

FY2021 Michigan Performance Measures

C-1 Number of fatalities in traffic crashes

Target: Reduce fatalities from 985 fatalities in 2019 to 968.6 fatalities in 2021.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,629 in 2019 to 5,533.6 serious injuries in 2021.

C-3 Fatalities/VMT

Target: Prevent the fatalities/VMT rate from increasing from .95 fatalities/VMT in 2018 to no more than .982 fatalities/VMT in 2021. (2019 VMT not yet available.)

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

Target: Reduce unrestrained passenger vehicle occupant fatalities from 202 fatalities in 2019 to 190 fatalities in 2021.

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

Target: Prevent fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from increasing from 267 fatalities in 2018 to no more than 267 fatalities in 2021. (2019 FARS number not yet available.)

C-6 Number of speeding-related fatalities

Target: Prevent speeding-related fatalities from increasing from 245 fatalities in 2018 to no more than 249 fatalities in 2021. (2019 FARS number not yet available.)

C-7 Number of motorcyclist fatalities

Target: Prevent motorcyclist-related fatalities from increasing from 122 fatalities in 2019 to no more than 166 fatalities in 2021.

C-8 Number of unhelmeted motorcyclist fatalities

Target: Prevent unhelmeted motorcyclist fatalities from increasing from 54 fatalities in 2019 to no more than 78 fatalities in 2021.

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

Target: Reduce drivers age 20 or younger involved in fatal crashes from 127 fatal crashes in 2019 to 126 fatal crashes in 2021.

C-10 Number of pedestrian fatalities

Target: Prevent pedestrian fatalities from increasing from 149 fatalities in 2019 to no more than 174 fatalities in 2021.

C-11 Number of bicyclist fatalities

Target: Prevent bicyclist fatalities from increasing from 21 fatalities in 2019 to no more than 39 fatalities in 2021.

B-1 Statewide seat belt use rate

Target: Increase the statewide seat belt use rate from 94.4% in 2020 to 98% in 2021.

Other:

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

Target: Reduce the number of crashes involving alcohol- or drug-impaired motorcyclists from 239 crashes in 2019 to 234 crashes in 2021.

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

Target: Prevent impaired motorcyclist fatalities from increasing from 42 fatalities in 2019 to no more than 55 fatalities in 2021.

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

Target: Prevent the number of crashes involving a drug-impaired driver or motorcycle operator increasing from 214 crashes in 2019 to no more than 302 crashes in 2021.

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

Target: Prevent the number of motorcycle crashes involving a motorcycle and another motor vehicle from increasing from 1,460 crashes in 2019 to 1,676 crashes in 2021.

O5: Number of senior drivers (65+) involved fatal crashes

Target: Prevent the number of senior driver (65+)-involved fatal crashes from increasing from 221 fatal crashes in 2019 to no more than 249 fatal crashes in 2021.

O6: Percentage of time for driver vehicle database conviction updates

Target: Increase the driver vehicle record database convictions received within 10 days of adjudication from 97% in 2019 to 98% in 2021.

	Michigan FARS and State Data	2015	2016	2017	2018	2019	2021 Goals
C-1	Traffic Fatalities (FARS)	967	1,065	1,030	974	985	968.6
C-2	Suspected Serious ("A") Injuries (State)	4,865	5,634	6,084	5,586	5,629	5,533.6
C-3	Fatalities Per 100 Million VMT (FARS)	0.99	1.07	1.01	0.95	*	.982
N/A	Rural Fatalities Per 100 Million VMT (FARS)	1.83	1.42	1.30	*	*	1.59
N/A	Urban Fatalities Per 100 Million VMT (FARS)	0.62	0.91	0.88	*	*	.93
C-4	Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions (FARS)	190	198	191	183	202	190
C-5	Fatalities in Crashes Involving a Driver or Motorcycle Operator with a BAC .08+ (FARS)	266	244	311	267	*	267
C-6	Speed-Related Fatalities (FARS)	264	245	241	245	*	249
C-7	Motorcyclist Fatalities (FARS)	141	152	150	143	122	166
C-8	Unhelmeted Motorcyclist Fatalities (FARS)	57	78	69	58	54	78
C-9	Drivers Age 20 or Younger in Fatal Crashes (FARS)	153	140	120	102	127	126
C-10	Pedestrian Fatalities (FARS)	166	163	156	142	149	174
C-11	Bicycle Fatalities (FARS)	33	38	21	21	21	39
B-1	Safety Belt Use (Daytime, Observed)(Survey)	92.8%	94.5%	94.1%	93.4%	94.4%	98%
	Michigan Performance Measures	2015	2016	2017	2018	2019	2021 Goals
O1	Crashes involving Alcohol- or Drug-Impaired Motorcyclist (State)	227	233	236	206	239	234

O2	Fatalities to Alcohol- or Drug-Impaired Motorcyclist (State)	52	48	45	44	42	55
**O3	Fatalities in Crashes involving a Drug-Impaired Driver or Motorcycle Operator (State)	162	216	227	226	214	302
**O4	Crashes involving a motorcycle and another motor vehicle (State)	1,572	1,710	1,534	1,424	1,460	1,676
**O5	Drivers Age 65 and Over in Fatal Crashes (State)	180	223	230	236	221	249
**O6	Percentage of Time for Driver Vehicle Database Conviction Updates (State)	N/A	N/A	N/A	N/A	97%	98%

*Not available for FY2021 planning process

**New state performance measures for 2021

(OP) Occupant Protection

Core Performance Measures

C-1 Number of fatalities in traffic crashes

Target: Reduce fatalities from 985 fatalities in 2019 to 968.6 fatalities in 2021.

C-2 Number of serious injuries in traffic crashes

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C-3 Fatalities/VMT

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

Target: Reduce unrestrained passenger vehicle occupant fatalities from 202 fatalities in 2019 to 190 fatalities in 2021.

B-1 Statewide seat belt use rate

Target: Increase the statewide seat belt use rate from 94.4% in 2020 to 98% in 2021.

Task 1: Support, Training, and Enforcement	\$505,000
Section 402 FAST Act Child Restraints funds	\$241,000
Section 405(b) FAST Act Occupant Protection High Training funds	\$205,000
Section 405(b) FAST Act Occupant Protection High CSS Purchase/Distribution funds	\$59,000

Community Car Seat Distribution

Planned Activity Number	CP-21-01-a Special Projects	
Planned Activity in GMSS	2021-1001 OP Support, Training, and Enforcement	
GTS Code	OP-2021-Occupant Protection	
GTS Code	M1CSS-405b High CSS Purchase/Distribution	
Benefit to Locals	Yes (\$241,000)	
Grantee	OHSP Special Projects	
Grant Amount, Funding Source	\$241,000	402 FAST Act Child Restraints
Grant Amount, Funding Source	\$59,000	405(b) FAST Act Occupant Protection High CSS Purchase/Distribution
Indirect cost rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	Reduce fatalities and suspected serious injuries for unrestrained children ages seven and younger from 399 to 359 by September 30, 2021.	

Car seat distribution will be focused on the 15 top counties with unrestrained fatality and suspected serious injury crashes for children ages seven and younger. Additional counties may be added or considered based on need, resources, or specific programming (i.e. diverse populations, rural, etc.). By offering free car seats to eligible families or caregivers, enrolled in a low-income based program, the OHSP is reaching high-risk populations.

Funding will support supplies/operating costs.

Upper Peninsula Child Passenger Safety (UPCPS) Program

Planned Activity Number	OP-21-01	
Planned Activity in GMSS	2021-1001 OP Support, Training, and Enforcement	
GTS Code	M1TR-405b High Training	
Benefit to Locals	N/A	
Grantee	City of St. Ignace	
Grant Amount, Funding Source	\$65,000	405(b) FAST Act Occupant Protection High Training
Indirect cost rate	12%	
Grant Start-up	October 1	
Project Objective(s)	Prevent the number of fatalities and suspected serious injuries to unrestrained children ages seven and younger in the UP from increasing by September 30, 2021.	

The UPCPS will refocus its efforts on Child Passenger Safety Technician (CPST) Certification and continuing education unit (CEU) training courses. Efforts may also be focused on child passenger safety (CPS) Awareness Training courses for Michigan Department of Health and Human Services (MDHHS) staff.

Funding will support salaries, supplies/operating, and indirect costs.

CPS Training and Recertification

Planned Activity Number	CP-21-01-c Special Projects	
Planned Activity in GMSS	2021-1001 OP Support, Training, and Enforcement	
GTS Code	M1TR-405b High Training	
Benefit to Locals	N/A	
Grantee	OHSP Special Projects	
Grant Amount, Funding Source	\$65,000	405(b) FAST Act Occupant Protection High Training
Indirect cost rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	Reduce fatalities and suspected serious injuries for unrestrained children ages seven and younger from 399 to 359 by September 30, 2021.	

The OHSP will continue to support CPST certification, CEU, and Renewal trainings with a focus on the 10 counties with the largest unrestrained fatality and suspected serious injury crashes of children ages seven and younger. The counties include Wayne, Muskegon, Kent, Oakland, Ottawa, Montcalm, Genesee, Jackson, Macomb, and Kalamazoo. The CPS trainings will also focus on those who work with diverse populations and front-line service providers who work directly with families in need. Travel scholarships may also be provided for CPST candidates working in low-technician (three or less) counties.

Funding will support contractual and supplies/operating costs.

Michigan Department of Health and Human Services (MDHHS) Training

Planned Activity Number	CP-21-01-b Special Projects	
Planned Activity in GMSS	2021-1001 OP Support, Training, and Enforcement	
GTS Code	M1TR-405b High Training	
Benefit to Locals	N/A	
Grantee	OHSP Special Projects	
Grant Amount, Funding Source	\$75,000	405(b) FAST Act Occupant Protection High Training

Indirect cost rate	N/A
Grant Start-up	October 1
Project Objective(s)	Reduce fatalities and suspected serious injuries for unrestrained children ages seven and younger from 399 to 359 by September 30, 2021.

The project will focus on transition and development of a plan for the MDHHS car seat training program to become self-sufficient by identifying existing CPSTs and other candidates within the agency to become certified CPSTs. The OHSP will continue to explore options to have the car seat training become a requirement for child protective service and foster care workers and explore options in streamlining car seat inventory.

Funding will support the salaries, travel, certification fees, and materials costs.

Task 2: Research, Data, and Evaluation	\$509,000
Section 405(b) FAST Act Occupant Protection High funds	\$509,000

Seat Belt and Hand-Held Device Use Direct Observation Survey

Planned Activity Number	OP-21-03	
Planned Activity in GMSS	2021-1002 OP Research, Data, and Evaluation	
GTS Code	M1*OP-405b High Occupant Protection	
Benefit to Locals	N/A	
Grantee	Michigan State University (MSU)	
Grant Amount, Funding Source	\$119,000	405(b) FAST Act Occupant Protection High
Indirect cost rate	26%	
Grant Start-up	October 1	
Project Objective(s)	<p>Determine the seat belt rate by conducting the NHTSA annual direct observation survey by September 30, 2021.</p> <p>Determine the hand-held device use rate by conducting a direct observation survey by September 30, 2021.</p> <p>Determine the seat belt rate and hand-held device use rate for the remaining 48 counties by conducting a direct observation survey by September 30, 2021.</p>	

Michigan has tracked seat belt use since 1983. The survey results assist the OHSP with developing seat belt enforcement plans and identifying the focus of media campaigns to support mobilizations. The observation survey for the annual requirement will be conducted after Memorial Day in the counties and locations approved by the NHTSA methodology. This project will also include the remaining 48 counties to provide county-level seat belt use rate for use in future program planning. The entire state survey was previously done in 2017 and 2019.

Funding will support salaries/fringe benefits, contractual, indirect, and supplies/operating costs.

Child Restraint Use/Misuse Direct Observation Survey

Planned Activity Number	OP-21-02
Planned Activity in GMSS	2021-1002 OP Research, Data, and Evaluation
GTS Code	M1*OP-405b High Occupant Protection
Benefit to Locals	N/A

Grantee	Michigan State University (MSU)	
Grant Amount, Funding Source	\$115,000	405(b) FAST Act Occupant Protection High
Indirect cost rate	26%	
Grant Start-up	October 1	
Project Objective(s)	<p>Determine the child restraint device use and misuse rates among children ages three and younger by September 30, 2021.</p> <p>Determine the child restraint device use and misuse rates among children ages four to seven years old by September 30, 2021.</p> <p>Determine the total child restraint device use and misuse rates among children ages seven and younger by September 30, 2021.</p>	

The NHTSA Occupant Protection Program Assessment recommendations states that child restraint use should be measured biennially. This survey combines observation of the use rate with inspections of proper child seat installation to determine usage rates and types of car seat misuse. Updated data will assist the OHSP to determine what age groups, strategies, and new, if any, misuse scenarios that need to be addressed for the new sets of parents and caregivers.

Funding will support salaries/fringe benefits, contractual, indirect, and supplies/operating costs.

Occupant Protection Program Assessment Recommendation Implementation

Planned Activity Number	OP-21-04	
Planned Activity in GMSS	2021-1002 OP Research, Data, and Evaluation	
GTS Code	M1*OP-405b High Occupant Protection	
Benefit to Locals	N/A	
Grantee	TBD	
Grant Amount, Funding Source	\$275,000	405(b) FAST Act Occupant Protection High
Indirect cost rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	Implement occupant protection program strategies by September 30, 2021.	

The OHSP will work with the Occupant Protection Action Team and other traffic safety partners to implement strategies to reduce unrestrained fatalities, injuries, and crashes.

Funding will support salaries/fringe benefits, contractual, supplies/operating, equipment, and indirect costs.

Task 3: Education, Communication, and Outreach	\$270,000
Section 405(d) FAST Act Impaired Driving Low Occupant Protection (flex) funds	\$20,000
Section 405(b) FAST Act Occupant Protection High Public Education funds	\$250,000

Buckle Up in Your Truck Public Education

Planned Activity Number	CP-21-03-a PI&E
Planned Activity in GMSS	2021-1003 OP Education, Communication, and Outreach

GTS Code	M1PE-405b High Public Education	
Benefit to Locals	N/A	
Grantee	OHSP PI&E	
Grant Amount, Funding Source	\$100,000	405(b) FAST Act Occupant Protection High Public Education
Indirect cost rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	<p>Increase the seat belt use rate for male pickup truck drivers from 89.3% to 90% by September 30, 2021.</p> <p>Increase the seat belt use rate for male pickup truck drivers ages 16-29 from 84.2% to 84.9% by September 30, 2021.</p>	

The OHSP will continue utilizing the previously developed social media campaign to target young male pickup truck drivers. The social media communication campaign will communicate the importance of buckling up when driving a truck through content creation, use of various social media channels, and paid advertising.

Funding will support contractual costs.

Booster Seat Public Education

Planned Activity Number	CP-21-03-b PI&E	
Planned Activity in GMSS	2021-1003 OP Education, Communication, and Outreach	
GTS Code	M1PE-405b High Public Education	
Benefit to Locals	N/A	
Grantee	OHSP PI&E	
Grant Amount, Funding Source	\$75,000	405(b) FAST Act Occupant Protection High Public Education
Indirect cost rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	<p>Reduce the number of fatalities and suspected serious injuries to unrestrained children, ages seven and younger from 151 in 2018 to 132 by September 30, 2021.</p> <p>Increase the statewide booster seat usage rate among children ages four to eight years old from 54.5% to 57% by September 30, 2021.</p>	

The OHSP will utilize a previously developed social media campaign using social media channels and marketing trends that target caregivers of children of booster age and the children themselves to communicate the importance of using a booster seat until the adult seat belt fits, which generally occurs at 4'9". The project will support content creation and paid advertising.

Funding will support contractual costs.

Rear-Seat Belt Public Education

Planned Activity Number	CP-21-03-c PI&E	
Planned Activity in GMSS	2021-1003 OP Education, Communication, and Outreach	
GTS Code	M1PE-405b High Public Education	

GTS Code	M6X-405d Impaired Driving Low	
Benefit to Locals	No	
Grantee	OHSP PI&E	
Grant Amount, Funding Source	\$75,000	405(b) FAST Act Occupant Protection High Public Education
Grant Amount, Funding Source	\$20,000	405(d) FAST Act Impaired Driving Low Occupant Protection (flex)
Indirect cost rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	<p>Reduce the rear-seat unrestrained fatalities and suspected serious injuries from 94 in 2018 to 87 by September 30, 2021.</p> <p>Reduce the percentage of unrestrained adult rear-seat occupants from 10% to 9% by September 30, 2021.</p>	

The OHSP will develop and/or utilize the Governors Highway Safety Association (GHSA)'s existing 'Make It Click' rear-seat belt use social media campaign to include creation of a social media message, logo, and video, as well as focus group message testing, and social media placement. The public information campaign will communicate the importance of buckling up when riding in the rear seat of a vehicle, with a focus towards teens ages 16 and over.

Funding will support contractual costs.

Task 4: Program Management	\$163,000
Section 402 FAST Act Program Management funds	\$163,000

Program Management

Planned Activity Number	CP-21-02-a PM	
Planned Activity in GMSS	2021-10001 PA Program Management (CP 02)	
GTS Code	PA-2021-Planning and Administration	
Benefit to Locals	No	
Grantee	OHSP-Program Management Section	
Grant Amount, Funding Source	\$163,000	402 FAST Act Program Management
Indirect cost rate	9.2%	
Grant Start-up	October 1	

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

(AL) Impaired Driving

Core Performance Measures

C-1 Number of fatalities in traffic crashes

Target: Reduce fatalities from 985 fatalities in 2019 to 968.6 fatalities in 2021.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,629 in 2019 to 5,533.6 serious injuries in 2021.

C-3 Fatalities/VMT

Target: Prevent the fatalities/VMT rate from increasing from .95 fatalities/VMT in 2018 to no more than .982 fatalities/VMT in 2021. (2019 VMT not yet available.)

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

Target: Prevent fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from increasing from 267 fatalities in 2018 to no more than 267 fatalities in 2021. (2019 FARS number not yet available.)

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

Target: Prevent the number of crashes involving a drug-impaired driver or motorcycle operator increasing from 214 crashes in 2019 to no more than 302 crashes in 2021.

Task 1: Support, Training, and Enforcement	\$2,659,000
Section 402 FAST Act Alcohol funds	\$484,000
Section 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training funds	\$560,000
Section 405(d) FAST Act Impaired Driving Low HVE funds	\$55,000
Section 405(d) FAST Act Impaired Driving Low Court Support funds	\$930,000
Section 405(d) FAST Act Impaired Driving Low Drug and Alcohol (flex) funds	\$630,000

Drug Recognition Expert (DRE) Training

Planned Activity Number	CP-21-01-d Special Projects	
Planned Activity in GMSS	2021-2001 AL Support, Training, and Enforcement	
GTS Code	FDLATR-405d Low Drug and Alcohol Training	
Benefit to Locals	N/A	
Grantee	OHSP Special Projects	
Grant Amount, Funding Source	\$476,000	405(d) FAST Act Impaired Driving Low Drug and Alcohol Training
Indirect cost rate	9.2%	
Grant Start-up	October 1	
Project Objective(s)	<p>Increase the number of DRE enforcement evaluations from 620 in 2019 to 744 by September 30, 2021.</p> <p>Increase the number of active certified DREs by 40 from 181 to 221 by September 30, 2021.</p>	

The DRE State Coordinator will conduct two DRE schools, two continuing education classes to provide expert witness courtroom training for the 2021 DRE school graduates, and eight hours of DRE-related training to all other Michigan DREs. The DRE State Coordinator will ensure DREs with certifications that

expire in 2021 meet all requirements for recertification and will forward that information to the International Association of Chiefs of Police, DRE Section, for credentialing.

Funding will support salaries, fringe benefits, supplies/operating, travel, facilities, materials, equipment, contractual, and indirect costs.

DRE Call Out Program

Planned Activity Number	CP-21-01-e Special Projects	
Planned Activity in GMSS	2021-2001 AL Support, Training, and Enforcement	
GTS Code	FDLHVE-405d Low HVE	
Benefit to Locals	N/A	
Grantee	OHSP Special Projects	
Grant Amount, Funding Source	\$55,000	405(d) FAST Act Impaired Driving Low HVE
Indirect cost rate	9.2%	
Grant Start-up	October 1	
Project Objective(s)	Increase the number of certified DREs responding to requests for a DRE from 73 in 2019 to 88 by September 30, 2021.	

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

Funding will support salaries, fringe benefits, and indirect costs.

Drug Recognition Expert (DRE) National Training Conference

Planned Activity Number	CP-21-01-f Special Projects	
Planned Activity in GMSS	2021-2001 AL Support, Training, and Enforcement	
GTS Code	FDLATR-405d Low Drug and Alcohol Training	
Benefit to Locals	N/A	
Grantee	OHSP Special Projects	
Grant Amount, Funding Source	\$24,000	405(d) FAST Act Impaired Driving Low Drug and Alcohol Training
Indirect cost rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	Reimburse registration and travel costs for up to 10 DRE instructors to attend the 2021 DRE National Training Conference on a rotating basis by September 30, 2021.	

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

Funding will support supplies/operating costs.

Impaired Driving Detection Training

Planned Activity Number	AL-21-01	
Planned Activity in GMSS	2021-2001 AL Support, Training, and Enforcement	
GTS Code	AL-2021-Impaired Driving	

Benefit to Locals	Yes	
Grantee	Michigan State Police-Training Division	
Grant Amount, Funding Source	\$484,000	402 FAST Act Alcohol
Indirect cost rate	9.2%	
Grant Start-up	October 1	
Project Objective(s)	<p>Conduct 62 SFST training courses for 1,400 officers by September 30, 2021.</p> <p>Conduct 36 ARIDE training courses for 1,200 officers by September 30, 2021.</p> <p>Conduct 36 ARIDE Refresher training courses for 240 officers by September 30, 2021.</p>	

This project will allow for SFST and ARIDE training courses for law enforcement officers statewide.

Funding will support salaries, fringe benefits, supplies/operating, equipment, contractual, and indirect costs.

Sobriety Court Support

Planned Activity Number	AL-21-05	
Planned Activity in GMSS	2021-2001 AL Support, Training, and Enforcement	
GTS Code	FDLCS-405d Low Court Support	
Benefit to Locals	N/A	
Grantee	State Court Administrative Office (SCAO)	
Grant Amount, Funding Source	\$930,000	405(d) FAST Act Impaired Driving Low Court Support
Indirect cost rate	9.8%	
Grant Start-up	October 1	
Project Objective(s)	<p>Support up to 17 operational driving while intoxicated (DWI) or hybrid drug/DWI programs in accepting up to 400 participants by September 30, 2021.</p> <p>Support existing jurisdiction DWI and hybrid drug/DWI court programs to expand the DWI population within the operational programs up to 10% by September 30, 2021.</p> <p>Maintain a 3% recidivism rate for DWI or hybrid court participants by September 30, 2021.</p>	

The SCAO will establish and enhance new or expanded DWI court programs. Court programs will expand the number of convicted impaired driving offender participants or establish a DWI program at a new court.

Funding may support a percentage of project director salary, fringe benefits, contractual, supplies/operating, travel, and indirect costs.

Judicial Training and Outreach

Planned Activity Number	AL-21-04	
Planned Activity in GMSS	2021-2001 AL Support, Training, and Enforcement	
GTS Code	FDLATR-405d Low Drug and Alcohol Training	
Benefit to Locals	N/A	

Grantee	Michigan Judicial Institute (MJJ)	
Grant Amount, Funding Source	\$9,000	405(d) FAST Act Impaired Driving Low Drug and Alcohol Training
Indirect cost rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	Provide training opportunities for up to 1,000 district court judges, magistrates, drug treatment court staff, and probation officers in relevant traffic safety-related information by September 30, 2021.	

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

Funding will support contractual and supplies/operating costs.

Judicial Outreach Liaison (JOL)

Planned Activity Number	AL-21-04	
Planned Activity in GMSS	2021-2001 AL Support, Training, and Enforcement	
GTS Code	FDLATR-405d Low Drug and Alcohol Training	
Benefit to Locals	N/A	
Grantee	Michigan Judicial Institute (MJJ)	
Grant Amount, Funding Source	\$51,000	405(d) FAST Act Impaired Driving Low Drug and Alcohol Training
Indirect cost rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	Provide training for up to 1,000 district court judges, magistrates, and judicial personnel in relevant impaired driving traffic safety-related information by September 30, 2021.	

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

Funding will support contractual and travel costs.

Traffic Safety Training Program

Planned Activity Number	AL-21-03	
Planned Activity in GMSS	2021-2001 AL Support, Training, and Enforcement	
GTS Code	FDLATR-405d Low Drug and Alcohol Training	
Benefit to Locals	N/A	
Grantee	Prosecuting Attorneys Association of Michigan (PAAM)	
Grant Amount, Funding Source	\$630,000	405(d) FAST Act Impaired Driving Low Drug and Alcohol (flex)
Indirect cost rate	12.4%	
Grant Start-up	October 1	
Project Objective(s)	Provide up to 35 professional educational opportunities (trainings/presentations) for approximate 1,000 prosecutors by September 30, 2021.	

	Provide up to 40 professional educational opportunities (trainings/presentations) for approximately 2,500 law enforcement by September 30, 2021.
	Provide up to 10 professional educational opportunities (trainings/presentations) for approximately 500 traffic safety partners by September 30, 2021.

The project will provide up to 40 trainings/presentations which will impact approximately 4,000 law enforcement officers, prosecutors, and traffic safety partners. Training programs include Cops in Court, Advanced OUIL, Lethal Weapon, ignition interlocks, sobriety courts, and medical marihuana. The DRE Mock Trial training teaches the DRE law enforcement officers how to successfully testify in court both using scenarios with prosecutors and defense attorneys.

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

Task 2: Research, Data, and Evaluation	\$4,918,000
Section 405(d) FAST Act Impaired Driving Low funds	\$4,918,000

Drug Recognition Expert (DRE) Tablet and Program Management System

Planned Activity Number	AL-21-07	
Planned Activity in GMSS	2021-2002 AL Research, Data, and Evaluation	
GTS Code	M6X-405d Impaired Driving Low	
Benefit to Locals	N/A	
Grantee	Prosecuting Attorneys Association of Michigan (PAAM)	
Grant Amount, Funding Source	\$150,000	405(d) FAST Act Impaired Driving Low
Indirect cost rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	Provide 100 DREs with tablets migrated to a new program management system by September 30, 2021.	

This project will provide more effective management for the DREs to collect DRE evaluation data by purchasing a new program management system and 100 tablets. Tablets will be distributed to DREs based upon their level of activity.

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

Impaired Driving Program Assessment Recommendation Implementation

Planned Activity Number	AL-21-06	
Planned Activity in GMSS	2021-2002 AL Research, Data, and Evaluation	
GTS Code	M6X-405d Impaired Driving Low	
Benefit to Locals	N/A	
Grantee	TBD	
Grant Amount, Funding Source	\$4,768,000	405(d) FAST Act Impaired Driving Low
Indirect cost rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	Identify data-driven program area strategies and implement by September 30, 2021.	

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

Funding will support salaries, fringe benefits, contractual, travel, supplies/operating, and equipment costs.

Task 3: Education, Communication, and Outreach	\$604,000
Section 405(d) FAST Act Impaired Driving Low Paid/Earned Media funds	\$600,000
Section 405(d) FAST Act Impaired Driving Low Alcohol (flex) funds	\$4,000

**Michigan State Police (MSP) Third District Impaired Driving Action Team (IMPACT)
Public Education Campaign**

Planned Activity Number	CP-21-03-d PI&E	
Planned Activity in GMSS	2021-2003 AL Education, Communication, and Outreach	
GTS Code	FDLPEM-405d Low Paid/Earned Media	
Benefit to Locals	N/A	
Grantee	OHSP PI&E	
Grant Amount, Funding Source	\$100,000	405(d) FAST Act Impaired Driving Low Paid/Earned Media
Indirect cost rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	Increase awareness for the MSP-Third District IMPACT messaging among young men to at least 10% by September 30, 2021.	

A public information campaign will support awareness of the newly established MSP Third District IMPACT. The IMPACT will conduct impaired driving enforcement to reduce impaired driving injuries and fatalities and make drivers aware of this special law enforcement program.

Funding will support contractual costs.

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

Planned Activity Number	AL-21-03	
Planned Activity in GMSS	2021-2003 AL Education, Communication, and Outreach	
GTS Code	FDL*AL-405d Low Alcohol	
Benefit to Locals	N/A	
Grantee	Prosecuting Attorneys Association of Michigan (PAAM)	
Grant Amount, Funding Source	\$4,000	405(d) FAST Act Impaired Driving Low Alcohol (flex)
Indirect cost rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	Recognize law enforcement officers/agencies and county prosecutors for their efforts in supporting MADD's mission by September 30, 2021.	

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

Funding will support supplies/operating costs.

Drugged Driving Public Education Campaign

Planned Activity Number	CP-21-03-u PI&E	
Planned Activity in GMSS	2021-2003 AL Education, Communication, and Outreach	
GTS Code	FDLPEM-405d Low Paid/Earned Media	
Benefit to Locals	N/A	
Grantee	OHSP PI&E	
Grant Amount, Funding Source	\$500,000	405(d) FAST Act Impaired Driving Low Paid/Earned Media
Indirect cost rate	N/A	
Grant Start-up	Oct 1	
Project Objective(s)	Conduct a drug impaired driving awareness campaign, including development and distribution of materials to traffic safety partners and the public by September 30, 2021.	

A marihuana and drugged driving public information and education campaign will be developed. The OHSP will work with a communications development team to develop media, creative, and distribution plans for the campaign.

Funding will support development and distribution costs.

Task 4: Program Management	\$578,000
Section 402 FAST Act Program Management funds	\$578,000

Program Management

Planned Activity Number	CP-21-02-b PM	
Planned Activity in GMSS	2021-10001 PA Program Management (CP 02)	
GTS Code	PA-2021-Planning and Administration	
Benefit to Locals	No	
Grantee	OHSP-Program Management Section	
Grant Amount, Funding Source	\$578,000	402 FAST Act Program Management
Indirect cost rate	9.2%	
Grant Start-up	October 1	

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

(PT) Police Traffic Services

Core Performance Measures

C-1 Number of fatalities in traffic crashes

Target: Reduce fatalities from 985 fatalities in 2019 to 968.6 fatalities in 2021.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,629 in 2019 to 5,533.6 serious injuries in 2021.

C-3 Fatalities/VMT

Target: Prevent the fatalities/VMT rate from increasing from .95 fatalities/VMT in 2018 to no more than .982 fatalities/VMT in 2021. (2019 VMT not yet available.)

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

Target: Reduce unrestrained passenger vehicle occupant fatalities from 202 fatalities in 2019 to 190 fatalities in 2021.

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

Target: Prevent fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from increasing from 267 fatalities in 2018 to no more than 267 fatalities in 2021. (2019 FARS number not yet available.)

B-1 Statewide seat belt use rate

Target: Increase the statewide seat belt use rate from 94.4% in 2020 to 98% in 2021.

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

Target: Prevent the number of crashes involving a drug-impaired driver or motorcycle operator increasing from 214 crashes in 2019 to no more than 302 crashes in 2021.

Task 1: Support, Training, and Enforcement	\$4,800,000
Section 402 FAST Act Police Traffic Services funds	\$3,205,000
Section 405(b) FAST Act Occupant Protection High HVE funds	\$203,000
Section 405(d) FAST Act Impaired Driving Low Police Traffic Services (flex) funds	\$1,392,000

Overtime DUI and Seat Belt Enforcement

Planned Activity Number	PT-21-04+	
Planned Activity in GMSS	2021-3001 PT Support, Training, and Enforcement	
GTS Code	PT-2021-Police Traffic Services	
GTS Code	M1*PT-405b High Police Traffic Services	
GTS Code	FDL*PT-405d Low Police Traffic Services	
Benefit to Locals	Yes (\$2,152,000)	
Grantee	County and local police agencies	
Grant Amount, Funding Source	\$2,152,000	402 FAST Act Police Traffic Services
Grantee	County and local police agencies	
Grant Amount, Funding Source	\$203,000	405(b) FAST Act Occupant Protection High HVE

Grantee	Michigan State Police	
Grant Amount, Funding Source	\$1,392,000	405(d) FAST Act Impaired Driving Low Police Traffic Services (flex)
Grantee	TBD	
Grant Amount, Funding Source	\$1,000,000	402 FAST Act Police Traffic Services
Indirect cost rate	Various	
Grant Start-up	October 1	
Project Objective(s)	Reduce the number of fatalities from 985 in 2019 to 968.6 fatalities by September 30, 2021. Reduce the number of serious injuries from 5,629 in 2019 to 5,533.6 by September 30, 2021	

The OHSP will fund five mandatory enforcement periods, including two impaired driving enforcement efforts, two seat belt enforcement efforts, and one combined impaired driving/seat belt enforcement effort to focus on compliance with traffic safety laws during statewide mobilizations and crackdowns. Additionally, three optional enforcement periods will be eligible for overtime, including two impaired driving enforcement efforts and one combined impaired driving/seat belt enforcement effort.

Funding will support overtime salaries and indirect costs.

Law Enforcement Outreach Liaison

Planned Activity Number	CP-21-01-i Special Projects	
Planned Activity in GMSS	2021-3001 PT Support, Training, and Enforcement	
GTS Code	PT-2021-Police Traffic Services	
Benefit to Locals	No	
Grantee	OHSP Special Projects	
Grant Amount, Funding Source	\$49,000	402 FAST Act Police Traffic Services
Indirect cost rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	Demonstrate the use of the Michigan Traffic Crash Facts website to personnel in at least 36 law enforcement agencies no later than September 30, 2021.	

A Law Enforcement Outreach Liaison will engage law enforcement officials by training on understanding and using the Michigan Traffic Crash Facts website and traffic crash data tools to increase effective traffic safety enforcement by identifying traffic safety problems and implement solutions to combat those problems.

Funding will support salaries/fringes, contractual, and supplies/operating costs.

Upper Peninsula (UP) Regional Law Enforcement Training

Planned Activity Number	CP-21-01-k Special Projects	
Planned Activity in GMSS	2021-6002 CP Special Projects (CP 01)	
GTS Code	CP-2021-Community Traffic Safety Project	
Benefit to Locals	Yes	
Grantee	OHSP-Special Projects	
Grant Amount, Funding Source	\$4,000	402 FAST Act Police Traffic Services

Indirect cost rate	N/A
Grant Start-up	October 1
Project Objective(s)	Provide up to four training programs, including Complete Traffic Stops and Below 100 for Upper Peninsula law enforcement officers by September 30, 2021.

The UP regional law enforcement training project will offer up to four sessions of traffic safety training to law enforcement officers across the region, with topics such as Complete Traffic Stops and Below 100. Offering classes in an UP location will allow more law enforcement personnel to attend, with the goal of reducing fatalities and suspected serious injuries in the region.

Funding will support contractual and supplies/operating costs.

Task 2: Research, Data, and Evaluation	\$150,000
Section 405(d) FAST Act Impaired Driving Low Police Traffic Services (flex) funds	\$150,000

Telephone Surveys

Planned Activity Number	CP-21-03-e PI&E	
Planned Activity in GMSS	2021-3002 PT Research, Data, and Evaluation	
GTS Code	FDL*PT-405d Low Police Traffic Services	
Benefit to Locals	N/A	
Grantee	OHSP PI&E	
Grant Amount, Funding Source	\$150,000	405(d) FAST Act Impaired Driving Low Police Traffic Services (flex)
Indirect cost rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	Determine public perception of enforcement efforts and advertising message for traffic safety campaigns by conducting up to six sets of pre- and post-telephone surveys by September 30, 2021.	

Telephone surveys will be conducted to give the OHSP feedback on how drivers perceive and react to traffic safety programs. The surveys will allow the OHSP to adjust programming, if necessary, and develop plans based on current-year data.

Funding will support contractual costs.

Task 3: Education, Communication, and Outreach	\$2,728,000
Section 402 FAST Act Police Traffic Services funds	\$3,000
Section 402 FAST Act Paid Advertising funds	\$2,600,000
Section 405(b) FAST Act Occupant Protection High Public Education funds	\$20,000
Section 405(d) FAST Act Impaired Driving Low Police Traffic Services (flex) funds	\$105,000

Law Enforcement Engagement

Planned Activity Number	CP-21-01-h Special Projects
Planned Activity in GMSS	2021-3003 PT Education, Communication, and Outreach
GTS Code	PT-2021-Police Traffic Services
Benefit to Locals	Yes
Grantee	OHSP Special Projects

Grant Amount, Funding Source	\$3,000	402 FAST Act Police Traffic Services
Indirect cost rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	Increase the number of law enforcement partner e-mail contacts from 63 to at least 75 by September 30, 2021.	

Engaging with law enforcement officials will provide tools to increase effective traffic safety enforcement. The OHSP staff will exhibit at the Michigan Association of Chiefs of Police (MACP) Mid-Winter Professional Development conference in February 2021 in Grand Rapids and the Michigan Sheriffs' Association (MSA) Fall Professional Development and Trade Show in October 2020 in Traverse City. The OHSP staff will have traffic safety materials and a computer to demonstrate how the attendees can access traffic crash data using the Michigan Traffic Crash Facts website. The OHSP staff will work with the MACP Traffic Safety Committee and the Michigan Sheriff's Traffic Safety Committee to submit traffic safety agenda items for their annual conferences.

Funding will support supplies/operating costs.

Drive Sober or Get Pulled Over (DSOGPO) Mobilization Paid Advertising

Planned Activity Number	CP-21-03-f PI&E	
Planned Activity in GMSS	2021-3003 PT Education, Communication, and Outreach	
GTS Code	PT-2021-Police Traffic Services	
Benefit to Locals	Yes	
Grantee	OHSP PI&E	
Grant Amount, Funding Source	\$1,000,000	402 FAST Act Paid Advertising
Indirect cost rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	Conduct up to three Drive Sober or Get Pulled Over impaired driving enforcement media campaigns by September 30, 2021.	

The OHSP will fund cooperative overtime enforcement during Drive Sober or Get Pulled Over mobilizations at locations determined by a data-driven strategy. The enforcement periods are in December 2020, July 2021, and August 2021.

Funding will support contractual costs.

Mobilization Message Development Impaired Driving Creative

Planned Activity Number	CP-21-03-g PI&E	
Planned Activity in GMSS	2021-3003 PT Education, Communication, and Outreach	
GTS Code	FDLPEM-405d Low Paid/Earned Media	
Benefit to Locals	N/A	
Grantee	OHSP PI&E	
Grant Amount, Funding Source	\$75,000	405(d) FAST Act Impaired Driving Low Police Traffic Services (flex)
Indirect cost rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	Create and conduct an impaired driving awareness campaign, including the distribution of messages to the public, regarding traffic enforcement mobilizations by September 30, 2021.	

The OHSP will fund the creative process for developing materials for paid media as well as funding earned media efforts associated with overtime enforcement. The enforcement periods are the Drive Sober or Get Pulled Over campaigns in December 2020, July 2021, and August 2021.

Funding will support contractual costs.

Click It or Ticket (CIOT) Mobilization Paid Advertising

Planned Activity Number	CP-21-03-h PI&E	
Planned Activity in GMSS	2021-3003 PT Education, Communication, and Outreach	
GTS Code	PT-2021-Police Traffic Services	
Benefit to Locals	Yes	
Grantee	OHSP PI&E	
Grant Amount, Funding Source	\$1,600,000	402 FAST Act Paid Advertising
Indirect cost rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	Conduct at least one media campaign on traffic enforcement mobilizations focusing on seat belt use by September 30, 2021.	

During overtime enforcement periods, paid advertising will be used to publicize the enforcement efforts to target audiences.

Funding will support contractual costs.

Mobilization Message Development Seat Belts Creative

Planned Activity Number	CP-21-03-i PI&E	
Planned Activity in GMSS	2021-3003 PT Education, Communication, and Outreach	
GTS Code	M1PE-405b High Public Education	
Benefit to Locals	N/A	
Grantee	OHSP PI&E	
Grant Amount, Funding Source	\$20,000	405(b) FAST Act Occupant Protection High Public Education
Indirect cost rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	Conduct seat belt awareness campaigns, including the distribution of messages to the public through earned media, regarding traffic enforcement mobilizations by September 30, 2021.	

The OHSP will fund cooperative overtime seat belt enforcement in November and May at locations determined by a data-driven strategy. Message development will be created and conducted to alert target audiences about these enforcement efforts.

Funding will support contractual costs.

Mobilization Communications and Outreach Banners

Planned Activity Number	CP-21-03-j PI&E	
Planned Activity in GMSS	2021-3003 PT Education, Communication, and Outreach	
GTS Code	PT-2021-Police Traffic Services	
Benefit to Locals	N/A	

Grantee	OHSP PI&E	
Grant Amount, Funding Source	\$30,000	405(d) FAST Act Impaired Driving Low Police Traffic Services (flex)
Indirect cost rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	Conduct an awareness campaign, including development and distribution of banners to law enforcement agencies, regarding traffic enforcement mobilizations that focus on seat belt use and impaired driving by September 30, 2021.	

The OHSP will fund up to five overtime enforcement periods – two Click It or Ticket and three Drive Sober or Get Pulled Over. One seat belt banner and one impaired driving banner will be provided to each law enforcement agency.

Funding will support the supplies/operating costs.

Task 4: Program Management	\$1,463,000
Section 402 FAST Act Program Management funds	\$1,463,000

Program Management

Planned Activity Number	CP-21-02-c PM	
Planned Activity in GMSS	2021-10001 PA Program Management (CP 02)	
GTS Code	PA-2021-Planning and Administration	
Benefit to Locals	No	
Grantee	OHSP-Program Management Section	
Grant Amount, Funding Source	\$1,463,000	402 FAST Act Program Management
Indirect cost rate	9.2%	
Grant Start-up	October 1	

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

(PS) Pedestrian/Bicycle Safety

Core Performance Measures

C-1 Number of fatalities in traffic crashes

Target: Reduce fatalities from 985 fatalities in 2019 to 968.6 fatalities in 2021.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,629 in 2019 to 5,533.6 serious injuries in 2021.

C-3 Fatalities/VMT

Target: Prevent the fatalities/VMT rate from increasing from .95 fatalities/VMT in 2018 to no more than .982 fatalities/VMT in 2021. (2019 VMT not yet available.)

C-10 Number of pedestrian fatalities

Target: Prevent pedestrian fatalities from increasing from 149 fatalities in 2019 to no more than 174 fatalities in 2021.

C-11 Number of bicyclist fatalities

Target: Prevent bicyclist fatalities from increasing from 21 fatalities in 2019 to no more than 39 fatalities in 2021.

Task 1: Support, Training, and Enforcement	\$361,000
Section 405(h) FAST Act Non-Motorized Law Enforcement funds	\$300,000
Section 405(h) FAST Act Non-Motorized Training funds	\$61,000

Elective Overtime Enforcement

Planned Activity Number	PS-21-04+	
Planned Activity in GMSS	2021-4001 PS Support, Training, and Enforcement	
GTS Code	FHLE-405h Law Enforcement	
Benefit to Locals	N/A	
Grantee	State, county, and local law enforcement	
Grant Amount, Funding Source	\$300,000	405(h) FAST Act Non-Motorized Law Enforcement
Indirect cost rate	Various	
Grant Start-up	October 1	
Project Objective(s)	Increase the number of law enforcement agencies, conducting pedestrian/bicyclist enforcement, from six agencies to up to 26 within the cities with the most pedestrian and bicyclist fatalities by September 30, 2021.	

The OHSP will fund overtime enforcement mobilizations and campaigns to enforce state traffic laws applicable to pedestrian and bicycle safety, made available to 26 cities based on high fatality and suspected serious injury locations.

Law enforcement officers will implement a data-driven overtime enforcement program on pedestrian and bicycle safety laws to educate community members about illegal/dangerous walking, cycling, and driving behaviors, and enforce traffic laws designed to protect them.

Funding will support overtime salaries and fringe benefits costs.

Pedestrian and Bicycle Safety Law Enforcement Training

Planned Activity Number	PS-21-01	
Planned Activity in GMSS	2021-4001 PS Support, Training, and Enforcement	
GTS Code	FHTR-405h Training	
Benefit to Locals	N/A	
Grantee	League of Michigan Bicyclists (LMB)	
Grant Amount, Funding Source	\$61,000	405(h) FAST Act Non-Motorized Training
Indirect cost rate	10%	
Grant Start-up	October 1	
Project Objective(s)	Train up to 200 law enforcement officers in the 20 cities with the most pedestrian and bicyclist fatalities and suspected serious injuries by September 30, 2021.	

The LMB will promote bicyclist and pedestrian safety through regional law enforcement trainings including a conference and other event presentations, on traffic laws designed to protect pedestrians and bicyclists.

Funding will support salaries, contractual, and supplies/operating costs.

Task 2: Research, Data, and Evaluation	\$800,000
Section 405(h) FAST Act Non-Motorized Public Education funds	\$800,000

Pedestrian and Bicycle Program Assessment Recommendation Implementation

Planned Activity Number	PS-21-03	
Planned Activity in GMSS	2021-4002 PS Research, Data, and Evaluation	
GTS Code	FHPE-405h Public Education	
Benefit to Locals	N/A	
Grantee	TBD	
Grant Amount, Funding Source	\$800,000	405(h) FAST Act Non-Motorized Public Education
Indirect cost rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	Identify and implement data-driven pedestrian and bicyclist safety program strategies by September 30, 2021.	

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 fatalities, injuries, and crashes through law enforcement training, law enforcement mobilizations, and public education on pedestrian and bicycle safety laws.

Funding may support contractual and supplies/operating costs.

Task 3: Education, Communication, and Outreach	\$892,000
Section 405(h) FAST Act Non-Motorized Public Education funds	\$877,000
Section 402 FAST Act Pedestrian/Bicycle Safety funds	\$15,000

Statewide Pedestrian Education Campaign

Planned Activity Number	CP-21-03-k PI&E
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Planned Activity in GMSS	2021-4003 PS Education, Communication, and Outreach	
GTS Code	FHPE-405h Public Education	
Benefit to Locals	N/A	
Grantee	OHSP PI&E	
Grant Amount, Funding Source	\$300,000	405(h) FAST Act Non-Motorized Public Education
Indirect cost rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	Increase awareness of the public on laws applicable to pedestrian safety through at least one statewide campaign by September 30, 2021.	

A statewide public education campaign will educate drivers and pedestrians regarding Michigan Vehicle Code sections that pertain to pedestrian and motorist laws.

Funding will support contractual and supplies/operating costs.

Statewide Bicyclist Education Campaign

Planned Activity Number	CP-21-03-I PI&E	
Planned Activity in GMSS	2021-4003 PS Education, Communication, and Outreach	
GTS Code	FHPE-405h Public Education	
Benefit to Locals	N/A	
Grantee	OHSP PI&E	
Grant Amount, Funding Source	\$300,000	405(h) FAST Act Non-Motorized Public Education
Indirect cost rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	Increase the awareness of the public on laws applicable to bicyclist safety through at least one statewide campaign by September 30, 2021.	

A statewide public education bicyclist campaign will educate drivers and bicyclists regarding Michigan Vehicle Code sections that pertain to bicyclist and motorist laws.

Funding will support contractual and supplies/operating costs.

Detroit Safe Routes Ambassador Program

Planned Activity Number	PS-21-02	
Planned Activity in GMSS	2021-4003 PS Education, Communication, and Outreach	
GTS Code	FHPE-405h Public Education	
Benefit to Locals	N/A	
Grantee	City of Detroit	
Grant Amount, Funding Source	\$250,000	405(h) FAST Act Non-Motorized Public Education
Indirect cost rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	Educate more than 700 people on traffic laws designed to protect pedestrians and bicyclists by September 30, 2021.	

The City of Detroit will promote public education of pedestrian and bicycle safety laws through the Safe Routes Ambassador's Program based off the project's successful implementation in Chicago. A variety of audiences will be targeted including elementary students, teenage driver education students, senior citizens, parents, and teachers. A general curriculum for elementary students will continue to be developed specifically, for the Detroit Public Schools, but can be utilized statewide.

Funding will support salaries/fringe benefits and supplies/operating costs.

Public Education on Pedestrian and Bicycle Safety Laws for Driver Education Instructors

Planned Activity Number	PS-21-01	
Planned Activity in GMSS	2021-4001 PS Support, Training, and Enforcement	
GTS Code	FHPE-405h Public Education	
Benefit to Locals	N/A	
Grantee	League of Michigan Bicyclists (LMB)	
Grant Amount, Funding Source	\$6,000	405(h) FAST Act Non-Motorized Public Education
Indirect cost rate	10%	
Grant Start-up	October 1	
Project Objective(s)	Increase the number of people educated on traffic laws designed to protect bicyclists and pedestrians to more than 300 people by September 30, 2021.	

The LMB will promote bicyclist and pedestrian safety through regional bicycle and pedestrian laws public education through driver education instructor professional development courses. The LMB will work with organizations such as the Michigan Driver and Traffic Safety Education Association (MDTSEA).

Funding will support salaries, contractual, and supplies/operating costs.

Regional Hands-On Courses for Public Education of Pedestrian and Bicycle Laws

Planned Activity Number	PS-21-01	
Planned Activity in GMSS	2021-4001 PS Support, Training, and Enforcement	
GTS Code	FHPE-405h Public Education	
Benefit to Locals	Yes (\$15,000)	
Grantee	League of Michigan Bicyclists (LMB)	
Grant Amount, Funding Source	\$21,000	405(h) FAST Act Non-Motorized Public Education
Grant Amount, Funding Source	\$15,000	402 FAST Act Pedestrian/Bicycle Safety
Indirect cost rate	10%	
Grant Start-up	October 1	
Project Objective(s)	Increase the number of people educated on traffic laws designed to protect bicyclists to more than 40 people by September 30, 2021.	

The LMB will promote bicyclist and pedestrian safety, with a focus on active lighting and rider conspicuity, through regional pedestrian and bicycle laws public education through implementing a series of segmented courses that are in-person and hands-on to educate bicyclists on pedestrian and bicyclist safety laws. The LMB will also work with national organizations, such as the League of American Bicyclists, to complete this project.

Funding will support salaries, contractual, and supplies/operating costs.

Task 4: Program Management	\$9,000
Section 402 FAST Act Program Management funds	\$9,000

Program Management

Planned Activity Number	CP-21-02-d PM	
Planned Activity in GMSS	2021-10001 PA Program Management (CP 02)	
GTS Code	PA-2021-Planning and Administration	
Benefit to Locals	No	
Grantee	OHSP-Program Management Section	
Grant Amount, Funding Source	\$9,000	402 FAST Act Program Management
Indirect cost rate	9.2%	
Grant Start-up	October 1	

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

(TR) Traffic Records

Core Performance Measures

C-1 Number of fatalities in traffic crashes

Target: Reduce fatalities from 985 fatalities in 2019 to 968.6 fatalities in 2021.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,629 in 2019 to 5,533.6 serious injuries in 2021.

C-3 Fatalities/VMT

Target: Prevent the fatalities/VMT rate from increasing from .95 fatalities/VMT in 2018 to no more than .982 fatalities/VMT in 2021. (2019 VMT not yet available.)

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

Target: Reduce unrestrained passenger vehicle occupant fatalities from 202 fatalities in 2019 to 190 fatalities in 2021.

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

Target: Prevent fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from increasing from 267 fatalities in 2018 to no more than 267 fatalities in 2021. (2019 FARS number not yet available.)

O6: Percentage of time for driver vehicle database conviction updates

Target: Increase the driver vehicle record database convictions received within 10 days of adjudication from 97% in 2019 to 98% in 2021.

Task 1: Support, Training, and Enforcement	\$20,000
Section 405(c) FAST Act Traffic Records Data Program funds	\$20,000

Traffic Crash Reporting Form Training Support

Planned Activity Number	TR-21-01	
Planned Activity in GMSS	2021-5001 TR Support, Training, and Enforcement	
GTS Code	M3DA-405c Data Program	
Benefit to Locals	N/A	
Grantee	Michigan Department of State Police Criminal Justice Information Center	
Grant Amount, Funding Source	\$20,000	405(c) FAST Act Traffic Records Data Program
Indirect cost rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	<p>Increase statewide crash report timeliness by 0.31 days from 11.31 to 11.00 by September 30, 2021.</p> <p>Provide materials to support training for up to 50 training classes for 1,200 officers, police recruits, and traffic safety professionals on the proper completion of the UD-10 Traffic Crash Report by September 30, 2021.</p>	

This project will provide training and materials (manuals, guides, and flash drives) to law enforcement officers on accurately completing the UD-10 crash reporting form to improve the quality of the traffic crash data. Addressing any UD-10 concerns will continue to be a highlight of the training efforts, in addition to training officers and police recruits on the crash location improvement project (CLIP 2.0) and identifying/reporting automated vehicle information.

Funding will support supplies/operating costs.

Task 2: Research, Data, and Evaluation	\$4,695,000
Section 405(c) FAST Act Traffic Records Data Program funds	\$4,695,000

Traffic Records Program Assessment Recommendation Implementation

Planned Activity Number	TR-21-07	
Planned Activity in GMSS	2021-5002 TR Research, Data, and Evaluation	
GTS Code	M3DA-405c Data Program	
Benefit to Locals	N/A	
Grantee	TBD	
Grant Amount, Funding Source	\$3,587,000	405(c) FAST Act Traffic Records Data Program
Indirect cost rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	Implement at least 10% of the 12 strategies within the Traffic Records Coordinating Committee's Strategic Plan, which was created from the Traffic Records Program Assessment by September 30, 2021.	

The OHSP will work with the Traffic Records network and other traffic safety partner agencies in determining and implementing additional strategies identified to address the Traffic Records Program Assessment Recommendations.

Funding may support salaries, fringe benefits, supplies/operating, equipment, contractual, and indirect costs.

Upgrades to Roadsoft and Environmental Institute Road and Highways

Planned Activity Number	TR-21-02	
Planned Activity in GMSS	2021-5002 TR Research, Data, and Evaluation	
GTS Code	M3DA-405c Data Program	
Benefit to Locals	N/A	
Grantee	Michigan Department of Transportation (MDOT)	
Grant Amount, Funding Source	\$257,000	405(c) FAST Act Traffic Records Data Program
Indirect cost rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	Create a system that will lead to the completion of all 36 fundamental data elements by September 30, 2021.	

This project will help Michigan meet the federally required Model Inventory of Roadway Elements (MIRE) collection mandate for the roadway data system. It will address the crash-emphasis area attributes of completeness of 36 data fields. This project builds from the initial Roadsoft contract with the Michigan Department of Technology, Management, and Budget which began database configuration and system

design, creation of web services, development of the prototype, software upgrade testing, and environment.

Funding will support contractual costs.

State to State Staffing (S2S) - Phase 1

Planned Activity Number	TR-21-03	
Planned Activity in GMSS	2021-5002 TR Research, Data, and Evaluation	
GTS Code	M3DA-405c Data Program	
Benefit to Locals	N/A	
Grantee	Michigan Department of State (MDOS)	
Grant Amount, Funding Source	\$667,000	405(c) FAST Act Traffic Records Data Program
Indirect cost rate	13.86%	
Grant Start-up	October 1	
Project Objective(s)	Hire up to six limited-term staff assistants to correct at least 25% of the driver data errors by September 30, 2021.	

The MDOS will clean up the driver records database by removing at least 25% of driver data errors. This is a national project to ensure there is only one driving record and driver history for everyone in the country. This project will enable more accurate and complete driver records which will enhance the ability of law enforcement and courts in accurately identifying and completing their driver records. It promotes traffic safety by ensuring unsafe drivers are taken off the road faster and ensuring consistent enforcement for driving offenses. This helps to deter identity fraud by preventing an individual from keeping multiple licenses and creating multiple records in other states and avoiding driving penalties.

Funding will support the salaries/fringe benefits and indirect costs.

Michigan Crash Analysis Application - Phase 2

Planned Activity Number	TR-21-06	
Planned Activity in GMSS	2021-5002 TR Research, Data, and Evaluation	
GTS Code	M3DA-405c Data Program	
Benefit to Locals	N/A	
Grantee	Michigan Department of State Police Criminal Justice Information Center	
Grant Amount, Funding Source	\$184,000	405(c) FAST Act Traffic Records Data Program
Indirect cost rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	Increase statewide crash data accessibility from one week to five days by September 30, 2021.	

A cloud-based application will give the ability to respond in real-time to crash data requests, provide improved reports, and allow for data visualization. The goal of the second phase of this project is to make the cloud-based application available to all law enforcement agencies, researchers, and other traffic safety partners. The Traffic Crash Reporting Unit (TCRU) will establish two types of users, sanitized and unsanitized. Sanitized users will be able to view the full UD-10 while sanitized users will not be able to see personal information on the UD-10.

Funding will support supplies/operating costs.

Task 3: Education, Communication, and Outreach	\$563,000
Section 402 FAST Act Traffic Records funds	\$563,000

Michigan Traffic Crash Facts (MTCF) Technical Support

Planned Activity Number	TR-21-05	
Planned Activity in GMSS	2021-5003 TR Education, Communication, and Outreach	
GTS Code	TR-2021-Traffic Records	
Benefit to Locals	Yes	
Grantee	University of Michigan Transportation Research Institute (UMTRI)	
Grant Amount, Funding Source	\$563,000	402 FAST Act Traffic Records
Indirect cost rate	56%	
Grant Start-up	October 1	
Project Objective(s)	Complete the 2020 Michigan Traffic Crash Facts publications/web content and MichiganTrafficCrashFacts.org website maintenance by September 30, 2021.	

This project will continue to provide public accessibility for the crash data derived from Michigan's Traffic Crash Reporting System. The 2020 MTCF will be produced and posted at www.michigantrafficcrashfacts.org. An annual survey will gauge the effectiveness of the website. The OHSP will work with the UMTRI staff to provide technical assistance on requests for crash data analysis and presentations.

Funding will support salaries, supplies/operating, and indirect costs.

Task 4: Program Management	\$370,000
Section 402 FAST Act Program Management funds	\$370,000

Program Management

Planned Activity Number	CP-21-02-e PM	
Planned Activity in GMSS	2021-10001 PA Program Management (CP 02)	
GTS Code	PA-2021-Planning and Administration	
Benefit to Locals	No	
Grantee	OHSP-Program Management Section	
Grant Amount, Funding Source	\$370,000	402 FAST Act Program Management
Indirect cost rate	9.2%	
Grant Start-up	October	

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

(CP) Community Programs

Core Performance Measures

C-1 Number of fatalities in traffic crashes

Target: Reduce fatalities from 985 fatalities in 2019 to 968.6 fatalities in 2021.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,629 in 2019 to 5,533.6 serious injuries in 2021.

C-3 Fatalities/VMT

Target: Prevent the fatalities/VMT rate from increasing from .95 fatalities/VMT in 2018 to no more than .982 fatalities/VMT in 2021. (2019 VMT not yet available.)

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

Target: Reduce unrestrained passenger vehicle occupant fatalities from 202 fatalities in 2019 to 190 fatalities in 2021.

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

Target: Prevent fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from increasing from 267 fatalities in 2018 to no more than 267 fatalities in 2021. (2019 FARS number not yet available.)

C-6 Number of speeding-related fatalities

Target: Prevent speeding-related fatalities from increasing from 245 fatalities in 2018 to no more than 249 fatalities in 2021. (2019 FARS number not yet available.)

C-7 Number of motorcyclist fatalities

Target: Prevent motorcyclist-related fatalities from increasing from 122 fatalities in 2019 to no more than 166 fatalities in 2021.

C-8 Number of unhelmeted motorcyclist fatalities

Target: Prevent unhelmeted motorcyclist fatalities from increasing from 54 fatalities in 2019 to no more than 78 fatalities in 2021.

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

Target: Reduce drivers age 20 or younger involved in fatal crashes from 127 fatal crashes in 2019 to 126 fatal crashes in 2021.

C-10 Number of pedestrian fatalities

Target: Prevent pedestrian fatalities from increasing from 149 fatalities in 2019 to no more than 174 fatalities in 2021.

C-11 Number of bicyclist fatalities

Target: Prevent bicyclist fatalities from increasing from 21 fatalities in 2019 to no more than 39 fatalities in 2021.

B-1 Statewide seat belt use rate

Target: Increase the statewide seat belt use rate from 94.4% in 2020 to 98% in 2021.

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

Target: Reduce the number of crashes involving alcohol- or drug-impaired motorcyclists from 239 crashes in 2019 to 234 crashes in 2021.

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

Target: Prevent impaired motorcyclist fatalities from increasing from 42 fatalities in 2019 to no more than 55 fatalities in 2021.

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

Target: Prevent the number of crashes involving a drug-impaired driver or motorcycle operator increasing from 214 crashes in 2019 to no more than 302 crashes in 2021.

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

Target: Prevent the number of motorcycle crashes involving a motorcycle and another motor vehicle from increasing from 1,460 crashes in 2019 to 1,676 crashes in 2021.

O5: Number of senior drivers (65+) involved fatal crashes

Target: Prevent the number of senior driver (65+)-involved fatal crashes from increasing from 221 fatal crashes in 2019 to no more than 249 fatal crashes in 2021.

Task 1: Support, Training, and Enforcement	\$0
Choose an item.	\$0

No projects.

Task 2: Research, Data, and Evaluation	\$0
Choose an item.	\$0

No projects

Task 3: Education, Communication, and Outreach	\$390,000
Section 402 FAST Act Community Traffic Safety Project funds	\$235,000
Section 405(b) FAST Act Occupant Protection High (flex) funds	\$85,000
Section 405(d) FAST Act Impaired Driving Low Community Safety Project (flex) funds	\$70,000

In-House Public Information and Education (PI&E)

Planned Activity Number	CP-21-03-n PI&E	
Planned Activity in GMSS	2021-6001 CP Education and Communication (CP 03 PI&E)	
GTS Code	CP-2021-Community Traffic Safety Project	
Benefit to Locals	Yes	
Grantee	OHSP-PI&E	
Grant Amount, Funding Source	\$75,000	402 FAST Act Community Traffic Safety Project
Indirect cost rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	Support statewide outreach on traffic safety measures by making materials available for the public and stakeholders through September 30, 2021.	

The OHSP will promote seat belt use, sober driving, child passenger safety, motorcyclist safety, bicyclist and pedestrian safety, and all other traffic safety concerns through public information outreach. This includes developing brochures, flyers, posters, and other materials to promote traffic safety. General PI&E funds ensure materials are continually available to distribute through the storage and distribution center.

Funding will support supplies/operating costs.

Materials Storage and Distribution

Planned Activity Number	CP-21-04	
Planned Activity in GMSS	2021-6003 CP Other	
GTS Code	CP-2021-Community Traffic Safety Project	
Benefit to Locals	Yes	
Grantee	Michigan State Police-Grants and Community Services Division	
Grant Amount, Funding Source	\$160,000	402 FAST Act Community Traffic Safety Project
Indirect cost rate	9.2%	
Grant Start-up	October 1	
Project Objective(s)	Distribute at least 350,000 traffic safety catalog items and up to five mobilization mailings by September 30, 2021.	

The Michigan State Police Distribution Center houses a variety of traffic safety-related public information materials and mobilization items for law enforcement. The public will be able to order information about traffic safety through this storage facility. The OHSP provides costumes for loan to assist schools, law enforcement agencies, and other organizations promoting safe driving habits. The storage and distribution center also ship Standardized Field Sobriety Test (SFST) and Advanced Roadside Impairment Driving Enforcement (ARIDE) training materials for law enforcement.

Funding will support salary/fringe benefits, contractual, indirect, and supplies/operating costs.

Winter Safe Driving Awareness Week Campaign

Planned Activity Number	CP-21-03-o PI&E	
Planned Activity in GMSS	2021-6001 CP Education and Communication (CP 03 PI&E)	
GTS Code	M6X-405d Impaired Driving Low	
Benefit to Locals	No	
Grantee	OHSP-PI&E	
Grant Amount, Funding Source	\$70,000	405(d) FAST Act Impaired Driving Low Community Safety Project (flex)
Indirect cost rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	Disseminate a statewide winter safe driving awareness campaign by September 30, 2021.	

The winter safe driving awareness campaign promotes safe driving behaviors on icy, snowy, and slushy roads. The message will be distributed statewide, with an emphasis in the Upper Peninsula. Materials produced in FY2020 will be printed and distributed to traffic safety partners.

Funding will support contractual and supplies/operating costs.

Strategic Counsel

Planned Activity Number	CP-21-03-m PI&E	
Planned Activity in GMSS	2021-6001 CP Education and Communication (CP 03 PI&E)	
GTS Code	M1*OP-405b High Occupant Protection	
Benefit to Locals	N/A	
Grantee	OHSP-PI&E	
Grant Amount, Funding Source	\$85,000	405(b) FAST Act Occupant Protection High Community Traffic Safety Project (flex)
Indirect cost rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	Provide communications expertise related to new situations, opportunities, and challenges for up to four projects through September 30, 2021.	

The OHSP relies on strategic counsel for communications projects of a small nature as well as those that arise outside the annual planning process. For communications campaigns, the OHSP provides a retainer fee to utilize the services of a professional marketing and advertising firm to conduct research, develop creative concepts, finish campaign assets, and plan and place paid advertising.

Funding will support contractual costs.

Task 4: Program Management	\$110,000
Section 402 FAST Act Program Management funds	\$110,000

Program Management

Planned Activity Number	CP-21-02-f PM	
Planned Activity in GMSS	2021-10001 PA Program Management (CP 02)	
GTS Code	PA-2021-Planning and Administration	
Benefit to Locals	No	
Grantee	OHSP-Program Management Section	
Grant Amount, Funding Source	\$110,000	402 FAST Act Program Management
Indirect cost rate	9.2%	
Grant Start-up	October 1	

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

(DE) Driver Education

Core Performance Measures

C-1 Number of fatalities in traffic crashes

Target: Reduce fatalities from 985 fatalities in 2019 to 968.6 fatalities in 2021.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,629 in 2019 to 5,533.6 serious injuries in 2021.

C-3 Fatalities/VMT

Target: Prevent the fatalities/VMT rate from increasing from .95 fatalities/VMT in 2018 to no more than .982 fatalities/VMT in 2021. (2019 VMT not yet available.)

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

Target: Reduce unrestrained passenger vehicle occupant fatalities from 202 fatalities in 2019 to 190 fatalities in 2021.

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

Target: Prevent fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from increasing from 267 fatalities in 2018 to no more than 267 fatalities in 2021. (2019 FARS number not yet available.)

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

Target: Reduce drivers age 20 or younger involved in fatal crashes from 127 fatal crashes in 2019 to 126 fatal crashes in 2021.

B-1 Statewide seat belt use rate

Target: Increase the statewide seat belt use rate from 94.4% in 2020 to 98% in 2021.

O5: Number of senior drivers (65+) involved fatal crashes

Target: Prevent the number of senior driver (65+)-involved fatal crashes from increasing from 221 fatal crashes in 2019 to no more than 249 fatal crashes in 2021.

Task 1: Support, Training, and Enforcement	\$24,000
Section 402 FAST Act Driver Education funds	\$4,000
Section 405(d) FAST Act Impaired Driving Low Driver Education funds	\$20,000

Ride and Drive Impaired Driving Station

Planned Activity Number	CP-21-01-n Special Projects	
Planned Activity in GMSS	2021-7001 DE Support, Training, and Enforcement	
GTS Code	M6X-405d Impaired Driving Low	
Benefit to Locals	N/A	
Grantee	OHSP Special Projects	
Grant Amount, Funding Source	\$20,000	405(d) FAST Act Impaired Driving Low Driver Education
Indirect cost rate	9.2%	
Grant Start-up	October 1	
Project Objective(s)	Provide impaired driving education for up to 640 teens/students and up to 475 adults/parents to educate	

	them on the dangers of impaired driving by September 30, 2021.
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Up to eight law enforcement officers will work with teen drivers and their parents to educate them on the dangers of impaired driving during Ford's Ride and Drive three-day event in May 2021.

Funding will support overtime salaries, fringe benefits, supplies/operating, and indirect costs.

RoadWise Enhanced Driver Program for Seniors

Planned Activity Number	DE-21-05	
Planned Activity in GMSS	2021-7001 DE Support, Training, and Enforcement	
GTS Code	DE-2021-Driver Education	
Benefit to Locals	Yes	
Grantee	St. Joseph Mercy Health System	
Grant Amount, Funding Source	\$4,000	402 FAST Act Driver Education
Indirect cost rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	Conduct five AAA RoadWise Enhanced Driver program courses for 120 drivers in Washtenaw and Livingston counties by September 30, 2021.	

This pilot project will implement the AAA RoadWise Enhanced Driver program for senior drivers that addresses natural age-based changes, managing one's medications, adjusting habits to reduce risk, and the value of planning for ongoing mobility.

Funding will support supplies/operating costs.

Task 2: Research, Data, and Evaluation	\$0
Choose an item.	\$0

No projects.

Task 3: Education, Communication, and Outreach	\$406,000
Section 402 FAST Act Driver Education funds	\$198,000
Section 405(d) FAST Act Impaired Driving Low Driver Education (flex) funds	\$208,000

Teen Passenger Safety Campaign

Planned Activity Number	CP-21-03-p PI&E	
Planned Activity in GMSS	2021-7003 DE Education, Communication, and Outreach	
GTS Code	FDLPEM-405d Low Paid/Earned Media	
Benefit to Locals	No	
Grantee	OHSP PI&E	
Grant Amount, Funding Source	\$125,000	405(d) FAST Act Impaired Driving Low Driver Education (flex)
Indirect cost rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	Develop and distribute up to 18 social media messages resulting in up to 2,000,000 impressions by September 30, 2021.	

A media campaign aimed at parents will focus on the dangers of passengers and teen drivers. A variety of messages will be used including, but not limited to, social media, social media influencers, advertising at high school events, and web banners. The campaign will be targeted to the counties with the highest number of teen traffic fatalities and suspect serious injuries with passengers, including Wayne, Kent, Oakland, Macomb, Ingham, Genesee, Ottawa, Kalamazoo, Muskegon, and Washtenaw.

Funding will support contractual costs.

Older Driver Evaluation and Referral Process

Planned Activity Number	CP-21-03-t PI&E	
Planned Activity in GMSS	2021-7003 DE Education, Communication, and Outreach	
GTS Code	FDLPEM-405d Low Paid/Earned Media	
Benefit to Locals	No	
Grantee	OHSP PI&E	
Grant Amount, Funding Source	\$83,000	405(d) FAST Act Impaired Driving Low Driver Education (flex)
Indirect cost rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	<p>Increase the number of older driver reexamination referrals from family and the medical community from 18,228 in 2018 to 20,000 by September 30, 2021.</p> <p>Prevent the number of failures to appear for reexaminations from exceeding 7,000 by September 30, 2021.</p>	

This project aims to develop and create communications outreach assets (i.e. video(s) and web content) directed at family, friends, the medical community, and older drivers. The assets will explain the challenges and risks facing older drivers, and the availability of the driver assessment reexamination process to effectively evaluate older drivers' skills and ability to meet the state's driving standards.

Funding will support contractual costs.

Strive for a Safer Drive (S4SD)

Planned Activity Number	DE-21-01	
Planned Activity in GMSS	2021-7001 DE Support, Training, and Enforcement	
GTS Code	DE-2021-Driver Education	
Benefit to Locals	Yes	
Grantee	Transportation Improvement Association (TIA)	
Grant Amount, Funding Source	\$82,000	402 FAST Act Driver Education
Indirect cost rate	17%	
Grant Start-up	October 1	
Project Objective(s)	<p>Establish S4SD in at least 65 schools by September 30, 2021.</p> <p>Coordinate one hands-on driving event for 200 students from participating schools by September 30, 2021.</p> <p>Increase seat belt usage among participating schools by 2% by September 30, 2021.</p>	

High schools will have the opportunity to receive \$1,000 to develop a teen, peer-to-peer traffic safety campaign. Schools submit a video or PowerPoint outlining campaign activities. The top five schools receive cash prizes. Participating schools are eligible to send teens to the Ford Ride and Drive event. Program promotion will have an increased focus in the counties where 70% of all teen fatalities and suspected serious injuries occur.

Funding will support salary/fringe benefits and supplies/operating costs.

ThinkFast Interactive School Program for Teens

Planned Activity Number	DE-21-04	
Planned Activity in GMSS	2021-7001 DE Support, Training, and Enforcement	
GTS Code	DE-2021-Driver Education	
Benefit to Locals	Yes	
Grantee	Transportation Improvement Association (TIA)	
Grant Amount, Funding Source	\$53,000	402 FAST Act Driver Education
Indirect cost rate	17%	
Grant Start-up	October 1	
Project Objective(s)	Conduct teen traffic safety interactive game show programs in Kalamazoo, Ingham, Isabella, Jackson, Lenawee, and Montcalm counties for up to 5,000 students in 16 high schools by September 30, 2021.	

The ThinkFast program is an interactive trivia-style game show experience for teenagers, in which Michigan traffic safety facts and teen traffic safety laws are taught. The school-based program will be presented to up to 5,000 students in 16 high schools in six of the top counties with the largest number of fatalities and suspected serious injuries involving a teen driver (Kalamazoo, Ingham, Isabella, Jackson, Lenawee and Montcalm counties).

Funding will support contractual and indirect costs.

Save a Life Tour Teen Interactive Program

Planned Activity Number	DE-21-04	
Planned Activity in GMSS	2021-7001 DE Support, Training, and Enforcement	
GTS Code	DE-2021-Driver Education	
Benefit to Locals	Yes	
Grantee	Transportation Improvement Association (TIA)	
Grant Amount, Funding Source	\$63,000	402 FAST Act Driver Education
Indirect cost rate	17%	
Grant Start-up	October 1	
Project Objective(s)	Conduct teen traffic safety assemblies and interactive teen traffic safety programs in Kent, Ottawa, Muskegon, Livingston, and St. Joseph counties for up to 7,800 students in 15 high schools by September 30, 2021.	

The Save a Life Tour program is a comprehensive high-impact safe driving awareness program that utilizes assemblies and hands on interactive activities to inform, educate, and demonstrate the potentially deadly consequences resulting from poor choices and decisions made by the drivers of motor vehicles. The program will be presented in up to 15 high schools in five of the top counties with the largest number of fatalities and suspected serious injuries involving a teen driver (Kent, Ottawa, Muskegon, Livingston, and St. Joseph).

Funding will support contractual and indirect costs.

Task 4: Program Management	\$19,000
Section 402 FAST Act Program Management funds	\$19,000

Program Management

Planned Activity Number	CP-21-02-g PM	
Planned Activity in GMSS	2021-10001 PA Program Management (CP 02)	
GTS Code	PA-2021-Planning and Administration	
Benefit to Locals	No	
Grantee	OHSP-Program Management Section	
Grant Amount, Funding Source	\$19,000	402 FAST Act Program Management
Indirect cost rate	9.2%	
Grant Start-up	October 1	

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

(MC) Motorcycle Safety

Core Performance Measures

C-1 Number of fatalities in traffic crashes

Target: Reduce fatalities from 985 fatalities in 2019 to 968.6 fatalities in 2021.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,629 in 2019 to 5,533.6 serious injuries in 2021.

C-3 Fatalities/VMT

Target: Prevent the fatalities/VMT rate from increasing from .95 fatalities/VMT in 2018 to no more than .982 fatalities/VMT in 2021. (2019 VMT not yet available.)

C-7 Number of motorcyclist fatalities

Target: Prevent motorcyclist-related fatalities from increasing from 122 fatalities in 2019 to no more than 166 fatalities in 2021.

C-8 Number of unhelmeted motorcyclist fatalities

Target: Prevent unhelmeted motorcyclist fatalities from increasing from 54 fatalities in 2019 to no more than 78 fatalities in 2021.

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

Target: Reduce the number of crashes involving alcohol- or drug-impaired motorcyclists from 239 crashes in 2019 to 234 crashes in 2021.

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

Target: Prevent impaired motorcyclist fatalities from increasing from 42 fatalities in 2019 to no more than 55 fatalities in 2021.

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

Target: Prevent the number of crashes involving a drug-impaired driver or motorcycle operator increasing from 214 crashes in 2019 to no more than 302 crashes in 2021.

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

Target: Prevent the number of motorcycle crashes involving a motorcycle and another motor vehicle from increasing from 1,460 crashes in 2019 to 1,676 crashes in 2021.

Task 1: Support, Training, and Enforcement	\$120,000
Section 405(f) FAST Act Motorcycle Training funds	\$120,000

Motorcycle Rider Training

Planned Activity Number	MC-21-01	
Planned Activity in GMSS	2021-8001 MC Support, Training, and Enforcement	
GTS Code	M9MT-405f Motorcyclist Training	
Benefit to Locals	N/A	
Grantee	Michigan Department of State (MDOS)	
Grant Amount, Funding Source	\$40,000	405(f) FAST Act Motorcyclist Training
Indirect cost rate	N/A	
Grant Start-up	October 1	

Project Objective(s)	<p>Train up to 150 experienced motorcyclists in an Advanced RiderCourse (ARC) in the top 10 counties where motorcyclist-involved fatalities are highest by September 30, 2021.</p> <p>Train up to 100 additional students in Basic RiderCourses (BRCs) in the top 10 counties where motorcyclist-involved fatalities are highest by September 30, 2021.</p>
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The MDOS will work with Motorcycle Safety Foundation-certified organizations and RiderCoaches to conduct ARC and BRC classes beyond the current capacity.

Funding will support contractual costs.

Motorcycle RiderCoach Professional Development

Planned Activity Number	MC-21-01	
Planned Activity in GMSS	2021-8001 MC Support, Training, and Enforcement	
GTS Code	M9MT-405f Motorcyclist Training	
Benefit to Locals	N/A	
Grantee	Michigan Department of State (MDOS)	
Grant Amount, Funding Source	\$64,000	405(f) FAST Act Motorcyclist Training
Indirect cost rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	Prevent the number of certified RiderCoaches in Michigan from dropping below 250 coaches by training up to 72 new and existing coaches by September 30, 2021.	

Providing professional development trainings for certified Michigan Rider Coaches through Basic RiderCoach Preparation (BRC-RCP) courses and Advanced RiderCoach Preparation (ARC-RCP) courses allows for training new RiderCoaches entering the profession and existing coaches to stay current in the required curriculum and best practices for motorcycle rider education. The MDOS will work with Motorcycle Safety Foundation-certified organizations and RiderCoaches to conduct up to six RiderCoach Preparation (RCP) sessions through public sponsor agencies.

Funding will support contractual costs.

Motorcycle Range Aides

Planned Activity Number	MC-21-01	
Planned Activity in GMSS	2021-8001 MC Support, Training, and Enforcement	
GTS Code	M9MT-405f Motorcyclist Training	
Benefit to Locals	N/A	
Grantee	Michigan Department of State (MDOS)	
Grant Amount, Funding Source	\$16,000	405(f) FAST Act Motorcyclist Training
Indirect cost rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	Prevent the number of certified RiderCoaches in Michigan from dropping below 250 coaches through a new range aide internship program by September 30, 2021.	

The MDOS will work with Motorcycle Safety Foundation-certified organizations and RiderCoaches to hire up to five people through public sponsor agencies in a range aide internship program.

Funding will support contractual costs.

Task 2: Research, Data, and Evaluation		\$50,000
Section 405(f) FAST Act Motorcycle Programs funds		\$50,000

Motorcycle Program Assessment Recommendation Implementation

Planned Activity Number	MC-21-02	
Planned Activity in GMSS	2021-8002 MC Research, Data, and Evaluation	
GTS Code	M9X-405f Motorcyclist Program	
Benefit to Locals	N/A	
Grantee	TBD	
Grant Amount, Funding Source	\$50,000	405(f) FAST Act Motorcycle Programs
Indirect cost rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	Identify and implement data-driven motorcyclist safety program strategies by September 30, 2021.	

The OHSP will work with the Motorcycle Safety Action Team and other traffic safety partners to implement strategies to reduce motorcyclist crashes, injuries, and fatalities. Projects may be developed for motorcyclist safety training and motorcyclist awareness programs.

Funding may support contractual and supplies/operating costs.

Task 3: Education, Communication, and Outreach		\$334,000
Section 405(d) FAST Act Impaired Driving Low Motorcycle Safety (flex) funds		\$20,000
Section 405(f) FAST Act Motorcycle Programs funds		\$14,000
Section 405(d) FAST Act Impaired Driving Low Paid/Earned Media funds		\$300,000

Impaired Motorcyclist Prevention Campaign

Planned Activity Number	CP-21-03-r PI&E	
Planned Activity in GMSS	2021-8003 MC Education, Communication, and Outreach	
GTS Code	FDLPEM-405d Low Paid/Earned Media	
Benefit to Locals	N/A	
Grantee	OHSP PI&E	
Grant Amount, Funding Source	\$300,000	405(d) FAST Act Impaired Driving Low Paid/Earned Media
Indirect cost rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	Develop and disseminate an impaired motorcyclist prevention campaign addressing both alcohol and drugs by September 30, 2021.	

The campaign message informs riders that motorcyclists are far overrepresented in the impaired crashes as compared to any other road user in Michigan. The message is focused on the top counties with the most alcohol-involved and drug-involved single-vehicle motorcyclist fatalities. The campaign initially began in FY2017 with a focus on alcohol involvement and will continue to broaden the message about drug impairment through paid advertising with educational

Funding will support supplies/operating and contractual costs.

RiderCoach Recruitment

Planned Activity Number	CP-21-03-s PI&E	
Planned Activity in GMSS	2021-8003 MC Education, Communication, and Outreach	
GTS Code	M9X-405f Motorcyclist Program	
Benefit to Locals	N/A	
Grantee	OHSP PI&E	
Grant Amount, Funding Source	\$14,000	405(f) FAST Act Motorcycle Programs
Indirect cost rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	Prevent the number of certified RiderCoaches from dropping below 250 coaches through an education and outreach campaign for RiderCoach recruitment by September 30, 2021.	

Skilled RiderCoaches are needed to train motorcyclists through rider education courses. The OHSP will work with partnering agencies and organizations to execute a communications plan for promoting RiderCoach recruitment.

Funding will support supplies/operating and contractual costs.

Shadow Rider Project

Planned Activity Number	CP-21-03-p PI&E	
Planned Activity in GMSS	2021-8002 MC Research, Data, and Evaluation	
GTS Code	M6X-405d Impaired Driving Low	
Benefit to Locals	N/A	
Grantee	OHSP PI&E	
Grant Amount, Funding Source	\$20,000	405(d) FAST Act Impaired Driving Low Motorcycle Safety (flex)
Indirect cost rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	Reduce the number of unendorsed riders to 25,000 by promoting the availability of the Basic RiderCourse (BRC), Basic RiderCourse 2 (BRC2), and Returning Rider Basic Rider Course (RRBRC) classes to encourage them to obtain their motorcycle endorsements by September 30, 2021.	

The OHSP will continue to coordinate an initiative to contact unendorsed operators of a registered motorcycle through a postcard mailing and paid advertising on social media to promote training course availability. Each year adjustments to the creative are made through social media wording, images, and concepts.

Funding will support supplies/operating and contractual costs.

Task 4: Program Management	\$144,000
Section 402 FAST Act Program Management funds	\$144,000

Program Management

Planned Activity Number	CP-21-02-h PM	
Planned Activity in GMSS	2021-10001 PA Program Management (CP 02)	
GTS Code	PA-2021-Planning and Administration	
Benefit to Locals	No	
Grantee	OHSP-Program Management Section	
Grant Amount, Funding Source	\$144,000	402 FAST Act Program Management
Indirect cost rate	9.2%	
Grant Start-up	October 1	

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

(EM) Emergency Medical Services

Core Performance Measures

C-1 Number of fatalities in traffic crashes

Target: Reduce fatalities from 985 fatalities in 2019 to 968.6 fatalities in 2021.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,629 in 2019 to 5,533.6 serious injuries in 2021.

C-3 Fatalities/VMT

Target: Prevent the fatalities/VMT rate from increasing from .95 fatalities/VMT in 2018 to no more than .982 fatalities/VMT in 2021. (2019 VMT not yet available.)

Task 1: Support, Training, and Enforcement	\$25,000
Section 402 FAST Act Emergency Medical Services funds	\$25,000

Upper Peninsula (U.P.) Rural Bystander Care Program

Planned Activity Number	CP-21-01-j Special Projects	
Planned Activity in GMSS	2021-6002 CP Special Projects (CP 01)	
GTS Code	EM-2021-Emergency Medical Services	
Benefit to Locals	No	
Grantee	OHSP-Special Projects	
Grant Amount, Funding Source	\$25,000	402 FAST Act Emergency Medical Services
Indirect cost rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	Conduct the rural bystander care training program for at least 250 people in the U.P. by September 30, 2021.	

A national rural bystander care training curriculum will be used to teach people to render potentially lifesaving care at the scene of a traffic crash until emergency responders arrive. A lead instructor-coordinator will provide training and direction to instructors, arrange training sessions, and administer pre- and post-evaluations to attendees.

Funding will support supplies/operating and contractual costs.

Task 2: Research, Data, and Evaluation	\$0
Choose an item.	

No projects.

Task 3: Education, Communication, and Outreach	\$0
Choose an item.	

No projects.

Task 4: Program Management	\$9,000
Section 402 FAST Act Program Management funds	\$9,000

Program Management

Planned Activity Number	CP-21-02-i PM
--------------------------------	----------------------

Planned Activity in GMSS	2021-10001 PA Program Management (CP 02)	
GTS Code	PA-2021-Planning and Administration	
Benefit to Locals	No	
Grantee	OHSP-Program Management Section	
Grant Amount, Funding Source	\$9,000	402 FAST Act Program Management
Indirect cost rate	9.2%	
Grant Start-up	October 1	

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

(PA) Planning and Administration

Core Performance Measures

C-1 Number of fatalities in traffic crashes

Target: Reduce fatalities from 985 fatalities in 2019 to 968.6 fatalities in 2021.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,629 in 2019 to 5,533.6 serious injuries in 2021.

C-3 Fatalities/VMT

Target: Prevent the fatalities/VMT rate from increasing from .95 fatalities/VMT in 2018 to no more than .982 fatalities/VMT in 2021. (2019 VMT not yet available.)

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

Target: Reduce unrestrained passenger vehicle occupant fatalities from 202 fatalities in 2019 to 190 fatalities in 2021.

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

Target: Prevent fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from increasing from 267 fatalities in 2018 to no more than 267 fatalities in 2021. (2019 FARS number not yet available.)

C-6 Number of speeding-related fatalities

Target: Prevent speeding-related fatalities from increasing from 245 fatalities in 2018 to no more than 249 fatalities in 2021. (2019 FARS number not yet available.)

C-7 Number of motorcyclist fatalities

Target: Prevent motorcyclist-related fatalities from increasing from 122 fatalities in 2019 to no more than 166 fatalities in 2021.

C-8 Number of unhelmeted motorcyclist fatalities

Target: Prevent unhelmeted motorcyclist fatalities from increasing from 54 fatalities in 2019 to no more than 78 fatalities in 2021.

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

Target: Reduce drivers age 20 or younger involved in fatal crashes from 127 fatal crashes in 2019 to 126 fatal crashes in 2021.

C-10 Number of pedestrian fatalities

Target: Prevent pedestrian fatalities from increasing from 149 fatalities in 2019 to no more than 174 fatalities in 2021.

C-11 Number of bicyclist fatalities

Target: Prevent bicyclist fatalities from increasing from 21 fatalities in 2019 to no more than 39 fatalities in 2021.

B-1 Statewide seat belt use rate

Target: Increase the statewide seat belt use rate from 94.4% in 2020 to 98% in 2021.

Other:

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

Target: Reduce the number of crashes involving alcohol- or drug-impaired motorcyclists from 239 crashes in 2019 to 234 crashes in 2021.

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

Target: Prevent impaired motorcyclist fatalities from increasing from 42 fatalities in 2019 to no more than 55 fatalities in 2021.

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

Target: Prevent the number of crashes involving a drug-impaired driver or motorcycle operator increasing from 214 crashes in 2019 to no more than 302 crashes in 2021.

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

Target: Prevent the number of motorcycle crashes involving a motorcycle and another motor vehicle from increasing from 1,460 crashes in 2019 to 1,676 crashes in 2021.

O5: Number of senior drivers (65+) involved fatal crashes

Target: Prevent the number of senior driver (65+)-involved fatal crashes from increasing from 221 fatal crashes in 2019 to no more than 249 fatal crashes in 2021.

O6: Percentage of time for driver vehicle database conviction updates

Target: Increase the driver vehicle record database convictions received within 10 days of adjudication from 97% in 2019 to 98% in 2021.

Task 1: Support, Training, and Enforcement	\$0
Choose an item.	

No projects.

Task 2: Research, Data, and Evaluation	\$0
Choose an item.	

No projects.

Task 3: Education, Communication, and Outreach	\$100,000
Section 402 FAST Act Program Management funds	\$100,000

Michigan Traffic Safety Summit

Planned Activity Number	CP-21-02-j PM	
Planned Activity in GMSS	2021-10001 PA Program Management (CP 02)	
GTS Code	PA-2021-Planning and Administration	
Benefit to Locals	Yes	
Grantee	OHSP Program Management	
Grant Amount, Funding Source	\$100,000	402 FAST Act Program Management
Indirect cost rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	Conduct the annual Michigan Traffic Safety Summit for at least 500 attendees with traffic safety information regarding education, enforcement, engineering, and emergency medical services by September 30, 2021.	

The annual Michigan Traffic Safety Summit brings together traffic safety stakeholders who learn about trends in crash data and traffic safety issues, national level research, and best practices from the state and around the country.

Funding will support speaker fees, meals, facilities, audio-visual equipment rental, and printing. Funding is spread across all the program areas.

Task 4: Program Management	\$1,132,554
Section 402 FAST Act Program Management funds	\$588,876
State General funds	\$543,678

Planning and Administration

Planned Activity Number	PA-21-01	
Planned Activity in GMSS	2021-0001 PA Planning and Administration	
GTS Code	PA-2021-Planning and Administration	
Benefit to Locals	No	
Grantee	OHSP	
Grant Amount, Funding Source	\$588,876	402 FAST Act Program Management
Grant Amount, Funding Source	\$543,678	State general
Indirect cost rate	9.2%	
Grant Start-up	October 1	

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

- Division Director (95%)
- Executive Secretary (for Division Director) (95%)
- Planning and Administration Section Manager (92%)
- Analysis and Evaluation Coordinator (54%)
- Fiscal Section Manager (95%)
- Accounting Technician (98%)
- Federal Financial Coordinator (96%)
- Financial Specialist (14%)
- Secretary (70%)
- Departmental Technician (for Program Management Section) (4%)

Michigan FY2021 Highway Safety Plan HSP

Process and Performance Plan

HSP Application Status	Submitted
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Application Information

Highway Safety Plan Name	Michigan FY2021 Highway Safety Plan
Application Version	Original
Submission Deadline (EDT)	August 1, 2020

**Incentive grants - the state is eligible to apply for the following grants.
Check the grant(s) for which the state is applying.**

Section 405(b) Occupant Protection	<input checked="" type="checkbox"/>
Section 405(c) State Traffic Safety Information System Improvements	<input checked="" type="checkbox"/>
Section 405(d) Impaired Driving Countermeasures	<input checked="" type="checkbox"/>
Section 405(d) Alcohol-Ignition Interlock Law	<input type="checkbox"/>
Section 405(d) 24-7 Sobriety Programs	<input type="checkbox"/>
Section 405(e) Distracted Driving	<input type="checkbox"/>
Section 405(f) Motorcyclist Safety Grants	<input checked="" type="checkbox"/>
Section 405(g) State Graduated Driver Licensing Incentive	<input type="checkbox"/>
Section 405(h) Nonmotorized Safety	<input checked="" type="checkbox"/>
Section 1906 Racial Profiling Data Collection	<input type="checkbox"/>

Planning Process

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.

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

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

To assist with problem identification, the University of Michigan Transportation Research Institute (UMTRI) provides a five-year view of fatalities for the core performance measures. In most cases, the data review includes fatality and suspected serious injury data by month, age, and county so that

programs may be focused when and where they have the greatest potential to reduce traffic fatalities and suspected serious injuries.

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

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

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

The suspected serious injuries (As) are modeled as a proportion of fatalities (Ks).

The goal-setting process was complicated knowing that fatality and suspected serious injury outcomes for 2020 are likely to be heavily influenced by the pandemic.

