

2006 Annual Evaluation Report





2006 Annual Evaluation Report

MICHIGAN OFFICE OF HIGHWAY SAFETY PLANNING

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Guiding Values and Principles

- » We strive for integrity, commitment, and excellence in our daily work, and fairness and mutual respect in our relationships with our partners.
- » We embrace a team-focused working environment and are committed to promoting professional growth and development.
- » We value our role as leaders in fostering cooperation, collaboration, and innovation with other public and private organizations at the local, state, and national levels.
- » We understand that a sound process of problem solving, including problem identification, strategy development, and evaluation, will result in effective outcomes.
- » We believe it is essential to actively seek the input of local community representatives to achieve long-term safety improvements.
- » We are committed to providing resources in an objective manner.

OHSP MISSION

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

Director's Message

As we bring 2006 to a close, Michigan is riding a tremendous wave of success in highway traffic safety. Between 2001 and 2005, the collaborative effort of Michigan's traffic safety community has resulted in:

- >>12.5 percent decrease in traffic crashes
- >>19.4 percent decrease in injuries
- >>18.3 percent decrease in alcohol/drug involved fatal crashes
- >>15 percent decrease in total fatalities
- >>20 percent reduction in fatality rate per 100 million vehicle miles traveled

Among the significant accomplishments for 2006, Michigan improved upon a record-high safety belt use rate, increasing from 93 percent in 2005 to 94.3 percent, the highest use rate in the Great Lakes Region and east of the Mississippi River. Major investments in Michigan's traffic records infrastructure have resulted in significant improvements in data reliability, timeliness, and accessibility. And for the first time, work has been completed on a comprehensive Strategic Highway Safety Plan for Michigan, under the auspices of the Governor's Traffic Safety Advisory Commission, with input from a wide spectrum of traffic safety stakeholders.

Yet with all of this success, there is still much work to do.

Traffic crashes continue to be the leading cause of death for ages 4 to 34, the leading cause of workplace death and injury, and the third leading cause of death for all ages behind cancer and heart disease. The monetary and non-monetary cost to Michigan alone is over \$12 billion annually. Motorcycle fatalities have increased nationally, and by over 35 percent in Michigan between 2001 and 2005. And while only 15 percent of daytime vehicle occupant fatalities are unbelted, this number increases to nearly 40 percent for nighttime fatalities.

Therefore, as we embark on addressing these and other challenges and implementing lifesaving programs in 2007, we would like to express our appreciation to the many partners and advocates at the local, county, state, and federal level for their ongoing dedication and support of traffic safety programs and initiatives in Michigan.



MICHAEL L. PRINCE

Division Director

Office of Highway Safety Planning



Fiscal Year 2006 HIGHLIGHTS

- » Michigan's safety belt use rate is 94.3 percent, the highest rate ever recorded.
- » Local, county, and state law enforcement agencies receiving grant funding for overtime traffic enforcement reported:
 - > 110,958 vehicles stopped
 - > 2,891 drunk driving arrests
 - > 1,284 other alcohol-related arrests
 - > 537 felony and 4,997 misdemeanor arrests
 - > 40,645 safety belt and child restraint citations
- » Youth alcohol enforcement activities took place in twenty-five counties resulting in:
 - > 14,783 contacts
 - > 363 parties involving underage alcohol consumption dispersed
 - > 756 minor-in-possession tickets
- » Six law enforcement agencies conducted 132 intersection enforcement patrols which resulted in:
 - > 2,209 vehicle stops
 - > 1,944 citations issued; 259 for red-light running
 - > Six drunk driving arrests
 - > Ten felony and 110 misdemeanor arrests
- » Special traffic safety promotions took place at the Michigan State Fair, Super Bowl FanZone at Cobo Hall in Detroit, and a NASCAR race at Michigan International Speedway.
- » Traffic safety training activities at five Michigan businesses reached more than 1,500 employees.
- » Ninety-five bicycle safety events were held where nearly 7,000 bicycle helmets were distributed.
- » Genesee County created the state's first-ever Fatal Alcohol Crash Team, a county-wide resource which will be responsible for investigating all alcohol- and drug-related crashes that result in death or serious bodily injury in the county.
- » The Courageous Persuaders youth alcohol public service announcement competition went national this year, attracting 840 entries from teens in every state in the nation and an air force base in Okinawa, Japan.
- » Two northern Michigan district courts have installed and successfully tested interactive video technology, which will allow MSP toxicologists to testify in cases without having to travel to the courts.
- » The turnaround time for toxicology screening at the MSP Toxicology Lab has decreased from ninety days to nineteen days. The alcohol backlog has decreased to approximately 150 cases, from a high of 300 cases, and turnaround time is down from fourteen days to five days.
- » Several child passenger safety educational projects were completed, including a life size poster urging the use of booster seats until children reach 4'9", and two videos on correct use of child safety seats; one for law enforcement and the other for parents.

Vehicle Crash Statistics

VEHICLE CRASH STATISTICS

	MICHIGAN						UNITED STATES					
	2001	2002	2003	2004	2005	2001-2005 % CHANGE	2001	2002	2003	2004	2005	2001-2005 % CHANGE
CRASHES	400,813	395,515	391,488	373,028	350,838	-12.5%	6,323,000	6,316,000	6,289,000	6,181,000	6,159,000	-2.6%
INJURIES	112,292	112,484	105,555	99,680	90,510	-19.4%	3,033,000	2,926,000	2,889,000	2,788,000	2,699,000	-11.0%
FATALITIES	1,328	1,279	1,283	1,159	1,129	-15.0%	42,116	43,005	42,884	42,836	43,443	3.2%
VMT (MI=BILLIONS US= TRILLIONS)	96.5	98.2	100.2	101.8	103.2	6.9%	2.78	2.83	2.89	2.96	2.97	6.8%
FATALITY RATE (PER 100M VMT)	1.38	1.30	1.28	1.14	1.09	-20.5%	1.51	1.51	1.48	1.45	1.47	-2.6%
ALCOHOL- AND DRUG-RELATED FATALITIES	504	463	442	418	412	-18.3%	17,448	17,524	17,105	16,919	16,885	-3.2%
ALCOHOL/DRUG-% OF TOTAL FATALITIES	38.0%	36.2%	34.5%	36.1%	36.5%	-3.8%	41.4%	40.7%	39.9%	39.5%	38.9%	-6.2%
LARGE TRUCK FATALITIES	129	151	122	132	130	0.8%	5,082	4,939	5,036	5,235	5,212	2.6%
PEDESTRIAN FATALITIES	159	173	169	140	138	-11.9%	4,901	4,851	4,774	4,675	4,881	-0.4%
MOTORCYCLE FATALITIES	90	82	76	79	122	35.6%	3,197	3,270	3,714	4,028	4,553	42.4%

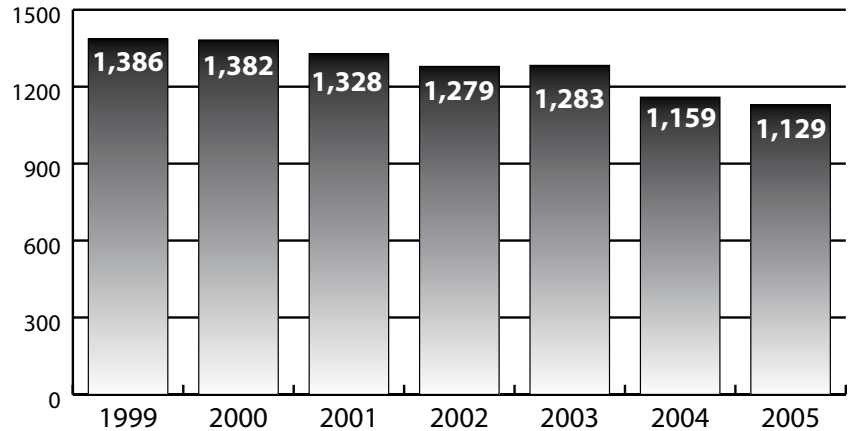
MICHIGAN CRASH CHANGES IN 2005



TRAFFIC FATALITIES

Goal: reduce fatalities to 1,212 by 2005.

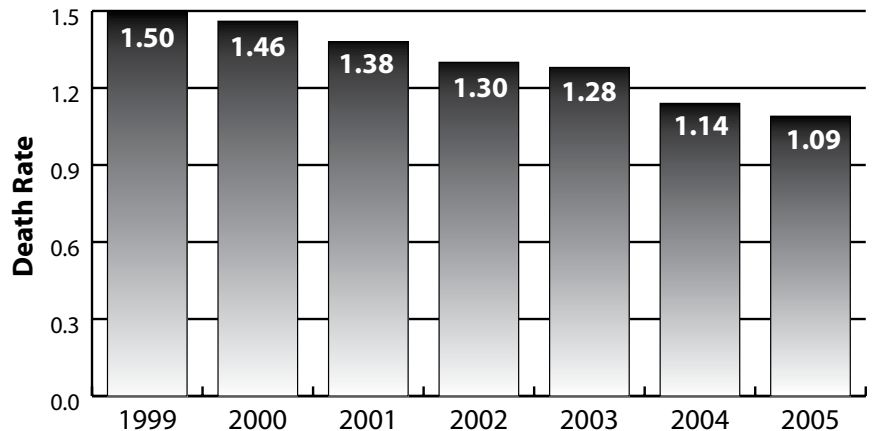
Traffic fatalities have fallen to their lowest levels since World War II, to 1,129 in 2005. This is well below the goal of 1,212, already reaching the 2008 goal of 1,131 fatalities. OHSP will seek to maintain and extend this life-saving reduction.



VEHICLE CRASH DEATH RATE PER 100 MILLION MILES OF TRAVEL

Goal: reduce VMT death rate (per 100 million miles) to 1.15 by 2005.

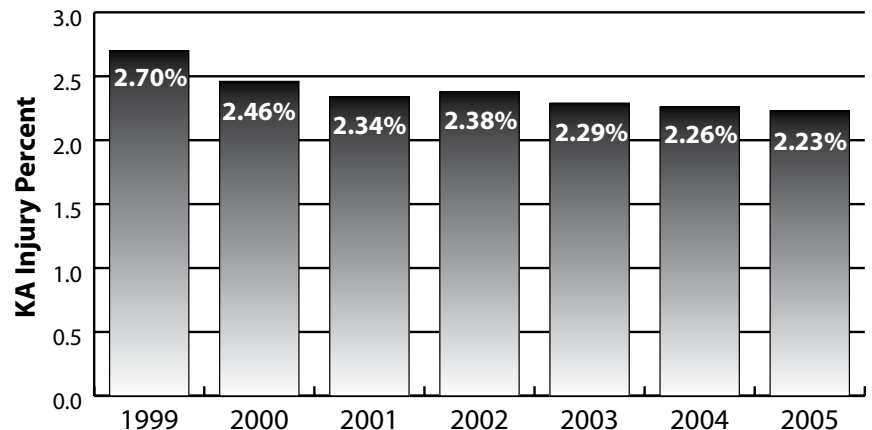
The death rate per 100 million miles of travel decreased to a record low of 1.09 in 2005, well below the already-lowered target of 1.15. The national VMT-death rate increased in 2005 to 1.46. OHSP is on-target to beat its goal of 1.00 deaths per 100 million miles of travel by 2008, with mileage increasing as deaths fall.



CRASHES THAT RESULT IN DEATH OR SERIOUS INJURY

Goal: reduce KA injury proportion to 2.10% by 2005.

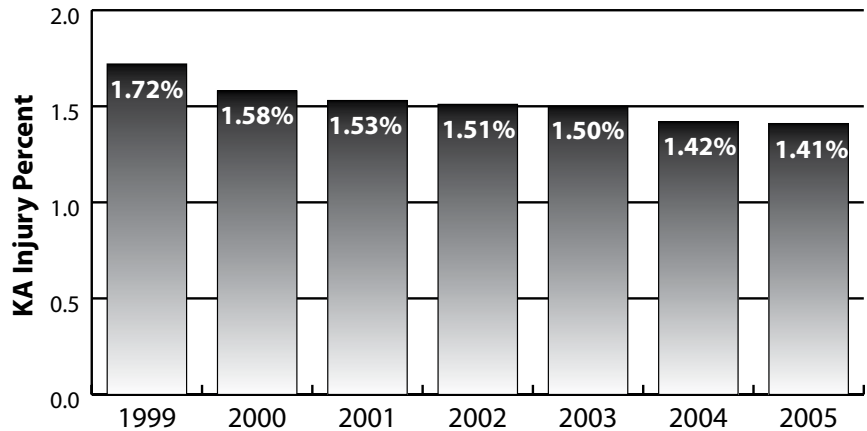
After large decreases in the percentage of crashes resulting in death or serious injury around the turn of the millennium, improvements are leveling off, falling to 2.23 percent in 2005. The goal for 2005 was 2.10 percent, with a 2008 target of 1.88 percent.



OCCUPANTS KILLED OR SERIOUSLY INJURED IN CRASHES

Goal: reduce KA injury proportion to 1.37% by 2005.

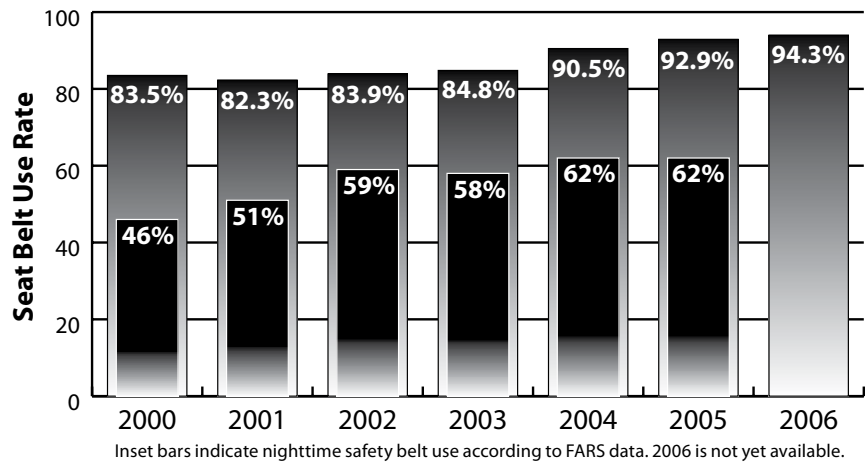
The proportion of vehicle occupants seriously injured in crashes has improved along with safety belt use. This rate was 1.72 percent before the primary safety belt law, falling to 1.53 percent the year after the change in legislation and continuing to fall to 1.41 percent in 2005. The goal for 2005 was 1.37 percent, with a 2008 target of 1.24 percent.



FRONT-OUTBOARD SHOULDER BELT USE

Goal: increase use to 91.7% by 2005.

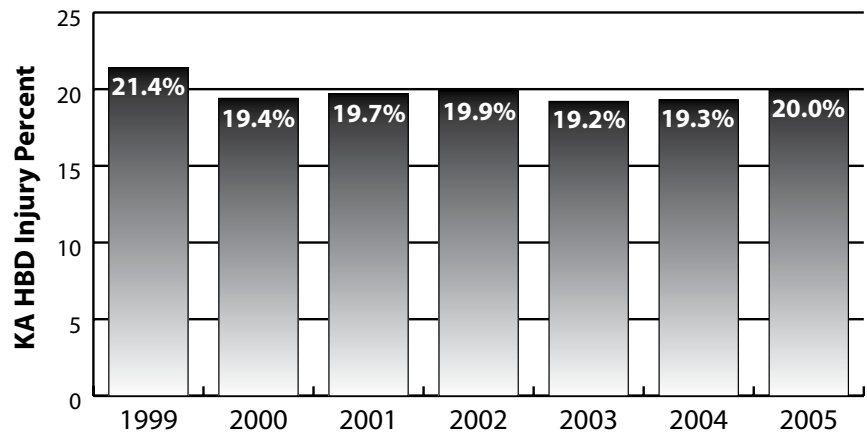
Michigan remains the regional leader in safety belt use. Belt use first rose above 80 percent with the beginning of primary enforcement, rising above 90 percent with the introduction of safety belt enforcement zones. Continuing high visibility enforcement efforts pushed safety belt use to 94.3 percent, according to an end-of-summer safety belt use observation study. This exceeds the 2005 goal of 91.7 percent and even the 2008 goal of 93.5 percent.



PERCENT OF KA CRASHES CODED AS HBD

Goal: reduce the involvement of alcohol in fatal and serious injury crashes to 19.3% by 2005.

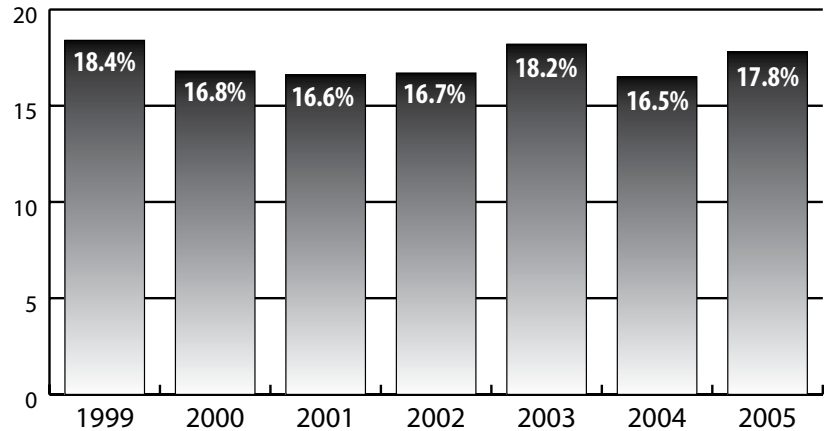
Michigan had 20.0 percent alcohol-involvement in fatal and serious injury crashes in 2005. This did not meet the revised target of 19.3 percent. The number of alcohol-involved crashes has fallen with the total number of crashes, creating uneven progress toward Michigan's 2008 goal of 19.1 percent alcohol-involvement.



EXCESSIVE SPEED

Goal: reduce the involvement of excessive speed in fatal and serious injury crashes to 16.9% by 2005.

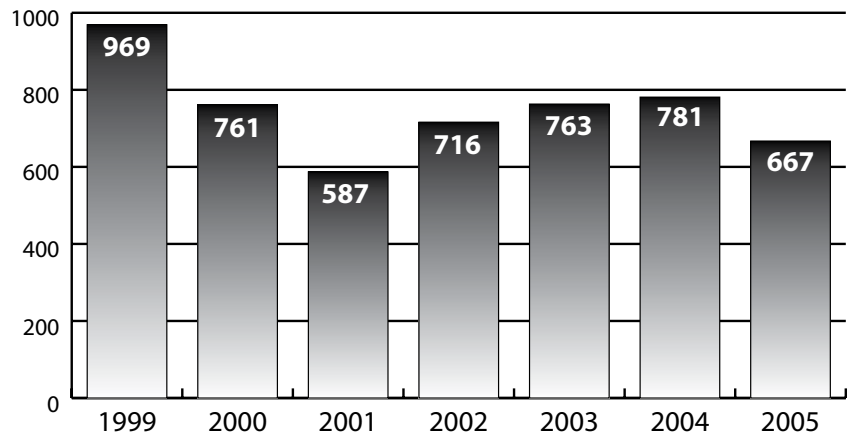
Excessive speed was noted as a hazardous action by at least one driver in 17.8 percent of all fatal and serious crashes in 2005. This was higher than the goal of 16.9 percent on a measure that is showing considerable yearly variation.



PEDESTRIANS

Goal: reduce pedestrian fatalities and serious injuries to 592 by 2005.

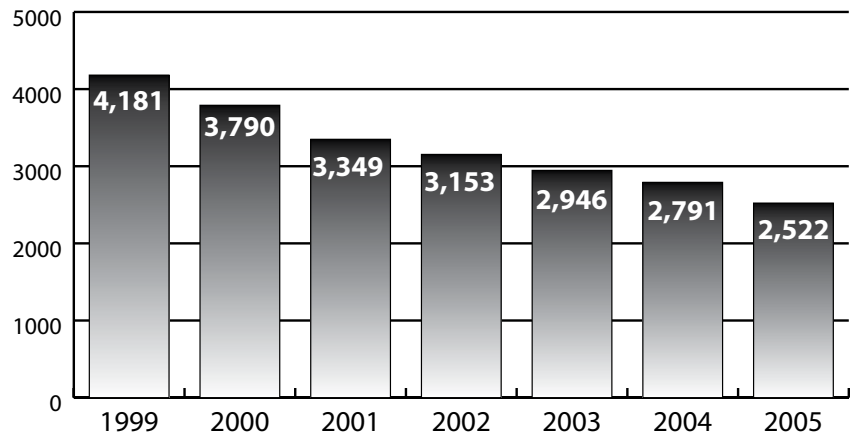
Pedestrian fatalities and serious injuries fell significantly in 2005, to 667, but not far enough to reach the goal of 592. Pedestrian crashes are a new FHWA focus area, with the state of Michigan and city of Detroit as focus areas for coming years. This should aid efforts to reach a goal of 494 fatalities and serious injuries by 2008.



INTERSECTION CRASHES

Goal: reduce fatal and serious injury crashes within 150 feet of intersections to 2,621 by 2005.

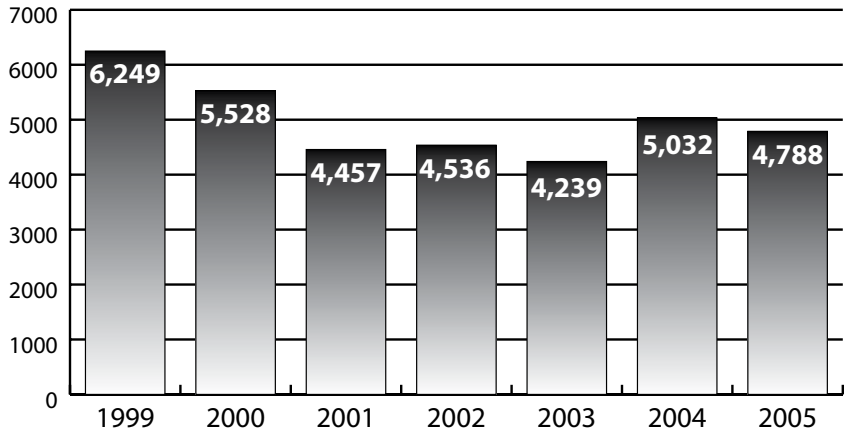
Fatal and serious-injury crashes within 150 feet of intersections continue to fall significantly, to 2,522 in 2005. This meets the goal of 2,621 for 2005 and represents good progress toward the 2008 goal of 2,296.



LOCAL ROADS

Goal: reduce fatal and serious injury crashes on city and county roads to 3,622 by 2005.

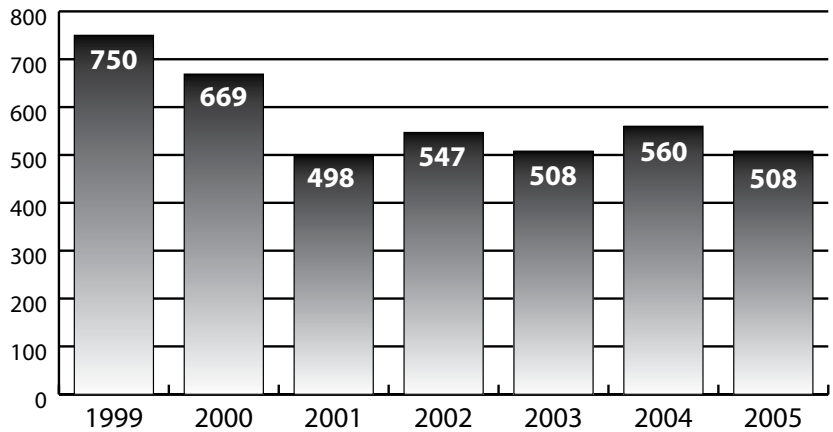
Fatal and serious injury crashes on city and county roads fell to 4,788 in 2005, down from the previous year's spike. Recent improvements in crash numbers accompanied improvements in records and crash location, reflecting both better safety and better data. The goal for 2005 was 3,622, with a 2008 target of 3,123.



