
Grant Start-up	October 1	

Funding will provide for the shared costs of the Program Management team required to implement and manage the OHSP programs.

# **FY 2015 Traffic Enforcement Plan**



**June 20, 2014**

## BACKGROUND

Ongoing enforcement programs to reduce fatal and serious crash injuries and increase seat belt use have proven successful in Michigan. Alcohol-involved fatalities have seen a slight decline in the past five years from 299 in 2009 to 284 in 2013, a five percent reduction. A University of Michigan Transportation Research Institute (UMTRI) study shows this reduction has saved taxpayers more than 55.5 million dollars.

Since 2009, the last year Michigan led the nation in seat belt use, seat belt use has dropped from 98 percent to 93 percent, and fatalities have increased eight percent from 871 to 951. Every one percent increase in seat belt use results in ten lives saved and 100 serious injuries are prevented. Seat belt enforcement efforts must remain visible to create general deterrence and ultimately change driver behavior.

High-visibility enforcement increases compliance with traffic laws. The credible threat of a citation or arrest reduces traffic violations, crashes, fatalities, and injuries. On an annual basis, OHSP reviews crash data and identifies locations to fund cooperative overtime enforcement focusing on impaired driving and seat belt compliance particularly during statewide mobilizations and crackdowns. Enforcement focuses on peak crash times to make the best use of the funding available.

An emphasis on enforcement of impaired driving and safety belt laws remains the most promising means to reduce traffic deaths and injuries.



The key to success for impaired driving and seat belt programs is high visibility enforcement. Educational messages, when coupled with periodic, high visibility enforcement, bring about meaningful and lasting behavior change.

The National Highway Traffic Safety Administration (NHTSA) has developed a model for conducting high visibility enforcement campaigns, combining evaluation, earned media, paid media, and enforcement. The Office of Highway Safety Planning adopted this model as the basis for its enforcement strategy.

## **GOALS**

1. Increase the observed statewide safety belt use rate to 98 percent by December 31, 2016.
2. Reduce fatalities and incapacitating injuries to unrestrained vehicle occupants by four percent from the normalized 2013 value based on 2009-2013 trend data by December 31, 2016.
3. Reduce fatalities and incapacitating injuries involving alcohol by four percent from the normalized 2013 value based on 2009-2013 trend data by December 31, 2016.

## **SEAT BELT AND IMPAIRED DRIVING ENFORCEMENT**



### Grant-funded Year-round Enforcement

NHTSA requires participation in a seat belt enforcement mobilization over two weeks surrounding the Memorial Day holiday and an impaired driving crackdown over three weekends surrounding Labor Day.

A 2008-2012 review of fatal and serious injuries involving alcohol and to unrestrained occupants was used to identify where grant-funded enforcement has the best potential to impact traffic crashes, fatalities, and injuries. Based on this analysis, the overtime enforcement plan will include law enforcement agencies in 26 high-crash counties during the following enforcement periods:

Mandatory enforcement periods will be:

- October 27 – November 9 – impaired driving and seat belt
- March 17 – April 6, 2015 – impaired driving
- May 18 – May 31, 2015 - seat belt
- July 1 – July 12, 2015 – impaired driving and seat belt
- August 21 - September 7, 2015–impaired driving and seat belt

In addition to the enforcement periods above, if funding is available seat belt and impaired driving enforcement may be allowed throughout the summer from June 1 through September 26, 2015.

More than 150 state, county, and local law enforcement agencies in 26 counties will work together to enforce traffic safety laws, reaching up to 79 percent of the state's population. Fifteen counties in the Central/Lower Peninsula, two counties in Northern Lower Michigan and four counties in the Upper Peninsula with the highest rankings were identified. It should be noted that Memorial Day would include an additional 24 counties and up to approximately 100 additional police agencies for a total of up to 50 counties working seat belt enforcement. This expansion will cover 90 percent of the state's population.

The Office of Highway Safety Planning (OHSP) awards cooperative traffic enforcement grants. A lead agency is identified in the selected county and invites other local law enforcement agencies to participate. The number of agencies in a county-cooperative grant ranges from one to thirteen.

The Michigan State Police (MSP) conducts enforcement through grants with each of seven districts that provides funding for additional enforcement to the posts in the identified counties.

During the seat belt enforcement period over Memorial Day, grant-funded safety belt enforcement zones will take place in high-traffic or high-crash areas. Portable signs will mark the entry into an enforcement zone where a law enforcement officer will serve as a spotter to identify unbelted drivers, conveying the information to several marked patrol vehicles that stop drivers and issue citations.

Agencies may be allowed to conduct a modified seat belt enforcement zone (no spotter) as long as visibility is maintained. A high crash or high traffic corridor will be identified, signs will be posted, and officers will conduct saturation patrols along the section of roadway rather than be stationary waiting to be called out to stop a violator. The requirement for a non-spotter seat belt enforcement zone is enhanced visibility of the seat belt enforcement, whether by location selection or by additional signage. Non-spotter zones will be monitored by OHSP staff.

A minimum of three daytime seat belt enforcement zones will be required each week of the Memorial Day mobilization enforcement period by each participating county. A minimum of one seat belt enforcement zone will be conducted on the first day of the mandatory seat belt mobilization period in each county and one impaired driving enforcement patrol will be conducted the first weekend of each mandatory impaired driving enforcement period.

Based on a 2014 pilot with the Michigan State Police, OHSP will implement an approved enforcement strategy with strict guidelines to increase the visibility of seat belt enforcement on the highway using electronic message boards and seat belt enforcement zone signs. This modified zone enforcement strategy will be for use by local, county, and state police that have highway/freeway jurisdiction.

During the impaired driving enforcement crackdown over three weeks surrounding the Labor Day holiday, a minimum of three multi-agency saturation patrols will be scheduled by each participating project. Each one will schedule overtime shifts with a minimum of four hours per officer.



Additionally for the Labor Day enforcement period, a minimum of two daytime safety belt enforcement zones will be conducted each week by each participating county.

Grant-funded law enforcement agencies statewide will be required to average a minimum of 1.09 equivalent stops per billed hour of seat belt patrol. Grant funded law enforcement agencies in the Lower Peninsula will be required to average a minimum of 1.29 equivalent stops per billed hour of impaired driving patrol and in the Upper Peninsula required to average .72 equivalent stops per billed hour of impaired driving patrol.

#### Grant-funded Summer Enforcement

As mentioned previously, review of 2008-2012 crash data resulting in fatal and serious injuries involving alcohol and to unrestrained occupants was used to identify where grant-funded enforcement has the best potential to impact traffic crashes. Further review of this analysis indicates that the summer months of June, July, August, and September have a significant number of fatal and serious crash injuries. The overtime enforcement plan will expand to law enforcement agencies in an additional 24 counties during these months to conduct seat belt enforcement beginning on May 18 and impaired driving enforcement as early as June 1 through September 26, 2015 (see map on page 15.)

Mandatory enforcement periods will include, as applicable:

- May 18 – May 31, 2015 - seat belt
- July 1 – July 12, 2015 – impaired driving and seat belt
- August 21 - September 7, 2015–impaired driving and seat belt



Additional “seat belt enforcement zone” signs will be purchased. The estimated cost to purchase and ship 200 signs and stands is \$60,000.

It is estimated that \$1.76 million will be expended for all overtime enforcement of the seat belt law during the enforcement periods.

During impaired driving enforcement periods, officers conduct saturation patrols, concentrating enforcement in high-crash areas. When drivers are observed committing a moving violation, the vehicle is stopped and the driver screened for possible alcohol violations. It is estimated \$2.43 million will be spent on all overtime enforcement of the impaired driving laws during the enforcement periods.

Grant-funded law enforcement agencies statewide will be required to average a minimum of 1.09 equivalent stops per billed hour of seat belt patrol. Grant funded law enforcement agencies in the Lower Peninsula will be required to average a minimum of 1.29 equivalent stops per billed hour of impaired driving patrol and in the Upper Peninsula, required to average .72 equivalent stops per billed hour of impaired driving patrol.

For combined OWI and seat belt enforcement, it is noted that if a person is not wearing his/her seat belt, but is pulled over for suspected OWI at night or during the day, a seat belt ticket will be issued.

Strategic enforcement plans are continuously evaluated after each period in order to deploy resources in an effective manner based on data.

### **OPERATION C.A.R.E.**



The Michigan State Police will be grant-funded by OHSP to enhance Operation C.A.R.E. efforts over the Thanksgiving holiday weekend, focusing the statewide safety effort on traffic violations such as speeding, aggressive driving, texting, and driving, and impaired driving with a special emphasis on seat belt violations.



Materials will be created for this campaign and might include the following:

- Public Service Announcements
- Banners
- Placemats
- Handouts Community Service Troopers (CSTs) can distribute to establishments
- Group text messages with campaign information to universities

The overtime enforcement plan will include all state police posts during the Thanksgiving Day weekend, beginning on November 26 and ending November 30, 2014.

It is estimated \$300,000 will be spent on overtime enforcement.

## **DISTRACTED DRIVING ENFORCEMENT PILOT**

In 2014, NHTSA announced that they would be conducting a National Distracted Driving Campaign April 10-15, 2014. An Enforcement Action Kit was created to help rally officers and alert the public to prepare for maximum high-visibility texting ban enforcement. NHTSA funded paid advertising ran April 7-15, 2014.

This effort was a part of the national "***U Drive. U Text. U Pay***" high-visibility enforcement (HVE) campaign that combines periods of intense anti-texting enforcement coupled with advertising and media outreach to let people know about the enforcement and convince them to obey the law.

Several pilot locations for conducting a distracted driving enforcement project during this time will be recruited in 2015. Survey questions about the distracted driving campaign will be added to the telephone surveys that are conducted prior to the seat belt mobilization and used to evaluate the success of the effort.

### **Earned Media and Outreach**

Earned media is a component of all mobilization efforts. The October, March, May, July, and August enforcement periods will be supported by a comprehensive earned media strategy. This will include:

- Pre-enforcement releases to accommodate weekly papers
- Start of enforcement releases and news events
- Mid-mobilization news releases
- Results releases

In addition to media activities, materials are sent to all law enforcement agencies for both the May seat belt mobilization and the August drunk driving crackdown. Typically agencies receive banners to



display at prominent locations and posters to distribute in their community.

OHSP is seeking to develop more web-based promotional assets that law enforcement agencies and other traffic safety partners can utilize to extend awareness.

The Michigan Department of Transportation also supports awareness activities by posting enforcement information on electronic message signs on the freeways.

### **Paid Advertising**

Paid advertising will support each of the enforcement waves. Advertising is important for several reasons. New creative themes provide opportunities to increase media interest in covering the enforcement periods. Refreshed messages help capture the attention of drivers, reminding them of the ongoing nature of seat belt and drunk driving enforcement. And, it provides a sure means to reach young men.

Advertising schedules follow recommendations from NHTSA, beginning before the enforcement period. Placement usually centers in the state's most populous areas and funding allows for strong reach and frequency.

The ad mix typically includes:

- Broadcast TV
- Cable
- Radio
- Outdoor
- Internet/web

### **Non-grant Funded Enforcement**

All law enforcement agencies in the state are encouraged to take part in and support the statewide traffic enforcement periods, even if they do not receive grant funds. Through a special mailing, OHSP will provide background and support materials for the enforcement periods to all law enforcement agencies in the state.

### **Evaluation**

A comprehensive and ongoing evaluation program can locate areas for improvement and more accurately pinpoint weaknesses or areas of particular success.

The two primary evaluation tools will be observational surveys of seat belt use and phone surveys to gauge awareness of messages and change in behaviors. Seat belt direct observation surveys will take place after the Memorial Day enforcement period, as well as after the Labor Day period. Phone surveys will measure drivers' knowledge, beliefs, and experiences concerning law enforcement activities and media efforts. The surveys will take place before and after each summer enforcement period and will include an oversample of young men.

It should be noted that strategic enforcement plans are continuously updated based on crash data and the manpower levels at law enforcement agencies. In order to deploy resources in the most effective manner, there is a continuous process of adjusting the strategic plans to allow for special events in local areas such as festivals, construction projects, and the shifting of agency jurisdictions. The evaluation of data after each enforcement wave allows for continuous adjustments regarding the deployment of resources.

## **LAW ENFORCEMENT TRAINING**

Training enables law enforcement officers to be aware of and understand current issues to successfully address traffic safety priorities. Due to geographical distances in Michigan, it is often difficult for law enforcement officers to obtain new training due to the need to travel long distances in order to accomplish this task. OHSP will explore additional ways, including the contracting of a law enforcement liaison with duties to develop a traffic safety specialist program, in order to coordinate and arrange for regional training that would be a substantial cost and timesavings for the law enforcement agencies in the outlying areas of the state.

The information provided can increase the knowledge and skills of officers who use traffic enforcement as a means to reduce crime, traffic deaths, and injuries.

OHSP will host a training conference in the fall of 2015 in the Upper Peninsula, with an emphasis on traffic safety topics.

The following training courses will also be offered throughout the year to assist officers with detecting drunk/drugged drivers:

- Officers working grant-funded impaired driving overtime enforcement are required to have completed the NHTSA-approved Standardized Field Sobriety Testing (SFST) training. In addition, a refresher course for SFST training has been developed. It will be recommended that officers who were certified prior to 2010 attend a four-hour refresher no later than September 30, 2015. SFST training classes will be scheduled throughout the year.
- Advanced Roadside Impaired Driving Enforcement (ARIDE) training will be offered to address the gap between SFST and the Drug Recognition and Evaluation (DRE) program.
- Drug Recognition Expert (DRE) training will be scheduled.
- Prosecuting the Drugged Driver and Cops in Court training will be provided by the Prosecuting Attorney's Association of Michigan for law enforcement officers.

Officers working grant-funded seat belt enforcement overtime are required to have a trained zone leader present at all seat belt enforcement zones. Training will be provided by OHSP and zones will be monitored by OHSP staff to ensure the integrity of the program and appropriate visibility of the zone to the public.

Additional training coordinated and offered through the Traffic Safety Specialist program might include, but not be limited to:

### Traffic Stop Challenges

This course was designed to teach how to overcome situations encountered when conducting a traffic stop and recognize the body language or other conditions that may indicate an officer safety concern or that criminal activity is occurring. Topics include traffic stop safety procedures, ethical traffic stop functions, vehicle occupant behavior, observable conditions of criminal activity, driving under the influence of texting, and promoting positive traffic stop results.

### Conducting Complete Traffic Stops or Safe and Legal Traffic Stops

Michigan created Safe and Legal Traffic Stops when the seat belt law was upgraded to primary enforcement in 2000. In general, the course was designed to provide patrol officers with specific methods for conducting professional vehicle stops. The program offered an awareness of the ethnic, racial, and cultural issues that officers are required to deal with during a vehicle stop. The goal was to ensure that proper probable cause is achieved in all related vehicle traffic stops and that the stops are made in a consistent and professional manner.