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

Alger County Sheriff's Office
Allegan County Sheriff's Office
Alma Police Department
Ann Arbor Police Department
Aspirus Health Systems
Augusta Township Police Department
Baraga County Sheriff's Office
Baraga Police Department
Bay County Sheriff's Office
Bicycle and Pedestrian Safety Action Team
Brogan and Partners
Calhoun County Sheriff's Office
Canton Township Police Department
Chesterfield Township Police Department
Child Passenger Safety Technician Instructors
Child Passenger Safety Technicians
Chippewa County Sheriff's Office
Chocolay Township Police Department
City of Chicago
City of Detroit
City of Grand Rapids
Clinton Township Police Department
Cooper Township Police Department
Dearborn Police Department
Delta County Sheriff's Office
Detroit Police Department

Dickinson County Road Commission
Driver's Age 20 and Younger Action Team
Drug Recognition Expert Steering Committee
East Lansing Police Department
Emmet County Sheriff's Department
Farmington Hills Police Department
Federal Highway Administration
Ferris State University
Flint Police Department
Flint Township Police Department
Ford Driving Skills for Life/Ford Motor Company
Forsyth Township Police Department
Frenchtown Township Police Department
Genesee County Sheriff's Office
Georgetown Township Police Department
Glen Oaks Community College
Glengariff Group
Gogebic County Sheriff's Office
Governor's Traffic Safety Advisory Commission
Grand Rapids Community College
Grand Traverse County Sheriff's Office
Hamtramck Police Department
Harbor Springs Police Department
Holland Police Department
Houghton County Road Commission
Houghton County Sheriff's Office
Impaired Driving Action Team
Ingham County Sheriff's Office
Injury Prevention Coordinator Network
Iosco County Regional Educational Service Agency
Iron County Sheriff's Office
Ironwood Police Department
Isabella County Sheriff's Office
Ishpeming Police Department
Jackson County Sheriff's Office
Jackson Police Department
Jackson Traffic Safety Program
Kalamazoo County Sheriff's Office
Kalamazoo Department of Public Safety
Kalamazoo Township Police Department
Kent County Sheriff's Office
Keweenaw County Sheriff's Office
Kids Always Ride Safe
L'Anse Police Department
Lansing Community College
Lansing Police Department
League of Michigan Bicyclists

Lenawee Intermediate School District
Livingston County Sheriff's Office
Luce County Sheriff's Office
Mackinac County Sheriff's Office
Mackinac Police Department
Macomb County Sheriff's Office
Macomb Township Police Department
Marquette County Road Commission
Marquette County Sheriff's Office
Marquette Police Department
Menominee County Sheriff's Office
Michigan Association of Chiefs of Police
Michigan Association of District Court Magistrates
Michigan Association of District Probation Officers
Michigan Department of Health and Human Services
Michigan Department of Natural Resources
Michigan Department of State
Michigan Department of State Police Career Development Section
Michigan Department of State Police Grants and Community Services Division
Michigan Department of State Police Criminal Justice Information Center
Michigan Department of State Police Eighth District
Michigan Department of State Police Field Services Bureau
Michigan Department of State Police Fifth District
Michigan Department of State Police First District
Michigan Department of State Police Office of Highway Safety Planning
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 Third District Impaired Driving Action Team (IMPACT)
Michigan Department of State Police Training Division
Michigan Department of Technology, Management, and Budget
Michigan Department of Transportation
Michigan Driver & Traffic Safety Education Association
Michigan Judicial Institute
Michigan Sheriff's Association
Michigan State University
Michigan Supreme Court State Court Administrator's Office
Michigan Traffic Records Coordinating Council
Midwest Truck Driving School
Monroe County Sheriff's Office
Montcalm County Sheriff's Office
Mothers Against Drunk Driving Michigan
Motorcycle Safety Action Team
Mott Community College
Muskegon County Sheriff's Office
Muskegon Police Department
National Highway Traffic Safety Administration

National Weather Service Gaylord Station
National Weather Service Marquette Station
Negaunee Police Department
Northern Michigan University
Norvell Township Police Department
Oakland County Sheriff's Office
Occupant Protection Action Team
Ontonagon County Sheriff's Office
Otsego County Sheriff's Office
Ottawa County Sheriff's Office
Ottawa Township Police Department
Pontiac Police Department
Port Huron Township Police Department
Portage Police Department
Prosecuting Attorneys Association of Michigan
Redford Township Police Department
Region 8 Trauma Network
Romulus Police Department
Roseville Police Department
Saginaw County Sheriff's Office
Saginaw Police Department
Sault Ste. Marie Police Department
Schoolcraft Community College
Schoolcraft County Sheriff's Office
Senior Mobility Action Team
SFST/ARIDE/DRE Instructors
Southfield Police Department
St. Clair County Sheriff's Office
Sterling Heights Police Department
Taylor Police Department
Traffic Records and Information Systems Action Team
Traffic Safety Network: Capital Area
Traffic Safety Network: Huron Valley Area
Traffic Safety Network: Lakeshore Area
Traffic Safety Network: Northern Lower Area
Traffic Safety Network: Saginaw Valley Area
Traffic Safety Network: South Central Michigan Area
Traffic Safety Network: Southwest Michigan Area
Traffic Safety Network: Thumb Area
Traffic Safety Network: Traverse Bay Area
Traffic Safety Network: Upper Peninsula Area
Traffic Safety Network: West Michigan Area
Traffic Safety Network: Oakland County Area (coordinated by Transportation Improvement Association)
Transportation Improvement Association
Traverse City Police Department
Troy Police Department
Union Township Police Department

University of Michigan Transportation Research Institute
Upper Peninsula Criminal Justice Administrator's Association
Van Buren County Sheriff's Office
Warren Police Department
Washtenaw Community College
Washtenaw County Sheriff's Office
Watertown Township Police Department
Wayne County Sheriff's Office
Westland Police Department
Wyoming Department of Public Safety
Ypsilanti Township Police Department

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.

*Key traffic safety issues identified in 2015-2019 data (*Source: Michigan State Police Criminal Justice Information Center)

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

Despite Michigan’s high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained. The “Click It or Ticket” and social norming messages aimed at increasing seat belt use are essential to sustain high 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 have increased dramatically over the last five years. Efforts to combat impaired driving continue to be a priority for traffic safety programming.

While the number of young drivers involved in fatal crashes fell over the last five years, this group remains at risk because of their inexperience and risk-taking nature. The OHSP will continue efforts aimed to promote safe teen driving through peer-to-peer programs.

Discussion of the methods for project selection (e.g., constituent outreach, public meetings, solicitation of proposals).

Recommendations for projects and funding are made after reviewing data analysis, considering partner input, and assessing projects for their potential impact based on research.

Project Development Plans (PDPs) are written to identify:

- Fatality and serious injury data for problem identification
- Measurable objectives
- Countermeasure strategies

- Funding

Presentations for each program area are made to the OHSP Leadership Team, which includes the OHSP Director, Communications Section Chief, Planning and Administration Section Chief, Program Management Section Chief, and Financial Management Section Chief. This process ensures planning takes a holistic approach to problem identification.

The Leadership Team assesses the project proposals, their potential for impacting traffic fatalities and injuries, if they are a program area assessment recommendation or included in an action team plan, and projected available funding. Final determinations regarding projects and funding levels are shared with program staff to begin the grant development process.

Developing and selecting evidence-based countermeasure strategies and projects.

The OHSP staff work collaboratively with partners and stakeholders to identify programs to reduce traffic fatalities and injuries. Input and ideas come from program area assessment recommendations, grantees, Strategic Highway Safety Plan (SHSP) Action Teams, traffic safety networks, law enforcement agencies, driver’s training and education groups and instructors, child passenger safety partners, hospital and other health-affiliated personnel, motorcycle training instructors, judicial networks, court personnel, probation officers, and a host of others involved in traffic safety efforts.

Description of the outcomes from the coordination of the state Highway Safety Plan, data collection, and information systems with the state Strategic Highway Safety Plan.

The collaboration and coordination of the HSP and the SHSP ensures uniformity for traffic safety, encourages a team effort in developing and implementing safety programs, and ensures a diversity of working groups among traffic safety stakeholders focusing on the SHSP vision of “Toward Zero Deaths on Michigan Roadways.”

The action teams for the core SHSP areas include:

- Commercial Motor Vehicle Safety
- Distracted Driving
- Drivers Age 20 and Younger
- Impaired Driving
- Motorcycle Safety
- Occupant Protection
- Pedestrian and Bicycle Safety
- Senior Mobility and Safety
- Traffic Incident Management
- Traffic Records and Information Systems
- Traffic Safety Engineering

These groups meet regularly to discuss action plans, activities, and review crash data. These groups are open to the public and include many of the OHSP traffic safety partners mentioned in the HSP.

Action team meetings and action team plans are one way the OHSP identifies potential countermeasures and projects to include in the HSP, while also supporting the SHSP.

FY2021 HSP and HSIP Shared Goals	
Fatalities	968.6
Suspected Serious Injuries	5,533.6
Fatalities per 100 million VMT	.982

Performance Report

Program-area-level report on the state's progress towards meeting state performance targets from the previous fiscal year's HSP (FY2019).

Performance Measure Name		Progress	Goal FY2019	Actual FY2019
C-1	Number of traffic fatalities (FARS)	Met	1,023.2	985
C-2	Number of serious injuries in traffic crashes (State crash data files)	Did not meet	5,406.8	5,629
C-3	Fatalities/VMT (FARS/FHWA)	Not available	1.02	Not available
C-4	Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	Did not meet	184	202
C-5	Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)	Met	201	123
C-6	Number of speeding-related fatalities (FARS)	Met	260	183
C-7	Number of motorcyclist fatalities (FARS)	Met	125	122
C-8	Number of unhelmeted motorcyclist fatalities (FARS)	Met	95	54
C-9	Number of drivers age 20 or younger involved in fatal crashes (FARS)	Did not meet	104	127
C-10	Number of pedestrian fatalities (FARS)	Met	178	149
C-11	Number of bicyclist fatalities (FARS)	Met	28	21
B-1	Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)	Did not meet	98%	94.4%
O1	Number of crashes involving alcohol-or drug-impaired motorcyclist (State crash data files)	Did not meet	197	239
O2	Number of impaired motorcyclist fatalities (State crash data files)	Met	46	42

Performance Plan

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 (e.g. Annual, 3-Year, 5-Year, Other)	Target Start	Target End Year	Target Value
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C-1	Number of traffic fatalities (FARS)	5-year	2021	2025	968.6
C-2	Number of serious injuries in traffic crashes (State crash data files)	5-year	2021	2025	5,533.6
C-3	Fatalities/VMT (FARS/FHWA)	5-year	2021	2025	.982
C-4	Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	Annual	2021	2022	190
C-5	Number of fatalities in crashes involving a driver or motorcycle operator with a bac of .08 and above (FARS)	Annual	2021	2022	267
C-6	Number of speeding-related fatalities (FARS)	Annual	2021	2022	249
C-7	Number of motorcyclist fatalities (FARS)	Annual	2021	2022	166
C-8	Number of unhelmeted motorcyclist fatalities (FARS)	Annual	2021	2022	78
C-9	Number of drivers age 20 or younger involved in fatal crashes (FARS)	Annual	2021	2022	126
C-10	Number of pedestrian fatalities (FARS)	Annual	2021	2022	174
C-11	Number of bicyclist fatalities (FARS)	Annual	2021	2022	39
B-1	Observed seat belt use for passenger vehicles, front seat outboard occupants (Survey)	Annual	2021	2022	98%
O1	Number of crashes involving alcohol- or drug-impaired motorcyclist (State)	Annual	2021	2022	234
O2	Number of fatalities involving alcohol- or drug-impaired motorcyclist (State)	Annual	2021	2022	55
**O3	Number of fatal crashes involving drug-impaired driver or motorcycle operator (State)	Annual	2021	2022	302
**O4	Number of motorcycle crashes involving a motorcycle and another motor vehicle	Annual	2021	2022	1,676
**O5	Number of Senior Driver (65+) involved fatal crashes (State)	Annual	2021	2022	249
**O6	Percentage of Time for Driver Vehicle Database Conviction Updates (State)	Annual	2021	2022	98%

****Indicates new state performance measures for FY2021.**

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

Check the box if the statement is correct.	<input checked="" type="checkbox"/>
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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	2019
Seat Belt Citations	3,537

A-2) Number of Impaired Driving Arrests Made During Grant-Funded Enforcement Activities

Fiscal Year	2019
Impaired Driving Arrests	750

A-3) Number of Speeding Citations Issued During Grant-Funded Enforcement Activities

Fiscal Year	2019
Speeding Citations	4,599

Program Areas

Program Areas
Occupant Protection (Adult and Child)
Impaired Driving (Drugs and Alcohol)
Police Traffic Services
Pedestrian and Bicycle Safety (Non-Motorized)
Traffic Records
Community Programs
Driver Education
Motorcycle Safety
Emergency Medical Services

Evidence-Based Traffic Safety Enforcement Program (TSEP)

Planned activities that collectively constitute an evidence-based traffic safety enforcement program (TSEP).

Planned Activity Names	Planned Activity Unique Identifiers
Buckle Up in Your Truck Public Education	CP-21-03-a PI&E
Booster Seat Public Education	CP-21-03-b PI&E
Rear-Seat Belt Public Education	CP-21-03-c PI&E
Impaired Driving Detection Training (SFST/ARIDE)	AL-21-01
Drug Recognition Expert Training	CP-21-01-d Special Projects
Drug Recognition Expert Call Out Program	CP-21-01-e Special Projects

Drug Recognition Expert National Training Conference	CP-21-01-Special Projects
Michigan State Police Third District Impaired Driving Action Team (IMPACT) Public Education and Information Campaign	CP-21-03-d PI&E
Overtime Impaired Driving and Seat Belt Enforcement	PT-21-04+
Law Enforcement Engagement	CP-21-01-h Special Projects
Drive Sober or Get Pulled Over (DSOGPO) Mobilization Paid Advertising	CP-21-03-f PI&E
Mobilization Message Development Impaired Driving Creative	CP-21-03-g PI&E
Click It or Ticket (CIOT) Mobilization Paid Advertising	CP-21-03-h PI&E
Mobilization Message Development Seat Belt Creative	CP-21-03-i PI&E
Mobilization Communications and Outreach	CP-21-03-j PI&E
Upper Peninsula Regional Law Enforcement Training	CP-21-01-k Special Projects
Seat Belt and Hand-Held Device Use Direct Observation Survey	OP-21-03
Law Enforcement Outreach Liaison	CP-21-01-i Special Projects
Child Restraint Device and Booster Use and Misuse Observation Survey	OP-21-02

Analysis of crashes, crash fatalities, and injuries in areas of highest risk. (from the Traffic Safety Enforcement Plan)

The number of fatalities increased from 974 in 2018 to 985 in 2019. Suspected serious injuries increased from 5,586 in 2018 to 5,629 in 2019.

Seat belt use increased 1% from 93.4% in 2018 to 94.4% in 2020. The seat belt use of deceased occupants of motor vehicles equipped with seat belts increased slightly from 183 in 2018 to 202 in 2019.

Goals

C-1 Number of fatalities in traffic crashes

Target: Reduce fatalities from 985 fatalities in 2019 to 968.6 fatalities in 2021.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,629 in 2019 to 5,533.6 serious injuries in 2021.

C-3 Fatalities/VMT

Target: Prevent the fatalities/VMT rate from increasing from .95 fatalities/VMT in 2018 to no more than .982 fatalities/VMT in 2021. (2019 VMT not yet available.)

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

Target: Reduce unrestrained passenger vehicle occupant fatalities from 202 fatalities in 2019 to 190 fatalities in 2021.

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

Target: Prevent fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from increasing from 267 fatalities in 2018 to no more than 267 fatalities in 2021. (2019 FARS number not yet available.)

C-6 Number of speeding-related fatalities

Target: Prevent speeding-related fatalities from increasing from 245 fatalities in 2018 to no more than 249 fatalities in 2021. (2019 FARS number not yet available.)

B-1 Statewide seat belt use rate

Target: Increase the statewide seat belt use rate from 94.4% in 2020 to 98% in 2021.

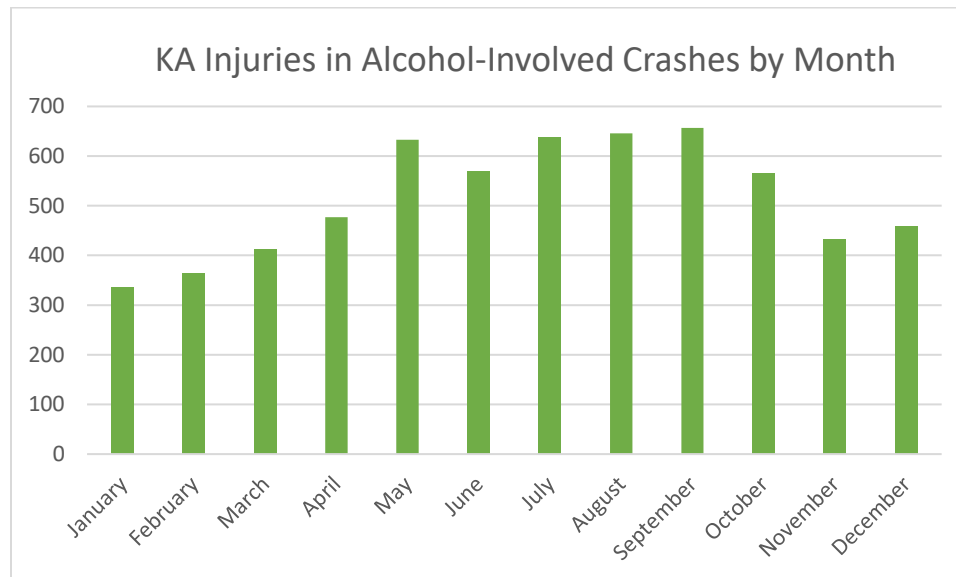
Overtime Traffic Enforcement

The National Highway Traffic Safety Administration (NHTSA) developed a model for conducting high-visibility enforcement campaigns, combining evaluation, earned media, paid media, and enforcement. The Office of Highway Safety Planning (OHSP) adopted this model in 2003 as the basis for its enforcement campaign strategy and incorporates all aspects of the model into statewide mobilizations and crackdowns.

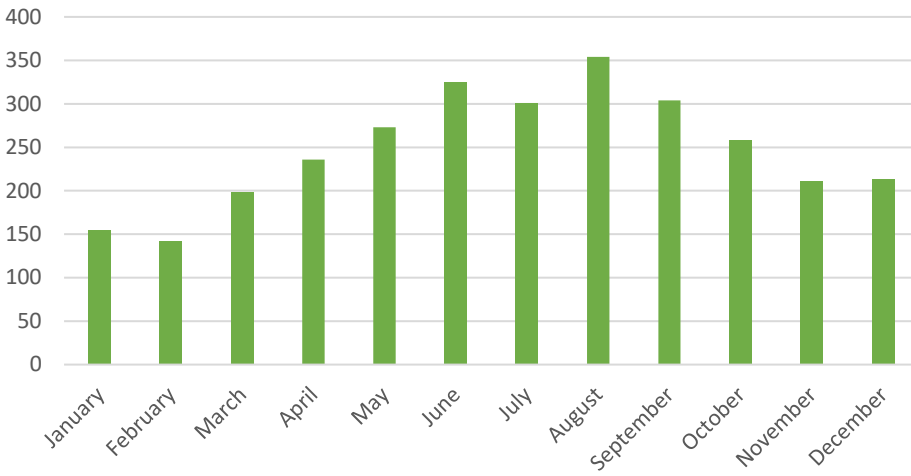
High-visibility enforcement increases compliance with traffic laws. However, many county and city police agencies lack the resources necessary to dedicate officers to a traffic unit or traffic team. Overtime funding is one solution to providing dedicated enforcement on traffic safety issues with impaired driving and occupant protection as the highest priorities for education and enforcement.

On an annual basis, the OHSP reviews traffic crash data and identifies locations to fund overtime enforcement that focuses on compliance with seat belt and impaired driving traffic laws.

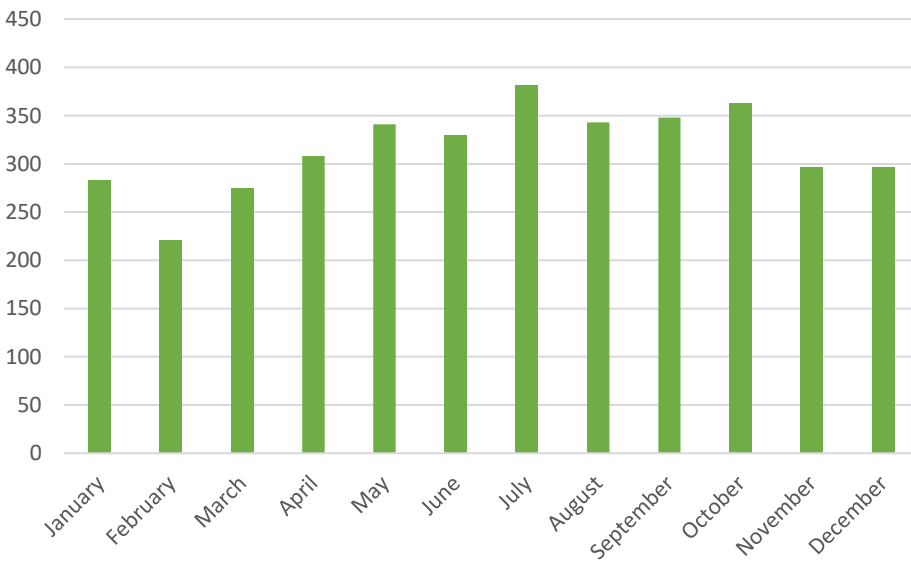
A five-year review of traffic crash data was conducted for unrestrained, alcohol impaired, and drug impaired fatalities and serious injuries (KA). Although the crash trend data is reviewed on an annual basis, the highest-crash times and locations tend to be the same each year.



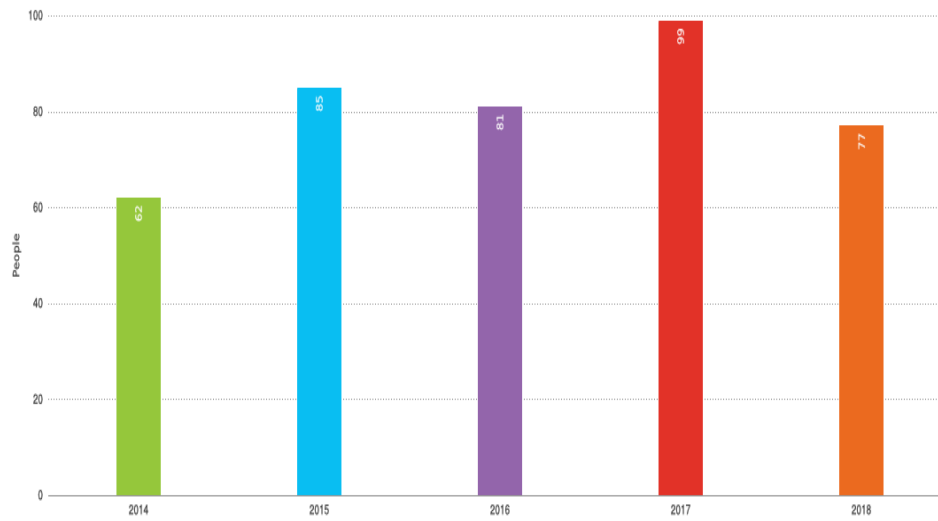
KA Injuries in Drug-Involved Crashes by Month



Unrestrained Passenger Vehicle KAs 2014-2018 by Month



Vehicle Occupant Fatalities Unrestrained in Alcohol-Related Crashes (2014-2018)



In 2017, direct observations of seat belt use were taken in all 83 counties. Thirteen counties were identified as having a seat belt use rate below 90%.

Five enforcement periods will be required to focus on compliance with impaired driving and/or seat belt traffic safety laws. Additionally, three optional enforcement periods will also be eligible for overtime.

Required enforcement periods include:

- November 9 – 29, 2020 (Seat Belt)
- December 11, 2020 – January 1, 2021 (DUI)
- May 17 – June 6, 2021 (Seat Belt)
- July 1 – 24, 2021 (DUI and Seat Belt)
- August 16 – September 6, 2021 (DUI)

Optional enforcement periods:

- October 30 – November 1, 2020 (DUI and Seat Belt)
- February 7, 2021 (DUI)
- March 15 – 21, 2021 (DUI)

Earned Media and Outreach

Enforcement periods will be supported by a comprehensive earned media strategy, including:

- Start of mobilization news releases and possibly news events
- Mid-mobilization news releases
- Results news releases

In addition to earned media activities, law enforcement agencies will be provided banners, to display at prominent locations, and sample social media posts to encourage vehicle occupants to wear seat belts and remind motorists about the dangers of driving impaired.

Paid Advertising

Paid advertising guarantees message placement on platforms most likely to reach key audiences for seat belt and sober driving messages.

Young men remain the focus of messaging efforts for both impaired driving and seat belt enforcement. Advertising mediums will include radio, television, cable, and social media outlets. Advertising programming will be selected based on its efficiency and effectiveness.

Evaluation and Monitoring

A comprehensive and ongoing monitoring and evaluation program can identify areas of success and locate areas needing improvement.

To deploy resources in the most effective manner, enforcement plans will be reviewed and updated at the local level based on crash data and available staffing at each law enforcement agency. Enforcement activity will be submitted to the OHSP for review after each enforcement period.

A seat belt direct observation survey will take place after the Memorial Day enforcement period. Telephone surveys will take place before and after the November, 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.

Law Enforcement Engagement

With reduced staffing levels, law enforcement needs tools and information to conduct effective traffic safety enforcement with available resources. The OHSP staff will continue to communicate with law enforcement in person and through e-mail via the Michigan Association of Chiefs of Police (MACP), the Michigan Sheriff's Association (MSA), and the Michigan State Police (MSP) listservs, as well as other communication channels on a regular basis.

The OHSP staff will engage with law enforcement leaders by exhibiting at the MACP Mid-Winter Professional Development conference February 5-7, 2021, in Grand Rapids and MSA Fall Professional Development and Trade Show October 11-13, 2020, in Traverse City.

The OHSP staff will also work with the MACP Traffic Safety Committee and the MSA Committee to submit traffic safety agenda items for their annual conferences.

Training

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

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

The NHTSA/IACP approved Advanced Roadside Impaired Driving Enforcement (ARIDE) is a training program designed to provide refresher SFST training and an introduction to the drug impaired driver. ARIDE practitioner training courses will be provided throughout the year.

With drug-related crashes on the rise, the Medical Marijuana Act, and the Michigan Regulation and Taxation of Marijuana Act, Michigan will provide at least one Drug Recognition Expert (DRE) training course.

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 Names
Communication Campaigns
SFST/ARIDE Training for Law Enforcement Officers
Drug Recognition Expert (DRE) Training
Impaired Driving Task Force
Short-term High Visibility Enforcement
Earned/Paid Media
Other: NHTSA required Seat Belt Observation Survey
Other: Child Restraint Device and Booster Seat Use/Misuse Direct Observation Survey
Impaired Driving Program Assessment (NHTSA Facilitated)
Occupant Protection Program Assessment (NHTSA Facilitated)
Law Enforcement Outreach Liaison
Highway Safety Office Program Management

Child Restraint System Inspection Stations

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.

Planned Activity Names	Planned Activity Unique Identifiers	Primary Countermeasure Strategy
Buckle Up in Your Truck Public Education	CP-21-03-a PI&E	Communication Campaign
Booster Seat Public Education	CP-21-03-b PI&E	Communication Campaign
Rear-Seat Belt Public Education	CP-21-03-c PI&E	Communication Campaign
Impaired Driving Detection Training	AL-21-01	SFST/ARIDE Training for Law Enforcement Officers
Drug Recognition Expert Training	CP-21-01-d Special Projects	Drug Recognition Expert Training
Drug Recognition Expert Call Out Program	CP-21-01-e Special Projects	Drug Recognition Expert Training
Drug Recognition Expert Tablet and Program Management System	CP-21-01-g Special Projects	Drug Recognition Expert Training
Drug Recognition Expert National Conference	CP-21-01-f Special Projects	Drug Recognition Expert Training
Michigan State Police Third District Impaired Driving Action Team (IMPACT) Public Education and Information Campaign	CP-21-03-d PI&E	Communication Campaign
Overtime Impaired Driving and Seat Belt Enforcement	PT-21-04+	Short-term High Visibility Enforcement
Law Enforcement Engagement	CP-21-01-h Special Projects	Short-term High Visibility Enforcement
Drive Sober or Get Pulled Over (DSOGPO) Mobilization Paid Advertising	CP-21-03-f PI&E	Paid/Earned Media
Mobilization Message Development Impaired Driving Creative	CP-21-03-g PI&E	Paid/Earned Media
Click It or Ticket (CIOT) Mobilization Paid Advertising	CP-21-03-h PI&E	Paid/Earned Media
Mobilization Message Development Seat Belt Creative	CP-21-03-i PI&E	Paid/Earned Media
Mobilization Communications and Outreach	CP-21-03-j PI&E	Communication Campaign
Upper Peninsula Regional Law Enforcement Training	CP-21-01-k Special Projects	SFST/ARIDE Training for Law Enforcement Officers
Seat Belt and Hand-Held Device Use Direct Observation Survey	OP-21-03	Other: NHTSA required Seat Belt Observation Survey
Law Enforcement Outreach Liaison	CP-21-01-i Special Projects	Short-term High Visibility Enforcement
Child Restraint Device and Booster Seat Use/Misuse Direct Observation Survey	OP-21-02	Occupant Protection Program Assessment (NHTSA Facilitated)
Highway Safety Office Program Management	CP-21-02-c PM, CP-21-02-b PM, CP-21-02-f PM, and CP-21-02-a PM	Highway Safety Office Program Management

Impaired Driving Program Assessment Recommendation Implementation	AL-21-06	Impaired Driving Program Assessment (NHTSA Facilitated)
Occupant Protection Program Assessment Recommendation Implementation	OP-21-04	Occupant Protection Program Assessment (NHTSA Facilitated)

Appendix A Performance Report Measures

Sort Order	Performance Measure Name	Target Period	Target Start Year	Target End Year	Target Value
C-1	Number of Traffic Fatalities (FARS)	5-year	2021	2025	968.6
C-2	Number of Serious Injuries in Traffic Crashes (State)	5-year	2021	2025	5,533.6
C-3	Fatalities/VMT (FARS, FHWA)	5-year	2021	2025	.982
C-4	Number of Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions (FARS)	Annual	2021	2022	190
C-5	Number of Fatalities in Crashes Involving a Driver or Motorcycle Operator with a BAC of .08 and Above (FARS)	Annual	2021	2022	267
C-6	Number of Speeding-Related Fatalities (FARS)	Annual	2021	2022	249
C-7	Number of Motorcyclist Fatalities (FARS)	Annual	2021	2022	166
C-8	Number of Unhelmeted Motorcyclist Fatalities (FARS)	Annual	2021	2022	78
C-9	Number of Drivers Age 20 or Younger Involved in Fatal Crashes (FARS)	Annual	2021	2022	126
C-10	Number of Pedestrian Fatalities (FARS)	Annual	2021	2022	174
C-11	Number of Bicyclists Fatalities (FARS)	Annual	2021	2022	39
B-1	Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (Survey)	Annual	2021	2022	98%
O1	Number of Crashes Involving Alcohol- or Drug-Impaired Motorcyclist (State)	Annual	2021	2022	234
O2	Number of Fatalities Involving Alcohol- or Drug-Impaired Motorcyclist (State)	Annual	2021	2022	55
**O3	Number of Fatalities in Crashes Involving Drug-Impaired Driver or Motorcycle Operator (State)	Annual	2021	2022	302
**O4	Number of motorcycle crashes involving another motor vehicle	Annual	2021	2022	1,676
**O5	Number of Senior Driver (65+) Involved Fatal Crashes (State)	Annual	2021	2022	249
**O6	Percentage of Time for Driver Vehicle Database Conviction Updates (State)	Annual	2021	2022	98%

****New performance measures for FY2021**

Program-area-level report on the state's progress towards meeting state performance targets from the previous fiscal year's HSP. FY2019 Program Level Reports (Please refer to the 2019 AER for more details)

Occupant Protection

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

Community Car Seat Distribution and Training

Project Goal and Results

- Reduce unrestrained fatalities in all seat positions from 187 in 2017 to no more than 184 fatalities by September 30, 2019. **Goal achieved.**
- Provide at least 2,500 car seats statewide to low income families meeting the qualifying screening requirements by September 30, 2019. **Goal achieved.**
- Train at least 60 new technicians in three certification classes. **Goal achieved.**
- Train at least 100 current technicians in four continuing education classes. **Goal achieved.**
- Recertify 20 technicians in two renewal classes by September 30, 2019. **Goal not achieved.**
- Maintain at least one trained CPS technician available for services in all 83 counties by September 30, 2019. **Goal not achieved.**

Upper Peninsula (U.P.) CPS Program

Project Goal and Results

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

Michigan Department of Health and Human Services (MDHHS) Training

Project Goal and Results

- Reduce unrestrained fatalities in all seat positions from 187 in 2017 to no more than 184 fatalities by September 30, 2019. **Goal achieved.**
- Train up to 500 MDHHS employees by September 30, 2019. **Goal achieved.**

Seat Belt and Hand-Held Device Use Direct Observation Surveys

Project Goal and Results

- Determine the 2019 seat belt use rate by September 30, 2019. **Goal achieved.**
- Determine the 2019 hand-held device use rate by September 30, 2019. **Goal achieved.**

NHTSA Occupant Protection Program Assessment and Recommendation Implementation

Project Goal and Results

- Review Michigan's occupant protection program initiative in comparison to pre-established national standards and provide program improvement recommendations by September 30, 2019. **Goal achieved.**

Booster Seat and School-Based Education Program

Project Goal and Results

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

Impaired Driving

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

Impaired Driving Detection Training

Project Goal and Results

- Reduce fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from 236 in 2016 to 201 fatalities by September 30, 2019. **Goal achieved.**

- Increase the number of officers receiving SFST/ARIDE training by 10% from 2,705 to 2,975 by September 30, 2019. **Goal not achieved.**
- Increase the number of SFST/ARIDE training courses by 10% from 127 to 140 by September 30, 2019. **Goal achieved.**

Mothers Against Drunk Driving Law Enforcement and Prosecutor Awards Program

Project Goal and Results

- Reduce fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from 236 in 2016 to 201 fatalities by September 30, 2019. **Goal achieved.**

Impaired Driving Public Education

Project Goal and Results

- Reduce fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from 236 in 2016 to 201 fatalities by September 30, 2019. **Goal achieved.**
- Develop and distribute materials on drugged-impaired driving by September 30, 2019. **Goal not achieved.**

OWI Investigation Video

Project Goal and Results

- Provide updated legal reference material and technical assistance to the traffic safety community. **Goal achieved.**

Traffic Safety Training Program

Project Goal and Results

- Reduce fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from 236 in 2016 to 201 fatalities by September 30, 2019. **Goal achieved.**
- 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 officers, prosecutors, and traffic safety partners by September 30, 2019. **Goal achieved.**

Judicial Training and Outreach

Project Goal and Results

- Reduce fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from 236 in 2016 to 201 fatalities by September 30, 2019. **Goal achieved.**
- 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. **Goal achieved.**

Sobriety Court Support

Project Goal and Results

- Reduce fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from 236 in 2016 to 201 fatalities by September 30, 2019. **Goal achieved.**
- Obtain a three percent recidivism rate for sobriety court participants by September 30, 2019. **Goal achieved.**
- Provide three educational opportunities for up to 15 sobriety court teams by September 30, 2019. **Goal Achieved.**

Enforcement of Underage Drinking Laws

Project Goal and Results

- Reduce fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from 236 in 2016 to 201 fatalities by September 30, 2019. **Goal achieved.**
- Conduct overtime enforcement in up to 10 counties by September 30, 2019. **Goal achieved.**

Training on Underage Drinking Laws

Project Goal and Results

- Reduce fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from 236 in 2016 to 201 fatalities by September 30, 2019. **Goal achieved.**
- Conduct underage drinking enforcement trainings for up to 10 counties by September 30, 2019. **Goal achieved.**

Strive for a Safer Drive Support

Project Goal and Results

- Educate up to 640 students and 475 adults/parents on the dangers of impaired driving by September 30, 2019. **Goal achieved.**

NHTSA Impaired Program Assessment and Recommendation Implementation

Project Goal and Results

- Review Michigan's impaired driving program initiatives in comparison to pre-established national standards and weaknesses and provide program involvement recommendations by September 30, 2019. **Goal achieved.**

Police Traffic Services

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

Mandatory and Elective Overtime Traffic Enforcement

Project Goal and Results

- Reduce fatalities from 1,028 in 2017 to 1,023.2 fatalities by December 31, 2019. **Goal achieved.**
- Reduce serious injuries from 6,084 in 2017 to 5,406.8 serious injuries by December 31, 2019. **Goal not achieved.**

Seat Belt Enforcement Zone Signs

Project Goal and Results

- Purchase up to 25 seat belt enforcement zone signs and stands to increase awareness that seat belt enforcement is taking place. **Goal achieved.**

Mobilization Paid Advertising

Project Goal and Results

- Develop earned and paid media and outreach plans to support enforcement to maximize local media interest by September 30, 2019. **Goal achieved.**

Michigan Traffic Stop Cellular Phone App

Project Goal and Results

- Distribute and promote MI Officer Traffic Stop app to all law enforcement agencies in the state and reach at least 6,000 downloads by September 30, 2019. **Goal achieved.**

Traffic Safety and Enforcement Conference

Project Goal and Results

- Conduct a law enforcement traffic safety conference for up to 100 officers by September 30, 2019. **Goal not achieved.**

Telephone Surveys

Project Goal and Results

- Determine public perception of safety belt and impaired driving enforcement efforts and advertising messages for campaigns by conducting at least four telephone surveys by September 30, 2019. **Goal achieved.**

Drug Recognition Expert (DRE) Training

Project Goal and Results

- Increase the number of DRE enforcement evaluations by 15% from 636 in 2017 to 731 in 2019 by September 30, 2019. **Goal not achieved.**
- Increase the number of certified DREs by 40 from 133 to 173 by September 30, 2019. **Goal not achieved.**

SFST/ARIDE/DRE Program Assessment

Project Goal and Results

- Review Michigan SFST/ARIDE/DRE program initiatives in comparison to pre-established national standards to provide program improvement recommendations by September 30, 2019. **Goal not achieved.**

Nonmotorized Safety

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

Grand Rapids Pedestrian Safety Program

Project Goal and Results

- Prevent the number of pedestrian fatalities from increasing from 158 fatalities in 2017 to no more than 178 fatalities in 2019 by September 30, 2019. **Project not initiated.**
- Prevent the number of bicyclist fatalities from increasing from 21 fatalities in 2017 to no more than 28 in 2019 by September 30, 2019. **Project not initiated.**

Detroit Safe Routes Ambassador Program

Project Goal and Results

- Prevent the number of pedestrian fatalities from increasing from 158 fatalities in 2017 to no more than 178 fatalities in 2019 by September 30, 2019. **Goal achieved.**
- Prevent the number of bicyclist fatalities from increasing from 21 fatalities in 2017 to no more than 28 in 2019 by September 30, 2019. **Goal achieved.**

Muskegon County Bicycle and Pedestrian Safety Initiative

Project Goal and Results

- Prevent the number of pedestrian fatalities from increasing from 158 fatalities in 2017 to no more than 178 fatalities in 2019 by September 30, 2019. **Goal achieved.**
- Prevent the number of bicyclist fatalities from increasing from 21 fatalities in 2017 to no more than 28 in 2019 by September 30, 2019. **Goal achieved.**

Pedestrian & Bicycle Safety Laws Public Education, Awareness and Law Enforcement Training

Project Goal and Results

- Prevent the number of pedestrian fatalities from increasing from 158 fatalities in 2017 to no more than 178 fatalities in 2019 by September 30, 2019. **Goal achieved.**
- Prevent the number of bicyclist fatalities from increasing from 21 fatalities in 2017 to no more than 28 in 2019 by September 30, 2019. **Goal achieved.**

Statewide Pedestrian and Bicyclist Education Campaign

Project Goal and Results

- Prevent the number of pedestrian fatalities from increasing from 158 fatalities in 2017 to no more than 178 fatalities in 2019 by September 30, 2019. **Goal achieved.**
- Prevent the number of bicyclist fatalities from increasing from 21 fatalities in 2017 to no more than 28 in 2019 by September 30, 2019. **Goal achieved.**

Pedestrian and Bicycle Law Enforcement Mobilization

Project Goal and Results

- Prevent the number of pedestrian fatalities from increasing from 158 fatalities in 2017 to no more than 178 fatalities in 2019 by September 30, 2019. **Goal achieved.**
- Prevent the number of bicyclist fatalities from increasing from 21 fatalities in 2017 to no more than 28 in 2019 by September 30, 2019. **Goal achieved.**

Traffic Records

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

Traffic Crash Reporting Form (UD-10) Training Support

Project Goal and Results

- Improve the uniformity of the crash data by educating law enforcement officers on the proper completion of the traffic crash form, and the importance of completing critical data fields by September 30, 2019. **Goal achieved.**

Roadsoft and Esri Updates

Project Goal and Results

- Improve the accessibility of the statewide roadway data system by September 30, 2019. **Goal not achieved.**

Regional Advanced Traffic Crash Reconstructionist Training

Project Goal and Results

- Conduct up to six law enforcement crash reconstruction trainings by September 30, 2019. **Goal achieved.**

Development of A Rational Model for Annual Average Daily Traffic Estimation

Project Goal and Results

- Provide missing Annual Average Daily Traffic (AADT) values for both hourly data imputation and for non-federally funded roads where the count is not done by September 30, 2019. **Goal Achieved.**

Bicyclist/Pedestrian Level of Comfort Metric and Visualization Tool for Road Segments

Project Goal and Results

- Develop a level of comfort measure for bicyclists and pedestrians based on infrastructure and connectivity needs by September 30, 2019. **Goal not achieved.**

Traffic Records Program Assessment Recommendation Implementation

Project Goal and Results

- Implement at least 40% of the recommendations from the Traffic Records Program Assessment by September 30, 2019. **Goal not achieved.**

Improving the Completeness of Pedestrian and Bicycle Exposure Data – Phase 2

Project Goal and Results

- Implementation of data driven validation and training for Bicyclist and Pedestrian Risk and Exposure estimation model by September 30, 2019. **Goal achieved.**

Michigan Traffic Crash Facts (MTCF)

Project Goal and Results

- Produce the 2018 traffic crash data on the MTCF website, including reports, profiles, and new data query capabilities by September 30, 2019. **Goal achieved.**

Community Programs

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

In-House Public Information and Education

Project Goal and Results

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

Materials Storage and Distribution

Project Goal and Results

- Provide free traffic safety materials to Michigan law enforcement, schools, healthcare organizations, and the public by September 30, 2019. **Goal achieved.**

Communications Account Management and Strategic Counsel

Project Goal and Results

- Provide strategic counsel, when needed, for unanticipated communication issues and projects that arise through September 30, 2019. **Goal achieved.**

Law Enforcement Training for the U.P.

Project Goal and Results

- Reduce traffic deaths and injuries by 1% in the U.P. by September 30, 2019. **Goal achieved.**
- Provide two Below 100 training programs in the U.P. to at least 40 law enforcement officers by September 30, 2019. **Goal achieved.**
- Provide one ARIDE/ARIDE refresher course in the U.P. to at least 40 law enforcement officers by September 30, 2019. **Goal achieved.**
- Provide one regional traffic safety conference in the U.P. to at least 50 total traffic safety partners by September 30, 2019. **Goal not achieved.**

Annual Michigan Traffic Safety Summit

Project Goal and Results

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. **Goal achieved.**

Driver Education

Driver education involves improving driver behavior directly by teaching better driving skills, improving safety awareness, and motivating individuals to drive safely. Young drivers are learning basic skills for the very first time. Senior drivers are often at greater risk due to loss of muscle mass and bone strength, which increase the chances of injury or death in a crash. The projects included:

Strive for A Safer Drive (S4SD) Programs

Project Goal and Results

- Reduce the number of drivers age 20 or younger in fatal crashes from 121 in 2017 to 104 by September 30, 2019. **Goal achieved.**
- Establish a S4SD high school peer-to-peer safe driving program in at least 60 schools by September 30, 2019. **Goal achieved.**

Pilot Parental Involvement in Graduated Driver Licensing (GDL)/Driver Education Program

Project Goal and Results

- Develop content for Segment 1 and implementation plans by September 30, 2019. **Goal achieved.**

Safe Drivers Smart Options Aging Driver Guidebook and Posters

Project Goal and Results

- Print 25,000 copies of the guidebook by September 30, 2019. **Goal not achieved.**
- Print 2,000 posters by September 30, 2019. **Goal achieved.**

Teen Driving Laws Brochure

Project Goal and Results

- Reduce the number of drivers age 20 or younger in fatal crashes from 121 in 2017 to 104 by September 30, 2019. **Goal achieved.**
- Develop and distribute brochures by September 30, 2019. **Goal achieved.**

Teen Interactive Programs

Project Goal and Results

- Reduce the number of drivers age 20 or younger in fatal crashes from 121 in 2017 to 104 by September 30, 2019. **Goal achieved.**
- Conduct interactive teen traffic safety programs in at least 22 high schools by September 30, 2019. **Goal achieved.**

Motorcycle Safety

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

The projects included:

Motorcycle Rider Training and Professional Development

Project Goal and Results

- Reduce motorcyclist fatalities from 143 fatalities in 2017 to 125 fatalities by September 30, 2019. **Goal achieved.**
- Provide registration for up to 157 RiderCoaches, RiderCoach Trainers, and training sponsor project coordinators to the State Motorcycle Safety Administrators (SMSA) 2019 National Training Summit by September 30, 2019. **Goal achieved.**
- Provide up to 6 professional development RiderCoach Preparation (RCPs) courses for up to 72 RiderCoaches by September 30, 2019. **Goal achieved.**
- Train up to 204 students in up to 17 Advanced Rider Courses (ARCs) in seven of the top ten counties where motorcycle-involved crashes are occurring or that have a rider training site by September 30, 2019. **Goal achieved.**

Motorcyclist Impaired Prevention Campaign

Project Goal and Results

- Reduce motorcyclist fatalities from 143 fatalities in 2017 to 125 fatalities by September 30, 2019. **Goal achieved.**

- Develop and distribute education and outreach materials by September 30, 2019. **Goal achieved.**

Recruitment of RiderCoaches

Project Goal and Results

- Reduce motorcyclist fatalities from 143 fatalities in 2017 to 125 fatalities by September 30, 2019. **Goal achieved.**
- Develop and distribute education and outreach materials by September 30, 2019. **Goal achieved.**

Shadow Rider Project

Project Goal and Results

- Reduce motorcyclist fatalities from 143 fatalities in 2017 to 125 fatalities by September 30, 2019. **Goal achieved.**
- Reduce the number of unendorsed motorcycle riders from 38,000 to 35,000 by September 30, 2019. **Goal achieved.**

Appendix B Performance Measure Plan

Performance Target		Target Metric Type	Target Value	Target Period	Target Start Year
C-1	Number of Traffic Fatalities (FARS)	Numeric	968.6	5-Year	2021

Performance Target Justification		2015	2016	2017	2018	2019	2021 Goals
C-1	Number of Traffic Fatalities (FARS)	967	1,065	1,030	974	985	968.6

The UMTRI predications are listed above based on the information cited in the Performance Plan. The predictive analysis model indicates a decrease in fatalities. The OHSP will implement programming to decrease fatalities.

Performance Target		Target Metric Type	Target Value	Target Period	Target Start Year
C-2	Number of Suspected Serious Injuries in Traffic Crashes (State)	Numeric	5,533.6	5-Year	2021

Performance Target Justification

Performance Target Justification		2015	2016	2017	2018	2019	2021 Goals
C-2	Number of Suspected Serious Injuries in Traffic Crashes (State)	4,865	5,634	6,084	5,586	5,629	5,533.6

The UMTRI predications are listed above based on the information cited in the Performance Plan. The predictive analysis model indicates a decrease in suspected serious injuries. The OHSP will implement programming to decrease suspected serious injuries.

Performance Target		Target Metric Type	Target Value	Target Period	Target Start Year
C-3	Fatalities/VMT (FARS, FHWA)	Numeric	.982	5-Year	2021

Performance Target Justification		2015	2016	2017	2018	2019	2021 Goals
C-3	Fatalities/VMT (FARS, FHWA)	0.99	1.07	1.01	0.95	*	.982

***Not available for FY2021 planning process**

The UMTRI predications are listed above based on the information cited in the Performance Plan. The predictive analysis model indicates an increase in the fatalities/VMT. The OHSP will implement programming to prevent an increase in the fatalities/VMT.

Performance Target		Target Metric Type	Target Value	Target Period	Target Start Year
C-4	Number of Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions (FARS)	Numeric	190	Annual	2021

Performance Target Justification		2015	2016	2017	2018	2019	2021 Goals
C-4	Number of Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions (FARS)	190	198	191	183	202	190

The UMTRI predications are listed above based on the information cited in the Performance Plan. The predictive analysis model indicates a decrease in the number of unrestrained fatalities. The OHSP will implement programming to decrease unrestrained fatalities.

Performance Target		Target Metric Type	Target Value	Target Period	Target Start Year
C-5	Number of Fatalities in Crashes Involving a Driver or Motorcycle Operator with a BAC of .08 and Above (FARS)	Numeric	267	Annual	2021

Performance Target Justification		2015	2016	2017	2018	2019	2021 Goals
C-5	Number of Fatalities in Crashes Involving a Driver or Motorcycle Operator with a BAC of .08 and Above (FARS)	266	244	311	267	*	267

***Not available for FY2021 planning process**

The UMTRI predications are listed above based on the information cited in the Performance Plan. The predictive analysis model indicates no change in impaired fatalities. The OHSP will implement programming to prevent an increase of impaired fatalities.

Performance Target		Target Metric Type	Target Value	Target Period	Target Start Year
C-6	Number of Speeding-Related Fatalities (FARS)	Numeric	249	Annual	2021

Performance Target Justification		2015	2016	2017	2018	2019	2021 Goals
C-6	Number of Speeding-Related Fatalities (FARS)	264	245	241	245	*	249

*Not available for FY2021 planning process

The UMTRI predications are listed above based on the information cited in the Performance Plan. The predictive analysis model indicates an increase in speeding fatalities. The OHSP will implement programming to prevent an increase of speeding-related fatalities.

Performance Target		Target Metric Type	Target Value	Target Period	Target Start Year
C-7	Number of Motorcyclist Fatalities (FARS)	Numeric	166	Annual	2021

Performance Target Justification		2015	2016	2017	2018	2019	2021 Goals
C-7	Number of Motorcyclist Fatalities (FARS)	141	152	150	143	122	166

The UMTRI predications are listed above based on the information cited in the Performance Plan. The predictive analysis model indicates an increase of motorcyclist fatalities. The OHSP will implement programming to prevent an increase of motorcyclist fatalities.

Performance Target		Target Metric Type	Target Value	Target Period	Target Start Year
C-8	Number of Unhelmeted Motorcyclist Fatalities (FARS)	Numeric	78	Annual	2021

Performance Target Justification		2015	2016	2017	2018	2019	2021 Goals
C-8	Number of Unhelmeted Motorcyclist Fatalities (FARS)	57	78	69	58	54	78

The UMTRI predications are listed above based on the information cited in the Performance Plan. The predictive analysis model indicates an increase of unhelmeted motorcyclist fatalities. The OHSP will implement programming to prevent an increase in unhelmeted motorcyclist fatalities.

Performance Target		Target Metric Type	Target Value	Target Period	Target Start Year
C-9	Number of Drivers Age 20 or Younger Involved in Fatal Crashes (FARS)	Numeric	126	Annual	2021

Performance Target Justification		2015	2016	2017	2018	2019	2021 Goals
C-9	Number of Drivers Age 20 or Younger	153	140	120	102	127	126

	Involved in Fatal Crashes (FARS)						
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The UMTRI predications are listed above based on the information cited in the Performance Plan. The predictive analysis model indicates a decrease in young driver fatalities. The OHSP will implement programming to decrease younger driver fatalities.

Performance Target		Target Metric Type	Target Value	Target Period	Target Start Year
C-10	Number of Pedestrian Fatalities (FARS)	Numeric	174	Annual	2021

Performance Target Justification		2015	2016	2017	2018	2019	2021 Goals
C-10	Number of Pedestrian Fatalities (FARS)	166	163	156	142	149	174

The UMTRI predications are listed above based on the information cited in the Performance Plan. The predictive analysis model indicates an increase in pedestrian fatalities. The OHSP will implement programming to prevent an increase in pedestrian fatalities.

Performance Target		Target Metric Type	Target Value	Target Period	Target Start Year
C-11	Number of Bicyclist Fatalities (FARS)	Numeric	39	Annual	2021

Performance Target Justification		2015	2016	2017	2018	2019	2021 Goals
C-11	Number of Bicyclist Fatalities (FARS)	33	38	21	21	21	39

The UMTRI predications are listed above based on the information cited in the Performance Plan. The predictive analysis model indicates an increase in bicyclist fatalities. The OHSP will implement programming to prevent an increase in bicyclist fatalities.

Performance Target		Target Metric Type	Target Value	Target Period	Target Start Year
B-1	Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (Survey)	Percentage	98	Annual	2021

Performance Target Justification		2015	2016	2017	2018	2019	2021 Goals
B-1	Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (Survey)	92.8%	94.5%	94.1%	93.4%	94.4%	98%

This goal was set by the OHSP. The OHSP will implement programming to increase the seat belt usage rate.

Performance Target		Target Metric Type	Target Value	Target Period	Target Start Year
O1	Number of Crashes Involving Alcohol- or Drug-Impaired Motorcyclists (State)	Numeric	234	Annual	2021

Performance Target Justification		2015	2016	2017	2018	2019	2021 Goals
O1	Number of Crashes Involving Alcohol- or Drug-Impaired Motorcyclists (State)	227	233	236	206	239	234

The UMTRI predications are listed above based on the information cited in the Performance Plan. The predictive analysis model indicates a decrease for impaired motorcyclist crashes. The OHSP will implement programming to decrease crashes involving an alcohol- or drug-impaired motorcyclist.

Performance Target		Target Metric Type	Target Value	Target Period	Target Start Year
O2	Number of Fatalities Involving Alcohol- or Drug-Impaired Motorcyclists (State)	Numeric	55	Annual	2021

Performance Target Justification		2015	2016	2017	2018	2019	2021 Goals
O2	Number of Fatalities Involving Alcohol- or Drug-Impaired Motorcyclists (State)	52	48	45	44	42	55

The UMTRI predications are listed above based on the information cited in the Performance Plan. The predictive analysis model indicates an increase in impaired motorcyclist fatalities. The OHSP will implement programming to prevent an increase of alcohol- or drug impaired motorcyclists.

Performance Target		Target Metric Type	Target Value	Target Period	Target Start Year
**O3	Number of Fatalities in Crashes Involving Drug-Impaired Driver or Motorcycle Operator	Numeric	302	Annual	2021

****Indicates new state performance measures for FY2021.**

Performance Target Justification		2015	2016	2017	2018	2019	2021 Goals
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**O3	Number of Fatalities in Crashes Involving Drug-Impaired Driver or Motorcycle Operator (State)	162	216	227	226	214	345
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****Indicates new state performance measures for FY2021.**

The UMTRI predications are listed above based on the information cited in the Performance Plan. The predictive analysis model indicates an increase for drug-impaired driver and motorcycle fatalities. The OHSP will implement programming to prevent an increase of fatalities for drug-impaired drivers or motorcyclists.

****O4-Number of Crashes Involving Motorcycle and another Motor Vehicle**

Performance Target		Target Metric Type	Target Value	Target Period	Target Start Year
**O4	Number of Crashes Involving Motorcycle and Another Motor Vehicle	Numeric	1,676	Annual	2021

****Indicates new state performance measures for FY2021.**

Performance Target Justification		2015	2016	2017	2018	2019	2021 Goals
**O4	Number of Fatalities in Crashes Involving Motorcycle and Another Motor Vehicle (State)	1,572	1,710	1,524	1,424	1,460	1,676

****Indicates new state performance measures for FY2021.**

The UMTRI predications are listed above based on the information cited in the Performance Plan. The predictive analysis model indicates an increase for motorcycle crashes involving another motor vehicle. The OHSP will implement programming to prevent an increase of motorcycle crashes another motor vehicle.

Performance Target		Target Metric Type	Target Value	Target Period	Target Start Year
**O5	Number of Senior Driver (65+) Involved Fatal Crashes (State)	Numeric	249	Annual	2021

****Indicates new state performance measures for FY2021.**

Performance Target Justification		2015	2016	2017	2018	2019	2021 Goals
**O5	**Number of Senior Driver (65+) Involved Fatal Crashes (State)	180	223	230	236	221	249

****Indicates new state performance measures for FY2021.**

The UMTRI predications are listed above based on the information cited in the Performance Plan. The predictive analysis model indicates an increase for senior driver (age 65+) involved fatal crashes. The OHSP will implement programming to prevent an increase of the number of senior drivers in fatal crashes.

	Performance Target	Target Metric Type	Target Value	Target Period	Target Start Year
**O6	Percentage of Driver Vehicle Database Convictions Received Within 10 Days of Adjudication (State)	Percentage	98%	Annual	2021

****Indicates new state performance measures for FY2021.**

Performance Target Justification	2015	2016	2017	2018	2019	2021 Goals
**O6 Percentage of Driver Vehicle Database Convictions Received Within 10 Days of Adjudication (State)	N/A	N/A	N/A	N/A	97%	98%

****Indicates new state performance measures for FY2021.**

This target was set by the OHSP. The OHSP will implement programming to increase the percentage of driver vehicle database convictions received within 10 days of adjudication.

Michigan FY2021 Highway Safety Plan (HSP)

APPENDIX C PROGRAM AREA FORM FOR OCCUPANT PROTECTION

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

Yes

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

Yes

Problem Identification

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

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

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

To assist with problem identification, the University of Michigan Transportation Research Institute (UMTRI) provides a five-year view of fatalities for the core performance measures. In most cases, the data review includes fatality and suspected serious injury data by month, age, and county so that

programs may be focused when and where they have the greatest potential to reduce traffic fatalities and suspected serious injuries.

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

A five-year moving average is applied against the core performance measures from 2015-2019 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.

The OHSP worked with the UMTRI to develop predictive figures generated from a multi-variate change model for the target-setting process. The model incorporates factors such as gas prices, employment, income, gross domestic product (GDP), VMT, and alcohol consumption.

Despite Michigan's high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained.

	Michigan FARS and State Data	2015	2016	2017	2018	2019	2021 Goals
C-1	Traffic Fatalities (FARS)	967	1,065	1,030	974	985	968.6
C-2	Suspected Serious ("A") Injuries (State)	4,865	5,634	6,084	5,586	5,629	5,533.6
C-3	Fatalities Per 100 Million VMT (FARS)	0.99	1.07	1.01	0.95	*	.982
C-4	Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions (FARS)	190	198	191	183	202	190
B-1	Safety Belt Use (Daytime, Observed) (Survey)	92.8%	94.5%	94.1%	93.4%	94.4%	98%

*Not available for FY2021 planning process

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

Performance Measures

Fiscal Year	Performance Measure Name
2021	C-1 Reduce fatalities C-2 Reduce suspected serious injuries C-3 Reduce K/VMT C-4 Reduce unrestrained passenger vehicle occupant fatalities B-1 Safety belt use

Countermeasure Strategies

Fiscal Year	Countermeasure Strategy Name
2021	Communication and Outreach Campaigns Other: NHTSA required Seat Belt Observation Survey

	Occupant Protection Program Assessment (NHTSA Facilitated)
	Child Restraint System Inspection Stations
	Highway Safety Office Program Management

APPENDIX D.1 COUNTERMEASURE STRATEGY FOR OCCUPANT PROTECTION

Program Area Name: Occupant Protection (Adult and Child)

Countermeasure Strategy: Child Restraint System Inspection Stations

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

Yes

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

Yes

Countermeasure Strategy Description

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

Despite Michigan's high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained.

The car seat distribution effort will focus on targeting those who live in counties with high unrestrained fatalities and suspected serious injuries (KA). The distribution of car seats will be for low-income families through a qualifying screening where child passenger safety technicians will verify the child is enrolled in one of several qualifying low-income programs.

Technicians receiving seats will be encouraged to track seats provided and reference the list before issuing a car seat to prevent more than one seat going to a child. For technicians to receive distribution program car seats they must be certified and in good standing with required monthly reporting of distributed car seats.

Proper installation is key to reducing the risk of injury and fatality to children riding in vehicles. The best way for parents to learn how to use their car seats properly is to consult with a child passenger safety technician. Car seat inspection stations are a proven countermeasure to proper installation. By offering free car seats to eligible low-income families or caregivers, the OHSP is reaching high risk populations and providing this service to families and caregivers within the state. Free car seats for low-income families increase attendance at car seat events and fitting stations, which provide access to education for proper use.

Location	Number of Counties	Amount
High fatalities and suspected serious injury counties	15	\$185,000
All other counties	68	\$115,000
TOTAL	83	\$300,000

Funding will support supplies/operating costs.

\$300,000 total

\$241,000 402 FAST Act Child Restraint funds

\$59,000 405(b) FAST Act Occupant Protection High CSS Purchase/Distribution funds

23.4% of total \$1,284,000 designated to OP

\$163,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the OP programs.

Benefit to local: \$241,000

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

Despite Michigan’s high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained.

C-1 Number of fatalities in traffic crashes

Target: Reduce fatalities from 985 fatalities in 2019 to 968.6 fatalities in 2021.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,629 in 2019 to 5,533.6 serious injuries in 2021.

C-3 Fatalities/VMT

Target: Prevent the fatalities/VMT rate from increasing from .95 fatalities/VMT in 2018 to no more than .982 fatalities/VMT in 2021. (2019 VMT not yet available.)

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

Target: Reduce unrestrained passenger vehicle occupant fatalities from 202 fatalities in 2019 to 190 fatalities in 2021.

B-1 Statewide seat belt use rate

Target: Increase the statewide seat belt use rate from 94.4% in 2020 to 98% in 2021.

Funding will support supplies/operating costs.

\$300,000 total

\$241,000 402 FAST Act Child Restraint funds

\$59,000 405(b) FAST Act Occupant Protection High CSS Purchase/Distribution funds

23.4% of total \$1,284,000 designated to OP

\$163,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the OP programs.

Benefit to local: \$241,000

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

Despite Michigan's high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained.

Countermeasures That Work, Ninth Edition 2017: Chapter 2 (Seat Belts and Child Restraints), Section 7.2 (Inspection Stations), and pages 2-36.

Citation

"The misuse of child restraints has been a concern for many years. A number of programs have been implemented to provide parents and other caregivers with "hands-on" assistance with the installation and use of child restraints in an effort to combat widespread misuse. Child passenger safety (CPS) inspection stations, sometimes called "fitting stations" are places or events where parents and caregivers can receive this assistance from certified CPS technicians. Information on how to market an inspection station campaign is available through Parents Central (www.safercar.gov/parents/CarSeats/TRS-carseats/toolkit.htm). Certification courses for child safety seat checks are available through the National Child Passenger Safety Certification program (<http://cert.safekids.org>).

Inspection stations in urban communities may be effective in reaching households that improperly use child restraints. One study conducted in Los Angeles that reached out to parents and caregivers using advertisements found that vehicles visiting the inspection stations had a rate of child restraint misuse of 96.2% (Bachman et al., 2016). While this rate was substantially higher than the 46% misuse rate observed in the nationally representative NCRUSS sample (Greenwell, 2015), some of this difference likely reflects a broader definition of misuse in the Los Angeles study as the determination of misuse was based on American Academy of Pediatrics (AAP) best practice recommendations. It is also possible that the households targeted in this community study had particularly high misuse rates. The Los Angeles inspection station study found that factors such as child age, child weight, and vehicle year led to systematic instances of child restraint misuse and should be considered when conducting inspections and addressing deficiencies in restraint use (Bachman et al., 2016)."

Funding will support supplies/operating costs.

\$300,000 total

\$241,000 402 FAST Act Child Restraint funds

\$59,000 405(b) FAST Act Occupant Protection High CSS Purchase/Distribution funds

23.4% of total \$1,284,000 designated to OP

\$163,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the OP programs.

Benefit to local: \$241,000

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

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Community Car Seat Distribution	CP-21-01-a Special Projects	D.1/E.1
Upper Peninsula CPS Safety Program	OP-21-01	D.2/E.2
Michigan Department of Health and Human Services (MDHHS) Training	CP-21-01-b Special Projects	D.3/E.3
Child Passenger Safety Training and Recertification	CP-21-01-c Special Projects	D.10/E.10
Seat Belt and Hand-Held Device Use Direct Observation Survey	OP-21-03	D.4/E.4
Occupant Protection Program Assessment Recommendation Implementation	OP-21-04	D.6/E.6
Buckle Up in Your Truck Public Education	CP-21-03-a PI&E	D.7/E.7
Booster Seat Public Education	CP-21-03-b PI&E	D.8/E.8
Rear-Seat Belt Public Education	CP-21-03-c PI&E	D.9/E.9
Highway Safety Office Program Management	CP-21-02-a PM	E.11
Child Restraint Device and Booster Seat Use/Misuse Direct Observation Survey	OP-21-02	D.5/E.5

APPENDIX E.1 PLANNED ACTIVITY FOR OCCUPANT PROTECTION

Planned Activity Name	Community Car Seat Distribution
Planned Activity Number	CP-21-01-a Special Projects
Primary Countermeasure Strategy	Child Restraint System Inspection Stations

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

Yes

Description of The Planned Activity

Community Car Seat Distribution

Planned Activity Number	CP-21-01-a Special Projects	
Planned Activity in GMSS	2021-1001 OP Support, Training, and Enforcement	
GTS Code	OP-2021-Occupant Protection	
GTS Code	M1CSS-405b High CSS Purchase/Distribution	
Benefit to Locals	Yes (\$241,000)	
Grantee	OHSP Special Projects	
Grant Amount, Funding Source	\$241,000	402 FAST Act Child Restraints
Grant Amount, Funding Source	\$59,000	405(b) FAST Act Occupant Protection High CSS Purchase/Distribution
Indirect cost rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	Reduce fatalities and suspected serious injuries for unrestrained children ages seven and younger from 399 to 359 by September 30, 2021.	

Car seat distribution will be focused on the 15 top counties with unrestrained fatality and suspected serious injury crashes for children ages seven and younger. Additional counties may be added or considered based on need, resources, or specific programming (i.e. diverse populations, rural, etc.). By offering free car seats to eligible families or caregivers, enrolled in a low-income based program, the OHSP is reaching high-risk populations.

Funding will support supplies/operating costs.

Intended Subrecipients: OHSP Special Projects

Countermeasure Strategies in Planned Activities

Fiscal Year	Countermeasure Strategy Name
2021	Child Restraint System Inspection Stations

Federal fund estimates of funding amounts, amount for match and local benefit (as applicable).

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	402 FAST Act	402 FAST Act Child Restraints	\$241,000	N/A	\$241,000
2019	405(b) FAST Act Occupant	405(b) FAST Act Occupant Protection High	\$22,000	N/A	N/A

	Protection High	CSS Purchase/Distribution			
2020	405(b) FAST Act Occupant Protection High	405(b) FAST Act Occupant Protection High CSS Purchase/Distribution	\$37,000	N/A	N/A

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

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

APPENDIX D.2 COUNTERMEASURE STRATEGY FOR OCCUPANT PROTECTION

Program Area Name: Occupant Protection (Adult and Child)

Countermeasure Strategy: Occupant Protection Program Assessment (NHTSA Facilitated)

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% of either the state's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

Yes

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

Yes

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

Yes

Countermeasure Strategy Description

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

Despite Michigan's high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained.

The Upper Peninsula Child Passenger Safety (UPCPS) will refocus its efforts on Child Passenger Safety Technician (CPST) Certification and continuing education unit (CEU) training courses. Efforts may also be focused on child passenger safety (CPS) Awareness Training courses for Michigan Department of Health and Human Services (MDHHS) staff.

Funding will support salaries, supplies/operating, and indirect costs.

\$65,000 405(b) FAST Act Occupant Protection High Training funds

5.1% of total \$1,284,000 designated to OP

\$163,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the OP programs.

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

Despite Michigan's high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained.

C-1 Number of fatalities in traffic crashes

Target: Reduce fatalities from 985 fatalities in 2019 to 968.6 fatalities in 2021.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,629 in 2019 to 5,533.6 serious injuries in 2021.

C-3 Fatalities/VMT

Target: Prevent the fatalities/VMT rate from increasing from .95 fatalities/VMT in 2018 to no more than .982 fatalities/VMT in 2021. (2019 VMT not yet available.)

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

Target: Reduce unrestrained passenger vehicle occupant fatalities from 202 fatalities in 2019 to 190 fatalities in 2021.

B-1 Statewide seat belt use rate

Target: Increase the statewide seat belt use rate from 94.4% in 2020 to 98% in 2021.

Funding will support salaries, supplies/operating, and indirect costs.

\$65,000 405(b) FAST Act Occupant Protection High Training funds

5.1% of total \$1,284,000 designated to OP

\$163,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the OP programs.

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

Despite Michigan’s high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained.

Occupant Protection Program Assessment (NHTSA Facilitated) 2018
p. 12 (1C-Recommendations)

Citation

“Continue implementation of the recommended actions from the Strategic Highway Safety Plan and the 2018 Occupant Protection Assessment, p. 36.

Research and develop goals and methods for adding more outreach into the rural and less populated regions of the state.”

Funding will support salaries, supplies/operating, and indirect costs.

\$65,000 405(b) FAST Act Occupant Protection High Training funds

5.1% of total \$1,284,000 designated to OP

\$163,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the OP programs.

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

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Community Car Seat Distribution	CP-21-01-a Special Projects	D.1/E.1
Upper Peninsula CPS Safety Program	OP-21-01	D.2/E.2
Michigan Department of Health and Human Services (MDHHS) Training	CP-21-01-b Special Projects	D.3/E.3
Child Passenger Safety Training and Recertification	CP-21-01-c Special Projects	D.10/E.10
Seat Belt and Hand-Held Device Use Direct Observation Survey	OP-21-03	D.4/E.4
Occupant Protection Program Assessment Recommendation Implementation	OP-21-04	D.6/E.6
Buckle Up in Your Truck Public Education	CP-21-03-a PI&E	D.7/E.7
Booster Seat Public Education	CP-21-03-b PI&E	D.8/E.8

Rear-Seat Belt Public Education	CP-21-03-c PI&E	D.9/E.9
Highway Safety Office Program Management	CP-21-02-a PM	E.11
Child Restraint Device and Booster Seat Use/Misuse Direct Observation Survey	OP-21-02	D.5/E.5

APPENDIX E.2 PLANNED ACTIVITY FOR OCCUPANT PROTECTION

Planned Activity Name	Upper Peninsula Child Passenger Safety Program
Planned Activity Number	OP-21-01
Primary Countermeasure Strategy	Occupant Protection Program Assessment (NHTSA Facilitated)

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

Yes

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

Yes

Description of the Planned Activity

Upper Peninsula Child Passenger Safety (UPCPS) Program

Planned Activity Number	OP-21-01	
Planned Activity in GMSS	2021-1001 OP Support, Training, and Enforcement	
GTS Code	M1TR-405b High Training	
Benefit to Locals	N/A	
Grantee	City of St. Ignace	
Grant Amount, Funding Source	\$65,000	405(b) FAST Act Occupant Protection High Training
Indirect cost rate	12%	
Grant Start-up	October 1	
Project Objective(s)	Prevent the number of fatalities and suspected serious injuries to unrestrained children, ages seven and younger in the UP from increasing by September 30, 2021.	

The UPCPS will refocus its efforts on the CPST certification and the CEU trainings. Efforts may be focused on CPS awareness training courses for the MDHHS staff.

Funding will support salaries, supplies/operating, and indirect costs.

Intended Subrecipients: City of St. Ignace

Countermeasure Strategies in Planned Activities

Fiscal Year	Countermeasure Strategy Name
2021	Occupant Protection Program Assessment (NHTSA Facilitated)

Federal fund estimates of funding amounts, amount for match and local benefit (as applicable).

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	405(b) FAST Act Occupant Protection High	405(b) FAST Act Occupant Protection High Training	\$65,000	N/A	N/A

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

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

APPENDIX D.3 COUNTERMEASURE STRATEGY FOR OCCUPANT PROTECTION

Program Area Name: Occupant Protection (Adult and Child)

Countermeasure Strategy: Child Restraint System Inspection Stations

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 % of either the state's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

Yes

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

Yes

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

Yes

Countermeasure Strategy Description

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

Despite Michigan's high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained.

Nearly 1,500 employees of the MDHHS are assigned cases involving 85,000 children in the Child Protective Services system each year. The MDHHS has approximately 700 more foster care workers who

may transport children under the age of eight. Until the OHSP program was implemented in 2017, there was no coordinated or standardized training for these employees regarding proper use of car seats and safe transport in vehicles. Because the MDHHS employees do not receive car seat installation training and may not have the experience with transporting children, misuse may be higher among these employees than other populations. This puts the children riding 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 largely hands-on approach to ensure training mimics car seat use in a variety of situations.

Trainings will focus on the top counties with unrestrained fatality and suspected serious injury (KA) crashes for children seven and younger (see tables below). Additional counties may be added or considered based on need, resources, and specific programming (i.e. diverse populations, rural, etc.)

From 2014-2018, 658 children ages seven and younger have been killed or injured while unrestrained in car crashes, which continue to be the leading cause of death for children of all ages. A properly installed car seat can reduce the risk of death to children under one year by 71% and to children one to four by 54%. Booster seats can reduce the risk of suspected serious injuries to children four to eight by 45%.

The following tables show the top counties by descending order of unrestrained children ages seven and younger who were either killed or seriously injured from 2014-2018.

Table A. Ages Seven and Younger

Unrestrained Passenger Vehicle Fatalities by County 2014-2018 (Descending Rank)							
COUNTY	RANK	2014	2015	2016	2017	2018	Total
Wayne	1	0	6	1	4	4	15
Genesee	2	0	0	0	3	1	4
Jackson	3	0	0	0	3	1	4
Berrien	4	0	3	0	0	0	3
Cass	5	2	0	0	1	0	3
Kalamazoo	6	0	0	1	2	0	3
Oakland	7	0	1	1	0	1	3
Saginaw	8	0	1	1	0	1	3
Bay	9	0	1	1	0	0	2
Calhoun	10	1	0	1	0	0	2
Hillsdale	11	0	1	0	1	0	2
Lenawee	12	0	1	0	1	0	2
Montcalm	13	0	1	0	1	0	2
Muskegon	14	0	0	1	0	1	2
Ottawa	15	0	0	2	0	0	2
Van Buren	16	0	0	0	0	2	2
Washtenaw	17	1	0	1	0	0	2
Total		4	15	10	16	11	56

Table B. Ages Seven and Younger

Unrestrained Passenger Vehicle Suspected Serious Injuries by County 2014-2018 (Descending Rank)							
		2014	2015	2016	2017	2018	Total
1	Wayne	34	24	31	20	25	134
2	Muskegon	9	13	12	2	2	38
3	Kent	3	4	11	9	8	35
4	Oakland	4	5	8	6	3	26
5	Ottawa	2	10	7	4	3	26
6	Montcalm	8	7	1	5	2	23
7	Genesee	2	4	7	2	1	16
8	Macomb	3	3	7	0	3	16
9	Jackson	1	1	4	5	4	15
10	St. Clair	4	2	2	0	6	14
Total		70	73	90	53	57	343

Funding will support the salaries, travel, certification fees, and material costs.

\$75,000 405(b) FAST Act Occupant Protection High Training funds

5.8% of total \$1,284,000 designated to OP

\$163,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the OP programs.

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

Despite Michigan's high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained.

C-1 Number of fatalities in traffic crashes

Target: Reduce fatalities from 985 fatalities in 2019 to 968.6 fatalities in 2021.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,629 in 2019 to 5,533.6 serious injuries in 2021.

C-3 Fatalities/VMT

Target: Prevent the fatalities/VMT rate from increasing from .95 fatalities/VMT in 2018 to no more than .982 fatalities/VMT in 2021. (2019 VMT not yet available.)

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

Target: Reduce unrestrained passenger vehicle occupant fatalities from 202 fatalities in 2019 to 190 fatalities in 2021.

B-1 Statewide seat belt use rate

Target: Increase the statewide seat belt use rate from 94.4% in 2020 to 98% in 2021.

Funding will support the salaries, travel, certification fees, and materials costs.

\$75,000 405(b) FAST Act Occupant Protection High Training funds

5.8% of total \$1,284,000 designated to OP

\$163,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the OP programs.

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

Despite Michigan’s high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained.

Countermeasures That Work, Ninth Edition 2017: Chapter 2 (Seat Belts and Child Restraints), Section 6 (Communications and Outreach), and pages 2-33.

Citation

“Both the American Academy of Pediatrics and the NHTSA recommend children stay rear-facing as long as possible until they outgrow the height or weight limits of the seat, and then use a forward-facing harness for as long as possible. However, observational data from the 2015 National Survey of the Use of Booster Seats (NSUBS) show that 9.2% of children under age 1 were moved to a forward-facing child restraint. Similarly, 23% of children 1 to 3 were not in a rear- or forward-facing child restraint but were instead in a booster seat, the seat belt alone, or were unrestrained (Li, Pickrell, & KC, 2016). Note however, that some 3-year olds may meet the requirement of a booster seat, so while it is not best practice, it also is not ‘misuse’.

Booster seats are recommended until the lap/shoulder combination belt fits properly on its own, typically when a child is 8 to 12 years old. However, 2015 NSUBS data show that children are moving into the seat belt much earlier than is recommended. In 2015, 25.8% of children 4 to 7 were restrained using the seat belt alone and 44.5% were using a booster seat. Only 9.1% of children 8 to 12 were using booster seats (Li, Pickrell, & KC, 2016). Due to differences in growth, children may meet the requirements for seat belts or booster seats earlier than their peers. If a child has grown to meet the requirements of a booster seat or a seat belt before reaching the recommended age group, it is not necessarily misuse.

Compared to the 2013 NSUBS, child restraint use in various age groups is either unchanged or slightly lower. In 2015, 9.4% of children 1 to 3 were rear facing, slightly less than 10.3% in 2013. However, a greater number of children 1 to 3 were prematurely moved to booster seats (13.6% in 2015 compared to 9.3% in 2013). There were also fewer children 4 to 7 were riding in car seats or booster seats compared with 2013 (62.4% versus 66.6%) (Li, Pickrell, & KC, 2016).”

Funding will support the salaries, travel, certification fees, and material costs.

\$75,000 405(b) FAST Act Occupant Protection High Training funds
5.8% of total \$1,284,000 designated to OP

\$163,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the OP programs.

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

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Community Car Seat Distribution	CP-21-01-a Special Projects	D.1/E.1
Upper Peninsula CPS Safety Program	OP-21-01	D.2/E.2
Michigan Department of Health and Human Services (MDHHS) Training	CP-21-01-b Special Projects	D.3/E.3

Child Passenger Safety Training and Recertification	CP-21-01-c Special Projects	D.10/E.10
Seat Belt and Hand-Held Device Use Direct Observation Survey	OP-21-03	D.4/E.4
Occupant Protection Program Assessment Recommendation Implementation	OP-21-04	D.6/E.6
Buckle Up in Your Truck Public Education	CP-21-03-a PI&E	D.7/E.7
Booster Seat Public Education	CP-21-03-b PI&E	D.8/E.8
Rear-Seat Belt Public Education	CP-21-03-c PI&E	D.9/E.9
Highway Safety Office Program Management	CP-21-02-a PM	E.11
Child Restraint Device and Booster Seat Use/Misuse Direct Observation Survey	OP-21-02	D.5/E.5

APPENDIX E.3 PLANNED ACTIVITY FOR OCCUPANT PROTECTION

Planned Activity Name	Michigan Department of Health and Human Services Training (MDHHS)
Planned Activity Number	CP-21-01-b Special Projects
Primary Countermeasure Strategy	Child Restraint Inspection Stations

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

Yes

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

Yes

Description of the Planned Activity

Michigan Department of Health and Human Services (MDHHS) Training

Planned Activity Number	CP-21-01-b Special Projects	
Planned Activity in GMSS	2021-1001 OP Support, Training, and Enforcement	
GTS Code	M1TR-405b High Training	
Benefit to Locals	N/A	
Grantee	OHSP Special Projects	
Grant Amount, Funding Source	\$75,000	405(b) FAST Act Occupant Protection High Training
Indirect cost rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	Reduce fatalities and suspected serious injuries for unrestrained children ages seven and younger from 399 to 359 by September 30, 2021.	

The project will focus on transition and development of a plan for the MDHHS car seat training program to become self-sufficient by identifying existing CPSTs and other candidates within the agency to become certified CPSTs. The OHSP will continue to explore options to have the car seat training become a requirement for child protective service and foster care workers and explore options in streamlining car seat inventory.

Funding will support contractual and supplies/operating costs.

Intended Subrecipients: OHSP Special Projects

Countermeasure Strategies in Planned Activities

Fiscal Year	Countermeasure Strategy Name
2021	Child Restraint Inspection Stations

Federal fund estimates of funding amounts, amount for match and local benefit (as applicable).

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	405(b) FAST Act Occupant Protection High	405(b) FAST Act Occupant Protection High Training	\$75,000	N/A	N/A

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

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

APPENDIX D.4 COUNTERMEASURE STRATEGY FOR OCCUPANT PROTECTION

Program Area Name: Occupant Protection (Adult and Child)

Countermeasure Strategy: Other: NHTSA required Seat Belt Direct Observation Survey

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

Yes

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

NHTSA required seat belt direct observation survey

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

Yes

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

Yes

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

Yes

Countermeasure Strategy Description

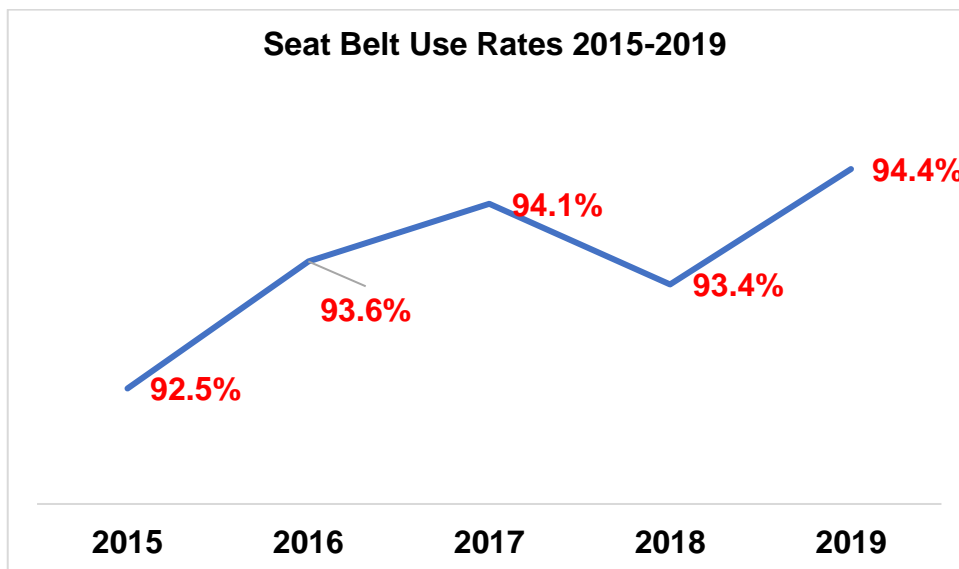
Assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

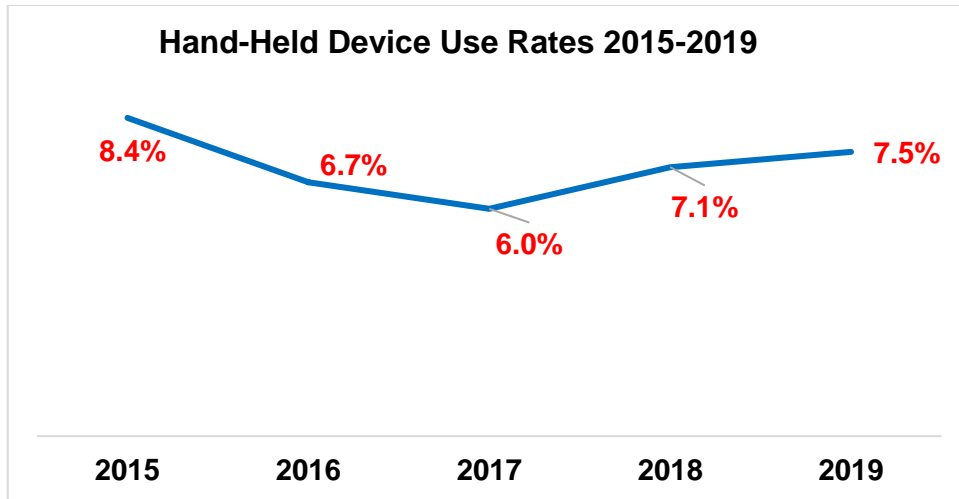
Despite Michigan’s high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained.

The Office of Highway Safety Planning (OHSP) is required to conduct a seat belt use observation survey each year.

Michigan Fatalities for Unrestrained Passenger Vehicles 2014-2018					
2014	2015	2016	2017	2018	Total
191	197	203	197	184	972

Michigan Suspected Serious Injuries of Unrestrained Passenger Vehicles 2014-2018					
2014	2015	2016	2017	2018	Total
509	597	592	572	545	2,815





Funding will support salaries/fringe benefits, contractual, indirect, and supplies/operating costs.

\$119,000 405(b) FAST Act Occupant Protection High funds

9.3% of total \$1,284,000 designated to OP

\$163,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the OP programs.

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

Despite Michigan's high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained.

C-1 Number of fatalities in traffic crashes

Target: Reduce fatalities from 985 fatalities in 2019 to 968.6 fatalities in 2021.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,629 in 2019 to 5,533.6 serious injuries in 2021.

C-3 Fatalities/VMT

Target: Prevent the fatalities/VMT rate from increasing from .95 fatalities/VMT in 2018 to no more than .982 fatalities/VMT in 2021. (2019 VMT not yet available.)

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

Target: Reduce unrestrained passenger vehicle occupant fatalities from 202 fatalities in 2019 to 190 fatalities in 2021.

B-1 Statewide seat belt use rate

Target: Increase the statewide seat belt use rate from 94.4% in 2020 to 98% in 2021.

Funding will support salaries/fringe benefits, contractual, indirect, and supplies/operating costs.

\$119,000 405(b) FAST Act Occupant Protection High funds

9.3% of total \$1,284,000 designated to OP

\$163,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the OP programs.

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

Despite Michigan’s high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained. The annual Seat Belt Direct Observation Survey is a NHTSA requirement.

Funding will support salaries/fringe benefits, contractual, indirect, and supplies/operating costs.

\$119,000 405(b) FAST Act Occupant Protection High funds

9.3% of total \$1,284,000 designated to OP

\$163,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the OP programs.

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

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Community Car Seat Distribution	CP-21-01-a Special Projects	D.1/E.1
Upper Peninsula CPS Safety Program	OP-21-01	D.2/E.2
Michigan Department of Health and Human Services (MDHHS) Training	CP-21-01-b Special Projects	D.3/E.3
Child Passenger Safety Training and Recertification	CP-21-01-c Special Projects	D.10/E.10
Seat Belt and Hand-Held Device Use Direct Observation Survey	OP-21-03	D.4/E.4
Occupant Protection Program Assessment Recommendation Implementation	OP-21-04	D.6/E.6
Buckle Up in Your Truck Public Education	CP-21-03-a PI&E	D.7/E.7
Booster Seat Public Education	CP-21-03-b PI&E	D.8/E.8
Rear-Seat Belt Public Education	CP-21-03-c PI&E	D.9/E.9
Highway Safety Office Program Management	CP-21-02-a PM	E.11
Child Restraint Device and Booster Seat Use/Misuse Direct Observation Survey	OP-21-02	D.5/E.5

APPENDIX E.4 PLANNED ACTIVITY FOR OCCUPANT PROTECTION

Planned Activity Name	Seat Belt and Hand-Held Device Use Direct Observation Survey
Planned Activity Number	OP-21-03
Primary Countermeasure Strategy	Other: NHTSA Required Seat Belt Direct Observation Survey

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

Yes

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

Yes

Description of the Planned Activity

Seat Belt and Hand-Held Device Use Direct Observation Survey

Planned Activity Number	OP-21-03	
Planned Activity in GMSS	2021-1002 OP Research, Data, and Evaluation	
GTS Code	M1*OP-405b High Occupant Protection	
Benefit to Locals	N/A	
Grantee	Michigan State University (MSU)	
Grant Amount, Funding Source	\$119,000	405(b) FAST Act Occupant Protection High
Indirect cost rate	26%	
Grant Start-up	October 1	
Project Objective(s)	<p>Determine the seat belt rate by conducting the NHTSA annual direct observation survey by September 30, 2021.</p> <p>Determine the hand-held device use rate by conducting a direct observation survey by September 30, 2021.</p> <p>Determine the seat belt rate and hand-held device use rate for the remaining 48 counties by conducting a direct observation survey by September 30, 2021.</p>	

Michigan has tracked seat belt use since 1983. The survey results assist the OHSP with developing seat belt enforcement plans and identifying the focus of media campaigns to support mobilizations. The observation survey for the annual requirement will be conducted after Memorial Day in the counties and locations approved by the NHTSA methodology.

This project will also include the remaining 48 counties later in the summer in order to possibly focus on low-belt county enforcement. The entire state survey was done in 2017.

Funding will support salaries/fringe benefits, contractual, indirect, and supplies/operating costs.

Intended Subrecipients: Michigan State University

Countermeasure Strategies in Planned Activities

Fiscal Year	Countermeasure Strategy Name
2021	Other: NHTSA Required Seat Belt Direct Observation Survey

Federal fund estimates of funding amounts, amount for match and local benefit (as applicable).

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	405(b) FAST Act Occupant Protection High	405(b) FAST Act Occupant Protection High	\$119,000	N/A	N/A

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

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

APPENDIX D.5 COUNTERMEASURE STRATEGY FOR OCCUPANT PROTECTION

Program Area Name: Occupant Protection (Adult and Child)

Countermeasure Strategy: Occupant Protection Program Assessment (NHTSA Facilitated)

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% of either the state's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

Yes

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

Yes

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

Yes

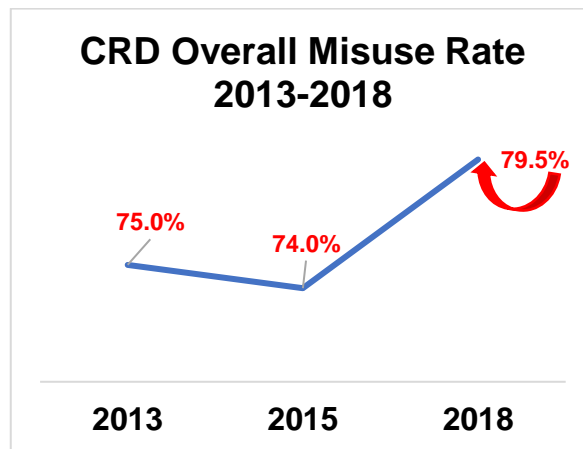
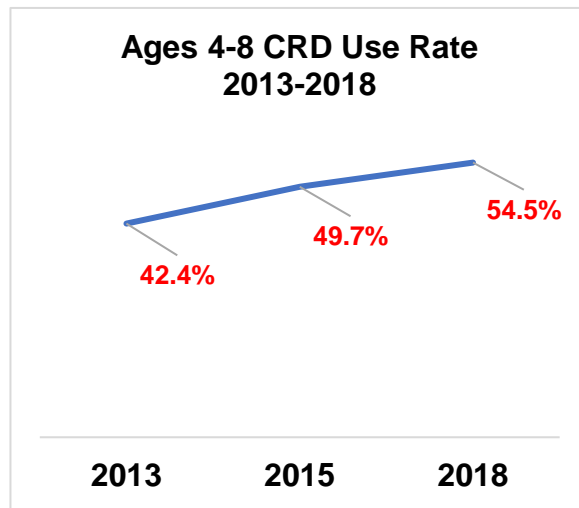
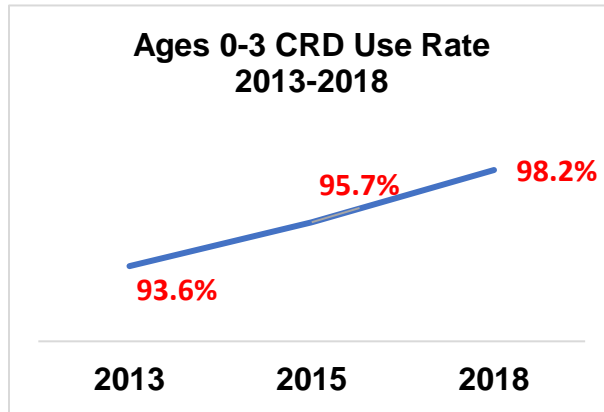
Countermeasure Strategy Description

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

Despite Michigan's high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained.

To alleviate child fatalities and injuries suffered in traffic crashes, a law was passed in Michigan in 1982 making child restraint device (CRD) use mandatory for children under the age of four. In recent years, Michigan exhibited increases in the use of CRDs among children under four years of age from 74.5% in 1997 to 98.2% in 2018. Despite these gains, from 2006 to 2018, 6,318 or 49.5% of the children under the age of four that were killed in traffic crashes were not restrained in a CRD. Improper CRD use may expose a child to a heightened risk of injury when involved in a crash. The CRDs are most effective when: (1) the devices are appropriate for the age, height, and weight of the child being restrained, (2) the devices are properly installed in the vehicle using seat belts, and (3) the child is properly restrained in the device. Misuse or non-use of CRDs may stem from the parent's lack of knowledge regarding the potential safety risks for improperly restrained children or a lack of training on the proper use of CRDs/boosters.