LARGE TRUCKS

Goal: reduce fatal and serious injury crashes involving trucks and buses to 428 by 2005.

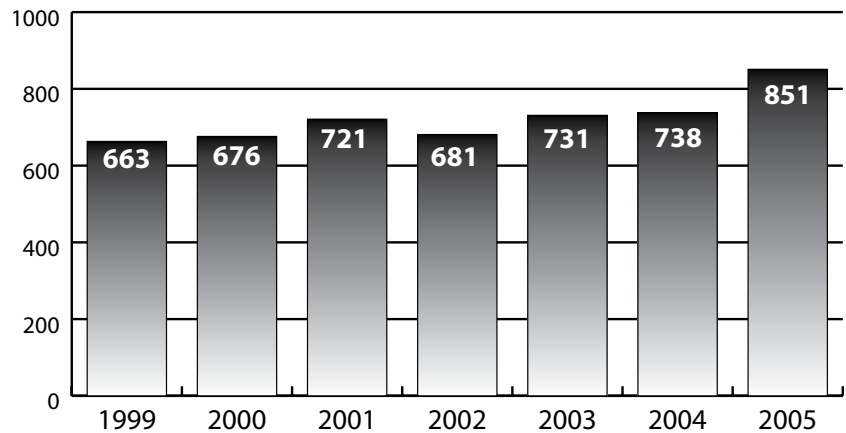
The number of fatal and serious injury crashes involving commercial motor vehicles recovered from a rise in 2004, returning to 508 in 2005. The goal for 2005 was 428, with a 2008 target of 368.



MOTORCYCLES

Goal: reduce fatal and serious injury crashes involving motorcycles to 723 by 2005.

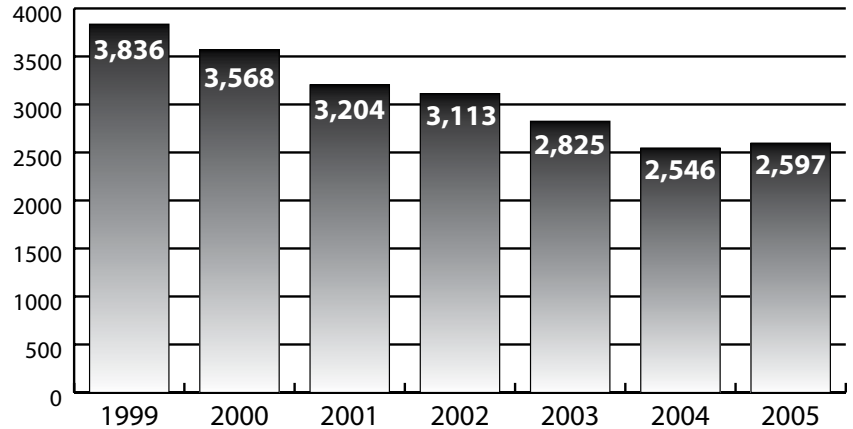
Motorcycle ridership is increasing in Michigan and nationwide, and crashes are rising accordingly with new and inexperienced motorcyclists on powerful cycles. Fatal and serious injury crashes continued to rise, to 851 in 2005. OHSP's goal is to reduce this number to 723 and maintain that rate through 2008.



WEEKEND CRASHES

Goal: reduce fatal and serious injury crashes on Fridays and Saturdays to 2,420 by 2005.

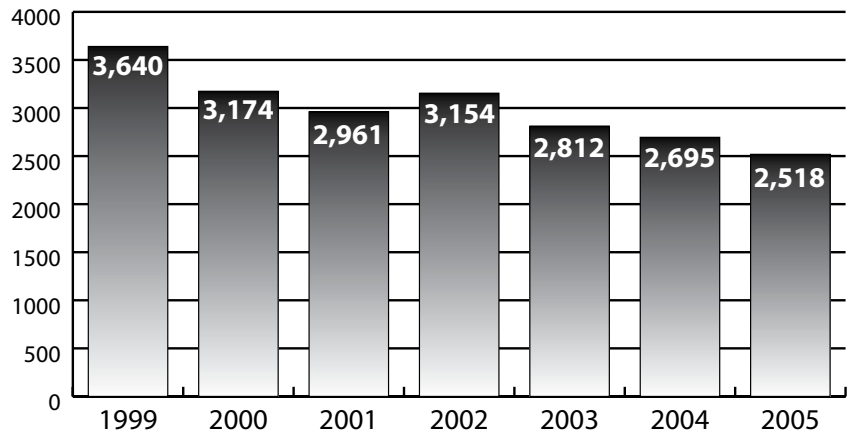
Crashes increase every weekend, making it the key time for crash reduction. The number of fatal and serious injury crashes on Fridays and Saturdays increased slightly in 2005, to 2,597. The goal for 2005 was 2,420, with a 2008 target of 1,930.



SUMMER CRASHES

Goal: reduce fatal and serious injury crashes from Memorial Day to Labor Day to 2,528 by 2005.

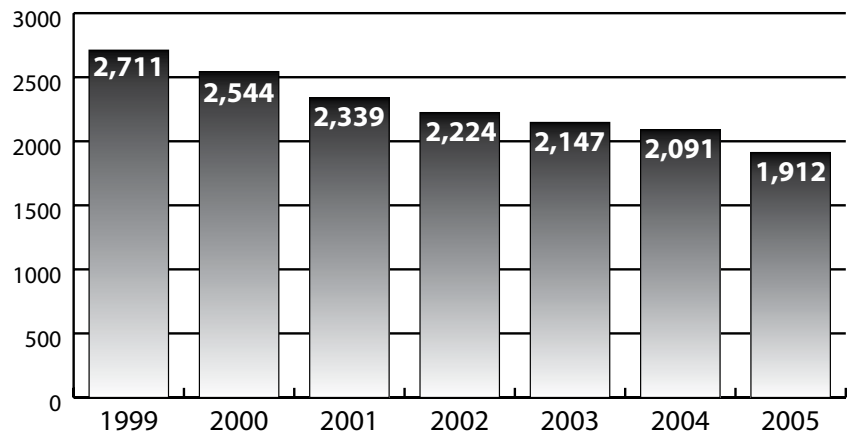
The annual peak for crashes is the summer, when travel increases. Fatal and serious injury crashes from Memorial Day through Labor Day fell to 2,518 in 2005, meeting the goal of 2,528. OHSP's goal for 2008 is to further reduce this to 2,153.



WINTER CRASHES

Goal: reduce fatal and serious injury crashes from October to December to 1,863 by 2005.

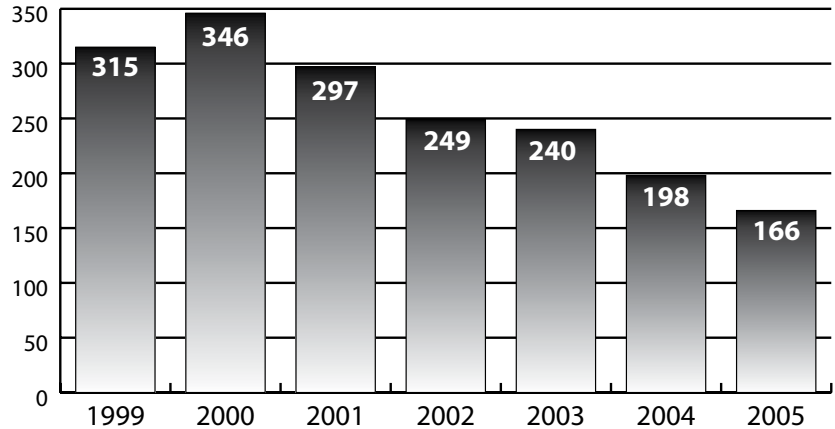
The secondary peak for crashes is the start of winter precipitation. Fatal and serious injury crashes from October through December fell to 1,912, representing significant progress but not enough to meet 2005's goal of 1,863. The 2008 target is 1,552.



CHILD PASSENGER SAFETY

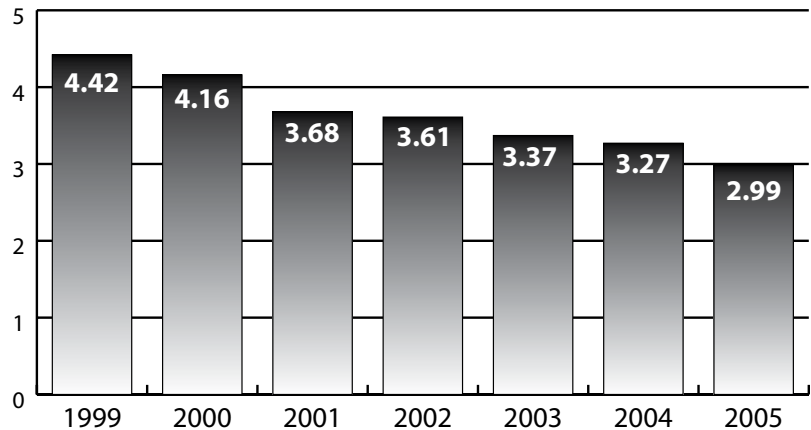
Goal: reduce fatal and serious injury crashes to vehicle occupants (ages 0 to 8) to 201 by 2005.

One hundred sixty-six children (ages 0 to 8) were killed or seriously injured in vehicles in 2005. This measure excludes pedestrians and bicyclists, isolating the effect on children in vehicles whose parents have the option of using the proper restraints. This met the goal of 201 such injuries, approaching the 2008 target of 160.

**YOUNG MEN**

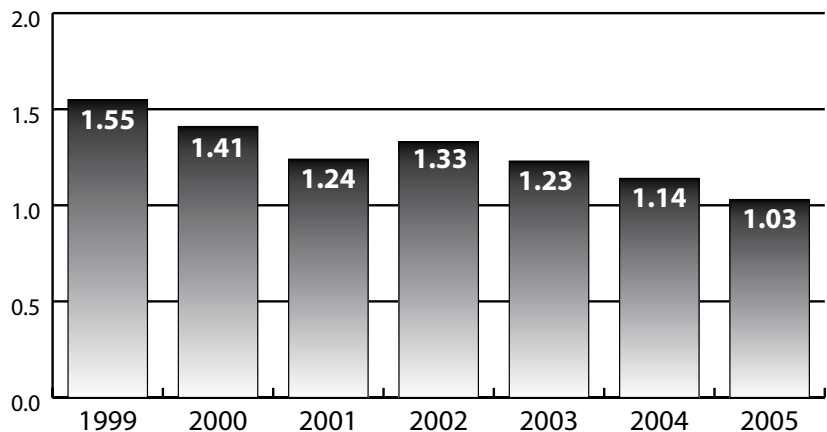
Goal: reduce fatal and serious injury crashes per 1,000 licensed drivers (men ages 16 to 34) to 2.88 by 2005.

For almost every traffic safety problem, men ages 16 through 34 are the peak group, with more problems in the younger half. There were 2.99 such drivers in fatal or serious injury crashes for every 1,000 licensed drivers in this age group in 2005. This did not fall quickly enough to reach the 2005 goal of 2.88. The 2008 target is 2.34.

**OLDER DRIVERS**

Goal: reduce fatal and serious injury crashes per 1,000 licensed drivers (ages 65+) to 1.08 by 2005.

An aging population has placed an increasing number of drivers on the road with declining skills and increasing frailty. Drivers over age 65 drive fewer miles and are involved in fewer crashes, but those crashes are disproportionately likely to involve death or serious injury. There were 1.03 older drivers involved in such crashes for every 1,000 licensed drivers in this age group in 2005. This met the goal of 1.08, and the 2008 target is 0.92.



Occupant Protection

The effectiveness of safety belts and child restraints in reducing injury severity and preventing death is well documented. Reducing non-use of safety belts will substantially improve crash survivability. Having reached 94.3 percent safety belt use, Michigan has limited room for daytime belt use improvement. Child passenger safety also remains a challenge for engineering, education, and enforcement. It is an engineering challenge for auto and child safety seat manufacturers to ensure compatibility. The education aspect is a challenge because of the ever-changing audience of new parents and children. It is also challenging to enforce child safety seat laws because many officers are not fully aware of the various recommendations for best child safety seat use. Rigorous education efforts for parents, care givers, teachers, and law enforcement officers will assist in improving the high rates of misuse and non-booster seat use for child passengers.

MESSAGING

TEEN BELT USE CAMPAIGN

Section 405

BACKGROUND: Nationally and in Michigan, traffic crashes are the leading cause of death for teenagers. According to 2003 information from the National

such as speeding and/or driving after using alcohol or drugs. Further, studies show that teens may be easily distracted while driving.

One key reason for high traffic fatalities among this age group is that they have lower safety belt use rates than adults. Because teens have an increased exposure to potentially fatal traffic crashes, it is imperative to increase safety belt use among this age group. In addition, the youth population has increased by more than 12 percent since 1993, and was expected to increase by another 7 percent by 2005. As this age group increases as a percentage of the population, the personal and societal costs associated with deaths and injuries from motor vehicle crashes will also rise.

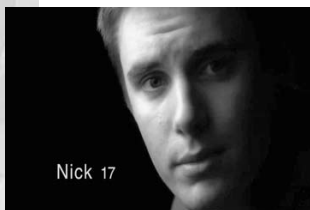
GOAL: Decrease teen traffic fatalities and injuries by increasing the safety belt use of teen motorists.

ACTIVITIES: The most visible and effective safety belt activity is the annual statewide Buckle Up or Pay Up, Click It or Ticket mobilization. Ads targeted at young men have effectively helped increase safety belt use among this group.

Building on the momentum and success of this annual campaign, a new television advertising component was developed specifically for high school-age teens. The first step was conducting focus groups to determine which messages would most likely resonate with this group. Somewhat surprisingly, both young men and young women responded most favorably to messages regarding loss of life rather than a strong enforcement theme and the monetary costs of a safety belt citation.

Using this information, a new TV ad incorporating enforcement as well as the personal toll of a traffic fatality was developed and aired during the statewide safety belt mobilization in May. The final message was, "Wearing it will cost you nothing. Not wearing it can cost you everything." Posters and radio advertisements utilizing this message were developed for use in FY07.

Telephone survey results following the May safety belt mobilization showed that teens have a somewhat higher perceived risk of enforcement and a lower perception of special efforts to enforce safety belt use. Teens were slightly less likely to claim they always buckle up; however, rates were higher for those claiming to mostly buckle up. Far more teens were likely to report not having buckled up sometime in the past year, compared to 70 percent of young men.



A new television ad targeted at teens was part of the May safety belt mobilization.

Highway Traffic Safety Administration, teens have a higher fatality rate in motor vehicle crashes than any other age group. There are many reasons; for instance, while teens are learning the new skills needed for driving, many frequently engage in high-risk behaviors,

BOOSTER SEAT PUBLICITY

Section 405

BACKGROUND: Although Michigan law only requires children under age four to be in approved child safety seats, graduating to booster seats enhances a child's safety by allowing the safety belt to fit properly and provide maximum safety benefits.

GOAL: Increase Michigan's booster seat usage rate from its current 8.6 percent rate to ensure that children 4-8 years old and under 4'9" are riding safely.

ACTIVITIES: Many parents are unaware that booster seats are recommended until children are 4'9" in height. To help provide a visual reminder to parents just how tall that is, a unique poster was developed to show parents and caregivers just what 4'9" is in actual height. Five thousand copies of this life-size poster were produced for distribution in FY07 to agencies that work with families with young children, such as the Michigan SAFE KIDS groups, hospitals, health departments, WIC coordinators, child passenger safety instructors, and Michigan Works agencies.



ACTIVITIES: Although some commercially produced videos explain the various child safety seats and how to use them, most are long and fairly complex.

To meet the need for a short, concise video giving basic information regarding seats and installation, a video was developed to help parents understand the need for and how to use infant, toddler, and booster seats. This video was distributed to over 300 agencies that work with families with young children. The agencies included hospitals, health departments, WIC coordinators, CPS Instructors, and SAFE KIDS chapters and coalitions.



Correct child passenger safety was the focus of a new video produced by OHSP.

In a related activity, a child passenger safety "roll call" video was developed and sent to more than 600 law enforcement agencies. The video covered Michigan's child passenger safety law and helped officers understand the need for different seats and some basic installation problems. In addition, a special officer information card was included with references to Michigan's safety belt laws.

A survey was distributed to law enforcement agencies along with the video. Results from the 104 surveys returned indicated 997 officers viewed the video.

Other responses indicated:

- »78 percent stated that the video clarified child passenger safety laws
- »73 percent felt the accompanying child passenger safety materials contained enough information to make them better able to do their job
- »Nearly 65 percent felt much better prepared to enforce the child passenger safety laws and educate parents after watching the video
- »59 percent expressed a little to very much interest in or need for child passenger safety training.

COMMUNITY ENGAGEMENT

RURAL TEEN BELT USE - MICHIGAN STATE UNIVERSITY 4-H SAFETY BELT PROGRAM

Section 405

GOAL: Assist parents and those who transport children with the proper selection and installation of child safety seats.

BACKGROUND: In an effort to encourage older children to properly buckle up, OHSP reached out to new rural partners including Michigan State University's 4-H Youth Program. MSU 4-H is the coordinating office

for the 4-H chapters statewide, which work with teens in rural areas, the target audience OHSP is trying to reach.

GOAL: To increase the awareness among rural teens regarding the importance of safety belt use.

ACTIVITIES: The MSU 4-H project began in FY05 to educate youth in rural areas. During the first year of the program, teens in several counties facilitated safety belt educational activities in their communities, and

were able to involve nearly 3,200 youth and thousands of adults with safety belt awareness activities.

During the second year, the 4-H Safety Belt Project reached nearly 3,200 youth ages eight to twelve

years, as well as nearly 600 teens. Adult volunteers provided over 1,600 hours of service to the program. Collaborations with thirty-two partners were established to assist in making the program a success. Partners included schools, Future Farmers of America (FFA) clubs, health departments, and law enforcement agencies. Safety belt-themed activities were planned and delivered by teams of teens and adults in Eaton, Emmet, Mackinac, and Shiawassee counties. A project training session assisted with designing safety belt learning experiences and lesson plans.

Prior to participating in the safety belt program, 74 percent of the teen educators stated that they always wore their safety belts. By the end of the program year, 97 percent of the teen educators reported to always wear their safety belts. Also, 84 percent of the teens felt that their driving habits had improved since working with the program.

Presentations took place at the FFA Agriculture Education Day, Project Rural Days, fall festivals, a driver's education class, and "tween" audiences at elementary schools. Because of this initiative, Shiawassee County is researching the possibility of establishing future programs.

The MSU 4-H Youth Program is developing a webpage for the safety belt project. The website will include a project overview, a listing of safety belt events in each county, ordering information for safety

belt resources, and a message board to allow communications between the 4-H county groups.

FY07 will see the MSU 4-H Youth Program begin development of a tool kit for use in promoting this safety belt program to the remaining seventy-nine counties in Michigan. The tool kit will include safety belt materials and instructions for implementing safety belt educational activities in their county. The goal is to have at least twenty new counties participate.

CHILD PASSENGER SAFETY (CPS) EDUCATION AND TRAINING

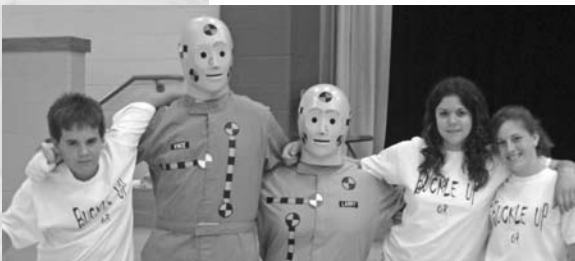
Sections 405, 2003(b)

BACKGROUND: Proper use of child restraints can substantially increase survival rates in the event of a crash. Most young children are improperly secured in their child seats, if they have them, and very few older children are using booster seats. This leaves children at increased risk in the event of a crash. OHSP has worked with the Michigan Department of Community Health (MDCH) for several years to provide education and training on child passenger safety issues. The MDCH Child Passenger Safety Specialist now serves as the Lower Peninsula Child Passenger Safety Coordinator, ensuring programming and training in this region of the state.

GOAL: To increase the awareness of motorists regarding the importance of proper child safety seat usage.

ACTIVITIES: Six CPS Technician Certification courses and five CPS Technician Renewal courses were offered to CPS Instructors this year. In addition, CPS instructors conducted two CPS Technician Certification courses. Overall, twenty students received their CPS re-certifications and 140 new CPS technicians were certified. A total of 195 car seats were inspected during child safety seat checks held at the conclusion of the training courses and seventy-seven seats were distributed to replace unsafe seats or to families who arrived without seats for their children. The average misuse rate at these events was 98.5 percent.

A newly established CPS for Law Enforcement training curriculum review committee reviewed the NHTSA Traffic Occupant Protection Strategies (TOPS) and the Operation Kids-Law Enforcement training curriculums. The group will take the most appropriate and useful parts of each curriculum to use when training law enforcement agencies on child passenger safety.



The Mackinac Safety Belt Team promoted safety belt use to students at St. Ignace Elementary School as part of a project with MSU 4-H.

MDCH assisted four hospitals with adopting discharge policies regarding child safety seats. MDCH plans to continue these efforts in FY07, and has met with several new hospitals to begin discussions and development of discharge policies. The hospital discharge policy has proven to be a long and arduous task; however, MDCH will approach a larger number of hospitals to begin the process in hopes that over the next couple of years more hospitals will have a policy adopted and implemented.

Other activities included providing technical assistance to the CPS technicians in the Lower Peninsula, assisting OHSP with CPS public information material development and dissemination and facilitating the CPS instructor's meeting twice each year.

C.S. MOTT CHILDREN'S HOSPITAL CAR SEAT PROGRAM

Section 405

BACKGROUND: The University of Michigan's C.S. Mott Children's Hospital is a valuable resource for providing pertinent information on child safety issues to their local community. Continuing from FY05, OHSP provided a second year of funding for a sustainable car seat program in the University of Michigan Health System. Funding covers training CPS technicians and teachers for car seat classes, educating new parents, and maintaining an inventory of rentable car seats for families in need.

GOAL: To develop a hospital-based car seat training and inspection program to providing training to hospital staff, patients, and the community on a continuous basis.

ACTIVITIES: C.S. Mott Children's Hospital created a car seat safety program that includes parent education classes, car seat inspection and distribution to families in need, a buckle up hotline, materials for diverse patient communities, and training for hospital and university staff, as well as community members.

The NHTSA 32-hour Child Passenger Safety Technician Certification training resulted in twelve newly trained technicians from C.S. Mott Hospital staff, University of Michigan employees, and community members.

A new dedicated buckle up hotline and car seat inspection appointment scheduling system has helped the program increase the number of families served. Callers may register for a class or be referred to the

next SAFE KIDS community car seat check, depending on their needs. As a result, nearly 200 families received child passenger safety education and 358 child safety seats were inspected. Due to the dramatic rise in the number of families being served, a part-time administrative assistant was added to the program.

C.S. Mott Hospital is also integrating the car seat program into the new computerized physician orders management system. This will allow physicians to place an order for the parents to attend a car seat class and/or place an order for a car seat if the family does not have an appropriate car seat for discharge.

The grantee is also working with other hospital departments and partners to incorporate the following use and promotion of the car seat program to their patients:

- »The Birth Center Tours unit is promoting the program to expectant parents
- »The Japanese Family Health Center translated child passenger safety materials and offered to provide a translator at child safety seat checks
- »The Michigan Visiting Nurses promoted the program to patients, many of whom are Spanish speaking, by using the Spanish translated materials. A Spanish speaking CPS technician is also available
- »A CPS technician fluent in sign language allows the program to serve the hearing impaired population
- »Other partnerships include working with Planned Parenthood, the Teen Pregnancy Center, the Maternal Infant Health Program, and Safe House. Lastly, the Buckle Up Program was nominated by three departments within the hospital and was honored by the hospital for excellence in patient education.



