

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

Fiscal Year	2019
NHTSA Grant Application	MICHIGAN - Highway Safety Plan - FY 2019
State Office	Michigan Office of Highway Safety Planning
Application Status	Submitted

## Highway Safety Plan

### 1 Summary information

#### APPLICATION INFORMATION

Highway Safety Plan Name:	MICHIGAN - Highway Safety Plan - FY 2019
Application Version:	3.0

**INCENTIVE GRANTS - The State is eligible to apply for the following grants. Check the grant(s) for which the State is applying.**

S. 405(b) Occupant Protection:	Yes
S. 405(c) State Traffic Safety Information System Improvements:	Yes
S. 405(d) Impaired Driving Countermeasures:	Yes
S. 405(d) Alcohol-Ignition Interlock Law:	No
S. 405(d) 24-7 Sobriety Programs:	No
S. 405(e) Distracted Driving:	No
S. 405(f) Motorcyclist Safety Grants:	Yes
S. 405(g) State Graduated Driver Licensing Incentive:	No
S. 405(h) Nonmotorized Safety:	Yes
S. 1906 Racial Profiling Data Collection:	No

#### STATUS INFORMATION

Submitted By:	Charlotte Kilvington
Submission On:	7/2/2018 6:47 PM

Submission Deadline (EDT):	7/9/2018 11:59 PM
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## 2 Highway safety planning process

**Enter description of the data sources and processes used by the State to identify its highway safety problems, describe its highway safety performance measures, establish its performance targets, and develop and select evidence-based countermeasure strategies and projects to address its problems and achieve its performance targets.**

### DATA SOURCES AND PROCESSES

The Michigan Office of Highway Safety Planning (OHSP), with technical assistance from the University of Michigan Transportation Research Institute (UMTRI), uses state traffic crash data to identify highway safety problems. Crash trends can be influenced by many variables, including the number of vehicle miles traveled, the number, weight, and size of vehicles, the health of state and regional economies, weather conditions, as well as passenger vehicle safety features, roadway infrastructure, and emergency medical services.

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

To assist with problem identification, UMTRI provides a five-year view of fatalities for each national core performance measure. In most cases, the data review also includes fatality and serious injury data by month, by age, and county so that programs may be focused when and where they have the greatest potential to reduce traffic deaths and serious injuries.

Crash data is used and analyzed in conjunction with behavior and activity measures, including observed seat belt use and citations issued during grant-funded enforcement activities.

### HIGHWAY SAFETY PROBLEMS

Key traffic safety issues identified:

- Just over one half of Michigan passenger vehicle occupants are restrained in fatal crashes.
- Nearly a third of all traffic deaths are alcohol and/or drug-involved.
- Approximately 17 percent traffic deaths and serious injuries are speed related.
- Motorcyclist deaths increased from 132 in 2012 to 146 in 2016.
- Pedestrian traffic deaths increased from 157 in 2012 to 170 in 2016.
- Bicyclist traffic deaths increased from 21 in 2012 to 42 in 2016.

### HIGHWAY SAFETY PERFORMANCE MEASURES

The national core performance measures reflect Michigan's primary traffic safety issues for which effective countermeasures are available:

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

## **ESTABLISHING PERFORMANCE TARGETS**

Michigan's core performance targets are:

### **Outcome measures**

C-1 Number of traffic fatalities

C-2 Number of serious injuries

C-3 Fatalities/VMT

C-4 Number of unrestrained passenger vehicle occupant fatalities, seat seating positions

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

C-6 Number of speeding-related fatalities

C-7 Number of motorcyclist fatalities

C-8 Number of unhelmeted motorcyclist fatalities

C-9 Number of drivers 20 or younger involved in fatal crashes

C-10 Number of pedestrian fatalities

C-11 Number of bicyclist fatalities

### **Behavior measures**

B-1 Observed seat belt use for passenger vehicles, front seat outboard occupants

### **Activity measures**

A-1 Number of seat belt citations issued during grant-funded enforcement activities

A-2 Number of impaired-driving arrests made during grant-funded enforcement activities

A-3 Number of speeding citations issued during grant-funded enforcement activities

Other: Number of impaired motorcyclist fatalities

Other: Number of crashes of alcohol- or drug-impaired motorcyclists

A five-year moving average is applied against the national core performance measures from 2013-2017 to set goals and determine areas where positive progress is expected, where little or no change appears likely, and areas where the trend indicates fatalities will increase.

For the three shared goals for the Highway Safety Plan and the Highway Safety Improvement Plan, the Michigan Department of Transportation and OHSP worked with UMTRI to develop predictive figures generated from a multi-variate formulate for the 2019 target-setting process. The same model, which incorporates factors such as gas prices, employment, income, GDP, VMT, and alcohol consumption, was used to develop the 2018 shared goals.

## **DEVELOPING AND SELECTING EVIDENCE-BASED COUNTERMEASURE STRATEGIES AND PROJECTS**

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

**Identify the participants in the processes (e.g., highway safety committees, program stakeholders, community and constituent groups).**

The participants in the planning process are:

2015 Rhode Island Highway Safety Office ThinkFast Evaluation Report

2016 Colorado Highway Safety Office ThinkFast Evaluation Report

2016 Motorcycle Safety+ A1:A41y Program Assessment

2017-2018 Michigan Strategic Highway Safety Plan

2018 Pedestrian and Bicycle Assessment

AAA Foundation for Traffic Safety

ABATE Michigan

Alger County Sheriff's Office

Allegan County Sheriff's Office

American Motorcyclist Association

Ann Arbor Township

Arab Community Center for Economic and Social Services

Baraga County Sheriff's Office

Bay County Sheriff's Office

Beaumont Hospital

Bedford Township

Benton Township

Berrien County Sheriff's Office

Brogan and Partners

Brownstown Township

Calhoun County Sheriff's Office

Canton Township

Cass County Sheriff's Office

Centers for Disease Control

Cheboygan County Sheriff's Office

Child Passenger Safety Technician Instructors

Child Passenger Safety Technicians

Children's Hospital of Michigan

Chippewa County Sheriff's Office

City of Adrian Police Department  
City of Allen Park Police Department  
City of Ann Arbor Police Department  
City of Auburn Hills Police Department  
City of Battle Creek Police Department  
City of Bloomfield  
City of Chesterfield  
City of Chicago Safe Routes Ambassadors  
City of Dearborn Police Department  
City of Dearborn Heights Police Department  
City of Detroit  
City of Detroit Department of Neighborhoods  
City of Detroit Health Department  
City of Detroit Planning and Development Department  
City of Detroit Police Department  
City of Detroit Print Shop  
City of East Lansing Police Department  
City of Eastpointe Police Department  
City of Farmington Hills Police Department  
City of Flint  
City of Flint Police Department  
City of Garden City Police Department  
City of Grand Rapids Police Department  
City of Grand Rapids Police Department  
City of Hamtramck Police Department  
City of Hazel Park Police Department  
City of Highland Park Department of Public Safety  
City of Holland Department of Public Safety  
City of Inkster Police Department  
City of Jackson Police Department  
City of Kalamazoo Department of Public Safety  
City of Kentwood Police Department  
City of Lansing Police Department  
City of Lincoln Park Police Department  
City of Livonia Police Department  
City of Madison Heights Police Department  
City of Marquette Police Department  
City of Monroe Police Department  
City of Mt. Pleasant Police Department  
City of Muskegon Police Department  
City of Muskegon Heights Police Department  
City of Norton Shores Police Department  
City of Novi Police Department  
City of Pittsfield Township Department of Public Safety  
City of Pontiac  
City of Port Huron Police Department  
City of Portage Police Department  
City of Rochester Hills  
City of Romulus Police Department  
City of Roseville Police Department

City of Royal Oak Police Department  
City of Saginaw Police Department  
City of Sault Saint Marie Police Department  
City of Shelby Police Department  
City of Southfield Police Department  
City of St. Clair Shores Police Department  
City of St. Ignace Police Department  
City of Sterling Heights Police Department  
City of Taylor Police Department  
City of Troy Police Department  
City of Walker Police Department  
City of Warren Police Department  
City of Waterford  
City of West Bloomfield  
City of Westland Police Department  
City of White Lake  
City of Wyoming Police Department  
City of Ypsilanti Police Department  
Clinton Township Police Department  
Countermeasures That Work  
Crawford County Sheriff's Office  
Davison Township Police Department  
DeVos Children's Hospital  
Dickinson County Road Commission  
Dickinson County Sheriff's Office  
District One Representative Driver's Education and Traffic Safety Education Association  
Eaton County Sheriff's Office  
Fairplain Township  
Federal Highway Administration  
Flint Township Police Department  
Ford Driving Skills for Life  
Ford Motor Company  
Forsyth Township Police Department  
Frenchtown Township  
Genesee County Sheriff's Office  
Glengariff Group  
Governors Highway Safety Association  
Governor's Traffic Safety Advisory Committee  
Governors Traffic Safety Advisory Committee Bicycle and Pedestrian Safety Action Team  
Governor's Traffic Safety Advisory Committee Driver's Age 24 and Younger Action Team  
Governor's Traffic Safety Advisory Committee Impaired Driving Action Team  
Governor's Traffic Safety Advisory Committee Motorcycle Safety Action Team  
Governor's Traffic Safety Advisory Committee Occupant Protection Action Team  
Governor's Traffic Safety Advisory Committee Senior Mobility Action Team  
Governor's Traffic Safety Advisory Committee Traffic Records and Information Systems Action Team  
Grand Traverse County Sheriff's Office  
Grant Project Directors  
Green Oak Township Police Department  
Gud Marketing  
Holland Township

Houghton County Sheriff's Office  
Ingham County Sheriff's Office  
Insurance Institute for Highway Safety  
International Chiefs of Police  
Iron County Sheriff's Office  
Isabella County Sheriff's Office  
Jackson County Sheriff's Office  
Juvenile Probation Officers  
Kalamazoo County College Police Department  
Kalamazoo County Sheriff's Office  
Kalamazoo Township Police Department  
Kent County Sheriff's Office  
Keweenaw County Sheriff's Office  
Keweenaw Research Center  
Lake Effect Associates  
Law Enforcement Project Directors  
Law Enforcement Training and Driver Education Professional Development  
League of Michigan Bicyclists  
Lenawee County Sheriff's Office  
Livingston County Sheriff's Office  
Local School Districts  
Macomb County Sheriff's Office  
Macomb Township  
Marquette County Road Commission  
Marquette County Sheriff's Office  
Meridian Township Police Department  
Michigan Association of Chiefs of Police  
Michigan Association of District Court Magistrates  
Michigan Association of District Court Probation Officers  
Michigan Council of Middle Eastern Affairs  
Michigan Department of Health and Human Services  
Michigan Department of Health and Human Services Region 8 Trauma Network  
Michigan Department of Licensing and Regulatory Affairs  
Michigan Department of State  
Michigan Department of State Police  
Michigan Department of State Police Brighton Post  
Michigan Department of State Police Brighton Post  
Michigan Department of State Police Criminal Justice Information Center  
Michigan Department of State Police Eighth District  
Michigan Department of State Police Fifth District  
Michigan Department of State Police First District  
Michigan Department of State Police Flint Post  
Michigan Department of State Police Grants and Community Services  
Michigan Department of State Police Jackson Post  
Michigan Department of State Police Lakeview Post  
Michigan Department of State Police Lansing Post  
Michigan Department of State Police Marshall Post  
Michigan Department of State Police Metro North Post  
Michigan Department of State Police Metro South Post  
Michigan Department of State Police Michigan Intelligence Operations Center

Michigan Department of State Police Monroe Post  
Michigan Department of State Police Narcotic Analysts  
Michigan Department of State Police Niles Post  
Michigan Department of State Police Office of Highway Safety Planning  
Michigan Department of State Police Paw Paw Post  
Michigan Department of State Police Rockford Post  
Michigan Department of State Police Rockford Post  
Michigan Department of State Police Second District  
Michigan Department of State Police Seventh District  
Michigan Department of State Police Sixth District  
Michigan Department of State Police Third District  
Michigan Department of State Police Tri-City Post  
Michigan Department of State Police Wayland Post  
Michigan Department of Technology, Management, and Budget  
Michigan Department of Transportation  
Michigan Department State Police Precison Driving  
Michigan Drunk Driving Audit  
Michigan Fitness Foundation Safe Routes to Schools  
Michigan Judicial Institute  
Michigan Licensed Beverage Association  
Michigan Magistrates Association  
Michigan Office of the Governor  
Michigan Sheriff's Association  
Michigan State Court Admininstrative Office  
Michigan State University  
Michigan State University Department of Public Safety  
Michigan Techn0logical University  
Michigan Traffic Crash Facts  
Michigan Traffic Records Coordinating Council  
Michigan's Opiod Task Force  
Midwest Truck Driving School  
Mitten State Video  
Monitor Township  
Monroe County Sheriff's Office  
Montcalm County Sheriff's Office  
Mothers Against Drunk Driving Michigan  
Motorcycle Safety Foundation  
Mt. Morris Township Police Department  
Muskegon County Sheriff's Office  
Muskegon Township Police Department  
National Association of State Motorcycle Safety Administrators  
National Cooperative Highway Research Program Report: "A Guide for Reducing Collisions Involving Young Drivers"  
National Highway of Traffic Safety Administration  
National Highway of Traffic Safety Administration "Community How To Guides on Underage Drinking Prevention"  
National Research Council's "Reducing Underage Drinking"  
City of Negaunee Police Department  
Northern Michigan Association of Chief's of Police  
Northern Michigan University Department of Public Safety  
Oakland County Sheriff's Office  
Office of Juvenile Justice and Delinquency Prevention's "Guide to Enforcing Impaired Driving Laws for Youth"



Office of Juvenile Justice and Delinquency Prevention's "Strategies to Reduce Underage Alcohol Use"

Otsego County Sheriff's Office

Ottawa County Sheriff's Office

Pedestrian and Bicycle Information Center

Plainfield Township

Presque Isle County Sheriff's Office

Prosecuting Attorneys Association of Michigan

Redford Township Police Department

Roscommon County Sheriff's Office

Safe a Life Tour, Inc.

Safe Kids West Michigan

Safe Routes to School

Saginaw County Sheriff's Office

Saginaw Township Police Department

Shiawassee County Sheriff's Office

Skilled Motorcyclist Association Responsible, Trained, and Educated Riders

Southeast Michigan Council of Governments

St. Clair County Sheriff's Office

ThinkFast Interactive

Traffic Injury Research Foundation

Transportation Improvement Association

Transportation Research Center for Livable Communities

Tuscola County Sheriff's Office

United States Military

University of Michigan Department of Public Safety

University of Iowa

University of Michigan

University of Michigan Transportation Research Institute

University of Texas Department of Surgery and Trauma

Upper Peninsula Criminal Justice Administrator's Association

Upper Peninsula Law Enforcement Administrators

Van Buren County Sheriff's Office

Van Buren Township Police Department

Washtenaw County College Police Department

Washtenaw County Sheriff's Office

Wayne County Sheriff's Office

Wayne State University

Western Michigan University

Western Michigan University Department of Public Safety

Wexford County Sheriff's Office

Ypsilanti Township

**Enter description and analysis of the State's overall highway safety problems as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets, selecting countermeasure strategies, and developing projects.**

A 10-year fatal crash trend report provided an analysis of the state's overall traffic safety problems from 2007 through 2016:

- Fatalities decreased from 1,084 in 2007 to 1,064 in 2016.
- Serious injuries decreased from 7,485 in 2007 to 5,634 in 2016.
- Restraint use in fatal crashes decreased from 54.4 percent in 2007 to 52.3 percent in 2016.
- Alcohol-involved fatalities decreased from 345 in 2007 to 271 in 2016.
- Drug-involved fatalities increased from 98 in 2007 to 239 in 2016.
- Excessive speed fatalities and serious injuries fell from 1,249 in 2007 to 934 in 2016.
- There were 141 motorcyclists involved in fatal crashes in 2016, up from 120 in 2007.
- There were 139 drivers 16-20 involved in fatal crashes in 2016, down from 199 in 2007.
- There were 170 pedestrians involved in fatal crashes in 2016, up 15.6 percent from 2007.
- There were 42 bicycles involved in fatal crashes in 2016, up 133.3 percent from 2007.

Despite Michigan's high observed seat belt use rate, nearly half the vehicle occupants who die in traffic crashes are unbuckled. Click It or Ticket and social norming messages aimed at increasing seat belt use are essential to prompt compliance with the state's mandatory seat belt law.

Not only does alcohol involvement in fatal crashes remain a serious problem, but drug-involved fatal crashes has increased dramatically over the last 10 years. Efforts to combat impaired driving continue to be a priority for traffic safety programming.

Traffic deaths involving vulnerable roadway users, bicyclists, motorcyclists, and pedestrians, have increased over the 10-year period. Programming will continue to focus on these areas.

While young drivers involved in fatal crashes fell over the last 10 years, this group remains at risk because of their inexperience and risk-taking nature. Young drivers are particularly vulnerable to distractions while behind the wheel. The OHSP will continue efforts aimed to promote safe teen driving through peer-to-peer programs and focusing on improved skills.

Judicial and enforcement data was not included in problem identification because data is not yet readily available for analysis purposes.

The OHSP worked with the UMTRI to develop predictive figures generated from a multi-variate formula for the shared goal target-setting process. Quantitative targets to reduce fatalities and serious injuries are set through crash projections based on five-year moving average crash trends using a regression predictive statistical model. The core performance targets were predicted using a linear regression model.

The OHSP looked at existing programs with positive results along with strategies in *Countermeasures That Work* and program assessments.

The OHSP program staff review partner input against the leading body of research for behavior-based traffic safety programs, *Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices*, Eighth Edition, 2015. Program staff also consult with reports from the National Cooperative Highway Research Program, Governors Highway Safety Association, and program area assessment reports to identify those projects that are likely to have the greatest positive impact on fatality and injury problems.

### **Enter discussion of the methods for project selection (e.g., constituent outreach, public meetings, solicitation of proposals).**

The OHSP program staff make recommendations for projects and funding levels after reviewing relevant data analysis, considering partner input, and assessing projects for their potential impact based on research.

This is assembled into individual Grant Development Plans (GDPs) for each project that identify:

- crash data for problem identification
- relevant performance goals
- countermeasure strategies
- proposed funding based on problem identification

Presentations for each program area are made to the OHSP management team, which includes the OHSP director, communications section manager, planning and administration section manager, and program management section manager. This process ensures planning takes a holistic approach to problem identification

The management team then assesses the collective project proposals, their potential for impacting traffic deaths and injuries, and projected available funding. This process ensures all performance measures are taken into consideration as well as special funding sources (405 b, c, d, f, and h).

Final determinations regarding projects selected and funding levels are then shared with program staff to begin the grant development process.

### **Enter list of information and data sources consulted.**

Michigan uses crash data from the UD-10 crash reports submitted by law enforcement to the Michigan State Police Criminal Justice Information Center Traffic Crash Unit. This data is supplied to the University of Michigan Transportation Research Institute (UMTRI) where it maintains the Michigan Traffic Crash Facts website ([www.michigantrafficcrashfacts.org](http://www.michigantrafficcrashfacts.org)). The UMTRI statisticians calculate traffic crash trends using the crash data, VMT, gas prices, stock market, employment, income, GDP, alcohol consumption, etc. These predictive factors all play a role in examining trend lines and five-year moving averages.

The OHSP staff uses program assessments, research-based studies, and Countermeasures That Work, 2015 Eighth edition to examine countermeasures with high success rates. The OHSP staff also attend various traffic safety-related seminars and traffic safety stakeholder meetings research other factors that should be considered when making decisions regarding performance target setting.

### **Enter description of the outcomes from the coordination of the Highway Safety Plan (HSP), data collection, and information systems with the State Strategic Highway Safety Plan (SHSP).**

The collaboration and coordination of the HSP and the SHSP ensures uniformity among the top safety goals in Michigan, encourages a team effort in implementing safety programs, and ensures a diversity of working groups among Michigan's traffic safety stakeholders focusing on the SHSP vision of "Toward Zero Deaths on Michigan Roadways."

This collaboration of plans, implementation, and the OHP's continuing safety partnership with the Michigan Department of Transportation (MDOT) assures goals are aligned within these various plans.

The MDOT and the OHSP worked with the UMTRI to develop predictive figures generated from a multi-variate formula for the 2019 target-setting process. The same model, which incorporates factors such as gas prices, employment, income, GDP, VMT, and alcohol consumption, was used to develop the 2018 shared goals.

**Annual Frequency and Rates**

<b>UMTRI Predictive Figures in Red</b>		
<b>Year</b>	<b>K's</b>	<b>A's</b>
2008	980	6,725
2009	<b>872</b>	6,511
2010	<b>942</b>	5,980
2011	889	5,706
2012	<b>940</b>	5,676
2013	<b>947</b>	5,283
2014	<b>901</b>	4,909
2015	<b>967</b>	4,865
2016	1064	5,634
2017	1028	6,084
2018	<b>1029</b>	<b>5,299</b>
2019	<b>1028</b>	<b>5,152</b>

*Fatal numbers in bold are from FARS and do not match end of year as reported by Michigan State Police Criminal Justice Information Center.*

<b>Five-Year Rolling Average Calculation</b>			
<b>Five years</b>	<b>K's</b>	<b>A's</b>	<b>Fatality Rate</b>
2008-2012	<b>924.6</b>	<b>6119.6</b>	<b>0.96</b>
2009-2013	<b>918.0</b>	<b>5831.2</b>	<b>0.96</b>

2010-2014	<b>923.8</b>	<b>5510.8</b>	<b>0.96</b>
2011-2015	<b>928.8</b>	<b>5287.8</b>	<b>0.97</b>
2012-2016	<b>963.8</b>	<b>5273.4</b>	<b>1.00</b>
2013-2017	<b>981.4</b>	<b>5355.0</b>	<b>1.00</b>
2014-2018	<b>997.8</b>	<b>5358.2</b>	<b>1.01</b>
2015-2019	<b>1023.2</b>	<b>5406.8</b>	<b>1.02</b>

The current HPMS and MDOT process is not able to announce an official 2017 VMT figure at this time. MDOT has supplied a 2017 estimated VMT in addition to 2018 and 2019.

Using this method, the 2019 shared goals are:

Michigan 2019		
Fatalities	Serious Injuries	Fatality Rate
1,023.2	5,406.8	1.02

The Action Teams for the core SHSP areas include Commercial Motor Vehicle Safety, Distracted Driving, Drivers Age 24 and Younger, Impaired Driving, Motorcycle Safety, Occupant Protection, Pedestrian and Bicycle Safety, Senior Mobility and Safety, Traffic Incident Management, Traffic Records and Information Systems, and Traffic Safety Engineering. These groups meet at least quarterly to discuss strategies to reduce fatalities, serious injuries, and fatal VMT percentage. These groups are open to the public and include many of the OHSP traffic safety partners mentioned in the OHSP HSP.

### 3 Performance report

Open each performance measure listed below or click **Add New** to create additional non-core performance measures to provide a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.

Performance Measure Name	Progress
C-1) Number of traffic fatalities (FARS)	In Progress

C-2) Number of serious injuries in traffic crashes (State crash data files)	In Progress
C-3) Fatalities/VMT (FARS, FHWA)	In Progress
C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	In Progress
C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	In Progress
C-6) Number of speeding-related fatalities (FARS)	In Progress
C-7) Number of motorcyclist fatalities (FARS)	In Progress
C-8) Number of unhelmeted motorcyclist fatalities (FARS)	In Progress
C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	In Progress
C-10) Number of pedestrian fatalities (FARS)	In Progress
C-11) Number of bicyclists fatalities (FARS)	In Progress
B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	Not Met

### **C-1) Number of traffic fatalities (FARS)**

Progress: In Progress

**Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.**

As of June 19, 2018

C-1) Number of traffic fatalities (FARS) is 254.

### **C-2) Number of serious injuries in traffic crashes (State crash data files)**

Progress: In Progress

**Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.**

As of June 19, 2018

C-2) Number of serious injuries in traffic crashes is 1,969. This is from our state data files.

**C-3) Fatalities/VMT (FARS, FHWA)**

Progress: In Progress

**Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.**

As of June 19, 2018

C-3) K/VMT is not available yet.

**C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)**

Progress: In Progress

**Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.**

As of June 19, 2018

C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS) is 52.

**C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)**

Progress: In Progress

**Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.**

As of June 19, 2018

C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 or higher (FARS) is 37.

**C-6) Number of speeding-related fatalities (FARS)**

Progress: In Progress

**Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.**

As of June 19, 2018

C-6) Number of speeding-related fatalities (FARS) is 59.

**C-7) Number of motorcyclist fatalities (FARS)**

Progress: In Progress

**Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.**

As of June 19, 2018

C-7) Number of motorcyclist fatalities (FARS) is 12.

### **C-8) Number of unhelmeted motorcyclist fatalities (FARS)**

Progress: In Progress

**Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.**

As of June 19, 2018

C-8) Number of unhelmeted motorcyclist fatalities (FARS) is 5.

### **C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)**

Progress: In Progress

**Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.**

As of June 19, 2018

C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS) is 13.

### **C-10) Number of pedestrian fatalities (FARS)**

Progress: In Progress

**Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.**

As of June 19, 2018

C-10) Number of pedestrian fatalities (FARS) is 34.

### **C-11) Number of bicyclists fatalities (FARS)**

Progress: In Progress

**Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.**

As of June 19, 2018

C-11) Number of bicyclists fatalities (FARS) is 5.

### **B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)**



Progress: Not Met

**Enter a program-area-level report on the State's progress towards meeting State performance targets from the previous fiscal year's HSP.**

The 2018 Michigan Direct Observation Survey of Seat Belt and Hand-Held Device Use is almost complete. The 2018 seat belt rate is 93.4 percent. The hand held device use rate is 7.1 percent.

## 4 Performance plan

Open each performance measure listed below or click Add New to create additional non-core performance measures to provide a list of quantifiable and measurable highway safety performance targets that are data-driven, consistent with the Uniform Guidelines for Highway Safety Programs and based on highway safety problems identified by the State during the planning process.

Performance Measure Name	Target Period(Performance Target)	Target Start Year (Performance Target)	Target End Year (Performance Target)	Target Value(Performance Target)
C-2) Number of serious injuries in traffic crashes (State crash data files)	5 Year	2015	2019	5,406.8
C-3) Fatalities/VMT (FARS, FHWA)	5 Year	2015	2019	1.020
C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	Annual	2019	2019	184.0
C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	Annual	2019	2019	201.0
C-6) Number of speeding-related fatalities (FARS)	Annual	2019	2019	260.0
C-7) Number of motorcyclist fatalities (FARS)	Annual	2019	2019	125.0
C-8) Number of unhelmeted motorcyclist fatalities (FARS)	Annual	2019	2019	95.0
C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	Annual	2019	2019	104.0
C-10) Number of pedestrian fatalities (FARS)	Annual	2019	2019	178.0
C-11) Number of bicyclists fatalities (FARS)	Annual	2019	2019	28.0

Number of impaired motorcyclist fatalities	Annual	2019	2019	46.0
C-1) Number of Fatalities (FARS)	5 Year	2015	2019	1,023.2
B-1) Statewide Seat Belt Use Rate	Annual	2019	2019	98.0
Number of crashes involving alcohol-or drug-impaired motorcyclist	Annual	2019	2019	197.0

### C-2) Number of serious injuries in traffic crashes (State crash data files)

#### Is this a traffic records system performance measure?

No

C-2) Number of serious injuries in traffic crashes (State crash data files)-2019
Target Metric Type: Numeric
Target Value: 5,406.8
Target Period: 5 Year
Target Start Year: 2015

**Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.**

#### Michigan 2019 shared fatality, serious injury, and injury rate targets

The Michigan Department of Transportation (MDOT) and the Michigan Office of Highway Safety Planning (OHSP) worked with the University of Michigan Transportation Research Institute (UMTRI) to develop predictive figures generated from a multi-variate formula for the 2019 target-setting process. The same model, which incorporates factors such as gas prices, employment, income, GDP, VMT, and alcohol consumption, was used to develop the 2018 shared goals. A five year moving average was used.

This analysis was provided by Dr. Carol Flannagan from the University of Michigan Transportation Research Institute.

### C-3) Fatalities/VMT (FARS, FHWA)

#### Is this a traffic records system performance measure?

No

C-3) Fatalities/VMT (FARS, FHWA)-2019
Target Metric Type: Percentage
Target Value: 1.020
Target Period: 5 Year
Target Start Year: 2015

**Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.**

#### **Michigan 2019 shared fatality, serious injury, and injury rate targets**

The Michigan Department of Transportation (MDOT) and the Michigan Office of Highway Safety Planning (OHSP) worked with the University of Michigan Transportation Research Institute (UMTRI) to develop predictive figures generated from a multi-variate formula for the 2019 target-setting process. The same model, which incorporates factors such as gas prices, employment, income, GDP, VMT, and alcohol consumption, was used to develop the 2018 shared goals.

*The current HPMS and MDOT process is not able to announce an official 2017 VMT figure at this time. MDOT has supplied a 2017 estimated VMT in addition to 2018 and 2019.*

This analysis was provided by Dr. Carol Flannagan from the University of Michigan Transportation Research Institute.

#### **C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)**

**Is this a traffic records system performance measure?**

No

C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)-2019

Target Metric Type: Numeric

Target Value: 184.0

Target Period: Annual

Target Start Year: 2019

**Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.**

A five-year moving average is applied against the national core performance measures from 2013-2017 to set goals and determine areas where positive progress is expected, where little or no change appears likely, and areas where the trend indicates fatalities will increase.

Analysis provided by the University of Michigan Transportation Research Institute

Mr. Patrick Bowman

#### **C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)**

**Is this a traffic records system performance measure?**

No

C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)-2019

Target Metric Type: Numeric

Target Value: 201.0

Target Period: Annual

Target Start Year: 2019

**Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.**

A five-year moving average is applied against the national core performance measures from 2013-2017 to set goals and determine areas where positive progress is expected, where little or no change appears likely, and areas where the trend indicates fatalities will increase.

Analysis provided by the University of Michigan Transportation Research Institute

Mr. Patrick Bowman

### **C-6) Number of speeding-related fatalities (FARS)**

**Is this a traffic records system performance measure?**

No

C-6) Number of speeding-related fatalities (FARS)-2019

Target Metric Type: Numeric

Target Value: 260.0

Target Period: Annual

Target Start Year: 2019

**Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.**

A five-year moving average is applied against the national core performance measures from 2013-2017 to set goals and determine areas where positive progress is expected, where little or no change appears likely, and areas where the trend indicates fatalities will increase.

Analysis provided by the University of Michigan Transportation Research Institute

Mr. Patrick Bowman

### **C-7) Number of motorcyclist fatalities (FARS)**

**Is this a traffic records system performance measure?**

No

C-7) Number of motorcyclist fatalities (FARS)-2019

Target Metric Type: Numeric

Target Value: 125.0

Target Period: Annual

Target Start Year: 2019

**Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.**

A five-year moving average is applied against the national core performance measures from 2013-2017 to set goals and determine areas where positive progress is expected, where little or no change appears likely, and areas where the trend indicates fatalities will increase.

Analysis provided by the University of Michigan Transportation Research Institute

Mr. Patrick Bowman

### **C-8) Number of unhelmeted motorcyclist fatalities (FARS)**

**Is this a traffic records system performance measure?**

No

C-8) Number of unhelmeted motorcyclist fatalities (FARS)-2019

Target Metric Type: Numeric

Target Value: 95.0

Target Period: Annual

Target Start Year: 2019

**Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.**

A five-year moving average is applied against the national core performance measures from 2013-2017 to set goals and determine areas where positive progress is expected, where little or no change appears likely, and areas where the trend indicates fatalities will increase.

Analysis provided by the University of Michigan Transportation Research Institute

Mr. Patrick Bowman

### **C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)**

**Is this a traffic records system performance measure?**

No

C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)-2019

Target Metric Type: Numeric

Target Value: 104.0

Target Period: Annual

Target Start Year: 2019

**Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.**

A five-year moving average is applied against the national core performance measures from 2013-2017 to set goals and determine areas where positive progress is expected, where little or no change appears likely, and areas where the trend indicates fatalities will increase.

Analysis provided by the University of Michigan Transportation Research Institute

Mr. Patrick Bowman

### **C-10) Number of pedestrian fatalities (FARS)**

**Is this a traffic records system performance measure?**

No

C-10) Number of pedestrian fatalities (FARS)-2019

Target Metric Type: Numeric

Target Value: 178.0

Target Period: Annual

Target Start Year: 2019

**Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.**

A five-year moving average is applied against the national core performance measures from 2013-2017 to set goals and determine areas where positive progress is expected, where little or no change appears likely, and areas where the trend indicates fatalities will increase.

Analysis provided by the University of Michigan Transportation Research Institute

Mr. Patrick Bowman

### **C-11) Number of bicyclists fatalities (FARS)**

**Is this a traffic records system performance measure?**

No

C-11) Number of bicyclists fatalities (FARS)-2019

Target Metric Type: Numeric

Target Value: 28.0

Target Period: Annual

Target Start Year: 2019

**Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.**

A five-year moving average is applied against the national core performance measures from 2013-2017 to set goals and determine areas where positive progress is expected, where little or no change appears likely, and areas where the trend indicates fatalities will increase.

Analysis provided by the University of Michigan Transportation Research Institute

Mr. Patrick Bowman

### **Number of impaired motorcyclist fatalities**

**Is this a traffic records system performance measure?**

No

Number of impaired motorcyclist fatalities-2019

Target Metric Type: Numeric

Target Value: 46.0

Target Period: Annual

Target Start Year: 2019

**Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.**

A five-year moving average is applied against the national core performance measures from 2013-2017 to set goals and determine areas where positive progress is expected, where little or no change appears likely, and areas where the trend indicates fatalities will increase.

Analysis provided by the University of Michigan Transportation Research Institute

Mr. Patrick Bowman

### **C-1) Number of Fatalities (FARS)**

**Is this a traffic records system performance measure?**

No

C-1) Number of Fatalities in Traffic Crashes (FARS)

Target Metric Type: Numeric

Target Value: 1,023.2
Target Period: 5 Year
Target Start Year: 2015

**Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.**

#### **Michigan 2019 shared fatality, serious injury, and injury rate targets**

The Michigan Department of Transportation (MDOT) and the Michigan Office of Highway Safety Planning (OHSP) worked with the University of Michigan Transportation Research Institute (UMTRI) to develop predictive figures generated from a multi-variate formula for the 2019 target-setting process. The same model, which incorporates factors such as gas prices, employment, income, GDP, VMT, and alcohol consumption, was used to develop the 2018 shared goals. A five year moving average was used.

This analysis was provided by Dr. Carol Flannagan from the University of Michigan Transportation Research Institute.

#### **B-1) Statewide Seat Belt Use Rate**

**Is this a traffic records system performance measure?**

No

B-1) Statewide Seat Belt Use Rate-2019
Target Metric Type: Percentage
Target Value: 98.0
Target Period: Annual
Target Start Year: 2019

**Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.**

A five-year moving average is applied against the national core performance measures from 2013-2017 to set goals and determine areas where positive progress is expected, where little or no change appears likely, and areas where the trend indicates fatalities will increase.

Analysis provided by the University of Michigan Transportation Research Institute

Mr. Patrick Bowman

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

**Is this a traffic records system performance measure?**

No

Number of crashes involving alcohol-or drug-impaired motorcyclist-2019
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Target Metric Type: Numeric
Target Value: 197.0
Target Period: Annual
Target Start Year: 2019

**Enter justification for each performance target that explains how the target is data-driven, including a discussion of the factors that influenced the performance target selection.**

**State HSP performance targets are identical to the State DOT targets for common performance measures (fatality, fatality rate, and serious injuries) reported in the HSIP annual report, as coordinated through the State SHSP.**

Check the box if the statement is correct.

Yes

**Enter grant-funded enforcement activity measure information related to seat belt citations, impaired driving arrests and speeding citations.**

**A-1) Number of seat belt citations issued during grant-funded enforcement activities\***

Fiscal year	2017
Seat belt citations	12,519

**A-2) Number of impaired driving arrests made during grant-funded enforcement activities**

Fiscal year	2017
Impaired driving arrests	1,874

**A-3) Number of speeding citations issued during grant-funded enforcement activities\***

Fiscal year	2017
Speeding citations	18,420

## 5 Program areas

### Program Area Hierarchy

1. Driver Education and Behavior
  - Education and Training
    - DE Education and Communication

- FAST Act 405b OP High
- FAST Act NHTSA 402
- FAST Act NHTSA 402
- FAST Act NHTSA 402
- CP Education and Communication (CP 03 PI&E)
  - FAST Act 405h Nonmotorized Safety
  - FAST Act 405d Impaired Driving Low
  - FAST Act 405b OP High
  - FAST Act NHTSA 402
  - FAST Act 405b OP High
  - FAST Act 405d Impaired Driving Low
  - FAST Act NHTSA 402
  - FAST Act NHTSA 402
  - FAST Act 405d Impaired Driving Low
  - FAST Act 405f Motorcycle Programs
  - FAST Act NHTSA 402
  - FAST Act 405b OP High

## 2. Police Traffic Services

- Technology
  - PT Education and Communication
    - FAST Act NHTSA 402
- High Visibility Enforcement
  - PT Traffic Enforcement
    - FAST Act NHTSA 402
    - FAST Act 405d Impaired Driving Low
    - FAST Act 405d Impaired Driving Low
    - FAST Act NHTSA 402
- Drug Recognition Expert (DRE) Training
  - CP In-House Grant/Special Projects (CP 01)
    - FAST Act 405h Nonmotorized Safety
    - FAST Act NHTSA 402
    - FAST Act 405b OP High
    - FAST Act NHTSA 402
    - FAST Act NHTSA 402
    - FAST Act NHTSA 402
    - FAST Act 405d Impaired Driving Low
    - FAST Act 405d Impaired Driving Low
    - FAST Act 405f Motorcycle Programs
    - FAST Act 405b OP High
    - FAST Act 405b OP High

## 3. Non-motorized (Pedestrians and Bicyclist)

- PS Evaluation
  - CP In-House Grant/Special Projects (CP 01)
    - FAST Act 405h Nonmotorized Safety
    - FAST Act NHTSA 402
    - FAST Act 405b OP High
    - FAST Act NHTSA 402
    - FAST Act NHTSA 402
    - FAST Act NHTSA 402
    - FAST Act 405d Impaired Driving Low

- FAST Act 405d Impaired Driving Low
  - FAST Act 405f Motorcycle Programs
  - FAST Act 405b OP High
  - FAST Act 405b OP High
- PS Enforcement
  - PS Pedestrian and Bicyclist Law Enforcement Mobilization
    - FAST Act 405h Nonmotorized Safety
    - FAST Act 405h Nonmotorized Safety
- PS Education
  - PS Public Education and Training
    - FAST Act 405h Nonmotorized Safety
    - FAST Act 405h Nonmotorized Safety
    - FAST Act 405h Nonmotorized Safety
    - FAST Act 405h Nonmotorized Safety
- PS Communications Campaign
  - CP Education and Communication (CP 03 PI&E)
    - FAST Act 405h Nonmotorized Safety
    - FAST Act 405d Impaired Driving Low
    - FAST Act 405b OP High
    - FAST Act NHTSA 402
    - FAST Act 405b OP High
    - FAST Act 405d Impaired Driving Low
    - FAST Act NHTSA 402
    - FAST Act NHTSA 402
    - FAST Act 405d Impaired Driving Low
    - FAST Act 405f Motorcycle Programs
    - FAST Act NHTSA 402
    - FAST Act 405b OP High

#### 4. Motorcycle Safety

- Motorcycle Evaluation
  - Motorcycle Evaluation
    - FAST Act 405f Motorcycle Programs
    - FAST Act NHTSA 402
  - CP Education and Communication (CP 03 PI&E)
    - FAST Act 405h Nonmotorized Safety
    - FAST Act 405d Impaired Driving Low
    - FAST Act 405b OP High
    - FAST Act NHTSA 402
    - FAST Act 405b OP High
    - FAST Act 405d Impaired Driving Low
    - FAST Act NHTSA 402
    - FAST Act NHTSA 402
    - FAST Act 405d Impaired Driving Low
    - FAST Act 405f Motorcycle Programs
    - FAST Act NHTSA 402
    - FAST Act 405b OP High
  - CP In-House Grant/Special Projects (CP 01)
    - FAST Act 405h Nonmotorized Safety
    - FAST Act NHTSA 402
    - FAST Act 405b OP High

- FAST Act NHTSA 402
- FAST Act NHTSA 402
- FAST Act NHTSA 402
- FAST Act 405d Impaired Driving Low
- FAST Act 405d Impaired Driving Low
- FAST Act 405f Motorcycle Programs
- FAST Act 405b OP High
- FAST Act 405b OP High
- MC Training
  - MC Training and Outreach
    - FAST Act 405f Motorcycle Programs
    - FAST Act 405f Motorcycle Programs
- MC Communication Campaign
  - MC Communications
  - CP Education and Communication (CP 03 PI&E)
    - FAST Act 405h Nonmotorized Safety
    - FAST Act 405d Impaired Driving Low
    - FAST Act 405b OP High
    - FAST Act NHTSA 402
    - FAST Act 405b OP High
    - FAST Act 405d Impaired Driving Low
    - FAST Act NHTSA 402
    - FAST Act NHTSA 402
    - FAST Act 405d Impaired Driving Low
    - FAST Act 405f Motorcycle Programs
    - FAST Act NHTSA 402
    - FAST Act 405b OP High

#### 5. Traffic Records

- TR Training
- Improves completeness of a core highway safety database
  - TR Traffic Records Crash Data Support and Training
    - FAST Act 405c Data Program
    - FAST Act 405c Data Program
    - FAST Act 405c Data Program
- Improves accessibility of a core highway safety database
  - TR Education and Communication
    - FAST Act 405c Data Program
    - FAST Act 405c Data Program
    - FAST Act 405c Data Program

#### 6. Occupant Protection (Adult and Child Passenger Safety)

- School Programs
  - OP Education and Outreach
    - FAST Act 405b OP High
    - FAST Act 405b OP High
- OP Seat Belt Evaluation
  - OP Evaluation
    - FAST Act 405b OP High
- Occupant Protection Program Assessment (NHTSA Facilitated)
  - CP In-House Grant/Special Projects (CP 01)
    - FAST Act 405h Nonmotorized Safety

- FAST Act NHTSA 402
- FAST Act 405b OP High
- FAST Act NHTSA 402
- FAST Act NHTSA 402
- FAST Act NHTSA 402
- FAST Act 405d Impaired Driving Low
- FAST Act 405d Impaired Driving Low
- FAST Act 405f Motorcycle Programs
- FAST Act 405b OP High
- FAST Act 405b OP High
- Child Restraint System Inspection Station(s)
  - CP In-House Grant/Special Projects (CP 01)
    - FAST Act 405h Nonmotorized Safety
    - FAST Act NHTSA 402
    - FAST Act 405b OP High
    - FAST Act NHTSA 402
    - FAST Act NHTSA 402
    - FAST Act NHTSA 402
    - FAST Act NHTSA 402
    - FAST Act 405d Impaired Driving Low
    - FAST Act 405d Impaired Driving Low
    - FAST Act 405f Motorcycle Programs
    - FAST Act 405b OP High
    - FAST Act 405b OP High
    - FAST Act 405b OP High
    - FAST Act 405b OP High

## 7. Impaired Driving (Drug and Alcohol)

- Underage Drinking Enforcement
  - AL Reducing Underage Drinking
    - FAST Act 405d Impaired Driving Low
  - CP In-House Grant/Special Projects (CP 01)
    - FAST Act 405h Nonmotorized Safety
    - FAST Act NHTSA 402
    - FAST Act 405b OP High
    - FAST Act NHTSA 402
    - FAST Act NHTSA 402
    - FAST Act NHTSA 402
    - FAST Act 405d Impaired Driving Low
    - FAST Act 405d Impaired Driving Low
    - FAST Act 405f Motorcycle Programs
    - FAST Act 405b OP High
    - FAST Act 405b OP High
- SFST training for Law Enforcement Officers
  - AL Enforcement Support
    - FAST Act 405d Impaired Driving Low
    - FAST Act NHTSA 402
- Law Enforcement Training
  - AL Adjudication
    - FAST Act 405d Impaired Driving Low
    - FAST Act 405d Impaired Driving Low
    - FAST Act 405d Impaired Driving Low

- AL Reducing Underage Drinking
  - FAST Act 405d Impaired Driving Low
- Judicial Education
  - AL Adjudication
    - FAST Act 405d Impaired Driving Low
    - FAST Act 405d Impaired Driving Low
    - FAST Act 405d Impaired Driving Low
- Impaired Driving Program Assessment (NHTSA Facilitated)
  - CP In-House Grant/Special Projects (CP 01)
    - FAST Act 405h Nonmotorized Safety
    - FAST Act NHTSA 402
    - FAST Act 405b OP High
    - FAST Act NHTSA 402
    - FAST Act NHTSA 402
    - FAST Act NHTSA 402
    - FAST Act 405d Impaired Driving Low
    - FAST Act 405d Impaired Driving Low
    - FAST Act 405f Motorcycle Programs
    - FAST Act 405b OP High
    - FAST Act 405b OP High
- DWI Courts
  - AL Adjudication
    - FAST Act 405d Impaired Driving Low
    - FAST Act 405d Impaired Driving Low
    - FAST Act 405d Impaired Driving Low

## 8. Community Traffic Safety Program

- CP Regional Projects
  - CP In-House Grant/Special Projects (CP 01)
    - FAST Act 405h Nonmotorized Safety
    - FAST Act NHTSA 402
    - FAST Act 405b OP High
    - FAST Act NHTSA 402
    - FAST Act NHTSA 402
    - FAST Act NHTSA 402
    - FAST Act 405d Impaired Driving Low
    - FAST Act 405d Impaired Driving Low
    - FAST Act 405f Motorcycle Programs
    - FAST Act 405b OP High
    - FAST Act 405b OP High
- CP Education
  - CP Other
    - FAST Act NHTSA 402
    - FAST Act NHTSA 402
  - CP Education and Communication (CP 03 PI&E)
    - FAST Act 405h Nonmotorized Safety
    - FAST Act 405d Impaired Driving Low
    - FAST Act 405b OP High
    - FAST Act NHTSA 402
    - FAST Act 405b OP High
    - FAST Act 405d Impaired Driving Low

- FAST Act NHTSA 402
- FAST Act NHTSA 402
- FAST Act 405d Impaired Driving Low
- FAST Act 405f Motorcycle Programs
- FAST Act NHTSA 402
- FAST Act 405b OP High
- CP In-House Grant/Special Projects (CP 01)
  - FAST Act 405h Nonmotorized Safety
  - FAST Act NHTSA 402
  - FAST Act 405b OP High
  - FAST Act NHTSA 402
  - FAST Act NHTSA 402
  - FAST Act NHTSA 402
  - FAST Act 405d Impaired Driving Low
  - FAST Act 405d Impaired Driving Low
  - FAST Act 405f Motorcycle Programs
  - FAST Act 405b OP High
  - FAST Act 405b OP High

#### 9. Planning & Administration

- (none)
  - CP Program Management
    - FAST Act NHTSA 402
  - PA Program Management (CP 02)
    - FAST Act NHTSA 402
  - OP Program Management
    - FAST Act NHTSA 402
  - AL Program Management
    - FAST Act NHTSA 402
  - PT Program Management
    - FAST Act NHTSA 402
  - TR Program Management
    - FAST Act NHTSA 402
  - DE Program Management
    - FAST Act NHTSA 402
  - MC Program Management
    - FAST Act NHTSA 402

## 5.1 Program Area: Driver Education and Behavior

**Program area type** Driver Education and Behavior

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

Yes

**Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?**

Yes

## Problem identification

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

The Michigan Office of Highway Safety Planning (OHSP), with technical assistance from the University of Michigan Transportation Research Institute (UMTRI), uses state traffic crash data to identify highway safety problems.

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

To assist with problem identification, UMTRI provides a five-year view of fatalities for each national core performance measure. In most cases, the data review also includes fatality and serious injury data by month, by age, and county so that programs may be focused when and where they have the greatest potential to reduce traffic deaths and serious injuries.

A five-year moving average is applied against the national core performance measures from 2013-2017 to set goals and determine areas where positive progress is expected, where little or no change appears likely, and areas where the trend indicates fatalities will increase.

- There were 139 drivers 20 and younger involved in fatal crashes in 2016, down from 199 in 2007.

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Traffic fatalities	947	901	967	1,064	1,028	1,006	984	1,050	1,064	1,195
Serious ("A") Injuries in traffic crashes[1]	5,283	4,909	4,865	5,634	6,084	3,981	4,314	4,270	5,634	4,894
Fatalities per 100 million VMT	1.0	0.93	0.99	1.07	Pending	1.05	0.98	1.04	1.07	1.10
	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Drivers age 20 or younger in fatal crashes	130	119	153	140	121	114	104	138	140	92
Safety belt use (daytime, observed) [2]	93.0%	93.3%	92.8%	94.5%	94.1%	93.4%	98%	98%	98%	98%

## Performance measures



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

### Performance Measures in Program Area

Fiscal Year	Performance Measure Name	Target Period(Performance Target)	Target End Year	Target Value(Performance Target)
2019	C-2) Number of serious injuries in traffic crashes (State crash data files)	5 Year	2019	5,406.8
2019	C-3) Fatalities/VMT (FARS, FHWA)	5 Year	2019	1.020
2019	C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	Annual	2019	104.0
2019	C-1) Number of Fatalities (FARS)	5 Year	2019	1,023.2
2019	B-1) Statewide Seat Belt Use Rate	Annual	2019	98.0

### Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies to submit for program area.

### Countermeasure Strategies in Program Area

Fiscal Year	Countermeasure Strategy Name
2019	Education and Training

#### 5.1.1 Countermeasure Strategy: Education and Training

<b>Program area</b>	Driver Education and Behavior
<b>Countermeasure strategy</b>	Education and Training

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

Is this countermeasure strategy innovative?

No

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

No

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

No

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

No

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

No

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

No

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

No

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

No

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

No

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

## Countermeasure strategy description

**To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:**

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

### DE-19-01 Strive for a Safer Drive and Teen Programs

Inexperience, risk-taking behavior, immaturity are all factors that increase crash risk for young drivers.

This project will help reduce young driver-involved fatal and serious injury crashes by educating drivers age 20 and younger on traffic safety issues such as distracted, impaired, and winter driving, speeding, and wearing seat belts. School-based programs have proven effective among young drivers.

Resources will be focused on 21 counties that represent 70 percent of all fatal and serious injury (KA) crashes with a driver age 20 and younger from 2012-2016. These counties include:

### Ranked KAs in Crashes with a Driver Age 20 and Younger

County	2012	2013	2014	2015	2016	TOTAL	PERCENT
Wayne	217	149	137	154	177	834	14.10%
Oakland	115	108	85	94	80	482	8.15%
Macomb	68	89	71	76	80	384	6.49%
Kent	83	54	62	63	101	363	6.14%
Ottawa	32	36	41	50	46	205	3.47%
Ingham	38	32	36	40	48	194	3.28%

Kalamazoo	30	26	26	35	41	158	2.67%
Washtenaw	36	41	19	19	31	146	2.47%
Genesee	32	26	24	34	28	144	2.43%
Monroe	36	40	30	15	20	141	2.38%
Jackson	25	27	21	21	23	117	1.98%
Muskegon	26	19	33	21	18	117	1.98%
St. Clair	29	22	22	10	20	103	1.74%
Berrien	31	15	14	22	20	102	1.72%
Allegan	25	24	14	19	19	101	1.71%
Saginaw	21	26	18	16	17	98	1.66%
Livingston	17	19	16	22	15	89	1.50%
Eaton	33	19	13	7	15	87	1.47%
Clinton	21	11	14	21	13	80	1.35%
Calhoun	13	13	14	24	15	79	1.34%
Lenawee	14	18	17	6	22	77	1.30%

Funding will support contractor management costs and production of the S4SD, ThinkFast, and Save a Life high school programs.

\$169,000 402 FAST Act funds

69.1% of total \$231,000 designated to DE

\$14,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the DE programs.

**DE-19-02 Parental Involvement in Graduated Driver Licensing/Driver Education Program**

In 2016, 6.6 percent of the driving population was age 20 or younger. These drivers represented 11.1 percent of all crashes and 8.9 percent of fatal crashes. In addition, there were 10,119 teenagers and young adults injured in motor vehicle crashes representing 13.7 percent of all people injured in crashes.

Parents are key to help ensure adequate skill development and encourage low risk driving behaviors.

A contracted vendor will develop, implement, and evaluate a *Pilot Parental Involvement in GDL/Driver Education Program* for possible long-term implementation.

Funding will support development of the program.

\$50,000 405(b) FAST Act Driver Education High funds

21.6 % of total \$231,000 designated to DE

\$14,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the DE programs.

**DE-19-03 Michigan's Guide for Aging Drivers and Safe Drivers Smart Options Posters**

Michigan has one of the oldest populations in the country, with 14 percent of its residents being age 65 or older, according to the 2010 census. These baby boomers also represent the fastest growing segment of the state's population. Older drivers also had the highest incidence of failure to yield, disregard of traffic control, improper lane use, improper turn, and improper backing as a hazardous action in all crashes. It is important that aging drivers, their family and friends, and professionals that serve them are informed regarding issues facing Michigan's aging population and resources that are available to them.

This project will provide traffic safety information about aging driver strategies and resources for drivers, families, law enforcement, and health care providers.

Funding will support printing of the re-branded Aging Driver Guidebook and the Smart Drivers, Safe Options poster.

10,000 402 FAST Act funds

3.9 % of total \$231,000 designated to DE

\$14,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the DE programs.

**CP-19-03 Teen Driving Brochure**

Inexperience, risk-taking behavior, immaturity are all factors that increase crash risk for young drivers.

During 2012-2016, there were 5,916 fatalities and serious injuries in crashes involving a driver age 20 or younger.

Young drivers are more likely to get into a crash under snow/blowing snow and severe wind weather conditions than their older counterparts.

The highest percentage of driver errors are failure to stop followed by failure to yield and traveling too fast.

Of concern for young drivers is unbelted occupants, impaired driving, distracted driving, speeding, and winter driving.

This project will help educate young drivers and families with the latest traffic laws and graduated driver license information.

Funding will support redesign and printing of the brochure.

\$2,000 402 FAST Act funds

Less than one percent of total \$231,000 designated to DE

\$14,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the DE programs.

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

**DE-19-01 Strive for a Safer Drive and Teen Programs**

Inexperience, risk-taking behavior, immaturity are all factors that increase crash risk for young drivers.

There were 139 drivers 20 and younger involved in fatal crashes in 2016, down from 199 in 2007.

C-1 Number of fatalities in traffic crashes

Target: 1,028 fatalities in 2017 to no more than 1,023.2 fatalities in 2019

C-2 Number of serious injuries in traffic crashes

Target: 6,084 serious injuries in 2017 to no more than 5,406.8 serious injuries in 2019

C-3 Fatalities/VMT

Target: 1.07 fatalities/VMT in 2017 to no more than 1.02 fatalities/VMT in 2019

C-9 Number of drivers 20 or younger involved in fatal crashes

Target: 121 fatalities in 2017 to no more than 104 fatalities in 2019

B-1 State Seat Belt Use Rate

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

\$169,000 402 FAST Act funds

69.1% of total \$231,000 designated to DE

\$14,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the DE programs.

**DE-19-02 Parental Involvement in Graduated Driver Licensing/Driver Education**

Inexperience, risk-taking behavior, immaturity are all factors that increase crash risk for young drivers. There were 139 drivers age 20 years and younger involved in fatal crashes in 2016, down from 199 in 2007.

C-1 Number of fatalities in traffic crashes

Target: 1,028 fatalities in 2017 to no more than 1,023.2 fatalities in 2019

C-2 Number of serious injuries in traffic crashes

Target: 6,084 serious injuries in 2017 to no more than 5,406.8 serious injuries in 2019

C-3 Fatalities/VMT

Target: 1.07 fatalities/VMT in 2017 to no more than 1.02 fatalities/VMT in 2019

C-9 Number of drivers 20 or younger involved in fatal crashes

Target: 121 fatalities in 2017 to no more than 104 fatalities in 2019

B-1 State Seat Belt Use Rate

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

\$50,000 405(b) FAST Act Driver Education High funds

21.6 % of total \$231,000 designated to DE

\$14,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the DE programs.

### **DE-19-03 Michigan's Guide for Aging Drivers and Safe Driver Smart Options Poster**

This project will help education aging drivers and their families on the aging process as it relates to traffic safety.

C-1 Number of fatalities in traffic crashes

Target: 1,028 fatalities in 2017 to no more than 1,023.2 fatalities in 2019

C-2 Number of serious injuries in traffic crashes

Target: 6,084 serious injuries in 2017 to no more than 5,406.8 serious injuries in 2019

C-3 Fatalities/VMT

Target: 1.07 fatalities/VMT in 2017 to no more than 1.02 fatalities/VMT in 2019

B-1 State Seat Belt Use Rate

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

\$10,000 402 FAST Act funds

3.9 % of total \$231,000 designated to DE

\$14,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the DE programs.

### **CP-19-03 Teen Driving Brochure**

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

Target: 6,084 serious injuries in 2017 to no more than 5,406.8 serious injuries in 2019

**C-3 Fatalities/VMT**

Target: 1.07 fatalities/VMT in 2017 to no more than 1.02 fatalities/VMT in 2019

**C-9 Number of drivers 20 or younger involved in fatal crashes**

Target: 121 fatalities in 2017 to no more than 104 fatalities in 2019

**B-1 State Seat Belt Use Rate**

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

\$2,000 402 FAST Act funds

Less than one percent of total \$231,000 designated to DE

\$14,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the DE programs.

## Evidence of effectiveness

### **Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

#### **DE-19-01 Strive for a Safer Drive and Teen Programs**

##### **Curbing Teen Driver Crashes, GHSA, 20-11-2012, p. 50.**

“Peer pressure has practical implications for prevention and intervention among young drivers: Sela-Shayovitz cited in Henk & Fette, 2019”.

Employing school-based strategies is listed in Michigan’s Strategic Highway Safety Plan. Several school based activities are listed in the Young Drivers 24 and Younger Action Plan.

According to “Curbing Teen Driver Crashes” publication, while adults may think they’re the best teachers and role models, research confirms that giving teens some of the responsibility for developing and delivering the message is essential for sparking greater interest, understanding and acceptance among this age group. In this case, peer pressure, which is customarily viewed as negative, has “practical implications for prevention and intervention among young drivers” (Sela-Shayovitz as cited in Henk & Fette, 2010).

#### **ThinkFast Evaluation**

Third party evaluation was conducted by Cynthia George, PhD. from Open Mind Consulting. 2016 data indicate that those who had just participated in ThinkFast Interactive demonstrated improved knowledge, perceptions of their ability to control their own driving behavior, and improved teen passenger behavior intentions. Findings from this evaluation data do allow program planners to be confident in believing the program is effective in improving highway safety intentions among teens in Colorado.



## Save a Life Tour

### The University of Texas, Department of Surgery and Trauma Study in May 2017

The Department of Surgery, Trauma, and the University of Texas assessed the effectiveness of The Save A Life Tour, a risk reduction program and published the results on May 25, 2017. Results suggested that ongoing educational intervention programs aimed at adolescent drunk and distracted driving can have an impact on the life-threatening behaviors and on the incidence of motor vehicle crashes. <https://www.ncbi.nlm.nih.gov/pubmed/28557846>

\$169,000 402 FAST Act funds

69.1% of total \$231,000 designated to DE

\$14,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the DE programs.

## DE-19-02 Parental Involvement in Graduated Driver Licensing and Driver Education

### 2014 Michigan Driver Education Program Assessment

**Priority Recommendations 4.1.1; P. 11** - Require parent(s) to attend a parent seminar, a pre-course session, or the initial session of the driver education program.

" When GDL was implemented, there was limited to no research on its safety effects and most of its components; however, the concept of a GDL system made sense on logical grounds. As it was implemented and evaluated, it emerged as both a popular and successful system. Consideration of parental involvement in GDL is also based upon expert opinion having a solid logical basis. Several states are now requiring parent involvement in driver education, usually in the form of a mandatory parent orientation class. All of these approaches are promising, though none have been shown as of yet to reduce young driver crashes or fatalities.

At this time, research has not determined how parent programs, in isolation from other factors, may reduce teen traffic crashes and injuries. Although, "Several parent-focused teen driving interventions have demonstrated improved parental supervisory behaviors, increased teen driver skill acquisition, and reductions in teen risky driving behaviors, which is encouraging." Experts believe that parent interventions should be evaluated before widespread dissemination. Knowledge learned from the studies that have been completed and the components that are critical to success provide a roadmap for the development and evaluation of a parental involvement program in Michigan.

The need for skill-building and driving supervision for new drivers is the basis for graduated driver licensing programs, which exist in all US states and Washington, DC. GDL provides longer practice periods, limits driving under high-risk conditions, and requires greater parental involvement in teens' driving education. Research suggests that the most comprehensive GDL programs are associated with reductions of 26 percent to 41 percent in fatal crashes and reductions of 16 percent to 22 percent in overall crashes among 16-year-old drivers. When parents know their state's GDL laws, they can help enforce the laws and keep their teen drivers safe.

The involvement of parents in the learner phase is critical to the success of GDL systems. Several studies have shown that young drivers in GDL programs benefit from increased parental driving instruction and supervised driving during the learner phase, with parents tending to spend more time supervising driving than what is required by law. Parental involvement is key in enforcing compliance with restrictions once the new driver obtains a provisional license.

GDL places a strong emphasis on parental supervision and practice driving hours in the learner period. Such programs recognize that parents are role models and that they can have a significant positive or negative influence on the driving behaviors of their teens, particularly during their initial learning-to-drive experiences when parents supervise driving practice. Teens who report having authoritative parents who set rules and monitor their activities in a helpful, supportive way are half as likely to crash, 71 percent less likely to drive intoxicated, and 30 percent less likely to use a cell phone when driving.

Parents are key to help ensure adequate skill development and encourage low risk driving behaviors. However, surveys in five U.S. states indicated that the majority of parents did not know the number of hours of supervised driving required, and that some were not aware of their state's supervised driving requirement".

\$50,000 405(b) FAST Act Driver Education High funds

21.6 % of total \$231,000 designated to DE

\$14,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the DE programs.

### **DE-19-03 Michigan's Guide for the Aging Driver and Safe Driver Smart Options Poster**

#### **Countermeasures That Work**

#### **Chapter 7 – Older Drivers; Section 1.2 – Communications and Outreach**

"Many organizations offer educational material for older drivers to inform them of driving risks, help them assess their driving knowledge and capabilities, suggest methods to adapt to and compensate for changing capabilities, and guide them in restricting their driving in more risky situations (NCHRP, 2004, Strategy D2)."

\$10,000 402 FAST Act funds

3.9 % of total \$231,000 designated to DE

### **CP-19-03 Teen Driving Brochure**

#### **Curbing Teen Driver Crashes**

#### **Governors Highway Safety Association**

2011-2012, p. 50. Peer pressure has practical implications for prevention and intervention among young drivers: Sela-Shayovitaz cited in Henk & Fette, 2010).

\$2,000 402 FAST Act funds

Less than one percent of total \$231,000 designated to DE

\$14,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the DE programs.

## Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
6001	CP Education and Communication (CP 03 PI&E)	
7001	DE Education and Communication	

#### 5.1.1.1 Planned Activity: CP Education and Communication (CP 03 PI&E)

Planned activity name	CP Education and Communication (CP 03 PI&E)
Planned activity number	6001
Primary countermeasure strategy	

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

Yes

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

Yes

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

Yes

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

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

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

No

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

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

#### **CP-19-03 Impaired Driving Public Education**

Marihuana legalization will be on the statewide ballot in November 2018 with the polls showing public support in overwhelming favor. Development and distribution of educational material for drugged driving, alcohol- impaired driving, prescription use and driving, and poly-use, is necessary to educate Michigan motorists on the details of this issue.

Funding will support the development of education materials regarding drugged-driving. Social media channels will provide education in social norming behavior during Impaired Driving month (December 2018).

#### **Grantee**

OHSP In-House

#### **Funds**

\$910,000 405(d) FAST Act Impaired Driving Low funds

23.9% of total \$3,803,000 designated to AL

\$526,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

### **Goals**

Reduce fatalities involving an impaired driver or motorcyclist from 236 in 2017 to 201 in 2019 by September 30, 2019.

Develop and distribute materials on drug-impaired driving by September 30, 2019.

### **CP-19-03 Public Information and Education**

To promote seat belt use, sober driving, child passenger safety, motorcycle safety, bicyclist and pedestrian safety, and all other traffic safety concerns through public information outreach and earned media events. This includes publishing an online traffic safety newsletter, developing brochures, flyers, posters, and other materials to promote traffic safety campaigns, conferences, and media events. Public information and education (PI&E) funds ensure materials are continually available to stock and distribute through the storage and distribution center.

Funding supports the creation and production of materials such as banners, posters, and other items for the annual seat belt mobilization and impaired driving crackdowns.

### **Grantee**

OHSP PI&E

### **Funds**

\$90,000 405(b) FAST Act Occupant Protection High funds

19.6% of total \$489,000 designated to CP

\$100,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

### **Goals**

Reprint and redesign materials as needed for distribution through the OHSP warehouse by September 30, 2019.

### **CP-19-03 Strategic Counsel**

There is an ongoing need to use OHSP's creative services/advertising contractor for strategic counsel for special issues that the office cannot anticipate and plan for in advance. In addition, issues that arise there are occasional unforeseen needs related to campaigns, such as last-minute promotional opportunities. This covers small, routine tasks.

Funding will support access to strategic counsel and services quickly and efficiently on an as-needed basis.

### **Grantee**

OHSP PI&E

### **Funds**

\$85,000 405(b) FAST Act Occupant Protection High funds

18.5% of total \$489,000 designated to CP

\$100,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

### **Goals**

Provide strategic counsel, when needed, for unanticipated communications issues and projects that arise through September 30, 2019.

### **CP-19-03 Pedestrian & Bicycle Safety Statewide Communications Campaign**

Michigan citizens are unsure of the current state of pedestrian and bicycle safety laws. Public education is needed to inform citizens of the Michigan Vehicle Code sections that pertain to pedestrians, bicyclists, and motorists.

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

Funding will support public education of pedestrian and bicycle safety laws.

### **Grantee**

OHSP PI&E

### **Funds**

\$220,000 405(h) FAST Act funds

20.7% of total \$1,062,000 designated to PS

\$6,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the PS programs.

### **Goal**

Reduce the number of pedestrian fatalities from 158 fatalities in 2017 to no more than 178 fatalities in 2019 by September 30, 2019.

Reduce the number of bicyclist fatalities from 21 fatalities in 2017 to no more than 28 in 2018 by September 30, 2019.

### **CP-19-03 PT Mobilization Message Development and Paid Advertising**

Periodically updating and refreshing advertising messages helps them remain memorable and promote a call to action for the target audience, young men.

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

Targeted paid advertising messages have helped the OHSP achieve one of the highest belt use rates in the nation. Such efforts have helped reduce unrestrained fatalities and serious injuries.

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

motorists a warning period before enforcement action begins. Young male drivers remain the focus of messaging efforts for both seat belt and impaired driving enforcement.

Funding will cover paid advertising costs during the specified mobilization.

### Details

Increasing seat belt use and reducing impaired driving remain the two most significant means to reduce traffic deaths. Overtime traffic enforcement projects, combined with public information and education, are the primary method to encourage motorists to drive safely.

To qualify for funding, Michigan must provide for a statewide, high-visibility special traffic enforcement program (STEP) for occupant protection and impaired/drunken driving that emphasizes publicity during not less than three campaigns.

The STEP model also includes the use of paid advertising to support awareness of stepped up enforcement. Paid advertising guarantees messages will be played on stations and programs that appeal to the target group. Advertising programming is selected based on its efficiency and effectiveness.

The planned high-visibility enforcement periods include;

Impaired driving:	October 18-31, 2018
Impaired driving:	December 12-31, 2018
Seat belts:	May 20 – June 19, 2019
Impaired Driving:	July 1-14, 2019
Impaired driving:	August 14 – September 2, 2019

### Click It or Ticket

Create a new enforcement campaign for Click it or Ticket. Funding will include research, development of creative concepts, and asset development: \$75,000

May mobilization statewide paid advertising: \$450,000

Other mobilization support: \$15,000 for earned media planning and materials development; \$15,000 banners and poster printing.

Total: \$555,000

### Drive Sober or Get Pulled Over

Intend to continue using *Sticks With You* spot. (Potentially incorporate a drugged driving message for impaired driving – earned and/or paid ad of \$300,000\*).

November-December mobilization statewide digital only (relying mainly on December national advertising): \$50,000

August mobilization statewide paid advertising: \$500,000 alcohol message.

(Potentially incorporate a drugged driving message for impaired driving – earned and/or paid ad of \$300,000\*).

Other mobilization support: \$30,000 for earned media planning and materials development for December and August (\$15,000/mobilization); \$15,000 banners and poster printing August only; \$15,000 resize/create paid advertising assets.

Total: \$610,000 (with potential to add \$300,000 for drugged driving for a total of \$910,000)

### Grantee

OHSP PI&E

**Funds**

Total: \$1,465,000

\$555,000 in 405(b) FAST Act Public Education funds

\$910,000 in 405(d) FAST Act Paid and Earned Media funds

33.3% of total \$4,412,000 designated to PT

\$1,335,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the PT programs

**Goals**

Develop seat belt enforcement earned/paid media advertising messaging and outreach plans to help support the May 2019 seat belt mobilization by September 30, 2019.

Develop impaired driving enforcement earned/paid media and outreach plans to help support October, December, July, and August enforcement to maximize local media interest by September 30, 2019.

Continue awareness for the *Drive Sober or Get Pulled Over* campaign message among young men from 79.3 percent to least 80 percent by September 30, 2019.

Continue high awareness (84.7 percent) for the *Click It or Ticket* campaign among young men so that at least 85 percent recall the campaign by September 30, 2019.

**CP-19-03 Telephone Surveys**

The immediacy of telephone surveys gives the OHSP almost immediate feedback on how drivers perceive and react to programs, giving officials a window into trends based on driver thinking and their likely reactions to enforcement program decisions and approaches.

Surveys of driver attitudes and beliefs can illuminate areas for improvement, identify program enhancements, and determine effectiveness. Surveys allow the OHSP to adjust mid-stream during implementation, if necessary, and helps develop plans based on current-year data and potential future trends. Ongoing evaluation supports the effectiveness of enforcement mobilizations.

Funding will support the costs of the surveys.

**Grantee**

OHSP PI&E



**Funds**

\$115,000 in 402 FAST Act funds

2.6% of total \$4,412,000 designated to PT

\$1,335,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the PT programs

**Goals**

Determine public perception of seat belt and impaired driving enforcement efforts and advertising messages for traffic safety campaigns by conducting four sets of pre- and post-telephone surveys by September 30, 2019.

**CP-19-03 Shadow Rider Project**

The OHSP will collaborate with the MDOS and the UMTRI to locate unendorsed riders based on addresses on file with motorcycle registrations. In conjunction with motorcycle traffic safety partners, the OHSP will contact each unendorsed rider by mail to inform the rider about the availability of the Returning Rider Training classes and the Basic Rider Training classes to encourage them to obtain their motorcycle endorsements.

Funding will support the printing, mailing, and digital media efforts to the unendorsed riders in Michigan.

**Grantee**

OHSP PI&E

**Funds**

\$20,000 402 FAST Act funds

4.4% total \$452,000 designated to MC

\$131,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the MC programs.

**Goals**

Reduce motorcyclist fatalities from 143 fatalities in 2017 to 125 fatalities by September 30, 2019.

Reduce the number of unendorsed motorcycle riders from 38,000 to 35,000 by September 30, 2019.

**CP-19-03 Motorcyclist Impaired Prevention Campaign**

The OHSP has collaborated with the MDOS and the Michigan Licensed Beverage Association (MLBA) on messaging development for the impaired motorcyclist audience. This effort is to promote a safety culture among motorcycle rider groups, specifically with zero-tolerance policies for impaired driving. With the production of the Fallen Brothers Ride Sober campaign in FY2018, the campaign will continue a second year of advertising in FY2019 with materials that will be printed and distributed to partners and stakeholders in June 2019.

The campaign message informs riders that the majority of single-vehicle motorcyclist crash fatalities involve alcohol. The message is focused to the top alcohol-involved crash counties of Kent, Wayne, Oakland, Macomb, Genesee, and

Kalamazoo. The paid advertising includes a cable television campaign run statewide, including during Detroit Tigers broadcasts. There will also be outdoor advertising via billboards in the focus counties along major freeways.

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

**Grantee**

OHSP PI&E

**Funds**

\$260,000 405(d) FAST Act Paid/Earned Media funds

57.5% of total \$452,000 designated to MC

\$131,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the MC programs.

**CP-19-03 Recruitment of Motorcycle Rider Coaches**

The Michigan Rider Education Program (Mi-REP) is in desperate need of new Rider Coaches because of curriculum transitions in recent years and the aging population of certified Rider Coaches that are retiring. The OHSP will work with several partnering agencies and organizations to develop and execute a communications plan for promoting Rider Coach recruitment.

These new Rider Coaches are trained through the Mi-REP administered Novice Rider Coach Preparation courses (RCPs), which allow for the vital training of new Rider Coaches entering the profession and best practices for motorcycle rider training. There are six RCPs planned for FY2019 and the goal is to completely fill these courses with new Rider Coach candidates. Skilled Rider Coaches are needed to train motorcyclists in Michigan through rider education courses.

Funding will support a paid social media communications campaign as well as printing and distribution of recruitment materials.

**Grantee**

OHSP PI&E

**Funds**

\$9,000 405(f) FAST Act funds

Less than one percent of total \$452,000 designated to MC

\$131,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the MC programs.

**Goals**

Reduce motorcyclist fatalities from 143 fatalities in 2017 to 125 fatalities by September 30, 2019.

Develop and distribute education and outreach materials by September 30, 2019.