In light of these facts, it is important to determine the rate of use of CRDs and booster seats among children ages eight and younger in Michigan, as well as the rate and degree of misuse of both types of devices. The most recent study (2018) found statewide CRD use rates of 98.2% among children ages eight and younger and booster/CRD use rates of 54.5% among children ages four to eight. An overall misuse rate of 79.5% was observed for child passengers ages eight and younger.



Funding will support salaries/fringe benefits, contractual, indirect, and supplies/operating costs.

\$115,000 405(b) FAST Act Occupant Protection High funds

9% of total \$1,284,000 designated to OP

\$163,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the OP programs.

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

Despite Michigan's high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained.

C-1 Number of fatalities in traffic crashes

Target: Reduce fatalities from 985 fatalities in 2019 to 968.6 fatalities in 2021.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,629 in 2019 to 5,533.6 serious injuries in 2021.

C-3 Fatalities/VMT

Target: Prevent the fatalities/VMT rate from increasing from .95 fatalities/VMT in 2018 to no more than .982 fatalities/VMT in 2021. (2019 VMT not yet available.)

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

Target: Reduce unrestrained passenger vehicle occupant fatalities from 202 fatalities in 2019 to 190 fatalities in 2021.

Funding will support salaries/fringe benefits, contractual, indirect, and supplies/operating costs.

\$115,000 405(b) FAST Act Occupant Protection High funds

9% of total \$1,284,000 designated to OP

\$163,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the OP programs.

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

Despite Michigan's high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained.

Michigan Occupant Protection Assessment Report 2018: pages 39-40 under Data and Evaluation Guidelines and Recommendations (7C).

Citation

"Each state should access and analyze reliable data sources for problem identification and program planning. Each state should conduct several different types of evaluation to effectively measure progress and to plan and implement new program strategies. program management should:

Conduct and publicize at least one statewide observational survey of seat belt and child safety seat use annually, making every effort to ensure that it meets current, applicable federal guidelines; Maintain trend data on child safety seat use, seat belt use and air bag deployment in fatal crashes.

Recommendations: 7C-Redefine the child restraint use survey F groups as infant, pre-school, elementary school, middle/junior high school, and high school resulting in a complete birth through high school direct observation survey. Select observation locations accordingly. Conduct the survey at least every two years.

Consider conducting a separate child restraint use compliance study, independent of the direct observation survey, using certified child passenger safety technicians, and a single standardized car seat check form."

Funding will support salaries/fringe benefits, contractual, indirect, and supplies/operating costs.

\$115,000 405(b) FAST Act Occupant Protection High funds

9% of total \$1,284,000 designated to OP

\$163,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the OP programs.

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

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Community Car Seat Distribution	CP-21-01-a Special Projects	D.1/E.1
Upper Peninsula CPS Safety Program	OP-21-01	D.2/E.2
Michigan Department of Health and Human Services (MDHHS) Training	CP-21-01-b Special Projects	D.3/E.3
Child Passenger Safety Training and Recertification	CP-21-01-c Special Projects	D.10/E.10
Seat Belt and Hand-Held Device Use Direct Observation Survey	OP-21-03	D.4/E.4
Occupant Protection Program Assessment Recommendation Implementation	OP-21-04	D.6/E.6
Buckle Up in Your Truck Public Education	CP-21-03-a PI&E	D.7/E.7
Booster Seat Public Education	CP-21-03-b PI&E	D.8/E.8
Rear-Seat Belt Public Education	CP-21-03-c PI&E	D.9/E.9
Highway Safety Office Program Management	CP-21-02-a PM	E.11
Child Restraint Device and Booster Seat Use/Misuse Direct Observation Survey	OP-21-02	D.5/E.5

APPENDIX E.5 PLANNED ACTIVITY FOR OCCUPANT PROTECTION

Planned Activity Name	Child Restraint Use/Misuse Direct Observation Survey
Planned Activity Number	OP-21-02
Primary Countermeasure Strategy	Occupant Protection Program Assessment (NHTSA Facilitated)

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

Yes

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

Yes

Description of the Planned Activity

Child Restraint Use/Misuse Direct Observation Survey

Planned Activity Number	OP-21-02	
Planned Activity in GMSS	2021-1002 OP Research, Data, and Evaluation	
GTS Code	M1*OP-405b High Occupant Protection	
Benefit to Locals	N/A	
Grantee	Michigan State University (MSU)	
Grant Amount, Funding Source	\$115,000	405(b) FAST Act Occupant Protection High
Indirect cost rate	26%	
Grant Start-up	October 1	
Project Objective(s)	<p>Determine the child restraint device use and misuse rates among children ages three and younger by September 30, 2021.</p> <p>Determine the child restraint device use and misuse rates among children ages four to seven years old by September 30, 2021.</p> <p>Determine the total child restraint device use and misuse rates among children ages seven and younger by September 30, 2021.</p>	

The NHTSA Occupant Protection Program Assessment recommendation states that child restraint use should be measured biennially. This survey combines observation of the use rate with inspections of proper child seat installation to determine usage rates and types of car seat misuse. Updated data will assist the OHSP to determine what age groups, strategies, and new, if any, misuse scenarios that need

to be addressed for the new sets of parents and caregivers.

Funding will support salaries/fringe benefits, contractual, indirect, and supplies/operating costs.

Intended Subrecipients: Michigan State University

Countermeasure Strategies in Planned Activities

Fiscal Year	Countermeasure Strategy Name
2021	Occupant Protection Program Assessment (NHTSA Facilitated)

Federal fund estimates of funding amounts, amount for match and local benefit (as applicable).

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	405(b) FAST Act Occupant Protection High	405(b) FAST Act Occupant Protection High	\$115,000	N/A	N/A

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

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

APPENDIX D.6 COUNTERMEASURE STRATEGY FOR OCCUPANT PROTECTION

Program Area Name: Occupant Protection (Adult and Child)

Countermeasure Strategy: Occupant Protection Program Assessment (NHTSA Facilitated)

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% of either the state's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

Yes

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

Yes

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

Yes

Countermeasure Strategy Description

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

Despite Michigan's high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained. The OHSP will work with the Occupant Protection Action Team and other traffic safety partners to implement strategies to reduce unrestrained fatalities, injuries, and crashes.

Funding will support salaries/fringe benefits, contractual, supplies/operating, equipment, and indirect costs.

\$275,000 405(b) FAST Act Occupant Protection High funds

21.4% of total \$1,284,000 designated to OP

\$163,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the OP programs.

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

Despite Michigan's high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained.

C-1 Number of fatalities in traffic crashes

Target: Reduce fatalities from 985 fatalities in 2019 to 968.6 fatalities in 2021.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,629 in 2019 to 5,533.6 serious injuries in 2021.

C-3 Fatalities/VMT

Target: Prevent the fatalities/VMT rate from increasing from .95 fatalities/VMT in 2018 to no more than .982 fatalities/VMT in 2021. (2019 VMT not yet available.)

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

Target: Reduce unrestrained passenger vehicle occupant fatalities from 202 fatalities in 2019 to 190 fatalities in 2021.

B-1 Statewide seat belt use rate

Target: Increase the statewide seat belt use rate from 94.4% in 2020 to 98% in 2021.

Funding will support salaries/fringe benefits, contractual, supplies/operating, equipment, and indirect costs.

\$275,000 405(b) FAST Act Occupant Protection High funds

21.4% of total \$1,284,000 designated to OP

\$163,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the OP programs.

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

Despite Michigan’s high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained.

Occupant Protection Program Assessment 2018: Section 1 (Program Management) Section 1C (Recommendations), page 12.

Citation

“Continue implementation of the recommended actions from the Strategic Safety Plan and the 2014 Occupant Protection Assessment.”

Section 5 (Occupant Protection for Children): Section 5C (Recommendations), page 26.

“Assure that adequate and accurate training is provided to the professionals who deliver and enforce the occupant protection programs for parents and caregivers.”

Funding will support salaries/fringe benefits, contractual, supplies/operating, equipment, and indirect costs.

\$275,000 405(b) FAST Act Occupant Protection High funds

21.4% of total \$1,284,000 designated to OP

\$163,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the OP programs.

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

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Community Car Seat Distribution	CP-21-01-a Special Projects	D.1/E.1
Upper Peninsula CPS Safety Program	OP-21-01	D.2/E.2

Michigan Department of Health and Human Services (MDHHS) Training	CP-21-01-b Special Projects	D.3/E.3
Child Passenger Safety Training and Recertification	CP-21-01-c Special Projects	D.10/E.10
Seat Belt and Hand-Held Device Use Direct Observation Survey	OP-21-03	D.4/E.4
Occupant Protection Program Assessment Recommendation Implementation	OP-21-04	D.6/E.6
Buckle Up in Your Truck Public Education	CP-21-03-a PI&E	D.7/E.7
Booster Seat Public Education	CP-21-03-b PI&E	D.8/E.8
Rear-Seat Belt Public Education	CP-21-03-c PI&E	D.9/E.9
Highway Safety Office Program Management	CP-21-02-a PM	E.11
Child Restraint Device and Booster Seat Use/Misuse Direct Observation Survey	OP-21-02	D.5/E.5

APPENDIX E.6 PLANNED ACTIVITY FOR OCCUPANT PROTECTION

Planned Activity Name	Occupant Protection Program Assessment Recommendation Implementation
Planned Activity Number	OP-21-04
Primary Countermeasure Strategy	Occupant Protection Program Assessment (NHTSA Facilitated)

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

Yes

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

Yes

Description of the Planned Activity

Occupant Protection Program Assessment Recommendation Implementation

Planned Activity Number	OP-21-04	
Planned Activity in GMSS	2021-1002 OP Research, Data, and Evaluation	
GTS Code	M1*OP-405b High Occupant Protection	
Benefit to Locals	N/A	
Grantee	TBD	
Grant Amount, Funding Source	\$275,000	405(b) FAST Act Occupant Protection High
Indirect cost rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	Implement occupant protection program strategies by September 30, 2021.	

The OHSP will work with the Occupant Protection Action Team and other traffic safety partners to implement strategies to reduce unrestrained fatalities, injuries, and crashes.

Funding will support salaries/fringe benefits, contractual, supplies/operating, equipment, and indirect costs.

Intended Subrecipients: TBD

Countermeasure Strategies in Planned Activities

Fiscal Year	Countermeasure Strategy Name
2021	Occupant Protection Program Assessment (NHTSA Facilitated)

Federal fund estimates of funding amounts, amount for match and local benefit (as applicable).

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	405(b) FAST Act Occupant Protection High	405(b) FAST Act Occupant Protection High	\$275,000	N/A	N/A

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

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

APPENDIX D.7 COUNTERMEASURE STRATEGY FOR OCCUPANT PROTECTION

Program Area Name: Occupant Protection (Adult and Child)

Countermeasure Strategy: Communication and Outreach Campaign

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

Yes

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

Yes

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

Yes

Countermeasure Strategy Description

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

Despite Michigan's high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained.

Young male pick-up truck occupants exhibited the low safety belt use rates (89.3% for all male pickup truck occupants, and 84.2% for all pickup truck occupants ages 16 to 29). Buckling up can reduce the risk of suspected serious injury or death by 45%. The overall state seat belt use rate for all vehicles in 2019 was 94.4%.

Pick-Up Truck Safety Belt Use Rate by Gender and Age 2014-2018

	2014	2015	2016	2017	2018	2019
Male	89.7%	87.4%	89.2%	89.4%	89.3%	89.3%
Female	93.2%	93.5%	93.5%	94.2%	92.1%	93.4%
Age 16-29	86.2%	86.1%	88.2%	89.0%	87.7%	84.2%
State Overall	90.4%	92.5%	90.1%	90.5%	93.4%	90.2%

Funding will support contractual costs.

\$100,000 405(b) FAST Act Occupant Protection High Public Education funds

7.8% of total \$1,284,000 designated to OP

\$163,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the OP programs.

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

Despite Michigan's high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained.

C-1 Number of fatalities in traffic crashes

Target: Reduce fatalities from 985 fatalities in 2019 to 968.6 fatalities in 2021.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,629 in 2019 to 5,533.6 serious injuries in 2021.

C-3 Fatalities/VMT

Target: Prevent the fatalities/VMT rate from increasing from .95 fatalities/VMT in 2018 to no more than .982 fatalities/VMT in 2021. (2019 VMT not yet available.)

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

Target: Reduce unrestrained passenger vehicle occupant fatalities from 202 fatalities in 2019 to 190 fatalities in 2021.

B-1 Statewide seat belt use rate

Target: Increase the statewide seat belt use rate from 94.4% in 2020 to 98% in 2021.

Funding will support contractual costs.

\$100,000 405(b) FAST Act Occupant Protection High Public Education funds
 7.8% of total \$1,284,000 designated to OP
 \$163,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the OP programs.

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

Despite Michigan’s high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained.

Michigan Occupant Protection Program Assessment 2018: Section 4 (Communications), (4C-Recommendations) page 24.

Citation

“Supplement in-house social media with additional current state-of-the-art marketing trend posts for segmented audiences within the 16-35-year-old demographics.”

Funding will support contractual costs.

\$100,000 405(b) FAST Act Occupant Protection High Public Education funds
 7.8% of total \$1,284,000 designated to OP
 \$163,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the OP programs.

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

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Community Car Seat Distribution	CP-21-01-a Special Projects	D.1/E.1
Upper Peninsula CPS Safety Program	OP-21-01	D.2/E.2
Michigan Department of Health and Human Services (MDHHS) Training	CP-21-01-b Special Projects	D.3/E.3
Child Passenger Safety Training and Recertification	CP-21-01-c Special Projects	D.10/E.10
Seat Belt and Hand-Held Device Use Direct Observation Survey	OP-21-03	D.4/E.4
Occupant Protection Program Assessment Recommendation Implementation	OP-21-04	D.6/E.6
Buckle Up in Your Truck Public Education	CP-21-03-a PI&E	D.7/E.7
Booster Seat Public Education	CP-21-03-b PI&E	D.8/E.8
Rear-Seat Belt Public Education	CP-21-03-c PI&E	D.9/E.9
Highway Safety Office Program Management	CP-21-02-a PM	E.11
Child Restraint Device and Booster Seat Use/Misuse Direct Observation Survey	OP-21-02	D.5/E.5

APPENDIX E.6 PLANNED ACTIVITY FOR OCCUPANT PROTECTION

Planned Activity Name	Buckle Up in Your Truck
Planned Activity Number	CP-21-03-a PI&E
Primary Countermeasure Strategy	Communication and Outreach Campaign

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

Yes

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

Yes

Description of the Planned Activity

Buckle Up in Your Truck Public Education

Planned Activity Number	CP-21-03-a PI&E	
Planned Activity in GMSS	2021-1003 OP Education, Communication, and Outreach	
GTS Code	M1PE-405b High Public Education	
Benefit to Locals	N/A	
Grantee	OHSP PI&E	
Grant Amount, Funding Source	\$100,000	405(b) FAST Act Occupant Protection High Public Education
Indirect cost rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	<p>Increase the seat belt use rate for male pickup drivers from 89.3% to 90% by September 30, 2021.</p> <p>Increase the seat belt use rate for male pickup drivers age 16-29 from 84.2% to 84.9% by September 30, 2021.</p>	

The OHSP will continue utilizing the previously developed social media campaign to target young male pickup truck drivers. The social media communication campaign will communicate the importance of buckling up when driving a truck through content creation, use of social media channels, and paid advertising.

Funding will support contractual costs.

Intended Subrecipients: OHSP PI&E

Countermeasure Strategies in Planned Activities

Fiscal Year	Countermeasure Strategy Name
2021	Communication and Outreach Campaign

Federal fund estimates of funding amounts, amount for match and local benefit (as applicable).

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	405(b) FAST Act Occupant Protection High	405(b) FAST Act Occupant Protection High Public Education	\$100,000	N/A	N/A

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

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

APPENDIX D.8 COUNTERMEASURE STRATEGY FOR OCCUPANT PROTECTION

Program Area Name: Occupant Protection (Adult and Child)

Countermeasure Strategy: Communication and Outreach Campaign

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% of either the state’s unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

Yes

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

Yes

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

Yes

Countermeasure Strategy Description

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

Despite Michigan’s high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained.

Michigan law requires children to ride in a child safety seat until eight years old or 4’9” tall. Children typically transition into a booster seat between the ages of four to eight. According to the 2018 Child Restraint Use/Misuse Survey, only 54.5% of Michigan children ages four to eight are riding in a booster seat.

From 2014-2018, 314 children ages four to eight have been killed or injured (KA) while unrestrained in car crashes, which continue to be the leading cause of death for children of all ages. A properly installed car seat can reduce the risk of death to children under one year by 71% and to children one to four by 54%. Booster seats can reduce the risk of suspected serious injuries to children four to eight by 45%.

Unrestrained Children Ages Seven and Younger	2014	2015	2016	2017	2018	TOTALS
Fatalities (K)	4	7	5	10	6	32
Suspected Serious Injuries (A)	48	52	78	48	56	282
TOTALS	52	59	83	58	62	314

Funding will support contractual costs.

\$75,000 405(b) FAST Act Occupant Protection High Public Education funds
5.8% of total \$1,284,000 designated to OP

\$163,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the OP programs.

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

Despite Michigan's high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained.

C-1 Number of fatalities in traffic crashes

Target: Reduce fatalities from 985 fatalities in 2019 to 968.6 fatalities in 2021.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,629 in 2019 to 5,533.6 serious injuries in 2021.

C-3 Fatalities/VMT

Target: Prevent the fatalities/VMT rate from increasing from .95 fatalities/VMT in 2018 to no more than .982 fatalities/VMT in 2021. (2019 VMT not yet available.)

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

Target: Reduce unrestrained passenger vehicle occupant fatalities from 202 fatalities in 2019 to 190 fatalities in 2021.

Funding will support contractual costs.

\$75,000 405(b) FAST Act Occupant Protection High Public Education funds

5.8% of total \$1,284,000 designated to OP

\$163,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the OP programs.

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

Despite Michigan's high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained.

Countermeasures That Work, Ninth Edition 2017: Chapter 2 (Seat Belts and Child Restraints), Section 6 (Communications and Outreach), and pages 2-32.

Citation

"Both the American Academy of Pediatrics and the NHTSA recommend children stay rear facing as long as possible until they outgrow the height or weight limits of the seat, and then use a forward-facing harness for as long as possible. However, observational data from the 2015 National Survey of the Use of Booster Seats (NSUBS) show that 9.2% of children under age 1 were moved to a forward-facing child restraint. Similarly, 23.0% of children 1 to 3 were not in a rear- or forward-facing child restraint but were instead in a booster seat, the seat belt alone, or were unrestrained (Li, Pickrell, & KC, 2016). Note however, that some 3-year olds may meet the requirement of a booster seat, so while it is not best practice, it also is not 'misuse'.

Booster seats are recommended until the lap/shoulder combination belt fits properly on its own, typically when a child is 8 to 12 years old. However, 2015 NSUBS data show that children are moving into the seat belt much earlier than is recommended. In 2015, 25.8% of children 4 to 7 were restrained using the seat belt alone and 44.5% were using a booster seat. Only 9.1% of children 8 to 12 were using booster seats (Li, Pickrell, & KC, 2016). Due to differences in growth, children may meet the requirements for seat belts or booster seats earlier than their peers. If a child has grown to meet the requirements of a booster seat or a seat belt before reaching the recommended age group, it is not necessarily misuse.

Compared to the 2013 NSUBS, child restraint use in various age groups is either unchanged or slightly lower. In 2015, 9.4% of children 1 to 3 were rear facing, slightly less than 10.3% in 2013. However, a greater number of children 1 to 3 were prematurely moved to booster seats (13.6% in 2015 compared to 9.3% in 2013). There were also fewer children 4 to 7 were riding in car seats or booster seats compared with 2013 (62.4% versus 66.6%) (Li, Pickrell, & KC, 2016).”

Funding will support contractual costs.

\$75,000 405(b) FAST Act Occupant Protection High Public Education funds

5.8% of total \$1,284,000 designated to OP

\$163,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the OP programs.

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

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Community Car Seat Distribution	CP-21-01-a Special Projects	D.1/E.1
Upper Peninsula CPS Safety Program	OP-21-01	D.2/E.2
Michigan Department of Health and Human Services (MDHHS) Training	CP-21-01-b Special Projects	D.3/E.3
Child Passenger Safety Training and Recertification	CP-21-01-c Special Projects	D.10/E.10
Seat Belt and Hand-Held Device Use Direct Observation Survey	OP-21-03	D.4/E.4
Occupant Protection Program Assessment Recommendation Implementation	OP-21-04	D.6/E.6
Buckle Up in Your Truck Public Education	CP-21-03-a PI&E	D.7/E.7
Booster Seat Public Education	CP-21-03-b PI&E	D.8/E.8
Rear-Seat Belt Public Education	CP-21-03-c PI&E	D.9/E.9
Highway Safety Office Program Management	CP-21-02-a PM	E.11
Child Restraint Device and Booster Seat Use/Misuse Direct Observation Survey	OP-21-02	D.5/E.5

APPENDIX E.8 PLANNED ACTIVITY FOR OCCUPANT PROTECTION

Planned Activity Name	Booster Seat Public Education
Planned Activity Number	CP-21-03-b PI&E
Primary Countermeasure Strategy	Communication and Outreach Campaign

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

Yes

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

Yes

Description of the Planned Activity

Booster Seat Public Education

Planned Activity Number	CP-21-03-b PI&E	
Planned Activity in GMSS	2021-1003 OP Education, Communication, and Outreach	
GTS Code	M1PE-405b High Public Education	
Benefit to Locals	N/A	
Grantee	OHSP PI&E	
Grant Amount, Funding Source	\$75,000	405(b) FAST Act Occupant Protection High Public Education
Indirect cost rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	Reduce the number of fatalities and suspected serious injuries to unrestrained children, ages seven and younger from 151 in 2018 to 132 by September 30, 2021.	

	Increase the statewide booster seat usage rate among children ages four to eight years old from 54.5% to 57% by September 30, 2021.
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The OHSP will utilize a previously developed social media campaign using social media channels and marketing trends that target caregivers of children of booster age and the children themselves to communicate the importance of using a booster seat until the adult seat belt fits, which generally occurs at 4'9". The project will support content creation and paid advertising.

Funding will support contractual costs.

Intended Subrecipients: OHSP PI&E

Countermeasure Strategies in Planned Activities

Fiscal Year	Countermeasure Strategy Name
2021	Communication and Outreach Campaign

Federal fund estimates of funding amounts, amount for match and local benefit (as applicable).

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	405(b) FAST Act Occupant Protection High	405(b) FAST Act Occupant Protection High Public Education	\$75,000	N/A	N/A

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

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

APPENDIX D.9 COUNTERMEASURE STRATEGY FOR OCCUPANT PROTECTION

Program Area Name: Occupant Protection (Adult and Child)

Countermeasure Strategy: Occupant Protection Program Assessment (NHTSA Facilitated)

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% of either the state’s unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

Yes

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

Yes

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

Yes

Countermeasure Strategy Description

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

Despite Michigan’s high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained. A total of 16.5% (625 of 3,787) of unrestrained fatalities and suspected serious injuries from 2014-2018 were rear-seat occupants.

For adult occupants, about 10% of rear-seat occupants over age 10 are unrestrained, a much higher rate than for front-seat adult occupants. (UMTRI’s Occupant Restraint Use in Michigan Crashes: 2014-2018 Report)

(C-1, C-2, C-3) Fatalities and Suspected Serious Injuries 2014-2018

Year	Fatalities	Suspected Serious Injuries
2014	876	4,909
2015	963	4,865
2016	1,064	5,634
2017	1,028	6,084
2018	974	5,586
Total	4,905	27,078

(C-4) Unrestrained Fatalities and Suspected Serious Injuries 2014-2018

Year	Fatalities	Suspected Serious Injuries
2014	191	509
2015	197	597
2015	203	592
2017	197	572
2018	184	545
Total	972	2,815

Rear-Seat Unrestrained Fatalities and Suspected Serious Injuries 2014-2018

Year	Fatalities	Suspected Serious Injuries
2014	26	104
2015	23	129
2015	27	115
2017	23	84
2018	13	81
Total	112	513

Funding will support contractual costs.

\$95,000 total

\$20,000 405(d) FAST Act Impaired Driving Low Occupant Protection (flex)

\$75,000 405(b) FAST Act Occupant Protection High Public Education funds

7.4% of total \$1,284,000 designated to OP

\$163,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the OP programs.

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

Despite Michigan's high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained.

C-1 Number of fatalities in traffic crashes

Target: Reduce fatalities from 985 fatalities in 2019 to 968.6 fatalities in 2021.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,629 in 2019 to 5,533.6 serious injuries in 2021.

C-3 Fatalities/VMT

Target: Prevent the fatalities/VMT rate from increasing from .95 fatalities/VMT in 2018 to no more than .982 fatalities/VMT in 2021. (2019 VMT not yet available.)

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

Target: Reduce unrestrained passenger vehicle occupant fatalities from 202 fatalities in 2019 to 190 fatalities in 2021.

B-1 Statewide seat belt use rate

Target: Increase the statewide seat belt use rate from 94.4% in 2020 to 98% in 2021.

Funding will support contractual costs.

\$95,000 total

\$20,000 405(d) FAST Act Impaired Driving Low Occupant Protection (flex)

\$75,000 405(b) FAST Act Occupant Protection High Public Education funds

7.4% of total \$1,284,000 designated to OP

\$163,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the OP programs.

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

Despite Michigan’s high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained.

Michigan Occupant Protection Program Assessment 2018, Section 4 (Communications), (4C-Recommendations), page 24.

Citation

“Add specific messaging promoting rear seat belt usage to messaging and talking points. Consider an earned media message push solely on rear seat belt use.”

Funding will support contractual costs.

\$95,000 total

\$20,000 405(d) FAST Act Impaired Driving Low Occupant Protection (flex)

\$75,000 405(b) FAST Act Occupant Protection High Public Education funds

7.4% of total \$1,284,000 designated to OP

\$163,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the OP programs.

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

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Community Car Seat Distribution	CP-21-01-a Special Projects	D.1/E.1
Upper Peninsula CPS Safety Program	OP-21-01	D.2/E.2
Michigan Department of Health and Human Services (MDHHS) Training	CP-21-01-b Special Projects	D.3/E.3
Child Passenger Safety Training and Recertification	CP-21-01-c Special Projects	D.10/E.10
Seat Belt and Hand-Held Device Use Direct Observation Survey	OP-21-03	D.4/E.4
Occupant Protection Program Assessment Recommendation Implementation	OP-21-04	D.6/E.6
Buckle Up in Your Truck Public Education	CP-21-03-a PI&E	D.7/E.7
Booster Seat Public Education	CP-21-03-b PI&E	D.8/E.8
Rear-Seat Belt Public Education	CP-21-03-c PI&E	D.9/E.9
Highway Safety Office Program Management	CP-21-02-a PM	E.11

Child Restraint Device and Booster Seat Use/Misuse Direct Observation Survey	OP-21-02	D.5/E.5
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APPENDIX E.9 PLANNED ACTIVITY FOR OCCUPANT PROTECTION

Planned Activity Name	Rear-Seat Use Public Education
Planned Activity Number	CP-21-03-c PI&E
Primary Countermeasure Strategy	Communication and Outreach Campaign

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

Yes

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

Yes

Description of the Planned Activity

Rear-Seat Belt Public Education

Planned Activity Number	CP-21-03-c PI&E	
Planned Activity in GMSS	2021-1003 OP Education, Communication, and Outreach	
GTS Code	M1PE-405b High Public Education	
GTS Code	M6X-405d Impaired Driving Low	
Benefit to Locals	N/A	
Grantee	OHSP PI&E	
Grant Amount, Funding Source	\$75,000	405(b) FAST Act Occupant Protection High Public Education
Grant Amount, Funding Source	\$20,000	405(d) FAST Act Impaired Driving Low Occupant Protection (flex)
Indirect cost rate	N/A	
Grant Start-up	October 1	

Project Objective(s)	Reduce the rear-seat unrestrained fatalities and suspected serious injuries from 94 in 2018 to 87 by September 30, 2021.
	Reduce the percentage of unrestrained adult rear-seat occupants from 10% to 9% by September 30, 2021.

The OHSP will develop and/or utilize the Governors Highway Safety Association (GHSA)'s existing "Make It Click" rear seat belt use social media campaign to include creation of a social media message, logo, and video, as well as focus group message testing, and social media placement. The public information campaign will communicate the importance of buckling up when riding in the rear seat of a vehicle, with a focus towards teens ages 16 and over.

Funding will support contractual costs.

Intended Subrecipients: OHSP PI&E

Countermeasure Strategies in Planned Activities

Fiscal Year	Countermeasure Strategy Name
2021	Communication and Outreach Campaign

Federal fund estimates of funding amounts, amount for match and local benefit (as applicable).

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	405(b) FAST Act Occupant Protection High	405(b) FAST Act Occupant Protection High Public Education	\$75,000	N/A	N/A
2020	405(d) FAST Act Impaired Driving Low	405(d) FAST Act Impaired Driving Low Occupant Protection (flex)	\$20,000	N/A	\$0

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

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

APPENDIX D.10 COUNTERMEASURE STRATEGY FOR OCCUPANT PROTECTION

Program Area Name: Occupant Protection (Adult and Child)

Countermeasure Strategy: Occupant Protection Program Assessment (NHTSA Facilitated)

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% of either the state's unrestrained passenger vehicle occupant fatalities occurred or combined fatalities and serious injuries occurred]

Yes

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

Yes

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

Yes

Countermeasure Strategy Description

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

Despite Michigan's high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained. A total of 16.5% (625 of 3,787) of unrestrained fatalities and suspected serious injuries from 2014-2018 were rear-seat occupants.

A properly installed car seat can reduce the risk of death to children under one year by 71% and to children one to four by 54%. Booster seats can reduce the risk of suspected serious injuries to children four to eight by 45%. From 2014-2018, 101 children ages seven and younger have been killed (13) or seriously injured (88) while unrestrained in car crashes, which continue to be the leading cause of death for children of all ages.

The following tables show the top counties by descending order of unrestrained children ages seven and younger who were either killed or seriously injured from 2014-2018. See Tables A, B, and C.

Table A. Ages Seven and Younger

Unrestrained Passenger Vehicle Fatalities by County, 2014-2018 (Descending Rank)						
County	2014	2015	2016	2017	2018	Total
Wayne	0	6	1	4	4	15
Genesee	0	0	0	3	1	4
Jackson	0	0	0	3	1	4
Berrien	0	3	0	0	0	3
Cass	2	0	0	1	0	3
Kalamazoo	0	0	1	2	0	3
Oakland	0	1	1	0	1	3
Saginaw	0	1	1	0	1	3
Bay	0	1	1	0	0	2
Calhoun	1	0	1	0	0	2
Hillsdale	0	1	0	1	0	2
Lenawee	0	1	0	1	0	2
Montcalm	0	1	0	1	0	2
Muskegon	0	0	1	0	1	2
Ottawa	0	0	2	0	0	2
Van Buren	0	0	0	0	2	2
Washtenaw	1	0	1	0	0	2
Total	4	15	10	16	11	56

Table B. Ages Seven and Younger

Unrestrained Passenger Vehicle Suspected Serious Injuries by County, 2014-2018 (Descending Rank)						
County	2014	2015	2016	2017	2018	Total
Wayne	34	24	31	20	25	134
Muskegon	9	13	12	2	2	38
Kent	3	4	11	9	8	35
Oakland	4	5	8	6	3	26
Ottawa	2	10	7	4	3	26
Montcalm	8	7	1	5	2	23
Genesee	2	4	7	2	1	16
Macomb	3	3	7	0	3	16
Jackson	1	1	4	5	4	15
St. Clair	4	2	2	0	6	14
Total	70	73	90	53	57	343

Table C. Ages Seven and Younger

Unrestrained Passenger Vehicle Fatalities and Suspected Serious Injuries by County, 2014-2018 (Descending Rank)						
County	2014	2015	2016	2017	2018	Total
Wayne	34	30	32	24	29	149
Muskegon	9	13	13	2	3	40
Kent	3	4	11	9	9	36
Oakland	4	6	9	6	4	29
Ottawa	2	10	9	4	3	28
Montcalm	8	8	1	6	2	25
Genesee	2	4	7	5	2	20
Jackson	1	1	4	8	5	19
Macomb	4	3	7	0	3	17
Kalamazoo	2	1	4	6	3	16
Total	70	73	90	53	57	379

Continuing education courses will assist to safeguard the cost of investment in offering certification trainings and assist to maintain a higher than national average recertification rate percentage. Making recertification efforts a priority in the CPS Training Plan helps to maintain the number of technicians offering car seat education services throughout Michigan's 83 counties.

Year	Number of Eligible CPS Technicians & Instructors	Number of Recertified CPS Technicians & Instructors	Michigan Recertification Rate	National Recertification Rate
2016	484	282	58.3%	58.3%
2017	524	315	60.1%	58.2%
2018	551	301	54.6%	56.1%
2019	520	298	57.3%	55.5%

Funding will support contractual and supplies/operating costs.

\$65,000 405(b) FAST Act Occupant Protection High Training

5.1% of total \$1,284,000 designated to OP

\$163,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the OP programs.

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

Despite Michigan's high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained.

C-1 Number of fatalities in traffic crashes

Target: Reduce fatalities from 985 fatalities in 2019 to 968.6 fatalities in 2021.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,629 in 2019 to 5,533.6 serious injuries in 2021.

C-3 Fatalities/VMT

Target: Prevent the fatalities/VMT rate from increasing from .95 fatalities/VMT in 2018 to no more than .982 fatalities/VMT in 2021. (2019 VMT not yet available.)

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

Target: Reduce unrestrained passenger vehicle occupant fatalities from 202 fatalities in 2019 to 190 fatalities in 2021.

B-1 Statewide seat belt use rate

Target: Increase the statewide seat belt use rate from 94.4% in 2020 to 98% in 2021.

Funding will support contractual and supplies/operating costs.

\$65,000 405(b) FAST Act Occupant Protection High Training

5.1% of total \$1,284,000 designated to OP

\$163,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the OP programs.

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

Michigan Occupant Protection Program Assessment 2018

Citation

Section 1 (Program Management) - Section 1C (Recommendations), page 12.

“Continue implementation of the recommended actions from the Strategic Safety Plan and the 2014 Occupant Protection Assessment.”

Section 5 (Occupant Protection for Children) - Section 5C (Recommendations), page 26.

“Assure that adequate and accurate training is provided to the professionals who deliver and enforce the occupant protection programs for parents and caregivers.”

Funding will support contractual and supplies/operating costs.

\$65,000 405(b) FAST Act Occupant Protection High Training

5.1% of total \$1,284,000 designated to OP

\$163,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the OP programs.

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

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Community Car Seat Distribution	CP-21-01-a Special Projects	D.1/E.1
Upper Peninsula CPS Safety Program	OP-21-01	D.2/E.2
Michigan Department of Health and Human Services (MDHHS) Training	CP-21-01-b Special Projects	D.3/E.3
Child Passenger Safety Training and Recertification	CP-21-01-c Special Projects	D.10/E.10

Seat Belt and Hand-Held Device Use Direct Observation Survey	OP-21-03	D.4/E.4
Occupant Protection Program Assessment Recommendation Implementation	OP-21-04	D.6/E.6
Buckle Up in Your Truck Public Education	CP-21-03-a PI&E	D.7/E.7
Booster Seat Public Education	CP-21-03-b PI&E	D.8/E.8
Rear-Seat Belt Public Education	CP-21-03-c PI&E	D.9/E.9
Highway Safety Office Program Management	CP-21-02-a PM	E.11
Child Restraint Device and Booster Seat Use/Misuse Direct Observation Survey	OP-21-02	D.5/E.5

APPENDIX E.10 PLANNED ACTIVITY FOR OCCUPANT PROTECTION

Planned Activity Name	Child Passenger Safety Training and Recertification
Planned Activity Number	CP-21-01-c Special Projects
Primary Countermeasure Strategy	Occupant Protection Program Assessment (NHTSA Facilitated)

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

Yes

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

Yes

Description of the Planned Activity

CPS Training and Recertification

Planned Activity Number	CP-21-01-c Special Projects	
Planned Activity in GMSS	2021-1001 OP Support, Training, and Enforcement	
GTS Code	M1TR-405b High Training	
Benefit to Locals	N/A	
Grantee	OHSP Special Projects	
Grant Amount, Funding Source	\$65,000	405(b) FAST Act Occupant Protection High Training
Indirect cost rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	Reduce fatalities and suspected serious injuries for unrestrained children ages seven and younger from 399 to 359 by September 30, 2021.	

The OHSP will continue to support CPST certification, CEU, and renewal trainings with a focus on the 10 counties with the largest unrestrained fatality and suspected serious injury crashes of children ages seven and younger. The counties include Wayne, Muskegon, Kent, Oakland, Ottawa, Montcalm, Genesee, Jackson, Macomb, and Kalamazoo. The CPS trainings will also focus on those who work with diverse populations and front-line service providers who work directly with families in need. Travel scholarships may also be provided for CPST candidates working in low-technician (three or less) counties.

Funding will support contractual and supplies/operating costs.

Intended Subrecipients: OHSP Special Projects

Countermeasure Strategies in Planned Activities

Fiscal Year	Countermeasure Strategy Name
2021	Occupant Protection Program Assessment (NHTSA Facilitated)

Federal fund estimates of funding amounts, amount for match and local benefit (as applicable).

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	405(b) FAST Act Occupant Protection High	405(b) FAST Act Occupant Protection High Training	\$65,000	N/A	N/A

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

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

APPENDIX E.11 PLANNED ACTIVITY FOR OCCUPANT PROTECTION

Planned Activity Name	Highway Safety Office Program Management for Occupant Protection
Planned Activity Number	CP-21-02-a PM
Primary Countermeasure Strategy	Highway Safety Office Program Management

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

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	402 FAST Act	402 FAST Act Program Management	\$163,000	N/A	N/A

Program Management for Occupant Protection

Planned Activity Number	CP-21-02-a PM	
Planned Activity in GMSS	2021-10001 PA Program Management (CP 02)	
GTS Code	PA-2021-Planning and Administration	
Benefit to Locals	No	
Grantee	OHSP-Program Management Section	
Grant Amount, Funding Source	\$163,000	402 FAST Act Program Management
Indirect cost rate	9.2%	
Grant Start-up	October 1	

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

Appendix C Program Area Form Impaired Driving Drugs and Alcohol

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

Yes

Problem Identification

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

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

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

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

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

A five-year moving average is applied against the core performance measures from 2015-2019 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.

The OHSP worked with the UMTRI to develop predictive figures generated from a multi-variate change model for the target-setting process. The model incorporates factors such as gas prices, employment, income, gross domestic product (GDP), VMT, and alcohol consumption.

Alcohol-impaired fatalities have remained steady the past five years. Nearly one third of Michigan fatal crashes involved at least one impaired driver.

	Michigan FARS and State Data	2015	2016	2017	2018	2019	2021 Goals
C-1	Traffic Fatalities (FARS)	967	1,065	1,030	974	985	968.6
C-2	Suspected Serious ("A") Injuries (State)	4,865	5,634	6,084	5,586	5,629	5,533.6
C-3	Fatalities Per 100 Million VMT (FARS)	0.99	1.07	1.01	0.95	*	.982
C-5	Fatalities in Crashes Involving a Driver or Motorcycle Operator with a BAC .08+ (FARS)	266	244	311	267	*	267
**O3	Fatalities in Crashes involving a Drug-Impaired Driver or Motorcycle Operator (State)	162	216	227	226	214	302

*Not available for FY2021 planning process

**New state performance measures for 2021

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

Performance Measures

Fiscal Year	Performance Measure Name
2021	C-1 Reduce fatalities C-2 Reduce serious injuries C-3 Reduce K/VMT C-5 Reduce alcohol-impaired driving fatalities (+08 BAC) O3 Reduce drug-impaired fatalities

Countermeasure Strategies

Fiscal Year	Countermeasure Strategy Name
2021	Communication Campaign
	Drug Recognition Expert Training
	SFST Training for Law Enforcement Officers
	DWI Courts
	Impaired Driving Program Assessment (NHTSA facilitated)
	Judicial Education
	Highway Safety Office Program Management
	Countermeasures for Impaired Driving

**Appendix D.1 Countermeasure Strategy Form
Impaired Driving Drugs and Alcohol**

Program Area Name: Impaired Driving Drugs and Alcohol

Countermeasure Strategy: Drug Recognition Expert Training

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

Yes

Countermeasure Strategy Description

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

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

Law enforcement officers have traditionally lacked the skills necessary to identify the signs and symptoms of drug and or drug/alcohol impaired drivers. To address this lack of training, Michigan entered the drug evaluation and classification program (DECP) in October of 2010. Michigan was the 47th state to enter the program. Since that time, Michigan has completed 10 consecutive DRE schools resulting in 156

officers trained as certified DREs and 49 prosecutors having attended the full two-week classroom portion of the DRE school.

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

Ks and As in Alcohol-Involved Crashes							Percentage Alcohol-Involved KAs out of All KAs						
Person Degree of Injury	2014	2015	2016	2017	2018	Total	Person Degree of Injury	2014	2015	2016	2017	2018	Total
Fatal injury (K)	236	303	274	359	315	1,487	Fatal injury (K)	26.9%	31.5%	25.8%	34.9%	32.3%	30.3%
Suspected serious injury (A)	780	896	933	1,097	996	4,702	Suspected serious injury (A)	15.9%	18.4%	16.6%	18.0%	17.8%	17.4%
Ks and As combined	1,016	1,199	1,207	1,456	1,311	6,189	Ks and As combined	17.6%	20.6%	18.0%	20.5%	20.0%	19.4%
Ks and As in Drug-Involved Crashes							Percentage Drug-Involved KAs out of All KAs						
Person Degree of Injury	2014	2015	2016	2017	2018	Total	Person Degree of Injury	2014	2015	2016	2017	2018	Total
Fatal injury (K)	150	179	239	246	247	1,061	Fatal injury (K)	17.1%	18.6%	22.5%	23.9%	25.4%	21.6%
Suspected serious injury (A)	228	294	449	539	399	1,909	Suspected serious injury (A)	4.6%	6.0%	8.0%	8.9%	7.1%	7.1%
Ks and As combined	378	473	688	785	646	2,970	Ks and As combined	6.5%	8.1%	10.3%	11.0%	9.8%	9.3%

Funding will support salaries, fringe benefits, supplies/operating, travel, facilities, materials, equipment, contractual, and indirect costs.

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

5.8% of total \$8,181,000 designated to AL

\$578,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the AL programs.

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

Nearly one third of Michigan fatal crashes involved at least one impaired driver. This strategy will encourage support for and assist officers with traffic enforcement.

C-1 Number of fatalities in traffic crashes

Target: Reduce fatalities from 985 fatalities in 2019 to 968.6 fatalities in 2021.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,629 in 2019 to 5,533.6 serious injuries in 2021.

C-3 Fatalities/VMT

Target: Prevent the fatalities/VMT rate from increasing from .95 fatalities/VMT in 2018 to no more than .982 fatalities/VMT in 2021. (2019 VMT not yet available.)

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

Target: Prevent fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from increasing from 267 fatalities in 2018 to no more than 267 fatalities in 2021. (2019 FARS number not yet available.)

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

Target: Prevent the number of crashes involving a drug-impaired driver or motorcycle operator increasing from 214 crashes in 2019 to no more than 302 crashes in 2021.

Funding will support salaries, fringe benefits, supplies/operating, travel, facilities, materials, equipment, contractual, and indirect costs.

\$476,000 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training
 5.8% of total \$8,181,000 designated to AL

\$578,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the AL programs.

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

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

Countermeasures that Work, Ninth Edition 2017: Chapter 1, Section 7.1, and pages 1-71.

Citation

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

Funding will support salaries, fringe benefits, supplies/operating, travel, facilities, materials, equipment, contractual, and indirect costs.

\$476,000 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training
 5.8% of total \$8,181,000 designated to AL

\$578,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the AL programs.

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

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Highway Safety Office Program Management	CP-21-02-b PM	E.14
Impaired Driving Detection Training	AL-21-01	D.4/E.4
Mothers Against Drunk Driving Michigan (MADD) Law Enforcement and Prosecutor Awards	AL-21-03	D.12/E.12
Drug Recognition Expert Training	CP-21-01-d Special Projects	D.1/E.1
Drug Recognition Expert Call Out Program	CP-21-01-e Special Projects	D.2/E.2
Drug Recognition Expert National Training Conference	CP-21-01-f Special Projects	D.3/E.3
Sobriety Court Support	AL-21-05	D.5/E.5
Traffic Safety Training Program	AL-21-03	D.8/E.8

Judicial Training and Outreach	AL-21-04	D.6/E.6
Judicial Outreach Liaison	AL-21-04	D.7/E.7
Drug Recognition Expert Tablet and Program Management System	AL-21-07	D.9/E.9
Michigan State Police Third District Impaired Driving Action Team (IMPACT) Public Education and Information Campaign	CP-21-03-d PI&E	D.11/E.11
Impaired Driving Program Assessment Recommendation Implementation	AL-21-06	D.10/E.10
Drugged Driving Public Education Campaign	CP-21-03-u PI&E	D.13/E.13

Appendix E.1 Planned Activities for Impaired Driving Drugs and Alcohol

Planned Activity Name	Drug Recognition Expert Training
Planned Activity Number	CP-21-01-d Special Projects
Primary Countermeasure Strategy	Drug Recognition Expert Training

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

Yes

Description of the Planned Activity

Drug Recognition Expert (DRE) Training

Planned Activity Number	CP-21-01-d Special Projects	
Planned activity in GMSS	2021-2001 AL Support, Training, and Enforcement	
GTS code	FDLATR-405d Low Drug and Alcohol Training	
Benefit to locals	N/A	
Grantee	OHSP Special Projects	
Grant amount, funding source	\$476,000	405(d) FAST Act Impaired Driving Low Drug and Alcohol Training
Indirect cost rate	9.2%	
Grant start-up	October 1	
Project objective(s)	<p>Increase the number of DRE enforcement evaluations from 620 in 2019 to 744 by September 30, 2021.</p> <p>Increase the number of active certified DREs by 40 from 181 to 221 by September 30, 2021.</p>	

The DRE state coordinator will conduct two DRE schools, two continuing education classes to provide expert witness courtroom training for the 2021 DRE school graduates, and eight hours of DRE-related training to all other Michigan DREs. The DRE state coordinator will ensure DREs with certifications that expire in 2021 meet all requirements for recertification and will forward that information to the International Association of Chiefs of Police, DRE section, for credentialing.

Funding will support salaries, fringe benefits, supplies/operating, equipment, contractual, and indirect costs.

Intended Subrecipients: OHSP Special Projects

Countermeasure Strategies in Planned Activities

Fiscal Year	Countermeasure Strategy Name
2021	Drug Recognition Expert Training

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

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	405(d) FAST Act Impaired Driving Low	405(d) FAST Act Impaired Driving Low Drug and Alcohol Training	\$476,000	N/A	N/A

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

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

Appendix D.2 Countermeasure Strategy Form Impaired Driving Drugs and Alcohol

Program Area Name: Impaired Driving Drugs and Alcohol

Countermeasure Strategy: Drug Recognition Expert Training

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

Yes

Countermeasure Strategy Description

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

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

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

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

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

Ks and As in Alcohol-Involved Crashes						Percentage Alcohol-Involved KAs out of All KAs							
Person Degree of Injury	2014	2015	2016	2017	2018	Total	Person Degree of Injury	2014	2015	2016	2017	2018	Total
Fatal injury (K)	236	303	274	359	315	1,487	Fatal injury (K)	26.9%	31.5%	25.8%	34.9%	32.3%	30.3%
Suspected serious injury (A)	780	896	933	1,097	996	4,702	Suspected serious injury (A)	15.9%	18.4%	16.6%	18.0%	17.8%	17.4%
Ks and As combined	1,016	1,199	1,207	1,456	1,311	6,189	Ks and As combined	17.6%	20.6%	18.0%	20.5%	20.0%	19.4%

Ks and As in Drug-Involved Crashes						Percentage Drug-Involved KAs out of All KAs							
Person Degree of Injury	2014	2015	2016	2017	2018	Total	Person Degree of Injury	2014	2015	2016	2017	2018	Total
Fatal injury (K)	150	179	239	246	247	1,061	Fatal injury (K)	17.1%	18.6%	22.5%	23.9%	25.4%	21.6%
Suspected serious injury (A)	228	294	449	539	399	1,909	Suspected serious injury (A)	4.6%	6.0%	8.0%	8.9%	7.1%	7.1%
Ks and As combined	378	473	688	785	646	2,970	Ks and As combined	6.5%	8.1%	10.3%	11.0%	9.8%	9.3%

Funding will support salaries, fringe benefits, and indirect costs.

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

Less than one percent of total \$8,181,000 designated to AL

\$578,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the AL programs.

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

Nearly one third of Michigan fatal crashes involved at least one impaired driver. This strategy will encourage support for and assist officers with traffic enforcement.

C-1 Number of fatalities in traffic crashes

Target: Reduce fatalities from 985 fatalities in 2019 to 968.6 fatalities in 2021.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,629 in 2019 to 5,533.6 serious injuries in 2021.

C-3 Fatalities/VMT

Target: Prevent the fatalities/VMT rate from increasing from .95 fatalities/VMT in 2018 to no more than .982 fatalities/VMT in 2021. (2019 VMT not yet available.)

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

Target: Prevent fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from increasing from 267 fatalities in 2018 to no more than 267 fatalities in 2021. (2019 FARS number not yet available.)

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

Target: Prevent the number of crashes involving a drug-impaired driver or motorcycle operator increasing from 214 crashes in 2019 to no more than 302 crashes in 2021.

Funding will support salaries, fringe benefits, and indirect costs.

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

Less than one percent of total \$8,181,000 designated to AL

\$578,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the AL programs.

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

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

Countermeasures that Work, Ninth Edition 2017: Chapter 1, Section 7.1, and Pages 1-71.

Citation

“Although several devices are available that allow officers to screen suspects for illegal drug use at point-of-contact, none have been proven to be accurate and reliable (Compton et al., 2009). Many law enforcement agencies employ Drug Recognition Experts (DREs) to assist in investigating potential drug-impaired-driving cases. (NHTSA recommends that DREs participate in HVE activities and checkpoints and respond to suspected serious and fatal crashes.) The DREs use a standardized procedure to observe a suspect’s appearance, behavior, vital signs, and performance on psychophysical and physiological tests to determine whether and what type of drug or drug category may have been used. If drug intoxication is suspected, a blood or urine sample is collected and submitted to a laboratory for confirmation. The NHTSA has developed the advanced roadside impaired driving enforcement (ARIDE) training, which bridges the gap between the SFST and the DRE training programs. This program is available to those who are already certified to conduct the SFST and requires 16 hours of training (International Association of Chiefs of Police, 2017).”

Funding will support salaries, fringe benefits, and indirect costs.

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

Less than one percent of total \$8,181,000 designated to AL

\$578,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the AL programs.

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

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Highway Safety Office Program Management	CP-21-02-b PM	E.14
Impaired Driving Detection Training	AL-21-01	D.4/E.4
Mothers Against Drunk Driving Michigan (MADD) Law Enforcement and Prosecutor Awards	AL-21-03	D.12/E.12
Drug Recognition Expert Training	CP-21-01-d Special Projects	D.1/E.1
Drug Recognition Expert Call Out Program	CP-21-01-e Special Projects	D.2/E.2
Drug Recognition Expert National Training Conference	CP-21-01-f Special Projects	D.3/E.3
Sobriety Court Support	AL-21-05	D.5/E.5

Traffic Safety Training Program	AL-21-03	D.8/E.8
Judicial Training and Outreach	AL-21-04	D.6/E.6
Judicial Outreach Liaison	AL-21-04	D.7/E.7
Drug Recognition Expert Tablet and Program Management System	AL-21-07	D.9/E.9
Michigan State Police Third District Impaired Driving Action Team (IMPACT) Public Education and Information Campaign	CP-21-03-d PI&E	D.11/E.11
Impaired Driving Program Assessment Recommendation Implementation	AL-21-06	D.10/E.10
Drugged Driving Public Education Campaign	CP-21-03-u PI&E	D.13/E.13

Appendix E.2 Planned Activities for Impaired Driving Drugs and Alcohol

Planned Activity Name	Drug Recognition Expert Call Out Program
Planned Activity Number	CP-21-01-e Special Projects
Primary Countermeasure Strategy	Drug Recognition Expert Training

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

Yes

Description of the Planned Activity

Drug Recognition Expert (DRE) Call Out Program

Planned Activity Number	CP-21-01-e Special Projects	
Planned activity in GMSS	2021-2001 AL Support, Training, and Enforcement	
GTS code	FDLHVE-405d Low HVE	
Benefit to locals	N/A	
Grantee	OHSP Special Projects	
Grant amount, funding source	\$55,000	405(d) FAST Act Impaired Driving Low HVE
Indirect cost rate	9.2%	
Grant start-up	October 1	
Project objective(s)	Increase the number of certified DREs responding to requests for a DRE from 73 in 2019 to 88 by September 30, 2021.	

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

Funding will support salaries, fringe benefits, and indirect costs.

Intended Subrecipients: OHSP Special Projects

Countermeasure Strategies in Planned Activities

Fiscal year	Countermeasure Strategy Name
2021	Drug Recognition Expert Training

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

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	405(d) FAST Act Impaired Driving Low	405(d) FAST Act Impaired Driving Low HVE	\$55,000	N/A	N/A

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

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

Appendix D.3 Countermeasure Strategy Form Impaired Driving Drugs and Alcohol

Program Area Name: Impaired Driving Drugs and Alcohol

Countermeasure Strategy: Drug Recognition Expert Training

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

Yes

Countermeasure Strategy Description

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

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

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

The DRE instructors are the only persons qualified in the state to teach DRE and ARIDE related training. Attending the DRE National Conference allows DRE instructors to remain up to date with current trends and information relating to impairment, drugged driving, and changes and updates to DRE/ARIDE and SFST training and curriculums. The DRE instructors will bring this information back to the state to provide to their students DRE/ARIDE and SFST training.

Ks and As in Alcohol-Involved Crashes							Percentage Alcohol-Involved KAs out of All KAs						
Person Degree of Injury	2014	2015	2016	2017	2018	Total	Person Degree of Injury	2014	2015	2016	2017	2018	Total
Fatal injury (K)	236	303	274	359	315	1,487	Fatal injury (K)	26.9%	31.5%	25.8%	34.9%	32.3%	30.3%
Suspected serious injury (A)	780	896	933	1,097	996	4,702	Suspected serious injury (A)	15.9%	18.4%	16.6%	18.0%	17.8%	17.4%
Ks and As combined	1,016	1,199	1,207	1,456	1,311	6,189	Ks and As combined	17.6%	20.6%	18.0%	20.5%	20.0%	19.4%
Ks and As in Drug-Involved Crashes							Percentage Drug-Involved KAs out of All KAs						
Person Degree of Injury	2014	2015	2016	2017	2018	Total	Person Degree of Injury	2014	2015	2016	2017	2018	Total
Fatal injury (K)	150	179	239	246	247	1,061	Fatal injury (K)	17.1%	18.6%	22.5%	23.9%	25.4%	21.6%
Suspected serious injury (A)	228	294	449	539	399	1,909	Suspected serious injury (A)	4.6%	6.0%	8.0%	8.9%	7.1%	7.1%
Ks and As combined	378	473	688	785	646	2,970	Ks and As combined	6.5%	8.1%	10.3%	11.0%	9.8%	9.3%

Funding will support supplies/operating costs.

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

Less than one percent of total \$8,181,000 designated to AL

\$578,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the AL programs.

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

Nearly one third of Michigan fatal crashes involved at least one impaired driver. This strategy will encourage support for and assist officers with traffic enforcement.

C-1 Number of fatalities in traffic crashes

Target: Reduce fatalities from 985 fatalities in 2019 to 968.6 fatalities in 2021.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,629 in 2019 to 5,533.6 serious injuries in 2021.

C-3 Fatalities/VMT

Target: Prevent the fatalities/VMT rate from increasing from .95 fatalities/VMT in 2018 to no more than .982 fatalities/VMT in 2021. (2019 VMT not yet available.)

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

Target: Prevent fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from increasing from 267 fatalities in 2018 to no more than 267 fatalities in 2021. (2019 FARS number not yet available.)

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

Target: Prevent the number of crashes involving a drug-impaired driver or motorcycle operator increasing from 214 crashes in 2019 to no more than 302 crashes in 2021.

Funding will support supplies/operating costs.

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

Less than one percent of total \$8,181,000 designated to AL

\$578,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the AL programs.

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

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

Countermeasures that Work, Ninth Edition 2017: Chapter 1, Section 7.1, and pages 1-71.

Citation

“Although several devices are available that allow officers to screen suspects for illegal drug use at point-of-contact, none have been proven to be accurate and reliable (Compton et al., 2009). Many law enforcement agencies employ Drug Recognition Experts (DREs) to assist in investigating potential drug-impaired-driving cases. (NHTSA recommends that DREs participate in HVE activities and checkpoints and respond to suspected serious and fatal crashes.) The DREs use a standardized procedure to observe a suspect’s appearance, behavior, vital signs, and performance on psychophysical and physiological tests to determine whether and what type of drug or drug category may have been used. If drug intoxication is suspected, a blood or urine sample is collected and submitted to a laboratory for confirmation. The NHTSA has developed the advanced roadside impaired driving enforcement (ARIDE) training, which bridges the gap between the SFST and the DRE training programs. This program is available to those who are already certified to conduct the SFST and requires 16 hours of training (International Association of Chiefs of Police, 2017).”

Funding will support supplies/operating costs.

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

Less than one percent of total \$8,181,000 designated to AL

\$578,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the AL programs.

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

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Highway Safety Office Program Management	CP-21-02-b PM	E.14
Impaired Driving Detection Training	AL-21-01	D.4/E.4
Mothers Against Drunk Driving Michigan (MADD) Law Enforcement and Prosecutor Awards	AL-21-03	D.12/E.12
Drug Recognition Expert Training	CP-21-01-d Special Projects	D.1/E.1
Drug Recognition Expert Call Out Program	CP-21-01-e Special Projects	D.2/E.2
Drug Recognition Expert National Training Conference	CP-21-01-f Special Projects	D.3/E.3
Sobriety Court Support	AL-21-05	D.5/E.5
Traffic Safety Training Program	AL-21-03	D.8/E.8
Judicial Training and Outreach	AL-21-04	D.6/E.6
Judicial Outreach Liaison	AL-21-04	D.7/E.7
Drug Recognition Expert Tablet and Program Management System	AL-21-07	D.9/E.9
Michigan State Police Third District Impaired Driving Action Team (IMPACT) Public Education and Information Campaign	CP-21-03-d PI&E	D.11/E.11

Impaired Driving Program Assessment Recommendation Implementation	AL-21-06	D.10/E.10
Drugged Driving Public Education Campaign	CP-21-03-u PI&E	D.13/E.13

Appendix E.3 Planned Activities for Impaired Driving Drugs and Alcohol

Planned Activity Name	Drug Recognition Expert National Training Conference
Planned Activity Number	CP-21-01-f Special Projects
Primary Countermeasure Strategy	Drug Recognition Expert Training

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

Yes

Description of the Planned Activity

Drug Recognition Expert (DRE) National Training Conference

Planned Activity Number	CP-21-01-f Special Projects	
Planned activity in GMSS	2021-2001 AL Support, Training, and Enforcement	
GTS code	FDLATR-405d Low Drug and Alcohol Training	
Benefit to locals	N/A	
Grantee	OHSP Special Projects	
Grant amount, funding source	\$24,000	405(d) FAST Act Impaired Driving Low Drug and Alcohol Training
Indirect cost rate	N/A	
Grant start-up	October 1	
Project objective(s)	Reimburse registration and travel costs for up to 10 DRE instructors to attend the 2021 DRE National Training Conference on a rotating basis by September 30, 2021.	

The DRE instructors are the only persons qualified in the state to teach the DRE and the advanced roadside impaired driving enforcement (ARIDE) related training. Attending the DRE National Conference allows DRE instructors to remain up to date with current trends and information relating to impairment, drugged driving, and changes and updates to DRE/ARIDE and standardized field sobriety test (SFST) training and curriculums. The DRE instructors will bring this information back to the state to provide to their students at DRE/ARIDE and SFST trainings.

Funding will support supplies/operating costs.

Intended Subrecipients: OHSP Special Projects

Countermeasure Strategies in Planned Activities

Fiscal Year	Countermeasure Strategy Name
2021	Drug Recognition Expert Training

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

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	405(d) FAST Act Impaired Driving Low	405(d) FAST Act Impaired Driving Low Drug and Alcohol Training	\$24,000	N/A	N/A

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

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

Appendix D.4 Countermeasure Strategy Form Impaired Driving Drugs and Alcohol

Program Area Name: Impaired Driving Drugs and Alcohol

Countermeasure Strategy: SFST Training for Law Enforcement Officers

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

Yes

Countermeasure Strategy Description

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

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

Not all officers in Michigan have received training in the national highway traffic safety administration (NHTSA) and International Association of Chiefs of Police (IACP) standardized field sobriety testing (SFST) practitioner course. Officers need this basic but foundational training to improve their abilities to identify, apprehend, and prosecute alcohol-impaired drivers. Additionally, officers must have completed the NHTSA-IACP approved SFST course to be eligible to participate in the OHSP-funded enforcement grants.

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

Ks and As in Alcohol-Involved Crashes							Percentage Alcohol-Involved KAs out of All KAs						
Person Degree of Injury	2014	2015	2016	2017	2018	Total	Person Degree of Injury	2014	2015	2016	2017	2018	Total
Fatal injury (K)	236	303	274	359	315	1,487	Fatal injury (K)	26.9%	31.5%	25.8%	34.9%	32.3%	30.3%
Suspected serious injury (A)	780	896	933	1,097	996	4,702	Suspected serious injury (A)	15.9%	18.4%	16.6%	18.0%	17.8%	17.4%
Ks and As combined	1,016	1,199	1,207	1,456	1,311	6,189	Ks and As combined	17.6%	20.6%	18.0%	20.5%	20.0%	19.4%
Ks and As in Drug-Involved Crashes							Percentage Drug-Involved KAs out of All KAs						
Person Degree of Injury	2014	2015	2016	2017	2018	Total	Person Degree of Injury	2014	2015	2016	2017	2018	Total
Fatal injury (K)	150	179	239	246	247	1,061	Fatal injury (K)	17.1%	18.6%	22.5%	23.9%	25.4%	21.6%
Suspected serious injury (A)	228	294	449	539	399	1,909	Suspected serious injury (A)	4.6%	6.0%	8.0%	8.9%	7.1%	7.1%
Ks and As combined	378	473	688	785	646	2,970	Ks and As combined	6.5%	8.1%	10.3%	11.0%	9.8%	9.3%

Funding will support salaries, fringe benefits, supplies/operating, equipment, contractual, and indirect costs.

\$484,000 402 FAST Act Alcohol

5.9% of total \$8,181,000 designated to AL

\$578,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the AL programs.

Benefit to locals: \$484,000

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

Nearly one third of Michigan fatal crashes involved at least one impaired driver. This strategy will encourage support for and assist officers with traffic enforcement.

C-1 Number of fatalities in traffic crashes

Target: Reduce fatalities from 985 fatalities in 2019 to 968.6 fatalities in 2021.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,629 in 2019 to 5,533.6 serious injuries in 2021.

C-3 Fatalities/VMT

Target: Prevent the fatalities/VMT rate from increasing from .95 fatalities/VMT in 2018 to no more than .982 fatalities/VMT in 2021. (2019 VMT not yet available.)

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

Target: Prevent fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from increasing from 267 fatalities in 2018 to no more than 267 fatalities in 2021. (2019 FARS number not yet available.)

Funding will support salaries, fringe benefits, supplies/operating, equipment, contractual, and indirect costs.

\$484,000 402 FAST Act Alcohol

5.9% of total \$8,181,000 designated to AL

\$578,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the AL programs.

Benefit to locals: \$484,000

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

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

Countermeasures that Work, Ninth Edition 2017: Chapter 1, Section 7.1, and pages 1-71.

Citation

“Although several devices are available that allow officers to screen suspects for illegal drug use at point-of-contact, none have been proven to be accurate and reliable (Compton et al., 2009). Many law enforcement agencies employ Drug Recognition Experts (DREs) to assist in investigating potential drug-impaired-driving cases. (NHTSA recommends that DREs participate in HVE activities and checkpoints and respond to suspected serious and fatal crashes.) The DREs use a standardized procedure to observe a suspect’s appearance, behavior, vital signs, and performance on psychophysical and physiological tests to determine whether and what type of drug or drug category may have been used. If drug intoxication is suspected, a blood or urine sample is collected and submitted to a laboratory for confirmation. The NHTSA has developed the advanced roadside impaired driving enforcement (ARIDE) training, which bridges the gap between the SFST and the DRE training programs. This program is available to those who are already certified to conduct the SFST and requires 16 hours of training (International Association of Chiefs of Police, 2017).”

Funding will support salaries, fringe benefits, supplies/operating, equipment, contractual, and indirect costs.

\$484,000 402 FAST Act Alcohol

5.9% of total \$8,181,000 designated to AL

\$578,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the AL programs.

Benefit to locals: \$484,000

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

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Highway Safety Office Program Management	CP-21-02-b PM	E.14
Impaired Driving Detection Training	AL-21-01	D.4/E.4
Mothers Against Drunk Driving Michigan (MADD) Law Enforcement and Prosecutor Awards	AL-21-03	D.12/E.12
Drug Recognition Expert Training	CP-21-01-d Special Projects	D.1/E.1
Drug Recognition Expert Call Out Program	CP-21-01-e Special Projects	D.2/E.2
Drug Recognition Expert National Training Conference	CP-21-01-f Special Projects	D.3/E.3
Sobriety Court Support	AL-21-05	D.5/E.5
Traffic Safety Training Program	AL-21-03	D.8/E.8
Judicial Training and Outreach	AL-21-04	D.6/E.6
Judicial Outreach Liaison	AL-21-04	D.7/E.7
Drug Recognition Expert Tablet and Program Management System	AL-21-07	D.9/E.9
Michigan State Police Third District Impaired Driving Action Team (IMPACT)	CP-21-03-d PI&E	D.11/E.11

Public Education and Information Campaign		
Impaired Driving Program Assessment Recommendation Implementation	AL-21-06	D.10/E.10
Drugged Driving Public Education Campaign	CP-21-03-u PI&E	D.13/E.13

Appendix E.4 Planned Activities for Impaired Driving Drugs and Alcohol

Planned Activity Name	Impaired Driving Detection Training
Planned Activity Number	AL-21-01
Primary Countermeasure Strategy	SFST Training for Law Enforcement Officers

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

Yes

Description of the Planned Activity

Impaired Driving Detection Training

Planned Activity Number	AL-21-01	
Planned activity in GMSS	2021-2001 AL Support, Training, and Enforcement	
GTS code	AL-2021-Impaired Driving	
Benefit to locals	Yes	
Grantee	Michigan State Police Training Division	
Grant amount, funding source	\$484,000	402 FAST Act Alcohol
Indirect cost rate	9.2%	
Grant start-up	October 1	
Project objective(s)	<p>Conduct 62 SFST training courses for 1,400 officers by September 30, 2021.</p> <p>Conduct 36 ARIDE training courses for 1,200 officers by September 30, 2021.</p> <p>Conduct 36 ARIDE refresher training courses for 240 officers by September 30, 2021.</p>	

This project will allow for SFST and ARIDE training courses for law enforcement officers statewide.

Funding will support salaries, fringe benefits, supplies/operating, equipment, contractual, and indirect costs.

Intended Subrecipients: Michigan State Police Training Division

Countermeasure Strategies in Planned Activities

Fiscal Year	Countermeasure Strategy Name
2021	SFST Training for Law Enforcement Officers

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

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	402 FAST Act	402 FAST Act Alcohol	\$484,000	N/A	\$484,000

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

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

Appendix D.5 Countermeasure Strategy Form Impaired Driving Drugs and Alcohol

Program Area Name: Impaired Driving Drugs and Alcohol

Countermeasure Strategy: DWI Courts

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

Yes

Countermeasure Strategy Description

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

Nearly one third of Michigan fatal crashes involved at least one impaired driver: 19.4% of all fatality and suspected serious injuries in Michigan were coded alcohol-involved and 9.3% were coded drug-involved.

One of the most dramatic developments in the last 20 years in the movement to reduce substance abuse among the U.S. criminal justice population has been the implementation of specialty courts. This includes dui and drug courts that address the underlying behavior of the offense that brought an offender to the criminal justice system. The purpose of DUI 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 DUI court program, participants are closely supervised by a judge and supported by a team of agency representatives that operate outside of their traditional adversarial roles. Addiction treatment providers, prosecuting attorneys, public defenders, law enforcement officers, and parole and probation officers work together to provide needed services to drug court participants.

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

Ks and As in Alcohol-Involved Crashes							Percentage Alcohol-Involved KAs out of All KAs						
Person Degree of Injury	2014	2015	2016	2017	2018	Total	Person Degree of Injury	2014	2015	2016	2017	2018	Total
Fatal injury (K)	236	303	274	359	315	1,487	Fatal injury (K)	26.9%	31.5%	25.8%	34.9%	32.3%	30.3%
Suspected serious injury (A)	780	896	933	1,097	996	4,702	Suspected serious injury (A)	15.9%	18.4%	16.6%	18.0%	17.8%	17.4%
Ks and As combined	1,016	1,199	1,207	1,456	1,311	6,189	Ks and As combined	17.6%	20.6%	18.0%	20.5%	20.0%	19.4%
Ks and As in Drug-Involved Crashes							Percentage Drug-Involved KAs out of All KAs						
Person Degree of Injury	2014	2015	2016	2017	2018	Total	Person Degree of Injury	2014	2015	2016	2017	2018	Total
Fatal injury (K)	150	179	239	246	247	1,061	Fatal injury (K)	17.1%	18.6%	22.5%	23.9%	25.4%	21.6%
Suspected serious injury (A)	228	294	449	539	399	1,909	Suspected serious injury (A)	4.6%	6.0%	8.0%	8.9%	7.1%	7.1%
Ks and As combined	378	473	688	785	646	2,970	Ks and As combined	6.5%	8.1%	10.3%	11.0%	9.8%	9.3%

Funding may support a percentage of project director salary, fringe benefits, contractual, supplies/operating, travel, and indirect costs.

\$930,000 405(d) FAST Act Impaired Driving Low Court Support

11.4% of total \$8,181,000 designated to AL

\$578,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the AL programs.

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

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

C-1 Number of fatalities in traffic crashes

Target: Reduce fatalities from 985 fatalities in 2019 to 968.6 fatalities in 2021.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,629 in 2019 to 5,533.6 serious injuries in 2021.

C-3 Fatalities/VMT

Target: Prevent the fatalities/VMT rate from increasing from .95 fatalities/VMT in 2018 to no more than .982 fatalities/VMT in 2021. (2019 VMT not yet available.)

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

Target: Prevent fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from increasing from 267 fatalities in 2018 to no more than 267 fatalities in 2021. (2019 FARS number not yet available.)

Funding may support salary, fringe benefits, contractual, supplies/operating, and indirect costs.

\$930,000 405(d) FAST Act Impaired Driving Low Court Support

11.4% of total \$8,181,000 designated to AL

\$578,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the AL programs.

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

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

Countermeasures that Work, Ninth Edition 2017: Chapter 1 (Impaired Driving): Section 3.1 (DWI Courts).

Citation

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

Intensive supervision is a key component of DWI courts. Probation officers monitor offenders closely and report any probation infraction to the judge immediately for prompt action. Restrictions and monitoring are gradually relaxed as offenders demonstrate responsible behavior. DWI courts follow the model established by over 3,000 drug courts around the nation (NCJI, 2015; Huddleston, Marlowe, & Casebolt, 2008; NADCP, 2009; Goodwin et al., 2005, strategy d3). See Brunson and Knighten (2005), practice #1, for a comprehensive overview of DWI courts.

One study in Michigan found that DWI court participants were 19 times less likely to be rearrested for DWI within 2 years than a comparison group of offenders who were in traditional probation (Michigan supreme court & NPC research, 2008).”

Funding may support salary, fringe benefits, contractual, supplies/operating, and indirect costs.

\$930,000 405(d) FAST Act Impaired Driving Low Court Support

11.4% of total \$8,181,000 designated to AL

\$578,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the AL programs.

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

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Highway Safety Office Program Management	CP-21-02-b PM	E.14
Impaired Driving Detection Training	AL-21-01	D.4/E.4
Mothers Against Drunk Driving Michigan (MADD) Law Enforcement and Prosecutor Awards	AL-21-03	D.12/E.12
Drug Recognition Expert Training	CP-21-01-d Special Projects	D.1/E.1
Drug Recognition Expert Call Out Program	CP-21-01-e Special Projects	D.2/E.2
Drug Recognition Expert National Training Conference	CP-21-01-f Special Projects	D.3/E.3
Sobriety Court Support	AL-21-05	D.5/E.5
Traffic Safety Training Program	AL-21-03	D.8/E.8
Judicial Training and Outreach	AL-21-04	D.6/E.6
Judicial Outreach Liaison	AL-21-04	D.7/E.7
Drug Recognition Expert Tablet and Program Management System	AL-21-07	D.9/E.9
Michigan State Police Third District Impaired Driving Action Team (IMPACT)	CP-21-03-d PI&E	D.11/E.11

Public Education and Information Campaign		
Impaired Driving Program Assessment Recommendation Implementation	AL-21-06	D.10/E.10
Drugged Driving Public Education Campaign	CP-21-03-u PI&E	D.13/E.13

Appendix E.5 Planned Activities for Impaired Driving Drugs and Alcohol

Planned Activity Name	Sobriety Court Support
Planned Activity Number	AL-21-05
Primary Countermeasure Strategy	DWI Courts

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

Yes

Description of the Planned Activity

Sobriety Court Support

Planned Activity Number	AL-21-05	
Planned activity in GMSS	2021-2001 AL Support, Training, and Enforcement	
GTS code	FDLCS-405d Low Court Support	
Benefit to locals	N/A	
Grantee	State Court Administrative Office (SCAO)	
Grant amount, funding source	\$930,000	405(d) FAST Act Impaired Driving Low Court Support
Indirect cost rate	N/A	
Grant start-up	October 1	
Project objective(s)	<p>Support up to 17 operational driving while intoxicated (DWI) or hybrid drug/DWI programs in accepting up to 400 participants by September 30, 2021.</p> <p>Support existing jurisdiction DWI and hybrid drug/DWI court programs to expand the DWI population within the operational programs up to 10% by September 30, 2021.</p> <p>Maintain a 3% recidivism rate for DWI or hybrid court participants by September 30, 2021.</p>	

The SCAO will establish and enhance new or expanded DWI court programs. Court programs will expand the number of convicted impaired driving offender participants or establish a DWI program at a new court.

Funding may support salary, fringe benefits, contractual, supplies/operating, and indirect costs.

Intended Subrecipients: State Court Administrative Office (SCAO)

Countermeasure Strategies in Planned Activities

Fiscal Year	Countermeasure Strategy Name
2021	DWI Courts

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

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	405(d) FAST Act Impaired Driving Low	405(d) FAST Act Impaired Driving Low Court Support	\$930,000	N/A	N/A

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

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

Appendix D.6 Countermeasure Strategy Form Impaired Driving Drugs and Alcohol

Program Area Name: Impaired Driving Drugs and Alcohol

Countermeasure Strategy: Judicial Education

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

Yes

Countermeasure Strategy Description

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

Nearly one third of Michigan fatal crashes involved at least one impaired driver: 19.4% of all fatality and suspected serious injuries in Michigan were coded alcohol-involved and 9.3% were coded drug-involved.

Ks and As in Alcohol-Involved Crashes							Percentage Alcohol-Involved KAs out of All KAs						
Person Degree of Injury	2014	2015	2016	2017	2018	Total	Person Degree of Injury	2014	2015	2016	2017	2018	Total
Fatal injury (K)	236	303	274	359	315	1,487	Fatal injury (K)	26.9%	31.5%	25.8%	34.9%	32.3%	30.3%
Suspected serious injury (A)	780	896	933	1,097	996	4,702	Suspected serious injury (A)	15.9%	18.4%	16.6%	18.0%	17.8%	17.4%
Ks and As combined	1,016	1,199	1,207	1,456	1,311	6,189	Ks and As combined	17.6%	20.6%	18.0%	20.5%	20.0%	19.4%
Ks and As in Drug-Involved Crashes							Percentage Drug-Involved KAs out of All KAs						
Person Degree of Injury	2014	2015	2016	2017	2018	Total	Person Degree of Injury	2014	2015	2016	2017	2018	Total
Fatal injury (K)	150	179	239	246	247	1,061	Fatal injury (K)	17.1%	18.6%	22.5%	23.9%	25.4%	21.6%
Suspected serious injury (A)	228	294	449	539	399	1,909	Suspected serious injury (A)	4.6%	6.0%	8.0%	8.9%	7.1%	7.1%
Ks and As combined	378	473	688	785	646	2,970	Ks and As combined	6.5%	8.1%	10.3%	11.0%	9.8%	9.3%

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

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

Funding will support contractual and supplies/operating costs.

\$9,000 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training
Less than one percent of total \$8,181,000 designated to AL
\$578,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the AL programs.

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

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

C-1 Number of fatalities in traffic crashes

Target: Reduce fatalities from 985 fatalities in 2019 to 968.6 fatalities in 2021.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,629 in 2019 to 5,533.6 serious injuries in 2021.

C-3 Fatalities/VMT

Target: Prevent the fatalities/VMT rate from increasing from .95 fatalities/VMT in 2018 to no more than .982 fatalities/VMT in 2021. (2019 VMT not yet available.)

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

Target: Prevent fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from increasing from 267 fatalities in 2018 to no more than 267 fatalities in 2021. (2019 FARS number not yet available.)

Funding will support contractual and supplies/operating costs.

\$9,000 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training
Less than one percent of total \$8,181,000 designated to AL
\$578,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the AL programs.

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

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

Michigan Impaired Driving Program Assessment 2019: Criminal justice, Adjudication, pages 60-61.

Citation

“States should:

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

Funding will support contractual and supplies/operating costs.

\$9,000 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training

Less than one percent of total \$8,181,000 designated to AL

\$578,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the AL programs.

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

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Highway Safety Office Program Management	CP-21-02-b PM	E.14
Impaired Driving Detection Training	AL-21-01	D.4/E.4
Mothers Against Drunk Driving Michigan (MADD) Law	AL-21-03	D.12/E.12

Enforcement and Prosecutor Awards		
Drug Recognition Expert Training	CP-21-01-d Special Projects	D.1/E.1
Drug Recognition Expert Call Out Program	CP-21-01-e Special Projects	D.2/E.2
Drug Recognition Expert National Training Conference	CP-21-01-f Special Projects	D.3/E.3
Sobriety Court Support	AL-21-05	D.5/E.5
Traffic Safety Training Program	AL-21-03	D.8/E.8
Judicial Training and Outreach	AL-21-04	D.6/E.6
Judicial Outreach Liaison	AL-21-04	D.7/E.7
Drug Recognition Expert Tablet and Program Management System	AL-21-07	D.9/E.9
Michigan State Police Third District Impaired Driving Action Team (IMPACT) Public Education and Information Campaign	CP-21-03-d PI&E	D.11/E.11
Impaired Driving Program Assessment Recommendation Implementation	AL-21-06	D.10/E.10
Drugged Driving Public Education Campaign	CP-21-03-u PI&E	D.13/E.13

Appendix E.6 Planned Activities for Impaired Driving Drugs and Alcohol

Planned Activity Name	Judicial Training and Outreach
Planned Activity Number	AL-21-04
Primary Countermeasure Strategy	Judicial Education

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

Yes

Description of the Planned Activity

Judicial Training and Outreach

Planned Activity Number	AL-21-04	
Planned activity in GMSS	2021-2001 AL Support, Training, and Enforcement	
GTS code	FDLATR-405d Low Drug and Alcohol Training	
Benefit to locals	N/A	
Grantee	Michigan Judicial Institute (MJl)	
Grant amount, funding source	\$9,000	405(d) FAST Act Impaired Driving Low Drug and Alcohol Training
Indirect cost rate	N/A	
Grant start-up	October 1	
Project objective(s)	Provide training opportunities for up to 1,000 district court judges, magistrates, drug	

	treatment court staff, and probation officers in relevant traffic safety-related information by September 30, 2021.
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This project will provide speakers for the Michigan Association of Treatment Court Professionals, judicial, district court probation officers, juvenile probation officers, and Magistrate’s Associations’ annual conferences, and new court personnel training workshops. Topics may include drugged driving, ignition interlock, medical and recreational marihuana, along with other impaired driving traffic safety issues. An attorney will provide research support and judicial bench book updates.

Funding will support contractual and supplies/operating costs.

Intended Subrecipients: Michigan Judicial Institute (MJI)

Countermeasure Strategies in Planned Activities

Fiscal Year	Countermeasure Strategy Name
2021	Judicial Education

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

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	405(d) FAST Act Impaired Driving Low	405(d) FAST Act Impaired Driving Low Drug and Alcohol Training	\$9,000	N/A	N/A

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

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

**Appendix D.7 Countermeasure Strategy Form
Impaired Driving Drugs and Alcohol**

Program Area Name: Impaired Driving Drugs and Alcohol

Countermeasure Strategy: Judicial Education

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

Yes

Countermeasure Strategy Description

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

Nearly one third of Michigan fatal crashes involved at least one impaired driver: 19.4% of all fatality and suspected serious injuries in Michigan were coded alcohol-involved and 9.3% were coded drug-involved.

Ks and As in Alcohol-Involved Crashes							Percentage Alcohol-Involved KAs out of All KAs						
Person Degree of Injury	2014	2015	2016	2017	2018	Total	Person Degree of Injury	2014	2015	2016	2017	2018	Total
Fatal injury (K)	236	303	274	359	315	1,487	Fatal injury (K)	26.9%	31.5%	25.8%	34.9%	32.3%	30.3%
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Ks and As combined	1,016	1,199	1,207	1,456	1,311	6,189	Ks and As combined	17.6%	20.6%	18.0%	20.5%	20.0%	19.4%
Ks and As in Drug-Involved Crashes							Percentage Drug-Involved KAs out of All KAs						
Person Degree of Injury	2014	2015	2016	2017	2018	Total	Person Degree of Injury	2014	2015	2016	2017	2018	Total
Fatal injury (K)	150	179	239	246	247	1,061	Fatal injury (K)	17.1%	18.6%	22.5%	23.9%	25.4%	21.6%
Suspected serious injury (A)	228	294	449	539	399	1,909	Suspected serious injury (A)	4.6%	6.0%	8.0%	8.9%	7.1%	7.1%
Ks and As combined	378	473	688	785	646	2,970	Ks and As combined	6.5%	8.1%	10.3%	11.0%	9.8%	9.3%

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

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

Funding will support contractual and supplies/operating costs.

\$51,000 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training

Less than one percent of total \$8,181,000 designated to AL

\$578,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the AL programs.

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

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

C-1 Number of fatalities in traffic crashes

Target: Reduce fatalities from 985 fatalities in 2019 to 968.6 fatalities in 2021.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,629 in 2019 to 5,533.6 serious injuries in 2021.

C-3 Fatalities/VMT

Target: Prevent the fatalities/VMT rate from increasing from .95 fatalities/VMT in 2018 to no more than .982 fatalities/VMT in 2021. (2019 VMT not yet available.)

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

Target: Prevent fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from increasing from 267 fatalities in 2018 to no more than 267 fatalities in 2021. (2019 FARS number not yet available.)

Funding will support contractual and supplies/operating costs.

\$51,000 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training

Less than one percent of total \$8,181,000 designated to AL

\$578,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the AL programs.

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

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

Michigan Impaired Driving Program Assessment 2019 Criminal Justice, Adjudication, pages 60-61.

Citation

“States should

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

Funding will support contractual and supplies/operating costs.

\$51,000 405(d) FAST Act Impaired Driving Low Drug and Alcohol Training

Less than one percent of total \$8,181,000 designated to AL

\$578,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the AL programs.

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

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Highway Safety Office Program Management	CP-21-02-b PM	E.14
Impaired Driving Detection Training	AL-21-01	D.4/E.4
Mothers Against Drunk Driving Michigan (MADD) Law Enforcement and Prosecutor Awards	AL-21-03	D.12/E.12
Drug Recognition Expert Training	CP-21-01-d Special Projects	D.1/E.1
Drug Recognition Expert Call Out Program	CP-21-01-e Special Projects	D.2/E.2
Drug Recognition Expert National Training Conference	CP-21-01-f Special Projects	D.3/E.3
Sobriety Court Support	AL-21-05	D.5/E.5
Traffic Safety Training Program	AL-21-03	D.8/E.8
Judicial Training and Outreach	AL-21-04	D.6/E.6
Judicial Outreach Liaison	AL-21-04	D.7/E.7
Drug Recognition Expert Tablet and Program Management System	AL-21-07	D.9/E.9
Michigan State Police Third District Impaired Driving Action Team (IMPACT) Public Education and Information Campaign	CP-21-03-d PI&E	D.11/E.11
Impaired Driving Program Assessment Recommendation Implementation	AL-21-06	D.10/E.10
Drugged Driving Public Education Campaign	CP-21-03-u PI&E	D.13/E.13

Appendix E.7 Planned Activities for Impaired Driving Drugs and Alcohol

Planned Activity Name	Judicial Outreach Liaison (JOL)
Planned Activity Number	AL-21-04
Primary Countermeasure Strategy	Judicial Education

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

Yes

Description of the Planned Activity

Judicial Outreach Liaison (JOL)

Planned Activity Number	AL-21-04	
Planned activity in GMSS	2021-2001 AL Support, Training, and Enforcement	
GTS code	FDLATR-405d Low Drug and Alcohol Training	
Benefit to locals	N/A	
Grantee	Michigan Judicial Institute (MJI)	
Grant amount, funding source	\$51,000	405(d) FAST Act Impaired Driving Low Drug and Alcohol Training
Indirect cost rate	N/A	
Grant start-up	October 1	
Project objective(s)	Provide training for up to 1,000 district court judges, magistrates, and judicial personnel in relevant impaired driving traffic safety-related information by September 30, 2021.	

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

Funding will support contractual and supplies/operating costs.

Intended Subrecipients: Michigan Judicial Institute (MJI)

Countermeasure Strategies in Planned Activities

Fiscal Year	Countermeasure Strategy Name
2021	Judicial Education

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

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	405(d) FAST Act Impaired Driving Low	405(d) FAST Act Impaired Driving Low Drug and Alcohol Training	\$51,000	N/A	N/A

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

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

**Appendix D.8 Countermeasure Strategy Form
Impaired Driving Drugs and Alcohol**

Program Area Name: Impaired Driving Drugs and Alcohol

Countermeasure Strategy: Impaired Driving Program Assessment (NHTSA facilitated)

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

Yes

Countermeasure Strategy Description

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

Nearly one third of Michigan fatal crashes involved at least one impaired driver: 19.4% of all fatality and suspected serious injuries in Michigan were coded alcohol-involved and 9.3% were coded drug-involved.

Ks and As in Alcohol-Involved Crashes							Percentage Alcohol-Involved KAs out of All KAs						
Person Degree of Injury	2014	2015	2016	2017	2018	Total	Person Degree of Injury	2014	2015	2016	2017	2018	Total
Fatal injury (K)	236	303	274	359	315	1,487	Fatal injury (K)	26.9%	31.5%	25.8%	34.9%	32.3%	30.3%
Suspected serious injury (A)	780	896	933	1,097	996	4,702	Suspected serious injury (A)	15.9%	18.4%	16.6%	18.0%	17.8%	17.4%
Ks and As combined	1,016	1,199	1,207	1,456	1,311	6,189	Ks and As combined	17.6%	20.6%	18.0%	20.5%	20.0%	19.4%
Ks and As in Drug-Involved Crashes							Percentage Drug-Involved KAs out of All KAs						
Person Degree of Injury	2014	2015	2016	2017	2018	Total	Person Degree of Injury	2014	2015	2016	2017	2018	Total
Fatal injury (K)	150	179	239	246	247	1,061	Fatal injury (K)	17.1%	18.6%	22.5%	23.9%	25.4%	21.6%
Suspected serious injury (A)	228	294	449	539	399	1,909	Suspected serious injury (A)	4.6%	6.0%	8.0%	8.9%	7.1%	7.1%
Ks and As combined	378	473	688	785	646	2,970	Ks and As combined	6.5%	8.1%	10.3%	11.0%	9.8%	9.3%

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

\$630,000 405(d) FAST Act Impaired Driving Low Drug and Alcohol (flex)

7.7% of total \$8,181,000 designated to AL

\$578,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the AL programs.

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

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

C-1 Number of fatalities in traffic crashes

Target: Reduce fatalities from 985 fatalities in 2019 to 968.6 fatalities in 2021.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,629 in 2019 to 5,533.6 serious injuries in 2021.

C-3 Fatalities/VMT

Target: Prevent the fatalities/VMT rate from increasing from .95 fatalities/VMT in 2018 to no more than .982 fatalities/VMT in 2021. (2019 VMT not yet available.)

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

Target: Prevent fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from increasing from 267 fatalities in 2018 to no more than 267 fatalities in 2021. (2019 FARS number not yet available.)

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

Target: Prevent the number of crashes involving a drug-impaired driver or motorcycle operator increasing from 214 crashes in 2019 to no more than 302 crashes in 2021.

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

\$630,000 405(d) FAST Act Impaired Driving Low Drug and Alcohol (flex)

7.7% of total \$8,181,000 designated to AL

\$578,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the AL programs.

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

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

Michigan Impaired Driving Program Assessment 2019 pg. 59, Criminal Justice, Prosecution.

Citation

“Maintain current levels of educational opportunities for prosecutors.”

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

\$630,000 405(d) FAST Act Impaired Driving Low Drug and Alcohol (flex)

7.7% of total \$8,181,000 designated to AL

\$578,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the AL programs.

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

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Highway Safety Office Program Management	CP-21-02-b PM	E.14
Impaired Driving Detection Training	AL-21-01	D.4/E.4
Mothers Against Drunk Driving Michigan (MADD) Law Enforcement and Prosecutor Awards	AL-21-03	D.12/E.12
Drug Recognition Expert Training	CP-21-01-d Special Projects	D.1/E.1
Drug Recognition Expert Call Out Program	CP-21-01-e Special Projects	D.2/E.2
Drug Recognition Expert National Training Conference	CP-21-01-f Special Projects	D.3/E.3
Sobriety Court Support	AL-21-05	D.5/E.5
Traffic Safety Training Program	AL-21-03	D.8/E.8
Judicial Training and Outreach	AL-21-04	D.6/E.6
Judicial Outreach Liaison	AL-21-04	D.7/E.7
Drug Recognition Expert Tablet and Program Management System	AL-21-07	D.9/E.9

Michigan State Police Third District Impaired Driving Action Team (IMPACT) Public Education and Information Campaign	CP-21-03-d PI&E	D.11/E.11
Impaired Driving Program Assessment Recommendation Implementation	AL-21-06	D.10/E.10
Drugged Driving Public Education Campaign	CP-21-03-u PI&E	D.13/E.13

Appendix E.8 Planned Activities for Impaired Driving Drugs and Alcohol

Planned Activity Name	Traffic Safety Training Program
Planned Activity Number	AL-21-03
Primary Countermeasure Strategy	Impaired Driving Program Assessment (NHTSA facilitated)

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

Yes

Description of the Planned Activity

Traffic Safety Training Program

Planned Activity Number	AL-21-03	
Planned activity in GMSS	2021-2001 AL Support, Training, and Enforcement	
GTS code	FDLATR-405d Low Drug and Alcohol Training	
Benefit to locals	N/A	
Grantee	Prosecuting Attorneys Association of Michigan (PAAM)	
Grant amount, funding source	\$630,000	405(d) FAST Act Impaired Driving Low Drug and Alcohol (flex)
Indirect cost rate	N/A	
Grant start-up	October 1	
Project objective(s)	<p>Provide up to 35 professional educational opportunities (trainings/presentations) for approximate 1,000 prosecutors by September 30, 2021.</p> <p>Provide up to 40 professional educational opportunities (trainings/presentations) for approximately 2,500 law enforcement by September 30, 2021.</p> <p>Provide up to 10 professional educational opportunities (trainings/presentations) for approximately 500 traffic safety partners by September 30, 2021.</p>	

The project will provide up to 40 trainings/presentations which will impact approximately 4,000 law enforcement officers, prosecutors, and traffic safety partners. Training programs include Cops in Court, Advanced OUIL, Lethal Weapon, Ignition Interlocks, Sobriety Courts, and Medical Marihuana. The DRE

Mock Trial Training teaches the DRE law enforcement officers how to successfully testify in court both using scenarios with prosecutors and defense attorneys.

Funding will support salaries, supplies/operating, contractual, and indirect costs

Intended Subrecipients: Prosecuting Attorneys Association of Michigan (PAAM)

Countermeasure Strategies in Planned Activities

Fiscal Year	Countermeasure Strategy Name
2021	Impaired Driving Program Assessment (NHTSA facilitated)

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

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	405(d) FAST Act Impaired Driving Low	405(d) FAST Act Impaired Driving Low Drug and Alcohol (flex)	\$630,000	N/A	N/A

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

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

**Appendix D.9 Countermeasure Strategy Form
Impaired Driving Drugs and Alcohol**

Program Area Name: Impaired Driving Drugs and Alcohol

Countermeasure Strategy: Drug Recognition Expert Training

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

Yes

Countermeasure Strategy Description

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

Nearly one third of Michigan fatal crashes involved at least one impaired driver: 19.4% of all fatality and suspected serious injuries in Michigan were coded alcohol-involved and 9.3% were coded drug-involved.