Increasing awareness of proper child safety seat usage was the focus of several projects this year.

UPPER PENINSULA CPS COORDINATION

Section 405

BACKGROUND: In FY05, OHSP established an Upper Peninsula Child Passenger Safety Coordinator position to ensure child passenger safety training resources and expertise is adequately provided to the region. This ongoing project provides technical assistance and training for U.P. CPS technicians, coordinates the CPS activities of all of U.P. hospitals, and provides a mechanism for communication and networking. Staff supported in part by this grant conducts a variety of

CPS activities around the Upper Peninsula, including CPS inspection clinics and participation in the regional CPS week.

GOAL: To increase the awareness among Upper Peninsula motorists regarding the importance of proper child passenger safety.

ACTIVITIES: The Marquette County Sheriff's Office and Health Department's CPS instructors continued to increase and improve child passenger safety activity in the Upper Peninsula.

The U.P. Coalition secured donated booster seat billboards and worked to expand CPS programming into local Indian tribal groups.

A CPS renewal course and a NHTSA Child Passenger Safety Technician Certification course resulted in fourteen new technicians and two new training instructors.

The U.P. CPS trailer was used at three events. An assessment of training supplies resulted in the purchase of new training seats and seat belt systems, as well as the purchase of two new tents for child safety seat check events.

The U.P. CPS Coalition completed a project to increase the awareness of first-responders about the child identification stickers on child restraints. Flyers were distributed to all police, fire, and EMS agencies in the Upper Peninsula.

Other activities included:

- »Conducted CPS activities in thirteen U.P. counties
- »Held nineteen CPS inspection clinics in twelve communities, making contact with 374 children
- »Distributed 289 child safety seats, including 138 for low-income families

- »Publicized national Child Passenger Safety Week
- »Updated the technician database quarterly
- »Presented to twenty-seven community groups, i.e. WIC clinics, senior citizen groups, and Head Start agencies
- »Worked with five hospitals to establish newborn child safety seat discharge policies

CHILD PASSENGER SAFETY ASSESSMENT RECOMMENDATION ACTION PLAN

Section 405

BACKGROUND: In FY05, a NHTSA Child Passenger Safety Assessment reviewed current child passenger safety programs and provided recommendations for improvement. The CPS network used the assessment recommendations to develop a five-year strategic plan to address the state's child passenger safety program.

GOAL: To determine areas of the child passenger safety program in need of improvement.

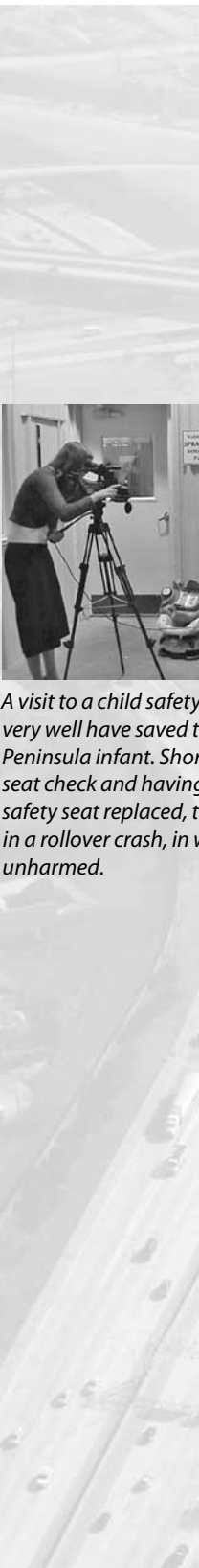
ACTIVITIES: MDCH is developing a measurable strategic plan based on the recommendations of the 2005 Child Passenger Safety Assessment and prioritized by a group of CPS partners. The top three recommendations are: conduct CPS training, develop and deliver CPS awareness training for law enforcement agencies, and assist hospitals with adopting discharge policies. The final strategic plan is expected to be completed by December 2006.

Activities have continued or begun to address the assessment recommendations. CPS training has continued with approximately twenty CPS certification and recertification training courses being held in FY06. Increased promotion of CPS training for law enforcement officers was initiated with the posting of upcoming training information on Michigan's Law Enforcement Information Network (LEIN) to increase the number of CPS law enforcement technicians. The adoption of hospital discharge policy efforts were increased with over twenty hospitals being contacted in FY06 to begin discussions on this issue.

MICHIGAN MODEL FOR COMPREHENSIVE SCHOOL HEALTH EDUCATION

Section 405

BACKGROUND: Started in FY05, the Michigan Model Curriculum Committee is continuing the revision pro-



A visit to a child safety seat check may very well have saved the life of one Upper Peninsula infant. Shortly after attending the seat check and having their inadequate child safety seat replaced, the family was involved in a rollover crash, in which the baby was unharmed.

cess for kindergarten through sixth grade booster seat and safety belt school health curricula. Following approval by the Michigan Model Committee, the new information will be integrated into lesson plans along with new manuals and materials.

GOAL: To incorporate booster seat and safety belt information into the Michigan School Health Curriculum in order to educate children on the importance of buckling up.

ACTIVITIES: The first draft of the third grade booster seat and safety belt lessons are complete. These lesson plans were piloted in classrooms for assessment. The feedback will be incorporated into the Safety Unit of the curriculum, and student assessments of booster seat and safety belt use will be developed to measure the effects of the lesson plans. The layout, illustration, and preparation of print ready documents are anticipated to be completed in FY07.

BUCKLE UP CLUB

Section 405

BACKGROUND: In an effort to heighten awareness of and the need to use child safety seats and safety belts, OHSP worked with the Michigan Dental Association (MDA) to revive a "Buckle Up Club" program with dentists. Automobile crashes are one of leading causes of injuries to the face and mouth, and the leading cause for this type of injury in children over age five.

GOAL: Utilize dentists to promote awareness of proper child passenger safety.

ACTIVITIES: An appropriately themed campaign slogan is the cornerstone for efforts with dentists: "Don't Wreck Your Smile. Wear Your Safety Belt."



"Don't Wreck Your Smile. Wear Your Safety Belt." was the theme of a project with the Michigan Dental Association.

Following adoption of this campaign message, posters and bookmarks were developed. Shipping materials to MDA's 4,200 members will take place in FY07.

Toothbrushes with the campaign logo and slogan will be used by the MDA during various exhibiting opportunities and presentations.

Feedback will be sought from MDA on their membership's interest in the materials and any future projects.

"BUCKLE BEAR" PASSENGER RESTRAINT AWARENESS AND EDUCATION

Section 405

BACKGROUND: Head Start and Early Head Start are comprehensive child development programs for children from birth to age five, pregnant women, and their families. The agency is child-focused and seeks to increase the school readiness for young children from low-income families. The population served by Head Start programs is a vital group to reach to encourage the proper use of child safety seats and booster seats. National research indicates those with lower levels of education and lower incomes are less likely to buckle up on a consistent basis.

Capital Area Community Services Head Start piloted "Buckle Bear" in FY05. The program brings the booster seat message to children ages four through eight and their families, focusing on elementary schools and Head Start. This is the second year of a three-year program, starting with Capital Area Head Start, with a goal of implementing Buckle Bear throughout the state's Head Start programs.

GOAL: To increase the awareness level of parents and children regarding the importance of child passenger safety.

ACTIVITIES: Capital Area Community Services Head Start agency purchased additional child passenger safety materials, developed child passenger safety training for parents, and conducted presentations at classroom family activity nights. Potential Head Start parents were introduced to Buckle Bear through presentations at Head Start neighborhood showcases. These events welcomed Head Start and community families to participate in a wide variety of family friendly activities. Nearly 500 parents received child passenger safety education through the Buckle Bear program and completed a survey about their knowledge of child passenger safety laws and how their



children ride in vehicles. Survey results showed that 81 percent of the Head Start children use a car seat and/or booster seat when riding in a car. Parents participating in these trainings and activities were eligible to receive a low-cost or free booster seat during their second family activity night visit. Capital Area Community Services staff inspected and/or installed over 300 booster seats for families that indicated a need.

Visits were made to seventeen Head Start classrooms to introduce Buckle Bear to 615 children through puppet presentations. The Buckle Bear backpack program was also circulated in the classrooms. The backpacks were filled with child passenger safety information and activities, as well as Buckle Bear books for the children to keep. Nearly 500 children participated in the backpack program. Parents received a survey about the program, and responses indicate that children and their parents understood the child passenger safety messages presented.

Future plans include development of a Buckle Bear program guidebook for promotion to the other ninety-three Head Start agencies across Michigan.

LOW-INCOME BOOSTER SEAT DISTRIBUTION

Section 405

BACKGROUND: A recommendation from Michigan's Child Passenger Safety Assessment is to develop a program to distribute booster seats to low-income families. This program will be developed in FY07.

GOAL: To increase Michigan's 8.6 percent booster seat usage rate, which in turn will reduce the number of child traffic fatalities and injuries.

ACTIVITIES: This recommendation is being addressed through existing grants. The Capital Area Community Services Buckle Bear grant works to provide booster seats to Head Start families, which are federally mandated to have low-income participants. The C.S. Mott Children's Hospital also has a focus to provide child safety seats to low-income families within the community. Michigan will continue to look for other avenues to effectively distribute booster seats to families in need.

ADMINISTRATION

DIRECT OBSERVATION SURVEYS OF SAFETY BELT USE

Sections 157 Innovative, 405

BACKGROUND: To assess progress in improving safety belt use and to qualify for federal grant funds, direct observation surveys of safety belt use are executed in cooperation with research universities.

GOAL: Obtain statewide safety belt use rate information.

ACTIVITIES: The University of Michigan Transportation Research Institute completed a report on the annual survey of safety belt use from FY05. The data analysis resulted in an 87.9 percent safety belt usage rate. Although this rate was lower than the previous rate, Michigan was able to report the May 2005 rate of 92.9 percent as its official safety belt usage rate for 2005.

The Wayne State University – Transportation Research Group conducted and reported on surveys of safety belt use in several observation waves from April through September 2006. The direct observation surveys after the May 2006 Buckle Up or Pay Up, Click It or Ticket mobilization showed a 94 percent safety belt use rate. The annual survey around Labor Day returned 94.3 percent safety belt use, Michigan's highest rate ever.

COMMERCIAL MOTOR VEHICLE DIRECT OBSERVATION SURVEY

FMCSA

BACKGROUND: Increasing the use of safety belts while driving in an automobile is one of the most effective ways of reducing injuries and fatalities on the nation's highways; yet, more than 50 percent of commercial motor vehicle (CMV) drivers ignore laws and safety precautions and drive or ride unbuckled. A nationwide observational study conducted by the U.S. Department of Transportation (USDOT) and the Federal Motor Carrier Safety Administration (FMCSA) encompassing 3,909 commercial motor vehicles demonstrated overall safety belt usage rate among the drivers of the commercial motor vehicles is 48 percent. The state of Michigan was not part of this study, which included twelve states.

Alcohol

ENFORCEMENT

GOAL: Determine the baseline measure of the current safety belt usage rate among CMV drivers in Michigan.

ACTIVITIES: The observational survey for the CMV statewide sample was performed in spring 2006 to determine the baseline data needed to serve as the performance measure and guideline for educational and enforcement programs. During this observation period, 2,528 vehicles were observed at 181 sites randomly selected to represent statewide safety belt use. The number of safety belt observations, including drivers and passengers, was 2,644.

The overall weighted safety belt use rate for CMV drivers and passengers traveling through Michigan is 73.6 percent.

Keeping in view the lower CMV safety belt usage rate, OHSP in association with Michigan State Police Motor Carrier Division, USDOT/FMCSA Michigan division office, and the Michigan Center for Truck Safety, has developed a CMV Safety Belt Action Plan. The major objective of this plan is to promote the use of safety belts among the drivers of commercial motor vehicles. Results of the direct observation safety belt survey will be used to create law enforcement and public education programs.

ENFORCEMENT OF UNDERAGE DRINKING LAWS

OJJDP, Section 410

BACKGROUND: In 2005, of the 13,452 drinking drivers involved in crashes, 1,574 (11.7 percent) were twenty years old or younger. Twenty-six hundredths of one percent (0.26 percent) of drivers age twenty or younger were impaired in a crash, as opposed to 0.18 percent of the drinking-age population. This means that drivers age twenty or younger were 42 percent more likely to have been drinking and in a crash than older drivers. In 2005, of the 54,056 arrests for impaired driving, 1,133 (2.1 percent) were for underage drinking. Eighteen hundredths of one percent (0.18 percent) of drivers age twenty or younger were arrested for alcohol-impaired driving, as opposed to 0.80 percent of the drinking-age population. This means that drivers age twenty or younger were 77 percent less likely to be arrested for alcohol-impaired driving than older drivers.

For the past nine years, the Department of Justice, Office of Juvenile Justice & Delinquency Prevention's Enforcing Underage Drinking Laws (EUDL) program has provided funding for overtime enforcement of underage drinking laws. Agencies in twenty-five counties participated in a multi-tiered approach to enforcement – seeking out parties where underage drinkers are, targeting adults who furnish alcohol to minors, working special events where minors may drink alcohol, and watching for retailers who sell alcohol to minors. Agencies can also purchase equipment relating to underage drinking enforcement.

GOAL: Through high visibility enforcement, increase the perception of risk among minors of being caught drinking alcohol.

ACTIVITIES: Agencies in twenty-five counties worked 5,520 overtime hours, making 14,783 enforcement contacts and dispersing 363 parties.

Citations issued included:

- » 756 Minor-In-Possession (MIP)
- » 200 Adults Furnishing Alcohol
- » 113 Open Intoxicants
- » 73 Operating While Impaired (OWI)
- » 37 felony arrests
- » 495 misdemeanor arrests





Success Story

An off-duty officer was at a Ferris State University hockey game and overheard a student inviting people to a party that included kegs of beer and a band. This information was quickly dispatched to the grant project director. Before the hockey game ended, an enforcement team was in place. After securing a search warrant, they entered the home. Eighty citations for attending a nuisance party were issued, as were several MIPs.

YOUTH ALCOHOL LAW ENFORCEMENT LIAISONS

OJJDP

BACKGROUND: Law Enforcement Liaisons (LELs) assist law enforcement agencies with planning, coordinating, and publicizing enforcement. LELs provide a solid link between OHSP and law enforcement by providing personal attention to agencies. For eight years, OHSP has employed LELs who are current or retired police officers.

GOAL: To coordinate enforcement programs among law enforcement agencies across the state.

ACTIVITIES: The liaisons were trained on controlled dispersal and other underage drinking issues, and provided a controlled dispersal video to train new officers.

Some liaisons attended local town hall meetings on underage drinking, which was part of a national movement of similar meetings to get communities talking about underage drinking issues. The partnerships and networking at these meetings have resulted in an increase in local efforts to combat underage drinking.

In August, the liaisons attended a national underage drinking conference where they received training on strategies and techniques for enforcing underage drinking laws that can be implemented in Michigan.

IDENTIFYING FALSE IDENTIFICATION – BLACK LIGHTS

Section 410

BACKGROUND: The goal of providing black lights to officers is to decrease the number of false identifications given to law enforcement and retailers

by underage youth attempting to purchase alcohol. Black lights can show if certain watermarks on IDs are falsely created. Many ID fraud experts say the problem of false and fraudulent identification is far worse now than it has ever been because the technology for creating false and fraudulent identification is widely available.

GOAL: To provide Michigan law enforcement officers with blacklights and training to properly identify false identifications.

ACTIVITIES: Over 2,000 mini ultra-violet black lights were distributed to MSP troopers and officers from law enforcement agencies that hosted the Fraudulent Drivers License training program in the past year. These include the Muskegon County Sheriff’s Office, Ingham County Sheriff’s Office, Meridian Township Police Department, and MSP. To date, over 2,500 officers have taken the Fraudulent Drivers License training. The officers will use these on a daily basis, and perhaps as many as 500,000 identifications will take place (based on one officer using the flashlight once a day).

TOXICOLOGY LAB STAFFING

Section 163

BACKGROUND: The Michigan State Police Toxicology Lab faces increased demand from law enforcement agencies requesting blood analysis for drugs and alcohol. Over the past decade, requests have increased almost 100 percent despite staffing levels remaining constant. Further, the state’s .08 BAC law passed in 2003 included criminalizing driving with a Schedule 1 drug in the driver’s system. This change means more officers are requesting tests for drivers suspected of using these drugs.

Average lab analysis for alcohol took up to three weeks under the state’s .10 BAC standard for drunk driving. After passage of the .08 law, analysis time has doubled and is increasing. Lab analysis for drugs took four to six weeks under the .10 BAC law. Now it takes the lab eight to twelve weeks for a complete screen.

GOAL: To reduce the backlog for blood analysis of alcohol and Schedule 1 drugs at the Michigan State Police blood toxicology unit.

ACTIVITIES: In FY05, a project got underway to fund up to three positions and purchase sophisticated testing equipment to work on alcohol and drug screening for

the lab. During that first year, the drug toxicology backlog decreased from 1,000 cases to approximately 700 cases. During the second year of this project, the turnaround time for toxicology screening has decreased from ninety days to nineteen days. The alcohol backlog has decreased to approximately 150 cases, from a high of 300 cases. The alcohol turnaround time is down to five days, from a high of fourteen days.

This project has been extended for two years, and at its conclusion, outside funding will be required to continue support for the additional personnel hired.

STANDARDIZED FIELD SOBRIETY TESTING COORDINATION

Section 410

BACKGROUND: To successfully arrest and prosecute an impaired driver, law enforcement must be trained with the most current alcohol detection techniques available. OHSP provides statewide training in Standard Field Sobriety Testing (SFST) to all law enforcement officers requesting the training. OHSP provides this training as not all officers in Michigan are fully certified in the NHTSA-IACP SFST training. Classes and materials are available at no charge, and all law enforcement agencies are encouraged to attend.

GOAL: Support SFST for the law enforcement agencies that receive federal funds for overtime enforcement of the state's drunk driving laws.

ACTIVITIES: OHSP supports a part-time SFST coordinator who:

- >> maintains the statewide SFST law enforcement training database
- >> determines class locations to assure training is available throughout the state
- >> designates instructors for over thirty classes each year and provides all of the appropriate NHTSA updates
- >> scheduled thirty-three classes with 547 students
- >> conducted one train-the-trainer class.

MESSAGING

UNDERAGE DRINKING PUBLIC INFORMATION AND EDUCATION

OJJDP

BACKGROUND: By the time students are high school seniors, more than 84 percent have used alcohol at some time and approximately 55 percent have used alcohol within the past thirty days, according to a 2003 Michigan Youth Risk Behavior Survey.

The Substance Abuse and Mental Health Services Administration reports that more than 40 percent of youth who begin drinking before age 15 will become dependent on alcohol.

While Michigan has a statewide task force to enforce underage drinking laws, an educational campaign is needed to support awareness of enforcement. Research indicates that increased threats of enforcement are often the best deterrent for underage drinking.

GOAL: To develop a strong enforcement message for teens (ages 13–20) to reduce the incidence of underage drinking.

ACTIVITIES: Informal research with high school students was conducted to determine both potentially effective messages and ways to communicate with this unique audience. The findings indicate that students are concerned about disappointing their parents and losing their trust and/or respect. Along with that, students were worried about the consequences of being caught drinking, especially a loss of freedom.

Using this information, a campaign theme, "Get Wasted. Get Busted. Under 21? It Will Cost You, Seriously." logo, and poster were developed for use by law enforcement agencies to publicize underage drinking enforcement programs. Distribution of these materials and additional materials will be developed in FY07.

**GET WASTED
GET BUSTED**
Under 21? It'll cost you. Seriously.

A poster with the theme "Get Wasted. Get Busted. Under 21? It Will Cost You, Seriously." was developed to help reduce underage drinking.

COMMUNITY ENGAGEMENT

FATAL ALCOHOL CRASH TEAM

Section 410

BACKGROUND: In Marion County, Indiana, a Fatal Alcohol Crash Team (F.A.C.T.) was formed in December 2002. The team integrates a number of resources to effectively and efficiently investigate and prosecute fatal drunk driving crimes. Since that time, the prosecution has had a 100 percent conviction rate for impaired fatal crashes. Developing a similar team in Michigan as a pilot program can serve as a model for other counties, improve



Genesee County launched the first-ever Fatal Alcohol Crash Team in Michigan this year as a pilot project.

conviction rates for offenders, and lead to better handling of evidence in these cases.

GOAL: To develop and implement a countywide team responsible for investigating all alcohol- and drug-related crashes that result in death or serious bodily injury and where prosecution is likely.

ACTIVITIES: The Genesee County Fatal Alcohol Crash Team (F.A.C.T.) kicked off its operations with a news conference in September. The event was attended by three local television stations and a daily newspaper. In addition, several local radio stations carried the story.

An operations manual and reporting forms were created, and a protocol for the team's response to crashes was developed and distributed to the participating agencies in the county.

Applications for F.A.C.T. members were reviewed; three team leaders and ten "permanent" team members were selected based on overall qualifications and jurisdictions. The remaining F.A.C.T. members have been designated as "non-permanent" team members and will be assigned on a case-by-case basis.

Because the team was not formalized until late in the fiscal year, it did not respond to any crashes in FY06. Accident reconstructionist training will also be a focus for the coming year.

ADJUDICATION TRAINING

Section 410

BACKGROUND: Current education on traffic safety issues is necessary to effectively address impaired driving issues as well as underage drinking. The adjudication and law enforcement communities must stay abreast of the priority issues within the state, as well as nationally, for Michigan courts to focus on these concerns. Additionally, current training levels in Michigan are insufficient to meet the needs and demands of the adjudication, prosecutorial, and law enforcement communities.

GOAL: To provide training for the adjudication community determined by feedback from magistrates, probation officers, and judges via surveys and discussion with their statewide associations such as the Michigan Association of District Court Magistrates and Michigan Association of District Court Probation Officers. This training provides the adjudication community with knowledge vital to effective sentencing and treatment of impaired driving cases as well as best practices from across the nation.

ACTIVITIES: Workshops on DUI/traffic court issues were offered at the Michigan Supreme Court Annual Conference and the Michigan Association of Drug Court Professionals Annual Conference. Topics included drug testing, components of drug courts, and alternatives to jail for the district court.

In addition, a District Court Probation Officer training was completed with more than thirty attendees and included speed measurement updates, search and seizure of a motor vehicle, and judicial interventions to address problem or suspended drivers.

A Magistrate Specialty Seminar for fifty-seven people included information on the Federal Uniform Manual of Traffic Control Devices, a speed measurement update, search and seizure (including motor vehicles), blood-alcohol pharmacology, and judicial interventions to address problems for suspended drivers.

PROSECUTOR TRAINING

Section 410

BACKGROUND: Current education on traffic safety issues is necessary to effectively address impaired driving issues as well as underage drinking. Prosecutors and law enforcement agencies must stay abreast of



the priority issues within the state as well as nationally, to focus on these concerns. Additionally, current training levels in Michigan are insufficient to meet the needs and demands of the prosecutorial and law enforcement agencies.

GOAL: To provide prosecutors with updated drunk driving training, such as current drunk driving legislation, best practices for impaired driving prosecution, resources necessary to successfully prosecute impaired driving cases, and improving communication with law enforcement.

ACTIVITIES: For the past four years, the Prosecuting Attorneys Association of Michigan (PAAM) has provided traffic safety training for county prosecutors. The Traffic Safety Training Attorney who conducts the training provided instruction to:

- >> county prosecutors and their assistants
- >> state agencies
- >> law enforcement

Activities throughout the year included:

- >> Meeting with prosecutors in counties that received grant funding for efforts to reduce underage drinking.
- >> Serving as a resource for prosecutors by responding to questions on legal defenses being raised, interpretation of OWI statutes, locating out-of-state OWI statutes, cross-examination of known local, state, and national defense experts, and locating experts to counter defense experts.
- >> Producing The Green Light, Yellow Light, and Red Light Alerts for county prosecutors with timely and useful traffic safety case law information.
- >> Writing a letter in response to an article in the Michigan State Bar Journal by a prominent defense attorney challenging the accuracy of the SFSTs.
- >> Presenting at the National Committee for the Prevention of Alcoholism and Drug Dependency conference in Barbados. While in Barbados, the training attorney also addressed the Barbados Kiwanis Club about alcohol and its effects; a class of high school students about the dangers of underage drinking; and was interviewed on two national

television shows, *Good Morning Barbados*, and *Chat*, on the benefits of having a breath testing program.