### Supervising a Selective Traffic Enforcement Program

This course uses data driven approaches to identify traffic problems and develop comprehensive programs. The elements of program development and grant concept development through focused problem identification, setting goals, writing S.M.A.R.T. objectives, developing action items, evaluation methods, public information and education and milestone charts to track the progress of the traffic safety program will be presented.

### High in Plain Sight: Current Drug Trends

Officer Jermaine Galloway spoke at the Traffic Safety Summit on emerging trends in the drug world, drugged driving, and the impaired individual. Several people have requested his return for their departments. He talked about logos, stickers, and clothing associated with drug use, drug concentrates, paraphernalia associated with them, and electronic devices being used to conceal abuse of the drugs.

## Trend Crash Data

Alcohol-Involved KA							
County	Year						Yearly Average
	2008	2009	2010	2011	2012	Total	
Wayne	174	183	175	158	167	857	171.4
Oakland	102	82	86	105	100	475	95
Kent	67	105	81	74	99	426	85.2
Macomb	92	72	85	76	60	385	77
Genesee	60	51	45	44	43	243	48.6
Washtenaw	41	39	42	47	41	210	42
Monroe	42	27	20	34	36	159	31.8
Jackson	38	24	26	38	26	152	30.4
Saginaw	38	31	31	25	25	150	30
Ingham	31	34	21	29	32	147	29.4
St. Clair	27	31	35	28	24	145	29
Kalamazoo	28	26	23	31	32	140	28
Ottawa	40	17	29	26	27	139	27.8
Allegan	35	29	18	19	37	138	27.6
Berrien	35	21	32	31	18	137	27.4
Muskegon	30	23	22	24	27	126	25.2
Calhoun	19	29	22	26	21	117	23.4
Eaton	15	20	29	26	20	110	22
Livingston	30	27	14	18	21	110	22
Tuscola	23	22	19	18	26	108	21.6
Van Buren	25	25	16	13	20	99	19.8
Bay	18	23	11	19	25	96	19.2
Isabella	21	19	23	21	7	91	18.2
Lenawee	20	22	19	14	15	90	18
Montcalm	19	16	17	12	12	76	15.2
Newaygo	6	19	17	9	18	69	13.8
St. Joseph	12	14	18	11	13	68	13.6
Clinton	25	8	8	9	10	60	12
Marquette	14	11	17	8	10	60	12
Ionia	17	14	12	5	11	59	11.8
Barry	17	10	7	9	11	54	10.8
Midland	10	11	4	17	11	53	10.6
Shiawassee	11	14	7	9	11	52	10.4
Grand Traverse	7	10	9	14	10	50	10
Lapeer	11	3	9	10	14	47	9.4
Wexford	14	12	5	5	11	47	9.4
Chippewa	15	9	7	9	6	46	9.2
Mecosta	6	17	9	8	6	46	9.2
Clare	11	10	13	4	7	45	9
Cass	13	8	4	6	13	44	8.8
Hillsdale	12	8	11	2	11	44	8.8
Sanilac	11	16	6	4	7	44	8.8
Mason	6	10	7	6	13	42	8.4
Otsego	11	7	10	4	7	39	7.8

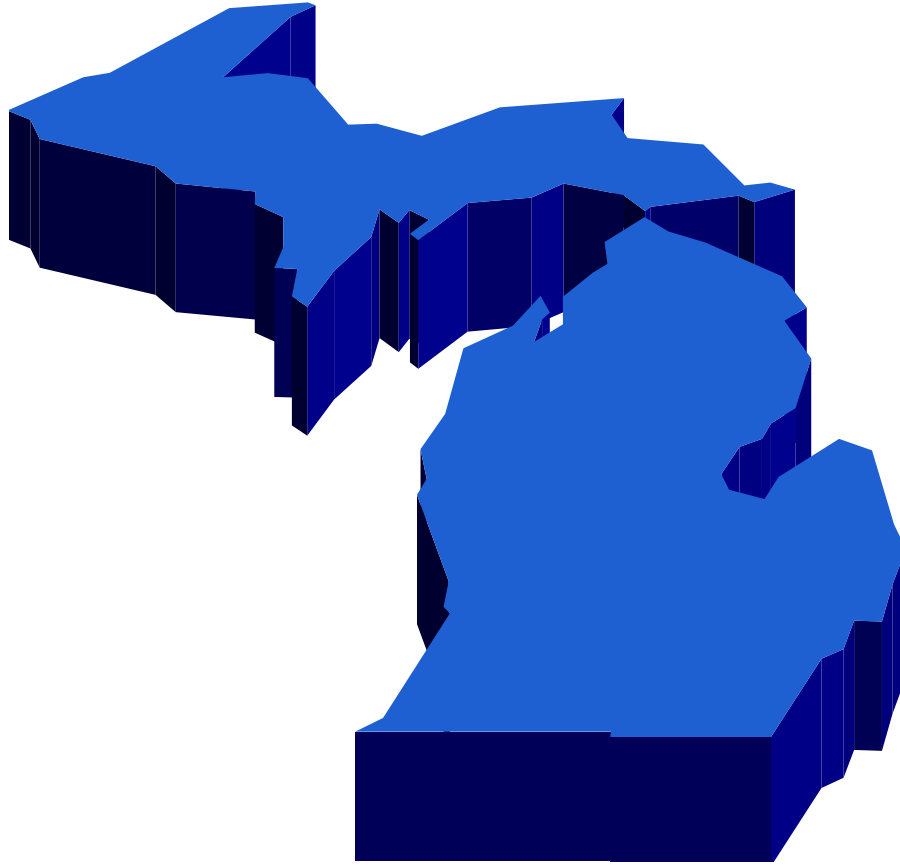
Gladwin	7	7	14	3	7	38	7.6
Alcohol-Involved KA							
Cheboygan	10	1	11	9	5	36	7.2
Antrim	5	3	10	6	9	33	6.6
Crawford	3	14	4	3	9	33	6.6
Houghton	9	7	7	6	4	33	6.6
Roscommon	11	7	9	2	4	33	6.6
Kalkaska	7	9	4	9	3	32	6.4
Arenac	4	5	7	7	8	31	6.2
Ogemaw	9	3	9	4	6	31	6.2
Branch	8	8	2	4	7	29	5.8
Gratiot	7	8	6	3	4	28	5.6
Iosco	6	4	6	6	6	28	5.6
Charlevoix	11	5	5	4	2	27	5.4
Mackinac	5	8	6	5	3	27	5.4
Alpena	6	13	7	0	0	26	5.2
Dickinson	6	3	7	6	4	26	5.2
Menominee	6	5	3	4	8	26	5.2
Leelanau	5	4	5	5	5	24	4.8
Huron	7	3	7	3	3	23	4.6
Manistee	7	5	5	3	3	23	4.6
Oceana	3	5	5	2	8	23	4.6
Osceola	3	3	6	6	5	23	4.6
Delta	3	3	6	7	3	22	4.4
Emmet	3	5	3	6	5	22	4.4
Ontonagon	8	2	6	5	1	22	4.4
Alcona	2	5	7	1	6	21	4.2
Gogebic	4	5	6	3	3	21	4.2
Iron	1	9	3	4	3	20	4
Lake	4	5	4	3	3	19	3.8
Missaukee	6	5	6	1	1	19	3.8
Benzie	3	5	1	3	6	18	3.6
Schoolcraft	6	3	2	6	1	18	3.6
Alger	3	1	5	3	4	16	3.2
Montmorency	3	1	5	1	2	12	2.4
Presque Isle	1	5	1	2	2	11	2.2
Baraga	6	2	1	1	0	10	2
Oscoda	4	1	1	1	1	8	1.6
Luce	2	0	3	0	2	7	1.4
Keweenaw	1	0	0	1	3	5	1

Unrestrained KA							
County	Year						Yearly Average
	2008	2009	2010	2011	2012	Total	
Wayne	222	276	260	276	273	1307	261.4
Oakland	84	90	97	134	118	523	104.6
Macomb	61	59	88	86	76	370	74
Kent	50	60	73	73	83	339	67.8
Genesee	42	52	42	57	45	238	47.6
Washtenaw	29	39	41	52	35	196	39.2
Kalamazoo	26	31	29	37	38	161	32.2
Monroe	36	24	29	22	47	158	31.6
Muskegon	25	23	37	31	33	149	29.8
Berrien	25	32	45	22	20	144	28.8
Ingham	24	31	25	34	29	143	28.6
Saginaw	32	27	33	26	23	141	28.2
Jackson	21	34	28	28	28	139	27.8
St. Clair	18	29	26	28	30	131	26.2
Allegan	30	33	21	15	19	118	23.6
Calhoun	29	32	15	21	20	117	23.4
Livingston	20	19	29	25	24	117	23.4
Ottawa	39	23	14	13	16	105	21
Van Buren	23	23	18	16	12	92	18.4
Eaton	22	14	16	15	16	83	16.6
Lenawee	21	16	18	9	17	81	16.2
Montcalm	10	13	19	16	22	80	16
Tuscola	11	18	15	11	21	76	15.2
Bay	14	15	13	14	18	74	14.8
Lapeer	21	17	13	14	9	74	14.8
St. Joseph	8	13	18	16	16	71	14.2
Ionia	17	12	16	10	13	68	13.6
Isabella	12	11	19	13	12	67	13.4
Hillsdale	13	14	7	10	11	55	11
Sanilac	21	14	6	4	8	53	10.6
Cass	15	4	10	11	12	52	10.4
Grand Traverse	12	5	13	12	10	52	10.4
Barry	9	11	10	9	12	51	10.2
Midland	10	12	8	10	8	48	9.6
Marquette	7	8	5	11	14	45	9
Gratiot	8	12	6	9	9	44	8.8
Ogemaw	16	8	8	5	7	44	8.8
Mecosta	4	17	9	8	4	42	8.4
Wexford	12	10	5	8	6	41	8.2
Newaygo	8	10	7	11	4	40	8
Clinton	12	10	6	5	6	39	7.8
Chippewa	7	10	6	7	8	38	7.6
Clare	10	7	7	5	9	38	7.6
Houghton	11	9	9	8	0	37	7.4
Otsego	10	6	8	9	3	36	7.2

Shiawassee	7	6	8	7	7	35	7
Unrestrained KA							
Branch	5	9	6	4	10	34	6.8
Cheboygan	10	5	9	3	7	34	6.8
Mason	9	7	7	3	8	34	6.8
Huron	6	5	13	6	3	33	6.6
Crawford	4	12	4	7	4	31	6.2
Roscommon	8	7	3	6	7	31	6.2
Delta	3	5	6	11	5	30	6
Osceola	6	7	4	6	7	30	6
Iosco	7	4	8	4	5	28	5.6
Arenac	6	4	3	8	6	27	5.4
Charlevoix	8	2	1	9	7	27	5.4
Gladwin	4	3	9	5	4	25	5
Menominee	5	5	7	3	5	25	5
Alpena	5	6	6	4	2	23	4.6
Kalkaska	8	4	4	2	5	23	4.6
Manistee	5	6	5	3	3	22	4.4
Dickinson	7	1	4	6	3	21	4.2
Oceana	5	3	7	4	2	21	4.2
Missaukee	8	3	3	2	4	20	4
Emmet	3	3	5	4	4	19	3.8
Alcona	2	3	5	1	7	18	3.6
Antrim	4	4	5	3	1	17	3.4
Gogebic	2	4	5	4	2	17	3.4
Mackinac	5	5	3	0	3	16	3.2
Benzie	4	3	2	1	5	15	3
Alger	6	5	2	0	1	14	2.8
Schoolcraft	4	4	0	6	0	14	2.8
Lake	4	3	4	1	1	13	2.6
Leelanau	2	2	3	3	3	13	2.6
Montmorency	4	1	4	2	2	13	2.6
Baraga	7	2	2	1	0	12	2.4
Iron	2	3	3	2	2	12	2.4
Ontonagon	4	2	2	3	1	12	2.4
Presque Isle	2	4	1	2	2	11	2.2
Luce	3	1	3	1	2	10	2
Oscoda	1	3	2	1	2	9	1.8
Keweenaw	2	1	0	1	2	6	1.2







**Michigan  
Pedestrian and Bicycle Safety Program  
FY15**

## Pedestrian and Bicycle Safety – FY 2015

Pedestrian and/or bicyclist involved crashes represented over 20,000 crashes in Michigan from 2009-2013. Seventeen percent of the crashes involved fatalities and serious injuries. They have almost no protection in the event of a crash, while sharing the roadway with multi-ton vehicles that are not always looking for them.

### Goals:

Decrease fatalities and incapacitating injuries involving pedestrians by one percent from 482 in 2012 to 481 by December 31, 2016.

Decrease fatalities and incapacitating injuries involving bicyclists by 12 percent from 191 in 2012 to 168 by December 31, 2016.

<b>Task 1: Evaluation</b>	<b>\$100,000</b>
Section 402 Funds	\$100,000

### Michigan Comprehensive Pedestrian and Bicycle Traffic Crash Analysis

Project Number	PS-15-01	
Benefit to Locals	Yes	
Grantee	TBD	
Grant Amount, Funding Source	\$100,000	402
Grant Start-up	October 1	
SHSP Strategy	Raise awareness of pedestrian and bicycle safety. Recognize successful pedestrian and bicycle safety initiatives. Determine focus communities, cities, and agencies for priority assistance.	
Project Objective	Conduct a statewide comprehensive pedestrian and bicycle crash analysis by September 30, 2015.	

Pedestrian and bicycle-involved crashes account for almost 4,000 crashes annually. Of those involved, many are killed and severely injured. Some local Michigan communities have initiated programs revolving around changing behaviors associated with pedestrian and bicycle crashes with excellent results. There needs to be a statewide analysis of pedestrian and bicycle-involved crashes, causes, best practices, and successful countermeasures already in place. Using knowledge derived from this evaluation, Michigan will be able to initiate programs based on the recommendations from the study on how to decrease fatalities and injuries.

Funding will support the costs related to the evaluation.