Ks and As in Alcohol-Involved Crashes							Percentage Alcohol-Involved KAs out of All KAs						
Person Degree of Injury	2014	2015	2016	2017	2018	Total	Person Degree of Injury	2014	2015	2016	2017	2018	Total
Fatal injury (K)	236	303	274	359	315	1,487	Fatal injury (K)	26.9%	31.5%	25.8%	34.9%	32.3%	30.3%
Suspected serious injury (A)	780	896	933	1,097	996	4,702	Suspected serious injury (A)	15.9%	18.4%	16.6%	18.0%	17.8%	17.4%
Ks and As combined	1,016	1,199	1,207	1,456	1,311	6,189	Ks and As combined	17.6%	20.6%	18.0%	20.5%	20.0%	19.4%

Ks and As in Drug-Involved Crashes							Percentage Drug-Involved KAs out of All KAs						
Person Degree of Injury	2014	2015	2016	2017	2018	Total	Person Degree of Injury	2014	2015	2016	2017	2018	Total
Fatal injury (K)	150	179	239	246	247	1,061	Fatal injury (K)	17.1%	18.6%	22.5%	23.9%	25.4%	21.6%
Suspected serious injury (A)	228	294	449	539	399	1,909	Suspected serious injury (A)	4.6%	6.0%	8.0%	8.9%	7.1%	7.1%
Ks and As combined	378	473	688	785	646	2,970	Ks and As combined	6.5%	8.1%	10.3%	11.0%	9.8%	9.3%

An effective training program must be managed and monitored to ensure proper implementation of the training and to maintain the policies and standards of the program. The state must have the ability to collect the data from those trained DREs to accurately evaluate the program and impact on impaired driving in the state. Due to a limited number of DRE instructors, multiple agencies, and great distances between the two, oversight of the program is challenging. In addition, the state does not have the ability to collect the data from the DRE evaluations. A data evaluation collection software program and 100 tablets will be purchased for DREs. Tablets will allow DRE instructors to efficiently monitor and evaluate DREs in the field remotely, improve the speed, timeliness, and accuracy of the DRE inputting the data and also provide the state with the ability to collect any or all data from the DRE evaluation. Tablets will be distributed to DREs based upon their level of activity.

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

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

\$150,000 405(d) FAST Act Impaired Driving Low

1.8% of total \$8,181,000 designated to AL

\$578,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the AL programs.

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

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

C-1 Number of fatalities in traffic crashes

Target: Reduce fatalities from 985 fatalities in 2019 to 968.6 fatalities in 2021.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,629 in 2019 to 5,533.6 serious injuries in 2021.

C-3 Fatalities/VMT

Target: Prevent the fatalities/VMT rate from increasing from .95 fatalities/VMT in 2018 to no more than .982 fatalities/VMT in 2021. (2019 VMT not yet available.)

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

Target: Prevent fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from increasing from 267 fatalities in 2018 to no more than 267 fatalities in 2021. (2019 FARS number not yet available.)

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

Target: Prevent the number of crashes involving a drug-impaired driver or motorcycle operator increasing from 214 crashes in 2019 to no more than 302 crashes in 2021.

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

\$150,000 405(d) FAST Act Impaired Driving Low

1.8% of total \$8,181,000 designated to AL

\$578,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the AL programs.

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

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

Countermeasures that Work, Ninth Edition 2017: Chapter 1, Section 7.1, and pages 1-71.

Citation

“Although several devices are available that allow officers to screen suspects for illegal drug use at point-of-contact, none have been proven to be accurate and reliable (Compton et al., 2009). Many law enforcement agencies employ Drug Recognition Experts (DREs) to assist in investigating potential drug-impaired-driving cases. (NHTSA recommends that DREs participate in HVE activities and checkpoints and respond to suspected serious and fatal crashes.) The DREs use a standardized procedure to observe a suspect’s appearance, behavior, vital signs, and performance on psychophysical and physiological tests to determine whether and what type of drug or drug category may have been used. If drug intoxication is suspected, a blood or urine sample is collected and submitted to a laboratory for confirmation. The NHTSA has developed the advanced roadside impaired driving enforcement (ARIDE) training, which bridges the gap between the SFST and the DRE training programs. This program is available to those who are already certified to conduct the SFST and requires 16 hours of training (International Association of Chiefs of Police, 2017).”

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

\$150,000 405(d) FAST Act Impaired Driving Low

1.8% of total \$8,181,000 designated to AL

\$578,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the AL programs.

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

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Highway Safety Office Program Management	CP-21-02-b PM	E.14
Impaired Driving Detection Training	AL-21-01	D.4/E.4
Mothers Against Drunk Driving Michigan (MADD) Law Enforcement and Prosecutor Awards	AL-21-03	D.12/E.12
Drug Recognition Expert Training	CP-21-01-d Special Projects	D.1/E.1
Drug Recognition Expert Call Out Program	CP-21-01-e Special Projects	D.2/E.2

Drug Recognition Expert National Training Conference	CP-21-01-f Special Projects	D.3/E.3
Sobriety Court Support	AL-21-05	D.5/E.5
Traffic Safety Training Program	AL-21-03	D.8/E.8
Judicial Training and Outreach	AL-21-04	D.6/E.6
Judicial Outreach Liaison	AL-21-04	D.7/E.7
Drug Recognition Expert Tablet and Program Management System	AL-21-07	D.9/E.9
Michigan State Police Third District Impaired Driving Action Team (IMPACT) Public Education and Information Campaign	CP-21-03-d PI&E	D.11/E.11
Impaired Driving Program Assessment Recommendation Implementation	AL-21-06	D.10/E.10
Drugged Driving Public Education Campaign	CP-21-03-u PI&E	D.13/E.13

Appendix E.9 Planned Activities for Impaired Driving Drugs and Alcohol

Planned Activity Name	Drug Recognition Expert Tablet and Program Management System
Planned Activity Number	AL-21-07
Primary Countermeasure Strategy	Drug Recognition Expert Training

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

Yes

Description of the Planned Activity

Drug Recognition Expert (DRE) Tablet and Program Management System

Planned Activity Number	AL-21-07	
Planned activity in GMSS	2021-2002 AL Research, Data, and Evaluation	
GTS code	M6X-405d Impaired Driving Low	
Benefit to locals	N/A	
Grantee	Prosecuting Attorneys Association of Michigan (PAAM)	
Grant amount, funding source	\$150,000	405(d) FAST Act Impaired Driving Low
Indirect cost rate	N/A	
Grant start-up	October 1	
Project objective(s)	Provide 100 DREs with tablets migrated to a new program management system by September 30, 2021.	

This project will provide more effective management for the DREs to collect DRE evaluation data by purchasing a new program management system and 100 tablets. Tablets will be distributed to DREs based upon their level of activity.

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

Intended Subrecipients: Prosecuting Attorneys Association of Michigan (PAAM)

Countermeasure Strategies in Planned Activities

Fiscal year	Countermeasure Strategy Name
2021	Drug Recognition Expert Training

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

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	405(d) FAST Act Impaired Driving Low	405(d) FAST Act Impaired Driving Low	\$150,000	N/A	N/A

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

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

Appendix D.10 Countermeasure Strategy Form Impaired Driving Drugs and Alcohol

Program Area Name: Impaired Driving Drugs and Alcohol

Countermeasure Strategy: Impaired Driving Program Assessment (NHTSA facilitated)

Countermeasure Strategy Description

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

Nearly one third of Michigan fatal crashes involved at least one impaired driver: 19.4% of all fatality and suspected serious injuries in Michigan were coded alcohol-involved and 9.3% were coded drug-involved.

Ks and As in Alcohol-Involved Crashes							Percentage Alcohol-Involved KAs out of All KAs						
Person Degree of Injury	2014	2015	2016	2017	2018	Total	Person Degree of Injury	2014	2015	2016	2017	2018	Total
Fatal injury (K)	236	303	274	359	315	1,487	Fatal injury (K)	26.9%	31.5%	25.8%	34.9%	32.3%	30.3%
Suspected serious injury (A)	780	896	933	1,097	996	4,702	Suspected serious injury (A)	15.9%	18.4%	16.6%	18.0%	17.8%	17.4%
Ks and As combined	1,016	1,199	1,207	1,456	1,311	6,189	Ks and As combined	17.6%	20.6%	18.0%	20.5%	20.0%	19.4%
Ks and As in Drug-Involved Crashes							Percentage Drug-Involved KAs out of All KAs						
Person Degree of Injury	2014	2015	2016	2017	2018	Total	Person Degree of Injury	2014	2015	2016	2017	2018	Total
Fatal injury (K)	150	179	239	246	247	1,061	Fatal injury (K)	17.1%	18.6%	22.5%	23.9%	25.4%	21.6%
Suspected serious injury (A)	228	294	449	539	399	1,909	Suspected serious injury (A)	4.6%	6.0%	8.0%	8.9%	7.1%	7.1%
Ks and As combined	378	473	688	785	646	2,970	Ks and As combined	6.5%	8.1%	10.3%	11.0%	9.8%	9.3%

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

Funding will support salaries, fringe benefits, contractual, supplies/operating, and equipment costs.

\$4,768,000 405(d) FAST Act Impaired Driving Low

58.3% of total \$8,181,000 designated to AL

\$578,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the AL programs.

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

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

C-1 Number of fatalities in traffic crashes

Target: Reduce fatalities from 985 fatalities in 2019 to 968.6 fatalities in 2021.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,629 in 2019 to 5,533.6 serious injuries in 2021.

C-3 Fatalities/VMT

Target: Prevent the fatalities/VMT rate from increasing from .95 fatalities/VMT in 2018 to no more than .982 fatalities/VMT in 2021. (2019 VMT not yet available.)

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

Target: Prevent fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from increasing from 267 fatalities in 2018 to no more than 267 fatalities in 2021. (2019 FARS number not yet available.)

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

Target: Prevent the number of crashes involving a drug-impaired driver or motorcycle operator increasing from 214 crashes in 2019 to no more than 302 crashes in 2021.

Funding will support salaries, fringe benefits, contractual, supplies/operating, and equipment costs.

\$4,768,000 405(d) FAST Act Impaired Driving Low

58.3% of total \$8,181,000 designated to AL

\$578,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the AL programs.

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

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

Impaired Driving Program Assessment (NHTSA facilitated) 2019

Citation

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

Funding will support salaries, fringe benefits, contractual, travel, supplies/operating, and equipment costs.

\$4,768,000 405(d) FAST Act Impaired Driving Low

58.3% of total \$8,181,000 designated to AL

\$578,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the AL programs.

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

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Highway Safety Office Program Management	CP-21-02-b PM	E.14
Impaired Driving Detection Training	AL-21-01	D.4/E.4
Mothers Against Drunk Driving Michigan (MADD) Law Enforcement and Prosecutor Awards	AL-21-03	D.12/E.12
Drug Recognition Expert Training	CP-21-01-d Special Projects	D.1/E.1
Drug Recognition Expert Call Out Program	CP-21-01-e Special Projects	D.2/E.2
Drug Recognition Expert National Training Conference	CP-21-01-f Special Projects	D.3/E.3
Sobriety Court Support	AL-21-05	D.5/E.5
Traffic Safety Training Program	AL-21-03	D.8/E.8
Judicial Training and Outreach	AL-21-04	D.6/E.6
Judicial Outreach Liaison	AL-21-04	D.7/E.7
Drug Recognition Expert Tablet and Program Management System	AL-21-07	D.9/E.9
Michigan State Police Third District Impaired Driving Action Team (IMPACT) Public Education and Information Campaign	CP-21-03-d PI&E	D.11/E.11
Impaired Driving Program Assessment Recommendation Implementation	AL-21-06	D.10/E.10
Drugged Driving Public Education Campaign	CP-21-03-u PI&E	D.13/E.13

Appendix E.10 Planned Activities for Impaired Driving Drugs and Alcohol

Planned Activity Name	Impaired Driving Program Assessment Recommendation Implementation
Planned Activity Number	AL-21-06
Primary Countermeasure Strategy	Impaired Driving Program Assessment (NHTSA facilitated)

No questions for this project.

Description of the Planned Activity

Impaired Driving Program Assessment Recommendation Implementation

Planned Activity Number	AL-21-06	
Planned activity in GMSS	2021-2002 AL Research, Data, and Evaluation	
GTS code	M6X-405d Impaired Driving Low	
Benefit to locals	N/A	
Grantee	TBD	
Grant amount, funding source	\$4,768,000	405(d) FAST Act Impaired Driving Low
Indirect cost rate	N/A	
Grant start-up	October 1	
Project objective(s)	Identify data-driven program area strategies and implement by September 30, 2021.	

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

Funding will support salaries, fringe benefits, contractual, supplies/operating, and equipment costs.

Intended Subrecipients: TBD

Countermeasure Strategies in Planned Activities

Fiscal Year	Countermeasure Strategy Name
2021	Impaired Driving Program Assessment (NHTSA facilitated)

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

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	405(d) FAST Act Impaired Driving Low	405(d) FAST Act Impaired Driving Low	\$4,768,000	N/A	N/A

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

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

Appendix D.11 Countermeasure Strategy Form Impaired Driving Drugs and Alcohol

Program Area Name: Impaired Driving Drugs and Alcohol

Countermeasure Strategy: Impaired Driving Program Assessment (NHTSA facilitated)

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

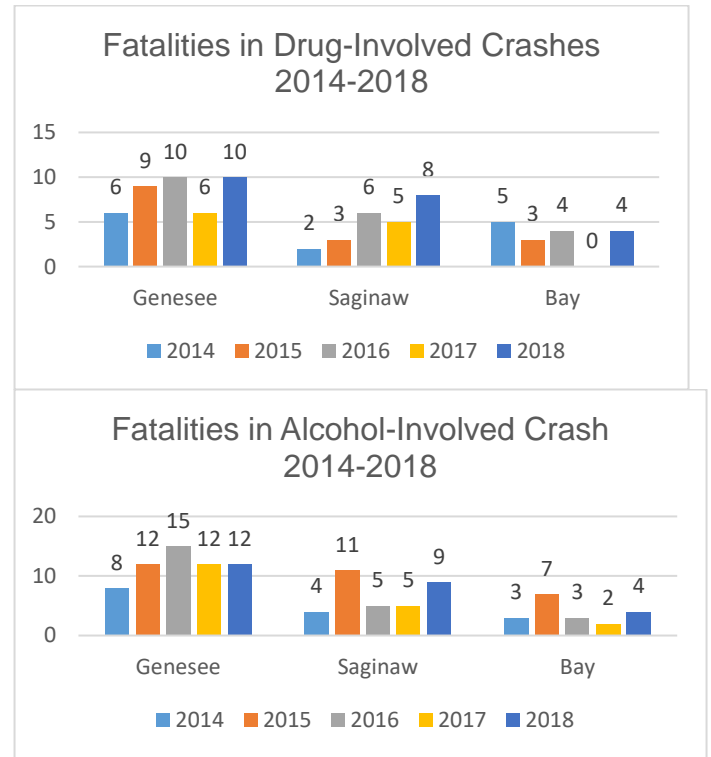
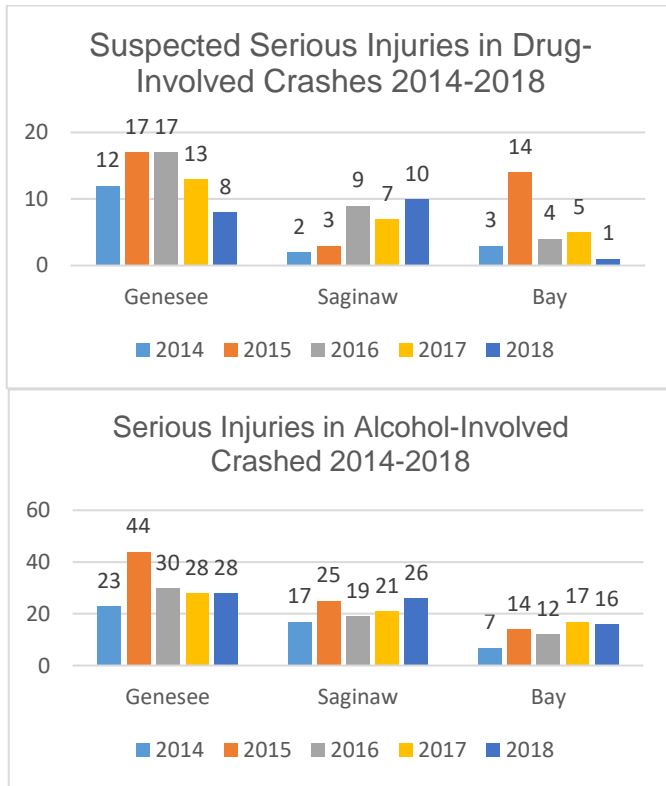
Yes

Countermeasure Strategy Description

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

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

The charts below indicate that both alcohol- and drug-involved crashes show an upward trend from 2014 onwards; however, the increase in drug-involved crashes is significantly higher than alcohol-involved crashes.



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

A public information campaign will support awareness of the newly established Michigan State Police-

Third District Impaired Driving Action Team (IMPACT). The IMPACT will conduct impaired driving enforcement to reduce impaired driving injuries and fatalities and make drivers aware of this special law enforcement program.

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

The public information and education campaign will be supported by the District's Public Information Officer and the Department's social media accounts.

Funding will support contractual costs.

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

1.2% of total \$8,181,000 designated to AL

\$578,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the AL programs.

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

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

C-1 Number of fatalities in traffic crashes

Target: Reduce fatalities from 985 fatalities in 2019 to 968.6 fatalities in 2021.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,629 in 2019 to 5,533.6 serious injuries in 2021.

C-3 Fatalities/VMT

Target: Prevent the fatalities/VMT rate from increasing from .95 fatalities/VMT in 2018 to no more than .982 fatalities/VMT in 2021. (2019 VMT not yet available.)

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

Target: Prevent fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from increasing from 267 fatalities in 2018 to no more than 267 fatalities in 2021. (2019 FARS number not yet available.)

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

Target: Prevent the number of crashes involving a drug-impaired driver or motorcycle operator increasing from 214 crashes in 2019 to no more than 302 crashes in 2021.

Funding will support contractual costs.

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

1.2% of total \$8,181,000 designated to AL

\$578,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the AL programs.

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

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

Michigan Impaired Driving Program Assessment 2019 Criminal Justice system, page 56, Enforcement Recommendations.

Citation

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

Funding will support contractual costs.

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

1.2% of total \$8,181,000 designated to AL

\$578,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the AL programs.

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

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Highway Safety Office Program Management	CP-21-02-b PM	E.14
Impaired Driving Detection Training	AL-21-01	D.4/E.4
Mothers Against Drunk Driving Michigan (MADD) Law Enforcement and Prosecutor Awards	AL-21-03	D.12/E.12
Drug Recognition Expert Training	CP-21-01-d Special Projects	D.1/E.1
Drug Recognition Expert Call Out Program	CP-21-01-e Special Projects	D.2/E.2
Drug Recognition Expert National Training Conference	CP-21-01-f Special Projects	D.3/E.3
Sobriety Court Support	AL-21-05	D.5/E.5
Traffic Safety Training Program	AL-21-03	D.8/E.8
Judicial Training and Outreach	AL-21-04	D.6/E.6
Judicial Outreach Liaison	AL-21-04	D.7/E.7
Drug Recognition Expert Tablet and Program Management System	AL-21-07	D.9/E.9
Michigan State Police Third District Impaired Driving Action Team (IMPACT) Public Education and Information Campaign	CP-21-03-d PI&E	D.11/E.11
Impaired Driving Program Assessment Recommendation Implementation	AL-21-06	D.10/E.10
Drugged Driving Public Education Campaign	CP-21-03-u PI&E	D.13/E.13

Appendix E.11 Planned Activities for Impaired Driving Drugs and Alcohol

Planned Activity Name	Michigan State Police Third District Impaired Driving Action Team (IMPACT) Public Education and Information Campaign
Planned Activity Number	CP-21-03-d PI&E
Primary Countermeasure Strategy	Communication Campaign

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

Yes

Description of the Planned Activity

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

Planned Activity Number	CP-21-03-d PI&E	
Planned activity in GMSS	2021-2003 AL Education, Communication, and Outreach	
GTS code	FDLPEM-405d Low Paid/Earned Media	
Benefit to locals	N/A	
Grantee	OHSP PI&E	
Grant amount, funding source	\$100,000	405(d) FAST Act Impaired Driving Low Paid/Earned Media
Indirect cost rate	N/A	
Grant start-up	October 1	
Project objective(s)	Increase awareness for the MSP-Third District IMPACT messaging among young men to at least 10% by September 30, 2021.	

A public information campaign will support awareness of the newly established MSP Third District IMPACT. The IMPACT will conduct impaired driving enforcement to reduce impaired driving injuries and fatalities and make drivers aware of this special law enforcement program.

Funding will support contractual costs.

Intended Subrecipients: OHSP PI&E

Countermeasure Strategies in Planned Activities

Fiscal Year	Countermeasure Strategy Name
2021	Impaired Driving Program Assessment (NHTSA facilitated)

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

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	405(d) FAST Act Impaired Driving Low	405(d) FAST Act Impaired Driving Low	\$100,000	N/A	N/A

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

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

Appendix D.12 Countermeasure Strategy Form Impaired Driving Drugs and Alcohol

Program Area Name: Impaired Driving Drugs and Alcohol

Countermeasure Strategy: Other (Explore Countermeasures for Impaired Driving)

Countermeasure Strategy Description

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

Nearly one third of Michigan fatal crashes involved at least one impaired driver: 19.4% of all KAs in Michigan were coded alcohol-involved and 9.3% were coded drug-involved. The chart below shows that crashes with fatal injuries are much higher in alcohol- and/or drug- involved crashes. Only 0.2% of non-impairment crashes involved a fatality, compared with 2.1% of alcohol-involved crashes, 7.2% of drug-involved crashes, and 8.2% of crashes involving both alcohol and drugs. While 17.2% of non-alcohol, non-drug involved crashes involved some form of non-fatal injury, 38.8% of alcohol-involved crashes involved at least one non-fatal injury, and 44.7% of crashes involving both alcohol and drugs resulted in at least one non-fatal injury.

Ks and As in Alcohol-Involved Crashes							Percentage Alcohol-Involved KAs out of All KAs						
Person Degree of Injury	2014	2015	2016	2017	2018	Total	Person Degree of Injury	2014	2015	2016	2017	2018	Total
Fatal injury (K)	236	303	274	359	315	1,487	Fatal injury (K)	26.9%	31.5%	25.8%	34.9%	32.3%	30.3%
Suspected serious injury (A)	780	896	933	1,097	996	4,702	Suspected serious injury (A)	15.9%	18.4%	16.6%	18.0%	17.8%	17.4%
Ks and As combined	1,016	1,199	1,207	1,456	1,311	6,189	Ks and As combined	17.6%	20.6%	18.0%	20.5%	20.0%	19.4%
Ks and As in Drug-Involved Crashes							Percentage Drug-Involved KAs out of All KAs						
Person Degree of Injury	2014	2015	2016	2017	2018	Total	Person Degree of Injury	2014	2015	2016	2017	2018	Total
Fatal injury (K)	150	179	239	246	247	1,061	Fatal injury (K)	17.1%	18.6%	22.5%	23.9%	25.4%	21.6%
Suspected serious injury (A)	228	294	449	539	399	1,909	Suspected serious injury (A)	4.6%	6.0%	8.0%	8.9%	7.1%	7.1%
Ks and As combined	378	473	688	785	646	2,970	Ks and As combined	6.5%	8.1%	10.3%	11.0%	9.8%	9.3%

According to Michigan traffic crash facts, crashes involving impairment, such as alcohol, drugs, and/or a combination of alcohol and drugs are rising. This project will support the mothers against drunk drivers' awards luncheon to recognize law enforcement and prosecutors for their dedication to the arrest, conviction, sentencing, and treatment of impaired drivers. Awards will be given for one prosecutor and four law enforcement categories.

Funding will support supplies/operating costs.

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

Less than one percent of total \$8,181,000 designated to AL

\$578,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the AL programs.

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

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

C-1 Number of fatalities in traffic crashes

Target: Reduce fatalities from 985 fatalities in 2019 to 968.6 fatalities in 2021.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,629 in 2019 to 5,533.6 serious injuries in 2021.

C-3 Fatalities/VMT

Target: Prevent the fatalities/VMT rate from increasing from .95 fatalities/VMT in 2018 to no more than .982 fatalities/VMT in 2021. (2019 VMT not yet available.)

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

Target: Prevent fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from increasing from 267 fatalities in 2018 to no more than 267 fatalities in 2021. (2019 FARS number not yet available.)

Funding will support supplies/operating costs.

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

Less than one percent of total \$8,181,000 designated to AL

\$578,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the AL programs.

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

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

Countermeasures that Work, Ninth Edition 2017 Alcohol & Drug Impaired Driving: Section 2.2:

Deterrence: Enforcement; High Visibility Saturation Patrols

Citation

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

Funding will support supplies/operating costs.

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

Less than one percent of total \$8,181,000 designated to AL

\$578,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the AL programs.

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

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Highway Safety Office Program Management	CP-21-02-b PM	E.14
Impaired Driving Detection Training	AL-21-01	D.4/E.4
Mothers Against Drunk Driving Michigan (MADD) Law Enforcement and Prosecutor Awards	AL-21-03	D.12/E.12
Drug Recognition Expert Training	CP-21-01-d Special Projects	D.1/E.1
Drug Recognition Expert Call Out Program	CP-21-01-e Special Projects	D.2/E.2
Drug Recognition Expert National Training Conference	CP-21-01-f Special Projects	D.3/E.3
Sobriety Court Support	AL-21-05	D.5/E.5
Traffic Safety Training Program	AL-21-03	D.8/E.8
Judicial Training and Outreach	AL-21-04	D.6/E.6
Judicial Outreach Liaison	AL-21-04	D.7/E.7
Drug Recognition Expert Tablet and Program Management System	AL-21-07	D.9/E.9
Michigan State Police Third District Impaired Driving Action Team (IMPACT) Public Education and Information Campaign	CP-21-03-d PI&E	D.11/E.11
Impaired Driving Program Assessment Recommendation Implementation	AL-21-06	D.10/E.10
Drugged Driving Public Education Campaign	CP-21-03-u PI&E	D.13/E.13

Appendix E.12 Planned Activities for Impaired Driving Drugs and Alcohol

Planned Activity Name	Mothers Against Drunk Driving Michigan (MADD) Law Enforcement and Prosecutor Awards
Planned Activity Number	AL-21-03
Primary Countermeasure Strategy	Other (Explore Countermeasures for Impaired Driving)

Description of the Planned Activity

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

Planned Activity Number	AL-21-03
Planned activity in GMSS	2021-2003 AL Education, Communication, and Outreach

GTS code	M6X-405d Impaired Driving Low	
Benefit to locals	N/A	
Grantee	Prosecuting Attorneys Association of Michigan (PAAM)	
Grant amount, funding source	\$4,000	405(d) FAST Act Impaired Driving Low Alcohol (flex)
Indirect cost rate	N/A	
Grant start-up	October 1	
Project objective(s)	Recognize law enforcement officers/agencies and county prosecutors for their efforts in supporting MADD's mission by September 30, 2021.	

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

Funding will support supplies/operating costs.

Intended Subrecipients: Prosecuting Attorneys Association of Michigan (PAAM)

Countermeasure Strategies in Planned Activities

Fiscal Year	Countermeasure Strategy Name
2021	Other (Explore Countermeasures for Impaired Driving)

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

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	405(d) FAST Act Impaired Driving Low	405(d) FAST Act Impaired Driving Low Alcohol (flex)	\$4,000	N/A	N/A

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

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

Appendix D.13 Countermeasure Strategy Form Impaired Driving Drugs and Alcohol

Program Area Name: Impaired Driving Drugs and Alcohol

Countermeasure Strategy: Communication Campaign

Countermeasure Strategy Description

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

Nearly one third of Michigan fatal crashes involved at least one impaired driver: 19.4% of all KAs in Michigan were coded alcohol-involved and 9.3% were coded drug-involved. The chart below shows that crashes with fatal injuries are much higher in alcohol- and/or drug- involved crashes. Only 0.2% of non-impairment crashes involved a fatality, compared with 2.1% of alcohol-involved crashes, 7.2% of drug-involved crashes, and 8.2% of crashes involving both alcohol and drugs. While 17.2% of non-alcohol, non-drug involved crashes involved some form of non-fatal injury, 38.8% of alcohol-involved crashes involved at least one non-fatal injury, and 44.7% of crashes involving both alcohol and drugs resulted in at least one non-fatal injury.

Ks and As in Alcohol-Involved Crashes							Percentage Alcohol-Involved KAs out of All KAs						
Person Degree of Injury	2014	2015	2016	2017	2018	Total	Person Degree of Injury	2014	2015	2016	2017	2018	Total
Fatal injury (K)	236	303	274	359	315	1,487	Fatal injury (K)	26.9%	31.5%	25.8%	34.9%	32.3%	30.3%
Suspected serious injury (A)	780	896	933	1,097	996	4,702	Suspected serious injury (A)	15.9%	18.4%	16.6%	18.0%	17.8%	17.4%
Ks and As combined	1,016	1,199	1,207	1,456	1,311	6,189	Ks and As combined	17.6%	20.6%	18.0%	20.5%	20.0%	19.4%
Ks and As in Drug-Involved Crashes							Percentage Drug-Involved KAs out of All KAs						
Person Degree of Injury	2014	2015	2016	2017	2018	Total	Person Degree of Injury	2014	2015	2016	2017	2018	Total
Fatal injury (K)	150	179	239	246	247	1,061	Fatal injury (K)	17.1%	18.6%	22.5%	23.9%	25.4%	21.6%
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Ks and As combined	378	473	688	785	646	2,970	Ks and As combined	6.5%	8.1%	10.3%	11.0%	9.8%	9.3%

According to Michigan traffic crash facts, crashes involving impairment, such as alcohol, drugs, and/or a combination of alcohol and drugs are rising. This project will support the mothers against drunk drivers' awards luncheon to recognize law enforcement and prosecutors for their dedication to the arrest, conviction, sentencing, and treatment of impaired drivers. Awards will be given for one prosecutor and four law enforcement categories.

Funding will support development and distribution costs.

\$500,000 405(d) FAST Act Impaired Driving Low Paid/Earned Media

6.1% of total \$8,181,000 designated to AL

\$578,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the AL programs.

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

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

C-1 Number of fatalities in traffic crashes

Target: Reduce fatalities from 985 fatalities in 2019 to 968.6 fatalities in 2021.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,629 in 2019 to 5,533.6 serious injuries in 2021.

C-3 Fatalities/VMT

Target: Prevent the fatalities/VMT rate from increasing from .95 fatalities/VMT in 2018 to no more than .982 fatalities/VMT in 2021. (2019 VMT not yet available.)

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

Target: Prevent fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from increasing from 267 fatalities in 2018 to no more than 267 fatalities in 2021. (2019 FARS number not yet available.)

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

Target: Prevent the number of crashes involving a drug-impaired driver or motorcycle operator increasing from 214 crashes in 2019 to no more than 302 crashes in 2021.

Funding will support development and distribution costs.

\$500,000 405(d) FAST Act Impaired Driving Low Paid/Earned Media

6.1% of total \$8,181,000 designated to AL

\$578,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the AL programs.

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

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

Countermeasures that Work, Ninth Edition 2017 Alcohol & Drug Impaired Driving: Section 2.2:

Deterrence: Enforcement; High Visibility Saturation Patrols

Citation

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

Funding will support development and distribution costs.

\$500,000 405(d) FAST Act Impaired Driving Low Paid/Earned Media

6.1% of total \$8,181,000 designated to AL

\$578,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the AL programs.

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

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Highway Safety Office Program Management	CP-21-02-b PM	E.14
Impaired Driving Detection Training	AL-21-01	D.4/E.4
Mothers Against Drunk Driving Michigan (MADD) Law Enforcement and Prosecutor Awards	AL-21-03	D.12/E.12
Drug Recognition Expert Training	CP-21-01-d Special Projects	D.1/E.1
Drug Recognition Expert Call Out Program	CP-21-01-e Special Projects	D.2/E.2

Drug Recognition Expert National Training Conference	CP-21-01-f Special Projects	D.3/E.3
Sobriety Court Support	AL-21-05	D.5/E.5
Traffic Safety Training Program	AL-21-03	D.8/E.8
Judicial Training and Outreach	AL-21-04	D.6/E.6
Judicial Outreach Liaison	AL-21-04	D.7/E.7
Drug Recognition Expert Tablet and Program Management System	AL-21-07	D.9/E.9
Michigan State Police Third District Impaired Driving Action Team (IMPACT) Public Education and Information Campaign	CP-21-03-d PI&E	D.11/E.11
Impaired Driving Program Assessment Recommendation Implementation	AL-21-06	D.10/E.10
Drugged Driving Public Education Campaign	CP-21-03-u PI&E	D.13/E.13

Appendix E.13 Planned Activities for Impaired Driving Drugs and Alcohol

Planned Activity Name	Drugged Driving Public Education
Planned Activity Number	CP-21-03-u PI&E
Primary Countermeasure Strategy	Communication Campaign

Description of the Planned Activity

Drugged Driving Public Education Campaign

Planned Activity Number	CP-21-03-u PI&E	
Planned Activity in GMSS	2021-2003 AL Education, Communication, and Outreach	
GTS Code	FDLPEM-405d Low Paid/Earned Media	
Benefit to Locals	N/A	
Grantee	OHSP PI&E	
Grant Amount, Funding Source	\$500,000	405(d) FAST Act Impaired Driving Low Paid/Earned Media
Indirect cost rate	N/A	
Grant Start-up	Oct 1	
Project Objective(s)	Conduct a drug impaired driving awareness campaign, including development and distribution of materials to traffic safety partners and the public by September 30, 2021.	

A marijuana and drugged driving public information and education campaign will be developed. The OHSP will work with a communications development team to develop media, creative, and distribution plans for the campaign.

Funding will support development and distribution costs.

Intended Subrecipients: OHSP PI&E

Countermeasure Strategies in Planned Activities

Fiscal Year	Countermeasure Strategy Name
2021	Communication Campaign

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

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	405(d) FAST Act Impaired Driving Low	405(d) FAST Act Impaired Driving Low Paid/Earned Media	\$500,000	N/A	N/A

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

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

Appendix E.14 Planned Activities for Impaired Driving Drugs and Alcohol

Planned Activity Name	Program Management for Impaired Driving Drugs and Alcohol
Planned Activity Number	CP-21-92-b pm
Primary Countermeasure Strategy	Highway Safety Office Program Management

Program Management for Impaired Driving Drugs and Alcohol

Planned Activity Number	CP-21-02-b PM	
Planned activity in GMSS	2021-10001 PA Program Management (CP 02)	
GTS code	PA-2021-Planning and Administration	
Benefit to locals	No	
Grantee	OHSP-program management section	
Grant amount, funding source	\$578,000	402 FAST Act Program Management
Indirect cost rate	9.2%	
Grant start-up	October 1	

Funding will support the shared costs of the Program Management Team required to implement and manage the OHSP programs.

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

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	402 FAST Act	402 FAST Act Program Management	\$578,000	N/A	N/A

Appendix C Program Area Form Police Traffic Services

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

Yes

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

Yes

Problem Identification

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

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

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

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

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

A five-year moving average is applied against the core performance measures from 2015-2019 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.

The OHSP worked with the UMTRI to develop predictive figures generated from a multi-variate change model for the target-setting process. The model incorporates factors such as gas prices, employment, income, gross domestic product (GDP), VMT, and alcohol consumption.

Alcohol-impaired fatalities have remained steady the past five years. Nearly one third of Michigan fatal crashes involved at least one impaired driver. Despite Michigan's high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained.

	Michigan FARS and State Data	2015	2016	2017	2018	2019	2021 Goals
C-1	Traffic Fatalities (FARS)	967	1,065	1,030	974	985	968.6
C-2	Suspected Serious ("A") Injuries (State)	4,865	5,634	6,084	5,586	5,629	5,533.6
C-3	Fatalities Per 100 Million VMT (FARS)	0.99	1.07	1.01	0.95	*	.982
C-4	Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions (FARS)	190	198	191	183	202	190
C-5	Fatalities in Crashes Involving a Driver or Motorcycle Operator with a BAC .08+ (FARS)	266	244	311	267	*	267
B-1	Safety Belt Use (Daytime, Observed) (Survey)	92.8%	94.5%	94.1%	93.4%	94.4%	98%
**O3	Fatalities in Crashes involving a Drug-Impaired Driver or Motorcycle Operator (State)	162	216	227	226	214	302

*Not available for FY2021 planning process

**New state performance measures for 2021

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

Performance Measures

Fiscal Year	Performance Measure Name
2021	C-1 reduce fatalities C-2 reduce suspected serious injuries C-3 reduce K/VMT C-4 reduce unrestrained passenger vehicle occupant fatalities C-5 reduce alcohol-impaired driving fatalities (.08+) B-1 safety belt use O3 Reduce drug-impaired fatalities

Countermeasure Strategies

Fiscal Year	Countermeasure Strategy Name
2021	Highway Safety Office Program Management
	Communication Campaign
	Short-term High Visibility Enforcement

Appendix D.1 Countermeasure Strategy Form Police Traffic Services

Program Area Name: Police Traffic Services

Countermeasure Strategy: Short-term High Visibility Enforcement

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

Yes

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

Yes

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

Yes

Countermeasure Strategy Description

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

Alcohol-impaired fatalities have remained steady the past five years. Nearly one third of Michigan fatal crashes involved at least one impaired driver. Despite Michigan's high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained.

The U.S. Code: Title 23: Section 404 requires a statewide, high-visibility special traffic enforcement program (STEP) for occupant protection and impaired/drunken driving that emphasizes publicity during three campaigns – May seat belt, and December and August impaired driving.

Crash data for 2014-2018 focused on the number of people suspected seriously injured or killed where the crash was coded as alcohol-involved and/or drug-involved, and the number of people suspected seriously injured or killed in passenger vehicles where the occupant was coded as no belts used, or child restraint not used/used improperly identified where the high number of fatal and suspected serious injuries occurred.

In 2018, restraint use by deceased occupants of motor vehicles equipped with seat belts was 54.7%.

In 2017, direct observations of seat belt use were taken in all 83 counties. Thirteen counties were identified as having a seat belt use rate below 90%.

The months of May, June, July, August, and September had the highest number of alcohol and/or drug-involved and unrestrained fatal and suspected serious injuries.

Five enforcement periods will be required, including two impaired driving enforcement efforts, two seat belt enforcement effort, and one combined impaired driving/seat belt enforcement effort to focus on compliance with traffic safety laws during statewide mobilizations and crackdowns. Additionally, three optional/elective enforcement periods will be eligible for overtime, including two impaired driving enforcement efforts and one combined impaired driving/seat belt enforcement effort.

Required enforcement periods include:

- November 9 – 29, 2020 (Seat belt)
- December 11, 2020 – January 1, 2021 (DUI)
- May 17 – June 6, 2021 (Seat belt)
- July 1 – 24, 2021 (DUI and seat belt)
- August 16 – September 6, 2021 (DUI)

Optional enforcement periods:

- October 30 – November 1, 2020 (DUI and seat belt)
- February 7, 2021 (DUI)
- March 15 – 21, 2021 (DUI)

Traffic safety campaigns are most successful when accompanied by public information. The lead agency name will be used to request that the OHSP develop and assist with distribution of public information materials on their behalf to enhance the enforcement campaigns. See TSEP for additional details.

Funding will support overtime salaries and indirect costs.

\$4,747,000,000 total

\$3,152,000 402 FAST Act Police Traffic Services

\$203,000 405(b) FAST Act Occupant Protection High HVE

\$1,392,000 405(d) FAST Act Impaired Driving Low Police Traffic Services

61.8% of total \$7,678,000 designated to PT

\$1,463,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PT programs.

Benefit to local: \$2,152,000

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

Alcohol-impaired fatalities have remained steady the past five years. Nearly one third of Michigan fatal crashes involved at least one impaired driver. Despite Michigan's high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained.

C-1 Number of fatalities in traffic crashes

Target: Reduce fatalities from 985 fatalities in 2019 to 968.6 fatalities in 2021.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,629 in 2019 to 5,533.6 serious injuries in 2021.

C-3 Fatalities/VMT

Target: Prevent the fatalities/VMT rate from increasing from .95 fatalities/VMT in 2018 to no more than .982 fatalities/VMT in 2021. (2019 VMT not yet available.)

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

Target: Reduce unrestrained passenger vehicle occupant fatalities from 202 fatalities in 2019 to 190 fatalities in 2021.

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

Target: Prevent fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from increasing from 267 fatalities in 2018 to no more than 267 fatalities in 2021. (2019 FARS number not yet available.)

B-1 Statewide seat belt use rate

Target: Increase the statewide seat belt use rate from 94.4% in 2020 to 98% in 2021.

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

Target: Prevent the number of crashes involving a drug-impaired driver or motorcycle operator increasing from 214 crashes in 2019 to no more than 302 crashes in 2021.

Funding will support overtime salaries and indirect costs.

\$4,747,000,000 total

\$3,152,000 402 FAST Act Police Traffic Services

\$203,000 405(b) FAST Act Occupant Protection High HVE

\$1,392,000 405(d) FAST Act Impaired Driving Low Police Traffic Services

61.8% of total \$7,678,000 designated to PT

\$1,463,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PT programs.

Benefit to local: \$2,152,000

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

Alcohol-impaired fatalities have remained steady the past five years. Nearly one third of Michigan fatal crashes involved at least one impaired driver. Despite Michigan's high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained.

Countermeasures that Work, Ninth Edition 2017: Section 1 – Alcohol- and Drug-Impaired Driving, Chapter 2 – Deterrence: Enforcement, Section 2.2 High Visibility Saturation Patrols, pages 1-27.

Citation

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

Funding will support overtime salaries and indirect costs.

\$4,747,000,000 total

\$3,152,000 402 FAST Act Police Traffic Services

\$203,000 405(b) FAST Act Occupant Protection High HVE

\$1,392,000 405(d) FAST Act Impaired Driving Low Police Traffic Services

61.8% of total \$7,678,000 designated to PT

\$1,463,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PT programs.

Benefit to local: \$2,152,000

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

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Highway Safety Office Program Management	CP-21-02-c PM	E.11
Overtime DUI and Seat Belt Enforcement	PT-21-04+	D.1/E.1
Law Enforcement Engagement	CP-21-01-h Special Projects	D.4/E.4
Telephone Surveys	CP-21-03-e PI&E	D.3/E.3
Drive Sober or Get Pulled Over (DSOGPO) Mobilization Paid Advertising	CP-21-03-f PI&E	D.5/E.5
Mobilization Message Development Impaired Driving Creative	CP-21-03-g PI&E	D.6/E.6
Click It or Ticket (CIOT) Mobilization Paid Advertising	CP-21-03-h PI&E	D.7/E.7
Mobilization Message Development Seat Belt Creative	CP-21-03-i PI&E	D.8/E.8
Mobilization Communications and Outreach Banners	CP-21-03-j PI&E	D.9/E.9
Law Enforcement Outreach Liaison	CP-21-01-i Special Projects	D.2/E.2
Upper Peninsula Regional Law Enforcement Training	CP-21-01-k Special Projects	D.10/E.10

**Appendix E.1 Planned Activity Form
Police Traffic Services**

Planned Activity Name	Overtime DUI and Seat Belt Enforcement
Planned Activity Number	PT-21-04+
Primary Countermeasure Strategy	Short-term High Visibility Enforcement

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

Yes

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

Yes

Description of the Planned Activity

Overtime DUI and Seat Belt Enforcement

Planned Activity Number	PT-21-04+	
Planned Activity in GMSS	2021-3001 PT Support, Training, and Enforcement	
GTS Code	PT-2021-Police Traffic Services	
GTS Code	M1*PT-405b High Police Traffic Services	
GTS Code	FDL*PT-405d Low Police Traffic Services	
Benefit to Locals	Yes (\$2,152,000)	
Grantee	County and local police agencies	
Grant Amount, Funding Source	\$2,152,000	402 FAST Act Police Traffic Services
Grantee	County and local police agencies	
Grant Amount, Funding Source	\$203,000	405(b) FAST Act Occupant Protection High HVE
Grantee	Michigan State Police	
Grant Amount, Funding Source	\$1,392,000	405(d) FAST Act Impaired Driving Low Police Traffic Services (flex)
Grantee	TBD	
Grant Amount, Funding Source	\$1,000,000	402 FAST Act Police Traffic Services
Indirect cost rate	Various	
Grant Start-up	October 1	
Project Objective(s)	Reduce the number of fatalities from 985 in 2019 to 968.6 by September 30, 2021. Reduce the number of serious injuries by from 5,629 in 2019 to 5,533.6 by September 30, 2021	

Five enforcement periods will be required, including two impaired driving enforcement efforts, two seat belt enforcement efforts, and one combined impaired driving/seat belt enforcement effort to focus on compliance with traffic safety laws during statewide mobilizations and crackdowns. Additionally, three optional/elective enforcement periods will be eligible for overtime, including two impaired driving

enforcement efforts and one combined impaired driving/seat belt enforcement effort. (See TSEP for additional details.)

Funding will support overtime salaries and indirect costs.

Intended Subrecipients: State, county, and local law enforcement agencies

Allegan County Sheriff's Office
Bay County Sheriff's Office
Berrien County Sheriff's Office
Brownstown Township Police
Calhoun County Sheriff's Office
Chippewa Co Sheriff's Office
Detroit Police Department - Grants & Contracts
East Lansing Police Department
Flint Township Police Department
Grand Traverse County Sheriff's Office
Ionia County Sheriff's Office
Jackson Traffic Safety Program
Kalamazoo County Sheriff's Office
Livingston County Sheriff's Office
Macomb County Sheriff's Office
Marquette County Sheriff's Office
Michigan Department of State Police - Eighth District Headquarters
Michigan Department of State Police - Fifth District Headquarters
Michigan Department of State Police - First District Headquarters
Michigan Department of State Police - Second District Headquarters
Michigan Department of State Police - Seventh District Headquarters
Michigan Department of State Police - Sixth District Headquarters
Michigan Department of State Police - Third District Headquarters
Monroe County Sheriff's Office
Montcalm County Sheriff's Department
Muskegon County Sheriff's Office
Ottawa County Sheriff's Office
Saginaw County Sheriff's Office

Sanilac County Sheriff's Office
St. Clair County Sheriff's Office
Transportation Improvement Association
Tuscola County Sheriff's Office
Van Burin County Sheriff's Office
Washtenaw County Sheriff's Office
Wayne County Sheriff's Office
Wyoming Department of Public Safety

Countermeasure Strategies in Planned Activities

Fiscal Year	Countermeasure Strategy Name
2021	Short-term High Visibility Enforcement

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

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	402 FAST Act	402 FAST Act Police Traffic Services	\$2,152,000	N/A	\$2,152,000
2020	405(b) FAST Act Occupant Protection High	405(b) FAST Act Occupant Protection High HVE	\$203,000	N/A	N/A
2020	405(d) FAST Act Impaired Driving Low	405(d) FAST Act Impaired Driving Low Police Traffic Services	\$1,392,000	N/A	N/A

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

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

**Appendix D.2 Countermeasure Strategy Form
Police Traffic Services**

Program Area Name: Police Traffic Services

Countermeasure Strategy: Short-term High Visibility Enforcement

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

Yes

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

Yes

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

Yes

Countermeasure Strategy Description

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

Alcohol-impaired fatalities have remained steady the past five years. Nearly one third of Michigan fatal crashes involved at least one impaired driver. Despite Michigan's high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained.

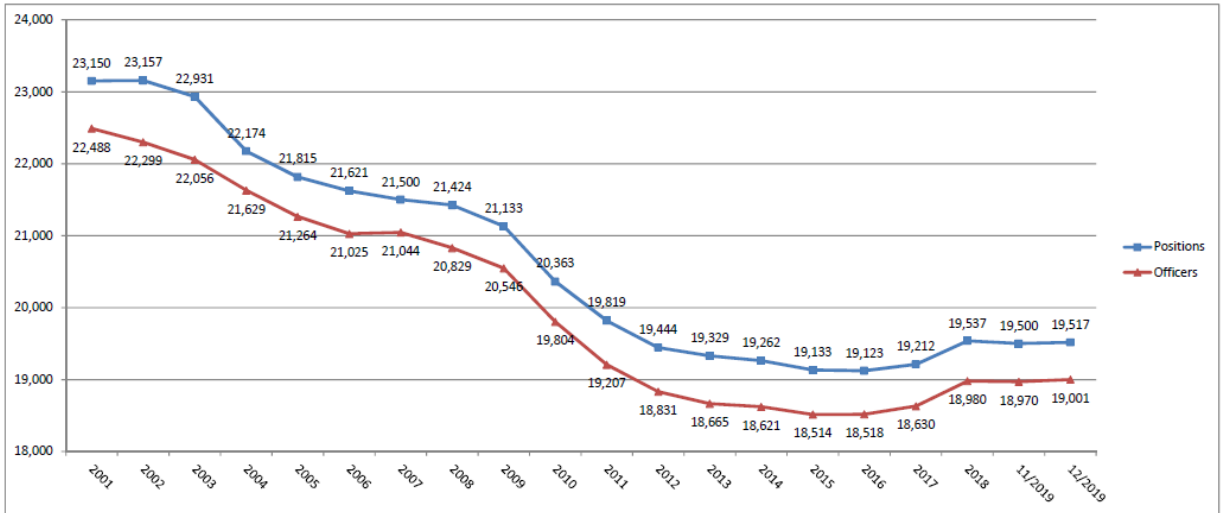
**Michigan Commission on Law Enforcement Standards
Law Enforcement Population Trends - December 2019**

Law Enforcement Agencies

Year	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	11/2019	12/2019	1 Month	Overall
Agencies	613	613	615	610	609	608	609	608	611	609	606	599	597	597	592	588	585	584	583	581	-2	-32

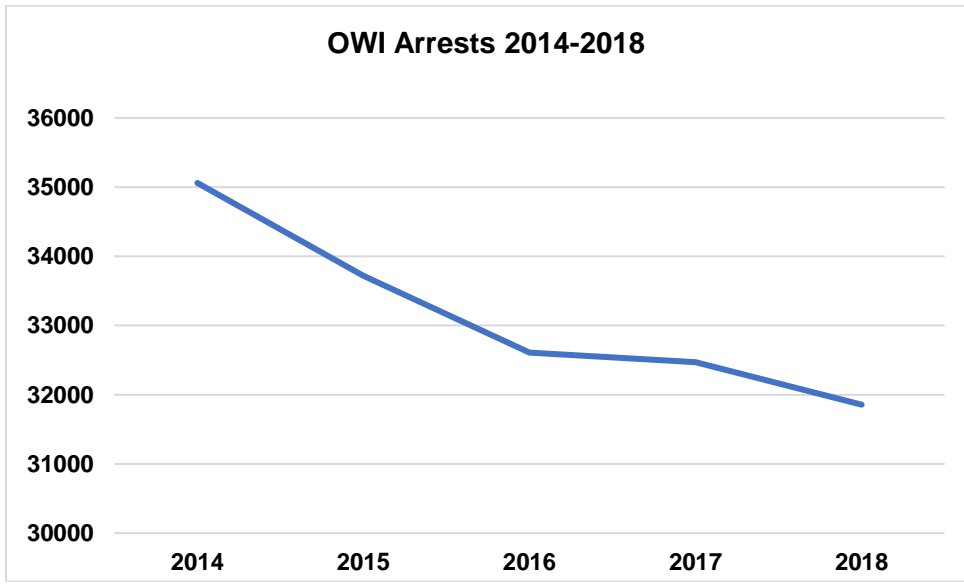
Law Enforcement Positions and Officers¹

Year	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	11/2019	12/2019	1 Month	Overall
Positions	23,150	23,157	22,931	22,174	21,815	21,621	21,500	21,424	21,133	20,363	19,819	19,444	19,329	19,262	19,133	19,123	19,212	19,537	19,500	19,517	17	-3,633
Officers	22,488	22,299	22,056	21,629	21,264	21,025	21,044	20,829	20,546	19,804	19,207	18,831	18,665	18,621	18,514	18,518	18,630	18,980	18,970	19,001	31	-3,487



¹ Positions, whether full or part time, include officers who may have multiple law enforcement employment relationships, i.e. one officer employed at two agencies counts as two positions. Historical data (2001-2018) is a snapshot of law enforcement positions taken on 12/31 of each calendar year. The 2019 data is current as of 12/31/2019.

OWI Arrests 2014-2018



A Michigan forum on Highway Traffic Safety and Enforcement was held in December 2019 with approximately 30 law enforcement leaders identified across Michigan. The goal was to gather feedback

on current traffic safety and enforcement efforts, challenges, and future opportunities. The discussion identified the following reasons for reductions in traffic enforcement:

- lack of personnel, budgets, few if any have dedicated traffic units
- too busy with calls for service
- the time it takes to process an arrest
- perception – traffic enforcement is a money grab
- competing demand for time
- other opportunities for overtime
- lack of community support
- shortage of political support
- low levels of interest in traffic enforcement opportunities (millennials)
- lack of consistent effective prosecution
- high profile negative media coverage

Funding will support salary, supplies/operating, and travel costs.

\$49,000 402 FAST Act Police Traffic Services

Less than one percent of total \$7,678,000 designated to PT

\$1,463,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PT programs.

Benefit to local: \$0

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

Alcohol-impaired fatalities have remained steady the past five years. Nearly one third of Michigan fatal crashes involved at least one impaired driver. Despite Michigan's high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained.

C-1 Number of fatalities in traffic crashes

Target: Reduce fatalities from 985 fatalities in 2019 to 968.6 fatalities in 2021.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,629 in 2019 to 5,533.6 serious injuries in 2021.

C-3 Fatalities/VMT

Target: Prevent the fatalities/VMT rate from increasing from .95 fatalities/VMT in 2018 to no more than .982 fatalities/VMT in 2021. (2019 VMT not yet available.)

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

Target: Reduce unrestrained passenger vehicle occupant fatalities from 202 fatalities in 2019 to 190 fatalities in 2021.

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

Target: Prevent fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from increasing from 267 fatalities in 2018 to no more than 267 fatalities in 2021. (2019 FARS number not yet available.)

B-1 Statewide seat belt use rate

Target: Increase the statewide seat belt use rate from 94.4% in 2020 to 98% in 2021.

Funding will support salary, supplies/operating, and travel costs.

\$49,000 402 FAST Act Police Traffic Services

Less than one percent of total \$7,678,000 designated to PT
 \$1,463,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PT programs.
 Benefit to local: \$0

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

Alcohol-impaired fatalities have remained steady the past five years. Nearly one third of Michigan fatal crashes involved at least one impaired driver. Despite Michigan’s high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained.

Countermeasures that Work, Ninth edition 2017: Chapter 1 Section 2.2 High Visibility Saturation Patrols

Citation

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

Funding will support salary, supplies/operating, and travel costs.

\$49,000 402 FAST Act Police Traffic Services
 Less than one percent of total \$7,678,000 designated to PT
 \$1,463,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PT programs.
 Benefit to local: \$0

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

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Highway Safety Office Program Management	CP-21-02-c PM	E.11
Overtime DUI and Seat Belt Enforcement	PT-21-04+	D.1/E.1
Law Enforcement Engagement	CP-21-01-h Special Projects	D.4/E.4
Telephone Surveys	CP-21-03-e PI&E	D.3/E.3
Drive Sober or Get Pulled Over (DSOGPO) Mobilization Paid Advertising	CP-21-03-f PI&E	D.5/E.5
Mobilization Message Development Impaired Driving Creative	CP-21-03-g PI&E	D.6/E.6
Click It or Ticket (CIOT) Mobilization Paid Advertising	CP-21-03-h PI&E	D.7/E.7
Mobilization Message Development Seat Belt Creative	CP-21-03-i PI&E	D.8/E.8

Mobilization Communications and Outreach Banners	CP-21-03-j PI&E	D.9/E.9
Law Enforcement Outreach Liaison	CP-21-01-i Special Projects	D.2/E.2
Upper Peninsula Regional Law Enforcement Training	CP-21-01-k Special Projects	D.10/E.10

Appendix E.2 Planned Activity Form Police Traffic Services

Planned Activity Name	Law Enforcement Outreach Liaison
Planned Activity Number	CP-21-01-i Special Projects
Primary Countermeasure Strategy	Short-term High Visibility Enforcement

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

Yes

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

Yes

Description of the Planned Activity

Law Enforcement Outreach Liaison

Planned activity number	CP-21-01-i Special Projects	
Planned activity in GMSS	2021-3001 PT Support, Training, and Enforcement	
GTS code	PT-2021-Police Traffic Services	
Benefit to locals	No	
Grantee	OHSP Special Projects	
Grant amount, funding source	\$49,000	402 FAST Act Police Traffic Services
Indirect cost rate	N/A	
Grant start-up	October 1	
Project objective(s)	Demonstrate the use of the Michigan traffic crash facts website to personnel in at least 36 law enforcement agencies no later than September 30, 2021.	

A Law Enforcement Outreach Liaison will engage law enforcement officials by training on understanding and using the Michigan traffic crash facts and traffic crash data tools to increase effective traffic safety enforcement by identifying traffic safety problems and implement solutions to combat those problems.

Funding will support salary, supplies/operating, and travel costs.

Intended Subrecipients: OHSP Special Projects

Countermeasure Strategies in Planned Activities

Fiscal Year	Countermeasure Strategy Name
2021	Short-term High Visibility Enforcement

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

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	402 FAST Act	402 FAST Act Police Traffic Services	\$49,000	N/A	\$0

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

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

**Appendix D.3 Countermeasure Strategy Form
Police Traffic Services**

Program Area Name: Police Traffic Services

Countermeasure Strategy: Communication Campaign

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

Yes

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

Yes

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

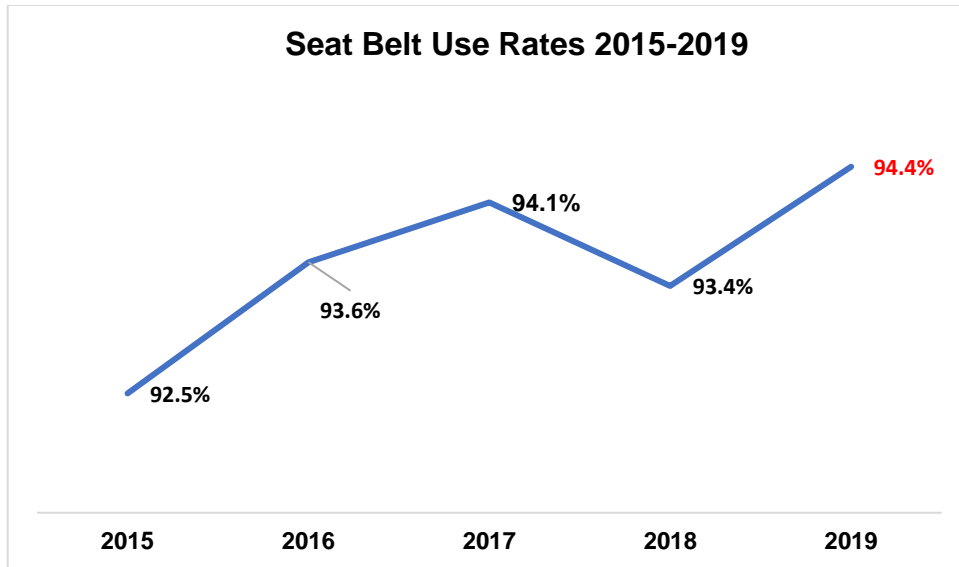
Yes

Countermeasure Strategy Description

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

Alcohol-impaired fatalities have remained steady the past five years. Nearly one third of Michigan fatal crashes involved at least one impaired driver. Despite Michigan's high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained.

Fatalities and Suspected Serious Injuries 2014-2018						
	2014	2015	2016	2017	2018	Total
Fatalities	876	963	1,064	1,028	974	4,905
Suspected Serious Injuries	4,909	4,865	5,634	6,084	5,586	27,078
Total	5,785	5,828	6,698	7,112	6,560	31,983
Unrestrained Passenger Vehicle Suspected Serious Injuries 2014-2018						
	2014	2015	2016	2017	2018	Total
Total	700	794	795	769	729	3,787
Unrestrained Passenger Vehicle Fatalities 2014-2018						
	2014	2015	2016	2017	2018	Total
Total	191	197	203	197	184	972
Fatalities and Suspected Serious Injuries in Alcohol-Involved Crashes 2014-2018						
	2014	2015	2016	2017	2018	Total
Fatalities	236	303	274	359	315	1,487
Suspected Serious Injuries	780	896	933	1,097	996	4,702
Total	1,016	1,199	1,207	1,456	1,311	6,189
Fatalities and Suspected Serious Injuries in Drug-Involved Crashes 2014-2018						
	2014	2015	2016	2017	2018	Total
Fatalities	150	179	239	246	247	1,061
Suspected Serious Injuries	228	294	449	539	399	1,909
Total	378	473	688	785	646	2,970



Law enforcement officers will continue to implement an evidence-based, highly visible enforcement programs to educate community members about potentially dangerous driving behaviors and enforce traffic laws designed to protect them.

Education and enforcement are a sensible combination. Traffic safety campaigns are most successful when accompanied by public information. Paid media campaigns help in this effort. Telephone survey research offers insights into the effectiveness of those campaigns.

Funding will support contractual costs.

\$150,000 405(d) FAST Act Impaired Driving Low (flex)

2% of total \$7,678,000 designated to PT

\$1,463,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PT programs.

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

Alcohol-impaired fatalities have remained steady the past five years. Nearly one third of Michigan fatal crashes involved at least one impaired driver. Despite Michigan’s high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained.

C-1 Number of fatalities in traffic crashes

Target: Reduce fatalities from 985 fatalities in 2019 to 968.6 fatalities in 2021.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,629 in 2019 to 5,533.6 serious injuries in 2021.

C-3 Fatalities/VMT

Target: Prevent the fatalities/VMT rate from increasing from .95 fatalities/VMT in 2018 to no more than .982 fatalities/VMT in 2021. (2019 VMT not yet available.)

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

Target: Reduce unrestrained passenger vehicle occupant fatalities from 202 fatalities in 2019 to 190 fatalities in 2021.

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

Target: Prevent fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from increasing from 267 fatalities in 2018 to no more than 267 fatalities in 2021. (2019 FARS number not yet available.)

B-1 Statewide seat belt use rate

Target: Increase the statewide seat belt use rate from 94.4% in 2020 to 98% in 2021.

Funding will support contractual costs.

\$150,000 405(d) FAST Act Impaired Driving Low (flex)

2% of total \$7,678,000 designated to PT

\$1,463,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PT programs.

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

Alcohol-impaired fatalities have remained steady the past five years. Nearly one third of Michigan fatal crashes involved at least one impaired driver. Despite Michigan’s high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained.

Countermeasures that Work, Ninth Edition 2017: Chapter 2 (Seat Belts and Child Restraints), Section 3.1 (Communications and Outreach – Supporting Enforcement), pages 2-23.

Citation

“Effective, high-visibility communications and outreach are an essential part of successful seat belt law high-visibility enforcement programs (Solomon et al., 2003). Paid advertising can be a critical part of the media strategy. Paid advertising brings with it the ability to control message content, timing, placement, and repetition (Milano et al., 2004). Use: all high-visibility enforcement programs include communications and outreach strategies that use some combination of earned media (news stories) and paid advertising. Communications and outreach can be conducted at local, state, regional, or national levels.”

Funding will support contractual costs.

\$150,000 405(d) FAST Act Impaired Driving Low (flex)

2% of total \$7,678,000 designated to PT

\$1,463,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PT programs.

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

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Highway Safety Office Program Management	CP-21-02-c PM	E.11
Overtime DUI and Seat Belt Enforcement	PT-21-04+	D.1/E.1
Law Enforcement Engagement	CP-21-01-h Special Projects	D.4/E.4
Telephone Surveys	CP-21-03-e PI&E	D.3/E.3
Drive Sober or Get Pulled Over (DSOGPO) Mobilization Paid Advertising	CP-21-03-f PI&E	D.5/E.5

Mobilization Message Development Impaired Driving Creative	CP-21-03-g PI&E	D.6/E.6
Click It or Ticket (CIOT) Mobilization Paid Advertising	CP-21-03-h PI&E	D.7/E.7
Mobilization Message Development Seat Belt Creative	CP-21-03-i PI&E	D.8/E.8
Mobilization Communications and Outreach Banners	CP-21-03-j PI&E	D.9/E.9
Law Enforcement Outreach Liaison	CP-21-01-i Special Projects	D.2/E.2
Upper Peninsula Regional Law Enforcement Training	CP-21-01-k Special Projects	D.10/E.10

Appendix E.3 Planned Activity Form Police Traffic Services

Planned Activity Name	Telephone Surveys
Planned Activity Number	CP-21-03-e PI&E
Primary Countermeasure Strategy	Communication Campaign

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

Yes

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

Yes

Description of the Planned Activity

Telephone Surveys

Planned activity number	CP-21-03-e PI&E
Planned activity in GMSS	2021-3002 PT Research, Data, and Evaluation
GTS code	M6X-405d Impaired Driving Low
Benefit to locals	N/A
Grantee	OHSP PI&E

Grant amount, funding source	\$150,000	405(d) FAST Act Impaired Driving Low (flex)
Indirect cost rate	N/A	
Grant start-up	October 1	
Project objective(s)	Determine public perception of enforcement efforts and advertising message for traffic safety campaigns by conducting at least six sets of pre- and post-Telephone Surveys by September 30, 2021.	

Telephone surveys will be conducted to give the OHSP feedback on how drivers perceive and react to traffic safety programs. The surveys will allow the OHSP to adjust programming, if necessary, and develop plans based on current-year data.

Funding will support contractual costs.

Intended Subrecipients: OHSP PI&E

Countermeasure Strategies in Planned Activities

Fiscal Year	Countermeasure Strategy Name
2021	Communication Campaign

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

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	405(d) FAST Act Impaired Driving Low	405(d) FAST Act Impaired Driving Low (flex)	\$150,000	N/A	N/A

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

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

Appendix D.4 Countermeasure Strategy Form Police Traffic Services

Program Area Name: Police Traffic Services

Countermeasure Strategy: Short-term High Visibility Enforcement

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

Yes

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

Yes

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

Yes

Countermeasure Strategy Description

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

Alcohol-impaired fatalities have remained steady the past five years. Nearly one third of Michigan fatal crashes involved at least one impaired driver. Despite Michigan's high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained.

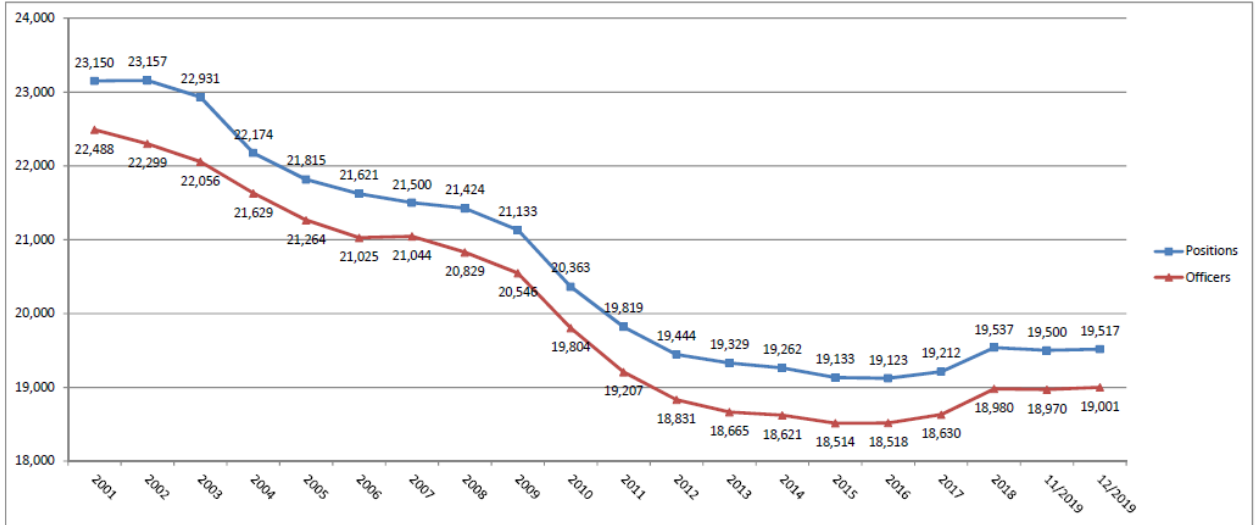
**Michigan Commission on Law Enforcement Standards
Law Enforcement Population Trends - December 2019**

Law Enforcement Agencies

Year	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	11/2019	12/2019	1 Month	Overall
Agencies	613	613	615	610	609	608	609	608	611	609	606	599	597	597	592	588	585	584	583	581	-2	-32

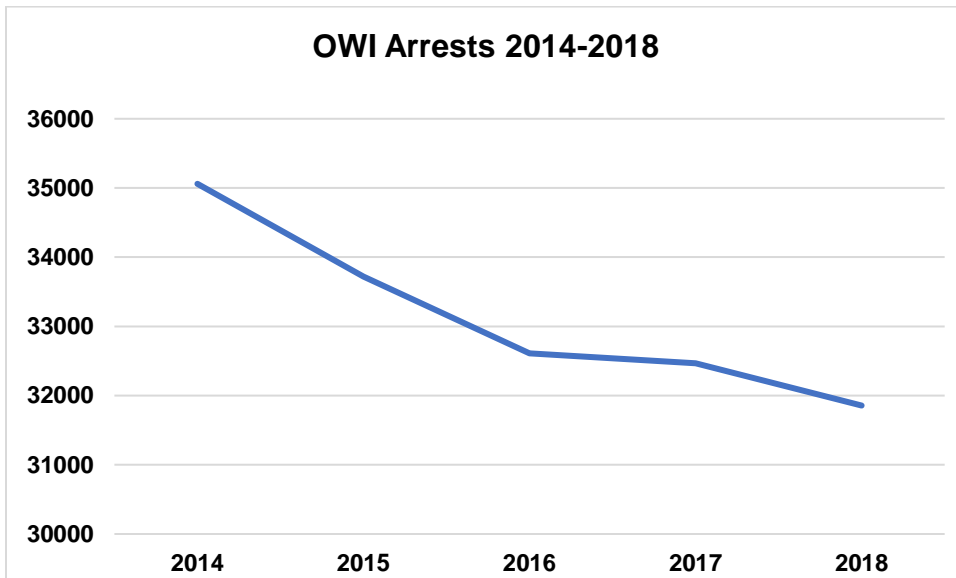
Law Enforcement Positions and Officers¹

Year	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	11/2019	12/2019	1 Month	Overall
Positions	23,150	23,157	22,931	22,174	21,815	21,621	21,500	21,424	21,133	20,363	19,819	19,444	19,329	19,262	19,133	19,123	19,212	19,537	19,500	19,517	17	-3,633
Officers	22,488	22,299	22,056	21,629	21,264	21,025	21,044	20,829	20,546	19,804	19,207	18,831	18,665	18,621	18,514	18,518	18,630	18,980	18,970	19,001	31	-3,487



¹ Positions, whether full or part time, include officers who may have multiple law enforcement employment relationships, i.e. one officer employed at two agencies counts as two positions. Historical data (2001-2018) is a snapshot of law enforcement positions taken on 12/31 of each calendar year. The 2019 data is current as of 12/31/2019.

OWI Arrests 2014-2018



A Michigan forum on Highway Traffic Safety and Enforcement was held in December 2019 with approximately 30 law enforcement leaders identified across Michigan. The goal was to gather feedback on current traffic safety and enforcement efforts, challenges, and future opportunities. The discussion identified the following reasons for reductions in traffic enforcement:

- lack of personnel, budgets, few if any have dedicated traffic units
- too busy with calls for service
- the time it takes to process an arrest
- perception – traffic enforcement is a money grab
- competing demand for time
- other opportunities for overtime
- lack of community support
- shortage of political support
- low levels of interest in traffic enforcement opportunities (millennials)

Funding will support registration, lodging, and meal costs.

\$3,000 402 FAST Act Police Traffic Services

Less than one percent of total \$7,678,000 designated to PT

\$1,463,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PT programs.

Benefit to local: \$3,000

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

Alcohol-impaired fatalities have remained steady the past five years. Nearly one third of Michigan fatal crashes involved at least one impaired driver. Despite Michigan's high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained.

C-1 Number of fatalities in traffic crashes

Target: Reduce fatalities from 985 fatalities in 2019 to 968.6 fatalities in 2021.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,629 in 2019 to 5,533.6 serious injuries in 2021.

C-3 Fatalities/VMT

Target: Prevent the fatalities/VMT rate from increasing from .95 fatalities/VMT in 2018 to no more than .982 fatalities/VMT in 2021. (2019 VMT not yet available.)

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

Target: Reduce unrestrained passenger vehicle occupant fatalities from 202 fatalities in 2019 to 190 fatalities in 2021.

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

Target: Prevent fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from increasing from 267 fatalities in 2018 to no more than 267 fatalities in 2021. (2019 FARS number not yet available.)

B-1 Statewide seat belt use rate

Target: Increase the statewide seat belt use rate from 94.4% in 2020 to 98% in 2021.

Funding will support registration, lodging, and meal costs.

\$3,000 402 FAST Act Police Traffic Services

Less than one percent of total \$7,678,000 designated to PT
 \$1,463,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PT programs.

Benefit to local: \$3,000

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

Alcohol-impaired fatalities have remained steady the past five years. Nearly one third of Michigan fatal crashes involved at least one impaired driver. Despite Michigan’s high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained.

Countermeasures that Work, Ninth Edition 2017: Chapter 1 Section 2.2 High Visibility Saturation Patrols

Citation

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

Funding will support registration, lodging, and meal costs.

\$3,000 402 FAST Act Police Traffic Services

Less than one percent of total \$7,678,000 designated to PT
 \$1,463,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PT programs.

Benefit to local: \$3,000

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

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Highway Safety Office Program Management	CP-21-02-c PM	E.11
Overtime DUI and Seat Belt Enforcement	PT-21-04+	D.1/E.1
Law Enforcement Engagement	CP-21-01-h Special Projects	D.4/E.4
Telephone Surveys	CP-21-03-e PI&E	D.3/E.3
Drive Sober or Get Pulled Over (DSOGPO) Mobilization Paid Advertising	CP-21-03-f PI&E	D.5/E.5
Mobilization Message Development Impaired Driving Creative	CP-21-03-g PI&E	D.6/E.6
Click It or Ticket (CIOT) Mobilization Paid Advertising	CP-21-03-h PI&E	D.7/E.7
Mobilization Message Development Seat Belt Creative	CP-21-03-i PI&E	D.8/E.8

Mobilization Communications and Outreach Banners	CP-21-03-j PI&E	D.9/E.9
Law Enforcement Outreach Liaison	CP-21-01-i Special Projects	D.2/E.2
Upper Peninsula Regional Law Enforcement Training	CP-21-01-k Special Projects	D.10/E.10

Appendix E.4 Planned Activity Form Police Traffic Services

Planned Activity Name	Law Enforcement Engagement
Planned Activity Number	CP-21-01-h Special Projects
Primary Countermeasure Strategy	Short-term High Visibility Enforcement

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

Yes

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

Yes

Description of the Planned Activity

Law Enforcement Engagement

Planned activity number	CP-21-01-h Special Projects	
Planned activity in GMSS	2021-3003 PT Education, Communication, and Outreach	
GTS code	PT-2021-Police Traffic Services	
Benefit to locals	Yes	
Grantee	OHSP Special Projects	
Grant amount, funding source	\$3,000	402 FAST Act Police Traffic Services
Indirect cost rate	N/A	
Grant start-up	October 1	
Project objective(s)	Increase the number of law enforcement partner e-mail contacts from 63 to at least 75 by September 30, 2021.	

Engaging with law enforcement officials will provide tools to increase effective traffic safety enforcement. The OHSP staff will exhibit at the Michigan Association of Chiefs of Police (MACP) mid-winter professional development conference February 5-7, 2021, in Grand Rapids and Michigan Sheriffs' Association (MSA) fall professional development and trade show October 11-13, 2020, in Traverse City. The OHSP staff will have traffic safety materials and a computer to demonstrate how the attendees can access traffic crash data using the Michigan traffic crash facts website. The OHSP staff will work with the MACP traffic safety committee and the Michigan Sheriff's Association committee to submit traffic safety agenda items for their annual conferences.

Funding will support supplies/operating costs.

Intended Subrecipients: OHSP Special Projects

Countermeasure Strategies in Planned Activities

Fiscal Year	Countermeasure Strategy Name
2021	Short-term High Visibility Enforcement

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

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	402 FAST Act	402 FAST Act Police Traffic Services	\$3,000	N/A	\$3,000

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

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

**Appendix D.5 Countermeasure Strategy Form
Police Traffic Services**

Program Area Name: Police Traffic Services

Countermeasure Strategy: Communication Campaign

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

Yes

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

Yes

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

Yes

Countermeasure Strategy Description

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

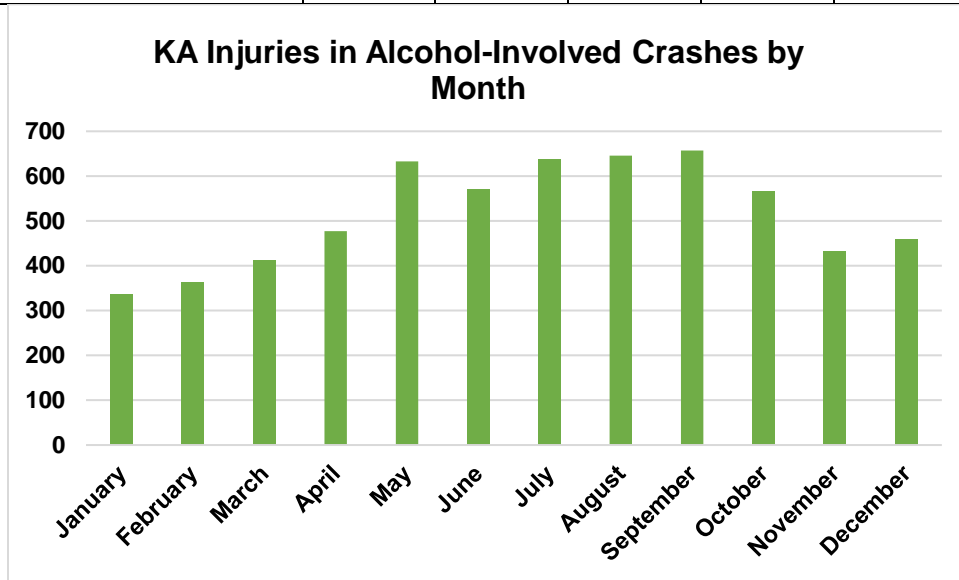
Alcohol-impaired fatalities have remained steady the past five years. Nearly one third of Michigan fatal crashes involved at least one impaired driver.

Law enforcement officials will continue to implement an evidence-based, highly visible enforcement program to educate community members about potentially dangerous driving behaviors and enforce traffic laws designed to protect them.

Traffic safety campaigns are most successful when accompanied by public information. The OHSP would continue to develop and assist with distribution of public information materials to enhance the enforcement efforts. As alcohol-involved crashes have caused 1,487 fatalities in the last five years, the OHSP seeks to use paid media to educate the public.

Fatalities and Suspected Serious Injuries 2014-2018						
	2014	2015	2016	2017	2018	Total
Fatalities	876	963	1,064	1,028	974	4,905
Suspected serious injuries	4,909	4,865	5,634	6,084	5,586	27,078

Total	5,785	5,828	6,698	7,112	6,560	31,983
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Fatalities and Suspected Serious Injuries in Alcohol-Involved Crashes 2014-2018						
	2014	2015	2016	2017	2018	Total
Fatalities	236	303	274	359	315	1,487
Suspected Serious Injuries	780	896	933	1,097	996	4,702
Total	1,016	1,199	1,207	1,456	1,311	6,189

Funding will support contractual costs.

\$1,000,000 402 FAST Act Paid Advertising
 \$13% of total \$7,678,000 designated to PT
 \$1,463,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PT programs.

Benefit to local: \$1,000,000

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

Alcohol-impaired fatalities have remained steady the past five years. Nearly one third of Michigan fatal crashes involved at least one impaired driver.

C-1 Number of fatalities in traffic crashes

Target: Reduce fatalities from 985 fatalities in 2019 to 968.6 fatalities in 2021.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,629 in 2019 to 5,533.6 serious injuries in 2021.

C-3 Fatalities/VMT

Target: Prevent the fatalities/VMT rate from increasing from .95 fatalities/VMT in 2018 to no more than .982 fatalities/VMT in 2021. (2019 VMT not yet available.)

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

Target: Prevent fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from increasing from 267 fatalities in 2018 to no more than 267 fatalities in 2021. (2019 FARS number not yet available.)

Funding will support contractual costs.

\$1,000,000 402 FAST Act Paid Advertising
 \$13% of total \$7,678,000 designated to PT
 \$1,463,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PT programs.
Benefit to local: \$1,000,000

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

Alcohol-impaired fatalities have remained steady the past five years. Nearly one third of Michigan fatal crashes involved at least one impaired driver.

Countermeasures that Work, Ninth Edition 2017: Chapter 1 (Alcohol and Drug Impaired Driving) Section 5.2 Mass Media Campaigns, pages 1-49.

Citation

“Most mass media campaigns are not evaluated. Elder et al. (2004) studied the few available high-quality evaluations. The campaigns being evaluated were carefully planned, well-funded, well-executed, achieved high levels of audience exposure (usually by using paid advertising), had high-quality messages that were pre-tested for effectiveness, and were conducted in conjunction with other impaired-driving activities. These mass media campaigns were associated with a 13% reduction in alcohol-related crashes. In general, mass media outreach works best when it is one part of a multifaceted campaign that includes HVE (see Sections 2.1, 2.2 in this chapter). Levy, Compton, and Dienstfrey (2004) documented the costs and media strategy of a high-quality national media campaign and its effects on driver knowledge and awareness.”

Funding will support contractual costs.

\$1,000,000 402 FAST Act Paid Advertising
 \$13% of total \$7,678,000 designated to PT
 \$1,463,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PT programs.
Benefit to local: \$1,000,000

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

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Highway Safety Office Program Management	CP-21-02-c PM	E.11
Overtime DUI and Seat Belt Enforcement	PT-21-04+	D.1/E.1
Law Enforcement Engagement	CP-21-01-h Special Projects	D.4/E.4
Telephone Surveys	CP-21-03-e PI&E	D.3/E.3
Drive Sober or Get Pulled Over (DSOGPO) Mobilization Paid Advertising	CP-21-03-f PI&E	D.5/E.5

Mobilization Message Development Impaired Driving Creative	CP-21-03-g PI&E	D.6/E.6
Click It or Ticket (CIOT) Mobilization Paid Advertising	CP-21-03-h PI&E	D.7/E.7
Mobilization Message Development Seat Belt Creative	CP-21-03-i PI&E	D.8/E.8
Mobilization Communications and Outreach Banners	CP-21-03-j PI&E	D.9/E.9
Law Enforcement Outreach Liaison	CP-21-01-i Special Projects	D.2/E.2
Upper Peninsula Regional Law Enforcement Training	CP-21-01-k Special Projects	D.10/E.10

Appendix E.5 Planned Activity Form Police Traffic Services

Planned Activity Name	Drive Sober or Get Pulled Over (DSOGPO) Mobilization Paid Advertising
Planned Activity Number	CP-21-03-f PI&E
Primary Countermeasure Strategy	Communication Campaign

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

Yes

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

Yes

Description of the Planned Activity

Drive Sober or Get Pulled Over (DSOGPO) Mobilization Paid Advertising

Planned activity number	CP-21-03-f PI&E
Planned activity in GMSS	2021-3003 PT Education, Communication, and Outreach
GTS code	PT-2021-Police Traffic Services
Benefit to locals	Yes
Grantee	OHSP PI&E

Grant amount, funding source	\$1,000,000	402 FAST Act Paid Advertising
Indirect cost rate	N/A	
Grant start-up	October 1	
Project objective(s)	Conduct up to three Drive Sober or Get Pulled Over impaired driving enforcement media campaigns by September 30, 2021.	

The OHSP will fund cooperative overtime enforcement during Drive Sober or Get Pulled over mobilizations at locations determined by a data-driven strategy. The proposed enforcement periods are in December 2020, July 2021, and August 2021.

Funding will support contractual costs.

Intended Subrecipients: OHSP PI&E

Countermeasure Strategies in Planned Activities

Fiscal Year	Countermeasure Strategy Name
2021	Communication Campaign

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

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	402 FAST Act	402 FAST Act Paid Advertising	\$1,000,000	N/A	\$1,000,000

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

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

**Appendix D.6 Countermeasure Strategy Form
Police Traffic Services**

Program Area Name: Police Traffic Services

Countermeasure Strategy: Communication Campaign

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

Yes

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

Yes

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

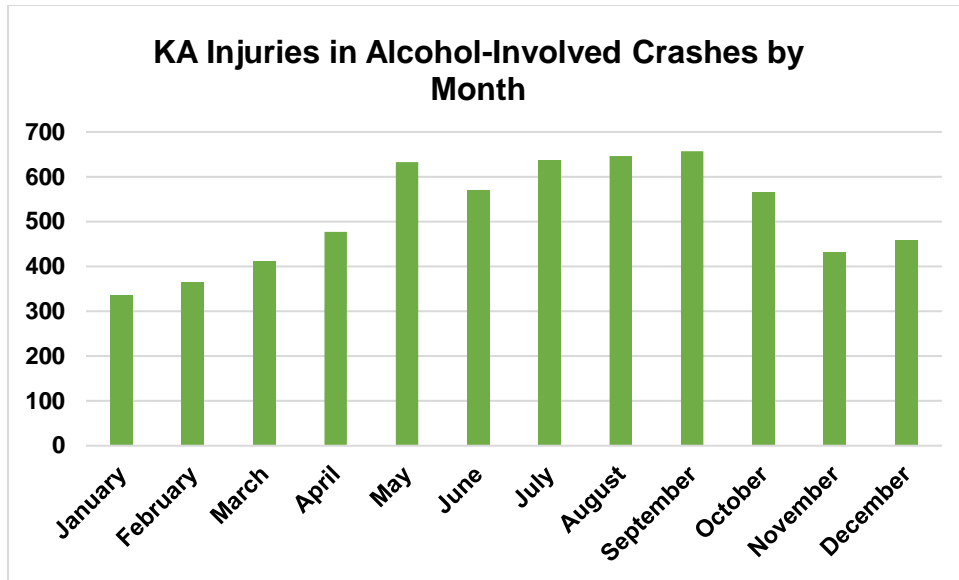
Yes

Countermeasure Strategy Description

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

Alcohol-impaired fatalities have remained steady the past five years. Nearly one third of Michigan fatal crashes involved at least one impaired driver.

Fatalities and Suspected Serious Injuries 2014-2018						
	2014	2015	2016	2017	2018	Total
Fatalities	876	963	1,064	1,028	974	4,905
Suspected Serious Injuries	4,909	4,865	5,634	6,084	5,586	27,078
Total	5,785	5,828	6,698	7,112	6,560	31,983



Fatalities and Suspected Serious Injuries in Alcohol-Involved Crashes 2014-2018						
	2014	2015	2016	2017	2018	Total
Fatalities	236	303	274	359	315	1,487
Suspected Serious Injuries	780	896	933	1,097	996	4,702
Total	1,016	1,199	1,207	1,456	1,311	6,189

The decisions and actions made by drivers can have devastating consequences. Law enforcement officials will continue to implement an evidence-based, highly visible enforcement program to educate community members about potentially dangerous driving behaviors and enforce traffic laws designed to protect them.

Traffic safety campaigns are most successful when accompanied by public information. The OHSP would continue to develop and assist with distribution of public information materials to enhance the enforcement efforts. As alcohol-involved crashes have caused 1,487 fatalities in the last five years, the OHSP seeks to freshen paid media materials and have resources when organizing paid media events to educate the public.

Funding will support contractual costs.

\$75,000 405(d) FAST Act Impaired Driving Low Paid Advertising

1% of total \$7,678,000 designated to PT

\$1,463,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PT programs.

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

Alcohol-impaired fatalities have remained steady the past five years. Nearly one third of Michigan fatal crashes involved at least one impaired driver.

C-1 Number of fatalities in traffic crashes

Target: Reduce fatalities from 985 fatalities in 2019 to 968.6 fatalities in 2021.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,629 in 2019 to 5,533.6 serious injuries in 2021.

C-3 Fatalities/VMT

Target: Prevent the fatalities/VMT rate from increasing from .95 fatalities/VMT in 2018 to no more than .982 fatalities/VMT in 2021. (2019 VMT not yet available.)

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

Target: Prevent fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from increasing from 267 fatalities in 2018 to no more than 267 fatalities in 2021. (2019 FARS number not yet available.)

Funding will support contractual costs.

\$75,000 405(d) FAST Act Impaired Driving Low Paid Advertising

1% of total \$7,678,000 designated to PT

\$1,463,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PT programs.

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

Alcohol-impaired fatalities have remained steady the past five years. Nearly one third of Michigan fatal crashes involved at least one impaired driver.

Countermeasures that Work, Ninth Edition 2017: Chapter 2, Section 3.1 (Communications and Outreach – Supporting Enforcement), pages 2-23.

Citation

“Effective, high-visibility communications and outreach are an essential part of successful seat belt law high-visibility enforcement programs (Solomon et al., 2003). Paid advertising can be a critical part of the media strategy. Paid advertising brings with it the ability to control message content, timing, placement, and repetition (Milano et al., 2004). Use: all high-visibility enforcement programs include communications and outreach strategies that use some combination of earned media (news stories) and paid advertising. Communications and outreach can be conducted at local, state, regional, or national levels.”

Funding will support contractual costs.

\$75,000 405(d) FAST Act Impaired Driving Low Paid Advertising

1% of total \$7,678,000 designated to PT

\$1,463,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PT programs.

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

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Highway Safety Office Program Management	CP-21-02-c PM	E.11
Overtime DUI and Seat Belt Enforcement	PT-21-04+	D.1/E.1
Law Enforcement Engagement	CP-21-01-h Special Projects	D.4/E.4
Telephone Surveys	CP-21-03-e PI&E	D.3/E.3

Drive Sober or Get Pulled Over (DSOGPO) Mobilization Paid Advertising	CP-21-03-f PI&E	D.5/E.5
Mobilization Message Development Impaired Driving Creative	CP-21-03-g PI&E	D.6/E.6
Click It or Ticket (CIOT) Mobilization Paid Advertising	CP-21-03-h PI&E	D.7/E.7
Mobilization Message Development Seat Belt Creative	CP-21-03-i PI&E	D.8/E.8
Mobilization Communications and Outreach Banners	CP-21-03-j PI&E	D.9/E.9
Law Enforcement Outreach Liaison	CP-21-01-i Special Projects	D.2/E.2
Upper Peninsula Regional Law Enforcement Training	CP-21-01-k Special Projects	D.10/E.10

Appendix E.6 Planned Activity Form Police Traffic Services

Planned Activity Name	Mobilization Message Development Impaired Driving Creative
Planned Activity Number	CP-21-03-g PI&E
Primary Countermeasure Strategy	Communication Campaign

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

Yes

Description of the Planned Activity

Mobilization Message Development Impaired Driving Creative

Planned activity number	CP-21-03-g PI&E	
Planned activity in GMSS	2021-3003 PT Education, Communication, and Outreach	
GTS code	FDLPEM-405d Low Paid/Earned Media	
Benefit to locals	N/A	
Grantee	OHSP PI&E	
Grant amount, funding source	\$75,000	405(d) FAST Act Impaired Driving Low Paid/Earned Media
Indirect cost rate	N/A	
Grant start-up	October 1	
Project objective(s)	Conduct an impaired driving awareness campaign, including the distribution of messages to the public, regarding traffic enforcement mobilizations by September 30, 2021.	

The OHSP will fund the creative process for developing materials for paid media as well as funding earned media efforts associated with overtime enforcement. Among the proposed enforcement periods are the drive sober or get pulled over campaigns in December 2020, July 2021, and August 2021.

Funding will support contractual costs.