In addition, eleven seminars were provided for law enforcement, prosecutors and assistant prosecutors, and other traffic safety partners. The seminars offered were: Protecting Lives, Saving Futures, Basic PowerPoint, Cops in Court, PowerPoint, PowerPoint Pizzazz, Regional Prosecutor Meetings, and Talking to a Jury: Are You Getting Through?

MICHIGAN COALITION TO REDUCE UNDERAGE DRINKING

Section 410, OJJDP

BACKGROUND: The Michigan Coalition to Reduce Underage Drinking (MCRUD), a program provided through Prevention Network (PN), was established in 1996 to assist communities by providing technical assistance, training youth in student leadership skills, and distributing information on model youth prevention programs. State agencies, including OHSP, provide funding support for staffing and small grants for local programs and projects. MCRUD has twenty-six regional community coalitions that work directly with youth and adults in performing youth alcohol prevention activities.

GOAL: To reduce youth access to alcohol by serving as a clearinghouse for local citizens, coalitions, and communities to obtain information on underage drinking initiatives.

ACTIVITIES: PN and MCRUD staff provided extensive resources, technical assistance, and coverage for a series of Town Hall Meetings on youth and alcohol usage. An Alcohol Awareness packet with sample policies, program ideas, and best practices was given to Town Hall planners. Staff attended planning meetings for the events, as well as the events themselves. Staff also administered grants, totaling nearly \$40,000, in Alger, Barry, Genesee, Houghton, Huron, Ionia, Iosco, Luce, Mackinac, Macomb, Marquette, Muskegon,



Local Michigan Coalition to Reduce Underage Drinking coalitions hosted projects in their communities to help reduce underage drinking.



Ottawa, Saginaw, Schoolcraft, Van Buren, and Wayne counties.

A sample of projects included:

- » In Saginaw County, fourteen high schools participated in “Sticker Shock” where stickers were placed on alcoholic beverages, reminding consumers they need to be at least 21 to purchase alcohol and should not allow those under 21 to purchase alcohol.
- » The Copper Country Coalition for a Drug-Free Community conducted a media literacy training for teens to educate them on how alcohol advertisements are created, developed, and placed. Teens then created their own public service announcements to be aired on their in-school video loop.
- » Students at Michigan Tech University in Houghton developed *The Guidebook to Outdoor Adventures* which provided alternative activities that are not alcohol-related to deal with the academic stresses of college.
- » The Iosco County Youth Action Council hosted a two-day training camp focusing on alcohol, tobacco, and other drug prevention activities to be conducted by attendees in their own schools.
- » The Van Buren Coalition to Reduce Underage Drinking produced and distributed kits developed by youth leaders for twenty-two middle and high schools with materials aimed at raising awareness of underage drinking and environmental issues.

COURAGEOUS PERSUADERS

OJJDP

BACKGROUND: Research has proven that peer-to-peer communication is an effective tool in reaching teens. The Courageous Persuaders program is an annual competition that encourages high school students to create a thirty-second television commercial warning middle school students about the dangers of drinking alcohol. This is the sixth year for this program.

GOAL: To raise awareness among middle and high school students on underage drinking issues through the development and production of TV public service announcements (PSAs).

ACTIVITIES: The Courageous Persuaders program went from a statewide program to a national program in 2006. More than 1,200 teams registered for the video competition via e-mail, with 840 teams submitting videos. This was an increase of over 670

percent from the 2005 competition. The number of Michigan teams participating increased from 125 in 2005 to 215 in 2006. Registrations and videos were received from every state, and from an air force base in Okinawa, Japan.

Middle school students from twelve schools judged the PSAs. In addition, representatives from the New York Art Festival, USA Today, and the Detroit Adcrafter Club also selected winners. All participants received invitations to attend a “Hollywood-style” awards banquet, with award winners receiving scholarship funds. PSAs can be viewed at www.couragefirst.com.

Winners included:

- » J.J. Pearce High School - Richardson, Texas - *2 minutes* (Grand Prize)
- » Cooper High School - Abilene, Texas - *Consequences* (First Place)
- » West Valley High School - Hemet, California - *Bad Influence* (Second place)
- » Hazel Park High School - Hazel Park, Michigan - *Cool* (Third place)
- » Eppler Junior High School - Utica, Michigan - *Drunken Drummer* (New York Festival)
- » Thomas S. Wootton High School - Rockville, Maryland - *Spin The Bottle* (USA Today)
- » Dondero High School - Royal Oak, Michigan - *Vocabulary 101* (Adcrafter)

A Detroit area TV station aired the winning PSAs. McCann Erickson and USA Today produced and ran several advertisements congratulating award winners and promoting the 2007 competition.

PROTECTING YOU/PROTECTING ME

OJJDP

BACKGROUND: The National Mothers Against Drunk Driving (MADD) has developed a classroom-based alcohol use prevention curriculum, Protecting You/Protecting Me (PY/PM) for elementary students in grades 1-5. The program, based on cutting-edge brain research, is the only school curriculum that not only educates about the dangers of underage alcohol consumption, but also teaches children how to protect themselves in dangerous situations linked to alcohol. This Substance Abuse & Mental Health Services Administration (SAMHSA) model program is delivered in elementary schools where it reaches children before they have fully formed their attitudes toward underage drinking.

The curriculum takes the stand of “zero tolerance” for the use of any illegal drug, illegal use of alcoholic

beverages by persons under 21 years of age, and any misuse or high-risk use of medications and household products containing alcohol.

The curriculum is based on three complementary and reinforcing mechanisms: risk reduction, resiliency and protective factors, and developmental assets. Programs based on these theories are found to be highly effective in reducing risks for substance abuse and increasing the protective factors that mitigate, reduce, or eliminate risks associated with substance abuse.

GOAL: Increase the number of schools and communities teaching national MADD's PY/PM curriculum.

ACTIVITIES: For this program, Michigan MADD organization conducted two "train the trainers" sessions for fifty people with the assistance of national MADD. Follow-up with those participating in the first training indicated that 64 percent implemented the program in the 05-06 school year and two schools reported 714 students were served in the program.

MICHIGAN MODEL FOR COMPREHENSIVE SCHOOL HEALTH EDUCATION

OJJDP

BACKGROUND: The Michigan Model for Comprehensive School Health Education is used in more than 90 percent of public schools and more than 200 private and charter schools. It was established in 1985 as a cooperative effort of seven state agencies: Public Health, Education, Mental Health, Social Services, Office of Highway Safety Planning, State Police, and Substance Abuse. These agencies agreed to collaborate in providing an efficient delivery mechanism for key disease prevention and health promotion messages.

Today, the Michigan Model curriculum facilitates interdisciplinary learning through lessons that integrate health education into other curriculum, including language arts, social studies, science, math, and art. Teacher training in the implementation of the Model ensures that students and their schools as a whole get maximum benefits from this program.

GOAL: To evaluate and update the current underage drinking and substance abuse curriculum in the Michigan Model.

ACTIVITIES: Central Michigan University (CMU), which is charged with maintaining and updating the Michigan Model Curriculum, worked collaboratively with the state revision team in the refinement of curriculum and also worked collaboratively with Michigan Department of Education (MDE) staff on integrating assessment items into the revised lessons, correlating lessons with standards, benchmarks and curriculum framework. Curriculum revisions were completed for grades four and five and review and initial revisions were made to grades two and three. CMU also revised draft lessons based on teacher and pilot feedback.

ADMINISTRATION

DUI COURT DATA COLLECTION AND EVALUATION

Section 410

BACKGROUND: Increasing the effectiveness of drug courts is a national focus. Enhancing existing and new DUI/Drug courts will help address Michigan's repeat offender problem. While these courts have been operational for a number of years, an evaluation tool does not exist. An evaluation will help DUI courts operate more effectively, and give a better understanding of the effectiveness of DUI/drug courts.

GOAL: Establish an evaluation program for DUI/drug courts.

ACTIVITIES: The State Court Administrator Office (SCAO) has been responsible for developing and conducting an outcome evaluation for the DUI courts in Michigan. The evaluation is a longitudinal study following defendants for a minimum of one year from courts in Oakland, Ottawa, and Bay counties. Data collection continued through September 2006, and a preliminary report will be presented in the fall of 2006 with an initial analysis of all data collected up to that point. A final comprehensive report on the recidivism levels of the defendants being tracked will be completed at the end of FY07.

The SCAO has completed the web-based, statewide drug court case management system for all thirty-two drug courts in Michigan. This was designed to create a standard, efficient way to collect data and analyze DUI courts. It also allows DUI courts to implement a standard data coding system and analysis.

TRAFFIC ENFORCEMENT VANS

Section 410



Four Traffic Enforcement Vans are located in Ingham, Marquette, Monroe, and Ottawa counties, and used to promote traffic safety initiatives.

BACKGROUND: Formerly known as the BATmobiles (Blood Alcohol Testing), the vans were used solely to assist with impaired driving enforcement processing. To enhance the visibility of these vehicles, the use of the vans has been extended to promote *Click It or Ticket*, underage drinking enforcement, and local community events. Located in Ingham, Marquette, Monroe, and Ottawa counties, the vans are used to enhance enforcement efforts and increase publicity regarding traffic safety.

GOAL: To increase the visibility of overtime enforcement of traffic laws through use of the traffic enforcement vans.

ACTIVITIES: The Holland Police Department, Lansing Police Department, Marquette Police Department, and Monroe County Sheriff's Office staffed the traffic enforcement vans during the summer. The vans were scheduled for use for enforcement, publicity, or a community event at least once a month, May-September, and were utilized forty times.

In an effort to more visibly promote traffic safety endeavors, the Holland Police Department had framework for changeable signage installed on its van and signs were created to promote safety belt enforcement. The other three agencies will have their vans upgraded with signage in FY07.

INTERACTIVE VIDEO TECHNOLOGY FOR DISTRICT COURTS

Section 410

BACKGROUND: Lab resources are spread thin when toxicology lab personnel are asked to appear in court, which often involves considerable travel time.

Expanded implementation of interactive video technology in district courts would assist the Michigan State Police Toxicology Lab to more efficiently address a growing demand for laboratory staff to travel significant distances to testify in court. Funding will allow thirteen district courts to purchase and install interactive video equipment in their courtrooms. This technology will be used in conjunction with the Michigan State Police Toxicology Lab interactive video equipment. With this technology, the courts will experience greater efficiency in scheduling MSP toxicologists for impaired driving cases, resulting in fewer delays and greater access to the state police toxicologists.

GOAL: To support the purchase of interactive video technology in thirteen district courts across Michigan.

ACTIVITIES: Equipment has been installed and successfully tested in two court locations: the 90th District Court in Emmet County and the 94th District Court in Delta County.

The first trial requiring video testimony from a Michigan State Police toxicologist was scheduled for mid-September, but the need for this witness was eliminated prior to the trial. However, the 94th District Court demonstrated the quality of the video transmission to its county prosecutor and local defense attorneys by conducting a mock trial.

Police Traffic Services

OVERVIEW

Target audiences that engage in high-risk driving behaviors seem to have a greater reaction to the threat of a ticket or imprisonment than to health and safety messages. The presence of continuous enforcement saturating an area will provide communities with a visual reminder of law enforcement's diligence in addressing Michigan's traffic laws.

ENFORCEMENT

DRIVE MICHIGAN SAFELY TASK FORCE (DMSTF)

Sections 157 Incentive, 402, 163, 410, 405, OJJDP-FY05

BACKGROUND: To make the best use of limited funds, traffic enforcement grant funding is based on a combination of population, frequency of fatal and serious injury traffic crashes, and media reach. By focusing funding in these areas, OHSP can efficiently and effectively reach the majority of drivers. Qualifying counties receive grants for overtime enforcement involving county sheriffs, state police, and local law enforcement agencies.

GOAL: Utilize high visibility enforcement to increase safety belt use and reduce alcohol-involved crashes, ultimately resulting in fewer traffic deaths and injuries.

ACTIVITIES: Michigan conducted three, statewide traffic enforcement mobilizations. An impaired driving crackdown took place from December 19, 2005, through January 1, 2006. A safety belt enforcement mobilization took place May 22 through June 4, and a second impaired driving crackdown was August 18 through September 4. In addition, many task force counties conducted sustained enforcement throughout the summer months, when injuries and fatalities are highest.

Fifty-five counties, including 234 law enforcement agencies covering nearly 94 percent of the state's population, participated in the year-long Drive Michigan Safety Task Force safety belt and impaired driving enforcement initiatives.

The task force agencies conducted more than 34,000 hours of safety belt enforcement, resulting in:

- >>49,726 vehicles stopped
- >>36,600 safety belt citations issued

- >>48 OWI arrests
- >>941 citations issued for driving while license suspended
- >>1,510 misdemeanor arrests
- >>176 felony arrests

Agencies also conducted more than 40,850 hours of OWI enforcement, resulting in:

- >>46,776 vehicles stopped
- >>2,452 OWI arrests
- >>996 other alcohol arrests
- >>3,010 misdemeanor arrests
- >>409 felony arrests

To enhance the visibility of impaired driving enforcement during the Labor Day *You Drink & Drive. You Lose.* crackdown, five counties - Wayne, Oakland, Macomb, Genesee, and Kent - were selected to participate in enhanced activity based on crash data that identified these areas, accounting for nearly 40 percent of all alcohol-related traffic deaths.

Funding was available for agencies to conduct OWI/OUIL warrant sweeps to ensure individuals arrested on drunk driving charges were processed through the court system so that appropriate sentencing could take place. Over a two week period, the sweeps resulted in 306 arrests on outstanding warrants, 272 of those for alcohol-related offenses. The courts also noted an increase in voluntary surrenders as a result of the contact notices.

Funding also enabled the agencies to equip marked police vehicles with in-car camera technology and expanded scheduling of overtime patrols during traditional "happy hour," or early evening hours. One agency purchased twenty-eight in-car digital video cameras for its fleet.

Success Story

In an effort to keep officers assigned to the safety belt and OWI enforcement details well informed, the Genesee County project director sent information letters to the lead officer of each participating agency prior to enforcement activity. The letter contained information regarding the enforcement location, date and time of the enforcement, and court information. The letter also gave the protocol for the handling of tickets and reports when working outside of an officer's normal jurisdiction.





MICHIGAN COMPREHENSIVE TRAFFIC SAFETY INITIATIVE (MCTSI)

Sections 157 Incentive, 402, 163, 410, OJJDP FY05

BACKGROUND: To make the best use of limited funds, traffic enforcement grant funding is based on a combination of population, frequency of fatal and serious injury traffic crashes, and media reach. By focusing funding on these areas, OHSP is able to efficiently and effectively reach the majority of drivers. All enforcement programs include the participation of the Michigan Department of State Police (MSP).

GOAL: Utilize high visibility enforcement to increase safety belt use and reduce alcohol-involved crashes, ultimately resulting in fewer traffic deaths and injuries.

ACTIVITIES: All enforcement programs include the MSP, the only agency that covers the entire state. Fifty posts participate in DMSTF activities, coordinating with local agencies. The posts conducted 5,456 hours of safety belt enforcement, resulting in:

- >>7,285 vehicles stopped
- >>4,045 safety belt citations issued
- >>63 OWI arrests
- >>204 driving while license suspended citations
- >>161 misdemeanor arrests
- >>33 felony arrests

The posts also conducted 7,618 hours of OWI enforcement, resulting in:

- >>7,171 vehicles stopped
- >>328 OWI arrests
- >>288 other alcohol arrests
- >>316 misdemeanor arrests
- >>72 felony arrests

MSP also participated in youth alcohol grant projects. One of the main objectives of the youth alcohol grants is to decrease the number of youths attempting to consume alcohol and adults providing alcohol to minors. The posts conducted almost 900 hours of youth alcohol enforcement. There were six OUIL arrests, forty-four MIP arrests, thirty-three misdemeanor arrests, four open intoxicant citations, and 238 other citations.

All MSP posts participated in the three mobilizations. After each mobilization, all posts submitted their statistics to OHSP so that the activity could be evaluated.

A position to administer grant-funded activity and act as the liaison with all sixty-four posts was vital to

the success of the MSP traffic enforcement efforts. It is critical to allocate overtime hours to the posts in the task force area in a timely manner and to provide the post grant sergeants with information about the enforcement projects.

In April 2005, MSP was granted \$1 million to purchase 185 speed measurement devices and 191 in-car video cameras for their fleet. A review of the enforcement activity for the posts in fiscal years 2005 and 2006 revealed a 10 percent increase in the hazardous action citations - which includes speeding citations - issued by patrol hour. This may be attributable to the equipment purchase. Due to the timing of data availability, crash and overall conviction rates are not yet available for 2006 for comparison.

US-2 CORRIDOR ENFORCEMENT (OPERATION S.A.B.R.E.)

Section 402

BACKGROUND: Michigan's Upper Peninsula is unique in many aspects. Geographically a large area, the U.P. lacks an east-west interstate freeway. U.S.-2 is the main thoroughfare that carries commercial traffic, tourists, and residents traveling across the region.

Much of U.S.-2 is a two-lane road with strategically placed passing lanes. Some motorists become impatient when traveling behind slower moving commercial trucks, vehicles towing campers or boats, or scenery-watching tourists. Because of these many factors, a task force was convened to address an increase in traffic deaths and serious injuries during the summer months in three counties along U.S.-2 in the Upper Peninsula.

In 2004, three deaths occurred in motor vehicle crashes on U.S.-2 between May 30 and September 6. In 2005, one death occurred during that same time frame. Because of the demonstrated reduction in fatalities during the project's first year, Operation S.A.B.R.E. (Speed, Aggressive [driving], Belts, Rural Enforcement) was continued for a second summer.

GOAL: Encourage motorists to avoid aggressive driving and dangerous passing, obey speed limits, and to buckle up through publicity and enforcement.



ACTIVITIES: Law enforcement agencies including MSP from the Negaunee, St. Ignace, Manistique, Gladstone, Munising, Sault Ste. Marie, and Newberry posts; the Sault Tribal Police, St. Ignace Police Department, and the MSP Motor Carrier Division; along with the Michigan Department of Transportation, local tourism offices in Schoolcraft and Mackinac counties, and the Michigan Center for Truck Safety supported a public information campaign and selective traffic enforcement campaign throughout the summer.

Overtime patrols were scheduled for Friday and Sunday evenings, times when tourist traffic was especially high, between Memorial Day and Labor Day. Information about the campaign was provided to motorists through radio public service announcements, and placemats and banners located at more than 100 restaurants, campgrounds and businesses along the U.S.-2 corridor. Enforcement results were:

- >>358 patrol hours
- >>683 enforcement contacts
- >>605 traffic stops
- >>5 other alcohol arrests/ citations
- >>491 speed citations
- >>28 other citations
- >>2 felony arrests
- >>2 misdemeanor/ fugitive arrests
- >>3 safety belt citations

In 2006, one motor-vehicle fatality was noted on the U.S.-2 corridor during the grant funded timeframe. A medical condition was found to precede the crash.

SAFETY BELT ENFORCEMENT ZONE SIGNS

Section 405

BACKGROUND: For the fourth year, law enforcement agencies conducted safety belt enforcement zones to ensure motorist awareness of increased enforcement. A safety belt enforcement zone requires the use of special, portable signs that mark the start of a zone area. Enforcement zone signs make it clear officers are writing safety belt citations, avoiding the assumption that a stop is for speeding, and reminding motorists that officers are serious about enforcing Michigan's safety belt law.

GOAL: Enhance the visibility of safety belt enforcement.

ACTIVITIES: As the number of grant-funded agencies continues to grow, so does the need for zone signage. Fifty-five counties conducted safety belt enforcement

zones this summer. An additional 100 enforcement zone signs were purchased to provide these agencies with signs.

LAW ENFORCEMENT CHALLENGE

Section 402

BACKGROUND: With limited federal funds available, only law enforcement agencies meeting certain crash and population criteria receive grant funds for enforcement during mobilizations. To encourage the more than 500 law enforcement agencies to participate in mobilizations, Michigan created a "law enforcement challenge."

GOAL: Increase law enforcement participation in state and national traffic enforcement campaigns.

ACTIVITIES: Law enforcement agencies register for the challenge by pledging to have officers place greater attention on the campaign focus during mobilization periods. Agencies that do so and report enforcement results by set deadlines are entered into a random drawing for a grant that can be used to purchase equipment, schedule overtime, attend traffic-related training, or a combination of these options. Agencies that participate in the three mobilizations are eligible for one of several larger grants, as well as other traffic safety equipment awards.

Following the Memorial Day holiday, twelve agencies were awarded \$5,000 grants. The winners were:

- >>Birch Run Police Department
- >>Edmore Police Department
- >>Harper Woods Police Department
- >>Iron Mountain Police Department
- >>Livingston County Sheriff's Office
- >>Mason County Sheriff's Office
- >>Mattawan Police Department
- >>Montague Police Department
- >>MSP Alpena Post
- >>MSP East Tawas Post
- >>Sault Ste. Marie Police Department
- >>Wolverine Lake Police Department



Law enforcement agencies have the opportunity to receive grant funding by participating in Michigan's law enforcement challenge.



Following the Labor Day impaired driving crackdown, twelve agencies were randomly selected. The winners included:

- »Alpena County Sheriff's Office
- »Big Rapids Department of Public Safety
- »Blissfield Police Department
- »Caseville Police Department
- »East Bay Township Police Department
- »Madison Township Police Department
- »MSP Ithaca Post
- »MSP Metro North Post
- »Montrose Township Police Department
- »Newaygo County Sheriff's Office
- »Romulus Police Department
- »Somerset Township Police Department

Following the Christmas/New Year's drunk driving crackdown, eight agencies were awarded \$5,000 grants. The winners were:

- »Chippewa County Sheriff's Office
- »Hart Police Department
- »MSP Ypsilanti Post
- »MSP Metro South Post
- »Oakland County Sheriff's Office
- »Plainwell Department of Public Safety
- »Sebawaing Police Department
- »White Pigeon Police Department

Equipment purchased by the winners included binoculars, traffic cones, crash reconstruction supplies, digital video system, digital cameras, first responder kits, fatal vision goggles, traffic flares, flashlights, in-car cameras, lasers, night vision goggles, passive alcohol sensors, ultraviolet lights for checking driver licenses, radars, rain gear, reflective vests, speed trailer, stop sticks, traffic motorcycle lease, and trunk organizers.

Success Story

Upon winning a grant from OHSP, the Romulus Police Department identified exceeding the speed limit by 15 mph as a problem near the airport that serves the Detroit area. Three locations were selected for speed enforcement based on the number of speed violations and traffic crashes related to excessive speed. In all, Romulus PD conducted twenty-four speed enforcement details. The results were 387 vehicles stopped, with 400 citations issued and ten arrests made.

Although preliminary reports appear to show a reduction of traffic crashes related to speed in the area, the number of speeding violations continues at about the same pace. The high visibility of officers conducting traffic enforcement has reduced the number of speeders who work at, or commute to and from the airport daily or on a regular basis. The majority of the speed violations appear to be the occasional traveler using the airport, unfamiliar to the area, and not paying attention.

LAW ENFORCEMENT CHALLENGE RECOGNITION CEREMONY

Section 402



The Elkton Police Department used their Challenge Awards grant to purchase a new patrol car.

BACKGROUND: For the last three years, the law enforcement challenge concluded with a special event to recognize the contributions of agencies and announce regional and grand prize winners.

GOAL: Recognize law enforcement for their dedication to traffic enforcement.