## Pedestrian and Bicycle Safety – FY 2015

<b>Task 2: Program Management</b>	<b>\$14,000</b>
Section 402 funds	\$14,000

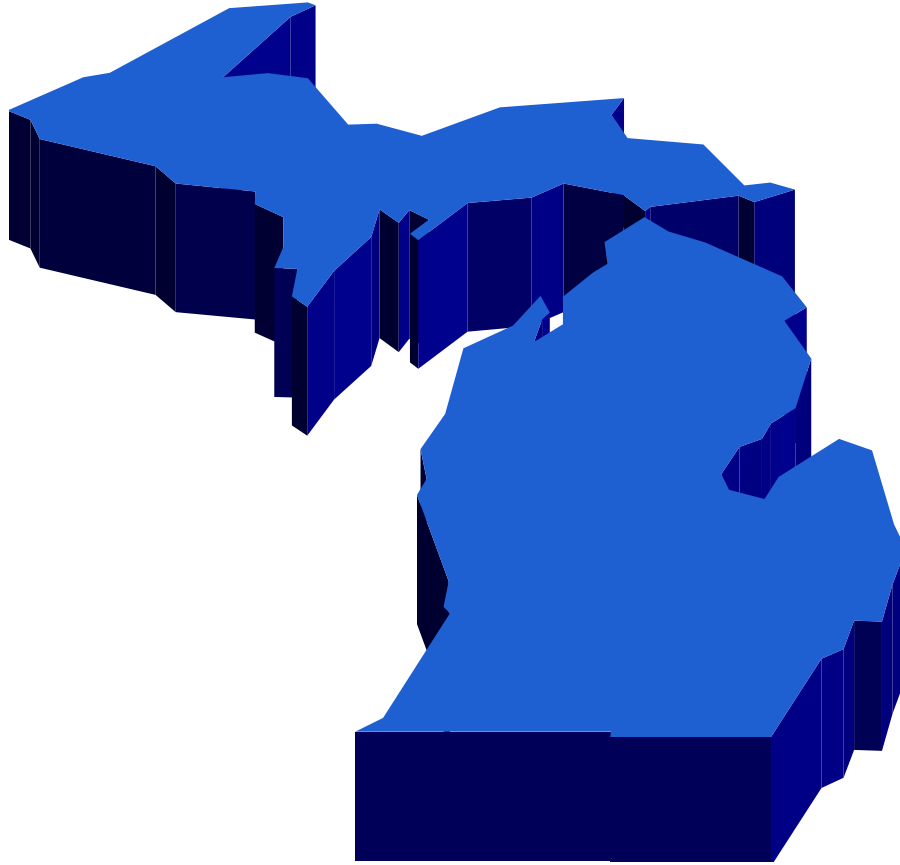
### Program Management

Project Number	CP-15-02	
Benefit to Locals:	No	
Grantee:	OHSP-Program Management Section	
Grant Amount, Funding Source:	\$14,000	402
Grant Start-up:	October 1	
SHSP Strategy:	N/A	

Funding will provide for the shared costs of the Program Management team required to implement and manage the OHSP programs.

FY2015 - HSP Budget  
Pedestrians and Bicycles - PAP #4

	Task Title	402	405 (b)	405 (c)	405 (d)	405 (e)	405 (f)	OJJDP	General Fund	Local	TOTAL
PS-1	Evaluation	\$100,000								\$100,000	\$100,000
PS-2	Program Management	\$14,000									\$14,000
	TOTALS	\$114,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$100,000	\$114,000



# **Michigan Traffic Records FY15**

## Traffic Records – FY 2015

It is essential for stakeholders to submit data on all traffic crash events in order to analyze problem areas and construct 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.

**Goals:**

Decrease fatalities by 20 percent from 936 in 2012 to 750 by December 31, 2016.

Decrease fatalities and incapacitating injuries by 18 percent from 6,612 in 2012 to 5,448 by December 31, 2016.

Decrease the vehicle mileage fatality rate by 14 percent from 1.00 in 2012 to .86 by December 31, 2016.

<b>Task 1: Enforcement Support</b>	<b>\$1,250,000</b>
Section 405(c) funds	\$1,250,000

**Traffic Crash Reporting System (TCRS) Modernization and Michigan Traffic Crash Report (UD-10) Revision**

Project Number	CP-15-01	
Benefit to Locals	No	
Grantee	OHSP-Special Projects	
Grant Amount, Funding Source	\$875,000	405(c)
Grant Start-up	October 1	
SHSP Strategy	Improve timeliness and accuracy of data collection, analysis processes, accessibility, distribution, and systems.	
Project Objective	Enhance the availability, timeliness, and use of traffic crash reports, and other planning data and information through improvements to the traffic crash records system by September 30, 2015.	

The TCRS is a client/server application written in a technology that will soon be out-of-date. As a result, the application needs to be upgraded to an enterprise approved/supported technology. Funding for this project will enhance the availability, timeliness, and use of traffic crash records systems, which in turn assists with improved research studies and traffic crash data evaluations. This is the third year of the planned four years for this project.

Funding will support the vendor contractual costs for the building of the TCRS application.

## Traffic Records – FY 2015

### Traffic Records Data Linkage

Project Number	CP-15-01	
Benefit to Locals	No	
Grantee	OHSP-Special Projects	
Grant Amount, Funding Source	\$100,000	405(c)
Grant Start-up	October 1	
SHSP Strategy	Develop a road map to provide the state with a technical plan to link various traffic records databases together.	
Project Objective	Develop and implement an identified short-term data linkage project with the project manager by September 30, 2015.	

Currently there is not a system or process by which users of multiple databases (such as crash data, judicial warehouse data, emergency medical services data, driver records, vehicle records, etc.) can link to each other for conducting in-depth data analysis for planning and evaluating traffic safety initiatives. Planning continues with this project as the new project manager will develop and implement a short-term data linkage project as the first step in developing a comprehensive data linkage system.

Funding would support the project manager costs, software development, testing, and implementation of data linkages between the appropriate traffic records databases.

### Traffic Crash Reporting Form (UD-10) Training Support

Project Number	TR-15-02	
Benefit to Locals	No	
Grantee	MSP-CJIC	
Grant Amount, Funding Source	\$75,000	405(c)
Grant Start-up	October 1	
SHSP Strategy	Provide highway safety training, technical assistance, funding, and other resources to state and local agencies.	
Project Objective	Improve accuracy of crash data by educating a minimum of ten law enforcement agencies and traffic safety partners throughout Michigan on proper completion of traffic crash reports by September 30, 2015.	

This project would be a continuation of the FY14 crash training project which provided training to law enforcement recruit schools, motor carrier in-service schools, officer and supervisor training, as well as to civilian employees of law enforcement agencies, and transportation employees.



## Traffic Records – FY 2015

The trainer will need to provide training, in various mediums, to law enforcement agencies on the current UD-10 crash form, as well as on the revisions that will become effective January 1, 2016.

Funding will support the costs of training supplies, equipment, and travel to the 2015 National Traffic Records Forum.

### TCMS (Traffic Crash Mapping System) Locating Interface

Project Number	TR-15-02	
Benefit to Locals	No	
Grantee	MSP-CJIC	
Grant Amount, Funding Source	\$200,000	405(c)
Grant Start-up	October 1	
SHSP Strategy	Improve timeliness and accuracy of data collection, analysis processes, accessibility, distribution, and systems.	
Project Objective	Improve accuracy of crash location data by simplifying the mapping/locating interface in the crash reporting system by September 30, 2015.	

Currently, the TCRS attempts to locate crashes based on the officer's description. If the system cannot locate the crash, the crash unit technicians must locate the crashes manually. These methods leave room for inaccurate data and human error. To address this issue, a geographic mapping system (GIS) will be developed, which creates a user interface for the vendors to integrate with their e-crash software programs. The officer could then point and click on a crash location, and the exact geographic data would be uploaded to the TCRS, ensuring accurate location data is collected each time.

Funding will support the contractual vendor costs associated with this project.

<b>Task 2: Education and Communication</b>	<b>\$350,000</b>
Section 402 funds	\$350,000

### Michigan Traffic Crash Facts

Project Number	TR-15-01	
Benefit to Locals	Yes	
Grantee	University of Michigan Transportation Research Institute	
Grant Amount, Funding Source	\$350,000	402
Grant Start-up	October 1	
SHSP Strategy	Improve timeliness and accuracy of data collection, analysis processes, accessibility, distribution, and systems. Provide highway safety training, technical assistance, funding,	

## Traffic Records – FY 2015

	and other resources to state and local agencies.
Project Objective	Produce the 2014 traffic crash data on the Michigan Traffic Crash Facts Web site including reports, profiles, and new data query capabilities by September 30, 2015.

The University of Michigan Transportation Research Institute (UMTRI) currently manages public traffic records data essential to the traffic safety community in order to identify and plan for traffic safety initiatives. The data is easily accessible on the internet through the web site: [www.michigantrafficcrashfacts.org](http://www.michigantrafficcrashfacts.org).

Funding will continue to support this operation along with possible enhancements and improvements to the site. In addition, funding will support ad hoc data queries and analysis as needed throughout the fiscal year.

<b>Task 3: Evaluation</b>	<b>\$5,000</b>
Section 405(c) funds	\$5,000

### Traffic Records Assessment

Project Number	CP-15-01	
Benefit to Locals	No	
Grantee	OHSP-Special Projects	
Grant Amount, Funding Source	\$5,000	405(c)
Grant Start-up	October 1	
SHSP Strategy	Improve timeliness and accuracy of data collection, analysis processes, accessibility, distribution, and systems. Provide highway safety training, technical assistance, funding, and other resources to state and local agencies.	
Project Objective	Obtain recommendations to improve Michigan's traffic records program by completing a traffic records assessment by September 30, 2015.	

This will provide an opportunity to better understand how traffic records are integral to other safety organizations and allow partnerships between these organizations. It will also promote program improvement by examining recommendations from a large network of traffic safety stakeholders.

Funding will support costs related to the assessment.

## Traffic Records – FY 2015

<b>Task 4: Program Management</b>	<b>\$263,000</b>
Section 402 funds	\$263,000

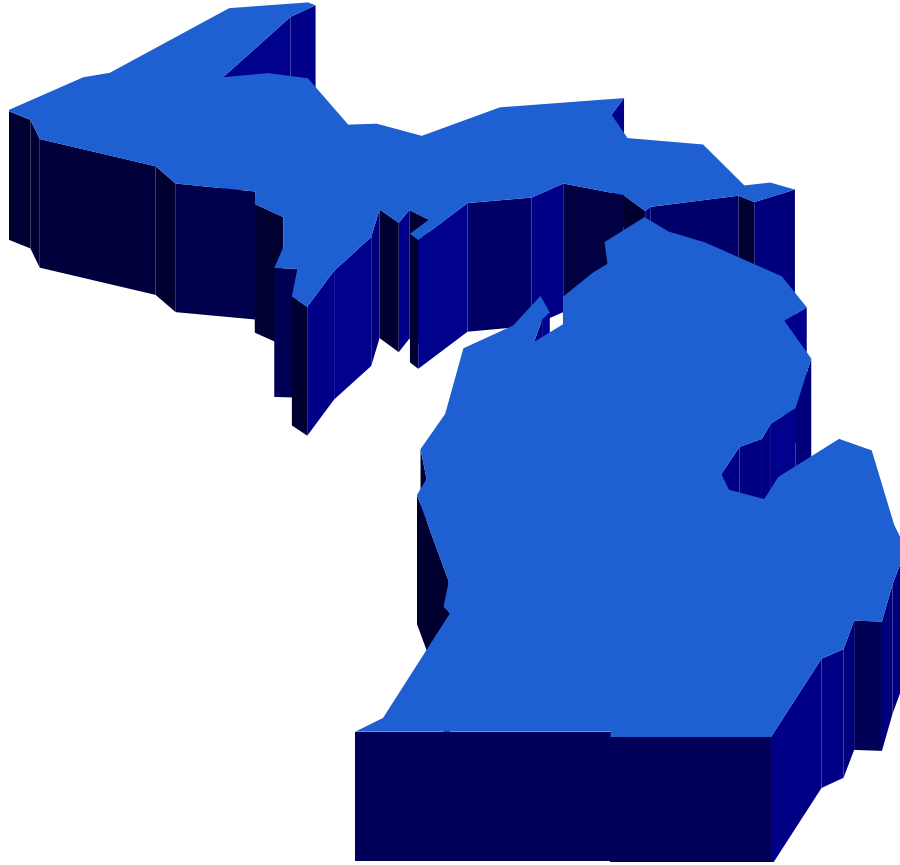
### Program Management

Project Number	CP-15-02	
Benefit to Locals	No	
Grantee	OHSP-Program Management Section	
Grant Amount, Funding Source	\$263,000	402
Grant Start-up	October 1	

Funding will provide for the shared costs of the Program Management team required to implement and manage the OHSP programs.

FY2015 - HSP Budget  
 Traffic Records - PAP #5

Task Number	Task Title	402	405 (b)	405 (c)	405 (d)	405 (e)	405 (f)	OJJDP	General Fund	Local	TOTAL
TR-1	Enforcement Support			\$1,250,000						\$0	\$1,250,000
TR-2	Education and Communication	\$350,000								\$350,000	\$350,000
TR-3	Evaluation			\$5,000						\$0	\$5,000
TR-4	Program Management	\$263,000									\$263,000
	<b>TOTALS</b>	<b>\$613,000</b>	<b>\$0</b>	<b>\$1,255,000</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$350,000</b>	<b>\$1,868,000</b>



# **Michigan Community Programs FY15**

## Community Programs – FY 2015

The Office of Highway Safety (OHSP) engages partners both statewide and within communities. Local coalitions advance safety at the community level with a precision that statewide efforts cannot match, while the larger campaigns provide tools that localities can employ to address their problems. This combination of top-level expertise with local experience is part of what makes traffic safety so effective in Michigan.

### Goals:

Decrease fatalities by 20 percent from 936 in 2012 to 750 by December 31, 2016.

Decrease fatalities and incapacitating injuries by 18 percent from 6,612 in 2012 to 5,448 by December 31, 2016.

Decrease the vehicle mileage fatality rate by 14 percent from 1.00 in 2012 to .86 by December 31, 2016.

Increase observed seat belt use of front seat outboard occupants in passenger vehicles from 93.6 percent in 2012 to 98 percent by December 31, 2016.

<b>Task 1: Education and Communication</b>	<b>\$550,000</b>
Section 402 funds	\$440,000
Section 402 funds-Paid Media	\$70,000
Section 405(d)funds	\$40,000

### In-House Public Information and Education

Project Number	CP-15-03	
Benefit to Locals	No	
Grantee	OHSP-PI&E	
Grant Amount, Funding Source	\$145,000	402
Grant Amount, Funding Source	\$40,000	405(d)
Grant Start-up	October 1	
SHSP Strategy	Conduct effective communications and outreach activities. Support public information and education campaigns.	
Project Objective	<p>Publish up to six bi-monthly e-newsletters by September 30, 2015.</p> <p>Issue up to twelve traffic safety news releases by September 30, 2015.</p> <p>Conduct up to seven traffic safety news events by September 30, 2015.</p> <p>Ensure at least six advertising pre-and post-telephone surveys are completed by September 30, 2015.</p>	

## Community Programs – FY 2015

OHSP is involved in a variety of public information campaigns and activities, all designed to promote traffic safety, seat belt use, and sober driving. As a result, a variety of public information needs arise throughout the year to support communication efforts, campaigns, and media activities. This can range from ordering additional public information materials, developing new materials to fill voids, replacing outdated items, or communicating information through newsletters and other means. OHSP also maintains a traffic safety materials catalog and updates this catalog regularly to provide the most current traffic safety information to the public.