**Enter intended subrecipients.**

**CP-19-03 Public Information and Education**

Brogan and Partners and Michigan Department of Technology, Management, and Budget

**CP-19-03 Strategic Counsel**

Martin Waymire

Glengariff Group

OHSP PI&E

**CP-19-03 Pedestrian & Bicycle Safety Statewide Communications Campaign**

Brogan & Partners, Glengariff Group (sub-contractor of Brogan), and Radish Creative Group (sub-contractor of Brogan)

**CP-19-03 PT Mobilization Message Development and Paid Advertising**

OHSP PI&E

**CP-19-03 Telephone Surveys**

Glengariff Group

**CP-19-03 Motorcyclist Impaired Prevention Campaign**

Michigan Department of Technology, Management, and Budget

Brogan Partners

**CP-19-03 Recruitment of Motorcycle Rider Coaches**

Michigan Department of Technology, Management, and Budget

Brogan Partners

**Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities**

**Fiscal Year Countermeasure Strategy Name**

2019 PT Evaluation

2019	PT Communications
2019	PS Communications Campaign
2019	Motorcycle Evaluation
2019	MC Communication Campaign
2019	Education and Training
2019	CP Education

## Funding sources

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 405h Nonmotorized Safety	405h Public Education	\$220,000.00	\$44,000.00	
2019	FAST Act 405d Impaired Driving Low	405d Impaired Driving Low (FAST)	\$910,000.00	\$0.00	
2019	FAST Act 405b OP High	405b High Community Traffic Safety (FAST)	\$85,000.00	\$0.00	
2019	FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	\$5,000.00	\$0.00	\$5,000.00
2019	FAST Act 405b OP High	405b High Public Education (FAST)	\$555,000.00	\$0.00	
2019	FAST Act 405d Impaired Driving Low	405d Low Paid/Earned Media	\$910,000.00	\$0.00	
2019	FAST Act NHTSA 402	Police Traffic Services (FAST)	\$115,000.00	\$0.00	\$115,000.00
2019	FAST Act NHTSA 402	Motorcycle Safety (FAST)	\$20,000.00	\$0.00	\$0.00
2019	FAST Act 405d Impaired Driving Low	405d Low Paid/Earned Media	\$260,000.00		
2019	FAST Act 405f Motorcycle Programs	405f Motorcycle Safety (FAST)	\$9,000.00	\$0.00	
2019	FAST Act NHTSA 402	Motorcycle Safety (FAST)	\$20,000.00	\$0.00	\$0.00
2019	FAST Act 405b OP High	405b High Community Traffic Safety (FAST)	\$90,000.00	\$0.00	

## Major purchases and dispositions

**Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

### 5.1.1.2 Planned Activity: DE Education and Communication

**Planned activity name** DE Education and Communication

**Planned activity number** 7001

**Primary countermeasure strategy**

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

No

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

No

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

No

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

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail**

**required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

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

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

#### **DE-19-01 Strive for A Safer Drive (S4SD) and Teen Programs**

The OHSP will partner with the Ford Motor Fund to continue the school-based teen traffic safety program aimed at reducing teen traffic crashes and fatalities. High schools will be notified about the program and will have the opportunity to apply for funding to develop a teen, peer-to-peer traffic safety campaign.

Schools will conduct a variety of activities, including school assemblies, safety competitions, awareness videos, spirit days, and pre- and post-evaluations. This project will help reduce young driver-involved fatal and serious injury crashes by educating drivers age 20 and younger on traffic safety issues such as distracted, impaired, winter driving, speeding, and wearing seat belts. Schools will submit a final report summarizing activities.

Funding will support contractor management costs and production of the S4SD, ThinkFast, and Save a Life high school programs.

#### **Grantee**

Transportation Improvement Association of Michigan

#### **Funds**

\$169,000 402 FAST Act funds

69.1% of total \$231,000 designated to DE

\$14,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the DE programs.

#### **Grant objectives**

Reduce the percentage of fatal crashes with a driver age 20 and younger represented by the top 21 counties from 121 in 2017 to 104 in 2019 by September 30, 2019.

#### **DE-19-02 Parental Involvement in Graduated Driver Licensing (GDL)/Driver Education Program**

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

A contracted vendor will develop, implement, and evaluate a *Pilot Parental Involvement in GDL/Driver Education Program* for possible long-term implementation. This will be the first year of a three-year project.

Funding will support development of the program.

**Grantee**

Michigan Department of State

**Funds**

\$50,000 405(b) FAST Act Driver Education High funds

21.6 % of total \$231,000 designated to DE

\$14,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the DE programs.

**Grant objectives**

Complete Phase 1 development of the Pilot Parental GDL program plan by September 30, 2019.

**DE-19-03 Michigan's Guide for Aging Drivers and Safe Drivers Smart Options Posters**

Safety problems for the older driver are often tied to the aging process, including changes in vision, hearing, medication, cognition, and physical condition, which all contribute to driving errors.

In 2014, MDOT, MDOS, OHSP, and AAA partnered to develop Michigan's Guide for Aging Drivers and Their Families.

Safe Drivers, Smart Options provides resources for older drivers. A poster will be developed and printed for physicians' offices.

Funding will support printing additional guidebooks and posters.

**Grantee**

Michigan Department of State

**Funds**

\$10,000 402 FAST Act funds

3.9 % of total \$231,000 designated to DE

\$14,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the DE programs.

**CP-19-03 Teen Driving Brochure**

The existing brochure needs to be refreshed. The OHSP program coordinator will work with communications staff to research new ideas to refresh the brochure to be more visually appealing to a young audience.

Funding will support redesign and printing of the brochure for teen traffic laws which also includes graduated driver license information.

**Grantee**

OHSP-PI&E

**Funds**

\$2,000 402 FAST Act funds

Less than one percent of total \$231,000 designated to DE

\$14,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the DE programs.

**Grant objectives**

Reduce the number of drivers age 20 and younger involved in traffic crashes from 59,865 and in fatal crashes by 139 by September 30, 2019.

**Enter intended subrecipients.****DE-19-01 Strive for A Safer Drive (S4SD) and Teen Programs**

Contractors

**DE-19-02 Parental Involvement in Graduated Driver Licensing (GDL)/Driver Education Program**

University of Michigan Transportation Research Group

Michigan Department of State

**DE-19-03 Michigan's Guide for Aging Drivers and Safe Drivers Smart Options Posters**

Michigan Department of Management, Technology, and Budget

OHSP PI&E

**CP-19-03 Teen Driving Brochure**

OHSP PI&E



## Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

### Countermeasure strategies in planned activities

#### Fiscal Year Countermeasure Strategy Name

2019 Education and Training

## Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405b OP High	405b High Driver Education (FAST)	\$50,000.00	\$0.00	
2019	FAST Act NHTSA 402	Driver Education (FAST)	\$2,000.00	\$0.00	\$0.00
2019	FAST Act NHTSA 402	Driver Education (FAST)	\$169,000.00	\$0.00	\$169,000.00
2019	FAST Act NHTSA 402	Driver Education (FAST)	\$10,000.00	\$0.00	\$0.00

## Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

## 5.2 Program Area: Police Traffic Services

Program area type Police Traffic Services

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

Yes

**Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?**

Yes

## Problem identification

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

The Michigan Office of Highway Safety Planning (OHSP), with technical assistance from the University of Michigan Transportation Research Institute (UMTRI), uses state traffic crash data to identify highway safety problems.

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

To assist with problem identification, UMTRI provides a five-year view of fatalities for each national core performance measure. In most cases, the data review also includes fatality and serious injury data by month, by age, and county so that programs may be focused when and where they have the greatest potential to reduce traffic deaths and serious injuries.

A five-year moving average is applied against the national core performance measures from 2013-2017 to set goals and determine areas where positive progress is expected, where little or no change appears likely, and areas where the trend indicates fatalities will increase.

Crash data is used and analyzed in conjunction with behavior and activity measures, including observed seat belt use and citations issued during grant-funded enforcement activities.

Nearly a third traffic deaths are alcohol and/or drug-involved.

Drug-involved fatalities increased from 98 in 2007 to 239 in 2016.

	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>
Traffic fatalities	947	901	967	1,064	1,028	1,006	984	1,050	1,064	1,195
<a href="#">Serious ("A") Injuries in traffic crashes[1]</a>	5,283	4,909	4,865	5,634	6,084	3,981	4,314	4,270	5,634	4,894
Fatalities per 100 million VMT	1.0	0.93	0.99	1.07	Pending	1.05	0.98	1.04	1.07	1.10
	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>
Unrestrained passenger vehicle occupant fatalities, all seat positions	183	196	190	198	187	182	184	178	198	164

Fatalities in crashes involving a driver or motorcycle operator with a BAC .08+	249	212	268	236	Pending	238	201	257	236	224
Speed-related fatalities	255	235	264	245	Pending	280	260	289	245	334
Motorcyclist fatalities	138	112	141	152	143	150	125	154	152	169
<b>Safety belt use (daytime, observed)</b> [2]	93.0%	93.3%	92.8%	94.5%	94.1%	93.4%	98%	98%	98%	98%
Crashes involving alcohol- or drug-impaired motorcyclist	214	209	227	233	236	199	197	215	233	212
Fatalities to alcohol- or drug-impaired motorcyclist	38	36	52	48	45	50	46	62	48	64

## Performance measures

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

### Performance Measures in Program Area

Fiscal Year	Performance Measure Name	Target Period(Performance Target)	Target End Year	Target Value(Performance Target)
2019	C-2) Number of serious injuries in traffic crashes (State crash data files)	5 Year	2019	5,406.8
2019	C-3) Fatalities/VMT (FARS, FHWA)	5 Year	2019	1.020
2019	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	Annual	2019	184.0
2019	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	Annual	2019	201.0

2019	C-6) Number of speeding-related fatalities (FARS)	Annual	2019	260.0
2019	C-7) Number of motorcyclist fatalities (FARS)	Annual	2019	125.0
2019	C-1) Number of Fatalities (FARS)	5 Year	2019	1,023.2
2019	B-1) Statewide Seat Belt Use Rate	Annual	2019	98.0

## Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies to submit for program area.

### Countermeasure Strategies in Program Area

Fiscal Year	Countermeasure Strategy Name
2019	Technology
2019	High Visibility Enforcement
2019	Drug Recognition Expert (DRE) Training

### 5.2.1 Countermeasure Strategy: Technology

**Program area** Police Traffic Services

**Countermeasure strategy** Technology

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

Is this countermeasure strategy innovative?

No

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

Yes

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

Yes

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) for child passenger safety technicians? § 1300.21(d)(4) [Countermeasure strategies and planned**

**activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification]**

Yes

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

No

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

No

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

No

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

No

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

No

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

## Countermeasure strategy description

**To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:**

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

### PT-19-01 Michigan Officer Smartphone APP

There were 1,064 people killed and 79,724 people injured in 312,172 motor vehicle traffic crashes in Michigan during 2016.

Michigan has a disjointed way of relaying information to officers on the latest traffic laws and crash reports via reference cards, judicial bench books, classroom training, and LEIN messages. This is reflected in the number of warnings written that could or should have been citations, in the ongoing rate of errors in crash reports, despite extensive training efforts for the past decade.

There is a have a technological solution to reduce this problem via the MI Officer smartphone app. By having the motor vehicle code, SFST guides, new law changes, UD-10 instructions and other resources available on a smartphone or tablet, officers can make the best possible enforcement decisions.

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

\$5,000 402 FAST Act Police Traffic Services funds

Less than one percent of total \$4,412,000 designated to PT

\$1,335,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the PT programs.

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

### PT-19-01 Michigan Officer Smartphone APP

Just over one half of Michigan passenger vehicle occupants are restrained in fatal crashes.

Nearly a third of all traffic deaths are alcohol and/or drug-involved.

Approximately 17 percent traffic deaths and serious injuries are speed related.

Motorcyclist deaths increased from 132 in 2012 to 146 in 2016

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

Target: To reduce fatalities from 1,028 in 2017 to 1,023.2 fatalities in 2019.

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

Target: To reduce serious injuries from 6,084 in 2017 to 5,406.8 serious injuries in 2019.

#### C-3 Fatalities/VMT

Target: To reduce the 1.07 fatalities/VMT rate in 2017 to 1.02 fatalities/VMT in 2019.

\$5,000 402 FAST Act Police Traffic Services funds

Less than one percent of total \$4,412,000 designated to PT

\$1,335,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the PT programs.

## Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

### PT-19-01 Michigan Officer Smartphone APP

#### Technical Support

Respond to inquiries from prosecutors and law enforcement regarding impaired driving and other traffic crimes, court procedures, recent changes to law, and defense challenges.

Conduct legal research on a variety of issues unique to your State for use in legal memoranda, at hearings, trials, or on appeal.

Prepare or update an existing State-specific DWI manual for prosecutors. The manual may include information on current case law, pre-trial procedures, sufficiency of traffic stops, probable cause, blood/breath/urine/saliva testing procedures, proof of impairment, sentencing guidelines, vehicle forfeiture, defense challenges and examples of forms used in your courts. Many TSRPs have developed manuals already for their States. They would be an excellent resource for designing or updating your State's manual".

\$5,000 402 FAST Act Police Traffic Services funds

Less than one percent of total \$4,412,000 designated to PT

\$1,335,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the PT programs.

## Planned activities

**Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
3002	PT Education and Communication	

#### 5.2.1.1 Planned Activity: PT Education and Communication

<b>Planned activity name</b>	PT Education and Communication
<b>Planned activity number</b>	3002
<b>Primary countermeasure strategy</b>	

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

Yes

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

Yes

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

Yes

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

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

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

No

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

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No



**Enter description of the planned activity.**

**PT-19-01 Michigan Officer Smartphone APP**

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

A free mobile phone app for both Android and Apple devices was completed in 2016 and provides the relevant information for incidents that arise during a traffic stop. The app will continue to be promoted and distributed to Michigan law enforcement agencies in FY2019.

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

**Grantee**

Prosecuting Attorneys Association of Michigan

**Funds**

\$5,000 402 FAST Act Police Traffic Services funds

Less than one percent of total \$4,412,000 designated to PT

\$1,335,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the PT programs.

**Goals**

Provide a smartphone application to law enforcement officers with the necessary reference information needed during traffic stops by September 30, 2019

Reach 6,000 downloads on the application by September 30, 2019.

**Enter intended subrecipients.**

n/a

**Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities**

Fiscal Year	Countermeasure Strategy Name
2019	Technology

**Funding sources**

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Police Traffic Services (FAST)	\$5,000.00	\$0.00	\$0.00

## Major purchases and dispositions

**Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

## 5.2.2 Countermeasure Strategy: High Visibility Enforcement

**Program area** Impaired Driving (Drug and Alcohol)

**Countermeasure strategy** High Visibility Enforcement

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

Is this countermeasure strategy innovative?

No

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

Yes

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

Yes

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

Yes

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned**

**activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

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

No

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

No

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

Yes

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

Yes

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

## Countermeasure strategy description

**To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:**

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

**PT-19-02+ Overtime Traffic Enforcement**

High-visibility enforcement increases compliance with traffic laws. The credible threat of a citation or arrest reduces traffic violations, crashes, fatalities, and injuries. The OHSP will fund cooperative overtime enforcement statewide focusing on compliance with traffic safety laws, particularly during statewide mobilizations and crackdowns. Enforcement will focus on peak crash times. Please see the *Evidence-Based Traffic Safety Enforcement Program and High Visibility Enforcement* sections for further enforcement details.

Funding will support the costs related to overtime enforcement efforts.

Total: \$3,515,000

\$2,615,000 in 402 FAST Act funds

\$900,000 in 405(d) FAST Act funds Low HVE

64.9% of total \$5,412,000 designated to PT

\$1,335,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the PT programs

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

**PT-19-02+ Overtime Traffic Enforcement**

Just over one half of Michigan passenger vehicle occupants are restrained in fatal crashes.

Nearly a third of all traffic deaths are alcohol and/or drug-involved.

Approximately 17 percent traffic deaths and serious injuries are speed related.

C-1 Number of fatalities in traffic crashes

Target: To reduce fatalities from 1,028 in 2017 to 1,023.2 fatalities in 2019.

C-2 Number of serious injuries in traffic crashes

Target: To reduce serious injuries from 6,084 in 2017 to 5,406.8 serious injuries in 2019.

C-3 Fatalities/VMT

Target: To reduce the 1.07 fatalities/VMT rate in 2017 to 1.02 fatalities/VMT in 2019.

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

Target: To reduce unrestrained passenger vehicle occupant fatalities from 187 fatalities in 2017 to 184 fatalities in 2019.

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

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

C-6 Number of speeding-related fatalities

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

B-1 Statewide Seat Belt Use Rate

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

Total: \$3,515,000

\$2,615,000 in 402 FAST Act funds

\$900,000 in 405(d) FAST Act funds Low HVE

64.9% of total \$4,412,000 designated to PT

\$1,335,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the PT programs

## Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

### **PT-19-02+ Overtime Traffic Enforcement**

#### **Countermeasures That Work 2015**

##### **Chapter 1 Section 2.2 Alcohol and Drug-Impaired Driving (High Visibility Saturation Patrols)**

##### **Chapter 1 Section 7.1 Alcohol and Drug-Impaired Driving (Enforcement of Drug-Impaired Driving)**

##### **Chapter 2 Section 2.1 Seat Belts and Child Restraints (Short-Term, High Visibility Seat Belt Law Enforcement)**

##### **Chapter 3 Section 2.2 Speeding and Speed Management (High Visibility Enforcement)**

##### **Chapter 1 Section 2.2 Alcohol and Drug-Impaired Driving (High Visibility Saturation Patrols)**

“A saturation patrol (also called a blanket patrol or dedicated DWI patrol) consists of a large number of law enforcement officers patrolling a specific area to look for drivers who may be impaired. These patrols usually take place at times and locations where impaired driving crashes commonly occur. Like publicized sobriety checkpoint programs, the primary purpose of publicized saturation patrol programs is to deter driving after drinking by increasing the perceived risk of arrest. To do this, saturation patrols should be publicized extensively and conducted regularly, as part of an ongoing saturation patrol program.”

##### **Chapter 1 Section 7.1 Alcohol and Drug-Impaired Driving (Enforcement of Drug-Impaired Driving)**

“Enforcement of drug-impaired driving laws can be difficult. Typically, drug-impaired driving is only investigated when a driver is obviously impaired but the driver's BAC is low. If drivers have BACs over the illegal limit, many officers and prosecutors do not probe for drugs as in many States drug-impaired driving carries no additional penalties.

Although several devices are available that allow officers to screen suspects for illegal drug use at point-of-contact, none have been proven to be accurate and reliable (Compton et al., 2009). Many law enforcement agencies employ drug recognition experts (DREs) to assist in investigating potential drug-impaired driving cases. (NHTSA recommends that DREs participate in HVE activities and checkpoints, and respond to serious and fatal crashes.) DREs use a standardized procedure to observe a suspect's appearance, behavior, vital signs, and performance on psychophysical and physiological tests to determine whether and what type of drug or drug category may have been used. If drug intoxication is suspected, a blood or urine sample is collected and submitted to a laboratory for confirmation."

### **Chapter 2 Section 2.1 Seat Belts and Child Restraints (Short-Term, High Visibility Seat Belt Law Enforcement)**

"The most common high visibility belt law enforcement method consists of short (typically lasting for two weeks), intense, highly publicized periods of increased belt law enforcement, frequently using checkpoints (in States where checkpoints are permitted), saturation patrols, or enforcement zones. These periods sometimes are called STEP waves (Selective Traffic Enforcement Programs) or blitzes. The method was developed in Canada in the 1980s (Boase, Jonah, & Dawson, 2004) and demonstrated in several United States communities (Williams & Wells, 2004). It was implemented statewide in North Carolina in 1993 using the *Click It or Ticket* slogan (Reinfurt, 2004), and subsequently adopted in other States under different names and sponsors (Solomon et al., 2004). NHTSA's *Click It or Ticket* high visibility enforcement model is described in detail in Solomon, Chaudhary, and Cosgrove (2003) and Solomon, Chaffe, and Cosgrove (2007). All high visibility enforcement programs include communications and outreach strategies that use some combination of earned media (news stories) and paid advertising."

### **Chapter 3 Section 2.2 Speeding and Speed Management (High Visibility Enforcement)**

"High visibility enforcement campaigns have been used to deter speeding and aggressive driving through both specific and general deterrence. In the high visibility enforcement model, law enforcement targets selected high-crash or high-violation geographical areas using either expanded regular patrols or designated aggressive driving patrols. This model is based on the same principles as high visibility seat belt and alcohol-impaired-driving enforcement: to convince the public that speeding and aggressive driving actions are likely to be detected and that

offenders will be arrested and punished (see Chapter 1, Alcohol-Impaired Driving, Sections 2.1 and 2.2, and Chapter 2, Seat Belt Use, Section 2.1).

In the high visibility enforcement model, officers focus on drivers who commit common aggressive driving actions such as speeding, following too closely, and running red lights.

Enforcement is publicized widely. The strategy is very similar to saturation patrols directed at alcohol-impaired drivers (Chapter 1, Section 2.2). Because speeding and aggressive driving are moving violations, officers cannot use checkpoints. Rather, they must observe driving behavior on the road.”

Total: \$3,515,000

\$2,615,000 in 402 FAST Act funds

\$900,000 in 405(d) FAST Act funds Low HVE

64.9% of total \$4,412,000 designated to PT

\$1,335,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the PT programs

## Planned activities

**Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
3001	PT Traffic Enforcement	

#### 5.2.2.1 Planned Activity: PT Traffic Enforcement

<b>Planned activity name</b>	PT Traffic Enforcement
<b>Planned activity number</b>	3001
<b>Primary countermeasure strategy</b>	

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

Yes

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

Yes

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

Yes

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

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

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

No

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

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

**PT-19-02+ Overtime Traffic Enforcement**



Proactive law enforcement targeting a specific traffic safety issue increases compliance with the traffic law. The credible threat of a citation or arrest reduces traffic violations, crashes, fatalities, and injuries. The OHSP will fund cooperative overtime enforcement in high-crash locations focusing on compliance with traffic safety laws, particularly during statewide mobilizations and crackdowns.

Funding will support the costs related to overtime enforcement efforts in 24 counties.

Highlights:

Impaired driving enforcement: four waves  
Seat belt enforcement: one wave  
Interstate corridor enforcement (MSP only): summer

**NOTE:**

County-specific five-year trend crash data will be used for problem identification in the grant applications.

SFST training will be required for all officers working an OHSP-funded traffic enforcement patrol. ARIDE training will not be a requirement in FY2019. The agencies will be encouraged to attend ARIDE training throughout the year. Beginning in FY2020, the plan is to phase-in over three years that officers working grant-funded traffic enforcement be ARIDE trained.

DRE call-out funding will be included in the DRE plan.

Continue to emphasize officers make traffic stops for moving violations, especially lack of seat belt use and impaired driving; request zero tolerance for OWI and seat belt violations; and encourage agency use of public information material provided by OHSP.

Communication needs

Public information will include traditional law enforcement action kits (banners, fact sheets, sample news releases and social media posts) for the grant-funded agencies. The materials must be mailed at least one week in advance of the enforcement period. Sample materials will be posted on the web page. If funding is available, the materials will be mailed statewide.

Create a training program/document (suggestions and creative ideas) for grantees on how to utilize the materials to garner support in the community.

Impaired driving enforcement



The FAST Act requires that states maintain activities for “sustained enforcement of statutes addressing impaired driving, occupant protection and driving more than posted speed limits.”

**Enforcement periods**

October 18-31, 2018

December 12-31, 2018

July 1-14, 2019

August 14 – September 2, 2019

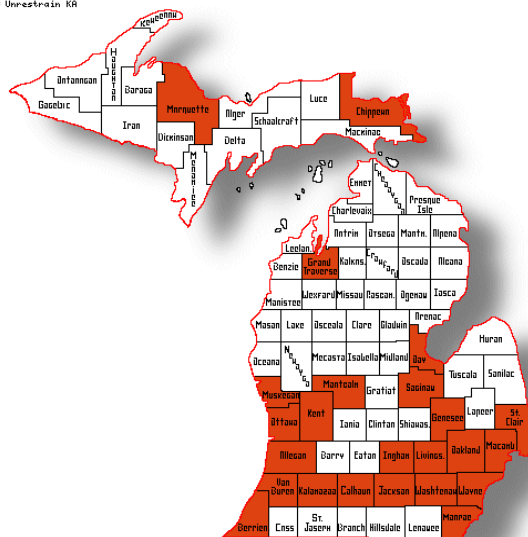
OHSP budgeted for and will recommend that each agency provide two squads for a minimum four-hour shift at least twice each week of the enforcement periods. Funding was assigned to the Sheriff’s Office in high-crash townships without a police department.

Additional data analysis (by community) will be completed.

**Seat belt enforcement**

**FY19 Seat Belt Enforcement Locations**

**• - High # Unrestrain KA**



Source: dymaps.net (c)

Seat belt enforcement will take place in the same 24 counties. Although Michigan is not a low belt use state, the state will use the federal requirement for low belt use states to conduct seat belt enforcement in geographic areas in which at least 70 percent of unrestrained fatalities and serious injuries occur (representing 75.4 percent of the 5-year average unrestrained KA’s).

This is a key strategy to maintain Michigan’s high seat belt use rate.

**Enforcement period:**

May 20 – June 2, 2019

NOTE: Border to Border (B2B) - NHTSA isn’t collecting data from the states, Michigan has minimal borders where there is overtime that cross into other states. It will not be using it as a media hook because none of the border crossings are in a media market. No B2B enforcement will be planned.

Agencies will be encouraged to conduct seat belt enforcement in a zone using the signs/stands for enhanced visibility.

The OHSP will recommend that each agency provide two squads for a minimum four-hour shift at least twice each week of the enforcement periods. Funding was assigned to the sheriff's office in high-crash townships without a police department.

#### Corridor enforcement

Interstate enforcement initiatives using MSP patrols in the Lower Peninsula will be conducted during the summer of 2019. The hazardous driving behaviors (i.e. speed, distraction, etc.) and primary causes for KA's on the freeways will be the focus of enforcement efforts.

#### **Enforcement period:**

May 1 – September 30, 2019

The overtime enforcement plan will include MSP posts in First, Second, Third, Fifth, and Sixth Districts.

Funding will support the costs related to overtime enforcement efforts.

#### **Grantee**

Local, county, and state law enforcement

#### **Funds**

Total: \$3,515,000

\$2,615,000 in 402 FAST Act funds

\$900,000 in 405(d) FAST Act funds Low HVE

64.9% of total \$4,412,000 designated to PT

\$1,335,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the PT programs

#### **Enter intended subrecipients.**

Holland Department of Safety

Benton Township Police Department

Battle Creek Police Department

Davison Township Police Department

Flint Township Police Department

Mt. Morris Township Police Department

University of Michigan Department of Public Safety

Flint Police Department

East Lansing Police Department

Lansing Police Department

Jackson Police Department

- Leoni Township Police Department
- Kalamazoo Department of Public Safety
- Kalamazoo Township Police Department
- Portage Police Department
- Grand Rapids Police Department
- Kentwood Police Department
- Walker Police Department
- Wyoming Police Department
- Green Oak Township Police Department
- Chesterfield Police Department
- Eastpointe Police Department
- Shelby Township Police Department
- Sterling Heights Police Department
- Clinton Township Police Department
- Roseville Police Department
- St. Clair Shores Police Department
- Muskegon Township Police Department
- Warren Police Department
- Monroe Police Department
- Auburn Hills Police Department
- Farmington Hills Police Department
- Madison Heights Police Department
- Royal Oak Police Department
- Troy Police Department
- West Bloomfield Police Department
- Bloomfield Police Department
- Hazel Park Police Department
- Novi Police Department
- Rochester Hills Police Department
- Southfield Police Department
- Waterford Police Department

White Lake Police Department  
Saginaw Police Department  
Saginaw Township Police Department  
Port Huron Police Department  
Ann Arbor Police Department  
Pittsfield Township Police Department  
Ypsilanti Police Department  
Allen Park Police Department  
Canton Township Police Department  
Dearborn Heights Police Department  
Hamtramck Police Department  
Inkster Police Department  
Livonia Police Department  
Romulus Police Department  
Van Buren Township Police Department  
Westland Police Department  
Brownstown Township Police Department  
Detroit Police Department  
Dearborn Police Department  
Garden City Police Department  
Highland Park Police Department  
Lincoln Park Police Department  
Redford Township Police Department  
Taylor Police Department  
Trenton Police Department  
MSP Wayland Post  
MSP Tri-City Post  
MSP Niles Post  
MSP Marshall Post  
MSP Sault St. Marie Post  
MSP Flint Post

MSP Lansing Post

MSP Jackson Post

MSP Paw Paw Post

MSP Rockford Post

MSP Brighton Post

MSP Metro North Post

MSP Monroe Post

MSP Lakeview Post

MSP Lapeer Post

MSP Metro South Post

Oakland County Sheriff's Office

Ottawa County Sheriff's Office

Saginaw County Sheriff's Office

St. Clair County Sheriff's Office

Washtenaw County Sheriff's Office

Wayne County Sheriff's Office

Monroe County Sheriff's Office

Montcalm County Sheriff's Office

Allegan County Sheriff's Office

Bay County Sheriff's Office

Berrien County Sheriff's Office

Calhoun County Sheriff's Office

Chippewa County Sheriff's Office

Genesee County Sheriff's Office

Ingham County Sheriff's Office

Jackson County Sheriff's Office

Kalamazoo County Sheriff's Office

Kent County Sheriff's Office

Livingston County Sheriff's Office

Macomb County Sheriff's Office

Western Michigan University Department of Public Safety

Kalamazoo Valley Community College Department of Public Safety

Grand Rapids Community College Police Department

Kellogg Community College Department of Public Safety

Mott Community College Police Department

Lansing Community College Police Department

Michigan State University Department of Public Safety

Macomb Community College Police Department

Wayne State University Police Department

Schoolcraft Community College Police Department

Wayne County Community College Police Department

## Countermeasure strategies

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

### Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	High Visibility Enforcement
2019	Alcohol Impairment: Detection, Enforcement and Sanctions

## Funding sources

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act NHTSA 402	Police Traffic Services (FAST)	\$705,000.00	\$0.00	\$705,000.00
2019	FAST Act 405d Impaired Driving Low	405d Low HVE	\$600,000.00	\$0.00	
2019	FAST Act 405d Impaired Driving Low	405d Low Police Traffic Services	\$300,000.00	\$0.00	
2019	FAST Act NHTSA 402	Police Traffic Services (FAST)	\$1,910,000.00	\$0.00	\$1,910,000.00



## Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

### 5.2.3 Countermeasure Strategy: Drug Recognition Expert (DRE) Training

**Program area** Impaired Driving (Drug and Alcohol)

**Countermeasure strategy** Drug Recognition Expert (DRE) Training

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

Is this countermeasure strategy innovative?

No

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

Yes

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

Yes

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

Yes

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the seat belt enforcement criterion? § 1300.21(e)(3) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d)(5), demonstrating that the State conducts sustained enforcement (i.e., a program of recurring efforts throughout the fiscal year of the grant to promote seat belt and child restraint enforcement), and that based on the State's problem identification, involves law enforcement agencies responsible for seat belt enforcement in**

**geographic areas in which at least 70 percent of either the State's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]**

No

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

No

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

No

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

Yes

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

Yes

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

## Countermeasure strategy description

**To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:**

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

CP-19-01 Drug Recognition Expert Training (DRE)

Police officers are the first line of defense when it comes to making roadways safe. With drug-related crashes on the rise, the Medical Marijuana Act, legalization of recreational marijuana looming, and warnings from other states, Michigan needs to continue to train police officers in the detection and apprehension of drug and or combination alcohol/drug impaired drivers. The advent of the drug and or drug/alcohol impaired driver has changed the nature of impaired driving from a mostly nighttime weekend operation to a 24-hour operation every day. Officers working outside shifts normally associated with the alcohol-impaired drivers are no longer immune from the impaired driver. Every officer on every shift needs to be trained in the detection and apprehension of the drug and or drug/alcohol impaired driver.

Funding will support instructor costs, scheduling, facilities, materials, tablets, DRE national conference, and programmatic/financial oversight.

\$307,000 405(d) FAST Act Low Drug and Alcohol Training funds

5.7% of total \$4,412,000 designated to PT

\$1,335,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the PT programs.

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

**CP-19-01 Drug Recognition Expert Training (DRE)**

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

C-1 Number of fatalities in traffic crashes

Target: To reduce fatalities from 1,028 in 2017 to 1,023.2 fatalities in 2019.

C-2 Number of serious injuries in traffic crashes

Target: To reduce serious injuries from 6,084 in 2017 to 5,406.8 serious injuries in 2019.

C-3 Fatalities/VMT

Target: To reduce the 1.07 fatalities/VMT rate in 2017 to 1.02 fatalities/VMT in 2019.

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

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

Other: Number of crashes involving alcohol- or drug-impaired motorcyclist

Funding will support instructor costs, scheduling, facilities, materials, tablets, DRE national conference, and programmatic/financial oversight.

\$307,000 405(d) FAST Act Low Drug and Alcohol Training funds

5.7% of total \$5,412,000 designated to PT

\$1,335,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the PT programs.

Target: To reduce the number of crashes involving alcohol- or drug-impaired motorcyclists from 236 in 2017 to 197 in 2019.

Other: Target: Prevent impaired motorcyclist fatalities from increasing from 45 fatalities in 2017 to no more than 46 fatalities in 2019.

## Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

### CP-19-01 Drug Recognition Expert Training (DRE)

#### Countermeasures That Work 2015

##### Chapter 1 Section 7.1

“Similar to alcohol-impaired driving, drug-impaired driving is primarily addressed through a combination of laws, enforcement, and education”.

\$307,000 405(d) FAST Act Low Drug and Alcohol Training funds

5.7% of total \$5,412,000 designated to PT

\$1,335,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the PT programs.

## Planned activities

**Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
6002	CP In-House Grant/Special Projects (CP 01)	

#### 5.2.3.1 Planned Activity: CP In-House Grant/Special Projects (CP 01)

<b>Planned activity name</b>	CP In-House Grant/Special Projects (CP 01)
<b>Planned activity number</b>	6002
<b>Primary countermeasure strategy</b>	

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

Yes

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

Yes

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

Yes

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

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

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

No

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

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

CP-19-01 Community Car Seat Distribution and Training

Nearly one million Michigan children are in low-income families. State assistance does not include programs to provide affordable car seats for those children. The OHSP car seat program is the largest source of car seats for low-income children. Funding will support car seats to be provided to families these during clinics and fitting stations.

Funding will support CPS certification and continuing education courses, with a focus on targeting front-line service providers who work directly with families in need. Service providers include home visitors, health care providers, social workers and counselors. The OHSP will continue to support CPS technician certification and CEU training with a focus on counties with the largest number of KABC injuries of children 0-8 years old. These trainings will not only target geographically, but also the participants, focusing on those individuals who are working directly with families in need and providing other social services.

Training and resources will be focused on 15 counties that represent 63 percent off all unrestrained KAB crashes for children 15 and under (see table). These counties will be prioritized and receive funding and seats. Additional counties may be added or considered based on need, resources, and programming.

#### 2012-2016 KABC statistics

County	0-3 unrestrained	4-7 unrestrained	8-15 unrestrained	Total unrestrained
Wayne	30	35	72	137
Oakland	6	8	55	69
Macomb	9	8	33	50
Kent	3	10	34	47
Genesee	7	10	26	43
Muskegon	3	5	15	23
Washtenaw	2	5	16	23
Calhoun	4	7	11	22
Monroe	1	3	18	22
Ottawa	2	4	12	18
Bay	2	5	9	16
Berrien	2	2	12	16
Kalamazoo	2	4	10	16

Saginaw	6	4	6	16
Jackson	1	1	12	14

## CPS classes for FY2019

Class type	Target Counties	Location	Date
Certification	Wayne, Oakland, Macomb	Macomb County	3/1/19
Certification	Kent, Ottawa, Muskegon, Kalamazoo, Berrien	Kent County	4/1/19
Certification	Ingham, Washtenaw, Genesee, Calhoun	Ingham County	6/1/19
CEU (2 classes)	Statewide	East Lansing	3/19-20/2019
CEU	Statewide	Wayne County	7/1/19
CEU	Statewide	Kent County	8/1/19
Renewal	Expired technicians statewide	Oakland County	3/1/18
Renewal	Expired technicians statewide	Kent County	4/1/19

**Grantee**

OHSP In-House/Special Projects

**Funds****Total: \$315,000**

\$200,000 in 402 FAST Act funds

\$115,000 405(b) FAST Act Training + High funds

46.9% of total \$671,000 designated to OP

\$147,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the OP programs.

**Goals**

Reduce unrestrained fatalities from all seat positions fatalities from 187 in 2017 to no more than 184 fatalities in 2019 by September 30, 2019.

Provide at least 2,500 car seats to low-income families statewide, meeting the qualifying screening requirements by September 30, 2019.

Train at least 60 new technicians in three certification classes, at least 100 current technicians in four continuing education classes, and recertify 20 technicians in two renewal classes by September 30, 2019.

Maintain at least one trained CPS technician available for services in all 83 counties by September 30, 2019.

#### **CP-19-01 Booster Seat and School-Based Education Program**

Statewide data show that children ages 8-15 are less likely to be properly restrained with seat belts than other vehicle occupants. To increase belt use, advertising will be used to more effectively reach parents of children in this age group and encourage belt use through tween, teen, and adult years. Earned media and partnerships will be sought to help spread this message and bolster the impact of this campaign.

A school-based program will also be used to directly reach children 8-14 to provide seat belt education.

Funding will support educational materials.

#### **Grantee**

Helen Devos Children's Hospital

#### **Funds**

\$20,000 405(b) FAST Act High Public Education

3% of total \$671,000 designated to OP

\$147,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the OP programs.

#### **Goals**

Reduce unrestrained fatalities in all seat positions from 187 in 2017 to no more than 184 fatalities in 2019.

#### **CP-19-01 NHTSA Occupant Protection Program Assessment and Recommendation Implementation**

The OHSP will partner with NHTSA subject matter experts from across the country to serve on an occupant protection program assessment team. The OHSP Occupant Protection Program Coordinator will provide leadership and coordination in working with the assessment team, the assessment facility, scheduling assessment presentations, and developing the pre-assessment briefing package of Michigan's Occupant Protection Program information.

Funding will support assessment team travel, supplies, and stipends.

#### **Grantee**

OHSP In-House/Special Projects

#### **Funds**

\$25,000 405(b) FAST ACT High Occupant Protection funds



**CP-19-01 Upper Peninsula Program**

Funding may support training programs, local messaging projects and special projects at the local or regional level.

**Grantee**

OHSP In-House/Special Projects

**Funds**

\$26,000 402 FAST Act funds

5.3% of total \$489,000 designated to CP

\$100,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

**Goals**

Reduce traffic deaths and injuries by one percent in the UP by September 30, 2019.

**CP-19-01 Law Enforcement Training for the Upper Peninsula**

Funding will support regional law enforcement training programs in the Northern Lower Peninsula and the Upper Peninsula, with a focus on impaired driving detection (drugs/ alcohol), officer safety and other traffic safety topics.

**1. Below 100 Officer Safety Training:**

Two programs will be conducted in the Northern Region. The programs will focus on the five tenants of officer safety, with an emphasis on traffic safety, including wearing seat belts.

**2. ARIDE/ ARIDE Refresher**

Advanced Roadside Impaired Driving Enforcement (ARIDE) training enables law enforcement officers to increase knowledge, update skills, and remain current on changing issues in alcohol and drug impairment to successfully address traffic safety priorities. The ARIDE training program consists of 16 hours of training covering the seven major drug categories and will be provided to law enforcement officers certified in the National Highway Traffic Safety Administration (NHTSA) Standardized Field Sobriety Test (SFST) curriculum. The ARIDE program includes SFST refresher training as part of the certification.

**3. The UP Traffic Safety Symposium**

This conference is part of an overall vision to collaborate with other traffic safety partners, both public and private, to bring attention to traffic safety and to facilitate dialogue about countermeasures. The full-day conference will be held in the UP.

**Grantee**

OHSP In-House/Special Projects

**Funds**

\$3,000 402 FAST Act funds

Less than one percent of total \$489,000 designated to CP

\$100,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

### **Goals**

Reduce traffic deaths and injuries by one percent in the UP by September 30, 2019.

Provide two Below 100 training programs in the UP to at least 40 law enforcement officers by September 30, 2019.

Provide one ARIDE/ ARIDE refresher course in the Upper Peninsula at least 40 law enforcement officers by September 30, 2019.

Provide one regional traffic safety conference in the Upper Peninsula to at least 50 total traffic safety partners by September 30, 2019.

### **CP-19-01 Drug Recognition Expert Training (DRE)**

The DRE State Coordinator will schedule at least one DRE School for 20 law enforcement officers and four prosecutors. This will increase the number of certified DREs in the state to 153.

To fulfill DRE recertification requirements, a three-day continuing education class for all DREs will be conducted, which will include expert witness courtroom training.

DRE instructors and a select number of DREs will attend the 2019 DRE national conference. DRE overtime will be reimbursed when DREs are requested on suspected drug-impaired driver and fatal or serious injury crashes.

Funding will support instructor costs, scheduling, facilities, materials, DRE national conference, and programmatic/financial oversight.

### **Grantee**

OHSP In-House/Special Projects

### **Funds**

\$307,000 405(d) FAST Act Low Drug and Alcohol Training funds

5.7% of total \$5,412,000 designated to PT

\$1,335,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the PT programs.

### **Goals**

Increase the number of DRE enforcement evaluations by 10 percent from 636 in 2018 to 700 in 2019 by September 30, 2019.

Increase the number of certified DREs by 20 from 133 to 153 by September 30, 2019.

Statewide with concentrated efforts to recruit students from the top ten counties with highest fatal and serious injury crashes involving alcohol and drugs. These include:

Wayne

Oakland

Kent  
Macomb  
Genesee  
Washtenaw  
Kalamazoo  
Ottawa  
Monroe  
Ingham

### **CP-19-01 Implementation of Pedestrian & Bicycle Safety Action Team Strategies**

The OHSP will work with the Pedestrian and Bicycle Safety Action Team and other traffic safety partners to implement strategies to reduce pedestrian and bicycle crashes, injuries, and fatalities. With carry-over funds from the previous federal fiscal year, a project could be developed for law enforcement training, law enforcement mobilizations and public education.

Funding will support law enforcement mobilization, law enforcement training and/or public education of pedestrian and bicycle safety laws.

#### **Grantee**

OHSP In-House/Special Projects

#### **Funds**

\$332,000 405(h) funds FAST Act

31.3% of total \$1,062,000 designated to PS

\$6,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the PS programs.

#### **Goal**

Identify data-driven pedestrian and bicycle safety program strategies and implement by September 30, 2019.

### **CP-19-01 Training on Underage Drinking Laws**

With the recent reinvigoration of underage drinking enforcement grants, law enforcement agencies need specialized training in controlled dispersal, compliance checks, and legal updates.

The OHSP will contract with 4-6 police officers who are content experts on UAD enforcement. Officers from grant funded agencies will also be provided the opportunity to attend the Michigan Licensed Beverage Association's Liquor Law Enforcement Seminar.

Funding will support contractual trainers and various training costs.

#### **Funds**

\$80,000 in 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training funds

2.1% of total \$3,803,000 designated to AL

\$526,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

**Grantees**

OHSP In-House/Special Projects and Michigan Judicial Institute

**Goals**

Reduce fatalities involving an impaired driver or motorcyclist from 236 in 2017 to 201 in 2019 by September 30, 2019.

Conduct underage drinking enforcement trainings in up to 10 counties by September 30, 2019.

**CP-19-01 NHTSA Impaired Program Assessment and Recommendation Implementation**

OHSP will partner with NHTSA to select subject matter experts from across the country to serve on an impaired driving program assessment team. The OHSP Impaired Driving Program Coordinator will provide leadership and coordination in working with the assessment team, the assessment facility, scheduling assessment presentations and developing the pre-assessment briefing package of Michigan's Impaired Driving Program information.

The assessment will consist of several interviews of stakeholders from around the state. The interviews will include OHSP management, SCAO representatives, PAAM representatives, MJI representatives, Judicial Outreach Liaisons, law enforcement partners, community organizations, university representatives and other impaired driving partners.

Following the assessment, OHSP will work with the impaired driving Action team and other partners to develop an updated strategic plan based on the assessment recommendations.

Funding will support team travel, stipends, and venue.

**Grantee**

OHSP In-House Special Projects

**Funds**

\$25,000 405(b) FAST Act Alcohol funds

Less than one percent of total \$3,803,000 designated to AL

\$526,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

**Goals**

Review Michigan's impaired driving program initiatives in comparison to pre-established national standards and weaknesses, and provide program improvement recommendations September 30, 2019.

**TBD Implementation of Motorcycle Action Team Strategies**

OHSP will work with the Motorcycle Safety Action Team and other traffic safety partners to implement strategies to reduce motorcycle crashes, injuries, and fatalities. With carry-over funds from the previous federal fiscal year, a project could be developed for motorcyclist safety training and motorcyclist awareness programs including:

Improvements to motorcyclist safety training curricula

Improvements in program delivery of motorcycle training to both urban and rural areas

Measures designed to increase the recruitment or retention of motorcyclist safety training instructors

Public awareness, public service announcements, and other outreach programs to enhance driver awareness of motorcyclist

Funding will support motorcyclist safety training and motorcyclist awareness programs.

### **Grantee**

To be determined

### **Funds**

\$26,000 405(f) FAST Act funds

3.7% of total \$452,000 designated to MC

\$131,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the MC programs.

### **Goals**

Reduce motorcyclist fatalities from 143 fatalities in 2017 to 125 fatalities by September 30, 2019.

### **Enter intended subrecipients.**

Contractors

### Countermeasure strategies

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

### **Countermeasure strategies in planned activities**

<b>Fiscal Year</b>	<b>Countermeasure Strategy Name</b>
2019	Underage Drinking Enforcement
2019	PS Evaluation
2019	Occupant Protection Program Assessment (NHTSA Facilitated)
2019	Motorcycle Evaluation
2019	Impaired Driving Program Assessment (NHTSA Facilitated)

2019	Drug Recognition Expert (DRE) Training
2019	CP Regional Projects
2019	CP Education
2019	Child Restraint System Inspection Station(s)

## Funding sources

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405h Nonmotorized Safety	405h Public Education	\$332,000.00	\$66,400.00	
2019	FAST Act NHTSA 402	Child Restraint (FAST)	\$200,000.00	\$0.00	\$200,000.00
2019	FAST Act 405b OP High	405b High Training (FAST)	\$115,000.00	\$0.00	
2019	FAST Act NHTSA 402	Planning and Administration (FAST)	\$147,000.00	\$0.00	\$0.00
2019	FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	\$26,000.00	\$0.00	\$0.00
2019	FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	\$3,000.00	\$0.00	\$0.00
2019	FAST Act 405d Impaired Driving Low	405d Low Drug and Alcohol Training	\$307,000.00	\$0.00	
2019	FAST Act 405d Impaired Driving Low	405d Low Drug and Alcohol Training	\$80,000.00	\$0.00	
2019	FAST Act 405f Motorcycle Programs	405f Motorcycle Safety (FAST)	\$26,000.00	\$0.00	
2019	FAST Act 405b OP High	405b High Paid Advertising (FAST)	\$20,000.00	\$0.00	
2019	FAST Act 405b OP High	405b High Alcohol (FAST)	\$25,000.00	\$0.00	

## Major purchases and dispositions

**Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

## 5.3 Program Area: Non-motorized (Pedestrians and Bicyclist)

**Program area type** Non-motorized (Pedestrians and Bicyclist)

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

Yes

**Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?**

No

### Problem identification

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

The Michigan Office of Highway Safety Planning (OHSP), with technical assistance from the University of Michigan Transportation Research Institute (UMTRI), uses state traffic crash data to identify highway safety problems.

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

To assist with problem identification, UMTRI provides a five-year view of fatalities for each national core performance measure. In most cases, the data review also includes fatality and serious injury data by month, by age, and county so that programs may be focused when and where they have the greatest potential to reduce traffic deaths and serious injuries.

A five-year moving average is applied against the national core performance measures from 2013-2017 to set goals and determine areas where positive progress is expected, where little or no change appears likely, and areas where the trend indicates fatalities will increase.

There were 170 pedestrians involved in fatal crashes in 2016, up 15.6 percent from 2007.

There were 42 bicycles involved in fatal crashes in 2016, up 133.3 percent from 2007.

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Traffic fatalities	947	901	967	1,064	1,028	1,006	984	1,050	1,064	1,195
<a href="#">Serious ("A") Injuries in traffic crashes[1]</a>	5,283	4,909	4,865	5,634	6,084	3,981	4,314	4,270	5,634	4,894
Fatalities per 100	1.0	0.93	0.99	1.07	Pending	1.05	0.98	1.04	1.07	1.10

million VMT

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Pedestrian fatalities	148	148	166	162	158	181	178	196	162	218
Bicycle Fatalities	27	22	33	38	21	34	28	39	38	34

## Performance measures

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

### Performance Measures in Program Area

Fiscal Year	Performance Measure Name	Target Period(Performance Target)	Target End Year	Target Value(Performance Target)
2019	C-2) Number of serious injuries in traffic crashes (State crash data files)	5 Year	2019	5,406.8
2019	C-3) Fatalities/VMT (FARS, FHWA)	5 Year	2019	1.020
2019	C-10) Number of pedestrian fatalities (FARS)	Annual	2019	178.0
2019	C-11) Number of bicyclists fatalities (FARS)	Annual	2019	28.0
2019	C-1) Number of Fatalities (FARS)	5 Year	2019	1,023.2

## Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies to submit for program area.

### Countermeasure Strategies in Program Area

Fiscal Year	Countermeasure Strategy Name
2019	PS Evaluation
2019	PS Enforcement
2019	PS Education



### 5.3.1 Countermeasure Strategy: PS Evaluation

**Program area** Non-motorized (Pedestrians and Bicyclist)

**Countermeasure strategy** PS Evaluation

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

Is this countermeasure strategy innovative?

No

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

No

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

No

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

No

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

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii)**

**Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

No

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

No

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

No

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

No

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

## Countermeasure strategy description

**To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:**

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

### **CP-19-01 Implementation of Pedestrian & Bicycle Safety Action Team Strategies**

Pedestrians and bicyclists are the most at-risk road users. Although these users represent a small percentage of all crashes, they are over-represented in fatalities. NHTSA's Fatality Analysis Reporting System (FARS) reported that the combination of pedestrian and bicyclist fatalities exceed 15 percent of all traffic fatalities in Michigan. The Pedestrian and Bicycle Safety Action Team continues to work to develop and implement strategies to improve the safety of these vulnerable users. The Action Plan details these strategies and team members work to implement them.

In 2018, the first Pedestrian and Bicycle Safety Program Assessment facilitated by the National Highway Traffic Safety Administration was conducted in Michigan. The final assessment report provided recommendations on how Michigan can improve our nonmotorized programs. These recommendations have been integrated into Michigan's pedestrian and bicyclist safety initiatives as detailed in the Pedestrian & Bicycle Safety Action Team Action plan.

\$332,000 405(h) funds FAST Act

31.3% of total \$1,062,000 designated to PS

\$6,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the PS programs.

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

**CP-19-01 Implementation of Pedestrian & Bicycle Safety Action Team Strategies**

There were 170 pedestrians involved in fatal crashes in 2016, up 15.6 percent from 2007.

There were 42 bicycles involved in fatal crashes in 2016, up 133.3 percent from 2007.

C-1 Number of fatalities in traffic crashes

Target: To reduce fatalities from 1,028 in 2017 to 1,023.2 fatalities in 2019.

C-2 Number of serious injuries in traffic crashes

Target: To reduce serious injuries from 6,084 in 2017 to 5,406.8 serious injuries in 2019.

C-3 Fatalities/VMT

Target: To reduce the 1.07 fatalities/VMT rate in 2017 to 1.02 fatalities/VMT in 2019.

C-10 Number of pedestrian fatalities

Target: Prevent pedestrian fatalities from increasing from 158 fatalities in 2017 to no more than 178 fatalities in 2019

C-11 Number of bicyclist fatalities

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

\$332,000 405(h) funds FAST Act

31.3% of total \$1,062,000 designated to PS

\$6,000 402 FAST Act funds will support the shared costs of the Program Management

## Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

**CP-19-01 Implementation of Pedestrian & Bicycle Safety Action Team Strategies**

**2018 Michigan Pedestrian and Bicycle Assessment pages 9-11**

### **PRIORITY RECOMMENDATIONS**

## **I. Program Management**

- Increase the rate at which 405(h) funds are being expended through the provision of proven countermeasures and the identification of funding sources that grantees can use to meet the 20 percent match requirement.
- Revise the UD-10 to reflect the current Model Minimum Uniform Crash Criteria data elements related to non-motorists.

## **III. Legislation, Regulation and Policy**

- Incorporate the full pedestrian and bicyclist safety guidance of the Uniform Vehicle Code into the Michigan Vehicle Code and preempt conflicting local pedestrian and bicyclist safety ordinances to the Michigan Vehicle Code.
- Adopt legislation requiring the use of approved bicycle helmets by bicyclists 16 years of age or younger.
- Adopt legislation requiring a driver to yield to pedestrians legally crossing the roadway at other than signalized intersections.
- Adopt legislation prohibiting the riding of a bicycle while under the influence of drugs or alcohol.

## **IV. Law Enforcement**

- Incorporate the full pedestrian and bicyclist safety guidance of the Uniform Vehicle Code into the Michigan Vehicle Code and preempt conflicting local pedestrian and bicyclist safety ordinances to the Michigan Vehicle Code.
- Give as much emphasis to pedestrian education and enforcement as is currently given to bicycle education and enforcement.
- Reinstigate the Law Enforcement Liaison program to promote traffic safety initiatives with emphasis on pedestrian and bicyclist safety.

## **V. Highway and Traffic Engineering**

- Conduct pedestrian and bicyclist Road Safety Audits.
- Train local governments on the use of National Association of City Transportation Officials guidelines for the design of bicycle infrastructure facilities.

## **VI. Communication Program**

- Task the Office of Highway Safety Planning with developing and implementing a statewide, branded pedestrian and bicyclist safety campaign that allows for customization to accommodate local needs.

## **VII. Outreach Program**

- Task the Office of Highway Safety Planning with developing and implementing a statewide, branded pedestrian and bicyclist safety campaign that allows for customization to accommodate local needs.

## **VIII. Driver Education and Licensing**

- Increase the number of classroom hours for driver education to align with the current Novice Teen Driver Education and Training Administrative Standards.

## **IX. Evaluation Program**

- Revise the UD-10 to reflect the current Model Minimum Uniform Crash Criteria data elements related to non-motorists.
- Integrate available traffic records data to support problem identification, strategic planning, resource deployment, public education and injury prevention efforts related to pedestrian and bicyclist injuries.

## **X. Emergency Medical Services**

- Dedicate funding to provide for the continued development of Michigan's trauma system.
- Integrate Emergency Medical Services and Trauma Registry information with crash data and hospital discharge data to support problem identification, strategic planning, resource deployment, public education and injury prevention efforts related to pedestrian and bicyclist injuries.

### **I. Program Management**

*Each State should have centralized program planning, implementation, and coordination to promote pedestrian and bicycle safety program issues as part of a comprehensive highway safety program. Evaluation should be used to revise existing programs, develop new programs, and determine progress and success of pedestrian and bicycle safety programs.*

#### *Advisory*

*The State Highway Safety Office should:*

- *Train program staff to effectively coordinate the implementation of recommended activities;*
- *Provide leadership, training, and technical assistance to other State agencies and local pedestrian and bicycle safety programs and projects;*
- *Conduct regular problem identification and evaluation activities to determine pedestrian and bicyclist fatality, injury, and crash trends and to provide guidance in development and implementation of countermeasures;*
- *Promote proper and legal riding practices and the proper use of bicycle helmets as primary measures to reduce death and injury among bicyclists;*
- *Coordinate with the State Department of Transportation to ensure provision of a safe environment for pedestrians and bicyclists through engineering measures such as sidewalks and bicycle facilities in the planning and design of all highway projects;*
- *Support the enforcement by local enforcement agencies of State laws affecting pedestrians and bicyclists; and*
- *Develop safety initiatives to reduce fatalities and injuries among high-risk groups as indicated by crash and injury data trends, including children, older adults, and alcohol-impaired pedestrians and bicyclists.*

\$332,000 405(h) funds FAST Act

31.3% of total \$1,062,000 designated to PS

\$6,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the PS programs.

## Planned activities

**Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
6002	CP In-House Grant/Special Projects (CP 01)	

#### 5.3.1.1 Planned Activity: CP In-House Grant/Special Projects (CP 01)

**Planned activity name** CP In-House Grant/Special Projects (CP 01)

**Planned activity number** 6002

**Primary countermeasure strategy**

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

Yes

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

Yes

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

Yes

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned**

**activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

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

No

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

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

#### **CP-19-01 Community Car Seat Distribution and Training**

Nearly one million Michigan children are in low-income families. State assistance does not include programs to provide affordable car seats for those children. The OHSP car seat program is the largest source of car seats for low-income children. Funding will support car seats to be provided to families these during clinics and fitting stations.

Funding will support CPS certification and continuing education courses, with a focus on targeting front-line service providers who work directly with families in need. Service providers include home visitors, health care providers, social workers and counselors. The OHSP will continue to support CPS technician certification and CEU training with a focus on counties with the largest number of KABC injuries of children 0-8 years old. These trainings will not only target geographically, but also the participants, focusing on those individuals who are working directly with families in need and providing other social services.

Training and resources will be focused on 15 counties that represent 63 percent off all unrestrained KAB crashes for children 15 and under (see table). These counties will be prioritized and receive funding and seats. Additional counties may be added or considered based on need, resources, and programming.

2012-2016 KABC statistics

County	0-3 unrestrained	4-7 unrestrained	8-15 unrestrained	Total unrestrained
Wayne	30	35	72	137
Oakland	6	8	55	69
Macomb	9	8	33	50
Kent	3	10	34	47
Genesee	7	10	26	43
Muskegon	3	5	15	23
Washtenaw	2	5	16	23
Calhoun	4	7	11	22
Monroe	1	3	18	22
Ottawa	2	4	12	18
Bay	2	5	9	16
Berrien	2	2	12	16
Kalamazoo	2	4	10	16
Saginaw	6	4	6	16
Jackson	1	1	12	14

## CPS classes for FY2019

Class type	Target Counties	Location	Date
Certification	Wayne, Oakland, Macomb	Macomb County	3/1/19
Certification	Kent, Ottawa, Muskegon, Kalamazoo,	Kent County	4/1/19



## Berrien

Certification	Ingham, Washtenaw, Genesee, Calhoun	Ingham County	6/1/19
CEU (2 classes)	Statewide	East Lansing	3/19-20/2019
CEU	Statewide	Wayne County	7/1/19
CEU	Statewide	Kent County	8/1/19
Renewal	Expired technicians statewide	Oakland County	3/1/18
Renewal	Expired technicians statewide	Kent County	4/1/19

**Grantee**

OHSP In-House/Special Projects

**Funds**

**Total: \$315,000**

\$200,000 in 402 FAST Act funds

\$115,000 405(b) FAST Act Training + High funds

46.9% of total \$671,000 designated to OP

\$147,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the OP programs.

**Goals**

Reduce unrestrained fatalities from all seat positions fatalities from 187 in 2017 to no more than 184 fatalities in 2019 by September 30, 2019.

Provide at least 2,500 car seats to low-income families statewide, meeting the qualifying screening requirements by September 30, 2019.

Train at least 60 new technicians in three certification classes, at least 100 current technicians in four continuing education classes, and recertify 20 technicians in two renewal classes by September 30, 2019.

Maintain at least one trained CPS technician available for services in all 83 counties by September 30, 2019.

**CP-19-01 Booster Seat and School-Based Education Program**

Statewide data show that children ages 8-15 are less likely to be properly restrained with seat belts than other vehicle occupants. To increase belt use, advertising will be used to more effectively reach parents of children in this age group and

encourage belt use through tween, teen, and adult years. Earned media and partnerships will be sought to help spread this message and bolster the impact of this campaign.

A school-based program will also be used to directly reach children 8-14 to provide seat belt education.

Funding will support educational materials.

**Grantee**

Helen Devos Children's Hospital

**Funds**

\$20,000 405(b) FAST Act High Public Education

3% of total \$671,000 designated to OP

\$147,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the OP programs.

**Goals**

Reduce unrestrained fatalities in all seat positions from 187 in 2017 to no more than 184 fatalities in 2019.

**CP-19-01 NHTSA Occupant Protection Program Assessment and Recommendation Implementation**

The OHSP will partner with NHTSA subject matter experts from across the country to serve on an occupant protection program assessment team. The OHSP Occupant Protection Program Coordinator will provide leadership and coordination in working with the assessment team, the assessment facility, scheduling assessment presentations, and developing the pre-assessment briefing package of Michigan's Occupant Protection Program information.

Funding will support assessment team travel, supplies, and stipends.

**Grantee**

OHSP In-House/Special Projects

**Funds**

\$25,000 405(b) FAST ACT High Occupant Protection funds

**CP-19-01 Upper Peninsula Program**

Funding may support training programs, local messaging projects and special projects at the local or regional level.

**Grantee**

OHSP In-House/Special Projects

**Funds**

\$26,000 402 FAST Act funds

5.3% of total \$489,000 designated to CP

\$100,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

### **Goals**

Reduce traffic deaths and injuries by one percent in the UP by September 30, 2019.

### **CP-19-01 Law Enforcement Training for the Upper Peninsula**

Funding will support regional law enforcement training programs in the Northern Lower Peninsula and the Upper Peninsula, with a focus on impaired driving detection (drugs/ alcohol), officer safety and other traffic safety topics.

#### **1. Below 100 Officer Safety Training:**

Two programs will be conducted in the Northern Region. The programs will focus on the five tenants of officer safety, with an emphasis on traffic safety, including wearing seat belts.

#### **2. ARIDE/ ARIDE Refresher**

Advanced Roadside Impaired Driving Enforcement (ARIDE) training enables law enforcement officers to increase knowledge, update skills, and remain current on changing issues in alcohol and drug impairment to successfully address traffic safety priorities. The ARIDE training program consists of 16 hours of training covering the seven major drug categories and will be provided to law enforcement officers certified in the National Highway Traffic Safety Administration (NHTSA) Standardized Field Sobriety Test (SFST) curriculum. The ARIDE program includes SFST refresher training as part of the certification.

#### **3. The UP Traffic Safety Symposium**

This conference is part of an overall vision to collaborate with other traffic safety partners, both public and private, to bring attention to traffic safety and to facilitate dialogue about countermeasures. The full-day conference will be held in the UP.

### **Grantee**

OHSP In-House/Special Projects

### **Funds**

\$3,000 402 FAST Act funds

Less than one percent of total \$489,000 designated to CP

\$100,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

### **Goals**

Reduce traffic deaths and injuries by one percent in the UP by September 30, 2019.

Provide two Below 100 training programs in the UP to at least 40 law enforcement officers by September 30, 2019.

Provide one ARIDE/ ARIDE refresher course in the Upper Peninsula at least 40 law enforcement officers by September 30, 2019.

Provide one regional traffic safety conference in the Upper Peninsula to at least 50 total traffic safety partners by September 30, 2019.

**CP-19-01 Drug Recognition Expert Training (DRE)**

The DRE State Coordinator will schedule at least one DRE School for 20 law enforcement officers and four prosecutors. This will increase the number of certified DREs in the state to 153.

To fulfill DRE recertification requirements, a three-day continuing education class for all DREs will be conducted, which will include expert witness courtroom training.

DRE instructors and a select number of DREs will attend the 2019 DRE national conference. DRE overtime will be reimbursed when DREs are requested on suspected drug-impaired driver and fatal or serious injury crashes.

Funding will support instructor costs, scheduling, facilities, materials, DRE national conference, and programmatic/financial oversight.

**Grantee**

OHSP In-House/Special Projects

**Funds**

\$307,000 405(d) FAST Act Low Drug and Alcohol Training funds

5.7% of total \$5,412,000 designated to PT

\$1,335,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the PT programs.

**Goals**

Increase the number of DRE enforcement evaluations by 10 percent from 636 in 2018 to 700 in 2019 by September 30, 2019.

Increase the number of certified DREs by 20 from 133 to 153 by September 30, 2019.

Statewide with concentrated efforts to recruit students from the top ten counties with highest fatal and serious injury crashes involving alcohol and drugs. These include:

Wayne

Oakland

Kent

Macomb

Genesee

Washtenaw

Kalamazoo

Ottawa

Monroe

Ingham

**CP-19-01 Implementation of Pedestrian & Bicycle Safety Action Team Strategies**

The OHSP will work with the Pedestrian and Bicycle Safety Action Team and other traffic safety partners to implement strategies to reduce pedestrian and bicycle crashes, injuries, and fatalities. With carry-over funds from the previous federal fiscal year, a project could be developed for law enforcement training, law enforcement mobilizations and public education.

Funding will support law enforcement mobilization, law enforcement training and/or public education of pedestrian and bicycle safety laws.

**Grantee**

OHSP In-House/Special Projects

**Funds**

\$332,000 405(h) funds FAST Act

31.3% of total \$1,062,000 designated to PS

\$6,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the PS programs.

**Goal**

Identify data-driven pedestrian and bicycle safety program strategies and implement by September 30, 2019.

**CP-19-01 Training on Underage Drinking Laws**

With the recent reinvigoration of underage drinking enforcement grants, law enforcement agencies need specialized training in controlled dispersal, compliance checks, and legal updates.

The OHSP will contract with 4-6 police officers who are content experts on UAD enforcement. Officers from grant funded agencies will also be provided the opportunity to attend the Michigan Licensed Beverage Association's Liquor Law Enforcement Seminar.

Funding will support contractual trainers and various training costs.

**Funds**

\$80,000 in 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training funds

2.1% of total \$3,803,000 designated to AL

\$526,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

**Grantees**

OHSP In-House/Special Projects and Michigan Judicial Institute

**Goals**

Reduce fatalities involving an impaired driver or motorcyclist from 236 in 2017 to 201 in 2019 by September 30, 2019.

Conduct underage drinking enforcement trainings in up to 10 counties by September 30, 2019.

**CP-19-01 NHTSA Impaired Program Assessment and Recommendation Implementation**

OHSP will partner with NHTSA to select subject matter experts from across the country to serve on an impaired driving program assessment team. The OHSP Impaired Driving Program Coordinator will provide leadership and coordination in working with the assessment team, the assessment facility, scheduling assessment presentations and developing the pre-assessment briefing package of Michigan's Impaired Driving Program information.

The assessment will consist of several interviews of stakeholders from around the state. The interviews will include OHSP management, SCAO representatives, PAAM representatives, MJJ representatives, Judicial Outreach Liaisons, law enforcement partners, community organizations, university representatives and other impaired driving partners.

Following the assessment, OHSP will work with the impaired driving Action team and other partners to develop an updated strategic plan based on the assessment recommendations.

Funding will support team travel, stipends, and venue.

**Grantee**

OHSP In-House Special Projects

**Funds**

\$25,000 405(b) FAST Act Alcohol funds

Less than one percent of total \$3,803,000 designated to AL

\$526,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

**Goals**

Review Michigan's impaired driving program initiatives in comparison to pre-established national standards and weaknesses, and provide program improvement recommendations September 30, 2019.

**TBD Implementation of Motorcycle Action Team Strategies**

OHSP will work with the Motorcycle Safety Action Team and other traffic safety partners to implement strategies to reduce motorcycle crashes, injuries, and fatalities. With carry-over funds from the previous federal fiscal year, a project could be developed for motorcyclist safety training and motorcyclist awareness programs including:

Improvements to motorcyclist safety training curricula

Improvements in program delivery of motorcycle training to both urban and rural areas

Measures designed to increase the recruitment or retention of motorcyclist safety training instructors

Public awareness, public service announcements, and other outreach programs to enhance driver awareness of motorcyclist

Funding will support motorcyclist safety training and motorcyclist awareness programs.

**Grantee**

To be determined

**Funds**

\$26,000 405(f) FAST Act funds

3.7% of total \$452,000 designated to MC

\$131,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the MC programs.

### Goals

Reduce motorcyclist fatalities from 143 fatalities in 2017 to 125 fatalities by September 30, 2019.

### Enter intended subrecipients.

Contractors

### Countermeasure strategies

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

### Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Underage Drinking Enforcement
2019	PS Evaluation
2019	Occupant Protection Program Assessment (NHTSA Facilitated)
2019	Motorcycle Evaluation
2019	Impaired Driving Program Assessment (NHTSA Facilitated)
2019	Drug Recognition Expert (DRE) Training
2019	CP Regional Projects
2019	CP Education
2019	Child Restraint System Inspection Station(s)

### Funding sources

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405h Nonmotorized Safety	405h Public Education	\$332,000.00	\$66,400.00	
2019	FAST Act NHTSA 402	Child Restraint (FAST)	\$200,000.00	\$0.00	\$200,000.00
2019	FAST Act 405b OP High	405b High Training (FAST)	\$115,000.00	\$0.00	
2019	FAST Act NHTSA 402	Planning and Administration (FAST)	\$147,000.00	\$0.00	\$0.00
2019	FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	\$26,000.00	\$0.00	\$0.00
2019	FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	\$3,000.00	\$0.00	\$0.00
2019	FAST Act 405d Impaired Driving Low	405d Low Drug and Alcohol Training	\$307,000.00	\$0.00	
2019	FAST Act 405d Impaired Driving Low	405d Low Drug and Alcohol Training	\$80,000.00	\$0.00	
2019	FAST Act 405f Motorcycle Programs	405f Motorcycle Safety (FAST)	\$26,000.00	\$0.00	
2019	FAST Act 405b OP High	405b High Paid Advertising (FAST)	\$20,000.00	\$0.00	
2019	FAST Act 405b OP High	405b High Alcohol (FAST)	\$25,000.00	\$0.00	

## Major purchases and dispositions

**Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

### 5.3.2 Countermeasure Strategy: PS Enforcement

**Program area** Non-motorized (Pedestrians and Bicyclist)

**Countermeasure strategy** PS Enforcement

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



Is this countermeasure strategy innovative?

No

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

No

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

No

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

No

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

No

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

No

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

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will**

**implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

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

No

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

## Countermeasure strategy description

**To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:**

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

### **PS-19-05+ Elective Overtime Pedestrian and Bicycle Enforcement**

NHTSA's Fatality Analysis Reporting System (FARS) reported that the combination of pedestrian and bicyclist fatalities exceed 15 percent of all traffic fatalities in Michigan. The OHSP has identified the top cities in Michigan which have both the highest number of pedestrian and bicycle crashes in a five-year period. Local and regional law enforcement agencies are invited to work collaboratively on an overtime enforcement pilot project for pedestrian and bicycle safety laws in FY2018.

This project will continue in up to seven cities in FY2019. Law enforcement officers will implement an evidence-based, highly visible overtime enforcement program on pedestrian and bicycle safety laws to educate community members about potentially dangerous walking, cycling and driving behaviors, and enforce traffic laws designed to protect them.

Funding will support law enforcement agencies to conduct overtime law enforcement mobilization on pedestrian and bicycle safety laws, including up to one public information component.

\$200,000 405(h) FAST Act funds

18.9% of total \$1,062,000 designated to PS

\$6,000 402 FAST Act will support the shared costs of the Program Management team required to implement and manage the PS programs.

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

### **PS-19-05+ Elective Overtime Pedestrian and Bicycle Enforcement**

There were 170 pedestrians involved in fatal crashes in 2016, up 15.6 percent from 2007.

There were 42 bicycles involved in fatal crashes in 2016, up 133.3 percent from 2007.

C-1 Number of fatalities in traffic crashes

Target: To reduce fatalities from 1,028 in 2017 to 1,023.2 fatalities in 2019.

C-2 Number of serious injuries in traffic crashes

Target: To reduce serious injuries from 6,084 in 2017 to 5,406.8 serious injuries in 2019.

C-3 Fatalities/VMT

Target: To reduce the 1.07 fatalities/VMT rate in 2017 to 1.02 fatalities/VMT in 2019.

C-10 Number of pedestrian fatalities

Target: Prevent pedestrian fatalities from increasing from 158 fatalities in 2017 to no more than 178 fatalities in 2019

C-11 Number of bicyclist fatalities

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

\$200,000 405(h) FAST Act funds

18.9% of total \$1,062,000 designated to PS

\$6,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the PS programs.

## Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

### **PS-19-05+ Elective Overtime Pedestrian and Bicycle Enforcement**

#### **Countermeasures That Work 2015**

#### **Chapter 8 Pedestrians Section 4.4**

#### **Chapter 9 Bicycles Section 3.3**

#### **Chapter 8 Pedestrians Section 4.4**

“The purpose of targeted enforcement is to increase compliance with appropriate traffic laws by both pedestrians and motorists. Behavioral pedestrian safety initiatives require improvements in unsafe driver or pedestrian behaviors. Once pedestrians and drivers are informed of the behavior changes needed and why they are important, enforcement often is necessary to encourage compliance. Although enforcement was implied or stated for many of the earlier countermeasures, targeted enforcement deserves additional discussion here”.

#### **Chapter 9 Bicycles Section 3.3**

“The purpose of targeted enforcement is to increase compliance with appropriate traffic laws by both bicyclists and motorists. Enforcement of traffic laws for all operators, including speed enforcement, may help to reduce the severity and frequency of collisions as well as promote bicycle safety.”

\$200,000 405(h) FAST Act funds

18.9% of total \$1,062,000 designated to PS

\$6,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the PS programs.

## Planned activities

**Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
4003	PS Pedestrian and Bicyclist Law Enforcement Mobilization	

### 5.3.2.1 Planned Activity: PS Pedestrian and Bicyclist Law Enforcement Mobilization

<b>Planned activity name</b>	PS Pedestrian and Bicyclist Law Enforcement Mobilization
<b>Planned activity number</b>	4003
<b>Primary countermeasure strategy</b>	

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

No

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

No

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

No

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

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

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

No

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

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

**PS-19-05+ Elective Overtime Pedestrian and Bicycle Enforcement**

OHSP has identified the top seven cities in Michigan which have both the highest number of pedestrian and bicycle crashes over a five-year period: Detroit, Grand Rapids, Ann Arbor, Kalamazoo, Lansing, Warren, and Wyoming. The goal is to pursue a strategic enforcement plan on pedestrian and bicycle safety laws in each city between local police departments and county sheriff offices that participated in the FY2018 pilot project.

Funding will support law enforcement agencies to conduct overtime law enforcement mobilization on pedestrian and bicycle safety laws, including up to one public information component.

**Grantee**

County and local law enforcement agencies

**Funds**

\$200,000 405(h) FAST Act funds

18.9% of total \$1,062,000 designated to PS

\$6,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the PS programs.

### Goals

Reduce the number of pedestrian fatalities from 158 fatalities in 2017 to no more than 178 fatalities in 2019 by September 30, 2019.

Reduce the number of bicyclist fatalities from 21 fatalities in 2017 to no more than 28 in 2018 by September 30, 2019.