Intended Subrecipients: OHSP PI&E

Countermeasure Strategies in Planned Activities

Fiscal Year	Countermeasure Strategy Name
2021	Communication Campaign

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

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	405(d) FAST Act Impaired Driving Low	405(d) FAST Act Impaired Driving Low Paid Advertising	\$75,000	N/A	N/A

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

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

Appendix D.7 Countermeasure Strategy Form Police Traffic Services

Program Area Name: Police Traffic Services

Countermeasure Strategy: Communication Campaign

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

Yes

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

Yes

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

Yes

Countermeasure Strategy Description

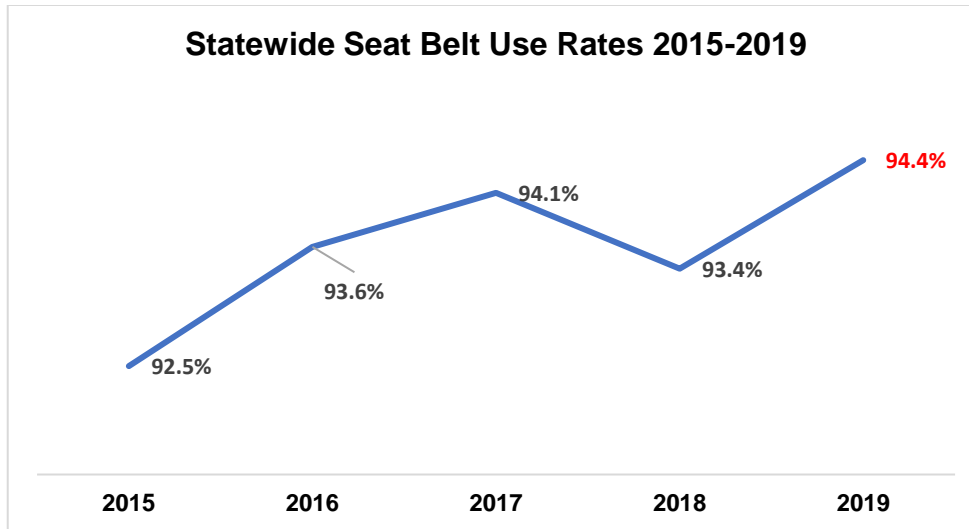
Assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Despite Michigan's high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained.

Unrestrained Passenger Vehicle Fatalities and Suspected Serious Injuries 2014-2018						
	2014	2015	2016	2017	2018	Total
Total	700	794	795	769	729	3,787
Unrestrained Passenger Vehicle Fatalities 2014-2018						
	2014	2015	2016	2017	2018	Total
Total	191	197	203	197	184	972
Fatalities and Suspected Serious Injuries 2014-2018						
	2014	2015	2016	2017	2018	Total
Fatalities	876	963	1,064	1,028	974	4,905
Suspected Serious Injuries	4,909	4,865	5,634	6,084	5,586	27,078
Total	5,785	5,828	6,698	7,112	6,560	31,983

Young men and drivers of pickup truck drivers continue to be groups with the lowest seat belt use rate in the state. Buckling up can reduce the risk of suspected serious injury or death by 45%. The overall state rate for all vehicles in 2020 was 94.4%.

Pick-Up Safety Belt Use Percentage Rate by Gender and Age 2014-2019						
	2014	2015	2016	2017	2018	2019
Male	89.7%	87.4%	89.2%	89.4%	89.3%	89.3%
Female	93.2%	93.5%	93.5%	94.2%	92.1%	93.4%
Age 16-29	86.2%	86.1%	88.2%	89.0%	87.7%	84.2%
State Overall	90.4%	92.5%	90.1%	90.5%	93.4%	90.2%



The decisions and actions made by drivers can have devastating consequences. Law enforcement officials will continue to implement an evidence-based, highly visible enforcement program to educate community members about potentially dangerous driving behaviors and enforce traffic laws designed to protect them.

Traffic safety campaigns are most successful when accompanied by public information. The OHSP would continue to develop and assist with distribution of public information materials to enhance the enforcement efforts. This will include advertisements that will run on television, radio, and on social media. There would be a statewide messaging effort with an emphasis on Detroit, Grand Rapids, Flint, and Bay City.

Funding will support contractual costs.

\$1,600,000 402 FAST Act Paid Advertising
 20.8% of total \$7,678,000 designated to PT
 \$1,463,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PT programs.

Benefit to local: \$1,600,000

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

Despite Michigan's high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained.

C-1 Number of fatalities in traffic crashes

Target: Reduce fatalities from 985 fatalities in 2019 to 968.6 fatalities in 2021.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,629 in 2019 to 5,533.6 serious injuries in 2021.

C-3 Fatalities/VMT

Target: Prevent the fatalities/VMT rate from increasing from .95 fatalities/VMT in 2018 to no more than .982 fatalities/VMT in 2021. (2019 VMT not yet available.)

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

Target: Reduce unrestrained passenger vehicle occupant fatalities from 202 fatalities in 2019 to 190 fatalities in 2021.

B-1 Statewide seat belt use rate

Target: Increase the statewide seat belt use rate from 94.4% in 2020 to 98% in 2021.

Funding will support contractual costs.

\$1,600,000 402 FAST Act Paid Advertising
20.8% of total \$7,678,000 designated to PT
\$1,463,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PT programs.

Benefit to local: \$1,600,000

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

Despite Michigan’s high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained.

Countermeasures that Work, Ninth Edition 2017: Chapter 2 (Seat belts and Child Restraints), Section 3 (Communications and Outreach), page 138.

Citation

“Effective, high-visibility communications and outreach are an essential part of successful seat belt law high-visibility enforcement programs (Solomon et al., 2003). Paid advertising can be a critical part of the media strategy. Paid advertising brings with it the ability to control message content, timing, placement, and repetition (Milano et al., 2004). Use: all high-visibility enforcement programs include communications and outreach strategies that use some combination of earned media (news stories) and paid advertising. Communications and outreach can be conducted at local, state, regional, or national levels.”

Funding will support contractual costs.

\$1,600,000 402 FAST Act Paid Advertising
20.8% of total \$7,678,000 designated to PT
\$1,463,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PT programs.

Benefit to local: \$1,600,000

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

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Highway Safety Office Program Management	CP-21-02-c PM	E.11
Overtime DUI and Seat Belt Enforcement	PT-21-04+	D.1/E.1
Law Enforcement Engagement	CP-21-01-h Special Projects	D.4/E.4
Telephone Surveys	CP-21-03-e PI&E	D.3/E.3
Drive Sober or Get Pulled Over (DSOGPO) Mobilization Paid Advertising	CP-21-03-f PI&E	D.5/E.5
Mobilization Message Development Impaired Driving Creative	CP-21-03-g PI&E	D.6/E.6

Click It or Ticket (CIOT) Mobilization Paid Advertising	CP-21-03-h PI&E	D.7/E.7
Mobilization Message Development Seat Belt Creative	CP-21-03-i PI&E	D.8/E.8
Mobilization Communications and Outreach Banners	CP-21-03-j PI&E	D.9/E.9
Law Enforcement Outreach Liaison	CP-21-01-i Special Projects	D.2/E.2
Upper Peninsula Regional Law Enforcement Training	CP-21-01-k Special Projects	D.10/E.10

Appendix E.7 Planned Activity Form Police Traffic Services

Planned Activity Name	Click It or Ticket (CIOT) Mobilization Paid Advertising
Planned Activity Number	CP-21-03-h PI&E
Primary Countermeasure Strategy	Communication Campaign

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

Yes

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

Yes

Description of the Planned Activity

Click It or Ticket (CIOT) Mobilization Paid Advertising

Planned activity number	CP-21-03-h PI&E	
Planned activity in GMSS	2021-3003 PT Education, Communication, and Outreach	
GTS code	PT-2021-Police Traffic Services	
Benefit to locals	Yes	
Grantee	OHSP PI&E	
Grant amount, funding source	\$1,600,000	402 FAST Act Paid Advertising
Indirect cost rate	N/A	
Grant start-up	October 1	

Project objective(s)	Conduct a media campaign on traffic enforcement mobilizations focusing on seat belt use by September 30, 2021.
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During overtime enforcement periods, paid advertising will be used to publicize the enforcement efforts to the public.

Funding will support contractual costs.

Intended Subrecipients: OHSP PI&E

Countermeasure Strategies in Planned Activities

Fiscal Year	Countermeasure Strategy Name
2021	Communication Campaign

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

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	402 FAST Act	402 FAST Act Paid Advertising	\$1,600,000	N/A	\$1,600,000

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

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

**Appendix D.8 Countermeasure Strategy Form
Police Traffic Services**

Program Area Name: Police Traffic Services

Countermeasure Strategy: Communication Campaign

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

Yes

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

Yes

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

Yes

Countermeasure Strategy Description

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

Despite Michigan’s high observed seat belt use rate, near half of the vehicle occupant fatalities in traffic crashes are unrestrained.

Law enforcement officials will continue to implement an evidence-based, highly visible enforcement program to educate community members about potentially dangerous driving behaviors and enforce traffic laws designed to protect them.

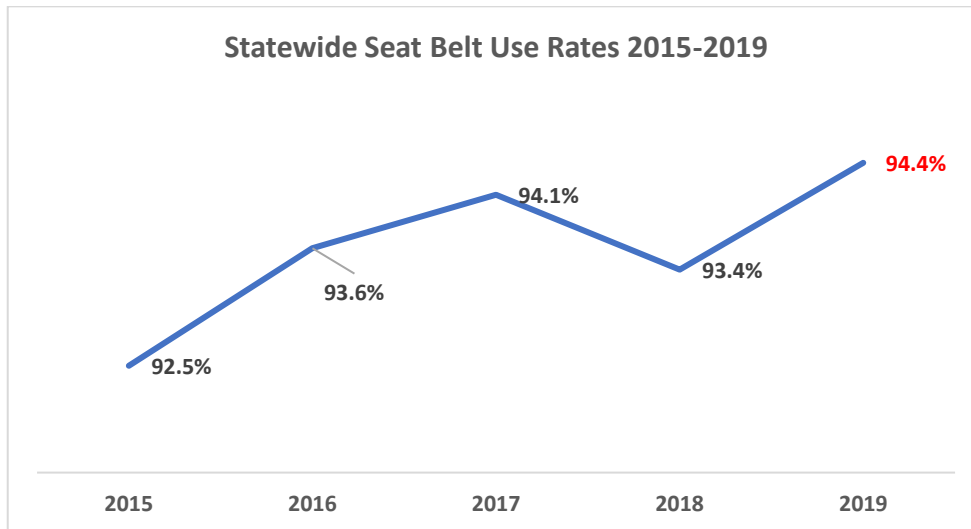
Traffic safety campaigns are most successful when accompanied by public information. The OHSP would continue to develop and assist with distribution of public information materials to enhance the enforcement efforts. The current seat belt use rate is 94.4%.

Unrestrained Passenger Vehicle Fatalities and Suspected Serious Injuries 2014-2018						
	2014	2015	2016	2017	2018	Total
Total	700	794	795	769	729	3,787
Unrestrained Passenger Vehicle Fatalities 2014-2018						
	2014	2015	2016	2017	2018	Total
Total	191	197	203	197	184	972
Fatalities and Suspected Serious Injuries 2014-2018						
	2014	2015	2016	2017	2018	Total
Fatalities	876	963	1,064	1,028	974	4,905
Suspected Serious Injuries	4,909	4,865	5,634	6,084	5,586	27,078
Total	5,785	5,828	6,698	7,112	6,560	31,983

Young men and drivers of pickup truck drivers continue to be groups with the lowest seat belt use rate in the state. Buckling up can reduce the risk of suspected serious injury or death by 45%.

Pick-Up Safety Belt Use Percentage Rate by Gender and Age 2014-2019						
	2014	2015	2016	2017	2018	2019
Male	89.7%	87.4%	89.2%	89.4%	89.3%	89.3%

Female	93.2%	93.5%	93.5%	94.2%	92.1%	93.4%
Age 16-29	86.2%	86.1%	88.2%	89.0%	87.7%	84.2%
State Overall	90.4%	92.5%	90.1%	90.5%	93.4%	90.2%



Funding will support contractual costs.

\$20,000 405(b) FAST Act Occupant Protection High Paid Advertising

Less than one percent of total \$7,678,000 designated to PT

\$1,463,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PT programs.

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

Despite Michigan's high observed seat belt use rate, near half of the vehicle occupant fatalities in traffic crashes are unrestrained.

C-1 Number of fatalities in traffic crashes

Target: Reduce fatalities from 985 fatalities in 2019 to 968.6 fatalities in 2021.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,629 in 2019 to 5,533.6 serious injuries in 2021.

C-3 Fatalities/VMT

Target: Prevent the fatalities/VMT rate from increasing from .95 fatalities/VMT in 2018 to no more than .982 fatalities/VMT in 2021. (2019 VMT not yet available.)

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

Target: Reduce unrestrained passenger vehicle occupant fatalities from 202 fatalities in 2019 to 190 fatalities in 2021.

B-1 Statewide seat belt use rate

Target: Increase the statewide seat belt use rate from 94.4% in 2020 to 98% in 2021.

Funding will support contractual costs.

\$20,000 405(b) FAST Act Occupant Protection High Paid Advertising
 Less than one percent of total \$7,678,000 designated to PT
 \$1,463,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PT programs.

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

Despite Michigan’s high observed seat belt use rate, near half of the vehicle occupant fatalities in traffic crashes are unrestrained.

Countermeasures that Work, Ninth Edition 2017: Chapter 2, Section 3.1 (Communications and Outreach – Supporting Enforcement) pages 2-23.

Citation

“Effective, high-visibility communications and outreach are an essential part of successful seat belt law high-visibility enforcement programs (Solomon et al., 2003). Paid advertising can be a critical part of the media strategy. Paid advertising brings with it the ability to control message content, timing, placement, and repetition (Milano et al., 2004). Use: all high-visibility enforcement programs include communications and outreach strategies that use some combination of earned media (news stories) and paid advertising. Communications and outreach can be conducted at local, state, regional, or national levels.”

Funding will support contractual costs.

\$20,000 405(b) FAST Act Occupant Protection High Paid Advertising
 Less than one percent of total \$7,678,000 designated to PT
 \$1,463,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PT programs.

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

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Highway Safety Office Program Management	CP-21-02-c PM	E.11
Overtime DUI and Seat Belt Enforcement	PT-21-04+	D.1/E.1
Law Enforcement Engagement	CP-21-01-h Special Projects	D.4/E.4
Telephone Surveys	CP-21-03-e PI&E	D.3/E.3
Drive Sober or Get Pulled Over (DSOGPO) Mobilization Paid Advertising	CP-21-03-f PI&E	D.5/E.5
Mobilization Message Development Impaired Driving Creative	CP-21-03-g PI&E	D.6/E.6
Click It or Ticket (CIOT) Mobilization Paid Advertising	CP-21-03-h PI&E	D.7/E.7
Mobilization Message Development Seat Belt Creative	CP-21-03-i PI&E	D.8/E.8
Mobilization Communications and Outreach Banners	CP-21-03-j PI&E	D.9/E.9

Law Enforcement Outreach Liaison	CP-21-01-i Special Projects	D.2/E.2
Upper Peninsula Regional Law Enforcement Training	CP-21-01-k Special Projects	D.10/E.10

Appendix E.8 Planned Activity Form

Police Traffic Services

Planned Activity Name	Mobilization Message Development Seat Belt Creative
Planned Activity Number	CP-21-03-i PI&E
Primary Countermeasure Strategy	Communication Campaign

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

Yes

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

Yes

Description of the Planned Activity

Mobilization Message Development Seat Belt Creative

Planned activity number	CP-21-03-i PI&E	
Planned activity in GMSS	2021-3003 PT Education, Communication, and Outreach	
GTS code	M1PE-405b High Public Education	
Benefit to locals	N/A	
Grantee	OHSP PI&E	
Grant amount, funding source	\$20,000	405(b) FAST Act Occupant Protection High Paid Advertising
Indirect cost rate	N/A	
Grant start-up	October 1	
Project objective(s)	Conduct a seat belt awareness campaign, including the distribution of messages to the public through earned media, regarding traffic enforcement mobilizations by September 30, 2021.	

The OHSP will fund cooperative overtime enforcement at locations determined by a data-driven strategy. Among the proposed enforcement periods is the click it or ticket campaign in May 2021. Message development will be conducted to alert the public about these enforcement efforts.

Funding will support contractual costs.

Intended Subrecipients: OHSP PI&E

Countermeasure Strategies in Planned Activities

Fiscal Year	Countermeasure Strategy Name
2021	Communication Campaign

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

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	405(b) FAST Act Occupant Protection High	405(b) FAST Act Occupant Protection High Paid Advertising	\$20,000	N/A	N/A

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

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

**Appendix D.9 Countermeasure Strategy Form
Police Traffic Services**

Program Area Name: Police Traffic Services

Countermeasure Strategy: Communication Campaign

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

Yes

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

Yes

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

Yes

Countermeasure Strategy Description

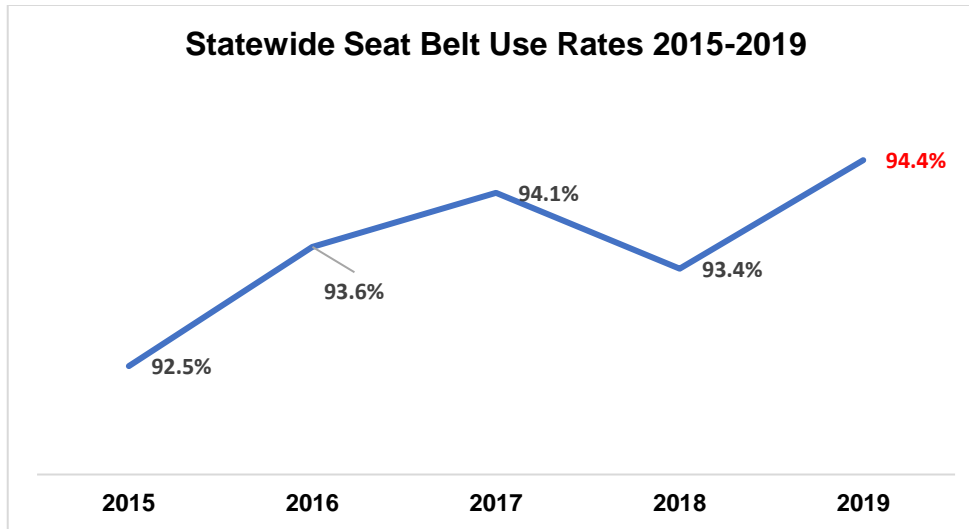
Assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Alcohol-impaired fatalities have remained steady the past five years. Nearly one third of Michigan fatal crashes involved at least one impaired driver. Despite Michigan's high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained.

Unrestrained Passenger Vehicle Fatalities and Suspected Serious Injuries 2014-2018						
	2014	2015	2016	2017	2018	Total
Total	700	794	795	769	729	3,787
Unrestrained Passenger Vehicle Fatalities 2014-2018						
	2014	2015	2016	2017	2018	Total
Total	191	197	203	197	184	972
Fatalities and Suspected Serious Injuries 2014-2018						
	2014	2015	2016	2017	2018	Total
Fatalities	876	963	1,064	1,028	974	4,905
Suspected Serious Injuries	4,909	4,865	5,634	6,084	5,586	27,078
Total	5,785	5,828	6,698	7,112	6,560	31,983

Young men and drivers of pickup truck drivers continue to be groups with the lowest seat belt use rate in the state. Buckling up can reduce the risk of suspected serious injury or death by 45%.

Pick-Up Safety Belt Use Percentage Rate by Gender and Age 2014-2019						
	2014	2015	2016	2017	2018	2019
Male	89.7%	87.4%	89.2%	89.4%	89.3%	89.3%
Female	93.2%	93.5%	93.5%	94.2%	92.1%	93.4%
Age 16-29	86.2%	86.1%	88.2%	89.0%	87.7%	84.2%
State Overall	90.4%	92.5%	90.1%	90.5%	93.4%	90.2%



Funding will support the supplies/operating costs.

\$30,000 402 FAST Act Police Traffic Services

Less than one percent of total \$7,678,000 designated to PT

\$1,463,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PT programs.

Benefit to local: \$30,000

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

Alcohol-impaired fatalities have remained steady the past five years. Nearly one third of Michigan fatal crashes involved at least one impaired driver. Despite Michigan's high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained.

C-1 Number of fatalities in traffic crashes

Target: Reduce fatalities from 985 fatalities in 2019 to 968.6 fatalities in 2021.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,629 in 2019 to 5,533.6 serious injuries in 2021.

C-3 Fatalities/VMT

Target: Prevent the fatalities/VMT rate from increasing from .95 fatalities/VMT in 2018 to no more than .982 fatalities/VMT in 2021. (2019 VMT not yet available.)

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

Target: Reduce unrestrained passenger vehicle occupant fatalities from 202 fatalities in 2019 to 190 fatalities in 2021.

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

Target: Prevent fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from increasing from 267 fatalities in 2018 to no more than 267 fatalities in 2021. (2019 FARS number not yet available.)

B-1 Statewide seat belt use rate

Target: Increase the statewide seat belt use rate from 94.4% in 2020 to 98% in 2021.

Funding will support the supplies/operating costs.

\$30,000 402 FAST Act Police Traffic Services

Less than one percent of total \$7,678,000 designated to PT

\$1,463,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PT programs.

Benefit to local: \$30,000

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

Alcohol-impaired fatalities have remained steady the past five years. Nearly one third of Michigan fatal crashes involved at least one impaired driver. Despite Michigan's high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained.

Countermeasures that Work, Ninth Edition 2017: Chapter 2 (Seat Belts and Child Restraints) Section 3.1 (Communications and Outreach – Supporting Enforcement) pages 2-23.

Citation

"Effective, high-visibility communications and outreach are an essential part of successful seat belt law high-visibility enforcement programs (Solomon et al., 2003). Paid advertising can be a critical part of the media strategy. Paid advertising brings with it the ability to control message content, timing, placement, and repetition (Milano et al., 2004). Use: all high-visibility enforcement programs include communications and outreach strategies that use some combination of earned media (news stories) and paid advertising. Communications and outreach can be conducted at local, state, regional, or national levels."

Funding will support the supplies/operating costs.

\$30,000 402 FAST Act Police Traffic Services

Less than one percent of total \$7,678,000 designated to PT

\$1,463,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PT programs.

Benefit to local: \$30,000

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

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Highway Safety Office Program Management	CP-21-02-c PM	E.11
Overtime DUI and Seat Belt Enforcement	PT-21-04+	D.1/E.1
Law Enforcement Engagement	CP-21-01-h Special Projects	D.4/E.4
Telephone Surveys	CP-21-03-e PI&E	D.3/E.3
Drive Sober or Get Pulled Over (DSOGPO) Mobilization Paid Advertising	CP-21-03-f PI&E	D.5/E.5
Mobilization Message Development Impaired Driving Creative	CP-21-03-g PI&E	D.6/E.6
Click It or Ticket (CIOT) Mobilization Paid Advertising	CP-21-03-h PI&E	D.7/E.7
Mobilization Message Development Seat Belt Creative	CP-21-03-i PI&E	D.8/E.8

Mobilization Communications and Outreach Banners	CP-21-03-j PI&E	D.9/E.9
Law Enforcement Outreach Liaison	CP-21-01-i Special Projects	D.2/E.2
Upper Peninsula Regional Law Enforcement Training	CP-21-01-k Special Projects	D.10/E.10

Appendix E.9 Planned Activity Form Police Traffic Services

Planned Activity Name	Mobilization Communications and Outreach Banners
Planned Activity Number	CP-21-03-j PI&E
Primary Countermeasure Strategy	Communications campaign

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

Yes

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

Yes

Description of the Planned Activity

Mobilization Communications and Outreach Banners

Planned activity number	CP-21-03-j PI&E	
Planned activity in GMSS	2021-3003 PT Education, Communication, and Outreach	
GTS code	PT-2021-Police Traffic Services	
Benefit to locals	Yes	
Grantee	OHSP PI&E	
Grant amount, funding source	\$30,000	402 FAST Act Police Traffic Services
Indirect cost rate	N/A	
Grant start-up	October 1	
Project objective(s)	Conduct an awareness campaign, including development and distribution of banners to law enforcement agencies, regarding traffic enforcement	

	mobilizations that focus on seat belt use and impaired driving by September 30, 2021.
--	---

The OHSP will fund four overtime enforcement periods – one Click it or Ticket and three Drive Sober or Get Pulled Over. One seat belt banner and one impaired driving banner will be provided in fy2021 to each law enforcement agency.

Funding will support the supplies/operating costs.

Intended Subrecipients: OHSP PI&E

Countermeasure Strategies in Planned Activities

Fiscal Year	Countermeasure Strategy Name
2021	Communication Campaign

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

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	402 FAST Act	402 FAST Act Police Traffic Services	\$30,000	N/A	\$30,000

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

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

**Appendix D.10 Countermeasure Strategy Form
Police Traffic Services**

Program Area Name: Police Traffic Services

Countermeasure Strategy: Short-term High Visibility Enforcement

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

Yes

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

Yes

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

Yes

Countermeasure Strategy Description

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

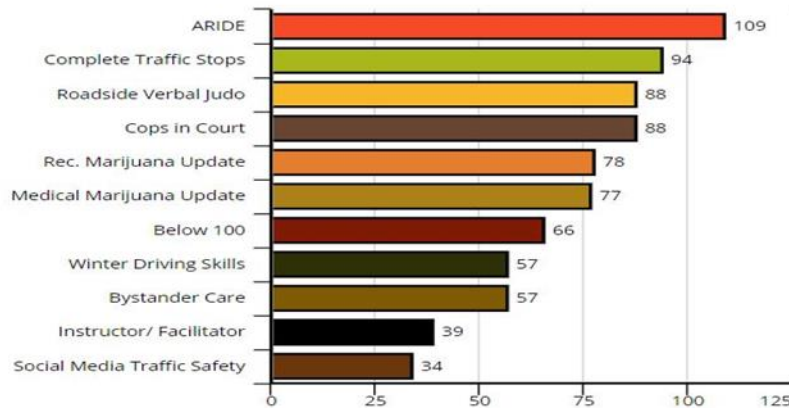
Alcohol-impaired fatalities have remained steady the past five years. Nearly one third of Michigan fatal crashes involved at least one impaired driver. Despite Michigan’s high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained.

The OHSP regional coordination office provides technical assistance, training opportunities, and leadership on traffic safety initiatives to the law enforcement community in the U.P. There are 594 local and county law enforcement officers in 53 agencies in the U.P., along with an additional 112 state troopers in seven posts, one outpost, and two detachment locations.

Nineteen departments have six or fewer officers, including working administrators. Attending training far from home is nearly impossible due to the difficulty in backfilling positions while personnel are gone.

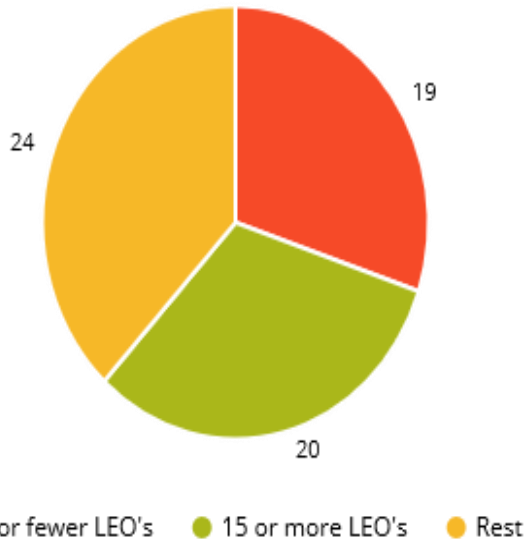
Upper Peninsula	2014	2015	2016	2017	2018	Total
Total K Injuries	23	25	32	39	35	154
Total A injuries	198	199	195	253	218	1063
Alcohol Impaired K	5	10	12	13	8	48
Alcohol Impaired A	46	38	31	67	44	226
Drug Impaired K	4	3	12	3	8	30
Drug Impaired A	6	9	23	20	15	73
Unrestrained K	5	10	8	10	9	42
Unrestrained A	18	24	25	35	23	125

2019 Law Enforcement Training Survey



(Surveys conducted in 2019: Feb 22, March 5-6, April 2, April 23-24)

Number of Law Enforcement Officers at U.P. Agencies



Funding will support contractual and supplies/operating costs.

\$4,000 402 FAST Act Police Traffic Services

Less than one percent of total \$7,678,000 designated to PT

\$1,463,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PT programs.

Benefit to local: \$4,000

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

Alcohol-impaired fatalities have remained steady the past five years. Nearly one third of Michigan fatal crashes involved at least one impaired driver. Despite Michigan's high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained.

C-1 Number of fatalities in traffic crashes

Target: Reduce fatalities from 985 fatalities in 2019 to 968.6 fatalities in 2021.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,629 in 2019 to 5,533.6 serious injuries in 2021.

C-3 Fatalities/VMT

Target: Prevent the fatalities/VMT rate from increasing from .95 fatalities/VMT in 2018 to no more than .982 fatalities/VMT in 2021. (2019 VMT not yet available.)

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

Target: Reduce unrestrained passenger vehicle occupant fatalities from 202 fatalities in 2019 to 190 fatalities in 2021.

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

Target: Prevent fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from increasing from 267 fatalities in 2018 to no more than 267 fatalities in 2021. (2019 FARS number not yet available.)

B-1 Statewide seat belt use rate

Target: Increase the statewide seat belt use rate from 94.4% in 2020 to 98% in 2021.

Funding will support contractual and supplies/operating costs.

\$4,000 402 FAST Act Police Traffic Services

Less than one percent of total \$7,678,000 designated to PT

\$1,463,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PT programs.

Benefit to local: \$4,000

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

Alcohol-impaired fatalities have remained steady the past five years. Nearly one third of Michigan fatal crashes involved at least one impaired driver. Despite Michigan's high observed seat belt use rate, nearly half of the vehicle occupant fatalities in traffic crashes are unrestrained.

Countermeasures that Work, Ninth Edition 2017: Chapter 1 (Alcohol and Drug-impaired Driving); Section 2 (Deterrence - Enforcement); pages 1-27.

Citation

"Deterrence means enacting laws that prohibit driving while impaired, publicizing and enforcing those laws, and punishing the offenders. Deterrence works by changing behavior through the fear of apprehension and punishment. If drivers believe that impaired driving is likely to be detected and that impaired drivers are likely to be arrested, convicted and punished, many will not drive while impaired by alcohol. This strategy, called general deterrence, influences the general driving public. An example of general deterrence would be well publicized and highly visible enforcement activities, such as sobriety

checkpoints. In contrast, specific deterrence refers to efforts to influence drivers who have been arrested for impaired driving, so they will not continue to drive while impaired by alcohol. An example of this approach would include ignition interlocks or vehicle sanctions for DWI offenders. Although most of the discussion in this section relates to alcohol-impaired driving, much of this information could be applied also to drug-impaired driving.

Deterrence works when consequences are swift, sure, and severe (with swift and sure being more important in affecting behavior than severe). All states have the basic laws in place to define impaired driving, set illegal per se limits at .08 bac, and provide standard penalties.”

Funding will support contractual and supplies/operating costs.

\$4,000 402 FAST Act Police Traffic Services

Less than one percent of total \$7,678,000 designated to PT

\$1,463,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PT programs.

Benefit to local: \$4,000

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

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Highway Safety Office Program Management	CP-21-02-c PM	E.11
Overtime DUI and Seat Belt Enforcement	PT-21-04+	D.1/E.1
Law Enforcement Engagement	CP-21-01-h Special Projects	D.4/E.4
Telephone Surveys	CP-21-03-e PI&E	D.3/E.3
Drive Sober or Get Pulled Over (DSOGPO) Mobilization Paid Advertising	CP-21-03-f PI&E	D.5/E.5
Mobilization Message Development Impaired Driving Creative	CP-21-03-g PI&E	D.6/E.6
Click It or Ticket (CIOT) Mobilization Paid Advertising	CP-21-03-h PI&E	D.7/E.7
Mobilization Message Development Seat Belt Creative	CP-21-03-i PI&E	D.8/E.8
Mobilization Communications and Outreach Banners	CP-21-03-j PI&E	D.9/E.9
Law Enforcement Outreach Liaison	CP-21-01-i Special Projects	D.2/E.2
Upper Peninsula Regional Law Enforcement Training	CP-21-01-k Special Projects	D.10/E.10

Appendix E.10 Planned Activity Form Police Traffic Services

Planned Activity Name	Upper Peninsula Regional Law Enforcement Training
Planned Activity Number	CP-21-01-k Special Projects
Primary Countermeasure Strategy	Short-term High Visibility Enforcement

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

Yes

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

Yes

Description of the Planned Activity

Upper Peninsula (UP) Regional Law Enforcement Training

Planned activity number	CP-21-01-k Special Projects	
Planned activity in GMSS	2021-6002 CP Special Projects (CP 01)	
GTS code	CP-2021-Community Traffic Safety Project	
Benefit to locals	Yes	
Grantee	OHSP-Special Projects	
Grant amount, funding source	\$4,000	402 FAST Act Police Traffic Services
Indirect cost rate	N/A	
Grant start-up	October 1	
Project objective(s)	Provide up to four training programs, including complete traffic stops and below 100, for Upper Peninsula law enforcement officers by September 30, 2021.	

The Upper Peninsula regional law enforcement training project will offer up to four sessions of traffic safety training to law enforcement officers across the region, with topics such as Complete Traffic Stops and Below 100. Offering classes in an UP location will allow more law enforcement personnel to attend, with the goal of reducing fatalities and suspected serious injuries in the region.

Funding will support contractual and supplies/operating costs.

Intended Subrecipients: OHSP Special Projects

Countermeasure Strategies in Planned Activities

Fiscal Year	Countermeasure Strategy Name
2021	Short-term High Visibility Enforcement

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

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	402 FAST Act	402 FAST Act Police Traffic Services	\$4,000	N/A	\$4,000

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

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

Appendix E.11 Planned Activity Form Police Traffic Services

Planned Activity Name	Highway Safety Office Program Management for Police Traffic Services
Planned Activity Number	CP-21-02-c PM
Primary Countermeasure Strategy	Highway Safety Office Program Management

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

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	402 FAST Act	402 FAST Act Program Management	\$1,463,000	N/A	N/A

Description of the Planned Activity

Program Management for Police Traffic Services

Planned activity number	CP-21-02-c PM	
Planned activity in GMSS	2021-10001 PA Program Management (CP 02)	
GTS code	PA-2021-Planning and Administration	
Benefit to locals	No	
Grantee	OHSP-Program Management Section	
Grant amount, funding source	\$1,463,000	402 FAST Act Program Management
Indirect cost rate	9.2%	
Grant start-up	October 1	

Funding will support the shared costs of the Program Management Team required to implement and manage the OHSP programs.

APPENDIX C PROGRAM AREA FORM NON-MOTORIZED SAFETY

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

Yes

Problem Identification

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

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

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

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

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

A five-year moving average is applied against the core performance measures from 2015-2019 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.

The OHSP worked with the UMTRI to develop predictive figures generated from a multi-variate change model for the target-setting process. The model incorporates factors such as gas prices, employment, income, gross domestic product (GDP), VMT, and alcohol consumption.

In the past five years, pedestrian and bicyclist fatalities have comprised an average of just over 18% of all traffic fatalities in Michigan.

	Michigan FARS and State Data	2015	2016	2017	2018	2019	2021 Goals
C-1	Traffic Fatalities (FARS)	967	1,065	1,030	974	985	968.6
C-2	Suspected Serious ("A") Injuries (State)	4,865	5,634	6,084	5,586	5,629	5,533.6
C-3	Fatalities Per 100 Million VMT (FARS)	0.99	1.07	1.01	0.95	*	.982
C-10	Pedestrian Fatalities (FARS)	166	163	156	142	149	174
C-11	Bicycle Fatalities (FARS)	33	38	21	21	21	39

*Not available for FY2021 planning process

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

Performance Measures

Fiscal Year	Performance Measure Name
2021	C-1 Reduce fatalities C-2 Reduce suspected serious injuries C-3 Reduce K/VT C-10 Reduce pedestrian fatalities C-11 Reduce bicyclist fatalities

Countermeasure Strategies

Fiscal Year	Countermeasure Strategy Name
2021	Highway Safety Office Program Management
	Communications Campaign
	Safe Routes to Schools
	Non-Motorized Safety Program Assessment (NHTSA Facilitated)
	Other: Community Safety Traffic Program
	Other: Pedestrian/Bicyclist Law Training

**APPENDIX D.1 COUNTERMEASURE STRATEGY FORM
NON-MOTORIZED SAFETY**

Program Area Name: Non-Motorized Safety

Countermeasure Strategy: Non-Motorized Safety Program Assessment (NHTSA Facilitated)

No questions applied to this activity.

Countermeasure Strategy Description

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

In the past five years, pedestrian and bicyclist fatalities have comprised an average of just over 18% of all traffic fatalities in Michigan.

Pedestrian Fatalities by City/Twp. 2014-2018 (Descending Rank)							
City/Township	2014	2015	2016	2017	2018	Total	Rank
Wayne Co: Detroit	41	46	32	27	37	183	1
Genesee Co: Flint	2	6	5	6	4	23	2
Kent Co: Grand Rapids	2	5	2	6	4	19	3
Macomb Co: Warren	2	3	5	2	3	15	4

Oakland Co: Pontiac	2	1	5	5	1	14	5
Wayne Co: Taylor	2	3	3	1	2	11	6
Wayne Co: Westland	1	5	4	0	1	11	6
Ingham Co: Lansing	3	1	0	4	2	10	8
Kent Co: Wyoming	1	3	1	2	2	9	9
Macomb Co: Roseville	0	2	3	3	1	9	9
Macomb Co: Sterling Heights	1	2	3	2	0	8	11
Oakland Co: Southfield	2	0	2	2	2	8	11
Washtenaw Co: Ypsilanti Twp.	0	0	3	5	0	8	11
Wayne Co: Dearborn	0	3	1	2	2	8	11
Genesee Co: Flint Twp.	0	0	3	2	2	7	15
Macomb Co: Chesterfield Twp.	0	2	2	1	2	7	15
Macomb Co: Clinton Twp.	2	2	2	0	1	7	15
Washtenaw Co: Ann Arbor	3	0	3	0	1	7	15
Wayne Co: Romulus	0	1	0	4	2	7	15
Macomb Co: Macomb Twp.	1	1	1	1	2	6	20
Monroe Co: Frenchtown Twp.	1	2	0	2	1	6	20
Rest of the State	82	82	85	81	73	403	N/A
Total	148	170	165	158	145	786	

Pedestrian Suspected Serious Injuries by City/Twp. 2014-2018 (Descending Rank)							
City/Township	2014	2015	2016	2017	2018	Total	Rank
Wayne Co: Detroit	60	57	50	79	83	329	1
Kent Co: Grand Rapids	13	19	28	29	24	113	2
Kalamazoo Co: Kalamazoo	7	12	9	8	9	45	3
Ingham Co: Lansing	10	7	7	14	5	43	4
Washtenaw Co: Ann Arbor	13	5	5	7	7	37	5
Kent Co: Wyoming	4	4	4	10	9	31	6
Macomb Co: Warren	4	8	5	8	6	31	6
Genesee Co: Flint	5	1	5	3	15	29	8
Oakland Co: Pontiac	6	6	2	7	8	29	8
Wayne Co: Dearborn	5	10	3	4	5	27	10
Macomb Co: Roseville	5	6	5	2	5	23	11
Jackson Co: Jackson	4	6	5	2	4	21	12
Washtenaw Co: Ypsilanti Twp.	4	3	3	6	4	20	13
Macomb Co: Clinton Twp.	5	4	3	5	2	19	14
Oakland Co: Southfield	5	3	3	4	3	18	15
Wayne Co: Westland	3	1	5	7	1	17	16
Wayne Co: Hamtramck	3	2	4	3	4	16	17

Wayne Co: Taylor	1	3	5	6	1	16	17
Ingham Co: East Lansing	4	3	3	4	1	15	19
Oakland Co: Farmington Hills	2	6	1	3	2	14	20
Rest of the State	202	224	208	233	220	1,087	N/A
Total	365	390	363	444	418	1,980	

Bicyclist Fatalities by City/Twp. 2014-2018 (Descending Rank)							
City/Township	2014	2015	2016	2017	2018	Total	Rank
Wayne Co: Detroit	3	1	4	0	2	10	1
Kalamazoo Co: Cooper Twp.	0	0	5	0	0	5	2
Kent Co: Grand Rapids	0	3	0	2	0	5	2
Washtenaw Co: Ann Arbor	1	2	0	1	0	4	4
Macomb Co: Clinton Twp.	0	1	0	1	1	3	5
Oakland Co: Pontiac	2	0	0	0	1	3	5
Ottawa Co: Holland	0	1	0	1	1	3	5
Cass Co: Ontwa Twp.	0	0	1	0	1	2	8
Clinton Co: Watertown Twp.	1	0	1	0	0	2	8
Gratiot Co: Alma	0	1	0	1	0	2	8
Isabella Co: Union Twp.	0	1	0	1	0	2	8
Jackson Co: Norvell Twp.	0	0	2	0	0	2	8
Kent Co: Wyoming	1	1	0	0	0	2	8
Oakland Co: Farmington Hills	0	1	0	1	0	2	8
Ottawa Co: Georgetown Twp.	1	0	0	0	1	2	8
St. Clair Co: Port Huron Twp.	2	0	0	0	0	2	8
Washtenaw Co: Augusta Twp.	0	1	0	0	1	2	8
Wayne Co: Canton Twp.	1	0	1	0	0	2	8
Wayne Co: Taylor	0	0	1	1	0	2	8
Rest of the State	9	20	23	12	13	77	N/A
Total	21	33	38	21	21	134	

Each city/twp. included in "Rest of the State" had exactly one bicyclist fatality in the five-year period.

Bicyclist Suspected Serious Injuries by City/Twp. 2014-2018 (Descending Rank)							
City/Township	2014	2015	2016	2017	2018	Total	Rank
Wayne Co: Detroit	8	13	19	24	10	74	1
Kent Co: Grand Rapids	4	8	4	7	5	28	2
Ingham Co: Lansing	4	5	6	4	6	25	3
Kalamazoo Co: Kalamazoo	4	2	1	2	7	16	4
Washtenaw Co: Ann Arbor	6	1	4	3	2	16	4
Oakland Co: Troy	3	5	0	3	4	15	6
Ingham Co: East Lansing	2	4	2	3	1	12	7
Kent Co: Wyoming	2	0	3	5	2	12	7

Macomb Co: Warren	1	0	3	4	2	10	9
Ottawa Co: Holland	1	2	1	3	3	10	9
Oakland Co: Pontiac	2	1	3	3	0	9	11
Wayne Co: Westland	2	2	1	2	2	9	11
Jackson Co: Jackson	1	2	4	0	1	8	13
Wayne Co: Dearborn	1	4	0	2	1	8	13
Macomb Co: Roseville	2	2	0	2	1	7	15
Macomb Co: Sterling Heights	0	0	3	2	2	7	15
Saginaw Co: Saginaw	2	3	2	0	0	7	15
Grand Traverse Co: Traverse City	0	1	2	0	3	6	18
Kalamazoo Co: Kalamazoo Twp.	1	2	1	0	2	6	18
Kalamazoo Co: Portage	2	3	0	0	1	6	18
Muskegon Co: Muskegon	0	2	1	2	1	6	18
Wayne Co: Redford Twp.	2	0	2	1	1	6	18
Wayne Co: Dearborn Heights	2	2	0	2	0	6	18
Rest of the State	83	78	96	83	79	419	N/A
Total	135	142	158	157	136	728	

Each city/twp. included in "Rest of the State" had five or fewer bicyclist suspected serious injuries in the five-year period.

Pedestrian Fatalities and Suspected Serious Injuries 2014-2018 by Month						
Crash Month	2014	2015	2016	2017	2018	Total
October	56	45	64	75	49	289
December	59	59	55	44	63	280
November	32	57	69	63	47	268
September	33	47	47	53	61	241
August	45	57	42	46	45	235
July	50	50	46	37	51	234
January	47	41	39	57	48	232
June	44	57	39	46	40	226
March	35	46	28	46	44	199
February	43	30	28	57	39	197
May	37	44	31	37	41	190
April	32	27	40	41	35	175
Total	513	560	528	602	563	2,766

Bicycle Fatalities and Suspected Serious Injuries 2014-2018 by Month						
Crash Month	2014	2015	2016	2017	2018	Total
August	21	34	33	28	30	146
June	25	21	34	24	23	127
September	26	21	27	26	24	124
July	27	25	21	28	18	119

May	20	18	15	15	17	85
October	8	16	22	18	16	80
November	11	8	20	7	5	51
April	6	11	11	9	6	43
December	6	7	4	5	4	26
January	2	4	4	9	5	24
March	3	6	4	6	5	24
February	1	4	1	3	4	13
Total	156	175	196	178	157	862

Factors that contribute to pedestrian and bicyclist fatality and suspected serious injury (KA) crashes are often on the local level. Local ordinances, special events, community diversity such as a university campus and a downtown city area, as well as infrastructure unique to a community all contribute to pedestrian and bicyclist safety at the local level. Law enforcement officers will implement an evidence-based, highly visible overtime enforcement program on pedestrian and bicycle safety laws to educate community members about illegal/dangerous walking, cycling and driving behaviors, and enforce traffic laws designed to protect them. There will be one overtime enforcement effort focused on keeping pedestrians safe in October 2020 and one overtime enforcement effort focused on keeping bicyclists safe in August 2021.

The OHSP works with the University of Michigan Transportation Research Institute (UMTRI) to provide location-specific data to each city identified. Critical factors such as day of week, time of day, and action prior to crash are reviewed. This comprehensive data presentation provides the law enforcement agencies with the tools needed to complete their strategic plan for the fiscal year. The strategic plan will include at least one focused overtime enforcement week effort and elective overtime shifts throughout the fiscal year as determined by local data analysis.

Stepped up traffic enforcement will take place in those cities which have the highest number of pedestrian and bicycle fatalities and suspected serious injuries in a five-year period. Local and regional law enforcement agencies are invited to work collaboratively on overtime enforcement for traffic laws designed to protect pedestrians and bicyclists.

This enforcement grant will be made available to only those cities that appear on both pedestrian/bicyclist KA lists (17 cities) and those that appear on the pedestrian KA lists (nine cities) for a total of 26 cities.

Cities with High Fatalities and/or Suspected Serious Injuries for BOTH Pedestrian & Bicyclists Ranked 2014-2018				
City	Pedestrian Fatality Rank	Pedestrian Suspected Serious Injury Rank	Bicyclist Fatality Rank	Bicyclist Suspected Serious Injury Rank
Detroit	1	1	1	1
Grand Rapids	3	2	2	2
Warren	4	6	n/a	9
Pontiac	5	8	5	11
Taylor	6	17	8	n/a
Westland	6	16	n/a	11
Lansing	8	4	n/a	3
Wyoming	9	6	8	7
Roseville	9	11	n/a	15
Sterling Heights	11	n/a	n/a	15

Dearborn	11	10	n/a	13
Clinton Twp.	15	14	5	n/a
Ann Arbor	15	5	4	4
Kalamazoo	n/a	3	n/a	4
Jackson	n/a	12	n/a	13
East Lansing	n/a	19	n/a	7
Farmington Hills	n/a	20	8	n/a

Cities with High Pedestrian Only Fatality and/or Suspected Serious Injury Ranked 2014-2018		
City	Pedestrian Only Fatality Rank	Pedestrian Only Suspected Serious Injury Rank
Flint	2	8
Southfield	11	15
Ypsilanti Twp.	11	13
Flint Twp.	15	n/a
Chesterfield Twp.	15	n/a
Romulus	15	n/a
Macomb Twp.	20	n/a
Frenchtown Twp.	20	n/a
Hamtramck	n/a	17

(The following section will be completed for each individual law enforcement grant city.)

“The city of [INSERT CITY NAME] had a total of [INSERT NUMBER] pedestrian fatalities and serious injuries and [INSERT NUMBER] bicyclist fatalities and serious injuries during a five-year period (2014-2018).

Law enforcement officers will implement a high visibility traffic enforcement program designed to protect pedestrians and bicyclists to educate community members about illegal/dangerous walking, cycling, and driving behaviors and enforce these traffic laws.

Several local law enforcement agencies have been part of this effort since FY2018 to fund overtime enforcement mobilizations on laws applicable to pedestrian and bicyclist safety. To supplement enforcement, the OHSP has recommended training opportunities and public education resources to these agencies for a comprehensive project. Designated enforcement mobilization weeks along with elective days based on each agency’s data-driven strategic plan have been used to report results to local news media.”

Funding will support overtime salaries and fringe benefits costs.

\$300,000 405(h) FAST Act Non-Motorized Law Enforcement

14.6% of total \$2,053,000 designated to PS

\$9,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PS programs.

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

In the past five years, pedestrian and bicyclist fatalities have comprised an average of just over 18% of all traffic fatalities in Michigan.

C-1 Number of fatalities in traffic crashes

Target: Reduce fatalities from 985 fatalities in 2019 to 968.6 fatalities in 2021.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,629 in 2019 to 5,533.6 serious injuries in 2021.

C-3 Fatalities/VMT

Target: Prevent the fatalities/VMT rate from increasing from .95 fatalities/VMT in 2018 to no more than .982 fatalities/VMT in 2021. (2019 VMT not yet available.)

C-10 Number of pedestrian fatalities

Target: Prevent pedestrian fatalities from increasing from 149 fatalities in 2019 to no more than 174 fatalities in 2021.

C-11 Number of bicyclist fatalities

Target: Prevent bicyclist fatalities from increasing from 21 fatalities in 2019 to no more than 39 fatalities in 2021.

Funding will support overtime salaries and fringe benefits costs.

\$300,000 405(h) FAST Act Non-Motorized Law Enforcement

14.6% of total \$2,053,000 designated to PS

\$9,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PS programs.

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

In the past five years, pedestrian and bicyclist fatalities have comprised an average of just over 18% of all traffic fatalities in Michigan.

Countermeasures That Work, Ninth Edition 2017: Chapter 8 (Pedestrian Safety), Section 4.4 (All Pedestrians Enforcement Strategies), pages 8-36.

Citation

“The purpose of enforcement strategies is to increase compliance with the pedestrian and motorist traffic laws that are most likely to enhance the safety of pedestrians in areas where crashes are happening or most likely to happen due to increased pedestrian and motorist exposure.

Behavioral pedestrian safety initiatives require improvements in unsafe driver and pedestrian behaviors. Once pedestrians and drivers are informed of the behavior changes needed and why they are important, enforcement often is necessary to encourage compliance for the same reasons found with seatbelt use, etc. Although enforcement was implied or stated for many of the earlier countermeasures, enforcement strategies and targeted enforcement deserve additional discussion in relation to pedestrian safety. Many enforcement or crosswalk operations use plainclothes officers to act as pedestrians crossing the street, typically with one or two uniformed officers observing for violations and another giving warnings or writing citations (NHTSA, 2014).

Traffic enforcement is most effective when it is highly visible and publicized, to reinforce the required behavior and to raise the expectation that failure to comply may result in legal consequences. Enforcement campaigns should be aimed at drivers and pedestrians, starting with the communications and outreach efforts that announce, describe, and publicize the traffic safety campaign through community meetings, media coverage, social media, mass emails, and signage (NHTSA, 2014).”

Funding will support overtime salaries and fringe benefit costs.

\$300,000 405(h) FAST Act Non-Motorized Law Enforcement

14.6% of total \$2,053,000 designated to PS

\$9,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PS programs.

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

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Highway Safety Office Program Management	CP-21-02-d PM	E.9
Elective Overtime Enforcement	PS-21-04+	D.1/E.1
Pedestrian and Bicycle Safety Law Enforcement Training	PS-21-01	D.2/E.2
Pedestrian and Bicycle Program Assessment Recommendation Implementation	PS-21-08	D.5/E.5
Detroit Safe Routes Ambassador Program	PS-21-02	D.8/E.8
Regional Hands-On Courses for Public Education of Pedestrian and Bicycle Laws	PS-21-01	D.3/E.3
Statewide Pedestrian Safety Campaign	CP-21-03-k PI&E	D.6/E.6
Statewide Bicyclist Safety Campaign	CP-21-03-l PI&E	D.7/E.7
Public Education on Pedestrian and Bicycle Laws for Driver Education Instructors	PS-21-01	D.4/E.4

APPENDIX E.1 PLANNED ACTIVITY FORM NON-MOTORIZED SAFETY

Planned Activity Name	Elective Overtime Enforcement
Planned Activity Number	PS-21-04+
Primary Countermeasure Strategy	Non-Motorized Safety Program Assessment (NHTSA Facilitated)

No questions applied to this activity.

Description of the Planned Activity

Elective Overtime Enforcement

Planned Activity Number	PS-21-04+	
Planned Activity in GMSS	2021-4001 PS Support, Training, and Enforcement	
GTS Code	FHLE-405h Law Enforcement	
Benefit to Locals	N/A	
Grantee	State, county, and local law enforcement	
Grant Amount, Funding Source	\$300,000	405(h) FAST Act Non-Motorized Law Enforcement

Indirect cost rate	Various
Grant Start-up	October 1
Project Objective(s)	Increase the number of law enforcement agencies, conducting pedestrian/bicyclist enforcement, from six agencies to up to 26 within the cities with the most pedestrian and bicyclist fatalities by September 30, 2021.

The OHSP will fund overtime enforcement mobilizations and campaigns to enforce state traffic laws applicable to pedestrian and bicycle safety, made available to 26 cities based on high fatality and suspected serious injury locations.

Law enforcement officers will implement a data-driven overtime enforcement program on pedestrian and bicycle safety laws to educate community members about illegal/dangerous walking, cycling and driving behaviors, and enforce traffic laws designed to protect them.

Funding will support overtime salaries and fringe benefits costs.

Intended Subrecipients: State, county, and local law enforcement

Countermeasure Strategies in Planned Activities

Fiscal Year	Countermeasure Strategy Name
2021	Non-Motorized Safety Program Assessment (NHTSA Facilitated)

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

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	405(h) FAST Act Non-Motorized Safety	405(h) FAST Act Non-Motorized Law Enforcement	\$300,000	\$75,000	N/A

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

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

APPENDIX D.2 COUNTERMEASURE STRATEGY FORM NON-MOTORIZED SAFETY

Program Area Name: Non-Motorized Safety

Countermeasure Strategy: Other: Pedestrian/Bicyclist Law Training

No questions applied to this activity.

Countermeasure Strategy Description

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

In the past five years, pedestrian and bicyclist fatalities have comprised an average of just over 18% of all traffic fatalities in Michigan.

Fatalities 2014-2018						
	2014	2015	2016	2017	2018	Total
Total	876	963	1,064	1,028	974	4,905

Pedestrian Fatalities in 2014-2018						
	2014	2015	2016	2017	2018	Total
Total	148	170	165	158	145	786

Pedestrian Suspected Serious Injuries in 2014-2018						
	2014	2015	2016	2017	2018	Total
Total	365	390	363	444	418	1,980

Bicyclist Fatalities in 2014-2018						
	2014	2015	2016	2017	2018	Total
Total	21	33	38	21	21	134

Bicyclist Suspected Serious Injuries 2014-2018						
	2014	2015	2016	2017	2018	Total
Total	135	142	158	157	136	728

Funding will support salaries, contractual, and supplies/operating costs.

\$61,000 405(h) FAST Act Non-Motorized Training

3% of total \$2,053,000 designated to PS

\$9,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PS programs.

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

In the past five years, pedestrian and bicyclist fatalities have comprised an average of just over 18% of all traffic fatalities in Michigan.

C-1 Number of fatalities in traffic crashes

Target: Reduce fatalities from 985 fatalities in 2019 to 968.6 fatalities in 2021.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,629 in 2019 to 5,533.6 serious injuries in 2021.

C-3 Fatalities/VMT

Target: Prevent the fatalities/VMT rate from increasing from .95 fatalities/VMT in 2018 to no more than .982 fatalities/VMT in 2021. (2019 VMT not yet available.)

C-10 Number of pedestrian fatalities

Target: Prevent pedestrian fatalities from increasing from 149 fatalities in 2019 to no more than 174 fatalities in 2021.

C-11 Number of bicyclist fatalities

Target: Prevent bicyclist fatalities from increasing from 21 fatalities in 2019 to no more than 39 fatalities in 2021.

Michigan pedestrian and bicyclist fatalities combined make up nearly 18% of all fatalities over the past five years. This data supports the need for a variety of countermeasures. This includes educating drivers, pedestrians, and bicyclists about traffic laws regarding safely sharing the road and recognizing the essential role law enforcement play in community enforcement, education, and outreach. Law enforcement training is an essential resource for conducting pedestrian and bicyclist mobilizations. The League of Michigan Bicyclists (LMB) has developed and implemented bicycle and pedestrian safety law projects since FY2017 to help reduce fatalities and suspected serious injuries.

The law enforcement training began in FY2017 with a curriculum focused on bicyclist laws. It has since expanded to include laws applicable to pedestrian and bicyclist safety. In FY2019, the LMB debuted the updated curriculum during six trainings for 77 law enforcement officers from 38 agencies. In FY2021, the LMB will continue to promote bicyclist and pedestrian safety through regional law enforcement trainings including conference and other event presentations, on traffic laws designed to protect pedestrians and bicyclists, such as the Michigan Traffic Safety Summit, the National Lifesavers Conference, and the Michigan Sheriff's Association Conference.

Funding will support salaries, contractual, and supplies/operating costs.

\$61,000 405(h) FAST Act Non-Motorized Training

3% of total \$2,053,000 designated to PS

\$9,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PS programs.

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

In the past five years, pedestrian and bicyclist fatalities have comprised an average of just over 18% of all traffic fatalities in Michigan.

Countermeasures That Work, Ninth Edition 2017: Chapter 8 Pedestrian Safety, Section 4.4 All Pedestrians Enforcement Strategies, pages 8-15, 8-36, and 8-37.

Citation

"The purpose of enforcement strategies is to increase compliance with the pedestrian and motorist traffic laws that are most likely to enhance the safety of pedestrians in areas where crashes are happening or most likely to happen due to increased pedestrian and motorist exposure.

Behavioral pedestrian safety initiatives require improvements in unsafe driver and pedestrian behaviors. Once pedestrians and drivers are informed of the behavior changes needed and why they are important, enforcement often is necessary to encourage compliance for the same reasons found with seatbelt use, etc. Although enforcement was implied or stated for many of the earlier countermeasures, enforcement strategies and targeted enforcement deserve additional discussion in relation to pedestrian safety. Many enforcement or crosswalk operations use plainclothes officers to act as pedestrians crossing the street, typically with one or two uniformed officers observing for violations and another giving warnings or writing citations (NHTSA, 2014).

Traffic enforcement is most effective when it is highly visible and publicized, to reinforce the required behavior and to raise the expectation that failure to comply may result in legal consequences.

Enforcement campaigns should be aimed at drivers and pedestrians, starting with the communications and outreach efforts that announce, describe, and publicize the traffic safety campaign through community meetings, media coverage, social media, mass emails, and signage (NHTSA, 2014).

A coordinated program of targeted enforcement should involve a range of support activities, such as communications and outreach to notify the public of the campaign, training law enforcement officers on enforcement procedures and pedestrian and crosswalk laws, and educating prosecutors and judges so they understand the purposes of the campaign and are prepared for the increase in citations enforcement will produce (NHTSA, 2014). Training for prosecutors and judges can help build the case for enforcement of traffic laws and planned enforcement operations with appropriate follow-up throughout the judicial system. A pilot study in North Carolina found that once more stringent prosecution was publicized, the court case load did not increase as feared, as more drivers paid their citations automatically (Hunter, Thomas, & Stewart, 2001).

The NHTSA's web-based law enforcement training course teaches law enforcement personnel the basics of pedestrian safety and targeted enforcement techniques and is available from the International Association of Directors of Law Enforcement Standards and Training (IADLEST), an international organization of training managers and executives dedicated to the improvement of public safety personnel. The IADLEST serves as the national forum of Peace Officer Standards and Training (POST) agencies, boards, and commissions as well as statewide training academies throughout the United States. Training officers or individual officers wishing to access the training, can submit a request for access: www.nhtsa.gov/pedestrian-safety/pedestrian-safety-training-law-enforcement. This resource will be updated in the coming years to include new pedestrian laws and engineering countermeasures to assist officers' understanding of how engineering, education, and enforcement play a vital role in pedestrian safety enforcement. Note this training is national in scope, so common themes and laws are addressed. Officers must look to their own states for specific laws. Some states are offering quick training and resources to supplement the NHTSA course with a state specific focus through bulletins, on-line, group in-person, or on the job training. As part of their Alert Today, Alive Tomorrow pedestrian safety campaign in Florida, for example, officers may sign up for overtime pedestrian crosswalk enforcement. However, they first must provide documentation that they have taken the NHTSA's web-based training (referenced above) and watched both their State specific Pedestrian Safety Roll Call for Law Enforcement (YouTube) and the Cycling Safety Roll Call for Law Enforcement (YouTube), each approximately 15 minutes.

As part of a Watch for Me pedestrian safety campaign, 118 police officers in North Carolina attended one-day workshops on pedestrian safety. In a pre-posttest evaluation, officers who participated scored 24% higher on knowledge surveys about pedestrians and driver yielding laws after taking the workshop (Sandt, LaJeunesse, Cohn, Pullen-Seufert, & Gallagher 2015). Only 14% of participating officers reported having taken a pedestrian and bicycle law course before. The NHTSA, Pedestrian Safety Enforcement Operations: How-To Guide (2015) offers law enforcement agencies a resource for setting up staged crosswalk enforcement operations, see:

<https://www.nhtsa.gov/sites/nhtsa.dot.gov/files/812059-pedestriansafetyenforceoperahowtoguide.pdf>.”

Funding will support salaries, contractual, and supplies/operating costs.

\$61,000 405(h) FAST Act Non-Motorized Training

3% of total \$2,053,000 designated to PS

\$9,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PS programs.

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

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Highway Safety Office Program Management	CP-21-02-d PM	E.9
Elective Overtime Enforcement	PS-21-04+	D.1/E.1
Pedestrian and Bicycle Law Enforcement Training	PS-21-01	D.2/E.2
Pedestrian and Bicycle Program Assessment Recommendation Implementation	PS-21-08	D.5/E.5
Detroit Safe Routes Ambassador Program	PS-21-02	D.8/E.8
Regional Hands-On Courses for Public Education of Pedestrian and Bicycle Laws	PS-21-01	D.3/E.3
Statewide Pedestrian Safety Campaign	CP-21-03-k PI&E	D.6/E.6
Statewide Bicyclist Safety Campaign	CP-21-03-l PI&E	D.7/E.7
Public Education on Pedestrian and Bicycle Laws for Driver Education Instructors	PS-21-01	D.4/E.4

APPENDIX E.2 PLANNED ACTIVITY FORM NON-MOTORIZED SAFETY

Planned Activity Name	Pedestrian and Bicycle Safety Law Enforcement Training
Planned Activity Number	PS-21-01
Primary Countermeasure Strategy	Other: Pedestrian/Bicyclist Law Training

No questions applied to this activity.

Description of the Planned Activity

Pedestrian and Bicycle Safety Law Enforcement Training

Planned Activity Number	PS-21-01	
Planned Activity in GMSS	2021-4001 PS Support, Training, and Enforcement	
GTS Code	FHTR-405h Training	
Benefit to Locals	N/A	
Grantee	League of Michigan Bicyclists (LMB)	
Grant Amount, Funding Source	\$61,000	405(h) FAST Act Non-Motorized Training
Indirect cost rate	10%	
Grant Start-up	October 1	
Project Objective(s)	Train up to 200 law enforcement officers in the 20 cities with the most pedestrian and bicyclist fatalities and suspected serious injuries by September 30, 2021.	

The LMB will promote bicyclist and pedestrian safety through regional law enforcement trainings including a conference and other event presentations, on traffic laws designed to protect pedestrians and bicyclists.

Funding will support salaries, contractual, and supplies/operating costs.

Intended Subrecipients: League of Michigan Bicyclists (LMB)

Countermeasure Strategies in Planned Activities

Fiscal Year	Countermeasure Strategy Name
2021	Other: Pedestrian/Bicyclist Law Training

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

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	405(h) FAST Act Non-Motorized Safety	405(h) FAST Act Non-Motorized Training	\$61,000	\$13,750	N/A

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

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

**APPENDIX D.3 COUNTERMEASURE STRATEGY FORM
NON-MOTORIZED SAFETY**

Program Area Name: Non-Motorized Safety

Countermeasure Strategy: Other: Pedestrian/Bicyclist Law Training

No questions applied to this activity.

Countermeasure Strategy Description

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

In the past five years, pedestrian and bicyclist fatalities have comprised an average of just over 18% of all traffic fatalities in Michigan.

Fatalities 2014-2018						
	2014	2015	2016	2017	2018	Total
Total	876	963	1,064	1,028	974	4,905

Pedestrian Fatalities 2014-2018

	2014	2015	2016	2017	2018	Total
Total	148	170	165	158	145	786

Pedestrian Suspected Serious Injuries 2014-2018						
	2014	2015	2016	2017	2018	Total
Total	365	390	363	444	418	1,980

Bicyclist Fatalities 2014-2018						
	2014	2015	2016	2017	2018	Total
Total	21	33	38	21	21	134

Bicyclist Suspected Serious Injuries 2014-2018						
	2014	2015	2016	2017	2018	Total
Total	135	142	158	157	136	728

Michigan pedestrian and bicyclist fatalities combined make up nearly 18% of all fatalities over the past five years. This data supports the need for a variety of countermeasures. This includes educating drivers, pedestrians and bicyclists about traffic laws designed to protect pedestrians and bicyclists, including 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 since FY2017 to help reduce injuries and fatalities. These projects include a series of education videos that demonstrates bicyclist-related laws, regional law enforcement trainings across the state on bicycle and pedestrian safety laws, and an online roadway safety quiz on laws related to pedestrian and bicyclist safety.

Without formal training or licensing requirements, bicyclists can benefit from training regarding state laws on nonmotorized safety. New public education initiatives beginning in FY2020 include reaching bicyclists themselves through short segmented courses that are in-person and hands-on and hosting League of American Bicyclists League Certified Instructor courses. This work will continue in FY2021. The courses will be held in the areas where the most fatalities and suspected serious injuries for bicyclists occur. This will be a multi-year project.

Funding will support salaries, contractual, and supplies/operating costs.

\$36,000 Total

\$21,000 405(h) FAST Act Non-Motorized Public Education

\$15,000 402 FAST Act Pedestrian/Bicycle Safety

1.7% of total \$2,053,000 designated to PS

\$9,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PS programs.

Benefit to local: \$15,000

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

In the past five years, pedestrian and bicyclist fatalities have comprised an average of just over 18% of all traffic fatalities in Michigan.

C-1 Number of fatalities in traffic crashes

Target: Reduce fatalities from 985 fatalities in 2019 to 968.6 fatalities in 2021.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,629 in 2019 to 5,533.6 serious injuries in 2021.

C-3 Fatalities/VMT

Target: Prevent the fatalities/VMT rate from increasing from .95 fatalities/VMT in 2018 to no more than .982 fatalities/VMT in 2021. (2019 VMT not yet available.)

C-10 Number of pedestrian fatalities

Target: Prevent pedestrian fatalities from increasing from 149 fatalities in 2019 to no more than 174 fatalities in 2021.

C-11 Number of bicyclist fatalities

Target: Prevent bicyclist fatalities from increasing from 21 fatalities in 2019 to no more than 39 fatalities in 2021.

Funding will support salaries, contractual, and supplies/operating costs.

\$36,000 Total

\$21,000 405(h) FAST Act Non-Motorized Public Education

\$15,000 402 FAST Act Pedestrian/Bicycle Safety

1.7% of total \$2,053,000 designated to PS

\$9,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PS programs.

Benefit to local: \$15,000

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

In the past five years, pedestrian and bicyclist fatalities have comprised an average of just over 18% of all traffic fatalities in Michigan.

Countermeasures That Work, Ninth Edition 2017: Chapter 9 Bicycle Safety, Section 3.1 All Bicyclists – Active Lighting and Rider Conspicuity, pages 9-23 through 9-25.

Citation

“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 (Raborn et al., 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).

New bicycles must be sold with reflectors meeting the CPSC requirements. The reflectors may improve a bicycle’s night-time visibility when they are illuminated by motor vehicle lights approaching from behind. Active bicycle lighting requires the user turn it on/off to activate it versus a passive light (reflector). Active bicycle lighting can also be critical for the detection of bicyclists coming toward the path of a motor vehicle because the bicyclist is outside the vehicle’s headlight beam until the last moment (Raborn, et al., 2008). In most states and jurisdictions, bicycles ridden after dark are required by law to have active white front lights and most states also require red rear reflectors or active lights. White in front and red in rear is meant to replicate the lighting used in motorized vehicles. Some state laws have specific requirements for the power of the light, i.e., ability to see the light at a certain distance of feet ahead. Some laws, such as in Oregon, require bicycle lighting not only at night, but also in other less than favorable conditions. Efforts to increase enforcement of laws requiring use of lights is needed to maximize use (Raborn et al., 2008).

Communications and outreach to the general public and law enforcement officers about State and local laws regarding the use of active bicycle lighting (and other conspicuity aids) should be provided.

However, a recent study from Australia found the use of a bicycle light alone, whether static or flashing, did not enhance the conspicuity of the bicyclist among study drivers, so additional measures to improve conspicuity (such as clothing or reflective leg straps) may be needed (Wood et al., 2012).

Most bicycles do not come equipped with permanently mounted lighting (Osberg, Stiles, & Asare, 1998). Newer mounting devices may, however, make it easy to attach or remove lights as needed. Many currently available lights may also be easily switched from continuously lit to flashing modes. Batteries also last much longer with LED lighting, increasing convenience.

Additional materials attached to bicyclists or their bikes can increase rider conspicuity day or night. For daytime, bright-colored or fluorescent clothing, including shirts, vests, caps, etc., make the bicyclist more noticeable. In low light conditions (e.g. rain, fog) and at night, the same items can have retroreflective (reflects light directly back toward the original source of light) materials incorporated in them, to make the bicyclist more visible and identifiable from much greater distances. Retroreflective bicycle tires, and now frames, are also available. For example, bright neon tubes are designed to be mounted on the bicycle frame, where they cast a bright, broad pattern of light onto the roadway, creating the illusion of a vehicle much wider than a bicycle. Lower cost stickers to put on rims (or cyclist extremities) and other parts of the bike are also available. Pedal reflectors are another option and may help drivers identify cyclists and estimate their speeds based on pedal rotations, though further research is needed. Lights also may be applied to helmets or backpacks to make the rider more conspicuous to other vehicles. Other emerging active lighting technologies may also enhance conspicuity of nighttime cyclists when used. Lights or reflective material attached to moving extremities (i.e., wrists and ankles) can create the perception of human movement and increase cyclist visibility (Koo & Huang, 2015; Karsch, Hedlund, Tyson & Leaf, 2012). A study of the effectiveness of different configurations of flashing lights on bicyclists' joints found that lights placed on the lower body (hips, knees, and ankles) were the most effective in increasing bicyclist visibility (Koo & Huang, 2015). See also Chapter 8 Section 4.3 on pedestrian conspicuity measures for more information.”

Funding will support salaries, contractual, and supplies/operating costs.

\$36,000 Total

\$21,000 405(h) FAST Act Non-Motorized Public Education

\$15,000 402 FAST Act Pedestrian/Bicycle Safety

1.7% of total \$2,053,000 designated to PS

\$9,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PS programs.

Benefit to local: \$15,000

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

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Highway Safety Office Program Management	CP-21-02-d PM	E.9
Elective Overtime Enforcement	PS-21-04+	D.1/E.1
Pedestrian and Bicycle Law Enforcement Training	PS-21-01	D.2/E.2
Pedestrian and Bicycle Program Assessment Recommendation Implementation	PS-21-08	D.5/E.5
Detroit Safe Routes Ambassador Program	PS-21-02	D.8/E.8

Regional Hands-On Courses for Public Education of Pedestrian and Bicycle Laws	PS-21-01	D.3/E.3
Statewide Pedestrian Safety Campaign	CP-21-03-k PI&E	D.6/E.6
Statewide Bicyclist Safety Campaign	CP-21-03-l PI&E	D.7/E.7
Public Education on Pedestrian and Bicycle Laws for Driver Education Instructors	PS-21-01	D.4/E.4

APPENDIX E.3 PLANNED ACTIVITY FORM NON-MOTORIZED SAFETY

PLANNED ACTIVITY NAME	Regional Hands-On Courses for Public Education of Pedestrian and Bicycle Laws
PLANNED ACTIVITY NUMBER	PS-21-01
PRIMARY COUNTERMEASURE STRATEGY	Other: Pedestrian/Bicyclist Law Training

No questions applied to this activity.

Description of the Planned Activity

Regional Hands-On Courses for Public Education of Pedestrian and Bicycle Laws

Planned Activity Number	PS-21-01	
Planned Activity in GMSS	2021-4001 PS Support, Training, and Enforcement	
GTS Code	FHPE-405h Public Education	
Benefit to Locals	Yes (\$15,000)	
Grantee	League of Michigan Bicyclists (LMB)	
Grant Amount, Funding Source	\$21,000	405(h) FAST Act Non-Motorized Public Education
Grant Amount, Funding Source	\$15,000	402 FAST Act Pedestrian/Bicycle Safety
Indirect cost rate	10%	
Grant Start-up	October 1	
Project Objective(s)	Increase the number of people educated on traffic laws designed to protect bicyclists to more than 40 people by September 30, 2021.	

The LMB will promote bicyclist and pedestrian safety, with a focus on active lighting and rider conspicuity, through regional pedestrian and bicycle laws public education through implementing a series of segmented courses that are in-person and hands-on to educate bicyclists on pedestrian and bicyclist safety laws. The LMB will also work with national organizations, such as the League of American Bicyclists, to complete this project.

Funding will support salaries, contractual, and supplies/operating costs.

Intended Subrecipients: League of Michigan Bicyclists (LMB)

Countermeasure Strategies in Planned Activities

Fiscal Year	Countermeasure Strategy Name
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2021	Other: Pedestrian/Bicyclist Law Training
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Federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit (as applicable).

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	405(h) FAST Act Non-Motorized Safety	405(h) FAST Act Non-Motorized Public Education	\$20,000	\$3,000	N/A
2020	402 FAST Act	402 FAST Act Pedestrian/Bicycle Safety	\$15,000	N/A	\$15,000

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

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

APPENDIX D.4 COUNTERMEASURE STRATEGY FORM NON-MOTORIZED SAFETY

Program Area Name: Non-Motorized Safety

Countermeasure Strategy: Share the Road

No questions applied to this activity.

Countermeasure Strategy Description

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

In the past five years, pedestrian and bicyclist fatalities have comprised an average of just over 18% of all traffic fatalities in Michigan.

Fatalities 2014-2018						
	2014	2015	2016	2017	2018	Total
Total	876	963	1,064	1,028	974	4,905

Pedestrian Fatalities 2014-2018						
	2014	2015	2016	2017	2018	Total
Total	148	170	165	158	145	786

Pedestrian Suspected Serious Injuries 2014-2018						
	2014	2015	2016	2017	2018	Total
Total	365	390	363	444	418	1,980

Bicyclist Fatalities 2014-2018						
	2014	2015	2016	2017	2018	Total
Total	21	33	38	21	21	134

Bicyclist Suspected Serious Injuries 2014-2018						
	2014	2015	2016	2017	2018	Total
Total	135	142	158	157	136	728

Funding will support salaries, contractual, and supplies/operating costs.

\$6,000 405(h) FAST Act Non-Motorized Public Education

Less than one percent of total \$2,053,000 designated to PS

\$9,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PS programs.

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

In the past five years, pedestrian and bicyclist fatalities have comprised an average of just over 18% of all traffic fatalities in Michigan.

C-1 Number of fatalities in traffic crashes

Target: Reduce fatalities from 985 fatalities in 2019 to 968.6 fatalities in 2021.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,629 in 2019 to 5,533.6 serious injuries in 2021.

C-3 Fatalities/VMT

Target: Prevent the fatalities/VMT rate from increasing from .95 fatalities/VMT in 2018 to no more than .982 fatalities/VMT in 2021. (2019 VMT not yet available.)

C-10 Number of pedestrian fatalities

Target: Prevent pedestrian fatalities from increasing from 149 fatalities in 2019 to no more than 174 fatalities in 2021.

C-11 Number of bicyclist fatalities

Target: Prevent bicyclist fatalities from increasing from 21 fatalities in 2019 to no more than 39 fatalities in 2021.

Funding will support salaries, contractual, and supplies/operating costs.

\$6,000 405(h) FAST Act Non-Motorized Public Education

Less than one percent of total \$2,053,000 designated to PS

\$9,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PS programs.

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

In the past five years, pedestrian and bicyclist fatalities have comprised an average of just over 18% of all traffic fatalities in Michigan.

Countermeasures That Work, Ninth Edition 2017: Chapter 9 Bicycle Safety, Section 4.2 Drivers and Bicyclists Share the Road Awareness Programs, pages 9-12, 9-30, A9-19, and A9-20.

Citation

“The purpose of Share the Road programs is to increase drivers’ awareness of bicyclists’ rights and the need for mutual respect of bicyclists on the roadway. Campaign education efforts are intended to improve the safety of all road users, including bicyclists and to enhance the understanding and compliance with relevant traffic laws.

The purpose of Share the Road programs is to increase drivers’ awareness of bicyclists, as well as improve both bicyclist and driver compliance with relevant traffic laws. *The National Strategies for Advancing Bicycle Safety* was developed from a July 2000 conference of bicycle advocates, injury prevention specialists, and government representatives (NHTSA, 2001). The result was five goals, each with a series of strategies and action steps. The first goal, Motorists Will Share the Road, called for the creation of a “coordinated ‘Share the Road’ public education campaign that can be adapted at the State and local levels.”

For an example of communication and outreach material, see www.pedbikeinfo.org/ee/ed_-motorist.htm?/ee/ed_motorist.htm. The AAA created a series of Share the Road promotional videos in partnership with the Share the Road Cycling Coalition and the Canadian Automobile Association. These videos can be accessed at exchange.aaa.com/safety/bicycle-safety.”

Funding will support salaries, contractual, and supplies/operating costs.

\$6,000 405(h) FAST Act Non-Motorized Public Education

Less than one percent of total \$2,053,000 designated to PS

\$9,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PS programs.

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

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Highway Safety Office Program Management	CP-21-02-d PM	E.9
Elective Overtime Enforcement	PS-21-04+	D.1/E.1
Pedestrian and Bicycle Law Enforcement Training	PS-21-01	D.2/E.2
Pedestrian and Bicycle Program Assessment Recommendation Implementation	PS-21-08	D.5/E.5
Detroit Safe Routes Ambassador Program	PS-21-02	D.8/E.8
Regional Hands-On Courses for Public Education of Pedestrian and Bicycle Laws	PS-21-01	D.3/E.3
Statewide Pedestrian Safety Campaign	CP-21-03-k PI&E	D.6/E.6
Statewide Bicyclist Safety Campaign	CP-21-03-l PI&E	D.7/E.7
Public Education on Pedestrian and Bicycle Safety Laws for Driver Education Instructors	PS-21-01	D.4/E.4

APPENDIX E.4 PLANNED ACTIVITY FORM NON-MOTORIZED SAFETY

Planned Activity Name	Public Education on Pedestrian and Bicycle Safety Laws for Driver Education Instructors
Planned Activity Number	PS-21-01
Primary Countermeasure Strategy	Share the Road

No questions applied to this activity.

Description of the Planned Activity

Public Education on Pedestrian and Bicycle Safety Laws for Driver Education Instructors

Planned Activity Number	PS-21-01	
Planned Activity in GMSS	2021-4001 PS Support, Training, and Enforcement	
GTS Code	FHPE-405h Public Education	
Benefit to Locals	N/A	
Grantee	League of Michigan Bicyclists (LMB)	
Grant Amount, Funding Source	\$6,000	405(h) FAST Act Non-Motorized Public Education
Indirect cost rate	10%	
Grant Start-up	October 1	
Project Objective(s)	Increase the number of people educated on traffic laws designed to protect bicyclists and pedestrians to more than 300 people by September 30, 2021.	

The LMB will promote bicyclist and pedestrian safety through regional bicycle and pedestrian laws public education through driver education instructor professional development courses. The LMB will work with organizations such as the Michigan Driver and Traffic Safety Education Association (MDTSEA)

Funding will support salaries, contractual, and supplies/operating costs.

Intended Subrecipients: League of Michigan Bicyclists (LMB)

Countermeasure Strategies in Planned Activities

Fiscal Year	Countermeasure Strategy Name
2021	Share the Road

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

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	405(h) FAST Act Non-Motorized Safety	405(h) FAST Act Non-Motorized Public Education	\$6,000	\$900	N/A

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

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

APPENDIX D.5 COUNTERMEASURE STRATEGY FORM NON-MOTORIZED SAFETY

Program Area Name: Non-Motorized Safety

Countermeasure Strategy: Non-Motorized Safety Program Assessment (NHTSA Facilitated)

No questions applied to this activity.

Countermeasure Strategy Description

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

In the past five years, pedestrian and bicyclist fatalities have comprised an average of just over 18% of all traffic fatalities in Michigan.

Fatalities 2014-2018						
	2014	2015	2016	2017	2018	Total
Total	876	963	1064	1028	974	4,905

Pedestrian Fatalities 2014-2018						
	2014	2015	2016	2017	2018	Total
Total	148	170	165	158	145	786

Pedestrian Suspected Serious Injuries 2014-2018						
	2014	2015	2016	2017	2018	Total
Total	365	390	363	444	418	1,980

Bicyclist Fatalities in 2014-2018						
	2014	2015	2016	2017	2018	Total
Total	21	33	38	21	21	134

Bicyclist Suspected Serious Injuries in 2014-2018						
	2014	2015	2016	2017	2018	Total
Total	135	142	158	157	136	728

Funding may support contractual and supplies/operating costs.

\$800,000 405(h) Non-Motorized Safety

39% of total \$2,053,000 designated to PS

\$9,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PS programs.

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

In the past five years, pedestrian and bicyclist fatalities have comprised an average of just over 18% of all traffic fatalities in Michigan.

C-1 Number of fatalities in traffic crashes

Target: Reduce fatalities from 985 fatalities in 2019 to 968.6 fatalities in 2021.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,629 in 2019 to 5,533.6 serious injuries in 2021.

C-3 Fatalities/VMT

Target: Prevent the fatalities/VMT rate from increasing from .95 fatalities/VMT in 2018 to no more than .982 fatalities/VMT in 2021. (2019 VMT not yet available.)

C-10 Number of pedestrian fatalities

Target: Prevent pedestrian fatalities from increasing from 149 fatalities in 2019 to no more than 174 fatalities in 2021.

C-11 Number of bicyclist fatalities

Target: Prevent bicyclist fatalities from increasing from 21 fatalities in 2019 to no more than 39 fatalities in 2021.

Funding may support contractual and supplies/operating costs.

\$800,000 405(h) Non-Motorized Safety

39% of total \$2,053,000 designated to PS

\$9,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PS programs.

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

In the past five years, pedestrian and bicyclist fatalities have comprised an average of just over 18% of all traffic fatalities in Michigan.

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. The NHTSA's Fatality Analysis Reporting System (FARS) for 2017 reported that the combination of pedestrian and bicyclist fatalities exceed 15% 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 to improve the state's nonmotorized programs. These recommendations have been integrated into Michigan's pedestrian and bicyclist safety initiatives as detailed in the Pedestrian and Bicycle Safety Action Team Action plan.

Funding may support contractual and supplies/operating costs.

\$800,000 405(h) Non-Motorized Safety

39% of total \$2,053,000 designated to PS

\$9,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PS programs.

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

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Highway Safety Office Program Management	CP-21-02-d PM	E.9
Elective Overtime Enforcement	PS-21-04+	D.1/E.1
Pedestrian and Bicycle Law Enforcement Training	PS-21-01	D.2/E.2
Pedestrian and Bicycle Program Assessment Recommendation Implementation	PS-21-08	D.5/E.5
Detroit Safe Routes Ambassador Program	PS-21-02	D.8/E.8
Regional Hands-On Courses for Public Education of Pedestrian and Bicycle Laws	PS-21-01	D.3/E.3
Statewide Pedestrian Safety Campaign	CP-21-03-k PI&E	D.6/E.6
Statewide Bicyclist Safety Campaign	CP-21-03-l PI&E	D.7/E.7
Public Education on Pedestrian and Bicycle Laws for Driver Education Instructors	PS-21-01	D.4/E.4

APPENDIX E.5 PLANNED ACTIVITY FORM NON-MOTORIZED SAFETY

Planned Activity Name	Pedestrian and Bicycle Program Assessment Recommendation Implementation
Planned Activity Number	PS-21-08
Primary Countermeasure Strategy	Non-Motorized Safety Program Assessment (NHTSA Facilitated)

No questions applied to this activity.

Description of the Planned Activity

Pedestrian and Bicycle Program Assessment Recommendation Implementation

Planned Activity Number	PS-21-03	
Planned Activity in GMSS	2021-4002 PS Research, Data, and Evaluation	
GTS Code	FHPE-405h Public Education	
Benefit to Locals	N/A	
Grantee	TBD	
Grant Amount, Funding Source	\$800,000	405(h) FAST Act Non-Motorized Public Education
Indirect cost rate	N/A	
Grant Start-up	October 1	

Project Objective(s)	Identify and implement data-driven pedestrian and bicyclist safety program strategies by September 30, 2021.
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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 fatalities, injuries, and crashes through law enforcement training, law enforcement mobilizations, and public education on pedestrian and bicycle safety laws.

Funding may support contractual and supplies/operating costs.

Intended Subrecipients: TBD

Countermeasure Strategies in Planned Activities

Fiscal Year	Countermeasure Strategy Name
2021	Non-Motorized Safety Program Assessment (NHTSA Facilitated)

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

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	405(h) FAST Act Non-Motorized Safety	405(h) FAST Act Non-Motorized Safety	\$598,000	N/A, until assigned to a project	N/A
2020	405(h) FAST Act Non-Motorized Safety	405(h) FAST Act Non-Motorized Safety	\$202,000	N/A, until assigned to a project	N/A

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

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

**APPENDIX D.6 COUNTERMEASURE STRATEGY FORM
NON-MOTORIZED SAFETY**

Program Area Name: Non-Motorized Safety

Countermeasure Strategy: Non-Motorized Safety Program Assessment (NHTSA Facilitated)

No questions applied to this activity.

Countermeasure Strategy Description

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

In the past five years, pedestrian and bicyclist fatalities have comprised an average of just over 18% of all traffic fatalities in Michigan.

Fatalities 2014-2018						
	2014	2015	2016	2017	2018	Total
Total	876	963	1,064	1,028	974	4,905

Pedestrian Fatalities 2014-2018						
	2014	2015	2016	2017	2018	Total
Total	148	170	165	158	145	786

Pedestrian Suspected Serious Injuries 2014-2018						
	2014	2015	2016	2017	2018	Total
Total	365	390	363	444	418	1,980

Pedestrian Fatalities by County 2014-2018 (Descending Rank)							
County	2014	2015	2016	2017	2018	Total	Rank
Wayne	53	69	48	37	51	258	1
Oakland	20	13	21	20	7	81	2
Macomb	10	14	18	12	15	69	3
Genesee	5	8	16	11	12	52	4
Kent	7	13	6	11	8	45	5
Washtenaw	6	1	8	6	2	23	6
Berrien	2	3	3	4	3	15	7
Ingham	3	2	0	6	2	13	8
Kalamazoo	0	2	3	4	4	13	8
Monroe	3	2	3	2	3	13	8

Pedestrian Suspected Serious Injuries by County 2014-2018 (Descending Rank)							
County	2014	2015	2016	2017	2018	Total	Rank
Wayne	102	100	85	127	123	537	1
Oakland	39	37	29	39	44	188	2
Kent	22	30	40	44	46	182	3
Macomb	29	33	23	27	27	139	4
Washtenaw	18	13	18	22	17	88	5
Ingham	17	13	15	22	12	79	6
Kalamazoo	12	14	13	12	16	67	7
Genesee	9	7	8	15	23	62	8
Berrien	6	9	9	7	4	35	9
Ottawa	8	11	2	6	8	35	9

Pedestrians are the most at-risk road users. Although these users represent a small percentage of all crashes, they are over-represented in fatalities. There is a need for a statewide public education regarding pedestrian safety laws, with an emphasis in counties with the highest pedestrian fatalities. This

is a priority recommendation from the NHTSA Pedestrian and Bicycle Safety Program Assessment Report.

In FY2019, the “Everybody’s Road, Everybody’s Rules” campaign was launched with the message that both motorists and pedestrians have a responsibility to follow laws to keep each other safe.

This campaign will continue in FY2021, stressing the importance of following traffic laws for both drivers and pedestrians.

Funding will support contractual and supplies/operating costs.

\$300,000 405(h) FAST Act Non-Motorized Public Education

14.6% of total \$2,053,000 designated to PS

\$9,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PS programs.

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

In the past five years, pedestrian and bicyclist fatalities have comprised an average of just over 18% of all traffic fatalities in Michigan.

C-1 Number of fatalities in traffic crashes

Target: Reduce fatalities from 985 fatalities in 2019 to 968.6 fatalities in 2021.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,629 in 2019 to 5,533.6 serious injuries in 2021.

C-3 Fatalities/VMT

Target: Prevent the fatalities/VMT rate from increasing from .95 fatalities/VMT in 2018 to no more than .982 fatalities/VMT in 2021. (2019 VMT not yet available.)

C-10 Number of pedestrian fatalities

Target: Prevent pedestrian fatalities from increasing from 149 fatalities in 2019 to no more than 174 fatalities in 2021.

Funding will support contractual and supplies/operating costs.

\$300,000 405(h) FAST Act Non-Motorized Public Education

14.6% of total \$2,053,000 designated to PS

\$9,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PS programs.

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

In the past five years, pedestrian and bicyclist fatalities have comprised an average of just over 18% of all traffic fatalities in Michigan.

Pedestrian and Bicycle Safety Program Assessment 2018, Section VI Communication Program, pages 9 and 35.

Citation

“Task the Office of Highway Safety Planning with developing and implementing a statewide, branded pedestrian and bicyclist safety campaign that allows for customization to accommodate local needs.”

Funding will support contractual and supplies/operating costs.

\$300,000 405(h) FAST Act Non-Motorized Public Education

14.6% of total \$2,053,000 designated to PS

\$9,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PS programs.

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

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Highway Safety Office Program Management	CP-21-02-d PM	E.9
Elective Overtime Enforcement	PS-21-04+	D.1/E.1
Pedestrian and Bicycle Law Enforcement Training	PS-21-01	D.2/E.2
Pedestrian and Bicycle Program Assessment Recommendation Implementation	PS-21-08	D.5/E.5
Detroit Safe Routes Ambassador Program	PS-21-02	D.8/E.8
Regional Hands-On Courses for Public Education of Pedestrian and Bicycle Laws	PS-21-01	D.3/E.3
Statewide Pedestrian Safety Campaign	CP-21-03-k PI&E	D.6/E.6
Statewide Bicyclist Safety Campaign	CP-21-03-l PI&E	D.7/E.7
Public Education on Pedestrian and Bicycle Laws for Driver Education Instructors	PS-21-01	D.4/E.4

APPENDIX E.6 PLANNED ACTIVITY FORM NON-MOTORIZED SAFETY

Planned Activity Name	Statewide Pedestrian Education Campaign
Planned Activity Number	CP-21-03-k PI&E
Primary Countermeasure Strategy	Non-Motorized Safety Program Assessment (NHTSA Facilitated)

No questions applied to this activity.

Description of the Planned Activity

Statewide Pedestrian Education Campaign

Planned Activity Number	CP-21-03-k PI&E	
Planned Activity in GMSS	2021-4003 PS Education, Communication, and Outreach	
GTS Code	FHPE-405h Public Education	
Benefit to Locals	N/A	
Grantee	OHSP PI&E	
Grant Amount, Funding Source	\$300,000	405(h) FAST Act Non-Motorized Public Education

Indirect cost rate	N/A
Grant Start-up	October 1
Project Objective(s)	Increase awareness of the public on laws applicable to pedestrian safety through at least one statewide campaign by September 30, 2021.

A statewide public education campaign will educate drivers and pedestrians regarding Michigan Vehicle Code sections that pertain to pedestrian and motorist laws. Funding will support contractual and supplies/operating costs.

Intended Subrecipients: OHSP PI&E

Countermeasure Strategies in Planned Activities

Fiscal Year	Countermeasure Strategy Name
2021	Non-Motorized Safety Program Assessment (NHTSA Facilitated)

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

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	405(h) FAST Act Non-Motorized Safety	405(h) FAST Act Non-Motorized Public Education	\$300,000	\$75,000	N/A

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

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

**APPENDIX D.7 COUNTERMEASURE STRATEGY FORM
NON-MOTORIZED SAFETY**

Program Area Name: Non-Motorized Safety

Countermeasure Strategy: Non-Motorized Safety Program Assessment (NHTSA Facilitated)

No questions applied to this activity.

Countermeasure Strategy Description

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

In the past five years, pedestrian and bicyclist fatalities have comprised an average of just over 18% of all traffic fatalities in Michigan.