Funding will support materials for law enforcement training such as SFST, ARIDE, and DRE programs, the *Strive For A Safer Drive* teen program, and enforcement and public information projects as well as additional traffic safety materials. Funding also allows OHSP to track its media efforts by the amount of news coverage on various initiatives.

### Materials Storage and Distribution

Project Number	CP-15-04	
Benefit to Locals	No	
Grantee	Michigan State Police	
Grant Amount, Funding Source	\$170,000	402
Grant Start-up	October 1	
SHSP Strategy	Conduct effective communications and outreach activities. Support public information and education campaigns.	
Project Objective	Provide free traffic safety materials to law enforcement, schools, medical organizations, and the general public by September 30, 2015.	

Funding a storage and distribution center for materials allows OHSP to promote traffic safety and the compliance of traffic safety laws through the distribution of posters, flyers, bulletins, and brochures. Residents, organizations, and businesses are able to place orders for materials as needed. This provides opportunities to enhance local education efforts for preventing serious injuries and deaths due to traffic-related incidents. It also allows OHSP to support NHTSA-required seat belt and impaired driving enforcement periods such as *Click It or Ticket* and *Drive Sober or Get Pulled Over*. A majority of shipments are made to law enforcement and other traffic safety partners to help support these grant-funded enforcement efforts.

Funding will support the storage and distribution of materials to the public, law enforcement agencies, and other traffic safety organizations.

## Community Programs – FY 2015

### Communications Strategic Counsel

Project Number	CP-15-03	
Benefit to Locals	No	
Grantee	OHSP-PI&E	
Grant Amount, Funding Source	\$50,000	402
Grant Start-up	October 1	
SHSP Strategy	Conduct effective communications and outreach activities. Support public information and education campaigns.	
Project Objective	Provide expertise related to new situations, opportunities, and challenges through September 30, 2015.	

At times, there is a need to utilize OHSP's creative and advertising contractor for strategic counsel on issues, which the office cannot anticipate and plan for in advance. Without access to this resource, OHSP may not be able to adequately assess and react to new challenges, situations, and opportunities. The contractor will also be able to provide much needed experience and expertise with social media tools to develop and launch applications to support traffic safety programs.

Funding will allow OHSP to access this service quickly and efficiently on a special need basis.

### New Legislation Publicity

Project Number	CP-15-03	
Benefit to Locals	No	
Grantee	OHSP-PI&E	
Grant Amount, Funding Source	\$10,000	402
Grant Start-up	October 1	
SHSP Strategy	Publicize new laws pertaining to legislative changes.	
Project Objective	Update the public about new traffic safety laws as needed through September 30, 2015.	

Education about the state's traffic laws is vital for increasing public compliance. The legislature addresses traffic safety in each session and, from time to time, this will result in legislation about which the public will need information. Which bills will be enacted into law in a given year is not predictable, only that there will most likely be some kind of legislative changes that will affect traffic safety on Michigan roadways.

Funding will allow OHSP to provide information about new laws or changes in current laws to the appropriate audience in a timely manner.



## Community Programs – FY 2015

### Upper Peninsula Winter Driving

Project Number	CP-15-03	
Benefit to Locals	No	
Grantee	OHSP-PI&E	
Grant Amount, Funding Source	\$15,000	402
Grant Amount, Funding Source	\$55,000	402-Paid Media
Grant Start-up	October 1	
SHSP Strategy	Conduct effective communications and outreach activities. Support public information and education campaigns.	
Project Objective	Purchase up to two 15-second television media spots and at least one 30-second radio spot in the UP media market to address winter driving hazards by September 30, 2015.	

During winter, severe road conditions and limited visibility make driving in the Upper Peninsula extremely hazardous. Motorists need to be reminded about safe winter driving behaviors in the weeks preceding and following the first snowfall of the season.

Funding will support a winter driving paid advertising effort and the purchase of banners.

### Governor's Traffic Safety Advisory Commission (GTSAC) 75<sup>th</sup> Anniversary

Project Number	CP-15-03	
Benefit to Locals	No	
Grantee	OHSP-PI&E	
Grant Amount, Funding Source	\$15,000	402
Grant Start-up	October 1	
SHSP Strategy	Conduct effective communications and outreach activities. Support public information and education campaigns.	
Project Objective	Complete an update to the original Michigan History Magazine article that includes the next 25 years of traffic safety activities and accomplishments by September 30, 2015.	

The purpose of the GTSAC is to provide leadership in the identification of state and local traffic safety issues and promote recommended strategies to address them. Historically, the Commission has led or supported efforts that establish Michigan as a leader in traffic safety. This project will help recognize the GTSAC's activities and accomplishments.

Funding will support the costs associated with the updates.

## Community Programs – FY 2015

### Operation Combined Accident Reduction Efforts (C.A.R.E.) Message Development

Project Number	CP-15-03	
Benefit to Locals	No	
Grantee	OHSP-PI&E	
Grant Amount, Funding Source	\$50,000	402
Grant Start-up	October 1	
SHSP Strategy	Conduct effective communications and outreach activities. Support public information and education campaigns.	
Project Objective	Develop and deploy public information materials by September 30, 2015.	

Thanksgiving is the deadliest holiday in Michigan for traffic crashes besides Labor Day. In 2013, 10 people lost their lives in fatal traffic crashes on Michigan roadways during the Thanksgiving holiday period. High-visibility enforcement increases compliance with traffic laws. The credible threat of a citation or arrest reduces traffic crashes, fatalities, and injuries.

Operation C.A.R.E. began in 1977, through the efforts the Michigan State Police (MSP) and Indiana State Police. The C.A.R.E. project was designed to reduce traffic collisions and injuries through public information, education, and strict consistent interstate enforcement. The first Operation C.A.R.E. kicked off on the Fourth of July weekend with a major press conference. It was such a huge success, the program immediately expanded to other state police agencies. Traditionally Operation C.A.R.E. efforts have utilized regular funding for enforcement, not overtime funding. This will be the largest Operation C.A.R.E. campaign in MSP history.

OHSP will fund an Operation C.A.R.E. Thanksgiving enforcement period to reduce the number of fatalities and injuries during the heavily traveled holiday. All MSP posts will participate. The high visibility enforcement will focus on speeding, aggressive driving, seat belts, texting, and impaired driving.

Funding will support message development and deployment.

## Community Programs – FY 2015

<b>Task 2: Program Management</b>	<b>\$86,000</b>
Section 402 funds	\$86,000

### Program Management

Project Number	CP-15-02	
Benefit to Locals	No	
Grantee	OHSP-Program Management Section	
Grant Amount, Funding Source	\$86,000	402
Grant Start-up	October 1	

Funding will provide for the shared costs of the Program Management team required to implement and manage the OHSP programs.

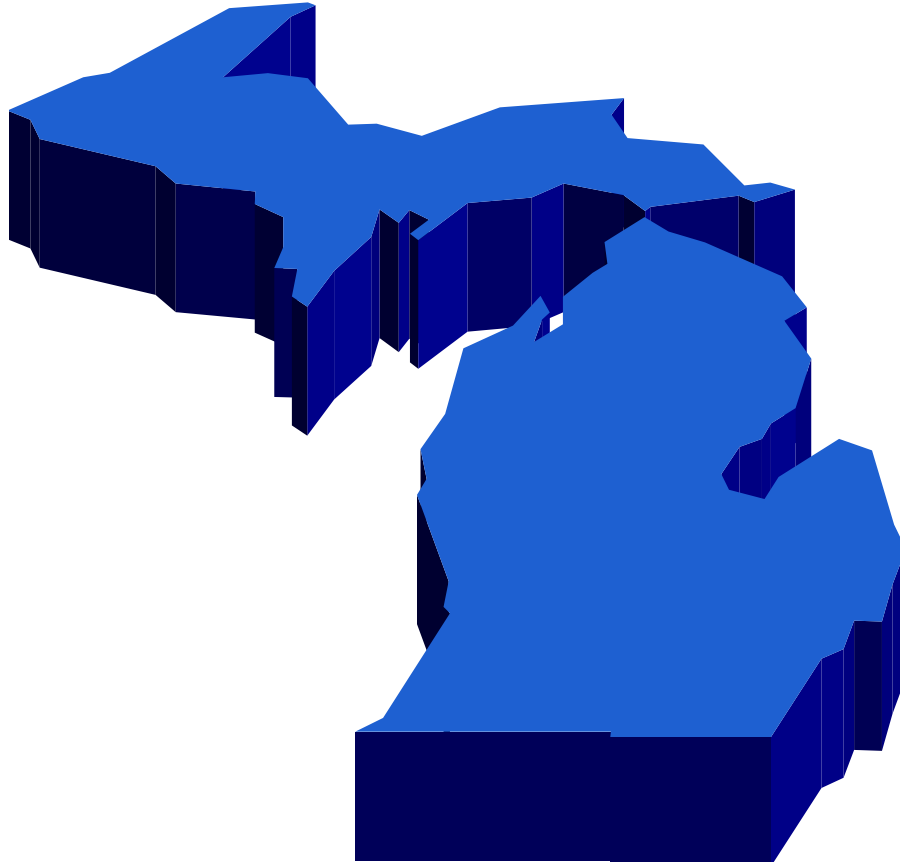
The detailed budget for the FY 2015 grant follows:

#### FY 2015 Program Management – Budget

- Salaries (\$1,135,015)
- E-Grants (\$150,000)
- Supplies (\$25,000)
- Vehicle Operations (\$21,000)
- Team Travel (\$26,000)
- Staff Training (\$28,000)
- Membership Dues (\$2,000)
- Indirect Costs (\$309,017)
- Traffic Safety Committee Meeting Costs (\$4,000)
- Fringes (\$845,856)
- Postage (\$2,000)
- Office Equipment Leasing (\$4,000)
- Non-OHSP Travel (\$5,000)
- Office Equipment (\$8,000)
- Orientation Meeting Costs (\$2,000)
- Support of Traffic Safety Summit (\$80,000)
- Audit Costs (\$35,000)

FY2015 - HSP Budget  
Community Traffic Safety - PAF #6

Task Number	Task Title	402	405 (b)	405 (c)	405 (d)	405 (e)	405 (f)	OJJDP	General Fund	Local	TOTAL
CP-1	Education and Communication	\$505,000			\$40,000						\$545,000
CP-1 PM	Education and Communication-Paid Media	\$55,000									\$55,000
CP-2	Program Management										\$0
	TOTALS	\$560,000	\$0	\$0	\$40,000	\$0	\$0	\$0	\$0	\$0	\$600,000



# **Michigan Driver Education Program FY15**

## Driver Education – FY 2015

Driver education involves improving driver behavior directly by teaching better skills, improving safety awareness, and motivating individuals to drive safely. Younger drivers are learning the needed skills for the very first time. Senior drivers are often at greater risk due to increased susceptibility to injuries and medical complications in crashes.

**Goals:**

Decrease fatalities and incapacitating injuries involving drivers ages 15 to 20 by 35 percent from 1,382 in 2012 to 895 by December 31, 2016.

Decrease fatalities and incapacitating injuries involving drivers ages 65 and older by eight percent from 1,135 in 2012 to 1,045 by December 31, 2016.

<b>Task 1: Education &amp; Communication</b>	<b>\$252,000</b>
Section 402 funds	\$252,000

**Strive For a Safer Drive (S4SD)**

Project Number	DE-15-01	
Benefit to Locals	Yes	
Grantee	Prevention Network	
Grant Amount, Funding Source	\$85,000	402
Grantee	OHSP-Special Projects	
Grant Amount, Funding Source	\$10,000	402
Grant Start-up	October 1	
SHSP Strategy	Employ school-based strategies. Improve young driver training. Assist parents in managing their teens' driving.	
Project Objective	Solicit up to 50 applications from high schools in high risk teen crash counties for participation in the S4SD program by September 30, 2015.  Conduct one hands-on driving event for all participating schools in the S4SD program by September 30, 2015.	

The Office of Highway Safety Planning will collaborate with AAA Michigan and Ford Motor Company to continue the school-based teen traffic safety program aimed at reducing teen traffic crashes and fatalities. High schools in the state's top counties for teen traffic driver crashes and fatalities will have the opportunity to receive grant funding from AAA to develop teen, peer-to-peer traffic safety campaigns. Schools determined to have the best campaigns in each division will be awarded a plaque. All participating schools will have the opportunity to attend a Ford Motor Company funded, *Driving Skills for Life, Ride and Drive* event.

Funding will support the management of the daily program operation as well as transportation to the hands-on driving event.

## Driver Education – FY 2015

### Driving Simulators

Project Number	CP-15-01	
Benefit to Locals	No	
Grantee	OHSP-Special Projects	
Grant Amount, Funding Source	\$90,000	402
Grant Start-up	October 1	
SHSP Strategy	Employ school-based strategies. Improve young driver training. Assist parents in managing their teens' driving.	
Project Objective	Purchase nine driving simulators for training to accommodate the additional participants in the S4SD program by September 30, 2015.  Provide the opportunity for all students in the S4SD program to use the driving simulators as a training tool by September 30, 2015.	

Teenagers and young adults have the highest incidence of fatal crashes when their speed is too fast. Inexperience, risk-taking behavior, immaturity, and greater risk exposure are all factors that increase crash risk for young drivers. Teenagers and young adults ages 15-20 are disproportionately involved in motor vehicle crashes.

Funding for this task will provide for the purchase of nine driving simulators to use in the *Strive for a Safer Drive* (S4SD) program. The cost of each simulator is approximately \$9,000. Simulators are used at high schools throughout the state to promote driver safety. The simulators are very popular with the teen population and have proved to be an excellent tool in the education process.

Having additional simulators and placing them throughout the state will be extremely beneficial to the S4SD program. With the expansion to include up to fifty schools, the current three simulators will be unable to service all of the schools.

Additionally, the simulators can be used for other events and programs when school is not in session and will allow for more efficient scheduling of traffic safety educational events. By increasing the number of simulators and positioning them across the state, the logistics of transporting the devices will be eased, thereby increasing the number of people that can be reached and educated with traffic safety programs.

Funding will support the purchase of nine simulators (upon NHTSA approval).

## Driver Education – FY 2015

### Teen Defensive Driving School

Project Number	DE-15-02	
Benefit to Locals	No	
Grantee	Michigan State Police Training Division	
Grant Amount, Funding Source	\$27,000	402
Grant Start-up	October 1	
SHSP Strategy	Improve young driver training. Assist parents in managing their teens' driving.	
Project Objective	Conduct up to eight teen defensive driving classes by September 30, 2015.	