### Enter intended subrecipients.

#### PS-19-05+ Elective Overtime Pedestrian and Bicycle Enforcement

Detroit Police Department, Wayne County Sheriff's Office, Ann Arbor Police Department Grand Rapids Police Department, Washtenaw County Sheriff's Office, Kalamazoo Department of Public Safety, Kalamazoo Township Police Department, Lansing Police Department, Ingham County Sheriff's Office, Warren Police Department, and Macomb County Sheriff's Office, University of Michigan Department of Public Safety, Kalamazoo County Sheriff's Office, and Western Michigan University Police Department.

## Countermeasure strategies

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

### Countermeasure strategies in planned activities

#### Fiscal Year Countermeasure Strategy Name

2019 PS Enforcement

## Funding sources

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405h Nonmotorized Safety	405h Law Enforcement	\$120,000.00	\$24,000.00	
2019	FAST Act 405h Nonmotorized Safety	405h Law Enforcement	\$80,000.00	\$16,000.00	

## Major purchases and dispositions

**Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

### 5.3.3 Countermeasure Strategy: PS Education

**Program area** Non-motorized (Pedestrians and Bicyclist)

**Countermeasure strategy** PS Education

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

Is this countermeasure strategy innovative?

No

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

No

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

No

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

No

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

No

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

No

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

No

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

No

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

No

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

## Countermeasure strategy description

**To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:**

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

### **PS-19-01 Grand Rapids Pedestrian Safety Program**

There were a significant number of pedestrian-involved crashes in Kent County between 2013 and 2016 (795 crashes). Many of these crashes occurred in the city of Grand Rapids – 446 crashes or 56 percent of all the crashes in Kent County. Notably, Kent County reported the third highest number of pedestrian-involved crashes in Michigan (795 crashes – 8.7 percent of the crashes 9,114 reported statewide), which is just below Oakland County (869 crashes – 9.5 percent of the crashes reported statewide). Yet Kent County's population (639,369) is half of Oakland County's population (1,242,304), so there is a significantly higher than expected pedestrian-related crash rate in Kent County.



Since Grand Rapids has a higher than expected number of reported pedestrian-involved crashes for its community size, the city of Grand Rapids staff believes that focusing only on sporadic engineering improvements as budget allows will not significantly decrease pedestrian crashes systemically. However, coupling engineering/geometric improvements with education and enforcement measures should produce a better result in terms of pedestrian crash reduction as well as improved understanding of the law and operator responsibilities.

Funding will support overtime law enforcement mobilization, law enforcement training, and public education of pedestrian and bicycle safety laws.

\$120,000 405(h) FAST Act funds

12.3% of total \$1,062,000 designated to PS

\$6,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the PS programs.

### **PS-19-02 Detroit Safe Routes Ambassador Program**

The NHTSA, reports in 2016, among cities with populations over 500,000, Detroit had the 5th highest pedestrian fatality rate out of 34 cities: six pedestrians killed per 100,000 people. Also, between the years 2012-2016, Detroit had the most bicycle-involved crashes of any other city in Michigan, totaling 737 crashes over the five-year period. Detroit is committed to reducing traffic deaths and serious injuries through a combination of efforts including designing streets that improve safety, user anticipation as well as the deployment of multi-modal public education initiatives and data-driven enforcement.

A common complaint heard in the Detroit is a lack of information being provided to the public before, during, and after new infrastructure projects are completed including a general lack of knowledge of how bicycles, cars, and pedestrians should interact on the roadways. Detroit has been inspired by the work of the Chicago Safe Routes Ambassadors program in which they have successfully implemented a pedestrian and bicycle safety outreach team through in-class elementary curriculum, on-foot training, high school driver education classes, workshops for parents and community members, and more.

Funding will support public education of pedestrian and bicycle safety laws through material development and distribution, ambassador staff to execute projects, and evaluation of the program.

\$100,000 405(h) FAST Act funds

9.4% of total \$1,062,000 designated to PS

\$6,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the PS programs.

### **PS-19-03 Muskegon County Bicycle and Pedestrian Safety Initiative**

Pedestrians and bicyclists are one of the most at-risk road users. Although these users represent a small percentage of all crashes, they are over-represented in fatalities. Every year, more than 1,300 bicyclists are injured in Michigan.

In 2016, Muskegon County had a bicycle crash density of 0.6 percent and a pedestrian crash density of 0.8 percent which are in the upper 50th percentiles statewide. In Muskegon County, over half of the bike and pedestrian crashes occur during daylight. Most crashes occur on roadways with speed limits of 25 mph (41 percent). Sixty-eight percent of bike and pedestrian crash victims were age 30 or younger.

This project will be a continuation of the bicycle and pedestrian safety program initiated by the Muskegon County Sheriff's Office in FY17 and FY18.

#### Michigan Traffic Crash Facts – Muskegon County Data

Crash: Pedestrian	Crash: Bicyclist	2012	2013	2014	2015	2016	Total
No pedestrian involved	Bicyclist involved	41	30	35	46	31	183
Pedestrian involved	No bicyclist involved	37	31	34	45	39	186
Pedestrian involved	Bicyclist involved	0	0	1	0	0	1

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

\$20,000 405(h) FAST Act funds

1.9% of total \$1,062,000 designated to PS

\$6,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the PS programs.

#### **PS-19-04 Pedestrian & Bicycle Safety Laws Public Education, Awareness, and Law Enforcement Training**

The dramatic increase in bicycle injuries and fatalities support the need for a variety of countermeasures. This includes educating drivers, pedestrians, and bicyclists about traffic laws regarding safely sharing the road and recognizing the essential role law enforcement play in community enforcement, education, and outreach. The League of Michigan Bicyclists (LMB) has developed and implemented bicycle and pedestrian safety law projects both in FY2017 and FY2018 to help reduce crashes and educate Michigan citizens.

Per the Michigan Traffic Crash Facts website, 38 bicyclists were killed in 2016 in Michigan. Bicycle fatalities are up an alarming 81 percent from 2014. Nearly 2,000 bicyclists were involved in motor vehicle traffic crashes in 2016 alone. Also in Michigan, 168 people were killed in pedestrian crashes in 2016 and there were 2,232 pedestrian crashes statewide.

Funding will support public education and law enforcement training of pedestrian and bicycle safety laws.

\$70,000 405(h) FAST Act funds

6.6% of total \$1,062,000 designated to PS

\$6,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the PS programs

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

##### **PS-19-01 Grand Rapids Pedestrian Safety Program**

There were 170 pedestrians involved in fatal crashes in 2016, up 15.6 percent from 2007.

There were 42 bicycles involved in fatal crashes in 2016, up 133.3 percent from 2007.

C-1 Number of fatalities in traffic crashes

Target: To reduce fatalities from 1,028 in 2017 to 1,023.2 fatalities in 2019.

C-2 Number of serious injuries in traffic crashes

Target: To reduce serious injuries from 6,084 in 2017 to 5,406.8 serious injuries in 2019.

C-3 Fatalities/VMT

Target: To reduce the 1.07 fatalities/VMT rate in 2017 to 1.02 fatalities/VMT in 2019.

C-10 Number of pedestrian fatalities

Target: Prevent pedestrian fatalities from increasing from 158 fatalities in 2017 to no more than 178 fatalities in 2019

C-11 Number of bicyclist fatalities

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

\$120,000 405(h) FAST Act funds

12.3% of total \$1,062,000 designated to PS

\$6,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the PS programs.

#### **PS-19-02 Detroit Safe Routes Ambassador Program**

There were 170 pedestrians involved in fatal crashes in 2016, up 15.6 percent from 2007.

There were 42 bicycles involved in fatal crashes in 2016, up 133.3 percent from 2007.

C-1 Number of fatalities in traffic crashes

Target: To reduce fatalities from 1,028 in 2017 to 1,023.2 fatalities in 2019.

C-2 Number of serious injuries in traffic crashes

Target: To reduce serious injuries from 6,084 in 2017 to 5,406.8 serious injuries in 2019.

C-3 Fatalities/VMT

Target: To reduce the 1.07 fatalities/VMT rate in 2017 to 1.02 fatalities/VMT in 2019.

C-10 Number of pedestrian fatalities

Target: Prevent pedestrian fatalities from increasing from 158 fatalities in 2017 to no more than 178 fatalities in 2019

C-11 Number of bicyclist fatalities

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

\$100,000 405(h) FAST Act funds

9.4% of total \$1,062,000 designated to PS

\$6,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the PS programs.

**PS-19-03 Muskegon County Bicycle and Pedestrian Safety Initiative**

There were 170 pedestrians involved in fatal crashes in 2016, up 15.6 percent from 2007.

There were 42 bicycles involved in fatal crashes in 2016, up 133.3 percent from 2007.

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

Target: To reduce fatalities from 1,028 in 2017 to 1,023.2 fatalities in 2019.

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

Target: To reduce serious injuries from 6,084 in 2017 to 5,406.8 serious injuries in 2019.

**C-3 Fatalities/VMT**

Target: To reduce the 1.07 fatalities/VMT rate in 2017 to 1.02 fatalities/VMT in 2019.

**C-10 Number of pedestrian fatalities**

Target: Prevent pedestrian fatalities from increasing from 158 fatalities in 2017 to no more than 178 fatalities in 2019

**C-11 Number of bicyclist fatalities**

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

**\$20,000 405(h) FAST Act funds**

1.9% of total \$1,062,000 designated to PS

\$6,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the PS programs.

**PS-19-04 Pedestrian and Bicycle Safety Laws Public Education, Awareness, and Law Enforcement Training**

There were 170 pedestrians involved in fatal crashes in 2016, up 15.6 percent from 2007.

There were 42 bicycles involved in fatal crashes in 2016, up 133.3 percent from 2007.

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

Target: To reduce fatalities from 1,028 in 2017 to 1,023.2 fatalities in 2019.

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

Target: To reduce serious injuries from 6,084 in 2017 to 5,406.8 serious injuries in 2019.

**C-3 Fatalities/VMT**

Target: To reduce the 1.07 fatalities/VMT rate in 2017 to 1.02 fatalities/VMT in 2019.

**C-10 Number of pedestrian fatalities**

Target: Prevent pedestrian fatalities from increasing from 158 fatalities in 2017 to no more than 178 fatalities in 2019

**C-11 Number of bicyclist fatalities**

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

\$70,000 405(h) FAST Act funds

6.6% of total \$1,062,000 designated to PS

\$6,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the PS programs.

## Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

### **PS-19-01 Grand Rapids Pedestrian Safety Program**

#### **Countermeasures That Work 2015**

#### **Chapter 8 Pedestrians Section 4.4**

“The purpose of targeted enforcement is to increase compliance with appropriate traffic laws by both pedestrians and motorists. Behavioral pedestrian safety initiatives require improvements in unsafe driver or pedestrian behaviors. Once pedestrians and drivers are informed of the behavior changes needed and why they are important, enforcement often is necessary to encourage compliance. Although enforcement was implied or stated for many of the earlier

countermeasures, targeted enforcement deserves additional discussion here. Traffic enforcement is most effective when it is highly visible and publicized, to reinforce the message of the required behavior and to raise the expectation that failure to comply may result in legal consequences. Enforcement campaigns should be aimed at drivers and pedestrians”.

\$120,000 405(h) FAST Act funds

12.3% of total \$1,062,000 designated to PS

\$6,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the PS programs.

### **PS-19-02 Detroit Safe Routes Ambassador Program**

#### **Countermeasures That Work 2015**

#### **Chapter 9 Bicycles Sections 1.3, 2.2, 3.1, 3.2, and 4.1**

#### **Section 1.3**

“The purpose of bicycle education is to teach children basic bicycle handling skills, traffic laws, how to ride on streets with traffic present, proper helmet use, bicycle safety checks, and bicycle maintenance. As part of a regular school curriculum, education can reach every student, but providing training outside of school settings such as through parks and recreation departments, community centers or faith-based organizations may be more feasible in some circumstances. Community-based programs could also provide greater flexibility in tailoring to meet the needs of specific target groups”.

## **Section 2.2**

“The goal of bicycle safety education for adult bicycle commuters is to improve knowledge of laws, risks, and cycling best practices, and to lead to safer cycling behaviors, including riding predictably and use of safety materials such as reflective clothing and helmets”.

## **Section 3.1**

“Improving bicyclist conspicuity is intended to make bicyclists more visible to motorists and to allow motorists more opportunity to see and avoid collisions with bicyclists. A common contributing factor for crashes involving bicyclists in the roadway is the failure of the driver to notice the bicyclist, particularly at night. White or light-colored clothing, long a recommended solution, does little to improve conspicuity at night (NCHRP, 2008, Strategy F2). A study of bicyclists admitted to hospitals from bicycling injuries suggested that white upper body clothing may provide a protective effect for motor vehicle collisions during daylight hours (Hagel et al., 2014”).

## **Section 3.2**

“The purpose of bicycle helmet promotions is to increase use of helmets and thereby decrease the number of severe and fatal brain injuries to bicyclists involved in crashes. Bicycle helmet promotions are frequent, but are usually aimed at child bicyclists only, often through youth health organizations and schools. Promotions can target various barriers to helmet use, including absence of a helmet, child and families’ lack of understanding of the importance of helmet use,

and negative attitudes or beliefs about helmet use. Programs that provide helmets can include sponsoring organizations and often involve law enforcement and schools to deliver helmets, fit the helmets, and teach proper fitting and use. Promotions can be conducted through single events or extended campaigns to promote helmet distribution and use. Helmet promotions should not be limited to just children, but should include adults requires as well because crashes are not limited not just children or those who are deemed less skilled at bike riding. Expanding helmet promotions to adults requires an expansion in focus, and perhaps different sponsors. However, adding adult-oriented riding tips may increase the appeal of the program. Other adult-oriented strategies should also be included, such as peer-based interventions on a college campus (Buckley, Sheehan, & Chapman, 2009)”

## **Section 4.1**

“The purpose of addressing bicycle safety as part of driver education is to increase the sensitivity of drivers to the presence and characteristics of bicyclists and how to safely share the road with them. Although driver education and most State driver manuals address sharing the road with bicyclists, many devote little attention or emphasis to the topic. NCHRP released model driver handbook materials that may be adapted by States to enhance their driver handbook information on sharing the road with bicyclists (Thomas, Stutts, & Gillenwater, n.d.).”

\$100,000 405(h) FAST Act funds

9.4% of total \$1,062,000 designated to PS

\$6,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the PS programs.

## **PS-19-03 Muskegon County Bicycle and Pedestrian Safety Initiative**

### **Countermeasures That Work 2015**

### **Chapter 9 Bicycles Sections 1.3, 2.2, 3.1, 3.2, 4.1**

#### **Section 1.3**

“The purpose of bicycle education is to teach children basic bicycle handling skills, traffic laws, how to ride on streets with traffic present, proper helmet use, bicycle safety checks, and bicycle maintenance. As part of a regular school curriculum, education can reach every student, but providing training outside of school settings such as through parks and recreation departments, community centers or faith-based organizations may be more feasible in some circumstances. Community-based programs could also provide greater flexibility in tailoring to meet the needs of specific target groups”.

## **Section 2.2**

“The goal of bicycle safety education for adult bicycle commuters is to improve knowledge of laws, risks, and cycling best practices, and to lead to safer cycling behaviors, including riding predictably and use of safety materials such as reflective clothing and helmets”.

## **Section 3.1**

“Improving bicyclist conspicuity is intended to make bicyclists more visible to motorists and to allow motorists more opportunity to see and avoid collisions with bicyclists. A common contributing factor for crashes involving bicyclists in the roadway is the failure of the driver to notice the bicyclist, particularly at night. White or light-colored clothing, long a recommended solution, does little to improve conspicuity at night (NCHRP, 2008, Strategy F2). A study of

bicyclists admitted to hospitals from bicycling injuries suggested that white upper body clothing may provide a protective effect for motor vehicle collisions during daylight hours (Hagel et al., 2014”.

## **Section 3.2**

“The purpose of bicycle helmet promotions is to increase use of helmets and thereby decrease the number of severe and fatal brain injuries to bicyclists involved in crashes. Bicycle helmet promotions are frequent, but are usually aimed at child bicyclists only, often through youth health organizations and schools. Promotions can target various barriers to helmet use, including absence of a helmet, child and families’ lack of understanding of the importance of helmet use,

and negative attitudes or beliefs about helmet use. Programs that provide helmets can include sponsoring organizations and often involve law enforcement and schools to deliver helmets, fit the helmets, and teach proper fitting and use. Promotions can be conducted through single events or extended campaigns to promote helmet distribution and use. Helmet promotions should not be limited to just children, but should include adults requires as well because crashes are not limited not just children or those who are deemed less skilled at bike riding. Expanding helmet promotions to adults requires an expansion in focus, and perhaps different sponsors. However, adding adult-oriented riding tips may increase the appeal of the program. Other adult-oriented strategies should also be included, such as peer-based interventions on a college campus (Buckley, Sheehan, & Chapman, 2009)”

## **Section 4.1**

“The purpose of addressing bicycle safety as part of driver education is to increase the sensitivity of drivers to the presence and characteristics of bicyclists and how to safely share the road with them. Although driver education and most State driver manuals address sharing the road with bicyclists, many devote little attention or emphasis to the topic. NCHRP released model driver handbook materials that may be adapted by States to enhance their driver handbook information on sharing the road with bicyclists (Thomas, Stutts, & Gillenwater, n.d.).”

\$20,000 405(h) FAST Act funds

1.9% of total \$1,062,000 designated to PS

\$6,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the PS programs.

## PS-19-04 Pedestrian and Bicycle Safety Laws Public Education, Awareness, and Law Enforcement Training

### Countermeasures That Work 2015

#### Chapter 9 Bicycles Sections 1.3, 2.2, and 4.1

##### Section 1.3

“The purpose of bicycle education is to teach children basic bicycle handling skills, traffic laws, how to ride on streets with traffic present, proper helmet use, bicycle safety checks, and bicycle maintenance. As part of a regular school curriculum, education can reach every student, but providing training outside of school settings such as through parks and recreation departments, community centers or faith-based organizations may be more feasible in some circumstances. Community-based programs could also provide greater flexibility in tailoring to meet the needs of specific target groups”.

##### Section 2.2

“The goal of bicycle safety education for adult bicycle commuters is to improve knowledge of laws, risks, and cycling best practices, and to lead to safer cycling behaviors, including riding predictably and use of safety materials such as reflective clothing and helmets”.

##### Section 4.1

“The purpose of addressing bicycle safety as part of driver education is to increase the sensitivity of drivers to the presence and characteristics of bicyclists and how to safely share the road with them. Although driver education and most State driver manuals address sharing the road with bicyclists, many devote little attention or emphasis to the topic. NCHRP released model driver handbook materials that may be adapted by States to enhance their driver handbook information on sharing the road with bicyclists (Thomas, Stutts, & Gillenwater, n.d.).”

\$70,000 405(h) FAST Act funds

6.6% of total \$1,062,000 designated to PS

\$6,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the PS programs.

## Planned activities

**Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
4002	PS Public Education and Training	

#### 5.3.3.1 Planned Activity: PS Public Education and Training



**Planned activity name** PS Public Education and Training

**Planned activity number** 4002

**Primary countermeasure strategy**

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

No

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

No

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

No

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

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

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

No

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

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

**PS-19-01 Grand Rapids Pedestrian Safety Program**

Since Grand Rapids has a higher than expected number of reported pedestrian-involved crashes for its community size, City staff believes that just focusing on sporadic engineering improvements as budget allows will not significantly decrease pedestrian crashes systemically. However, coupling engineering/ geometric improvements with education and enforcement measures should produce a better result in terms of pedestrian crash reduction as well as improved understanding of the law and operator responsibilities. This project will be a continuation of the pedestrian program initiated by the city of Grand Rapids in FY2017 and FY2018.

Funding will support overtime law enforcement mobilization, law enforcement training and public education of pedestrian and bicycle safety laws.

**Grantee**

City of Grand Rapids

**Funds**

\$120,000 405(h) FAST Act

12.3% of FAST Act total \$1,062,000 designated to PS

\$6,000 402 funds will support the shared costs of the Program Management team required to implement and manage the PS programs.

**Goals**

Reduce the number of pedestrian fatalities from 158 fatalities in 2017 to no more than 178 fatalities in 2019 by September 30, 2019.

Reduce the number of bicyclist fatalities from 21 fatalities in 2017 to no more than 28 in 2018 by September 30, 2019.

**PS-19-02 Detroit Safe Routes Ambassador Program**

Detroit has the highest pedestrian fatality rate among other major U.S. cities. This is a critical time as the city is making rapid investments in more bike lanes, including protected bike lanes. Many road users have never been exposed to or educated about bike lanes. Detroit will also model this program after the Chicago Safe Routes Ambassadors program by implementing an elementary curriculum, high school driver education classes, and workshops for parents and community members.

Funding will support public education of pedestrian and bicycle safety laws through material development and distribution, ambassador staff to execute projects and evaluation of the program.

**Grantee**

City of Detroit

**Funds**

\$100,000 405(h) FAST Act funds

9.4% of total \$1,062,000 designated to PS

\$6,000 402 Fast Act funds will support the shared costs of the Program Management team required to implement and manage the PS programs.

**Goals**

Reduce the number of pedestrian fatalities from 158 fatalities in 2017 to no more than 178 fatalities in 2019 by September 30, 2019.

Reduce the number of bicyclist fatalities from 21 fatalities in 2017 to no more than 28 in 2018 by September 30, 2019.

**PS-19-03 Muskegon County Bicycle and Pedestrian Safety Initiative**

The Muskegon County Sheriff's Office will educate bicyclists and pedestrians on safety through community events, educate law enforcement officers about laws specific to bicycle, pedestrian and drivers, and raise public awareness about bicycle and pedestrian specific risk and protective factors through media packets and materials, continuing this safety initiative from FY2018. The Muskegon County Sheriff's Office will strengthen existing and seek out new partnerships to explain and ensure the methodology and legality of enforcement operations.

The role of participating agencies will be to receive training for law enforcement officers and collaborate on additional events and outreach opportunities in the community.

Law enforcement training and supplemental resources were made available starting in FY2017. Media packets to assist in outreach efforts will be developed and used for the bike safety rodeos and bike/pedestrian presentations. Partnerships will be formed, especially to explain and ensure the methodology and legality of enforcement operations.

Local data will be used to identify high-risk areas for safety mobilizations and educational outreach. These areas are primarily located in urban areas including cities of Muskegon, Muskegon Heights, Norton Shores, and Muskegon Township.

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

**Grantee**

Muskegon County Sheriff's Office

**Funds**

\$20,000 405(h) FAST Act funds

1.9% of total \$1,062,000 designated to PS

\$6,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the PS programs.

**Goals**

Reduce the number of pedestrian fatalities from 158 fatalities in 2017 to no more than 178 fatalities in 2019 by September 30, 2019.

Reduce the number of bicyclist fatalities from 21 fatalities in 2017 to no more than 28 in 2018 by September 30, 2019.

### **PS-19-04 Pedestrian and Bicycle Safety Laws Public Education, Awareness, and Law Enforcement Training**

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

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

The LMB will promote bicyclist and pedestrian safety in Michigan through four safety projects: a bicycle safety law roll-call and public education videos, law enforcement training on bicyclist and pedestrian safety laws, and an online quiz, and pedestrian and bicycle laws public education awareness course to driver education instructors. This project is continued from FY2017 and FY2018.

Funding will support public education and law enforcement training of pedestrian and bicycle safety laws.

#### **Grantee**

League of Michigan Bicyclists

#### **Funds**

\$70,000 405(h) FAST Act Training funds

6.6% of total \$1,062,000 designated to PS

\$6,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the PS programs.

#### **Goals**

Reduce the number of pedestrian fatalities from 158 fatalities in 2017 to no more than 178 fatalities in 2019 by September 30, 2019.

Reduce the number of bicyclist fatalities from 21 fatalities in 2017 to no more than 28 in 2018 by September 30, 2019.

#### **Enter intended subrecipients.**

##### **PS-19-01 Grand Rapids Pedestrian Safety Program**

HRC, Inc.; sub-consultant contracts with Western Michigan University Transportation Research Center & Gud Marketing

##### **PS-19-03 Muskegon County Bicycle and Pedestrian Safety Initiative**

City of Muskegon, Muskegon Heights, Norton Shores, and Muskegon Township (With funding levels to be determined)

##### **PS-19-04 Pedestrian and Bicycle Safety Laws Public Education, Awareness, and Law Enforcement Training**

Nancy Krupiarz (law enforcement training and driver education professional development)

Mitten State Video (roll call video & public education video)

Lake Effect Associates (online quiz)

### **Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

## Countermeasure strategies in planned activities

### Fiscal Year Countermeasure Strategy Name

2019 PS Education

## Funding sources

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 405h Nonmotorized Safety	405h Public Education	\$120,000.00	\$24,000.00	
2017	FAST Act 405h Nonmotorized Safety	405h Public Education	\$100,000.00	\$20,000.00	
2017	FAST Act 405h Nonmotorized Safety	405h Public Education	\$20,000.00	\$4,000.00	
2017	FAST Act 405h Nonmotorized Safety	405h Public Education	\$70,000.00	\$14,000.00	

## Major purchases and dispositions

**Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

## 5.3.4 Countermeasure Strategy: PS Communications Campaign

**Program area** Non-motorized (Pedestrians and Bicyclist)

**Countermeasure strategy** PS Communications Campaign

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

Is this countermeasure strategy innovative?

No

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

No

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

No

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

No

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

No

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

No

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

No

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

No

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

No

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

## Countermeasure strategy description

**To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:**

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

### **CP-19-03 Pedestrian & Bicycle Safety Statewide Communications Campaign**

Pedestrians and bicyclists are the most at-risk road users. Although these users represent a small percentage of all crashes, they are over-represented in fatalities. NHTSA's Fatality Analysis Reporting System (FARS) reported that the combination of pedestrian and bicyclist fatalities exceed 15 percent of all traffic fatalities in Michigan. There is a need for statewide public education regarding bicycle safety laws in Michigan. This is a priority recommendation from the NHTSA Pedestrian & Bicycle Safety Program Assessment Report.

New bicycle safety legislation has passed into law since the previous bicycle safety law publications published by OHSP in 2014 and 2015, so updates are needed to reflect this information. Any publications developed will also supplement the bicycle and pedestrian safety law training for law enforcement officers. Additionally, this information will be a valuable resource to law enforcement officers conducting targeted enforcement mobilizations on pedestrian and bicycle safety laws.

\$220,000 405(h) FAST Act funds

20.7% of total \$1,062,000 designated to PS

\$6,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the PS programs.

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

### **CP-19-03 Pedestrian & Bicycle Safety Statewide Communications Campaign**

There were 170 pedestrians involved in fatal crashes in 2016, up 15.6 percent from 2007.

There were 42 bicycles involved in fatal crashes in 2016, up 133.3 percent from 2007.

C-1 Number of fatalities in traffic crashes

C-1 Number of fatalities in traffic crashes

Target: To reduce fatalities from 1,028 in 2017 to 1,023.2 fatalities in 2019.

C-2 Number of serious injuries in traffic crashes

Target: To reduce serious injuries from 6,084 in 2017 to 5,406.8 serious injuries in 2019.

C-3 Fatalities/VMT

Target: To reduce the 1.07 fatalities/VMT rate in 2017 to 1.02 fatalities/VMT in 2019.

C-10 Number of pedestrian fatalities

Target: Prevent pedestrian fatalities from increasing from 158 fatalities in 2017 to no more than 178 fatalities in 2019

C-11 Number of bicyclist fatalities

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

\$220,000 405(h) FAST Act funds

20.7% of total \$1,062,000 designated to PS

\$6,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the PS programs.

## Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

### **CP-19-03 Pedestrian & Bicycle Safety Statewide Communications Campaign**

#### **Countermeasures That Work 2015**

#### **Chapter 8 Pedestrians Section 4.4**

#### **Chapter 9 Bicycles Section 3.3**

#### **Chapter 8 Pedestrians Section 4.4**

“The purpose of targeted enforcement is to increase compliance with appropriate traffic laws by both pedestrians and motorists. Behavioral pedestrian safety initiatives require improvements in unsafe driver or pedestrian behaviors. Once pedestrians and drivers are informed of the behavior changes needed and why they are important, enforcement often is necessary to encourage compliance. Although enforcement was implied or stated for many of the earlier countermeasures, targeted enforcement deserves additional discussion here”.

#### **Chapter 9 Bicycles Section 3.3**

“The purpose of targeted enforcement is to increase compliance with appropriate traffic laws by both bicyclists and motorists. Enforcement of traffic laws for all operators, including speed enforcement, may help to reduce the severity and frequency of collisions as well as promote bicycle safety.”

\$220,000 405(h) FAST Act funds

20.7% of total \$1,062,000 designated to PS



\$6,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the PS programs.

## Planned activities

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
6001	CP Education and Communication (CP 03 PI&E)	

#### 5.3.4.1 Planned Activity: CP Education and Communication (CP 03 PI&E)

Planned activity name	CP Education and Communication (CP 03 PI&E)
Planned activity number	6001
Primary countermeasure strategy	

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

Yes

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

Yes

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

Yes

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

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii)**

**[Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

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

No

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

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

#### **Enter description of the planned activity.**

##### **CP-19-03 Impaired Driving Public Education**

Marihuana legalization will be on the statewide ballot in November 2018 with the polls showing public support in overwhelming favor. Development and distribution of educational material for drugged driving, alcohol- impaired driving, prescription use and driving, and poly-use, is necessary to educate Michigan motorists on the details of this issue.

Funding will support the development of education materials regarding drugged-driving. Social media channels will provide education in social norming behavior during Impaired Driving month (December 2018).

##### **Grantee**

OHSP In-House

##### **Funds**

\$910,000 405(d) FAST Act Impaired Driving Low funds

23.9% of total \$3,803,000 designated to AL

\$526,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

##### **Goals**

Reduce fatalities involving an impaired driver or motorcyclist from 236 in 2017 to 201 in 2019 by September 30, 2019.

Develop and distribute materials on drug-impaired driving by September 30, 2019.

**CP-19-03 Public Information and Education**

To promote seat belt use, sober driving, child passenger safety, motorcycle safety, bicyclist and pedestrian safety, and all other traffic safety concerns through public information outreach and earned media events. This includes publishing an online traffic safety newsletter, developing brochures, flyers, posters, and other materials to promote traffic safety campaigns, conferences, and media events. Public information and education (PI&E) funds ensure materials are continually available to stock and distribute through the storage and distribution center.

Funding supports the creation and production of materials such as banners, posters, and other items for the annual seat belt mobilization and impaired driving crackdowns.

**Grantee**

OHSP PI&E

**Funds**

\$90,000 405(b) FAST Act Occupant Protection High funds

19.6% of total \$489,000 designated to CP

\$100,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

**Goals**

Reprint and redesign materials as needed for distribution through the OHSP warehouse by September 30, 2019.

**CP-19-03 Strategic Counsel**

There is an ongoing need to use OHSP's creative services/advertising contractor for strategic counsel for special issues that the office cannot anticipate and plan for in advance. In addition, issues that arise there are occasional unforeseen needs related to campaigns, such as last-minute promotional opportunities. This covers small, routine tasks.

Funding will support access to strategic counsel and services quickly and efficiently on an as-needed basis.

**Grantee**

OHSP PI&E

**Funds**

\$85,000 405(b) FAST Act Occupant Protection High funds

18.5% of total \$489,000 designated to CP

\$100,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

**Goals**

Provide strategic counsel, when needed, for unanticipated communications issues and projects that arise through September 30, 2019.

**CP-19-03 Pedestrian & Bicycle Safety Statewide Communications Campaign**

Michigan citizens are unsure of the current state of pedestrian and bicycle safety laws. Public education is needed to inform citizens of the Michigan Vehicle Code sections that pertain to pedestrians, bicyclists, and motorists.

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

Funding will support public education of pedestrian and bicycle safety laws.

**Grantee**

OHSP PI&E

**Funds**

\$220,000 405(h) FAST Act funds

20.7% of total \$1,062,000 designated to PS

\$6,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the PS programs.

**Goal**

Reduce the number of pedestrian fatalities from 158 fatalities in 2017 to no more than 178 fatalities in 2019 by September 30, 2019.

Reduce the number of bicyclist fatalities from 21 fatalities in 2017 to no more than 28 in 2018 by September 30, 2019.

**CP-19-03 PT Mobilization Message Development and Paid Advertising**

Periodically updating and refreshing advertising messages helps them remain memorable and promote a call to action for the target audience, young men.

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

Targeted paid advertising messages have helped the OHSP achieve one of the highest belt use rates in the nation. Such efforts have helped reduce unrestrained fatalities and serious injuries.

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

Funding will cover paid advertising costs during the specified mobilization.

**Details**

Increasing seat belt use and reducing impaired driving remain the two most significant means to reduce traffic deaths. Overtime traffic enforcement projects, combined with public information and education, are the primary method to encourage motorists to drive safely.

To qualify for funding, Michigan must provide for a statewide, high-visibility special traffic enforcement program (STEP) for occupant protection and impaired/drunken driving that emphasizes publicity during not less than three campaigns.

The STEP model also includes the use of paid advertising to support awareness of stepped up enforcement. Paid advertising guarantees messages will be played on stations and programs that appeal to the target group. Advertising programming is selected based on its efficiency and effectiveness.

The planned high-visibility enforcement periods include;

Impaired driving:	October 18-31, 2018
Impaired driving:	December 12-31, 2018
Seat belts:	May 20 – June 19, 2019
Impaired Driving:	July 1-14, 2019
Impaired driving:	August 14 – September 2, 2019

### **Click It or Ticket**

Create a new enforcement campaign for Click it or Ticket. Funding will include research, development of creative concepts, and asset development: \$75,000

May mobilization statewide paid advertising: \$450,000

Other mobilization support: \$15,000 for earned media planning and materials development; \$15,000 banners and poster printing.

Total: \$555,000

### **Drive Sober or Get Pulled Over**

Intend to continue using *Sticks With You* spot. (Potentially incorporate a drugged driving message for impaired driving – earned and/or paid ad of \$300,000\*).

November-December mobilization statewide digital only (relying mainly on December national advertising): \$50,000

August mobilization statewide paid advertising: \$500,000 alcohol message.

(Potentially incorporate a drugged driving message for impaired driving – earned and/or paid ad of \$300,000\*).

Other mobilization support: \$30,000 for earned media planning and materials development for December and August (\$15,000/mobilization); \$15,000 banners and poster printing August only; \$15,000 resize/create paid advertising assets.

Total: \$610,000 (with potential to add \$300,000 for drugged driving for a total of \$910,000)

### **Grantee**

OHSP PI&E

### **Funds**

Total: \$1,465,000

\$555,000 in 405(b) FAST Act Public Education funds

\$910,000 in 405(d) FAST Act Paid and Earned Media funds

33.3% of total \$4,412,000 designated to PT

\$1,335,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the PT programs

### **Goals**

Develop seat belt enforcement earned/paid media advertising messaging and outreach plans to help support the May 2019 seat belt mobilization by September 30, 2019.

Develop impaired driving enforcement earned/paid media and outreach plans to help support October, December, July, and August enforcement to maximize local media interest by September 30, 2019.

Continue awareness for the *Drive Sober or Get Pulled Over* campaign message among young men from 79.3 percent to least 80 percent by September 30, 2019.

Continue high awareness (84.7 percent) for the *Click It or Ticket* campaign among young men so that at least 85 percent recall the campaign by September 30, 2019.

### **CP-19-03 Telephone Surveys**

The immediacy of telephone surveys gives the OHSP almost immediate feedback on how drivers perceive and react to programs, giving officials a window into trends based on driver thinking and their likely reactions to enforcement program decisions and approaches.

Surveys of driver attitudes and beliefs can illuminate areas for improvement, identify program enhancements, and determine effectiveness. Surveys allow the OHSP to adjust mid-stream during implementation, if necessary, and helps develop plans based on current-year data and potential future trends. Ongoing evaluation supports the effectiveness of enforcement mobilizations.

Funding will support the costs of the surveys.

#### **Grantee**

OHSP PI&E

#### **Funds**

\$115,000 in 402 FAST Act funds

2.6% of total \$4,412,000 designated to PT

\$1,335,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the PT programs

#### **Goals**

Determine public perception of seat belt and impaired driving enforcement efforts and advertising messages for traffic safety campaigns by conducting four sets of pre- and post-telephone surveys by September 30, 2019.

**CP-19-03 Shadow Rider Project**

The OHSP will collaborate with the MDOS and the UMTRI to locate unendorsed riders based on addresses on file with motorcycle registrations. In conjunction with motorcycle traffic safety partners, the OHSP will contact each unendorsed rider by mail to inform the rider about the availability of the Returning Rider Training classes and the Basic Rider Training classes to encourage them to obtain their motorcycle endorsements.

Funding will support the printing, mailing, and digital media efforts to the unendorsed riders in Michigan.

**Grantee**

OHSP PI&E

**Funds**

\$20,000 402 FAST Act funds

4.4% total \$452,000 designated to MC

\$131,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the MC programs.

**Goals**

Reduce motorcyclist fatalities from 143 fatalities in 2017 to 125 fatalities by September 30, 2019.

Reduce the number of unendorsed motorcycle riders from 38,000 to 35,000 by September 30, 2019.

**CP-19-03 Motorcyclist Impaired Prevention Campaign**

The OHSP has collaborated with the MDOS and the Michigan Licensed Beverage Association (MLBA) on messaging development for the impaired motorcyclist audience. This effort is to promote a safety culture among motorcycle rider groups, specifically with zero-tolerance policies for impaired driving. With the production of the Fallen Brothers Ride Sober campaign in FY2018, the campaign will continue a second year of advertising in FY2019 with materials that will be printed and distributed to partners and stakeholders in June 2019.

The campaign message informs riders that the majority of single-vehicle motorcyclist crash fatalities involve alcohol. The message is focused to the top alcohol-involved crash counties of Kent, Wayne, Oakland, Macomb, Genesee, and Kalamazoo. The paid advertising includes a cable television campaign run statewide, including during Detroit Tigers broadcasts. There will also be outdoor advertising via billboards in the focus counties along major freeways.

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

**Grantee**

OHSP PI&E

**Funds**

\$260,000 405(d) FAST Act Paid/Earned Media funds

57.5% of total \$452,000 designated to MC

\$131,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the MC programs.

### **CP-19-03 Recruitment of Motorcycle Rider Coaches**

The Michigan Rider Education Program (Mi-REP) is in desperate need of new Rider Coaches because of curriculum transitions in recent years and the aging population of certified Rider Coaches that are retiring. The OHSP will work with several partnering agencies and organizations to develop and execute a communications plan for promoting Rider Coach recruitment.

These new Rider Coaches are trained through the Mi-REP administered Novice Rider Coach Preparation courses (RCPs), which allow for the vital training of new Rider Coaches entering the profession and best practices for motorcycle rider training. There are six RCPs planned for FY2019 and the goal is to completely fill these courses with new Rider Coach candidates. Skilled Rider Coaches are needed to train motorcyclists in Michigan through rider education courses.

Funding will support a paid social media communications campaign as well as printing and distribution of recruitment materials.

### **Grantee**

OHSP PI&E

### **Funds**

\$9,000 405(f) FAST Act funds

Less than one percent of total \$452,000 designated to MC

\$131,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the MC programs.

### **Goals**

Reduce motorcyclist fatalities from 143 fatalities in 2017 to 125 fatalities by September 30, 2019.

Develop and distribute education and outreach materials by September 30, 2019.

### **Enter intended subrecipients.**

#### **CP-19-03 Public Information and Education**

Brogan and Partners and Michigan Department of Technology, Management, and Budget

#### **CP-19-03 Strategic Counsel**

Martin Waymire

Glengariff Group



OHSP PI&E

**CP-19-03 Pedestrian & Bicycle Safety Statewide Communications Campaign**

Brogan & Partners, Glengariff Group (sub-contractor of Brogan), and Radish Creative Group (sub-contractor of Brogan)

**CP-19-03 PT Mobilization Message Development and Paid Advertising**

OHSP PI&E

**CP-19-03 Telephone Surveys**

Glengariff Group

**CP-19-03 Motorcyclist Impaired Prevention Campaign**

Michigan Department of Technology, Management, and Budget

Brogan Partners

**CP-19-03 Recruitment of Motorcycle Rider Coaches**

Michigan Department of Technology, Management, and Budget

Brogan Partners

## Countermeasure strategies

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

### Countermeasure strategies in planned activities

<b>Fiscal Year</b>	<b>Countermeasure Strategy Name</b>
2019	PT Evaluation
2019	PT Communications
2019	PS Communications Campaign
2019	Motorcycle Evaluation
2019	MC Communication Campaign
2019	Education and Training
2019	CP Education

## Funding sources

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 405h Nonmotorized Safety	405h Public Education	\$220,000.00	\$44,000.00	
2019	FAST Act 405d Impaired Driving Low	405d Impaired Driving Low (FAST)	\$910,000.00	\$0.00	
2019	FAST Act 405b OP High	405b High Community Traffic Safety (FAST)	\$85,000.00	\$0.00	
2019	FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	\$5,000.00	\$0.00	\$5,000.00
2019	FAST Act 405b OP High	405b High Public Education (FAST)	\$555,000.00	\$0.00	
2019	FAST Act 405d Impaired Driving Low	405d Low Paid/Earned Media	\$910,000.00	\$0.00	
2019	FAST Act NHTSA 402	Police Traffic Services (FAST)	\$115,000.00	\$0.00	\$115,000.00
2019	FAST Act NHTSA 402	Motorcycle Safety (FAST)	\$20,000.00	\$0.00	\$0.00
2019	FAST Act 405d Impaired Driving Low	405d Low Paid/Earned Media	\$260,000.00		
2019	FAST Act 405f Motorcycle Programs	405f Motorcycle Safety (FAST)	\$9,000.00	\$0.00	
2019	FAST Act NHTSA 402	Motorcycle Safety (FAST)	\$20,000.00	\$0.00	\$0.00
2019	FAST Act 405b OP High	405b High Community Traffic Safety (FAST)	\$90,000.00	\$0.00	

## Major purchases and dispositions

**Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

## 5.4 Program Area: Motorcycle Safety

**Program area type** Motorcycle Safety

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

Yes

**Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?**

No

**Problem identification**

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

The Michigan Office of Highway Safety Planning (OHSP), with technical assistance from the University of Michigan Transportation Research Institute (UMTRI), uses state traffic crash data to identify highway safety problems.

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

To assist with problem identification, UMTRI provides a five-year view of fatalities for each national core performance measure. In most cases, the data review also includes fatality and serious injury data by month, by age, and county so that programs may be focused when and where they have the greatest potential to reduce traffic deaths and serious injuries.

A five-year moving average is applied against the national core performance measures from 2013-2017 to set goals and determine areas where positive progress is expected, where little or no change appears likely, and areas where the trend indicates fatalities will increase.

Motorcyclist deaths increased from 132 in 2012 to 146 in 2016.

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Traffic fatalities	947	901	967	1,064	1,028	1,006	984	1,050	1,064	1,195
Serious ("A") Injuries in traffic crashes[1]	5,283	4,909	4,865	5,634	6,084	3,981	4,314	4,270	5,634	4,894
Fatalities per 100 million VMT	1.0	0.93	0.99	1.07	Pending	1.05	0.98	1.04	1.07	1.10
	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Motorcyclist fatalities	138	112	141	152	143	150	125	154	152	169

Unhelmeted motorcyclist fatalities	67	52	57	78	64	127	95	100	78	149
Crashes involving alcohol- or drug-impaired motorcyclist	214	209	227	233	236	199	197	215	233	212
Fatalities to alcohol- or drug-impaired motorcyclist	38	36	52	48	45	50	46	62	48	64

## Performance measures

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

### Performance Measures in Program Area

Fiscal Year	Performance Measure Name	Target Period(Performance Target)	Target End Year	Target Value(Performance Target)
2019	C-2) Number of serious injuries in traffic crashes (State crash data files)	5 Year	2019	5,406.8
2019	C-3) Fatalities/VMT (FARS, FHWA)	5 Year	2019	1.020
2019	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	Annual	2019	201.0
2019	C-7) Number of motorcyclist fatalities (FARS)	Annual	2019	125.0
2019	C-8) Number of unhelmeted motorcyclist fatalities (FARS)	Annual	2019	95.0
2019	Number of impaired motorcyclist fatalities	Annual	2019	46.0
2019	C-1) Number of Fatalities (FARS)	5 Year	2019	1,023.2
2019	Number of crashes involving alcohol-or drug-impaired motorcyclist	Annual	2019	197.0

## Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies to submit for program area.

### Countermeasure Strategies in Program Area

Fiscal Year	Countermeasure Strategy Name
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2019	Motorcycle Evaluation
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2019	MC Training
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2019	MC Communication Campaign
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### 5.4.1 Countermeasure Strategy: Motorcycle Evaluation

**Program area** Motorcycle Safety

**Countermeasure strategy** Motorcycle Evaluation

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

Is this countermeasure strategy innovative?

No

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

No

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

No

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

No

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

No

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

No

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

No

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

Yes

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

Yes

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

## Countermeasure strategy description

**To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:**

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

### CP-19-03 Shadow Rider Project

Beginning in FY2013, the OHSP worked with the UMTRI and the MDOS to analyze the driver records to determine the number of unendorsed riders with a registered motorcycle. When the initiative was started in the spring of 2013, nearly 20 percent of the riding population was found to be riding unendorsed. This has decreased to just over 13 percent at the end of the 2017 riding season. Additionally, MDOS tracks their training website hits and each month that a Shadow Rider mailing goes out, there is a spike in the website hits. This correlation and reduction of the percentage of unendorsed riding population shows that this project is effective.

The unendorsed motorcyclist continues to be over represented in motorcycle crashes and fatalities. The 2016 crash data shows that nearly 50 percent of motorcyclist crashes were by an operator who was not endorsed and therefore has probably never taken any official motorcycle training course. 2016 crash data also shows that nearly 90 percent of motorcyclist fatalities involved a rider who had not taken an official training course within the last 10 years. Motorcycle rider training serves as the first point of preparation for safe motorcycle riding. The MDOS will continue to manage a training program that teaches basic riding skills to motorcyclists seeking their "CY" endorsement.

\$20,000 402 FAST Act funds

4.4% total \$452,000 designated to MC

\$131,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the MC programs.

### TBD Implementation of Motorcycle Action Team Strategies

Motorcyclists are vulnerable roadway users as they lack the protection of a motor vehicle frame in a crash. Although these users represent a small percentage of all crashes, they are over-represented in fatalities. NHTSA's State Traffic Safety Info System (STSI) reported that Michigan motorcyclist fatalities exceed 12 percent of all traffic fatalities from 2007-2016 (see table below).

Core Outcome Measures		Year									
		2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Motorcyclist Fatalities	Total (C-7)	123	128	109	137	118	138	138	112	141	152
	Helmeted	99	100	90	122	100	68	64	50	75	63
	Unhelmeted (C-8)	11	14	11	10	10	64	67	52	57	78
	Unknown	13	14	8	5	8	6	7	10	9	11
<p>*These Performance Measures Were Developed by The National Highway Traffic Safety Administration (NHTSA)</p> <p>and the Governors Highway Safety Association (GHSA) (See Publication: DOT HS 811 025)</p>											

In 2016, a Motorcycle Safety Program Assessment facilitated by the National Highway Traffic Safety Administration was conducted in Michigan. The final assessment report provided recommendations on how Michigan can improve motorcycle programs. These recommendations have been integrated into Michigan's motorcyclist safety initiatives as detailed in the Motorcycle Safety Action Team Action Plan. The Motorcycle Safety Action Team continues to work to develop and implement strategies to improve the safety of Michigan motorcyclists. The Action Plan details these strategies and team members work to implement them.

Funding will support motorcyclist safety training and motorcyclist awareness programs.

\$26,000 405(f) FAST Act funds

3.7% of total \$452,000 designated to MC

\$131,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the MC programs.

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



**CP-19-03 Shadow Rider Project**

Motorcyclist deaths increased from 132 in 2012 to 146 in 2016.

C-1 Number of fatalities in traffic crashes

Target: To reduce fatalities from 1,028 in 2017 to 1,023.2 fatalities in 2019.

C-2 Number of serious injuries in traffic crashes

Target: To reduce serious injuries from 6,084 in 2017 to 5,406.8 serious injuries in 2019.

C-3 Fatalities/VMT

Target: To reduce the 1.07 fatalities/VMT rate in 2017 to 1.02 fatalities/VMT in 2019.

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

C-7 Number of motorcyclist fatalities

Target: To reduce motorcyclist fatalities from 143 fatalities in 2017 to 125 fatalities in 2019.

C-8 Number of unhelmeted motorcyclist fatalities

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

Other: Number of crashes involving alcohol- or drug-impaired motorcyclist

Target: To reduce the number of crashes involving alcohol- or drug-impaired motorcyclists from 236 in 2017 to 197 in 2019.

Other: Target: Prevent impaired motorcyclist fatalities from increasing from 45 fatalities in 2017 to no more than 46 fatalities in 2019.

\$20,000 402 FAST Act funds

4.4% total \$452,000 designated to MC

\$131,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the MC programs.

**TBD Implementation of Motorcycle Action Team Strategies**

Motorcyclist deaths increased from 132 in 2012 to 146 in 2016.

C-1 Number of fatalities in traffic crashes

Target: To reduce fatalities from 1,028 in 2017 to 1,023.2 fatalities in 2019.

C-2 Number of serious injuries in traffic crashes

Target: To reduce serious injuries from 6,084 in 2017 to 5,406.8 serious injuries in 2019.

C-3 Fatalities/VMT

Target: To reduce the 1.07 fatalities/VMT rate in 2017 to 1.02 fatalities/VMT in 2019.

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

C-7 Number of motorcyclist fatalities

Target: To reduce motorcyclist fatalities from 143 fatalities in 2017 to 125 fatalities in 2019.

C-8 Number of unhelmeted motorcyclist fatalities

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

Other: Number of crashes involving alcohol- or drug-impaired motorcyclist

Target: To reduce the number of crashes involving alcohol- or drug-impaired motorcyclists from 236 in 2017 to 197 in 2019.

Other: Target: Prevent impaired motorcyclist fatalities from increasing from 45 fatalities in 2017 to no more than 46 fatalities in 2019.

\$26,000 405(f) FAST Act funds

3.7% of total \$697,000 designated to MC

\$131,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the MC programs.

## Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

### **CP-19-03 Shadow Rider Project**

#### **2016 Michigan Motorcycle Safety Program Assessment**

##### **Section 1 Program Management**

Use the Motorcycle Safety Action Team (MSAT) and the UMTRI to develop and implement an ongoing process to develop appropriate objectives with performance measures to monitor and evaluate the value, effectiveness, and outcomes of the Michigan comprehensive motorcycle safety program projects.

\$20,000 402 FAST Act funds

4.4% total \$452,000 designated to MC

\$131,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the MC programs.

### **TBD Implementation of Motorcycle Action Team Strategies**

#### **Michigan Motorcycle Program Assessment: 2016, Section 4 Motorcycle Rider Education and Training**

Use grant funds to address the rider training program's areas of greatest need.

\$26,000 405(f) FAST Act funds

3.7% of total \$452,000 designated to MC

\$131,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the MC programs.

## Planned activities

**Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
6001	CP Education and Communication (CP 03 PI&E)	
6002	CP In-House Grant/Special Projects (CP 01)	
8003	Motorcycle Evaluation	Motorcycle Evaluation

#### 5.4.1.1 Planned Activity: CP Education and Communication (CP 03 PI&E)

**Planned activity name** CP Education and Communication (CP 03 PI&E)

**Planned activity number** 6001

**Primary countermeasure strategy**

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

Yes

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

Yes

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

Yes

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

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

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

No

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

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

#### **CP-19-03 Impaired Driving Public Education**

Marihuana legalization will be on the statewide ballot in November 2018 with the polls showing public support in overwhelming favor. Development and distribution of educational material for drugged driving, alcohol- impaired driving, prescription use and driving, and poly-use, is necessary to educate Michigan motorists on the details of this issue.

Funding will support the development of education materials regarding drugged-driving. Social media channels will provide education in social norming behavior during Impaired Driving month (December 2018).

#### **Grantee**

OHSP In-House

#### **Funds**

\$910,000 405(d) FAST Act Impaired Driving Low funds

23.9% of total \$3,803,000 designated to AL

\$526,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

### **Goals**

Reduce fatalities involving an impaired driver or motorcyclist from 236 in 2017 to 201 in 2019 by September 30, 2019.

Develop and distribute materials on drug-impaired driving by September 30, 2019.

### **CP-19-03 Public Information and Education**

To promote seat belt use, sober driving, child passenger safety, motorcycle safety, bicyclist and pedestrian safety, and all other traffic safety concerns through public information outreach and earned media events. This includes publishing an online traffic safety newsletter, developing brochures, flyers, posters, and other materials to promote traffic safety campaigns, conferences, and media events. Public information and education (PI&E) funds ensure materials are continually available to stock and distribute through the storage and distribution center.

Funding supports the creation and production of materials such as banners, posters, and other items for the annual seat belt mobilization and impaired driving crackdowns.

### **Grantee**

OHSP PI&E

### **Funds**

\$90,000 405(b) FAST Act Occupant Protection High funds

19.6% of total \$489,000 designated to CP

\$100,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

### **Goals**

Reprint and redesign materials as needed for distribution through the OHSP warehouse by September 30, 2019.

### **CP-19-03 Strategic Counsel**

There is an ongoing need to use OHSP's creative services/advertising contractor for strategic counsel for special issues that the office cannot anticipate and plan for in advance. In addition, issues that arise there are occasional unforeseen needs related to campaigns, such as last-minute promotional opportunities. This covers small, routine tasks.

Funding will support access to strategic counsel and services quickly and efficiently on an as-needed basis.

### **Grantee**

OHSP PI&E

### **Funds**

\$85,000 405(b) FAST Act Occupant Protection High funds

18.5% of total \$489,000 designated to CP

\$100,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

### **Goals**

Provide strategic counsel, when needed, for unanticipated communications issues and projects that arise through September 30, 2019.

### **CP-19-03 Pedestrian & Bicycle Safety Statewide Communications Campaign**

Michigan citizens are unsure of the current state of pedestrian and bicycle safety laws. Public education is needed to inform citizens of the Michigan Vehicle Code sections that pertain to pedestrians, bicyclists, and motorists.

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

Funding will support public education of pedestrian and bicycle safety laws.

### **Grantee**

OHSP PI&E

### **Funds**

\$220,000 405(h) FAST Act funds

20.7% of total \$1,062,000 designated to PS

\$6,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the PS programs.

### **Goal**

Reduce the number of pedestrian fatalities from 158 fatalities in 2017 to no more than 178 fatalities in 2019 by September 30, 2019.

Reduce the number of bicyclist fatalities from 21 fatalities in 2017 to no more than 28 in 2018 by September 30, 2019.

### **CP-19-03 PT Mobilization Message Development and Paid Advertising**

Periodically updating and refreshing advertising messages helps them remain memorable and promote a call to action for the target audience, young men.

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

Targeted paid advertising messages have helped the OHSP achieve one of the highest belt use rates in the nation. Such efforts have helped reduce unrestrained fatalities and serious injuries.

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

motorists a warning period before enforcement action begins. Young male drivers remain the focus of messaging efforts for both seat belt and impaired driving enforcement.

Funding will cover paid advertising costs during the specified mobilization.

### Details

Increasing seat belt use and reducing impaired driving remain the two most significant means to reduce traffic deaths. Overtime traffic enforcement projects, combined with public information and education, are the primary method to encourage motorists to drive safely.

To qualify for funding, Michigan must provide for a statewide, high-visibility special traffic enforcement program (STEP) for occupant protection and impaired/drunken driving that emphasizes publicity during not less than three campaigns.

The STEP model also includes the use of paid advertising to support awareness of stepped up enforcement. Paid advertising guarantees messages will be played on stations and programs that appeal to the target group. Advertising programming is selected based on its efficiency and effectiveness.

The planned high-visibility enforcement periods include;

Impaired driving:	October 18-31, 2018
Impaired driving:	December 12-31, 2018
Seat belts:	May 20 – June 19, 2019
Impaired Driving:	July 1-14, 2019
Impaired driving:	August 14 – September 2, 2019

### Click It or Ticket

Create a new enforcement campaign for Click it or Ticket. Funding will include research, development of creative concepts, and asset development: \$75,000

May mobilization statewide paid advertising: \$450,000

Other mobilization support: \$15,000 for earned media planning and materials development; \$15,000 banners and poster printing.

Total: \$555,000

### Drive Sober or Get Pulled Over

Intend to continue using *Sticks With You* spot. (Potentially incorporate a drugged driving message for impaired driving – earned and/or paid ad of \$300,000\*).

November-December mobilization statewide digital only (relying mainly on December national advertising): \$50,000

August mobilization statewide paid advertising: \$500,000 alcohol message.

(Potentially incorporate a drugged driving message for impaired driving – earned and/or paid ad of \$300,000\*).

Other mobilization support: \$30,000 for earned media planning and materials development for December and August (\$15,000/mobilization); \$15,000 banners and poster printing August only; \$15,000 resize/create paid advertising assets.

Total: \$610,000 (with potential to add \$300,000 for drugged driving for a total of \$910,000)

### Grantee

OHSP PI&E

**Funds**

Total: \$1,465,000

\$555,000 in 405(b) FAST Act Public Education funds

\$910,000 in 405(d) FAST Act Paid and Earned Media funds

33.3% of total \$4,412,000 designated to PT

\$1,335,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the PT programs

**Goals**

Develop seat belt enforcement earned/paid media advertising messaging and outreach plans to help support the May 2019 seat belt mobilization by September 30, 2019.

Develop impaired driving enforcement earned/paid media and outreach plans to help support October, December, July, and August enforcement to maximize local media interest by September 30, 2019.

Continue awareness for the *Drive Sober or Get Pulled Over* campaign message among young men from 79.3 percent to at least 80 percent by September 30, 2019.

Continue high awareness (84.7 percent) for the *Click It or Ticket* campaign among young men so that at least 85 percent recall the campaign by September 30, 2019.

**CP-19-03 Telephone Surveys**

The immediacy of telephone surveys gives the OHSP almost immediate feedback on how drivers perceive and react to programs, giving officials a window into trends based on driver thinking and their likely reactions to enforcement program decisions and approaches.

Surveys of driver attitudes and beliefs can illuminate areas for improvement, identify program enhancements, and determine effectiveness. Surveys allow the OHSP to adjust mid-stream during implementation, if necessary, and helps develop plans based on current-year data and potential future trends. Ongoing evaluation supports the effectiveness of enforcement mobilizations.

Funding will support the costs of the surveys.

**Grantee**

OHSP PI&E



**Funds**

\$115,000 in 402 FAST Act funds

2.6% of total \$4,412,000 designated to PT

\$1,335,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the PT programs

**Goals**

Determine public perception of seat belt and impaired driving enforcement efforts and advertising messages for traffic safety campaigns by conducting four sets of pre- and post-telephone surveys by September 30, 2019.

**CP-19-03 Shadow Rider Project**

The OHSP will collaborate with the MDOS and the UMTRI to locate unendorsed riders based on addresses on file with motorcycle registrations. In conjunction with motorcycle traffic safety partners, the OHSP will contact each unendorsed rider by mail to inform the rider about the availability of the Returning Rider Training classes and the Basic Rider Training classes to encourage them to obtain their motorcycle endorsements.

Funding will support the printing, mailing, and digital media efforts to the unendorsed riders in Michigan.

**Grantee**

OHSP PI&E

**Funds**

\$20,000 402 FAST Act funds

4.4% total \$452,000 designated to MC

\$131,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the MC programs.

**Goals**

Reduce motorcyclist fatalities from 143 fatalities in 2017 to 125 fatalities by September 30, 2019.

Reduce the number of unendorsed motorcycle riders from 38,000 to 35,000 by September 30, 2019.

**CP-19-03 Motorcyclist Impaired Prevention Campaign**

The OHSP has collaborated with the MDOS and the Michigan Licensed Beverage Association (MLBA) on messaging development for the impaired motorcyclist audience. This effort is to promote a safety culture among motorcycle rider groups, specifically with zero-tolerance policies for impaired driving. With the production of the Fallen Brothers Ride Sober campaign in FY2018, the campaign will continue a second year of advertising in FY2019 with materials that will be printed and distributed to partners and stakeholders in June 2019.

The campaign message informs riders that the majority of single-vehicle motorcyclist crash fatalities involve alcohol. The message is focused to the top alcohol-involved crash counties of Kent, Wayne, Oakland, Macomb, Genesee, and

Kalamazoo. The paid advertising includes a cable television campaign run statewide, including during Detroit Tigers broadcasts. There will also be outdoor advertising via billboards in the focus counties along major freeways.

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

**Grantee**

OHSP PI&E

**Funds**

\$260,000 405(d) FAST Act Paid/Earned Media funds

57.5% of total \$452,000 designated to MC

\$131,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the MC programs.

**CP-19-03 Recruitment of Motorcycle Rider Coaches**

The Michigan Rider Education Program (Mi-REP) is in desperate need of new Rider Coaches because of curriculum transitions in recent years and the aging population of certified Rider Coaches that are retiring. The OHSP will work with several partnering agencies and organizations to develop and execute a communications plan for promoting Rider Coach recruitment.

These new Rider Coaches are trained through the Mi-REP administered Novice Rider Coach Preparation courses (RCPs), which allow for the vital training of new Rider Coaches entering the profession and best practices for motorcycle rider training. There are six RCPs planned for FY2019 and the goal is to completely fill these courses with new Rider Coach candidates. Skilled Rider Coaches are needed to train motorcyclists in Michigan through rider education courses.

Funding will support a paid social media communications campaign as well as printing and distribution of recruitment materials.

**Grantee**

OHSP PI&E

**Funds**

\$9,000 405(f) FAST Act funds

Less than one percent of total \$452,000 designated to MC

\$131,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the MC programs.

**Goals**

Reduce motorcyclist fatalities from 143 fatalities in 2017 to 125 fatalities by September 30, 2019.

Develop and distribute education and outreach materials by September 30, 2019.

**Enter intended subrecipients.****CP-19-03 Public Information and Education**

Brogan and Partners and Michigan Department of Technology, Management, and Budget

**CP-19-03 Strategic Counsel**

Martin Waymire

Glengariff Group

OHSP PI&E

**CP-19-03 Pedestrian & Bicycle Safety Statewide Communications Campaign**

Brogan & Partners, Glengariff Group (sub-contractor of Brogan), and Radish Creative Group (sub-contractor of Brogan)

**CP-19-03 PT Mobilization Message Development and Paid Advertising**

OHSP PI&E

**CP-19-03 Telephone Surveys**

Glengariff Group

**CP-19-03 Motorcyclist Impaired Prevention Campaign**

Michigan Department of Technology, Management, and Budget

Brogan Partners

**CP-19-03 Recruitment of Motorcycle Rider Coaches**

Michigan Department of Technology, Management, and Budget

Brogan Partners

**Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities**

<b>Fiscal Year</b>	<b>Countermeasure Strategy Name</b>
2019	PT Evaluation

2019	PT Communications
2019	PS Communications Campaign
2019	Motorcycle Evaluation
2019	MC Communication Campaign
2019	Education and Training
2019	CP Education

## Funding sources

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 405h Nonmotorized Safety	405h Public Education	\$220,000.00	\$44,000.00	
2019	FAST Act 405d Impaired Driving Low	405d Impaired Driving Low (FAST)	\$910,000.00	\$0.00	
2019	FAST Act 405b OP High	405b High Community Traffic Safety (FAST)	\$85,000.00	\$0.00	
2019	FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	\$5,000.00	\$0.00	\$5,000.00
2019	FAST Act 405b OP High	405b High Public Education (FAST)	\$555,000.00	\$0.00	
2019	FAST Act 405d Impaired Driving Low	405d Low Paid/Earned Media	\$910,000.00	\$0.00	
2019	FAST Act NHTSA 402	Police Traffic Services (FAST)	\$115,000.00	\$0.00	\$115,000.00
2019	FAST Act NHTSA 402	Motorcycle Safety (FAST)	\$20,000.00	\$0.00	\$0.00
2019	FAST Act 405d Impaired Driving Low	405d Low Paid/Earned Media	\$260,000.00		
2019	FAST Act 405f Motorcycle Programs	405f Motorcycle Safety (FAST)	\$9,000.00	\$0.00	
2019	FAST Act NHTSA 402	Motorcycle Safety (FAST)	\$20,000.00	\$0.00	\$0.00
2019	FAST Act 405b OP High	405b High Community Traffic Safety (FAST)	\$90,000.00	\$0.00	

## Major purchases and dispositions

**Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

### 5.4.1.2 Planned Activity: CP In-House Grant/Special Projects (CP 01)

**Planned activity name** CP In-House Grant/Special Projects (CP 01)

**Planned activity number** 6002

**Primary countermeasure strategy**

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

Yes

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

Yes

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

Yes

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

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Planned activities, at the level of detail**

**required under § 1300.11(d), demonstrating the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

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

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

#### **CP-19-01 Community Car Seat Distribution and Training**

Nearly one million Michigan children are in low-income families. State assistance does not include programs to provide affordable car seats for those children. The OHSP car seat program is the largest source of car seats for low-income children. Funding will support car seats to be provided to families these during clinics and fitting stations.

Funding will support CPS certification and continuing education courses, with a focus on targeting front-line service providers who work directly with families in need. Service providers include home visitors, health care providers, social workers and counselors. The OHSP will continue to support CPS technician certification and CEU training with a focus on counties with the largest number of KABC injuries of children 0-8 years old. These trainings will not only target geographically, but also the participants, focusing on those individuals who are working directly with families in need and providing other social services.

Training and resources will be focused on 15 counties that represent 63 percent off all unrestrained KAB crashes for children 15 and under (see table). These counties will be prioritized and receive funding and seats. Additional counties may be added or considered based on need, resources, and programming.

2012-2016 KABC statistics

County	0-3 unrestrained	4-7 unrestrained	8-15 unrestrained	Total unrestrained
Wayne	30	35	72	137
Oakland	6	8	55	69
Macomb	9	8	33	50
Kent	3	10	34	47

Genesee	7	10	26	43
Muskegon	3	5	15	23
Washtenaw	2	5	16	23
Calhoun	4	7	11	22
Monroe	1	3	18	22
Ottawa	2	4	12	18
Bay	2	5	9	16
Berrien	2	2	12	16
Kalamazoo	2	4	10	16
Saginaw	6	4	6	16
Jackson	1	1	12	14

## CPS classes for FY2019

<b>Class type</b>	<b>Target Counties</b>	<b>Location</b>	<b>Date</b>
Certification	Wayne, Oakland, Macomb	Macomb County	3/1/19
Certification	Kent, Ottawa, Muskegon, Kalamazoo, Berrien	Kent County	4/1/19
Certification	Ingham, Washtenaw, Genesee, Calhoun	Ingham County	6/1/19
CEU (2 classes)	Statewide	East Lansing	3/19- 20/2019
CEU	Statewide	Wayne County	7/1/19
CEU	Statewide	Kent County	8/1/19

Renewal	Expired technicians statewide	Oakland County	3/1/18
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Renewal	Expired technicians statewide	Kent County	4/1/19
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**Grantee**

OHSP In-House/Special Projects

**Funds**

**Total: \$315,000**

\$200,000 in 402 FAST Act funds

\$115,000 405(b) FAST Act Training + High funds

46.9% of total \$671,000 designated to OP

\$147,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the OP programs.

**Goals**

Reduce unrestrained fatalities from all seat positions fatalities from 187 in 2017 to no more than 184 fatalities in 2019 by September 30, 2019.

Provide at least 2,500 car seats to low-income families statewide, meeting the qualifying screening requirements by September 30, 2019.

Train at least 60 new technicians in three certification classes, at least 100 current technicians in four continuing education classes, and recertify 20 technicians in two renewal classes by September 30, 2019.

Maintain at least one trained CPS technician available for services in all 83 counties by September 30, 2019.

**CP-19-01 Booster Seat and School-Based Education Program**

Statewide data show that children ages 8-15 are less likely to be properly restrained with seat belts than other vehicle occupants. To increase belt use, advertising will be used to more effectively reach parents of children in this age group and encourage belt use through tween, teen, and adult years. Earned media and partnerships will be sought to help spread this message and bolster the impact of this campaign.

A school-based program will also be used to directly reach children 8-14 to provide seat belt education.

Funding will support educational materials.

**Grantee**

Helen Devos Children's Hospital

**Funds**

\$20,000 405(b) FAST Act High Public Education

3% of total \$671,000 designated to OP



\$147,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the OP programs.

**Goals**

Reduce unrestrained fatalities in all seat positions from 187 in 2017 to no more than 184 fatalities in 2019.

**CP-19-01 NHTSA Occupant Protection Program Assessment and Recommendation Implementation**

The OHSP will partner with NHTSA subject matter experts from across the country to serve on an occupant protection program assessment team. The OHSP Occupant Protection Program Coordinator will provide leadership and coordination in working with the assessment team, the assessment facility, scheduling assessment presentations, and developing the pre-assessment briefing package of Michigan's Occupant Protection Program information.

Funding will support assessment team travel, supplies, and stipends.

**Grantee**

OHSP In-House/Special Projects

**Funds**

\$25,000 405(b) FAST ACT High Occupant Protection funds

**CP-19-01 Upper Peninsula Program**

Funding may support training programs, local messaging projects and special projects at the local or regional level.

**Grantee**

OHSP In-House/Special Projects

**Funds**

\$26,000 402 FAST Act funds

5.3% of total \$489,000 designated to CP

\$100,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

**Goals**

Reduce traffic deaths and injuries by one percent in the UP by September 30, 2019.

**CP-19-01 Law Enforcement Training for the Upper Peninsula**

Funding will support regional law enforcement training programs in the Northern Lower Peninsula and the Upper Peninsula, with a focus on impaired driving detection (drugs/ alcohol), officer safety and other traffic safety topics.

**1. Below 100 Officer Safety Training:**

Two programs will be conducted in the Northern Region. The programs will focus on the five tenants of officer safety, with an emphasis on traffic safety, including wearing seat belts.

## 2. ARIDE/ ARIDE Refresher

Advanced Roadside Impaired Driving Enforcement (ARIDE) training enables law enforcement officers to increase knowledge, update skills, and remain current on changing issues in alcohol and drug impairment to successfully address traffic safety priorities. The ARIDE training program consists of 16 hours of training covering the seven major drug categories and will be provided to law enforcement officers certified in the National Highway Traffic Safety Administration (NHTSA) Standardized Field Sobriety Test (SFST) curriculum. The ARIDE program includes SFST refresher training as part of the certification.

## 3. The UP Traffic Safety Symposium

This conference is part of an overall vision to collaborate with other traffic safety partners, both public and private, to bring attention to traffic safety and to facilitate dialogue about countermeasures. The full-day conference will be held in the UP.

### Grantee

OHSP In-House/Special Projects

### Funds

\$3,000 402 FAST Act funds

Less than one percent of total \$489,000 designated to CP

\$100,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

### Goals

Reduce traffic deaths and injuries by one percent in the UP by September 30, 2019.

Provide two Below 100 training programs in the UP to at least 40 law enforcement officers by September 30, 2019.

Provide one ARIDE/ ARIDE refresher course in the Upper Peninsula at least 40 law enforcement officers by September 30, 2019.

Provide one regional traffic safety conference in the Upper Peninsula to at least 50 total traffic safety partners by September 30, 2019.

## CP-19-01 Drug Recognition Expert Training (DRE)

The DRE State Coordinator will schedule at least one DRE School for 20 law enforcement officers and four prosecutors. This will increase the number of certified DREs in the state to 153.

To fulfill DRE recertification requirements, a three-day continuing education class for all DREs will be conducted, which will include expert witness courtroom training.

DRE instructors and a select number of DREs will attend the 2019 DRE national conference. DRE overtime will be reimbursed when DREs are requested on suspected drug-impaired driver and fatal or serious injury crashes.

Funding will support instructor costs, scheduling, facilities, materials, DRE national conference, and programmatic/financial oversight.

**Grantee**

OHSP In-House/Special Projects

**Funds**

\$307,000 405(d) FAST Act Low Drug and Alcohol Training funds

5.7% of total \$5,412,000 designated to PT

\$1,335,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the PT programs.

**Goals**

Increase the number of DRE enforcement evaluations by 10 percent from 636 in 2018 to 700 in 2019 by September 30, 2019.

Increase the number of certified DREs by 20 from 133 to 153 by September 30, 2019.

Statewide with concentrated efforts to recruit students from the top ten counties with highest fatal and serious injury crashes involving alcohol and drugs. These include:

Wayne

Oakland

Kent

Macomb

Genesee

Washtenaw

Kalamazoo

Ottawa

Monroe

Ingham

**CP-19-01 Implementation of Pedestrian & Bicycle Safety Action Team Strategies**

The OHSP will work with the Pedestrian and Bicycle Safety Action Team and other traffic safety partners to implement strategies to reduce pedestrian and bicycle crashes, injuries, and fatalities. With carry-over funds from the previous federal fiscal year, a project could be developed for law enforcement training, law enforcement mobilizations and public education.

Funding will support law enforcement mobilization, law enforcement training and/or public education of pedestrian and bicycle safety laws.

**Grantee**

OHSP In-House/Special Projects

**Funds**

\$332,000 405(h) funds FAST Act

31.3% of total \$1,062,000 designated to PS

\$6,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the PS programs.

### **Goal**

Identify data-driven pedestrian and bicycle safety program strategies and implement by September 30, 2019.

### **CP-19-01 Training on Underage Drinking Laws**

With the recent reinvigoration of underage drinking enforcement grants, law enforcement agencies need specialized training in controlled dispersal, compliance checks, and legal updates.

The OHSP will contract with 4-6 police officers who are content experts on UAD enforcement. Officers from grant funded agencies will also be provided the opportunity to attend the Michigan Licensed Beverage Association's Liquor Law Enforcement Seminar.

Funding will support contractual trainers and various training costs.

### **Funds**

\$80,000 in 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training funds

2.1% of total \$3,803,000 designated to AL

\$526,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

### **Grantees**

OHSP In-House/Special Projects and Michigan Judicial Institute

### **Goals**

Reduce fatalities involving an impaired driver or motorcyclist from 236 in 2017 to 201 in 2019 by September 30, 2019.

Conduct underage drinking enforcement trainings in up to 10 counties by September 30, 2019.

### **CP-19-01 NHTSA Impaired Program Assessment and Recommendation Implementation**

OHSP will partner with NHTSA to select subject matter experts from across the country to serve on an impaired driving program assessment team. The OHSP Impaired Driving Program Coordinator will provide leadership and coordination in working with the assessment team, the assessment facility, scheduling assessment presentations and developing the pre-assessment briefing package of Michigan's Impaired Driving Program information.