Fatalities 2014-2018						
	2014	2015	2016	2017	2018	Total
Total	876	963	1064	1028	974	4,905

Bicyclist Fatalities 2014-2018						
	2014	2015	2016	2017	2018	Total
Total	21	33	38	21	21	134

Bicyclist Suspected Serious Injuries 2014-2018						
	2014	2015	2016	2017	2018	Total
Total	135	142	158	157	136	728

Bicyclist Fatalities by County 2014-2018 (Descending Rank)							
County	2014	2015	2016	2017	2018	Total	Rank
Wayne	5	2	8	1	2	18	1
Kent	2	5	2	3	0	12	2
Oakland	2	4	2	1	2	11	3
Kalamazoo	1	1	7	1	0	10	4
Macomb	2	2	2	2	2	10	4
Washtenaw	1	4	2	1	2	10	4
Ottawa	2	1	1	1	2	7	7
Jackson	1	0	3	1	0	5	8
Berrien	0	2	0	0	1	3	9
Cass	0	1	1	0	1	3	9
Eaton	0	0	1	2	0	3	9
Genesee	0	1	1	1	0	3	9
Gratiot	0	2	0	1	0	3	9
Lenawee	0	0	2	0	1	3	9
Muskegon	0	1	0	1	1	3	9
St. Clair	2	0	0	0	1	3	9

Bicyclist Suspected Serious Injuries by County 2014-2018 (Descending Rank)							
County	2014	2015	2016	2017	2018	Total	Rank
Wayne	29	26	30	48	20	153	1
Oakland	18	15	14	14	16	77	2
Kent	12	12	12	16	9	61	3
Ingham	9	11	11	8	9	48	4
Macomb	5	10	10	13	6	44	5
Kalamazoo	7	9	9	3	11	39	6
Washtenaw	10	3	7	6	4	30	7
Ottawa	4	6	7	6	5	28	8
Muskegon	0	4	6	4	3	17	9

St. Clair	3	2	6	1	2	14	10
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Bicyclists are one of the most vulnerable roadway users. There is a need for a statewide public education regarding bicycle safety laws, with an emphasis in counties with the highest bicyclist fatalities. This is a priority recommendation from the NHTSA 2018 Pedestrian and Bicycle Safety Program Assessment Report.

In FY2020, the development and production of the bicyclist focus as part of the “Everybody’s Road, Everybody’s Rules” campaign began with the message that both motorists and bicyclists have a responsibility to follow laws to keep each other safe. Focus groups determined the message. Media tactics will continue as determined in the FY2020 plan.

Funding will support contractual and supplies/operating costs.

\$300,000 405(h) FAST Act Non-Motorized Public Education
 14.6% of total \$2,053,000 designated to PS
 \$9,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PS programs.

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

In the past five years, pedestrian and bicyclist fatalities have comprised an average of just over 18% of all traffic fatalities in Michigan.

C-1 Number of fatalities in traffic crashes

Target: Reduce fatalities from 985 fatalities in 2019 to 968.6 fatalities in 2021.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,629 in 2019 to 5,533.6 serious injuries in 2021.

C-3 Fatalities/VMT

Target: Prevent the fatalities/VMT rate from increasing from .95 fatalities/VMT in 2018 to no more than .982 fatalities/VMT in 2021. (2019 VMT not yet available.)

C-11 Number of bicyclist fatalities

Target: Prevent bicyclist fatalities from increasing from 21 fatalities in 2019 to no more than 39 fatalities in 2021.

Funding will support contractual and supplies/operating costs.

\$300,000 405(h) FAST Act Non-Motorized Public Education
 14.6% of total \$2,053,000 designated to PS
 \$9,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PS programs.

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

In the past five years, pedestrian and bicyclist fatalities have comprised an average of just over 18% of all traffic fatalities in Michigan.

Pedestrian and Bicycle Safety Program Assessment 2018, Section VI Communication Program, pages 9 and 35.

Citation

“Task the Office of Highway Safety Planning with developing and implementing a statewide, branded pedestrian and bicyclist safety campaign that allows for customization to accommodate local needs.”

Funding will support contractual and supplies/operating costs.

\$300,000 405(h) FAST Act Non-Motorized Public Education

14.6% of total \$2,053,000 designated to PS

\$9,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PS programs.

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

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Highway Safety Office Program Management	CP-21-02-d PM	E.9
Elective Overtime Enforcement	PS-21-04+	D.1/E.1
Pedestrian and Bicycle Law Enforcement Training	PS-21-01	D.2/E.2
Pedestrian and Bicycle Program Assessment Recommendation Implementation	PS-21-08	D.5/E.5
Detroit Safe Routes Ambassador Program	PS-21-02	D.8/E.8
Regional Hands-On Courses for Public Education of Pedestrian and Bicycle Laws	PS-21-01	D.3/E.3
Statewide Pedestrian Safety Campaign	CP-21-03-k PI&E	D.6/E.6
Statewide Bicyclist Safety Campaign	CP-21-03-I PI&E	D.7/E.7
Public Education on Pedestrian and Bicycle Laws for Driver Education Instructors	PS-21-01	D.4/E.4

**APPENDIX E.7 PLANNED ACTIVITY FORM
NON-MOTORIZED SAFETY**

Planned Activity Name	Statewide Bicyclist Education Campaign
Planned Activity Number	CP-21-03-I PI&E
Primary Countermeasure Strategy	Non-Motorized Safety Program Assessment (NHTSA Facilitated)

No questions applied to this activity.

Description of the Planned Activity

Statewide Bicyclist Education Campaign

Planned Activity Number	CP-21-03-I PI&E
Planned Activity in GMSS	2021-4003 PS Education, Communication, and Outreach

GTS Code	FHPE-405h Public Education	
Benefit to Locals	N/A	
Grantee	OHSP PI&E	
Grant Amount, Funding Source	\$300,000	405(h) FAST Act Non-Motorized Public Education
Indirect cost rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	Increase the awareness of the public on laws applicable to bicyclist safety through at least one statewide campaign by September 30, 2021.	

A statewide public education bicyclist campaign will educate drivers and bicyclists regarding Michigan Vehicle Code sections that pertain to bicyclist and motorist laws.

Funding will support contractual and supplies/operating costs.

Intended Subrecipients: OHSP PI&E

Countermeasure Strategies in Planned Activities

Fiscal Year	Countermeasure Strategy Name
2021	Non-Motorized Safety Program Assessment (NHTSA Facilitated)

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

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	405(h) FAST Act Non-Motorized Safety	405(h) FAST Act Non-Motorized Public Education	\$300,000	\$75,000	N/A

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

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

APPENDIX D.8 COUNTERMEASURE STRATEGY FORM NON-MOTORIZED SAFETY

Program Area Name: Non-Motorized Safety

Countermeasure Strategy: Other: Community Safety Traffic Program

No questions applied to this activity.

Countermeasure Strategy Description

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

In the past five years, pedestrian and bicyclist fatalities have comprised an average of just over 18% of all traffic fatalities in Michigan.

Detroit Pedestrian Fatalities 2014-2018					
2014	2015	2016	2017	2018	Total
41	46	32	27	37	183

Detroit Pedestrian Suspected Serious Injuries 2014-2018					
2014	2015	2016	2017	2018	Total
60	57	50	79	83	329

Detroit Bicyclist Fatalities 2014-2018					
2014	2015	2016	2017	2018	Total
3	1	4	0	2	10

Detroit Bicyclist Suspected Serious Injuries 2014-2018					
2014	2015	2016	2017	2018	Total
8	13	19	24	10	74

Pedestrian Fatalities and Suspected Serious Injuries in Detroit 2014-2018 by Lighting Condition						
Lighting Conditions	2014	2015	2016	2017	2018	Total
Dark lighted	35	46	41	49	68	239
Daylight	30	28	30	40	34	162
Dark unlighted	34	23	6	4	9	76
Dawn	0	3	2	6	3	14
Dusk	1	2	3	3	5	14
Unknown	0	0	0	4	1	5
Other/Unknown	1	1	0	0	0	2
Total	101	103	82	106	120	512

Bicyclist Fatalities and Suspected Serious Injuries in Detroit 2014-2018 by Lighting Condition						
Lighting Conditions	2014	2015	2016	2017	2018	Total
Daylight	7	6	11	12	4	40
Dark lighted	1	5	8	10	4	28
Dark unlighted	2	1	2	0	2	7
Dusk	1	1	2	0	1	5
Dawn	0	1	0	2	1	4
Total	11	14	23	24	12	84

Between 2014-2018, Detroit had the most pedestrian and bicycle-involved fatalities and suspected serious injuries of any other city, totaling 581 fatalities and 2,616 suspected serious injuries over the five-

year period. Detroit is committed to reducing traffic deaths and suspected 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.

With some of the top rates of bicycle and pedestrian fatalities, Detroit needs to have a targeted effort to engage residents in road safety education. According to Detroit Public Lighting Authority's 2014 Report "Detroit's street lighting system was broken." Streetlights haven't been maintained for decades and roughly 40% of the existing streetlights were not working." While infrastructural improvements are being made, a data-driven and comprehensive effort to change behavior in dark lighting conditions through education of laws designed to protect pedestrians is needed.

A common complaint heard in Detroit is 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 which 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. This project is a continuation from FY2019 and FY2020.

Funding will support salaries/fringe benefits and supplies/operating costs.

\$250,000 405(h) FAST Act Non-Motorized Public Education

12.2% of total \$2,053,000 designated to PS

\$9,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PS programs.

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

In the past five years, pedestrian and bicyclist fatalities have comprised an average of just over 18% of all traffic fatalities in Michigan.

C-1 Number of fatalities in traffic crashes

Target: Reduce fatalities from 985 fatalities in 2019 to 968.6 fatalities in 2021.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,629 in 2019 to 5,533.6 serious injuries in 2021.

C-3 Fatalities/VMT

Target: Prevent the fatalities/VMT rate from increasing from .95 fatalities/VMT in 2018 to no more than .982 fatalities/VMT in 2021. (2019 VMT not yet available.)

C-10 Number of pedestrian fatalities

Target: Prevent pedestrian fatalities from increasing from 149 fatalities in 2019 to no more than 174 fatalities in 2021.

C-11 Number of bicyclist fatalities

Target: Prevent bicyclist fatalities from increasing from 21 fatalities in 2019 to no more than 39 fatalities in 2021.

Funding will support salaries/fringe benefits and supplies/operating costs.

\$250,000 405(h) FAST Act Non-Motorized Public Education

12.2% of total \$2,053,000 designated to PS

\$9,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PS programs.

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

In the past five years, pedestrian and bicyclist fatalities have comprised an average of just over 18% of all traffic fatalities in Michigan.

Pedestrian and Bicycle Safety Program Assessment 2018, Section VII Outreach Program, page 41.

Citation

“Expand the focus of pedestrian and bicyclist safety in the K-12 health education standards.”

Funding will support salaries/fringe benefits and supplies/operating costs.

\$250,000 405(h) FAST Act Non-Motorized Public Education

12.2% of total \$2,053,000 designated to PS

\$9,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the PS programs.

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

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Highway Safety Office Program Management	CP-21-02-d PM	E.9
Elective Overtime Enforcement	PS-21-04+	D.1/E.1
Pedestrian and Bicycle Law Enforcement Training	PS-21-01	D.2/E.2
Pedestrian and Bicycle Program Assessment Recommendation Implementation	PS-21-08	D.5/E.5
Detroit Safe Routes Ambassador Program	PS-21-02	D.8/E.8
Regional Hands-On Courses for Public Education of Pedestrian and Bicycle Laws	PS-21-01	D.3/E.3
Statewide Pedestrian Safety Campaign	CP-21-03-k PI&E	D.6/E.6
Statewide Bicyclist Safety Campaign	CP-21-03-l PI&E	D.7/E.7
Public Education on Pedestrian and Bicycle Laws for Driver Education Instructors	PS-21-01	D.4/E.4

**APPENDIX E.8 PLANNED ACTIVITY FORM
NON-MOTORIZED SAFETY**

Planned Activity Name	Detroit Safe Routes Ambassador Program
Planned Activity Number	PS-21-02
Primary Countermeasure Strategy	Other: Community Safety Traffic Program

No questions applied to this activity.

Description of the Planned Activity

Detroit Safe Routes Ambassador Program

Planned Activity Number	PS-21-02	
Planned Activity in GMSS	2021-4003 PS Education, Communication, and Outreach	
GTS Code	FHPE-405h Public Education	
Benefit to Locals	N/A	
Grantee	City of Detroit	
Grant Amount, Funding Source	\$250,000	405(h) FAST Act Non-Motorized Public Education
Indirect cost rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	Educate more than 700 people on traffic laws designed to protect pedestrians and bicyclists by September 30, 2021.	

The City of Detroit will promote public education of pedestrian and bicycle safety laws through the Safe Routes Ambassador's Program based off the project's successful implementation in Chicago. A variety of audiences will be targeted including elementary students, teenage driver education students, senior citizens, parents, and teachers. A general curriculum for elementary students will continue to be developed specifically for the Detroit Public Schools but can be utilized statewide.

Funding will support salaries/fringe benefits and supplies/operating costs.

Intended Subrecipients: City of Detroit

Countermeasure Strategies in Planned Activities

Fiscal Year	Countermeasure Strategy Name
2021	Other: Community Safety Traffic Program

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

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	405(h) FAST Act Non-Motorized Safety	405(h) FAST Act Non-Motorized Public Education	\$250,000	\$62,500	N/A

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

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

APPENDIX E.9 Planned Activity Form Non-Motorized Safety

Planned Activity Name	Highway Safety Office Program Management for Non-Motorized Safety
Planned Activity Number	CP-21-02-d PM
Primary Countermeasure Strategy	Highway Safety Office Program Management

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

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	402 FAST Act	402 FAST Act Program Management	\$9,000	N/A	N/A

Description of the Planned Activity

Program Management for Non-Motorized Safety

Planned Activity Number	CP-21-02-d PM	
Planned Activity in GMSS	2021-10001 PA Program Management (CP 02)	
GTS Code	PA-2021-Planning and Administration	
Benefit to Locals	No	
Grantee	OHSP-Program Management Section	
Grant Amount, Funding Source	\$9,000	402 FAST Act Program Management
Indirect cost rate	9.2%	
Grant Start-up	October 1	

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

APPENDIX C PROGRAM AREA FORM TRAFFIC RECORDS

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

Yes

Problem Identification

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

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

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

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

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

A five-year moving average is applied against the core performance measures from 2015-2019 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.

The OHSP worked with the UMTRI to develop predictive figures generated from a multi-variate change model for the target-setting process. The model incorporates factors such as gas prices, employment, income, gross domestic product (GDP), VMT, and alcohol consumption.

Accurate, timely, complete, and uniform data is key to target traffic safety issues

	Michigan FARS and State Data	2015	2016	2017	2018	2019	2021 Goals
C-1	Traffic Fatalities (FARS)	967	1,065	1,030	974	985	968.6
C-2	Suspected Serious ("A") Injuries (State)	4,865	5,634	6,084	5,586	5,629	5,533.6
C-3	Fatalities Per 100 Million VMT (FARS)	0.99	1.07	1.01	0.95	*	.982
C-4	Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions (FARS)	190	198	191	183	202	190
C-5	Fatalities in Crashes Involving a Driver or Motorcycle Operator with a BAC .08+ (FARS)	266	244	311	267	*	267
**O6	Percentage of Time for Driver Vehicle Database Conviction Updates (State)	N/A	N/A	N/A	N/A	97%	98%

Not available for FY2021 planning process

**New state performance measures for 2021

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

Fiscal Year	Performance Measure Name
2021	C-1 Reduce fatalities C-2 Reduce suspected serious injuries

	C-3 Reduce K/VMT C-4 Unrestrained passenger vehicle occupant fatalities, all seat positions C-5 Fatalities in crashes involving or motorcycle operator with a BAC .08+ O6: Increase number of driver vehicle records in database received within 10 days of adjudication.
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Countermeasure Strategies

Fiscal Year	Countermeasure Strategy Name
2021	Highway Safety Office Program Management
	Traffic Records Program Assessment (NHTSA Facilitated)

**APPENDIX D.1 COUNTERMEASURE STRATEGY FORM
TRAFFIC RECORDS**

Program Area Name: Traffic Records

Countermeasure Strategy: Traffic Records Program Assessment (NHTSA Facilitated)

No questions apply to this project.

Countermeasure Strategy Description

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

Accurate, timely, complete, and uniform data is key to target traffic safety issues.

Michigan traffic crash data is obtained from the Michigan State Police Criminal Justice Information Center Traffic Crash Reporting Unit (TCRU).

The TCRU funds a traffic crash report (UD-10) trainer position. This UD-10 trainer provides crash training, in various mediums, to law enforcement agencies, regional police academies, and traffic safety professionals on the proper completion of the UD-10 form. In addition, this trainer works with the TCRU crash analysts and crash specialist to identify any reporting problems and possible misinterpretations of data fields and attributes on the UD-10. Specialized and specific trainings are offered to police agencies where there may be a concern with data quality.

The UD-10 trainer is also the instructor and subject matter expert for the crash location improvement project (CLIP 2.0) tool and for identifying/reporting the levels of vehicle automation. This person will provide free training and assistance to local agencies that have incorporated these functions into their crash reporting.

This continuing UD-10 training position is extremely important as Michigan continues to strive to improve the quality of the traffic crash data. Troubleshooting any UD-10 concerns will continue to be a highlight of the training efforts, in addition to training officers and police recruits on the CLIP 2.0 application and automated vehicle information.

The TCRU implemented 100% electronic traffic crash reporting in January 2020. Proper UD-10 training is imperative to ensure that timely, accurate, complete, and uniform traffic crash data is received from the police agencies.

Funding will support supplies/operating costs.

\$20,000 405(c) FAST Act Traffic Records Data Program
 Less than one percent of total \$5,278,000 designated to TR
 \$370,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the TR programs.

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

Accurate, timely, complete, and uniform data is key to target traffic safety issues.

C-1 Number of fatalities in traffic crashes

Target: Reduce fatalities from 985 fatalities in 2019 to 968.6 fatalities in 2021.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,629 in 2019 to 5,533.6 serious injuries in 2021.

C-3 Fatalities/VMT

Target: Prevent the fatalities/VMT rate from increasing from .95 fatalities/VMT in 2018 to no more than .982 fatalities/VMT in 2021. (2019 VMT not yet available.)

Funding will support supplies/operating costs.

\$20,000 405(c) FAST Act Traffic Records Data Program
 Less than one percent of total \$5,278,000 designated to TR
 \$370,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the TR programs.

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

Accurate, timely, complete, and uniform data is key to target traffic safety issues.

2020 Traffic Records Program Assessment (NHTSA Facilitated)

Crash Recommendation 3 (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.”

Funding will support supplies/operating costs.

\$20,000 405(c) FAST Act Traffic Records Data Program
 Less than one percent of total \$5,278,000 designated to TR
 \$370,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the TR programs.

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

Planned Activity Names	Planned Activity Unique Identifier	Section in Document
Highway Safety Office Program Management	CP-21-02-e PM	E.7
Traffic Crash Reporting Form Training Support	TR-21-01	D.1/E.1

State to State (S2S) Staffing	TR-21-03	D.4/E.4
Traffic Records Program Assessment Recommendation Implementation	TR-21-07	D.2/E.2
Upgrades to Roadsoft and Environmental Institute Road and Highways	TR-21-02	D.3/E.3
Michigan Crash Analysis Application-Phase 2	TR-21-06	D.5/E.5
Michigan Traffic Crash Facts (MTCF) Technical Support	TR-21-05	D.6/E.6

APPENDIX E.1 PLANNED ACTIVITY FORM TRAFFIC RECORDS

Planned Activity Name	Traffic Crash Reporting Form Training Support
Planned Activity Number	TR-21-01
Primary Countermeasure Strategy	Traffic Records Program Assessment (NHTSA Facilitated)

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

Description of the Planned Activity

Traffic Crash Reporting Form Training Support

Planned Activity Number	TR-21-01	
Planned Activity in GMSS	2021-5001 TR Support, Training, and Enforcement	
GTS Code	M3DA-405c Data Program	
Benefit to Locals	N/A	
Grantee	Michigan Department of State Police Criminal Justice Information Center	
Grant Amount, Funding Source	\$20,000	405(c) FAST Act Traffic Records Data Program
Indirect cost rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	<p>Increase statewide crash report timeliness by 0.31 days from 11.31 to 11.00 by September 30, 2021.</p> <p>Provide materials to support training for up to 50 training classes for 1,200 officers, police recruits, and traffic safety professionals on the proper completion of the UD-10 Traffic Crash Report by September 30, 2021.</p>	

This project will provide training and materials (manuals, guides, and flash drives) to law enforcement officers on accurately completing the UD-10 crash reporting form to improve the quality of the traffic crash data. Addressing any UD-10 concerns will continue to be a highlight of the training efforts, in addition to training officers and police recruits on the crash location improvement project (CLIP 2.0) and identifying/reporting automated vehicle information.

Funding will support supplies/operating costs.

Intended Subrecipients: Michigan Department of State Police Criminal Justice Information Center

Countermeasure Strategies in Planned Activities

Fiscal Year	Countermeasure Strategy Name
2021	Traffic Records Program Assessment (NHTSA Facilitated)

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

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	405(c) FAST Act Traffic Records	405(c) FAST Act Traffic Records Data Program	\$20,000	N/A	N/A

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

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

**APPENDIX D.2 COUNTERMEASURE STRATEGY FORM
TRAFFIC RECORDS**

Program Area Name: Traffic Records

Countermeasure Strategy: Traffic Records Program Assessment (NHTSA Facilitated)

No questions apply to this project.

Countermeasure Strategy Description

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

Accurate, timely, complete, and uniform data is key to target traffic safety issues.

The OHSP will work with the Traffic Records network and other traffic safety partner agencies in determining and implementing additional strategies identified to address the Traffic Records Program Assessment Recommendations.

Funding may support salaries, fringe benefits, supplies/operating, equipment, contractual, and indirect costs.

\$3,587,000 405(c) FAST Act Traffic Records Data Program
68% of total \$5,278,000 designated to TR

\$370,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the TR programs.

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

Accurate, timely, complete, and uniform data is key to target traffic safety issues.

C-1 Number of fatalities in traffic crashes

Target: Reduce fatalities from 985 fatalities in 2019 to 968.6 fatalities in 2021.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,629 in 2019 to 5,533.6 serious injuries in 2021.

C-3 Fatalities/VMT

Target: Prevent the fatalities/VMT rate from increasing from .95 fatalities/VMT in 2018 to no more than .982 fatalities/VMT in 2021. (2019 VMT not yet available.)

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

Target: Reduce unrestrained passenger vehicle occupant fatalities from 202 fatalities in 2019 to 190 fatalities in 2021.

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

Target: Prevent fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from increasing from 267 fatalities in 2018 to no more than 267 fatalities in 2021. (2019 FARS number not yet available.)

O6: Percentage of time for driver vehicle database conviction updates

Target: Increase the driver vehicle record database convictions received within 10 days of adjudication from 97% in 2019 to 98% in 2021.

Funding may support salaries, fringe benefits, supplies/operating, equipment, contractual, and indirect costs.

\$3,587,000 405(c) FAST Act Traffic Records Data Program

68% of total \$5,278,000 designated to TR

\$370,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the TR programs.

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

Accurate, timely, complete, and uniform data is key to target traffic safety issues.

2020 Traffic Records Program Assessment (NHTSA Facilitated)

CITATION

“Traffic Records Coordinating Committee Strategic Plan 2020: Various sections.”

Funding may support salaries, fringe benefits, supplies/operating, equipment, contractual, and indirect costs.

\$3,587,000 405(c) FAST Act Traffic Records Data Program

68% of total \$5,278,000 designated to TR

\$370,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the TR programs.

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

Planned Activity Names	Planned Activity Unique Identifier	Section in Document
Highway Safety Office Program Management	CP-21-02-e PM	E.7
Traffic Crash Reporting Form Training Support	TR-21-01	D.1/E.1
State to State (S2S) Staffing	TR-21-03	D.4/E.4
Traffic Records Program Assessment Recommendation Implementation	TR-21-07	D.2/E.2
Upgrades to Roadsoft and Environmental Institute Road and Highways	TR-21-02	D.3/E.3
Michigan Crash Analysis Application-Phase 2	TR-21-06	D.5/E.5
Michigan Traffic Crash Facts (MTCF) Technical Support	TR-21-05	D.6/E.6

APPENDIX E.2 PLANNED ACTIVITY FORM TRAFFIC RECORDS

Planned Activity Name	Traffic Records Program Assessment Recommendation Implementation
Planned Activity Number	TR-21-07
Primary Countermeasure Strategy	Traffic Records Program Assessment (NHTSA Facilitated)

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

Description of the Planned Activity

Traffic Records Program Assessment Recommendation Implementation

Planned Activity Number	TR-21-07	
Planned Activity in GMSS	2021-5002 TR Research, Data, and Evaluation	
GTS Code	M3DA-405c Data Program	
Benefit to Locals	N/A	
Grantee	TBD	
Grant Amount, Funding Source	\$3,587,000	405(c) FAST Act Traffic Records Data Program
Indirect cost rate	N/A	
Grant Start-up	October 1	

Project Objective(s)	Implement at least 10% of the 24 strategies within the Traffic Records Coordinating Committee's Strategic Plan, which was created from the Traffic Records Program Assessment by September 30, 2021.
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The OHSP will work with the Traffic Records network and other traffic safety partner agencies in determining and implementing additional strategies identified to address the Traffic Records Program Assessment Recommendations.

Funding may support salaries, fringe benefits, supplies/operating, equipment, contractual, and indirect costs.

Intended Subrecipients: TBD

Countermeasure Strategies in Planned Activities

Fiscal Year	Countermeasure Strategy Name
2021	Traffic Records Program Assessment (NHTSA Facilitated)

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

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	405(c) FAST Act Traffic Records	405(c) FAST Act Traffic Records Data Program	\$3,587,000	N/A	N/A

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

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

APPENDIX D.3 COUNTERMEASURE STRATEGY FORM TRAFFIC RECORDS

Program Area Name: Traffic Records

Countermeasure Strategy: Traffic Records Program Assessment (NHTSA Facilitated)

No questions apply to this project.

Countermeasure Strategy Description

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

Accurate, timely, complete, and uniform data is key to target traffic safety issues.

Fatalities and Suspected Serious Injuries 2014-2018

	2014	2015	2016	2017	2018
Fatalities	876	963	1,064	1,028	974
Suspected Serious Injuries	4,909	4,865	5,634	6,084	5,586
Total	5,785	5,828	6,698	7,112	6,560

This project will help Michigan meet the federally required Model Inventory of Roadway Elements (MIRE) collection mandate for the roadway data system. It will address the crash-emphasis area attributes of completeness of 36 data fields. This project builds from the initial Roadsoft contract with the Michigan Department of Technology, Management, and Budget which began database configuration and system design, creation of web services, development of the prototype, software upgrade testing, and environment.

Funding will support contractual costs.

\$257,000 405(c) FAST Act Traffic Records Data Program

4.9% of total \$5,278,000 designated to TR

\$370,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the TR programs.

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

Accurate, timely, complete, and uniform data is key to target traffic safety issues.

C-1 Number of fatalities in traffic crashes

Target: Reduce fatalities from 985 fatalities in 2019 to 968.6 fatalities in 2021.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,629 in 2019 to 5,533.6 serious injuries in 2021.

C-3 Fatalities/VMT

Target: Prevent the fatalities/VMT rate from increasing from .95 fatalities/VMT in 2018 to no more than .982 fatalities/VMT in 2021. (2019 VMT not yet available.)

O6: Percentage of time for driver vehicle database conviction updates

Target: Increase the driver vehicle record database convictions received within 10 days of adjudication from 97% in 2019 to 98% in 2021.

Funding will support contractual costs.

\$257,000 405(c) FAST Act Traffic Records Data Program

4.9% of total \$5,278,000 designated to TR

\$370,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the TR programs.

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

Accurate, timely, complete, and uniform data is key to target traffic safety issues.

CITATION

“Improve the applicable guidelines for the roadway data system that reflect best practices identified in the Traffic Records Program Assessment Advisory.

Improve the data quality control program for the roadway data system that reflects best practices identified in the Traffic Records Program Assessment Advisory.”

Funding will support contractual costs.

\$257,000 405(c) FAST Act Traffic Records Data Program

4.9% of total \$5,278,000 designated to TR

\$370,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the TR programs.

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

Planned Activity Names	Planned Activity Unique Identifier	Section in Document
Highway Safety Office Program Management	CP-21-02-e PM	E.7
Traffic Crash Reporting Form Training Support	TR-21-01	D.1/E.1
State to State (S2S) Staffing	TR-21-03	D.4/E.4
Traffic Records Program Assessment Recommendation Implementation	TR-21-07	D.2/E.2
Upgrades to Roadsoft and Environmental Institute Road and Highways	TR-21-02	D.3/E.3
Michigan Crash Analysis Application-Phase 2	TR-21-06	D.5/E.5
Michigan Traffic Crash Facts (MTCF) Technical Support	TR-21-05	D.6/E.6

**APPENDIX E.3 PLANNED ACTIVITY FORM
TRAFFIC RECORDS**

Planned Activity Name	Upgrades to Roadsoft and Environmental Institute Road and Highways
Planned Activity Number	TR-21-02
Primary Countermeasure Strategy	Traffic Records Program Assessment (NHTSA Facilitated)

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

Description of the Planned Activity

Upgrades to Roadsoft and Environmental Institute Road and Highways

Planned Activity Number	TR-21-02	
Planned Activity in GMSS	2021-5002 TR Research, Data, and Evaluation	
GTS Code	M3DA-405c Data Program	
Benefit to Locals	N/A	
Grantee	Michigan Department of Transportation (MDOT)	
Grant Amount, Funding Source	\$257,000	405(c) FAST Act Traffic Records Data Program
Indirect cost rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	Create a system that will lead to the completion of all 36 fundamental data elements by September 30, 2021.	

This project will help Michigan meet the federally required Model Inventory of Roadway Elements (MIRE) collection mandate for the roadway data system. It will address the crash-emphasis area attributes of completeness of 36 data fields. This project builds from the initial Roadsoft contract with the Michigan Department of Technology, Management, and Budget which began database configuration and system design, creation of web services, development of the prototype, software upgrade testing, and environment.

Funding will support contractual costs.

Intended Subrecipients: Michigan Department of Transportation (MDOT)

Countermeasure Strategies in Planned Activities

Fiscal Year	Countermeasure Strategy Name
2021	Traffic Records Program Assessment (NHTSA Facilitated)

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

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	405(c) FAST Act Traffic Records	405(c) FAST Act Traffic Records Data Program	\$257,000	N/A	N/A

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

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

**APPENDIX D.4 COUNTERMEASURE STRATEGY FORM
TRAFFIC RECORDS**

Program Area Name: Traffic Records

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

Accurate, timely, complete, and uniform data is key to target traffic safety issues.

C-1 Number of fatalities in traffic crashes

Target: Reduce fatalities from 985 fatalities in 2019 to 968.6 fatalities in 2021.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,629 in 2019 to 5,533.6 serious injuries in 2021.

C-3 Fatalities/VMT

Target: Prevent the fatalities/VMT rate from increasing from .95 fatalities/VMT in 2018 to no more than .982 fatalities/VMT in 2021. (2019 VMT not yet available.)

O6: Percentage of time for driver vehicle database conviction updates

Target: Increase the driver vehicle record database convictions received within 10 days of adjudication from 97% in 2019 to 98% in 2021.

Funding will support the salaries/fringe benefits and indirect costs.

\$667,000 405(c) FAST Act Traffic Records Data Program

12.6% of total \$5,278,000 designated to TR

\$370,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the TR programs.

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

Accurate, timely, complete, and uniform data is key to target traffic safety issues.

2020 Traffic Records Program Assessment (NHTSA Facilitated), page 13, Driver Recommendations:

CITATION

“Improve the data quality control program for the driver data system to reflect best practices identified in the Traffic Records Program Assessment.

Improve the interfaces with the driver data system to reflect best practices identified in the Traffic Records Program Assessment.”

Funding will support the salaries/fringe benefits and indirect costs.

\$667,000 405(c) FAST Act Traffic Records Data Program

12.6% of total \$5,278,000 designated to TR

\$370,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the TR programs.

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

Planned Activity Names	Planned Activity Unique Identifier	Section in Document
Highway Safety Office Program Management	CP-21-02-e PM	E.7
Traffic Crash Reporting Form Training Support	TR-21-01	D.1/E.1

State to State (S2S) Staffing	TR-21-03	D.4/E.4
Traffic Records Program Assessment Recommendation Implementation	TR-21-07	D.2/E.2
Upgrades to Roadsoft and Environmental Institute Road and Highways	TR-21-02	D.3/E.3
Michigan Crash Analysis Application-Phase 2	TR-21-06	D.5/E.5
Michigan Traffic Crash Facts (MTCF) Technical Support	TR-21-05	D.6/E.6

APPENDIX E.4 PLANNED ACTIVITY FORM TRAFFIC RECORDS

Planned Activity Name	State to State (S2S) Staffing
Planned Activity Number	TR-21-03
Primary Countermeasure Strategy	Traffic Records Program Assessment (NHTSA Facilitated)

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

Description of the Planned Activity

State to State Staffing (S2S) - Phase 1

Planned Activity Number	TR-21-03	
Planned Activity in GMSS	2021-5002 TR Research, Data, and Evaluation	
GTS Code	M3DA-405c Data Program	
Benefit to Locals	N/A	
Grantee	Michigan Department of State (MDOS)	
Grant Amount, Funding Source	\$667,000	405(c) FAST Act Traffic Records Data Program
Indirect cost rate	13.86%	
Grant Start-up	October 1	
Project Objective(s)	Hire up to six limited-term staff assistants to correct at least 25% of the driver data errors by September 30, 2021.	

The MDOS will clean up the driver records database by removing at least 25% of driver data errors. This is a national project to ensure there is only one driving record and driver history for everyone in the country. This project will enable more accurate and complete driver records which will enhance the ability of law enforcement and courts in accurately identifying and completing their driver records. It promotes traffic safety by ensuring unsafe drivers are taken off the road faster and ensuring consistent enforcement for driving offenses. This helps to deter identity fraud by preventing an individual from keeping multiple licenses and creating multiple records in other states and avoiding driving penalties.

Funding will support the salaries/fringe benefits and indirect costs.

Intended Subrecipients: Michigan Department of State (MDOS)

Countermeasure Strategies in Planned Activities

Fiscal Year	Countermeasure Strategy Name
2021	Traffic Records Program Assessment (NHTSA Facilitated)

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

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	405(c) FAST Act Traffic Records	405(c) FAST Act Traffic Records Data Program	\$667,000	N/A	N/A

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

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

APPENDIX D.5 COUNTERMEASURE STRATEGY FORM TRAFFIC RECORDS

Program Area Name: Traffic Records

Countermeasure Strategy: Traffic Records Program Assessment (NHTSA Facilitated)

No questions apply to this project.

Countermeasure Strategy Description

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

Accurate, timely, complete, and uniform data is key to target traffic safety issues. A cloud-based application will give the ability to respond in real-time to crash data requests, provide improved reports, and allow for data visualization.

The Traffic Crash Reporting System Website, implemented in 2003, is used by law enforcement and traffic safety partners. The functionality of this application has a limited number of static reports, a mapping report, and the ability to view the Traffic Crash Report (UD-10). There are no data visualizations available despite the advanced technological needs of law enforcement and researchers.

The goal of the second phase of this project is to make the cloud-based application available to all law enforcement agencies, researchers, and other traffic safety partners. The Michigan State Police Traffic Crash Reporting Unit (TCRU) will be establishing two types of users, sanitized and unsanitized. Sanitized users will be able to view the full UD-10 while sanitized users will not be able to see personal information on the UD-10.

Approved TCRS website users will be restricted to law enforcement agencies and other identified traffic safety partners that are performing research. This website will not be open to the public. Access will be requested by completing an application and the TCRU will make the decision to grant access or deny the application. A login and password will be set up and required to gain access to the website.

Funding will support supplies/operating costs.

\$184,000 405(c) FAST Act Traffic Records Data Program

3.5% of total \$5,278,000 designated to TR

\$370,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the TR programs.

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

Accurate, timely, complete, and uniform data is key to target traffic safety issues.

C-1 Number of fatalities in traffic crashes

Target: Reduce fatalities from 985 fatalities in 2019 to 968.6 fatalities in 2021.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,629 in 2019 to 5,533.6 serious injuries in 2021.

C-3 Fatalities/VMT

Target: Prevent the fatalities/VMT rate from increasing from .95 fatalities/VMT in 2018 to no more than .982 fatalities/VMT in 2021. (2019 VMT not yet available.)

O6: Percentage of time for driver vehicle database conviction updates

Target: Increase the driver vehicle record database convictions received within 10 days of adjudication from 97% in 2019 to 98% in 2021.

Funding will support supplies/operating costs.

\$184,000 405(c) FAST Act Traffic Records Data Program

3.5% of total \$5,278,000 designated to TR

\$370,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the TR programs.

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

Accurate, timely, complete, and uniform data is key to target traffic safety issues.

2020 NHTSA Traffic Records Assessment, page 13, Driver Recommendations:

CITATION

" Improve the data quality control program for the driver data system to reflect best practices identified in the Traffic Records Program Assessment.

Improve the interfaces with the driver data system to reflect best practices identified in the Traffic Records Program Assessment."

Funding will support supplies/operating costs.

\$184,000 405(c) FAST Act Traffic Records Data Program

3.5% of total \$5,278,000 designated to TR

\$370,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the TR programs.

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

Planned Activity Names-	Planned Activity Unique Identifier	Section in Document
Highway Safety Office Program Management	CP-21-02-e PM	E.7
Traffic Crash Reporting Form Training Support	TR-21-01	D.1/E.1
State to State (S2S) Staffing	TR-21-03	D.4/E.4
Traffic Records Program Assessment Recommendation Implementation	TR-21-07	D.2/E.2
Upgrades to Roadsoft and Environmental Institute Road and Highways	TR-21-02	D.3/E.3
Michigan Crash Analysis Application-Phase 2	TR-21-06	D.5/E.5
Michigan Traffic Crash Facts (MTCF) Technical Support	TR-21-05	D.6/E.6

APPENDIX E.5 PLANNED ACTIVITY FORM TRAFFIC RECORDS

Planned Activity Name	Michigan Crash Analysis Application Phase 2
Planned Activity Number	TR-21-06
Primary Countermeasure Strategy	Traffic Records Program Assessment (NHTSA Facilitated)

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

Description of the Planned Activity

Michigan Crash Analysis Application - Phase 2

Planned Activity Number	TR-21-06	
Planned Activity in GMSS	2021-5002 TR Research, Data, and Evaluation	
GTS Code	M3DA-405c Data Program	
Benefit to Locals	N/A	
Grantee	Michigan Department of State Police Criminal Justice Information Center	
Grant Amount, Funding Source	\$184,000	405(c) FAST Act Traffic Records Data Program
Indirect cost rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	Increase statewide crash data accessibility from one week to five days by September 30, 2021.	

A cloud-based application will give the ability to respond in real-time to crash data requests, provide improved reports, and allow for data visualization. The goal of the second phase of this project is to make the cloud-based application available to all law enforcement agencies, researchers, and other traffic safety partners. The Traffic Crash Reporting Unit (TCRU) will establish two types of users, sanitized and unsanitized. Sanitized users will be able to view the full UD-10 while unsanitized users will not be able to see personal information on the UD-10.

Funding will support supplies/operating costs.

Intended Subrecipients: Michigan Department of State Police Criminal Justice Information Center

Countermeasure Strategies in Planned Activities

Fiscal Year	Countermeasure Strategy Name
2021	Traffic Records Program Assessment (NHTSA Facilitated)

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

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	405(c) FAST Act Traffic Records	405(c) FAST Act Traffic Records Data Program	\$184,000	N/A	N/A

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

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share Per Unit	NHTSA Share Total Cost
Software	1	\$184,000	\$184,000	\$184,000	\$184,000
See NHTSA Approval Letter Below					



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

Region 5
Illinois, Indiana, Michigan
Minnesota, Ohio, Wisconsin

4749 Lincoln Mall Drive – Suite 300B
Matteson, IL 60443
Phone: 202-366-7299
E-mail: region5@dot.gov

March 4, 2020

Michael Prince, Director
Office of Highway Safety Planning
PO Box 30634
Lansing, Michigan 48909-0634

Dear Director Prince:

Thank you for your letter dated February 25, 2020 requesting approval for funding the following equipment using § 405(c) funds:

- Numeric Crash Query application at a cost of **\$183,600**
- Workbooks module at a cost of **\$86,076**; and
- Public Portals expansion at a cost of **\$44,064**.

The region is also in receipt of the corresponding Buy America Act Certificate of Compliance. As you may be aware, 2 CFR § 200.33 includes information technology systems in the definition of equipment. This equipment request utilizing § 405(c) funds is **approved** in the amount of **\$313,740**.

The equipment was provisionally approved on 11/26/19 as part of a FY2020 Highway Safety Plan (HSP) amendment to add project TR-20-06, *Michigan Crash Analysis Application*. This project has been sufficiently linked to planned activities in the HSP and Traffic Records Coordinating Committee's (TRCC) 2019-2022 Strategic Plan.

As always, I encourage the Michigan OHSP to regularly review and ensure adherence with the regulatory requirements of 23 CFR § 1200.31(c)/1300.31(c) when purchasing equipment.

If we can be of assistance to you, please do not hesitate to contact me or Jessi Hopkins, Regional Program Manager at 202-366-7292 or via email at Jessica.Hopkins@dot.gov.

Sincerely,

Jonlee S. Anderle, Ph.D.
Regional Administrator



APPENDIX D.6 COUNTERMEASURE STRATEGY FORM

TRAFFIC RECORDS

Program Area Name: Traffic Records

Countermeasure Strategy: Traffic Records Program Assessment (NHTSA Facilitated)

No questions apply to this project.

Countermeasure Strategy Description

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

Accurate, timely, complete, and uniform data is key to target traffic safety issues.

Crash Record Data 2014-2018

Fiscal Year	Users	Queries	Technical Assistance Requests	Page Views	Publication Downloads
2014	7,748	252,659	68	186,289	N/A
2015	4,830	321,431	80	158,929	N/A
2016	6,766	149,541	92	127,467	N/A
2017	10,983	94,829	61	108,526	10,645
2018	10,028	112,017	100	99,575	7,115

Throughout the years Michigan Traffic Crash Facts has evolved to meet the data needs of OHSP and traffic safety partners. Some examples of publications that have aided with data driven decision making are listed below:

Data Year

2013 Michigan Statewide Reports (195 pages)
2014 Michigan Statewide Reports (198 pages)
2015 Michigan Statewide Reports (200 pages)
2016 Michigan Statewide Reports (202 pages)
2017 Michigan Statewide Reports (202 pages)

First Release

2013 Fact Sheets: School Buses
2014 GTSAC (SHSP) Action Team Trend Tables (10 tables)
2015 MDOT Region Profiles (7 profiles)
2015 Traffic Safety Network Profiles (16 profiles)
2015 Crash Density Maps: Motorcyclist, Winter Weather, Senior Driver
2016 Fact Sheets: Speeding, Red Light Running
2016 Crash Density Maps: Alcohol, Bicycles, Drugs, Heavy Truck/Buses, Pedestrians, Red-Light-Running, Speeding, Young Driver (Age 15-17), Young Driver (Age 18-20), Young Driver (Age 21-24)

Funding will support salaries/fringe benefits, supplies/operating, and indirect costs.

\$563,000 402 FAST Act Traffic Records

10.7% of total \$5,278,000 designated to TR

\$370,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the TR programs.

Benefit to local: \$563,000

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

Accurate, timely, complete, and uniform data is key to target traffic safety issues.

C-1 Number of fatalities in traffic crashes

Target: Reduce fatalities from 985 fatalities in 2019 to 968.6 fatalities in 2021.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,629 in 2019 to 5,533.6 serious injuries in 2021.

C-3 Fatalities/VMT

Target: Prevent the fatalities/VMT rate from increasing from .95 fatalities/VMT in 2018 to no more than .982 fatalities/VMT in 2021. (2019 VMT not yet available.)

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

Target: Reduce unrestrained passenger vehicle occupant fatalities from 202 fatalities in 2019 to 190 fatalities in 2021.

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

Target: Prevent fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from increasing from 267 fatalities in 2018 to no more than 267 fatalities in 2021. (2019 FARS number not yet available.)

Funding will support salaries/fringe benefits, supplies/operating, and indirect costs.

\$563,000 402 FAST Act Traffic Records

10.7% of total \$5,278,000 designated to TR

\$370,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the TR programs.

Benefit to local: \$563,000

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

Accurate, timely, complete, and uniform data is key to target traffic safety issues.

2020 Traffic Records Program Assessment (NHTSA Facilitated) page 9, Crash Section Recommendation:

CITATION

"Improve the interfaces with the crash data system that reflect best practices identified in the Traffic Records Program Assessment."

Funding will support salaries, supplies/operating, and indirect costs.

\$563,000 402 FAST Act Traffic Records

10.7% of total \$5,278,000 designated to TR

\$370,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the TR programs.

Benefit to local: \$563,000

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

Planned Activity Names	Planned Activity Unique Identifier	Section in Document
Highway Safety Office Program Management	CP-21-02-e PM	E.7
Traffic Crash Reporting Form Training Support	TR-21-01	D.1/E.1
State to State (S2S) Staffing	TR-21-03	D.4/E.4
Traffic Records Program Assessment Recommendation Implementation	TR-21-07	D.2/E.2
Upgrades to Roadsoft and Environmental Institute Road and Highways	TR-21-02	D.3/E.3
Michigan Crash Analysis Application-Phase 2	TR-21-06	D.5/E.5
Michigan Traffic Crash Facts (MTCF) Technical Support	TR-21-05	D.6/E.6

APPENDIX E.6 PLANNED ACTIVITY FORM TRAFFIC RECORDS

Planned Activity Name	Michigan Traffic Crash Facts Technical Support
Planned Activity Number	TR-21-05
Primary Countermeasure Strategy	Traffic Records Program Assessment (NHTSA Facilitated)

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

Description of the Planned Activity

Michigan Traffic Crash Facts (MTCF) Technical Support

Planned Activity Number	TR-21-05	
Planned Activity in GMSS	2021-5003 TR Education, Communication, and Outreach	
GTS Code	TR-2021-Traffic Records	
Benefit to Locals	Yes	
Grantee	University of Michigan Transportation Research Institute (UMTRI)	
Grant Amount, Funding Source	\$563,000	402 FAST Act Traffic Records
Indirect cost rate	56%	
Grant Start-up	October 1	
Project Objective(s)	Complete the 2020 Michigan Traffic Crash Facts publications/web content and MichiganTrafficCrashFacts.org website maintenance by September 30, 2021.	

This project will continue to provide public accessibility for the crash data derived from Michigan's Traffic Crash Reporting System. The 2020 MTCF will be produced and posted at www.michigantrafficcrashfacts.org. An annual survey will gauge the effectiveness of the website. The OHSP will work with the UMTRI staff to provide technical assistance on requests for crash data analysis and presentations.

Funding will support salaries/fringe benefits, supplies/operating, and indirect costs.

Intended Subrecipients: University of Michigan Transportation Research Institute (UMTRI)

Countermeasure Strategies in Planned Activities

Fiscal Year	Countermeasure Strategy Name
2021	Traffic Records Program Assessment (NHTSA Facilitated)

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

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	402 FAST Act	402 FAST Act Traffic Records	\$563,000	N/A	\$563,000

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

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

**APPENDIX E.7 PLANNED ACTIVITY FORM
TRAFFIC RECORDS**

Planned Activity Name	Highway Safety Office Program Management for Traffic Records
Planned Activity Number	CP-21-02-e PM
Primary Countermeasure Strategy	Highway Safety Office Program Management

Description of the Planned Activity

Program Management for Traffic Records

Planned Activity Number	CP-21-02-e PM	
Planned Activity in GMSS	2021-10001 PA Program Management (CP 02)	
GTS Code	PA-2021-Planning and Administration	
Benefit to Locals	No	
Grantee	OHSP-Program Management Section	
Grant Amount, Funding Source	\$370,000	402 FAST Act Program Management
Indirect cost rate	9.2%	
Grant Start-up	October 1	

Funding will support the shared costs of the Program Management Team required to implement and manage the OHSP programs.

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

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	402 FAST Act	402 FAST Act Program Management	\$370,000	N/A	N/A

APPENDIX C PROGRAM AREA FORM COMMUNITY PROGRAMS

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

Yes

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

Yes

Problem Identification

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

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

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

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

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

A five-year moving average is applied against the core performance measures from 2015-2019 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.

The OHSP worked with the UMTRI to develop predictive figures generated from a multi-variate change model for the target-setting process. The model incorporates factors such as gas prices, employment, income, gross domestic product (GDP), VMT, and alcohol consumption.

Traffic safety messages are most successful when accompanied by public information.

	Michigan FARS and State Data	2015	2016	2017	2018	2019	2021 Goals
C-1	Traffic Fatalities (FARS)	967	1,065	1,030	974	985	968.6
C-2	Suspected Serious ("A") Injuries (State)	4,865	5,634	6,084	5,586	5,629	5,533.6
C-3	Fatalities Per 100 Million VMT (FARS)	0.99	1.07	1.01	0.95	*	.982
C-4	Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions (FARS)	190	198	191	183	202	190
C-5	Fatalities in Crashes Involving a Driver or Motorcycle Operator with a BAC .08+ (FARS)	266	244	311	267	*	267
C-6	Speed-Related Fatalities (FARS)	264	245	241	245	*	249
C-7	Motorcyclist Fatalities (FARS)	141	152	150	143	122	166
C-8	Unhelmeted Motorcyclist Fatalities (FARS)	57	78	69	58	54	78
C-9	Drivers Age 20 or Younger in Fatal Crashes (FARS)	153	140	120	102	127	126
C-10	Pedestrian Fatalities (FARS)	166	163	156	142	149	174
C-11	Bicycle Fatalities (FARS)	33	38	21	21	21	39
B-1	Safety Belt Use (Daytime, Observed) (Survey)	92.8%	94.5%	94.1%	93.4%	94.4%	98%
	Michigan Performance Measures	2015	2016	2017	2018	2019	2021 Goals
O1	Crashes involving Alcohol- or Drug-Impaired Motorcyclist (State)	227	233	236	206	239	234
O2	Fatalities to Alcohol- or Drug-Impaired Motorcyclist (State)	52	48	45	44	42	55
**O3	Fatalities in Crashes involving a Drug-Impaired Driver or Motorcycle Operator (State)	162	216	227	226	214	302
**O4	Crashes involving a motorcycle and another motor vehicle (State)	1,572	1,710	1,534	1,424	1,460	1,676
**O5	Drivers Age 65 and Over in Fatal Crashes (State)	180	223	230	236	221	249

Not available for FY2021 planning process

**New state performance measures for 2021

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

Performance Measures

Fiscal Year	Performance Measure Name
2021	C-1 reduce fatalities C-2 reduce suspected serious injuries C-3 reduce K/VMT C-4 reduce unrestrained passenger vehicle occupant fatalities C-5 reduce alcohol-impaired driving fatalities (.08+) C-7 reduce motorcyclist fatalities C-8 reduce unhelmeted motorcyclist fatalities C-9 reduce drivers 20 and younger in fatal crashes C-10 reduce pedestrian fatalities C-11 reduce bicyclist fatalities B-1 seat belt use O1: reduce crashes involving impaired motorcyclists O2: reduce impaired motorcyclist fatalities O3: reduce fatalities involving a drug-impaired driver or motorcycle operator O4: reduce crashes involving a motorcycle and another motor vehicle. O5: reduce senior driver (65+) involved fatal crashes

Countermeasure Strategies

Fiscal Year	Countermeasure Strategy Name
2021	Highway Safety Office Program Management
	Mass Media Campaign
	Communication Campaign
	Earned Media
	Other: Community Traffic Safety Projects

**Appendix D.1 Countermeasure Strategy Form
Community Programs**

Program Area Name: Community Programs

Countermeasure Strategy: Mass Media Campaign

No other questions for this project.

Countermeasure Strategy Description

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

Traffic safety messages are most successful when accompanied by public information.

Law enforcement officials will continue to implement an evidence-based, highly visible enforcement program to educate community members about potentially dangerous driving behaviors and enforce traffic laws designed to protect them.

The OHSP will develop and assist with distribution of public information materials to enhance efforts to change driver behavior. The OHSP relies on strategic counsel for communications projects of a small nature as well as those that arise outside the annual planning process.

In the past, strategic counsel funding has provided resources on a variety of projects as diverse as raising awareness about airbag recalls to producing a video on the dangers of distracted driving.

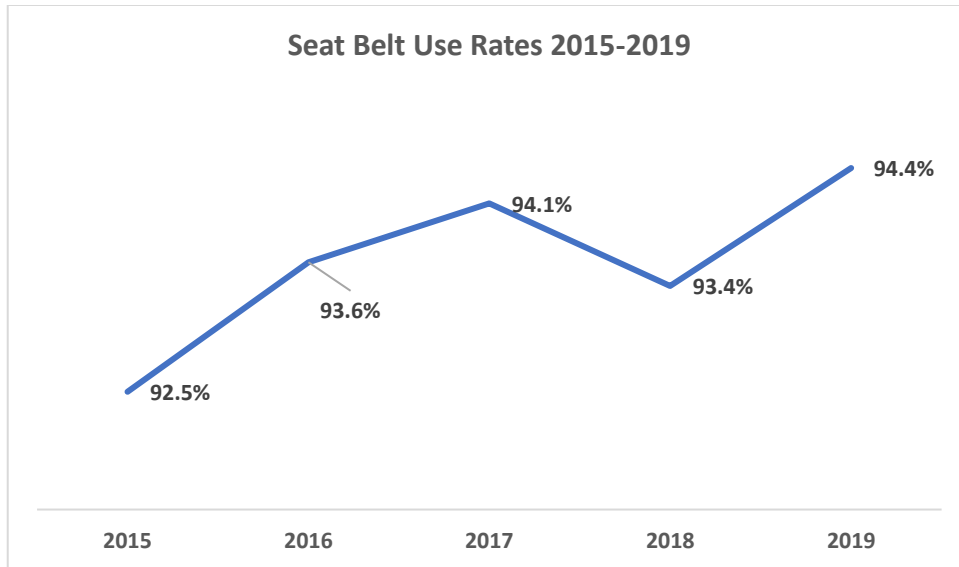
Fatalities and Suspected Serious Injuries 2014-2018						
	2014	2015	2016	2017	2018	Total
Fatalities	876	963	1,064	1,028	974	4,905
Suspected Serious Injuries	4,909	4,865	5,634	6,084	5,586	27,078
Total	5,785	5,828	6,698	7,112	6,560	31,983

Fatalities in Alcohol- and/or Drug-Involved Crashes 2014-2018					
2014	2015	2016	2017	2018	Total
319	384	416	470	434	2,023

Suspected Serious Injuries in Alcohol- and/or Drug-Involved Crashes 2014-2018					
2014	2015	2016	2017	2018	Total
892	1,048	1,185	1,382	1,214	5,741

Unrestrained Passenger Vehicle Fatalities 2014-2018					
2014	2015	2016	2017	2018	Total
191	197	203	197	184	972

Unrestrained Passenger Vehicle Suspected Serious Injuries 2014-2018					
2014	2015	2016	2017	2018	Total
509	597	592	572	545	2,815



Funding will support contractual costs.

\$85,000 405(b) FAST Act Occupant Protection High Community Traffic Safety Project (flex)

21.8% of total \$390,000 designated to CP

\$110,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the CP programs.

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

Traffic safety messages are most successful when accompanied by public information.

C-1 Number of fatalities in traffic crashes

Target: Reduce fatalities from 985 fatalities in 2019 to 968.6 fatalities in 2021.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,629 in 2019 to 5,533.6 serious injuries in 2021.

C-3 Fatalities/VMT

Target: Prevent the fatalities/VMT rate from increasing from .95 fatalities/VMT in 2018 to no more than .982 fatalities/VMT in 2021. (2019 VMT not yet available.)

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

Target: Reduce unrestrained passenger vehicle occupant fatalities from 202 fatalities in 2019 to 190 fatalities in 2021.

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

Target: Prevent fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from increasing from 267 fatalities in 2018 to no more than 267 fatalities in 2021. (2019 FARS number not yet available.)

C-6 Number of speeding-related fatalities

Target: Prevent speeding-related fatalities from increasing from 245 fatalities in 2018 to no more than 249 fatalities in 2021. (2019 FARS number not yet available.)

C-7 Number of motorcyclist fatalities

Target: Prevent motorcyclist-related fatalities from increasing from 122 fatalities in 2019 to no more than 166 fatalities in 2021.

C-8 Number of unhelmeted motorcyclist fatalities

Target: Prevent unhelmeted motorcyclist fatalities from increasing from 54 fatalities in 2019 to no more than 78 fatalities in 2021.

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

Target: Reduce drivers age 20 or younger involved in fatal crashes from 127 fatal crashes in 2019 to 126 fatal crashes in 2021.

C-10 Number of pedestrian fatalities

Target: Prevent pedestrian fatalities from increasing from 149 fatalities in 2019 to no more than 174 fatalities in 2021.

C-11 Number of bicyclist fatalities

Target: Prevent bicyclist fatalities from increasing from 21 fatalities in 2019 to no more than 39 fatalities in 2021.

B-1 Statewide seat belt use rate

Target: Increase the statewide seat belt use rate from 94.4% in 2020 to 98% in 2021.

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

Target: Reduce the number of crashes involving alcohol- or drug-impaired motorcyclists from 239 crashes in 2019 to 234 crashes in 2021.

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

Target: Prevent impaired motorcyclist fatalities from increasing from 42 fatalities in 2019 to no more than 55 fatalities in 2021.

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

Target: Prevent the number of crashes involving a drug-impaired driver or motorcycle operator increasing from 214 crashes in 2019 to no more than 302 crashes in 2021.

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

Target: Prevent the number of motorcycle crashes involving a motorcycle and another motor vehicle from increasing from 1,460 crashes in 2019 to 1,676 crashes in 2021.

O5: Number of senior drivers (65+) involved fatal crashes

Target: Prevent the number of senior driver (65+)-involved fatal crashes from increasing from 221 fatal crashes in 2019 to no more than 249 fatal crashes in 2021.

Funding will support contractual costs.

\$85,000 405(b) FAST Act Occupant Protection High Community Traffic Safety Project (flex)

21.8% of total \$390,000 designated to CP

\$110,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the CP programs.

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

Traffic safety messages are most successful when accompanied by public information.

Countermeasures That Work, Ninth Edition 2017: Communications and Outreach 3:1, pages 2-18.

Citation

“Communications and Outreach 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).”

Funding will support contractual costs.

\$85,000 405(b) FAST Act Occupant Protection High Community Traffic Safety Project (flex)

21.8% of total \$390,000 designated to CP

\$110,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the CP programs.

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

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Highway Safety Office Program Management	CP-21-02-f PM	E.5
Strategic Counsel	CP-21-03-m PI&E	D.1/E.1
In-House Public Information and Education	CP-21-03-n PI&E	D.2/E.2
Materials Storage and Distribution	CP-21-04	D.3/E.3
Statewide Winter Safe Driving Campaign	CP-21-03-o PI&E	D.4/E.4

**Appendix E.1 Planned Activity Form
Community Programs**

Planned Activity Name	Strategic Counsel
Planned Activity Number	CP-21-03-m PI&E
Primary Countermeasure Strategy	Mass Media Campaign

No other questions for this project.

Description of the Planned Activity

Strategic Counsel

Planned Activity Number	CP-21-03-m PI&E	
Planned Activity In GMSS	2021-6001 CP Education and Communication (CP 03 PI&E)	
GTS Code	M1CPS-405b High Community CPS Services	
Benefit to Locals	N/A	
Grantee	OHSP-PI&E	
Grant Amount, Funding Source	\$85,000	405(b) FAST Act Occupant Protection High Community Traffic Safety Project (flex)
Indirect Cost Rate	N/A	
Grant Start-Up	October 1	

Project Objective(S)	Provide communications expertise related to new situations, opportunities, and challenges for up to four projects through September 30, 2021.
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The OHSP relies on strategic counsel for communications projects of a small nature as well as those that arise outside the annual planning process. For communications campaigns, the OHSP provides a retainer fee to utilize the services of a professional marketing and advertising firm to conduct research, develop creative concepts, finish campaign assets, and plan and place paid advertising.

Funding will support contractual costs.

Intended Subrecipients: OHSP PI&E

Countermeasure Strategies in Planned Activities

Fiscal Year	Countermeasure Strategy Name
2021	Mass Media Campaign

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

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	405(b) FAST Act Occupant Protection High	405(b) FAST Act Occupant Protection High Community Traffic Safety Project (flex)	\$22,000	N/A	N/A
2020	405(b) FAST Act Occupant Protection High	405(b) FAST Act Occupant Protection High Community Traffic Safety Project (flex)	\$63,000	N/A	N/A

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

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

**Appendix D.2 Countermeasure Strategy Form
Community Programs**

Program Area Name: Community Programs

Countermeasure Strategy: Mass Media Campaign

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

Yes

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

Yes

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

Yes

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

Yes

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

Yes

Countermeasure Strategy Description

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

Traffic safety messages are most successful when accompanied by public information.

The decisions and action made by drivers can have devastating consequences. In the last five years, there have been 4,905 traffic-related fatalities in Michigan.

Law enforcement officers will continue to implement an evidence-based, highly visible enforcement program to educate community members about potentially dangerous driving behaviors and enforce traffic laws designed to protect them.

The OHSP will develop and assist with distribution of public information materials to enhance efforts to change driver behavior.

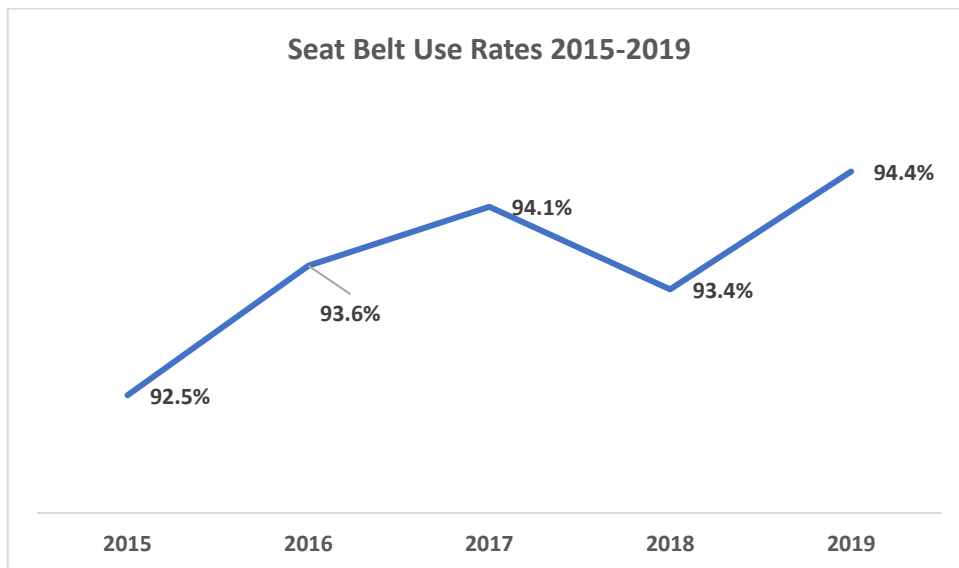
Fatalities in Alcohol- and/or Drug-Involved Crashes 2014-2018					
2014	2015	2016	2017	2018	Total
319	384	416	470	434	2,023

Unrestrained Passenger Vehicle Fatalities 2014-2018					
2014	2015	2016	2017	2018	Total
191	197	203	197	184	972

Suspected Serious Injuries in Alcohol- and/or Drug-Involved Crashes 2014-2018					
2014	2015	2016	2017	2018	Total
892	1,048	1,185	1,382	1,214	5,741

Unrestrained Passenger Vehicle Suspected Serious Injuries 2014-2018					
2014	2015	2016	2017	2018	Total
509	597	592	572	545	2,815

Fatalities and Suspected Serious Injuries 2014-2018						
	2014	2015	2016	2017	2018	Total
Fatalities	876	963	1,064	1,028	974	4,905
Suspected Serious Injury	4,909	4,865	5,634	6,084	5,586	27,078
Total	5,785	5,828	6,698	7,112	6,560	31,983



Funding will support supplies/operating costs.

\$75,000 402 FAST Act Community Traffic Safety Project
 19.2% of total \$390,000 designated to CP

\$110,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the CP programs.

Benefit to local: \$75,000

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

Traffic safety messages are most successful when accompanied by public information.

C-1 Number of fatalities in traffic crashes

Target: Reduce fatalities from 985 fatalities in 2019 to 968.6 fatalities in 2021.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,629 in 2019 to 5,533.6 serious injuries in 2021.

C-3 Fatalities/VMT

Target: Prevent the fatalities/VMT rate from increasing from .95 fatalities/VMT in 2018 to no more than .982 fatalities/VMT in 2021. (2019 VMT not yet available.)

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

Target: Reduce unrestrained passenger vehicle occupant fatalities from 202 fatalities in 2019 to 190 fatalities in 2021.

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

Target: Prevent fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from increasing from 267 fatalities in 2018 to no more than 267 fatalities in 2021. (2019 FARS number not yet available.)

C-6 Number of speeding-related fatalities

Target: Prevent speeding-related fatalities from increasing from 245 fatalities in 2018 to no more than 249 fatalities in 2021. (2019 FARS number not yet available.)

C-7 Number of motorcyclist fatalities

Target: Prevent motorcyclist-related fatalities from increasing from 122 fatalities in 2019 to no more than 166 fatalities in 2021.

C-8 Number of unhelmeted motorcyclist fatalities

Target: Prevent unhelmeted motorcyclist fatalities from increasing from 54 fatalities in 2019 to no more than 78 fatalities in 2021.

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

Target: Reduce drivers age 20 or younger involved in fatal crashes from 127 fatal crashes in 2019 to 126 fatal crashes in 2021.

C-10 Number of pedestrian fatalities

Target: Prevent pedestrian fatalities from increasing from 149 fatalities in 2019 to no more than 174 fatalities in 2021.

C-11 Number of bicyclist fatalities

Target: Prevent bicyclist fatalities from increasing from 21 fatalities in 2019 to no more than 39 fatalities in 2021.

B-1 Statewide seat belt use rate

Target: Increase the statewide seat belt use rate from 94.4% in 2020 to 98% in 2021.

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

Target: Reduce the number of crashes involving alcohol- or drug-impaired motorcyclists from 239 crashes in 2019 to 234 crashes in 2021.

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

Target: Prevent impaired motorcyclist fatalities from increasing from 42 fatalities in 2019 to no more than 55 fatalities in 2021.

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

Target: Prevent the number of crashes involving a drug-impaired driver or motorcycle operator increasing from 214 crashes in 2019 to no more than 302 crashes in 2021.

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

Target: Prevent the number of motorcycle crashes involving a motorcycle and another motor vehicle from increasing from 1,460 crashes in 2019 to 1,676 crashes in 2021.

O5: Number of senior drivers (65+) involved fatal crashes

Target: Prevent the number of senior driver (65+)-involved fatal crashes from increasing from 221 fatal crashes in 2019 to no more than 249 fatal crashes in 2021.

Funding will support supplies/operating costs.

\$75,000 402 FAST Act Community Traffic Safety Project

19.2% of total \$390,000 designated to CP

\$110,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the CP programs.

Benefit to local: \$75,000

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

Traffic safety messages are most successful when accompanied by public information.

Countermeasures That Work, Ninth Edition 2017: Chapter 2 (Seat Belts and Child Restraints), Section 3 (Communications and Outreach) page 138.

Citation

“effective, high-visibility communications and outreach are an essential part of successful seat belt law high-visibility enforcement programs (Solomon et al. 2003). Paid advertising can be a critical part of the media strategy. Paid advertising brings with it the ability to control message content, timing, placement and repetition (Milano et al. 2004). Use: all high-visibility enforcement programs include communications and outreach strategies that use some combination of earned media (news stories) and paid advertising. Communications and outreach can be conducted at local, state, regional or national events.”

Funding will support supplies/operating costs.

\$75,000 402 FAST Act Community Traffic Safety Project

19.2% of total \$390,000 designated to CP

\$110,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the CP programs.

Benefit to local: \$75,000

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

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Highway Safety Office Program Management	CP-21-02-f PM	E.5
Strategic Counsel	CP-21-03-m PI&E	D.1/E.1
In-House Public Information and Education	CP-21-03-n PI&E	D.2/E.2
Materials Storage and Distribution	CP-21-04	D.3/E.3
Statewide Winter Safe Driving Campaign	CP-21-03-o PI&E	D.4/E.4

Appendix E.2 Planned Activity Form Community Programs

Planned Activity Name	In-House Public Information and Education
Planned Activity Number	CP-21-03-n PI&E
Primary Countermeasure Strategy	Communication Campaign

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

Yes

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

Yes

Is this 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]

Yes

Description of the Planned Activity

In-House Public Information and Education (PI&E)

Planned Activity Number	CP-21-03-n PI&E	
Planned Activity In GMSS	2021-6001 CP Education and Communication (CP 03 PI&E)	
GTS Code	CP-2021-Community Traffic Safety Project	
Benefit to Locals	Yes	
Grantee	OHSP-PI&E	
Grant Amount, Funding Source	\$75,000	402 FAST Act Community Traffic Safety Project
Indirect Cost Rate	N/A	
Grant Start-Up	October 1	
Project Objective(S)	Support statewide outreach on traffic safety measures by making materials available for the public and stakeholders through September 30, 2021.	

The OHSP will promote seat belt use, sober driving, child passenger safety, motorcyclist safety, bicyclist and pedestrian safety, and all other traffic safety concerns through public information outreach. This includes developing brochures, flyers, posters, and other materials to promote traffic safety. General PI&E funds ensure materials are continually available to distribute through the storage and distribution center.

Funding will support supplies/operating costs.

Intended Subrecipients: OHSP PI&E

Countermeasure Strategies in Planned Activities

Fiscal Year	Countermeasure Strategy Name
2021	Communication Campaign

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

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	402 FAST Act	402 FAST Act Community Traffic Safety Project	\$75,000	N/A	\$75,000

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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N/A	N/A	N/A	N/A	N/A	N/A
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Appendix D.3 Countermeasure Strategy Form Community Programs

Program Area Name: Community Programs

Countermeasure Strategy: Mass Media Campaign

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

Yes

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

Yes

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

Yes

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

Yes

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

Yes

Countermeasure Strategy Description

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

Traffic safety messages are most successful when accompanied by public information.

The decisions and action made by drivers can have devastating consequences. In the last five years, there have been 4,905 traffic-related fatalities in Michigan.

Law enforcement officers will continue to implement an evidence-based, highly visible enforcement program to educate community members about potentially dangerous driving behaviors and enforce traffic laws designed to protect them.

The OHSP would continue to develop and assist with distribution of public information materials to enhance efforts to change driver behavior.

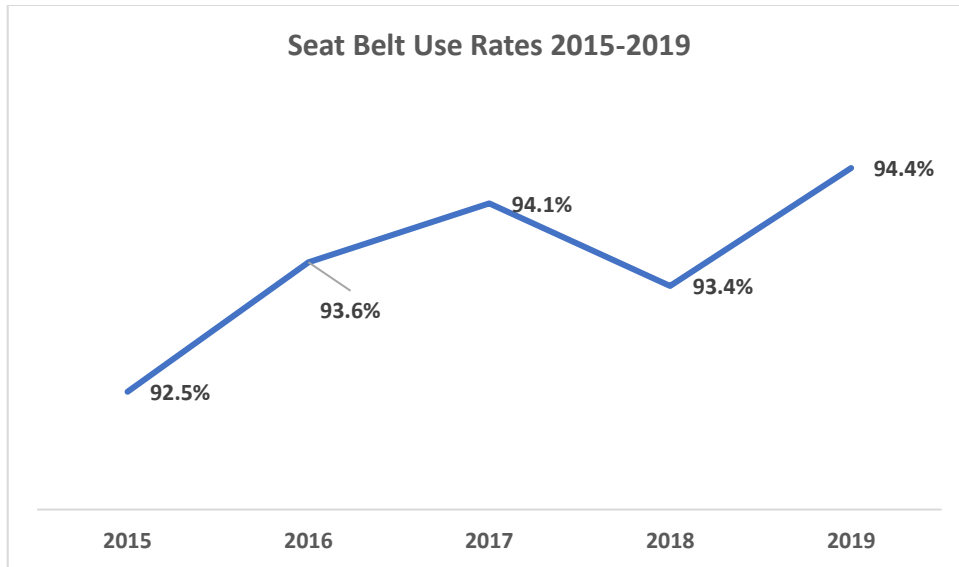
Fatalities in Alcohol- and/or Drug-Involved Crashes 2014-2018					
2014	2015	2016	2017	2018	Total
319	384	416	470	434	2,023

Unrestrained Passenger Vehicle Fatalities 2014-2018					
2014	2015	2016	2017	2018	Total
191	197	203	197	184	972

Suspected Serious Injuries in Alcohol- and/or Drug-Involved Crashes 2014-2018					
2014	2015	2016	2017	2018	Total
892	1,048	1,185	1,382	1,214	5,741

Unrestrained Passenger Vehicle Suspected Serious Injuries 2014-2018					
2014	2015	2016	2017	2018	Total
509	597	592	572	545	2,815

Fatalities and Suspected Serious Injuries 2014-2018						
	2014	2015	2016	2017	2018	Total
Fatalities	876	963	1,064	1,028	974	4,905
Suspected Serious Injuries	4,909	4,865	5,634	6,084	5,586	27,078
Total	5,785	5,828	6,698	7,112	6,560	31,983



Funding will support salary/fringe benefits, contractual, indirect, and supplies/operating costs.

\$160,000 402 FAST Act Community Traffic Safety Project

41% of total \$390,000 designated to CP

\$110,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the CP programs.

Benefit to local: \$160,000

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

Traffic safety messages are most successful when accompanied by public information.

C-1 Number of fatalities in traffic crashes

Target: Reduce fatalities from 985 fatalities in 2019 to 968.6 fatalities in 2021.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,629 in 2019 to 5,533.6 serious injuries in 2021.

C-3 Fatalities/VMT

Target: Prevent the fatalities/VMT rate from increasing from .95 fatalities/VMT in 2018 to no more than .982 fatalities/VMT in 2021. (2019 VMT not yet available.)

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

Target: Reduce unrestrained passenger vehicle occupant fatalities from 202 fatalities in 2019 to 190 fatalities in 2021.

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

Target: Prevent fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from increasing from 267 fatalities in 2018 to no more than 267 fatalities in 2021. (2019 FARS number not yet available.)

C-6 Number of speeding-related fatalities

Target: Prevent speeding-related fatalities from increasing from 245 fatalities in 2018 to no more than 249 fatalities in 2021. (2019 FARS number not yet available.)

C-7 Number of motorcyclist fatalities

Target: Prevent motorcyclist-related fatalities from increasing from 122 fatalities in 2019 to no more than 166 fatalities in 2021.

C-8 Number of unhelmeted motorcyclist fatalities

Target: Prevent unhelmeted motorcyclist fatalities from increasing from 54 fatalities in 2019 to no more than 78 fatalities in 2021.

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

Target: Reduce drivers age 20 or younger involved in fatal crashes from 127 fatal crashes in 2019 to 126 fatal crashes in 2021.

C-10 Number of pedestrian fatalities

Target: Prevent pedestrian fatalities from increasing from 149 fatalities in 2019 to no more than 174 fatalities in 2021.

C-11 Number of bicyclist fatalities

Target: Prevent bicyclist fatalities from increasing from 21 fatalities in 2019 to no more than 39 fatalities in 2021.

B-1 Statewide seat belt use rate

Target: Increase the statewide seat belt use rate from 94.4% in 2020 to 98% in 2021.

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

Target: Reduce the number of crashes involving alcohol- or drug-impaired motorcyclists from 239 crashes in 2019 to 234 crashes in 2021.

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

Target: Prevent impaired motorcyclist fatalities from increasing from 42 fatalities in 2019 to no more than 55 fatalities in 2021.

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

Target: Prevent the number of crashes involving a drug-impaired driver or motorcycle operator increasing from 214 crashes in 2019 to no more than 302 crashes in 2021.

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

Target: Prevent the number of motorcycle crashes involving a motorcycle and another motor vehicle from increasing from 1,460 crashes in 2019 to 1,676 crashes in 2021.

O5: Number of senior drivers (65+) involved fatal crashes

Target: Prevent the number of senior driver (65+)-involved fatal crashes from increasing from 221 fatal crashes in 2019 to no more than 249 fatal crashes in 2021.

Funding will support salary/fringe benefits, contractual, indirect, and supplies/operating costs.

\$160,000 402 FAST Act Community Traffic Safety Project

41% of total \$390,000 designated to CP

\$110,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the CP programs.

Benefit to local: \$160,000

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

Traffic safety messages are most successful when accompanied by public information.

Countermeasures That Work, Ninth Edition 2017: Chapter 2 – Seat Belts and Child Restraints, Section 3.1 - Communications and Outreach Supporting Enforcement, pages 2-22. (138 of 567 in the PDF)

Citation

“effective, high-visibility communications and outreach are an essential part of successful seat belt law high-visibility enforcement programs (Solomon et al., 2003). Paid advertising can be a critical part of the media strategy. Paid advertising brings with it the ability to control message content, timing, placement, and repetition (Milano et al., 2004). Use: all high-visibility enforcement programs include communications and outreach strategies that use some combination of earned media (news stories) and paid advertising. Communications and outreach can be conducted at local, state, regional, or national levels. Effectiveness: The May 2002 click it or ticket campaign evaluation demonstrated the effect of different media strategies. Belt use increased by 8.6 percentage points across 10 states that used paid advertising extensively in their campaigns. Belt use increased by 2.7 percentage points across 4 states that used limited paid advertising and increased by only 0.5 percentage points across 4 states that used no paid advertising (Solomon et al., 2002). Milano et al. (2004) summarize an extensive amount of information from national telephone surveys conducted in conjunction with each national campaign from 1997 to 2003. Costs: paid advertising can be expensive. On average across participating states’ paid advertising costs were about \$2,200,000 for the 2013 campaign (Nichols et al., 2016). Time to implement: an effective media campaign requires 4 to 6 months to plan and implement. Other issues: social media: NHTSA and some states have begun using social networking sites to reach the general public with messages concerning seat belt use. Although sites such as Facebook, Twitter, and YouTube can effectively and inexpensively reach large numbers of people, there are no evaluations of seat belt use campaigns that use this approach. The centers for disease control and prevention offer tools to help with using social media, including a social media toolkit and guide for writing social media (www.cdc.gov/socialmedia/tools/guidelines). In addition, there is information available on NHTSA’s traffic safety marketing website (www.trafficsafetymarketing.gov/marketing-tools/social-media).”

Funding will support salary/fringe benefits, contractual, indirect, and supplies/operating costs.

\$160,000 402 FAST Act Community Traffic Safety Project

41% of total \$390,000 designated to CP

\$110,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the CP programs.

Benefit to local: \$160,000

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

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Highway Safety Office Program Management	CP-21-02-f PM	E.5
Strategic Counsel	CP-21-03-m PI&E	D.1/E.1
In-House Public Information and Education	CP-21-03-n PI&E	D.2/E.2
Materials Storage and Distribution	CP-21-04	D.3/E.3
Statewide Winter Safe Driving Campaign	CP-21-03-o PI&E	D.4/E.4

**Appendix E.3 Planned Activity Form
Community Programs**

Planned Activity Name	Materials Storage and Distribution
Planned Activity Number	CP-21-04
Primary Countermeasure Strategy	Communication Campaign

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

Yes

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

Yes

Is this 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]

Yes

Description of the Planned Activity

Materials Storage and Distribution

Planned Activity Number	CP-21-04	
Planned Activity In GMSS	2021-6003 CP Other	
GTS Code	CP-2021-Community Traffic Safety Project	
Benefit to Locals	Yes	
Grantee	Michigan State Police-Grants and Community Services Division	
Grant Amount, Funding Source	\$160,000	402 FAST Act Community Traffic Safety Project
Indirect Cost Rate	9.2%	

Grant Start-Up	October 1
Project Objective(S)	Distribute at least 350,000 traffic safety catalog items and up to five mobilization mailings by September 30, 2021.

The Michigan State Police Distribution Center houses a variety of traffic safety-related public information materials and mobilization items for law enforcement. The public will be able to order information about traffic safety through this storage facility. The OHSP provides costumes for loan to assist schools, law enforcement agencies, and other organizations promoting safe driving habits. The Storage and Distribution Center also ship standardized field sobriety test (SFST) and advanced roadside impairment driving enforcement (ARIDE) training materials for law enforcement.

Funding will support salary/fringe benefits, contractual, indirect, and supplies/operating costs.

Intended Subrecipients: OHSP PI&E

Countermeasure Strategies in Planned Activities

Fiscal Year	Countermeasure Strategy Name
2021	Communication Campaign

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

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	402 FAST Act	402 FAST Act Community Traffic Safety Project	\$160,000	N/A	\$160,000

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

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

Appendix D.4 Countermeasure Strategy Form Community Programs

Program Area Name: Community Programs

Countermeasure Strategy: Mass Media Campaign

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

Yes

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

Yes

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

Yes

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

Yes

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

Yes

Countermeasure Strategy Description

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

Traffic safety messages are most successful when accompanied by public information.

Fatalities in Alcohol- and/or Drug-Involved Crashes 2014-2018					
2014	2015	2016	2017	2018	Total
319	384	416	470	434	2,023

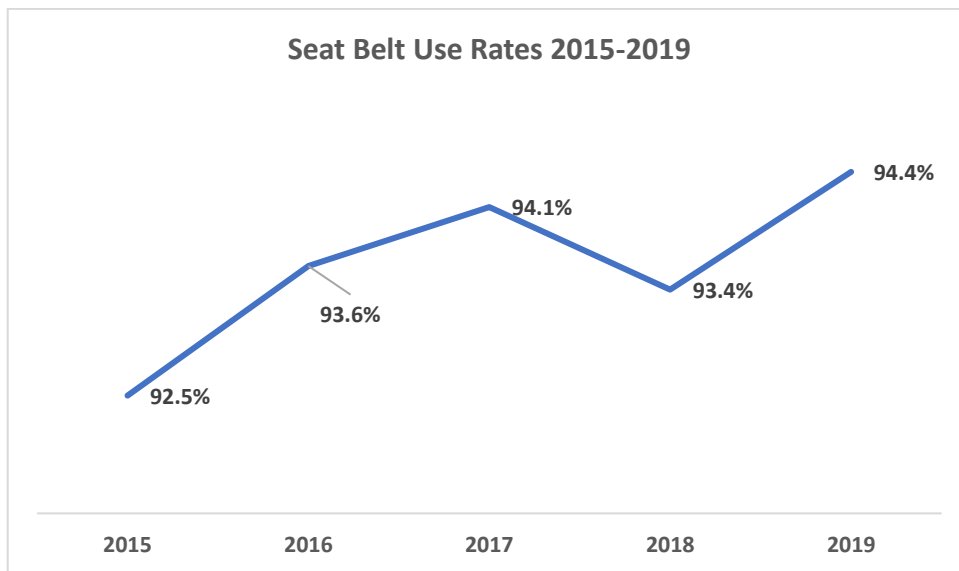
Unrestrained Passenger Vehicle Fatalities 2014-2018					
2014	2015	2016	2017	2018	Total
191	197	203	197	184	972

Suspected Serious Injuries in Alcohol- and/or Drug-Involved Crashes 2014-2018

2014	2015	2016	2017	2018	Total
892	1,048	1,185	1,382	1,214	5,741

Unrestrained Passenger Vehicle Suspected Serious Injuries 2014-2018					
2014	2015	2016	2017	2018	Total
509	597	592	572	545	2,815

Fatalities and Suspected Serious Injuries 2014-2018						
	2014	2015	2016	2017	2018	Total
Fatalities	876	963	1,064	1,028	974	4,905
Suspected Serious Injuries	4,909	4,865	5,634	6,084	5,586	27,078
Total	5,785	5,828	6,698	7,112	6,560	31,983



Funding will support contractual and supplies/operating costs.

\$70,000 405(d) FAST Act Impaired Driving Low Community Safety Project (flex)

17.9% of total \$390,000 designated to CP

\$110,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the CP programs.

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

Traffic safety messages are most successful when accompanied by public information.

C-1 Number of fatalities in traffic crashes

Target: Reduce fatalities from 985 fatalities in 2019 to 968.6 fatalities in 2021.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,629 in 2019 to 5,533.6 serious injuries in 2021.

C-3 Fatalities/VMT

Target: Prevent the fatalities/VMT rate from increasing from .95 fatalities/VMT in 2018 to no more than .982 fatalities/VMT in 2021. (2019 VMT not yet available.)

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

Target: Reduce unrestrained passenger vehicle occupant fatalities from 202 fatalities in 2019 to 190 fatalities in 2021.

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

Target: Prevent fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from increasing from 267 fatalities in 2018 to no more than 267 fatalities in 2021. (2019 FARS number not yet available.)

C-6 Number of speeding-related fatalities

Target: Prevent speeding-related fatalities from increasing from 245 fatalities in 2018 to no more than 249 fatalities in 2021. (2019 FARS number not yet available.)

C-7 Number of motorcyclist fatalities

Target: Prevent motorcyclist-related fatalities from increasing from 122 fatalities in 2019 to no more than 166 fatalities in 2021.

C-8 Number of unhelmeted motorcyclist fatalities

Target: Prevent unhelmeted motorcyclist fatalities from increasing from 54 fatalities in 2019 to no more than 78 fatalities in 2021.

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

Target: Reduce drivers age 20 or younger involved in fatal crashes from 127 fatal crashes in 2019 to 126 fatal crashes in 2021.

C-10 Number of pedestrian fatalities

Target: Prevent pedestrian fatalities from increasing from 149 fatalities in 2019 to no more than 174 fatalities in 2021.

C-11 Number of bicyclist fatalities

Target: Prevent bicyclist fatalities from increasing from 21 fatalities in 2019 to no more than 39 fatalities in 2021.

B-1 Statewide seat belt use rate

Target: Increase the statewide seat belt use rate from 94.4% in 2020 to 98% in 2021.

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

Target: Reduce the number of crashes involving alcohol- or drug-impaired motorcyclists from 239 crashes in 2019 to 234 crashes in 2021.

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

Target: Prevent impaired motorcyclist fatalities from increasing from 42 fatalities in 2019 to no more than 55 fatalities in 2021.

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

Target: Prevent the number of crashes involving a drug-impaired driver or motorcycle operator increasing from 214 crashes in 2019 to no more than 302 crashes in 2021.

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

Target: Prevent the number of motorcycle crashes involving a motorcycle and another motor vehicle from increasing from 1,460 crashes in 2019 to 1,676 crashes in 2021.

O5: Number of senior drivers (65+) involved fatal crashes

Target: Prevent the number of senior driver (65+)-involved fatal crashes from increasing from 221 fatal crashes in 2019 to no more than 249 fatal crashes in 2021.

Funding will support contractual and supplies/operating costs.

\$70,000 405(d) FAST Act Impaired Driving Low Community Safety Project (flex)

17.9% of total \$390,000 designated to CP

\$110,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the CP programs.

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

Traffic safety messages are most successful when accompanied by public information.

Countermeasures That Work, Ninth Edition 2017: Chapter 3 (Speeding and Speed Management); Section 4 (Communications and Outreach); pages 3-31.

Citation

“effective, high-visibility communications and outreach are an essential part of successful speed and aggressive-driving enforcement programs (Neuman et al., 2003; NHTSA, 2000). All the examples discussed in chapter 3, sections 2.2, high-visibility enforcement, and 2.3, other enforcement methods, used extensive communications campaigns to support their enforcement efforts. Most campaigns to date have not used paid advertising. The success of paid advertising in seat belt use campaigns (chapter 2, section 3.1) suggests that it is worth considering for speed and aggressive driving enforcement campaigns.

The objective should be to provide information about the program, including expected safety benefits, and to persuade motorists that detection and punishment for violations is likely. See also Neuman et al. (2003, strategy a2). Communications and outreach programs urging drivers to behave courteously or not to speed are unlikely to have any effect unless they are tied to vigorous enforcement (Neuman et al., 2003, strategy a2). Campaign messages that are pre-tested to ensure they are relevant to the target audience and that reach the audience with enough intensity and duration to be perceived and noticed are most likely to be effective (Preusser et al., 2008). Other state and community partners may also help leverage resources and achieve a wider reach if they have common goals and concerns (GHSA, 2004).

A recent assessment report prepared for the governor’s highway safety association also recommends raising the priority of speed enforcement as a traffic safety priority among law enforcement agencies, the general public and the courts (Sprattler, 2012). Such an effort may require careful framing of the message that speed enforcement is a public injury prevention strategy. Health resources in action developed community resources for the centers for disease control and prevention highlighting injury-reduction and public health and community livability issues in relation to speed and speed management (health resources in action, 2013; and other resources available at www.cdc.gov/healthyplaces/healthtopics/transportation/practice.htm.)”

Funding will support contractual and supplies/operating costs.

\$70,000 405(d) FAST Act Impaired Driving Low Community Safety Project (flex)

17.9% of total \$390,000 designated to CP

\$110,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the CP programs.

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

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Highway Safety Office Program Management	CP-21-02-f PM	E.5
Strategic Counsel	CP-21-03-m PI&E	D.1/E.1
In-House Public Information and Education	CP-21-03-n PI&E	D.2/E.2
Materials Storage and Distribution	CP-21-04	D.3/E.3
Statewide Winter Safe Driving Campaign	CP-21-03-o PI&E	D.4/E.4

Appendix E.4 Planned Activity Form Community Programs

Planned Activity Name	Statewide Winter Safe Driving Campaign
Planned Activity Number	CP-21-03-o PI&E
Primary Countermeasure Strategy	Communication Campaign

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

Yes

Description of the Planned Activity

Winter Safe Driving Awareness Week Campaign

Planned Activity Number	CP-21-03-o PI&E	
Planned Activity in GMSS	2021-6001 CP Education and Communication (CP 03 PI&E)	
GTS Code	CP-2021-Community Traffic Safety Project	
Benefit to Locals	N/A	
Grantee	OHSP-PI&E	
Grant Amount, Funding Source	\$70,000	405(d) FAST Act Impaired Driving Low Community Safety Project (flex)
Indirect Cost Rate	N/A	
Grant Start-Up	October 1	
Project Objective(S)	Disseminate a statewide winter safe driving awareness campaign by September 30, 2021.	

The Winter Safe Driving Awareness Campaign promotes safe driving behaviors on icy, snowy, and slushy roads. The message will be distributed statewide, with an emphasis in the Upper Peninsula. Materials produced in FY2020 will be printed and distributed to traffic safety partners.

Funding will support contractual and supplies/operating costs.

Intended Subrecipients: OHSP PI&E

Countermeasure Strategies in Planned Activities

Fiscal Year	Countermeasure Strategy Name
2021	Communication Campaign

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

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	405(d) FAST Act Impaired Driving Low	405(d) FAST Act Impaired Driving Low Community Safety Project (flex)	\$70,000	N/A	N/A

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

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

**Appendix E.5 Planned Activity Form
Community Programs**

Planned Activity Name	Highway Safety Office Program Management for Community Programs
Planned Activity Number	CP-21-02-f PM
Primary Countermeasure Strategy	Highway Safety Office Program Management

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

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	402 FAST Act	402 FAST Act Planning and Administration	\$110,000	N/A	N/A

Description of the Planned Activity

Program Management for Community Programs

Planned Activity Number	CP-21-02-f PM
Planned Activity In GMSS	2021-10001 PA Program Management (CP 02)
GTS Code	PA-2021-Planning and Administration
Benefit to Locals	No
Grantee	OHSP-Program Management Section

Grant Amount, Funding Source	\$110,000	402 FAST Act Program Management
Indirect Cost Rate	9.2%	
Grant Start-Up	October 1	

Funding will support the shared costs of the program management Team required to implement and manage the OHSP programs.

APPENDIX C PROGRAM AREA FORM DRIVER EDUCATION

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

Yes

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

Yes

Problem Identification

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

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

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

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

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

A five-year moving average is applied against the core performance measures from 2015-2019 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.

The OHSP worked with the UMTRI to develop predictive figures generated from a multi-variate change model for the target-setting process. The model incorporates factors such as gas prices, employment, income, gross domestic product (GDP), VMT, and alcohol consumption.

Inexperience, risk-taking behavior, and immaturity are all factors that increase crash risk for young drivers. Young drivers are usually over-represented in fatal crashes.

In 2018, per the Michigan Traffic Crash Facts, there were 1,525,731 licensed drivers age 65 and older who represented 21.1% of Michigan's active driving population. The drivers in this age group represented 10.2% (54,621) of drivers in all crashes and 15.6% (236) of drivers in fatal crashes.