Traffic crashes are the number one cause of death for teens. The Michigan State Police Precision Driving Unit conducts ten one-day teenage defensive driving classes each year with 18 students each for a total of 180 students per year. Each year, there is a waiting list of over 300 students to attend the program.

Positive course evaluations from both the participating teens and the parents demonstrate how valuable the course is to the public. Parents routinely contact the instructors after their teens have participated in the course who have subsequently been involved in a traffic crash. The parents credit the defensive driving course to contributing to their teens' survival. Providing funding to pay for instructor overtime in order to increase course dates would help to train more teens, reduce the waiting list to attend, and save lives.

Funding will overtime costs of instructors to conduct additional classes.

### Michigan's Guide for Aging Drivers and Their Families

Project Number	CP-15-03	
Benefit to Locals	No	
Grantee	OHSP-PI & E	
Grant Amount, Funding Source	\$40,000	402
Grant Start-up	October 1	
SHSP Strategy	Plan for an aging mobility and transportation-dependent population. Encourage senior-friendly transportation options. Improve communications and coordination among partners at the state, regional, and local levels to enhance senior mobility. Develop and/or enhance programs to identify older drivers at increased risk of crashing and take appropriate action.	
Project Objective	Publish and distribute <i>the Michigan Guide for Aging Drivers and Their Families</i> by September 30, 2015.	



## Driver Education – FY 2015

According to the University of Michigan Transportation Research Institute (UMTRI), by 2030 Michigan older adults will represent about 20 percent of the population. Residents age 80 and older will account for slightly more than five percent of the population – up from three percent in 2000. Michigan is facing a coming wave of older adults who will be driving more than the current older adults; be dependent on the motor vehicle for mobility; likely experience declines in driving related skills; and wants and expects to have their mobility needs met if driving is limited or no longer possible.

The Michigan Department of Transportation (MDOT), The Office of Highway Safety Planning (OHSP), The American Automobile Association (AAA), The Michigan Department of State (MDOS) and multiple other organizations have partnered together to develop *Michigan’s Guide for Aging Drivers and Their Families*.

Funding will support printing and distribution costs associated with the guide to identified agencies.

<b>Task 2: Program Management</b>	<b>\$41,000</b>
Section 402 funds	\$41,000

### Program Management

Project Number	CP-15-02	
Benefit to Locals	No	
Grantee	OHSP-Program Management Section	
Grant Amount, Funding Source	\$41,000	402
Grant Start-up	October 1	

Funding will provide for the shared costs of the Program Management team required to implement and manage the OHSP programs.

FY2015 - HSP Budget  
 Driver Education - PAP #8

Task Number	Task Title	402	405 (b)	405 (c)	405 (d)	405 (e)	405 (f)	OJJDP	General Fund	Local	TOTAL
DE-1	Education and Communication	\$252,000								\$95,000	\$252,000
DE-2	Program Management	\$41,000									\$41,000
	<b>TOTALS</b>	<b>\$293,000</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$95,000</b>	<b>\$293,000</b>

## Motorcycle Safety – FY 2015

Motorcycle fatalities have steadily grown over the past decade, largely a result of the increased number of motorcycle riders. Motorcyclists in Michigan constitute fourteen percent of all fatalities. Nearly fifty percent of those fatalities occur in Wayne, Oakland, Macomb, and Washtenaw counties (Metro Detroit), Genesee County, and Muskegon, Ottawa, and Kent counties (West Michigan).

**Goals:**

Decrease fatalities and incapacitating injuries involving motorcycles by 21 percent from 794 in 2012 to 624 by December 31, 2016.

<b>Task 1: Training and Education</b>	<b>\$920,000</b>
Section 402 funds	\$370,000
Section 402 funds – Paid Media	\$350,000
Section 405(f) funds	\$200,000

**Motorcycle Public Information Campaign-High Visibility**

Project Number	CP-15-03	
Benefit to Locals	No	
Grantee	OHSP-PI&E	
Grant Amount, Funding Source	\$30,000	402
Grant Amount, Funding Source	\$350,000	402-Paid Media
Grant Start-up	October 1	
SHSP Strategy	Support public information and education campaigns. Encourage motorcyclist safety through training, protective gear, and high-visibility apparel.	
Project Objective	<p>Increase the number of motorcyclists in Metro Detroit and West Michigan who wear high-visibility gear from 40 percent to 48 percent by September 30, 2015.</p> <p>Educate motorcyclists through public information and education campaigns on crash prevention by exhibiting up to three major motorcycle events by September 30, 2015.</p>	

The Office of Highway Safety Planning (OHSP) will fund a strong public information campaign to raise visibility of the *Ride Safe to Ride Again* campaign to increase the likelihood of cyclists obtaining their motorcycle endorsement, seeking training, preventing crashes, and wearing high visibility gear.

Funding will also support exhibiting at prime motorcycle events to assist in promoting the safety campaign.

## Motorcycle Safety – FY 2015

### Returning Rider Basic Rider Training and Advance Rider Training

Project Number	MC-15-01	
Benefit to Locals	No	
Grantee	Michigan Department of State	
Grant Amount, Funding Source	\$200,000	405(f)
Grant Start-up	October 1	
SHSP Strategy	Support public information and education campaigns. Encourage motorcyclist safety through training, protective gear, and high-visibility apparel.	
Project Objective	<p>Increase the number of motorcyclists trained in basic skills and advanced skills by three percent from 9,364 in 2013 to 9,645 by September 30, 2015.</p> <p>Provide up to four professional development sessions for current Motorcycle Rider Coaches by September 30, 2015.</p> <p>Provide at least one sample of high visibility riding gear to the public sponsored training site classrooms in order to promote rider visibility by September 30, 2015.</p>	

Rider training serves as the first point of preparation for safe motorcycle riding in Michigan. The Michigan Department of State will continue to manage a training program teaching advanced riding skills to endorsed riders as well as a basic rider course for returning riders. The courses will focus on skill development at real world speeds, which was shown in crash studies as lacking by those who are fatally crashing on motorcycles. Riders will be trained on proper braking, throttle management, high speed maneuvering, and curve negotiation while riding their own motorcycles. Riders will be exposed to and encouraged to wear high visibility riding gear in the classroom.

Funding will support training costs and materials.

### Operation Shadow Rider

Project Number	CP-15-03	
Benefit to Locals	No	
Grantee	OHSP-PI & E	
Grant Amount, Funding Source	\$30,000	402
Grant Start-up	October 1	
SHSP Strategy	Support public information and education campaigns. Encourage motorcyclist safety through training, protective gear, and high-visibility apparel.	

## Motorcycle Safety – FY 2015

Project Objective	Increase the number of motorcyclists trained in basic skills and advanced skills by three percent from 9,364 in 2013 to 9,645 by September 30, 2015.
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OHSP will collaborate with the Michigan Department of State to locate the unendorsed riders based on the addresses on file with motorcycle registrations. In conjunction with motorcycle traffic safety partners, OHSP will contact each unendorsed rider by mail in order to inform the rider about the availability of the Returning Rider Basic Rider Training classes, and the Basic Rider Training classes offered in hopes they will obtain their motorcycle endorsements.

Funding will support the mailing to contact the unendorsed riders in Michigan.

### Motorcycle Law Enforcement Action Kits (LEAKs)

Project Number	CP-15-03	
Benefit to Locals	No	
Grantee	OHSP-PI&E	
Grant Amount, Funding Source	\$10,000	402
Grant Start-up	October 1	
SHSP Strategy	Support public information and education campaigns. Provide enhanced training for all sectors of the criminal justice community.	
Project Objective	Provide law enforcement agencies with the current laws, rules, and regulations that apply to motorcyclists by distributing LEAK kits to a minimum of twenty agencies by September 30, 2015.	

OHSP, in conjunction with the motorcycle action team, will develop and distribute comprehensive law enforcement action kits (LEAKs) to a minimum of twenty law enforcement agencies in the state. These information kits will increase law enforcements' knowledge and understanding of the current motor vehicle code, motorcycle related laws and how law enforcement can help to enforce against drinking and riding by motorcyclists.

Further enforcement is needed in the areas of un-endorsed riders, improper exhaust, handlebars issues, improper or no lighting, and inadequate seating which make some motorcycles unsafe to be on the road. OHSP will work with motorcycle safety partners to research and analyze the crash data to evaluate the effectiveness of the project. Educating the public and law enforcement on strategies that can reduce motorcycle-involved crashes will save lives.

Funding will support the development and distribution of the kits.

## Motorcycle Safety – FY 2015

### Motorcycle High Visibility Gear Pilot

Project Number	CP-15-01	
Benefit to Locals	No	
Grantee	OHSP-Special Projects	
Grant Amount, Funding Source	\$300,000	402
Grant Start-up	October 1	
SHSP Strategy	Support public information and education campaigns. Encourage motorcyclist safety through training, protective gear, and high-visibility apparel.	
Project Objective	Purchase and distribute up to 9,000 high visibility vests to motorcycle riders who pass a basic or advanced training class by September 30, 2015.	

OHSP will work with the Michigan Department of State Motorcycle Safety Training program and the training site coordinators to distribute high visibility vests upon completion of the basic or advanced rider training class.

For two years, OHSP has promoted the use of riders wearing high visibility gear at motorcycle shows and events around the state. OHSP has raffled off similar vests at events to riders who entered a drawing. A significant amount of time and money has been spent on PSAs to promote the use of this gear.

This pilot program is the next step to drastically increase the use and acceptance of high visibility gear, which is very capable of preventing a large number of multi vehicle crashes involving a motorcycle. Rider conspicuity is valued as a NHTSA countermeasure that works for reducing and preventing motorcycle crashes and saving lives. An evaluation survey will be conducted after the completion of the project to determine its effectiveness.

Funding will support the distribution and costs of the high visibility vests.

<b>Task 2: Program Management</b>	<b>\$161,000</b>
Section 402 funds	\$161,000

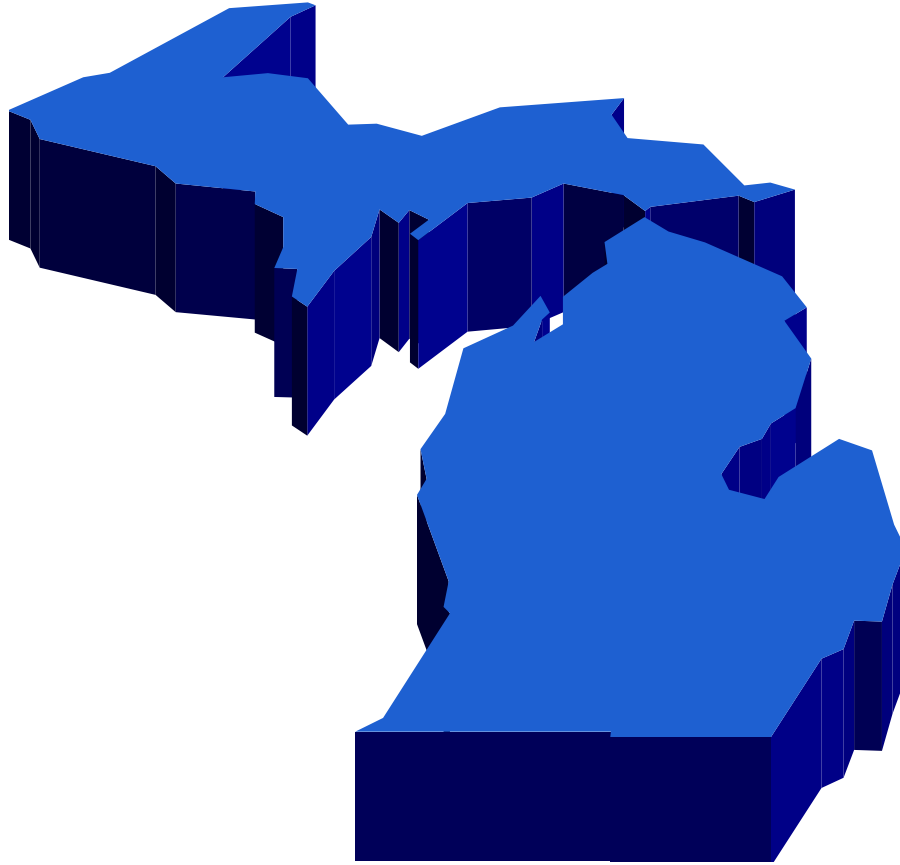
### Program Management

Project Number	CP-15-02	
Benefit to Locals	No	
Grantee	OHSP-Program Management Section	
Grant Amount, Funding Source	\$161,000	402
Grant Start-up	October 1	
SHSP Strategy	N/A	

Funding will provide for the shared costs of the Program Management team required to implement and manage the OHSP programs.

FY2015 - HSP Budget  
Motorcycle Safety - PAP #9

Task Number	Task Title	402	405 (b)	405 (c)	405 (d)	405 (e)	405 (f)	2010	General Fund	Local	TOTAL
MC-1	Training and Education	\$370,000					\$200,000			\$0	\$570,000
MC-1 PM	Training and Education - Paid Media	\$350,000								\$0	\$350,000
MC-2	Program Management	\$161,000									\$161,000
	<b>TOTALS</b>	<b>\$881,000</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$200,000</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$1,081,000</b>



# **Michigan Emergency Medical Services Program FY15**



## Emergency Medical Services – FY 2015

Emergency medical care provided in the first sixty minutes after a crash is a critical factor in whether victims survive the crash. Adequately trained emergency medical service providers are essential in preventing fatalities and reducing injury severity. Detection of crashes, timely response, and complete trauma care are key priorities for keeping crash victims alive.

**Goals:**

Decrease fatalities by 20 percent from 936 in 2012 to 750 by December 31, 2016.

Decrease fatalities and incapacitating injuries by 18 percent from 6,612 in 2012 to 5,448 by December 31, 2016.

Decrease the vehicle mileage fatality rate by 14 percent from 1.00 in 2012 to .86 by December 31, 2016.

<b>Task 1: EMS Support</b>	<b>\$15,000</b>
Section 402 funds	\$15,000

**Emergency Medical Services (EMS) Support**

Project Number	CP-15-01	
Benefit to locals	No	
Grantee	OHSP-Special Projects	
Grant Amount, Funding Source	\$15,000	402
Grant Start-up	October 1	
SHSP Strategy	Conduct training in traffic incident management for all stakeholder groups. Provide enhanced training for all sectors of the criminal justice community.	
Project Objective	<p>Provide support for training in the Upper Peninsula for a traffic incident management course for first responders by September 30, 2015.</p> <p>Provide conference sponsorship for workshops to enhance EMS response and management of crashes at the Upper Peninsula Emergency Medical Services Conference and EMS Exposition by September 30, 2015.</p> <p>Provide scholarships for first responders to attend the Upper Peninsula Emergency Medical Services Conference and EMS Exposition by September 30, 2015.</p> <p>Provide scholarships for first responders to</p>	

## Emergency Medical Services – FY 2015

	attend the Michigan Traffic Safety Summit in Lansing by September 30, 2015.
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Rural emergency medical service providers are often volunteers who work in their communities, fitting in EMS training and response around other obligations. Continuing education is required for license renewal, with EMS providers being responsible for obtaining and paying for their training. Advocacy at the state level by rural responders is rare because of travel distance to Lansing and the burden of funding these trips themselves. Rural responders are many times the “last to know” about new technology.