ACTIVITIES: Law enforcement agencies were invited to the luncheon based on participation in the Challenge

program. Certificates were provided to all participants and regional grant award winners were chosen by random drawing during the luncheon.

Winners were:

- »Elkton Police Department
- »Fenton Police Department
- »Jonesville Police Department
- »Lakeview Village Police Department
- »MSP Grand Haven Post
- »MSP Iron River Post
- »Royal Oak Police Department

Two agencies, Elkton and Fenton, used the grants to purchase traffic patrol vehicles. Other equipment purchased includes fatal vision goggles, flashlights, in-car cameras, laser, radars, rain gear, reflective vests, stop sticks, a trunk organizer, and amber lights.

Innovative Partnership

Utilizing OHSP grant funding, the Lakeview Police Department identified the middle school area as a potentially dangerous area for students to interact with speeding vehicles. The police department worked with the township to install blinking amber lights on eight school zone signs. The lights come on during the heavy traffic periods before and after school to warn motorists that children are in the area. The installation of these lights has significantly enhanced the visibility of the school zone.

MICHIGAN ASSOCIATION OF CHIEFS OF POLICE (MACP) AWARDS

Section 402



BACKGROUND: The Award for Excellence in Traffic Safety is a cooperative effort with the Michigan Association of Chiefs of Police (MACP), OHSP, and AAA Michigan. OHSP has been providing grants for traffic safety efforts to winning agencies since 2002.

GOAL: Recognize outstanding traffic safety efforts conducted by police and public safety departments across the state.

ACTIVITIES: Nineteen law enforcement agencies earned the 2005 Award for Excellence in Traffic Safety. They were awarded \$2,000 grants.

The 2005 award winners included:

Class 1: (1-10 police officers)

Hudsonville Police Department
Plainwell Department of Public Safety
Sandusky Police Department

Class 2: (11-15 police officers)

Dryden Township Police Department

Class 3: (16-25 police officers)

Charlotte Police Department
Dowagiac Police Department
Sturgis Police Department

Class 4: (26-49 police officers)

Center Line Department of Public Safety
Grand Haven Department of Public Safety
City of Ypsilanti Police Department

Class 5: (50-80 police officers)

Kentwood Police Department
Novi Police Department
Portage Police Department

Class 6: (more than 81 police officers)

Sheriff's Offices:

Ingham County Sheriff's Office
Muskegon County Sheriff's Office
St. Joseph County Sheriff's Office

Michigan State Police Posts:

MSP Eighth District Headquarters
MSP Cheboygan Post
MSP Petoskey Post

The winners used the funding to purchase items such as binoculars, crash reconstruction equipment, digital cameras, fatal vision goggles, flashlights, in-car cameras, lasers, passive alcohol sensors, radar, reflective vests, and a speed trailer.

Success Story

The Dowagiac Police Department purchased a speed trailer that has been utilized where speed violations had been reported to the police department. The information gathered has given the Dowagiac Police Department the opportunity to better assign officers to work speed/traffic enforcement in these areas.



MOTHERS AGAINST DRUNK DRIVING OFFICER RECOGNITION

Section 410



BACKGROUND: Mothers Against Drunk Driving (MADD) annually recognizes law enforcement officers for outstanding efforts to arrest drunk drivers. OHSP is a long-standing partner with MADD in supporting the recognition of these dedicated individuals.

GOAL: Recognize outstanding efforts to stop and arrest drunk drivers.

ACTIVITIES: Those nominated for a MADD Lifesavers Award attended a luncheon recognition program where honorees received vouchers to attend traffic safety related trainings or conferences. Of the nine officers recognized this year, three were able to attend the national Lifesavers Conference in Austin, Texas.

LAW ENFORCEMENT LIAISONS

Section 402

BACKGROUND: To help coordinate traffic enforcement programs, OHSP utilizes a team of eight law enforcement liaisons (LELs). Established in 1998, a LEL covers a region of the state or coordinates MSP grant-funded activities. LELs are current or retired police officers.

GOAL: Encourage law enforcement agencies to support traffic safety programs through more personal contact.

ACTIVITIES: The LEL team assisted law enforcement agencies with strategic planning, coordinating grant-funded enforcement among agencies, and helping agencies publicize enforcement. LELs solicited mobilization participation and helped provide traffic safety and enforcement training. The LELs also participated in UD-10 training classes, Youth Alcohol Town Hall Meetings, and legal update classes for the purpose of providing this information to law enforcement agencies within their regions.

The LELs made more than 600 personal contacts throughout the year. As a result, 88 percent of Michigan's 650 law enforcement agencies participated in the 2006 Challenge program. The liaison team

also assisted with the Law Enforcement Challenge Recognition Ceremony.

The liaison team was instrumental with implementing the enhanced campaign to decrease the incidence of drunk driving surrounding the Labor Day crackdown. To enhance the visibility of impaired driving enforcement during the Labor Day drunk driving crackdown, five Michigan counties - Wayne, Oakland, Macomb, Genesee, and Kent - were selected to participate in enhanced activity based on crash data that identified these areas accounting for nearly 40 percent of all alcohol-related traffic deaths.

TRAFFIC ENFORCEMENT ASSOCIATION OF MICHIGAN (T.E.A.M.)

Section 402

BACKGROUND: Law enforcement officers lack a statewide traffic safety association that would allow them to share information, promote specialized training, and recognize the important contribution traffic enforcement makes.

GOAL: Unite law enforcement officers who have an interest in traffic safety.

ACTIVITIES: The LEL team is developing a statewide traffic safety association and a website that will serve as the dedicated source for training needs and information sharing among traffic enforcement officers. The LELs will comprise the Board of Directors for T.E.A.M. until the association is established. The association will be designed to encourage those officers committed to traffic enforcement, as well as motivate others to make traffic enforcement an important part of their careers.

The association will be open to all law enforcement from command officers to local officers, deputies, and MSP troopers. It will highlight successful traffic enforcement techniques, legal interpretations of the Motor Vehicle Code, and traffic enforcement training being offered throughout the state. Its website will feature training and grant opportunities, new technology, and promotion of all Michigan law enforcement programs.



The association is planning to host a training conference specifically designed for road officers in October 2007.

TRAFFIC ENFORCEMENT ASSOCIATION OF MICHIGAN (T.E.A.M.) CONFERENCE

Section 402



Ingham County Prosecutor Stuart Dunnings III spoke at the first ever Traffic Enforcement Association of Michigan conference.

BACKGROUND: Training enables law enforcement officers to be aware of and understand current priorities in order to successfully contribute their efforts in addressing traffic safety priorities.

OHSP and T.E.A.M. co-

sponsored the first statewide traffic enforcement training conference to increase the knowledge and skills of officers who use traffic enforcement as a means to reduce crime, traffic deaths, and injuries.

GOAL: Support law enforcement training on traffic safety initiatives.

ACTIVITIES: The Michigan Law Enforcement Officers Training Conference took place in October 2005 and was open to all Michigan law enforcement officers. The event concluded with the annual Challenge Awards Recognition Ceremony.

A variety of topics and workshops were offered, including Getting More Out of Traffic Stops, Terrorism and Traffic, Safe Speeds-Setting Realistic Speed Limits, Fakin' It-How to Detect a Fraudulent ID, and Up to the Minute-Changes in the Law. More than 530 officers and twelve vendors registered for the two-day conference. With nearly 300 evaluations submitted, the conference was recorded as an overwhelming success. On a scale of 1 to 5, with 5 being excellent, the overall rating was 4.11. This was the largest conference ever hosted by OHSP.

UPPER PENINSULA CONDUCTING COMPLETE TRAFFIC STOPS TRAIN-THE-TRAINER

Section 402

BACKGROUND: Training enables law enforcement officers to be aware of and understand current priorities to successfully contribute their efforts in addressing traffic safety priorities.

The U.S. Department of Justice Community Orientated Police Services office and the NHTSA collaborated in developing a course that discusses how law enforcement officers can effectively, legally, and professionally conduct criminal investigations at traffic stops when suspicious indicators are present.

GOAL: Support law enforcement training on traffic safety initiatives.

ACTIVITIES: Two officers from the Upper Peninsula Regional Police Academy through Northern Michigan University received the train-the-trainer program. As a result, the U.P. Regional Police Academy is now sponsoring these courses at no cost to OHSP. Thirteen Complete Traffic Stops courses have been scheduled in the Upper Peninsula for early FY07.

MESSAGING

MOBILIZATION PAID ADVERTISING

Sections 402, 410

BACKGROUND: Stepped up enforcement has the greatest impact when motorists are aware of these efforts. Using paid advertising allows OHSP to target messages to key groups, especially young men, effectively and efficiently. Unlike earned media, paid advertising allows the message to be delivered as intended. This strategy has allowed OHSP to increase its message awareness and help drive positive behavior changes.

GOAL: Continue high levels of awareness for the *Buckle Up or Pay Up, Click It or Ticket and You Drink & Drive. You Lose.* campaign messages during enforcement mobilizations.

ACTIVITIES: Paid advertising campaigns took place to promote the December and August *You Drink & Drive. You Lose.* crackdowns as well as the May *Buckle Up or*

Pay Up, Click It or Ticket mobilization. A more detailed report is available in the Paid Advertising section of this document.

MOBILIZATION ADVERTISING DEVELOPMENT

Section 402

BACKGROUND: Carefully crafted advertising messages can significantly increase awareness of special traffic enforcement programs – and prompt driver behavior change. It is essential that ads remain relevant and meaningful to the target advertising audience, young men. As the safety belt use continues to increase, it is imperative that the ad message remain fresh and appealing to the diminishing number of unbuckled motorists.

Because the state's safety belt advertising campaign has been running for two to three years, a new ad was essential to remain attention getting.

Along with targeted advertising messages, OHSP will dovetail its outreach efforts in a similar way, targeting the outreach campaign for young men.

GOAL: Through research, develop a f e t y b e l t enforcement ads for a young male

audience to further increase the likelihood of achieving a higher safety belt use rate. Also, craft an outreach strategy and materials to reinforce this same message among the target audience, young men.

ACTIVITIES: A series of focus groups in the winter began the process of developing a new TV and radio ad campaign aimed at young men. As the safety belt use rate continues to climb, the group of motorists who buckle up infrequently becomes smaller. In focus groups, it was apparent that virtually all were aware of the life-saving benefits of buckling up. In fact, one participant had lost a close relative in a traffic crash, yet failed to buckle up himself.

Although these young men knew they should buckle up and that police strictly enforced the law, many felt they knew how to outsmart officers. The \$65 citation was still a strong motivator/incentive to buckle up for this group.

A new TV ad was crafted, this one introducing a bit of humor to capture the audience's attention and remind them that strict enforcement was again part of the annual rite of spring. The TV ads featured cars with signs pointing out their occupants were unbuckled: Unbuckled driver. Ticket me. Lookee. No Belt. Waiting for a ticket.

LOCAL PUBLIC SERVICE ANNOUNCEMENTS

Section 402

BACKGROUND: During traffic enforcement mobilizations, traffic safety messages are visible, both through paid advertising and earned media efforts. As important as these efforts are, motorists need regular reminders to buckle up and drive sober throughout the year. Unpaid public service announcements featuring local law enforcement officers often receive modest play from local broadcast and cable stations because these ads feature local public officials.

GOAL: Utilize local public service announcements to remind motorists of traffic safety messages during non-mobilization periods.

ACTIVITIES: At the MACP Mid-Winter Training Conference in February, law enforcement officers were given the opportunity to tape a public service message about drunk driving. Thirteen law enforcement officials recorded a message and were provided copies of the PSAs to distribute to their local media.

COMMUNITY ENGAGEMENT

UPPER PENINSULA CONFERENCE ATTENDANCE

Section 402

BACKGROUND: Because of geographical distance and limited funds, law enforcement officers in the Upper Peninsula generally do not attend statewide conferences held in lower Michigan. This puts them at a disadvantage as they are not able to obtain new information about technology or training. In addition,



A new advertisement for the May Buckle Up or Pay Up, Click It or Ticket campaign indicated just how easy it is for officers to spot unbuckled motorists.

they are unable to realize the advantages of networking with officers from other departments.

GOAL: To increase the number of law enforcement officers in the Upper Peninsula attending the T.E.A.M. Law Enforcement Conference.

ACTIVITIES: Registration, lodging, and meals were provided to law enforcement officers in the Upper Peninsula to attend the Michigan Law Enforcement Officers Training Conference in Lansing. Motor coach transportation was provided, with the bus traveling to three pick-up points in the region, transporting nineteen officers. In addition, fifteen officers traveled to the conference independently.

ADMINISTRATION

EVALUATION - TELEPHONE SURVEYS OF DRIVER BELIEFS AND ATTITUDES

Sections 402, 410

BACKGROUND: The ongoing success of enforcement mobilizations can be tied, at least in part, to continual evaluation efforts. Evaluation tools can illuminate areas for improvement, identify program enhancements and new programs, and determine a program's effectiveness or ineffectiveness.

GOAL: Determine public perception of the enforcement efforts.

ACTIVITIES: Before and after each wave of statewide enforcement under the *Click It or Ticket* and *You Drink & Drive. You Lose.* programs, telephone surveys were conducted to determine driver knowledge, beliefs, and behaviors. These tracked changes in awareness of enforcement efforts and advertising campaign messages. Surveys devoted special attention to target audiences for media campaigns, including young male drivers, teens, and drivers in rural areas.

Results showed stable levels in drivers' perceived risk of citation for non-use of safety belts or arrest for impaired driving, with some improvement during mobilization and crackdowns that faded over time. Awareness of OHSP media campaigns is good, with near-universal recognition of "Click It or Ticket" and rising recognition of other campaign taglines.

Pedestrians and Bikes

COMMUNITY ENGAGEMENT

BICYCLE KITS AND HELMETS

Section 402

BACKGROUND: Statistics show that most injuries and deaths are because bicyclists are not wearing helmets. Information from the FY02-03 Bicycle Assessment conducted by the League of Michigan Bicyclists indicated the need to target those least likely to wear helmets; low-income communities and minorities. By providing free helmets and educational materials, bicyclists will be more apt to wear them.

GOAL: To provide helmets to bicyclists as well as educate them on the importance of wearing helmets.

ACTIVITIES: MDCH provided nearly 7,000 bicycle safety helmets and materials at ninety-five bicycle safety programs sponsored by communities and health departments to reach low-income families who would otherwise not be able to afford bicycle helmets. Helmets were distributed to SAFE KIDS chapters, health departments, schools, and law enforcement agencies.

DETROIT PEDESTRIAN SAFETY ACTION PLAN

Unfunded

BACKGROUND: The City of Detroit has one of the highest pedestrian-vehicle fatality rates in the nation. A group of safety advocates representing the City of Detroit, Wayne State University (WSU), SEMCOG, OHSP, MDOT, and FHWA are working together to address this issue.

GOAL: Create an action plan to address the high pedestrian fatality occurrences and rates within Wayne County, the City of Detroit, and WSU.

ACTIVITIES: The Detroit Pedestrian Action Team proposed conducting an in-depth pedestrian data study at key Detroit locations. MDOT agreed to fund this study and has secured the needed resources for a 2007 project. In addition, SEMCOG has agreed to conduct base data analysis to identify areas for more in-depth analysis.



Traffic Records

ADMINISTRATION

MICHIGAN TRAFFIC CRASH FACTS

Section 402

BACKGROUND: Traffic safety professionals at the federal, state, and local level need access to Michigan's traffic crash data to identify and analyze traffic crash problems, implement countermeasures, and evaluate impact. The annual Traffic Crash Facts has been the source of comprehensive traffic crash data accessible to the public.

GOAL: To produce and distribute the 2005 Michigan Traffic Crash Facts report.

ACTIVITIES: The 2005 Traffic Crash Facts publication was released in October. Changes for 2005 included a section dedicated to U.P. crashes and a basic data analysis tool on the website.

INTERNET RECORDS MANAGEMENT SYSTEM (Net RMS)

Section 157 Incentive

LAW ENFORCEMENT AGENCY MANAGEMENT SYSTEMS (LEAMS)

BACKGROUND: CJIC is developing a comprehensive law enforcement agency management system, known as NetRMS. Using the latest technology, NetRMS will offer the opportunity to integrate with other records management systems so information can be readily shared. NetRMS includes six modules: incident, intelligence, crash, citation, enhancements, and interfaces. Crash module development began in December 2002. The NetRMS and CPR groups have established a partnership and information environment needed for both projects to succeed.

GOAL: To provide an electronic system to record crash, citation, and incident data as these events occur.

ACTIVITIES: Due to internal state department issues, this project did not move forward and was canceled.

LEARNING MANAGEMENT SYSTEM (LMS) TRAINING

Section 163

BACKGROUND: It is impossible to effectively and efficiently train thousands of Michigan law enforcement officers on changes to UD-10 forms and other traffic records issues in a relatively short time frame. Traditional training methods are time consuming and expensive. In addition, training materials and content are quickly obsolete. Distance-based learning can remedy these problems, but an infrastructure is needed to deploy and manage the training. A learning management system (LMS) provides the infrastructure to deploy, track, and report on distance learning courses and students.

GOAL: Provide an internet or remote learning system to conduct law enforcement training.

ACTIVITIES: Due to a shift in priorities, this project did not move forward.

CRASH AND CITATION RECORD PROCESSING

Section 163

BACKGROUND: Michigan law requires the Department of State (SOS) to provide citation abstracts within ten days of conviction. To comply with this requirement, SOS needs computer system upgrades. This project will link data collection and processing of crash and citation records which will provide for increased data sharing between various agencies and ultimately provide better traffic records information.

GOAL: Provide the system enhancements needed to post citation convictions on a driver's record within ten days of adjudication.

ACTIVITIES: The development of a Unified Network Interface (UNI) to enable all driver data to be shared with other states, employers, and other record users as required by the Motor Carrier Safety Improvement Act has been started, including acquiring the necessary software. Analysis has been performed to ensure American Association of Motor Vehicle Administrators communications can work from both the mainframe and client server platforms.

This project should be completed by the end of FY07.

Community Traffic Safety Programs

MESSAGING

PUBLIC INFORMATION AND EDUCATION MATERIALS

Sections 402, 410

BACKGROUND: To promote safety belt use, sober driving, and other traffic safety issues, the OHSP Communications Section carries out many activities on a regular basis, including a statewide, general interest traffic safety newsletter. The section also oversees the development of flyers, brochures, and posters to promote traffic safety campaigns and hosts news conferences to promote traffic safety initiatives.



A news event during Child Passenger Safety Week introduced elementary students to Click It the Cricket and informed them about the need to use booster seats.

the general public to support traffic safety issues that address traffic deaths and injuries.

ACTIVITIES: Projects during the year included:

- »Producing annual reports for OHSP, the Michigan Truck Safety Commission, and the Secondary Road Patrol program.
- »Developing new materials for motorcycle and school bus safety.
- »Updating the publications catalog to reflect all current offerings.
- »Hosting a media event to promote Child Passenger Safety Week.
- »Issued fifteen statewide news releases and seventy-five localized news releases, resulting in approximately 134 media stories.
- »Continued to keep information posted to the OHSP website current.

GOAL: Continue communication programs and materials for grantees, partners, and

MATERIALS STORAGE AND DISTRIBUTION

Section 402

BACKGROUND: OHSP supports the storage and shipment of traffic safety materials so that anyone has access to this information at no charge. This allows grantees, partners, and others to utilize posters, brochures, and other materials for local traffic safety efforts.

GOAL: Continue support for the efficient storage and shipment of traffic safety materials in support of ongoing traffic safety programs and campaigns.

ACTIVITIES: OHSP has a proactive strategy for distributing traffic safety materials statewide. When new flyers, brochures, or other traffic safety-related items are published or purchased, a targeted mailing of these items is conducted to pertinent audiences. Special mailings of nearly 1.4 million items included:

- »child passenger safety materials to nearly 300 sites
- »drunk driving materials to nearly 700 law enforcement agencies in December
- »safe driving fact sheet sent to 700 NETS members/employers
- »posters to eleven sites to support a project with T.E.A.M. for the NFL Super Bowl
- »PSAs about child passenger safety to 125 radio stations
- »nearly 800 mobilization kits to promote the *Buckle Up or Pay Up, Click It or Ticket* safety belt mobilization.
- »Booster Bug coloring books to more than 2,250 elementary schools
- »CPS videos to nearly 700 law enforcement agencies
- »drunk driving materials to nearly 700 law enforcement agencies for Labor Day crackdown.

Overall, nearly 2.3 million traffic safety-related materials were distributed this year, an increase of more than 1 million items over last year.

UPPER PENINSULA PUBLIC INFORMATION AND EDUCATION

Section 402

BACKGROUND: OHSP provides public information and education materials to support targeted law enforcement campaigns. The U.S.-2 corridor has been identified as being overrepresented in crashes due to high speed, aggressive driving, and lack of safety belt use.



To provide messages to both local residents and vacationing motorists, materials have been developed to be placed in restaurants and campgrounds.



News conferences were hosted in St. Ignace and Rapid River to promote the start of the S.A.B.R.E. enforcement effort.

GOAL: Continue support for the U.S.-2 Operation S.A.B.R.E. law enforcement initiative to include printing placemats and banners to inform the public about increased law enforcement.

ACTIVITIES: Radio public service announcements ran throughout the Upper Peninsula regarding the S.A.B.R.E. project. From May through September, the PSAs aired 2,594 times on stations in Baraga, Escanaba, Hancock, Iron

Mountain, L'Anse, Marinette, Marquette, Menominee, Newberry, and Sault Ste. Marie.

In addition, groups distributed 100,000 placemats to restaurants and asked local businesses to put up S.A.B.R.E. banners. Two news conferences were hosted in May to kick off Operation S.A.B.R.E. Six television stations from Marquette, Traverse City, and Cadillac, three newspapers, and several radio stations covered the events.

PARTNERSHIP ACTIVITIES

Section 402

BACKGROUND: While OHSP uses funds to purchase paid advertising, this is generally limited to a two-week period surrounding traffic enforcement mobilizations. During other times, OHSP must seek ways to keep traffic safety messages in front of key constituencies, especially young men. Partnerships provide an ideal way to promote safety belt and drive sober themes to reinforce messages that are so visible during periods of stepped up enforcement.



Visitors to Clinton-Huron Metroparks were rewarded for wearing their safety belts with a pop. Those not wearing safety belts received information about the law and the benefits of buckling up.

GOAL: Seek out new partnerships to promote traffic safety messages and build on those it began developing last fiscal year.

ACTIVITIES: Building on its partnership with Techniques for Effective Alcohol Management (TEAM) and Recording

Artists, Actors, and Athletes Against Drunk Driving (RADD), OHSP set up a "tape your own" public service announcement shoot at the NFL Experience, an opportunity for football fans to get a taste of Super Bowl XL in Detroit. More than 100 participants recorded traffic safety commercials about the importance of designating sober drivers and wearing safety belts.

OHSP paired up with the Huron-Clinton Metroparks, a network of parks in Southeast Michigan, over the fourth of July weekend to get visitors to buckle up. At seven of the parks, restrained passengers received a Pepsi, donated by a local distributor. Those who were not buckled up drove away with information about how safety belts save lives. Ten thousand "Buckle Up. Every Trip, Every Time." flyers and litter bags and ten banners were created.

An interactive booth at the Michigan State Fair helped attract visitors' attention to safety belt and child safety seat use this summer. Children stepped up to the booster seat display to see if they needed a booster seat. If they fell under the red bar set at 4'9", a booster seat was recommended. Booster Bug coloring books were distributed and some had the chance to see the star of the publication, Click-It the Cricket, in person. About 800 visitors to the booth also received Polaroids in a commemorative photo frame touting a safety belt message.

Teaming up again with T.E.A.M., R.A.D.D., Roush Racing, NASCAR, Michigan International Speedway (MIS), and AAA Michigan, OHSP offered race fans the chance to tape their own PSAs at the August Nextel Cup race. Sixty fans had the opportunity to tape traffic safety commercials about the importance of wearing safety belts and another 450 had their picture taken and printed out on a special frame featuring a buckle up message. In addition, a PSA utilizing footage from last year's event and Nextel Cup driver Carl Edwards was developed and played during the weekend race event.