	Michigan FARS and State Data	2015	2016	2017	2018	2019	2021 Goals
C-1	Traffic Fatalities (FARS)	967	1,065	1,030	974	985	968.6
C-2	Suspected Serious ("A") Injuries (State)	4,865	5,634	6,084	5,586	5,629	5,533.6
C-3	Fatalities Per 100 Million VMT (FARS)	0.99	1.07	1.01	0.95	*	.982
C-4	Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions (FARS)	190	198	191	183	202	190
C-5	Fatalities in Crashes Involving a Driver or Motorcycle Operator with a BAC .08+ (FARS)	266	244	311	267	*	267
C-9	Drivers Age 20 or Younger in Fatal Crashes (FARS)	153	140	120	102	127	126
B-1	Safety Belt Use (Daytime, Observed) (Survey)	92.8%	94.5%	94.1%	93.4%	94.4%	98%
	Michigan Performance Measures	2015	2016	2017	2018	2019	2021 Goals
**O5	Drivers Age 65 and Over in Fatal Crashes (State)	180	223	230	236	221	249

*Not available for FY2021 planning process

**New state performance measures for 2021

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

Performance Measures

Fiscal Year	Performance Measure Name
2021	C-1 Reduce fatalities C-2 Reduce suspected serious injuries C-3 Reduce K/VMT C-4 Reduce unrestrained driver fatalities C-5 Reduce impaired driver fatalities C-9 Reduce drivers age 20 and younger fatalities B-1 Seat belt use O5 Reduce drivers age 65+ in fatal crashes

Countermeasure Strategies

Fiscal Year	Countermeasure Strategy Name
2021	Highway Safety Office Program Management
	Other: Peer-to-Peer Education
	Other: Communications and Outreach
	Other: Impaired Driving Prevention
	Other: GHSA Recommendation
	Other: Research
	Other: Countermeasures for Senior Drivers
	Driver Education Program Assessment (NHTSA Facilitated)

APPENDIX D.1 COUNTERMEASURE STRATEGY FORM DRIVER EDUCATION

Program Area Name: Driver Education

Countermeasure Strategy: Other: Peer-to-Peer 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?

Yes

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

A new publication from NHTSA titled Peer-To-Peer Teen Traffic Safety Program Guide was released in March 2019. Michigan’s S4SD is highlighted in the guidebook. This guide examines the importance and benefit of investing in peer-to-peer teen traffic safety programs as part of a broader strategic initiative. It identifies the essential elements of a peer-to-peer program determined through research and discussion with an expert panel and others working with teens or in the teen driving and/or traffic safety arenas and outlines why each is important.

https://www.nhtsa.gov/sites/nhtsa.dot.gov/files/documents/13905_peer2peerbrochure_031519_v4-blankpages-tag.pdf

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

Yes

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

Yes

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

Yes

Countermeasure Strategy Description

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

Inexperience, risk-taking behavior, and immaturity are all factors that increase crash risk for young drivers. Young drivers are usually over-represented in fatal crashes. The Strive for a Safer Drive (S4SD) began with the 2011-2012 school year and continues with a partnership between the Ford Motor Company and the OHSP. The program has been managed by the Transportation Improvement Association since 2016. The program has expanded from 16 schools in 2012 to 63 schools participating in 2019. The goal of the program is to reduce teen traffic crashes, fatalities, and suspected serious injuries involving teen drivers.

Of concern for young drivers is unbelted teen drivers and passengers, impaired driving, distracted driving, speeding, and winter driving. Resources will be concentrated in the following counties where 70% of teen fatalities and suspected serious injuries occur.

Top 70% of Fatalities and Suspected Serious Injuries in Young Drivers Ages 20 and Younger by County 2014-2018 (Descending)							
	Rank	2014	2015	2016	2017	2018	Total
Wayne	1	137	154	177	157	145	770
Oakland	2	85	94	80	99	48	406
Kent	3	62	63	101	93	69	388
Macomb	4	71	76	80	78	65	370
Ottawa	5	41	50	46	40	28	205
Ingham	6	36	40	48	43	31	198
Kalamazoo	7	26	35	41	40	16	158
Genesee	8	24	34	28	40	30	156
Washtenaw	9	19	19	31	37	26	132
Muskegon	10	33	21	18	21	25	118
Jackson	11	21	21	23	21	29	115
Allegan	12	14	19	19	30	26	108
Berrien	13	14	22	20	13	26	95
Monroe	14	30	15	20	16	13	94
St. Clair	15	22	10	20	27	13	92

Saginaw	16	18	16	17	24	15	90
Isabella	17	13	18	15	25	18	89
Montcalm	18	25	14	9	16	19	83
Livingston	19	16	22	15	19	9	81
Calhoun	20	14	24	15	17	5	75
Lenawee	21	17	6	22	19	10	74
St. Joseph	22	11	16	14	23	8	72
Total		749	789	859	898	674	3969

Funding will support salary/fringe benefits and supplies/operating costs.

\$82,000 402 FAST Act Community Traffic Safety Project

19.1% of total \$430,000 designated to DE

\$19,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the DE programs.

Benefit to local: \$82,000

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

Inexperience, risk-taking behavior, and immaturity are all factors that increase crash risk for young drivers. Young drivers are usually over-represented in fatal crashes.

C-1 Number of fatalities in traffic crashes

Target: Reduce fatalities from 985 fatalities in 2019 to 968.6 fatalities in 2021.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,629 in 2019 to 5,533.6 serious injuries in 2021.

C-3 Fatalities/VMT

Target: Prevent the fatalities/VMT rate from increasing from .95 fatalities/VMT in 2018 to no more than .982 fatalities/VMT in 2021. (2019 VMT not yet available.)

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

Target: Reduce unrestrained passenger vehicle occupant fatalities from 202 fatalities in 2019 to 190 fatalities in 2021.

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

Target: Prevent fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from increasing from 267 fatalities in 2018 to no more than 267 fatalities in 2021. (2019 FARS number not yet available.)

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

Target: Reduce drivers age 20 or younger involved in fatal crashes from 127 fatal crashes in 2019 to 126 fatal crashes in 2021.

B-1 Statewide seat belt use rate

Target: Increase the statewide seat belt use rate from 94.4% in 2020 to 98% in 2021.

Funding will support salary/fringe benefits and supplies/operating costs.

\$82,000 402 FAST Act Community Traffic Safety Project

19.1% of total \$430,000 designated to DE
 \$19,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the DE programs.

Benefit to local: \$82,000

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

Inexperience, risk-taking behavior, and immaturity are all factors that increase crash risk for young drivers. Young drivers are usually over-represented in fatal crashes.

Other: Peer-to-Peer Education

A new publication from NHTSA titled Peer-To-Peer Teen Traffic Safety Program Guide was released in March 2019. Michigan’s S4SD is highlighted in the guidebook. This guide examines the importance and benefit of investing in peer-to-peer teen traffic safety programs as part of a broader strategic initiative. It identifies the essential elements of a peer-to-peer program determined through research and discussion with an expert panel and others working with teens or in the teen driving and/or traffic safety arenas and outlines why each is important.

https://www.nhtsa.gov/sites/nhtsa.dot.gov/files/documents/13905_peer2peerbrochure_031519_v4-blankpages-tag.pdf

Funding will support salary/fringe benefits and supplies/operating costs.

\$82,000 402 FAST Act Community Traffic Safety Project

19.1% of total \$430,000 designated to DE

\$19,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the DE programs.

Benefit to local: \$82,000

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

Planned Activity Names	Planned Activity Unique Identifier	Section in Document
Highway Safety Office Program Management	CP-21-02-g PM	E.8
Strive for a Safer Drive (S4SD)	DE-21-01	D.1/E.1
Teen Passenger Safety Campaign	CP-21-01-p Special Projects	D.5/E.5
Older Driver Evaluation and Referral Program	CP-21-03-t PI&E	D.6/E.6
ThinkFast Interactive School Program for Teens	DE-21-04	D.3/E.3
Save a Life Tour Program for Teens	DE-21-04	D.4/E.4
RoadWise Enhanced Driver Program for Seniors	DE-21-05	D.7/E.7
Ride and Drive Impaired Driving Station	CP-21-01-n Special Projects	D.2/E.2

APPENDIX E.1 PLANNED ACTIVITY FORM DRIVER EDUCATION

Planned Activity Name	Strive for a Safer Drive (S4SD)
Planned Activity Number	DE-21-01
Primary Countermeasure Strategy	Other: Peer-to-Peer Education

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

Yes

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

Yes

Description of the Planned Activity

Strive for a Safer Drive (S4SD)

Planned Activity Number	DE-21-01	
Planned Activity in GMSS	2021-7001 DE Support, Training, and Enforcement	
GTS Code	DE-2021-Driver Education	
Benefit to Locals	Yes	
Grantee	Transportation Improvement Association (TIA)	
Grant Amount, Funding Source	\$82,000	402 FAST Act Driver Education
Indirect cost rate	17%	
Grant Start-up	October 1	
Project Objective(s)	<p>Establish S4SD in at least 65 schools by September 30, 2021.</p> <p>Coordinate one hands-on driving event for 200 students from participating schools by September 30, 2021.</p> <p>Increase seat belt usage among participating schools by 2% by September 30, 2021.</p>	

High schools will have the opportunity to receive \$1,000 to develop a teen, peer-to-peer traffic safety campaign. Schools submit a video or PowerPoint outlining campaign activities. The top five schools receive cash prizes. Participating schools are eligible to send teens to the Ford Ride and Drive event. Program promotion will have an increased focus in the counties where 70% of all teen fatalities and suspected serious injuries occur.

Funding will support salary/fringe benefits and supplies/operating costs.

Intended Subrecipients: Transportation Improvement Association (TIA)

Countermeasure Strategies in Planned Activities

Fiscal Year	Countermeasure Strategy Name
2021	Other: Peer-to-Peer Education

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

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	402 FAST Act	402 FAST Act Driver Education	\$82,000	N/A	\$82,000

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

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

**APPENDIX D.2 COUNTERMEASURE STRATEGY FORM
DRIVER EDUCATION**

Program Area Name: Driver Education

Countermeasure Strategy: Other: Impaired Driving Prevention

No other questions apply to this project.

Countermeasure Strategy Description

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

Inexperience, risk-taking behavior, and immaturity are all factors that increase crash risk for young drivers. Young drivers are usually over-represented in fatal crashes.

Driver Ages 15-20, Drinking (Drinking and may or may not have been using drugs) 2014-2018						
	2014	2015	2016	2017	2018	TOTAL
Fatalities	22	21	12	23	14	92
Suspected Serious Injuries	66	70	65	80	60	341
TOTAL	88	91	77	103	74	433
Driver Ages 15-20, Drugs Suspected (Using drugs and may or may not have been drinking) 2014-2018						
	2014	2015	2016	2017	2018	TOTAL
Fatalities	13	25	23	28	24	113

Suspected Serious Injuries	32	49	60	86	46	273
TOTAL	45	74	83	114	70	386
Driver Ages 15-20, Drinking ONLY (Drinking but not using drugs) 2014-2018						
	2014	2015	2016	2017	2018	TOTAL
Fatalities	19	12	5	12	6	54
Suspected Serious Injuries	57	53	40	48	47	245
TOTAL	76	65	45	60	53	299
Driver Ages 15-20, Drugs Suspected ONLY (Using drugs but not drinking) 2014-2018						
	2014	2015	2016	2017	2018	TOTAL
Fatalities	10	16	16	17	16	75
Suspected Serious Injuries	23	32	35	54	33	177
TOTAL	33	48	51	71	49	252
Driver Ages 15-20, Drinking AND Drugs Suspected (Was both drinking and using drugs) 2014-2018						
	2014	2015	2016	2017	2018	TOTAL
Fatalities	3	9	7	11	8	38
Suspected Serious Injuries	9	17	25	32	13	96
TOTAL	12	26	32	43	21	134
Driver Ages 15-20, Drinking AND/OR Drugs Suspected (was either drinking or using drugs or both) 2014-2018						
	2014	2015	2016	2017	2018	TOTAL
Fatalities	32	37	28	40	30	167
Suspected Serious Injuries	89	102	100	134	93	518
TOTAL	121	139	128	174	123	685

Over 2014-2018, there were 433 fatalities and suspected serious injuries (KA) with at least one driver (ages 15-20) who was drinking. Crashes involving drinking tend to be more serious than non-drinking crashes, especially with young drivers.

Beginning with groups of three students, an officer utilizes one, of up to four vehicles, on the drive track. A first drive-through is completed by the teen with for knowledge of the track in an un-impaired setting. The second drive-through is completed with goggles in place, along with a combination of distractions from radio and passengers talking.

A separate impaired driving area includes discussion from law enforcement officers on impaired driving laws, an explanation of the SFST process and demonstration, impaired driving goggles and/or virtual reality devices on hand for teens (and parents/chaperones) to utilize. The officers, teens, and parents/chaperones conclude by discussing the activity. The officers provide feedback and education on the dangers and consequences of impaired driving. This is a time that parents can voice their concerns and offers an opportunity for open dialog with their teen.

The first two days of the event are for Ford employees and families - estimated 200 adults and 200 teens each of the two days. On the third (S4SD) day, it is estimated that 75 adults and upward of 240 teens will attend.

Funding will support overtime salaries, fringe benefits, supplies/operating, and indirect costs.

\$20,000 405(d) FAST Act Impaired Driving Low Driver Education

4.7% of total \$430,000 designated to DE

\$19,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the DE programs.

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

Inexperience, risk-taking behavior, and immaturity are all factors that increase crash risk for young drivers. Young drivers are usually over-represented in fatal crashes.

C-1 Number of fatalities in traffic crashes

Target: Reduce fatalities from 985 fatalities in 2019 to 968.6 fatalities in 2021.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,629 in 2019 to 5,533.6 serious injuries in 2021.

C-3 Fatalities/VMT

Target: Prevent the fatalities/VMT rate from increasing from .95 fatalities/VMT in 2018 to no more than .982 fatalities/VMT in 2021. (2019 VMT not yet available.)

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

Target: Reduce unrestrained passenger vehicle occupant fatalities from 202 fatalities in 2019 to 190 fatalities in 2021.

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

Target: Prevent fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from increasing from 267 fatalities in 2018 to no more than 267 fatalities in 2021. (2019 FARS number not yet available.)

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

Target: Reduce drivers age 20 or younger involved in fatal crashes from 127 fatal crashes in 2019 to 126 fatal crashes in 2021.

B-1 Statewide seat belt use rate

Target: Increase the statewide seat belt use rate from 94.4% in 2020 to 98% in 2021.

Funding will support overtime salaries, fringe benefits, supplies/operating, and indirect costs.

\$20,000 405(d) FAST Act Impaired Driving Low Driver Education

4.7% of total \$430,000 designated to DE

\$19,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the DE programs.

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

Inexperience, risk-taking behavior, and immaturity are all factors that increase crash risk for young drivers. Young drivers are usually over-represented in fatal crashes.

Countermeasures That Work, Ninth Edition 2017: Chapter 1, Impaired Driving, Section 6.5 Youth Programs, pages 1-68.

Citation

“This countermeasure involves youth drinking-and-driving prevention programs that seek to motivate youth not to drink, not to drink and drive, and not to ride with a driver who has been drinking. Although some programs use scare tactics, many employ positive messages and methods by providing positive role models that discourage alcohol use, promoting positive norms that do not involve alcohol, and encouraging youth activities that do not involve or lead to alcohol use. A more recent type of approach

focuses on “social norms” or “normative feedback” that provides students with accurate information about drinking.”

Funding will support overtime salaries, fringe benefits, supplies/operating, and indirect costs.

\$20,000 405(d) FAST Act Impaired Driving Low Driver Education

4.7% of total \$430,000 designated to DE

\$19,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the DE programs.

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

Planned Activity Names	Planned Activity Unique Identifier	Section in Document
Highway Safety Office Program Management	CP-21-02-g PM	E.8
Strive for a Safer Drive (S4SD)	DE-21-01	D.1/E.1
Teen Passenger Safety Campaign	CP-21-01-p Special Projects	D.5/E.5
Older Driver Evaluation and Referral Program	CP-21-03-t PI&E	D.6/E.6
ThinkFast Interactive School Program for Teens	DE-21-04	D.3/E.3
Save a Life Tour Program for Teens	DE-21-04	D.4/E.4
RoadWise Enhanced Driver Program for Seniors	DE-21-05	D.7/E.7
Ride and Drive Impaired Driving Station	CP-21-01-n Special Projects	D.2/E.2

APPENDIX E.2 PLANNED ACTIVITY FORM DRIVER EDUCATION

Planned Activity Name	Ride and Drive Impaired Driving Station
Planned Activity Number	CP-21-01-n Special Projects
Primary Countermeasure Strategy	Other: Impaired Driving Prevention

No other questions apply to this project.

Description of the Planned Activity

Ride and Drive Impaired Driving Station

Planned Activity Number	CP-21-01-n Special Projects	
Planned Activity in GMSS	2021-7001 DE Support, Training, and Enforcement	
GTS Code	M6X-405d Impaired Driving Low	
Benefit to Locals	N/A	
Grantee	OHSP Special Projects	
Grant Amount, Funding Source	\$20,000	405(d) FAST Act Impaired Driving Low Driver Education
Indirect cost rate	9.2%	
Grant Start-up	October 1	

Project Objective(s)	Provide impaired driving education for up to 640 teens/students and up to 475 adults/parents to educate them on the dangers of impaired driving by September 30, 2021.
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Up to eight law enforcement officers will work with teen drivers and their parents to educate them on the dangers of impaired driving during Ford's Ride and Drive three-day event in May 2021.

Funding will support overtime salaries, fringe benefits, supplies/operating, and indirect costs.

Intended Subrecipients: OHSP Special Projects

Countermeasure Strategies in Planned Activities

Fiscal Year	Countermeasure Strategy Name
2021	Other: Impaired Driving Prevention

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

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	405(d) FAST Act Impaired Driving Low	405(d) FAST Act Impaired Driving Low Driver Education	\$20,000	N/A	N/A

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

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

APPENDIX D.3 COUNTERMEASURE STRATEGY FORM DRIVER EDUCATION

Program Area Name: Driver Education

Countermeasure Strategy: Other: GHSA Recommendation

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

Yes

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

“Mission Not Accomplished: Teen Safe Driving, the Next Chapter”

https://www.ghsa.org/sites/default/files/2016-12/FINAL_TeenReport16.pdf

Based on the results of this latest data analysis and the 2015 FARS data, the GHSA recommends the following:

- Expand GDL requirements to include all teens under 21 years of age.
- Require all novice drivers to complete driver education and training.
- Actively promote the benefits of older teen drivers completing a defensive driving and/or behind-the-wheel program.
- Send an early warning letter addressing the impact of engaging in unsafe driving behaviors to an older teen following receipt of his/her first moving violation.
- Enact a primary seat belt law that covers all motor vehicle occupants in all seating positions.
- Educate parents about the importance of continuing to coach and monitor their older teen (18-20-year-old) drivers.
- Partner with colleges to promote safe driving.
- Partner with graduating high school peer leaders to help them continue their traffic safety outreach in college.
- Partner with law enforcement to conduct high visibility enforcement coupled with high school- and college-based education and earned/paid media.
- Capitalize on the popularity of music and sports with teens to disseminate safe driving information/messages.

Countermeasure Strategy Description

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

Inexperience, risk-taking behavior, and immaturity are all factors that increase crash risk for young drivers. Young drivers are usually over-represented in fatal crashes.

Of concern is driving unrestrained, passengers and distracted driving, impaired driving, speeding, and winter driving. Employing school-based strategies is listed in Michigan's Strategic Highway Safety Plan. There are 22 counties that represent 70% of all KA crashes with a driver age 15-20.

In order to provide school-based education, the Transportation Improvement Association (TIA) has contracted with ThinkFast Interactive. This is the third year of a three-year RFP contract process. The TIA will work with the content development team at ThinkFast Interactive to ensure inclusion of teen traffic safety rules including graduated driver licensing, penalties, and state driving under the influence and minor in possession laws as they relate to drivers age 20 and younger.

The ThinkFast is an interactive trivia-style game show experience for teenagers. Michigan traffic safety facts and teen traffic safety laws, including graduated driving license, will be taught during the game show interaction. Funding will support contractual costs to present the school-based program for up to 5,000

students in 16 high schools. Based on crash data, where this program was presented last year, and where other teen programming is occurring, the targeted counties for the ThinkFast program are Kalamazoo, Ingham, Isabella, Jackson, Lenawee, and Montcalm counties.

Top 70% of Fatalities and Suspected Serious Injuries in Young Drivers Ages 20 and Younger by County 2014-2018 (Descending)							
	Rank	2014	2015	2016	2017	2018	Total
Wayne	1	137	154	177	157	145	770
Oakland	2	85	94	80	99	48	406
Kent	3	62	63	101	93	69	388
Macomb	4	71	76	80	78	65	370
Ottawa	5	41	50	46	40	28	205
Ingham	6	36	40	48	43	31	198
Kalamazoo	7	26	35	41	40	16	158
Genesee	8	24	34	28	40	30	156
Washtenaw	9	19	19	31	37	26	132
Muskegon	10	33	21	18	21	25	118
Jackson	11	21	21	23	21	29	115
Allegan	12	14	19	19	30	26	108
Berrien	13	14	22	20	13	26	95
Monroe	14	30	15	20	16	13	94
St. Clair	15	22	10	20	27	13	92
Saginaw	16	18	16	17	24	15	90
Isabella	17	13	18	15	25	18	89
Montcalm	18	25	14	9	16	19	83
Livingston	19	16	22	15	19	9	81
Calhoun	20	14	24	15	17	5	75
Lenawee	21	17	6	22	19	10	74
St. Joseph	22	11	16	14	23	8	72
Total		749	789	859	898	674	3,969

The counties below represent counties that are not participating with Strive for a Safer Drive or Save a Life Tour through the OHSP and are in the top counties that make up 70% of young driver involved fatalities and suspected serious injuries.

Fatalities and Suspected Serious Injuries by County with Drivers Ages 20 and Younger 2014-2018

County	Kalamazoo			Ingham			Isabella			Jackson			Lenawee			Montcalm		
	K	A	Total	K	A	Total	K	A	Total	K	A	Total	K	A	Total	K	A	Total
2014	2	24	26	6	12	13	1	12	13	3	18	21	2	15	17	5	20	25
2015	4	31	35	3	13	18	5	13	18	4	17	21	1	5	6	0	14	14
2016	7	34	41	4	12	15	3	12	15	4	19	23	2	20	22	1	8	9
2017	7	33	40	3	21	25	4	21	25	0	21	21	2	17	19	2	14	16
2018	3	13	16	3	16	18	2	16	18	3	26	29	1	9	10	1	18	19
Total	23	135	158	19	74	89	15	74	89	14	101	115	8	66	74	9	74	83

Funding will support contractual and indirect costs.

\$53,000 402 FAST Act Driver Education
12.3% of total \$430,000 designated to DE
\$19,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the DE programs.
Benefit to local: \$53,000

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

Inexperience, risk-taking behavior, and immaturity are all factors that increase crash risk for young drivers. Young drivers are usually over-represented in fatal crashes.

C-1 Number of fatalities in traffic crashes

Target: Reduce fatalities from 985 fatalities in 2019 to 968.6 fatalities in 2021.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,629 in 2019 to 5,533.6 serious injuries in 2021.

C-3 Fatalities/VMT

Target: Prevent the fatalities/VMT rate from increasing from .95 fatalities/VMT in 2018 to no more than .982 fatalities/VMT in 2021. (2019 VMT not yet available.)

C-4 Unrestrained passenger vehicle occupant fatalities, all seat positions

Target: Reduce unrestrained passenger vehicle occupant fatalities from 202 fatalities in 2019 to 190 fatalities in 2021.

C-5 Number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher

Target: Prevent fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from increasing from 267 fatalities in 2018 to no more than 267 fatalities in 2021. (2019 FARS number not yet available.)

C-9 Number of drivers 20 or younger involved in fatal crashes

Target: Reduce drivers age 20 or younger involved in fatal crashes from 127 fatal crashes in 2019 to 126 fatal crashes in 2021.

B-1 Statewide seat belt use rate

Target: Increase the statewide seat belt use rate from 94.4% in 2020 to 98% in 2021.

Funding will support contractual and indirect costs.

\$53,000 402 FAST Act Driver Education
12.3% of total \$430,000 designated to DE
\$19,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the DE programs.
Benefit to local: \$53,000

Evidence of effectiveness: rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Inexperience, risk-taking behavior, and immaturity are all factors that increase crash risk for young drivers. Young drivers are usually over-represented in fatal crashes.

“Mission Not Accomplished: Teen Safe Driving, the Next Chapter”

https://www.ghsa.org/sites/default/files/2016-12/FINAL_TeenReport16.pdf

Based on the results of this latest data analysis and the 2015 FARS data, GHSA recommends the following:

- Expand GDL requirements to include all teens under 21 years of age.
- Require all novice drivers to complete driver education and training.
- Actively promote the benefits of older teen drivers completing a defensive driving and/or behind-the-wheel program.
- Send an early warning letter addressing the impact of engaging in unsafe driving behaviors to an older teen following receipt of his/her first moving violation.
- Enact a primary seat belt law that covers all motor vehicle occupants in all seating positions.
- Educate parents about the importance of continuing to coach and monitor their older teen (18-20-year-old) drivers.
- Partner with colleges to promote safe driving.
- Partner with graduating high school peer leaders to help them continue their traffic safety outreach in college.
- Partner with law enforcement to conduct high visibility enforcement coupled with high school- and college-based education and earned/paid media.
- Capitalize on the popularity of music and sports with teens to disseminate safe driving information/messages.

Funding will support contractual and indirect costs.

\$53,000 402 FAST Act Driver Education

12.3% of total \$430,000 designated to DE

\$19,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the DE programs.

Benefit to local: \$53,000

Planned activities that the state will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned Activity Names	Planned Activity Unique Identifier	Section in Document
Highway Safety Office Program Management	CP-21-02-g PM	E.8
Strive for a Safer Drive (S4SD)	DE-21-01	D.1/E.1
Teen Passenger Safety Campaign	CP-21-01-p Special Projects	D.5/E.5
Older Driver Evaluation and Referral Program	CP-21-03-t PI&E	D.6/E.6
ThinkFast Interactive School Program for Teens	DE-21-04	D.3/E.3
Save a Life Tour Program for Teens	DE-21-04	D.4/E.4

RoadWise Enhanced Driver Program for Seniors	DE-21-05	D.7/E.7
Ride and Drive Impaired Driving Station	CP-21-01-n Special Projects	D.2/E.2

APPENDIX E.3 PLANNED ACTIVITY FORM DRIVER EDUCATION

Planned Activity Name	ThinkFast Interactive School Program for Teens
Planned Activity Number	DE-21-04
Primary Countermeasure Strategy	Other: GHSA Recommendation

No other questions apply to this project.

Description of the Planned Activity

ThinkFast Interactive School Program for Teens

Planned Activity Number	DE-21-04	
Planned Activity in GMSS	2021-7001 DE Support, Training, and Enforcement	
GTS Code	DE-2021-Driver Education	
Benefit to Locals	Yes	
Grantee	Transportation Improvement Association (TIA)	
Grant Amount, Funding Source	\$53,000	402 FAST Act Driver Education
Indirect cost rate	17%	
Grant Start-up	October 1	
Project Objective(s)	Conduct teen traffic safety interactive game show programs in Kalamazoo, Ingham, Isabella, Jackson, Lenawee, and Montcalm counties for up to 5,000 students in 16 high schools by September 30, 2021.	

The ThinkFast program is an interactive trivia-style game show experience for teenagers, in which Michigan traffic safety facts and teen traffic safety laws are taught. The school-based program will be presented to up to 5,000 students in 16 high schools in six of the top counties with the largest number of fatalities and suspected serious injuries involving a teen driver (Kalamazoo, Ingham, Isabella, Jackson, Lenawee, and Montcalm counties).

Funding will support contractual and indirect costs.

Intended Subrecipients: Transportation Improvement Association (TIA)

Countermeasure Strategies in Planned Activities

Fiscal Year	Countermeasure Strategy Name
2021	Other: GHSA Recommendation

Federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit (as applicable).

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
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Wayne	1	137	154	177	157	145	770
Oakland	2	85	94	80	99	48	406
Kent	3	62	63	101	93	69	388
Macomb	4	71	76	80	78	65	370
Ottawa	5	41	50	46	40	28	205
Ingham	6	36	40	48	43	31	198
Kalamazoo	7	26	35	41	40	16	158
Genesee	8	24	34	28	40	30	156
Washtenaw	9	19	19	31	37	26	132
Muskegon	10	33	21	18	21	25	118
Jackson	11	21	21	23	21	29	115
Allegan	12	14	19	19	30	26	108
Berrien	13	14	22	20	13	26	95
Monroe	14	30	15	20	16	13	94
St. Clair	15	22	10	20	27	13	92
Saginaw	16	18	16	17	24	15	90
Isabella	17	13	18	15	25	18	89
Montcalm	18	25	14	9	16	19	83
Livingston	19	16	22	15	19	9	81
Calhoun	20	14	24	15	17	5	75
Lenawee	21	17	6	22	19	10	74
St. Joseph	22	11	16	14	23	8	72
Total		749	789	859	898	674	3,969

The counties below represent counties where programming is not occurring through the OHSP and are in the top counties that make up 70% of all young driver involved fatalities and suspected serious injuries.

Save a Life Tour (SALT) Target Counties															
County	Kent			Ottawa			Muskegon			Livingston			St. Joseph		
	K	A	Total	K	A	Total	K	A	Total	K	A	Total	K	A	Total
2014	6	56	62	3	38	41	3	30	33	3	13	16	0	11	11
2015	10	53	63	4	46	50	2	19	21	2	20	22	2	14	16
2016	8	93	101	6	40	46	2	16	18	4	11	15	1	13	14
2017	12	81	93	0	40	40	3	18	21	1	18	19	0	23	23
2018	3	66	69	1	27	28	3	22	25	2	7	9	1	7	8
Total	39	349	388	14	191	205	13	105	118	12	69	81	4	68	72

Funding will support contractual and indirect costs.

\$63,000 402 FAST Act Driver Education

14.7% of total \$430,000 designated to DE

\$19,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the DE programs.

Benefit to local: \$63,000

Description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

Inexperience, risk-taking behavior, and immaturity are all factors that increase crash risk for young drivers. Young drivers are usually over-represented in fatal crashes.

C-1 Number of fatalities in traffic crashes

Target: Reduce fatalities from 985 fatalities in 2019 to 968.6 fatalities in 2021.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,629 in 2019 to 5,533.6 serious injuries in 2021.

C-3 Fatalities/VMT

Target: Prevent the fatalities/VMT rate from increasing from .95 fatalities/VMT in 2018 to no more than .982 fatalities/VMT in 2021. (2019 VMT not yet available.)

C-4 Unrestrained passenger vehicle occupant fatalities, all seat positions

Target: Reduce unrestrained passenger vehicle occupant fatalities from 202 fatalities in 2019 to 190 fatalities in 2021.

C-5 Number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher

Target: Prevent fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from increasing from 267 fatalities in 2018 to no more than 267 fatalities in 2021. (2019 FARS number not yet available.)

C-9 Number of drivers 20 or younger involved in fatal crashes

Target: Reduce drivers age 20 or younger involved in fatal crashes from 127 fatal crashes in 2019 to 126 fatal crashes in 2021.

B-1 Statewide seat belt use rate

Target: Increase the statewide seat belt use rate from 94.4% in 2020 to 98% in 2021.

Funding will support contractual and indirect costs.

\$63,000 402 FAST Act Driver Education

14.7% of total \$430,000 designated to DE

\$19,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the DE programs.

Benefit to local: \$63,000

Evidence of effectiveness: rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Inexperience, risk-taking behavior, and immaturity are all factors that increase crash risk for young drivers. Young drivers are usually over-represented in fatal crashes.

“Mission Not Accomplished: Teen Safe Driving, the Next Chapter”

https://www.ghsa.org/sites/default/files/2016-12/FINAL_TeenReport16.pdf

Based on the results of this latest data analysis and the 2015 FARS data, the GHSA recommends the following:

- Expand GDL requirements to include all teens under 21 years of age.

- Require all novice drivers to complete driver education and training.
- Actively promote the benefits of older teen drivers completing a defensive driving and/or behind-the-wheel program.
- Send an early warning letter addressing the impact of engaging in unsafe driving behaviors to an older teen following receipt of his/her first moving violation.
- Enact a primary seat belt law that covers all motor vehicle occupants in all seating positions.
- Educate parents about the importance of continuing to coach and monitor their older teen (18-20-year-old) drivers.
- Partner with colleges to promote safe driving.
- Partner with graduating high school peer leaders to help them continue their traffic safety outreach in college.
- Partner with law enforcement to conduct high visibility enforcement coupled with high school- and college-based education and earned/paid media.
- Capitalize on the popularity of music and sports with teens to disseminate safe driving information/messages.

Funding will support contractual and indirect costs.

\$63,000 402 FAST Act Driver Education

14.7% of total \$430,000 designated to DE

\$19,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the DE programs.

Benefit to local: \$63,000

Planned activities that the state will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned Activity Names	Planned Activity Unique Identifier	Section in Document
Highway Safety Office Program Management	CP-21-02-g PM	E.8
Strive for a Safer Drive (S4SD)	DE-21-01	D.1/E.1
Teen Passenger Safety Campaign	CP-21-01-p Special Projects	D.5/E.5
Older Driver Evaluation and Referral Program	CP-21-03-t PI&E	D.6/E.6
ThinkFast Interactive School Program for Teens	DE-21-04	D.3/E.3
Save a Life Tour Program for Teens	DE-21-04	D.4/E.4
RoadWise Enhanced Driver Program for Seniors	DE-21-05	D.7/E.7
Ride and Drive Impaired Driving Station	CP-21-01-n Special Projects	D.2/E.2

APPENDIX E.4 COUNTERMEASURE STRATEGY FORM DRIVER EDUCATION

Planned Activity Name	Save a Life Tour Program for Teens
Planned Activity Number	DE-21-04
Primary Countermeasure Strategy	Other: Research

No other questions apply to this project.

Description of the Planned Activity

Save a Life Tour Teen Interactive Program

Planned Activity Number	DE-21-04	
Planned Activity in GMSS	2021-7001 DE Support, Training, and Enforcement	
GTS Code	DE-2021-Driver Education	
Benefit to Locals	Yes	
Grantee	Transportation Improvement Association (TIA)	
Grant Amount, Funding Source	\$63,000	402 FAST Act Driver Education
Indirect cost rate	17%	
Grant Start-up	October 1	
Project Objective(s)	Conduct teen traffic safety assemblies and interactive teen traffic safety programs in Kent, Ottawa, Muskegon, Livingston, and St. Joseph counties for up to 7,800 students in 15 high schools by September 30, 2021.	

The Save a Life Tour program is a comprehensive high-impact safe driving awareness program that utilizes assemblies and hands-on interactive activities to inform, educate, and demonstrate the potentially deadly consequences resulting from poor choices and decisions made by the drivers of motor vehicles. The program will be presented in up to 15 high schools in five of the top counties with the largest number of fatalities and suspected serious injuries involving a teen driver (Kent, Ottawa, Muskegon, Livingston, and St. Joseph) and that are not participating in the Strive for a Safer Drive or Think Fast teen programs.

Funding will support contractual and indirect costs.

Intended Subrecipients: Transportation Improvement Association (TIA)

Countermeasure Strategies in Planned Activities

Fiscal Year	Countermeasure Strategy Name
2021	Other: Research

Federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit (as applicable).

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	402 FAST Act	402 FAST Act Driver Education	\$63,000	N/A	\$63,000

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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N/A	N/A	N/A	N/A	N/A	N/A
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APPENDIX D.5 COUNTERMEASURE STRATEGY FORM DRIVER EDUCATION

Program Area Name: Driver Education

Countermeasure Strategy: Other: Research

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems. Is this countermeasure strategy innovative?

Yes

If “yes”, enter justification supporting the innovative countermeasure strategy, including research, evaluation and/or substantive anecdotal evidence, that supports the potential of the proposed innovative countermeasure strategy.

National Cooperative Highway Research Program (NCHRP): Social Media Practices in Traffic Safety

The project team conducted a series of analyses using both quantitative and qualitative data to explore three key areas: (1) What current SHSO social media looks like; (2) How SHSOs’ social media approaches vary; and (3) How social media is being measured or tracked. To address these areas, this report describes the methodology used to collect this information along with the quantitative and qualitative analytical results. This report aims to increase the understanding at a national scale on how SHSOs are currently using social media for safety messaging and identifying areas that can be further explored to continue advancing the practice.

A common theme that arose is that there is no one way to deliver social media. Instead, there are a variety of ways to achieve a highly engaging social media approach; and, as such, there are also a variety of ways to both define and measure successful social media messaging. This variance is what makes social media an area filled with trial and error. To help inform this process, this report provides information on promising practices and case study examples for using social media in traffic safety.

Six promising practices are presented in this report. The promising practices are designed to help inform planning and decision-making within a platform; they are not designed for comparing Facebook and Twitter because both platforms are unique in how engagement can be measured. These promising practices derive from analysis and identification of national trends of safety messaging used by SHSOs for Facebook and Twitter, examples of safety messaging with high engagement, and case study examples from the SHSO interviews that were conducted. The promising practices are:

- Reuse safety messaging on multiple platforms
- Consider the tone of your safety messages
- Use pictures, videos, and links strategically
- Use hashtags selectively
- Time the posting of content to meet stakeholders’ need
- Collaborate with other State and local accounts to increase

This countermeasure was selected because social media campaigns are emerging for all State Highway Safety Offices. Because teens have grown up in a technological world, it makes sense to target

messaging where they “hang out,” YouTube, Facebook/Instagram, Instagram Story, Snapchat, and Twitter. This technology driven world contributes to much of the distracted driving on our roadways today.

As a part of the 2019 annual observational survey of safety belt use, mobile device use was also recorded for drivers only (passengers were not observed for mobile device use). A total of 1,069 drivers were observed using a mobile device in some way and the overall weighted mobile device use rate was found to be 7.5%. Michigan’s weighted mobile device use rate of 7.5% is slightly higher than the national average of 5.3%. Females were found to be more likely to use a mobile device while driving than males (8.1% and 6% respectively). The mobile device use rate was found to be highest between 6:00 pm and 7:00 pm at 10.3%, while the mobile device use rate was lowest between 7:00 am and 8:00 am (4.5%). Mobile device use among drivers less than 30 years of age was greatest at 10.7%, in comparison to 6.9% among those between ages 30 and 59 and 2.2% for 30 drivers age 60 and above.

To help develop the media plan for the OHSP 100 Deadliest Days campaign in FY2020, research findings that helped determine the media mix are listed below:

- 85% of Americans between 13-17 say they have at least one social media account
- Female teens are more likely to be on Instagram and Snapchat.
- Male teens are more likely to be on Instagram, Facebook and YouTube.
- 85% of teens say they use YouTube.
- 72% of teens use Instagram
- 69% of teens use Snapchat
- Age 18-20-year-old are two times more likely to have used Twitter in past month
- Males age 18-20 are nearly two and half times more likely to have used Twitter in the past month.
- 62% of household with teens have used Facebook in past month.

[http://onlinepubs.trb.org/onlinepubs/nchrp/docs/NCHRP25-25\(80\)_FR.pdf](http://onlinepubs.trb.org/onlinepubs/nchrp/docs/NCHRP25-25(80)_FR.pdf)

Countermeasure Strategy Description

Assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Inexperience, risk-taking behavior, and immaturity are all factors that increase crash risk for young drivers. Young drivers are usually over-represented in fatal crashes.

For the five years combined, 36.6% of fatal young driver crashes occurred in the summer.

Fatalities and Suspected Serious Injuries (KA) in Summer Crashes Involving At Least One Driver Age 15-20

(Summer Season Defined as 6PM on Friday before Memorial Day through 11:59PM on Labor Day)

Statistics	2014	2015	2016	2017	2018	TOTAL
Days in Summer Season	101.25	108.25	101.25	101.25	101.25	513
Days in Year	365	365	366	365	365	1,826
Percent Summer Days	27.7%	29.7%	27.7%	27.7%	27.7%	28.1%
KA Crashes for Summer	315	306	321	338	279	1,559
KA Crashes for Year	843	854	981	1,027	795	4,500
Percent KA Crashes in Summer	37.4%	35.8%	32.7%	32.9%	35.1%	34.6%
K Crashes for Summer	45	60	39	40	37	221
K Crashes for Year	111	146	135	115	97	604

Percent K Crashes in Summer	40.5%	41.1%	28.9%	34.8%	38.1%	36.6%
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Unrestrained Driver Ages 15-20	2014	2015	2016	2017	2018	TOTAL
KA Unrestrained Crashes for Summer	35	23	22	27	29	136
KA Unrestrained Crashes for Year	84	69	78	88	76	395
Percent KA Crashes in Summer	41.7%	33.3%	28.2%	30.7%	38.2%	34.4%
K Unrestrained Crashes for Summer	13	6	6	5	7	37
K Unrestrained Crashes for Year	25	19	20	17	19	100
Percent K Unrestrained Crashes in Summer	52.0%	31.6%	30.0%	29.4%	36.8%	37.0%

Speeding Driver Ages 15-20	2014	2015	2016	2017	2018	TOTAL
KA Speeding Crashes for Summer	45	42	34	43	29	193
KA Speeding Crashes for Year	160	137	169	161	132	759
Percent KA Speeding Crashes in Summer	28.1%	30.7%	20.1%	26.7%	22.0%	25.4%
K Speeding Crashes for Summer	4	9	6	5	2	26
K Speeding Crashes for Year	19	33	32	16	19	119
Percent K Speeding Crashes in Summer	21.1%	27.3%	18.8%	31.3%	10.5%	21.8%

Drinking Driver Ages 15-20	2014	2015	2016	2017	2018	TOTAL
KA Drinking Crashes for Summer	30	22	18	25	19	114
KA Drinking Crashes for Year	70	66	56	74	57	323
Percent KA Drinking Crashes in Summer	42.9%	33.3%	32.1%	33.8%	33.3%	35.3%
K Drinking Crashes for Summer	8	6	2	4	7	27
K Drinking Crashes for Year	19	17	12	17	12	77
Percent K Drinking Crashes in Summer	42.1%	35.3%	16.7%	23.5%	58.3%	35.1%

Driver Ages 15-20 Using Drugs	2014	2015	2016	2017	2018	TOTAL
KA Crashes Using Drugs for Summer	16	23	23	19	20	101
KA Crashes Using Drugs for Year	32	51	56	80	52	271
Percent KA Using Drugs Crashes in Summer	50.0%	45.1%	41.1%	23.8%	38.5%	37.3%
K Crashes Using Drugs for Summer	5	10	9	5	7	36
K Crashes Using Drugs for Year	10	23	21	25	19	98
Percent K Using Drugs Crashes in Summer	50.0%	43.5%	42.9%	20.0%	36.8%	36.7%

Driver Ages 15-20 with Passengers	2014	2015	2016	2017	2018	TOTAL
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KA Crashes with Passengers for Summer	130	161	140	148	104	683
KA Crashes with Passengers for Year	348	382	391	411	309	1,841
Percent KA Crashes with Passengers in Summer	37.4%	42.1%	35.8%	36.0%	33.7%	37.1%
K Crashes with Passengers for Summer	17	36	16	21	17	107
K Crashes with Passengers for Year	49	75	56	50	42	272
Percent K Crashes with Passengers in Summer	34.7%	48.0%	28.6%	42.0%	40.5%	39.3%

Distracted Driver Ages 15-20	2016	2017	2018	TOTAL
KA Distracted Crashes for Summer	20	30	23	73
KA Distracted Crashes for Year	62	84	65	211
Percent KA Distracted Crashes in Summer	32.3%	35.7%	35.4%	34.6%
K Distracted Crashes for Summer	2	2	3	7
K Distracted Crashes for Year	7	7	5	19
Percent K Distracted Crashes in Summer	28.6%	28.6%	60.0%	36.8%

Driver Ages 15-20 at Nighttime	2014	2015	2016	2017	2018	TOTAL
KA Crashes at Nighttime for Summer	96	78	85	86	77	422
KA Crashes at Nighttime for Year	299	289	317	336	276	1,517
Percent KA Crashes at Nighttime in Summer	32.1%	27.0%	26.8%	25.6%	27.9%	27.8%
K Crashes at Nighttime for Summer	13	6	6	5	7	37
K Crashes at Nighttime for Year	25	19	20	17	19	100
Percent K Crashes at Nighttime in Summer	52.0%	31.6%	30.0%	29.4%	36.8%	37.0%

Funding will support contractual costs.

\$125,000 405(b) FAST Act Occupant Protection High Driver Education (flex)

29.1% of total \$430,000 designated to DE

\$19,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the DE programs.

Description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

Inexperience, risk-taking behavior, and immaturity are all factors that increase crash risk for young drivers. Young drivers are usually over-represented in fatal crashes.

C-1 Number of fatalities in traffic crashes

Target: Reduce fatalities from 985 fatalities in 2019 to 968.6 fatalities in 2021.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,629 in 2019 to 5,533.6 serious injuries in 2021.

C-3 Fatalities/VMT

Target: Prevent the fatalities/VMT rate from increasing from .95 fatalities/VMT in 2018 to no more than .982 fatalities/VMT in 2021. (2019 VMT not yet available.)

C-4 Unrestrained passenger vehicle occupant fatalities, all seat positions

Target: Reduce unrestrained passenger vehicle occupant fatalities from 202 fatalities in 2019 to 190 fatalities in 2021.

C-5 Number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher

Target: Prevent fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from increasing from 267 fatalities in 2018 to no more than 267 fatalities in 2021. (2019 FARS number not yet available.)

C-9 Number of drivers 20 or younger involved in fatal crashes

Target: Reduce drivers age 20 or younger involved in fatal crashes from 127 fatal crashes in 2019 to 126 fatal crashes in 2021.

B-1 Statewide seat belt use rate

Target: Increase the statewide seat belt use rate from 94.4% in 2020 to 98% in 2021.

Funding will support contractual costs.

\$125,000 405(b) FAST Act Occupant Protection High Driver Education (flex)

29.1% of total \$430,000 designated to DE

\$19,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the DE programs.

Evidence of effectiveness: rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Inexperience, risk-taking behavior, and immaturity are all factors that increase crash risk for young drivers. Young drivers are usually over-represented in fatal crashes.

National Cooperative Highway Research Program (NCHRP): Social Media Practices in Traffic Safety

The project team conducted a series of analyses using both quantitative and qualitative data to explore three key areas: (1) What current SHSO social media looks like; (2) How SHSOs' social media approaches vary; and (3) How social media is being measured or tracked. To address these areas, this report describes the methodology used to collect this information along with the quantitative and qualitative analytical results. This report aims to increase the understanding at a national scale on how SHSOs are currently using social media for safety messaging and identifying areas that can be further explored to continue advancing the practice.

A common theme that arose is that there is no one way to deliver social media. Instead, there are a variety of ways to achieve a highly engaging social media approach; and, as such, there are also a variety of ways to both define and measure successful social media messaging. This variance is what makes social media an area filled with trial and error. To help inform this process, this report provides information on promising practices and case study examples for using social media in traffic safety.

Six promising practices are presented in this report. The promising practices are designed to help inform planning and decision-making within a platform; they are not designed for comparing Facebook and Twitter because both platforms are unique in how engagement can be measured. These promising

practices derive from analysis and identification of national trends of safety messaging used by SHSOs for Facebook and Twitter, examples of safety messaging with high engagement, and case study examples from the SHSO interviews that were conducted. The promising practices are:

- Reuse safety messaging on multiple platforms
- Consider the tone of your safety messages
- Use pictures, videos, and links strategically
- Use hashtags selectively
- Time the posting of content to meet stakeholders' need
- Collaborate with other State and local accounts to increase

This countermeasure was selected because social media campaigns are emerging for all State Highway Safety Offices. Because teens have grown up in a technological world, it makes sense to target messaging where they “hang out,” YouTube, Facebook/Instagram, Instagram Story, Snapchat, and Twitter. This technology driven world contributes to much of the distracted driving on our roadways today.

As a part of the 2019 annual observational survey of safety belt use, mobile device use was also recorded for drivers only (passengers were not observed for mobile device use). A total of 1,069 drivers were observed using a mobile device in some way and the overall weighted mobile device use rate was found to be 7.5%. Michigan’s weighted mobile device use rate of 7.5% is slightly higher than the national average of 5.3%. Females were found to be more likely to use a mobile device while driving than males (8.1% and 6% respectively). The mobile device use rate was found to be highest between 6:00 pm and 7:00 pm at 10.3%, while the mobile device use rate was lowest between 7:00 am and 8:00 am (4.5%). Mobile device use among drivers less than 30 years of age was greatest at 10.7%, in comparison to 6.9% among those between ages 30 and 59 and 2.2% for 30 drivers age 60 and above.

To help develop the media plan for the OHSP 100 Deadliest Days campaign in FY2020, research findings that helped determine the media mix are listed below:

- 85% of Americans between 13-17 say they have at least one social media account
- Female teens are more likely to be on Instagram and Snapchat.
- Male teens are more likely to be on Instagram, Facebook and YouTube.
- 85% of teens say they use YouTube.
- 72% of teens use Instagram
- 69% of teens use Snapchat
- Age 18-20-year-old are two times more likely to have used Twitter in past month
- Males age 18-20 are nearly two and half times more likely to have used Twitter in the past month.
- 62% of household with teens have used Facebook in past month.

[http://onlinepubs.trb.org/onlinepubs/nchrp/docs/NCHRP25-25\(80\)_FR.pdf](http://onlinepubs.trb.org/onlinepubs/nchrp/docs/NCHRP25-25(80)_FR.pdf)

Funding will support contractual costs.

\$125,000 405(b) FAST Act Occupant Protection High Driver Education (flex)

29.1% of total \$430,000 designated to DE

\$19,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the DE programs.

Planned activities that the state will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned Activity Names	Planned Activity Unique Identifier	Section in Document
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Highway Safety Office Program Management	CP-21-02-g PM	E.8
Strive for a Safer Drive (S4SD)	DE-21-01	D.1/E.1
Teen Passenger Safety Campaign	CP-21-01-p Special Projects	D.5/E.5
Older Driver Evaluation and Referral Program	CP-21-03-t PI&E	D.6/E.6
ThinkFast Interactive School Program for Teens	DE-21-04	D.3/E.3
Save a Life Tour Program for Teens	DE-21-04	D.4/E.4
RoadWise Enhanced Driver Program for Seniors	DE-21-05	D.7/E.7
Ride and Drive Impaired Driving Station	CP-21-01-n Special Projects	D.2/E.2

APPENDIX E.5 PLANNED ACTIVITY FORM DRIVER EDUCATION

Planned Activity Name	Teen Passenger Safety Campaign
Planned Activity Number	CP-21-01-p Special Projects
Primary Countermeasure Strategy	Other: Research

No other questions apply to this project.

Description of the Planned Activity

Teen Passenger Safety Campaign

Planned Activity Number	CP-21-03-p PI&E	
Planned Activity in GMSS	2021-7003 DE Education, Communication, and Outreach	
GTS Code	FDLPEM-405d Low Paid/Earned Media	
Benefit to Locals	No	
Grantee	OHSP PI&E	
Grant Amount, Funding Source	\$125,000	405(d) FAST Act Impaired Driving Low Driver Education (flex)
Indirect cost rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	Develop and distribute up to 18 social media messages resulting in up to 2,000,000 impressions by September 30, 2021.	

A media campaign aimed at parents will focus on the dangers of passengers and teen drivers. A variety of messages will be used including, but not limited to, social media, social media influencers, advertising at high school events, and web banners. The campaign will be targeted to the counties with the highest number of teen traffic fatalities and suspect serious injuries with passengers, including Wayne, Kent, Oakland, Macomb, Ingham, Genesee, Ottawa, Kalamazoo, Muskegon, and Washtenaw.

Funding will support contractual costs.

Intended Subrecipients: OHSP PI&E

Countermeasure Strategies in Planned Activities

Fiscal Year	Countermeasure Strategy Name
2021	Other: Research

Federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit (as applicable).

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	405(d) FAST Act Impaired Driving Low	405(d) FAST Act Impaired Driving Low Driver Education (flex)	\$125,000	N/A	N/A

Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share Per Unit	NHTSA Share Total Cost
N/A	N/A	N/A	N/A	N/A	N/A

APPENDIX D.6 COUNTERMEASURE STRATEGY FORM DRIVER EDUCATION

Program Area Name: Driver Education

Countermeasure Strategy: Other: Communications and Outreach

No other questions apply to this project.

Countermeasure Strategy Description

Assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

The older driver population continues to increase. In Michigan, 16.7% of residents are age 65 or older according to 2017 estimates from the Population Division of the U.A. Census Bureau. In 2018, per the Michigan Traffic Crash Facts, there were 1,525,731 licensed drivers age 65 and older who represented 21.1% of Michigan's active driving population. The drivers in this age group represented 10.2% (54,621) of drivers in all crashes and 15.6% (236) of drivers in fatal crashes.

Fatalities and Suspected Serious Injuries in Senior Driver Crashes 2014-2018 (A senior driver crash is a crash involving at least one driver age 65 or older.)						
	2014	2015	2016	2017	2018	Total
Fatalities	190	182	232	224	235	1,063
Suspected Serious Injuries	914	835	1,008	1,101	1,005	4,863
Total	1,104	1,017	1,240	1,325	1,240	5,926

Michigan Department of State Referrals

FY2015-2017 Medical Case Referrals	
2017	18,228
2018	16,588
2016	15,883
2017	15,615
2015	15,659

FY2015-2016 Referrals		
Law Enforcement	2,314	51.3%
Medical Community	926	20.5%
Family	636	14.1%
Other	631	14.0%
Total	4,507	

FY2016-2017 Referrals		
Law Enforcement	3,185	49.4%
Medical Community	1,253	19.4%
Family	648	10.0%
Other	1,363	21.1%
Total	6,449	

FY2017-2018 Referrals		
Law Enforcement	2,669	42.2%
Medical Community	1,367	21.6%
Family	713	11.3%
Other	1,569	24.8%
Total	6,318	

FY2018-2019 Referrals		
Law Enforcement	2,665	41.9%
Medical Community	1,384	21.8%
Family	650	10.2%
Other	1,664	26.2%
Total	6,363	

Failure to Appear (FTAS) from Medical Referrals 2016-2018		
Year	FTA	Percentage
2018	5,384	29.5%
2017	4,489	27%
2016	4,365	27%
Total	14,238	
Increase 2016-2018	+23%	

Research suggests that older adults can expect to outlive their ability to drive safely by seven to 10 years. Older drivers face challenges due to diminishing physical and cognitive capabilities, medication usage, and navigation of complex traffic situations. The Michigan Department of State has a program area responsible for the assessment and evaluation of drivers to determine the ability to meet the state's physical, mental, and vision standards required to be eligible for driving privileges. The process of referring drivers and the resulting participation in the driver assessment reexamination is often misunderstood. This lack of knowledge likely results in unsubmitted referrals, insufficient details, and anxiety due to the unknown.

Referring older drivers to licensing agencies has demonstrated to be effective and is detailed in the NHTSA Countermeasures That Work (Chapter 7 – Older Drivers). To ensure referrals are made and older drivers appear for reexamination prepared to address the concerns and challenges it is essential the players (e.g. family, friends, medical professionals, older drivers) are knowledgeable of the referral process and driver assessment reexamination process.

Publicizing the challenges facing older drivers and educating the public and medical community on the process of referring drivers to the Department and what to expect with the Driver Assessment reexamination process will increase knowledge and referrals of drivers who may pose greater risks to themselves, other drivers, and traffic safety as a whole.

An average of 16,400 referrals are received each year. The Michigan Department of State, along with the Safe Drivers Smart Options Operating Committee would like to educate the aging drivers, their families, law enforcement and medical professionals about the referral process, as it is unfamiliar territory for anyone that has not been through it.

Funding will support contractual costs.

\$83,000 405(d) FAST Act Impaired Driving Low Driver Education (flex)

19.3% of total \$430,000 designated to DE

\$19,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the DE programs.

Description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

The older driver population continues to increase. In Michigan, 16.7% of residents are age 65 or older according to 2017 estimates from the Population Division of the U.A. Census Bureau. In 2018, per the Michigan Traffic Crash Facts, there were 1,525,731 licensed drivers age 65 and older who represented 21.1% of Michigan's active driving population. The drivers in this age group represented 10.2% (54,621) of drivers in all crashes and 15.6% (236) of drivers in fatal crashes.

C-1 Number of fatalities in traffic crashes

Target: Reduce fatalities from 985 fatalities in 2019 to 968.6 fatalities in 2021.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,629 in 2019 to 5,533.6 serious injuries in 2021.

C-3 Fatalities/VMT

Target: Prevent the fatalities/VMT rate from increasing from .95 fatalities/VMT in 2018 to no more than .982 fatalities/VMT in 2021. (2019 VMT not yet available.)

C-4 Unrestrained passenger vehicle occupant fatalities, all seat positions

Target: Reduce unrestrained passenger vehicle occupant fatalities from 202 fatalities in 2019 to 190 fatalities in 2021.

C-5 Number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher

Target: Prevent fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from increasing from 267 fatalities in 2018 to no more than 267 fatalities in 2021. (2019 FARS number not yet available.)

B-1 Statewide seat belt use rate

Target: Increase the statewide seat belt use rate from 94.4% in 2020 to 98% in 2021.

O5: Number of senior drivers (65+) involved fatal crashes

Target: Prevent the number of senior driver (65+)-involved fatal crashes from increasing from 221 fatal crashes in 2019 to no more than 249 fatal crashes in 2021.

Funding will support contractual costs.

\$83,000 405(d) FAST Act Impaired Driving Low Driver Education (flex)

19.3% of total \$430,000 designated to DE

\$19,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the DE programs.

Evidence of effectiveness: rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

The older driver population continues to increase. In Michigan, 16.7% of residents are age 65 or older according to 2017 estimates from the Population Division of the U.A. Census Bureau. In 2018, per the Michigan Traffic Crash Facts, there were 1,525,731 licensed drivers age 65 and older who represented 21.1% of Michigan's active driving population. The drivers in this age group represented 10.2% (54,621) of drivers in all crashes and 15.6% (236) of drivers in fatal crashes.

Countermeasures That Work, Ninth Edition 2017: Chapter 7, Section 2.2, and pages 7-14 to 7-16.

Citation

"Licensing agencies in all States accept reevaluation referrals for drivers of any age. A survey of all State licensing agencies found that three sources accounted for 85% of referrals: law enforcement (37%), physicians and other medical professionals (35%), and family and friends (13%) (Stutts, 2005). The remaining 15% came from crash and violation record checks, courts, self-reports, and other sources.

Law enforcement officers have the opportunity to observe drivers directly at traffic stops or crashes. With appropriate training, they can identify many drivers who should be referred to the licensing agency for assessment. NHTSA has developed and field-tested a set of cues that officers can use to identify potentially impaired drivers (NHTSA, 1998; see also Potts, Stutts, Pfefer, Neuman, Slack, & Hardy, 2004, Strategy C3, and Stutts, 2005, Chapter 7).

Physicians are in an excellent position to assess if changes in their patients' physical or cognitive abilities may increase their crash risk. In addition to assessment, physicians should provide counseling and assistance on driving as needed and refer patients to the licensing agency if appropriate. In 6 States, physicians are required to report patients who have specific medical conditions such as epilepsy or dementia (Potts, Stutts, Pfefer, Neuman, Slack, & Hardy, 2004, Strategy C3). Other States require physicians to report "unsafe" drivers, with varying guidelines for defining "unsafe." Physicians must balance their legal and ethical responsibilities to protect their patient's health and confidentiality with their duty to protect the general public from unsafe drivers. Physicians have been held liable for damages from crashes involving patients because they failed to report the patient to the licensing agency (Wang et al., 2003, Chapter 7)".

Funding will support contractual costs.

\$83,000 405(d) FAST Act Impaired Driving Low Driver Education (flex)

19.3% of total \$430,000 designated to DE

\$19,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the DE programs.

Planned activities that the state will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned Activity Names	Planned Activity Unique Identifier	Section in Document
Highway Safety Office Program Management	CP-21-02-g PM	E.8
Strive for a Safer Drive (S4SD)	DE-21-01	D.1/E.1
Teen Passenger Safety Campaign	CP-21-01-p Special Projects	D.5/E.5
Older Driver Evaluation and Referral Program	CP-21-03-t PI&E	D.6/E.6
ThinkFast Interactive School Program for Teens	DE-21-04	D.3/E.3
Save a Life Tour Program for Teens	DE-21-04	D.4/E.4
RoadWise Enhanced Driver Program for Seniors	DE-21-05	D.7/E.7
Ride and Drive Impaired Driving Station	CP-21-01-n Special Projects	D.2/E.2

APPENDIX E.6 PLANNED ACTIVITY FORM DRIVER EDUCATION

Planned Activity Name	Older Driver Evaluation and Referral Program
Planned Activity Number	CP-21-03-t PI&E
Primary Countermeasure Strategy	Other: Communications and Outreach

No other questions apply to this project.

Description of the Planned Activity

Older Driver Evaluation and Referral Process

Planned Activity Number	CP-21-03-t PI&E	
Planned Activity in GMSS	2021-7003 DE Education, Communication, and Outreach	
GTS Code	FDLPPEM-405d Low Paid/Earned Media	
Benefit to Locals	No	
Grantee	OHSP PI&E	
Grant Amount, Funding Source	\$83,000	405(d) FAST Act Impaired Driving Low Driver Education (flex)
Indirect cost rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	Increase the number of older driver reexamination referrals from family and the medical community from 18,228 in 2018 to 20,000 by September 30, 2021.	

	Prevent the number of failures to appear for reexaminations from exceeding 7,000 by September 30, 2021.
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This project aims to develop and create communications outreach assets (i.e. video(s) and web content) directed at family, friends, the medical community, and older drivers. The assets will explain the challenges and risks facing older drivers, and the availability of the driver assessment reexamination process to effectively evaluate older drivers' skills and ability to meet the state's driving standards.

Funding will support contractual costs.

Intended Subrecipients: OHSP PI&E

Countermeasure Strategies in Planned Activities

Fiscal Year	Countermeasure Strategy Name
2021	Other: Communications and Outreach

Federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit (as applicable).

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	405(d) FAST Act Impaired Driving Low	405(d) FAST Act Impaired Driving Low Driver Education (flex)	\$83,000	N/A	N/A

Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share Per Unit	NHTSA Share Total Cost
N/A	N/A	N/A	N/A	N/A	N/A

**APPENDIX D.7 COUNTERMEASURE STRATEGY FORM
DRIVER EDUCATION**

Program Area Name: Driver Education

Countermeasure Strategy: Other: Countermeasures for Senior Drivers

No other questions apply to this project.

Countermeasure Strategy Description

Assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

The older driver population continues to increase. In Michigan, 16.7% of residents are age 65 or older according to 2017 estimates from the Population Division of the U.A. Census Bureau. In 2018, per the Michigan Traffic Crash Facts, there were 1,525,731 licensed drivers age 65 and older who represented 21.1% of Michigan's active driving population. The drivers in this age group represented 10.2% (54,621) of drivers in all crashes and 15.6% (236) of drivers in fatal crashes.

Fatalities and Suspected Serious Injuries in Senior Driver (Ages 65+) Crashes by County 2014-2018							
	Rank	2014	2015	2016	2017	2018	Total
Wayne	1	114	132	138	147	138	669
Oakland	2	138	111	103	88	83	523
Macomb	3	83	73	84	74	98	412
Kent	4	63	52	73	85	79	352
Genesee	5	26	28	46	46	32	178
Ottawa	6	28	26	37	42	43	176
Ingham	7	36	22	39	39	26	162
Washtenaw	8	27	30	24	39	40	160
Kalamazoo	9	25	25	31	37	41	159
Saginaw	10	22	41	15	31	40	149
Muskegon	11	29	20	23	25	29	126
Jackson	12	26	23	23	24	26	122
Berrien	13	17	20	25	30	21	113
St. Clair	14	17	17	31	20	18	103
Grand Traverse	15	17	16	20	20	27	100
Livingston	16	10	19	28	18	15	90

Fatalities in Senior Driver (Ages 65+) Crashes by County 2014-2018							
	Rank	2014	2015	2016	2017	2018	Total
Wayne	1	11	22	27	26	27	113
Oakland	2	19	19	20	17	16	91
Macomb	3	11	8	22	7	16	64
Kent	4	14	11	9	13	14	61
Washtenaw	5	7	6	4	10	7	34
Kalamazoo	6	3	4	7	9	10	33
Genesee	7	8	1	8	6	7	30
Muskegon	8	4	5	6	5	6	26
Ottawa	9	7	2	4	6	6	25
Saginaw	9	2	7	2	7	7	25
St. Clair	11	4	5	9	2	4	24
Ingham	12	2	4	10	4	3	23
Berrien	13	2	4	7	4	4	21
Monroe	14	6	1	3	6	4	20
Jackson	15	4	3	5	2	5	19
Livingston	15	2	1	8	7	1	19

Suspected Serious Injuries in Senior Driver (Ages 65+) Crashes by County 2014-2018							
	Rank	2014	2015	2016	2017	2018	Total
Wayne	1	103	110	111	121	111	556
Oakland	2	119	92	83	71	67	432
Macomb	3	72	65	62	67	82	348
Kent	4	49	41	64	72	65	291
Ottawa	5	21	24	33	36	37	151
Genesee	6	18	27	38	40	25	148
Ingham	7	34	18	29	35	23	139
Kalamazoo	8	22	21	24	28	31	126
Washtenaw	8	20	24	20	29	33	126
Saginaw	10	20	34	13	24	33	124
Jackson	11	22	20	18	22	21	103
Muskegon	12	25	15	17	20	23	100
Berrien	13	15	16	18	26	17	92
Grand Traverse	14	16	13	14	17	26	86
St. Clair	15	13	12	22	18	14	79
Allegan	16	16	17	19	16	8	76
Livingston	17	8	18	20	11	14	71

Oakland, Wayne, Washtenaw, and Livingston counties rank in the top 20 counties for the number of senior driver (ages 65+) fatalities and suspected serious injuries. The KA injuries for these four counties are within the top sixteen counties. Attention to senior driving safety is increasingly important because the percentage of seniors in the population is increasing.

The Enhanced RoadWise program help seniors learn more about driving safety, assess their own skills and capacities as a driver, and find resources to improve health and driving safety, or to find alternate modes of transportation.

This funding will support a pilot to implement the AAA RoadWise Driver program, with enhancements, for seniors in Washtenaw, Wayne, Oakland, and Livingston Counties. The RoadWise Driver program would be taught in person by Injury Prevention Specialists and Occupational Therapists (OT), and offered in hospitals and/or community settings.

The AAA RoadWise Driver is a program for seniors that addresses "natural age-based changes, managing one's medications, adjusting habits to reduce risk, and the value of planning for ongoing mobility." The program is for drivers 55 and older and provides compensation techniques for changes in vision, reflexes, and response times. Topics including medications and defensive driving are also included in the education. The program will be delivered in a six-hour class, offered in two three-hour sessions during the same week.

Enhancements to the RoadWise Driver Program training would include: 1) OTs to teach, observe, assess, and help improve driving skills, 2) vision screening, and 3) reaction time screening. Another enhancement is that the program will provide referrals as needed to, for example, medical providers, the CarFit2 program, license screening and testing, third-party transportation, and/or other resources.

This project will involve certification of two employees. Each course will have two instructors - one injury prevention specialist and one occupational therapist. Occupational therapists will observe and help improve driving skills through vision screening and reaction time screening. Referrals will be made as

needed to medical providers, CarFit program, license screening and testing, third-party transportation resources, and other resources.

Funding will support supplies/operating costs.

\$4,000 402 FAST Act Driver Education

Less than one percent of total \$430,000 designated to DE

\$19,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the DE programs.

Benefit to local: \$4,000

Description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

The older driver population continues to increase. In Michigan, 16.7% of residents are age 65 or older according to 2017 estimates from the Population Division of the U.A. Census Bureau. In 2018, per the Michigan Traffic Crash Facts, there were 1,525,731 licensed drivers age 65 and older who represented 21.1% of Michigan's active driving population. The drivers in this age group represented 10.2% (54,621) of drivers in all crashes and 15.6% (236) of drivers in fatal crashes.

C-1 Number of fatalities in traffic crashes

Target: Reduce fatalities from 985 fatalities in 2019 to 968.6 fatalities in 2021.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,629 in 2019 to 5,533.6 serious injuries in 2021.

C-3 Fatalities/VMT

Target: Prevent the fatalities/VMT rate from increasing from .95 fatalities/VMT in 2018 to no more than .982 fatalities/VMT in 2021. (2019 VMT not yet available.)

C-4 Unrestrained passenger vehicle occupant fatalities, all seat positions

Target: Reduce unrestrained passenger vehicle occupant fatalities from 202 fatalities in 2019 to 190 fatalities in 2021.

C-5 Number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher

Target: Prevent fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from increasing from 267 fatalities in 2018 to no more than 267 fatalities in 2021. (2019 FARS number not yet available.)

B-1 Statewide seat belt use rate

Target: Increase the statewide seat belt use rate from 94.4% in 2020 to 98% in 2021.

O5: Number of senior drivers (65+) involved fatal crashes

Target: Prevent the number of senior driver (65+)-involved fatal crashes from increasing from 221 fatal crashes in 2019 to no more than 249 fatal crashes in 2021.

Funding will support supplies/operating costs.

\$4,000 402 FAST Act Driver Education

Less than one percent of total \$430,000 designated to DE

\$19,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the DE programs.

Benefit to local: \$4,000

Evidence of effectiveness: rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

The older driver population continues to increase. In Michigan, 16.7% of residents are age 65 or older according to 2017 estimates from the Population Division of the U.A. Census Bureau. In 2018, per the Michigan Traffic Crash Facts, there were 1,525,731 licensed drivers age 65 and older who represented 21.1% of Michigan’s active driving population. The drivers in this age group represented 10.2% (54,621) of drivers in all crashes and 15.6% (236) of drivers in fatal crashes.

Countermeasures That Work, Ninth Edition 2017: Chapter 7, Section 1.1, and pages 7-10.

Citation

“that driving courses for seniors show "some positive outcomes." These include improved knowledge of safe driving practices, changed driving awareness and behavior, and fewer citations. However, the document also presents the finding that "there is no evidence that this countermeasure reduces crashes relative to comparison groups." Some studies found that the driver training courses did not reduce crashes, and others did not study the impact on crashes.”

Part of the approach in the AAA RoadWise Driver program is to offer enhancements to help identify those who need additional testing or resources. This can help either to ensure safer driving or to inform decisions about when to stop driving.

The data did not address a potential positive impact of the driver training courses for seniors. This is the role of the training as a gateway for referring to seniors to other interventions that are proven to work, especially: 1) license screening and testing, and 2) referring older drivers to licensing agencies. (*Countermeasures That Work, Ninth Edition 2017: Chapter 7, Sections 2.1 and 2.2, Pages 7-12 through 7-16.*) Referral to medical professionals to treat eyesight, neurological, or mentation concerns may also have an impact on driver safety.”

Funding will support supplies/operating costs.

\$4,000 402 FAST Act Driver Education
 Less than one percent of total \$430,000 designated to DE
 \$19,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the DE programs.
Benefit to local: \$4,000

Planned activities that the state will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned Activity Names	Planned Activity Unique Identifier	Section in Document
Highway Safety Office Program Management	CP-21-02-g PM	E.8
Strive for a Safer Drive (S4SD)	DE-21-01	D.1/E.1
Teen Passenger Safety Campaign	CP-21-01-p Special Projects	D.5/E.5
Older Driver Evaluation and Referral Program	CP-21-03-t PI&E	D.6/E.6
ThinkFast Interactive School Program for Teens	DE-21-04	D.3/E.3
Save a Life Tour Program for Teens	DE-21-04	D.4/E.4
RoadWise Enhanced Driver Program for Seniors	DE-21-05	D.7/E.7

Ride and Drive Impaired Driving Station	CP-21-01-n Special Projects	D.2/E.2
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APPENDIX E.7 PLANNED ACTIVITY FORM DRIVER EDUCATION

Planned Activity Name	RoadWise Enhanced Driver Program for Seniors
Planned Activity Number	DE-21-05
Primary Countermeasure Strategy	Other: Countermeasures for Senior Drivers

No other questions apply to this project.

Description of the Planned Activity

RoadWise Enhanced Driver Program for Seniors

Planned Activity Number	DE-21-05	
Planned Activity in GMSS	2021-7001 DE Support, Training, and Enforcement	
GTS Code	DE-2021-Driver Education	
Benefit to Locals	Yes	
Grantee	St. Joseph Mercy Health System	
Grant Amount, Funding Source	\$4,000	402 FAST Act Driver Education
Indirect cost rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	Conduct five AAA RoadWise Enhanced Driver program courses for 120 drivers in Washtenaw and Livingston counties by September 30, 2021.	

This pilot project will implement the AAA RoadWise Enhanced Driver program for senior drivers that addresses natural age-based changes, managing one's medications, adjusting habits to reduce risk, and the value of planning for ongoing mobility.

Funding will support supplies/operating costs.

Intended Subrecipients: St. Joseph Mercy Health System (SJMHS)

Countermeasure Strategies in Planned Activities

Fiscal Year	Countermeasure Strategy Name
2021	Other: Countermeasures for Senior Drivers

Federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit (as applicable).

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	402 FAST Act	402 FAST Act Driver Education	\$4,000	N/A	\$4,000

Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share Per Unit	NHTSA Share Total Cost
N/A	N/A	N/A	N/A	N/A	N/A

APPENDIX E.8 PROGRAM AREA FORM DRIVER EDUCATION

Planned Activity Name	Highway Safety Office Program Management for Driver Education
Planned Activity Number	CP-21-02-g PM
Primary Countermeasure Strategy	Highway Safety Office Program Management

Federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit (as applicable).

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	402 FAST Act	402 FAST Act Program Management	\$19,000	N/A	N/A

Description of the Planned Activity

Program Management for Driver Education

Planned Activity Number	CP-21-02-i PM	
Planned Activity in GMSS	2021-10001 PA Program Management (CP 02)	
GTS Code	PA-2021-Planning and Administration	
Benefit to Locals	No	
Grantee	OHSP-Program Management Section	
Grant Amount, Funding Source	\$19,000	402 FAST Act Program Management
Indirect cost rate	9.2%	
Grant Start-up	October 1	

Funding will support the shared costs of the Program Management Team required to implement and manage the OHSP programs.

ENDIX C PROGRAM AREA FORM MOTORCYCLE SAFETY

Will countermeasure strategies and planned activities be described in this plan to address the program area?

Yes

Problem Identification

Description and analysis of the state’s highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.

The Michigan Office of Highway Safety Planning (OHSP) uses state traffic crash data to identify highway safety problems. Crash trends can be influenced by many variables, including the number of vehicle miles traveled (VMT), the number, weight, and size of vehicles, the health of state and regional economies, weather conditions, as well as passenger vehicle safety features, roadway infrastructure, and emergency medical services.

State-level data review and analysis focuses on fatality and suspected serious injury reduction.

To assist with problem identification, the University of Michigan Transportation Research Institute (UMTRI) provides a five-year view of fatalities for the core performance measures. In most cases, the data review includes fatality and suspected serious injury data by month, age, and county so that programs may be focused when and where they have the greatest potential to reduce traffic fatalities and suspected serious injuries.

In addition to crash data activity measures such as observed seat belt use, citations issued during grant-funded enforcement activities are also part of the problem identification and planning process.

A five-year moving average is applied against the core performance measures from 2015-2019 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.

The OHSP worked with the UMTRI to develop predictive figures generated from a multi-variate change model for the target-setting process. The model incorporates factors such as gas prices, employment, income, gross domestic product (GDP), VMT, and alcohol consumption.

Motorcyclists have been more than 10% of all traffic fatalities for the past ten years.

	Michigan FARS and State Data	2015	2016	2017	2018	2019	2021 Goals
C-1	Traffic Fatalities (FARS)	967	1,065	1,030	974	985	968.6
C-2	Suspected Serious ("A") Injuries (State)	4,865	5,634	6,084	5,586	5,629	5,533.6
C-3	Fatalities Per 100 Million VMT (FARS)	0.99	1.07	1.01	0.95	*	.982
C-7	Motorcyclist Fatalities (FARS)	141	152	150	143	122	166
C-8	Unhelmeted Motorcyclist Fatalities (FARS)	57	78	69	58	54	78
	Michigan Performance Measures	2015	2016	2017	2018	2019	2021 Goals
O1	Crashes involving Alcohol- or Drug-Impaired Motorcyclist (State)	227	233	236	206	239	234
O2	Fatalities to Alcohol- or Drug-Impaired Motorcyclist (State)	52	48	45	44	42	55
**O3	Fatalities in Crashes involving a Drug-Impaired Driver or Motorcycle Operator (State)	162	216	227	226	214	302

**O4	Crashes involving a motorcycle and another motor vehicle (State)	1,572	1,710	1,534	1,424	1,460	1,676
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*Not available for FY2021 planning process
**New state performance measures for 2021

Select at least one performance measure that is data-driven, that enables the state to track progress toward meeting the quantifiable annual target. For program areas where performance measures have not been jointly developed (e.g., distracted driving, drug-impaired driving) for which states are using HSP funds, the state shall develop its own performance measures and performance targets that are data-driven.

Performance Measures

Fiscal Year	Performance Measure Name
2021	C-1 Reduce fatalities C-2 Reduce suspected serious injuries C-3 Reduce K/VMT C-7 Reduce motorcyclist fatalities C-8 Reduce unhelmeted motorcyclist fatalities O1 Reduce impaired motorcyclist crashes O2 Reduce impaired motorcyclist fatalities O3 Reduce fatalities in crashes involving a drug-impaired driver or motorcycle operator O4 Reduce crashes between motorcycles and another motor vehicle

Countermeasure Strategies

Fiscal Year	Countermeasure Strategy Name
2021	Highway Safety Office Program Management
	Motorcycle Riding Training
	Communications Campaign
	Other: Impaired Driving Prevention

APPENDIX D.1 COUNTERMEASURE STRATEGY FORM MOTORCYCLE SAFETY

Program Area Name: Motorcycle Safety

Countermeasure Strategy: Motorcycle Riding Training

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

Countermeasure Strategy Description

Assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Motorcyclists have been more than 10% of all traffic fatalities for the past ten years.

Single-vehicle crashes account for 47% of motorcyclist crashes and are overrepresented compared to crashes that do not involve a motorcyclist. This indicates that more work is needed to educate motorcyclists on safe riding.

Formal motorcyclist training is a critical component to operate a motorcycle safely. The Basic RiderCourse (BRC) is a 15-hour program which provides classroom and motorcycle operator training in a controlled, off-street environment for beginning riders. The Advanced RiderCourse (ARC) is a one-day course for experienced and endorsed riders that complements a rider's basic skills and helps with personal risk assessment. It includes a classroom segment with interactive activities to improve perception and hazard awareness. The exercises enhance both basic skills and crash avoidance skills, while improving braking, swerving, and cornering is emphasized.

Novice riders need basic skills education and experienced riders 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 both basic and experienced riding skills to motorcyclists.

Per State of Michigan administrative rules, the MDOS must provide rider education courses with curriculum certified by the Motorcycle Safety Foundation (MSF). The MDOS utilizes state funds to offer BRC, Returning Rider Basic Rider courses (RRBRC), Basic Rider Course 2 (BRC2) and the 3-Wheel Basic Rider Courses (3WBRC). The ARC, federally funded by the OHSP, 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. Federal funds will also support additional BRC classes beyond the capacity for what state funds can support through public training sponsors located within the counties with the most motorcyclist fatalities. The funding will help meet high demand for BRC classes in these areas.

This project is vital to the FY2021 HSP Appendix D Application for 405(f) Motorcyclist Safety Funding. Without approval of this project in the FY2021 HSP for an "Motorcycle rider training course" Michigan may not qualify for 405(f) funds in FY2021 [23 CFR 1300.25(d) & 23 CFR 1300.25(e)].

Motorcyclist Fatalities 2014-2018						
	2014	2015	2016	2017	2018	Total
Total	107	138	141	137	134	657

Motorcyclist Suspected Serious Injuries 2014-2018						
	2014	2015	2016	2017	2018	Total
Total	510	517	659	684	659	3,029

Motorcyclist Fatalities by County 2014-2018 (Descending Rank)							
	Rank	2014	2015	2016	2017	2018	Total
Wayne	1	10	30	21	17	14	92
Oakland	2	8	7	15	7	12	49
Kent	3	11	7	8	10	9	45
Macomb	4	7	8	8	10	9	42
Ingham	5	7	3	5	9	3	27
Monroe	6	6	3	4	4	8	25
Washtenaw	7	7	5	5	4	3	24
St. Clair	8	5	4	3	5	3	20
Genesee	9	2	3	5	3	3	16
Jackson	9	2	3	5	2	4	16

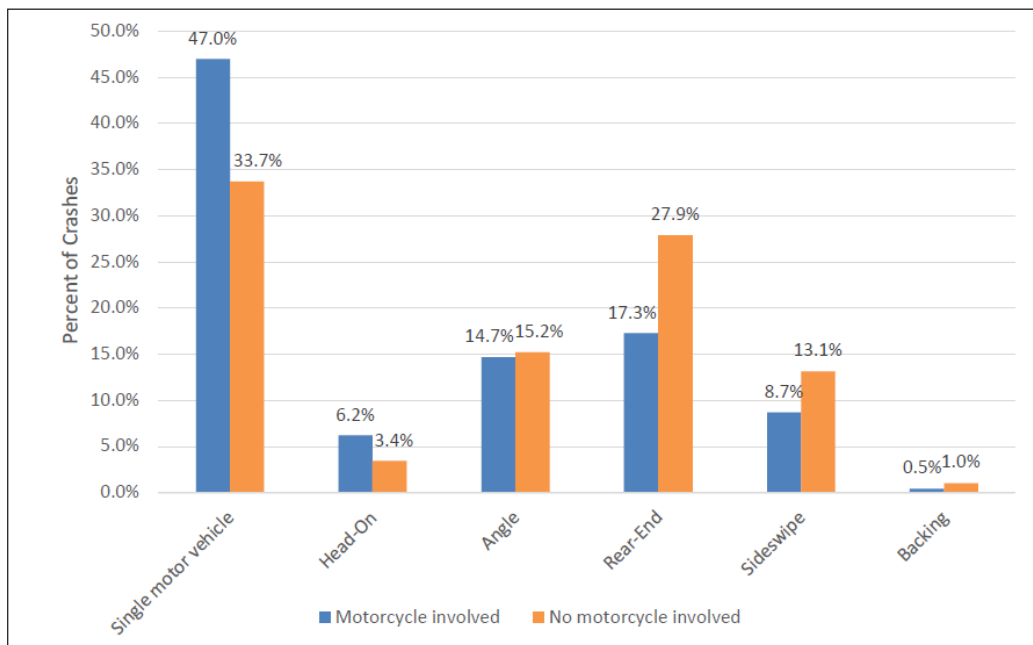


Figure 2 – Distribution of Crashes With and Without a Motorcycle Involved by Crash Type

Funding will support contractual costs.

\$40,000 405(f) FAST Act Motorcycle Training

7.9% of total \$504,000 designated to MC

\$144,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the MC programs.

Description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

Motorcyclists have been over 10% of traffic fatalities for the past ten years.

C-1 Number of fatalities in traffic crashes

Target: Reduce fatalities from 985 fatalities in 2019 to 968.6 fatalities in 2021.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,629 in 2019 to 5,533.6 serious injuries in 2021.

C-3 Fatalities/VMT

Target: Prevent the fatalities/VMT rate from increasing from .95 fatalities/VMT in 2018 to no more than .982 fatalities/VMT in 2021. (2019 VMT not yet available.)

C-7 Number of motorcyclist fatalities

Target: Prevent motorcyclist-related fatalities from increasing from 122 fatalities in 2019 to no more than 166 fatalities in 2021.

C-8 Number of unhelmeted motorcyclist fatalities

Target: Prevent unhelmeted motorcyclist fatalities from increasing from 54 fatalities in 2019 to no more than 78 fatalities in 2021.

O1: Number of crashes involving alcohol- or drug-impaired motorcyclist

Target: Reduce the number of crashes involving alcohol- or drug-impaired motorcyclists from 239 crashes in 2019 to 234 crashes in 2021.

O2: Number of fatalities involving alcohol- or drug-impaired motorcyclist

Target: Prevent impaired motorcyclist fatalities from increasing from 42 fatalities in 2019 to no more than 55 fatalities in 2021.

O3: Number of fatal crashes involving drug-impaired driver or motorcycle operator

Target: Prevent the number of crashes involving a drug-impaired driver or motorcycle operator increasing from 214 crashes in 2019 to no more than 302 crashes in 2021.

O4: Number of crashes involving a motorcycle and another motor vehicle

Target: Prevent the number of motorcycle crashes involving a motorcycle and another motor vehicle from increasing from 1,460 crashes in 2019 to 1,676 crashes in 2021.

Funding will support contractual costs.

\$40,000 405(f) FAST Act Motorcycle Training

7.9% of total \$504,000 designated to MC

\$144,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the MC programs.

Evidence of effectiveness: rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Motorcyclists have been over 10% of traffic fatalities for the past ten years.

Motorcycle Safety Program Technical Assessment, 2016, Motorcycle Rider Education and Training, pages 7 and 34.

Citation

“Increase funding for the motorcycle training program to a level that will allow it to meet current demand, reduce the age of the motorcycle fleet, and train new instructors to balance attrition and allow for growth.”

Funding will support contractual costs.

\$40,000 405(f) FAST Act Motorcycle Training

7.9% of total \$504,000 designated to MC

\$144,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the MC programs.

Planned activities that the state will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Program Management	CP-21-02-h PM	E.8
Shadow Rider Project	CP-21-03-q PI&E	D.4/E.4
Motorcycle RiderCoach Professional Development	MC-21-01	D.2/E.2
Impaired Motorcyclist Prevention Campaign	CP-21-03-r PI&E	D.6/E.6
Motorcycle Program Area Assessment Recommendation Implementation	MC-21-02	D.5/E.5
RiderCoach Recruitment	CP-21-03-s PI&E	D.7/E.7
Motorcycle Rider Training	MC-21-01	D.1/E.1
Motorcycle Range Aides	MC-21-01	D.3/E.3

APPENDIX E.1 PLANNED ACTIVITY FORM MOTORCYCLE SAFETY

Planned Activity Name	Motorcycle Rider Training
Planned Activity Number	MC-21-01
Primary Countermeasure Strategy	Motorcycle Rider Training

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]

Yes

Description of the Planned Activity

Motorcycle Rider Training

Planned Activity Number	MC-21-01	
Planned Activity in GMSS	2021-8001 MC Support, Training, and Enforcement	
GTS Code	M9MT-405f Motorcyclist Training	
Benefit to Locals	N/A	
Grantee	Michigan Department of State (MDOS)	
Grant Amount, Funding Source	\$40,000	405(f) FAST Act Motorcycle Training

Indirect cost rate	Various
Grant Start-up	October 1
Project Objective(s)	<p>Train up to 150 experienced motorcyclists in an Advanced RiderCourse (ARC) in the top 10 counties where motorcyclist-involved fatalities are highest by September 30, 2021.</p> <p>Train up to 100 additional students in Basic RiderCourses (BRCs) in the top 10 counties where motorcyclist-involved fatalities are highest by September 30, 2021.</p>

The MDOS will work with Motorcycle Safety Foundation-certified organizations and RiderCoaches to conduct ARC and BRC classes beyond the current capacity.

Funding will support contractual costs.

Intended Subrecipients: Michigan Department of State (MDOS)

Countermeasure Strategies in Planned Activities

Fiscal Year	Countermeasure Strategy Name
2021	Motorcycle Rider Training

Federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit (as applicable).

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	405(f) FAST Act Motorcycle Safety	405(f) FAST Act Motorcycle Training	\$40,000	N/A	N/A

Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share Per Unit	NHTSA Share Total Cost
N/A	N/A	N/A	N/A	N/A	N/A

**APPENDIX D.2 COUNTERMEASURE STRATEGY FORM
MOTORCYCLE SAFETY**

Program Area Name: Motorcycle Safety

Countermeasure Strategy: Motorcycle Riding Training

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

Countermeasure Strategy Description

Assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Motorcyclists have been over 10% of traffic fatalities for the past ten years.

Motorcyclist Fatalities 2014-2018						
	2014	2015	2016	2017	2018	Total
Total	107	138	141	137	134	657

Motorcyclist Suspected Serious Injuries 2014-2018						
	2014	2015	2016	2017	2018	Total
Total	510	517	659	684	659	3,029

Public Sponsor Name	Current Number of Coaches	Total Coaches Needed	Increase Needed
Schoolcraft College	55	80	45%
Ferris State University	26	30	15%
Grand Rapids Community College	21	26	24%
Washtenaw Community College	13	18	38%
Delta College	14	17	21%
Lansing Community College	15	17	13%
Northern Michigan University	9	14	56%
Mott Community College	12	10	-17%
Otsego County Sheriff Department	9	10	11%

Glen Oaks Community College	6	8	33%
Lenawee ISD	4	6	50%
Iosco RESA	2	2	0%
Total	186	238	28%
*Additional Coaches Needed		52	

*** Additional coaches needed does not account for attrition of current coach population.**

Providing professional development trainings for certified RiderCoaches through Basic RiderCoach Preparation (BRC-RCP) courses and Advanced RiderCoach Preparation (ARC-RCP) courses allows for training new RiderCoaches entering the profession and existing coaches to stay current in the required curriculum and best practices for motorcycle rider education.

To become a certified RiderCoach a person must:

- be at least 18 years of age or older
- have a valid driver's license with a motorcycle (CY) endorsement for a minimum of one year
- pass the BRC within one year before attending the RiderCoach Preparation Course
- have no more than six points on the driving record for moving violations during the 12 months before applying for approval as a RiderCoach
- be sponsored by a Michigan Department of State-approved public or private organization that offers rider education courses
- successfully complete a RiderCoach Preparation Course

The Michigan Rider Education Program (Mi-REP) needs new RiderCoaches because of curriculum transitions and the aging population of certified RiderCoaches that are retiring. Skilled RiderCoaches are needed to train motorcyclists through rider education courses. Sponsors determine how many coaches are needed based on the number of courses on the schedule for the training sponsors and how often other coaches on their staff can instruct.

Funding will support contractual costs.

\$64,000 405(f) FAST Act Motorcycle Training

12.7% of total \$504,000 designated to MC

\$144,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the MC programs.

Description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

Motorcyclists are over 10% of traffic fatalities for the past ten years.

C-1 Number of fatalities in traffic crashes

Target: Reduce fatalities from 985 fatalities in 2019 to 968.6 fatalities in 2021.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,629 in 2019 to 5,533.6 serious injuries in 2021.

C-3 Fatalities/VMT

Target: Prevent the fatalities/VMT rate from increasing from .95 fatalities/VMT in 2018 to no more than .982 fatalities/VMT in 2021. (2019 VMT not yet available.)

C-7 Number of motorcyclist fatalities

Target: Prevent motorcyclist-related fatalities from increasing from 122 fatalities in 2019 to no more than 166 fatalities in 2021.

C-8 Number of unhelmeted motorcyclist fatalities

Target: Prevent unhelmeted motorcyclist fatalities from increasing from 54 fatalities in 2019 to no more than 78 fatalities in 2021.

O1: Number of crashes involving alcohol- or drug-impaired motorcyclist

Target: Reduce the number of crashes involving alcohol- or drug-impaired motorcyclists from 239 crashes in 2019 to 234 crashes in 2021.

O2: Number of fatalities involving alcohol- or drug-impaired motorcyclist

Target: Prevent impaired motorcyclist fatalities from increasing from 42 fatalities in 2019 to no more than 55 fatalities in 2021.

O3: Number of fatal crashes involving drug-impaired driver or motorcycle operator.

Target: Prevent the number of crashes involving a drug-impaired driver or motorcycle operator increasing from 214 crashes in 2019 to no more than 302 crashes in 2021.

O4: Number of crashes involving a motorcycle and another motor vehicle.

Target: Prevent the number of motorcycle crashes involving a motorcycle and another motor vehicle from increasing from 1,460 crashes in 2019 to 1,676 crashes in 2021.

Funding will support contractual costs.

\$64,000 405(f) FAST Act Motorcycle Training

12.7% of total \$504,000 designated to MC

\$144,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the MC programs.

Evidence of effectiveness: rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Motorcyclists have been over 10% of traffic fatalities for the past ten years.

Motorcycle Safety Program Technical Assessment, 2016, Motorcycle Rider Education and Training, pages 7 and 34.

Citation

“Increase funding for the motorcycle training program to a level that will allow it to meet current demand, reduce the age of the motorcycle fleet, and train new instructors to balance attrition and allow for growth.”

Funding will support contractual costs.

\$64,000 405(f) FAST Act Motorcycle Training

12.7% of total \$504,000 designated to MC

\$144,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the MC programs.

Planned activities that the state will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Program Management	CP-21-02-h PM	E.8
Shadow Rider Project	CP-21-03-q PI&E	D.4/E.4
Motorcycle RiderCoach Professional Development	MC-21-01	D.2/E.2
Impaired Motorcyclist Prevention Campaign	CP-21-03-r PI&E	D.6/E.6
Motorcycle Program Area Assessment Recommendation Implementation	MC-21-02	D.5/E.5
RiderCoach Recruitment	CP-21-03-s PI&E	D.7/E.7
Motorcycle Rider Training	MC-21-01	D.1/E.1
Motorcycle Range Aides	MC-21-01	D.3/E.3

APPENDIX E.2 PLANNED ACTIVITY FORM MOTORCYCLE SAFETY

Planned Activity Name	Motorcycle RiderCoach Professional Development
Planned Activity Number	MC-21-01
Primary Countermeasure Strategy	Motorcycle Rider Training

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]

Yes

Description of the Planned Activity

Motorcycle RiderCoach Professional Development

Planned Activity Number	MC-21-01	
Planned Activity in GMSS	2021-8001 MC Support, Training, and Enforcement	
GTS Code	M9MT-405f Motorcyclist Training	
Benefit to Locals	N/A	
Grantee	Michigan Department of State (MDOS)	
Grant Amount, Funding Source	\$64,000	405(f) FAST Act Motorcycle Training
Indirect cost rate	N/A	
Grant Start-up	October 1	

Project Objective(s)	Prevent the number of certified RiderCoaches in Michigan from dropping below 250 coaches by training up to 72 new and existing coaches by September 30, 2021.
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Providing professional development trainings for certified RiderCoaches through Basic RiderCoach Preparation (BRC-RCP) courses and Advanced RiderCoach Preparation (ARC-RCP) courses allows for training new RiderCoaches entering the profession and existing coaches to stay current in the required curriculum and best practices for motorcycle rider education. The MDOS will work with Motorcycle Safety Foundation-certified organizations and RiderCoaches to conduct up to six RiderCoach Preparation (RCP) sessions through public sponsor agencies.