Funding will support training in the Upper Peninsula as well as providing conference sponsorships to the Michigan Traffic Safety Summit and the Upper Peninsula EMS Conference.

<b>Task 2: Evaluation</b>	<b>\$125,000</b>
Section 402 funds	\$25,000
Section 405(c)	\$100,000

### Emergency Medical Services (EMS) Assessment

Project Number	CP-15-01	
Benefit to locals	No	
Grantee	OHSP-Special Projects	
Grant Amount, Funding Source	\$25,000	402
Grant Start-up	October 1	
SHSP Strategy	Monitor the development of new countermeasures and identify those that could be implemented in Michigan.	
Project Objective	Conduct an emergency medical services assessment by bringing in a national team of experts to recommend new strategies by September 30, 2015.	

Evaluation of traffic safety programs is a required and critical component to determine the successfulness of efforts. An updated look at the program is necessary to assist in determining future direction, identifying deficiencies, and recognizing achievements. The last EMS assessment in Michigan was in 2007.

OHSP will collaborate with NHTSA to select leaders from across the country to serve on an emergency medical services assessment panel. OHSP will provide leadership and coordination in working with the assessment panel, the assessment facility, scheduling assessment presentations, and developing the assessment binder of Michigan’s EMS program information. Following the assessment, OHSP will work with the EMS network to develop a current strategic plan based on the assessment recommendations. Funding will support costs associated with the assessment.

## Emergency Medical Services – FY 2015

### Emergency Medical Services (EMS) Crash Data Evaluation

Project Number	EM-15-01	
Benefit to Locals	No	
Grantee	TBD	
Grant Amount, Funding Source	\$100,000	405(c)
Grant Start-up	October 1	
SHSP Strategy	Increase coordination, effective communication, and cooperation among various public and private organizations. Provide highway safety training, technical assistance, funding, and other resources to state and local agencies. Improve timeliness and accuracy of data collection, analysis processes, accessibility, distribution, and systems.	
Project Objective	Provide a five year analysis of the EMS crash data collected from the Michigan EMS database by September 30, 2015.	

The State of Michigan EMS and Trauma Systems section has collected data from EMS agencies for the past five years. A large amount of data has been collected during this period; however, the data remains unanalyzed. The analysis of this data will assist with problem identification and future countermeasure development to address issues identified in the data analysis by focusing on the location of crashes, types of injuries sustained, safety of first responders, etc.

Funding will support costs related to the evaluation.

<b>Task 3: Program Management</b>	<b>\$20,000</b>
Section 402 funds	\$20,000

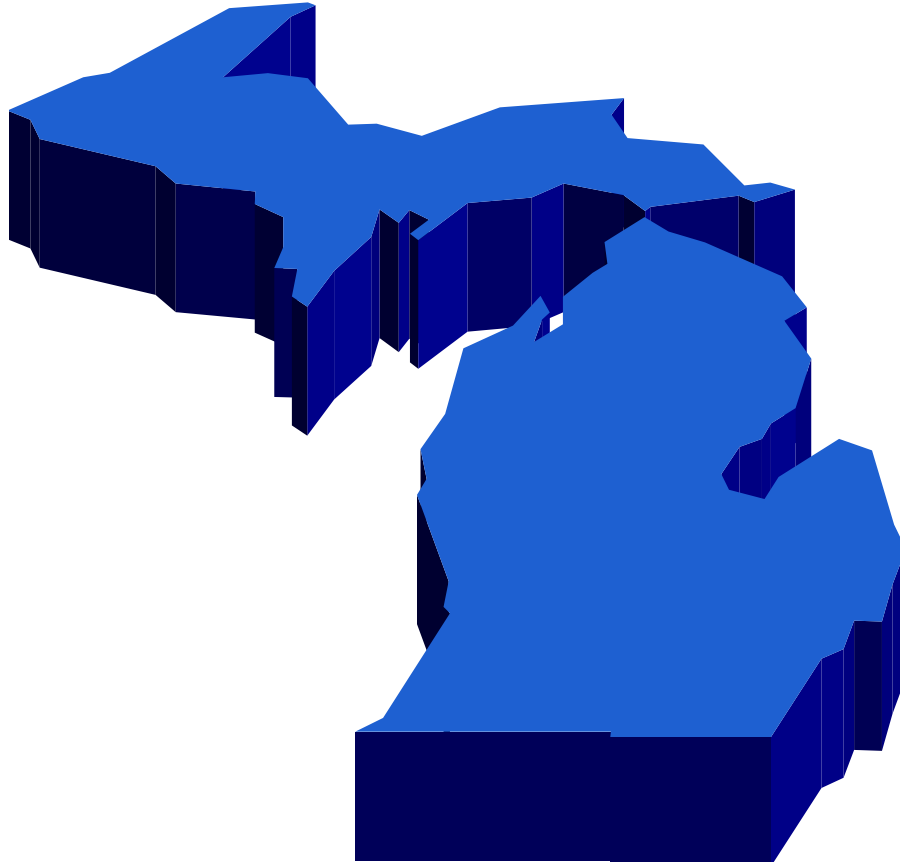
### Program Management

Project Number	CP-15-02	
Benefit to Locals	No	
Grantee	OHSP-Program Management Section	
Grant Amount, Funding Source	\$20,000	402
Grant Start-up	October 1	

Funding will provide for the shared costs of the Program Management team required to implement and manage the OHSP programs.

FY2015 - HSP Budget  
Emergency Medical Services - PAP #10

Task Number	Task Title	402	405 (b)	405 (c)	405 (d)	405 (e)	405 (f)	OJJDP	General Fund	Local	TOTAL
EM-1	EM Support	\$15,000								\$0	\$15,000
EM-2	Evaluation	\$25,000		\$100,000						\$0	\$125,000
EM-3	Program Management	\$20,000									\$20,000
	<b>TOTALS</b>	<b>\$60,000</b>	<b>\$0</b>	<b>\$100,000</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$160,000</b>



# **Michigan Planning and Administration Program FY15**

## Planning and Administration – FY 2015

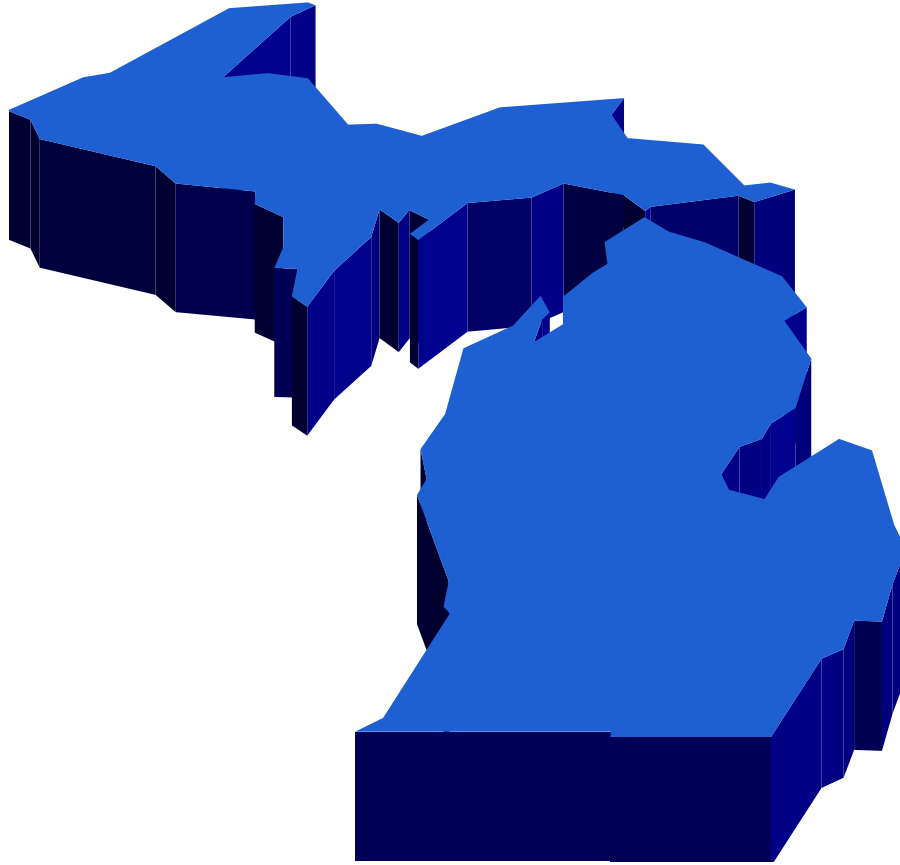
<b>Task 1: Planning and Administration</b>		<b>\$1,256,000</b>
Section 402 funds		\$668,000
State General funds		\$588,100

### Planning and Administration

Benefit to Locals:	No	
Grantee:	OHSP	
Grant Amount, Funding Source:	\$668,00	402
Grant Amount, Funding Source:	\$588,100	State general funds
Grant Start-up:	October 1	

The following positions are supported with Planning and Administration funds (including percentage of salary supported):

- *Division Director (95%)*
- *Executive Secretary (for Division Director) (94%)*
- *Planning and Administration Section Manager (52%)*
- *Analysis and Evaluation Coordinator (54%)*
- *Fiscal Section Manager (85%)*
- *Accounting Technician (100%)*
- *Federal Financial Coordinator (94%)*
- *Financial Coordinator (10%)*
- *Secretary (65%)*
- *Departmental Technician (for Program Management Section) (18%)*



# **Michigan State Programs FY15**

## State Programs Section

*Two programs administered by the Michigan Office of Highway Safety Planning (OHSP) are not supported by Federal funds but are supported by State Restricted funds.*



### **Secondary Road Patrol & Traffic Accident Prevention Program**

The Secondary Road Patrol & Traffic Accident Prevention program was created by Public Act 416 of 1978. The program is often referred to as the "SRP" or "416" program. This state grant program provides county Sheriff departments with funding for patrol of county and local roads outside the corporate limits of villages and cities. The program has the responsibility of traffic enforcement, traffic accident investigation, motorist assistance, enforcement of criminal laws, vehicle inspections, and public information and education.

The SRP program supported the full-time equivalent of 134.9 deputies in FY 2013 as reported through semi-annual reports submitted to OHSP by participating counties. Eighty-one counties in the state currently participate in the program. For FY 2013, a total of \$9,000,000 was allocated to these counties for use in patrolling secondary roads.

### **Michigan Truck Safety Commission**



The Michigan Truck Safety Commission (MTSC) is a unique organization, the only one of its kind in the nation supported not by tax dollars but entirely by the trucking industry. The Commission is comprised of 11 members who meet at least quarterly. Their mission is to improve truck safety by providing Michigan's trucking industry and the citizens of Michigan with effective educational programs, and by addressing significant truck safety issues.

Funding for Commission activities is provided by a Truck Safety Fund, established by Public Act 348 of 1988, and administered by the OHSP. This state fund provides grants to various non-profit agencies for truck driver education and training, heightening of all drivers' awareness of the operational characteristics and limitations of trucks, initiating data collection and research, and supporting enforcement of motor carrier safety laws.

In 2013, grant funds were provided to the Michigan State Police (MSP) Commercial Vehicle Enforcement Division (CVED) for Special Traffic Enforcement Team

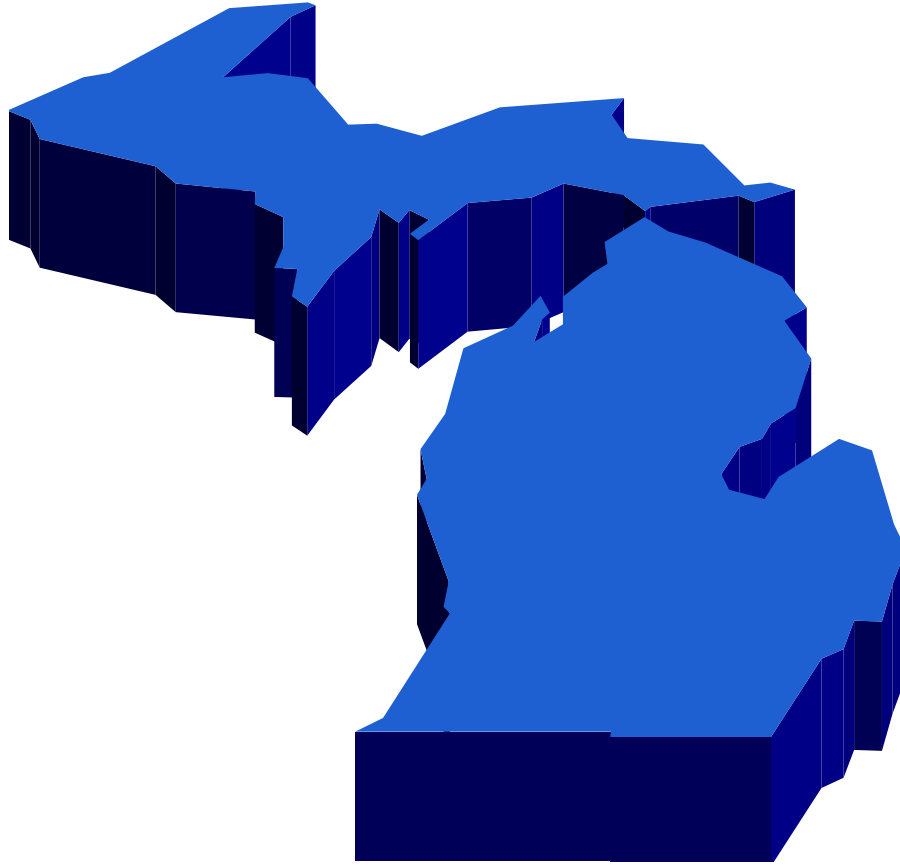


(STETs) and to the Michigan Center for Truck Safety (MCTS) for education of commercial motor vehicle drivers and trucking companies. A total of \$ 3,422,746 was made available to the two grantees for the 2013 fiscal year. In addition, \$78,180 was approved to be used as match funding for a Federal Motor Carrier Safety Administration grant to conduct a Ticketing Aggressive Cars and Truck (TACT) program. Within the truck safety funds, \$239,718 was provided to the University of Michigan Transportation Research Institute to support the evaluation of education programs and strategies to reduce commercial motor vehicle crashes.