COMMUNITY ENGAGEMENT

MICHIGAN NETWORK OF EMPLOYERS FOR TRAFFIC SAFETY (NETS)

Section 402

BACKGROUND: Michigan NETS was established in 1994 to bring together private and public sector officials to reduce traffic deaths and bring down the cost of on- and off-the-job crashes. Since then, Michigan NETS has encouraged businesses to establish or expand workplace traffic safety programs in their own organizations and communities.

The Michigan NETS program now includes over 700 business partners.

GOAL: To provide and distribute useful and relevant traffic safety information to a broad cross-section of employers.

ACTIVITIES: Michigan NETS members receive traffic safety information via bi-weekly emails; materials mailings on relevant traffic safety issues; and through participation in the National NETS annual Drive Safely Work Week campaign.



A survey developed in 2005 indicated that NETS members would utilize traffic safety fact sheets to educate their workforce. Three fact sheets on speed, distracted, and drowsy driving were developed and distributed to more than 700 NETS business members, and posted on the NETS website.

During the 9th Annual Drive Safety Work Week campaign in October 2005, several activities were hosted by NETS members:

- »Spartan Stores offered voluntary vehicle inspections
 - »Consumers Energy Kalamazoo Service Center hosted an informational safety breakfast
 - »Kellogg hosted a traffic safety day for their employees
 - »The State of Michigan's Vehicle & Travel Services offered employees free vehicle inspections
 - »Pfizer promoted driver safety at their Kalamazoo plant.
- Other activities included:
- »Distributing traffic safety materials at a Pfizer safety fair and the 50th annual conference of the American Driver & Traffic Safety Education Association
 - »Crafting traffic safety messages for University of Michigan home football games
 - »Participation in the "Slow Down to Get Around" campaign.

NETWORK OF EMPLOYERS FOR TRAFFIC SAFETY TRAINING

Section 402

BACKGROUND: The Michigan NETS Advisory Council believes training encourages businesses to implement workplace traffic safety programs. While there are many benefits of a workplace traffic safety program, many employers are unaware of how these programs can

enhance safety and reduce employer costs.

GOAL: To develop and implement corporate traffic safety training programs and presentations in the workplace to benefit public and private sector businesses in Michigan.

ACTIVITIES: Traffic safety training activities included presentations on safety belts, alcohol, distracted driving/road rage, and fatigue to five Michigan businesses, reaching over 1,500 employees as well as training at the Northeast Lower Michigan Transportation Safety forum for a group of approximately thirty-five.

Success Story

Consumers Energy in Kalamazoo implemented a traffic safety awareness campaign followed by a safety belt observation study. The study found that 100 percent of their employees were buckling up.

SAFE COMMUNITIES RESOURCE CONSULTANTS

Section 402

BACKGROUND: Michigan Safe Communities invites local community leaders, organizations, and citizens to work with OHSP to prevent traffic crashes, violence, and substance abuse in their communities. The program was established in 1996 and now includes twenty-two coalitions working to make their communities safer. A recent program evaluation indicated the need to rebuild the program, making adjustments to improve and simplify the Safe Communities process.

Safe Community coalitions are a vehicle through which community members are reached with traffic enforcement messages as well as educational information regarding traffic safety issues. A major finding from a recent Safe Community evaluation was that the lack of paid, part-time resource consultants negatively impacted the ability of the coalitions to identify and seek funding within their community to pay for traffic safety program activities. The evaluation recommended paid, part-time resource consultants to assist coalitions.

GOAL: To utilize part-time resource consultants to provide assistance to coalitions with promoting traffic safety



Several employers provide traffic safety information to their employees during safety day presentations.



partnerships, securing grant funding, and additional activities as identified.

ACTIVITIES: Two part-time resource consultants assist with Safe Community activities involving four Safe Community coalitions in Detroit. Highlights included:

- »Partnering with fourteen Detroit-area churches during Child Passenger Safety Week to promote booster seats
- »Trauma Related Safe Community coalition developed a video to promote pedestrian safety among elementary school-age children
- »Buckle Up Detroit lawn signs were distributed to seventeen Southeastern Headstart programs
- »Traffic safety presentations were made at the Children’s Department of the main branch of the Detroit Public Library
- »Partnering with Neighborhood City Halls for the Empowerment Fair Fest to distribute 100 bicycle helmets.

SAFE COMMUNITIES PROJECTS

Section 402

BACKGROUND: Safe Community coalitions are a valuable resource for addressing traffic safety goals. Traffic safety initiatives are often most effective when implemented at the local level. Fatal and serious-injury crashes involving non-use of safety belts as well as the increasing frequency of pedestrian fatalities are issues that can be effectively addressed through the actions of Safe Community coalitions.

GOAL: To deliver traffic safety programs through Safe Community coalitions.

ACTIVITIES: Eight coalitions within Macomb County used grant funding aimed at addressing traffic safety problems within their community. One coalition, the Traffic Safety Association of Macomb County, participated in the “Safe Summer by Land by Sea – Alcohol Free” campaign throughout the summer, which offered programs

focusing on preventing drunk driving and boating. Other program partners involved in this initiative include the Macomb County Substance Abuse Coordinating Agency, the Macomb County Sheriff’s Office, MADD, Community Prevention Coalitions, Nautical Mile Association, Miller Marina, Macomb County Prosecutor’s Office, and the United States Coast Guard.

Additional activities included twenty-three safety belt awareness presentations to Macomb County schools, a partnership with the Macomb County Health Department that resulted in sixty-five Buckle Bear programs provided to pre-school through first grade students, and participation in “Safe Summer-2006” a local community event which drew over 2,800 children and adults.

In addition, through a partnership with the Macomb County Traffic Safety Association, Macomb County Health Department, and Macomb Safe Kids Chapter, 202 child safety seats were inspected and properly installed.

The West Shore Safe Community Coalition focused on enhancing the ability to identify traffic safety problems within their community. The coalition hosted two traffic safety trainings; one on the Michigan Department of Transportation Local Safety Initiative and one on the Traffic Crash Reporting System through the Michigan Department of State Police. Both trainings brought together representatives from community, local, and state agencies.

Following the training, the coalition identified several traffic safety risks and countermeasures including child passenger safety and the identification of high crash road segments within their community.

SAFE COMMUNITIES CONFERENCE

Section 402

BACKGROUND: Traffic safety initiatives are often most effective when implemented at the local level. Because Safe Community coalitions operate at this level, strengthening them can increase their effectiveness as vehicles to reach community members with traffic safety enforcement messages and educational information.

GOAL: Conduct a conference that will bring together Safe Community coalition members to provide them with opportunities for training, coalition building, and networking to increase their potential to have a positive impact on overall traffic safety program goals.

ACTIVITIES: The second annual Safe Communities conference was canceled due to lack of participant registration.

SAFE COMMUNITIES TOOL REDESIGN

Section 402

BACKGROUND: The Tool for Injury Prevention and Safety (TIPS) was developed by UMTRI to provide Safe Community Coalitions with a means to identify problems

and potential resources to effectively deal with them. The TIPS tool was originally developed as a Microsoft access application. Safe Community Coalitions determined it would be more beneficial to have it as a web-based application.

GOAL: To convert TIPS from Microsoft Access to a web-based system.

ACTIVITIES: UMTRI has completed the TIPS website. The site, located at <http://tipssurvey.org>, has received 150 hits since it was launched.

EXHIBITING

Section 402

BACKGROUND: OHSP is working to better educate potential partners about its traffic safety programs and goals of saving lives and reducing injuries. This means becoming more visible in new ways, including attending and exhibiting at conferences and special events around the state.

GOAL: Exhibit once a month at statewide conferences throughout the state that assist OHSP with reaching new and existing partners.

ACTIVITIES: OHSP attended ten events across the state where staff distributed traffic safety materials and provided information about programs. A majority of these were statewide conferences, with the County Road Association of Michigan Conference being a first-time event for OHSP.

In addition, OHSP exhibited at the following conferences:

- »Michigan Township Association
- »Michigan Association of Chiefs of Police
- »Michigan Traffic Safety Summit
- »County Road Association of Michigan
- »Michigan Association for the Education of Young Children
- »Brain Injury Association of Michigan
- »7th Annual Michigan Substance Abuse Conference
- »Michigan Sheriffs' Association
- »Michigan State Police Retirees Banquet
- »American Driver and Traffic Safety Education Association

ADMINISTRATION

CRIME/CRASH COST BOOK UPDATE

Section 402

BACKGROUND: Problem identification requires the comparative analysis of problems, risks, and costs. Police agencies spend significant time working to prevent both crime and crashes. A better understanding of the respective incidence of costs from crime and crashes, as well as their components and distribution, can assist planning and prioritization.

GOAL: Identify the costs to Michigan communities from index crimes and traffic crashes.

ACTIVITIES: UMTRI inventoried the annual incidence of crimes and crashes on a county level and performed an analysis of the costs incurred from each. A report was produced presenting the costs of crimes and crashes in each county in a reference format. In 2004, the total costs of crashes were \$12.4 billion, with \$5.1 billion for index crimes. The cost of crashes per year fell by 20 percent from the previous report.

MOTORCYCLE CRASH UPDATE

Section 402

BACKGROUND: Michigan and the nation have seen significant increases in motorcycle ridership, crashes, and fatalities. These numbers have risen consistently in recent years. UMTRI performed an analysis of motorcycle crashes in 2003, reviewing crash data through 2002 (UMTRI-2003-30). Updated information is key to problem identification and the implementation of countermeasures as the problem of motorcycle crashes develops.

GOAL: Identify trends in motorcycle use, crashes, injuries, and fatalities. Update the 2003 report and extend it to include motorcycle registration information.

ACTIVITIES: UMTRI queried motorcycle information from Department of State and State Police databases and analyzed it for trends and changes over time. This analysis concluded that the increase in fatalities was likely due to increases in motorcycle ridership. Notable areas included the aging of the motorcyclist population, causing shifts in the motorcycle crash profile.



Paid Advertising

2005-2006 TRAFFIC ENFORCEMENT MOBILIZATION ADVERTISING SUMMARY

CAMPAIGN TARGETED TOWARD MEN 18-34; DECEMBER 12 THROUGH DECEMBER 25, 2005

Michigan Office of Highway Safety Planning ~ December 2005 Radio ~ YDDYL ~ 2 Weeks							
Market	Reach	Frequency	Total GRPs	Spot Total	Added Value : 60 Spots	Added Value : 10 Spots	Total
Detroit	78.0%	6.8	530.5	569	74	78	\$50,893.75
Total				569	74	78	\$50,893.75
Total Value Added Worth							\$18,451.90
Michigan Office of Highway Safety Planning ~ December 2005 Cable ~ YDDYL ~ 2 Weeks							
Market	Reach	Frequency	Total GRPs	Spot Total	Added Value : 30 Spots	Added Value Taggables	Total
Detroit (including FOX Sports Net)	54.8%	3.9	213.9	274	70	100	\$69,126.25
Grand Rapids Bonus Schedule				227			\$0.00
Total				274	70	100	\$69,126.25
Total Value Added Worth							\$71,346.00
Michigan Office of Highway Safety Planning ~ December 2005 Cable ~ YDDYL ~ 2 Weeks							
Market	Reach	Frequency	Total GRPs	Spot Total	Added Value : 30 Spots	Added Value Billboards	Total
Detroit	91.0%	4.4	400.4	188	7	3	\$110,106.45
Total				188	7	3	\$110,106.45
Total Value Added Worth							\$11,649.00
Total Media Spending							\$230,126.45

CAMPAIGN TARGETED TOWARD MEN 18-34; MAY 1 THROUGH MAY 14, 2006

Michigan Office of Highway Safety Planning ~ May 2006 Radio ~ Click it or Ticket ~ 2 Weeks							
Market	Reach	Frequency	Total GRPs	Spot Total	Added Value :60 Spots	Added Value :10 Spots	Total
Alpena	N/A	N/A	N/A	218			\$4,295.90
Marquette	N/A	N/A	N/A	438	6		\$5,954.75
WUVS-FM	N/A	N/A	N/A	129	14		\$976.61
Battle Creek	68.2%	7.3	499.1	218	14	20	\$4,001.80
Grand Rapids	68.6%	7.9	544.1	391	90	3	\$12,890.25
Kalamazoo	68.8%	10.1	691.7	465	46	6	\$4,675.00
Lansing	73.2%	11.7	858.7	568	32	28	\$9,369.55
Traverse City	70.0%	8.3	577.6	266	66	23	\$6,573.90
Total				2693	268	80	\$48,737.76
Total Value Added Worth							\$24,348.68
Michigan Office of Highway Safety Planning ~ May 2006 Cable ~ Click it or Ticket ~ 2 Weeks							
Market	Reach	Frequency	Total GRPs	Spot Total	Added Value :30 Spots	Added Value Taggables	Total
Alpena	56.0%	1.1	62.6	270		25	\$4,058.75
Grand Rapids	58.2%	2.9	167.4	405			\$47,819.30
Lansing	60.2%	2.8	166.6	391			\$43,915.25
Marquette	60.5%	3.3	202.2	308		25	\$8,784.75
Traverse City	42.5%	2.2	93.2	389		25	\$14,846.24
Total				1763	0	75	\$119,424.29
Total Value Added Worth							\$12,193.53
Michigan Office of Highway Safety Planning ~ May 2006 TV ~ Click it or Ticket ~ 2 Weeks							
Market	Reach	Frequency	Total GRPs	Spot Total	Added Value :30 Spots	Added Value Billboards	Total
Alpena	49.3%	1.4	666.4	120	2		\$14,292.75
Grand Rapids	86.7%	4.2	359.9	145	4		\$81,782.75
Lansing	80.3%	4.3	342.5	188	2	6	\$23,995.50
Marquette	65.5%	4.5	292.9	282	52	8	\$12,495.00
Traverse City	78.9%	5.9	463.4	240	6		\$27,654.75
Total				975	66	14	\$160,220.75
Total Value Added Worth							\$14,065.38
Total Media Spending							\$328,382.80

CAMPAIGN TARGETED TOWARD MEN 18-34; MAY 15 THROUGH MAY 28, 2006

Michigan Office of Highway Safety Planning ~ May 2006 Radio ~ Click it or Ticket ~ 2 Weeks							
Market	Reach	Frequency	Total GRPs	Spot Total	Added Value :60 Spots	Added Value :10 Spots	Total
Alpena	N/A	N/A	N/A	218			\$4,270.40
Marquette	N/A	N/A	N/A	438	6		\$5,997.25
WUVS-FM	N/A	N/A	N/A	129	14		\$723.31
Battle Creek	68.2%	11.3	771.4	298	14	20	\$4,040.90
Detroit	87.1%	14.5	1259.4	660	160	199	\$64,281.25
Flint	82.6%	17.2	1417.5	472	30	13	\$10,559.50
Grand Rapids	68.6%	12.0	825.3	391	90	3	\$12,478.00
Kalamazoo	68.8%	12.3	846.6	373	46	6	\$4,629.25
Lansing	73.2%	12.3	899.5	317	32	28	\$9,335.55
Saginaw	75.1%	9.8	736.0	322	30	32	\$8,874.00
Traverse City	70.0%	16.1	1129.0	291	66	23	\$7,483.10
Total				3909	488	324	\$132,672.51
Total Value Added Worth							\$105,603.52

Michigan Office of Highway Safety Planning ~ May 2006 Cable ~ Click it or Ticket ~ 2 Weeks							
Market	Reach	Frequency	Total GRPs	Spot Total	Added Value :15 Spots	Added Value Taggables	Total
Alpena	53.7%	2.6	139.3	257		25	\$6,291.70
Detroit	88.6%	2.5	217.2	221	100		\$87,025.55
Flint	95.8%	4.0	386.6	385	100		\$45,836.25
Grand Rapids	58.2%	3.2	188.4	415	100		\$52,207.85
Lansing	60.2%	2.9	176.9	375	100		\$36,772.70
Marquette	60.5%	2.8	171.7	317		25	\$8,857.00
Traverse City	42.5%	2.3	97.6	407		25	\$14,602.01
FOX SPORTS NET							\$26,350.00
MBN							\$1,700.03
Total				2377	400	75	\$279,643.09
Total Value Added Worth							\$15,066.25

Michigan Office of Highway Safety Planning ~ May 2006 TV ~ Click it or Ticket ~ 2 Weeks							
Market	Reach	Frequency	Total GRPs	Spot Total	Added Value :30 Spots	Added Value Billboards	Total
Alpena	47.8%	10.0	477.8	109	2		\$12,801.00
Detroit	85.8%	3.8	326.1	201	2	5	\$115,376.45
Flint	85.2%	3.7	317.4	174	14		\$31,216.25
Grand Rapids	84.9%	3.7	314.6	139	4		\$58,556.50
Lansing	85.1%	4.4	374.5	208	2	6	\$22,971.25
Marquette	72.3%	3.6	258.0	176	52	8	\$11,287.15
Traverse City	78.2%	4.4	346.4	218	6		\$15,414.75
Total				1225	82	19	\$267,623.35
Total Value Added Worth							\$18,944.37
Total Media Spending							\$679,938.95

CAMPAIGN TARGETED TOWARD RURAL AREAS IN MICHIGAN; MAY 1 THROUGH MAY 28, 2006

Michigan Office of Highway Safety Planning ~ May 2006 Rural ~ Click it or Ticket ~ 1 Month				
Market	# of Panels	DECs	Total Impressions	Total
Alpena	6	30,440	852,320	\$4,655.00
Marquette	7	66,450	465,150	\$3,678.75
Total	13	96,890	1,317,470	\$8,333.75

CAMPAIGN TARGETED TOWARD TEENS; MAY 15 THROUGH MAY 28, 2006

Michigan Office of Highway Safety Planning ~ May 2006 Cable ~ Click it or Ticket ~ 2 Weeks							
Market	Reach	Frequency	Total GRPs	Spot Total	Added Value :30 Spots	Added Value Taggables	Total
Detroit	62.9%	2.1	131.8	94	Integrated		\$27,625.00
Flint	48.2%	1.1	52.0	97	in the		\$11,666.25
Grand Rapids	24.3%	2.3	55.6	102	M18-34		\$14,113.40
Lansing	28.0%	1.9	54.5	104	campaign		\$11,815.00
Total				397	0	0	\$65,219.65
Total Value Added Worth							\$23,257.98
Michigan Office of Highway Safety Planning ~ May 2006 TV ~ Click it or Ticket ~ 2 Weeks							
Market	Reach	Frequency	Total GRPs	Spot Total	Added Value :30 Spots	Added Value Billboards	Total
Detroit	76.4%	1.7	355.1	118	4	90	\$63,622.50
Flint	69.8%	0.7	184.0	107	16		\$20,591.25
Grand Rapids	63.0%	0.9	164.4	113	8	168	\$30,600.00
Lansing	68.0%	0.8	159.8	117	8	63	\$16,243.00
Total				455	36	321	\$131,056.75
Total Value Added Worth							\$23,519.78
Total Media Spending							\$196,276.40

CAMPAIGN TARGETED TOWARD MEN 21-34; AUGUST 16-20 & 23-27, AUGUST 30 - SEPTEMBER 3

Michigan Office of Highway Safety Planning ~ August 2006 Radio ~ YDDYL ~ 3 Weeks							
Market	Reach	Frequency	Total GRPs	Spot Total	Added Value :60 Spots	Added Value :10 Spots	Total
Detroit	92.0%	3.6	331.2	614	152	155	\$68,820.25
Flint	88.8%	4.0	355.0	716	48	21	\$9,851.50
Grand Rapids	83.6%	3.2	267.0	617	20	81	\$15,021.20
Total				1947	220	257	\$93,692.95
Total Value Added Worth							\$45,582.85

Michigan Office of Highway Safety Planning ~ August 2006 Cable ~ YDDYL ~ 3 Weeks							
Market	Reach	Frequency	Total GRPs	Spot Total	Added Value :30 Spots	Added Value Taggables	Total
Detroit	92.0%	5.0	460.0	381		25	\$82,743.25
Flint	81.2%	3.6	292.4	467		25	\$43,031.25
Grand Rapids	62.0%	3.3	207.0	257	25		\$37,565.75
FOX Sports Net	62.0%	2.9	179.0	184	36		\$33,978.75
Total				1105	25	50	\$197,319.00
Total Value Added Worth							\$15,687.00

Michigan Office of Highway Safety Planning ~ August 2006 TV ~ YDDYL ~ 3 Weeks							
Market	Reach	Frequency	Total GRPs	Spot Total	Added Value :30 Spots	Added Value Billboards	Total
Detroit	92.0%	3.6	331.2	137	12	10	\$104,469.25
Flint	88.8%	4.0	355.0	193	2		\$25,062.25
Grand Rapids	83.6%	3.2	267.0	119	8		\$46,920.00
Total				449	22	10	\$176,451.50
Total Value Added Worth							\$22,240.00

Michigan Office of Highway Safety Planning ~ August 2006 Mobile Billboards ~ YDDYL				
Market	Flight Dates	# of Units	Hours	Total
Oakland County	August 14th - August 18th	1.0	8a-6p	\$6,000.00
Flint	August 15th - August 18th	1.0	8a-6p	\$2,800.00
Grand Rapids	August 15th - August 18th	1.0	8a-6p	\$2,500.00
Jackson	August 15th - August 18th	1.0	8a-6p	\$2,000.00
Traverse City	August 15th - August 18th	1.0	8a-6p	\$3,000.00
Marquette	August 15th - August 17th	1.0	8a-6p	\$2,250.00
Total				\$18,550.00
Total Media Spending				\$486,013.45



SUMMARY

Earned media efforts remain the bedrock of enforcement publicity efforts. News stories are credible with the public and are an effective means of reaching a wide population base. However, it is challenging to reach crucial groups solely through a news-only strategy.

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

Paid advertising was used to support the three mobilizations for safety belt and drunk driving enforcement. More than \$1.9 million was devoted to advertising in December 2005 and May, and August, an increase of nearly a third over what was spent in the prior fiscal year. OHSP's advertising agency worked diligently with advertisers to generate no-charge bonus spots and value added promotions for the paid advertising, which amounted to more than \$420,000 of additional promotions. Together, OHSP had nearly \$2.34 million in paid and donated spots and time for its statewide traffic enforcement campaigns.

UNPAID PUBLIC SERVICE ANNOUNCEMENTS

Unpaid public service announcements can get modest airplay but often at times when the viewing or listening audience is sparse. Public service ads are often placed when inventory is greatest, and when audiences are small. Further, because these spots are unpaid it is impossible to direct messages in any meaningful way toward groups where belt use is low or the likelihood of driving drunk is high. Even successful public service campaigns are challenged to achieve behavior change.

A traffic safety campaign that involved the use of unpaid public service announcements was a part-time belt user campaign. During FY03, those radio spots were aired on thirty-nine different stations for an ad value of \$153,750. Donated billboards generated 18,213,600 impressions at an estimated ad value of more than \$35,000. The contractor working on this effort used established relations with radio stations and advertising buys they were placing on behalf of other clients to garner unpaid spots.

In 2003, Michigan supported a public information campaign surrounding the state's new .08 blood-alcohol content law through a public service effort. Again,

a contractor's diligent work resulted in twenty-two different radio and cable stations airing the video spot. However, it was difficult to document the number of times the PSA aired. It is estimated airplay was valued at \$126,010. Another seventy-six radio stations aired the PSA. However, because it was a PSA, the agency could not document the number of times it aired nor the value of these unpaid spots.

PAID ADVERTISING

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

Young men remain the focus of messaging efforts for both safety belts and drunk driving enforcement. Advertising vehicles included radio, television, and cable programs. In limited instances, outdoor advertising was used to help build reach and frequency in more rural areas. For the May safety belt mobilization, additional funds were used to participate in the NHTSA Great Lakes Region safety belt demonstration project. A special two-week flight ran just prior to the regular advertising schedule.