Funding will support contractual costs.

Intended Subrecipients: Michigan Department of State (MDOS)

Countermeasure Strategies in Planned Activities

Fiscal Year	Countermeasure Strategy Name
2021	Motorcycle Rider Training

Federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit (as applicable).

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	405(f) FAST Act Motorcycle Safety	405(f) FAST Act Motorcycle Training	\$64,000	N/A	N/A

Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share Per Unit	NHTSA Share Total Cost
N/A	N/A	N/A	N/A	N/A	N/A

**APPENDIX D.3 COUNTERMEASURE STRATEGY FORM
MOTORCYCLE SAFETY**

Program Area Name: Motorcycle Safety

Countermeasure Strategy: Motorcycle Riding Training

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

Countermeasure Strategy Description

Assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Motorcyclists are over 10% of traffic fatalities for the past ten years.

Motorcyclist Fatalities 2014-2018						
	2014	2015	2016	2017	2018	Total
Total	107	138	141	137	134	657

Motorcyclist Suspected Serious Injuries 2014-2018						
	2014	2015	2016	2017	2018	Total
Total	510	517	659	684	659	3,029

Funding will support contractual costs.

\$16,000 405(f) FAST Act Motorcycle Training

3.2% of total \$504,000 designated to MC

\$144,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the MC programs.

Description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

Motorcyclists have been over 10% of traffic fatalities for the past ten years.

C-1 Number of fatalities in traffic crashes

Target: Reduce fatalities from 985 fatalities in 2019 to 968.6 fatalities in 2021.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,629 in 2019 to 5,533.6 serious injuries in 2021.

C-3 Fatalities/VMT

Target: Prevent the fatalities/VMT rate from increasing from .95 fatalities/VMT in 2018 to no more than .982 fatalities/VMT in 2021. (2019 VMT not yet available.)

C-7 Number of motorcyclist fatalities

Target: Prevent motorcyclist-related fatalities from increasing from 122 fatalities in 2019 to no more than 166 fatalities in 2021.

C-8 Number of unhelmeted motorcyclist fatalities

Target: Prevent unhelmeted motorcyclist fatalities from increasing from 54 fatalities in 2019 to no more than 78 fatalities in 2021.

O1: Number of crashes involving alcohol- or drug-impaired motorcyclist

Target: Reduce the number of crashes involving alcohol- or drug-impaired motorcyclists from 239 crashes in 2019 to 234 crashes in 2021.

O2: Number of fatalities involving alcohol- or drug-impaired motorcyclist

Target: Prevent impaired motorcyclist fatalities from increasing from 42 fatalities in 2019 to no more than 55 fatalities in 2021.

O3: Number of fatal crashes involving drug-impaired driver or motorcycle operator

Target: Prevent the number of crashes involving a drug-impaired driver or motorcycle operator increasing from 214 crashes in 2019 to no more than 302 crashes in 2021.

O4: Number of crashes involving a motorcycle and another motor vehicle

Target: Prevent the number of motorcycle crashes involving a motorcycle and another motor vehicle from increasing from 1,460 crashes in 2019 to 1,676 crashes in 2021.

Funding will support contractual costs.

\$16,000 405(f) FAST Act Motorcycle Training

3.2% of total \$504,000 designated to MC

\$144,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the MC programs.

Evidence of effectiveness: rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Motorcyclists have been over 10% of traffic fatalities for the past ten years-

Motorcycle Safety Program Technical Assessment, 2016, Motorcycle Rider Education and Training, pages 7 and 34.

Citation

“Increase funding for the motorcycle training program to a level that will allow it to meet current demand, reduce the age of the motorcycle fleet, and train new instructors to balance attrition and allow for growth.”

Funding will support contractual costs.

\$16,000 405(f) FAST Act Motorcycle Training

3.2% of total \$504,000 designated to MC

\$144,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the MC programs.

Planned activities that the state will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Program Management	CP-21-02-h PM	E.8
Shadow Rider Project	CP-21-03-q PI&E	D.4/E.4
Motorcycle RiderCoach Professional Development	MC-21-01	D.2/E.2
Impaired Motorcyclist Prevention Campaign	CP-21-03-r PI&E	D.6/E.6
Motorcycle Program Area Assessment Recommendation Implementation	MC-21-02	D.5/E.5

RiderCoach Recruitment	CP-21-03-s PI&E	D.7/E.7
Motorcycle Rider Training	MC-21-01	D.1/E.1
Motorcycle Range Aides	MC-21-01	D.3/E.3

APPENDIX E.3 PLANNED ACTIVITY FORM MOTORCYCLE SAFETY

Planned Activity Name	Motorcycle Range Aides
Planned Activity Number	MC-21-01
Primary Countermeasure Strategy	Motorcycle Rider Training

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]

Yes

Description of the Planned Activity

Motorcycle Range Aides

Planned Activity Number	MC-21-01	
Planned Activity in GMSS	2021-8001 MC Support, Training, and Enforcement	
GTS Code	M9MT-405f Motorcyclist Training	
Benefit to Locals	N/A	
Grantee	Michigan Department of State (MDOS)	
Grant Amount, Funding Source	\$16,000	405(f) FAST Act Motorcycle Training
Indirect cost rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	Prevent the number of certified RiderCoaches in Michigan from dropping below 250 coaches through a new range aide internship program by September 30, 2021.	

The MDOS will work with Motorcycle Safety Foundation-certified organizations and RiderCoaches to hire up to five people through public sponsor agencies in a range aide internship program.

Funding will support contractual costs.

Intended Subrecipients: Michigan Department of State (MDOS)

Countermeasure Strategies in Planned Activities

Fiscal Year	Countermeasure Strategy Name
2021	Motorcycle Rider Training

Federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit (as applicable).

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2019	405(f) FAST Act Motorcycle Safety	405(f) FAST Act Motorcycle Training	\$15,000	N/A	N/A
2020	405(f) FAST Act Motorcycle Safety	405(f) FAST Act Motorcycle Training	\$1,000	N/A	N/A

Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share Per Unit	NHTSA Share Total Cost
N/A	N/A	N/A	N/A	N/A	N/A

**APPENDIX D.4 COUNTERMEASURE STRATEGY FORM
MOTORCYCLE SAFETY**

Program Area Name: Motorcycle Safety

Countermeasure Strategy: Communications

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

Countermeasure Strategy Description

Assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Motorcyclists have been over 10% of traffic fatalities for the past ten years.

Motorcyclist Fatalities 2014-2018						
	2014	2015	2016	2017	2018	Total
Total	107	138	141	137	134	657

Motorcyclist Suspected Serious Injuries 2014-2018						
	2014	2015	2016	2017	2018	Total
Total	510	517	659	684	659	3,029

Funding may support contractual and supplies/operating costs.

\$20,000 405(d) FAST Act Impaired Driving Low Motorcycle Safety (flex)

4% of total \$504,000 designated to MC

\$144,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the MC programs.

Description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

Motorcyclists have been over 10% of traffic fatalities for the past ten years.

C-1 Number of fatalities in traffic crashes

Target: Reduce fatalities from 985 fatalities in 2019 to 968.6 fatalities in 2021.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,629 in 2019 to 5,533.6 serious injuries in 2021.

C-3 Fatalities/VMT

Target: Prevent the fatalities/VMT rate from increasing from .95 fatalities/VMT in 2018 to no more than .982 fatalities/VMT in 2021. (2019 VMT not yet available.)

C-7 Number of motorcyclist fatalities

Target: Prevent motorcyclist-related fatalities from increasing from 122 fatalities in 2019 to no more than 166 fatalities in 2021.

C-8 Number of unhelmeted motorcyclist fatalities

Target: Prevent unhelmeted motorcyclist fatalities from increasing from 54 fatalities in 2019 to no more than 78 fatalities in 2021.

O1: Number of crashes involving alcohol- or drug-impaired motorcyclist

Target: Reduce the number of crashes involving alcohol- or drug-impaired motorcyclists from 239 crashes in 2019 to 234 crashes in 2021.

O2: Number of fatalities involving alcohol- or drug-impaired motorcyclist

Target: Prevent impaired motorcyclist fatalities from increasing from 42 fatalities in 2019 to no more than 55 fatalities in 2021.

O3: Number of fatal crashes involving drug-impaired driver or motorcycle operator

Target: Prevent the number of crashes involving a drug-impaired driver or motorcycle operator increasing from 214 crashes in 2019 to no more than 302 crashes in 2021.

O4: Number of crashes involving a motorcycle and another motor vehicle

Target: Prevent the number of motorcycle crashes involving a motorcycle and another motor vehicle from increasing from 1,460 crashes in 2019 to 1,676 crashes in 2021.

Funding may support contractual and supplies/operating costs.

\$20,000 405(d) FAST Act Impaired Driving Low Motorcycle Safety (flex)

4% of total \$504,000 designated to MC

\$144,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the MC programs.

Evidence of effectiveness: rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Motorcyclists have been over 10% of traffic fatalities for the past ten years.

Countermeasures That Work, Ninth Edition 2017: Chapter 5 Motorcycle Safety, Section 3.1 Motorcycle Rider Licensing, page numbers 5-17.

Citation

“The goal of licensing is to ensure that motorcycle riders have the minimum skills needed to operate motorcycles safely (NHTSA, 2000a). All 50 States, the District of Columbia, and Puerto Rico require motorcycle riders to obtain a motorcycle operator license or endorsement before they ride on public highways (MSF, 2012). Most States will waive the skills test, and sometimes the knowledge test, for motorcyclists who have completed approved motorcycle rider training courses, if the student passes the knowledge and skills tests administered at the conclusion of the course.”

Funding may support contractual and supplies/operating costs.

\$20,000 405(d) FAST Act Impaired Driving Low Motorcycle Safety (flex)

4% of total \$504,000 designated to MC

\$144,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the MC programs.

Planned activities that the state will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Program Management	CP-21-02-h PM	E.8
Shadow Rider Project	CP-21-03-q PI&E	D.4/E.4
Motorcycle RiderCoach Professional Development	MC-21-01	D.2/E.2
Impaired Motorcyclist Prevention Campaign	CP-21-03-r PI&E	D.6/E.6
Motorcycle Program Area Assessment Recommendation Implementation	MC-21-02	D.5/E.5
RiderCoach Recruitment	CP-21-03-s PI&E	D.7/E.7
Motorcycle Rider Training	MC-21-01	D.1/E.1
Motorcycle Range Aides	MC-21-01	D.3/E.3

**APPENDIX E.4 PLANNED ACTIVITY FORM
MOTORCYCLE SAFETY**

Planned Activity Name	Shadow Rider Project
Planned Activity Number	CP-21-03-q PI&E
Primary Countermeasure Strategy	Communications

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]

Yes

Description of the Planned Activity

Shadow Rider Project

Planned Activity Number	CP-21-03-p PI&E	
Planned Activity in GMSS	2021-8002 MC Research, Data, and Evaluation	
GTS Code	M6X-405d Impaired Driving Low	
Benefit to Locals	N/A	
Grantee	OHSP PI&E	
Grant Amount, Funding Source	\$20,000	405(d) FAST Act Impaired Driving Low Motorcycle Safety (flex)
Indirect cost rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	Reduce the number of unendorsed riders to 25,000 by promoting the availability of the Basic RiderCourse (BRC), Basic RiderCourse 2 (BRC2), and Returning Rider Basic Rider Course (RRBRC) classes to encourage them to obtain their motorcycle endorsements by September 30, 2021.	

The OHSP will continue to coordinate an initiative to contact unendorsed operators of a registered motorcycle through a postcard mailing and paid advertising on social media to promote training course availability. Each year adjustments to the creative are made through social media wording, images, and concepts.

Funding will support supplies/operating and contractual costs.

Intended Subrecipients: OHSP PI&E

Countermeasure Strategies in Planned Activities

Fiscal Year	Countermeasure Strategy Name
2021	Communications

Federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit (as applicable).

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	405(d) FAST Act Impaired Driving Low	405(d) FAST Act Impaired Driving Low Motorcycle Safety (flex)	\$20,000	N/A	N/A

Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share Per Unit	NHTSA Share Total Cost
N/A	N/A	N/A	N/A	N/A	N/A

APPENDIX D.5 COUNTERMEASURE STRATEGY FORM MOTORCYCLE SAFETY

Program Area Name: Motorcycle Safety

Countermeasure Strategy: Motorcycle Safety Program Assessment (NHTSA Facilitated)

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

Countermeasure Strategy Description

Assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Motorcyclists are over 10% of traffic fatalities for the past ten years.

Motorcyclist Fatalities 2014-2018						
	2014	2015	2016	2017	2018	Total
Total	107	138	141	137	134	657

Motorcyclist Suspected Serious Injuries 2014-2018						
	2014	2015	2016	2017	2018	Total

Total	510	517	659	684	659	3,029
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Funding may support contractual and supplies/operating costs.

\$50,000 405(f) FAST Act Motorcycle Programs

9.9% of total \$504,000 designated to MC

\$144,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the MC programs.

Description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

Motorcyclists are over 10% of traffic fatalities for the past ten years.

C-1 Number of fatalities in traffic crashes

Target: Reduce fatalities from 985 fatalities in 2019 to 968.6 fatalities in 2021.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,629 in 2019 to 5,533.6 serious injuries in 2021.

C-3 Fatalities/VMT

Target: Prevent the fatalities/VMT rate from increasing from .95 fatalities/VMT in 2018 to no more than .982 fatalities/VMT in 2021. (2019 VMT not yet available.)

C-7 Number of motorcyclist fatalities

Target: Prevent motorcyclist-related fatalities from increasing from 122 fatalities in 2019 to no more than 166 fatalities in 2021.

C-8 Number of unhelmeted motorcyclist fatalities

Target: Prevent unhelmeted motorcyclist fatalities from increasing from 54 fatalities in 2019 to no more than 78 fatalities in 2021.

O1: Number of crashes involving alcohol- or drug-impaired motorcyclist

Target: Reduce the number of crashes involving alcohol- or drug-impaired motorcyclists from 239 crashes in 2019 to 234 crashes in 2021.

O2: Number of fatalities involving alcohol- or drug-impaired motorcyclist

Target: Prevent impaired motorcyclist fatalities from increasing from 42 fatalities in 2019 to no more than 55 fatalities in 2021.

O3: Number of fatal crashes involving drug-impaired driver or motorcycle operator

Target: Prevent the number of crashes involving a drug-impaired driver or motorcycle operator increasing from 214 crashes in 2019 to no more than 302 crashes in 2021.

O4: Number of crashes involving a motorcycle and another motor vehicle

Target: Prevent the number of motorcycle crashes involving a motorcycle and another motor vehicle from increasing from 1,460 crashes in 2019 to 1,676 crashes in 2021.

Funding may support contractual and supplies/operating costs.

\$50,000 405(f) FAST Act Motorcycle Programs

9.9% of total \$504,000 designated to MC

\$144,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the MC programs.

Evidence of effectiveness: rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Motorcyclists are over 10% of traffic fatalities for the past ten years.

Motorcycle Safety Program Technical Assessment, 2016, Program Management, pages 6 and 13.

Citation

“Create a five-year, data-driven strategic plan, supported by one-year action plans, to guide the development of a comprehensive motorcycle safety program. Plans should include input from stakeholders in all program areas identified in NHTSA Program Guideline #3, Motorcycle Safety.”

Funding may support contractual and supplies/operating costs.

\$50,000 405(f) FAST Act Motorcycle Programs

9.9% of total \$504,000 designated to MC

\$144,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the MC programs.

Planned activities that the state will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Program Management	CP-21-02-h PM	E.8
Shadow Rider Project	CP-21-03-q PI&E	D.4/E.4
Motorcycle RiderCoach Professional Development	MC-21-01	D.2/E.2
Impaired Motorcyclist Prevention Campaign	CP-21-03-r PI&E	D.6/E.6
Motorcycle Program Area Assessment Recommendation Implementation	MC-21-02	D.5/E.5
RiderCoach Recruitment	CP-21-03-s PI&E	D.7/E.7
Motorcycle Rider Training	MC-21-01	D.1/E.1
Motorcycle Range Aides	MC-21-01	D.3/E.3

**APPENDIX E.5 PLANNED ACTIVITY FORM
MOTORCYCLE SAFETY**

Planned Activity Name	Motorcycle Program Area Assessment Recommendation Implementation
Planned Activity Number	MC-21-02
Primary Countermeasure Strategy	Motorcycle Safety Program Assessment (NHTSA Facilitated)

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]

Yes

Description of the Planned Activity

Motorcycle Program Assessment Recommendation Implementation

Planned Activity Number	MC-21-02	
Planned Activity in GMSS	2021-8002 MC Research, Data, and Evaluation	
GTS Code	M9X-405f Motorcyclist Programs	
Benefit to Locals	N/A	
Grantee	TBD	
Grant Amount, Funding Source	\$50,000	405(f) FAST Act Motorcycle Programs
Indirect cost rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	Identify and implement data-driven motorcyclist safety program strategies by September 30, 2021.	

The OHSP will work with the Motorcycle Safety Action Team and other traffic safety partners to implement strategies to reduce motorcyclist crashes, injuries, and fatalities. Projects may be developed for motorcyclist safety training and motorcyclist awareness programs.

Funding may support contractual and supplies/operating costs.

Intended Subrecipients: TBD

Countermeasure Strategies in Planned Activities

Fiscal Year	Countermeasure Strategy Name
2021	Motorcycle Safety Program Assessment (NHTSA Facilitated)

Federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit (as applicable).

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	405(f) FAST Act Motorcycle Safety	405(f) FAST Act Motorcycle Programs	\$50,000	N/A	N/A

Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share Per Unit	NHTSA Share Total Cost
N/A	N/A	N/A	N/A	N/A	N/A

APPENDIX D.6 COUNTERMEASURE STRATEGY FORM MOTORCYCLE SAFETY

Program Area Name: Motorcycle Safety

Countermeasure Strategy: Other Impaired Driving Prevention

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

Countermeasure Strategy Description

Assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Motorcyclists have been over 10% of traffic fatalities for the past ten years. The proportion of motorcycle drivers who were impaired by alcohol is 3.8 times the proportion of non-motorcycle drivers who were impaired and the motorcyclist drug impairment rate is 2.8 times higher than non-motorcycle drivers.

Motorcyclist Fatalities 2014-2018						
	2014	2015	2016	2017	2018	Total
Total	107	138	141	137	134	657

Motorcyclist Suspected Serious Injuries 2014-2018						
	2014	2015	2016	2017	2018	Total
Total	510	517	659	684	659	3,029

Funding will support supplies/operating and contractual costs.

\$300,000 405(d) FAST Act Impaired Driving Low Paid/Earned Media

59.5% of total \$504,000 designated to MC

\$144,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the MC programs.

Description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

Motorcyclists have been over 10% of traffic fatalities for the past ten years. The proportion of motorcycle drivers who were impaired by alcohol is 3.8 times the proportion of non-motorcycle drivers who were impaired and the motorcyclist drug impairment rate is 2.8 times higher than non-motorcycle drivers.

C-1 Number of fatalities in traffic crashes

Target: Reduce fatalities from 985 fatalities in 2019 to 968.6 fatalities in 2021.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,629 in 2019 to 5,533.6 serious injuries in 2021.

C-3 Fatalities/VMT

Target: Prevent the fatalities/VMT rate from increasing from .95 fatalities/VMT in 2018 to no more than .982 fatalities/VMT in 2021. (2019 VMT not yet available.)

C-7 Number of motorcyclist fatalities

Target: Prevent motorcyclist-related fatalities from increasing from 122 fatalities in 2019 to no more than 166 fatalities in 2021.

C-8 Number of unhelmeted motorcyclist fatalities

Target: Prevent unhelmeted motorcyclist fatalities from increasing from 54 fatalities in 2019 to no more than 78 fatalities in 2021.

O1: Number of crashes involving alcohol- or drug-impaired motorcyclist

Target: Reduce the number of crashes involving alcohol- or drug-impaired motorcyclists from 239 crashes in 2019 to 234 crashes in 2021.

O2: Number of fatalities involving alcohol- or drug-impaired motorcyclist

Target: Prevent impaired motorcyclist fatalities from increasing from 42 fatalities in 2019 to no more than 55 fatalities in 2021.

O3: Number of fatal crashes involving drug-impaired driver or motorcycle operator

Target: Prevent the number of crashes involving a drug-impaired driver or motorcycle operator increasing from 214 crashes in 2019 to no more than 302 crashes in 2021.

O4: Number of crashes involving a motorcycle and another motor vehicle

Target: Prevent the number of motorcycle crashes involving a motorcycle and another motor vehicle from increasing from 1,460 crashes in 2019 to 1,676 crashes in 2021.

Funding will support supplies/operating and contractual costs.

\$300,000 405(d) FAST Act Impaired Driving Low Paid/Earned Media

59.5% of total \$504,000 designated to MC

\$144,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the MC programs.

Evidence of effectiveness: rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Motorcyclists have been over 10% of traffic fatalities for the past ten years. The proportion of motorcycle drivers who were impaired by alcohol is 3.8 times the proportion of non-motorcycle drivers who were impaired and the motorcyclist drug impairment rate is 2.8 times higher than non-motorcycle drivers.

Motorcycle Safety Program Technical Assessment, 2016, Motorcycle Operation Under the Influence of Alcohol or Other Drugs, pages 7 and 40.

Citation

“Conduct outreach to motorcycle rider groups to promote a safety culture specifically with zero-tolerance policies for impaired riding.”

Funding will support supplies/operating and contractual costs.

\$300,000 405(d) FAST Act Impaired Driving Low Paid/Earned Media
 59.5% of total \$504,000 designated to MC

\$144,000 402 FAST Act funds will support the shared costs of the Program Management team required to implement and manage the MC programs.

Planned activities that the state will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Program Management	CP-21-02-h PM	E.8
Shadow Rider Project	CP-21-03-q PI&E	D.4/E.4
Motorcycle RiderCoach Professional Development	MC-21-01	D.2/E.2
Impaired Motorcyclist Prevention Campaign	CP-21-03-r PI&E	D.6/E.6
Motorcycle Program Area Assessment Recommendation Implementation	MC-21-02	D.5/E.5
RiderCoach Recruitment	CP-21-03-s PI&E	D.7/E.7
Motorcycle Rider Training	MC-21-01	D.1/E.1
Motorcycle Range Aides	MC-21-01	D.3/E.3

APPENDIX E.6 PLANNED ACTIVITY FORM MOTORCYCLE SAFETY

Planned Activity Name	Impaired Motorcyclist Prevention Campaign
Planned Activity Number	CP-21-03-r PI&E
Primary Countermeasure Strategy	Other: Impaired Driving Prevention

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]

Yes

Description of the Planned Activity

Impaired Motorcyclist Prevention Campaign

Planned Activity Number	CP-21-03-r PI&E
Planned Activity in GMSS	2021-8003 MC Education, Communication, and Outreach

GTS Code	FDLPEM-405d Low Paid/Earned Media	
Benefit to Locals	N/A	
Grantee	OHSP PI&E	
Grant Amount, Funding Source	\$300,000	405(d) FAST Act Impaired Driving Low Paid/Earned Media
Indirect cost rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	Develop and disseminate an impaired motorcyclist prevention campaign addressing both alcohol and drugs by September 30, 2021.	

The campaign message informs riders that motorcyclists are far overrepresented in the impaired crashes as compared to any other road user in Michigan. The message is focused on the top counties with the most alcohol-involved and drug-involved single-vehicle motorcyclist fatalities. The campaign initially began in FY2017 with a focus on alcohol involvement and will continue to broaden the message about drug impairment through paid advertising with education.

Funding will support supplies/operating and contractual costs.

This project is vital to the FY2021 HSP Appendix D Application for 405(f) Motorcyclist Safety Funding. Without approval of this project in the FY2021 HSP for an "Motorcycle rider training course" Michigan may not qualify for 405(f) funds in FY2021 [23 CFR 1300.25(d) & 23 CFR 1300.25(e)].

Intended Subrecipients: OHSP PI&E

Countermeasure Strategies in Planned Activities

Fiscal Year	Countermeasure Strategy Name
2021	Other: Impaired Driving Prevention

Federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit (as applicable).

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	405(d) FAST Act Impaired Driving Low	405(d) FAST Act Impaired Driving Low Paid/Earned Media	\$300,000	N/A	N/A

Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share Per Unit	NHTSA Share Total Cost
N/A	N/A	N/A	N/A	N/A	N/A

**APPENDIX D.7 COUNTERMEASURE STRATEGY FORM
MOTORCYCLE SAFETY**

Program Area Name: Motorcycle Safety

Countermeasure Strategy: Motorcycle Riding Training

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

Countermeasure Strategy Description

Assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

Motorcyclists have been over 10% of traffic fatalities for the past ten years.

Motorcyclist Fatalities 2014-2018						
	2014	2015	2016	2017	2018	Total
Total	107	138	141	137	134	657

Motorcyclist Suspected Serious Injuries 2014-2018						
	2014	2015	2016	2017	2018	Total
Total	510	517	659	684	659	3,029

Funding will support supplies/operating and contractual costs.

\$14,000 405(f) FAST Act Motorcycle Programs

2.8% of total \$504,000 designated to MC

\$144,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the MC programs.

Description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

Motorcyclists have been over 10% of traffic fatalities for the past ten years.

C-1 Number of fatalities in traffic crashes

Target: Reduce fatalities from 985 fatalities in 2019 to 968.6 fatalities in 2021.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,629 in 2019 to 5,533.6 serious injuries in 2021.

C-3 Fatalities/VMT

Target: Prevent the fatalities/VMT rate from increasing from .95 fatalities/VMT in 2018 to no more than .982 fatalities/VMT in 2021. (2019 VMT not yet available.)

C-7 Number of motorcyclist fatalities

Target: Prevent motorcyclist-related fatalities from increasing from 122 fatalities in 2019 to no more than 166 fatalities in 2021.

C-8 Number of unhelmeted motorcyclist fatalities

Target: Prevent unhelmeted motorcyclist fatalities from increasing from 54 fatalities in 2019 to no more than 78 fatalities in 2021.

O1: Number of crashes involving alcohol- or drug-impaired motorcyclist

Target: Reduce the number of crashes involving alcohol- or drug-impaired motorcyclists from 239 crashes in 2019 to 234 crashes in 2021.

O2: Number of fatalities involving alcohol- or drug-impaired motorcyclist

Target: Prevent impaired motorcyclist fatalities from increasing from 42 fatalities in 2019 to no more than 55 fatalities in 2021.

O3: Number of fatal crashes involving drug-impaired driver or motorcycle operator

Target: Prevent the number of crashes involving a drug-impaired driver or motorcycle operator increasing from 214 crashes in 2019 to no more than 302 crashes in 2021.

O4: Number of crashes involving a motorcycle and another motor vehicle

Target: Prevent the number of motorcycle crashes involving a motorcycle and another motor vehicle from increasing from 1,460 crashes in 2019 to 1,676 crashes in 2021.

Funding will support supplies/operating and contractual costs.

\$14,000 405(f) FAST Act Motorcycle Programs

2.8% of total \$504,000 designated to MC

\$144,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the MC programs.

Evidence of effectiveness: rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Motorcyclists have been over 10% of traffic fatalities for the past ten years.

Motorcycle Safety Program Technical Assessment, 2016, Motorcycle Rider Education and Training, pages 7 and 34.

Citation

“Increase funding for the motorcycle training program to a level that will allow it to meet current demand, reduce the age of the motorcycle fleet, and train new instructors to balance attrition and allow for growth.”

Funding will support supplies/operating and contractual costs.

\$14,000 405(f) FAST Act Motorcycle Programs

2.8% of total \$504,000 designated to MC

\$144,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the MC programs.

Planned activities that the state will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Program Management	CP-21-02-h PM	E.8
Shadow Rider Project	CP-21-03-q PI&E	D.4/E.4
Motorcycle RiderCoach Professional Development	MC-21-01	D.2/E.2
Impaired Motorcyclist Prevention Campaign	CP-21-03-r PI&E	D.6/E.6
Motorcycle Program Area Assessment Recommendation Implementation	MC-21-02	D.5/E.5
RiderCoach Recruitment	CP-21-03-s PI&E	D.7/E.7
Motorcycle Rider Training	MC-21-01	D.1/E.1
Motorcycle Range Aides	MC-21-01	D.3/E.3

APPENDIX E.7 PLANNED ACTIVITY FORM MOTORCYCLE SAFETY

Planned Activity Name	RiderCoach Recruitment
Planned Activity Number	CP-21-03-s PI&E
Primary Countermeasure Strategy	Motorcycle Rider Training

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]

Yes

Description of the Planned Activity

RiderCoach Recruitment

Planned Activity Number	CP-21-03-s PI&E	
Planned Activity in GMSS	2021-8003 MC Education, Communication, and Outreach	
GTS Code	M9X-405f Motorcyclist Programs	
Benefit to Locals	N/A	
Grantee	OHSP PI&E	
Grant Amount, Funding Source	\$14,000	405(f) FAST Act Motorcycle Programs
Indirect cost rate	N/A	
Grant Start-up	October 1	

Project Objective(s)	Prevent the number of certified RiderCoaches from dropping below 250 coaches through an education and outreach campaign for RiderCoach recruitment by September 30, 2021.
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Skilled RiderCoaches are needed to train motorcyclists through rider education courses. The OHSP will work with partnering agencies and organizations to execute a communications plan for promoting RiderCoach recruitment.

Funding will support supplies/operating and contractual costs.

Intended Subrecipients: OHSP PI&E

Countermeasure Strategies in Planned Activities

Fiscal Year	Countermeasure Strategy Name
2021	Motorcycle Rider Training

Federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit (as applicable).

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	405(f) FAST Act Motorcycle Safety	405(f) FAST Act Motorcycle Programs	\$14,000	N/A	N/A

Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share Per Unit	NHTSA Share Total Cost
N/A	N/A	N/A	N/A	N/A	N/A

**APPENDIX E.8 PROGRAM AREA FORM
MOTORCYCLE SAFETY**

Planned Activity Name	Highway Safety Office Program Management for Motorcycle Safety
Planned Activity Number	CP-21-02-h PM
Primary Countermeasure Strategy	Highway Safety Office Program Management

Federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit (as applicable).

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	402 FAST Act	402 FAST Act Program Management	\$144,000	N/A	N/A

Description of The Planned Activity

Program Management for Motorcycle Safety

Planned Activity Number	CP-21-02-i PM	
Planned Activity in GMSS	2021-10001 PA Program Management (CP 02)	
GTS Code	PA-2021-Planning and Administration	
Benefit to Locals	No	
Grantee	OHSP-Program Management Section	
Grant Amount, Funding Source	\$144,000	402 FAST Act Program Management
Indirect cost rate	9.2%	
Grant Start-up	October 1	

Funding will support the shared costs of the Program Management team required to implement and manage the OHSP programs.

APPENDIX C PROGRAM AREA FORM EMERGENCY MEDICAL SERVICES

Will countermeasure strategies and planned activities be described in this plan to address the program area?

Yes

Problem Identification

Description and analysis of the state's highway safety problems (for this program area) as identified through an analysis of data, including but not limited to fatality, injury, enforcement, and judicial data, to be used as a basis for setting performance targets and developing countermeasure strategies.

The Michigan Office of Highway Safety Planning (OHSP) uses state traffic crash data to identify highway safety problems. Crash trends can be influenced by many variables, including the number of vehicle miles traveled (VMT), the number, weight, and size of vehicles, the health of state and regional economies, weather conditions, as well as passenger vehicle safety features, roadway infrastructure, and emergency medical services.

State-level data review and analysis focuses on fatality and suspected serious injury reduction.

To assist with problem identification, the University of Michigan Transportation Research Institute (UMTRI) provides a five-year view of fatalities for the core performance measures. In most cases, the data review includes fatality and suspected serious injury data by month, age, and county so that programs may be focused when and where they have the greatest potential to reduce traffic fatalities and suspected serious injuries.

In addition to crash data activity measures such as observed seat belt use, citations issued during grant-funded enforcement activities are also part of the problem identification and planning process.

A five-year moving average is applied against the core performance measures from 2015-2019 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.

The OHSP worked with the UMTRI to develop predictive figures generated from a multi-variate change model for the target-setting process. The model incorporates factors such as gas prices, employment, income, gross domestic product (GDP), VMT, and alcohol consumption.

Many communities lack adequate personnel and financial assets for optimal safety resources such as broadband access, enforcement, training, first responders, and definitive medical care.

	Michigan FARS and State Data	2015	2016	2017	2018	2019	2021 Goals
C-1	Traffic Fatalities (FARS)	967	1,065	1,030	974	985	968.6
C-2	Suspected Serious ("A") Injuries (State)	4,865	5,634	6,084	5,586	5,629	5,533.6
C-3	Fatalities Per 100 Million VMT (FARS)	0.99	1.07	1.01	0.95	*	.982

*Not available for FY2021 planning process

Select at least one performance measure that is data-driven, that enables the state to track progress toward meeting the quantifiable annual target. For program areas where performance measures have not been jointly developed (e.g., distracted driving, drug-impaired driving) for which states are using HSP funds, the state shall develop its own performance measures and performance targets that are data-driven.

Performance Measures

Fiscal Year	Performance Measure Name
2021	C-1 Reduce fatalities C-2 Reduce suspected serious injuries C-3 Reduce K/VMT

Countermeasure Strategies

Fiscal Year	Countermeasure Strategy Name
2021	Highway Safety Office Program Management Other: Emergency Medical Services Response

APPENDIX D.1 COUNTERMEASURE STRATEGY FORM EMERGENCY MEDICAL SERVICES

Program Area Name: Emergency Medical Services

Countermeasure Strategy: Other Emergency Medical Services Response

Innovative countermeasure strategies are countermeasure strategies which have not yet been proven effective in the highway safety arena but show potential based on limited practical application. Justification of innovative countermeasure strategies can be based on past successes when applied to other behavioral safety problems.

is this countermeasure strategy innovative?

Yes

If "yes", enter justification supporting the innovative countermeasure strategy, including research, evaluation, and/or substantive anecdotal evidence, that supports the potential of the proposed innovative countermeasure strategy.

Emergency Medical Services Response Times in Rural, Suburban, and Urban Areas

October 2017 JAMA Surg. 2017;152(10):983-984. doi:10.1001/jamasurg.2017.2230

Howard K. Mell, MD, MPH, CPE1; Shannon N. Mumma, MD2; Brian Hiestand, MD, MPH2; et al. Brendan G. Carr, MD3; Tara Holland, MPH4; Jason Stopyra, MD2

“Emergency medical service units average seven minutes from the time of a 911 call to arrival on scene. That median time increases to more than 14 minutes in rural settings, with nearly 1 of 10 encounters waiting almost a half hour for the arrival of EMS personnel. Longer EMS response times have been associated with worse outcomes in trauma patients. In some, albeit rare, emergent conditions (e.g., cardiopulmonary arrest, severe bleeding, and airway occlusion), even modest delays can be life threatening. Our data are limited in that most encounters derive from urban cluster zip codes and are derived from a convenience sample as opposed to a selected series of representative census tracts. However, the large sample size provides external validity to our findings.

Research suggests that bystanders trained in first aid can and will effectively assist the ill and injured in their time of need. Our data suggest that there is an interval for bystander intervention between 911 system engagement and EMS arrival. Recognizing that “you are the help until help arrives” may be lifesaving.”

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5831456/>

Countermeasure Strategy Description

Assessment of the overall projected traffic safety impacts of the countermeasure strategy chosen and of the planned activities to be funded.

The Upper Peninsula is a largely rural, wilderness area. Many communities lack adequate personnel and financial assets for optimal safety resources such as broadband access, enforcement, training, first responders, and definitive medical care.

“The Golden Hour” is considered the time limit within which there is the greatest possibility of full recovery after experiencing trauma, however, across the region emergency medical services are provided locally by on-call volunteers who must respond from their home or workplace.

Fatalities and Suspected Serious Injuries in the Upper Peninsula 2014-2018						
	2014	2015	2016	2017	2018	Total
Fatalities	23	25	32	39	35	154
Suspected Serious Injuries	198	299	195	253	218	1,063

Between 2014 and 2018, there were 73,255 persons involved in motor vehicle crashes in the Upper Peninsula, with 154 fatalities, 1,063 suspected serious injuries, and a combined total of 1,217.

Funding will support supplies/operating, facilities, materials, and contractual costs.

\$25,000 402 FAST Act Emergency Medical Services

100% of total \$25,000 designated to EM

\$9,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the EM programs.

Benefit to local: \$0

Description of the linkage between program area problem identification data, performance targets, identified countermeasure strategy and allocation of funds to planned activities.

Many communities lack adequate personnel and financial assets for optimal safety resources such as broadband access, enforcement, training, first responders, and definitive medical care.

C-1 Number of fatalities in traffic crashes

Target: Reduce fatalities from 985 fatalities in 2019 to 968.6 fatalities in 2021.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,629 in 2019 to 5,533.6 serious injuries in 2021.

C-3 Fatalities/VMT

Target: Prevent the fatalities/VMT rate from increasing from .95 fatalities/VMT in 2018 to no more than .982 fatalities/VMT in 2021. (2019 VMT not yet available.)

Funding will support supplies/operating, facilities, materials, and contractual costs.

\$25,000 402 FAST Act Emergency Medical Services

100% of total \$25,000 designated to EM

\$9,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the EM programs.

Benefit to local: \$0

Evidence of effectiveness: rationale for selecting the countermeasure strategy and funding allocation for each planned activity.

Many communities lack adequate personnel and financial assets for optimal safety resources such as broadband access, enforcement, training, first responders, and definitive medical care.

Emergency Medical Services Response Times in Rural, Suburban, and Urban Areas

October 2017 JAMA Surg. 2017;152(10):983-984. doi:10.1001/jamasurg.2017.2230

Howard K. Mell, MD, MPH, CPE1; Shannon N. Mumma, MD2; Brian Hiestand, MD, MPH2; et al. Brendan G. Carr, MD3; Tara Holland, MPH4; Jason Stopyra, MD2

Citation

“Emergency medical service units average seven minutes from the time of a 911 call to arrival on scene. That median time increases to more than 14 minutes in rural settings, with nearly 1 of 10 encounters waiting almost a half hour for the arrival of EMS personnel. Longer EMS response times have been associated with worse outcomes in trauma patients. In some, albeit rare, emergent conditions (e.g., cardiopulmonary arrest, severe bleeding, and airway occlusion), even modest delays can be life threatening. Our data are limited in that most encounters derive from urban cluster zip codes and are derived from a convenience sample as opposed to a selected series of representative census tracts. However, the large sample size provides external validity to our findings.

Research suggests that bystanders trained in first aid can and will effectively assist the ill and injured in their time of need. Our data suggest that there is an interval for bystander intervention between 911 system engagement and EMS arrival. Recognizing that “you are the help until help arrives” may be lifesaving.”

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5831456/>

Funding will support supplies/operating, facilities, materials, and contractual costs.

\$25,000 402 FAST Act Emergency Medical Services
 100% of total \$25,000 designated to EM
 \$9,000 402 FAST Act funds will support the shared costs of the Program Management Team required to implement and manage the EM programs.
 Benefit to local: \$0

Planned activities that the state will conduct to support the countermeasure strategies within each program area to address its problems and achieve its performance targets.

Planned Activity Names	Planned Activity Unique Identifiers	Section in Document
Highway Safety Office Program Management	CP-21-02-i PM	E.2
Upper Peninsula Rural Bystander Care Program	CP-21-01-j Special Projects	D.1/E.1

APPENDIX E.1 PLANNED ACTIVITY FORM EMERGENCY MEDICAL SERVICES

Planned Activity Name	Upper Peninsula Rural Bystander Care Program
Planned Activity Number	CP-21-01-j Special Projects
Primary Countermeasure Strategy	Other: EMS Response

No other questions apply to this project.

Description of the planned activity.

Upper Peninsula Rural Bystander Care Program

Planned Activity Number	CP-21-01-j Special Projects	
Planned Activity in GMSS	2021-6002 CP Special Projects (CP 01)	
GTS Code	EM-2021-Emergency Medical Services	
Benefit to Locals	No	
Grantee	OHSP-Special Projects	
Grant Amount, Funding Source	\$25,000	402 FAST Act Emergency Medical Services
Indirect cost rate	N/A	
Grant Start-up	October 1	
Project Objective(s)	Conduct the rural bystander care training program for at least 250 people in the U.P. by September 30, 2021.	

A national rural bystander care training curriculum will be used to teach people to render potentially lifesaving care at the scene of a traffic crash until emergency responders arrive. A lead instructor-coordinator will provide training and direction to instructors, arrange training sessions, and administer pre- and post-evaluations to attendees.

Funding will support supplies/operating and contractual costs.

Intended Subrecipients: OHSP Special Projects

Countermeasure Strategies in Planned Activities

Fiscal Year	Countermeasure Strategy Name
2021	Other: EMS Response

Federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit (as applicable).

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	402 FAST Act	402 FAST Act Emergency Medical Services	\$25,000	N/A	\$0

Equipment with a useful life of more than one year and an acquisition cost of \$5,000 or more.

Item	Quantity	Price Per Unit	Total Cost	NHTSA Share Per Unit	NHTSA Share Total Cost
N/A	N/A	N/A	N/A	N/A	N/A

**APPENDIX E.2 PROGRAM AREA FORM
EMERGENCY MEDICAL SERVICES**

Planned Activity Name	Highway Safety Office Program Management for Emergency Medical Services
Planned Activity Number	CP-21-02-i PM
Primary Countermeasure Strategy	Highway Safety Office Program Management

Federal funding source, eligible use of funds, and estimates of funding amounts, amount for match and local benefit (as applicable).

Source Fiscal Year	Funding Source	Eligible Use of Funds	Estimated Funding Amount	Match Amount	Local Benefit
2020	402 FAST Act	402 FAST Act Program Management	\$9,000	N/A	N/A

Description of the Planned Activity

Program Management for Emergency Medical Services

Planned Activity Number	CP-21-02-i PM	
Planned Activity in GMSS	2021-10001 PA Program Management (CP 02)	
GTS Code	PA-2021-Planning and Administration	
Benefit to Locals	No	
Grantee	OHSP-Program Management Section	
Grant Amount, Funding Source	\$9,000	402 FAST Act Program Management
Indirect cost rate	9.2%	
Grant Start-up	October 1	

Funding will support the shared costs of the Program Management team required to implement and manage the OHSP programs.

(PA) Planning and Administration

Core Performance Measures

C-1 Number of fatalities in traffic crashes

Target: Reduce fatalities from 985 fatalities in 2019 to 968.6 fatalities in 2021.

C-2 Number of serious injuries in traffic crashes

Target: Reduce serious injuries from 5,629 in 2019 to 5,533.6 serious injuries in 2021.

C-3 Fatalities/VMT

Target: Prevent the fatalities/VMT rate from increasing from .95 fatalities/VMT in 2018 to no more than .982 fatalities/VMT in 2021. (2019 VMT not yet available.)

C-4 Unrestrained passenger vehicle occupant fatalities, all seat positions

Target: Reduce unrestrained passenger vehicle occupant fatalities from 202 fatalities in 2019 to 190 fatalities in 2021.

C-5 Number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher

Target: Prevent fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from increasing from 267 fatalities in 2018 to no more than 267 fatalities in 2021. (2019 FARS number not yet available.)

C-6 Number of speeding-related fatalities

Target: Prevent speeding-related fatalities from increasing from 245 fatalities in 2018 to no more than 249 fatalities in 2021. (2019 FARS number not yet available.)

C-7 Number of motorcyclist fatalities

Target: Prevent motorcyclist-related fatalities from increasing from 122 fatalities in 2019 to no more than 166 fatalities in 2021.

C-8 Number of unhelmeted motorcyclist fatalities

Target: Prevent unhelmeted motorcyclist fatalities from increasing from 54 fatalities in 2019 to no more than 78 fatalities in 2021.

C-9 Number of drivers 20 or younger involved in fatal crashes

Target: Reduce drivers age 20 or younger involved in fatal crashes from 127 fatal crashes in 2019 to 126 fatal crashes in 2021.

C-10 Number of pedestrian fatalities

Target: Prevent pedestrian fatalities from increasing from 149 fatalities in 2019 to no more than 174 fatalities in 2021.

C-11 Number of bicyclist fatalities

Target: Prevent bicyclist fatalities from increasing from 21 fatalities in 2019 to no more than 39 fatalities in 2021.

B-1 Statewide seat belt use rate

Target: Increase the statewide seat belt use rate from 94.4% in 2020 to 98% in 2021.

Other:

O1: Number of crashes involving alcohol- or drug-impaired motorcyclist

Target: Reduce the number of crashes involving alcohol- or drug-impaired motorcyclists from 239 crashes in 2019 to 234 crashes in 2021.

O2: Number of fatalities involving alcohol- or drug-impaired motorcyclist

Target: Prevent impaired motorcyclist fatalities from increasing from 42 fatalities in 2019 to no more than 55 fatalities in 2021.

O3: Number of fatal crashes involving drug-impaired driver or motorcycle operator.

Target: Prevent the number of crashes involving a drug-impaired driver or motorcycle operator increasing from 214 crashes in 2019 to no more than 302 crashes in 2021.

O4: Number of crashes involving a motorcycle and another motor vehicle.

Target: Prevent the number of motorcycle crashes involving a motorcycle and another motor vehicle from increasing from 1,460 crashes in 2019 to 1,676 crashes in 2021.

O5: Number of senior drivers (65+) involved fatal crashes

Target: Prevent the number of senior driver (65+)-involved fatal crashes from increasing from 221 fatal crashes in 2019 to no more than 249 fatal crashes in 2021.

O6: Percentage of time for driver vehicle database conviction updates

Target: Increase the driver vehicle record database convictions received within 10 days of adjudication from 97% in 2019 to 98% in 2021.

Task 1: Support, Training, and Enforcement	\$0
Choose an item.	

No projects.

Task 2: Research, Data, and Evaluation	\$0
Choose an item.	

No projects.

Task 3: Education, Communication, and Outreach	\$100,000
Section 402 FAST Act Program Management funds	\$100,000

Michigan Traffic Safety Summit

Planned Activity Number	CP-21-02-j PM
Planned Activity in GMSS	2021-10001 PA Program Management (CP 02)
GTS Code	PA-2021-Planning and Administration
Benefit to Locals	Yes
Grantee	OHSP Program Management
Grant Amount, Funding Source	\$100,000 402 FAST Act Program Management
Indirect cost rate	N/A
Grant Start-up	October 1
Project Objective(s)	Conduct the annual Michigan Traffic Safety Summit for at least 500 attendees with traffic safety information regarding education, enforcement, engineering, and emergency medical services by September 30, 2021.

The annual Michigan Traffic Safety Summit brings together traffic safety stakeholders who learn about trends in crash data and traffic safety issues, national level research, and best practices from the state and around the country.

Funding will support speaker fees, meals, facilities, audio-visual equipment rental, and printing. Funding is spread across all the program areas.

Task 4: Program Management	\$1,132,554
Section 402 FAST Act Program Management funds	\$588,876
State General funds	\$543,678

Planning and Administration

Planned Activity Number	PA-21-01	
Planned Activity in GMSS	2021-0001 PA Planning and Administration	
GTS Code	PA-2021-Planning and Administration	
Benefit to Locals	No	
Grantee	OHSP	
Grant Amount, Funding Source	\$588,876	402 FAST Act Program Management
Grant Amount, Funding Source	\$543,678	State general
Indirect cost rate	9.2%	
Grant Start-up	October 1	

The following positions are supported with Planning and Administration funds (including percentage of salary supported):

- Division Director (95%)
- Executive Secretary (for Division Director) (95%)
- Planning and Administration Section Manager (92%)
- Analysis and Evaluation Coordinator (54%)
- Fiscal Section Manager (95%)
- Accounting Technician (98%)
- Federal Financial Coordinator (96%)
- Financial Specialist (14%)
- Secretary (70%)
- Departmental Technician (for Program Management Section) (4%)

Michigan Office of Highway Safety Planning FY2021 Communications Calendar

CAMPAIGN/MESSAGE	DATES	GEOGRAPHIC FOCUS	TACTICS	MEDIA BUDGET	STAFF
October 2020					
<i>Strive for a Safer Drive</i>	October 2020- May 2021	Statewide	<i>Earned media</i> : news releases plus OHSP	\$0	Jon R.

			Facebook and Twitter		
<i>Distracted Driving Enforcement/Research Project – MSU</i>	Oct. 5-19, 2020 and April 5-26, 2021	Detroit/Wayne County and West Michigan	<i>Supported by national ads</i>	\$0	Jon R.
<i>National Pedestrian Safety Month Pedestrian Safety Week Overtime Enforcement</i>	October 2020 Oct. 15-21, 2020	Statewide, with a focus on 26 cities	<i>Paid media for the enforcement period.</i>	\$1,500 paid	Jon R.
<i>MSP Third District Impaired Driving Action Team</i>	FY 2021 TBD	MSP Third District	<i>Paid media Earned media: TBD</i>	\$100,000 paid	Kendall/Dennis
<i>Teen Driver Safety Week</i> Promote <i>Strive for a Safer Drive</i>	Oct. 18-24, 2020	Statewide	<i>Earned media: news release plus OHSP Facebook and Twitter</i>	\$0	Jon R.
<i>Winter Driving Awareness</i> Raising awareness about dangers of driving in wintry conditions	October 2020- Winter 2021	Statewide	<i>Paid media plus OHSP Facebook and Twitter Outreach: banners</i>	\$70,000 paid	Dennis
<i>Optional Enforcement</i> Seat belt and impaired driving	Oct. 30- Nov. 1	Statewide	<i>OHSP Facebook and Twitter</i>	\$0	Kendall, Jon, and Dennis
November 2020					
<i>Buckle Up in Your Truck</i> Stepped up seat belt enforcement	November 2020	Statewide	<i>Paid media plus OHSP Facebook and Twitter</i>	\$100,000 paid	Dennis
<i>Click It or Ticket</i> Stepped up seat belt enforcement	Nov. 9-29, 2020	Statewide	<i>Paid media plus OHSP Facebook and Twitter</i> <i>Earned media: News releases and events</i>	\$800,000 paid	Kendall
December 2020					

Older Driver Awareness Week	Dec. 7-11, 2020	Statewide	OHSP Facebook and Twitter	\$0	Kendall/Dennis
Older Driver Evaluation and Referral Process	TBD	Statewide	<i>Paid media, Outreach: video & web content</i>	\$65,000 paid, \$18,000 creative	Kendall/Dennis
DSOGPO Enforcement	Dec. 11-Jan. 1	Statewide	<i>Paid media plus OHSP Facebook and Twitter</i>	\$50,000 paid	Kendall
Rider Coach	Beginning in December 2020	Statewide	<i>Paid media plus OHSP Facebook and Twitter</i>	\$10,000 paid, \$2,000 creative, \$2,000 operating	Jon R.
NHTSA Annual Evaluation Report	Dec. 31, 2020	Statewide	<i>Content, design</i>	n/a	Jon R.
February 2021					
Optional Enforcement Impaired Driving	Feb. 7, 2021	Statewide	OHSP Facebook and Twitter	\$0	Kendall, Jon, and Dennis
Shadow Rider	Beginning in February 2021	Statewide	<i>Paid media plus OHSP Facebook and Twitter. Outreach: postcard mailing.</i>	\$10,000 paid, \$9,000 mailing, \$1,000 creative	Jon R.
March 2021					
Michigan Traffic Safety Summit	March 9-10, 2021	East Lansing	<i>Earned media: news release plus OHSP Facebook and Twitter</i>	n/a	Kendall, Jon, and Dennis
Optional Enforcement Impaired Driving	March 15-21, 2021	Statewide	OHSP Facebook and Twitter	\$0	Kendall, Jon, and Dennis
April 2021					
Distracted Driving Awareness Month	April 2021	Statewide	<i>Paid Media plus OHSP Facebook and Twitter</i>	\$35,000 paid	Jon R.

2020 Michigan traffic fatalities	April 2021	Statewide	<i>Earned media:</i> news release	\$0	Kendall
May 2021					
Motorcycle Safety Month	May 2021	Statewide	<i>News event with MDOS</i>	\$0	Jon R.
Impaired Motorcyclist Campaign	May-June 2021	Statewide	<i>Paid media plus OHSP Facebook & Twitter</i>	\$200,000 paid, \$90,000 creative, \$10,000 operating	Jon R.
Click It or Ticket Stepped up seat belt enforcement	May 17- June 6, 2021	Statewide	<i>Paid media plus OHSP Facebook and Twitter</i> <i>Earned media:</i> News releases and events <i>Outreach:</i> banners, other	\$800,000 paid, \$10,000 creative, \$15,000 banners	Kendall
Pedestrian Safety Education	Starting in May	Statewide	<i>Paid media plus OHSP Facebook and Twitter</i>	\$287,500 paid, \$8,000 creative, \$3,000 mailing	Jon R.
Bicyclist Safety Education	Starting in May	Statewide	<i>Paid media plus OHSP Facebook and Twitter</i>	\$298,500 paid	Jon R.
Teen Passenger Safety	May-September 2021	Statewide	<i>Paid media plus OHSP Facebook and Twitter</i>	\$100,000 paid, \$25,000 creative	Jon R.
Rear Seat Belt Public Education	May 2021	Statewide	<i>Paid media plus OHSP Facebook and Twitter</i>	\$75,000 paid, \$20,000 creative for focus groups	Dennis
July 2021					

<i>Fourth of July/Drive Sober or Get Pulled Over</i> Designate a sober driver	July 1-24, 2021	Statewide	<i>Paid media</i> plus OHSP Facebook and Twitter	\$200,000 paid	Kendall
<i>Drugged Driving Public Education</i>	Summer 2021	Statewide	<i>Paid media</i>	\$500,000 paid	Kendall/Dennis
August 2021					
<i>Bicycle Safety Week Overtime Enforcement</i>	Aug. 5-11, 2021	Statewide, with a focus up to 17 cities	<i>Paid media</i>	\$1,500 paid	Jon R.
<i>Drive Sober or Get Pulled Over</i> Stepped up drunk driving enforcement	Aug. 16-Sept. 6, 2021	Statewide	<i>Paid media</i> plus OHSP <i>Earned media:</i> news events Facebook and Twitter <i>Outreach:</i> banners	\$750,000 paid, \$75,000 creative, \$15,000 banners	Kendall
September 2021					
<i>Child Passenger Safety Week/ Seat Check Saturday</i>	Sept. 19-25, 2021	Statewide	OHSP Facebook and Twitter	\$0	Dennis
<i>Booster Seat (in conjunction with CPS Week, etc.)</i>	September 2021	Statewide	<i>Paid media</i> plus OHSP Facebook and Twitter	\$75,000 paid	Dennis

Appendix A to Part 1300 – Certifications and Assurances for Fiscal Year 2021 Highway Safety Grants (23 U.S.C. Chapter 4; Sec. 1906, Pub. L. 109-59, As Amended By Sec. 4011, Pub. L. 114-94)

[Each fiscal year, the Governor’s Representative for Highway Safety must sign these Certifications and Assurances affirming that the State complies with all requirements, including applicable Federal statutes and regulations, that are in effect during the grant period. Requirements that also apply to subrecipients are noted under the applicable caption.]

State: _____

Fiscal Year: 2021

By submitting an application for Federal grant funds under 23 U.S.C. Chapter 4 or Section 1906, the State Highway Safety Office acknowledges and agrees to the following conditions and requirements. In my capacity as the Governor’s Representative for Highway Safety, I hereby provide the following Certifications and Assurances:

GENERAL REQUIREMENTS

The State will comply with applicable statutes and regulations, including but not limited to:

- 23 U.S.C. Chapter 4 – Highway Safety Act of 1966, as amended
- Sec. 1906, Pub. L. 109-59, as amended by Sec. 4011, Pub. L. 114-94
- 23 CFR part 1300 – Uniform Procedures for State Highway Safety Grant Programs
- 2 CFR part 200 – Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards
- 2 CFR part 1201 – Department of Transportation, Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards

INTERGOVERNMENTAL REVIEW OF FEDERAL PROGRAMS

The State has submitted appropriate documentation for review to the single point of contact designated by the Governor to review Federal programs, as required by Executive Order 12372 (Intergovernmental Review of Federal Programs).

FEDERAL FUNDING ACCOUNTABILITY AND TRANSPARENCY ACT (FFATA)

The State will comply with FFATA guidance, OMB Guidance on FFATA Subward and Executive Compensation Reporting, August 27, 2010, (https://www.fsrs.gov/documents/OMB_Guidance_on_FFATA_Subaward_and_Executive_Compensation_Reporting_08272010.pdf) by reporting to FSRS.gov for each sub-grant awarded:

- Name of the entity receiving the award;
- Amount of the award;

- Information on the award including transaction type, funding agency, the North American Industry Classification System code or Catalog of Federal Domestic Assistance number (where applicable), program source;
- Location of the entity receiving the award and the primary location of performance under the award, including the city, State, congressional district, and country; and an award title descriptive of the purpose of each funding action;
- A unique identifier (DUNS);
- The names and total compensation of the five most highly compensated officers of the entity if:
 - (i) the entity in the preceding fiscal year received—
 - (I) 80 percent or more of its annual gross revenues in Federal awards;
 - (II) \$25,000,000 or more in annual gross revenues from Federal awards; and
 - (ii) the public does not have access to information about the compensation of the senior executives of the entity through periodic reports filed under section 13(a) or 15(d) of the Securities Exchange Act of 1934 (15 U.S.C. 78m(a), 78o(d)) or section 6104 of the Internal Revenue Code of 1986;
- Other relevant information specified by OMB guidance.

NONDISCRIMINATION

(applies to subrecipients as well as States)

The State highway safety agency will comply with all Federal statutes and implementing regulations relating to nondiscrimination (“Federal Nondiscrimination Authorities”). These include but are not limited to:

- **Title VI of the Civil Rights Act of 1964** (42 U.S.C. 2000d *et seq.*, 78 stat. 252), (prohibits discrimination on the basis of race, color, national origin) and 49 CFR part 21;
- **The Uniform Relocation Assistance and Real Property Acquisition Policies Act of 1970**, (42 U.S.C. 4601), (prohibits unfair treatment of persons displaced or whose property has been acquired because of Federal or Federal-aid programs and projects);
- **Federal-Aid Highway Act of 1973**, (23 U.S.C. 324 *et seq.*), **and Title IX of the Education Amendments of 1972**, as amended (20 U.S.C. 1681-1683 and 1685-1686) (prohibit discrimination on the basis of sex);
- **Section 504 of the Rehabilitation Act of 1973**, (29 U.S.C. 794 *et seq.*), as amended, (prohibits discrimination on the basis of disability) and 49 CFR part 27;
- **The Age Discrimination Act of 1975**, as amended, (42 U.S.C. 6101 *et seq.*), (prohibits discrimination on the basis of age);
- **The Civil Rights Restoration Act of 1987**, (Pub. L. 100-209), (broadens scope, coverage and applicability of Title VI of the Civil Rights Act of 1964, The Age Discrimination Act of 1975 and Section 504 of the Rehabilitation Act of 1973, by expanding the definition of the terms "programs or activities" to include all of the programs or activities of the Federal aid recipients, subrecipients and contractors, whether such programs or activities are Federally-funded or not);
- **Titles II and III of the Americans with Disabilities Act** (42 U.S.C. 12131-12189) (prohibits discrimination on the basis of disability in the operation of public entities,

public and private transportation systems, places of public accommodation, and certain testing) and 49 CFR parts 37 and 38;

- **Executive Order 12898, Federal Actions to Address Environmental Justice in Minority Populations and Low-Income Populations** (prevents discrimination against minority populations by discouraging programs, policies, and activities with disproportionately high and adverse human health or environmental effects on minority and low-income populations); and
- **Executive Order 13166, Improving Access to Services for Persons with Limited English Proficiency** (guards against Title VI national origin discrimination/discrimination because of limited English proficiency (LEP) by ensuring that funding recipients take reasonable steps to ensure that LEP persons have meaningful access to programs (70 FR 74087-74100)).

The State highway safety agency—

- Will take all measures necessary to ensure that no person in the United States shall, on the grounds of race, color, national origin, disability, sex, age, limited English proficiency, or membership in any other class protected by Federal Nondiscrimination Authorities, be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any of its programs or activities, so long as any portion of the program is Federally-assisted;
- Will administer the program in a manner that reasonably ensures that any of its subrecipients, contractors, subcontractors, and consultants receiving Federal financial assistance under this program will comply with all requirements of the Non-Discrimination Authorities identified in this Assurance;
- Agrees to comply (and require its subrecipients, contractors, subcontractors, and consultants to comply) with all applicable provisions of law or regulation governing US DOT's or NHTSA's access to records, accounts, documents, information, facilities, and staff, and to cooperate and comply with any program or compliance reviews, and/or complaint investigations conducted by US DOT or NHTSA under any Federal Nondiscrimination Authority;
- Acknowledges that the United States has a right to seek judicial enforcement with regard to any matter arising under these Non-Discrimination Authorities and this Assurance;
- Agrees to insert in all contracts and funding agreements with other State or private entities the following clause:

“During the performance of this contract/funding agreement, the contractor/funding recipient agrees—

- a. To comply with all Federal nondiscrimination laws and regulations, as may be amended from time to time;

- b. Not to participate directly or indirectly in the discrimination prohibited by any Federal non-discrimination law or regulation, as set forth in appendix B of 49 CFR part 21 and herein;
- c. To permit access to its books, records, accounts, other sources of information, and its facilities as required by the State highway safety office, US DOT or NHTSA;
- d. That, in event a contractor/funding recipient fails to comply with any nondiscrimination provisions in this contract/funding agreement, the State highway safety agency will have the right to impose such contract/agreement sanctions as it or NHTSA determine are appropriate, including but not limited to withholding payments to the contractor/funding recipient under the contract/agreement until the contractor/funding recipient complies; and/or cancelling, terminating, or suspending a contract or funding agreement, in whole or in part; and
- e. To insert this clause, including paragraphs (a) through (e), in every subcontract and subagreement and in every solicitation for a subcontract or sub-agreement, that receives Federal funds under this program.

THE DRUG-FREE WORKPLACE ACT OF 1988 (41 U.S.C. 8103)

The State will provide a drug-free workplace by:

- a. Publishing a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited in the grantee's workplace and specifying the actions that will be taken against employees for violation of such prohibition;
- b. Establishing a drug-free awareness program to inform employees about:
 - 1. The dangers of drug abuse in the workplace;
 - 2. The grantee's policy of maintaining a drug-free workplace;
 - 3. Any available drug counseling, rehabilitation, and employee assistance programs;
 - 4. The penalties that may be imposed upon employees for drug violations occurring in the workplace;
 - 5. Making it a requirement that each employee engaged in the performance of the grant be given a copy of the statement required by paragraph (a);
- c. Notifying the employee in the statement required by paragraph (a) that, as a condition of employment under the grant, the employee will –
 - 1. Abide by the terms of the statement;
 - 2. Notify the employer of any criminal drug statute conviction for a violation occurring in the workplace no later than five days after such conviction;
- d. Notifying the agency within ten days after receiving notice under subparagraph (c)(2) from an employee or otherwise receiving actual notice of such conviction;

- e. Taking one of the following actions, within 30 days of receiving notice under subparagraph (c)(2), with respect to any employee who is so convicted –
 - 1. Taking appropriate personnel action against such an employee, up to and including termination;
 - 2. Requiring such employee to participate satisfactorily in a drug abuse assistance or rehabilitation program approved for such purposes by a Federal, State, or local health, law enforcement, or other appropriate agency;
- f. Making a good faith effort to continue to maintain a drug-free workplace through implementation of all of the paragraphs above.

POLITICAL ACTIVITY (HATCH ACT)
(applies to subrecipients as well as States)

The State will comply with provisions of the Hatch Act (5 U.S.C. 1501-1508), which limits the political activities of employees whose principal employment activities are funded in whole or in part with Federal funds.

CERTIFICATION REGARDING FEDERAL LOBBYING
(applies to subrecipients as well as States)

Certification for Contracts, Grants, Loans, and Cooperative Agreements

The undersigned certifies, to the best of his or her knowledge and belief, that:

- 1. No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement;
- 2. If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions;
- 3. The undersigned shall require that the language of this certification be included in the award documents for all sub-award at all tiers (including subcontracts, subgrants, and contracts under grant, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, U.S. Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

RESTRICTION ON STATE LOBBYING
(applies to subrecipients as well as States)

None of the funds under this program will be used for any activity specifically designed to urge or influence a State or local legislator to favor or oppose the adoption of any specific legislative proposal pending before any State or local legislative body. Such activities include both direct and indirect (e.g., "grassroots") lobbying activities, with one exception. This does not preclude a State official whose salary is supported with NHTSA funds from engaging in direct communications with State or local legislative officials, in accordance with customary State practice, even if such communications urge legislative officials to favor or oppose the adoption of a specific pending legislative proposal.

CERTIFICATION REGARDING DEBARMENT AND SUSPENSION
(applies to subrecipients as well as States)

Instructions for Primary Tier Participant Certification (States)

1. By signing and submitting this proposal, the prospective primary tier participant is providing the certification set out below and agrees to comply with the requirements of 2 CFR parts 180 and 1200.
2. The inability of a person to provide the certification required below will not necessarily result in denial of participation in this covered transaction. The prospective primary tier participant shall submit an explanation of why it cannot provide the certification set out below. The certification or explanation will be considered in connection with the department or agency's determination whether to enter into this transaction. However, failure of the prospective primary tier participant to furnish a certification or an explanation shall disqualify such person from participation in this transaction.
3. The certification in this clause is a material representation of fact upon which reliance was placed when the department or agency determined to enter into this transaction. If it is later determined that the prospective primary tier participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default or may pursue suspension or debarment.
4. The prospective primary tier participant shall provide immediate written notice to the department or agency to which this proposal is submitted if at any time the prospective primary tier participant learns its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.

5. The terms *covered transaction*, *civil judgment*, *debarment*, *suspension*, *ineligible*, *participant*, *person*, *principal*, and *voluntarily excluded*, as used in this clause, are defined in 2 CFR parts 180 and 1200. You may contact the department or agency to which this proposal is being submitted for assistance in obtaining a copy of those regulations.

6. The prospective primary tier participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency entering into this transaction.

7. The prospective primary tier participant further agrees by submitting this proposal that it will include the clause titled "Instructions for Lower Tier Participant Certification" including the "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion—Lower Tier Covered Transaction," provided by the department or agency entering into this covered transaction, without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions and will require lower tier participants to comply with 2 CFR parts 180 and 1200.

8. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant is responsible for ensuring that its principals are not suspended, debarred, or otherwise ineligible to participate in covered transactions. To verify the eligibility of its principals, as well as the eligibility of any prospective lower tier participants, each participant may, but is not required to, check the System for Award Management Exclusions website (<https://www.sam.gov/>).

9. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.

10. Except for transactions authorized under paragraph 6 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal government, the department or agency may terminate the transaction for cause or default.

Certification Regarding Debarment, Suspension, and Other Responsibility Matters-Primary Tier Covered Transactions

(1) The prospective primary tier participant certifies to the best of its knowledge and belief, that it and its principals:

- (a) Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participating in covered transactions by any Federal department or agency;
- (b) Have not within a three-year period preceding this proposal been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State or local) transaction or contract under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property;
- (c) Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (Federal, State or Local) with commission of any of the offenses enumerated in paragraph (1)(b) of this certification; and
- (d) Have not within a three-year period preceding this application/proposal had one or more public transactions (Federal, State, or local) terminated for cause or default.

(2) Where the prospective primary tier participant is unable to certify to any of the Statements in this certification, such prospective participant shall attach an explanation to this proposal.

Instructions for Lower Tier Participant Certification

1. By signing and submitting this proposal, the prospective lower tier participant is providing the certification set out below and agrees to comply with the requirements of 2 CFR parts 180 and 1200.

2. The certification in this clause is a material representation of fact upon which reliance was placed when this transaction was entered into. If it is later determined that the prospective lower tier participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension or debarment.

3. The prospective lower tier participant shall provide immediate written notice to the person to which this proposal is submitted if at any time the prospective lower tier participant learns that its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.

4. The terms *covered transaction*, *civil judgment*, *debarment*, *suspension*, *ineligible*, *participant*, *person*, *principal*, and *voluntarily excluded*, as used in this clause, are defined in 2 CFR parts 180 and 1200. You may contact the person to whom this proposal is submitted for assistance in obtaining a copy of those regulations.

5. The prospective lower tier participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency with which this transaction originated.

6. The prospective lower tier participant further agrees by submitting this proposal that it will include the clause titled "Instructions for Lower Tier Participant Certification" including the "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion – Lower Tier Covered Transaction," without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions and will require lower tier participants to comply with 2 CFR parts 180 and 1200.

7. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant is responsible for ensuring that its principals are not suspended, debarred, or otherwise ineligible to participate in covered transactions. To verify the eligibility of its principals, as well as the eligibility of any prospective lower tier participants, each participant may, but is not required to, check the System for Award Management Exclusions website (<https://www.sam.gov/>).

8. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.

9. Except for transactions authorized under paragraph 5 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension or debarment.

Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion -- Lower Tier Covered Transactions:

1. The prospective lower tier participant certifies, by submission of this proposal, that neither it nor its principals is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participating in covered transactions by any Federal department or agency.

2. Where the prospective lower tier participant is unable to certify to any of the statements in this certification, such prospective participant shall attach an explanation to this proposal.

BUY AMERICA ACT

(applies to subrecipients as well as States)

The State and each subrecipient will comply with the Buy America requirement (23 U.S.C. 313) when purchasing items using Federal funds. Buy America requires a State, or subrecipient, to purchase with Federal funds only steel, iron and manufactured products produced in the United States, unless the Secretary of Transportation determines that such domestically produced items would be inconsistent with the public interest, that such materials are not reasonably available and of a satisfactory quality, or that inclusion of domestic materials will increase the cost of the overall project contract by more than 25 percent. In order to use Federal funds to purchase foreign produced items, the State must submit a waiver request that provides an adequate basis and justification for approval by the Secretary of Transportation.

PROHIBITION ON USING GRANT FUNDS TO CHECK FOR HELMET USAGE

(applies to subrecipients as well as States)

The State and each subrecipient will not use 23 U.S.C. Chapter 4 grant funds for programs to check helmet usage or to create checkpoints that specifically target motorcyclists.

POLICY ON SEAT BELT USE

In accordance with Executive Order 13043, Increasing Seat Belt Use in the United States, dated April 16, 1997, the Grantee is encouraged to adopt and enforce on-the-job seat belt use policies and programs for its employees when operating company-owned, rented, or personally-owned vehicles. The National Highway Traffic Safety Administration (NHTSA) is responsible for providing leadership and guidance in support of this Presidential initiative. For information and resources on traffic safety programs and policies for employers, please contact the Network of Employers for Traffic Safety (NETS), a public-private partnership dedicated to improving the traffic safety practices of employers and employees. You can download information on seat belt programs, costs of motor vehicle crashes to employers, and other traffic safety initiatives at www.trafficsafety.org. The NHTSA website (www.nhtsa.gov) also provides information on statistics, campaigns, and program evaluations and references.

POLICY ON BANNING TEXT MESSAGING WHILE DRIVING

In accordance with Executive Order 13513, Federal Leadership On Reducing Text Messaging While Driving, and DOT Order 3902.10, Text Messaging While Driving, States are encouraged to adopt and enforce workplace safety policies to decrease crashes caused by distracted driving, including policies to ban text messaging while driving company-owned or rented vehicles, Government-owned, leased or rented vehicles, or privately-owned vehicles when on official Government business or when performing any work on or behalf of the Government. States are also encouraged to conduct workplace safety initiatives in a manner commensurate with the size of the business, such as establishment of new rules and programs or re-evaluation of existing programs to prohibit text messaging while driving, and education, awareness, and other outreach to employees about the safety risks associated with texting while driving.

SECTION 402 REQUIREMENTS

1. To the best of my personal knowledge, the information submitted in the Highway Safety Plan in support of the State's application for a grant under 23 U.S.C. 402 is accurate and complete.
2. The Governor is the responsible official for the administration of the State highway safety program, by appointing a Governor's Representative for Highway Safety who shall be responsible for a State highway safety agency that has adequate powers and is suitably equipped and organized (as evidenced by appropriate oversight procedures governing such areas as procurement, financial administration, and the use, management, and disposition of equipment) to carry out the program. (23 U.S.C. 402(b)(1)(A))
3. The political subdivisions of this State are authorized, as part of the State highway safety program, to carry out within their jurisdictions local highway safety programs which have been approved by the Governor and are in accordance with the uniform guidelines promulgated by the Secretary of Transportation. (23 U.S.C. 402(b)(1)(B))
4. At least 40 percent of all Federal funds apportioned to this State under 23 U.S.C. 402 for this fiscal year will be expended by or for the benefit of political subdivisions of the State in carrying out local highway safety programs (23 U.S.C. 402(b)(1)(C)) or 95 percent by and for the benefit of Indian tribes (23 U.S.C. 402(h)(2)), unless this requirement is waived in writing. (This provision is not applicable to the District of Columbia, Puerto Rico, the U.S. Virgin Islands, Guam, American Samoa, and the Commonwealth of the Northern Mariana Islands.)
5. The State's highway safety program provides adequate and reasonable access for the safe and convenient movement of physically handicapped persons, including those in wheelchairs, across curbs constructed or replaced on or after July 1, 1976, at all pedestrian crosswalks. (23 U.S.C. 402(b)(1)(D))
6. The State will provide for an evidenced-based traffic safety enforcement program to prevent traffic violations, crashes, and crash fatalities and injuries in areas most at risk for such incidents. (23 U.S.C. 402(b)(1)(E))
7. The State will implement activities in support of national highway safety goals to reduce motor vehicle related fatalities that also reflect the primary data-related crash factors within the State, as identified by the State highway safety planning process, including:
 - Participation in the National high-visibility law enforcement mobilizations as identified annually in the NHTSA Communications Calendar, including not less than 3 mobilization campaigns in each fiscal year to –
 - Reduce alcohol-impaired or drug-impaired operation of motor vehicles; and
 - Increase use of seat belts by occupants of motor vehicles;
 - Submission of information regarding mobilization participation into the HVE Database;
 - Sustained enforcement of statutes addressing impaired driving, occupant protection, and driving in excess of posted speed limits;

- An annual Statewide seat belt use survey in accordance with 23 CFR part 1340 for the measurement of State seat belt use rates, except for the Secretary of Interior on behalf of Indian tribes;
 - Development of Statewide data systems to provide timely and effective data analysis to support allocation of highway safety resources;
 - Coordination of Highway Safety Plan, data collection, and information systems with the State strategic highway safety plan, as defined in 23 U.S.C. 148(a).
- (23 U.S.C. 402(b)(1)(F))

8. The State will actively encourage all relevant law enforcement agencies in the State to follow the guidelines established for vehicular pursuits issued by the International Association of Chiefs of Police that are currently in effect. (23 U.S.C. 402(j))

9. The State will not expend Section 402 funds to carry out a program to purchase, operate, or maintain an automated traffic enforcement system. (23 U.S.C. 402(c)(4))

I understand that my statements in support of the State’s application for Federal grant funds are statements upon which the Federal Government will rely in determining qualification for grant funds, and that knowing misstatements may be subject to civil or criminal penalties under 18 U.S.C. 1001. I sign these Certifications and Assurances based on personal knowledge, and after appropriate inquiry.

Signature Governor’s Representative for Highway Safety

Date

Printed name of Governor’s Representative for Highway Safety

Appendix B to Part 1300 – Application Requirements for Section 405 and Section 1906 Grants

[Each fiscal year, to apply for a grant under 23 U.S.C. 405 or Section 1906, Pub. L. 109-59, as amended by Section 4011, Pub. L. 114-94, the State must complete and submit all required information in this appendix, and the Governor’s Representative for Highway Safety must sign the Certifications and Assurances.]

State: _____

Fiscal Year: 2021

Instructions: Check the box for each part for which the State is applying for a grant, fill in relevant blanks, and identify the attachment number or page numbers where the requested information appears in the HSP. Attachments may be submitted electronically.

PART 1: OCCUPANT PROTECTION GRANTS (23 CFR 1300.21)

*[Check the box above **only** if applying for this grant.]*

All States:

*[Fill in **all** blanks below.]*

- The lead State agency responsible for occupant protection programs will maintain its aggregate expenditures for occupant protection programs at or above the average level of such expenditures in fiscal years 2014 and 2015. (23 U.S.C. 405(a)(9))
- The State’s occupant protection program area plan for the upcoming fiscal year is provided in the HSP at _____ (location).
- The State will participate in the Click it or Ticket national mobilization in the fiscal year of the grant. The description of the State’s planned participation is provided in the HSP at _____ (location).
- Countermeasure strategies and planned activities demonstrating the State’s active network of child restraint inspection stations are provided in the HSP at _____ (location).

Such description includes estimates for: (1) the total number of planned inspection stations and events during the upcoming fiscal year; and (2) within that total, the number of planned inspection stations and events serving each of the following population categories: urban, rural, and at-risk. The planned inspection stations/events provided in the HSP are staffed with at least one current nationally Certified Child Passenger Safety Technician.

- Countermeasure strategies and planned activities, as provided in the HSP at _____ (location), that include estimates of the total number of classes and 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.

Lower Seat Belt Use States Only:

[Check at least 3 boxes below and fill in all blanks under those checked boxes.]

- The State's **primary seat belt use law**, requiring all occupants riding in a passenger motor vehicle to be restrained in a seat belt or a child restraint, was enacted on _____ (date) and last amended on _____ (date), is in effect, and will be enforced during the fiscal year of the grant.

Legal citation(s): _____.

- The State's **occupant protection law**, requiring occupants to be secured in a seat belt or age-appropriate child restraint while in a passenger motor vehicle and a minimum fine of \$25, was enacted on _____ (date) and last amended on _____ (date), is in effect, and will be enforced during the fiscal year of the grant.

Legal citations:

- _____ Requirement for all occupants to be secured in seat belt or age appropriate child restraint;
- _____ Coverage of all passenger motor vehicles;
- _____ Minimum fine of at least \$25;
- _____ Exemptions from restraint requirements.

- The countermeasure strategies and planned activities demonstrating the State's **seat belt enforcement plan** are provided in the HSP at _____ (location).
- The countermeasure strategies and planned activities demonstrating the State's **high risk population countermeasure program** are provided in the HSP at _____ (location).

- The State's **comprehensive occupant protection program** is provided as follows:
 - Date of NHTSA-facilitated program assessment conducted within 5 years prior to the application date _____ (date);
 - Multi-year strategic plan: HSP at _____ (location);
 - The name and title of the State's designated occupant protection coordinator is _____.
 - List that contains the names, titles and organizations of the Statewide occupant protection task force membership: HSP at _____ (location).

 - The State's NHTSA-facilitated **occupant protection program assessment** of all elements of its occupant protection program was conducted on _____ (date) (within 3 years of the application due date);
-

□ PART 2: STATE TRAFFIC SAFETY INFORMATION SYSTEM IMPROVEMENTS GRANTS (23 CFR 1300.22)

*[Check the box above **only** if applying for this grant.]*

All States:

- The lead State agency responsible for traffic safety information system improvement programs will maintain its aggregate expenditures for traffic safety information system improvements programs at or above the average level of such expenditures in fiscal years 2014 and 2015. (23 U.S.C. 405(a)(9))

*[Fill in **all** blank for each bullet below.]*

- A list of at least 3 TRCC meeting dates during the 12 months preceding the application due date is provided in the HSP at _____ (location).
- The name and title of the State's Traffic Records Coordinator is _____
- A list of the TRCC members by name, title, home organization and the core safety database represented is provided in the HSP at _____ (location).
- The State Strategic Plan is provided as follows:
 - Description of specific, quantifiable and measurable improvements at _____ (location);
 - List of all recommendations from most recent assessment at: _____ (location);
 - Recommendations to be addressed, including countermeasure strategies and planned activities and performance measures at _____ (location);
 - Recommendations not to be addressed, including reasons for not implementing: HSP at _____ (location).
- Written description of the performance measures, and all supporting data, that the State is relying on to demonstrate achievement of the quantitative improvement in the preceding 12 months of the application due date in relation to one or more of the significant data program attributes is provided in the HSP at _____ (location).
- The State's most recent assessment or update of its highway safety data and traffic records system was completed on _____ (date).

**PART 3: IMPAIRED DRIVING COUNTERMEASURES
(23 CFR 1300.23(D)-(F))**

[Check the box above **only** if applying for this grant.]

All States:

- The lead State agency responsible for impaired driving programs will maintain its aggregate expenditures for impaired driving programs at or above the average level of such expenditures in fiscal years 2014 and 2015.
- The State will use the funds awarded under 23 U.S.C. 405(d) only for the implementation of programs as provided in 23 CFR 1300.23(j).

Mid-Range State Only:

[Check **one box** below and fill in **all blanks** under that checked box.]

The State submits its Statewide impaired driving plan approved by a Statewide impaired driving task force on _____ (date).

Specifically –

- HSP at _____ (location) describes the authority and basis for operation of the Statewide impaired driving task force;
- HSP at _____ (location) contains the list of names, titles and organizations of all task force members;
- HSP at _____ (location) contains the strategic plan based on Highway Safety Guideline No. 8 – Impaired Driving.

The State has previously submitted a Statewide impaired driving plan approved by a Statewide impaired driving task force on _____ (date) and continues to use this plan.

High-Range State Only:

*[Check **one box** below and fill in **all** blanks under that checked box.]*

The State submits its Statewide impaired driving plan approved by a Statewide impaired driving task force on _____ (date) that includes a review of a NHTSA-facilitated assessment of the State's impaired driving program conducted on _____ (date). Specifically, –

- HSP at _____ (location) describes the authority and basis for operation of the Statewide impaired driving task force;
- HSP at _____ (location) contains the list of names, titles and organizations of all task force members;
- HSP at _____ (location) contains the strategic plan based on Highway Safety Guideline No. 8 – Impaired Driving;
- HSP at _____ (location) addresses any related recommendations from the assessment of the State's impaired driving program;
- HSP at _____ (location) contains the planned activities, in detail, for spending grant funds;
- HSP at _____ (location) describes how the spending supports the State's impaired driving program and achievement of its performance targets.

The State submits an updated Statewide impaired driving plan approved by a Statewide impaired driving task force on _____ (date) and updates its assessment review and spending plan provided in the HSP at _____ (location).

PART 4: ALCOHOL-IGNITION INTERLOCK LAWS (23 CFR 1300.23(G))

*[Check the box above **only** if applying for this grant.]*

*[Fill in **all** blanks.]*

The State provides citations to a law that requires all individuals convicted of driving under the influence or of driving while intoxicated to drive only motor vehicles with alcohol-ignition interlocks for a period of 6 months that was enacted on _____ (date) and last amended on _____ (date), is in effect, and will be enforced during the fiscal year of the grant.

Legal citation(s):

_____.

PART 5: 24-7 SOBRIETY PROGRAMS (23 CFR 1300.23(H))

*[Check the box above **only** if applying for this grant.]*

*[Fill in **all** blanks.]*

The State provides citations to a law that requires all individuals convicted of driving under the influence or of driving while intoxicated to receive a restriction on driving privileges that was enacted on _____ (date) and last amended on _____ (date), is in effect, and will be enforced during the fiscal year of the grant.

Legal citation(s):

_____.

*[Check **at least one of the boxes** below and fill in **all** blanks under that checked box.]*

Law citation. The State provides citations to a law that authorizes a Statewide 24-7 sobriety program that was enacted on _____ (date) and last amended on _____ (date), is in effect, and will be enforced during the fiscal year of the grant.

Legal citation(s):

_____.

Program information. The State provides program information that authorizes a Statewide 24-7 sobriety program. The program information is provided in the HSP at _____ (location).

□ **PART 6: DISTRACTED DRIVING GRANTS (23 CFR 1300.24)**

*[Check the box above **only** if applying for this grant and fill in **all** blanks.]*

Comprehensive Distracted Driving Grant

- The State provides sample distracted driving questions from the State’s driver’s license examination in the HSP at _____ (location).

- **Prohibition on Texting While Driving**

The State’s texting ban statute, prohibiting texting while driving and requiring a minimum fine of at least \$25, was enacted on _____ (date) and last amended on _____ (date), is in effect, and will be enforced during the fiscal year of the grant.

Legal citations:

- _____ Prohibition on texting while driving;
- _____ Definition of covered wireless communication devices;
- _____ Minimum fine of at least \$25 for an offense;
- _____ Exemptions from texting ban.

- **Prohibition on Youth Cell Phone Use While Driving**

The State’s youth cell phone use ban statute, prohibiting youth cell phone use while driving, driver license testing of distracted driving issues and requiring a minimum fine of at least \$25, was enacted on _____ (date) and last amended on _____ (date), is in effect, and will be enforced during the fiscal year of the grant.

Legal citations:

- _____ Prohibition on youth cell phone use while driving;
- _____ Definition of covered wireless communication devices;
- _____ Minimum fine of at least \$25 for an offense;
- _____ Exemptions from youth cell phone use ban.

- The State has conformed its distracted driving data to the most recent Model Minimum Uniform Crash Criteria (MMUCC) and will provide supporting data (i.e., NHTSA-developed MMUCC Mapping spreadsheet) within 30 days after notification of award.

PART 7: MOTORCYCLIST SAFETY GRANTS (23 CFR 1300.25)

[Check the box above **only** if applying for this grant.]

[Check **at least 2 boxes** below and fill in **all** blanks under those checked boxes **only**.]

Motorcycle riding training course:

- The name and organization of the head of the designated State authority over motorcyclist safety issues is _____.
- The head of the designated State authority over motorcyclist safety issues has approved and the State has adopted one of the following introductory rider curricula:
[Check at least one of the following boxes below and fill in any blanks.]
 - Motorcycle Safety Foundation Basic Rider Course;
 - TEAM OREGON Basic Rider Training;
 - Idaho STAR Basic I;
 - California Motorcyclist Safety Program Motorcyclist Training Course;
 - Other curriculum that meets NHTSA's Model National Standards for Entry-Level Motorcycle Rider Training and that has been approved by NHTSA.
- In the HSP at _____ (location), a list of counties or political subdivisions in the State where motorcycle rider training courses will be conducted during the fiscal year of the grant AND number of registered motorcycles in each such county or political subdivision according to official State motor vehicle records.

Motorcyclist awareness program:

- The name and organization of the head of the designated State authority over motorcyclist safety issues is _____.
- The State's motorcyclist awareness program was developed by or in coordination with the designated State authority having jurisdiction over motorcyclist safety issues.
- In the HSP at _____ (location), performance measures and corresponding performance targets developed for motorcycle awareness that identify, 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.
- In the HSP at _____ (location), the countermeasure strategies and planned activities 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, and a list that identifies, using State crash data, the counties or political subdivisions within the State ranked in order of the highest to lowest number of crashes involving a motorcycle and another motor vehicle per county or political subdivision.

□ **Reduction of fatalities and crashes involving motorcycles:**

- Data showing the total number of motor vehicle crashes involving motorcycles is provided in the HSP at _____ (location).
- Description of the State's methods for collecting and analyzing data is provided in the HSP at _____ (location).

□ **Impaired driving program:**

- In the HSP at _____ (location), performance measures and corresponding performance targets developed to reduce impaired motorcycle operation.
- In the HSP at _____ (location), countermeasure strategies and planned activities demonstrating that the State will implement data-driven programs designed to reach motorcyclists and motorists in those jurisdictions where the incidence of motorcycle crashes involving an impaired operator is highest (i.e., the majority of counties or political subdivisions in the State with the highest numbers of motorcycle crashes involving an impaired operator) based upon State data.

□ **Reduction of fatalities and accidents involving impaired motorcyclists:**

- Data showing the total number of reported crashes involving alcohol-impaired and drug-impaired motorcycle operators is provided in the HSP at _____ (location).
- Description of the State's methods for collecting and analyzing data is provided in the HSP at _____ (location).

Use of fees collected from motorcyclists for motorcycle programs:

*[Check **one box only** below and fill in **all blanks** under the checked box **only**.]*

Applying as a Law State –

- The State law or regulation requires 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. **AND**
- The State’s law appropriating funds for FY ____ demonstrates that 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.

Legal citation(s): _____
_____.

Applying as a Data State –

- Data and/or documentation from official State records from the previous fiscal year showing that **all** fees collected by the State from motorcyclists for the purpose of funding motorcycle training and safety programs were used for motorcycle training and safety programs is provided in the HSP at _____ (location).

☐ PART 8: STATE GRADUATED DRIVER LICENSING INCENTIVE GRANTS (23 CFR 1300.26)

[Check the box above **only** if applying for this grant.]

[Fill in **all** applicable blanks below.]

The State's graduated driver's licensing statute, requiring both a learner's permit stage and intermediate stage prior to receiving an unrestricted driver's license, was last amended on _____ (date), is in effect, and will be enforced during the fiscal year of the grant.

Learner's Permit Stage –

Legal citations:

- _____ Applies prior to receipt of any other permit, license, or endorsement by the State if applicant is younger than 18 years of age and has not been issued an intermediate license or unrestricted driver's license by any State;
- _____ Applicant must pass vision test and knowledge assessment;
- _____ In effect for at least 6 months;
- _____ In effect until driver is at least 16 years of age;
- _____ Must be accompanied and supervised at all times;
- _____ Requires completion of State-certified driver education or training course or at least 50 hours of behind-the-wheel training, with at least 10 of those hours at night;
- _____ Prohibits use of personal wireless communications device;
- _____ Extension of learner's permit stage if convicted of a driving-related offense;
- _____ Exemptions from learner's permit stage.

Intermediate Stage –

Legal citations:

- _____ Commences after applicant younger than 18 years of age successfully completes the learner's permit stage, but prior to receipt of any other permit, license, or endorsement by the State;
- _____ Applicant must pass behind-the-wheel driving skills assessment;

- _____ In effect for at least 6 months;
 - _____ In effect until driver is at least 17 years of age;
 - _____ Must be accompanied and supervised between hours of 10:00 p.m. and 5:00 a.m. during first 6 months of stage, except when operating a motor vehicle for the purposes of work, school, religious activities, or emergencies;
 - _____ No more than 1 nonfamilial passenger younger than 21 years of age allowed;
 - _____ Prohibits use of personal wireless communications device;
 - _____ Extension of intermediate stage if convicted of a driving-related offense;
 - _____ Exemptions from intermediate stage.
-

PART 9: NONMOTORIZED SAFETY GRANTS (23 CFR 1300.27)

[Check the box above **only** applying for this grant AND **only** if NHTSA has identified the State as eligible because the State annual combined pedestrian and bicyclist fatalities exceed 15 percent of the State's total annual crash fatalities based on the most recent calendar year final FARS data.]

The State affirms that it will use the funds awarded under 23 U.S.C. 405(h) only for the implementation of programs as provided in 23 CFR 1300.27(d).

PART 10: RACIAL PROFILING DATA COLLECTION GRANTS (23 CFR 1300.28)

*[Check the box above **only** if applying for this grant.]*

*[Check one box **only** below and fill in **all** blanks under the checked box **only**.]*

- In the HSP at _____ (location), the official document(s) (i.e., a law, regulation, binding policy directive, letter from the Governor or court order) demonstrates that the State maintains and allows public inspection of statistical information on the race and ethnicity of the driver for each motor vehicle stop made by a law enforcement officer on all public roads except those classified as local or minor rural roads.
- In the HSP at _____ (location), the State will undertake countermeasure strategies and planned activities during the fiscal year of the grant to maintain and allow public inspection of statistical information on the race and ethnicity of the driver for each motor vehicle stop made by a law enforcement officer on all public roads except those classified as local or minor rural roads. (A State may not receive a racial profiling data collection grant by checking this box for more than 2 fiscal years.)
-

In my capacity as the Governor’s Representative for Highway Safety, I hereby provide the following certifications and assurances –

- I have reviewed the above information in support of the State’s application for 23 U.S.C. 405 and Section 1906 grants, and based on my review, the information is accurate and complete to the best of my personal knowledge.
- As condition of each grant awarded, the State will use these grant funds in accordance with the specific statutory and regulatory requirements of that grant, and will comply with all applicable laws, regulations, and financial and programmatic requirements for Federal grants.
- I understand and accept that incorrect, incomplete, or untimely information submitted in support of the State’s application may result in the denial of a grant award.

I understand that my statements in support of the State’s application for Federal grant funds are statements upon which the Federal Government will rely in determining qualification for grant funds, and that knowing misstatements may be subject to civil or criminal penalties under 18 U.S.C. 1001. I sign these Certifications and Assurances based on personal knowledge, and after appropriate inquiry.

Signature Governor’s Representative for Highway Safety

Date

Printed name of Governor’s Representative for Highway Safety