The assessment will consist of several interviews of stakeholders from around the state. The interviews will include OHSP management, SCAO representatives, PAAM representatives, MJI representatives, Judicial Outreach Liaisons, law enforcement partners, community organizations, university representatives and other impaired driving partners.

Following the assessment, OHSP will work with the impaired driving Action team and other partners to develop an updated strategic plan based on the assessment recommendations.

Funding will support team travel, stipends, and venue.

### **Grantee**

OHSP In-House Special Projects

**Funds**

\$25,000 405(b) FAST Act Alcohol funds

Less than one percent of total \$3,803,000 designated to AL

\$526,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

**Goals**

Review Michigan's impaired driving program initiatives in comparison to pre-established national standards and weaknesses, and provide program improvement recommendations September 30, 2019.

**TBD Implementation of Motorcycle Action Team Strategies**

OHSP will work with the Motorcycle Safety Action Team and other traffic safety partners to implement strategies to reduce motorcycle crashes, injuries, and fatalities. With carry-over funds from the previous federal fiscal year, a project could be developed for motorcyclist safety training and motorcyclist awareness programs including:

- Improvements to motorcyclist safety training curricula

- Improvements in program delivery of motorcycle training to both urban and rural areas

- Measures designed to increase the recruitment or retention of motorcyclist safety training instructors

- Public awareness, public service announcements, and other outreach programs to enhance driver awareness of motorcyclist

Funding will support motorcyclist safety training and motorcyclist awareness programs.

**Grantee**

To be determined

**Funds**

\$26,000 405(f) FAST Act funds

3.7% of total \$452,000 designated to MC

\$131,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the MC programs.

**Goals**

Reduce motorcyclist fatalities from 143 fatalities in 2017 to 125 fatalities by September 30, 2019.

**Enter intended subrecipients.**

Contractors

**Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities**

<b>Fiscal Year</b>	<b>Countermeasure Strategy Name</b>
2019	Underage Drinking Enforcement
2019	PS Evaluation
2019	Occupant Protection Program Assessment (NHTSA Facilitated)
2019	Motorcycle Evaluation
2019	Impaired Driving Program Assessment (NHTSA Facilitated)
2019	Drug Recognition Expert (DRE) Training
2019	CP Regional Projects
2019	CP Education
2019	Child Restraint System Inspection Station(s)

**Funding sources**

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

<b>Source Fiscal Year</b>	<b>Funding Source</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
2019	FAST Act 405h Nonmotorized Safety	405h Public Education	\$332,000.00	\$66,400.00	
2019	FAST Act NHTSA 402	Child Restraint (FAST)	\$200,000.00	\$0.00	\$200,000.00
2019	FAST Act 405b OP High	405b High Training (FAST)	\$115,000.00	\$0.00	
2019	FAST Act NHTSA 402	Planning and Administration (FAST)	\$147,000.00	\$0.00	\$0.00
2019	FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	\$26,000.00	\$0.00	\$0.00
2019	FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	\$3,000.00	\$0.00	\$0.00

2019	FAST Act 405d Impaired Driving Low	405d Low Drug and Alcohol Training	\$307,000.00	\$0.00
2019	FAST Act 405d Impaired Driving Low	405d Low Drug and Alcohol Training	\$80,000.00	\$0.00
2019	FAST Act 405f Motorcycle Programs	405f Motorcycle Safety (FAST)	\$26,000.00	\$0.00
2019	FAST Act 405b OP High	405b High Paid Advertising (FAST)	\$20,000.00	\$0.00
2019	FAST Act 405b OP High	405b High Alcohol (FAST)	\$25,000.00	\$0.00

## Major purchases and dispositions

**Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

### 5.4.1.3 Planned Activity: Motorcycle Evaluation

**Planned activity name** Motorcycle Evaluation

**Planned activity number** 8003

**Primary countermeasure strategy** Motorcycle Evaluation

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

No

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

No

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

No

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

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

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

No

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

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

**CP-19-03 Shadow Rider Project**

The OHSP will collaborate with the MDOS and the UMTRI to locate unendorsed riders based on addresses on file with motorcycle registrations. In conjunction with motorcycle traffic safety partners, the OHSP will contact each unendorsed rider by mail to inform the rider about the availability of the Returning Rider Training classes and the Basic Rider Training classes to encourage them to obtain their motorcycle endorsements.

Funding will support the printing, mailing, and digital media efforts to the unendorsed riders in Michigan.

**Grantee**

OHSP PI&E

**Funds**

\$20,000 402 FAST Act funds



4.4% total \$452,000 designated to MC

\$131,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the MC programs.

### **Goals**

Reduce motorcyclist fatalities from 143 fatalities in 2017 to 125 fatalities by September 30, 2019.

Reduce the number of unendorsed motorcycle riders from 38,000 to 35,000 by September 30, 2019.

### **TBD Implementation of Motorcycle Action Team Strategies**

OHSP will work with the Motorcycle Safety Action Team and other traffic safety partners to implement strategies to reduce motorcycle crashes, injuries, and fatalities. With carry-over funds from the previous federal fiscal year, a project could be developed for motorcyclist safety training and motorcyclist awareness programs including:

Improvements to motorcyclist safety training curricula

Improvements in program delivery of motorcycle training to both urban and rural areas

Measures designed to increase the recruitment or retention of motorcyclist safety training instructors

Public awareness, public service announcements, and other outreach programs to enhance driver awareness of motorcyclists

Funding will support motorcyclist safety training and motorcyclist awareness programs.

### **Grantee**

To be determined

### **Funds**

\$26,000 405(f) FAST Act funds

3.7% of total \$452,000 designated to MC

\$131,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the MC programs.

### **Goals**

Reduce motorcyclist fatalities from 143 fatalities in 2017 to 125 fatalities by September 30, 2019.

### **Enter intended subrecipients.**

n/a

### **Countermeasure strategies**

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

### Countermeasure strategies in planned activities

**Fiscal Year Countermeasure Strategy Name**

2019 Motorcycle Evaluation

### Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405f Motorcycle Programs	405f Motorcycle Programs (FAST)	\$26,000.00	\$0.00	
2019	FAST Act NHTSA 402	Motorcycle Safety (FAST)	\$20,000.00	\$0.00	\$0.00

### Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

### 5.4.2 Countermeasure Strategy: MC Training

**Program area** Motorcycle Safety

**Countermeasure strategy** MC Training

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

Is this countermeasure strategy innovative?

No

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

No

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

No

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

No

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

No

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

No

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

No

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

Yes

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

Yes

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

## Countermeasure strategy description

**To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:**

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

### **MC-19-01 Motorcycle Rider Training and Professional Development**

Michigan crash data shows that in 2016 there was a spike in motorcycle crashes involving motorcyclists aged 43-62. Experienced riders have the need to revisit essential riding skills to avoid crashes. The Michigan Department of State (MDOS) will continue to manage a training program that teaches and refreshes experienced riding skills to motorcyclists. The Advanced Rider Course (ARC) focuses on skill development at real world speeds, which has been shown in crash studies as lacking by those who are fatally crashing on motorcycles. This will be a continuation of support to measure the impact of advanced training on crash rates. Riders will be trained on proper braking, throttle management, high-speed maneuvering, and curve negotiation while riding their own motorcycle.

#### Motorcycle Crashes by County 2012-2016

County	Motorcycle Crashes
Wayne	2,270
Oakland	1,407
Macomb	1,124
Kent	1,108
Genesee	594
Washtenaw	542

Kalamazoo	464
Ottawa	459
Ingham	425
Muskegon	417

Michigan will host the 2019 National Association of State Motorcycle Safety Administrators (SMSA) conference in Grand Rapids. Extensive research on previous host state contributions to this annual conference was completed for the years 2014-2017. Instructor registration costs was one of the most common forms of support that states provided to SMSA. It has been many years since a statewide Rider Coach professional development was held in Michigan, and this conference presents a significant opportunity to accomplish this. Professional development is required for Rider Coach's recertification every two years by the Motorcycle Safety Foundation (MSF).

Additional professional development opportunities for Rider Coaches are needed. Specifically, the Novice Rider Coach Preparation courses that train individuals to become new Rider Coaches are in dire need. The Michigan Rider Education Program (Mi-REP) is still recovering from the high attrition due to the curriculum transition completed in FY2017 and the aging population of certified Rider Coaches that are retiring. Also, the higher customer demand for both ARC and the 3-Wheel Basic Rider Courses (3WBRC) required additional Michigan Rider Coaches to be trained in these specialty areas.

Funding will support training, professional development costs, and materials as contracted through training sponsors.

\$137,000 405(f) FAST Act Motorcycle funds

30.3% of total \$452,000 designated to MC

\$131,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the MC programs.

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

#### **MC-19-01 Motorcycle Rider Training and Professional Development**

Motorcyclist deaths increased from 132 in 2012 to 146 in 2016.

C-1 Number of fatalities in traffic crashes

Target: To reduce fatalities from 1,028 in 2017 to 1,023.2 fatalities in 2019.

C-2 Number of serious injuries in traffic crashes

Target: To reduce serious injuries from 6,084 in 2017 to 5,406.8 serious injuries in 2019.

C-3 Fatalities/VMT. Target: To reduce the 1.07 fatalities/VMT rate in 2017 to 1.02 fatalities/VMT in 2019

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

**C-7 Number of motorcyclist fatalities**

Target: To reduce motorcyclist fatalities from 143 fatalities in 2017 to 125 fatalities in 2019.

**C-8 Number of unhelmeted motorcyclist fatalities**

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

Other: Number of crashes involving alcohol- or drug-impaired motorcyclist

Target: To reduce the number of crashes involving alcohol- or drug-impaired motorcyclists from 236 in 2017 to 197 in 2019.

Other: Target: Prevent impaired motorcyclist fatalities from increasing from 45 fatalities in 2017 to no more than 46 fatalities in 2019.

\$137,000 405(f) FAST Act Motorcycle funds

30.3% of total \$452,000 designated to MC

\$131,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the MC programs.

## Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

### **MC-19-01 Motorcycle Rider Training and Professional Development**

#### **Michigan Motorcycle Program Assessment: 2016, Section IV Motorcycle Rider Education and Training**

1. Increase funding for the motorcycle training program to a level that will allow it to meet current demand, reduce the age of the motorcycle fleet, and train new instructors to balance attrition and allow for growth 2. Use grant funds to address the rider training program's areas of greatest need.

\$137,000 405(f) FAST Act Motorcycle funds

30.3% of total \$452,000 designated to MC

\$131,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the MC programs.

## Planned activities

**Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

### **Planned activities in countermeasure strategy**

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
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8001	MC Training and Outreach	
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#### 5.4.2.1 Planned Activity: MC Training and Outreach

Planned activity name	MC Training and Outreach
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Planned activity number	8001
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Primary countermeasure strategy	
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**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

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

No

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

No

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

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

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

No

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

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

### **MC-19-01 Motorcycle Rider Training and Professional Development**

A proven way to improve rider safety is through training and endorsement of riders. Crash data shows that in 2016 there was a spike in motorcycle crashes involving motorcyclists aged 43-62. Experienced riders have the need to revisit essential riding skills to avoid crashes. The MDOS will continue to manage a training program that teaches and refreshes experienced riding skills to motorcyclists. The ARC focuses on skill development at real world speeds, which has been shown in crash studies as lacking by those who are fatally crashing on motorcycles. This will be a continuation of support to measure the impact of advanced training on crash rates. Riders will be trained on proper braking, throttle management, high-speed maneuvering, and curve negotiation while riding their own motorcycle.

Michigan will host the 2019 SMSA conference in Grand Rapids. Extensive research on previous host state contributions to this annual conference was completed for the years 2014-2017. Instructor registration costs was one of the most common forms of support that states provided to SMSA. It has been many years since a statewide Rider Coach professional development was held in Michigan, and this conference presents a significant opportunity to accomplish this. Professional development is required for Rider Coach's recertification every two years by the MSF.

The MDOS will coordinate the specialty Rider Coach preparatory sessions for existing MSF Certified-Rider Coaches to meet the high demand for ARC and 3WBRC. The MDOS will coordinate additional novice Rider Coach sessions.

Funding will support training, professional development costs, and materials as contracted through training sponsors.

### **Grantee**

Michigan Department of State

### **Funds**

\$137,000 405(f) FAST Act funds

30.3% of total \$452,000 designated to MC

\$131,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the MC programs.

### **.Goals**

Reduce motorcyclist fatalities from 143 fatalities in 2017 to 125 fatalities by September 30, 2019.



Provide registration for up to 157 Rider Coaches, Rider Coach Trainers, and training sponsor project coordinators to the SMSA 2019 National Training Summit by September 30, 2019.

Provide up to six professional development RCPs for up to 72 Rider Coaches by September 30, 2019.

Train up to 204 students in up to 17 ARCs in seven of the top ten counties where motorcycle-involved crashes are occurring that have a rider training site by September 30, 2019.

### Enter intended subrecipients.

#### MC-19-01 Motorcycle Rider Training and Professional Development

1. Schoolcraft College
2. Grand Rapids Community College
3. Washtenaw Community College
4. Lansing Community College
5. Otsego County Sheriff Department
6. National Association of State Motorcycle Safety Administrators

### Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

#### Countermeasure strategies in planned activities

##### Fiscal Year Countermeasure Strategy Name

2019 MC Training

### Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405f Motorcycle Programs	405f Motorcyclist Training (FAST)	\$31,000.00	\$0.00	
2019	FAST Act 405f Motorcycle Programs	405f Motorcyclist Training (FAST)	\$106,000.00	\$0.00	

### Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

### 5.4.3 Countermeasure Strategy: MC Communication Campaign

**Program area** Motorcycle Safety

**Countermeasure strategy** MC Communication Campaign

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

Is this countermeasure strategy innovative?

No

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

No

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

No

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

No

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

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4)**

**[Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

No

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

No

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

Yes

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

Yes

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

## Countermeasure strategy description

**To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:**

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

### **CP-19-03 Motorcyclist Impaired Prevention Campaign**

In one out of every three Michigan motorcyclists killed in single-vehicle crashes in 2016, the biker had been drinking. Motorcyclists are far over represented in alcohol-crashes as compared to any other road user in Michigan and across the nation.

Phone surveys, focus groups, and crash data analysis were conducted in FY2017 and produced information that impaired riders are 94 percent male, ages 50-70, are mostly located in Kent, Wayne, Oakland, Macomb, Genesee, and Kalamazoo counties, and have a big affinity for riding in groups and drinking with group riding friends. Creative development for the Fallen Brother Ride Sober campaign was completed in FY2018.

## Motorcycle-Involved Crashes Where a Motorcycle Driver was Drinking

County	2014	2015	2016	Total	Total Rank
Kent	21	19	22	62	1
Wayne	25	22	15	62	1
Oakland	15	15	13	43	3
Macomb	8	12	16	36	4
Genesee	11	11	3	25	5
Kalamazoo	11	6	5	22	6
Saginaw	3	12	7	22	6
St. Clair	4	7	8	19	8
Ingham	2	9	6	17	9
Monroe	4	5	7	16	10
Muskegon	8	3	5	16	10

An outreach effort and a clear message to the impaired motorcyclist audience to not drink and ride their motorcycle is needed to change this behavior and is a major recommendation per the 2016 motorcycle safety program assessment.

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

\$260,000 405(d) FAST Act Paid/Earned Media funds

57.5% of total \$452,000 designated to MC

\$131,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the MC programs.

### CP-19-03 Recruitment of Motorcycle Rider Coaches

The Michigan Department of State (MDOS) administers the Michigan Rider Education Program (Mi-REP) through the requirements enacted by administrative rule. Because of curriculum transitions over recent years and the aging population

of certified Rider Coaches that are retiring, Michigan has lost nearly 20 percent of its existing Rider Coaches.

In FY2015, the OHSP assisted the MDOS with their in-house project to develop a document with information on becoming a Rider Coach. This was provided to all training sponsors in the Mi-REP to help with their individual efforts and was distributed at motorcycle outreach and education events.

In FY2017, an attempt was made by the MDOS to lead a focused effort on Rider Coach recruitment, including job postings and an earned social media push. Neither of these efforts produced a significant increase in training new Rider Coaches.

The National Association of State Motorcycle Safety Administrators (SMSA) recommends a focus on the millennial population to groom a younger generation of Rider Coaches for longevity in the profession. Also, the Women's Coalition of Motorcyclists (WCM) is currently working on an initiative to double the numbers of female Rider Coaches across the country by the year 2020.

Funding will support a paid social media communications campaign as well as printing and distribution of recruitment materials.

\$9,000 405(f) FAST Act funds

Less than one percent of total \$452,000 designated to MC

\$131,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the MC programs.

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

**CP-19-03 Motorcyclist Impaired Prevention Campaign**

Motorcyclist deaths increased from 132 in 2012 to 146 in 2016.

C-1 Number of fatalities in traffic crashes

Target: To reduce fatalities from 1,028 in 2017 to 1,023.2 fatalities in 2019.

C-2 Number of serious injuries in traffic crashes

Target: To reduce serious injuries from 6,084 in 2017 to 5,406.8 serious injuries in 2019.

C-3 Fatalities/VMT

Target: To reduce the 1.07 fatalities/VMT rate in 2017 to 1.02 fatalities/VMT in 2019.

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

C-7 Number of motorcyclist fatalities

Target: To reduce motorcyclist fatalities from 143 fatalities in 2017 to 125 fatalities in 2019.

C-8 Number of unhelmeted motorcyclist fatalities

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

Other: Number of crashes involving alcohol- or drug-impaired motorcyclist

Target: To reduce the number of crashes involving alcohol- or drug-impaired motorcyclists from 236 in 2017 to 197 in 2019.

Other: Target: Prevent impaired motorcyclist fatalities from increasing from 45 fatalities in 2017 to no more than 46 fatalities in 2019.

\$260,000 405(d) FAST Act Paid/Earned Media funds

57.5% of total \$452,000 designated to MC

\$131,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the MC programs.

### **CP-19-03 Recruitment of Motorcycle Rider Coaches**

Motorcyclist deaths increased from 132 in 2012 to 146 in 2016.

C-1 Number of fatalities in traffic crashes

Target: To reduce fatalities from 1,028 in 2017 to 1,023.2 fatalities in 2019.

C-2 Number of serious injuries in traffic crashes

Target: To reduce serious injuries from 6,084 in 2017 to 5,406.8 serious injuries in 2019.

C-3 Fatalities/VMT

Target: To reduce the 1.07 fatalities/VMT rate in 2017 to 1.02 fatalities/VMT in 2019.

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

C-7 Number of motorcyclist fatalities

Target: To reduce motorcyclist fatalities from 143 fatalities in 2017 to 125 fatalities in 2019.

C-8 Number of unhelmeted motorcyclist fatalities

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

Other: Number of crashes involving alcohol- or drug-impaired motorcyclist

Target: To reduce the number of crashes involving alcohol- or drug-impaired motorcyclists from 236 in 2017 to 197 in 2019.

Other: Target: Prevent impaired motorcyclist fatalities from increasing from 45 fatalities in 2017 to no more than 46 fatalities in 2019.

\$9,000 405(f) FAST Act funds

Less than one percent of total \$452,000 designated to MC

\$131,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the MC programs.

## **Evidence of effectiveness**

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

#### **CP-19-03 Motorcyclist Impaired Prevention Campaign**

**Michigan Motorcycle Program Assessment: 2016, Section 5 Motorcycle Operation Under the Influence of Alcohol or Other Drugs, and Recommendations:**

1. Conduct a crash-data analysis to identify priority target populations and geographic areas which are overrepresented in impaired motorcyclist crashes.

2. Conduct outreach to motorcycle rider groups to promote a safety culture specifically with zero-tolerance policies for impaired riding.

\$260,000 405(d) FAST Act Paid/Earned Media funds

57.5% of total \$452,000 designated to MC

\$131,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the MC programs.

#### **CP-19-03 Recruitment of Motorcycle Rider Coaches**

**Michigan Motorcycle Program Assessment: 2016, Section 4 Motorcycle Rider Education and Training**

1. Increase funding for the motorcycle training program to a level that will allow it to meet current demand, reduce the age of the motorcycle fleet, and train new instructors to balance attrition and allow for growth.

2. Use grant funds to address the rider training program's areas of greatest need.

\$9,000 405(f) FAST Act

Less than one percent of total \$452,000 designated to MC

\$131,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the MC programs.

## Planned activities

**Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

### **Planned activities in countermeasure strategy**

**Planned activity unique identifier**

**Planned Activity Name**

**Primary Countermeasure**

### 5.4.3.1 Planned Activity: CP Education and Communication (CP 03 PI&E)

**Planned activity name** CP Education and Communication (CP 03 PI&E)

**Planned activity number** 6001

**Primary countermeasure strategy**

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

Yes

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

Yes

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

Yes

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

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

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

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required**



**under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

**CP-19-03 Impaired Driving Public Education**

Marihuana legalization will be on the statewide ballot in November 2018 with the polls showing public support in overwhelming favor. Development and distribution of educational material for drugged driving, alcohol- impaired driving, prescription use and driving, and poly-use, is necessary to educate Michigan motorists on the details of this issue.

Funding will support the development of education materials regarding drugged-driving. Social media channels will provide education in social norming behavior during Impaired Driving month (December 2018).

**Grantee**

OHSP In-House

**Funds**

\$910,000 405(d) FAST Act Impaired Driving Low funds

23.9% of total \$3,803,000 designated to AL

\$526,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

**Goals**

Reduce fatalities involving an impaired driver or motorcyclist from 236 in 2017 to 201 in 2019 by September 30, 2019.

Develop and distribute materials on drug-impaired driving by September 30, 2019.

**CP-19-03 Public Information and Education**

To promote seat belt use, sober driving, child passenger safety, motorcycle safety, bicyclist and pedestrian safety, and all other traffic safety concerns through public information outreach and earned media events. This includes publishing an online traffic safety newsletter, developing brochures, flyers, posters, and other materials to promote traffic safety campaigns, conferences, and media events. Public information and education (PI&E) funds ensure materials are continually available to stock and distribute through the storage and distribution center.

Funding supports the creation and production of materials such as banners, posters, and other items for the annual seat belt mobilization and impaired driving crackdowns.

**Grantee**

OHSP PI&E

### **Funds**

\$90,000 405(b) FAST Act Occupant Protection High funds

19.6% of total \$489,000 designated to CP

\$100,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

### **Goals**

Reprint and redesign materials as needed for distribution through the OHSP warehouse by September 30, 2019.

### **CP-19-03 Strategic Counsel**

There is an ongoing need to use OHSP's creative services/advertising contractor for strategic counsel for special issues that the office cannot anticipate and plan for in advance. In addition, issues that arise there are occasional unforeseen needs related to campaigns, such as last-minute promotional opportunities. This covers small, routine tasks.

Funding will support access to strategic counsel and services quickly and efficiently on an as-needed basis.

### **Grantee**

OHSP PI&E

### **Funds**

\$85,000 405(b) FAST Act Occupant Protection High funds

18.5% of total \$489,000 designated to CP

\$100,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

### **Goals**

Provide strategic counsel, when needed, for unanticipated communications issues and projects that arise through September 30, 2019.

### **CP-19-03 Pedestrian & Bicycle Safety Statewide Communications Campaign**

Michigan citizens are unsure of the current state of pedestrian and bicycle safety laws. Public education is needed to inform citizens of the Michigan Vehicle Code sections that pertain to pedestrians, bicyclists, and motorists.

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

Funding will support public education of pedestrian and bicycle safety laws.

### **Grantee**

OHSP PI&E

## Funds

\$220,000 405(h) FAST Act funds

20.7% of total \$1,062,000 designated to PS

\$6,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the PS programs.

## Goal

Reduce the number of pedestrian fatalities from 158 fatalities in 2017 to no more than 178 fatalities in 2019 by September 30, 2019.

Reduce the number of bicyclist fatalities from 21 fatalities in 2017 to no more than 28 in 2018 by September 30, 2019.

## CP-19-03 PT Mobilization Message Development and Paid Advertising

Periodically updating and refreshing advertising messages helps them remain memorable and promote a call to action for the target audience, young men.

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

Targeted paid advertising messages have helped the OHSP achieve one of the highest belt use rates in the nation. Such efforts have helped reduce unrestrained fatalities and serious injuries.

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

Funding will cover paid advertising costs during the specified mobilization.

## Details

Increasing seat belt use and reducing impaired driving remain the two most significant means to reduce traffic deaths. Overtime traffic enforcement projects, combined with public information and education, are the primary method to encourage motorists to drive safely.

To qualify for funding, Michigan must provide for a statewide, high-visibility special traffic enforcement program (STEP) for occupant protection and impaired/drunken driving that emphasizes publicity during not less than three campaigns.

The STEP model also includes the use of paid advertising to support awareness of stepped up enforcement. Paid advertising guarantees messages will be played on stations and programs that appeal to the target group. Advertising programming is selected based on its efficiency and effectiveness.

The planned high-visibility enforcement periods include;

Impaired driving:	October 18-31, 2018
Impaired driving:	December 12-31, 2018
Seat belts:	May 20 – June 19, 2019
Impaired Driving:	July 1-14, 2019
Impaired driving:	August 14 – September 2, 2019

**Click It or Ticket**

Create a new enforcement campaign for Click it or Ticket. Funding will include research, development of creative concepts, and asset development: \$75,000

May mobilization statewide paid advertising: \$450,000

Other mobilization support: \$15,000 for earned media planning and materials development; \$15,000 banners and poster printing.

Total: \$555,000

**Drive Sober or Get Pulled Over**

Intend to continue using *Sticks With You* spot. (Potentially incorporate a drugged driving message for impaired driving – earned and/or paid ad of \$300,000\*).

November-December mobilization statewide digital only (relying mainly on December national advertising): \$50,000

August mobilization statewide paid advertising: \$500,000 alcohol message.

(Potentially incorporate a drugged driving message for impaired driving – earned and/or paid ad of \$300,000\*).

Other mobilization support: \$30,000 for earned media planning and materials development for December and August (\$15,000/mobilization); \$15,000 banners and poster printing August only; \$15,000 resize/create paid advertising assets.

Total: \$610,000 (with potential to add \$300,000 for drugged driving for a total of \$910,000)

**Grantee**

OHSP PI&E

**Funds**

Total: \$1,465,000

\$555,000 in 405(b) FAST Act Public Education funds

\$910,000 in 405(d) FAST Act Paid and Earned Media funds

33.3% of total \$4,412,000 designated to PT

\$1,335,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the PT programs

**Goals**

Develop seat belt enforcement earned/paid media advertising messaging and outreach plans to help support the May 2019 seat belt mobilization by September 30, 2019.

Develop impaired driving enforcement earned/paid media and outreach plans to help support October, December, July, and August enforcement to maximize local media interest by September 30, 2019.

Continue awareness for the *Drive Sober or Get Pulled Over* campaign message among young men from 79.3 percent to least 80 percent by September 30, 2019.

Continue high awareness (84.7 percent) for the *Click It or Ticket* campaign among young men so that at least 85 percent recall the campaign by September 30, 2019.

### **CP-19-03 Telephone Surveys**

The immediacy of telephone surveys gives the OHSP almost immediate feedback on how drivers perceive and react to programs, giving officials a window into trends based on driver thinking and their likely reactions to enforcement program decisions and approaches.

Surveys of driver attitudes and beliefs can illuminate areas for improvement, identify program enhancements, and determine effectiveness. Surveys allow the OHSP to adjust mid-stream during implementation, if necessary, and helps develop plans based on current-year data and potential future trends. Ongoing evaluation supports the effectiveness of enforcement mobilizations.

Funding will support the costs of the surveys.

#### **Grantee**

OHSP PI&E

#### **Funds**

\$115,000 in 402 FAST Act funds

2.6% of total \$4,412,000 designated to PT

\$1,335,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the PT programs

#### **Goals**

Determine public perception of seat belt and impaired driving enforcement efforts and advertising messages for traffic safety campaigns by conducting four sets of pre- and post-telephone surveys by September 30, 2019.

### **CP-19-03 Shadow Rider Project**

The OHSP will collaborate with the MDOS and the UMTRI to locate unendorsed riders based on addresses on file with motorcycle registrations. In conjunction with motorcycle traffic safety partners, the OHSP will contact each unendorsed rider by mail to inform the rider about the availability of the Returning Rider Training classes and the Basic Rider Training classes to encourage them to obtain their motorcycle endorsements.

Funding will support the printing, mailing, and digital media efforts to the unendorsed riders in Michigan.

**Grantee**

OHSP PI&E

**Funds**

\$20,000 402 FAST Act funds

4.4% total \$452,000 designated to MC

\$131,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the MC programs.

**Goals**

Reduce motorcyclist fatalities from 143 fatalities in 2017 to 125 fatalities by September 30, 2019.

Reduce the number of unendorsed motorcycle riders from 38,000 to 35,000 by September 30, 2019.

**CP-19-03 Motorcyclist Impaired Prevention Campaign**

The OHSP has collaborated with the MDOS and the Michigan Licensed Beverage Association (MBLA) on messaging development for the impaired motorcyclist audience. This effort is to promote a safety culture among motorcycle rider groups, specifically with zero-tolerance policies for impaired driving. With the production of the Fallen Brothers Ride Sober campaign in FY2018, the campaign will continue a second year of advertising in FY2019 with materials that will be printed and distributed to partners and stakeholders in June 2019.

The campaign message informs riders that the majority of single-vehicle motorcyclist crash fatalities involve alcohol. The message is focused to the top alcohol-involved crash counties of Kent, Wayne, Oakland, Macomb, Genesee, and Kalamazoo. The paid advertising includes a cable television campaign run statewide, including during Detroit Tigers broadcasts. There will also be outdoor advertising via billboards in the focus counties along major freeways.

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

**Grantee**

OHSP PI&E

**Funds**

\$260,000 405(d) FAST Act Paid/Earned Media funds

57.5% of total \$452,000 designated to MC

\$131,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the MC programs.

**CP-19-03 Recruitment of Motorcycle Rider Coaches**

The Michigan Rider Education Program (Mi-REP) is in desperate need of new Rider Coaches because of curriculum transitions in recent years and the aging population of certified Rider Coaches that are retiring. The OHSP will work with

several partnering agencies and organizations to develop and execute a communications plan for promoting Rider Coach recruitment.

These new Rider Coaches are trained through the Mi-REP administered Novice Rider Coach Preparation courses (RCPs), which allow for the vital training of new Rider Coaches entering the profession and best practices for motorcycle rider training. There are six RCPs planned for FY2019 and the goal is to completely fill these courses with new Rider Coach candidates. Skilled Rider Coaches are needed to train motorcyclists in Michigan through rider education courses.

Funding will support a paid social media communications campaign as well as printing and distribution of recruitment materials.

**Grantee**

OHSP PI&E

**Funds**

\$9,000 405(f) FAST Act funds

Less than one percent of total \$452,000 designated to MC

\$131,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the MC programs.

**Goals**

Reduce motorcyclist fatalities from 143 fatalities in 2017 to 125 fatalities by September 30, 2019.

Develop and distribute education and outreach materials by September 30, 2019.

**Enter intended subrecipients.****CP-19-03 Public Information and Education**

Brogan and Partners and Michigan Department of Technology, Management, and Budget

**CP-19-03 Strategic Counsel**

Martin Waymire

Glengariff Group

OHSP PI&E

**CP-19-03 Pedestrian & Bicycle Safety Statewide Communications Campaign**

Brogan & Partners, Glengariff Group (sub-contractor of Brogan), and Radish Creative Group (sub-contractor of Brogan)

**CP-19-03 PT Mobilization Message Development and Paid Advertising**

OHSP PI&E

**CP-19-03 Telephone Surveys**

Glengariff Group

**CP-19-03 Motorcyclist Impaired Prevention Campaign**

Michigan Department of Technology, Management, and Budget

Brogan Partners

**CP-19-03 Recruitment of Motorcycle Rider Coaches**

Michigan Department of Technology, Management, and Budget

Brogan Partners

## Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

**Countermeasure strategies in planned activities**

<b>Fiscal Year</b>	<b>Countermeasure Strategy Name</b>
2019	PT Evaluation
2019	PT Communications
2019	PS Communications Campaign
2019	Motorcycle Evaluation
2019	MC Communication Campaign
2019	Education and Training
2019	CP Education

## Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

<b>Source Fiscal Year</b>	<b>Funding Source</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
2017	FAST Act 405h	405h Public Education	\$220,000.00	\$44,000.00	



Nonmotorized Safety					
2019	FAST Act 405d Impaired Driving Low	405d Impaired Driving Low (FAST)	\$910,000.00	\$0.00	
2019	FAST Act 405b OP High	405b High Community Traffic Safety (FAST)	\$85,000.00	\$0.00	
2019	FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	\$5,000.00	\$0.00	\$5,000.00
2019	FAST Act 405b OP High	405b High Public Education (FAST)	\$555,000.00	\$0.00	
2019	FAST Act 405d Impaired Driving Low	405d Low Paid/Earned Media	\$910,000.00	\$0.00	
2019	FAST Act NHTSA 402	Police Traffic Services (FAST)	\$115,000.00	\$0.00	\$115,000.00
2019	FAST Act NHTSA 402	Motorcycle Safety (FAST)	\$20,000.00	\$0.00	\$0.00
2019	FAST Act 405d Impaired Driving Low	405d Low Paid/Earned Media	\$260,000.00		
2019	FAST Act 405f Motorcycle Programs	405f Motorcycle Safety (FAST)	\$9,000.00	\$0.00	
2019	FAST Act NHTSA 402	Motorcycle Safety (FAST)	\$20,000.00	\$0.00	\$0.00
2019	FAST Act 405b OP High	405b High Community Traffic Safety (FAST)	\$90,000.00	\$0.00	

## Major purchases and dispositions

**Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

### 5.4.3.2 Planned Activity: MC Communications

<b>Planned activity name</b>	MC Communications
<b>Planned activity number</b>	8002
<b>Primary countermeasure strategy</b>	MC Communication Campaign

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

No

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

No

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

No

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

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

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

No

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

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

**CP-19-03 Motorcyclist Impaired Prevention Campaign**

The OHSP has collaborated with the MDOS and the Michigan Licensed Beverage Association (MBLA) on messaging development for the impaired motorcyclist audience. This effort is to promote a safety culture among motorcycle rider groups, specifically with zero-tolerance policies for impaired driving. With the production of the Fallen Brothers Ride Sober campaign in FY2018, the campaign will continue a second year of advertising in FY2019 with materials that will be printed and distributed to partners and stakeholders in June 2019.

The campaign message informs riders that the majority of single-vehicle motorcyclist crash fatalities involve alcohol. The message is focused to the top alcohol-involved crash counties of Kent, Wayne, Oakland, Macomb, Genesee, and Kalamazoo. The paid advertising includes a cable television campaign run statewide, including during Detroit Tigers broadcasts. There will also be outdoor advertising via billboards in the focus counties along major freeways.

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

**Grantee**

OHSP PI&E

**Funds**

\$260,000 405(d) FAST Act Paid/Earned Media funds

57.5% of total \$452,000 designated to MC

\$131,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the MC programs.

**Goals**

Reduce motorcyclist fatalities from 143 fatalities in 2017 to 125 fatalities by September 30, 2019.

Develop and distribute education and outreach materials by September 30, 2019.

**CP-19-03 Recruitment of Motorcycle Rider Coaches**

The Michigan Rider Education Program (Mi-REP) is in desperate need of new Rider Coaches because of curriculum transitions in recent years and the aging population of certified Rider Coaches that are retiring. The OHSP will work with several partnering agencies and organizations to develop and execute a communications plan for promoting Rider Coach recruitment.

These new Rider Coaches are trained through the Mi-REP administered Novice Rider Coach Preparation courses (RCPs), which allow for the vital training of new Rider Coaches entering the profession and best practices for motorcycle rider training. There are six RCPs planned for FY2019 and the goal is to completely fill these courses with new Rider Coach candidates. Skilled Rider Coaches are needed to train motorcyclists in Michigan through rider education courses.

Funding will support a paid social media communications campaign as well as printing and distribution of recruitment materials.

**Grantee**

OHSP PI&E

**Funds**

\$9,000 405(f) FAST Act funds

Less than one percent of total \$452,000 designated to MC

\$131,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the MC programs.

### Goals

Reduce motorcyclist fatalities from 143 fatalities in 2017 to 125 fatalities by September 30, 2019.

Develop and distribute education and outreach materials by September 30, 2019.

### Enter intended subrecipients.

Michigan Department of Technology and Budget

Brogan Partners

OHSP PI&E

### Countermeasure strategies

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

### Countermeasure strategies in planned activities

**Fiscal Year Countermeasure Strategy Name**

No records found.

### Funding sources

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
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No records found.

## Major purchases and dispositions

**Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

## 5.5 Program Area: Traffic Records

**Program area type** Traffic Records

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

Yes

**Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?**

No

### Problem identification

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

The Michigan Office of Highway Safety Planning (OHSP), with technical assistance from the University of Michigan Transportation Research Institute (UMTRI), uses state traffic crash data to identify highway safety problems.

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

To assist with problem identification, UMTRI provides a five-year view of fatalities for each national core performance measure. In most cases, the data review also includes fatality and serious injury data by month, by age, and county so that programs may be focused when and where they have the greatest potential to reduce traffic deaths and serious injuries.

A five-year moving average is applied against the national core performance measures from 2013-2017 to set goals and determine areas where positive progress is expected, where little or no change appears likely, and areas where the trend indicates fatalities will increase.

Just over one half of Michigan passenger vehicle occupants are restrained in fatal crashes.

Nearly a third of all traffic deaths are alcohol and/or drug-involved.

Approximately 17 percent traffic deaths and serious injuries are speed related.

Motorcyclist deaths increased from 132 in 2012 to 146 in 2016.

Pedestrian traffic deaths increased from 157 in 2012 to 170 in 2016.

Bicyclist traffic deaths increased from 21 in 2012 to 42 in 2016.

	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>
Traffic fatalities	947	901	967	1,064	1,028	1,006	984	1,050	1,064	1,195
<a href="#">Serious ("A") Injuries in traffic crashes[1]</a>	5,283	4,909	4,865	5,634	6,084	3,981	4,314	4,270	5,634	4,894
Fatalities per 100 million VMT	1.0	0.93	0.99	1.07	Pending	1.05	0.98	1.04	1.07	1.10
	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>
Unrestrained passenger vehicle occupant fatalities, all seat positions	183	196	190	198	187	182	184	178	198	164
Fatalities in crashes involving a driver or motorcycle operator with a BAC .08+	249	212	268	236	Pending	238	201	257	236	224
Speed-related fatalities	255	235	264	245	Pending	280	260	289	245	334
Motorcyclist fatalities	138	112	141	152	143	150	125	154	152	169
Unhelmeted motorcyclist fatalities	67	52	57	78	64	127	95	100	78	149
Drivers age 20 or younger in fatal crashes	130	119	153	140	121	114	104	138	140	92
Pedestrian fatalities	148	148	166	162	158	181	178	196	162	218
Bicycle Fatalities	27	22	33	38	21	34	28	39	38	34
<a href="#">Safety belt use (daytime, observed)[2]</a>	93.0%	93.3%	92.8%	94.5%	94.1%	93.4%	98%	98%	98%	98%
Crashes involving alcohol- or drug-impaired motorcyclist	214	209	227	233	236	199	197	215	233	212
Fatalities to alcohol- or drug-	38	36	52	48	45	50	46	62	48	64

impaired motorcyclist

## Performance measures

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

### Performance Measures in Program Area

Fiscal Year	Performance Measure Name	Target Period(Performance Target)	Target End Year	Target Value(Performance Target)
2019	C-2) Number of serious injuries in traffic crashes (State crash data files)	5 Year	2019	5,406.8
2019	C-3) Fatalities/VMT (FARS, FHWA)	5 Year	2019	1.020
2019	C-1) Number of Fatalities (FARS)	5 Year	2019	1,023.2

## Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies to submit for program area.

### Countermeasure Strategies in Program Area

Fiscal Year	Countermeasure Strategy Name
2019	TR Training
2019	Improves completeness of a core highway safety database
2019	Improves accessibility of a core highway safety database

### 5.5.1 Countermeasure Strategy: TR Training

**Program area** Traffic Records

**Countermeasure strategy** TR Training

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

Is this countermeasure strategy innovative?

No

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

No

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

No

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

No

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

No

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

No

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

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will**



**implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

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

No

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

## Countermeasure strategy description

**To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:**

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

### **TR-19-03 Advanced Traffic Crash Reconstruction Regional Training**

Accurate, timely, complete, and uniform data is key to target traffic safety issues. Michigan traffic crash data is obtained from the Michigan State Police Criminal Justice Information Center Traffic Crash Reporting Unit.

Any upgrades or training related to the Michigan Traffic Crash Records Systems is highly recommended.

Funding will support the costs of the law enforcement advanced crash reconstruction training courses. Classes that are being considered include, but are not limited to, Human Factors, Occupant Kinematics, Advanced Motorcycle Reconstruction, and Advanced Commercial Vehicle Reconstruction classes.

\$62,000 405(c) FAST Act Traffic Records Data Program funds

7.2% of total \$866,000 designated to TR

\$336,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the TR programs.

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

### **TR-19-03 Advanced Traffic Crash Reconstruction Regional Training**

Accurate, timely, complete, and uniform data is key to target traffic safety issues in Michigan.

C-1 Number of fatalities in traffic crashes

Target: To reduce fatalities from 1,028 in 2017 to 1,023.2 fatalities in 2019.

C-2 Number of serious injuries in traffic crashes

Target: To reduce serious injuries from 6,084 in 2017 to 5,406.8 serious injuries in 2019.

C-3 Fatalities/VMT

Target: To reduce the 1.07 fatalities/VMT rate in 2017 to 1.02 fatalities/VMT in 2019.

\$62,000 405(c) FAST Act Traffic Records Data Program funds

7.2% of total \$866,000 designated to TR

\$336,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the TR programs.


### Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

**TR-19-03 Advanced Traffic Crash Reconstruction Regional Training**

Accurate, timely, complete, and uniform data is key to target traffic safety issues in Michigan.

**2015 Michigan Traffic Records Program Assessment Question 18**

<b>Question 18:</b>						
Does the TRCC address technical assistance and training needs?						
<b>Standard of Evidence:</b>		<b>Question Rank:</b> Somewhat Important				
Document TRCC discussion of technical assistance and training needs with meeting agendas or minutes.						
<b>Assessor conclusions:</b>						
<p>An example clearly demonstrated that the TRCC addresses technical assistance and training needs of the various traffic records partners. The example provided was a crash mapping/locating issue which was discussed with the TRCC. The TRCC approved a plan to address this issue and approved a project to have a crash report trainer provide statewide training on crash reporting issues.</p> <p>Since most of the training appears to be focused on crash, it might be helpful to perform a training needs assessment to ensure that all aspects of traffic records are included and considered.</p>						
<b>Respondents assigned</b>	<b>1</b>	<table border="1" style="width: 100%;"> <tr> <td style="text-align: center;"><b>Responses received</b></td> <td style="text-align: center;"><b>1</b></td> <td style="text-align: center;"><b>Response rate</b></td> <td style="text-align: center;"><b>100%</b></td> </tr> </table>	<b>Responses received</b>	<b>1</b>	<b>Response rate</b>	<b>100%</b>
<b>Responses received</b>	<b>1</b>	<b>Response rate</b>	<b>100%</b>			

\$62,000 405(c) FACT Act Traffic Records Data Program funds

7.2% of total \$866,000 designated to TR

\$336,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the TR programs.

## Planned activities

**Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
5001	TR Traffic Records Crash Data Support and Training	Improves completeness of a core highway safety database

## 5.5.2 Countermeasure Strategy: Improves completeness of a core highway safety database

<b>Program area</b>	Traffic Records
<b>Countermeasure strategy</b>	Improves completeness of a core highway safety database

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

Is this countermeasure strategy innovative?

No

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

No

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

No

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

No

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

No

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

No

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

No

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

No

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

No

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail**

**required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

## Countermeasure strategy description

**To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:**

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

### **TR-19-01 Traffic Crash Reporting Form (UD-10) and Training**

Accurate, timely, complete, and uniform data is key to target traffic safety issues. Michigan traffic crash data is obtained from the Michigan State Police Criminal Justice Information Center Traffic Crash Reporting Unit.

This project will assist by training law enforcement officers to fill out the crash reports accurately and completely.

Funding will support the costs of training supplies and equipment.

\$50,000 405(c) FAST Act Traffic Records Data Program funds

5.8% of total \$866,000 designated to TR

\$336,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the TR programs.

### **TR-19-02 Upgrades to Roadsoft and Environmental Research Institute (ESRI) Road and Highways**

Accurate, timely, complete, and uniform data is key to target traffic safety issues. Michigan traffic crash data is obtained from the Michigan State Police Criminal Justice Information Center Traffic Crash Unit.

Funding will support the Michigan Department of Technology, Management, and Budget contractors to continue developing and testing the necessary Roadsoft software upgrades to collect required data fields.

\$80,000 405(c) FAST Act Traffic Records Data Program funds

9.2% of total \$866,000 designated to TR

\$336,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the TR programs

### **TR-19-03 Advanced Traffic Crash Reconstruction Regional Training**

Accurate, timely, complete, and uniform data is key to target traffic safety issues. Michigan traffic crash data is obtained from the Michigan State Police Criminal Justice Information Center Traffic Crash Reporting Unit.

Any upgrades or training related to the Michigan Traffic Crash Records Systems is highly recommended.

Funding will support the costs of the law enforcement advanced crash reconstruction training courses. Classes that are being considered include, but are not limited to, Human Factors, Occupant Kinematics, Advanced Motorcycle Reconstruction, and Advanced Commercial Vehicle Reconstruction classes.

\$62,000 405(c) FAST Act Traffic Records Data Program funds

7.2% of total \$866,000 designated to TR

\$336,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the TR programs.

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

**TR-19-01 Traffic Crash Reporting Form (UD-10) and Training**

Accurate, timely, complete, and uniform data is key to target traffic safety issues in Michigan.

C-1 Number of fatalities in traffic crashes

Target: To reduce fatalities from 1,028 in 2017 to 1,023.2 fatalities in 2019.

C-2 Number of serious injuries in traffic crashes

Target: To reduce serious injuries from 6,084 in 2017 to 5,406.8 serious injuries in 2019.

C-3 Fatalities/VMT

Target: To reduce the 1.07 fatalities/VMT rate in 2017 to 1.02 fatalities/VMT in 2019.

\$50,000 405(c) FAST Act Traffic Records Data Program funds

5.8% of total \$866,000 designated to TR

\$336,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the TR programs.

**TR-19-02 Upgrades to Roadsoft and Environmental Research Institute (ESRI) Road and Highways**

Accurate, timely, complete, and uniform data is key to target traffic safety issues in Michigan.

C-1 Number of fatalities in traffic crashes

Target: To reduce fatalities from 1,028 in 2017 to 1,023.2 fatalities in 2019.

C-2 Number of serious injuries in traffic crashes

Target: To reduce serious injuries from 6,084 in 2017 to 5,406.8 serious injuries in 2019.

C-3 Fatalities/VMT

Target: To reduce the 1.07 fatalities/VMT rate in 2017 to 1.02 fatalities/VMT in 2019.

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### **TR-19-03 Advanced Traffic Crash Reconstruction Regional Training**

Accurate, timely, complete, and uniform data is key to target traffic safety issues in Michigan.

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\$62,000 405(c) FAST Act Traffic Records Data Program funds

7.2% of total \$866,000 designated to TR

\$336,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the TR programs.

## Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

### **TR-19-01 Traffic Crash Reporting Form (UD-10) and Training**

Accurate, timely, complete, and uniform data is key to target traffic safety issues in Michigan.

### **2015 Michigan Traffic Records Program Assessment Question 74**

Is the detection of high frequency errors used to generate updates to training content and data collection manuals, update the validation rules, and prompt form revisions?

#### **Standard of Evidence:**

Provide the formal methodology or describe the process by which high frequency errors are used to generate new training content and data collection manuals, update the validation rules, and prompt form revisions.

**Question Rank:** Very  
Important

#### **Assessor conclusions:**

It is evident that the detection of high frequency errors prompts updates to the training content and the crash user

manual as well as the validation rule sets and form revisions when appropriate.

\$50,000 405(c) FAST Act Traffic Records Data Program funds

5.8% of total \$866,000 designated to TR


\$336,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the TR programs.

**TR-19-02 Upgrades to Roadsoft and Environmental Research Institute (ESRI) Road and Highways**

Accurate, timely, complete, and uniform data is key to target traffic safety issues in Michigan.

**2015 Michigan Traffic Records Program Assessment Questions 169-172**

Are all the MIRE Fundamental Data Elements collected for all public roads?		<b>Question Rank:</b> Somewhat Important
<b>Standard of Evidence:</b>		
Provide a list of FDEs collected and their definitions. Specify if the data collected is for all public roads or State roads only. If the State wishes to cite the data dictionary directly, please identify the FDEs.		
<b>Assessor conclusions:</b>		
Michigan collects a number of data attributes for the trunkline roads (Interstate, Michigan State, and U.S. routes). The State compared their data elements to MIRE FDE variables and believes that many can be converted to the elements in the MIRE FDE. In the framework that defines the roadway network, all roads in the State have unique IDs, names, classification, area, beginning and ending points; as well as, identification of intersections and ramps with the length of ramps and roadway segments. This results in a few data elements of the MIRE FDE for all public roadways. Some local roadways have other roadway and traffic attributes, including MIRE FDE variables, but many do not.		
<b>Respondents assigned</b>	<b>1</b>	<b>Responses received</b>
		<b>1</b>
		<b>Response rate</b>
		<b>100%</b>

<b>Question 170:</b>	
Do all additional collected data elements for any public roads conform to the data elements included in MIRE?	



**Standard of Evidence:**

Provide a list of additional MIRE data elements collected beyond the FDEs. Specify if the data elements are collected for all public roads or State roads only.

**Question Rank:**  
Somewhat Important

**Assessor conclusions:**

Some roadway data elements are defined and used to meet the needs of the SafetyAnalyst software tools and thus are compatible with MIRE data elements. Most other roadway data values are not a direct match, but the State believes it will be possible to convert these data values to match the MIRE values. Local agencies that collect data with the Roadsoft software have data compatible with MIRE in terms of roadway location and interchange variables. The MIRE and FDEs comparison table documents additional data elements that are collected and on which roadway systems the data is collected. A cross-reference of how State data values could be converted to MIRE data values was not provided.

<b>Respondents assigned</b>	<b>1</b>	<b>Responses received</b>	<b>1</b>	<b>Response rate</b>	<b>100%</b>
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**Question 171:**

Are all the MIRE Fundamental Data Elements for all public roads documented in the enterprise system's data dictionary?



**Standard of Evidence:**

Identify, with appropriate citations, the MIRE FDE-related contents of the enterprise system's data dictionary. Specify if the data dictionary applies to all public roads or to State roads only.

**Question Rank:**  
Somewhat Important

**Assessor conclusions:**

A few MIRE FDEs are cross-referenced with State data for all public roads. The documentation for the framework includes MIRE data attributes and which roadways are included for each type of data collection. The MIRE data dictionary could be used as a planning tool as the new enterprise system is being developed. The data dictionary for the new enterprise system could document clearly those data elements that match or do not match MIRE data elements and clearly show how data values can be converted to MIRE data values, if it is possible to do so.

<b>Respondents assigned</b>	<b>1</b>	<b>Responses received</b>	<b>1</b>	<b>Response rate</b>	<b>100%</b>
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**Question 172:**

Are all additional (non-Fundamental Data Element) MIRE data elements for all public roads documented in the data dictionary?



**Standard of Evidence:**

Identify, with appropriate citations, the additional (non-FDE) MIRE data elements included in the data dictionary. Specify if the data dictionary applies to all public roads or to State roads only.

**Question Rank:**  
Somewhat Important

**Assessor conclusions:**

Some MIRE (non-FDEs) data elements for all public roads are documented with specific attributes and whether or not all roadways are included for data collection for the various roadway files. The documentation includes how to collect, correct, and alter data to comply with standards. This documentation is planned to be included for the Enterprise Asset Management system data dictionary when it is completed. The development of the new enterprise system is an opportunity to increase compliance with MIRE and to document clearly any differences.

<b>Respondents assigned</b>	<b>1</b>	<b>Responses received</b>	<b>1</b>	<b>Response rate</b>	<b>100%</b>
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\$80,000 405(c) FAST Act Traffic Records Data Program funds

9.2% of total \$866,000 designated to TR

\$336,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the TR programs.

**TR-19-03 Advanced Traffic Crash Reconstruction Regional Training**

Accurate, timely, complete, and uniform data is key to target traffic safety issues in Michigan.

**2015 Michigan Traffic Records Program Assessment Question 18**

**Question 18:**

Does the TRCC address technical assistance and training needs?



**Standard of Evidence:**

Document TRCC discussion of technical assistance and training needs with meeting agendas or minutes.

**Question Rank:**  
Somewhat Important

**Assessor conclusions:**

An example clearly demonstrated that the TRCC addresses technical assistance and training needs of the various traffic records partners. The example provided was a crash mapping/locating issue which was discussed with the TRCC. The TRCC approved a plan to address this issue and approved a project to have a crash report trainer provide statewide training on crash reporting issues.

Since most of the training appears to be focused on crash, it might be helpful to perform a training needs assessment to ensure that all aspects of traffic records are included and considered.

<b>Respondents assigned</b>	<b>1</b>	<b>Responses received</b>	<b>1</b>	<b>Response rate</b>	<b>100%</b>
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\$62,000 405(c) FACT Act Traffic Records Data Program funds

7.2% of total \$866,000 designated to TR

\$336,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the TR programs.

**Planned activities**

Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

**Planned activities in countermeasure strategy**

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
5001	TR Traffic Records Crash Data Support	Improves completeness of a core highway

### 5.5.2.1 Planned Activity: TR Traffic Records Crash Data Support and Training

**Planned activity name** TR Traffic Records Crash Data Support and Training

**Planned activity number** 5001

**Primary countermeasure strategy** Improves completeness of a core highway safety database

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

No

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

No

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

No

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

Yes

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

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

Yes

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

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

### **Enter description of the planned activity.**

#### **TR-19-01 Traffic Crash Reporting Form (UD-10) and Training**

This is a continuation of the FY2018 crash report training project which provided training to local law enforcement recruit schools, motor carrier in-service schools, officer and supervisor training, as well as to civilian employees of law enforcement and transportation agencies.

The instructor will provide training to law enforcement agencies on the current Traffic Crash Reporting Form (UD-10), as well as on the revisions that may occur.

Funding will support the costs of training supplies and equipment.

#### **Grantee**

Michigan State Police Criminal Justice Information Center

#### **Funds**

\$50,000 405(c) FAST Act Traffic Records Data Program funds

5.8% of total \$866,000 designated to TR

\$336,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the TR programs.

#### **Goals**

Improve the crash data accuracy, timeliness, completeness, and uniformity by providing materials for 100 statewide UD-10 trainings to educate 3,300 law enforcement officers, police recruits, and crash data user groups, representing 235 agencies, on the proper completion and interpretation of the UD-10 traffic crash form by September 30, 2019.

#### **TR-19-02 Upgrades to Roadsoft and Environmental Research Institute (ESRI) Road and Highways**

This project will continue to help Michigan meet the federally required MIRE federal data elements collection mandate. This project builds from the FY2018 Phase One Roadsoft project which began database configuration and system design, creation of web services, development of the prototype, testing, and environment.

Funding will support the Michigan Department of Technology, Management, and Budget contractors to continue developing and testing the necessary Roadsoft software upgrades to collect required data fields.

**Grantee**

Michigan Department of Transportation (MDOT)

**Funds**

\$80,000 405(c) FAST Act Traffic Records Data Program funds

9.2% of total \$866,000 designated to TR

\$336,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the TR programs.

**Goals**

Complete Phase Two of the MDOT Roadsoft database updates in order to meet the MIRE federal data collection mandates by September 30, 2019.

**TR-19-03 Advanced Traffic Crash Reconstruction Regional Training**

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

With traffic safety laws changing and technology becoming more sophisticated, it is important for law enforcement officers to stay current with techniques that enhance their effectiveness as well as protect their safety. Bringing instructional opportunities to regional areas of the state will provide exposure to valuable information to law enforcement agencies.

Funding will support the costs of the law enforcement advanced crash reconstruction training courses. Classes that are being considered include, but are not limited to, Human Factors, Occupant Kinematics, Advanced Motorcycle Reconstruction, and Advanced Commercial Vehicle Reconstruction classes.

**Grantee**

Transportation Improvement Association

**Funds**

\$62,000 405(c) FAST Act Traffic Records Data Program funds

7.2% of total \$866,000 designated to TR

\$336,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the TR programs.

**Goals**

Improve completeness of traffic crash reporting by providing three advanced accident reconstruction courses to 90 accident reconstructionists by September 30, 2019.

**Enter intended subrecipients.**

n/a

## Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

### Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	TR Training
2019	Improves uniformity of a core highway safety database
2019	Improves timeliness of a core highway safety database
2019	Improves completeness of a core highway safety database
2019	Improves accuracy of a core highway safety database

## Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405c Data Program	405c Data Program (FAST)	\$50,000.00	\$0.00	
2018	FAST Act 405c Data Program	405c Data Program (FAST)	\$80,000.00	\$0.00	
2018	FAST Act 405c Data Program	405c Data Program (FAST)	\$62,000.00	\$0.00	

## Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

### 5.5.3 Countermeasure Strategy: Improves accessibility of a core highway safety database

**Program area** Traffic Records

**Countermeasure strategy** Improves accessibility of a core highway safety database

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

Is this countermeasure strategy innovative?

No

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

No

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

No

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

No

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

No

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

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation,**



**partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

No

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

No

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

No

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

## Countermeasure strategy description

**To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:**

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

### TR-19-04 Michigan Traffic Crash Facts

Accurate, timely, complete, and uniform data is key to target traffic safety issues. Michigan traffic crash data is obtained from the Michigan State Police Criminal Justice Information Center Traffic Crash Reporting Unit.

Any upgrades or training related to the Michigan Traffic Crash Records Systems is highly recommended.

Traffic crash data for public use is essential to the traffic safety community to accurately identify traffic safety issues and effectively program limited traffic safety dollars for maximum impact. Failure to provide this information would severely limit the ability of Michigan's traffic safety community in conducting ongoing analysis and would reduce Michigan's eligibility to qualify for future federal traffic records funding.

Funding will support the costs of updates to the website and technical assistance.

Total: \$674,000

\$129,000 405(c) FAST Act Traffic Records Data Program funds

\$545,000 402 FAST Act funds

77.8% of total \$866,000

\$336,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the TR programs.

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

**TR-19-04 Michigan Traffic Crash Facts**

Accurate, timely, complete, and uniform data is key to target traffic safety issues in Michigan.

C-1 Number of fatalities in traffic crashes

Target: To reduce fatalities from 1,028 in 2017 to 1,023.2 fatalities in 2019.

C-2 Number of serious injuries in traffic crashes

Target: To reduce serious injuries from 6,084 in 2017 to 5,406.8 serious injuries in 2019.

C-3 Fatalities/VMT

Target: To reduce the 1.07 fatalities/VMT rate in 2017 to 1.02 fatalities/VMT in 2019.

Total: \$674,000

\$129,000 405(c) FAST Act Traffic Records Data Program funds

\$545,000 402 FAST Act funds

77.8% of total \$866,000

\$336,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the TR programs.

**Evidence of effectiveness**

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

**TR-19-04 Michigan Traffic Crash Facts**

Accurate, timely, complete, and uniform data is key to target traffic safety issues in Michigan.

**2015 Michigan Traffic Records Program Assessment Question 18**

**Question 18:**

Does the TRCC address technical assistance and training needs?



**Standard of Evidence:**

Document TRCC discussion of technical assistance and training needs with meeting agendas or

**Question Rank:**

minutes.

Somewhat Important

**Assessor conclusions:**

An example clearly demonstrated that the TRCC addresses technical assistance and training needs of the various traffic records partners. The example provided was a crash mapping/locating issue which was discussed with the TRCC. The TRCC approved a plan to address this issue and approved a project to have a crash report trainer provide statewide training on crash reporting issues.

Since most of the training appears to be focused on crash, it might be helpful to perform a training needs assessment to ensure that all aspects of traffic records are included and considered.

<b>Respondents assigned</b>	<b>1</b>	<b>Responses received</b>	<b>1</b>	<b>Response rate</b>	<b>100%</b>
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Total: \$674,000

\$129,000 405(c) FAST ACT Traffic Records Data Program funds

\$545,000 402 FAST ACT funds

77.8% of total \$866,000

\$336,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the TR programs.

**Planned activities**

**Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

**Planned activities in countermeasure strategy**

<b>Planned activity unique identifier</b>	<b>Planned Activity Name</b>	<b>Primary Countermeasure</b>
5002	TR Education and Communication	Improves accessibility of a core highway safety database

**5.5.3.1 Planned Activity: TR Education and Communication**

<b>Planned activity name</b>	TR Education and Communication
<b>Planned activity number</b>	5002

**Primary countermeasure strategy** Improves accessibility of a core highway safety database

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

No

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

No

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

No

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

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

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

No

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

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

## **Enter description of the planned activity.**

### **TR-19-04 Michigan Traffic Crash Facts (MTCF)**

MTCF will be provided to users statewide. The 2018 MTCF will be produced and posted at [www.michigantrafficcrashfacts.org](http://www.michigantrafficcrashfacts.org). Enhancements and improvements to the data query tool will continue to be implemented along with an annual survey to gauge the effectiveness of the website.

The OHSP will continue to work with UMTRI staff to provide technical assistance on various requests for crash data analysis and presentations.

Output enhancements will be made for the MTCF Query Tool to the charts, tables, lists, calendar, crash maps, and county maps.

#### **Shapefile Selection from MTCF Query Tool:**

The MTCF Query Tool shall support the ability to limit geographic location to a predefined area (i.e. Shapefile). A curated list of publicly available shapefiles would be integrated with MTCF initially (e.g. college campuses, downtown areas, etc.). Subsequently users would be able to suggest or submit additional shapefiles, which, after verification and review, can be added to the list of areas for future use.

#### **Embedded Outputs from MTCF Query Tool:**

The ability to embed or export current MTCF output for use on a third-party site will be provided to users at [MichiganTrafficCrashFacts.org](http://MichiganTrafficCrashFacts.org). The embedded output will link back to the MTCF query that produced it, allowing anyone to better understand how the information was produced. A user would select Embed this Output and be provided with a set of options, which would generate code or potentially a file for the user. Options and functionality would vary depending on the output.

Funding will support the costs of updates to the website and technical assistance.

### **Grantee**

University of Michigan Transportation Research Institute

### **Funds**

Total: \$674,000

\$129,000 405(c) FAST Act Traffic Records Data Program funds

\$545,000 402 FAST Act funds

\$336,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the TR programs.

### **Goals**

Complete the 2018 Michigan Traffic Crash Fact publications/web content and website output enhancements by September 30, 2019

Provide data analysis technical assistance as requested by OHSP by September 30, 2019.

**Enter intended subrecipients.**

n/a

**Countermeasure strategies**

Select existing countermeasure strategies below and/or click **Add New** to enter and select countermeasure strategies that the planned activity will support.

**Countermeasure strategies in planned activities**

Fiscal Year	Countermeasure Strategy Name
2019	Improves accessibility of a core highway safety database

**Funding sources**

Click **Add New** to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405c Data Program	405c Data Program (FAST)	\$129,000.00	\$0.00	
2018	FAST Act 405c Data Program	405c Data Program (FAST)	\$321,000.00	\$0.00	
2019	FAST Act 405c Data Program	405c Data Program (FAST)	\$224,000.00	\$0.00	

**Major purchases and dispositions**

Click **Add New** to enter equipment with a useful life of more than one year and an acquisition cost of **\$5,000 or more**.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

**5.6 Program Area: Occupant Protection (Adult and Child Passenger Safety)**

**Program area type** Occupant Protection (Adult and Child Passenger Safety)

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

Yes

**Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?**

Yes

## Problem identification

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

The Michigan Office of Highway Safety Planning (OHSP), with technical assistance from the University of Michigan Transportation Research Institute (UMTRI), uses state traffic crash data to identify highway safety problems.

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

To assist with problem identification, UMTRI provide a ten-year and five-year view of fatalities for each national core performance measure. In most cases, the data review also includes fatality and serious injury data by month, by age, and county so that programs may be focused when and where they have the greatest potential to reduce traffic deaths and serious injuries.

A five-year moving average is applied against the national core performance measures from 2013-2017 to set goals and determine areas where positive progress is expected, where little or no change appears likely, and areas where the trend indicates fatalities will increase.

Crash data is used and analyzed in conjunction with behavior and activity measures, including observed seat belt use and citations issued during grant-funded enforcement activities.

Just over one half of Michigan passenger vehicle occupants are restrained in fatal crashes.

From 2015 Michigan Child and Booster Seat Use/Misuse Survey, only 26 percent of child restraint devices were used correctly.

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Traffic fatalities	947	901	967	1,064	1,028	1,006	984	1,050	1,064	1,195
<a href="#">Serious ("A") Injuries in traffic crashes[1]</a>	5,283	4,909	4,865	5,634	6,084	3,981	4,314	4,270	5,634	4,894
Fatalities per 100 million VMT	1.0	0.93	0.99	1.07	Pending	1.05	0.98	1.04	1.07	1.10
	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022

Unrestrained passenger vehicle occupant fatalities, all seat positions	183	196	190	198	187	182	184	178	198	164
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#### Safety belt use

(daytime, observed)	93.0%	93.3%	92.8%	94.5%	94.1%	93.4%	98%	98%	98%	98%
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[2]

## Performance measures

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

### Performance Measures in Program Area

Fiscal Year	Performance Measure Name	Target Period(Performance Target)	Target End Year	Target Value(Performance Target)
2019	C-2) Number of serious injuries in traffic crashes (State crash data files)	5 Year	2019	5,406.8
2019	C-3) Fatalities/VMT (FARS, FHWA)	5 Year	2019	1.020
2019	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	Annual	2019	184.0
2019	C-1) Number of Fatalities (FARS)	5 Year	2019	1,023.2
2019	B-1) Statewide Seat Belt Use Rate	Annual	2019	98.0

## Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies to submit for program area.

### Countermeasure Strategies in Program Area

Fiscal Year	Countermeasure Strategy Name
2019	School Programs
2019	OP Seat Belt Evaluation
2019	Occupant Protection Program Assessment (NHTSA Facilitated)



2019 Child Restraint System Inspection Station(s)

## 5.6.1 Countermeasure Strategy: School Programs

**Program area** Occupant Protection (Adult and Child Passenger Safety)

**Countermeasure strategy** School Programs

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

Is this countermeasure strategy innovative?

No

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

Yes

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

Yes

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

Yes

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

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii)**

**Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

No

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

No

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

No

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

No

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

## Countermeasure strategy description

**To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:**

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

During 2012-2016, 3,193 children ages 5-12 were killed or injured in traffic crashes in Michigan, more than half of those children were not properly restrained.

Unrestrained Occupants of Motor Vehicles with KAB Injuries, 2012-2016

Age	2012	2013	2014	2015	2016	TOTAL
0-3	20	22	18	22	23	105
Age 4-7	31	28	38	36	29	162

Age 8-15	116	120	105	130	101	572
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Additionally, children age 4-7 have a less than 50 percent booster seat use rate based on the 2015 child seat observation data, despite being required by Michigan law to use a child seat. Children in this age group are often transitioned out of a booster seat before they are physically large enough to fit in a vehicle seat belt. Michigan law requires children to ride in a booster seat until age 8 or 4'9", whichever comes first. While children can legally transition out of a booster at age 8, most children do not reach 4'9" until about age 12.

Kent County represents one of the top counties with the highest number of KAB injuries involving children 12 and under and KAB injuries largely increase as children get older. From 2012-2016, 47 children in Kent County have been injured or killed in traffic crashes while riding unrestrained.

A school-based program will be used to directly reach children 8-14 to provide seat belt education.

Funding will support education materials and training directed at children ages 12 and under.

\$20,000 405(b) FAST Act High Public Education

3% of total \$671,000 designated to OP

\$147,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the OP programs.

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

Just over one half of Michigan passenger vehicle occupants are restrained in fatal crashes.

From 2015 Michigan Child and Booster Seat Use/Misuse Survey, only 26 percent of child restraint devices were used correctly.

C-1 Number of fatalities in traffic crashes

Target: To reduce fatalities from 1,028 in 2017 to 1,023.2 fatalities in 2019.

C-2 Number of serious injuries in traffic crashes

Target: To reduce serious injuries from 6,084 in 2017 to 5,406.8 serious injuries in 2019.

C-3 Fatalities/VMT

Target: To reduce the 1.07 fatalities/VMT rate in 2017 to 1.02 fatalities/VMT in 2019.

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

Target: To reduce unrestrained passenger vehicle occupant fatalities from 187 fatalities in 2017 to 184 fatalities in 2019.

B-1 Statewide Seat Belt Use Rate

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

\$20,000 405(b) FAST Act High Public Education

3% of total \$671,000 designated to OP

\$147,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the OP programs.

## Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

### 2014 Occupant Protection Program Assessment

#### Section 4C

“Develop and distribute a school-based presentation and supporting materials that can be used by community partners.”

\$20,000 405(b) FAST Act High Public Education

3% of total \$671,000 designated to OP

\$147,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the OP programs.

## Planned activities

**Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
1003	OP Education and Outreach	

#### 5.6.1.1 Planned Activity: OP Education and Outreach

**Planned activity name** OP Education and Outreach

**Planned activity number** 1003

**Primary countermeasure strategy**

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

No

**Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under**

**§ 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

Yes

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

Yes

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

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

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

No

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

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

**OP-19-04 Booster Seat and School-Based Education Program**

Statewide data show that children ages 8-15 are less likely to be properly restrained with seat belts than other vehicle occupants. To increase belt use, advertising will be used to more effectively reach parents of children in this age group and

encourage belt use through tween, teen, and adult years. Earned media and partnerships will be sought to help spread this message and bolster the impact of this campaign.

A school-based program will also be used to directly reach children 8-14 to provide seat belt education.

Funding will support educational materials.

#### Grantee

OHSP- In-House/Special Projects

#### Funds

\$20,000 405(b) FAST Act High Public Education

3% of total \$671,000 designated to OP

\$147,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the OP programs.

#### Goals

Reduce unrestrained fatalities in all seat positions from 187 in 2017 to no more than 184 fatalities in 2019.

#### Enter intended subrecipients.

n/a

### Countermeasure strategies

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

#### Countermeasure strategies in planned activities

##### Fiscal Year Countermeasure Strategy Name

2019 School Programs

### Funding sources

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2018	FAST Act 405b OP High	405b High Public Education (FAST)	\$19,000.00	\$0.00	
2019	FAST Act 405b OP High	405b High Public Education (FAST)	\$1,000.00	\$0.00	

## Major purchases and dispositions

**Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

### 5.6.2 Countermeasure Strategy: OP Seat Belt Evaluation

**Program area** Occupant Protection (Adult and Child Passenger Safety)

**Countermeasure strategy** OP Seat Belt Evaluation

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

Is this countermeasure strategy innovative?

No

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

No

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

No

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

No

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

No

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

No

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

No

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

No

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

No

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2)** [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

## Countermeasure strategy description

**To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:**

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

Seat belt use is one of the few objectives for which progress can be directly measured. The annual survey has tracked seat belt use since 1983.

The OHSP is required to conduct seat belt use observation surveys each year when paid media is used. The surveys are important for determining belt use rates statewide, regionally, and among various



demographics. These rates assist the OHSP in developing seat belt enforcement plans and identifying the focus of the media campaign to support the mobilization.

The survey will determine the seat belt use rate based on new methodology and locations approved by the NHTSA for use beginning in FY2018 and the hand-held device use rate.

Funding will support observation and analysis costs.

\$105,000 405(b) FAST Act High

15.7% of total \$671,000 designated to OP

\$147,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the OP programs.

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

Half of Michigan passenger vehicle occupants are unrestrained in fatal crashes.

C-1 Number of fatalities in traffic crashes

Target: To reduce fatalities from 1,028 in 2017 to 1,023.2 fatalities in 2019.

C-2 Number of serious injuries in traffic crashes

Target: To reduce serious injuries from 6,084 in 2017 to 5,406.8 serious injuries in 2019.

C-3 Fatalities/VMT

Target: To reduce the 1.07 fatalities/VMT rate in 2017 to 1.02 fatalities/VMT in 2019.

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

Target: To reduce unrestrained passenger vehicle occupant fatalities from 187 fatalities in 2017 to 184 fatalities in 2019.

B-1 Statewide Seat Belt Use Rate

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

\$105,000 405(b) FAST Act High

15.7% of total \$671,000 designated to OP

\$147,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the OP programs.

## Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

Required by NHTSA

## Planned activities

**Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
1002	OP Evaluation	

### 5.6.2.1 Planned Activity: OP Evaluation

Planned activity name	OP Evaluation
Planned activity number	1002
Primary countermeasure strategy	

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

No

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

No

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

No

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

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

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

No

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

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

**OP-19-03 Seat Belt and Hand-Held Device Use Direct Observation Survey**

The Michigan survey has tracked seat belt use since 1983. The survey results assist the OHSP with developing seat belt enforcement plans and identifying the focus of media campaigns to support the mobilization. This year's observation study will also examine the use of hand-held devices.

Funding will support observation and analysis costs.

**Grantee**

Michigan State University

**Funds**

\$105,000 405(b) FAST Act High

15.7% of total \$671,000 designated to OP

\$147,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the OP programs.

### Goals

Determine the 2019 seat belt use rate by September 30, 2019.

Determine the 2019 hand-held device use rate by September 30, 2019.

### Enter intended subrecipients.

Wayne State University

### Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

### Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	OP Seat Belt Evaluation

### Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405b OP High	405b High Occupant Protection (FAST)	\$105,000.00	\$0.00	

### Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

### 5.6.3 Countermeasure Strategy: Occupant Protection Program Assessment (NHTSA Facilitated)

**Program area** Occupant Protection (Adult and Child Passenger Safety)

**Countermeasure strategy** Occupant Protection Program Assessment (NHTSA Facilitated)

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

Is this countermeasure strategy innovative?

No

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

No

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

No

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

No

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

No

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

No

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

No

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

No

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

No

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

## Countermeasure strategy description

**To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:**

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

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

Michigan last conducted an Occupant Protection Assessment in 2014. An updated program assessment will give guidance to continue to improve seat belt and car seat programs and reduce injuries and fatalities.

Funding will support assessment team travel, supplies, and stipends.

\$25,000 405(b) FAST ACT High Occupant Protection funds

3.7% of total \$671,000 designated to OP

\$147,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the OP programs.

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

Just over one half of Michigan passenger vehicle occupants are restrained in fatal crashes.