Funds for the MSP CVED are used to conduct STET enforcement efforts, for publication of a Commercial Vehicle Enforcement Information bulletin, to collaborate with the Michigan Association of Chiefs of Police in award programs to promote highway safety, and to provide Federal Motor Carrier Regulations to officers, judges, prosecutors, and magistrates around the state.

The grant to the MCTS is used to fund public information and education efforts, safety reviews, videos, hands-on training through a Decision Driving Course, operation of a truck simulator, and various other training programs.

The MTSC strategic plan incorporates truck crash statistics and related research. It defines goals and objectives, guiding the grants awarded by the Commission during the year. The Commission reviews progress towards these goals at each meeting. The Commission also participates on the Governor's Traffic Safety Advisory Commission as the action team for the Michigan Strategic Highway Safety Plan.



## **Michigan**

### **Appendix B PI & E Calendar FY15**

## Michigan Office of Highway Safety Planning FY15 Communications Calendar

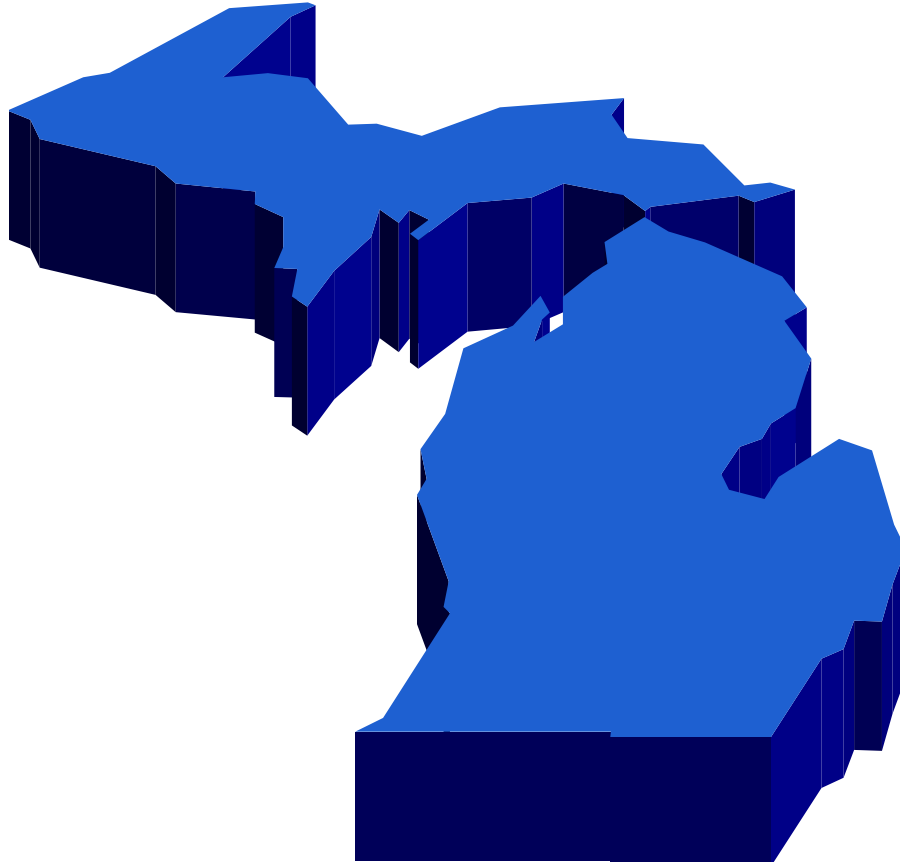
<b>October 2014</b>	
<i>Click It or Ticket</i> mobilization, Oct. 27-Nov. 9	Statewide news releases Media events Paid advertising
<b>November 2014</b>	
<i>Drive Slow on Ice and Snow</i> advertising campaign	Upper Peninsula news release Paid advertising Outreach materials
<i>Operation C.A.R.E.</i> Thanksgiving enforcement Nov. 26-30	Statewide news release Media events Outreach materials via Michigan State Police posts
<b>December 2014</b>	
Annual Evaluation Report	Final layout completed
<i>Strive For a Safer Drive</i> participating schools announcement	Localized news releases
<b>March 2015</b>	
<i>Drive Sober or Get Pulled Over</i> crackdown, March 17-April 7	Statewide/localized news releases Media events Paid advertising
Michigan Traffic Safety Summit, March 24-26	Statewide news release Localized GTSAC award releases
2014 Traffic Fatalities	Statewide news release
<i>Strive For a Safer Drive</i> winning schools announcement	Localized news releases
<b>April 2015</b>	
<i>U Text. U Drive. U Pay.</i> enforcement pilot	Localized news releases
<i>Ride Safe to Ride Again</i> motorcycle safety campaign	Statewide news release Paid advertising
<b>May 2015</b>	
Motorcycle Safety Awareness Month	Department of State will host media event; OHSP will participate as requested
<i>Click It or Ticket</i> mobilization, May 18-31	Statewide/localized news releases Media events Paid advertising Law enforcement outreach kits

<b>July 2015</b>	
<i>Drive Sober or Get Pulled Over</i> crackdown, July 1-12	Statewide/localized news releases Media events Paid advertising
Drunk Driving Audit	Statewide news release
<b>August 2015</b>	
<i>Drive Sober or Get Pulled Over</i> crackdown, August 21-September 7	Statewide/localized news releases Media events Paid advertising Law enforcement outreach kits
<b>September 2015</b>	
Deer Crash Awareness activities	Michigan Deer Crash Coalition will host media event, issue statewide news release
Child Passenger Safety Week, September 13-19	Statewide news release

OHSP strives to follow the plan outlined by NHTSA for implementing communications programs and activities.

The most effective communications programs start first with policy. Once a policy is established, then program planning can take place. From here follows communications, which involves:

- Market Research
- Communications Plan
- Creative Development



# Michigan

## Appendix C Glossary FY15

## Office of Highway Safety Planning Glossary

<b>AAA Michigan</b>	<b>American Automobile Association.</b> Federation of automobile clubs providing domestic and foreign travel services, emergency road services, and insurance. Sponsors public services to increase the safety and efficiency of road travel.
<b>AAMVA</b>	<b>American Association of Motor Vehicle Administrators.</b> Nonprofit organization committed to enhancing safety and security through motor vehicle administration and law enforcement.
<b>AASHTO</b>	<b>American Association of State Highway and Transportation Officials.</b> Standards setting body which publishes specifications, test protocols and guidelines that are used in highway design and construction throughout the United States.
<b>Accident</b>	Used to describe a collision between a motor vehicle and one or more other motor vehicles, bicycles, pedestrians, or objects. It implies an unpreventable, random event. The term " <i>crash</i> " is preferred as a more accurate description of such an event.
<b>Alcohol-Impaired Driving</b>	Drinking and driving behavior resulting in impairment of driving ability, usually where the driver has a BAC ( <i>Blood Alcohol Concentration</i> ) of .08 or higher in Michigan. Less evocative but more accurate than " <i>drunk driving</i> ," because driving ability has been shown to be affected at blood alcohol levels well before someone would generally be considered " <i>drunk</i> ". See also "OWI."
<b>ARIDE</b>	<b>Advanced Roadside Impaired Driver Enforcement.</b> A class offered to law enforcement officers to detect impaired driving.
<b>BAC/BAL</b>	<b>Blood Alcohol Concentration/Blood Alcohol Level.</b> Determination of percent by weight of ethyl alcohol in blood. Usually measured as mg/dl.
<b>CATS</b>	<b>Customer Automated Tracking System.</b> Customized data reports located on the FARS web-site regarding traffic fatalities.

<b>CIOT</b>	<b>“Click It or Ticket”</b> National safety belt enforcement campaign around Memorial Day.
<b>CODES</b>	<b>Crash Outcome Data Evaluation System.</b> A collaborative approach to obtain medical and financial outcome information related to motor vehicle crashes for highway safety and injury control decision making.
<b>CP</b>	<b>Community Traffic Safety Program.</b> Community-level program intended to coordinate traffic safety activities, maximize use of available resources, and better respond to unique needs of community.
<b>CPS</b>	<b>Child Passenger Safety.</b> Often used to refer to vehicle restraints for children too small for safety belts such as child safety seats and booster seats.
<b>CJIC</b>	<b>Criminal Justice Information Center.</b> Division within Michigan State Police responsible for processing data, some of which is from the Michigan Traffic Crash Report ( <i>UD-10</i> ).
<b>CRAM</b>	<b>County Road Association of Michigan.</b> Promotes higher efficiency in the operation of Michigan's county road systems through the cooperative efforts of the member county road agencies.
<b>Crash</b>	Term used to describe collision between motor vehicle and one or more other motor vehicles, bicycles, pedestrians, or objects. Results from combination of driver, vehicle, and road factors-is not random, unpreventable occurrence. Preferred to term <i>“accident”</i> as this implies unpreventable random occurrence.
<b>DDACTS</b>	<b>Data Driven Approaches to Crime and Traffic Safety.</b> Integrates location-based crime and traffic crash data to determine the most effective methods for deploying law enforcement and other resources. Drawing on the deterrent value of highly visible traffic enforcement and the knowledge that crimes often involve motor vehicles, the goal of DDACTS is to reduce crime, crashes, and traffic violations across the country.
<b>DLN</b>	<b>Driver’s License Number.</b> Official document which states that a person may operate a motorized vehicle, such as a motorcycle, car, truck, or bus, on a public roadway. Issued

by a governing body and usually contains the person's driving history and other personal identifiers.

<b>DUI/DUIL</b>	<b>Driving Under the Influence / Driving Under the Influence of Liquor.</b> Operating a motor vehicle with a BAC of .08 or greater. ( <i>“Drunk driving”</i> )/Former term for <b>OWI</b> ( <i>Operating While Intoxicated</i> ).
<b>DRE</b>	<b>Drug Recognition Expert.</b> A class offered to law enforcement officers to identify drug impaired drivers.
<b>DTMB</b>	<b>Department of Technology, Management, and Budget</b> Responsible for overall technology infrastructure and direction for state government.
<b>EMHSD</b>	<b>Emergency Management and Homeland Security Division.</b> Division of the Michigan State Police dedicated to emergency management between multi-jurisdictional stakeholders.
<b>EMS</b>	<b>Emergency Medical Services.</b> Incorporated within Michigan Department of Community Health and facilitates administration of licensing, pre-hospital patient care examinations, ambulance inspections, communication, training, and related activities.
<b>EUDL</b>	<b>Enforcement of Underage Drinking Laws.</b> Refers to the programs established and managed by many agencies in conjunction with the Office of Juvenile Justice and Delinquency Prevention which focus on underage drinking issues.
<b>FARS</b>	<b>Fatality Analysis Reporting System.</b> Nationwide census providing National Highway Safety Traffic Administration ( <i>NHSTA</i> ), Congress and the American public yearly data regarding fatal injuries suffered in motor vehicle traffic crashes.
<b>FHWA</b>	<b>Federal Highway Administration.</b> Provides expertise, resources, and information to continually improve the quality of the nation's highway system and its safety programs.



<b>FMCSA</b>	<b>Federal Motor Carrier Safety Administration.</b> Responsible for the issuance, administration, and enforcement of safety regulations, and hazardous materials regulations, as it pertains to the commercial vehicle code.
<b>FTE</b>	<b>Full-Time Employee.</b> An employee who does not work part-time, intermittent, limited-term, or seasonal hours.
<b>Get Sober or Get Pulled Over.</b>	NHTSA impaired driving campaign slogan.
<b>GDL</b>	<b>Graduated Drivers Licensing.</b> A step-by-step process for issuing drivers licenses to young people. As the young driver gains experience behind the wheel, driving privileges are increased.
<b>GHSA</b>	<b>Governors Highway Safety Association.</b> Represents the state and territorial highway safety offices that implement programs to address behavioral highway safety issues.
<b>GIS</b>	<b>Geographic Information System.</b> A system that captures, stores, analyzes, manages, and presents data that are linked to location(s). In the simplest terms, GIS is the merging of cartography, statistical analysis, and database technology.
<b>GTSAC</b>	<b>Governor’s Traffic Safety Advisory Commission.</b> Works to identify traffic safety challenges and develops, promotes, and implements strategies to address those challenges
<b>HBD</b>	<b>“Had-Been-Drinking”</b> Used synonymously with <i>“alcohol-impaired,”</i> although it implies <b>any</b> amount of alcohol. When applied to a crash rather than a person, it means at least one driver, pedestrian, or bicyclist was drinking.
<b>HSP</b>	<b>Highway Safety Plan.</b> A component of the state’s application submitted to the federal government each year to obtain federal funds for traffic safety. Must describe the projects and activities the state plans to implement to reach the goals identified in the performance plan.
<b>JOL</b>	<b>Judicial Outreach Liaison.</b> Works as the outreach person between the judges and traffic safety program partners to improve community outreach, provide education, and promote confidence and trust in the judiciary.

<b>ITE</b>	<b>Institute of Transportation Engineers.</b> International educational and scientific association of transportation professionals who are responsible for meeting mobility and safety needs.
<b>KA</b>	<b>Fatal and incapacitating injuries.</b> Subset of “KABC0” scale.
<b>KABC0</b>	<b>Injury severity scale for traffic crash-related injuries.</b> <i>K-level</i> injuries refer to injuries caused by a crash that result in death within 90 days of the incident. <i>A-level</i> injuries refer to incapacitating injuries that prevent injured persons from continuing activities they were capable of performing prior to the injury. <i>B-level</i> injuries refer to non-incapacitating injuries that are evident to observers at the scene of the crash in which the injury occurred. <i>C-level</i> injuries are non-evident but might be referenced. Crashes with only property damage are noted as “0” severity (no injury or property damage only: PDO).
<b>LEAK</b>	<b>Law Enforcement Action Kits.</b> Informational kits intended for use by law enforcement in order to educate officers on current laws, current best practices, and enforcement techniques regarding a specialized traffic safety program such as motorcycles, pedestrians, bicycles, etc.
<b>MACP</b>	<b>Michigan Association of Chiefs of Police.</b> Strives to improve the criminal justice system by fostering cooperation, safety, education, and administration.
<b>MADD</b>	<b>Mothers Against Drunk Driving.</b> Mission is to stop drunk driving, support victims, and prevent underage drinking.
<b>MAP-21</b>	<b>Moving Ahead for Progress in the 21<sup>st</sup> Century Act.</b> It is the transportation reauthorization law signed on July 6, 2012 which provides funding for FY 2013 and FY 2014.
<b>MCRUD</b>	<b>Michigan Coalition to Reduce Underage Drinking.</b> Develops and provides support to statewide coalitions and community groups working to address the issue of underage alcohol use.
<b>MCTSI</b>	<b>Michigan Comprehensive Traffic Safety Initiative.</b> The Michigan State Police component of several enforcement programs.