ADVERTISING EVALUATION, ASSESSMENT, AND OUTCOMES

Before and after each enforcement mobilization, OHSP sponsored 400-sample statewide telephone surveys, with a 150 over sampling of male drivers under thirty. The surveys assisted with measuring awareness of the enforcement efforts and how effective the advertising buy was at reaching the target group.

DECEMBER 2005 – YOU DRINK & DRIVE. YOU LOSE.

While the general survey showed an increase in the number of people who felt that "police were arresting more people for drunk driving than they were a few months ago," this number decreased among the target group, young men.

Police in my community are arresting more people for drunk driving now than they were a few months ago. (strongly agree/somewhat agree)

	Pre survey	Post Survey
2004		
General population	50%	53%
Young men	54%	64%
2005		
General population	44%	50%
Young men	60%	52%

Both the general survey population and young men showed an increase in the post survey when asked if they had heard of any special enforcement in the past thirty days related to efforts to arrest drunk drivers.

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

	Pre survey	Post Survey
2004		
General population	26%	43%
Young men	28%	44%
2005		
General population	25%	44%
Young men	28%	45%

Following messaging efforts both the general population and young men reported an increase in messages over the last thirty days.

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

	Pre survey	Post Survey
2004		
General population	38%	58%
Young men	42%	49%
2005		
General population	30%	46%
Young men	22%	37%

MAY 2006 – CLICK IT OR TICKET

More advertising funds for the May safety belt mobilization than were dedicated in the prior year. This increase allowed the state to conduct a true statewide advertising campaign as well as introduce a new high-school focused message.

This combination of increased enforcement and strong publicity helped elicit positive changes. Following paid advertising and a strong earned media push, the general population, young men, high school teens, and rural audiences far more frequently agreed with the statement: "Police in my community are writing more safety belt tickets than they were a few months ago." Increases from pre-activity ranged from 9 percent among teens to 21 percent for young men and rural audiences.

Police in my community are writing more safety belt ticket than they were a few months ago. (strongly agree/somewhat agree)

	Pre survey	Post Survey
2005		
General population	44%	57%
Young men	47%	78%
Teens	n/a	n/a
Rural	32%	68%
2006		
General population	48%	62%
Young men	56%	77%
Teens	65%	74%
Rural	44%	65%

In the past thirty days, have you seen or heard of any special effort by police to ticket drivers in your community for safety belt violations? (yes)

	Pre survey	Post Survey
2005		
General population	15%	63%
Young men	29%	71%
Teens	n/a	n/a
Rural	16%	63%
2006		
General population	19%	56%
Young men	40%	71%
Teens	27%	55%
Rural	19%	65%

Following the campaign, all groups reported significant increases when asked if they had seen a safety belt enforcement zone in the last thirty days.

In the past thirty days, have you seen a safety belt enforcement zone? (yes)

	Pre survey	Post Survey
2005		
General population	16%	34%
Young men	22%	49%
Teens	n/a	n/a
Rural	12%	37%
2006		
General population	17%	40%
Young men	24%	55%
Teens	37%	56%
Rural	17%	49%





In the past thirty days, have you seen or heard of any messages that encourage people to wear their safety belts? (yes)

2005	Pre survey	Post Survey
General population	82%	82%
Young men	87%	92%
Teens	n/a	n/a
Rural	87%	85%
2006	Pre survey	Post survey
General population	75%	86%
Young men	79%	94%
Teens	87%	90%
Rural	76%	95%

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

2005	Pre survey	Post Survey
General population	26%	80%
Young men	49%	75%
Teens	n/a	n/a
Rural	29%	71%
2006	Pre survey	Post survey
General population	14%	48%
Young men	33%	50%
Teens	28%	45%
Rural	10%	54%

MAY 2006 – CLICK IT OR TICKET GREAT LAKES REGION DEMONSTRATION PROJECT

Michigan and other Great Lakes region states agreed to take part in a two-year safety belt demonstration project, targeting safety belt advertising messages to out state, non-urban areas. This was the second and final year of the project.

A specially developed advertising message aired in the Lansing, Grand Rapids, Traverse City, and Marquette media markets one week prior to the standard ad flight for the mobilization.

AUGUST 2006 – YOU DRINK & DRIVE. YOU LOSE.

For the past two years, 2005 and 2006, Michigan has supported a statewide drunk driving crackdown over the Labor Day holiday period. In 2005, media efforts were overshadowed by the news of Hurricane Katrina as it devastated New Orleans and other coastal areas of the country. It is likely that the intensity of the news coverage of this disaster drew attention away from the drunk driving crackdown.

Numbers were more encouraging in 2006. There was a significant jump in the number of people who reported hearing of special efforts to arrest drunk drivers following the campaign.

Police in my community are arresting more people for drunk driving now than they were a few months ago. (strongly agree/somewhat agree)

2005	Pre survey	Post Survey
General population	57%	52%
Young men	48%	56%
2006	Pre survey	Post survey
General population	51%	57%
Young men	58%	56%

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

2005	Pre survey	Post Survey
General population	26%	27%
Young men	20%	26%
2006	Pre survey	Post survey
General population	27%	41%
Young men	23%	41%

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

2005	Pre survey	Post Survey
General population	36%	38%
Young men	37%	44%
2006	Pre survey	Post survey
General population	26%	34%
Young men	22%	42%

Roadway Safety

ENFORCEMENT

RED-LIGHT ENFORCEMENT

Section 402

BACKGROUND: There were 104,266 intersection crashes in 2005, representing 29 percent of all crashes. These intersection crashes resulted in nearly a quarter of fatalities and 33 percent of incapacitating injuries.

GOAL: Conduct intersection enforcement at high-crash locations to reduce the number and severity of crashes.

ACTIVITIES: Starting in 2005, six law enforcement agencies were selected to conduct a pilot intersection enforcement program. This pilot was conducted to determine the effect of a law enforcement presence at an intersection in relation to the crash profile at that intersection. Law enforcement officers conducted two types of intersection enforcement, using spotter and chase car methods along with "rat box" technology. A "rat box" indicates when a traffic signal is red, allowing an officer to be downstream of potential offenders. This provides for enhanced safety because the officer does not have to follow the offender through the red light to cite them, and allows law enforcement agencies to conduct this activity with fewer resources.

Six law enforcement agencies conducted 132 intersection enforcement patrols which resulted in:

- >>2,209 vehicle stops
- >>1,944 citations issued
- >>259 red light running citations
- >>Six OUIL arrests
- >>Ten felony and 110 misdemeanor arrests

Once 2006 crash data is complete, an analysis will be performed at selected intersections to determine program effectiveness and future program updates and changes.

COMMUNITY ENGAGEMENT

METROPOLITAN PLANNING ORGANIZATION (MPO) SAFETY ANALYSIS

Section 402

BACKGROUND: Metropolitan Planning Organizations (MPOs) provide a variety of services to their commu-

nities, including transportation safety. To support and further prioritize transportation safety and its role in an MPO region, a traffic safety analysis is an essential component. Many MPOs do not have the resources to conduct an in-depth study. This project began in FY04 and is being continued to service other MPOs. Over 350 intersections and road segments have been analyzed and recommendations for improvements have been presented in Grand Rapids, Battle Creek, and Bay, Van Buren, Cass, and Berrien counties.

GOAL: Provide a comprehensive traffic safety study to selected MPOs to assist in identifying crash and operational issues and provide recommended resolutions.

ACTIVITIES: Field studies at all of the targeted intersections and road segments in the Saginaw and Genesee county areas have been completed. Data analysis is being finalized, which will then lead to determining low cost/high impact recommended solutions.

INTERSECTION SAFETY TRAINING

Section 402

BACKGROUND: There were 104,266 intersection crashes in 2005, representing 29 percent of all the reported crashes. These intersection crashes resulted in 26 percent of all roadway fatalities and 33 percent of all incapacitating injuries. Based on these statistics, intersections are concentrated areas of concern and warrant additional training and discussion about the design, construction, lighting, access management, and overall operation.

GOAL: Conduct training sessions about intersection safety issues so that participants are educated and informed about basic intersection safety issues. This will allow the participants to identify potential intersection safety issues and provide viable solutions to help reduce intersection crashes.

ACTIVITIES: Ten intersection safety training sessions were conducted, providing training for more than 200 people. Two sessions were held during statewide events: the Michigan Association of District Court Magistrates conference and the National Association of County Engineers conference.



Driver Education

MESSAGING

WINTER DRIVING COMMUNITY PROGRAM

Section 402

BACKGROUND: In 2002, it was noted that there was a correlation in the Upper Peninsula between the first day of significant snowfall and serious injury/ fatal motor vehicle crashes. After examining data, it was determined that most motorists “forgot” how to drive on snow and ice in the months between spring and fall. A countermeasure was designed to develop a winter driving course at a fully equipped winter driving range. Since the Safe Communities groups were active in the region at that time, there was a strong interest in these groups sponsoring these events. To publicize the advent of winter driving, two public information and education public service announcements were to be developed. While the framework of a winter driving course was developed, it was not delivered in usable form. In the past three years, several agencies have attempted to adapt the course with little success. Because the correlation between first onset of snowy roads and injury crashes continues, a study will be conducted to gather data and to examine countermeasures that will be effective in reducing fatalities.

GOAL: To reduce the number and severity of motor vehicle crashes occurring in the Upper Peninsula as a result of snowy or icy roads.

ACTIVITIES: UMTRI compiled Upper Peninsula crash data and incorporated this information into the 2005 edition in Crash Facts. This data is being further analyzed.

COMMUNITY ENGAGEMENT

SENIOR MOBILITY WORKGROUP

Section 402

BACKGROUND: The Elderly Mobility Workgroup was established in 1999 to begin examining the issues related to driving and a soon-to-be increasing number of older drivers. The initial work resulted in the development of the Elderly Mobility and Safety Final Plan of Action which included background information, a description of issues and needs, recommendations for implementation, and model programs/key resources

in the areas of traffic engineering, alternative transportation, housing and land use, health and medicine, licensing and education, and awareness. Since that time, the group has worked to implement the recommendations. In 2004, the group also assisted in sponsoring the North American Conference on Elderly Mobility – Best Practices from Around the World.

GOAL: Keep senior drivers on the road for as long as is safely possible.

ACTIVITIES: The American Association of State Highway and Transportation Officials has identified twenty-two safety emphasis areas as part of their national Strategic Highway Safety Plan and has produced a detailed guidance document for most of these emphasis areas. At the direction of the GTSAC, Michigan has committed to adopt the “Lead State Initiative.” A “Lead State” is any state that is willing to test the guidance document for any of the emphasis areas and develop a strategic action plan that would achieve the chosen safety goal.

This initiative is being facilitated by the Senior Mobility Workgroup. The workgroup has completed work on a final plan of action for the GTSAC and is reviewing potential endeavors, including a collaboration with an Oakland County transportation provider to enhance senior services, a rural transportation project for seniors, and the review of existing Michigan transportation systems that could be replicated.

YOUNG DRIVER SUBCOMMITTEE

Section 402

BACKGROUND: Young drivers are severely over-represented in almost every category of crash data. With excessive risk-taking and inadequate driving experience, young drivers place themselves and others around them at risk.

GOAL: Assess young driver issues and identify solutions with the goal of decreasing youths’ involvement in traffic crashes through the GTSAC Young Driver Subcommittee.

ACTIVITIES: The Young Driver Subcommittee submitted its portion for the State Highway Safety Plan to the GTSAC. The group plans to update a law enforcement reference card with Graduated Licensing Law information. Long-term projects were not identified pending passage of the new Driver Education Bill, which was signed in fall 2006.

Motorcycle Safety

In 2006, Michigan experienced a significant surge in motorcycle riding, training, and licensing. To prepare the driving public for this increase, OHSP determined that new information materials were required to help educate the public. OHSP also desired to know the extent of improper/novelty helmet use in the state, so a direct observation survey was conducted to find out just what Michigan riders are wearing for protective equipment.

MESSAGING

MOTORIST AWARENESS STRATEGIES AND MATERIALS

Section 402

BACKGROUND: Many drivers of passenger cars are not fully aware of other vehicles on the road, such as motorcycles and large trucks. This leads to considerable risk to motorcyclists, who are much more vulnerable than other drivers in the event of a crash. The Michigan Motorcycle Safety Program Assessment recommended increasing motorist awareness of motorcycle riders.

GOAL: To increase motorist awareness of motorcycles on the road and reduce the number of multi-vehicle crashes that occur when motorists do not see the motorcycle.

ACTIVITIES: Working with the Michigan Department of State, OHSP developed a brochure and poster to promote motorcycle awareness to passenger car drivers. The new materials also address the need for motorcyclist training and licensing. The brochure and poster were unveiled at a kickoff event for Motorcycle Awareness Month in May. Approximately 52,000 brochures and 550 posters were sent to Secretary of State branch offices. In addition, the materials were made available through OHSP's statewide distribution system and distributed to motorcycle dealerships.

EVALUATION - HELMET USE OBSERVATION STUDY

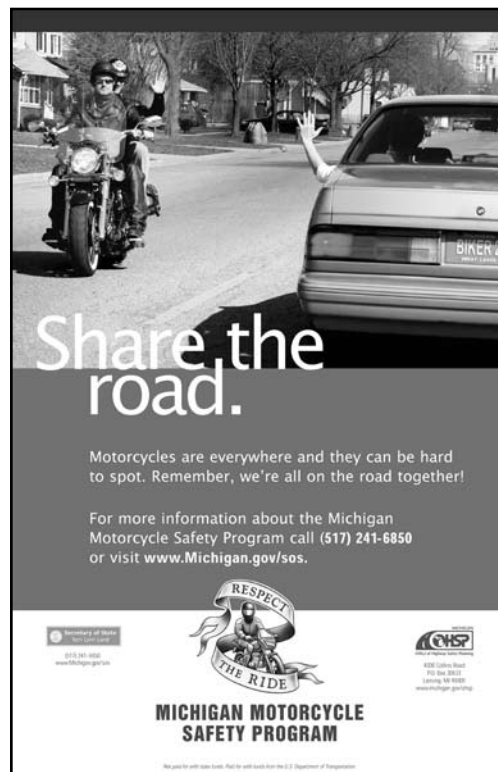
Section 402

BACKGROUND: To assess rider safety and provide a basis for policy analysis, OHSP conducted a direct observation survey of motorcycle helmet and protective gear use, in coordination with safety belt surveys

and in cooperation with the Wayne State University Transportation Research Group (WSU-TRG).

GOAL: To determine statewide use of motorcycle helmets and protective gear.

ACTIVITIES: WSU-TRG performed direct observations of motorcycles across Michigan throughout the summer, producing a report on motorcycles, helmet use, and protective gear. According to the report, 99.4 percent of motorcyclists were observed to be wearing a protective helmet, with the most popular being half-shell helmets.



A new poster and brochure promoted motorcycle awareness to passenger car drivers and addressed the need for motorcyclist training and licensing.

Administrative Issues

GOVERNOR'S TRAFFIC SAFETY ADVISORY COMMISSION (GTSAC)

The GTSAC commissioned development of the Michigan Strategic Highway Safety Plan (SHSP) and has been working on the development and implementation of this plan over the past year. The plan was finalized and approved by the commission and signed by the governor. The plan has been printed and is available on the web at www.michigan.gov/ohsp-gtsac.



The GTSAC has been monitoring implementation of the plan through the work of the twelve traffic safety emphasis area action teams. Each bi-monthly commission meeting includes a report by action teams on progress made toward completing the strategies identified in the SHSP.

In addition to its work with the SHSP, the GTSAC bi-monthly meetings provide an avenue for traffic safety advocates at the state and local level to share information on concerns, resources, and activities regarding traffic safety issues.

LEGISLATIVE UPDATE

During the spring, both houses of the Michigan Legislature approved a measure that would all but repeal the state's long-standing mandatory motorcycle helmet law. Following a gubernatorial veto, this measure was defeated.

In addition, the Legislature approved more stringent requirements for both students and instructors who are part of driver education. The Driver Education Provider and Instructor Act increases training for both students and instructors and brings greater consistency and oversight to driver education in the state.

Several different legislative initiatives have been introduced addressing different traffic safety areas, including mandating booster seat use, restricting cell phone use while driving, increasing penalties for high BAC offenders, and aggressive driving. During the fiscal year, none of these measures were approved.

MICHIGAN TRAFFIC SAFETY SUMMIT

Approximately 350 registrants, exhibitors, and speakers took part in the eleventh annual Michigan Traffic Safety Summit in Lansing. Featured speakers included former NASCAR driver Ernie Irvan of the Race2Safety Foundation; Tim Skubick, State Capitol Press Corps; Jack Fleck of the City of San Francisco, California; Fred Ranck of the Federal Highway Administration; and Jill Pepper of Techniques for Effective Alcohol Management. The event also featured a live demonstration of the patrol car of the future and how it will benefit Michigan's law enforcement.



The 11th Annual Michigan Traffic Safety Summit hosted 350 attendees.

EXCELLENCE IN ACTION

The second Excellence in Action honor was awarded to Patricia Eliason, Police Traffic Services coordinator. The program recognizes a member of the OHSP staff annually for their commitment and contribution to fulfilling the objectives of the agency through excellence in performance and service.



Pat Eliason, police traffic services coordinator, is presented the second annual Excellence in Action honor by OHSP division director, Michael L. Prince.

Staff members are nominated by their peers for the following reasons:

- » A notable event or achievement that is significant in scope, effort, or impact on OHSP and the division goals.
- » Execution of duties of the position far beyond the service level commonly expected, that is of great benefit to, or reflects highly on OHSP.

Eliason was honored for her hard work in revising numerous enforcement grants prior to the May and August statewide enforcement efforts and for her continuing diligence in overseeing enforcement grants in fifty-five counties.

Mobilizations

BACKGROUND: Law enforcement mobilizations seek to reduce dangerous behavior by focusing police efforts statewide on a single area. Periodic, heightened enforcement has a greater deterrent effect than a prolonged but diffused campaign. During mobilization periods, OHSP grantees conduct extra patrols, while many other law enforcement agencies across the state place heightened attention on traffic enforcement. Extensive earned and paid media efforts bring attention to the increased enforcement. The state came together to fight drunk driving throughout the Christmas and New Year's holidays and again at the end of the summer for the Labor Day period under the banner of *You Drink & Drive. You Lose.* The statewide effort to increase safety belt use, *Buckle Up or Pay Up, Click It or Ticket* ran for three weeks, including the Memorial Day holiday.

GOAL: Increase safety belt use and decrease drunk driving by increasing the perceived threat of arrest or citation for unsafe driving behaviors. Increase safety directly by removing drunk drivers from the road and causing increased safety belt use in enforcement areas.

ACTIVITIES: During the December *You Drink & Drive. You Lose.* crackdown, 347 law enforcement agencies reported participation in the Law Enforcement Challenge, in addition to OHSP grant-funded overtime. The 1,337 impaired drivers arrested over the holidays set Michigan on pace to arrest about 100 drunk drivers per day during the mobilizations, and that with only partial reporting.

Media events: **Six**
Paid Advertising: **\$250,000**
News stories: **190**

During the May *Buckle Up or Pay Up, Click It or Ticket* mobilization, 347 law enforcement agencies reported participation between grant-funded enforcement

and the Law Enforcement Challenge. Law enforcement in grant-funded counties conducted 723 Safety Belt Enforcement Zones across the Lower and Upper Peninsulas.

Media events: **Six**
Paid Advertising: **\$1,000,000**
News stories: **644**

May mobilization activities coordinated with the second year of the Great Lakes Region Rural Safety Belt Demonstration Project and was supplemented by the increased advertising, enforcement, and network outreach from that program. The demonstration project encouraged states to conduct enforcement, advertising, and outreach efforts in less populated areas. In Michigan, rural roadways accounted for 48 percent of traffic crashes and 54 percent of fatalities in 2003, according to NHTSA figures.

The mobilization included extensive network activities and earned media publicity, including the development of communication kits containing posters, banners, pizza box stickers, and binders of mobilization information. Law enforcement and corporate partners used these materials to help spread the mobilization message.

Following the May mobilization, safety belt use reached its highest level ever in Michigan, 94 percent. This was an increase from 89.9 percent before mobilization activity began. At the end of the summer, safety belt use was estimated to have remained high, rising to 94.3 percent.

The mobilization year ended with a final *You Drink & Drive. You Lose.* crackdown leading up to Labor Day. Over three hundred law enforcement agencies reported participation between grant-funded enforcement and the Law Enforcement Challenge, arresting another 1,976 impaired drivers and 1,691 for other alcohol offenses.

Media events: **Six**
Paid Advertising: **\$550,000**
News stories: **271**

MOBILIZATION TOTALS								
	Reporting agencies	Traffic stops	Safety belt citations	Child restraint citations	Drunk driving arrests	Other felony arrests	Other mis-demeanors	Other citations and arrests
December	347	42,297	1,320	172	1,337	865	5,932	23,939
May	347	70,346	23,669	739	1,097	671	5,744	33,843
August	307	66,587	2,831	183	1,976	962	7,553	44,366
Totals	395*	179,230	27,820	1,094	4,410	2,498	19,229	102,148

* Total reporting agencies include agencies who reported in multiple mobilizations.



FY2007 FOCUS

Planning begins each year with an analysis of the most prominent factors in fatal crashes. OHSP sets goals for reducing each of these factors and identifies the best programs available to reduce traffic crashes, injuries, and fatalities. For FY07, OHSP will maintain the same list of goals identified for FY06. This continued focus will promote long-term progress on problem areas.

Effective partnerships are essential for solving traffic safety problems. OHSP develops projects in conjunction with a broad network of partners, and OHSP continues to further these networks in the implementation of successful programs and ongoing development of innovative methods of reducing traffic fatalities and injuries. Direct contact, participation in committees and conferences, and online communication are valuable tools in linking traffic safety partners.

KEY FOCUS AREAS FOR FY07 INCLUDE:

OCCUPANT PROTECTION AND IMPAIRED DRIVING PREVENTION

In coordination with the national priorities, Michigan will participate in the Click It or Ticket and Drunk Driving: Over the Limit. Under Arrest. campaigns. Safety belt non-use and drunk driving are two key variables that contribute to the majority of deaths on Michigan roadways.

Enforcement campaigns seek to reduce or mitigate crashes by changing behavior. The credible threat of citation or arrest has been the most effective way of improving driver safety. Highly visible enforcement, combined with advertising and network outreach, will bring the traffic safety message to drivers. The centerpieces will be the May safety belt mobilization and the August drunk driving crackdown.

OHSP will also support educational efforts to increase the use and proper use of child restraint devices, network support for reducing drunk driving, and collaborative efforts to reduce underage use of alcohol.

LOCATIONS

Cars crash mainly when they interact with other cars or leave the roadway. Intersection crashes avail themselves of a variety of behavioral remedies, and OHSP will be directing increased effort to intersection enforcement. A heightened red-light running enforcement effort will take place in July, along with sustained enforcement throughout the year.

Roadway departure is primarily a problem on local roads, where OHSP will seek to reduce fatal and serious

injury crashes. OHSP programs work in coordination with Department of Transportation efforts and the Secondary Road Patrol program to reduce crashes on city and county roads.

At the county level, OHSP will divide efforts between urban and rural areas. Urban areas, particularly the greater metropolitan areas of Michigan's major cities, have the majority of traffic, crashes, and fatalities. Reaching the majority of Michigan's drivers means focusing on these areas.

While rural areas have fewer crashes per mile of roadway, they have far more per mile driven. This problem combines with the issue of local roads. In order to reach rural populations, OHSP enforcement programs will be active in the majority of Michigan counties, along with statewide outreach and education. OHSP's satellite office will remain in the Upper Peninsula.

For more specific locations, an ongoing program assisting Metropolitan Planning Organizations will continue to examine high crash locations to identify problems and countermeasures. Law enforcement grantees will direct enforcement to high traffic and high crash intersections and road segments.