From 2015 Michigan Child and Booster Seat Use/Misuse Survey, only 26 percent of child restraint devices were used correctly.

C-1 Number of fatalities in traffic crashes

Target: To reduce fatalities from 1,028 in 2017 to 1,023.2 fatalities in 2019.

C-2 Number of serious injuries in traffic crashes

Target: To reduce serious injuries from 6,084 in 2017 to 5,406.8 serious injuries in 2019.

C-3 Fatalities/VMT

Target: To reduce the 1.07 fatalities/VMT rate in 2017 to 1.02 fatalities/VMT in 2019.

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

Target: To reduce unrestrained passenger vehicle occupant fatalities from 187 fatalities in 2017 to 184 fatalities in 2019.

B-1 Statewide Seat Belt Use Rate

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

\$25,000 405(b) FAST ACT High Occupant Protection funds

3.7% of total \$671,000 designated to OP

\$147,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the OP programs.

## Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

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

\$25,000 405(b) FAST ACT High Occupant Protection funds

3.7% of total \$671,000 designated to OP

\$147,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the OP programs.

## Planned activities

Select existing planned activities below and/or click **Add New** to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
6002	CP In-House Grant/Special Projects (CP 01)	

### 5.6.3.1 Planned Activity: CP In-House Grant/Special Projects (CP 01)

Planned activity name	CP In-House Grant/Special Projects (CP 01)
Planned activity number	6002

#### Primary countermeasure strategy

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

Yes

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

Yes

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

Yes

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

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on**



**impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

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

No

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

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

#### **CP-19-01 Community Car Seat Distribution and Training**

Nearly one million Michigan children are in low-income families. State assistance does not include programs to provide affordable car seats for those children. The OHSP car seat program is the largest source of car seats for low-income children. Funding will support car seats to be provided to families these during clinics and fitting stations.

Funding will support CPS certification and continuing education courses, with a focus on targeting front-line service providers who work directly with families in need. Service providers include home visitors, health care providers, social workers and counselors. The OHSP will continue to support CPS technician certification and CEU training with a focus on counties with the largest number of KABC injuries of children 0-8 years old. These trainings will not only target geographically, but also the participants, focusing on those individuals who are working directly with families in need and providing other social services.

Training and resources will be focused on 15 counties that represent 63 percent off all unrestrained KAB crashes for children 15 and under (see table). These counties will be prioritized and receive funding and seats. Additional counties may be added or considered based on need, resources, and programming.

2012-2016 KABC statistics

County	0-3 unrestrained	4-7 unrestrained	8-15 unrestrained	Total unrestrained
Wayne	30	35	72	137
Oakland	6	8	55	69

Macomb	9	8	33	50
Kent	3	10	34	47
Genesee	7	10	26	43
Muskegon	3	5	15	23
Washtenaw	2	5	16	23
Calhoun	4	7	11	22
Monroe	1	3	18	22
Ottawa	2	4	12	18
Bay	2	5	9	16
Berrien	2	2	12	16
Kalamazoo	2	4	10	16
Saginaw	6	4	6	16
Jackson	1	1	12	14

## CPS classes for FY2019

<b>Class type</b>	<b>Target Counties</b>	<b>Location</b>	<b>Date</b>
Certification	Wayne, Oakland, Macomb	Macomb County	3/1/19
Certification	Kent, Ottawa, Muskegon, Kalamazoo, Berrien	Kent County	4/1/19
Certification	Ingham, Washtenaw, Genesee, Calhoun	Ingham County	6/1/19
CEU (2 classes)	Statewide	East Lansing	3/19-20/2019

CEU	Statewide	Wayne County	7/1/19
CEU	Statewide	Kent County	8/1/19
Renewal	Expired technicians statewide	Oakland County	3/1/18
Renewal	Expired technicians statewide	Kent County	4/1/19

**Grantee**

OHSP In-House/Special Projects

**Funds**

**Total: \$315,000**

\$200,000 in 402 FAST Act funds

\$115,000 405(b) FAST Act Training + High funds

46.9% of total \$671,000 designated to OP

\$147,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the OP programs.

**Goals**

Reduce unrestrained fatalities from all seat positions fatalities from 187 in 2017 to no more than 184 fatalities in 2019 by September 30, 2019.

Provide at least 2,500 car seats to low-income families statewide, meeting the qualifying screening requirements by September 30, 2019.

Train at least 60 new technicians in three certification classes, at least 100 current technicians in four continuing education classes, and recertify 20 technicians in two renewal classes by September 30, 2019.

Maintain at least one trained CPS technician available for services in all 83 counties by September 30, 2019.

**CP-19-01 Booster Seat and School-Based Education Program**

Statewide data show that children ages 8-15 are less likely to be properly restrained with seat belts than other vehicle occupants. To increase belt use, advertising will be used to more effectively reach parents of children in this age group and encourage belt use through tween, teen, and adult years. Earned media and partnerships will be sought to help spread this message and bolster the impact of this campaign.

A school-based program will also be used to directly reach children 8-14 to provide seat belt education.

Funding will support educational materials.

**Grantee**

Helen Devos Children's Hospital

**Funds**

\$20,000 405(b) FAST Act High Public Education

3% of total \$671,000 designated to OP

\$147,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the OP programs.

**Goals**

Reduce unrestrained fatalities in all seat positions from 187 in 2017 to no more than 184 fatalities in 2019.

**CP-19-01 NHTSA Occupant Protection Program Assessment and Recommendation Implementation**

The OHSP will partner with NHTSA subject matter experts from across the country to serve on an occupant protection program assessment team. The OHSP Occupant Protection Program Coordinator will provide leadership and coordination in working with the assessment team, the assessment facility, scheduling assessment presentations, and developing the pre-assessment briefing package of Michigan's Occupant Protection Program information.

Funding will support assessment team travel, supplies, and stipends.

**Grantee**

OHSP In-House/Special Projects

**Funds**

\$25,000 405(b) FAST ACT High Occupant Protection funds

**CP-19-01 Upper Peninsula Program**

Funding may support training programs, local messaging projects and special projects at the local or regional level.

**Grantee**

OHSP In-House/Special Projects

**Funds**

\$26,000 402 FAST Act funds

5.3% of total \$489,000 designated to CP

\$100,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

**Goals**

Reduce traffic deaths and injuries by one percent in the UP by September 30, 2019.

**CP-19-01 Law Enforcement Training for the Upper Peninsula**

Funding will support regional law enforcement training programs in the Northern Lower Peninsula and the Upper Peninsula, with a focus on impaired driving detection (drugs/ alcohol), officer safety and other traffic safety topics.

### 1. **Below 100 Officer Safety Training:**

Two programs will be conducted in the Northern Region. The programs will focus on the five tenants of officer safety, with an emphasis on traffic safety, including wearing seat belts.

### 2. **ARIDE/ ARIDE Refresher**

Advanced Roadside Impaired Driving Enforcement (ARIDE) training enables law enforcement officers to increase knowledge, update skills, and remain current on changing issues in alcohol and drug impairment to successfully address traffic safety priorities. The ARIDE training program consists of 16 hours of training covering the seven major drug categories and will be provided to law enforcement officers certified in the National Highway Traffic Safety Administration (NHTSA) Standardized Field Sobriety Test (SFST) curriculum. The ARIDE program includes SFST refresher training as part of the certification.

### 3. **The UP Traffic Safety Symposium**

This conference is part of an overall vision to collaborate with other traffic safety partners, both public and private, to bring attention to traffic safety and to facilitate dialogue about countermeasures. The full-day conference will be held in the UP.

## **Grantee**

OHSP In-House/Special Projects

## **Funds**

\$3,000 402 FAST Act funds

Less than one percent of total \$489,000 designated to CP

\$100,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

## **Goals**

Reduce traffic deaths and injuries by one percent in the UP by September 30, 2019.

Provide two Below 100 training programs in the UP to at least 40 law enforcement officers by September 30, 2019.

Provide one ARIDE/ ARIDE refresher course in the Upper Peninsula at least 40 law enforcement officers by September 30, 2019.

Provide one regional traffic safety conference in the Upper Peninsula to at least 50 total traffic safety partners by September 30, 2019.

## **CP-19-01 Drug Recognition Expert Training (DRE)**

The DRE State Coordinator will schedule at least one DRE School for 20 law enforcement officers and four prosecutors. This will increase the number of certified DREs in the state to 153.

To fulfill DRE recertification requirements, a three-day continuing education class for all DREs will be conducted, which will include expert witness courtroom training.

DRE instructors and a select number of DREs will attend the 2019 DRE national conference. DRE overtime will be reimbursed when DREs are requested on suspected drug-impaired driver and fatal or serious injury crashes.

Funding will support instructor costs, scheduling, facilities, materials, DRE national conference, and programmatic/financial oversight.

**Grantee**

OHSP In-House/Special Projects

**Funds**

\$307,000 405(d) FAST Act Low Drug and Alcohol Training funds

5.7% of total \$5,412,000 designated to PT

\$1,335,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the PT programs.

**Goals**

Increase the number of DRE enforcement evaluations by 10 percent from 636 in 2018 to 700 in 2019 by September 30, 2019.

Increase the number of certified DREs by 20 from 133 to 153 by September 30, 2019.

Statewide with concentrated efforts to recruit students from the top ten counties with highest fatal and serious injury crashes involving alcohol and drugs. These include:

Wayne

Oakland

Kent

Macomb

Genesee

Washtenaw

Kalamazoo

Ottawa

Monroe

Ingham

**CP-19-01 Implementation of Pedestrian & Bicycle Safety Action Team Strategies**

The OHSP will work with the Pedestrian and Bicycle Safety Action Team and other traffic safety partners to implement strategies to reduce pedestrian and bicycle crashes, injuries, and fatalities. With carry-over funds from the previous federal fiscal year, a project could be developed for law enforcement training, law enforcement mobilizations and public education.

Funding will support law enforcement mobilization, law enforcement training and/or public education of pedestrian and bicycle safety laws.

**Grantee**

OHSP In-House/Special Projects

**Funds**

\$332,000 405(h) funds FAST Act

31.3% of total \$1,062,000 designated to PS

\$6,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the PS programs.

**Goal**

Identify data-driven pedestrian and bicycle safety program strategies and implement by September 30, 2019.

**CP-19-01 Training on Underage Drinking Laws**

With the recent reinvigoration of underage drinking enforcement grants, law enforcement agencies need specialized training in controlled dispersal, compliance checks, and legal updates.

The OHSP will contract with 4-6 police officers who are content experts on UAD enforcement. Officers from grant funded agencies will also be provided the opportunity to attend the Michigan Licensed Beverage Association's Liquor Law Enforcement Seminar.

Funding will support contractual trainers and various training costs.

**Funds**

\$80,000 in 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training funds

2.1% of total \$3,803,000 designated to AL

\$526,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

**Grantees**

OHSP In-House/Special Projects and Michigan Judicial Institute

**Goals**

Reduce fatalities involving an impaired driver or motorcyclist from 236 in 2017 to 201 in 2019 by September 30, 2019.

Conduct underage drinking enforcement trainings in up to 10 counties by September 30, 2019.

**CP-19-01 NHTSA Impaired Program Assessment and Recommendation Implementation**

OHSP will partner with NHTSA to select subject matter experts from across the country to serve on an impaired driving program assessment team. The OHSP Impaired Driving Program Coordinator will provide leadership and coordination in working with the assessment team, the assessment facility, scheduling assessment presentations and developing the pre-assessment briefing package of Michigan's Impaired Driving Program information.

The assessment will consist of several interviews of stakeholders from around the state. The interviews will include OHSP management, SCAO representatives, PAAM representatives, MJI representatives, Judicial Outreach Liaisons, law enforcement partners, community organizations, university representatives and other impaired driving partners.

Following the assessment, OHSP will work with the impaired driving Action team and other partners to develop an updated strategic plan based on the assessment recommendations.

Funding will support team travel, stipends, and venue.

**Grantee**

OHSP In-House Special Projects

**Funds**

\$25,000 405(b) FAST Act Alcohol funds

Less than one percent of total \$3,803,000 designated to AL

\$526,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

**Goals**

Review Michigan's impaired driving program initiatives in comparison to pre-established national standards and weaknesses, and provide program improvement recommendations September 30, 2019.

**TBD Implementation of Motorcycle Action Team Strategies**

OHSP will work with the Motorcycle Safety Action Team and other traffic safety partners to implement strategies to reduce motorcycle crashes, injuries, and fatalities. With carry-over funds from the previous federal fiscal year, a project could be developed for motorcyclist safety training and motorcyclist awareness programs including:

Improvements to motorcyclist safety training curricula

Improvements in program delivery of motorcycle training to both urban and rural areas

Measures designed to increase the recruitment or retention of motorcyclist safety training instructors

Public awareness, public service announcements, and other outreach programs to enhance driver awareness of motorcyclist

Funding will support motorcyclist safety training and motorcyclist awareness programs.

**Grantee**

To be determined

**Funds**

\$26,000 405(f) FAST Act funds

3.7% of total \$452,000 designated to MC

\$131,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the MC programs.

**Goals**

Reduce motorcyclist fatalities from 143 fatalities in 2017 to 125 fatalities by September 30, 2019.



**Enter intended subrecipients.**

Contractors

**Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities**

<b>Fiscal Year</b>	<b>Countermeasure Strategy Name</b>
2019	Underage Drinking Enforcement
2019	PS Evaluation
2019	Occupant Protection Program Assessment (NHTSA Facilitated)
2019	Motorcycle Evaluation
2019	Impaired Driving Program Assessment (NHTSA Facilitated)
2019	Drug Recognition Expert (DRE) Training
2019	CP Regional Projects
2019	CP Education
2019	Child Restraint System Inspection Station(s)

**Funding sources**

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

<b>Source Fiscal Year</b>	<b>Funding Source</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
2019	FAST Act 405h Nonmotorized Safety	405h Public Education	\$332,000.00	\$66,400.00	
2019	FAST Act NHTSA 402	Child Restraint (FAST)	\$200,000.00	\$0.00	\$200,000.00
2019	FAST Act 405b OP High	405b High Training (FAST)	\$115,000.00	\$0.00	
2019	FAST Act NHTSA 402	Planning and Administration	\$147,000.00	\$0.00	\$0.00

(FAST)					
2019	FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	\$26,000.00	\$0.00	\$0.00
2019	FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	\$3,000.00	\$0.00	\$0.00
2019	FAST Act 405d Impaired Driving Low	405d Low Drug and Alcohol Training	\$307,000.00	\$0.00	
2019	FAST Act 405d Impaired Driving Low	405d Low Drug and Alcohol Training	\$80,000.00	\$0.00	
2019	FAST Act 405f Motorcycle Programs	405f Motorcycle Safety (FAST)	\$26,000.00	\$0.00	
2019	FAST Act 405b OP High	405b High Paid Advertising (FAST)	\$20,000.00	\$0.00	
2019	FAST Act 405b OP High	405b High Alcohol (FAST)	\$25,000.00	\$0.00	

## Major purchases and dispositions

**Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

## 5.6.4 Countermeasure Strategy: Child Restraint System Inspection Station(s)

**Program area** Occupant Protection (Adult and Child Passenger Safety)

**Countermeasure strategy** Child Restraint System Inspection Station(s)

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

Is this countermeasure strategy innovative?

No

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

Yes

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

Yes

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

Yes

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

No

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

No

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

No

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

No

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

No

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

## Countermeasure strategy description

**To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:**

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

### CP-19-01 Community Car Seat Distribution and Training

During 2012-2016, more than 2,700 children eight and under have been killed or injured in traffic crashes, which continue to be a leading cause of death for children of all ages. A properly installed car seat can reduce the risk of death to children under 1 year by 71 percent and to children ages 1 to 4 by 54 percent. Booster seats can reduce the risk of serious injury to children ages 4 to 8 by 45 percent.

Unrestrained Occupants of Motor Vehicles with KAB Injuries, 2012-2016

Age	2012	2013	2014	2015	2016	TOTAL
0-3	20	22	18	22	23	105
Age 4-7	31	28	38	36	29	162
Age 8-15	116	120	105	130	101	572

Proper installation of the child restraint safety device is key. The best way for parents to learn how to use their seats properly is to consult with the child passenger safety (CPS) technician. Car seat inspection stations are a proven countermeasure to proper installation and free car seats for low- income families increase attendance and access to training and education for proper seat use. By offering CPS technician certification and continuing education courses, the OHSP is providing training to technicians to provide this service to low-income families.

Funding will support car seats to be provided to low-income families during clinics and fitting stations.

Funding will also support Child Passenger Safety certification and continuing education courses, with a focus on targeting front-line service providers who work directly with families in need. Service providers include home visitors, health care providers, social workers, and counselors.

**Total: \$315,000**

**\$200,000 in 402 FAST Act funds**

\$115,000 405(b) FAST Act Training + High funds

46.9% of total \$671,000 designated to OP

\$147,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the OP programs.

**OP-19-01 Upper Peninsula Child Passenger Safety**

During 2012-2015, more than 2,700 children eight and under have been killed or injured in car crashes, which continue to be a leading cause of death for children of all ages. A properly installed car seat can reduce the risk of death to children under 1 year by 71 percent and to children ages 1 to 4 by 54 percent. Booster seats can reduce the risk of serious injury to children ages 4 to 8 by 45 percent.

Unrestrained Occupants of Motor Vehicles with KAB Injuries, 2012-2016

<b>Age</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>TOTAL</b>
0-3	20	22	18	22	23	105
Age 4-7	31	28	38	36	29	162
Age 8-15	116	120	105	130	101	572

Proper installation of the child restraint safety device is key. The best way for parents to learn how to use their seats properly is to consult with CPS technician. Car seat inspection stations are a proven countermeasure to proper installation and free car seats for low- income families increase attendance and access to training and education for proper seat use. By offering CPS technician certification and continuing education courses, we are providing training to technicians to provide this service to low-income families.

While counties in Michigan's Upper Peninsula have low numbers of KABC injuries of children, the rural nature of the area benefits from a dedicated team of CPS technicians to coordinate and provide car seat services in the area.

Funding will support continuation of the Upper Peninsula Child Passenger Safety (UPCPS) program that works to provide low priced car seats and caregiver education to low income families.

\$126,000 405(b) FAST Act High Community CPS Services funds

18.9% of total \$671,000 designated to OP

\$147,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the OP programs.

## OP-19-02 Michigan Department of Health and Human Services (MDHHS) Training

During 2012-2015, more than 2,700 children eight and under have been killed or injured in car crashes, which continue to be a leading cause of death for children of all ages. A properly installed car seat can reduce the risk of death to children under 1 year by 71 percent and to children ages 1 to 4 by 54 percent. Booster seats can reduce the risk of serious injury to children ages 4 to 8 by 45 percent.

### Unrestrained Occupants of Motor Vehicles with KAB Injuries, 2012-2016

Age	2012	2013	2014	2015	2016	TOTAL
0-3	20	22	18	22	23	105
Age 4-7	31	28	38	36	29	162
Age 8-15	116	120	105	130	101	572

Nearly 1,500 employees of the Michigan Department of Health and Human Services (MDHHS) are assigned cases involving 85,000 children in the Child Protective Services system each year. Until an OHSP program was implemented in 2017, there was no training for these employees regarding proper use of car seats and safe transport in vehicles. Because MDHHS employees do not receive car seat installation training and may not have any experience with properly transporting children, misuse may be higher among these employees than other populations putting children in the care of the agency at risk.

Training programs, including inspection stations, are a proven countermeasure to decreasing misuse of car seats. The MDHHS training employs a largely hands-on approach to ensure training mimics actual car seat use in a variety of situations.

Funding will support an instructor position, instructor stipends, training costs, equipment, and travel.

\$80,000 405(b) FAST Act Training + High funds

11.9% of total \$671,000 designated to OP

\$147,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the OP programs.

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

### CP-19-01 Community Car Seat Distribution and Training

Just over one half of Michigan passenger vehicle occupants are restrained in fatal crashes. From 2015 Michigan Child and Booster Seat Use/Misuse Survey, only 26 percent of child restraint devices were used correctly.

C-1 Number of fatalities in traffic crashes

Target: To reduce fatalities from 1,028 in 2017 to 1,023.2 fatalities in 2019.

C-2 Number of serious injuries in traffic crashes

Target: To reduce serious injuries from 6,084 in 2017 to 5,406.8 serious injuries in 2019.

C-3 Fatalities/VMT

Target: To reduce the 1.07 fatalities/VMT rate in 2017 to 1.02 fatalities/VMT in 2019.

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

Target: To reduce unrestrained passenger vehicle occupant fatalities from 187 fatalities in 2017 to 184 fatalities in 2019.

B-1 Statewide Seat Belt Use Rate

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

**Total: \$315,000**

### **\$200,000 in 402 FAST Act funds**

\$115,000 405(b) FAST Act Training + High funds

46.9% of total \$671,000 designated to OP

\$147,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the OP programs.

### **OP-19-01 Upper Peninsula Child Passenger Safety Program**

Just over one half of Michigan passenger vehicle occupants are restrained in fatal crashes.

From 2015 Michigan Child and Booster Seat Use/Misuse Survey, only 26 percent of child restraint devices were used correctly.

C-1 Number of fatalities in traffic crashes

Target: To reduce fatalities from 1,028 in 2017 to 1,023.2 fatalities in 2019.

C-2 Number of serious injuries in traffic crashes

Target: To reduce serious injuries from 6,084 in 2017 to 5,406.8 serious injuries in 2019.

C-3 Fatalities/VMT

Target: To reduce the 1.07 fatalities/VMT rate in 2017 to 1.02 fatalities/VMT in 2019.

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

Target: To reduce unrestrained passenger vehicle occupant fatalities from 187 fatalities in 2017 to 184 fatalities in 2019.

B-1 Statewide Seat Belt Use Rate

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

\$126,000 405(b) FAST Act High Community CPS Services funds

18.9% of total \$671,000 designated to OP

\$147,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the OP programs.

### **OP-19-02 Michigan Department of Health and Human Services (MDHHS) Training**

Just over one half of Michigan passenger vehicle occupants are restrained in fatal crashes.

From 2015 Michigan Child and Booster Seat Use/Misuse Survey, only 26 percent of child restraint devices were used correctly.

C-1 Number of fatalities in traffic crashes

Target: To reduce fatalities from 1,028 in 2017 to 1,023.2 fatalities in 2019.

C-2 Number of serious injuries in traffic crashes

Target: To reduce serious injuries from 6,084 in 2017 to 5,406.8 serious injuries in 2019.

C-3 Fatalities/VMT

Target: To reduce the 1.07 fatalities/VMT rate in 2017 to 1.02 fatalities/VMT in 2019.

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

Target: To reduce unrestrained passenger vehicle occupant fatalities from 187 fatalities in 2017 to 184 fatalities in 2019.

B-1 Statewide Seat Belt Use Rate

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

\$80,000 405(b) FAST Act Training + High funds

11.9% of total \$671,000 designated to OP

\$147,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the OP programs.

## **Evidence of effectiveness**

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

### **CP-19-01 Community Car Seat Distribution**

#### **2014 Occupant Protection Program Assessment**

##### **Section 4C**

“Establish and implement a plan for recruiting participants to become child passenger safety technicians. Follow up with a mentoring program to assist technicians in meeting requirements to retain certification.”

Total: \$315,000

\$200,000 in 402 FAST Act funds



\$115,000 405(b) FAST Act Training + High funds

46.9% of total \$671,000 designated to OP

\$147,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the OP programs.

\$126,000 405(b) FAST Act Training + High funds

18.9% of total \$671,000 designated to OP

\$147,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the OP programs.

#### **OP-19-01 Upper Peninsula Child Passenger Safety Program**

##### **2014 Occupant Protection Program Assessment**

###### **Section 4C**

“Establish and implement a plan for recruiting participants to become child passenger safety technicians. Follow up with a mentoring program to assist technicians in meeting requirements to retain certification.”

\$126,000 405(b) FAST Act High Community CPS Services funds

18.9% of total \$671,000 designated to OP

\$147,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the OP programs.

#### **OP-19-02 Michigan Department of Health and Human Services (MDHHS) Training**

##### **2014 Occupant Protection Program Assessment**

###### **Section 4C**

“Establish and implement a plan for recruiting participants to become child passenger safety technicians. Follow up with a mentoring program to assist technicians in meeting requirements to retain certification.”

\$80,000 405(b) FAST Act Training + High funds

11.9% of total \$671,000 designated to OP

\$147,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the OP programs.

## Planned activities

**Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

### **Planned activities in countermeasure strategy**

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
1001	CP In-House Grant/Special Projects (CP 01)	
6002	CP In-House Grant/Special Projects (CP 01)	

#### 5.6.4.1 Planned Activity: CP In-House Grant/Special Projects (CP 01)

Planned activity name CP In-House Grant/Special Projects (CP 01)

Planned activity number 1001

Primary countermeasure strategy

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

Yes

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

Yes

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

Yes

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

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

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

No

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

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

**OP-19-01 Upper Peninsula Child (UP) Passenger Safety (CPS) Program**

A scaled back approach to the UPCPS program will be taken this year. The coordinator will focus on maintenance and streamlining processes while still providing training, support, and resources to technicians and WIC families accessing the car seats. Extended family seats must only be provided to low-income individuals. Car seats will be obtained through the OHSP statewide car seat ordering process.

Funding will support continuation of the UPCPS program that works to provide low priced car seats and caregiver education to low-income families.

**Grantee**

City of St. Ignace

**Funds**

\$126,000 405(b) FAST Act High Community CPS Services funds

18.9% of total \$671,000 designated to OP

\$147,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the OP programs.

**Goals**

Reduce unrestrained fatalities in all seat positions from 187 in 2017 to no more than 184 fatalities in 2019.

Provide car seat education and car seats up to 1,200 low-income families in the Upper Peninsula by September 30, 2019.

Maintain at least one trained CPS technician available for services in all 83 counties by September 30, 2019.

**OP-19-02 Michigan Department of Health and Human Services (MDHHS) Training**

The CPS program coordinator will oversee the MDHHS car seat training program with a team of CPS trainers who are located regionally around the state. The program coordinator leads trainings and handles program fiscal responsibilities.

This strategy fills a void because the MDHHS staff is not trained on car seat use or properly transporting children, despite their responsibility for transporting children. This training will give MDHHS workers basic car seat knowledge and hands on practice to transport children in their care more safely.

Funding will support a program coordinator position, instructor stipends, training costs, equipment, and travel.

### **Grantee**

City of St. Ignace

### **Funds**

\$80,000 405(b) FAST Act Training + High funds

11.9% of total \$671,000 designated to OP

\$147,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the OP programs.

### **Goals**

Reduce unrestrained fatalities in all seat positions from 187 in 2017 to no more than 184 fatalities in 2019.

Provide three standardized car seat awareness trainings per month to a minimum of 500 State of Michigan Child Protective Service or Foster Care Workers, throughout the lower peninsula by September 30, 2019.

Conduct one trainer development session for MDHHS car seat training team by Sept. 30, 2019.

Conduct one technician certification course for MDHHS employees by September 30, 2019.

### **Enter intended subrecipients.**

Contractors

City of St. Ignace

CPS Instructors and technicians

### **Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

### **Countermeasure strategies in planned activities**

<b>Fiscal Year</b>	<b>Countermeasure Strategy Name</b>
2019	Child Restraint System Inspection Station(s)

### **Funding sources**

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405b OP High	405b High Community CPS Services (FAST)	\$126,000.00	\$0.00	
2019	FAST Act 405b OP High	405b High Training (FAST)	\$80,000.00	\$0.00	

## Major purchases and dispositions

**Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

### 5.6.4.2 Planned Activity: CP In-House Grant/Special Projects (CP 01)

**Planned activity name** CP In-House Grant/Special Projects (CP 01)

**Planned activity number** 6002

**Primary countermeasure strategy**

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

Yes

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

Yes

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

Yes

**Is this planned activity part of the State traffic safety information system improvements grant application (§ 405(c)) for the State traffic records strategic plan? § 1300.22(b)(2)(iii) [Planned**

**activities, at the level of detail required under § 1300.11(d), that implement a recommendation(s) from the State's most recent highway safety data and traffic records system assessment]**

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

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

No

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

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

#### **CP-19-01 Community Car Seat Distribution and Training**

Nearly one million Michigan children are in low-income families. State assistance does not include programs to provide affordable car seats for those children. The OHSP car seat program is the largest source of car seats for low-income children. Funding will support car seats to be provided to families these during clinics and fitting stations.

Funding will support CPS certification and continuing education courses, with a focus on targeting front-line service providers who work directly with families in need. Service providers include home visitors, health care providers, social workers and counselors. The OHSP will continue to support CPS technician certification and CEU training with a focus on counties with the largest number of KABC injuries of children 0-8 years old. These trainings will not only target geographically, but also the participants, focusing on those individuals who are working directly with families in need and providing other social services.

Training and resources will be focused on 15 counties that represent 63 percent off all unrestrained KAB crashes for children 15 and under (see table). These counties will be prioritized and receive funding and seats. Additional counties may be added or considered based on need, resources, and programming.

2012-2016 KABC statistics

County	0-3 unrestrained	4-7 unrestrained	8-15 unrestrained	Total unrestrained
Wayne	30	35	72	137
Oakland	6	8	55	69
Macomb	9	8	33	50
Kent	3	10	34	47
Genesee	7	10	26	43
Muskegon	3	5	15	23
Washtenaw	2	5	16	23
Calhoun	4	7	11	22
Monroe	1	3	18	22
Ottawa	2	4	12	18
Bay	2	5	9	16
Berrien	2	2	12	16
Kalamazoo	2	4	10	16
Saginaw	6	4	6	16
Jackson	1	1	12	14

## CPS classes for FY2019

Class type	Target Counties	Location	Date
Certification	Wayne, Oakland, Macomb	Macomb County	3/1/19
Certification	Kent, Ottawa, Muskegon, Kalamazoo,	Kent County	4/1/19

## Berrien

Certification	Ingham, Washtenaw, Genesee, Calhoun	Ingham County	6/1/19
CEU (2 classes)	Statewide	East Lansing	3/19-20/2019
CEU	Statewide	Wayne County	7/1/19
CEU	Statewide	Kent County	8/1/19
Renewal	Expired technicians statewide	Oakland County	3/1/18
Renewal	Expired technicians statewide	Kent County	4/1/19

**Grantee**

OHSP In-House/Special Projects

**Funds**

**Total: \$315,000**

\$200,000 in 402 FAST Act funds

\$115,000 405(b) FAST Act Training + High funds

46.9% of total \$671,000 designated to OP

\$147,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the OP programs.

**Goals**

Reduce unrestrained fatalities from all seat positions fatalities from 187 in 2017 to no more than 184 fatalities in 2019 by September 30, 2019.

Provide at least 2,500 car seats to low-income families statewide, meeting the qualifying screening requirements by September 30, 2019.

Train at least 60 new technicians in three certification classes, at least 100 current technicians in four continuing education classes, and recertify 20 technicians in two renewal classes by September 30, 2019.

Maintain at least one trained CPS technician available for services in all 83 counties by September 30, 2019.

**CP-19-01 Booster Seat and School-Based Education Program**

Statewide data show that children ages 8-15 are less likely to be properly restrained with seat belts than other vehicle occupants. To increase belt use, advertising will be used to more effectively reach parents of children in this age group and



encourage belt use through tween, teen, and adult years. Earned media and partnerships will be sought to help spread this message and bolster the impact of this campaign.

A school-based program will also be used to directly reach children 8-14 to provide seat belt education.

Funding will support educational materials.

**Grantee**

Helen Devos Children's Hospital

**Funds**

\$20,000 405(b) FAST Act High Public Education

3% of total \$671,000 designated to OP

\$147,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the OP programs.

**Goals**

Reduce unrestrained fatalities in all seat positions from 187 in 2017 to no more than 184 fatalities in 2019.

**CP-19-01 NHTSA Occupant Protection Program Assessment and Recommendation Implementation**

The OHSP will partner with NHTSA subject matter experts from across the country to serve on an occupant protection program assessment team. The OHSP Occupant Protection Program Coordinator will provide leadership and coordination in working with the assessment team, the assessment facility, scheduling assessment presentations, and developing the pre-assessment briefing package of Michigan's Occupant Protection Program information.

Funding will support assessment team travel, supplies, and stipends.

**Grantee**

OHSP In-House/Special Projects

**Funds**

\$25,000 405(b) FAST ACT High Occupant Protection funds

**CP-19-01 Upper Peninsula Program**

Funding may support training programs, local messaging projects and special projects at the local or regional level.

**Grantee**

OHSP In-House/Special Projects

**Funds**

\$26,000 402 FAST Act funds

5.3% of total \$489,000 designated to CP

\$100,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

### **Goals**

Reduce traffic deaths and injuries by one percent in the UP by September 30, 2019.

### **CP-19-01 Law Enforcement Training for the Upper Peninsula**

Funding will support regional law enforcement training programs in the Northern Lower Peninsula and the Upper Peninsula, with a focus on impaired driving detection (drugs/ alcohol), officer safety and other traffic safety topics.

#### **1. Below 100 Officer Safety Training:**

Two programs will be conducted in the Northern Region. The programs will focus on the five tenants of officer safety, with an emphasis on traffic safety, including wearing seat belts.

#### **2. ARIDE/ ARIDE Refresher**

Advanced Roadside Impaired Driving Enforcement (ARIDE) training enables law enforcement officers to increase knowledge, update skills, and remain current on changing issues in alcohol and drug impairment to successfully address traffic safety priorities. The ARIDE training program consists of 16 hours of training covering the seven major drug categories and will be provided to law enforcement officers certified in the National Highway Traffic Safety Administration (NHTSA) Standardized Field Sobriety Test (SFST) curriculum. The ARIDE program includes SFST refresher training as part of the certification.

#### **3. The UP Traffic Safety Symposium**

This conference is part of an overall vision to collaborate with other traffic safety partners, both public and private, to bring attention to traffic safety and to facilitate dialogue about countermeasures. The full-day conference will be held in the UP.

### **Grantee**

OHSP In-House/Special Projects

### **Funds**

\$3,000 402 FAST Act funds

Less than one percent of total \$489,000 designated to CP

\$100,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

### **Goals**

Reduce traffic deaths and injuries by one percent in the UP by September 30, 2019.

Provide two Below 100 training programs in the UP to at least 40 law enforcement officers by September 30, 2019.

Provide one ARIDE/ ARIDE refresher course in the Upper Peninsula at least 40 law enforcement officers by September 30, 2019.

Provide one regional traffic safety conference in the Upper Peninsula to at least 50 total traffic safety partners by September 30, 2019.

**CP-19-01 Drug Recognition Expert Training (DRE)**

The DRE State Coordinator will schedule at least one DRE School for 20 law enforcement officers and four prosecutors. This will increase the number of certified DREs in the state to 153.

To fulfill DRE recertification requirements, a three-day continuing education class for all DREs will be conducted, which will include expert witness courtroom training.

DRE instructors and a select number of DREs will attend the 2019 DRE national conference. DRE overtime will be reimbursed when DREs are requested on suspected drug-impaired driver and fatal or serious injury crashes.

Funding will support instructor costs, scheduling, facilities, materials, DRE national conference, and programmatic/financial oversight.

**Grantee**

OHSP In-House/Special Projects

**Funds**

\$307,000 405(d) FAST Act Low Drug and Alcohol Training funds

5.7% of total \$5,412,000 designated to PT

\$1,335,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the PT programs.

**Goals**

Increase the number of DRE enforcement evaluations by 10 percent from 636 in 2018 to 700 in 2019 by September 30, 2019.

Increase the number of certified DREs by 20 from 133 to 153 by September 30, 2019.

Statewide with concentrated efforts to recruit students from the top ten counties with highest fatal and serious injury crashes involving alcohol and drugs. These include:

Wayne

Oakland

Kent

Macomb

Genesee

Washtenaw

Kalamazoo

Ottawa

Monroe

Ingham

**CP-19-01 Implementation of Pedestrian & Bicycle Safety Action Team Strategies**

The OHSP will work with the Pedestrian and Bicycle Safety Action Team and other traffic safety partners to implement strategies to reduce pedestrian and bicycle crashes, injuries, and fatalities. With carry-over funds from the previous federal fiscal year, a project could be developed for law enforcement training, law enforcement mobilizations and public education.

Funding will support law enforcement mobilization, law enforcement training and/or public education of pedestrian and bicycle safety laws.

**Grantee**

OHSP In-House/Special Projects

**Funds**

\$332,000 405(h) funds FAST Act

31.3% of total \$1,062,000 designated to PS

\$6,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the PS programs.

**Goal**

Identify data-driven pedestrian and bicycle safety program strategies and implement by September 30, 2019.

**CP-19-01 Training on Underage Drinking Laws**

With the recent reinvigoration of underage drinking enforcement grants, law enforcement agencies need specialized training in controlled dispersal, compliance checks, and legal updates.

The OHSP will contract with 4-6 police officers who are content experts on UAD enforcement. Officers from grant funded agencies will also be provided the opportunity to attend the Michigan Licensed Beverage Association's Liquor Law Enforcement Seminar.

Funding will support contractual trainers and various training costs.

**Funds**

\$80,000 in 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training funds

2.1% of total \$3,803,000 designated to AL

\$526,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

**Grantees**

OHSP In-House/Special Projects and Michigan Judicial Institute

**Goals**

Reduce fatalities involving an impaired driver or motorcyclist from 236 in 2017 to 201 in 2019 by September 30, 2019.

Conduct underage drinking enforcement trainings in up to 10 counties by September 30, 2019.

**CP-19-01 NHTSA Impaired Program Assessment and Recommendation Implementation**

OHSP will partner with NHTSA to select subject matter experts from across the country to serve on an impaired driving program assessment team. The OHSP Impaired Driving Program Coordinator will provide leadership and coordination in working with the assessment team, the assessment facility, scheduling assessment presentations and developing the pre-assessment briefing package of Michigan's Impaired Driving Program information.

The assessment will consist of several interviews of stakeholders from around the state. The interviews will include OHSP management, SCAO representatives, PAAM representatives, MJJ representatives, Judicial Outreach Liaisons, law enforcement partners, community organizations, university representatives and other impaired driving partners.

Following the assessment, OHSP will work with the impaired driving Action team and other partners to develop an updated strategic plan based on the assessment recommendations.

Funding will support team travel, stipends, and venue.

**Grantee**

OHSP In-House Special Projects

**Funds**

\$25,000 405(b) FAST Act Alcohol funds

Less than one percent of total \$3,803,000 designated to AL

\$526,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

**Goals**

Review Michigan's impaired driving program initiatives in comparison to pre-established national standards and weaknesses, and provide program improvement recommendations September 30, 2019.

**TBD Implementation of Motorcycle Action Team Strategies**

OHSP will work with the Motorcycle Safety Action Team and other traffic safety partners to implement strategies to reduce motorcycle crashes, injuries, and fatalities. With carry-over funds from the previous federal fiscal year, a project could be developed for motorcyclist safety training and motorcyclist awareness programs including:

Improvements to motorcyclist safety training curricula

Improvements in program delivery of motorcycle training to both urban and rural areas

Measures designed to increase the recruitment or retention of motorcyclist safety training instructors

Public awareness, public service announcements, and other outreach programs to enhance driver awareness of motorcyclist

Funding will support motorcyclist safety training and motorcyclist awareness programs.

**Grantee**

To be determined

**Funds**

\$26,000 405(f) FAST Act funds

3.7% of total \$452,000 designated to MC

\$131,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the MC programs.

### Goals

Reduce motorcyclist fatalities from 143 fatalities in 2017 to 125 fatalities by September 30, 2019.

### Enter intended subrecipients.

Contractors

### Countermeasure strategies

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

### Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Underage Drinking Enforcement
2019	PS Evaluation
2019	Occupant Protection Program Assessment (NHTSA Facilitated)
2019	Motorcycle Evaluation
2019	Impaired Driving Program Assessment (NHTSA Facilitated)
2019	Drug Recognition Expert (DRE) Training
2019	CP Regional Projects
2019	CP Education
2019	Child Restraint System Inspection Station(s)

### Funding sources

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405h Nonmotorized Safety	405h Public Education	\$332,000.00	\$66,400.00	
2019	FAST Act NHTSA 402	Child Restraint (FAST)	\$200,000.00	\$0.00	\$200,000.00
2019	FAST Act 405b OP High	405b High Training (FAST)	\$115,000.00	\$0.00	
2019	FAST Act NHTSA 402	Planning and Administration (FAST)	\$147,000.00	\$0.00	\$0.00
2019	FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	\$26,000.00	\$0.00	\$0.00
2019	FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	\$3,000.00	\$0.00	\$0.00
2019	FAST Act 405d Impaired Driving Low	405d Low Drug and Alcohol Training	\$307,000.00	\$0.00	
2019	FAST Act 405d Impaired Driving Low	405d Low Drug and Alcohol Training	\$80,000.00	\$0.00	
2019	FAST Act 405f Motorcycle Programs	405f Motorcycle Safety (FAST)	\$26,000.00	\$0.00	
2019	FAST Act 405b OP High	405b High Paid Advertising (FAST)	\$20,000.00	\$0.00	
2019	FAST Act 405b OP High	405b High Alcohol (FAST)	\$25,000.00	\$0.00	

## Major purchases and dispositions

**Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share	Total Cost
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No records found.

## 5.7 Program Area: Impaired Driving (Drug and Alcohol)

**Program area type** Impaired Driving (Drug and Alcohol)

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

Yes

**Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?**

Yes

## Problem identification

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

The Michigan Office of Highway Safety Planning (OHSP), with technical assistance from the University of Michigan Transportation Research Institute (UMTRI), uses state traffic crash data to identify highway safety problems.

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

To assist with problem identification, the UMTRI provides a five-year view of fatalities (2012-2016) for each national core performance measure. In most cases, the data review also includes fatality and serious injury data by month, by age, and county so that programs may be focused when and where they have the greatest potential to reduce traffic deaths and serious injuries.

A five-year moving average is applied against the national core performance measures from 2013-2017 to set goals and determine areas where positive progress is expected, where little or no change appears likely, and areas where the trend indicates fatalities will increase.

Nearly a third traffic deaths are alcohol and/or drug-involved.

Alcohol-involved fatalities decreased from 345 in 2007 to 271 in 2016.

Drug-involved fatalities increased from 98 in 2007 to 239 in 2016.

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Traffic fatalities	947	901	967	1,064	1,028	1,006	984	1,050	1,064	1,195
<a href="#">Serious ("A") Injuries in traffic crashes[1]</a>	5,283	4,909	4,865	5,634	6,084	3,981	4,314	4,270	5,634	4,894
Fatalities per 100 million VMT	1.0	0.93	0.99	1.07	Pending	1.05	0.98	1.04	1.07	1.10
	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Fatalities in crashes involving a driver or motorcycle operator with a BAC .08+	249	212	268	236	Pending	238	201	257	236	224



Crashes involving alcohol- or drug-impaired motorcyclist	214	209	227	233	236	199	197	215	233	212
Fatalities to alcohol- or drug-impaired motorcyclist	38	36	52	48	45	50	46	62	48	64

## Performance measures

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

### Performance Measures in Program Area

Fiscal Year	Performance Measure Name	Target Period(Performance Target)	Target End Year	Target Value(Performance Target)
2019	C-2) Number of serious injuries in traffic crashes (State crash data files)	5 Year	2019	5,406.8
2019	C-3) Fatalities/VMT (FARS, FHWA)	5 Year	2019	1.020
2019	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	Annual	2019	201.0
2019	Number of impaired motorcyclist fatalities	Annual	2019	46.0
2019	C-1) Number of Fatalities (FARS)	5 Year	2019	1,023.2
2019	Number of crashes involving alcohol-or drug-impaired motorcyclist	Annual	2019	197.0

## Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies to submit for program area.

### Countermeasure Strategies in Program Area

Fiscal Year	Countermeasure Strategy Name
2019	Underage Drinking Enforcement
2019	SFST training for Law Enforcement Officers
2019	Law Enforcement Training

2019	Judicial Education
2019	Impaired Driving Program Assessment (NHTSA Facilitated)
2019	DWI Courts

## 5.7.1 Countermeasure Strategy: Underage Drinking Enforcement

**Program area** Impaired Driving (Drug and Alcohol)

**Countermeasure strategy** Underage Drinking Enforcement

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

Is this countermeasure strategy innovative?

No

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

No

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

No

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

No

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

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4)**

**[Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

No

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

No

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

No

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

No

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

## Countermeasure strategy description

**To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:**

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

### **AL-19-06+ Enforcement of Underage Drinking Laws**

Two of the most serious, unintentional outcomes of underage drinking are deaths and injuries from traffic crashes. While the number of teen/young adult drinking drivers (ages 16-20) in motor vehicle crashes has decreased over the past five years, efforts to sustain the positive outcomes must be maintained.

Funding will support overtime enforcement efforts, as well as for paid decoys in compliance check efforts.

\$211,000 in 405(d) FAST Act Impaired Driving Youth Alcohol funds

5.5% of total \$3,803,000 designated to AL

\$526,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

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

**AL-19-06+ Enforcement of Underage Drinking Laws**

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

C-1 Number of fatalities in traffic crashes

Target: 1,028 fatalities in 2017 to no more than 1,023.2 fatalities in 2019

C-2 Number of serious injuries in traffic crashes

Target: 6,084 serious injuries in 2017 to no more than 5,406.8 serious injuries in 2019

C-3 Fatalities/VMT

Target: 1.07 fatalities/VMT in 2017 to no more than 1.02 fatalities/VMT in 2019

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

Target: 236 fatalities in 2017 to no more than 201 fatalities in 2019

Other: Number of impaired motorcyclist fatalities

Target: Prevent fatalities from increasing from 45 fatalities in 2017 to no more than 46 fatalities in 2019

Other: Number of crashes involving alcohol- or drug-impaired motorcyclist

Target: To reduce the number of crashes involving alcohol- or drug-impaired motorcyclists from 236 in 2017 to 197 in 2019.

\$211,000 in 405(d) FAST Act Impaired Driving Low Youth Alcohol funds

5.5% of total \$3,803,000 designated to AL

\$526,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

**Evidence of effectiveness**

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

**AL-19-06+ Enforcement of Underage Drinking Laws**

**Countermeasures That Work 2015**

**Chapter 1 Section 6 Enforcement of Underage Drinking Laws**

“Zero-tolerance laws set a maximum BAC of .02 or less for drivers under 21. Violators have their

driver’s licenses suspended or revoked. There is strong evidence that zero-tolerance laws reduce

alcohol-related crashes and injuries (Voas & Lacey, 2011; NCHRP, 2005, Strategy B3; Shults et al., 2001). Fell, Fisher, Voas, Blackman, and Tippetts (2009) estimate that zero-tolerance laws save 159 lives each year”.

\$211,000 in 405(d) FAST Act Impaired Driving Low Youth Alcohol funds

5.5% of total \$3,803,000 designated to AL

\$526,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

## Planned activities

**Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
2003	AL Reducing Underage Drinking	
6002	CP In-House Grant/Special Projects (CP 01)	

#### 5.7.1.1 Planned Activity: AL Reducing Underage Drinking

<b>Planned activity name</b>	AL Reducing Underage Drinking
<b>Planned activity number</b>	2003
<b>Primary countermeasure strategy</b>	

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

No

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

No

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

No

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

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

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

No

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

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

#### **AL-19-06+ Enforcement of Underage Drinking Laws**

Teens that begin drinking before age 15 are six times as likely to have alcohol dependency as adults. Drivers under age 21 cannot legally drink, but they are the second highest age category for impaired driving crashes. One of the most serious unintentional outcomes of underage drinking is fatalities and injuries from traffic crashes. While reviewing the trends in traffic crash data leads one to believe the numbers are moving in the right direction, efforts to sustain the positive outcomes must be maintained. (Substance Abuse and Mental Health Services Administration)

Enforcement can reduce underage drinking by limiting availability and intervening in its Actual use. Officers work with retailers to prevent sales to minors. Compliance checks confirm that retailers are following the law. Party patrol details address underage drinking in private residences and open areas. Controlled dispersal training prevents further problems that can arise from breaking up the parties.

Funding will support overtime enforcement efforts, as well as for paid decoys in compliance check efforts.

### Grantees

Agencies with high level fatalities and injuries will be invited to participate:

County	Community with highest # of crashes	Agency
Wayne	Detroit	Detroit Police Department
Kent	Grand Rapids	Grand Rapids Police Department
Macomb	Warren	Warren Police Department
Oakland	Novi, Waterford, Troy	Transportation Improvement Association
Ingham	Lansing	Lansing Police Department
Washtenaw	Ann Arbor	Ann Arbor or University of Michigan Police Department
Allegan	Wayland Township	Allegan County Sheriff's Office
Genesee	Grand Blanc Township	Grand Blanc Township Police Department
Jackson	Jackson	Jackson Police Department
Ottawa	Holland Township	Ottawa County Sheriff's Office

### Funds

\$211,000 in 405(d) FAST Act Impaired Driving Low Youth Alcohol funds

5.5% of total \$3,803,000 designated to AL

\$526,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

### Goals

Reduce fatalities involving an impaired driver or motorcyclist from 236 in 2017 to 201 in 2019 by September 30, 2019.

Conduct overtime enforcement of underage drinking laws in up to 10 counties by September 30, 2019.

**Enter intended subrecipients.**

Decoys for compliance checks

**Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities****Fiscal Year Countermeasure Strategy Name**

2019 Underage Drinking Enforcement

2019 Law Enforcement Training

**Funding sources**

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving Low	405d Low Youth Alcohol	\$211,000.00	\$0.00	

**Major purchases and dispositions**

**Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

**5.7.1.2 Planned Activity: CP In-House Grant/Special Projects (CP 01)**

<b>Planned activity name</b>	CP In-House Grant/Special Projects (CP 01)
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<b>Planned activity number</b>	6002
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<b>Primary countermeasure strategy</b>	
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**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

Yes

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

Yes

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

Yes

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

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

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

No

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

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.****CP-19-01 Community Car Seat Distribution and Training**

Nearly one million Michigan children are in low-income families. State assistance does not include programs to provide affordable car seats for those children. The OHSP car seat program is the largest source of car seats for low-income children. Funding will support car seats to be provided to families these during clinics and fitting stations.

Funding will support CPS certification and continuing education courses, with a focus on targeting front-line service providers who work directly with families in need. Service providers include home visitors, health care providers, social workers and counselors. The OHSP will continue to support CPS technician certification and CEU training with a focus on counties with the largest number of KABC injuries of children 0-8 years old. These trainings will not only target geographically, but also the participants, focusing on those individuals who are working directly with families in need and providing other social services.

Training and resources will be focused on 15 counties that represent 63 percent off all unrestrained KAB crashes for children 15 and under (see table). These counties will be prioritized and receive funding and seats. Additional counties may be added or considered based on need, resources, and programming.

## 2012-2016 KABC statistics

County	0-3 unrestrained	4-7 unrestrained	8-15 unrestrained	Total unrestrained
Wayne	30	35	72	137
Oakland	6	8	55	69
Macomb	9	8	33	50
Kent	3	10	34	47
Genesee	7	10	26	43
Muskegon	3	5	15	23
Washtenaw	2	5	16	23
Calhoun	4	7	11	22
Monroe	1	3	18	22
Ottawa	2	4	12	18
Bay	2	5	9	16
Berrien	2	2	12	16

Kalamazoo	2	4	10	16
Saginaw	6	4	6	16
Jackson	1	1	12	14

## CPS classes for FY2019

Class type	Target Counties	Location	Date
Certification	Wayne, Oakland, Macomb	Macomb County	3/1/19
Certification	Kent, Ottawa, Muskegon, Kalamazoo, Berrien	Kent County	4/1/19
Certification	Ingham, Washtenaw, Genesee, Calhoun	Ingham County	6/1/19
CEU (2 classes)	Statewide	East Lansing	3/19-20/2019
CEU	Statewide	Wayne County	7/1/19
CEU	Statewide	Kent County	8/1/19
Renewal	Expired technicians statewide	Oakland County	3/1/18
Renewal	Expired technicians statewide	Kent County	4/1/19

**Grantee**

OHSP In-House/Special Projects

**Funds****Total: \$315,000**

\$200,000 in 402 FAST Act funds

\$115,000 405(b) FAST Act Training + High funds

46.9% of total \$671,000 designated to OP

\$147,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the OP programs.

### **Goals**

Reduce unrestrained fatalities from all seat positions fatalities from 187 in 2017 to no more than 184 fatalities in 2019 by September 30, 2019.

Provide at least 2,500 car seats to low-income families statewide, meeting the qualifying screening requirements by September 30, 2019.

Train at least 60 new technicians in three certification classes, at least 100 current technicians in four continuing education classes, and recertify 20 technicians in two renewal classes by September 30, 2019.

Maintain at least one trained CPS technician available for services in all 83 counties by September 30, 2019.

### **CP-19-01 Booster Seat and School-Based Education Program**

Statewide data show that children ages 8-15 are less likely to be properly restrained with seat belts than other vehicle occupants. To increase belt use, advertising will be used to more effectively reach parents of children in this age group and encourage belt use through tween, teen, and adult years. Earned media and partnerships will be sought to help spread this message and bolster the impact of this campaign.

A school-based program will also be used to directly reach children 8-14 to provide seat belt education.

Funding will support educational materials.

### **Grantee**

Helen Devos Children's Hospital

### **Funds**

\$20,000 405(b) FAST Act High Public Education

3% of total \$671,000 designated to OP

\$147,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the OP programs.

### **Goals**

Reduce unrestrained fatalities in all seat positions from 187 in 2017 to no more than 184 fatalities in 2019.

### **CP-19-01 NHTSA Occupant Protection Program Assessment and Recommendation Implementation**

The OHSP will partner with NHTSA subject matter experts from across the country to serve on an occupant protection program assessment team. The OHSP Occupant Protection Program Coordinator will provide leadership and coordination in working with the assessment team, the assessment facility, scheduling assessment presentations, and developing the pre-assessment briefing package of Michigan's Occupant Protection Program information.

Funding will support assessment team travel, supplies, and stipends.

### **Grantee**

OHSP In-House/Special Projects

### **Funds**

\$25,000 405(b) FAST ACT High Occupant Protection funds

### **CP-19-01 Upper Peninsula Program**

Funding may support training programs, local messaging projects and special projects at the local or regional level.

### **Grantee**

OHSP In-House/Special Projects

### **Funds**

\$26,000 402 FAST Act funds

5.3% of total \$489,000 designated to CP

\$100,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

### **Goals**

Reduce traffic deaths and injuries by one percent in the UP by September 30, 2019.

### **CP-19-01 Law Enforcement Training for the Upper Peninsula**

Funding will support regional law enforcement training programs in the Northern Lower Peninsula and the Upper Peninsula, with a focus on impaired driving detection (drugs/ alcohol), officer safety and other traffic safety topics.

#### **1. Below 100 Officer Safety Training:**

Two programs will be conducted in the Northern Region. The programs will focus on the five tenants of officer safety, with an emphasis on traffic safety, including wearing seat belts.

#### **2. ARIDE/ ARIDE Refresher**

Advanced Roadside Impaired Driving Enforcement (ARIDE) training enables law enforcement officers to increase knowledge, update skills, and remain current on changing issues in alcohol and drug impairment to successfully address traffic safety priorities. The ARIDE training program consists of 16 hours of training covering the seven major drug categories and will be provided to law enforcement officers certified in the National Highway Traffic Safety Administration (NHTSA) Standardized Field Sobriety Test (SFST) curriculum. The ARIDE program includes SFST refresher training as part of the certification.

#### **3. The UP Traffic Safety Symposium**

This conference is part of an overall vision to collaborate with other traffic safety partners, both public and private, to bring attention to traffic safety and to facilitate dialogue about countermeasures. The full-day conference will be held in the UP.

### **Grantee**

OHSP In-House/Special Projects

**Funds**

\$3,000 402 FAST Act funds

Less than one percent of total \$489,000 designated to CP

\$100,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

**Goals**

Reduce traffic deaths and injuries by one percent in the UP by September 30, 2019.

Provide two Below 100 training programs in the UP to at least 40 law enforcement officers by September 30, 2019.

Provide one ARIDE/ ARIDE refresher course in the Upper Peninsula at least 40 law enforcement officers by September 30, 2019.

Provide one regional traffic safety conference in the Upper Peninsula to at least 50 total traffic safety partners by September 30, 2019.

**CP-19-01 Drug Recognition Expert Training (DRE)**

The DRE State Coordinator will schedule at least one DRE School for 20 law enforcement officers and four prosecutors. This will increase the number of certified DREs in the state to 153.

To fulfill DRE recertification requirements, a three-day continuing education class for all DREs will be conducted, which will include expert witness courtroom training.

DRE instructors and a select number of DREs will attend the 2019 DRE national conference. DRE overtime will be reimbursed when DREs are requested on suspected drug-impaired driver and fatal or serious injury crashes.

Funding will support instructor costs, scheduling, facilities, materials, DRE national conference, and programmatic/financial oversight.

**Grantee**

OHSP In-House/Special Projects

**Funds**

\$307,000 405(d) FAST Act Low Drug and Alcohol Training funds

5.7% of total \$5,412,000 designated to PT

\$1,335,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the PT programs.

**Goals**

Increase the number of DRE enforcement evaluations by 10 percent from 636 in 2018 to 700 in 2019 by September 30, 2019.

Increase the number of certified DREs by 20 from 133 to 153 by September 30, 2019.

Statewide with concentrated efforts to recruit students from the top ten counties with highest fatal and serious injury crashes involving alcohol and drugs. These include:

Wayne  
Oakland  
Kent  
Macomb  
Genesee  
Washtenaw  
Kalamazoo  
Ottawa  
Monroe  
Ingham

### **CP-19-01 Implementation of Pedestrian & Bicycle Safety Action Team Strategies**

The OHSP will work with the Pedestrian and Bicycle Safety Action Team and other traffic safety partners to implement strategies to reduce pedestrian and bicycle crashes, injuries, and fatalities. With carry-over funds from the previous federal fiscal year, a project could be developed for law enforcement training, law enforcement mobilizations and public education.

Funding will support law enforcement mobilization, law enforcement training and/or public education of pedestrian and bicycle safety laws.

#### **Grantee**

OHSP In-House/Special Projects

#### **Funds**

\$332,000 405(h) funds FAST Act

31.3% of total \$1,062,000 designated to PS

\$6,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the PS programs.

#### **Goal**

Identify data-driven pedestrian and bicycle safety program strategies and implement by September 30, 2019.

### **CP-19-01 Training on Underage Drinking Laws**

With the recent reinvigoration of underage drinking enforcement grants, law enforcement agencies need specialized training in controlled dispersal, compliance checks, and legal updates.

The OHSP will contract with 4-6 police officers who are content experts on UAD enforcement. Officers from grant funded agencies will also be provided the opportunity to attend the Michigan Licensed Beverage Association's Liquor Law Enforcement Seminar.

Funding will support contractual trainers and various training costs.

**Funds**

\$80,000 in 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training funds

2.1% of total \$3,803,000 designated to AL

\$526,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

**Grantees**

OHSP In-House/Special Projects and Michigan Judicial Institute

**Goals**

Reduce fatalities involving an impaired driver or motorcyclist from 236 in 2017 to 201 in 2019 by September 30, 2019.

Conduct underage drinking enforcement trainings in up to 10 counties by September 30, 2019.

**CP-19-01 NHTSA Impaired Program Assessment and Recommendation Implementation**

OHSP will partner with NHTSA to select subject matter experts from across the country to serve on an impaired driving program assessment team. The OHSP Impaired Driving Program Coordinator will provide leadership and coordination in working with the assessment team, the assessment facility, scheduling assessment presentations and developing the pre-assessment briefing package of Michigan's Impaired Driving Program information.

The assessment will consist of several interviews of stakeholders from around the state. The interviews will include OHSP management, SCAO representatives, PAAM representatives, MJI representatives, Judicial Outreach Liaisons, law enforcement partners, community organizations, university representatives and other impaired driving partners.

Following the assessment, OHSP will work with the impaired driving Action team and other partners to develop an updated strategic plan based on the assessment recommendations.

Funding will support team travel, stipends, and venue.

**Grantee**

OHSP In-House Special Projects

**Funds**

\$25,000 405(b) FAST Act Alcohol funds

Less than one percent of total \$3,803,000 designated to AL

\$526,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

**Goals**

Review Michigan's impaired driving program initiatives in comparison to pre-established national standards and weaknesses, and provide program improvement recommendations September 30, 2019.

**TBD Implementation of Motorcycle Action Team Strategies**



OHSP will work with the Motorcycle Safety Action Team and other traffic safety partners to implement strategies to reduce motorcycle crashes, injuries, and fatalities. With carry-over funds from the previous federal fiscal year, a project could be developed for motorcyclist safety training and motorcyclist awareness programs including:

Improvements to motorcyclist safety training curricula

Improvements in program delivery of motorcycle training to both urban and rural areas

Measures designed to increase the recruitment or retention of motorcyclist safety training instructors

Public awareness, public service announcements, and other outreach programs to enhance driver awareness of motorcyclist

Funding will support motorcyclist safety training and motorcyclist awareness programs.

**Grantee**

To be determined

**Funds**

\$26,000 405(f) FAST Act funds

3.7% of total \$452,000 designated to MC

\$131,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the MC programs.

**Goals**

Reduce motorcyclist fatalities from 143 fatalities in 2017 to 125 fatalities by September 30, 2019.

**Enter intended subrecipients.**

Contractors

**Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities**

Fiscal Year	Countermeasure Strategy Name
2019	Underage Drinking Enforcement
2019	PS Evaluation

2019	Occupant Protection Program Assessment (NHTSA Facilitated)
2019	Motorcycle Evaluation
2019	Impaired Driving Program Assessment (NHTSA Facilitated)
2019	Drug Recognition Expert (DRE) Training
2019	CP Regional Projects
2019	CP Education
2019	Child Restraint System Inspection Station(s)

## Funding sources

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405h Nonmotorized Safety	405h Public Education	\$332,000.00	\$66,400.00	
2019	FAST Act NHTSA 402	Child Restraint (FAST)	\$200,000.00	\$0.00	\$200,000.00
2019	FAST Act 405b OP High	405b High Training (FAST)	\$115,000.00	\$0.00	
2019	FAST Act NHTSA 402	Planning and Administration (FAST)	\$147,000.00	\$0.00	\$0.00
2019	FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	\$26,000.00	\$0.00	\$0.00
2019	FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	\$3,000.00	\$0.00	\$0.00
2019	FAST Act 405d Impaired Driving Low	405d Low Drug and Alcohol Training	\$307,000.00	\$0.00	
2019	FAST Act 405d Impaired Driving Low	405d Low Drug and Alcohol Training	\$80,000.00	\$0.00	
2019	FAST Act 405f Motorcycle Programs	405f Motorcycle Safety (FAST)	\$26,000.00	\$0.00	
2019	FAST Act 405b OP High	405b High Paid Advertising (FAST)	\$20,000.00	\$0.00	
2019	FAST Act 405b OP High	405b High Alcohol (FAST)	\$25,000.00	\$0.00	

## Major purchases and dispositions

**Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

## 5.7.2 Countermeasure Strategy: SFST training for Law Enforcement Officers

**Program area** Impaired Driving (Drug and Alcohol)

**Countermeasure strategy** SFST training for Law Enforcement Officers

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

Is this countermeasure strategy innovative?

No

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

No

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

No

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

No

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

No

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

No

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

No

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

No

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

No

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2)** **[Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

## Countermeasure strategy description

**To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:**

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

This strategy will support and assist officers with traffic enforcement.

Not all officers in Michigan are trained in the National Highway Traffic Safety Administration (NHTSA) and International Association of Chiefs of Police (IACP) Standardized Field Sobriety Testing (SFST) Practitioner course. Officers also need the Advanced Roadside Impaired Driving Enforcement (ARIDE) course. Officers need these basic but foundational trainings to improve their abilities to identify, apprehend, and prosecute impaired drivers. Additionally, officers must have completed the NHTSA-IACP approved SFST course to be eligible to participate in OHSP-funded enforcement grants.

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

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

\$414,000 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training

10.9% of total \$3,803,000 designated to AL

\$526,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

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

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

C-1 Number of fatalities in traffic crashes

Target: 1,028 fatalities in 2017 to no more than 1,023.2 fatalities in 2019

C-2 Number of serious injuries in traffic crashes

Target: 6,084 serious injuries in 2017 to no more than 5,406.8 serious injuries in 2019

C-3 Fatalities/VMT

Target: 1.07 fatalities/VMT in 2017 to no more than 1.02 fatalities/VMT in 2019

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

Target: 236 fatalities in 2017 to no more than 201 fatalities in 2019

Other: Number of impaired motorcyclist fatalities

Target: Prevent fatalities from increasing from 45 fatalities in 2017 to no more than 46 fatalities in 2019

Other: Number of crashes involving alcohol- or drug-impaired motorcyclist

Target: To reduce the number of crashes involving alcohol- or drug-impaired motorcyclists from 236 in 2017 to 197 in 2019.

\$414,000 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training

10.9% of total \$3,803,000 designated to AL

\$526,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

## Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

### Countermeasures That Work 2015

#### Chapter 1 Sections 2.2 and 7.1

**Section 2.2**

“Officers have used SFSTs for more than 20 years to identify impaired drivers. The SFST is a test battery that includes the horizontal gaze nystagmus test, the walk-and-turn test, and the one-leg-stand test. Research shows the combined components of the SFST are 91% accurate in identifying drivers with BACs above the illegal limit of .08 (Stuster & Burns, 1998)”.

**Section 7.1**

“Enforcement of drug-impaired driving laws can be difficult. Typically, drug-impaired driving is only investigated when a driver is obviously impaired but the driver's BAC is low. If drivers have BACs over the illegal limit, many officers and prosecutors do not probe for drugs unless trained”.

\$414,000 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training

10.9% of total \$3,803,000 designated to AL

\$526,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

**Planned activities**

**Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

**Planned activities in countermeasure strategy**

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
------------------------------------	-----------------------	------------------------

2001	AL Enforcement Support	
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**5.7.2.1 Planned Activity: AL Enforcement Support**

<b>Planned activity name</b>	AL Enforcement Support
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<b>Planned activity number</b>	2001
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<b>Primary countermeasure strategy</b>	
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**Is this planned activity part of the evidence-based traffic safety enforcement program (TSEP)? § 1300.11(d)(5)**

No

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

No

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

No

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

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

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

No

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

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

**AL-19-01**

#### **Impaired Driving Detection Training**

The SFST and ARIDE strategy will support a full-time SFST/ARIDE project director will coordinate the programs and provide training and materials to law enforcement agencies. The project director will develop a training schedule for at least 50 SFST and ARIDE classes.

The project director will work with Drug Recognition Experts (DRE) instructors to coordinate ARIDE training and provide centralized program oversight to ensure that NHTSA standards are upheld in both the SFST and ARIDE training programs.

Training will be offered statewide with concentrated efforts to recruit students from the top ten counties with the highest fatal and serious injury crashes involving alcohol and drugs. These include:

Wayne  
Oakland  
Kent  
Macomb  
Genesee  
Washtenaw  
Kalamazoo  
Ottawa  
Monroe  
Ingham

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

**Grantee**

Michigan Department of State Police

**Funds**

\$414,000 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training

10.9% of total \$3,803,000 designated to AL

\$526,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

**Goals**

Reduce fatalities involving an impaired driver or motorcyclist from 236 in 2017 to 201 in 2019 by September 30, 2019.

Increase the number of officers receiving SFST/ARIDE training by five percent from 2,705 to 2,840 by September 30, 2019.

Increase the number of SFST/ARIDE training courses by five percent from 127 to 133 by September 30, 2019.

**AL-19-02 Mothers Against Drunk Driving (MADD) Michigan Law Enforcement and Prosecutor Awards Program**

For more than a decade, MADD has recognized law enforcement officers and for the past eight years they have also recognized prosecutors for outstanding dedication to impaired driving enforcement and adjudication.

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

**Grantee**

Prosecuting Attorney's Association of Michigan



**Funds**

\$5,000 402 FAST Act funds

Less than one percent of total \$3,803,000 designated to AL

\$526,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

**Goals**

Reduce fatalities involving an impaired driver or motorcyclist from 187 in 2017 to 184 in 2019 by September 30, 2019.

**Enter intended subrecipients.**

Local, county, and state law enforcement officials

**Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities**

<b>Fiscal Year</b>	<b>Countermeasure Strategy Name</b>
2019	SFST training for Law Enforcement Officers
2019	ARIDE Training for Law Enforcement Officers

**Funding sources**

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

<b>Source Fiscal Year</b>	<b>Funding Source</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
2019	FAST Act 405d Impaired Driving Low	405d Low Drug and Alcohol Training	\$414,000.00	\$0.00	
2019	FAST Act NHTSA 402	Alcohol (FAST)	\$5,000.00	\$0.00	\$0.00

**Major purchases and dispositions**

**Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

### 5.7.3 Countermeasure Strategy: Law Enforcement Training

**Program area** Impaired Driving (Drug and Alcohol)

**Countermeasure strategy** Law Enforcement Training

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

Is this countermeasure strategy innovative?

No

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

No

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

No

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

No

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

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child**

**restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

No

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

No

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

No

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

No

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

## Countermeasure strategy description

**To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:**

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

### **AL-19-03 Traffic Safety Training Program**

Traffic-related prosecutions, particularly impaired driving cases, can be complicated. Prosecutors with substantial caseloads need specialized attorneys they can turn to for help, people who focus solely on traffic issues and prosecutions. Michigan's Traffic Safety Training Program has two Traffic Safety Resource Prosecutors (TSRPs) - specialized attorneys who provide education, training, and technical assistance to prosecutors and law enforcement throughout Michigan.

Since the program's inception, Michigan's TSRPs have been instrumental in educating the state's prosecutors and law enforcement personnel, with new legislation and case law, such as High BAC, drugged driving, ignition interlocks and

medical marijuana. The TSRPs serve as liaisons between prosecutors, the Secretary of State, courts, law enforcement agencies, and the OHSP on impaired driving traffic safety issues and legislation.

Funding will support two full-time TSRPs and an administrative assistant, as well as related expenses for training prosecutors and law enforcement. Funding will also be used for the Michigan Officer app, a smart phone app containing traffic safety laws, for use by law enforcement in the field.

\$575,000 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training funds

15.1% of total \$3,803,000 designated to AL

\$526,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

### **CP-19-01 Training on Underage Drinking Laws**

Two of the most serious outcomes of underage drinking are deaths and injuries from traffic crashes.

While the number of teen/young adult drinking drivers (ages 16-20) in motor vehicle crashes has decreased over the past five years, efforts to sustain the positive outcomes must be maintained.

Funding will support contractual trainers on underage drinking enforcement and training costs for law enforcement.

\$80,000 in 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training funds

2.1% of total \$3,803,000 designated to AL

\$526,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

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

#### **AL-19-03 Traffic Safety Training Program**

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

C-1 Number of fatalities in traffic crashes

Target: 1,028 fatalities in 2017 to no more than 1,023.2 fatalities in 2019

C-2 Number of serious injuries in traffic crashes

Target: 6,084 serious injuries in 2017 to no more than 5,406.8 serious injuries in 2019

C-3 Fatalities/VMT

Target: 1.07 fatalities/VMT in 2017 to no more than 1.02 fatalities/VMT in 2019

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

Target: 236 fatalities in 2017 to no more than 201 fatalities in 2019

Other: Number of impaired motorcyclist fatalities

Target: Prevent fatalities from increasing from 45 fatalities in 2017 to no more than 46 fatalities in 2019

Other: Number of crashes involving alcohol- or drug-impaired motorcyclist

Target: To reduce the number of crashes involving alcohol- or drug-impaired motorcyclists from 236 in 2017 to 197 in 2019.

\$575,000 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training funds

15.1% of total \$3,803,000 designated to AL

\$526,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

### **CP-19-01 Training on Underage Drinking Laws**

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

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

**Target: 1,028 fatalities in 2017 to no more than 1,023.2 fatalities in 2019**

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

**Target: 6,084 serious injuries in 2017 to no more than 5,406.8 serious injuries in 2019**

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

**Target: 1.07 fatalities/VMT in 2017 to no more than 1.02 fatalities/VMT in 2019**

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

Target: 236 fatalities in 2017 to no more than 201 fatalities in 2019

Other: Number of impaired motorcyclist fatalities

Target: Prevent fatalities from increasing from 45 fatalities in 2017 to no more than 46 fatalities in 2019

Other: Number of crashes involving alcohol- or drug-impaired motorcyclist

Target: To reduce the number of crashes involving alcohol- or drug-impaired motorcyclists from 236 in 2017 to 197 in 2019.

\$80,000 in 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training funds

2.1% of total \$3,803,000 designated to AL

\$526,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

## **Evidence of effectiveness**

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

### **AL-19-03 Traffic Safety Training Program**

## **Countermeasures That Work 2015**

### **Chapter 1 Sections 3.1 and 7**

“Impaired driving cases can be highly complex and difficult to prosecute, yet they are often assigned to the least experienced prosecutors. In one survey, about half of prosecutors and judges said the

training and education, they received prior to assuming their position was inadequate for

preparing them to prosecute and preside over impaired driving cases (Robertson & Simpson, 2002a).

Traffic Safety Resource Prosecutors (TSRPs) are current (or former) prosecutors who

specialize in the prosecution of traffic crimes, and impaired driving cases. They provide

training, education, and technical support to other prosecutors and law enforcement

agencies within their state”.

### **Michigan Impaired Driving Program Assessment 2014**

“States should implement a comprehensive program to visibly, aggressively and effectively prosecute and publicize impaired driving-related efforts, including use of experienced prosecutors, to help coordinate and deliver training and technical assistance to those prosecutors handling impaired driving cases throughout the State. Effective prosecution can include participation in a DWI Court program

Ensure that prosecutors who handle impaired driving cases receive state-of-the-art training, such as in SFST, ARIDE, DRE, and emerging technologies for the detection of alcohol and other drugs. Prosecutors should learn about sentencing strategies for offenders who abuse these substances and participate in multidisciplinary training with law enforcement personnel

In drug-impaired driving cases, encourage close cooperation between prosecutors, state toxicologists and arresting law enforcement officers (including DRE). Their combined expertise is needed to successfully prosecute these cases;

Employ experienced prosecutors, such as the traffic safety resource prosecutors, to help coordinate and deliver training and technical assistance to prosecutors handling impaired driving cases throughout the state”.

## **CP-19-01 Training on Underage Drinking Laws**

### **Countermeasures That Work 2015**

#### **Chapter 1 Section 6 Enforcement of Underage Drinking Laws**

“Zero-tolerance laws set a maximum BAC of .02 or less for drivers under 21. Violators have their driver’s licenses suspended or revoked. There is strong evidence that zero-tolerance laws reduce alcohol-related crashes and injuries (Voas & Lacey, 2011; NCHRP, 2005, Strategy B3; Shults et al., 2001). Fell, Fisher, Voas, Blackman, and Tippetts (2009) estimate that zero-tolerance laws save 159 lives each year”.