<b>MDCC</b>	<b>Michigan Deer Crash Coalition.</b> Mitigates both the frequency and severity of vehicle-deer crashes through public information, driver education, and applied research.
<b>MDCH</b>	<b>Michigan Department of Community Health (formerly Michigan Department of Public Health).</b> Objectives include preventing disease, prolonging life, promoting health through organized community programs for sanitation, protection of the environment, and control of communicable and chronic disease, health education and promotion, and development of comprehensive medical services and facilities for effective diagnosis and treatment.
<b>MDOS</b>	<b>Michigan Department of State.</b> Operates services and programs in four major areas including traffic safety and motor vehicle-related activities ( <i>e.g., driver licensing, vehicle registration, administration of driver-point system</i> ), election-related activities, activities related to presenting and preserving Michigan history, and receiving and maintaining important records of state and local governmental units. Sometimes abbreviated <b>SOS</b> ( <i>Secretary of State</i> ).
<b>MDOT</b>	<b>Michigan Department of Transportation.</b> Department of state government whose primary functions include construction, improvement, and maintenance of state highway system, and administration of all other state transportation programs.
<b>MDTSEA</b>	<b>Michigan Driver and Traffic Safety Education Association.</b> Oversees various driving programs in Michigan.
<b>MJI</b>	<b>Michigan Judicial Institute.</b> Primary services include providing a comprehensive continuing education program for judicial branch employees; assisting judicial associations and external organizations to plan and conduct training events; providing complete and up-to-date legal reference materials for judges, quasi-judicial hearing officers, and others; maintaining a reference library for use by judicial branch employees; and conducting tours of and other public outreach activities for the Michigan Supreme Court Learning Center.

<b>Michigan Model</b>	Comprehensive school health curriculum which includes traffic safety - grades K-8.
<b>MTCF</b>	<b>Michigan Traffic Crash Facts.</b> Annual report and data query tool maintained by the University of Michigan Transportation Institute ( <i>UMTRI</i> ) that summarizes the yearly crash statistics for Michigan, now online at <a href="http://www.michigantrafficcrashfacts.org">http://www.michigantrafficcrashfacts.org</a> . This document and tool helps determine the areas in which programs should be targeted to reduce fatalities and injuries caused by crashes.
<b>MIP</b>	<b>Minor in Possession.</b> Term to describe the Michigan statute outlining that a minor ( <i>under age 21</i> ) shall not purchase or attempt to purchase alcoholic liquor, consume or attempt to consume alcoholic liquor, possess or attempt to possess alcoholic liquor, or have any bodily alcohol content.
<b>MMUTCD</b>	<b>Michigan Manual of Uniform Traffic Control Devices.</b> Publication that sets forth the basic principles which govern the design and use of traffic control devices
<b>MPHI</b>	<b>Michigan Public Health Institute.</b> Dedicated to improving community health through collaboration.
<b>MPO</b>	<b>Metropolitan Planning Organization.</b> Federally-mandated and funded local decision making body that is responsible for carrying out metropolitan transportation planning processes. Within each state, a MPO must be designated for each urban area with populations of more than 50,000 people.
<b>MSA</b>	<b>Michigan Sheriffs' Association.</b> Ensures the safety and security of Michigan citizens by assisting the elected Sheriffs and their personnel in the development of resources and skills through education and training.
<b>MSP</b>	<b>Michigan State Police.</b> The Michigan state government policing authority.
<b>MSSC</b>	<b>Michigan State Safety Commission.</b> Renamed the Governor's Traffic Safety Advisory Commission in 2001. See <i>GTSAC</i> .

<b>MSU</b>	<b>Michigan State University.</b> A research and educational university located in East Lansing, Michigan.
<b>MTSC</b>	<b>Michigan Truck Safety Commission.</b> Improves truck safety by providing Michigan's trucking industry and the citizens with effective educational programs, and by addressing significant truck safety issues.
<b>MTSMS</b>	<b>Michigan Traffic Safety Management System.</b> Absorbed into the Governor's Traffic Safety Advisory Commission in 2002. See <i>GTSAC</i> .
<b>MTU</b>	<b>Michigan Technological University.</b> A research and educational university located in Houghton, Michigan.
<b>NASS</b>	<b>National Automotive Sampling System.</b> Data collected for NHTSA based on cases selected from a sample of police crash reports composed of two systems: Crashworthiness Data System (CDS) and the General Estimates System (GES). CDS data focus on passenger vehicle crashes, and are used to investigate injury mechanisms to identify potential improvements in vehicle design. GES data focus on the bigger overall crash picture, and are used for problem size assessments and tracking trends. CDS data focus on passenger vehicle crashes, and are used to investigate injury mechanisms to identify potential improvements in vehicle design. GES data focus on the bigger overall crash picture, and are used for problem size assessments and tracking trends.
<b>NETS</b>	<b>Network of Employers for Traffic Safety.</b> National non-profit, public/private partnership working to help employers develop and implement comprehensive workplace traffic safety programs.
<b>NHTSA</b>	<b>National Highway Traffic Safety Administration.</b> Established by the Highway Safety Act of 1970 to carry out safety programs previously administered by the National Highway Safety Bureau. Directs the highway safety and consumer programs established by the National Traffic and Motor Vehicle Safety Act of 1966, the Highway Safety Act of 1966, the 1972 Motor Vehicle Information and Cost Savings Act, and succeeding amendments to these laws.
<b>NMU</b>	<b>Northern Michigan University.</b> A research and educational university located in Marquette, Michigan.

<b>NMVCCS</b>	<b>National Motor Vehicle Crash Causation Survey.</b> A nationally representative survey specifically focused toward documenting events and conditions leading up to crashes which finally captured distracted driving as an associated factor to contributing to a crash.
<b>NOPUS</b>	<b>National Occupant Protection Use Survey.</b> Collects detailed information on a national level about shoulder belt, child restraint and motorcycle helmet use.
<b>NSC</b>	<b>National Safety Council.</b> Partners with businesses, elected officials and the public to make an impact in areas such as distracted driving, teen driving, workplace safety, and safety in the home and community.
<b>OHSP</b>	<b>Office of Highway Safety Planning.</b> Division within the Department of State Police in Michigan that serves as the coordinating agency for traffic safety within the state and distributes federal funds for development, implementation, and evaluation of traffic safety programs.
<b>OJJDP</b>	<b>Office of Juvenile Justice and Delinquency Prevention.</b> Sponsors research, program, and training initiatives; develops priorities and goals and sets policies to guide federal juvenile justice issues; disseminates information about juvenile justice issues; and awards funds to states to support local programming.
<b>OUID</b>	<b>Operating Under the Influence of Drugs.</b> Drugged driving. Driving with any detectable amount of a schedule 1 drug in one's system is illegal in Michigan. Schedule 1 includes everything most people would mean by " <i>illegal drugs</i> ," including cocaine, ecstasy, heroin, LSD, marijuana, methamphetamine, and PCP.
<b>OUIL</b>	<b>Operating Under the Influence of Liquor.</b> Former term for <i>OWI</i> .
<b>OWI</b>	<b>Operating While Intoxicated.</b> Refers to driving while impaired by alcohol. Drivers with blood alcohol concentration levels of 0.08 percent or greater are legally assumed to be impaired, but some drivers may exhibit impairment at lower levels. This is the law most people mean by " <i>drunk driving</i> ."

- P&A**                    **Planning and Administration.** One of program area plans included in the Highway Safety Plan. The focus is on administrative side of planning and implementing traffic safety programs.
- P&P**                    **Policy and Procedures.** Set of documents that describe an organization's policies for operation and the procedures necessary to fulfill the policies
- PAAM**                **Prosecuting Attorneys Association of Michigan.** Keeps the prosecuting attorneys informed of all changes in legislation, law, and matters pertaining to their office, to the end that a uniform system of conduct, duty and procedure be established in each county of the state.
- PAP**                    **Program Area Plan.** The Highway Safety Plan includes the following program area plans: occupant protection, impaired driving prevention, police traffic services, community programs, driver education, motorcycle safety, emergency medical services, and planning and administration.
- PBT**                    **Preliminary Breath Test.** A device used by law enforcement officers for estimating the concentration of alcohol in the body by measuring the amount of alcohol exhaled from the lungs.
- Performance Plan** A component of the state's application submitted to the federal government each year to obtain federal funds for traffic safety. Must contain a description of the process used by the state to identify its highway safety problems, a list of measurable highway safety goals developed through the problem identification process, and a description of how projects are selected for funding.
- PI&E**                **Public Information and Education.** Important for supporting traffic safety programs and creating a supportive environment for policy changes. Not effective as a stand-alone strategy for behavior change.
- PIO**                    **Public Information Officer.** Communications coordinators or spokespersons of certain governmental organizations (i.e. city, county, school district, state government and police/fire departments).

- PN**                    **Prevention Network.** Educates, trains, and provides prevention services and education pertaining to substance use, abuse, and addictions in the community.
- PSA**                    **Public Service Announcement.** One component of public information and education campaigns.
- PTS**                    **Police Traffic Services.** A program area of the Highway Safety Plan.
- ROAR**                    **Reaching Out Against Road Rage.** A program offering support resources for victims and families that also provides educational materials, tools, and workshops to help communities reduce the impact of road rage in the United States.
- SADD**                    **Students Against Drunk Driving renamed Student Against Destructive Decisions.** Provide students with the best prevention tools possible to deal with the issues of underage drinking, other drug use, impaired driving and other destructive decisions.
- Safe Communities** Program designed to provide resources to communities to develop local highway safety coalitions involving non-traditional partners, in partnership with our traditional partners. The focus of the coalitions is prevention of traffic crash injuries and fatalities.
- SAFETEA-LU**            **Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users.** The current federal transportation legislation: Title 23.
- SCAO**                    **State Court Administrative Office.** Administrative agency of the Michigan Supreme Court.
- SCI**                    **Special Crash Investigations.** Cases are intended to be an anecdotal data set useful for examining special crash circumstances or outcomes from an engineering perspective. The benefit of this program lies in its ability to locate unique real-world crashes anywhere in the country, and perform in depth clinical investigations in a timely manner which can be utilized by the automotive safety community to improve the performance of its state-of-the-art safety systems.
- SDS**                    **State Data System.** The Not-in-Traffic Surveillance (NiTS) system is a virtual data collection system designed to



provide counts and details regarding fatalities and injuries that occur in non-traffic crashes and in non-crash incidents.

<b>SEMCOG</b>	<b>Southeastern Michigan Council of Governments.</b> Brings together all of the region's governments in SE Michigan to solve regional challenges.
<b>SFST</b>	<b>Standardized Field Sobriety Testing.</b> A battery of three tests administered and evaluated in a standardized manner to obtain validated indicators of impairment and establish probable cause for arrest.
<b>SHSP</b>	<b>Strategic Highway Safety Plan.</b> A statewide-coordinated plan that provides a comprehensive framework for reducing highway fatalities and serious injuries on all public roads.
<b>SMS</b>	<b>Safety Management System.</b> Refers to a comprehensive business management system designed to manage occupational safety and health elements in the workplace.
<b>Standard Enforcement</b>	Enforcement provision of safety belt laws that allow police to stop motorists solely for failure to use safety belts. Michigan has had standard enforcement since 2000.
<b>STEP</b>	<b>Selective Traffic Enforcement Program.</b> The use of targeted long- or short-term enforcement for areas with specific traffic problems.
<b>S4SD</b>	<b>Strive for a Safer Drive.</b> Teen driving initiative aimed at reducing crashes, injuries, and fatalities among young drivers.
<b>TACT</b>	<b>Targeting Aggressive Cars and Trucks.</b> A program which addresses truck-involved crashes by examining data for high crash sites, implementing a media and law enforcement plan, and conducting an evaluation of the post program results.
<b>TCRS</b>	<b>Traffic Crash Reporting System.</b> State crash database ( <i>UD-10s</i> )
<b>TEA-21</b>	<b>Transportation Equity Act for the 21st Century.</b> The previous transportation legislation before <i>SAFETEA-LU</i> .

<b>TSEAC</b>	<b>Traffic Safety Engineering Action Committee.</b>
<b>TIA</b>	<b>Traffic Improvement Association of Michigan.</b> Facilitates engineering, education, and enforcement programs that reduce human and economic losses caused by traffic crashes, and improve mobility in Michigan.
<b>TIM</b>	<b>Traffic Incident Management.</b> Planned and coordinated multi-disciplinary processes used to detect, respond to, and clear traffic incidents.
<b>TSC</b>	<b>Traffic Safety Committee.</b> A committee formed to assist in traffic safety issues.
<b>TSRP</b>	<b>Traffic Safety Resource Prosecutor.</b> Provides training to law enforcement agencies and county prosecutors' offices on impaired driving, court testimony, crash reconstruction, presentation skills, and other topics of value to traffic prosecutors.
<b>TZD</b>	<b>Towards Zero Deaths.</b> A national strategy on highway safety through the Federal Highway Administration focusing on data driven efforts on identifying and creating opportunities for changing American culture as it relates to highway safety.
<b>UD-8</b>	Form used by law enforcement in Michigan to record traffic citations.
<b>UD-10</b>	The Michigan traffic crash report form. Available in electronic and paper forms.
<b>UMTRI</b>	<b>University of Michigan Transportation Research Institute.</b> Established to address the problem of motor vehicle injury. Primary focus of research is road transportation, with some efforts directed at marine and air transport.
<b>UP-EMS</b>	<b>Upper Peninsula Emergency Medical Services Corporation.</b> Public nonprofit organization serving as the resource and coordinating agency for provision of emergency medical services in the Upper Peninsula.
<b>USDOT</b>	<b>United States Department of Transportation.</b> Federal department responsible for establishing the nation's overall transportation policy. Contains nine administrations whose

jurisdictions include highway planning, development, and construction; urban mass transit; railroads; aviation; and the safety of waterways, ports, highways, and oil and gas pipelines.

- VIN**                    **Vehicle Identification Number.** Unique serial number used by the automotive industry to identify individual motor vehicles.
- VMT**                    **Vehicle Miles Traveled.** Number of miles that residential vehicles are driven--is probably the most important information collected by the Residential Transportation Energy Consumption Survey.
- WMU**                    **Western Michigan University.** A research and education university located in Kalamazoo, Michigan.
- WSU**                    **Wayne State University.** A research and education university located in Detroit, Michigan.
- YDYDYL**                **“You Drink. You Drive. You Lose”** The impaired driving enforcement campaign preceding *“Over the Limit. Under Arrest”*.
- Zero Tolerance**        The State of Michigan policy of no acceptance of any level of BAC above .02 in drivers under the age of 21.