\$80,000 in 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training funds

2.1% of total \$3,803,000 designated to AL

\$526,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

## Planned activities

**Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
2003	AL Reducing Underage Drinking	
2002	AL Adjudication	

### 5.7.3.1 Planned Activity: AL Reducing Underage Drinking

**Planned activity name** AL Reducing Underage Drinking

**Planned activity number** 2003

**Primary countermeasure strategy**

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

No

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

No

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

No

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

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

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

No

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

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

#### **AL-19-06+ Enforcement of Underage Drinking Laws**

Teens that begin drinking before age 15 are six times as likely to have alcohol dependency as adults. Drivers under age 21 cannot legally drink, but they are the second highest age category for impaired driving crashes. One of the most serious unintentional outcomes of underage drinking is fatalities and injuries from traffic crashes. While reviewing the trends in traffic crash data leads one to believe the numbers are moving in the right direction, efforts to sustain the positive outcomes must be maintained. (Substance Abuse and Mental Health Services Administration)

Enforcement can reduce underage drinking by limiting availability and intervening in its Actual use. Officers work with retailers to prevent sales to minors. Compliance checks confirm that retailers are following the law. Party patrol details address underage drinking in private residences and open areas. Controlled dispersal training prevents further problems that can arise from breaking up the parties.

Funding will support overtime enforcement efforts, as well as for paid decoys in compliance check efforts.

#### **Grantees**

Agencies with high level fatalities and injuries will be invited to participate:



County	Community with highest # of crashes	Agency
Wayne	Detroit	Detroit Police Department
Kent	Grand Rapids	Grand Rapids Police Department
Macomb	Warren	Warren Police Department
Oakland	Novi, Waterford, Troy	Transportation Improvement Association
Ingham	Lansing	Lansing Police Department
Washtenaw	Ann Arbor	Ann Arbor or University of Michigan Police Department
Allegan	Wayland Township	Allegan County Sheriff's Office
Genesee	Grand Blanc Township	Grand Blanc Township Police Department
Jackson	Jackson	Jackson Police Department
Ottawa	Holland Township	Ottawa County Sheriff's Office

### Funds

\$211,000 in 405(d) FAST Act Impaired Driving Low Youth Alcohol funds

5.5% of total \$3,803,000 designated to AL

\$526,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

### Goals

Reduce fatalities involving an impaired driver or motorcyclist from 236 in 2017 to 201 in 2019 by September 30, 2019.

Conduct overtime enforcement of underage drinking laws in up to 10 counties by September 30, 2019.

### Enter intended subrecipients.

Decoys for compliance checks

### Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

### Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Underage Drinking Enforcement
2019	Law Enforcement Training

### Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving Low	405d Low Youth Alcohol	\$211,000.00	\$0.00	

### Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

### 5.7.3.2 Planned Activity: AL Adjudication

Planned activity name AL Adjudication

Planned activity number 2002

Primary countermeasure strategy

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

No

Is this planned activity part of the State occupant protection grant application (§ 405(b)) for child restraint inspection stations? § 1300.21(d)(3) [Planned activities, at the level of detail required under

**§ 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification]**

No

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

No

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

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

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

No

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

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

**AL-19-03 Traffic Safety Training Program**

Effective prosecution is an essential component for deterring impaired driving. 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. The OHSP has supported a TSRP since 2000.

As new legislation is introduced involving such quickly evolving issues as medical marijuana and ignition interlocks, it is critically important to educate prosecutors and law enforcement while supporting their efforts to prosecute impaired drivers to reduce impaired driving fatalities and injuries.

The TSRP provide training on impaired driving, court testimony, crash reconstruction, presentation skills, and other topics of value to prosecuting attorneys and law enforcement agencies. Historically, these have included trainings such as: Cops in Court, Nuts & Bolts of OWI Prosecution, Advances OWI Prosecution, Lethal Weapon, and Lethal Weapon 2: Crash to Courtroom.

Funding will support two full-time TSRPs and an administrative assistant, as well as related expenses for training prosecutors and law enforcement. Funding will also be used for the Michigan Officer app, a mobile phone app containing Michigan traffic safety laws, for use by law enforcement in the field.

### **Grantee**

Prosecuting Attorney's Association of Michigan

### **Funds**

\$575,000 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training funds

15.1% of total \$3,803,000 designated to AL

\$526,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

### **Goals**

Reduce fatalities involving an impaired driver or motorcyclist from 236 in 2017 to 201 in 2019 by September 30, 2019.

Provide updated legal reference material and technical assistance to the traffic safety community through up to 40 professional educational opportunities (trainings/presentations) for approximately 4,000 law enforcement, prosecutors, and traffic safety partners by September 30, 2019.

### **AL-19-04 Judicial Training and Outreach**

Judges, particularly those who work in limited jurisdiction courts like district courts which cover much of traffic-related offenses, are often overlooked in education, training, and communication opportunities. Judges often lack the ability to gain and share the knowledge needed to resolve the legal and evidentiary issues that challenge them daily in adjudicating impaired driving.

The Michigan Judicial Institute (MJJI) will provide training opportunities in impaired driving education for up to 1,000 district court judges, magistrates, drug/alcohol treatment courts staff, and probation officers by contract with speakers who will provide training and educational materials to the judicial community on current impaired driving concerns. The JOL will work to advance community outreach, provide education and training while promoting confidence and trust in the judiciary.

JOL program will be coordinated through the MJJI, a training division of the State Court Administrative Office (SCAO) of the Michigan Supreme Court.

Funding will support judicial training and one part-time JOL position.

**Grantee**

Michigan Judicial Institute

**Funds**

\$63,000 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training funds

1.7% of total \$3,803,0000 designated to AL

\$526,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

**Goals**

Reduce fatalities involving an impaired driver or motorcyclist from 236 in 2017 to 201 in 2019 by September 30, 2019.

Train up to 1,000 district court judges, magistrates, drug treatment courts staff, and probation officers in relevant traffic safety related information by September 30, 2019.

**AL-19-05 Sobriety Court Support**

The purpose of alcohol/drug courts is to guide addicted offenders into a treatment program that reduces their substance use dependence and improve their quality of life. Sobriety court participants are closely supervised by a judge and a team of addiction treatment providers, prosecuting attorneys, public defenders, law enforcement officers, and parole and probation officers who work together to provide needed services to the participants.

Funding will provide for support to sobriety court operations and support will include funding for probation officers, drug testing, and transportation. Funding will also be provided to send staff from up to two courts to the national court training.

**Grantee**

Michigan State Court Administrative Office

**Funds**

\$1,520,000 405(d) FAST Act Impaired Driving Low Court Support funds

40% of total \$3,803,000 designated to AL

\$526,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

**Goals**

Reduce fatalities involving an impaired driver or motorcyclist from 236 in 2017 to 201 in 2019 by September 30, 2019.

Obtain a 3 percent recidivism rate for sobriety court participants by September 30, 2019

Provide 3 educational opportunities for up to 15 sobriety court teams by September 30, 2019.

**Enter intended subrecipients.**

To be determined: Judicial Outreach Liaison, Training presenters, and a Research Attorney

Training expert, application contractor, and website technician

Circuit and District Courts

## Countermeasure strategies

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

### Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Law Enforcement Training
2019	Judicial Education
2019	DWI Courts

## Funding sources

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving Low	405d Low Drug and Alcohol Training	\$575,000.00	\$0.00	
2019	FAST Act 405d Impaired Driving Low	405d Low Drug and Alcohol Training	\$63,000.00	\$0.00	
2019	FAST Act 405d Impaired Driving Low	405d Low Court Support	\$1,520,000.00	\$0.00	

## Major purchases and dispositions

**Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

### 5.7.4 Countermeasure Strategy: Judicial Education

**Program area** Impaired Driving (Drug and Alcohol)

**Countermeasure strategy** Judicial Education

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

Is this countermeasure strategy innovative?

No

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

No

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

No

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

No

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

No

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

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation,**

**partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

No

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

No

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

No

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

## Countermeasure strategy description

**To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:**

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

### **AL-19-04 Judicial Training and Outreach**

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

On a national level, the American Bar Association's Judicial Division and NHTSA have forged a partnership to reach out to these judges. Through the Judicial Fellow program and the Judicial Outreach Liaison (JOL) program, NHTSA has worked to develop a more thorough public understanding of traffic safety issues and the adjudication of motor vehicle cases.

Funding will support judicial training and one part-time JOL position.

\$63,000 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training funds

1.7% of total \$3,803,0000 designated to AL

\$526,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the AL programs.



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

#### **AL-19-04 Judicial Training and Outreach**

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

C-1 Number of fatalities in traffic crashes

Target: 1,028 fatalities in 2017 to no more than 1,023.2 fatalities in 2019

C-2 Number of serious injuries in traffic crashes

Target: 6,084 serious injuries in 2017 to no more than 5,406.8 serious injuries in 2019

C-3 Fatalities/VMT

Target: 1.07 fatalities/VMT in 2017 to no more than 1.02 fatalities/VMT in 2019

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

Target: 236 fatalities in 2017 to no more than 201 fatalities in 2019

Other: Number of impaired motorcyclist fatalities

Target: Prevent fatalities from increasing from 45 fatalities in 2017 to no more than 46 fatalities in 2019

Other: Number of crashes involving alcohol- or drug-impaired motorcyclist

Target: To reduce the number of crashes involving alcohol- or drug-impaired motorcyclists from 236 in 2017 to 197 in 2019.

\$63,000 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training funds

1.7% of total \$3,803,0000 designated to AL

\$526,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

### **Evidence of effectiveness**

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

#### **AL-19-04 Judicial Training and Outreach**

##### **Countermeasures That Work 2015**

##### **Chapter 1 Section 2.3, 3.1, 7.1, 7.2**

##### **Chapter 1: Section 2.3 Preliminary Breath Test Devices (PBT's)**

"Probation officers enforce the probation guidelines set by the judge. If a probationer is intoxicated they are immediately taken into custody by the Probation Officer, especially if in a DWI program".

##### **Chapter 1: Section 3.1 Deterrence: Prosecution and Adjudication**

"Traffic Safety Resource Prosecutors and Judicial Outreach Liaisons: DWI cases can be highly complex and difficult to prosecute, yet they are often assigned to the least experienced prosecutors. In one survey, about half of prosecutors and

judges said the training and education they received prior to assuming their position was inadequate for preparing them to prosecute and preside over DWI cases (Robertson & Simpson, 2002a). Traffic Safety Resource Prosecutors (TSRPs) are current (or former) prosecutors who specialize in the prosecution of traffic crimes, and DWI cases. They provide training, education, and technical support to other prosecutors and law enforcement agencies within their State. Judicial Outreach Liaisons (JOLs) are current (or former) judges who are experienced in handling DWI cases. Many JOLs have presided over DWI or Drug Courts. They share information and provide education to judges and other court personnel about DWI cases. NHTSA has developed a manual to assist new TSRPs (NHTSA, 2007b) and guidelines for creating State JOLs (NHTSA, 2013a)".

### **Chapter 1: Section 7.1 Enforcement of Drug-Impaired Driving**

"Enforcement of drug-impaired driving laws can be difficult. Typically, drug-impaired driving is only investigated when a driver is obviously impaired but the driver's BAC is low. If drivers have BACs over the illegal limit, many officers and prosecutors do not probe for drugs as in many States drug-impaired driving carries no additional penalties".

### **Chapter 1: Section 7.2 Drug-Impaired Driving Laws**

"The Judicial side works hand in hand with the enforcement. They both follow the same rules and must know the complete working of these rules to be effective together".

## **2014 Michigan Alcohol Program Area Assessment**

### **Section 3: D, Adjudication: Michigan Judicial Education**

"Each State should:

provide adequate staffing and training for community supervision programs with the necessary resources, including technology, such as ignition interlock device, to monitor and guide offender behavior.

provide sufficient resources to adjudicate impaired driving cases in a timely manner and effectively manage dockets brought before judges;

ensure that judges who handle criminal or administrative impaired driving cases receive state-of-the-art education, such as in technical evidence presented in impaired driving cases, including SFST and DRE testimony, emerging technologies, such as IID, for the detection of alcohol and other drugs, and sentencing strategies for this class of offenders; and

use court strategies to reduce recidivism through effective sentencing and close monitoring, by either establishing DWI Courts, encouraging drug courts to hear impaired driving cases, or encouraging other courts to adopt DWI/Drug Court practice. These courts increase the use of drug or alcohol assessments, identify offenders with alcohol or drug use problems, apply effective and appropriate sentences to these offenders, including abstinence from alcohol and other drugs and closely monitor compliance, leading to a reduction in recidivism.

enact legislation or rules of court administration to require judges to order defendants, convicted Operating While Intoxicated (OWI) and Operating While Visibly Impaired (OWVI), to participate in rehabilitative treatment programs if mandatory screening and assessment indicate that the defendant is dependent on alcohol or controlled or intoxicating substances.

educate judges as to desirability and effectiveness of using standard and discretionary conditions of probation, including requiring abstinence, sobriety monitoring, curfews, limitations of driving, and participation in or completion of treatment or rehabilitation programs.

educate judges as to the effectiveness of sobriety and drug treatment courts and how such courts can be implemented in their jurisdictions.

continue funding for the implementation, utilization, and support of sobriety and drug treatment courts”.

\$63,000 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training funds

1.7% of total \$3,803,0000 designated to AL

\$526,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

## Planned activities

**Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
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2002	AL Adjudication	
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#### 5.7.4.1 Planned Activity: AL Adjudication

Planned activity name	AL Adjudication
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Planned activity number	2002
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Primary countermeasure strategy

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

No

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

No

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

No

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

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

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

No

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

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

**AL-19-03 Traffic Safety Training Program**

Effective prosecution is an essential component for deterring impaired driving. 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. The OHSP has supported a TSRP since 2000.

As new legislation is introduced involving such quickly evolving issues as medical marijuana and ignition interlocks, it is critically important to educate prosecutors and law enforcement while supporting their efforts to prosecute impaired drivers to reduce impaired driving fatalities and injuries.

The TSRP provide training on impaired driving, court testimony, crash reconstruction, presentation skills, and other topics of value to prosecuting attorneys and law enforcement agencies. Historically, these have included trainings such as: Cops in Court, Nuts & Bolts of OWI Prosecution, Advances OWI Prosecution, Lethal Weapon, and Lethal Weapon 2: Crash to Courtroom.

Funding will support two full-time TSRPs and an administrative assistant, as well as related expenses for training prosecutors and law enforcement. Funding will also be used for the Michigan Officer app, a mobile phone app containing Michigan traffic safety laws, for use by law enforcement in the field.

**Grantee**

Prosecuting Attorney's Association of Michigan

**Funds**

\$575,000 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training funds

15.1% of total \$3,803,000 designated to AL

\$526,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

**Goals**

Reduce fatalities involving an impaired driver or motorcyclist from 236 in 2017 to 201 in 2019 by September 30, 2019.

Provide updated legal reference material and technical assistance to the traffic safety community through up to 40 professional educational opportunities (trainings/presentations) for approximately 4,000 law enforcement, prosecutors, and traffic safety partners by September 30, 2019.

**AL-19-04 Judicial Training and Outreach**

Judges, particularly those who work in limited jurisdiction courts like district courts which cover much of traffic-related offenses, are often overlooked in education, training, and communication opportunities. Judges often lack the ability to gain and share the knowledge needed to resolve the legal and evidentiary issues that challenge them daily in adjudicating impaired driving.

The Michigan Judicial Institute (MJJI) will provide training opportunities in impaired driving education for up to 1,000 district court judges, magistrates, drug/alcohol treatment courts staff, and probation officers by contract with speakers who will provide training and educational materials to the judicial community on current impaired driving concerns. The JOL will work to advance community outreach, provide education and training while promoting confidence and trust in the judiciary.

JOL program will be coordinated through the MJJI, a training division of the State Court Administrative Office (SCAO) of the Michigan Supreme Court.

Funding will support judicial training and one part-time JOL position.

**Grantee**

## Michigan Judicial Institute

### Funds

\$63,000 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training funds

1.7% of total \$3,803,0000 designated to AL

\$526,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

### Goals

Reduce fatalities involving an impaired driver or motorcyclist from 236 in 2017 to 201 in 2019 by September 30, 2019.

Train up to 1,000 district court judges, magistrates, drug treatment courts staff, and probation officers in relevant traffic safety related information by September 30, 2019.

### AL-19-05 Sobriety Court Support

The purpose of alcohol/drug courts is to guide addicted offenders into a treatment program that reduces their substance use dependence and improve their quality of life. Sobriety court participants are closely supervised by a judge and a team of addiction treatment providers, prosecuting attorneys, public defenders, law enforcement officers, and parole and probation officers who work together to provide needed services to the participants.

Funding will provide for support to sobriety court operations and support will include funding for probation officers, drug testing, and transportation. Funding will also be provided to send staff from up to two courts to the national court training.

### Grantee

Michigan State Court Administrative Office

### Funds

\$1,520,000 405(d) FAST Act Impaired Driving Low Court Support funds

40% of total \$3,803,000 designated to AL

\$526,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

### Goals

Reduce fatalities involving an impaired driver or motorcyclist from 236 in 2017 to 201 in 2019 by September 30, 2019.

Obtain a 3 percent recidivism rate for sobriety court participants by September 30, 2019

Provide 3 educational opportunities for up to 15 sobriety court teams by September 30, 2019.

### Enter intended subrecipients.

To be determined: Judicial Outreach Liaison, Training presenters, and a Research Attorney

Training expert, application contractor, and website technician

Circuit and District Courts

## Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

### Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Law Enforcement Training
2019	Judicial Education
2019	DWI Courts

## Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving Low	405d Low Drug and Alcohol Training	\$575,000.00	\$0.00	
2019	FAST Act 405d Impaired Driving Low	405d Low Drug and Alcohol Training	\$63,000.00	\$0.00	
2019	FAST Act 405d Impaired Driving Low	405d Low Court Support	\$1,520,000.00	\$0.00	

## Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
No records found.					

## 5.7.5 Countermeasure Strategy: Impaired Driving Program Assessment (NHTSA Facilitated)

**Program area** Impaired Driving (Drug and Alcohol)

**Countermeasure strategy** Impaired Driving Program Assessment (NHTSA Facilitated)

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

Is this countermeasure strategy innovative?

No

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

No

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

No

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

No

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

No

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

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the comprehensive occupant protection program criterion? § 1300.21(e)(5)(ii)(B) [Countermeasure strategies (such as enforcement, education, communication, policies/legislation,**



**partnerships/outreach), at the level of detail required under § 1300.11(d), designed to achieve the performance targets of the strategic plan]**

No

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

No

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

No

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

## Countermeasure strategy description

**To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:**

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

### **CP-19-01 NHTSA Impaired Program Assessment and Recommendation Implementation**

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

Michigan last conducted an Impaired Driving Program Assessment in 2014. An updated program assessment will give guidance to continue to improve impaired driving programs and reduce injuries and fatalities.

Funding will support team travel, stipends, and venue.

\$25,000 405(b) FAST Act Alcohol funds

Less than one percent total \$3,803,000 designated to AL

\$526,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

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

### **CP-19-01 NHTSA Impaired Program Assessment and Recommendation Implementation**

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

C-1 Number of fatalities in traffic crashes

Target: 1,028 fatalities in 2017 to no more than 1,023.2 fatalities in 2019

C-2 Number of serious injuries in traffic crashes

Target: 6,084 serious injuries in 2017 to no more than 5,406.8 serious injuries in 2019

C-3 Fatalities/VMT

Target: 1.07 fatalities/VMT in 2017 to no more than 1.02 fatalities/VMT in 2019

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

Target: 236 fatalities in 2017 to no more than 201 fatalities in 2019

Other: Number of impaired motorcyclist fatalities

Target: Prevent fatalities from increasing from 45 fatalities in 2017 to no more than 46 fatalities in 2019

Other: Number of crashes involving alcohol- or drug-impaired motorcyclist

Target: To reduce the number of crashes involving alcohol- or drug-impaired motorcyclists from 236 in 2017 to 197 in 2019.

\$25,000 405(b) FAST Act Alcohol funds

Less than one percent total \$3,803,000 designated to AL

\$526,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

## Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

### CP-19-01 NHTSA Impaired Program Assessment and Recommendation Implementation

This is a NHTSA recommendation.

## Planned activities

**Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
6002	CP In-House Grant/Special Projects (CP 01)	

### 5.7.5.1 Planned Activity: CP In-House Grant/Special Projects (CP 01)

Planned activity name CP In-House Grant/Special Projects (CP 01)

Planned activity number 6002

Primary countermeasure strategy

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

Yes

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

Yes

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

Yes

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

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

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

No

**Is this planned activity part of the State motorcyclist safety grant application (§ 405(f)) under the impaired driving program criterion? § 1300.25(h)(2) [Planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs designed to**

**reach motorcyclists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest]**

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

**CP-19-01 Community Car Seat Distribution and Training**

Nearly one million Michigan children are in low-income families. State assistance does not include programs to provide affordable car seats for those children. The OHSP car seat program is the largest source of car seats for low-income children. Funding will support car seats to be provided to families these during clinics and fitting stations.

Funding will support CPS certification and continuing education courses, with a focus on targeting front-line service providers who work directly with families in need. Service providers include home visitors, health care providers, social workers and counselors. The OHSP will continue to support CPS technician certification and CEU training with a focus on counties with the largest number of KABC injuries of children 0-8 years old. These trainings will not only target geographically, but also the participants, focusing on those individuals who are working directly with families in need and providing other social services.

Training and resources will be focused on 15 counties that represent 63 percent off all unrestrained KABC crashes for children 15 and under (see table). These counties will be prioritized and receive funding and seats. Additional counties may be added or considered based on need, resources, and programming.

2012-2016 KABC statistics

County	0-3 unrestrained	4-7 unrestrained	8-15 unrestrained	Total unrestrained
Wayne	30	35	72	137
Oakland	6	8	55	69
Macomb	9	8	33	50
Kent	3	10	34	47
Genesee	7	10	26	43
Muskegon	3	5	15	23
Washtenaw	2	5	16	23

Calhoun	4	7	11	22
Monroe	1	3	18	22
Ottawa	2	4	12	18
Bay	2	5	9	16
Berrien	2	2	12	16
Kalamazoo	2	4	10	16
Saginaw	6	4	6	16
Jackson	1	1	12	14

## CPS classes for FY2019

<b>Class type</b>	<b>Target Counties</b>	<b>Location</b>	<b>Date</b>
Certification	Wayne, Oakland, Macomb	Macomb County	3/1/19
Certification	Kent, Ottawa, Muskegon, Kalamazoo, Berrien	Kent County	4/1/19
Certification	Ingham, Washtenaw, Genesee, Calhoun	Ingham County	6/1/19
CEU (2 classes)	Statewide	East Lansing	3/19-20/2019
CEU	Statewide	Wayne County	7/1/19
CEU	Statewide	Kent County	8/1/19
Renewal	Expired technicians statewide	Oakland County	3/1/18
Renewal	Expired technicians statewide	Kent County	4/1/19

**Grantee**

OHSP In-House/Special Projects

## Funds

**Total: \$315,000**

\$200,000 in 402 FAST Act funds

\$115,000 405(b) FAST Act Training + High funds

46.9% of total \$671,000 designated to OP

\$147,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the OP programs.

## Goals

Reduce unrestrained fatalities from all seat positions fatalities from 187 in 2017 to no more than 184 fatalities in 2019 by September 30, 2019.

Provide at least 2,500 car seats to low-income families statewide, meeting the qualifying screening requirements by September 30, 2019.

Train at least 60 new technicians in three certification classes, at least 100 current technicians in four continuing education classes, and recertify 20 technicians in two renewal classes by September 30, 2019.

Maintain at least one trained CPS technician available for services in all 83 counties by September 30, 2019.

## CP-19-01 Booster Seat and School-Based Education Program

Statewide data show that children ages 8-15 are less likely to be properly restrained with seat belts than other vehicle occupants. To increase belt use, advertising will be used to more effectively reach parents of children in this age group and encourage belt use through tween, teen, and adult years. Earned media and partnerships will be sought to help spread this message and bolster the impact of this campaign.

A school-based program will also be used to directly reach children 8-14 to provide seat belt education.

Funding will support educational materials.

## Grantee

Helen Devos Children's Hospital

## Funds

\$20,000 405(b) FAST Act High Public Education

3% of total \$671,000 designated to OP

\$147,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the OP programs.

## Goals

Reduce unrestrained fatalities in all seat positions from 187 in 2017 to no more than 184 fatalities in 2019.

### **CP-19-01 NHTSA Occupant Protection Program Assessment and Recommendation Implementation**

The OHSP will partner with NHTSA subject matter experts from across the country to serve on an occupant protection program assessment team. The OHSP Occupant Protection Program Coordinator will provide leadership and coordination in working with the assessment team, the assessment facility, scheduling assessment presentations, and developing the pre-assessment briefing package of Michigan's Occupant Protection Program information.

Funding will support assessment team travel, supplies, and stipends.

#### **Grantee**

OHSP In-House/Special Projects

#### **Funds**

\$25,000 405(b) FAST ACT High Occupant Protection funds

### **CP-19-01 Upper Peninsula Program**

Funding may support training programs, local messaging projects and special projects at the local or regional level.

#### **Grantee**

OHSP In-House/Special Projects

#### **Funds**

\$26,000 402 FAST Act funds

5.3% of total \$489,000 designated to CP

\$100,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

#### **Goals**

Reduce traffic deaths and injuries by one percent in the UP by September 30, 2019.

### **CP-19-01 Law Enforcement Training for the Upper Peninsula**

Funding will support regional law enforcement training programs in the Northern Lower Peninsula and the Upper Peninsula, with a focus on impaired driving detection (drugs/ alcohol), officer safety and other traffic safety topics.

#### **1. Below 100 Officer Safety Training:**

Two programs will be conducted in the Northern Region. The programs will focus on the five tenants of officer safety, with an emphasis on traffic safety, including wearing seat belts.

#### **2. ARIDE/ ARIDE Refresher**

Advanced Roadside Impaired Driving Enforcement (ARIDE) training enables law enforcement officers to increase knowledge, update skills, and remain current on changing issues in alcohol and drug impairment to successfully address traffic safety priorities. The ARIDE training program consists of 16 hours of training covering the seven major drug

categories and will be provided to law enforcement officers certified in the National Highway Traffic Safety Administration (NHTSA) Standardized Field Sobriety Test (SFST) curriculum. The ARIDE program includes SFST refresher training as part of the certification.

### 3. The UP Traffic Safety Symposium

This conference is part of an overall vision to collaborate with other traffic safety partners, both public and private, to bring attention to traffic safety and to facilitate dialogue about countermeasures. The full-day conference will be held in the UP.

#### Grantee

OHSP In-House/Special Projects

#### Funds

\$3,000 402 FAST Act funds

Less than one percent of total \$489,000 designated to CP

\$100,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

#### Goals

Reduce traffic deaths and injuries by one percent in the UP by September 30, 2019.

Provide two Below 100 training programs in the UP to at least 40 law enforcement officers by September 30, 2019.

Provide one ARIDE/ ARIDE refresher course in the Upper Peninsula at least 40 law enforcement officers by September 30, 2019.

Provide one regional traffic safety conference in the Upper Peninsula to at least 50 total traffic safety partners by September 30, 2019.

### CP-19-01 Drug Recognition Expert Training (DRE)

The DRE State Coordinator will schedule at least one DRE School for 20 law enforcement officers and four prosecutors. This will increase the number of certified DREs in the state to 153.

To fulfill DRE recertification requirements, a three-day continuing education class for all DREs will be conducted, which will include expert witness courtroom training.

DRE instructors and a select number of DREs will attend the 2019 DRE national conference. DRE overtime will be reimbursed when DREs are requested on suspected drug-impaired driver and fatal or serious injury crashes.

Funding will support instructor costs, scheduling, facilities, materials, DRE national conference, and programmatic/financial oversight.

#### Grantee

OHSP In-House/Special Projects

#### Funds

\$307,000 405(d) FAST Act Low Drug and Alcohol Training funds



5.7% of total \$5,412,000 designated to PT

\$1,335,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the PT programs.

### **Goals**

Increase the number of DRE enforcement evaluations by 10 percent from 636 in 2018 to 700 in 2019 by September 30, 2019.

Increase the number of certified DREs by 20 from 133 to 153 by September 30, 2019.

Statewide with concentrated efforts to recruit students from the top ten counties with highest fatal and serious injury crashes involving alcohol and drugs. These include:

Wayne

Oakland

Kent

Macomb

Genesee

Washtenaw

Kalamazoo

Ottawa

Monroe

Ingham

### **CP-19-01 Implementation of Pedestrian & Bicycle Safety Action Team Strategies**

The OHSP will work with the Pedestrian and Bicycle Safety Action Team and other traffic safety partners to implement strategies to reduce pedestrian and bicycle crashes, injuries, and fatalities. With carry-over funds from the previous federal fiscal year, a project could be developed for law enforcement training, law enforcement mobilizations and public education.

Funding will support law enforcement mobilization, law enforcement training and/or public education of pedestrian and bicycle safety laws.

### **Grantee**

OHSP In-House/Special Projects

### **Funds**

\$332,000 405(h) funds FAST Act

31.3% of total \$1,062,000 designated to PS

\$6,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the PS programs.

### **Goal**

Identify data-driven pedestrian and bicycle safety program strategies and implement by September 30, 2019.

**CP-19-01 Training on Underage Drinking Laws**

With the recent reinvigoration of underage drinking enforcement grants, law enforcement agencies need specialized training in controlled dispersal, compliance checks, and legal updates.

The OHSP will contract with 4-6 police officers who are content experts on UAD enforcement. Officers from grant funded agencies will also be provided the opportunity to attend the Michigan Licensed Beverage Association's Liquor Law Enforcement Seminar.

Funding will support contractual trainers and various training costs.

**Funds**

\$80,000 in 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training funds

2.1% of total \$3,803,000 designated to AL

\$526,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

**Grantees**

OHSP In-House/Special Projects and Michigan Judicial Institute

**Goals**

Reduce fatalities involving an impaired driver or motorcyclist from 236 in 2017 to 201 in 2019 by September 30, 2019.

Conduct underage drinking enforcement trainings in up to 10 counties by September 30, 2019.

**CP-19-01 NHTSA Impaired Program Assessment and Recommendation Implementation**

OHSP will partner with NHTSA to select subject matter experts from across the country to serve on an impaired driving program assessment team. The OHSP Impaired Driving Program Coordinator will provide leadership and coordination in working with the assessment team, the assessment facility, scheduling assessment presentations and developing the pre-assessment briefing package of Michigan's Impaired Driving Program information.

The assessment will consist of several interviews of stakeholders from around the state. The interviews will include OHSP management, SCAO representatives, PAAM representatives, MJI representatives, Judicial Outreach Liaisons, law enforcement partners, community organizations, university representatives and other impaired driving partners.

Following the assessment, OHSP will work with the impaired driving Action team and other partners to develop an updated strategic plan based on the assessment recommendations.

Funding will support team travel, stipends, and venue.

**Grantee**

OHSP In-House Special Projects

**Funds**

\$25,000 405(b) FAST Act Alcohol funds

Less than one percent of total \$3,803,000 designated to AL

\$526,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

### **Goals**

Review Michigan's impaired driving program initiatives in comparison to pre-established national standards and weaknesses, and provide program improvement recommendations September 30, 2019.

### **TBD Implementation of Motorcycle Action Team Strategies**

OHSP will work with the Motorcycle Safety Action Team and other traffic safety partners to implement strategies to reduce motorcycle crashes, injuries, and fatalities. With carry-over funds from the previous federal fiscal year, a project could be developed for motorcyclist safety training and motorcyclist awareness programs including:

Improvements to motorcyclist safety training curricula

Improvements in program delivery of motorcycle training to both urban and rural areas

Measures designed to increase the recruitment or retention of motorcyclist safety training instructors

Public awareness, public service announcements, and other outreach programs to enhance driver awareness of motorcyclist

Funding will support motorcyclist safety training and motorcyclist awareness programs.

### **Grantee**

To be determined

### **Funds**

\$26,000 405(f) FAST Act funds

3.7% of total \$452,000 designated to MC

\$131,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the MC programs.

### **Goals**

Reduce motorcyclist fatalities from 143 fatalities in 2017 to 125 fatalities by September 30, 2019.

### **Enter intended subrecipients.**

Contractors

### **Countermeasure strategies**

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

### Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Underage Drinking Enforcement
2019	PS Evaluation
2019	Occupant Protection Program Assessment (NHTSA Facilitated)
2019	Motorcycle Evaluation
2019	Impaired Driving Program Assessment (NHTSA Facilitated)
2019	Drug Recognition Expert (DRE) Training
2019	CP Regional Projects
2019	CP Education
2019	Child Restraint System Inspection Station(s)

### Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405h Nonmotorized Safety	405h Public Education	\$332,000.00	\$66,400.00	
2019	FAST Act NHTSA 402	Child Restraint (FAST)	\$200,000.00	\$0.00	\$200,000.00
2019	FAST Act 405b OP High	405b High Training (FAST)	\$115,000.00	\$0.00	
2019	FAST Act NHTSA 402	Planning and Administration (FAST)	\$147,000.00	\$0.00	\$0.00
2019	FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	\$26,000.00	\$0.00	\$0.00
2019	FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	\$3,000.00	\$0.00	\$0.00
2019	FAST Act 405d Impaired Driving Low	405d Low Drug and Alcohol Training	\$307,000.00	\$0.00	
2019	FAST Act 405d Impaired Driving Low	405d Low Drug and Alcohol Training	\$80,000.00	\$0.00	

2019	FAST Act 405f Motorcycle Programs	405f Motorcycle Safety (FAST)	\$26,000.00	\$0.00
2019	FAST Act 405b OP High	405b High Paid Advertising (FAST)	\$20,000.00	\$0.00
2019	FAST Act 405b OP High	405b High Alcohol (FAST)	\$25,000.00	\$0.00

## Major purchases and dispositions

**Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

### 5.7.6 Countermeasure Strategy: DWI Courts

**Program area** Impaired Driving (Drug and Alcohol)

**Countermeasure strategy** DWI Courts

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

Is this countermeasure strategy innovative?

No

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

No

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

No

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

No

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

No

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

No

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

No

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

No

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

No

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

## Countermeasure strategy description

**To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:**

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

**AL-19-05 Sobriety Courts**

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

Funding will provide for support to sobriety court operations in FY2019. Support will include funding for probation officers, drug testing, and transportation. Funding will also be provided to send staff from up to two courts to the national court training.

\$1,520,000 405(d) FAST Act Impaired Driving Low Court Support funds

40% of total \$3,803,000 designated to AL

\$526,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

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

**AL-19-05 Sobriety Courts**

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

C-1 Number of fatalities in traffic crashes

Target: 1,028 fatalities in 2017 to no more than 1,023.2 fatalities in 2019

C-2 Number of serious injuries in traffic crashes

Target: 6,084 serious injuries in 2017 to no more than 5,406.8 serious injuries in 2019

C-3 Fatalities/VMT

Target: 1.07 fatalities/VMT in 2017 to no more than 1.02 fatalities/VMT in 2019

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

Target: 236 fatalities in 2017 to no more than 201 fatalities in 2019

Other: Number of impaired motorcyclist fatalities

Target: Prevent fatalities from increasing from 45 fatalities in 2017 to no more than 46 fatalities in 2019

Other: Number of crashes involving alcohol- or drug-impaired motorcyclist

Target: To reduce the number of crashes involving alcohol- or drug-impaired motorcyclists from 236 in 2017 to 197 in 2019.

\$1,520,000 405(d) FAST Act Impaired Driving Low Court Support funds

40% of total \$3,803,000 designated to AL

\$526,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

### Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

#### AL-19-05 Sobriety Courts

##### 2014 Michigan Impaired Driving Program Assessment

Section D, Sobriety Court Funding: "Continue funding for the implementation, utilization, and support of sobriety and drug treatment courts".

\$1,520,000 405(d) FAST Act Impaired Driving Low Court Support funds

40% of total \$3,803,000 designated to AL

\$526,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

### Planned activities

**Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

#### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
2002	AL Adjudication	

#### 5.7.6.1 Planned Activity: AL Adjudication

Planned activity name AL Adjudication

Planned activity number 2002

Primary countermeasure strategy

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

No



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

No

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

No

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

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

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

No

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

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

**AL-19-03 Traffic Safety Training Program**

Effective prosecution is an essential component for deterring impaired driving. 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. The OHSP has supported a TSRP since 2000.

As new legislation is introduced involving such quickly evolving issues as medical marijuana and ignition interlocks, it is critically important to educate prosecutors and law enforcement while supporting their efforts to prosecute impaired drivers to reduce impaired driving fatalities and injuries.

The TSRP provide training on impaired driving, court testimony, crash reconstruction, presentation skills, and other topics of value to prosecuting attorneys and law enforcement agencies. Historically, these have included trainings such as: Cops in Court, Nuts & Bolts of OWI Prosecution, Advances OWI Prosecution, Lethal Weapon, and Lethal Weapon 2: Crash to Courtroom.

Funding will support two full-time TSRPs and an administrative assistant, as well as related expenses for training prosecutors and law enforcement. Funding will also be used for the Michigan Officer app, a mobile phone app containing Michigan traffic safety laws, for use by law enforcement in the field.

### **Grantee**

Prosecuting Attorney's Association of Michigan

### **Funds**

\$575,000 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training funds

15.1% of total \$3,803,000 designated to AL

\$526,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

### **Goals**

Reduce fatalities involving an impaired driver or motorcyclist from 236 in 2017 to 201 in 2019 by September 30, 2019.

Provide updated legal reference material and technical assistance to the traffic safety community through up to 40 professional educational opportunities (trainings/presentations) for approximately 4,000 law enforcement, prosecutors, and traffic safety partners by September 30, 2019.

### **AL-19-04 Judicial Training and Outreach**

Judges, particularly those who work in limited jurisdiction courts like district courts which cover much of traffic-related offenses, are often overlooked in education, training, and communication opportunities. Judges often lack the ability to gain and share the knowledge needed to resolve the legal and evidentiary issues that challenge them daily in adjudicating impaired driving.

The Michigan Judicial Institute (MJJI) will provide training opportunities in impaired driving education for up to 1,000 district court judges, magistrates, drug/alcohol treatment courts staff, and probation officers by contract with speakers who will provide training and educational materials to the judicial community on current impaired driving concerns. The JOL will work to advance community outreach, provide education and training while promoting confidence and trust in the judiciary.

JOL program will be coordinated through the MJJ, a training division of the State Court Administrative Office (SCAO) of the Michigan Supreme Court.

Funding will support judicial training and one part-time JOL position.

**Grantee**

Michigan Judicial Institute

**Funds**

\$63,000 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training funds

1.7% of total \$3,803,0000 designated to AL

\$526,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

**Goals**

Reduce fatalities involving an impaired driver or motorcyclist from 236 in 2017 to 201 in 2019 by September 30, 2019.

Train up to 1,000 district court judges, magistrates, drug treatment courts staff, and probation officers in relevant traffic safety related information by September 30, 2019.

**AL-19-05 Sobriety Court Support**

The purpose of alcohol/drug courts is to guide addicted offenders into a treatment program that reduces their substance use dependence and improve their quality of life. Sobriety court participants are closely supervised by a judge and a team of addiction treatment providers, prosecuting attorneys, public defenders, law enforcement officers, and parole and probation officers who work together to provide needed services to the participants.

Funding will provide for support to sobriety court operations and support will include funding for probation officers, drug testing, and transportation. Funding will also be provided to send staff from up to two courts to the national court training.

**Grantee**

Michigan State Court Administrative Office

**Funds**

\$1,520,000 405(d) FAST Act Impaired Driving Low Court Support funds

40% of total \$3,803,000 designated to AL

\$526,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

**Goals**

Reduce fatalities involving an impaired driver or motorcyclist from 236 in 2017 to 201 in 2019 by September 30, 2019.

Obtain a 3 percent recidivism rate for sobriety court participants by September 30, 2019

Provide 3 educational opportunities for up to 15 sobriety court teams by September 30, 2019.

**Enter intended subrecipients.**

To be determined: Judicial Outreach Liaison, Training presenters, and a Research Attorney

Training expert, application contractor, and website technician

Circuit and District Courts

**Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities****Fiscal Year Countermeasure Strategy Name**

2019 Law Enforcement Training

2019 Judicial Education

2019 DWI Courts

**Funding sources**

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405d Impaired Driving Low	405d Low Drug and Alcohol Training	\$575,000.00	\$0.00	
2019	FAST Act 405d Impaired Driving Low	405d Low Drug and Alcohol Training	\$63,000.00	\$0.00	
2019	FAST Act 405d Impaired Driving Low	405d Low Court Support	\$1,520,000.00	\$0.00	

**Major purchases and dispositions**

**Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

## 5.8 Program Area: Community Traffic Safety Program

**Program area type** Community Traffic Safety Program

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

Yes

**Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?**

Yes

### Problem identification

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

The Michigan Office of Highway Safety Planning (OHSP), with technical assistance from the University of Michigan Transportation Research Institute (UMTRI), uses state traffic crash data to identify highway safety problems.

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

To assist with problem identification, UMTRI provides a five-year view of fatalities for each national core performance measure. In most cases, the data review also includes fatality and serious injury data by month, by age, and county so that programs may be focused when and where they have the greatest potential to reduce traffic deaths and serious injuries.

A five-year moving average is applied against the national core performance measures from 2013-2017 to set goals and determine areas where positive progress is expected, where little or no change appears likely, and areas where the trend indicates fatalities will increase.

#### HIGHWAY SAFETY PROBLEMS

Key traffic safety issues identified:

Just over one half of Michigan passenger vehicle occupants are restrained in fatal crashes.

Nearly a third of all traffic deaths are alcohol and/or drug-involved.

Approximately 17 percent traffic deaths and serious injuries are speed related.

Motorcyclist deaths increased from 132 in 2012 to 146 in 2016.

Pedestrian traffic deaths increased from 157 in 2012 to 170 in 2016.

Bicyclist traffic deaths increased from 21 in 2012 to 42 in 2016.

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Traffic fatalities	947	901	967	1,064	1,028	1,006	984	1,050	1,064	1,195

Serious ("A") Injuries in traffic crashes[1]	5,283	4,909	4,865	5,634	6,084	3,981	4,314	4,270	5,634	4,894
Fatalities per 100 million VMT	1.0	0.93	0.99	1.07	Pending	1.05	0.98	1.04	1.07	1.10
	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>
Unrestrained passenger vehicle occupant fatalities, all seat positions	183	196	190	198	187	182	184	178	198	164
Fatalities in crashes involving a driver or motorcycle operator with a BAC .08+	249	212	268	236	Pending	238	201	257	236	224
Speed-related fatalities	255	235	264	245	Pending	280	260	289	245	334
Motorcyclist fatalities	138	112	141	152	143	150	125	154	152	169
Unhelmeted motorcyclist fatalities	67	52	57	78	64	127	95	100	78	149
Drivers age 20 or younger in fatal crashes	130	119	153	140	121	114	104	138	140	92
Pedestrian fatalities	148	148	166	162	158	181	178	196	162	218
Bicycle Fatalities	27	22	33	38	21	34	28	39	38	34
Safety belt use (daytime, observed)[2]	93.0%	93.3%	92.8%	94.5%	94.1%	93.4%	98%	98%	98%	98%
Crashes involving alcohol- or drug-impaired motorcyclist	214	209	227	233	236	199	197	215	233	212
Fatalities to alcohol- or drug-impaired motorcyclist	38	36	52	48	45	50	46	62	48	64

## Performance measures

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

### Performance Measures in Program Area

Fiscal Year	Performance Measure Name	Target Period(Performance Target)	Target End Year	Target Value(Performance Target)
2019	C-2) Number of serious injuries in traffic crashes (State crash data files)	5 Year	2019	5,406.8
2019	C-3) Fatalities/VMT (FARS, FHWA)	5 Year	2019	1.020
2019	C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	Annual	2019	184.0
2019	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	Annual	2019	201.0
2019	C-6) Number of speeding-related fatalities (FARS)	Annual	2019	260.0
2019	C-7) Number of motorcyclist fatalities (FARS)	Annual	2019	125.0
2019	C-8) Number of unhelmeted motorcyclist fatalities (FARS)	Annual	2019	95.0
2019	C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)	Annual	2019	104.0
2019	C-10) Number of pedestrian fatalities (FARS)	Annual	2019	178.0
2019	C-11) Number of bicyclists fatalities (FARS)	Annual	2019	28.0
2019	Number of impaired motorcyclist fatalities	Annual	2019	46.0
2019	C-1) Number of Fatalities (FARS)	5 Year	2019	1,023.2
2019	B-1) Statewide Seat Belt Use Rate	Annual	2019	98.0
2019	Number of crashes involving alcohol-or drug-impaired motorcyclist	Annual	2019	197.0

### Countermeasure strategies

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies to submit for program area.**

### Countermeasure Strategies in Program Area

**Fiscal Year Countermeasure Strategy Name**

2019 CP Regional Projects

2019 CP Education

## 5.8.1 Countermeasure Strategy: CP Regional Projects

**Program area** Community Traffic Safety Program

**Countermeasure strategy** CP Regional Projects

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

Is this countermeasure strategy innovative?

No

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

Yes

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

Yes

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

No

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

No

**Is this countermeasure strategy part of the State occupant protection grant application (§ 405(b)) under the high risk population countermeasure programs criterion? § 1300.21(e)(4) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs to improve seat belt and child**



**restraint use for at least two of the following at-risk populations: (i) Drivers on rural roadways; (ii) Unrestrained nighttime drivers; (iii) Teenage drivers; (iv) Other high-risk populations identified in the occupant protection program area plan required under § 1300.21(d)(1)]**

No

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

No

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

No

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

No

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

## Countermeasure strategy description

**To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:**

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

### **CP-19-01 Upper Peninsula (UP) Program**

The OHSP UP region consists of 15 counties. Between 2012 and 2016, there were 45,390 crashes, with 149 persons killed and 8,445 who suffered injuries.

The UP program plan will identify priority areas and develop, execute and evaluate countermeasures with a goal of reducing traffic deaths and injuries in the 15 counties included in this region.

Funding will support training programs, local messaging, and special projects at the local or regional level.

\$26,000 402 FAST Act funds

5.3% of total \$489,000 designated to CP

\$100,000 402 FAST Act funds will support the shared costs

### **CP-19-01 Law Enforcement Training for the Upper Peninsula**

The OHSP UP program region consists of the 15 counties. Traffic safety laws are constantly changing and technology is becoming more sophisticated.

Training enables law enforcement officers to understand current and emerging issues to make traffic enforcement a priority. Revenue sharing and budget cuts have required many departments to work with a reduced work force.

Agencies are often challenged to find the resources to send law enforcement officers out of the local area for specialized training. The April 2018 Northern Law Enforcement Officers Training Needs Survey showed an interest for specialized training for law enforcement officers in impaired driving detection (especially drugs); recognizing indicators of drug impairment, and officer safety.

There are existing training programs available that can meet the need for those topic areas, including ARIDE and the ARIDE refresher, and the Below 100 programs, which was featured as a workshop at the 2018 Michigan Traffic Safety Summit and received very favorable evaluations for its content emphasis on officer safety.

This strategy will provide funding to provide training programs in the UP with intended audiences of law enforcement officers, administrators, and allied partners.

\$3,000 402 FAST Act funds

Less than one percent of total \$489,000 designated to CP

\$100,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

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

#### **CP-19-01 Upper Peninsula (UP) Program**

Training is crucial when coupled with enforcement to decrease traffic crashes.

C-1 Number of fatalities in traffic crashes

Target: To reduce fatalities from 1,028 in 2017 to 1,023.2 fatalities in 2019.

C-2 Number of serious injuries in traffic crashes

Target: To reduce serious injuries from 6,084 in 2017 to 5,406.8 serious injuries in 2019.

C-3 Fatalities/VMT

Target: To reduce the 1.07 fatalities/VMT rate in 2017 to 1.02 fatalities/VMT in 2019.

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

Target: To reduce unrestrained passenger vehicle occupant fatalities from 187 fatalities in 2017 to 184 fatalities in 2019.

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

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

C-6 Number of speeding-related fatalities

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

C-7 Number of motorcyclist fatalities

Target: To reduce motorcyclist fatalities from 143 fatalities in 2017 to 125 fatalities in 2019.

C-8 Number of unhelmeted motorcyclist fatalities

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

C-9 Number of drivers 20 or younger involved in fatal crashes

Target: To reduce drivers age 20 or younger involved in fatal crashes from 121 fatalities in 2017 to 104 fatalities in 2019.

C-10 Number of pedestrian fatalities

Target: Prevent pedestrian fatalities from increasing from 158 fatalities in 2017 to no more than 178 fatalities in 2019

C-11 Number of bicyclist fatalities

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

B-1 Statewide Seat Belt Use Rate

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

Other: Number of crashes involving alcohol- or drug-impaired motorcyclist

Target: To reduce the number of crashes involving alcohol- or drug-impaired motorcyclists from 236 in 2017 to 197 in 2019.

Other: Target: Prevent impaired motorcyclist fatalities from increasing from 45 fatalities in 2017 to no more than 46 fatalities in 2019.

\$26,000 402 FAST Act FAST Act funds

5.3% of total \$489,000 designated to CP

\$100,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

### **CP-19-01 Law Enforcement Training for the Upper Peninsula**

Training is crucial when coupled with enforcement to decrease traffic crashes.

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

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Other: Target: Prevent impaired motorcyclist fatalities from increasing from 45 fatalities in 2017 to no more than 46 fatalities in 2019.

### \$3,000 402 FAST Act funds

Less than one percent of total \$489,000 designated to CP

\$100,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

## Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.****CP-19-01 Upper Peninsula (UP) Program****Countermeasures That Work 2015****Chapter 1 Introduction****Chapter 2 Introduction****Chapter 1 Section "Introduction" Alcohol- and Drug-impaired Driving**

"In 2010, the Office of National Drug Control Policy announced an initiative to decrease the prevalence of drug-impaired driving 10% by 2015 (ONDCP, 2010). The initiative encourages States to adopt *per se* drug impairment laws, provide increased training to law enforcement on identifying drug-impaired drivers, and further data collection". "Studies have highlighted the key characteristics of an efficient and effective DWI control system (Hedlund & McCartt, 2002; Robertson & Simpson, 2003): Training and education for law enforcement, prosecutors, judges, and probation officers".

**Chapter 2 Section "Introduction" Seat Belts and Child Restraints**

"NHTSA (1990) suggests that in order to maximize child restraint enforcement efforts, certain activities should be part of the overall program. These are: media coverage of enforcement and public information activities by the local press and radio and television stations; training of law enforcement officers in the benefits of child passenger protection and methods of effective law enforcement; information activities aimed at target audiences; information activities coinciding with community events; child restraint distribution programs; and public service announcements and other media coverage".

\$26,000 402 FAST ACT Community Program Safety Project

5.3% of total \$489,000 designated to CP

**CP-19-01 Law Enforcement Training for the Upper Peninsula****Countermeasures That Work 2015****Chapter 1 Introduction****Chapter 2 Introduction****Chapter 1 Section "Introduction" Alcohol- and Drug-impaired Driving**

"In 2010, the Office of National Drug Control Policy announced an initiative to decrease the prevalence of drug-impaired driving 10% by 2015 (ONDCP, 2010). The initiative encourages States to adopt *per se* drug impairment laws, provide increased training to law enforcement on identifying drug-impaired drivers, and further data collection". "Studies have highlighted the key characteristics of an efficient and effective DWI control system

(Hedlund & McCartt, 2002; Robertson & Simpson, 2003): Training and education for law enforcement, prosecutors, judges, and probation officers".

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effective law enforcement; information activities aimed at target audiences; information activities coinciding with community events; child restraint distribution programs; and public service announcements and other media coverage”.

\$3,000 402 FAST Act funds

Less than one percent of total \$489,000 designated to CP

\$100,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

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## Planned activities

**Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
6002	CP In-House Grant/Special Projects (CP 01)	

#### 5.8.1.1 Planned Activity: CP In-House Grant/Special Projects (CP 01)

<b>Planned activity name</b>	CP In-House Grant/Special Projects (CP 01)
<b>Planned activity number</b>	6002
<b>Primary countermeasure strategy</b>	

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

Yes

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

Yes

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

Yes

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

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

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

No

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

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

#### **CP-19-01 Community Car Seat Distribution and Training**

Nearly one million Michigan children are in low-income families. State assistance does not include programs to provide affordable car seats for those children. The OHSP car seat program is the largest source of car seats for low-income children. Funding will support car seats to be provided to families these during clinics and fitting stations.

Funding will support CPS certification and continuing education courses, with a focus on targeting front-line service providers who work directly with families in need. Service providers include home visitors, health care providers, social workers and counselors. The OHSP will continue to support CPS technician certification and CEU training with a focus on counties with the largest number of KABC injuries of children 0-8 years old. These trainings will not only target geographically, but also the participants, focusing on those individuals who are working directly with families in need and providing other social services.

Training and resources will be focused on 15 counties that represent 63 percent off all unrestrained KAB crashes for children 15 and under (see table). These counties will be prioritized and receive funding and seats. Additional counties may be added or considered based on need, resources, and programming.

## 2012-2016 KABC statistics

County	0-3 unrestrained	4-7 unrestrained	8-15 unrestrained	Total unrestrained
Wayne	30	35	72	137
Oakland	6	8	55	69
Macomb	9	8	33	50
Kent	3	10	34	47
Genesee	7	10	26	43
Muskegon	3	5	15	23
Washtenaw	2	5	16	23
Calhoun	4	7	11	22
Monroe	1	3	18	22
Ottawa	2	4	12	18
Bay	2	5	9	16
Berrien	2	2	12	16
Kalamazoo	2	4	10	16
Saginaw	6	4	6	16
Jackson	1	1	12	14

## CPS classes for FY2019

Class type	Target Counties	Location	Date
Certification	Wayne, Oakland, Macomb	Macomb County	3/1/19



Certification	Kent, Ottawa, Muskegon, Kalamazoo, Berrien	Kent County	4/1/19
Certification	Ingham, Washtenaw, Genesee, Calhoun	Ingham County	6/1/19
CEU (2 classes)	Statewide	East Lansing	3/19-20/2019
CEU	Statewide	Wayne County	7/1/19
CEU	Statewide	Kent County	8/1/19
Renewal	Expired technicians statewide	Oakland County	3/1/18
Renewal	Expired technicians statewide	Kent County	4/1/19

### Grantee

OHSP In-House/Special Projects

### Funds

**Total: \$315,000**

\$200,000 in 402 FAST Act funds

\$115,000 405(b) FAST Act Training + High funds

46.9% of total \$671,000 designated to OP

\$147,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the OP programs.

### Goals

Reduce unrestrained fatalities from all seat positions fatalities from 187 in 2017 to no more than 184 fatalities in 2019 by September 30, 2019.

Provide at least 2,500 car seats to low-income families statewide, meeting the qualifying screening requirements by September 30, 2019.

Train at least 60 new technicians in three certification classes, at least 100 current technicians in four continuing education classes, and recertify 20 technicians in two renewal classes by September 30, 2019.

Maintain at least one trained CPS technician available for services in all 83 counties by September 30, 2019.

### CP-19-01 Booster Seat and School-Based Education Program

Statewide data show that children ages 8-15 are less likely to be properly restrained with seat belts than other vehicle occupants. To increase belt use, advertising will be used to more effectively reach parents of children in this age group and encourage belt use through tween, teen, and adult years. Earned media and partnerships will be sought to help spread this message and bolster the impact of this campaign.

A school-based program will also be used to directly reach children 8-14 to provide seat belt education.

Funding will support educational materials.

**Grantee**

Helen Devos Children's Hospital

**Funds**

\$20,000 405(b) FAST Act High Public Education

3% of total \$671,000 designated to OP

\$147,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the OP programs.

**Goals**

Reduce unrestrained fatalities in all seat positions from 187 in 2017 to no more than 184 fatalities in 2019.

**CP-19-01 NHTSA Occupant Protection Program Assessment and Recommendation Implementation**

The OHSP will partner with NHTSA subject matter experts from across the country to serve on an occupant protection program assessment team. The OHSP Occupant Protection Program Coordinator will provide leadership and coordination in working with the assessment team, the assessment facility, scheduling assessment presentations, and developing the pre-assessment briefing package of Michigan's Occupant Protection Program information.

Funding will support assessment team travel, supplies, and stipends.

**Grantee**

OHSP In-House/Special Projects

**Funds**

\$25,000 405(b) FAST ACT High Occupant Protection funds

**CP-19-01 Upper Peninsula Program**

Funding may support training programs, local messaging projects and special projects at the local or regional level.

**Grantee**

OHSP In-House/Special Projects

**Funds**

\$26,000 402 FAST Act funds

5.3% of total \$489,000 designated to CP

\$100,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

### **Goals**

Reduce traffic deaths and injuries by one percent in the UP by September 30, 2019.

### **CP-19-01 Law Enforcement Training for the Upper Peninsula**

Funding will support regional law enforcement training programs in the Northern Lower Peninsula and the Upper Peninsula, with a focus on impaired driving detection (drugs/ alcohol), officer safety and other traffic safety topics.

#### **1. Below 100 Officer Safety Training:**

Two programs will be conducted in the Northern Region. The programs will focus on the five tenants of officer safety, with an emphasis on traffic safety, including wearing seat belts.

#### **2. ARIDE/ ARIDE Refresher**

Advanced Roadside Impaired Driving Enforcement (ARIDE) training enables law enforcement officers to increase knowledge, update skills, and remain current on changing issues in alcohol and drug impairment to successfully address traffic safety priorities. The ARIDE training program consists of 16 hours of training covering the seven major drug categories and will be provided to law enforcement officers certified in the National Highway Traffic Safety Administration (NHTSA) Standardized Field Sobriety Test (SFST) curriculum. The ARIDE program includes SFST refresher training as part of the certification.

#### **3. The UP Traffic Safety Symposium**

This conference is part of an overall vision to collaborate with other traffic safety partners, both public and private, to bring attention to traffic safety and to facilitate dialogue about countermeasures. The full-day conference will be held in the UP.

### **Grantee**

OHSP In-House/Special Projects

### **Funds**

\$3,000 402 FAST Act funds

Less than one percent of total \$489,000 designated to CP

\$100,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

### **Goals**

Reduce traffic deaths and injuries by one percent in the UP by September 30, 2019.

Provide two Below 100 training programs in the UP to at least 40 law enforcement officers by September 30, 2019.

Provide one ARIDE/ ARIDE refresher course in the Upper Peninsula at least 40 law enforcement officers by September 30, 2019.

Provide one regional traffic safety conference in the Upper Peninsula to at least 50 total traffic safety partners by September 30, 2019.

### **CP-19-01 Drug Recognition Expert Training (DRE)**

The DRE State Coordinator will schedule at least one DRE School for 20 law enforcement officers and four prosecutors. This will increase the number of certified DREs in the state to 153.

To fulfill DRE recertification requirements, a three-day continuing education class for all DREs will be conducted, which will include expert witness courtroom training.

DRE instructors and a select number of DREs will attend the 2019 DRE national conference. DRE overtime will be reimbursed when DREs are requested on suspected drug-impaired driver and fatal or serious injury crashes.

Funding will support instructor costs, scheduling, facilities, materials, DRE national conference, and programmatic/financial oversight.

### **Grantee**

OHSP In-House/Special Projects

### **Funds**

\$307,000 405(d) FAST Act Low Drug and Alcohol Training funds

5.7% of total \$5,412,000 designated to PT

\$1,335,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the PT programs.

### **Goals**

Increase the number of DRE enforcement evaluations by 10 percent from 636 in 2018 to 700 in 2019 by September 30, 2019.

Increase the number of certified DREs by 20 from 133 to 153 by September 30, 2019.

Statewide with concentrated efforts to recruit students from the top ten counties with highest fatal and serious injury crashes involving alcohol and drugs. These include:

Wayne

Oakland

Kent

Macomb

Genesee

Washtenaw

Kalamazoo

Ottawa

Monroe

Ingham

**CP-19-01 Implementation of Pedestrian & Bicycle Safety Action Team Strategies**

The OHSP will work with the Pedestrian and Bicycle Safety Action Team and other traffic safety partners to implement strategies to reduce pedestrian and bicycle crashes, injuries, and fatalities. With carry-over funds from the previous federal fiscal year, a project could be developed for law enforcement training, law enforcement mobilizations and public education.

Funding will support law enforcement mobilization, law enforcement training and/or public education of pedestrian and bicycle safety laws.

**Grantee**

OHSP In-House/Special Projects

**Funds**

\$332,000 405(h) funds FAST Act

31.3% of total \$1,062,000 designated to PS

\$6,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the PS programs.

**Goal**

Identify data-driven pedestrian and bicycle safety program strategies and implement by September 30, 2019.

**CP-19-01 Training on Underage Drinking Laws**

With the recent reinvigoration of underage drinking enforcement grants, law enforcement agencies need specialized training in controlled dispersal, compliance checks, and legal updates.

The OHSP will contract with 4-6 police officers who are content experts on UAD enforcement. Officers from grant funded agencies will also be provided the opportunity to attend the Michigan Licensed Beverage Association's Liquor Law Enforcement Seminar.

Funding will support contractual trainers and various training costs.

**Funds**

\$80,000 in 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training funds

2.1% of total \$3,803,000 designated to AL

\$526,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

**Grantees**

OHSP In-House/Special Projects and Michigan Judicial Institute

**Goals**

Reduce fatalities involving an impaired driver or motorcyclist from 236 in 2017 to 201 in 2019 by September 30, 2019.

Conduct underage drinking enforcement trainings in up to 10 counties by September 30, 2019.

### **CP-19-01 NHTSA Impaired Program Assessment and Recommendation Implementation**

OHSP will partner with NHTSA to select subject matter experts from across the country to serve on an impaired driving program assessment team. The OHSP Impaired Driving Program Coordinator will provide leadership and coordination in working with the assessment team, the assessment facility, scheduling assessment presentations and developing the pre-assessment briefing package of Michigan's Impaired Driving Program information.

The assessment will consist of several interviews of stakeholders from around the state. The interviews will include OHSP management, SCAO representatives, PAAM representatives, MJJ representatives, Judicial Outreach Liaisons, law enforcement partners, community organizations, university representatives and other impaired driving partners.

Following the assessment, OHSP will work with the impaired driving Action team and other partners to develop an updated strategic plan based on the assessment recommendations.

Funding will support team travel, stipends, and venue.

#### **Grantee**

OHSP In-House Special Projects

#### **Funds**

\$25,000 405(b) FAST Act Alcohol funds

Less than one percent of total \$3,803,000 designated to AL

\$526,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

#### **Goals**

Review Michigan's impaired driving program initiatives in comparison to pre-established national standards and weaknesses, and provide program improvement recommendations September 30, 2019.

### **TBD Implementation of Motorcycle Action Team Strategies**

OHSP will work with the Motorcycle Safety Action Team and other traffic safety partners to implement strategies to reduce motorcycle crashes, injuries, and fatalities. With carry-over funds from the previous federal fiscal year, a project could be developed for motorcyclist safety training and motorcyclist awareness programs including:

Improvements to motorcyclist safety training curricula

Improvements in program delivery of motorcycle training to both urban and rural areas

Measures designed to increase the recruitment or retention of motorcyclist safety training instructors

Public awareness, public service announcements, and other outreach programs to enhance driver awareness of motorcyclist

Funding will support motorcyclist safety training and motorcyclist awareness programs.

#### **Grantee**

To be determined

**Funds**

\$26,000 405(f) FAST Act funds

3.7% of total \$452,000 designated to MC

\$131,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the MC programs.

**Goals**

Reduce motorcyclist fatalities from 143 fatalities in 2017 to 125 fatalities by September 30, 2019.

**Enter intended subrecipients.**

Contractors

**Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities**

<b>Fiscal Year</b>	<b>Countermeasure Strategy Name</b>
2019	Underage Drinking Enforcement
2019	PS Evaluation
2019	Occupant Protection Program Assessment (NHTSA Facilitated)
2019	Motorcycle Evaluation
2019	Impaired Driving Program Assessment (NHTSA Facilitated)
2019	Drug Recognition Expert (DRE) Training
2019	CP Regional Projects
2019	CP Education
2019	Child Restraint System Inspection Station(s)

**Funding sources**

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405h Nonmotorized Safety	405h Public Education	\$332,000.00	\$66,400.00	
2019	FAST Act NHTSA 402	Child Restraint (FAST)	\$200,000.00	\$0.00	\$200,000.00
2019	FAST Act 405b OP High	405b High Training (FAST)	\$115,000.00	\$0.00	
2019	FAST Act NHTSA 402	Planning and Administration (FAST)	\$147,000.00	\$0.00	\$0.00
2019	FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	\$26,000.00	\$0.00	\$0.00
2019	FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	\$3,000.00	\$0.00	\$0.00
2019	FAST Act 405d Impaired Driving Low	405d Low Drug and Alcohol Training	\$307,000.00	\$0.00	
2019	FAST Act 405d Impaired Driving Low	405d Low Drug and Alcohol Training	\$80,000.00	\$0.00	
2019	FAST Act 405f Motorcycle Programs	405f Motorcycle Safety (FAST)	\$26,000.00	\$0.00	
2019	FAST Act 405b OP High	405b High Paid Advertising (FAST)	\$20,000.00	\$0.00	
2019	FAST Act 405b OP High	405b High Alcohol (FAST)	\$25,000.00	\$0.00	

## Major purchases and dispositions

**Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

## 5.8.2 Countermeasure Strategy: CP Education

**Program area** Community Traffic Safety Program

**Countermeasure strategy** CP Education

**Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical**



**application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.**

Is this countermeasure strategy innovative?

No

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

Yes

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

Yes

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

Yes

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

No

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

No

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

No

**Is this countermeasure strategy part of the State motorcyclist safety grant application (§ 405(f)) under the motorcyclist awareness program criterion? § 1300.25(f) [Countermeasure strategies and**

**planned activities, at the level of detail required under § 1300.11(d), demonstrating that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest]**

No

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

No

**Is this countermeasure strategy part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

## Countermeasure strategy description

**To describe the program area countermeasure strategy that will help the State complete its program and achieve specific performance targets, complete the following:**

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

### **CP-19-03 Public Information and Education**

Traffic safety programs engage statewide and community partners. The OHSP supports public information campaigns and activities designed to promote traffic safety, seat belt use, and sober driving. As a result, public information needs arise throughout the year to support communications efforts, campaigns, and media activities. This can include services such as acquisition of additional public relations materials, development of materials, and replacement of outdated items.

Public information and education is crucial when coupled with enforcement to decrease traffic crashes.

\$90,000 405(b) FAST Act Occupant Protection High

19.6% of total \$460,000 designated to CP

\$100,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

### **CP-19-04 Materials Storage and Distribution**

Traffic safety programs engage statewide and community partners. Local coalitions advance safety at the community level with a precision that statewide efforts cannot match while larger campaigns provide tools that communities can employ to address their problems. The OHSP supports public information campaigns and activities designed to promote traffic safety, seat belt use, and sober driving. As a result, public information needs arise throughout the year to support communications efforts, campaigns, and media activities. This can include services such as acquisition of additional public relations materials, development of new materials, and replacement of outdated items.

The Materials Storage and Distribution provides information to residents throughout the year and is an integral part of the enforcement/education efforts regarding seat belt use and impaired drivers. The materials mailed to law enforcement and other stakeholders are distributed through the warehouse.

Public information and education is crucial when coupled with enforcement to decrease traffic crashes.

\$165,000 402 FAST Act funds

35.9% of total \$460,000 designated to CP

\$100,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

### **CP-19-03 Strategic Counsel**

Michigan must provide for a statewide, high-visibility special traffic enforcement program (STEP) for occupant protection and impaired/drunken driving that emphasizes publicity during not less than three campaigns – May seat belt, December and August impaired driving.

Since 2002 there has been a history of using paid advertising both nationally and within states to support the Click it or Ticket campaign with clear enforcement images and messages. High visibility enforcement campaigns can require extensive time from consultants to develop, produce, and distribute publicity. Paid advertising increases a campaign's effectiveness.

Communications are included in two (communications and outreach and deterrence) of the four basic strategies that are used to reduce alcohol-impaired crashes.

Strategic counsel is often needed as these paid advertising strategies and communication outreach are conducted.

Funding will support access to strategic counsel and services quickly and efficiently on an as-needed basis.

Public information and education is crucial when coupled with enforcement to decrease traffic crashes.

\$85,000 405(b) FAST Act Occupant Protection High funds

18.5% of total \$460,000 designated to CP

\$100,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

### **CP-19-02 Traffic Safety Summit**

The OHSP works collaboratively with partners and stakeholders to identify programs to reduce traffic crashes, injuries, and fatalities, with an emphasis on saving lives and reducing injuries. Input and ideas come from grantees, Strategic Highway Safety Plan Action Teams, Traffic Safety Networks, law enforcement at the municipal, county, and state level, state agencies and departments, driver's training and education groups and instructors, child passenger safety networks, hospital and other health-affiliated personnel, motorcycle training instructors, judicial networks, court personnel, probation officers, and a host of others involved in traffic safety efforts.

Funding will support the annual Michigan Traffic Safety Summit which brings together traffic safety stakeholders who learn about trends in crash data and traffic safety issues, national-level research, and best practices from the state and around

the country.

\$120,000 402 FAST Act funds

26.1% of total \$460,000 designated to CP

\$100,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

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

**CP-19-03 Public Information and Education**

Public information and education is crucial when coupled with enforcement to decrease traffic crashes.

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

**Target: To reduce fatalities from 1,028 in 2017 to 1,023.2 fatalities in 2019**

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

**Target: To reduce serious injuries from 6,084 in 2017 to 5,406.8 serious injuries in 2019**

**C-3 Fatalities/VMT**

**Target: To reduce the 1.07 fatalities/VMT rate in 2017 to 1.02 fatalities/VMT in 2019**

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

Target: To reduce unrestrained passenger vehicle occupant fatalities from 187 fatalities in 2017 to 184 fatalities in 2019

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

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

C-6 Number of speeding-related fatalities

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

C-7 Number of motorcyclist fatalities

Target: To reduce motorcyclist fatalities from 143 fatalities in 2017 to 125 fatalities in 2019

C-8 Number of unhelmeted motorcyclist fatalities

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

C-9 Number of drivers 20 or younger involved in fatal crashes

Target: To reduce drivers age 20 or younger involved in fatal crashes from 121 fatalities in 2017 to 104 fatalities in 2019

C-10 Number of pedestrian fatalities

Target: Prevent pedestrian fatalities from increasing from 158 fatalities in 2017 to no more than 178 fatalities in 2019

C-11 Number of bicyclist fatalities

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

B-1 Statewide Seat Belt Use Rate

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

Other: Number of crashes involving alcohol- or drug-impaired motorcyclist

Target: To reduce the number of crashes involving alcohol- or drug-impaired motorcyclists from 236 in 2017 to 197 in 2019.

Other: Target: Prevent impaired motorcyclist fatalities from increasing from 45 fatalities in 2017 to no more than 46 fatalities in 2019

\$90,000 405(b) FAST Act Occupant Protection High funds

19.6% of total \$460,000 designated to CP

\$100,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

#### **CP-19-04 Materials Storage and Distribution**

Public Information and Education is crucial when coupled with enforcement to decrease traffic crashes.

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

**Target: To reduce fatalities from 1,028 in 2017 to 1,023.2 fatalities in 2019.**

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

**Target: To reduce serious injuries from 6,084 in 2017 to 5,406.8 serious injuries in 2019.**

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

**Target: To reduce the 1.07 fatalities/VMT rate in 2017 to 1.02 fatalities/VMT in 2019.**

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

Target: To reduce unrestrained passenger vehicle occupant fatalities from 187 fatalities in 2017 to 184 fatalities in 2019.

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

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

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C-7 Number of motorcyclist fatalities

Target: To reduce motorcyclist fatalities from 143 fatalities in 2017 to 125 fatalities in 2019.

**C-8 Number of unhelmeted motorcyclist fatalities**

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

**C-9 Number of drivers 20 or younger involved in fatal crashes**

Target: To reduce drivers age 20 or younger involved in fatal crashes from 121 fatalities in 2017 to 104 fatalities in 2019.

**C-10 Number of pedestrian fatalities**

Target: Prevent pedestrian fatalities from increasing from 158 fatalities in 2017 to no more than 178 fatalities in 2019

**C-11 Number of bicyclist fatalities**

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

**B-1 Statewide Seat Belt Use Rate**

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

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Other: Target: Prevent impaired motorcyclist fatalities from increasing from 45 fatalities in 2017 to no more than 46 fatalities in 2019.

\$165,000 402 FAST Act funds

35.9% of total \$460,000 designated to CP

\$100,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

**CP-19-03 Strategic Counsel**

Communications are included in two (communications and outreach and deterrence) of the four basic strategies that are used to reduce alcohol-impaired crashes and drinking and driving.

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

**Target: To reduce fatalities from 1,028 in 2017 to 1,023.2 fatalities in 2019.**

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

**Target: To reduce serious injuries from 6,084 in 2017 to 5,406.8 serious injuries in 2019.**

**C-3 Fatalities/VMT**

**Target: To reduce the 1.07 fatalities/VMT rate in 2017 to 1.02 fatalities/VMT in 2019.**

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

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Target: To reduce motorcyclist fatalities from 143 fatalities in 2017 to 125 fatalities in 2019.

C-8 Number of unhelmeted motorcyclist fatalities

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

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Target: To reduce drivers age 20 or younger involved in fatal crashes from 121 fatalities in 2017 to 104 fatalities in 2019.

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\$85,000 405(b) FAST Act Occupant Protection High funds

18.5% of total \$460,000 designated to CP

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### **CP-19-02 Traffic Safety Summit**

Training is crucial when coupled with enforcement to decrease traffic crashes.

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

**Target: To reduce fatalities from 1,028 in 2017 to 1,023.2 fatalities in 2019.**

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

**Target: To reduce serious injuries from 6,084 in 2017 to 5,406.8 serious injuries in 2019.**

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

**Target: To reduce the 1.07 fatalities/VMT rate in 2017 to 1.02 fatalities/VMT in 2019.**

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

Target: To reduce unrestrained passenger vehicle occupant fatalities from 187 fatalities in 2017 to 184 fatalities in 2019.

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

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

C-6 Number of speeding-related fatalities

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

C-7 Number of motorcyclist fatalities

Target: To reduce motorcyclist fatalities from 143 fatalities in 2017 to 125 fatalities in 2019.

C-8 Number of unhelmeted motorcyclist fatalities

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

C-9 Number of drivers 20 or younger involved in fatal crashes

Target: To reduce drivers age 20 or younger involved in fatal crashes from 121 fatalities in 2017 to 104 fatalities in 2019.

C-10 Number of pedestrian fatalities

Target: Prevent pedestrian fatalities from increasing from 158 fatalities in 2017 to no more than 178 fatalities in 2019

C-11 Number of bicyclist fatalities

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

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Other: Number of crashes involving alcohol- or drug-impaired motorcyclist

Target: To reduce the number of crashes involving alcohol- or drug-impaired motorcyclists from 236 in 2017 to 197 in 2019.

Other: Target: Prevent impaired motorcyclist fatalities from increasing from 45 fatalities in 2017 to no more than 46 fatalities in 2019.

\$120,000 402 FAST Act funds

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\$100,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the CP programs.



## Evidence of effectiveness

**Enter a rationale for selecting the countermeasure strategy and funding allocation for each planned activity.**

### **CP-19-03 Public Information and Education**

#### **Countermeasures that Work 2015**

##### **Chapter 1 Section 5 and Chapter 2 Section 3**

###### **Chapter 1 Section 5**

“Communications and outreach strategies seek to inform the public of the dangers of driving while impaired by alcohol and to promote positive social norms of not driving while impaired. As with prevention and intervention, education through various communications and outreach strategies is especially important for youth under 21. Education may occur through formal classroom settings, news media, paid advertisements and public service announcements, and a

wide variety of other communication channels such as posters, billboards, web banners, and the like. Communications and outreach strategies are a critical part of many deterrence and prevention strategies”.

###### **Chapter 2 Section 3**

“Effective, high visibility communications and outreach are an essential part of successful seat belt law high visibility enforcement programs (Solomon et al., 2003). Paid advertising can be a critical part of the media strategy. Paid advertising brings with it the ability to control message content, timing, placement, and repetition (Milano et al., 2004)”.

\$90,000 405(b) FAST Act Occupant Protection High funds

19.6% of total \$460,000 designated to CP

\$100,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

### **CP-19-04 Materials Storage and Distribution**

#### **Countermeasures that Work 2015**

##### **Chapter 1 Section 5.2 and Chapter 2 Sections 2.1 and 3.1**

###### **Chapter 1 – Alcohol and Drug Impaired Driving, Section 5.2 Mass Media Campaigns**

“A mass media campaign consists of intensive communications and outreach activities regarding alcohol-impaired driving that use radio, television, print, and other mass media, both paid and/or earned. Mass media campaigns are a standard part of every State’s efforts to reduce alcohol impaired driving. Some campaigns publicize a deterrence or prevention measure such as a change in a State’s DWI laws or a checkpoint or other highly visible enforcement program.

Others promote specific behaviors such as the use of designated drivers, illustrate how impaired driving can injure and kill, or simply urge the public not to drink and drive. Campaigns vary enormously in quality, size, duration, funding, and every other way imaginable. Effective campaigns identify a specific target audience and communications goal and develop messages and delivery methods that are appropriate to – and effective for – the audience and goal

(Williams, 2007)”.

## **Chapter 2 – Seat Belts and Child Restraints, Section 2.1 - Short-Term, High Visibility Seat Belt Law Enforcement**

“All high visibility enforcement programs include communications and outreach strategies that use some combination of earned media (news stories) and paid advertising. Communications and outreach can be conducted at local, State, regional, or national levels.”

## **Chapter 2 – Seat Belts and Child Restraints, Section 3.1 - Communications and Outreach Supporting Enforcement**

“Effective, high visibility communications and outreach are an essential part of successful seat belt law high visibility enforcement programs (Solomon et al., 2003). Paid advertising can be a critical part of the media strategy. Paid advertising brings with it the ability to control message content, timing, placement, and repetition (Milano et. Al., 2004)”.

\$165,000 402 FAST Act funds

35.9% of total \$489,000 designated to CP

\$100,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

### **CP-19-03 Strategic Counsel**

#### **Countermeasures that Work 2015**

#### **Chapter 1 Section 5.2**

#### **Chapter 2 Section 3**

#### **Chapter 5 Section 2.2**

### **Chapter 1 - Alcohol & Drug Impaired Driving: Section 5.2 Mass Media Campaigns**

“A mass media campaign consists of intensive communications and outreach activities regarding alcohol-impaired driving that use radio, television, print, and other mass media, both paid and/or earned. Mass media campaigns are a standard part of every State’s efforts to reduce alcohol impaired driving. Some campaigns publicize a deterrence or prevention measure such as a change in a State’s DWI laws or a checkpoint or other highly visible enforcement program.

Others promote specific behaviors such as the use of designated drivers, illustrate how impaired driving can injure and kill, or simply urge the public not to drink and drive. Campaigns vary enormously in quality, size, duration, funding, and every other way imaginable. Effective campaigns identify a specific target audience and communications goal and develop messages and delivery methods that are appropriate to – and effective for – the audience and goal (Williams, 2007)”.

## **Chapter 2 - Seat Belts and Child Restraints: Section 3 Communications and Outreach**

“Effective, high visibility communications and outreach are an essential part of successful seat belt law high visibility enforcement programs (Solomon et al., 2003). Paid advertising can be a critical part of the media strategy. Paid advertising brings with it the ability to control message content, timing, placement, and repetition (Milano et. Al., 2004)”.

## **Chapter 5 – Motorcycle Safety: Section 2.2 Alcohol-Impaired Motorcyclists: Communications and Outreach**

“Many States have conducted communications and outreach campaigns directed at drinking and riding. See NHTSA (2006a) and NCHRP (2008, Strategy B1) for more information and links. Organizations including AMA and MSF have produced campaigns and material on drinking and riding. See NHTSA (2006a) and NCHRP (2008) for strategies for implementation, examples, and links to materials. There are few evaluations of the effectiveness of any of these campaigns

at any level, from awareness to knowledge and attitude change to any effect on motorcyclists' drinking and riding behavior. The experience of drinking and driving campaigns directed at all drivers suggests that they are unlikely to have a positive effect unless they are carefully researched and planned, well-funded, well executed, achieve high levels of target audience exposure (perhaps using paid advertising), use high-quality messages that are pre-tested for effectiveness, and are conducted in conjunction with enforcement activities directed at impaired motorcyclists".

\$85,000 405(b) FAST Act Occupant Protection High funds

18.5% of total \$489,000 designated to CP

\$100,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

## **CP-19-02 Traffic Safety Summit**

### **Countermeasures That Work 2015**

#### **Chapter 1 Introduction**

#### **Chapter 2 Introduction**

#### **Chapter 7 Section 3.1**

#### **Chapter 8 Section 3.2**

#### **Chapter 9 Section 3.3**

### **Chapter 1 Section "Introduction" Alcohol- and Drug-impaired Driving**

"In 2010, the Office of National Drug Control Policy announced an initiative to decrease the prevalence of drug-impaired driving 10% by 2015 (ONDCP, 2010). The initiative encourages States to adopt *per se* drug impairment laws, provide increased training to law enforcement on identifying drug-impaired drivers, and further data collection". "Studies have highlighted the key characteristics of an efficient and effective DWI control system

(Hedlund & McCartt, 2002; Robertson & Simpson, 2003): Training and education for law enforcement, prosecutors, judges, and probation officers".

### **Chapter 2 Section "Introduction" Seat Belts and Child Restraints**

"NHTSA (1990) suggests that in order to maximize child restraint enforcement efforts, certain activities should be part of the overall program. These are: media coverage of enforcement and public information activities by the local press and radio and television stations; training of law enforcement officers in the benefits of child passenger protection and methods of effective law enforcement; information activities aimed at target audiences; information activities

coinciding with community events; child restraint distribution programs; and public service announcements and other media coverage".

### **Chapter 7 Section 3.1 Law Enforcement Roles with Older Drivers**

"Law enforcement officers have formed many partnerships with public and private organizations to give talks, teach safe driving courses, work with media on news stories and public service announcements, and other communications and outreach initiatives. Stutts (2005) summarizes several examples. NHTSA (2003) lists law enforcement programs that were active in 2003. They include training for officers, training for older drivers, and community relations programs that promote safety."

### Chapter 8 Section 3.2 Sweeper Patrols of Impaired Pedestrians

“Puerto Rico’s program, which included a statute, communications and outreach, and law enforcement training, led to a 7% drop in alcohol-related pedestrian crashes (Stewart, 1994)”.

### Chapter 9 Section 3.3 Enforcement Strategies for Bicyclists

“The SHSO can help ensure correct riding through communications and outreach campaigns and through training law enforcement officers about the laws, the safety benefits of obeying the laws, and how to enforce bicycle safety-related laws.”

\$120,000 402 FAST Act funds

26.1% of total \$489,000 designated to CP

\$100,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

## Planned activities

**Select existing planned activities below and/or click Add New to enter and select planned activities that the State will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.**

### Planned activities in countermeasure strategy

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
6001	CP Education and Communication (CP 03 PI&E)	
6002	CP In-House Grant/Special Projects (CP 01)	
6003	CP Other	CP Education

### 5.8.2.1 Planned Activity: CP Education and Communication (CP 03 PI&E)

<b>Planned activity name</b>	CP Education and Communication (CP 03 PI&E)
<b>Planned activity number</b>	6001
<b>Primary countermeasure strategy</b>	

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

Yes

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

Yes

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

Yes

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

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

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

No

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

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

#### **CP-19-03 Impaired Driving Public Education**

Marihuana legalization will be on the statewide ballot in November 2018 with the polls showing public support in overwhelming favor. Development and distribution of educational material for drugged driving, alcohol-impaired driving, prescription use and driving, and poly-use, is necessary to educate Michigan motorists on the details of this issue.

Funding will support the development of education materials regarding drugged-driving. Social media channels will provide education in social norming behavior during Impaired Driving month (December 2018).

**Grantee**

OHSP In-House

**Funds**

\$910,000 405(d) FAST Act Impaired Driving Low funds

23.9% of total \$3,803,000 designated to AL

\$526,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

**Goals**

Reduce fatalities involving an impaired driver or motorcyclist from 236 in 2017 to 201 in 2019 by September 30, 2019.

Develop and distribute materials on drug-impaired driving by September 30, 2019.

**CP-19-03 Public Information and Education**

To promote seat belt use, sober driving, child passenger safety, motorcycle safety, bicyclist and pedestrian safety, and all other traffic safety concerns through public information outreach and earned media events. This includes publishing an online traffic safety newsletter, developing brochures, flyers, posters, and other materials to promote traffic safety campaigns, conferences, and media events. Public information and education (PI&E) funds ensure materials are continually available to stock and distribute through the storage and distribution center.

Funding supports the creation and production of materials such as banners, posters, and other items for the annual seat belt mobilization and impaired driving crackdowns.

**Grantee**

OHSP PI&E

**Funds**

\$90,000 405(b) FAST Act Occupant Protection High funds

19.6% of total \$489,000 designated to CP

\$100,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

**Goals**

Reprint and redesign materials as needed for distribution through the OHSP warehouse by September 30, 2019.

**CP-19-03 Strategic Counsel**

There is an ongoing need to use OHSP's creative services/advertising contractor for strategic counsel for special issues that the office cannot anticipate and plan for in advance. In addition, issues that arise there are occasional unforeseen needs related to campaigns, such as last-minute promotional opportunities. This covers small, routine tasks.

Funding will support access to strategic counsel and services quickly and efficiently on an as-needed basis.

**Grantee**

OHSP PI&E

**Funds**

\$85,000 405(b) FAST Act Occupant Protection High funds

18.5% of total \$489,000 designated to CP

\$100,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

**Goals**

Provide strategic counsel, when needed, for unanticipated communications issues and projects that arise through September 30, 2019.

**CP-19-03 Pedestrian & Bicycle Safety Statewide Communications Campaign**

Michigan citizens are unsure of the current state of pedestrian and bicycle safety laws. Public education is needed to inform citizens of the Michigan Vehicle Code sections that pertain to pedestrians, bicyclists, and motorists.

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

Funding will support public education of pedestrian and bicycle safety laws.

**Grantee**

OHSP PI&E

**Funds**

\$220,000 405(h) FAST Act funds

20.7% of total \$1,062,000 designated to PS

\$6,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the PS programs.

**Goal**

Reduce the number of pedestrian fatalities from 158 fatalities in 2017 to no more than 178 fatalities in 2019 by September 30, 2019.

Reduce the number of bicyclist fatalities from 21 fatalities in 2017 to no more than 28 in 2018 by September 30, 2019.

**CP-19-03 PT Mobilization Message Development and Paid Advertising**

Periodically updating and refreshing advertising messages helps them remain memorable and promote a call to action for the target audience, young men.

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

Targeted paid advertising messages have helped the OHSP achieve one of the highest belt use rates in the nation. Such efforts have helped reduce unrestrained fatalities and serious injuries.

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

Funding will cover paid advertising costs during the specified mobilization.

### Details

Increasing seat belt use and reducing impaired driving remain the two most significant means to reduce traffic deaths. Overtime traffic enforcement projects, combined with public information and education, are the primary method to encourage motorists to drive safely.

To qualify for funding, Michigan must provide for a statewide, high-visibility special traffic enforcement program (STEP) for occupant protection and impaired/drunken driving that emphasizes publicity during not less than three campaigns.

The STEP model also includes the use of paid advertising to support awareness of stepped up enforcement. Paid advertising guarantees messages will be played on stations and programs that appeal to the target group. Advertising programming is selected based on its efficiency and effectiveness.

The planned high-visibility enforcement periods include;

Impaired driving:	October 18-31, 2018
Impaired driving:	December 12-31, 2018
Seat belts:	May 20 – June 19, 2019
Impaired Driving:	July 1-14, 2019
Impaired driving:	August 14 – September 2, 2019

### Click It or Ticket

Create a new enforcement campaign for Click it or Ticket. Funding will include research, development of creative concepts, and asset development: \$75,000

May mobilization statewide paid advertising: \$450,000

Other mobilization support: \$15,000 for earned media planning and materials development; \$15,000 banners and poster printing.

Total: \$555,000

### Drive Sober or Get Pulled Over

Intend to continue using *Sticks With You* spot. (Potentially incorporate a drugged driving message for impaired driving – earned and/or paid ad of \$300,000\*).

November-December mobilization statewide digital only (relying mainly on December national advertising): \$50,000

August mobilization statewide paid advertising: \$500,000 alcohol message.

(Potentially incorporate a drugged driving message for impaired driving – earned and/or paid ad of \$300,000\*).



Other mobilization support: \$30,000 for earned media planning and materials development for December and August (\$15,000/mobilization); \$15,000 banners and poster printing August only; \$15,000 resize/create paid advertising assets.

Total: \$610,000 (with potential to add \$300,000 for drugged driving for a total of \$910,000)

## **Grantee**

OHSP PI&E

## **Funds**

Total: \$1,465,000

\$555,000 in 405(b) FAST Act Public Education funds

\$910,000 in 405(d) FAST Act Paid and Earned Media funds

33.3% of total \$4,412,000 designated to PT

\$1,335,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the PT programs

## **Goals**

Develop seat belt enforcement earned/paid media advertising messaging and outreach plans to help support the May 2019 seat belt mobilization by September 30, 2019.

Develop impaired driving enforcement earned/paid media and outreach plans to help support October, December, July, and August enforcement to maximize local media interest by September 30, 2019.

Continue awareness for the *Drive Sober or Get Pulled Over* campaign message among young men from 79.3 percent to least 80 percent by September 30, 2019.

Continue high awareness (84.7 percent) for the *Click It or Ticket* campaign among young men so that at least 85 percent recall the campaign by September 30, 2019.

## **CP-19-03 Telephone Surveys**

The immediacy of telephone surveys gives the OHSP almost immediate feedback on how drivers perceive and react to programs, giving officials a window into trends based on driver thinking and their likely reactions to enforcement program decisions and approaches.

Surveys of driver attitudes and beliefs can illuminate areas for improvement, identify program enhancements, and determine effectiveness. Surveys allow the OHSP to adjust mid-stream during implementation, if necessary, and helps develop plans based on current-year data and potential future trends. Ongoing evaluation supports the effectiveness of enforcement mobilizations.

Funding will support the costs of the surveys.

**Grantee**

OHSP PI&E

**Funds**

\$115,000 in 402 FAST Act funds

2.6% of total \$4,412,000 designated to PT

\$1,335,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the PT programs

**Goals**

Determine public perception of seat belt and impaired driving enforcement efforts and advertising messages for traffic safety campaigns by conducting four sets of pre- and post-telephone surveys by September 30, 2019.

**CP-19-03 Shadow Rider Project**

The OHSP will collaborate with the MDOS and the UMTRI to locate unendorsed riders based on addresses on file with motorcycle registrations. In conjunction with motorcycle traffic safety partners, the OHSP will contact each unendorsed rider by mail to inform the rider about the availability of the Returning Rider Training classes and the Basic Rider Training classes to encourage them to obtain their motorcycle endorsements.

Funding will support the printing, mailing, and digital media efforts to the unendorsed riders in Michigan.

**Grantee**

OHSP PI&E

**Funds**

\$20,000 402 FAST Act funds

4.4% total \$452,000 designated to MC

\$131,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the MC programs.

**Goals**

Reduce motorcyclist fatalities from 143 fatalities in 2017 to 125 fatalities by September 30, 2019.

Reduce the number of unendorsed motorcycle riders from 38,000 to 35,000 by September 30, 2019.

**CP-19-03 Motorcyclist Impaired Prevention Campaign**

The OHSP has collaborated with the MDOS and the Michigan Licensed Beverage Association (MBLA) on messaging development for the impaired motorcyclist audience. This effort is to promote a safety culture among motorcycle rider groups, specifically with zero-tolerance policies for impaired driving. With the production of the Fallen Brothers Ride Sober campaign in FY2018, the campaign will continue a second year of advertising in FY2019 with materials that will be printed and distributed to partners and stakeholders in June 2019.

The campaign message informs riders that the majority of single-vehicle motorcyclist crash fatalities involve alcohol. The message is focused to the top alcohol-involved crash counties of Kent, Wayne, Oakland, Macomb, Genesee, and Kalamazoo. The paid advertising includes a cable television campaign run statewide, including during Detroit Tigers broadcasts. There will also be outdoor advertising via billboards in the focus counties along major freeways.

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

**Grantee**

OHSP PI&E

**Funds**

\$260,000 405(d) FAST Act Paid/Earned Media funds

57.5% of total \$452,000 designated to MC

\$131,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the MC programs.

**CP-19-03 Recruitment of Motorcycle Rider Coaches**

The Michigan Rider Education Program (Mi-REP) is in desperate need of new Rider Coaches because of curriculum transitions in recent years and the aging population of certified Rider Coaches that are retiring. The OHSP will work with several partnering agencies and organizations to develop and execute a communications plan for promoting Rider Coach recruitment.

These new Rider Coaches are trained through the Mi-REP administered Novice Rider Coach Preparation courses (RCPs), which allow for the vital training of new Rider Coaches entering the profession and best practices for motorcycle rider training. There are six RCPs planned for FY2019 and the goal is to completely fill these courses with new Rider Coach candidates. Skilled Rider Coaches are needed to train motorcyclists in Michigan through rider education courses.

Funding will support a paid social media communications campaign as well as printing and distribution of recruitment materials.

**Grantee**

OHSP PI&E

**Funds**

\$9,000 405(f) FAST Act funds

Less than one percent of total \$452,000 designated to MC

\$131,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the MC programs.

**Goals**

Reduce motorcyclist fatalities from 143 fatalities in 2017 to 125 fatalities by September 30, 2019.

Develop and distribute education and outreach materials by September 30, 2019.

**Enter intended subrecipients.****CP-19-03 Public Information and Education**

Brogan and Partners and Michigan Department of Technology, Management, and Budget

**CP-19-03 Strategic Counsel**

Martin Waymire

Glengariff Group

OHSP PI&E

**CP-19-03 Pedestrian & Bicycle Safety Statewide Communications Campaign**

Brogan & Partners, Glengariff Group (sub-contractor of Brogan), and Radish Creative Group (sub-contractor of Brogan)

**CP-19-03 PT Mobilization Message Development and Paid Advertising**

OHSP PI&E

**CP-19-03 Telephone Surveys**

Glengariff Group

**CP-19-03 Motorcyclist Impaired Prevention Campaign**

Michigan Department of Technology, Management, and Budget

Brogan Partners

**CP-19-03 Recruitment of Motorcycle Rider Coaches**

Michigan Department of Technology, Management, and Budget

Brogan Partners

**Countermeasure strategies**

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

### Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	PT Evaluation
2019	PT Communications
2019	PS Communications Campaign
2019	Motorcycle Evaluation
2019	MC Communication Campaign
2019	Education and Training
2019	CP Education

### Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2017	FAST Act 405h Nonmotorized Safety	405h Public Education	\$220,000.00	\$44,000.00	
2019	FAST Act 405d Impaired Driving Low	405d Impaired Driving Low (FAST)	\$910,000.00	\$0.00	
2019	FAST Act 405b OP High	405b High Community Traffic Safety (FAST)	\$85,000.00	\$0.00	
2019	FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	\$5,000.00	\$0.00	\$5,000.00
2019	FAST Act 405b OP High	405b High Public Education (FAST)	\$555,000.00	\$0.00	
2019	FAST Act 405d Impaired Driving Low	405d Low Paid/Earned Media	\$910,000.00	\$0.00	
2019	FAST Act NHTSA 402	Police Traffic Services (FAST)	\$115,000.00	\$0.00	\$115,000.00
2019	FAST Act NHTSA 402	Motorcycle Safety (FAST)	\$20,000.00	\$0.00	\$0.00
2019	FAST Act 405d Impaired Driving Low	405d Low Paid/Earned Media	\$260,000.00		

2019	FAST Act 405f Motorcycle Programs	405f Motorcycle Safety (FAST)	\$9,000.00	\$0.00	
2019	FAST Act NHTSA 402	Motorcycle Safety (FAST)	\$20,000.00	\$0.00	\$0.00
2019	FAST Act 405b OP High	405b High Community Traffic Safety (FAST)	\$90,000.00	\$0.00	

## Major purchases and dispositions

Click **Add New** to enter equipment with a useful life of more than one year and an acquisition cost of **\$5,000 or more**.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

### 5.8.2.2 Planned Activity: CP In-House Grant/Special Projects (CP 01)

**Planned activity name** CP In-House Grant/Special Projects (CP 01)

**Planned activity number** 6002

**Primary countermeasure strategy**

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

Yes

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

Yes

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

Yes

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

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

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

No

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

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

#### **CP-19-01 Community Car Seat Distribution and Training**

Nearly one million Michigan children are in low-income families. State assistance does not include programs to provide affordable car seats for those children. The OHSP car seat program is the largest source of car seats for low-income children. Funding will support car seats to be provided to families these during clinics and fitting stations.

Funding will support CPS certification and continuing education courses, with a focus on targeting front-line service providers who work directly with families in need. Service providers include home visitors, health care providers, social workers and counselors. The OHSP will continue to support CPS technician certification and CEU training with a focus on counties with the largest number of KABC injuries of children 0-8 years old. These trainings will not only target geographically, but also the participants, focusing on those individuals who are working directly with families in need and providing other social services.

Training and resources will be focused on 15 counties that represent 63 percent off all unrestrained KAB crashes for children 15 and under (see table). These counties will be prioritized and receive funding and seats. Additional counties may be added or considered based on need, resources, and programming.

2012-2016 KABC statistics

County	0-3 unrestrained	4-7 unrestrained	8-15 unrestrained	Total unrestrained
Wayne	30	35	72	137

Oakland	6	8	55	69
Macomb	9	8	33	50
Kent	3	10	34	47
Genesee	7	10	26	43
Muskegon	3	5	15	23
Washtenaw	2	5	16	23
Calhoun	4	7	11	22
Monroe	1	3	18	22
Ottawa	2	4	12	18
Bay	2	5	9	16
Berrien	2	2	12	16
Kalamazoo	2	4	10	16
Saginaw	6	4	6	16
Jackson	1	1	12	14

## CPS classes for FY2019

<b>Class type</b>	<b>Target Counties</b>	<b>Location</b>	<b>Date</b>
Certification	Wayne, Oakland, Macomb	Macomb County	3/1/19
Certification	Kent, Ottawa, Muskegon, Kalamazoo, Berrien	Kent County	4/1/19
Certification	Ingham, Washtenaw, Genesee, Calhoun	Ingham County	6/1/19



CEU (2 classes)	Statewide	East Lansing	3/19-20/2019
CEU	Statewide	Wayne County	7/1/19
CEU	Statewide	Kent County	8/1/19
Renewal	Expired technicians statewide	Oakland County	3/1/18
Renewal	Expired technicians statewide	Kent County	4/1/19

### Grantee

OHSP In-House/Special Projects

### Funds

**Total: \$315,000**

\$200,000 in 402 FAST Act funds

\$115,000 405(b) FAST Act Training + High funds

46.9% of total \$671,000 designated to OP

\$147,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the OP programs.

### Goals

Reduce unrestrained fatalities from all seat positions fatalities from 187 in 2017 to no more than 184 fatalities in 2019 by September 30, 2019.

Provide at least 2,500 car seats to low-income families statewide, meeting the qualifying screening requirements by September 30, 2019.

Train at least 60 new technicians in three certification classes, at least 100 current technicians in four continuing education classes, and recertify 20 technicians in two renewal classes by September 30, 2019.

Maintain at least one trained CPS technician available for services in all 83 counties by September 30, 2019.

### CP-19-01 Booster Seat and School-Based Education Program

Statewide data show that children ages 8-15 are less likely to be properly restrained with seat belts than other vehicle occupants. To increase belt use, advertising will be used to more effectively reach parents of children in this age group and encourage belt use through tween, teen, and adult years. Earned media and partnerships will be sought to help spread this message and bolster the impact of this campaign.

A school-based program will also be used to directly reach children 8-14 to provide seat belt education.

Funding will support educational materials.

**Grantee**

Helen Devos Children's Hospital

**Funds**

\$20,000 405(b) FAST Act High Public Education

3% of total \$671,000 designated to OP

\$147,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the OP programs.

**Goals**

Reduce unrestrained fatalities in all seat positions from 187 in 2017 to no more than 184 fatalities in 2019.

**CP-19-01 NHTSA Occupant Protection Program Assessment and Recommendation Implementation**

The OHSP will partner with NHTSA subject matter experts from across the country to serve on an occupant protection program assessment team. The OHSP Occupant Protection Program Coordinator will provide leadership and coordination in working with the assessment team, the assessment facility, scheduling assessment presentations, and developing the pre-assessment briefing package of Michigan's Occupant Protection Program information.

Funding will support assessment team travel, supplies, and stipends.

**Grantee**

OHSP In-House/Special Projects

**Funds**

\$25,000 405(b) FAST ACT High Occupant Protection funds

**CP-19-01 Upper Peninsula Program**

Funding may support training programs, local messaging projects and special projects at the local or regional level.

**Grantee**

OHSP In-House/Special Projects

**Funds**

\$26,000 402 FAST Act funds

5.3% of total \$489,000 designated to CP

\$100,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

**Goals**

Reduce traffic deaths and injuries by one percent in the UP by September 30, 2019.

## **CP-19-01 Law Enforcement Training for the Upper Peninsula**

Funding will support regional law enforcement training programs in the Northern Lower Peninsula and the Upper Peninsula, with a focus on impaired driving detection (drugs/ alcohol), officer safety and other traffic safety topics.

### **1. Below 100 Officer Safety Training:**

Two programs will be conducted in the Northern Region. The programs will focus on the five tenants of officer safety, with an emphasis on traffic safety, including wearing seat belts.

### **2. ARIDE/ ARIDE Refresher**

Advanced Roadside Impaired Driving Enforcement (ARIDE) training enables law enforcement officers to increase knowledge, update skills, and remain current on changing issues in alcohol and drug impairment to successfully address traffic safety priorities. The ARIDE training program consists of 16 hours of training covering the seven major drug categories and will be provided to law enforcement officers certified in the National Highway Traffic Safety Administration (NHTSA) Standardized Field Sobriety Test (SFST) curriculum. The ARIDE program includes SFST refresher training as part of the certification.

### **3. The UP Traffic Safety Symposium**

This conference is part of an overall vision to collaborate with other traffic safety partners, both public and private, to bring attention to traffic safety and to facilitate dialogue about countermeasures. The full-day conference will be held in the UP.

## **Grantee**

OHSP In-House/Special Projects

## **Funds**

\$3,000 402 FAST Act funds

Less than one percent of total \$489,000 designated to CP

\$100,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

## **Goals**

Reduce traffic deaths and injuries by one percent in the UP by September 30, 2019.

Provide two Below 100 training programs in the UP to at least 40 law enforcement officers by September 30, 2019.

Provide one ARIDE/ ARIDE refresher course in the Upper Peninsula at least 40 law enforcement officers by September 30, 2019.

Provide one regional traffic safety conference in the Upper Peninsula to at least 50 total traffic safety partners by September 30, 2019.

## **CP-19-01 Drug Recognition Expert Training (DRE)**

The DRE State Coordinator will schedule at least one DRE School for 20 law enforcement officers and four prosecutors. This will increase the number of certified DREs in the state to 153.

To fulfill DRE recertification requirements, a three-day continuing education class for all DREs will be conducted, which will include expert witness courtroom training.

DRE instructors and a select number of DREs will attend the 2019 DRE national conference. DRE overtime will be reimbursed when DREs are requested on suspected drug-impaired driver and fatal or serious injury crashes.

Funding will support instructor costs, scheduling, facilities, materials, DRE national conference, and programmatic/financial oversight.

**Grantee**

OHSP In-House/Special Projects

**Funds**

\$307,000 405(d) FAST Act Low Drug and Alcohol Training funds

5.7% of total \$5,412,000 designated to PT

\$1,335,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the PT programs.

**Goals**

Increase the number of DRE enforcement evaluations by 10 percent from 636 in 2018 to 700 in 2019 by September 30, 2019.

Increase the number of certified DREs by 20 from 133 to 153 by September 30, 2019.

Statewide with concentrated efforts to recruit students from the top ten counties with highest fatal and serious injury crashes involving alcohol and drugs. These include:

Wayne

Oakland

Kent

Macomb

Genesee

Washtenaw

Kalamazoo

Ottawa

Monroe

Ingham

**CP-19-01 Implementation of Pedestrian & Bicycle Safety Action Team Strategies**

The OHSP will work with the Pedestrian and Bicycle Safety Action Team and other traffic safety partners to implement strategies to reduce pedestrian and bicycle crashes, injuries, and fatalities. With carry-over funds from the previous federal fiscal year, a project could be developed for law enforcement training, law enforcement mobilizations and public education.

Funding will support law enforcement mobilization, law enforcement training and/or public education of pedestrian and bicycle safety laws.

**Grantee**

OHSP In-House/Special Projects

### **Funds**

\$332,000 405(h) funds FAST Act

31.3% of total \$1,062,000 designated to PS

\$6,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the PS programs.

### **Goal**

Identify data-driven pedestrian and bicycle safety program strategies and implement by September 30, 2019.

### **CP-19-01 Training on Underage Drinking Laws**

With the recent reinvigoration of underage drinking enforcement grants, law enforcement agencies need specialized training in controlled dispersal, compliance checks, and legal updates.

The OHSP will contract with 4-6 police officers who are content experts on UAD enforcement. Officers from grant funded agencies will also be provided the opportunity to attend the Michigan Licensed Beverage Association's Liquor Law Enforcement Seminar.

Funding will support contractual trainers and various training costs.

### **Funds**

\$80,000 in 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training funds

2.1% of total \$3,803,000 designated to AL

\$526,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

### **Grantees**

OHSP In-House/Special Projects and Michigan Judicial Institute

### **Goals**

Reduce fatalities involving an impaired driver or motorcyclist from 236 in 2017 to 201 in 2019 by September 30, 2019.

Conduct underage drinking enforcement trainings in up to 10 counties by September 30, 2019.

### **CP-19-01 NHTSA Impaired Program Assessment and Recommendation Implementation**

OHSP will partner with NHTSA to select subject matter experts from across the country to serve on an impaired driving program assessment team. The OHSP Impaired Driving Program Coordinator will provide leadership and coordination in working with the assessment team, the assessment facility, scheduling assessment presentations and developing the pre-assessment briefing package of Michigan's Impaired Driving Program information.

The assessment will consist of several interviews of stakeholders from around the state. The interviews will include OHSP management, SCAO representatives, PAAM representatives, MJI representatives, Judicial Outreach Liaisons, law

enforcement partners, community organizations, university representatives and other impaired driving partners.

Following the assessment, OHSP will work with the impaired driving Action team and other partners to develop an updated strategic plan based on the assessment recommendations.

Funding will support team travel, stipends, and venue.

#### **Grantee**

OHSP In-House Special Projects

#### **Funds**

\$25,000 405(b) FAST Act Alcohol funds

Less than one percent of total \$3,803,000 designated to AL

\$526,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the AL programs.

#### **Goals**

Review Michigan's impaired driving program initiatives in comparison to pre-established national standards and weaknesses, and provide program improvement recommendations September 30, 2019.

#### **TBD Implementation of Motorcycle Action Team Strategies**

OHSP will work with the Motorcycle Safety Action Team and other traffic safety partners to implement strategies to reduce motorcycle crashes, injuries, and fatalities. With carry-over funds from the previous federal fiscal year, a project could be developed for motorcyclist safety training and motorcyclist awareness programs including:

- Improvements to motorcyclist safety training curricula

- Improvements in program delivery of motorcycle training to both urban and rural areas

- Measures designed to increase the recruitment or retention of motorcyclist safety training instructors

- Public awareness, public service announcements, and other outreach programs to enhance driver awareness of motorcyclist

Funding will support motorcyclist safety training and motorcyclist awareness programs.

#### **Grantee**

To be determined

#### **Funds**

\$26,000 405(f) FAST Act funds

3.7% of total \$452,000 designated to MC

\$131,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the MC programs.

#### **Goals**

Reduce motorcyclist fatalities from 143 fatalities in 2017 to 125 fatalities by September 30, 2019.

### Enter intended subrecipients.

Contractors

### Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

### Countermeasure strategies in planned activities

Fiscal Year	Countermeasure Strategy Name
2019	Underage Drinking Enforcement
2019	PS Evaluation
2019	Occupant Protection Program Assessment (NHTSA Facilitated)
2019	Motorcycle Evaluation
2019	Impaired Driving Program Assessment (NHTSA Facilitated)
2019	Drug Recognition Expert (DRE) Training
2019	CP Regional Projects
2019	CP Education
2019	Child Restraint System Inspection Station(s)

### Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act 405h Nonmotorized Safety	405h Public Education	\$332,000.00	\$66,400.00	
2019	FAST Act NHTSA 402	Child Restraint (FAST)	\$200,000.00	\$0.00	\$200,000.00

2019	FAST Act 405b OP High	405b High Training (FAST)	\$115,000.00	\$0.00	
2019	FAST Act NHTSA 402	Planning and Administration (FAST)	\$147,000.00	\$0.00	\$0.00
2019	FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	\$26,000.00	\$0.00	\$0.00
2019	FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	\$3,000.00	\$0.00	\$0.00
2019	FAST Act 405d Impaired Driving Low	405d Low Drug and Alcohol Training	\$307,000.00	\$0.00	
2019	FAST Act 405d Impaired Driving Low	405d Low Drug and Alcohol Training	\$80,000.00	\$0.00	
2019	FAST Act 405f Motorcycle Programs	405f Motorcycle Safety (FAST)	\$26,000.00	\$0.00	
2019	FAST Act 405b OP High	405b High Paid Advertising (FAST)	\$20,000.00	\$0.00	
2019	FAST Act 405b OP High	405b High Alcohol (FAST)	\$25,000.00	\$0.00	

## Major purchases and dispositions

**Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

### 5.8.2.3 Planned Activity: CP Other

**Planned activity name** CP Other

**Planned activity number** 6003

**Primary countermeasure strategy** CP Education

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

No

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



Yes

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

Yes

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

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

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

No

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

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

**CP-19-02 Traffic Safety Summit**

Funding will support the annual Michigan Traffic Safety Summit which brings together traffic safety stakeholders who learn about trends in crash data and traffic safety issues, national-level research, and best practices from the state and around the country.

**Grantee**

## OHSP Program Management

### Funds

\$120,000 402 FAST Act funds

26.1% of total \$489,000 designated to CP

\$100,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

### Goals

Conduct the annual Michigan Traffic Safety Summit for at least 450 attendees with traffic safety information regarding education, enforcement, engineering, and emergency medical services by September 30, 2019.

### CP-19-04 Materials Storage and Distribution

The OHSP will support a statewide materials storage and shipment facility. This facility houses a variety of traffic safety-related public information materials, publications, and mobilization items for law enforcement. The public will be able to order information about traffic safety through this storage facility.

More than 50 publications are offered on drunk driving, seat belts, pedestrian and bicycle safety, and car seats. More than 1 million print pieces are shipped annually, the most popular being car seat information. Most information is available in English, Arabic, and Spanish. The OHSP provides traffic safety items for loan to assist schools, law enforcement agencies, and other organizations in promoting seat belt use.

The storage and distribution center also ships SFST and ARIDE training materials for law enforcement.

### Grantee

OHSP PI&E

### Funds

\$165,000 402 FAST Act funds

35.9% of total \$489,000 designated to CP

\$100,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the CP programs.

### Goals

Provide free traffic safety materials to law enforcement, schools, health care organizations, and the public through September 30, 2019.

### Enter intended subrecipients.

#### CP-19-04 Materials Storage and Distribution

Temp agency assistance for mailings

## Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

### Countermeasure strategies in planned activities

**Fiscal Year**   **Countermeasure Strategy Name**

2019      CP Education

## Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	\$165,000.00	\$0.00	\$165,000.00
2019	FAST Act NHTSA 402	Community Traffic Safety Project (FAST)	\$120,000.00	\$0.00	\$120,000.00

## Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

**Item**   **Quantity**   **Price Per Unit**   **Total Cost**   **NHTSA Share per unit**   **NHTSA Share Total Cost**

No records found.

## 5.9 Program Area: Planning & Administration

**Program area type**   Planning & Administration

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

No

**Is this program area part of the State occupant protection program area plan for a 405(b) application that identifies the safety problems to be addressed, performance measures and targets, and the**

**countermeasure strategies and planned activities the State will implement to address those problems, at the level of detail required under § 1300.11(c) and (d)?**

No

## Problem identification

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

N/A

## Planned Activities in the Planning & Administration

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
10007	CP Program Management	
10001	PA Program Management (CP 02)	
10002	OP Program Management	
10003	AL Program Management	
10004	PT Program Management	
10005	TR Program Management	
10006	DE Program Management	
10008	MC Program Management	

### 5.9.1 Planned Activity: CP Program Management

**Planned activity name** CP Program Management

**Planned activity number** 10007

**Primary countermeasure strategy**

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

No

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

No

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

No

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

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

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

No

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

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

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

**Enter intended subrecipients.**

n/a

Countermeasure strategies

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

### Countermeasure strategies in planned activities

Fiscal Year Countermeasure Strategy Name

No records found.

### Funding sources

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	FAST Act NHTSA 402	Planning and Administration (FAST)	\$100,000.00	\$0.00	\$0.00

### Major purchases and dispositions

Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item Quantity Price Per Unit Total Cost NHTSA Share per unit NHTSA Share Total Cost

No records found.

## 5.9.2 Planned Activity: PA Program Management (CP 02)

Planned activity name PA Program Management (CP 02)

Planned activity number 10001

Primary countermeasure strategy

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

No

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

No

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

No

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

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

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

No

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

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

Funding to support the OHSP.

***Task 1: Planning and Administration***

***\$1,114,889***

Section 402 FAST Act funds

**\$570,670**

State General funds

**\$544,219****Planning and Administration**

<b>Project Number</b>	PA-19-01	
<b>Planned Activity in GMSS</b>	10001-PA Program Management	
<b>Benefit to Locals</b>	No	
<b>Grantee:</b>	OHSP	
<b>Grant Amount, Funding Source:</b>	\$ 570,670	402 FAST Act
<b>Grant Amount, Funding Source:</b>	\$ 544,219	State general funds
<b>Match</b>	Yes	
<b>Indirect</b>	5.4 percent	
<b>Grant Start-up</b>	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 (92%)*  
*Analysis and Evaluation Coordinator (94%)*  
*Fiscal Section Manager (95%)*  
*Accounting Technician (98%)*  
*Federal Financial Coordinator (96%)*  
*Financial Specialist (44%)*  
*Secretary (95%)*



*Departmental Technician (for Program Management Section) (4%)*

Funding will support the shared costs of the Program Management team required to implement and manage the OHSP programs. The detailed budget for the Fiscal Year 2019 grant follows:

Program Management – Budget

- Salaries \$1,216,000
- Fringes \$880,000
- E-Grants \$50,000
- Supplies \$28,000
- Vehicle Operations \$21,000
- Team Travel \$31,000
- Staff Training \$25,000
- Membership Dues \$2,000
- Orientation/Planning Meeting costs \$2,000
- Non-HSP Travel \$3,000
- Traffic Safety Network Meeting costs \$4,000
- Indirect Costs \$114,000
- Postage \$2,000
- Office Equipment Leasing \$4,000
- Office Equipment \$4,000

**Enter intended subrecipients.**

n/a

Countermeasure strategies

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities**

**Fiscal Year Countermeasure Strategy Name**

No records found.

Funding sources

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
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2019	FAST Act NHTSA 402	Planning and Administration (FAST)	\$570,670.00	\$0.00	\$0.00
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## Major purchases and dispositions

Click **Add New** to enter equipment with a useful life of more than one year and an acquisition cost of **\$5,000 or more**.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

### 5.9.3 Planned Activity: OP Program Management

**Planned activity name** OP Program Management

**Planned activity number** 10002

**Primary countermeasure strategy**

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

No

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

No

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

No

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

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

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

No

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

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

**Enter description of the planned activity.**

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

**Enter intended subrecipients.**

n/a

**Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

**Countermeasure strategies in planned activities**

**Fiscal Year Countermeasure Strategy Name**

No records found.

**Funding sources**

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
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2019	FAST Act NHTSA 402	Planning and Administration (FAST)	\$147,000.00	\$0.00	\$0.00
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## Major purchases and dispositions

Click **Add New** to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

## 5.9.4 Planned Activity: AL Program Management

**Planned activity name** AL Program Management

**Planned activity number** 10003

**Primary countermeasure strategy**

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

No

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

No

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

No

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

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

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

No

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

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

#### **Enter description of the planned activity.**

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

#### **Enter intended subrecipients.**

n/a

#### **Countermeasure strategies**

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

#### **Countermeasure strategies in planned activities**

**Fiscal Year Countermeasure Strategy Name**

No records found.

#### **Funding sources**

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

<b>Source Fiscal Year</b>	<b>Funding Source</b>	<b>Eligible Use of Funds</b>	<b>Estimated Funding Amount</b>	<b>Match Amount</b>	<b>Local Benefit</b>
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2019	FAST Act NHTSA 402	Planning and Administration (FAST)	\$525,000.00	\$0.00	\$0.00
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## Major purchases and dispositions

Click **Add New** to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

## 5.9.5 Planned Activity: PT Program Management

**Planned activity name** PT Program Management

**Planned activity number** 10004

**Primary countermeasure strategy**

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

No

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

No

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

No

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

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

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

No

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

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

**Enter description of the planned activity.**

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

**Enter intended subrecipients.**

n/a

**Countermeasure strategies**

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

**Countermeasure strategies in planned activities**

**Fiscal Year Countermeasure Strategy Name**

No records found.

**Funding sources**

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
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2019	FAST Act NHTSA 402	Planning and Administration (FAST)	\$1,335,000.00	\$0.00	\$0.00
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## Major purchases and dispositions

Click **Add New** to enter equipment with a useful life of more than one year and an acquisition cost of **\$5,000 or more**.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

## 5.9.6 Planned Activity: TR Program Management

**Planned activity name** TR Program Management

**Planned activity number** 10005

**Primary countermeasure strategy**

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

No

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

No

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

No

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

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**



No

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

No

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

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

**Enter description of the planned activity.**

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

**Enter intended subrecipients.**

n/a

**Countermeasure strategies**

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

**Countermeasure strategies in planned activities**

**Fiscal Year Countermeasure Strategy Name**

No records found.

**Funding sources**

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
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2019	FAST Act NHTSA 402	Planning and Administration (FAST)	\$336,000.00	\$0.00	\$0.00
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## Major purchases and dispositions

Click **Add New** to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

## 5.9.7 Planned Activity: DE Program Management

**Planned activity name** DE Program Management

**Planned activity number** 10006

**Primary countermeasure strategy**

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

No

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

No

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

No

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

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

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

No

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

No

Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]

No

**Enter description of the planned activity.**

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

**Enter intended subrecipients.**

n/a

**Countermeasure strategies**

Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.

**Countermeasure strategies in planned activities**

**Fiscal Year Countermeasure Strategy Name**

No records found.

**Funding sources**

Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
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2019	FAST Act NHTSA 402	Planning and Administration (FAST)	\$14,000.00	\$0.00	\$0.00
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## Major purchases and dispositions

Click **Add New** to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share Total Cost
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No records found.

## 5.9.8 Planned Activity: MC Program Management

**Planned activity name** MC Program Management

**Planned activity number** 10008

**Primary countermeasure strategy**

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

No

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

No

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

No

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

No

**Is this planned activity part of the impaired driving countermeasure grant application (§ 405(d)) for spending grant funds on impaired driving activities as a high-range State? § 1300.23(f)(1)(ii) [Planned activities, at the level of detail required under § 1300.11(d), for spending grant funds on impaired driving activities listed in § 1300.23(j)(4) that must include high-visibility enforcement efforts]**

No

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

No

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

No

**Is this planned activity part of the State racial profiling data collection grant application (§ 1906)? § 1300.28(b)(2) [Planned activities, at the level of detail required under § 1300.11(d), supporting the assurances that the State will undertake activities during the fiscal year of the grant to comply with the requirements of § 1300.28(b)(1)]**

No

#### **Enter description of the planned activity.**

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

#### **Enter intended subrecipients.**

n/a

#### Countermeasure strategies

**Select existing countermeasure strategies below and/or click Add New to enter and select countermeasure strategies that the planned activity will support.**

#### **Countermeasure strategies in planned activities**

**Fiscal Year Countermeasure Strategy Name**

No records found.

#### Funding sources

**Click Add New to enter federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit.**

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
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2019	FAST Act NHTSA 402	Planning and Administration (FAST)	\$131,000.00	\$0.00	\$0.00
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## Major purchases and dispositions

**Click Add New to enter equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.**

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share per unit	NHTSA Share	Total Cost
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No records found.

## 6 Evidence-based Traffic Safety Enforcement Program (TSEP)

Evidence-based traffic safety enforcement program (TSEP) information

**Identify the planned activities that collectively constitute an evidence-based traffic safety enforcement program (TSEP).**

**Planned activities in the TSEP:**

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
1001	CP In-House Grant/Special Projects (CP 01)	
2001	AL Enforcement Support	
3001	PT Traffic Enforcement	
3002	PT Education and Communication	
3003	PT Law Enforcement Training	
3004	PT Evaluation	
6001	CP Education and Communication (CP 03 PI&E)	
8001	MC Training and Outreach	
8002	MC Communications	MC Communication Campaign
6002	CP In-House Grant/Special Projects (CP 01)	
8003	Motorcycle Evaluation	Motorcycle Evaluation

## Analysis

**Enter analysis of crashes, crash fatalities, and injuries in areas of highest risk.**

**The Analysis**

The NHTSA developed a detailed model for conducting high-visibility enforcement campaigns, combining evaluation, earned media, paid media, and enforcement. The OHSP adopted this model 15 years ago as the basis for its enforcement campaign strategy and incorporates all aspects of the model into statewide mobilizations and crackdowns.

The NHTSA requires states to provide for a statewide, high-visibility special traffic enforcement program (STEP) for occupant protection and impaired/drunken driving that emphasizes publicity during three campaigns.

High-visibility enforcement increases compliance with traffic laws. On an annual basis, the OHSP reviews traffic crash data and identifies locations to fund overtime enforcement focusing on compliance with traffic laws.

A five-year review of traffic crash fatalities and serious injuries (KA) was conducted for unrestrained, alcohol impaired, drug impaired, speed related, and distracted driving. Although the crash trend data is reviewed on an annual basis, the high-crash counties tend to be the same each year.

The crash data was further analyzed at the community level. Law enforcement agencies in locations that experienced a high number of unrestrained and had-been-drinking (HBD)/drug-involved fatal and serious injuries will be offered overtime traffic enforcement grant funding.

The OHSP awards cooperative traffic enforcement grants. The number of grants awarded takes into consideration the level of overtime enforcement funding approved. A lead agency is identified in the selected county to coordinate the enforcement efforts of other local law enforcement agencies within the county.

In addition to the county-cooperative traffic enforcement grants, the Michigan State Police (MSP) conducts overtime enforcement through grants with each of its seven districts.

The grant budgets for each period were determined using how many agencies would be involved; a base number of two four-hour shifts during the week of a national mobilization for each agency; at an average cost of overtime salary and fringe benefits.

### **Impaired driving and seat belt enforcement**

The impaired driving overtime traffic enforcement plan will include saturation patrols in 24 counties (representing 72.1 percent of the five-year average alcohol-involved and/or drug-involved KA's). Sobriety checkpoints are illegal under Michigan's constitution.

Seat belt enforcement will take place in the same 24 counties (representing 75.4 percent of the five-year average unrestrained KA's). Although Michigan is a high belt use state, we chose to use the federal requirement for low belt use states to conduct seat belt enforcement in geographic areas in which at least 70 percent of unrestrained fatalities and serious injuries occur as a key strategy to maintain Michigan's high seat belt use rate. Although Michigan is a high belt use state, it was decided to use the federal requirement for low belt use states to conduct seat belt enforcement in geographic areas in which at least 70 percent of unrestrained and serious injuries occur as a key strategy to maintain Michigan's high seat belt rate.

### **Enter explanation of the deployment of resources based on the analysis performed.**

Agencies will be encouraged to conduct seat belt enforcement in a zone using signs/stands for enhanced visibility.

The counties will include:

Allegan  
Bay  
Berrien  
Calhoun  
Chippewa  
Genesee  
Grand Traverse  
Ingham  
Jackson  
Kalamazoo  
Kent  
Livingston  
Macomb  
Marquette  
Monroe  
Montcalm  
Muskegon  
Oakland  
Ottawa  
Saginaw  
St. Clair  
Van Buren  
Washtenaw  
Wayne

**Enforcement periods**

October 18 – 31, 2018 (Impaired driving)  
December 12 – 31, 2018 (Impaired driving)  
May 20 – June 2, 2019 (Seat belt)  
July 1 – 14, 2019 (Impaired driving)  
August 14 – September 2, 2019 (Impaired driving)

**Corridor enforcement**

Interstate enforcement initiatives using MSP patrols in the Lower Peninsula will be conducted during the summer of 2019. The hazardous driving behaviors (i.e. speed, distraction, etc.) and primary causes for KA's on the freeways will be the focus of enforcement efforts.

**Enforcement period**

May 1 – September 30, 2019





In addition to earned media activities, materials will be sent to law enforcement agencies for the December and August impaired driving crackdowns and the May seat belt enforcement mobilization period. Typically agencies receive banners to display at prominent locations and posters to distribute in their community to increase seat belt use and remind motorists about the dangers of drinking and driving.

The OHSP has developed additional traffic safety assets that law enforcement agencies and other traffic safety partners can utilize throughout the year to extend awareness and increase seat belt use and reduce the incidence of driving impaired by drugs or alcohol during stepped-up enforcement efforts.

New messaging that incorporates a drugged driving component for impaired driving will be added to increase awareness about the dangers of drugged driving.

### **Paid Advertising**

Paid advertising guarantees messages will be played on stations and programs that appeal to the people most likely not to wear a seat belt or drive impaired.

Young men remain the focus of messaging efforts for both seat belt and impaired driving enforcement. Advertising mediums will include radio, television, and cable as well as websites. Advertising programming will be selected based on its efficiency and effectiveness.

A new television and radio campaign for *Click it or Ticket* enforcement will be created.

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

Law enforcement agencies in the state will be encouraged to take part in and support the statewide traffic enforcement periods, regardless of receiving overtime traffic enforcement grant funding. Through a special mailing, OHSP will provide background and support materials for the mandatory enforcement periods to all 600 Michigan law enforcement agencies.

### **FOR PI&E only**

**Total: \$1,465,000**

\$555,000 in 405(b) FAST Act Public Education funds

\$910,000 in 405(d) FAST Act Low Paid and Earned Media funds

27.2% of total \$4,412,000 designated to PT

\$1,335,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the PT programs.

**Enter description of how the State plans to monitor the effectiveness of enforcement activities, make ongoing adjustments as warranted by data, and update the countermeasure strategies and projects in the Highway Safety Plan (HSP).**

A comprehensive and ongoing monitoring and evaluation program can identify areas of particular success and locate areas needing improvement and more accurately pinpoint weaknesses.

Enforcement plans will be updated at the local level based on crash data and viable staffing at each law enforcement agency. The evaluation of data (enforcement action taken) after each enforcement period will allow adjustments regarding the deployment of future patrols as well.

A seat belt direct observation survey will take place after the Memorial Day enforcement period. Phone surveys will take place before and after the May and August enforcement efforts and will include an oversample of young men. The surveys will measure drivers' knowledge, beliefs, and experiences concerning law enforcement activities and media efforts.

## 7 High Visibility Enforcement

### High-visibility enforcement (HVE) strategies

#### Planned HVE strategies to support national mobilizations:

**\*Reminder: When associating a countermeasure strategy to an incentive grant, you must ensure sufficient detail is provided to satisfy the additional incentive grant criteria, where applicable.**

#### Countermeasure Strategy Name

Underage Drinking Enforcement

Technology

Short-term, High Visibility Seat Belt Law Enforcement

Short-term, High Visibility Law Enforcement

Short High-Visibility Child Restraint Law Enforcement

SFST training for Law Enforcement Officers

School Programs

PT Evaluation

PT Communications

Law Enforcement Training

High Visibility Saturation Patrols

High Visibility Enforcement

Enforcement of Drug-Impaired Driving

Earned Media

Drug Recognition Expert (DRE) Training

CP Regional Projects

CP Education

Child Restraint System Inspection Station(s)

ARIDE Training for Law Enforcement Officers

AL Communication Campaign

## HVE activities

Select specific HVE planned activities that demonstrate the State's support and participation in the National high-visibility law enforcement mobilizations to reduce alcohol-impaired or drug impaired operation of motor vehicles and increase use of seat belts by occupants of motor vehicles.

### HVE Campaigns Selected

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
1001	CP In-House Grant/Special Projects (CP 01)	
3001	PT Traffic Enforcement	
3002	PT Education and Communication	
3003	PT Law Enforcement Training	
3004	PT Evaluation	
6001	CP Education and Communication (CP 03 PI&E)	
6002	CP In-House Grant/Special Projects (CP 01)	

## 8 405(b) Occupant Protection Grant

### Occupant protection information

405(b) qualification status: High seat belt use rate State

### Occupant protection plan

Submit State occupant protection program area plan that identifies the safety problems to be addressed, performance measures and targets, and the countermeasure strategies and planned activities the State will implement to address those problems.

#### Program Area

Occupant Protection (Adult and Child Passenger Safety)

Driver Education and Behavior

Police Traffic Services

Impaired Driving (Drug and Alcohol)

Community Traffic Safety Program

## Participation in Click-it-or-Ticket (CIOT) national mobilization

**Select or click Add New to submit the planned participating agencies during the fiscal year of the grant, as required under § 1300.11(d)(6).**

### Agencies planning to participate in CIOT

#### Agency

ALLEGAN COUNTY SHERIFFS OFFICE  
ALLEN PARK POLICE DEPARTMENT  
ANN ARBOR POLICE DEPARTMENT  
AUBURN HILLS POLICE DEPARTMENT  
BATTLE CREEK POLICE DEPARTMENT  
BAY COUNTY SHERIFFS OFFICE  
BENTON TOWNSHIP POLICE DEPARTMENT  
BERRIEN COUNTY SHERIFFS OFFICE  
BLOOMFIELD TOWNSHIP POLICE DEPARTMENT  
BROWNSTOWN TOWNSHIP POLICE DEPARTMENT  
CALHOUN COUNTY SHERIFFS OFFICE  
CANTON TOWNSHIP DPS  
CHESTERFIELD TOWNSHIP POLICE DEPARTMENT  
CLINTON TOWNSHIP POLICE DEPARTMENT  
DAVISON TOWNSHIP POLICE DEPARTMENT  
DEARBORN HEIGHTS POLICE DEPARTMENT  
DEARBORN POLICE DEPARTMENT  
DETROIT POLICE DEPARTMENT  
EAST LANSING POLICE DEPARTMENT  
EASTPOINTE POLICE DEPARTMENT  
FARMINGTON HILLS POLICE DEPARTMENT  
FLINT POLICE DEPARTMENT  
FLINT TOWNSHIP POLICE DEPARTMENT  
GARDEN CITY POLICE DEPARTMENT  
GENESEE COUNTY SHERIFFS OFFICE  
GRAND RAPIDS COMMUNITY COLLEGE POLICE

GRAND RAPIDS POLICE DEPARTMENT  
GREEN OAK CHARTER TOWNSHIP POLICE DEPARTMENT  
HAMTRAMCK POLICE DEPARTMENT  
HAZEL PARK POLICE DEPARTMENT  
HIGHLAND PARK DPS  
HOLLAND DPS  
INGHAM COUNTY SHERIFFS OFFICE  
INKSTER POLICE DEPARTMENT  
JACKSON COUNTY SHERIFFS OFFICE  
JACKSON POLICE DEPARTMENT  
KALAMAZOO COUNTY SHERIFFS OFFICE  
KALAMAZOO DPS  
KALAMAZOO TOWNSHIP POLICE DEPARTMENT  
KALAMAZOO VALLEY COMMUNITY COLLEGE DPS  
KELLOGG COMMUNITY COLLEGE DPS  
KENT COUNTY SHERIFFS OFFICE  
KENTWOOD POLICE DEPARTMENT  
LANSING COMMUNITY COLLEGE POLICE DEPARTMENT  
LANSING POLICE DEPARTMENT  
LINCOLN PARK POLICE DEPARTMENT  
LIVINGSTON COUNTY SHERIFFS OFFICE  
LIVONIA POLICE DEPARTMENT  
MACOMB COMMUNITY COLLEGE POLICE DEPARTMENT  
MACOMB COUNTY SHERIFFS OFFICE  
MADISON HEIGHTS POLICE DEPARTMENT  
MICHIGAN STATE POLICE  
MICHIGAN STATE UNIVERSITY POLICE DEPARTMENT  
MONROE COUNTY SHERIFFS OFFICE  
MONROE POLICE DEPARTMENT  
MONTCALM COUNTY SHERIFFS OFFICE  
MOTT COMMUNITY COLLEGE DPS

MOUNT MORRIS TOWNSHIP POLICE DEPARTMENT

MUSKEGON COUNTY SHERIFFS OFFICE

MUSKEGON POLICE DEPARTMENT

NOVI POLICE DEPARTMENT

OAKLAND COMMUNITY COLLEGE DPS

OAKLAND COUNTY SHERIFFS OFFICE

OTTAWA COUNTY SHERIFFS OFFICE

PITTSFIELD TOWNSHIP DPS

PORT HURON POLICE DEPARTMENT

PORTAGE POLICE DEPARTMENT

REDFORD TOWNSHIP POLICE DEPARTMENT

ROCHESTER POLICE DEPARTMENT

ROMULUS POLICE DEPARTMENT

ROSEVILLE POLICE DEPARTMENT

ROYAL OAK POLICE DEPARTMENT

SAGINAW COUNTY SHERIFFS OFFICE

SAGINAW POLICE DEPARTMENT

SAGINAW TOWNSHIP POLICE DEPARTMENT

SCHOOLCRAFT COLLEGE POLICE DEPARTMENT

SHELBY TOWNSHIP POLICE DEPARTMENT

SOUTHFIELD POLICE DEPARTMENT

ST. CLAIR COUNTY SHERIFFS OFFICE

ST. CLAIR SHORES POLICE DEPARTMENT

STERLING HEIGHTS POLICE DEPARTMENT

TAYLOR POLICE DEPARTMENT

TROY POLICE DEPARTMENT

UNIVERSITY OF MICHIGAN DEARBORN DPS

UNIVERSITY OF MICHIGAN DPS

UNIVERSITY OF MICHIGAN FLINT DPS

VAN BUREN TOWNSHIP POLICE DEPARTMENT

WALKER POLICE DEPARTMENT

WARREN POLICE DEPARTMENT

WASHTENAW COMMUNITY COLLEGE DPS  
WASHTENAW COUNTY SHERIFFS OFFICE  
WATERFORD TOWNSHIP POLICE DEPARTMENT  
WAYNE COUNTY COMMUNITY COLLEGE POLICE AUTHORITY  
WAYNE COUNTY SHERIFFS OFFICE  
WAYNE STATE UNIVERSITY DPS  
WEST BLOOMFIELD TOWNSHIP POLICE DEPARTMENT  
WESTERN MICHIGAN UNIVERSITY POLICE DEPARTMENT  
WESTLAND POLICE DEPARTMENT  
WHITE LAKE TOWNSHIP POLICE DEPARTMENT  
WYOMING POLICE DEPARTMENT  
YPSILANTI POLICE DEPARTMENT

**Enter description of the State's planned participation in the Click-it-or-Ticket national mobilization.**

The NHTSA developed a detailed model for conducting high-visibility enforcement campaigns, combining evaluation, earned media, paid media, and enforcement. The OHSP adopted this model 15 years ago as the basis for its enforcement campaign strategy and incorporates all aspects of the model into statewide mobilizations and crackdowns.

The NHTSA requires states to provide for a statewide, high-visibility special traffic enforcement program (STEP) for occupant protection and impaired/drunken driving that emphasizes publicity during three campaigns.

High-visibility enforcement increases compliance with traffic laws. On an annual basis, the OHSP reviews traffic crash data and identifies locations to fund overtime enforcement focusing on compliance with traffic laws.

A five-year review of traffic crash fatalities and serious injuries (KA) was conducted for unrestrained, alcohol impaired, drug impaired, speed related, and distracted driving. Although the crash trend data is reviewed on an annual basis, the high-crash counties tend to be the same each year.

The crash data was further analyzed at the community level. Law enforcement agencies in locations that experienced a high number of unrestrained and had-been-drinking (HBD)/drug-involved fatal and serious injuries will be offered overtime traffic enforcement grant funding.

The OHSP awards cooperative traffic enforcement grants. The number of grants awarded takes into consideration the level of overtime enforcement funding approved. A lead agency is identified in the selected county to coordinate the



enforcement efforts of other local law enforcement agencies within the county. In addition to the county-cooperative grants, the Michigan State Police (MSP) conducts overtime enforcement through grants with each of its seven districts.

The grant budgets for each project were determined using how many agencies would be involved; a base number of two four-hour shifts during each week of a national mobilization for each agency; at an average cost for overtime salary and fringe benefits.

#### Impaired driving and seat belt enforcement

The impaired driving overtime traffic enforcement plan will include saturation patrols in 24 counties (representing 72.1 percent of the five-year average alcohol-involved and/or drug-involved KA's). Sobriety checkpoints are illegal under Michigan's constitution.

Seat belt enforcement will take place in the same 24 counties (representing 75.4 percent of the five-year average unrestrained KA's). Although Michigan is a high belt use state, we chose to use the federal requirement for low belt use states to conduct seat belt enforcement in geographic areas in which at least 70 percent of unrestrained fatalities and serious injuries occur as a key strategy to maintain Michigan's high seat belt use rate.

Agencies will be encouraged to conduct seat belt enforcement in a zone using signs/stands for enhanced visibility.

The counties will include:

- Allegan
- Bay
- Berrien
- Calhoun
- Chippewa
- Genesee
- Grand Traverse
- Ingham
- Jackson
- Kalamazoo
- Kent
- Livingston
- Macomb
- Marquette
- Monroe
- Montcalm
- Muskegon
- Oakland
- Ottawa

Saginaw  
St. Clair  
Van Buren  
Washtenaw  
Wayne

**Enforcement periods:**

October 18 – 31, 2018 (Impaired driving)  
December 12 – 31, 2018 (Impaired driving)  
May 20 – June 2, 2019 (Seat belt)  
July 1 – 14, 2019 (Impaired driving)  
August 14 – September 2, 2019 (Impaired driving)

Corridor enforcement

Interstate enforcement initiatives using MSP patrols in the Lower Peninsula will be conducted during the summer of 2019. The hazardous driving behaviors (i.e. speed, distraction, etc.) and primary causes for KA's on the freeways will be the focus of enforcement efforts.

**Enforcement period:**

May 1 – September 30, 2019



In addition to earned media activities, materials will be sent to law enforcement agencies for the December and August impaired driving crackdowns and the May seat belt enforcement mobilization period. Typically agencies receive banners to display at prominent locations and posters to distribute in their community to increase seat belt use and remind motorists about the dangers of drinking and driving.

The OHSP has developed additional traffic safety assets that law enforcement agencies and other traffic safety partners can utilize throughout the year to extend awareness and increase seat belt use and reduce the incidence of driving impaired by drugs or alcohol during stepped-up enforcement efforts.

New messaging that incorporates a drugged driving component for impaired driving will be added to increase awareness about the dangers of drugged driving.

### **Paid Advertising**

Paid advertising guarantees messages will be played on stations and programs that appeal to the people most likely not to wear a seat belt or drive impaired.

Young men remain the focus of messaging efforts for both seat belt and impaired driving enforcement. Advertising mediums will include radio, television, and cable as well as websites. Advertising programming will be selected based on its efficiency and effectiveness.

A new television and radio campaign for *Click it or Ticket* enforcement will be created.

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

Law enforcement agencies in the state will be encouraged to take part in and support the statewide traffic enforcement periods, regardless of receiving overtime traffic enforcement grant funding. Through a special mailing, OHSP will provide background and support materials for the mandatory enforcement periods to all 600 Michigan law enforcement agencies.

FOR PI&E only

**Total: \$1,4700,000**

\$5,000 in 402 FAST Act funds

\$555,000 in 405(b) FAST Act Public Education funds

\$910,000 in 405(d) FAST Act Paid and Earned Media funds

27.4% of total \$4,412,000 designated to PT

\$1,335,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the PT programs.

A comprehensive and ongoing monitoring and evaluation program can identify areas of particular success and locate areas needing improvement and more accurately pinpoint weaknesses.

Enforcement plans will be updated at the local level based on crash data and viable staffing at each law enforcement agency. The evaluation of data (enforcement action taken) after each enforcement period will allow adjustments regarding the deployment of future patrols as well.

A seat belt direct observation survey will take place after the Memorial Day enforcement period. Phone surveys will take place before and after the May and August enforcement efforts and will include an oversample of young men. The surveys will measure drivers' knowledge, beliefs, and experiences concerning law enforcement activities and media efforts.

## Child restraint inspection stations

**Submit countermeasure strategies, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification.**

**\*Reminder: When associating a countermeasure strategy to an incentive grant, you must ensure sufficient detail is provided to satisfy the additional incentive grant criteria, where applicable.**

### Countermeasure Strategy Name

Technology

Short-term, High Visibility Seat Belt Law Enforcement

Short-term, High Visibility Law Enforcement

Short High-Visibility Child Restraint Law Enforcement

School Programs

PT Evaluation

PT Communications

Occupant Protection Program Assessment (NHTSA Facilitated)

Law Enforcement Training

High Visibility Saturation Patrols

High Visibility Enforcement

Enforcement of Drug-Impaired Driving

Drug Recognition Expert (DRE) Training

CP Regional Projects

CP Education

Child Restraint System Inspection Station(s)

AL Communication Campaign

**Submit planned activities, at the level of detail required under § 1300.11(d), demonstrating an active network of child passenger safety inspection stations and/or inspection events based on the State's problem identification.**

**\*Reminder: When associating a planned activity to an incentive grant, you must ensure sufficient detail is provided to satisfy the additional incentive grant criteria, where applicable.**

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
1001	CP In-House Grant/Special Projects (CP 01)	
1003	OP Education and Outreach	
3001	PT Traffic Enforcement	
3002	PT Education and Communication	
6001	CP Education and Communication (CP 03 PI&E)	
6002	CP In-House Grant/Special Projects (CP 01)	
6003	CP Other	CP Education

**Enter the total number of planned inspection stations and/or events in the State.**

Planned inspection stations and/or events: 245

**Enter the number of planned inspection stations and/or inspection events serving each of the following population categories: urban, rural, and at-risk.**

Populations served - urban 111

Populations served - rural 134

Populations served - at risk 84

**CERTIFICATION: The inspection stations/events are staffed with at least one current nationally Certified Child Passenger Safety Technician.**

Child passenger safety technicians

**Submit countermeasure strategies, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification.**

**\*Reminder: When associating a countermeasure strategy to an incentive grant, you must ensure sufficient detail is provided to satisfy the additional incentive grant criteria, where applicable.**

**Countermeasure Strategy Name**

Technology

Short-term, High Visibility Seat Belt Law Enforcement

Short-term, High Visibility Law Enforcement

Short High-Visibility Child Restraint Law Enforcement

School Programs

PT Evaluation

PT Communications

Occupant Protection Program Assessment (NHTSA Facilitated)

Law Enforcement Training

High Visibility Saturation Patrols

High Visibility Enforcement

Enforcement of Drug-Impaired Driving

Drug Recognition Expert (DRE) Training

CP Education

Child Restraint System Inspection Station(s)

AL Communication Campaign

**Submit planned activities, at the level of detail required under § 1300.11(d), for recruiting, training and maintaining a sufficient number of child passenger safety technicians based on the State's problem identification.**

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Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
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1003	OP Education and Outreach	
3001	PT Traffic Enforcement	
3002	PT Education and Communication	
6001	CP Education and Communication (CP 03 PI&E)	
6002	CP In-House Grant/Special Projects (CP 01)	
6003	CP Other	CP Education

**Enter an estimate of the total number of classes and the estimated total number of technicians to be trained in the upcoming fiscal year to ensure coverage of child passenger safety inspection stations and inspection events by nationally Certified Child Passenger Safety Technicians.**

Estimated total number of classes 3

Estimated total number of technicians 60

## Maintenance of effort

**ASSURANCE:** The lead State agency responsible for occupant protection programs shall maintain its aggregate expenditures for occupant protection programs at or above the level of such expenditures in fiscal year 2014 and 2015.

## 9 405(c) - State Traffic Safety Information System Improvement Grant

Traffic records coordinating committee (TRCC)

**Submit at least three meeting dates of the TRCC during the 12 months immediately preceding the application due date.**

### Meeting Date

10/20/2017

1/19/2018

4/24/2018

### Enter the name and title of the State's Traffic Records Coordinator

Name of State's Traffic Records Coordinator: Jessica Riley

Title of State's Traffic Records Coordinator: Traffic Records Program Coordinator

**Enter a list of TRCC members by name, title, home organization and the core safety database represented, provided that at a minimum, at least one member represents each of the following core safety databases: (A) Crash; (B) Citation or adjudication; (C) Driver; (D) Emergency medical services or injury surveillance system; (E) Roadway; and (F) Vehicle.**

See Attachment for TRCC Membership List dated 05172018.

Last	First	Dept.-Org	Database	Email	Work Phone
Bott	Mark	Michigan Department of Transportation	Roadway	bottM@michigan.gov	517-335-2625
Bowman	Patrick	University of Michigan Transportation Institute	Crash & Roadway	bowmanp@umich.edu	734-763-3462



<b>Brinningstaul</b>	<b>Dawn</b>	<b>Michigan State Police – Criminal Justice Information Center</b>	<b>Crash</b>	<b>brinningstaulld@michigan.gov</b>	<b>517-284-3064</b>
Bruff	Tom	Southeast Michigan Council of Governments	Crash & Roadway	bruff@semcog.org	313-324-3340
Carlson	Scott	Michigan State Police – Criminal Justice Information Center	Crash	Carlsons1@michigan.gov	517-745-8794
Cawley	Patrick	Transportation Improvement Association of Michigan	Crash & Roadway	pcawley@tiami.us	248-334-4971
<b>Gross</b>	<b>Cody</b>	<b>State Court Administrative Office</b>	<b>Citation &amp; Adjudication</b>	<b>grossc@courts.mi.gov</b>	<b>517-373-8777</b>
<b>Harris</b>	<b>John</b>	<b>Michigan Department of State</b>	<b>Vehicle &amp; Driver</b>	<b>harrisj2@michigan.gov</b>	<b>517-322-1553</b>
Heinze	Amanda	Michigan State Police – Criminal Justice Information Center	Crash	heinzea@michigan.gov	517-284-3044
<b>Kalanquin</b>	<b>John</b>	<b>Michigan Department of Technology, Management and Budget</b>	<b>All</b>	<b>kalanquinj@michigan.gov</b>	<b>517-241-0177</b>
Kanitz	Dean	Michigan Department of Transportation	Roadway	kanitzd@michigan.gov	517-335-2855
Kilvington	Charlotte	Michigan State Police – Office of Highway Safety Planning	All	kilvingtonc@michigan.gov	517-284-3068
Lighthizer	Dale	Michigan Technological University	Roadway	dlrighth@mtu.edu	906-487-2102
Line	Eric	Michigan Department of Transportation	Roadway	linee@michigan.gov	517-335-2984
Morena	David	Federal Highway Administration	All	David.Morena@fhwa.dot.gov	517-702-1836
<b>Prince</b>	<b>Michael</b>	<b>Michigan State Police – Office of Highway Safety Planning</b>	<b>All</b>	<b>PrinceM@michigan.gov</b>	<b>517-284-3324</b>

Readett	Anne	Michigan State Police – Office of Highway Safety Planning	All	ReadettA@michigan.gov	517-284-3120
Renz	Alan	Michigan State Police – Criminal Justice Information Center	Crash	Renza1@michigan.gov	517-648-5871
Riley	Jessica	Michigan State Police – Office of Highway Safety Planning	All	Rileyj9@michigan.gov	517-2843112
Santilli	James	Transportation Improvement Association of Michigan	Crash & Roadway	jsantilli@tiami.org	248-334-4971
Sierra	Lorie	Michigan State Police – Criminal Justice Information Center	FARS	sierral@michigan.gov	517-284-3043
Silva	Joe	Michigan Department of Technology, Management and Budget	All	silvaj3@michigan.gov	517-335-2975
Sine	Brian	Michigan Department of Technology, Management and Budget	Crash	sineb@michigan.gov	517-373-8589
<b>Slee</b>	<b>Sabrina</b>	<b>Michigan Department of Health and Human Services – EMS &amp; Trauma Division</b>	<b>EMS &amp; Trauma</b>	<b>slees@michigan.gov</b>	<b>517-335-8150</b>
Smith	Sydney	Michigan State Police – Criminal Justice Information Center	Crash	SmithS57@michigan.gov	517-284-3035
Toth	Mike	Michigan Department of Transportation	Roadway	tothm@michigan.gov	517-241-7462
<b>Uppal</b>	<b>Deepinder</b>	<b>Michigan State Police – Criminal Justice Information Center</b>	<b>Crash</b>	<b>uppald@michigan.gov</b>	<b>517-599-4887</b>
Wahl	Kathy	Michigan Department of Health and Human Services – EMS & Trauma Division	EMS & Trauma	wahlk@michigan.gov	517-335-8150
Work	Dave	Michigan Department of Technology, Management and Budget	All	workd@michigan.gov	517-241-4604

## State traffic records strategic plan

**Upload a Strategic Plan, approved by the TRCC, that— (i) Describes specific, quantifiable and measurable improvements, as described in paragraph (b)(3) of this section, that are anticipated in the State’s core safety databases, including crash, citation or adjudication, driver, emergency medical services or injury surveillance system, roadway, and vehicle databases; (ii) Includes a list of all recommendations from its most recent highway safety data and traffic records system assessment; (iii) Identifies which recommendations identified under paragraph (b)(2)(ii) of this section the State intends to address in the fiscal year, the countermeasure strategies and planned activities, at the level of detail required under § 1300.11(d), that implement each recommendation, and the performance measures to be used to demonstrate quantifiable and measurable progress; and (iv) Identifies which recommendations identified under paragraph (b)(2)(ii) of this section the State does not intend to address in the fiscal year and explains the reason for not implementing the recommendations.**

### Documents Uploaded

TRCC\_Strategic Plan\_Final\_05-21-18\_Signed.pdf

TRCC\_Membership\_List\_05.17.18.docx

Reporting Level by ORI by Date Range - 4-1-2017 to 3-31-2018.pdf

Reporting Level by ORI by Date Range - 4-1-2016 to 3-31-2017.pdf

FY2019\_405c Interim Progress Report.docx

**Enter a direct copy of the section of the State traffic records strategic plan that lists all recommendations from the State’s most recent highway safety data and traffic records system assessment.**

#### CRASH Section

**Recommendation:** 1 of 3

Improve the procedures/process flows for the Crash data system that reflect best practices identified in the Traffic Records Program Assessment Advisory

#### Deficiency Identified:

There does not currently exist formal process flow diagrams (or a narrative description) documenting key processes governing the collection, reporting, and posting of crash data, to include the submission of Commercial Motor Vehicle (CMV) crash data to SafetyNet.

#### Strategies:

Create formal process flow diagrams to outline accurate and up to date documentation detailing the policies and procedures for key processes governing the collection, reporting, and posting of crash data, to include Fatality Analysis Reporting System (FARS) and CMV data.

**Recommendation:** 2 of 3

Improve the interfaces with the Crash data system that reflect best practices identified in the Traffic Records Program Assessment Advisory

#### Deficiency Identified:

The Crash System does not have interfaces with the Citation/Adjudication System, or the Injury Surveillance System.

**Strategies:**

Interfaces have been established for the Driver, Vehicle and Roadway Systems. As part of Michigan's Data Integration Project, work to underway develop a roadmap and timeline for establishing interfaces for the Citation/Adjudication System and the Injury Surveillance System. This recommendation will be included as part of the data integrations that are being identified in Michigan's Data Integration Project.

**Recommendation: 3 of 3**

Improve the data quality control program for the Crash data system that reflects best practices identified in the Traffic Records Program Assessment Advisory

**Deficiency Identified:**

There are currently no quality control measures established for data managers and users for Uniformity, Integration, and Accessibility. In addition, Michigan does not currently include reviewing the narrative and diagram as part of the data acceptance process. This is only done when a crash is manually located.

**Strategies:**

Define and establish quality control measures for the areas of Uniformity, Integration, and Accessibility. Also, define and establish a quality control procedure to include a review of the narrative and diagram.

**CITATION AND ADJUDICATION****Recommendation: 1 of 3**

Improve the description and contents of the Citation and Adjudication systems that reflect best practices identified in the Traffic Records Program Assessment Advisory.

**Deficiency Identified:**

Citations and Adjudication systems do not adhere to the Functional Requirements Standards for Traffic Court Case Management, the NIEM Justice domain guidelines, the National Center for State Court guideline for court records, NHTSA's Model Impaired Driving Records Information System specifications, or use the Global Justice Reference Architecture.

**Strategies:**

Create an action plan to review these standards and determine their applicability for the potential implementation on existing systems

**Recommendation: 2 of 3**

Improve the data dictionary for the Citation and Adjudication systems that reflects best practices identified in the Traffic Records Program Assessment Advisory.

**Deficiency Identified:**

For citations, there is no statewide tracking system or data dictionary. Therefore, not all fields are clearly defined and represented in field data collection manual, training materials, coding manuals and corresponding reports. There is no indication about what data fields are populated through integration with other traffic records system components.

For Case Management Systems, only one data dictionary of the seven case management systems partially defines the fields in the system and does not identify the data elements populated by data integration.

**Strategies:**

Create an action plan that will detail the steps necessary to provide the data dictionary documentation as outlined and required in the Traffic Records Program Assessment Advisory.

**Recommendation: 3 of 3**

Improve the data quality control program for the Citation and Adjudication systems that reflects best practices identified in the Traffic Records Program Assessment Advisory.

**Deficiency Identified:**

There is no set of established performance measures for the timeliness, accuracy, completeness, uniformity, integration and accessibility for both citation and adjudication systems.

**Strategies:**

Create an action plan that will detail the steps necessary to establish and implement performance measures as outlined and required in the Traffic Records Program Assessment Advisory

**VEHICLE**

**Recommendation: 1 of 2**

Improve the applicable guidelines for the Vehicle data system that reflects best practices identified in the Traffic Records Program Assessment Advisory.

**Deficiency Identified:**

The State of Michigan does not participate in the National Motor Vehicle Title Information System (MVTIS) real-time or Performance Registration System and Management (PRISM).

**Strategies:**

To consider becoming a NMVTIS real-time and PRISM participant.

**Recommendation: 2 of 2**

\*NOTE: This recommendation has been moved to the 'Completed Projects' section of the strategic plan.

**DRIVER**

**Recommendation: 1 of 3**

Improve the description and contents of the Driver data system that reflect best practices identified in the Traffic Records Program Assessment Advisory.

**Deficiency Identified:**

The MDOS driver system has integrated data with the systems referenced below, but they are not real time – they are batch processes.

**Strategies:**

Plans are underway to review and determine the feasibility of enhancing the data integration in a multi-agency project.

**Recommendation: 2 of 3**

Improve the interfaces with the Driver data system that reflects best practices identified in the Traffic Records Program Assessment Advisory.

**Deficiency Identified:**

Report states that MDOS does not have the capability to grant law enforcement access to information in the driver system.

**Strategies:**

MDOS will review ways to better reflect that access is given to law enforcement.

**Recommendation: 3 of 3**

Improve the data quality control program for the Driver data system that reflects best practices identified in the Traffic Records Program Assessment Advisory.

**Deficiency Identified:**

Undefined performance metrics that can be used by end users to overall record quality. No data quality reports given to TRCC.

**Strategies:**

Review the Quality Control Measures and develop metrics that are useful to end users. Develop reports that are useful to be given to TRCC.

**INJURY SURVEILLANCE****Recommendation: 1 of 3**

Improve the description and contents of the Injury Surveillance systems that reflect best practices identified in the Traffic Records Program Assessment Advisory.

**Deficiency Identified:**

Michigan's Injury Surveillance data systems do not currently incorporate critical databases, such as EMS data, Emergency Department data, Trauma Registry data, and Rehabilitation data.

**Strategies:**

Work to incorporate these data sets into Michigan's overall Injury Surveillance data system

**Recommendation: 2 of 3**

Improve the interfaces with the Injury Surveillance systems that reflect best practices identified in the Traffic Records Program Assessment Advisory.

**Deficiency Identified:**

There is no interface between the various components of the Injury Surveillance system or with the traffic records systems.

**Strategies:**

Work with TRCC Data Integration Workgroup to develop interfaces between the traffic records and Injury Surveillance systems

**Recommendation: 3 of 3**

Improve the data quality control program for the Injury Surveillance systems that reflects best practices identified in the Traffic Records Program Assessment Advisory.

**Deficiency Identified:**

Quality control reviews may be performed at the local or regional level but there are no standard procedures in place for this process.

**Strategies:**

Develop a plan to improve and standardize injury surveillance systems' data quality control at the local, regional, and state levels

**ROADWAY****Recommendation: 1 of 2**

Improve the applicable guidelines for the Roadway data system that reflects best practices identified in the Traffic Records Program Assessment Advisory.

**Deficiency Identified:**

There is not currently a formal set of guidelines for the collection of roadway data that reflects the elements in the Model Inventory of Roadway Elements (MIRE) or MIRE Fundamental Data Elements (FDE) for all public roads.

**Strategies:**

The original intent was to create awareness with the Transportation Asset Management Council (TAMC) of the importance and benefits of the collection of MIRE on all public roads, the FDE. The TAMC did not act and MDOT will lead in this process.

The integration, accessibility, and usability of roadway MIRE FDE data for meaningful crash analysis will be accomplished by implementing Geographic Information Technologies (GIT). MDOT will lead in the selection and implementation of GIT and will provide access to all road agencies for their use. The GIT will allow for future roadway data storage, exchange of, and utilization of MIRE FDE data collected by our partners and the State of Michigan. MDOT will collaborate statewide with partners to encourage participation.

**Recommendation: 2 of 2**

Improve the data quality control program for the Roadway data system that reflects best practices identified in the Traffic Records Program Assessment Advisory.

**Deficiency Identified:**

There is not currently a formal process for quality control on the back-end of the roadway data system.

**Strategies:**

Collaborate with statewide partners and lead discussion on determining necessary metrics on performance measures and how to collect and achieve the values regarding data errors, data sharing, timeliness, accuracy, completeness, uniformity, integration and accessibility of available information.

**DATA USE AND INTEGRATION****Recommendation: 1 of 1**

Improve the traffic records systems capacity to integrate data that reflects best practices identified in the Traffic Records Program Assessment Advisory.

**Deficiency Identified:**

There is limited integration amongst the various traffic records databases.

**Strategies:**

Establish a Data Integration system between the various TRCC traffic records databases

**CONSIDERATION**

Have a readily-available list of potential projects to facilitate the use of or application for awards of grants that involve databases which make up the traffic records system

**Deficiency Identified:**

Limiting the project list to only grant funded projects decreases the TRCC's focus on the overall goals of the TRCC Strategic Plan

**Strategies:**

Develop and update annually a list of all recommended projects identified in the TRCC Strategic Plan

**Enter a direct copy of the section of the State traffic records strategic plan that identifies which recommendations the State intends to address in the fiscal year, the countermeasure strategies and planned activities, at the level of detail required under 23 C.F.R. 1300.11(d), that implement each**

## **recommendation, and the performance measures to be used to demonstrate quantifiable and measurable progress.**

### **Project Title:**

Michigan Traffic Crash Facts

### **Which emphasis area will this project address?**

(i.e. Crash, Citation, Vehicle/Driver, EMS & Trauma Data, Roadway, TRCC, or MISC)

Crash and Roadway

### **Which traffic records data attribute(s) will this project improve?**

(i.e. timeliness, accuracy, completeness, uniformity, integration, and accessibility)

Accuracy, Accessibility, and Completeness

### **Background/Problem Statement:**

Michigan Traffic Crash Facts is a crash data website that currently contains historical data in the publications section of the website that dates to 1992. In addition to this historical information, the University of Michigan Transportation Research Institute has paper copies of "Michigan Traffic Accident Facts" that date back to 1952. To preserve the paper copies and make them available to the public, we propose to have the additional publication years added to the website.

Traffic safety individuals and agencies need access to traffic crash data to identify and analyze problems, implement countermeasures, and evaluate impact to improve safety on Michigan roadways. The OHSP has been producing traffic crash facts (TCF) since the 1970's. Up until 2003, TCF was produced in a paper report and later in a CD version. Starting in 2004, TCF was produced and distributed via the website, greatly improving the accessibility of the data.

The Michigan Traffic Crash Facts Web site <http://www.michigantrafficcrashfacts.org>, updated annually, provides comprehensive traffic crash data.

A data query tool was developed in 2006 to generate individualized reports and mapping capabilities. From FY15 through FY18, UMTRI has worked on additional website enhancements including redesigning the website to be mobile-friendly and designing a road segment filter. Recently an increasing number of user requests have been made for the ability to perform a Top 10 ranking using the query tool. Currently, they are working on a request for a Top Teen sorting function of intersections with the highest crash rate in each area.

### **Impact Statement (What will happen if funding is not provided for this program? How will it improve the above traffic records data attribute?)**

Traffic crash data for public use is essential to the traffic safety community to accurately identify traffic safety issues and effectively program limited traffic safety dollars for maximum impact. Failure to provide this information would severely limit the ability of Michigan's traffic safety community in conducting ongoing analysis and would reduce Michigan's eligibility to qualify for future federal traffic records funding.

Without the funding for this project, the public cannot easily access historical Michigan crash data. Few paper copies currently exist for each publication year prior to 1992. At this point, the University of Michigan Transportation Research Institute may even be the sole owner of some of the publications. If this is true, interested parties would need to physically come to Ann Arbor, Michigan to view the historical data. There is currently a small section of the Michigan Traffic Crash Facts website devoted to historical crash counts, but these publications provide much more detail and break down crashes into more specific categories. The publications also contain information for motor vehicle registrations and vehicle miles traveled. By examining these publications, anyone will be able to view the evolution of the Michigan Traffic Crash Facts website over time.

### **How will this strategy be achieved?**



The Michigan Traffic Crash Facts website will be provided to users statewide. The 2019 Michigan Traffic Crash Facts website will be produced and posted at: [www.michigantrafficcrashfacts.org](http://www.michigantrafficcrashfacts.org). Enhancements and improvements to the data query tool will continue to be implemented.

The Michigan Traffic Crash Facts website and the additional ability to perform query tool rankings will be provided to users statewide at <https://MichiganTrafficCrashFacts.org>. In addition to the basic concept of performing query tool rankings based on 'crash counts' and 'crash rates' (1a.), we propose to include:

- 1b. Consideration of the annual average daily traffic (AADT) for the area of interest.
- 1c. A heat map output option for the resulting sorting.
- 1d. Companion publications uploaded to the Michigan Traffic Crash Facts website for sortings of interest.

The OHSP will continue to work with the University of Michigan Transportation Research Institute staff to provide technical assistance on various requests for crash data analysis and presentations.

There are publications from 1952 to 1991 called "Michigan Traffic Accident Facts" that are not currently on the website. There are also "MSP Alcohol-Related Fatal Accident" studies (1974-1991) that it looks like were combined with "Michigan Traffic Accident Facts" in later years and "Michigan School Bus Accidents" (1971, 1977, and 1978) that were combined in later years. These separate sections became a part of the current Michigan Traffic Crash Facts over time and are included on the Michigan Traffic Crash Facts website for the current years available. It is possible that more publications that relate to Michigan Traffic Crash Facts can be located and included during the duration of this project.

The MTCF Historical Preservation Project would require a small archival team to scan and appropriately format the historical publications. The paper books are not in a standard size format, so they would be increased to the appropriate size to match existing documents on the site. The scanned files would then be converted and placed on the Michigan Traffic Crash Facts website for easy download by any user. If data is missing for any year, warnings can be added to the website to explain the reason

#### **Is this strategy part of the TRCC Strategic Plan?**

This project is not specifically stated as one of the strategies within the TRCC Strategic Plan. However, the project assists in providing the data foundation necessary to assist Michigan traffic safety partners in determining effectiveness of program countermeasures selected to address various traffic safety issues statewide, regionally, countrywide, and locally.

#### **What performance measure will be used to evaluate the effectiveness of this strategy?**

Metrics of the Michigan Traffic Crash Facts website traffic are collected continuously and reported quarterly. A unique metric tracking the use of the sorting option will be implemented and included in the quarterly reports. In addition, a survey to gauge the effectiveness of the website will be conducted during the fiscal year.

An annual survey will be used to gauge the effectiveness of the website as well as trainings, presentations, and quarterly metrics.

Traffic to the website pages can be monitored to determine the usage of the historical publications and tutorial videos can be created to walk users through understanding the historical data presented as questions about the publications are received.

**Requested Funding Amount:** (provide budget breakdown – personnel; contractual costs; supplies/operating; equipment; and indirect costs, etc....)

The funding recommendation is (rounded) to support this project activity, as follows:

Total of: **\$700,000**

**\$153,705** is requested to support the implementation of query tool sorting on the Michigan Traffic Crash Facts website

The requested funding amount is **\$21,943** to support personnel working on the archival project.

\$200,863 to support the 2016 crash data analysis and website updates

\$131,621 to support the University of Michigan Transportation Institute's technical assistance positions

\$183,697 for 55% (56% effective 7/1/18) indirect cost rate

Requested funding for the Michigan Traffic Crash Facts website technical assistance **\$516,181**

**Please Note:**

- These figures include IDC at a rate of 55% through 6/30/18 and effective 7/1/18 the IDC rate increases to 56%.

- This budget accommodates additional reporting requirements (multiple crash maps and an individual summary (e.g. bullet point analysis) of every individual Post profile and every individual District profile, and updates to the 7 in-depth analysis reports; resources needed to update the query tool when we receive new data to accommodate new website structures (e.g. Framework, etc.); as well as faculty and staff pay rate increases.

**Contact person for this project (name, agency, phone, email)**

Carol A Flannagan

University of Michigan Transportation Research Institute

(734) 936-1102

cacf@umich.edu

**Project Title:**

Improving the completeness of pedestrian and bicycle exposure data in Michigan

**Which emphasis area will this project address?**

(i.e. Crash, Citation, Vehicle/Driver, EMS & Trauma Data, Roadway, TRCC, or MISC)

Roadway

**Which traffic records data attribute(s) will this project improve?(i.e. timeline)**

Pedestrian and bike exposure counts are critical aspects of calculating crash risk. These data enable the determination of priority areas and potential emerging safety issues. Failure to provide this information would greatly diminish Michigan's ability to identify, analyze, and implement risk-based countermeasure for bicycle and pedestrian crashes.

(accuracy, completeness, uniformity, integration, and accessibility)

Accuracy, Completeness, Integration

**Background/Problem Statement:**

In Michigan, there was a 57 percent increase in bicyclist fatalities from 2014 to 2015 and a 13 percent increase in pedestrian fatalities over the same time. To prioritize effective countermeasures, traffic safety analysis often requires pedestrian and/or bicyclist exposure counts to quantify expected reductions in crash risk. However, these exposure data are currently not completed for all road segments in Michigan. The Model Inventory of Roadway Elements MIRE identifies the following pedestrian and bike roadway elements: total daily two-way pedestrian count/exposure and bicycle count/exposure (numbers 85 and 86, respectively, under section on segment traffic flow data), and crossing pedestrian count/exposure (number 160 under section on at grade intersection/junction descriptors). However, the challenge for Michigan, as noted above, is that data for estimating these elements are not complete.

**Impact Statement (What will happen if funding is not provided for this program? How will it improve the above traffic records data attribute?)**

**How will this strategy be achieved?**

- (1) Estimate the Model Inventory of Roadway Elements Federal Data Elements as noted above (85, 86, 160) based on the statewide travel survey MI Counts.
- (2) Validate the results with manual counts throughout the state.

Currently they have a Michigan Department of Transportation funded project, "Pedestrian and Bicycle Safety Models, Michigan Department of Transportation" and FHWA funded project "Pedestrian and Bike Scalable Risk Assessment Methodology" develop the methods to estimate exposure from MI Counts. We will apply these methods to estimating the Model Inventory of Roadway Elements Federal Data Elements of interest.

Key performance metrics include the number of road segments with estimated pedestrian exposure counts (85), number of road segments with estimated bike counts (86) and number of intersections with pedestrian crossing counts (160).

**Is this strategy part of the TRCC Strategic Plan?**

This project supports the goal of completeness of roadway data and MIRE-FDE compliance. These exposure data enable the development and determination of priorities and programming based on critical data analysis and potential emerging safety issues.

Additionally, the exposure data records are baseline data to determine the current "Crash Picture" for the te

**What performance measure will be used to evaluate the effectiveness of this strategy?**

Task 1 requires dedicated computing resources to estimate exposure using the statewide travel survey. This includes running computationally intensive algorithms using ArcGIS and/or Python. Task 2 requires validation of the pedestrian and bicycle counts. We expect this to involve traveling to locations throughout the state to conduct manual counts.

**Requested Funding Amount:** (provide budget breakdown – personnel; contractual costs; supplies/operating; equipment; and indirect costs, etc....)

The \$100,000 breaks out into the following costs:

Staffing (including sick/vacation/holiday/fringe): \$61,300

Computer: \$2,000

Travel: \$1,000

Indirect Costs (55%): \$35,400

The University of Michigan Transportation Research Institute indirect cost rate increases on 7/1/18 from 55% to 56%.

**Contact person for this project (name, agency, phone, email)**

Robert Hampshire

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**Project Title:**

Text Mining to Extract New Variables and Build on Existing Foundations for Text-Based Quality Control

**Which emphasis area will this project address?**

(i.e. Crash, Citation, Vehicle/Driver, EMS & Trauma Data, Roadway, TRCC, or MISC)

Crash

**Which traffic records data attribute(s) will this project improve?**

(i.e. timeliness, accuracy, completeness, uniformity, integration, and accessibility)

Accuracy, Completeness, Integration, Uniformity

**Background/Problem Statement:**

Crash narratives on the UD-10 represent an underused source of information about crashes. Because the text must be read by a human to be fully understood, only a small fraction of the 300,000+ narratives available annually in Michigan can be read for data coding purposes.

In the last decade or so, text mining methods have become better developed and are now being used in a variety of contexts. These methods might prove useful in extracting certain kinds of information from UD-10 narratives to add value to the existing crash dataset.

We also note that the Criminal Justice Information Center has begun a process of comparing the presence of certain words in the narrative to entries on the UD-10 that would indicate quality control errors. Text mining algorithms might be able to identify additional quality-control flags to add to the ones already developed.

In this proposal, we describe a project to apply text-mining methods to UD-10 narratives with two goals: 1) To extract new data elements (or supporting data elements), and 2) To explore the utility of text mining algorithms to flag items for quality control review.

**Impact Statement (What will happen if funding is not provided for this program? How will it improve the above traffic records data attribute?)**

Without the text mining algorithms, the matching of text boxes to static data boxes would be left to be caught by visual checking, which is a lengthy process that cannot be applied to all UD-10s.

**How will this strategy be achieved?**

Text mining methods include relatively simple approaches such as word frequency counts and word presence/absence as well as more complex approaches such as Probabilistic Topic Modeling (PTM; Blei, et al., 2003). PTM identifies groups of words that tend to co-occur, defines these as "topics," and assigns a measure of association between each narrative and each "topic."

In general, text mining cannot yet replace human readers of text, but certain characteristics of text might provide a good indication of the presence of certain kinds of key information in a narrative. For example, if the word "deer" is present in a narrative, it is likely that the crash involved a deer. The converse may not be true—the absence of "deer" may not indicate that a crash is not a deer crash. Thus, the relationship between specific words and specific crash types may not be symmetrical. Nonetheless, the presence of the word "deer" can indicate that a narrative should be read to identify whether "animal crash" was also selected from the non-text portion of the UD-10.

This study will have three major activities. First, we will apply a variety of text-mining methods to a large set of UD-10 narratives from 2016 and explore the results of these methods. For example, one approach in this exploration phase will be to use PTM on the narratives and infer patterns of word associations from the data themselves. These word associations are referred to as "topics" and the association of each narrative with each topic is also measured as part of

the output. We can then select narratives with strong associations with each topic and look at the other data elements to understand what kinds of crashes tend to produce each topic. This approach is designed to complement text-based quality-control processes already being used by CJIC.

This activity will involve discussions with the OHSP staff to identify specific data elements that might be of most value to investigate. That is, which data elements seem to be least consistent, most important, or most confusing to police officers? These could be good targets for text mining (if the narratives contain the appropriate information).

The second activity will be to use the results of the methods exploration to extract new data elements to add to the dataset. For example, some word patterns (topics) may provide additional detail about subtypes of pedestrian or bicyclist crashes (e.g., dart-out vs. crossing errors), while others might indicate specific types of cell-phone use (e.g., texting, calling, reaching, etc.). The goal is to enhance the crash dataset with items from the narrative that could be used in analysis to better understand crashes in Michigan.

The third activity will follow on the first to develop specific quality control "rules." The specific mechanisms of quality control will not be addressed in this study, but we will look at which data elements have strong enough associations with text elements that text mining should identify those where text suggests the presence of a feature that was not indicated in the data. The key issue here is to be sure that the potential text-based rules are specific enough to avoid large numbers of "false alerts" where quality control is flagged, but there is no error. This evaluation will be based on a comparison of human-coded narratives to machine-coded narratives.

#### **Is this strategy part of the TRCC Strategic Plan?**

Recommendation 3 of 3 for Crash: Improve Crash Quality Control Measures

#### **What performance measure will be used to evaluate the effectiveness of this strategy?**

1. Final report detailing analyses and results for each crash category (or text category) analyzed. Final report will also include a section recommending a set of quality control rules that would include text mining and the potential level of improvement in quality for each variable processed.
2. File with flags that can be linked to crash dataset and used for analysis (SAS and CSV formats)

**Requested Funding Amount:** (provide budget breakdown – personnel; contractual costs; supplies/operating; equipment; and indirect costs, etc....)

The requested funding amount is \$60,515 to support personnel working on the text mining project.

#### **Contact person for this project (name, agency, phone, email)**

Carol A Flannagan

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#### **Project Title:**

Upgrades to Roadsoft and ESRI Roads & Highways to store and manage statewide MIRE data

#### **Which emphasis area will this project address?**

(i.e. Crash, Citation, Vehicle/Driver, EMS & Trauma Data, Roadway, TRCC, or MISC)

Roadway and TRCC will be addressed with this project.

**Which traffic records data attribute(s) will this project improve?**

(i.e. timeliness, accuracy, completeness, uniformity, integration, and accessibility)

Roadway data completeness, timeliness, uniformity, and accessibility will be addressed with this project.

Previous efforts have created a set the tools for the collection of the mandated the Model Inventory of Roadway Elements Fundamental Data Elements at the local agency level using an existing local agency safety and asset management package.

Integration, accessibility, and usability of roadway the Model Inventory of Roadway Element data for meaningful crash analysis are the main goals of this project. This new project will allow for future roadway data storage, data management and updates and integration / utilization by local agencies, regional and metro planning organizations and the State of Michigan.

**Background/Problem Statement:**

The Model Inventory of Roadway Elements Fundamental Data Elements are federally required by the MAP-21/FAST-Act transportation legislation which will aid in crash analysis. Previously, Michigan has developed a tool for collecting all Model Inventory of Roadway Elements Fundamental Data Elements from the 616 local transportation agencies through enhancements to the Roadsoft software tool.

The Michigan Department of Transportation is acquiring new software, ESRI Roads & Highways, to manage the data (attributes) for the statewide network of roads, streets and highways for all transportation agencies in the state. It will become the data repository for the statewide transportation system information.

The Transportation Asset Management Council has cross governmental responsibility and authority for road data collection. The Transportation Asset Management Council supplies local transportation agencies with the tools and guidelines for collecting roadway assets to report on a statewide basis. The Transportation Asset Management Council currently uses one software tool called Roadsoft for required data collection on roadway assets. This tool is used by hundreds of local agencies and is supported by funding from the Michigan Department of Transportation, the Federal Highway Administration, and Michigan Technological University.

It will be necessary to integrate / link Roadsoft and ESRI Roads & Highways to establish and populate the new MIRE data repository in ESRI Roads & Highways. Additionally, the new ESRI Roads & Highways software system has reporting and updating capabilities that need to be customized to meet the federal requirements for sharing the 38 Model Inventory of Roadway Element information.

It will be necessary to disseminate existing base data to the local transportation agencies through this proposed linkage of the two software systems especially for those agencies that do not use Roadsoft. This will allow the local agencies to review, validate, update existing information and populate the e Model Inventory of Roadway Elements database with missing information. This is expected to be a multi-year effort which has a Federal deadline of 09/30/2026.

A long-term goal will be to include capabilities to manage all 202 federal Model Inventory of Roadway Elements data elements.

**Impact Statement (What will happen if funding is not provided for this program? How will it improve the above traffic records data attribute?)**

This project is a continuation of the effort helping Michigan meet the federally required the e Model Inventory of Roadway Elements Federal Data Elements collection mandate. If this project is not funded, the Michigan Department of Transportation may not meet the federal Highway Safety Improvement Plan requirements for a complete statewide Model Inventory of Roadway Elements database. Without funding for this project, data collected and stored by other means may not be accurate, complete, timely, or be readily accessible to local agencies and support future data linkage and integration projects. The proposed method of collection and data storage takes advantage of a state-of-the-art geospatial database system, local agency knowledge of their own road network to meet reporting standards, and provides agencies useful access to the data for safety analyses and other business processes after it has been used for reporting and storage.

Utilizing locally collected and validated data is expected to be the most cost effective long-term solution to large data collection efforts such as the e Model Inventory of Roadway Elements since data is collected and used on the local, regional and state level.

**How will this strategy be achieved?**

The Michigan Department of Transportation is implementing new software and hardware that has the capability to support the Model Inventory of Roadway Elements data collection, storage and reporting requirements. In the following statements, we estimate that each phase is approximately one fiscal year. The first phase will include database configuration and system design, creation of web services, development of the prototype, testing and documentation. The second phase would include pilot use of the new system by a small sample of volunteer local transportation agencies to validate and debug through actual field performance. The third phase, which is expected to be multi-year, will provide outreach and training to local agencies on using the Model Inventory of Roadway

Elements tools to collect and upload the data, disseminate base data to the local transportation agencies, validate base data and gather missing data, and update the Model Inventory of Roadway Elements repository. It will also include the ongoing maintenance and updating of the Model Inventory of Roadway Elements data by the state and local transportation agencies. This proposed project combines the resources of the Michigan Department of Transportation, the Department of Technology, Management and Budget, the Transportation Management Council, ESRI, DTSgis, and the Michigan Technological University. It will take advantage of the existing investment that has already been made in Roadsoft and ESRI Roads & Highways, and further the utilization of available technologies to improve the exchange of data in crash analysis.

This strategy has already gained the State of Michigan notoriety as having an innovative solution to collecting the Model Inventory of Roadway Elements data by the National Cooperative Research Program Synthesis 48-09 Integration of Roadway Safety Data from State and Local Sources.

**Is this strategy part of the TRCC Strategic Plan?**

Creating a formal set of guidelines for the collection of the Model Inventory of Roadway Elements and Federal Data Elements and creating awareness with the Transportation Management Council are part of the TRCC FY2016-FY2020 Strategic Plan's Roadway component recommendation 1 of 2.

**What performance measure will be used to evaluate the effectiveness of this strategy?**

Successful system prototype development will be validated by the completion of the testing phase and documentation. The pilot project phase will be evaluated by successful use of the prototype system by the volunteer local transportation agencies and development of the necessary enhancements to deliver a full functioning system. Successful statewide Model Inventory of Roadway Elements database development will be validated by delivery of a statewide system with up-to-date Model Inventory of Roadway Elements data that has been validated by the local transportation agencies and available for use by safety systems for crash analysis and development of recommendations for crash reduction improvements as locations through the state.

**Requested Funding Amount:**

(Provide budget breakdown – personnel; contractual costs; supplies/operating; equipment; and indirect costs, etc....)

Michigan Department of Trans Contractors: Phase 1 (FY18): \$ 140,000

Future Phases: \$ 300,000 - \$2,000,000

**Contact person for this project (name, agency, phone, email)**

Mike Toth

Michigan Department of Transportation

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**Project Title:**

Institute of Police Technology and Management Regional Training

**Which emphasis area will this project address?**

(i.e. Crash, Citation, Vehicle/Driver, EMS & Trauma Data, Roadway, TRCC, or MISC)

MISC

**Which traffic records data attribute(s) will this project improve?**

(i.e. timeliness, accuracy, completeness, uniformity, integration, and accessibility)

Completeness

**Background/Problem Statement:**

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

Revenue sharing and budget cuts continue to require departments to work with a reduced workforce. The cost to send individual officers to venues across the state and the corresponding need for overtime scheduling to replace these personnel makes traffic safety training a luxury that many agencies cannot afford. Bringing instructional opportunities to regional areas of the state will provide exposure to valuable information to more officers, as agencies will not have to pay for travel costs and overtime to replace personnel will be reduced.

The IPTM classes have filled up almost as soon as they are announced, sometimes even before. Officers have registered from across the state. Attendees have been very happy with the IPTM level of training and appreciative of the opportunity.

**Impact Statement (What will happen if funding is not provided for this program? How will it improve the above traffic records data attribute?)**

Without training specific to traffic safety efforts, deterrence efforts will be reduced in their effectiveness and public safety will be impacted negatively. Law enforcement officers will not be knowledgeable about changing traffic safety laws, trends and techniques and safety on traffic stops may be compromised. Prosecution may be impacted when officers fail to secure important evidence during impaired driving arrests or are unable to articulate pertinent information while testifying in court. There is no statewide alternative source for this type of training in Michigan.

**How will this strategy be achieved?**

The Transportation Improvement Association of Michigan (TIA) is very interested in becoming a regional training hub for law enforcement in Southeast Michigan. The TIA will host three reconstruction training courses from the Institute of Police Technology and Management (IPTM).

The Michigan State Police (OHSP or Criminal Justice Information Center (CJIC)) will coordinate the advanced reconstruction courses for the rest of the interested law enforcement agencies in Michigan. We estimate three additional IPTM reconstruction courses; for a total of up to eight reconstruction training programs (\$20,000 each).

**Is this strategy part of the TRCC Strategic Plan?**

It is not directly specified, but it will assist with providing more complete crash reporting.

**What performance measure will be used to evaluate the effectiveness of this strategy?**

Evaluations are done to determine if there was increased knowledge and usefulness for attendees after completing the training.

**Requested Funding Amount:** (provide budget breakdown – personnel; contractual costs; supplies/operating; equipment; and indirect costs, etc....)

\$160,000: to cover IPTM contractual costs (\$136,000), indirect costs (\$3,000) and training logistics (\$21,000).

**Contact person for this project (name, agency, phone, email)**

Jessica Riley

OHSP; Traffic Records Program Coordinator

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**Project Title:**

Global Positioning for Enhanced Traffic Crash Reconstruction

**Which emphasis area will this project address?**



The Global Positioning for Enhanced Traffic Crash Reconstruction project will provide all law enforcement agencies in Michigan with the opportunity to utilize cutting edge technology and advanced traffic crash investigative techniques which will improve the Crash database.

**Which traffic records data attribute(s) will this project improve?**

This project will minimize road closure duration, improve accuracy and completeness of traffic crash documentation, and ensure proper civil infraction and/or criminal charges are presented to county prosecutors and the court system.

**Background/Problem Statement:**

During 2016 the eight member MSP Traffic Crash Reconstruction Unit (TCRU) was involved in 504 fatal traffic crash investigations statewide. The 504 reconstructions account for approximately 50% of all fatal crash investigations in the State of Michigan and approximately 50% of those involved assisting local agencies. 45 crime scenes (mainly homicides) were also processed by the TCRU.

The TCRU was recently reassigned to the Field Support and Aviation Section and began working closely with them to integrate the department Unmanned Aerial Systems (UAS) into traffic crash investigation. During the testing of this process it was determined that the accuracy of the measurements obtained from photographs taken from the UAS was in question. Further testing determined that the only way acceptable measurement could be utilized was to incorporate GPS documented points with the UAS photographs.

With this equipment, the Aviation Unit and the Traffic Crash Reconstruction Unit will be able to clear crash scenes, both large and small, in a fraction of the time it would potentially take utilizing traditional measuring techniques.

**Impact Statement (What will happen if funding is not provided for this program? How will it improve the above traffic records data attribute?)**

If this project is not implemented the UAS will not be able to be used for any traffic crash due to the current accuracy issues.

**How will this strategy be achieved?**

The Global Positioning for Enhanced Traffic Crash Reconstruction project will be implemented statewide upon receipt of the equipment. All law enforcement agencies are encouraged to utilize the services of the Michigan State Police Traffic Crash Reconstruction Unit.

**Is this strategy part of the TRCC Strategic Plan?**

No

**What performance measure will be used to evaluate the effectiveness of this strategy?**

Minimizing road closure duration and reducing secondary traffic crashes are high priority objectives for both law enforcement and road authorities. The MSP has recently set a goal of having all patrol personnel trained in Traffic Incident Management (TIM).

Technology, such as the total station, has reduced scene investigation times by approximately 50 percent over the last decade. New advances, such as the GPS units, have the potential to reduce certain investigations by an additional 25% over traditional investigative techniques. A decade ago a typical traffic crash investigation may have taken 3 to 4 hours, today that is down to 1 to 2 hours. With the GPS units, the potential to reduce the time frame to an hour or less is a reality.

Efficient traffic crash investigation procedure will result in achieving these objectives.

The combination of these efforts will undoubtedly reduce the number of traffic crashes that occur in Michigan.

**Requested Funding Amount**

Request eleven (11) Leica Geosystems GS14 GNSS Receiver with CS20 Field Controller

The purchase of 11 GPS unit will provide one unit for each MSP Traffic Crash Reconstruction Specialist (TCRS) assigned to each MSP District and one for each of the three UAS that are assigned to the MSP Aviation Unit. These three additional units will provide effective and efficient crash investigation for local law enforcement agencies when an MSP TCRS is not involved.

Attached proposal includes a detailed breakdown of requested equipment and associated costs. Training is included in the proposal. No additional costs are expected.

There is currently no match funding available within the TCRU.

Total cost for eleven units and software is approximately \$210,000.00

**Contact person for this project**

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Traffic Crash Reconstruction Unit

Special Operations Division

Michigan State Police

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**Project Title:**

Michigan Traffic Crash Data and Information Brochure (update)

**Which emphasis area will this project address?**

(i.e. Crash, Citation, Vehicle/Driver, EMS & Trauma Data, Roadway, TRCC, or MISC)

MISC

**Which traffic records data attribute(s) will this project improve?**

(i.e. timeliness, accuracy, completeness, uniformity, integration, and accessibility)

Accessibility

**Background/Problem Statement:**

The brochure was published in the past to give Action Teams, Speakers, Universities, Crash Data users and easy guide to distribute to access the state's free crash resources. This eliminates the need for engineers, law enforcements, legislators, and media to blindly search for the most accurate places to find crash data and contacts to assist with crash data needs. Current and correct data is essential for identifying traffic safety problems, planning enforcements and allocating resources. The four resources within this booklet are free and accessible online.

**Impact Statement (What will happen if funding is not provided for this program? How will it improve the above traffic records data attribute?)**

The current brochure is dated and lacks the most up to date addresses and contact information. If this continues to be distributed it will be frustrating to be lead to incorrect information by the user. This is also a great free brochure to direct people to the free and current resources to collect Michigan Traffic Crash Data, and without production it would no longer give the public benefit to this information in one place.

**How will this strategy be achieved?**

The brochure will be updated with the new contact information, the OHSP address, and any needed resource changes. We will then make it available for dissemination to the members of the TRCC group as well as any action teams or others that are suggested by the members. If any mailing plan is needed for distribution we will incorporate that as well.

**Is this strategy part of the TRCC Strategic Plan?**

No, but it enables anyone looking for crash data to have a clear-cut path to accessing it and the needed contacts.

**What performance measure will be used to evaluate the effectiveness of this strategy?**

Devising a mailing strategy as well as a dissemination plan, we will be able to track use by feedback from Action Team Chairs, TRCC members, media and University Partners.

**Requested Funding Amount:** (provide budget breakdown – personnel; contractual costs; supplies/operating; equipment; and indirect costs, etc....)

\$5,000 will be used for printing and mailing of the brochure. Graphic design and layout can be done in-house by the Office of Highway Safety and Planning.

**Contact person for this project (name, agency, phone, email)**

Jessica Riley

Office of Highway Safety Planning

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**Project Title:**

UD-10 Training Support

**Which emphasis area will this project address?**

(i.e. Crash, Citation, Vehicle/Driver, EMS & Trauma Data, Roadway, TRCC, or MISC)

Crash

**Which traffic records data attribute(s) will this project improve?**

(i.e. timeliness, accuracy, completeness, uniformity, integration, and accessibility)

Timeliness, Accuracy, Completeness, Uniformity

**Background/Problem Statement:**

The MSP/CJIC/Traffic Crash Reporting Unit is funding a UD-10 Trainer position. The UD-10 Trainer provides crash training, in various mediums, to law enforcement agencies on the revised UD-10 crash form implemented in January 2016. In addition, they work with the crash analyst to identify any reporting problems and possible misinterpretations of new fields, codes, etc. Specialized agency specific trainings are offered to agencies where there may be concern.

The UD-10 Trainer is the instructor and subject matter expert for the Crash Location Improvement Project (CLIP) interface. They will provide free training and assistance to agencies that incorporate the interface.

This project would be a continuation of the project that was granted in the FY17 Call for Projects. This project is intended to provide funding for the UD-10 Trainer to obtain the necessary training tools to support the training (i.e., USB drives with UD-10 information, printed manuals for police academies, etc.) As of March 2018, the following accomplishments have been made:

1. Sgt. Scott Carlson has conducted 51 trainings, with over 1,600 attendees and spanning 118 agencies/organizations.
2. Published and posted Official Correspondence for CLIP 2.0
3. Published Quick Start Guide for CLIP 2.0
4. Presented at NHTSA Pedestrian/Bicycle Assessment
5. Provided autonomous vehicle background to MSU Law professors
6. Presented at Traffic Safety Summit on Traffic Crash Data Quality

**Impact Statement (What will happen if funding is not provided for this program? How will it improve the above traffic records data attribute?)**

UD-10 training is extremely important in Michigan to continue to improve the crash data. Troubleshooting the UD-10 revision concerns will be a highlight of the training efforts in FY18. If funding was not provided, the UD-10 training program would cease. UD-10 training is imperative to ensure that timely, accurate, complete, and uniform crash data is received.

**How will this strategy be achieved?**

Various UD-10 trainings and agency specific trainings will be conducted throughout the State. There will be a focus on analyzing the revised data on the UD-10 to identify reporting concerns and misinterpretation of new fields.

**Is this strategy part of the TRCC Strategic Plan?**

Yes, this is part of the Crash Recommendation 3, which is to Improve Crash Quality Control Measures. Specifically, it states to define and establish quality control measures for the Uniformity area. The UD-10 trainings improve the uniformity of the crash data by educating law enforcement officers on the proper completion of the form, and the importance of completing key fields.

**What performance measure will be used to evaluate the effectiveness of this strategy?**

Surveys are requested after each training, which will be used to ensure the training is effective. The UD-10 Trainer will work with unit staff to analyze agency specific data to determine if there is an improvement in the quality and completeness of the data. In addition, if there were specific data concerns, ensure these have been rectified after training.

**Requested Funding Amount:** (provide budget breakdown – personnel; contractual costs; supplies/operating; equipment; and indirect costs, etc....)

\$50,000

Training materials and supplies

**Contact person for this project (name, agency, phone, email)**

Scott Carlson

MSP/CJIC

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**Project Title:**

CLIP (Crash Location Improvement Project) Enhancements

**Which emphasis area will this project address?**

(i.e. Crash, Citation, Vehicle/Driver, EMS & Trauma Data, Roadway, TRCC, or MISC)

Crash

**Which traffic records data attribute(s) will this project improve?**

(i.e. timeliness, accuracy, completeness, uniformity, integration, and accessibility)

Accuracy, Completeness, Uniformity, Integration

**Background/Problem Statement:**

The FY16 CLIP project generated the requirements for the CLIP interface. LexisNexis has produced this off-the shelf interface and the Michigan State Police (MSP) would like to customize the interface for enhanced functionality. This will be done through the feedback that will be obtained from the MSP Lansing post pilot project.

**Impact Statement (What will happen if funding is not provided for this program? How will it improve the above traffic records data attribute?)**

If we cannot enhance the CLIP interface, LexisNexis law enforcement users (including the MSP) will be using a location tool that is not as user friendly and missing improved functionality. The zooming and final mapping capabilities will be less than desired, and will require more time from the officer.

The CLIP interface will work, but will be missing key functionality that will make this interface extremely easy to use. In addition, it will save law enforcement officers time with easy to use zooming and mapping functionality.

The FY16 CLIP interface that was developed was pushed only to MSP posts. There is a different platform and additional programming that would need to be done to push CLIP to the remaining LexisNexis agencies. This revised request will include pushing the CLIP interface, along with the enhancements, to all LexisNexis agencies. Currently, LexisNexis submits about 65% of the electronic submissions in the state.

#### **How will this strategy be achieved?**

This effort will be achieved by documenting the feedback received from the MSP Lansing post pilot project. These enhancements will be sent to LexisNexis and the state team will continue to work with LexisNexis to implement and test until all enhancements are implemented and functioning as expected.

#### **Is this strategy part of the TRCC Strategic Plan?**

Yes, this is part of the Crash Recommendation 3, which is to **Improve Crash Quality Control Measures**. Specifically, it states to define and establish quality control measures for the areas of Uniformity and Integration. The enhancements to the CLIP interface will provide easy to use functionality that will make crash locating uniform by integrating the data directly from the Michigan Framework.

#### **What performance measure will be used to evaluate the effectiveness of this strategy?**

TCRS database certification testing will be performed on LexisNexis to ensure the correct location information is being sent by the vendor.

**Requested Funding Amount:** (provide budget breakdown – personnel; contractual costs; supplies/operating; equipment; and indirect costs, etc....)

Contractual Costs - \$ 50,000 – Original Request

\$329,000 – Additional Funding Requested (actual quote was received)

**\$379,000 – Total Funding Request**

The original request for \$50,000 was based on a few known improved functionality requests. Since receiving additional feedback, we have identified several enhancements that will further improve CLIP, and provide CLIP to all LexisNexis eCrash users.

Milestones	Description	Cost
1	Integrate CLIP 2.0 within the Core Framework	<b>\$75,800</b>
2	Export latitude and Longitude coordinates and map version to the electronic crash data file	<b>\$75,800</b>
3	Enhance eCrash Application User interface to include the following enhancements:  Automatic launch of Clip Module  Modify map navigation pane  Ability to export map image  Insert Latitude and Longitude coordinates in the eCrash application as well as in the rendered PDF	<b>\$75,800</b>

Add a Validation Rule reminding user to geo-locate

4	Deploy to Test Environment	\$75,800
5	Deploy to Production Environment	\$75,800
		<b>Total \$379,000</b>

**Contact person for this project (name, agency, phone, email)**

Sydney Smith

MSP/CJIC

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**Project Title:**

Data Integration for the Reduction of Traffic Crash Fatalities

**Which emphasis area will this project address?**

(i.e. Crash, Citation, Vehicle/Driver, EMS & Trauma Data, Roadway, TRCC, or MISC)

All.

**Which traffic records data attribute(s) will this project improve?**

(i.e. timeliness, accuracy, completeness, uniformity, integration, and accessibility)

Timeliness, accuracy, completeness, uniformity, integration, and accessibility

**Background/Problem Statement:**

2017 was the deadliest since 2007 for drivers on Michigan roads, preliminary state data shows. Experts say an improving economy, lower gas prices and possibly increased texting and driving appear to be driving the increase in road deaths, which have also gone up nationally after a big decline during the Great Recession.

Traffic crashes cost Michigan over \$4.8 billion in monetary costs and over \$9 billion in total costs each year. (\*UMTRI Societal Costs of Crime and Crash Study - 2011 Update)

Today various State of Michigan Departments share limited traffic crash data sets through a mostly manual process for specific data reporting needs. The current data sharing is largely done through data extracts and does not provide a comprehensive view of all data elements for a 360-degree view of the topic. Additionally, there is no automated and fully integrated system or process by which the State Departments can share traffic records information in near real-time for improved data analysis to improve Michigan's traffic safety programmatic and funding decisions.

This project will address the following emphasis areas: develop linked datasets including merged data for crashes and injury surveillance information, and merged data for crashes and citations, from Michigan's 2009 National Highway Traffic Safety Administration (NHTSA) Traffic Records Assessment recommendations.

This project will improve the following traffic records data attribute(s):

- Identifying traffic safety problems and develop effective countermeasures through more comprehensive traffic safety research capabilities

- Effectively plan millions of dollars in federal traffic safety, transportation, and criminal justice program funding
- Meeting specific and measurable objectives of fatality and injury reduction

Moreover, this project will improve the traffic record crash data timeliness, accuracy, completeness, uniformity, integration, and accessibility by providing:

- Improved traffic safety data analysis and enhance traffic safety program development
- Improved timeliness of removing drunk drivers from Michigan's roadways
- Enhanced information for vehicle safety enhancements and 3rd party liability
- Improved data analysis for traffic safety legislation
- Position Michigan as a model state with a fully integrated, near real-time traffic crash data analysis system.

**Impact Statement (What will happen if funding is not provided for this program? How will it improve the above traffic records data attribute?)**

- Better allocation of assets on the road to decrease response times and injury severity
- Ties in State and Local Agencies, Emergency Response Elements, Healthcare Resources
- Goal is unified system with predictive capabilities

**How will this strategy be achieved?**

1. Expansion of datasets to include mid-to-long term datasets of TRCC proper:

Sequence of events from Crash through Hospital Discharge (OHSP)

Outpatient Dispositions (OHSP)

Injury severity against driver age categories (OHSP)

Types of vehicles vs. types of injuries (CRASH)

Crash involved drivers with suspended licenses (MDOS)

Connect crashes to roadway features (MDOT)

Injuries and associated treatment data (UMTRI)

Crash data tie in to census data, especially for senior drivers and commuting (i.e. Journey to Work data)

2. Inclusion of datasets and interfaces with public and private partners, for example, UofM, MSU (trauma sets, insurance dataset), GM and Chrysler (autonomous black boxes), Child Car Seat Safety, motorcycle safety class dataset.

3. Implementation costs for external vendor services (e.g., Dataworks and OPTUM).

4. BI Portal Setup and Development Support for Partner Agencies and other Users (State Departments, Universities, Commercial Companies, the Public) for extended licenses outside of SOM.

**Is this strategy part of the TRCC Strategic Plan?**

Yes.

**What performance measure will be used to evaluate the effectiveness of this strategy?**

Analysts from MSP, MDOT, DHHS, SCAO, MDOS, local police departments, and Universities will be able to study the following data linkages and merged data:

- Crash to Death certificates (OHSP); Deaths that occur within 30 days (or other intervals) after a crash (CRASH)

- Connect DUI arrest with BAC test results (CRASH)
- Connection between # of tickets written by officers/troopers to crash locations (CRASH)
- Mapping of adjudicated crash incidents and crime activities (DDACTS) - (CRASH)
- GDL status and studies (CRASH)
- Safety belts & helmets linked to injury severity (OHSP)
- Analysis of Geographic distribution crashes against injury severity (OHSP)
- Connection of fatalities with DUI offenses (CRASH)
- EMS response times

These data linkages represent the Short-Term and Short / Mid-Term EIM Crash Data Linkage goals. All data linkages above will be implemented but the implementation is dependent on goals. All data linkages above will be implemented but the implementation is dependent on access to the listed data sets from participating SOM Departments and Universities for integration into the MSPData Hub and the Traffic Crash Consumption Model.

Specifically, the project includes profiling, cleansing, mastering, real-time integration and geocoding of the data sets and access to the Crash data for analysts to create and share their own analysis / visualizations. The project also includes the setup of new role-based Portals for analysts to share visualizations with their Department end users and local law enforcement within the MSP WebFOCUS environment.

The project also includes the creation and sharing of crash predictive model prototypes to score the likelihood by ½ mile square block for all of Michigan in terms of fatal crashes, crashes with serious injury, and crashes with property damage. Lastly, the project includes the sharing of MSP base crash maps that can be re-used and pulled into the end

user Traffic Crash Portals.

**Requested Funding Amount:** (provide budget breakdown – personnel; contractual costs; supplies/operating; equipment; and indirect costs, etc....)

\$1.9 Million

Expanded cost proposal **includes** Public Zone Server software for shared use outside of Zone 1

Cost proposal also **includes** \$100K in physical equipment for servers to accommodate additional storage and application usage outside the original proposal.

**Contact person for this project (name, agency, phone, email)**

Deepinder Uppal

517-599-4887

uppald@michigan.gov

**Submit the planned activities, at the level of detail required under § 1300.11(d), that implement recommendations.**

**\*Reminder: When associating a planned activity to an incentive grant, you must ensure sufficient detail is provided to satisfy the additional incentive grant criteria, where applicable.**

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure Strategy
5001	TR Traffic Records Crash Data Support and Training	Improves completeness of a core highway safety database



**Enter a direct copy of the section of the State traffic records strategic plan that identifies which recommendations the State does not intend to address in the fiscal year and explains the reason for not implementing the recommendations.**

#### **Vehicle Recommendations**

The Michigan Department of State will be going real time with National Motor Vehicle Title Information System (MVTIS) with the implementation of our new IT system as we upgrade from the old legacy system. This implementation is targeted for February 2019. Exploring if Performance Registration System and Management (PRISM) will be a part of the legacy upgrade.

#### **Driver Recommendations**

The Department of State is a part of the data linkage project. This will be an on-going discussion to plan to work towards this goal.

The Michigan Department of State internal staff are having an on-going review of access rights for law enforcement. At the time of this document finalization no decisions had been made.

The Michigan Department of State is generating more timely and complete error reports to the courts for resolution. Also enhanced training is being done with courts to promote more accurate and timely submission of data. The new vehicle and driver program is in process of being developed and is anticipated to be completed by 2022.

#### **Roadway Recommendations**

The accomplishments of this recommendation are contingent on Michigan Department of Transportation implementing the Geographic Information Technology of Roadway Recommendation 1 of 2.

#### **Citation/Adjudication Recommendations**

The State Court Administrative Office is in the middle of upgrading, changing and working with the Judicial Warehouses throughout the State to begin receiving more data and setting the plan up for sharing more data with the rest of the State's systems. They have stated they expect to be more available for more planned activities in the FY19-22 strategic plan. (This will apply to all three of the below recommendations)

#### **EMS/Injury Surveillance Recommendations**

The Department of Health and Human Services is holding meetings to discuss the plan for the new EMS/Injury Surveillance Data Collection Program; therefore, no progress has been made on the below recommendations

## **Quantitative improvement**

**Enter a direct copy of the section of the State traffic records strategic plan that describes specific, quantifiable and measurable improvements, as described in 23 C.F.R. 1300.22(b)(3), that are anticipated in the State's core safety databases, including crash, citation or adjudication, driver, emergency medical services or injury surveillance system, roadway, and vehicle databases. Specifically, the State must demonstrate quantitative improvement in the data attribute of accuracy, completeness, timeliness, uniformity, accessibility or integration of a core database by providing a written description of the performance measures that clearly identifies which performance attribute for which core database the State is relying on to demonstrate progress using the methodology set forth in the "Model Performance Measures for State Traffic Records Systems" (DOT HS 811 441), as updated.**

#### **Summary of Accomplishments**

This section contains brief summaries of annual accomplishments of each traffic records emphasis area to date. Further detailed and updated information will be provided in subsequent sections of the strategic plan.

#### **Crash**

Initial steps have been taken to create a procedures template for the Traffic Crash Reporting Unit (TCRU). In addition, we began creating a list to prioritize what procedures should be updated first, along with developing a process flow diagram for each.

#### **Citation**

No action has been implemented thus far for any of the citation strategies.

#### **Vehicle/Driver**

The Michigan Department of State is beginning the review and exploration of possibilities of going to real time for NMVTIS and becoming a more active participant in PRISM.

Business requirements and inter-agency fact finding began in 2015. The MDOS is a participant on the TRCC Data Integration Workgroup. Efforts are underway to begin exploring development and/or enhanced integration between the various traffic records databases.

MDOS internal staff are reviewing better ways to demonstrate access that's given and the interactions that are shared with law enforcement agencies and courts.

MDOS is currently reviewing the data that's received and developed error reports to share error data back to courts for resolution. MDOS has drafted and submitted an information technology (IT) program enhancement request to resolve some of the programmatic court errors. This would prevent the errors from being sent back to the courts for manual resolution. MDOS is awaiting prioritization to begin implementation of this request.

#### **Injury Surveillance**

No action has been implemented thus far for any of the injury surveillance strategies.

#### **Roadway**

At the November 18, 2015 Data Committee Meeting for the TAMC a presentation was given by Michigan's Local Agency Technical Assistance Program (LTAP) on using Roadsoft for FDE collection. Roadsoft is a graphically designed, integrated roadway management system developed for Michigan's local agency engineers and managers to use in the analysis and reporting of roadway inventory, safety, and conditional data.

On March 15, 2016, the federal data elements (FDE) requirements were published in the Federal Register. MDOT is working to modify Roadsoft to add or modify fields to become fully MIRE-FDE compliant.

TAMC is investigating the feasibility for providing guidance and tools to local agencies in MIRE FDE collection. TAMC will be conducting a MIRE FDE road survey and may conduct a pilot MIRE FDE collection study. If a tool is available for collection on MIRE FDE, TAMC may be more likely to support future MIRE FDE collection. This proposed project combines the resources of MDOT, TAMC and Michigan Tech University, while taking advantage of the existing investment that has already been made in Roadsoft.

#### **Recommendation: 1 of 3**

Improve the procedures/process flows for the Crash data system that reflect best practices identified in the Traffic Records Program Assessment Advisory

#### **Accomplishments: (as of March 2018)**

Five procedures and process flow diagrams are in draft form, with two near completion. Now, we have identified nine that are on the radar to be worked on after the five are completed.

#### **Recommendation: 2 of 3**

Improve the interfaces with the Crash data system that reflect best practices identified in the Traffic Records Program Assessment Advisory

#### **Accomplishments: (as of May 8, 2018)**

The TRCC Data Integration Project began in April of 2017. To date the following has been completed:

Waves Started:

Wave 1 - Breathalyzer Person, Officer, Arrests (Tests): Start Date 1/22/2018

Wave 1 - Crash - Vehicles and Officer: Start Date 1/29/2018

Wave 1 - eDaily Vehicle and Officer: Start Date 02/19/2018

Wave 2 - DRIVER / VEHICLE, GDL, EMS NEMSIS, SNAP: Start Date 02/22/2018

Wave 3 - COURTS - JIS/JDW and Car Seats: Start Date 4/07/2018 (beginning initial load and profiling)

Production Cut-Over (Select): 03/06/2018

Major Activity:

Test Cases Developed: eDaily (131), MICR (176), Crash (159), Breathalyzer (64)

Test Cases Executed: eDaily (131), MICR (150), Crash (159), Breathalyzer (64)

**Recommendation: 3 of 3**

Improve the data quality control program for the Crash data system that reflects best practices identified in the Traffic Records Program Assessment Advisory

**Accomplishments: (as of March 2018)**

1. Quality Control efforts are going strong in the TCRU. Ms. Melissa Marinoff has joined the team as the Quality Control Analyst. Melissa is performing quality control on ten areas we have identified as top concerns. These involve drugs, alcohol, distracted driving, and commercial motor vehicles. The TCRU has been given access to Forensic Advantage which is an application used by the MSP Laboratory to record alcohol and drug test results, as well as other data. The TCRU is now able to search for alcohol and drug results based on what is recorded on the crash and make the necessary updates.
2. University of Michigan Transportation Research Institute has begun a project to apply text-mining methods to UD-10 narratives with two goals: 1) To extract new data elements (or supporting data elements), and 2) To explore the utility of text mining algorithms to flag items for quality control review.

**Recommendation: 1 of 2**

Improve the applicable guidelines for the Vehicle data system that reflects best practices identified in the Traffic Records Program Assessment Advisory.

**Accomplishments: (as of May 2018):**

The Michigan Department of State will be going real time with NMTIS with the implementation of our new IT system as we upgrade from the old legacy system. This implementation is targeted for February 2019. Exploring if PRISM will be a part of the legacy upgrade.

**Recommendation: 1 of 3**

Improve the description and contents of the Driver data system that reflect best practices identified in the Traffic Records Program Assessment Advisory.

**Accomplishments: (as of May 2018)**

The Michigan Department of State is part of the Data Linkage project. On-going discussions and work.

**Recommendation: 2 of 3**

Improve the interfaces with the Driver data system that reflects best practices identified in the Traffic Records Program Assessment Advisory.

**Accomplishments: (as of May 2018)**

MDOS internal staff are having an on-going review of access rights for law enforcement.

**Recommendation: 3 of 3**

Improve the data quality control program for the Driver data system that reflects best practices identified in the Traffic Records Program Assessment Advisory.

**Accomplishments: (as of May 2018)**

The Michigan Department of State is generating more timely and complete error reports to the courts for resolution. Also enhanced training is being done with courts to promote more accurate and timely submission of data.

**Recommendation: 2 of 3**

Improve the interfaces with the Injury Surveillance systems that reflect best practices identified in the Traffic Records Program Assessment Advisory.

**Accomplishments: (as of May 2018)**

The TRCC Data Integration Project started in April of 2017 and the EMS/Trauma system is included in the project scope. Efforts are underway to developed and/or enhance integration between the various traffic records databases.

**Recommendation: 1 of 2**

Improve the applicable guidelines for the Roadway data system that reflects best practices identified in the Traffic Records Program Assessment Advisory.

**Accomplishments: (as of May 2018)**

The above MIRE FDE elements were added to the Roadsoft asset management software used by local agencies. The project was completed by September 30, 2017.

This next project will combine the resources of the state and its partners, while taking advantage of the existing investment that has already been made in Roadsoft. As a continuation to the above projects, MDOT submitted a three-year proposal as part of the FY2018 Traffic Records Call for Projects to upgrade Roadsoft and the ESRI Roads & Highways software package to store and manage statewide MIRE FDE data. Hereafter referred to as Geographic Information Technology (GIT). Integration, accessibility, and usability of roadway MIRE FDE data for meaningful crash analysis are the main goals of this project. Implementation of this effort will allow for future roadway data storage, exchange of, and utilization of this data by local agencies, regional organizations, metro planning organizations and the State of Michigan.

The implementation of the MDOT GIT is currently behind schedule, but progressing and is scheduled to complete by the end of 2018. Once MDOT has its GIT stood up, it can commence on the statewide MIRE FDE data integration project. MDOT has reached out to its local partners through several MDOT Target Coordination Meetings. These meetings are coordinated by the state with its local partners like the Metropolitan Planning Organizations on how we as a state will meet the MAP-21 Transportation Performance Measures such as MIRE FDE.

Improve the data quality control program for the Roadway data system that reflects best practices identified in the Traffic Records Program Assessment Advisory.

**Accomplishments: (as of May 2018)**

The accomplishments of this recommendation are contingent on MDOT implementing the GIT of Roadway Recommendation 1 of 2. The Center for Shared Solutions (CSS), division of State of Michigan's DTMB has been approached with the need to coordinate and track edit requests using the MDOT GIT and CSS GIT.

**Recommendation: 1 of 1**

Improve the traffic records systems capacity to integrate data that reflects best practices identified in the Traffic Records Program Assessment Advisory.

**Accomplishments: (as of May 2018)**

The TRCC Data Integration Project began in April of 2017. To date the following has been completed:

Waves Started:

Wave 1 - Breathalyzer Person, Officer, Arrests (Tests): Start Date 1/22/2018

Wave 1 - Crash - Vehicles and Officer: Start Date 1/29/2018

Wave 1 - eDaily Vehicle and Officer: Start Date 02/19/2018

Wave 2 - DRIVER / VEHICLE, GDL, EMS NEMSIS, SNAP: Start Date 02/22/2018

Wave 3 - COURTS - JIS/JDW and Car Seats: Start Date 4/07/2018 (beginning initial load and profiling)

Production Cut-Over (Select): 03/06/2018

Major Activity:

Test Cases Developed: eDaily (131), MICR (176), Crash (159), Breathalyzer (64)

Test Cases Executed: eDaily (131), MICR (150), Crash (159), Breathalyzer (64)

**Consideration: 2 of 5**

Michigan should continue to focus on a comprehensive Traffic Records Inventory

**Accomplishments (as of May 2018):**

The Data Integration project began in April of 2017 and we have begun to incorporate this consideration within that project with comprehensive data sets, data dictionaries, and cross agency Traffic Record applications.

**Consideration: 3 of 5**

Representatives from all aspects of the Injury Surveillance System (ISS) should be included on the TRCC

**Accomplishments (as of May 2018):**

We have invited a subject matter expert from the Injury Prevention area to the TRCC meetings, to date she has been unable to attend.

**Consideration: 4 of 5**

Conduct a training needs assessment to ascertain any aspect of the Traffic Records System for which TRCC members feel they need additional training

**Accomplishments (as of May 2018):**

A NHTSA GO Team is currently working with Michigan to develop a training to assist

with the following:

Identify existing performance measures for the traffic records systems

Provide a training workshop to State identified TRCC members

Create new examples of performance measures for each traffic records core system

The goal of this GO Team project is to provide the State with a training workshop that will help the State identify performance measures that will help achieve the goals set within their traffic records strategic plan. The work plan has been solidified and the training is scheduled for June 18, 2018.

**Consideration: 5 of 5**

Ensure all components of the Traffic Records System establish performance measures

**Accomplishments: (as of May 2018)**

A NHTSA GO Team is to provide the State with a training workshop that will help the State identify performance measures that will help achieve the goals set within their traffic records strategic plan. The work plan has been solidified and the training is scheduled for June 18, 2018. After completion of the training, the TRCC will work to update the Strategic Plan with the new skills learned.

**Consideration: 1 of 2**

Establish a separate section within the TRCC Strategic Plan for completed projects for historical purposes

**Accomplishments (as of May 2018):**

A 'Completed Projects' section has been added to the TRCC Strategic Plan

**Upload supporting documentation covering a contiguous 12-month performance period starting no earlier than April 1 of the calendar year prior to the application due date, that demonstrates quantitative improvement when compared to the comparable 12-month baseline period.**

#### **Documents Uploaded**

TRCC\_Strategic Plan\_Final\_05-21-18\_Signed.pdf

TRCC\_Membership\_List\_05.17.18.docx

Reporting Level by ORI by Date Range - 4-1-2017 to 3-31-2018.pdf

Reporting Level by ORI by Date Range - 4-1-2016 to 3-31-2017.pdf

FY2019\_405c Interim Progress Report.docx

## State highway safety data and traffic records system assessment

**Enter the date of the assessment of the State's highway safety data and traffic records system that was conducted or updated within the five years prior to the application due date and that complies with the procedures and methodologies outlined in NHTSA's "Traffic Records Highway Safety Program Advisory" (DOT HS 811 644), as updated.**

Date of Assessment: 1/20/2015

### Requirement for maintenance of effort

**ASSURANCE:** The lead State agency responsible for State traffic safety information system improvements programs shall maintain its aggregate expenditures for State traffic safety information system improvements programs at or above the average level of such expenditures in fiscal years 2014 and 2015.

## 10 405(d) Impaired Driving Countermeasure Grant

### Impaired driving assurances

#### Impaired driving qualification - Low-Range State

**ASSURANCE:** The State shall use the funds awarded under 23 U.S.C. 405(d)(1) only for the implementation and enforcement of programs authorized in 23 C.F.R. 1300.23(j).

**ASSURANCE:** The lead State agency responsible for impaired driving programs shall maintain its aggregate expenditures for impaired driving programs at or above the average level of such expenditures in fiscal years 2014 and 2015.

## 11 405(f) Motorcyclist Safety Grant

### Motorcycle safety information

**To qualify for a Motorcyclist Safety Grant in a fiscal year, a State shall submit as part of its HSP documentation demonstrating compliance with at least two of the following criteria. Select application criteria from the list below to display the associated requirements.**

Motorcycle rider training course	No
Motorcyclist awareness program	Yes
Reduction of fatalities and crashes	No
Impaired driving program	No
Reduction of impaired fatalities and accidents	No

Use of fees collected from motorcyclists      Yes

## Motorcyclist awareness program

**Enter the name and organization of the head of the designated State authority over motorcyclist safety issues.**

State authority agency:      Michigan Department of State

State authority name/title:      Ruth Johnson, Secretary of State

**CERTIFICATION: The State's motorcyclist awareness program was developed by or in coordination with the designated State authority having jurisdiction over motorcyclist safety issues.**

**Select one or more performance measures and corresponding performance targets developed for motorcycle awareness that identifies, using State crash data, the counties or political subdivisions within the State with the highest number of motorcycle crashes involving a motorcycle and another motor vehicle.**

Fiscal Year	Performance Measure Name	Target Period(Performance Target)	Target End Year	Target Value(Performance Target)
2019	C-2) Number of serious injuries in traffic crashes (State crash data files)	5 Year	2019	5,406.8
2019	C-3) Fatalities/VMT (FARS, FHWA)	5 Year	2019	1.020
2019	C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	Annual	2019	201.0
2019	C-7) Number of motorcyclist fatalities (FARS)	Annual	2019	125.0
2019	C-8) Number of unhelmeted motorcyclist fatalities (FARS)	Annual	2019	95.0
2019	Number of impaired motorcyclist fatalities	Annual	2019	46.0
2019	C-1) Number of Fatalities (FARS)	5 Year	2019	1,023.2
2019	Number of crashes involving alcohol-or drug-impaired motorcyclist	Annual	2019	197.0

**Enter the counties or political subdivisions within the State with the highest number of motorcycle crashes (MCC) involving a motorcycle and another motor vehicle. Such data shall be from the most recent calendar year for which final State crash data are available, but data no older than three calendar years prior to the application due date.**

**County or Political Subdivision   # of MCC involving another motor vehicle**



Wayne	47637
Oakland	35089
Macomb	21979
Kent	17151
Washtenaw	8329
Genesee	7356
Ingham	6920
Kalamazoo	5993
Ottawa	5106
Saginaw	3340
Muskegon	3170
Jackson	2828
Livingston	2681
Grand Traverse	2483
Berrien	2261
Monroe	2206
St. Clair	2195
Calhoun	2122
Eaton	1744
Bay	1733
Allegan	1392
Lenawee	1206
Isabella	1204
Midland	1175
Lapeer	1079
Marquette	921
Van Buren	843
Clinton	737
Shiawassee	729
Ionia	679
St. Joseph	655
Montcalm	600

Emmet	592
Mecosta	566
Houghton	518
Wexford	507
Delta	494
Cass	482
Branch	467
Mason	425
Hillsdale	404
Otsego	391
Gratiot	375
Tuscola	370
Newaygo	364
Chippewa	355
Charlevoix	325
Alpena	320
Dickinson	295
Clare	266
Manistee	236
Sanilac	230
Huron	228
Isoco	226
Roscommon	204
Cheboygan	190
Kalkaska	191
Menominee	189
Antrim	188
Ogemaw	179
Oceana	174
Leelanau	171
Osceola	162

Arenac	156
Benzie	144
Gladwin	133
Crawford	131
Mackinac	98
Missaukee	94
Iron	85
Gogebic	83
Alger	67
Schoolcraft	62
Lake	54
Baraga	49
Presque Isle	48
Alcona	45
Luce	42
Oscoda	40
Ontonagon	39
Montmorency	35
Keweenaw	13
Barry	314921

**Enter total number of motorcycle crashes (MCC) involving a motorcycle and another motor vehicle.**

Total # of MCC crashes involving another motor vehicle: 205503

**Submit countermeasure strategies that demonstrate that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest. The State shall select countermeasure strategies to address the State's motorcycle safety problem areas in order to meet the performance targets identified above.**

**\*Reminder: When associating a countermeasure strategy to an incentive grant, you must ensure sufficient detail is provided to satisfy the additional incentive grant criteria, where applicable.**

#### **Countermeasure Strategy Name**

Underage Drinking Enforcement

Short-term, High Visibility Law Enforcement

Short High-Visibility Child Restraint Law Enforcement

SFST training for Law Enforcement Officers

PT Evaluation

PT Communications

Motorcycle Evaluation

MC Training

MC Communication Campaign

Law Enforcement Training

High Visibility Saturation Patrols

High Visibility Enforcement

Enforcement of Drug-Impaired Driving

Earned Media

DWI Courts

Drug Recognition Expert (DRE) Training

ARIDE Training for Law Enforcement Officers

AL Communication Campaign

**Submit planned activities that demonstrate that the State will implement data-driven programs in a majority of counties or political subdivisions where the incidence of crashes involving a motorcycle and another motor vehicle is highest. The State shall select planned activities to address the State's motorcycle safety problem areas in order to meet the performance targets identified above.**

**\*Reminder: When associating a planned activity to an incentive grant, you must ensure sufficient detail is provided to satisfy the additional incentive grant criteria, where applicable.**

Planned activity unique identifier	Planned Activity Name	Primary Countermeasure
8001	MC Training and Outreach	
8002	MC Communications	MC Communication Campaign
8003	Motorcycle Evaluation	Motorcycle Evaluation

## Use of fees collected from motorcyclists for motorcycle programs

**A State shall have a process under which all fees collected by the State from motorcyclists for the purposes of funding motorcycle training and safety programs are used for motorcycle training and safety programs. A State may qualify under this criterion as either a Law State or a Data State.**

Use of fees criterion

Law State

**+ Enter legal citations for each law state criteria.**

The State law or regulation requiring that all fees collected by the State from motorcyclists for the purpose of funding motorcycle training and safety programs are to be used for motorcycle training and safety programs.

257.312C Motorcycle endorsement; application; fee; disposition of money

MCL 257.801 Registration of vehicles

The State law appropriating funds demonstrates that for the current fiscal year, for requiring all fees collected by the State from motorcyclists for the purpose of funding motorcycle training and safety programs are spent on motorcycle training and safety programs.

MCL 257.801

MCL 257.3120

## **12 405(h) Nonmotorized**

Nonmotorized information

**ASSURANCE: The State shall use the funds awarded under 23 U.S.C. 405(h) only for the authorized uses identified in § 1300.27(d).**

## **13 Certifications, Assurances, and Highway Safety Plan PDFs**

### **Documents Uploaded**

**Planning Calendar.pdf**

**OHSP signed certs and assurances 5-14-18.pdf**

**MICHIGAN - Highway Safety Plan - FY 2019 - Submitted 1.0.pdf**

**FY2019 Cover Page.pdf**

**2019 Grant Development Plan form.pdf**

**OHSP Org Chart (1-22-18).pdf**