TIMES

Some times are more dangerous, just as some places are. Crashes peak daily during the evening rush hour, weekly on the weekends, and annually during the summer. Alcohol-involved crashes and deaths peak between midnight and 3 a.m., particularly on the weekends.

The summer months will be the focus of most OHSP programs, including enforcement campaigns, network outreach, and advertising. The coordination of activities will help keep safety in drivers' minds as they enter the peak driving period. Later efforts target driving during the winter months, when worsening road conditions contribute to crashes. As with location, enforcement and advertising are timed to combine apprehension of offenders with visibility to other drivers.

VEHICLES

Passenger cars are the majority of traffic on the roadways, but some methods of conveyance are disproportionately represented in serious crashes. Heavy trucks each cover more miles than any passenger car, and crashes involving them tend to be serious. Motorcycle crashes also tend to be more serious, for the opposite reasons of heavy trucks. Motorcyclist numbers and ages are increasing, making it the only

category of traffic crashes and deaths increasing in recent years. OHSP programs will seek to reduce these crashes from the car side as well as from the truck and motorcycle sides by working closely with the Michigan Truck Safety Commission and the Michigan Department of State Motorcycle Safety Program.

PEOPLE

The three main factors in a crash are the roadway, vehicle, and driver, and drivers account for most of the problems. Younger and older drivers are primary causes of worry. Young drivers, particularly men, are the most disproportionately involved in almost every kind of crash. Youth combines inexperience with high-risk behavior, including low safety belt use, high rates of drunk driving, and excessive speed. OHSP will direct media efforts to young drivers, in terms of both education and enforcement.

Older drivers face decreasing abilities and increasing frailty, and this is a growing demographic segment. Older drivers have fewer crashes per driver and more per mile driven, along with more severe crashes due to a great propensity for injury.

Michigan and Detroit are FHWA focus areas for pedestrian safety. Pedestrian fatalities are most present in urban areas, particularly Detroit, which is OHSP's focus for pedestrian crash countermeasures in FY07.



Fiscal Year 2006 OHSP Status Report

PROG. AREA/ FUND	PAP/TASK	Grant Number	Description & Grantee	FY2006 HSP Planned Amount	FY2006 Funding Available	Approved Grant Award	Total Fed. Doll. Rpt	Period of Last Cost Stmt	Project Period
OP	06-01								
402	TK #3		Child Passenger Safety Education	5,000.00		5,000.00			
		PT-06-18	MPHI				5,000.00	Final	10/1-9/30/06
			Total 402 Funds	5,000.00	5,000.00	5,000.00	5,000.00		
2003(b)	TK #1		Public Information & Education	22,000.00					
		CP-06-02	OHSP			22,000.00	21,348.00	Final	10/1-9/30/06
2003(b)	TK #3		Child Passenger Safety Education	182,000.00					
		OP-06-03	MDCH			140,000.00	140,000.00	Final	10/1 - 9/30/06
		OP-06-04	Marquette CSO			42,000.00	42,000.00	Final	
			Total 2003b Funds	204,000.00	203,348.04	204,000.00	203,348.00		
405	TK #1		Public Information & Education	153,000.00					
		CP-06-02	OHSP			153,000.00	92,712.00	Final	10/1 - 9/30/06
405-PM	TK #1		Public Information & Education	200,000.00					
		CP-06-02	OHSP			200,000.00	196,278.00	Final	10/1 - 9/30/06
405	TK #2		Rural Teen Belt Use	50,000.00					
		OP-06-07	MSU			50,000.00	40,252.00	Final	10/28 - 9/30/06
405	TK #3		Child Passenger Safety Education	338,000.00					
		OP-06-06	CMU			14,935.00	5,291.00	Final	10/28 - 9/30/06
		OP-06-03	MDCH			45,000.00	45,000.00	Final	10/1 - 9/30/06
		OP-06-05	U of M - C.S. Mott Hospital			44,954.00	22,536.00	Final	10/18 - 9/30/06
		OP-06-01	Capitol Area Comm Svcs			24,999.00	24,999.00	Final	10/1 - 9/30/06
		OP-06-04	Marquette CSO			58,000.00	54,918.00	Final	10/1 - 9/30/06
		CP-06-02	OHSP			50,000.00	9,107.00	Final	10/1 - 9/30/06
405	TK #4		Evaluation	144,000.00					
		OP-06-02	WSU			104,998.64	104,998.64	Final	10/5 - 9/30/06
			Total 405 Funds	885,000.00	2,911,042.30	745,886.64	596,091.64		
157 Inn	TK #4		Evaluation	63,000.00					
		OP-06-02	WSU			15,620.36	15,620.36	Final	10/5 - 9/30/06
		OP-05-05	UMTRI			8,724.00	8,724.00	Final	10/24 - 9/30/06
			Total 157 OP Innovative Funds	63,000.00	24,344.36	24,344.36	24,344.36		
FMCSA	TK#4		Evaluation	63,000.00					
		OP-06-08	WSU			62,959.00	57,546.00	Final	
			Total FMCSA Funds	63,000.00	62,959.00	62,959.00	57,546.00		
			TOTAL PAP 06-01	1,215,000.00	3,201,693.70	1,037,190.00	881,330.00		
AL	06-02								
		CP-06-02	OHSP			0.00	0.00	Final	10/1 - 9/30/06
402	TK #11		Grant Development & Community Outreach	9,000.00					
		CP-06-01	OHSP			8,995.00	8,919.00	Final	10/1 - 9/30/06
			Total 402 AL Funds	9,000.00	9,000.00	8,995.00	8,919.00		
410	TK #1		Enforcement of Underage Drinking Laws	250,000.00					

PROG. AREA/ FUND	PAP/TASK	Grant Number	Description & Grantee	FY2006 HSP Planned Amount	FY2006 Funding Available	Approved Grant Award	Total Fed. Doll. Rpt	Period of Last Cost Stmt	Project Period
		AL-06-12	Saugatuck/Douglas PD			16,994.00	5,531.00	Final	11/22 - 9/30/06
		AL-06-10	Grand Blanc Twp PD			23,448.00	23,260.00	Final	10/28 - 9/30/06
		AL-06-17	Gogebic CSO			9,963.00	2,617.00	Final	3/14 - 9/30/06
		AL-06-14	Meridian Twp PD			16,992.00	15,151.00	Final	1/26 - 9/30/06
		AL-06-16	Alger CSO			12,841.00	6,947.00	Final	2/16 - 9/30/06
		AL-06-15	Alpena CSO			16,942.00	16,870.00	Final	2/2 - 9/30/06
		AL-06-19	Iron Mt PD			11,977.00	2,137.00	Final	4/13 - 9/30/06
		AL-06-11	Sault Sainte Marie PD			16,965.00	14,963.00	Final	11/21 - 9/30/06
		AL-06-13	Traverse City PD			16,936.00	16,631.00	Final	1/11 - 9/30/06
		AL-06-18	Delta CSO			7,007.00	4,789.00	Final	4/13 - 9/30/06
		AL-06-20	Houghton CSO			10,264.00	0.00	Final	4/13 - 9/30/06
		AL-06-21	Detroit PD			5,049.00	5,046.00	Final	5/18 - 9/30/06
		AL-06-22	Calhoun CSO			4,982.00	1,075.00	Final	6/6 - 9/30/06
		AL-06-23	Hillsdale CSO			4,980.00	4,243.00	Final	6/8 - 9/30/06
		JJ-06-01	Grosse Ile PD			11,989.00	11,551.00	Final	
		JJ-06-11	Big Rapids DPS			7,020.00	2,326.00	Final	
			Subtotal Task #1	250,000.00		194,349.00	133,137.00		
410	TK #2		Identifying False ID	6,000.00					
		PT-06-19	MSP			0.00	0.00	Final	
410	TK #3		Toxicology Lab	30,000.00					
		AL-06-26	MSP			28,747.00	779.00	Final	6/26 - 9/30/06
410	TK #4		Standardized Field Sobriety Testing	150,000.00					
		AL-06-03	MPHI			149,660.00	143,369.00	Final	10/7 - 9/30/06
410	TK #6		Fatal Alcohol Crash Team (FACT)	150,000.00					
		AL-06-25	Office of the Genesee County Prosecutor			149,352.00	1,965.00	Final	7/5 - 9/30/06
410	TK #7		Training	338,000.00					
		AL-06-02	PAAM			279,919.00	241,779.00	Final	10/1 - 9/30/06
		AL-06-05	MJI			48,909.00	47,394.00	Final	11/30 - 9/30/06
		CP-06-01	OHSP			10,000.00	11,442.00	Final	
410	TK #8		Local Youth Alcohol Prevention	255,000.00					
		AL-06-01	MDCH			191,024.00	182,014.54	Final	10/1 - 9/30/06
410	TK #10		DUI/Drug Courts	47,000.00					
		AL-06-04	SCAO			81,690.00	26,918.00	Final	10/28 - 9/30/06
410	TK #12		Traffic Enforcement Vans	40,000.00					
		AL-06-06	Holland PD			9,892.00	9,891.00	Final	4/26 - 9/30/06
		AL-06-09	Lansing PD			9,973.00	3,352.00	Final	7/5 - 9/30/06
		AL-06-07	Monroe CSO			10,000.00	8,972.00	Final	5/12 - 9/30/06
		AL-06-08	Marquette PD			9,958.00	3,020.00	Final	5/18 - 9/30/06
410	TK #13		Interactive Video Technology for District Courts	109,000.00					
		AL-06-27	SCAO			90,316.00	24,557.00	Final	5/26 - 9/30/06
			Total 410 AL Funds	1,375,000.00	4,224,169.45	1,263,789.00	838,589.54		
163	TK #3		Toxicology Lab	400,000.00					
		AL-05-05	MSP			322,583.00	301,647.00	Final	10/1 - 9/30/06
			Total 163 AL Funds	400,000.00	1,277,698.00	322,583.00	301,647.00		
			TOTAL PAP 06-02	1,784,000.00	5,510,867.45	1,595,367.00	1,149,155.54		

PROG. AREA/ FUND	PAP/TASK	Grant Number	Description & Grantee	FY2006 HSP Planned Amount	FY2006 Funding Available	Approved Grant Award	Total Fed. Doll. Rpt	Period of Last Cost Stmt	Project Period
PT	06-03								
402	TK #1		Overtime Enforcement	1,692,000.00					
		PT-06-79	St. Ignace PD			14,699.00	6,683.00	Final	4/4 - 9/30 /06
		PT-06-23	Shiawassee CSO			44,855.00	39,394.00	Final	10/7 - 9/30/06
		PT-06-05	Macomb CSO			180,000.00	158,532.00	Final	10/1 - 9/30/06
		PT-06-28	Montcalm CSO			19,957.00	4,181.00	Final	10/18 - 9/30/06
		PT-06-40	Isabella CSO			34,977.00	32,271.00	Final	11/22 - 9/30/06
		PT-06-56	Cass CSO			7,937.00	7,937.00	Final	1/5 - 9/30/06
		PT-06-50	Sanilac CSO			15,003.00	12,180.00	Final	12/21 - 9/30/06
		PT-06-29	Eaton CSO			40,000.00	27,914.00	Final	10/18 - 9/30/06
		PT-06-20	Washtenaw CSO			69,888.00	51,429.00	Final	10/1 - 9/30/06
		PT-06-30	Clinton CSO			34,991.00	34,990.00	Final	10/18 - 9/30/06
		PT-06-24	Saginaw CSO			35,863.00	34,998.00	Final	10/7 - 9/30/06
		PT-06-06	Oceana CSO			14,994.00	14,994.00	Final	10/1 - 9/30/06
		PT-06-31	Ogemaw CSO			17,413.00	8,518.00	Final	10/18 - 9/30/06
		PT-06-45	Midland CSO			29,988.00	29,409.00	Final	11/22 - 9/30/06
		PT-06-25	Roscommon CSO			18,490.00	17,729.00	Final	10/7 - 9/30/06
		PT-06-14	St. Joseph CSO			34,919.00	29,245.00	Final	10/1 - 9/30/06
		PT-06-08	Detroit PD			159,986.00	159,986.00	Final	10/1 - 9/30/06
		PT-06-67	Chippewa CSO			26,495.00	23,243.00	Final	2/16 - 9/30/06
		PT-06-09	Hillsdale CSO			9,986.00	8,982.00	Final	10/1 - 9/30/06
		PT-06-01	Allegan CSO			45,000.00	41,513.00	Final	10/1 - 9/30/06
		PT-06-26	Ionia CSO			39,867.00	24,428.00	Final	10/7 - 9/30/06
		PT-06-15	Wayne CSO			299,924.00	299,924.00	Final	10/1 - 9/30/06
		PT-06-10	St. Clair CSO			49,980.00	49,980.00	Final	10/1 - 9/30/06
		PT-06-02	Holland PD			47,941.00	47,459.00	Final	10/1 - 9/30/06
		PT-06-51	Alpena CSO			10,946.00	10,519.00	Final	12/21 - 9/30/06
		PT-06-03	Lenawee CSO			44,999.00	44,961.00	Final	10/1 - 9/30/06
		PT-06-11	Ludington PD			17,339.00	17,323.00	Final	10/1 - 9/30/06
		PT-06-04	Lapeer CSO			44,996.00	41,123.00	Final	10/1 - 9/30/06
		PT-06-37	Van Buren CSO			31,943.00	15,608.00	Final	11/1 - 9/30/06
		PT-06-34	Barry CSO			8,001.00	6,520.00	Final	10/28 - 9/30/06
		PT-06-17	Menominee PD			18,820.00	18,820.00	Final	10/1 - 9/30/06
		PT-06-38	Iron Mt PD			21,883.00	13,140.00	Final	10/28 - 9/30/06
		PT-06-47	Cheboygan CSO			13,978.00	13,817.00	Final	12/21 - 9/30/06
		PT-06-19	MSP			96,934.00	92,580.00	Final	10/1 - 9/30/06
		CP-06-02	OHSP			25,000.00	18,349.00	Final	10/1 - 9/30/06
		CP-06-01	OHSP			20,000.00	16,750.00	Final	10/1 - 9/30/06
		PT-06-58	Wexford PD			18,624.00	10,404.00	Final	1/11 - 9/30/06
		PT-06-95	Manistique DPS			14,057.00	1,901.00	Final	5/18 - 9/30/06
			Subtotal Task #1	1,692,000.00		1,680,673.00	1,487,734.00		
402	TK #2		Recognition and Incentive Programs	292,000.00					
		PT-06-27	Edmore PD			4,884.00	4,881.00	Final	10/18 - 9/30/06
		CP-06-01	OHSP			25,000.00	21,730.00	Final	10/1 - 9/30/06
		PT-06-60	Mason CSO			5,000.00	4,589.00	Final	1/26 - 9/30/06

PROG. AREA/ FUND	PAP/TASK	Grant Number	Description & Grantee	FY2006 HSP Planned Amount	FY2006 Funding Available	Approved Grant Award	Total Fed. Doll. Rpt	Period of Last Cost Stmt	Project Period
		PT-06-55	Birch Run PD			4,990.00	4,990.00	Final	1/5 - 9/30/06
		PT-06-61	Big Rapids PD			5,000.00	5,000.00	Final	1/26 - 9/30/06
		PT-06-62	Somerset Twp PD			5,000.00	5,000.00	Final	2/2 - 9/30/06
		PT-06-39	Sault Sainte Marie PD			5,000.00	5,000.00	Final	11/21 - 9/30/06
		PT-06-52	Montague PD			4,500.00	4,500.00	Final	12/21 - 9/30/06
		PT-06-64	Jonesville PD			10,000.00	10,000.00	Final	2/6 - 9/30/06
		PT-06-57	Blissfield PD			5,000.00	4,541.00	Final	1/11 - 9/30/06
		PT-06-48	Mattawan PD			5,000.00	5,000.00	Final	12/21 - 9/30/06
		PT-06-63	Madison Twp PD			5,000.00	4,998.00	Final	2/6 - 9/30/06
		PT-06-53	Newaygo CSO			4,999.00	4,958.00	Final	1/5 - 9/30/06
		PT-06-85	Romulus PD			4,990.00	4,980.00	Final	4/13 - 9/30/06
		PT-06-46	Caseville PD			5,000.00	4,993.00	Final	12/21 - 9/30/06
		PT-06-69	Wolverine Lake PD			5,000.00	5,000.00	Final	3/2 - 9/30/06
		PT-06-54	Elkton PD			34,997.00	34,997.00	Final	1/5 - 9/30/06
		PT-06-65	Royal Oak			10,000.00	10,000.00	Final	2/16 - 9/30/06
		PT-06-59	Harper Woods			5,000.00	0.00	Final	1/24 - 9/30/06
		PT-06-71	White Pigeon PD			4,990.00	4,990.00	Final	3/14 - 9/30/06
		PT-06-78	Lakeview PD			9,994.00	9,994.00	Final	4/4 - 9/30/06
		PT-06-72	Fenton PD			10,000.00	0.00	Final	3/21 - 9/30/06
		PT-06-73	Oakland CSO			5,000.00	5,000.00	Final	3/21 - 9/30/06
		PT-06-84	Iron Mt PD			5,000.00	5,000.00	Final	4/13 - 9/30/06
		PT-06-70	Alpena CSO			4,990.00	4,986.00	Final	3/2 - 9/30/06
		PT-06-68	Sebewaing PD			5,000.00	5,000.00	Final	3/2 - 9/30/06
		PT-06-66	Grand Traverse CSO			4,999.00	4,999.00	Final	2/16 - 9/30/06
		PT-06-89	Hart PD			5,000.00	5,000.00	Final	4/21 - 9/30/06
		PT-06-93	Ingham CSO			2,000.00	2,000.00	Final	5/11 - 9/30/06
		PT-06-82	Portage PD			2,000.00	2,000.00	Final	4/12 - 9/30/06
		PT-06-74	Dryden PD			2,000.00	2,000.00	Final	4/4 - 9/30/06
		PT-06-96	Muskegon CSO			1,963.00	1,804.00	Final	7/5 - 9/30/06
		PT-06-87	Sturgis PD			1,995.00	1,960.00	Final	4/21 - 9/30/06
		PT-06-91	St. Joseph CSO			2,000.00	2,000.00	Final	4/26 - 9/30/06
		PT-06-86	Dowagiac PD			2,000.00	2,000.00	Final	4/21 - 9/30/06
		PT-06-76	Center Line DPS			2,000.00	2,000.00	Final	4/4 - 9/30/06
		PT-06-75	Kentwood PD			1,989.00	1,989.00	Final	4/4 - 9/30/06
		PT-06-77	Plainwell DPS			7,000.00	7,000.00	Final	4/4 - 9/30/06
		PT-06-80	Sandusky PD			2,000.00	2,000.00	Final	4/13 - 9/30/06
		PT-06-81	Novi PD			1,993.00	1,993.00	Final	4/13 - 9/30/06
		PT-06-83	Grand Haven DPS			1,958.00	1,958.00	Final	4/13 - 9/30/06
		PT-06-88	Hudsonville PD			1,804.00	1,804.00	Final	4/21 - 9/30/06
		PT-06-90	Charlotte PD			2,000.00	2,000.00	Final	4/21 - 9/30/06
		PT-06-92	Ypsilanti PD			2,000.00	2,000.00	Final	5/11 - 9/30/06
		PT-06-94	Montrose PD			4,998.00	4,960.00	Final	5/12 - 9/30/06
			Sub-total Task #2	292,000.00		251,033.00	231,594.00		
402	TK #3		Law Enforcement Coordination	288,000.00					
		PT-06-18	MPHI			230,696.00	230,696.00	Final	10/1 - 9/30/06
		CP-06-01	OHSP			50,000.00	43,524.00	Final	10/1 - 9/30/06

PROG. AREA/ FUND	PAP/TASK	Grant Number	Description & Grantee	FY2006 HSP Planned Amount	FY2006 Funding Available	Approved Grant Award	Total Fed. Doll. Rpt	Period of Last Cost Stmt	Project Period
			Subtotal Task #3	288,000.00		280,696.00	274,220.00		
402	TK #4		PI&E	255,000.00					
		CP-06-02	OHSP			255,000.00	214,010.00	Final	10/1 - 9/30/06
402-PM	TK #4		PI&E (Paid Media)	1,150,000.00					
		CP-06-02	OHSP			1,150,000.00	1,112,478.00	Final	10/1 - 9/30/06
402	TK #5		Upper Peninsula Representation	7,000.00					
		CP-06-01	OHSP			7,000.00	435.00	Final	10/1 - 9/30/06
402	TK #6		Evaluation	61,000.00					
		CP-06-01	OHSP			61,000.00	58,700.00	Final	10/1 - 9/30/06
402	TK #7		Grant Development & Community Outreach	970,000.00					
		CP-06-01	OHSP			969,502.00	961,292.00	Final	10/1 - 9/30/06
			Total 402 PTS Funds	4,715,000.00	4,709,776.88	4,654,904.00	4,340,463.00		
405	TK #1		Safety Belt Enforcement Zone Signs	20,000.00					
			Total 405 PTS Funds	20,000.00	20,000.00	0.00	0.00		
410	TK #1		Overtime Enforcement	769,000.00					
		PT-06-05	Macomb County Sheriff's Office			80,000.00	80,000.00	Final	
		PT-06-08	Detroit Police Department			14,930.00	14,927.00	Final	
		PT-06-15	Wayne County Sheriff's Office			156,871.00	156,871.00	Final	
		PT-06-19	MSP			204,874.00	183,670.00	Final	10/1 - 9/30/06
		PT-06-33	Burton PD			29,525.00	0.00	Final	
		PT-06-42	TIA of Oakland			86,477.00	44,574.00	Final	
		PT-06-43	Wyoming PD			184,000.00	173,939.00	Final	
410	TK #2		Recognition and Incentive Programs	10,000.00					
		CP-06-01	OHSP			10,000.00	4,879.00	Final	
410-PM	TK #4		PI&E (Paid Media)	780,000.00					
		CP-06-02	OHSP			780,000.00	769,945.00	Final	10/1 - 9/30/06
410	TK #6		Evaluation	25,000.00					
		CP-06-01	OHSP			25,000.00	25,000.00	Final	11/30 - 9/30/06
			Total 410 PTS Funds	1,584,000.00	1,571,677.00	1,571,677.00	1,453,805.00		
157 Inc	TK #1		Overtime Enforcement	1,012,000.00					
		PT-06-19	MSP			794,719.00	794,166.00	Final	10/1 - 9/30/06
		PT-06-42	TIA of Oakland			217,760.00	217,760.00	Final	
			Total 157 Incentive PT Funds	1,012,000.00	1,551,385.40	1,012,479.00	1,011,926.00		
163	TK #1		Overtime Enforcement	1,000,000.00					
		PT-06-35	Jackson TSP			30,122.00	23,637.00	Final	11/1 - 9/30/06
		PT-06-41	Berrien CSO			20,008.00	14,844.00	Final	11/22 - 9/30/06
		PT-06-42	TIA of Oakland			37,851.00	37,851.00	Final	11/22 - 9/30/06
		PT-06-13	WMU DPS			74,380.00	66,008.00	Final	10/1 - 9/30/06
		PT-06-43	Wyoming PD			169,994.00	169,994.00	Final	11/22 - 9/30/06
		PT-06-32	Grand Traverse CSO			24,863.00	24,863.00	Final	10/18 - 9/30/06
		PT-06-07	Muskegon CSO			39,889.00	27,801.00	Final	10/1 - 9/30/06
		PT-06-21	Marquette CSO			22,639.00	15,687.00	Final	10/1 - 9/30/06

PROG. AREA/ FUND	PAP/TASK	Grant Number	Description & Grantee	FY2006 HSP Planned Amount	FY2006 Funding Available	Approved Grant Award	Total Fed. Doll. Rpt	Period of Last Cost Stmt	Project Period
		PT-06-33	Burton PD			124,786.00	124,633.00	Final	10/28 - 9/30/06
		PT-06-36	Bay CSO			34,949.00	31,585.00	Final	11/1 - 9/30/06
		PT-06-44	Calhoun CSO			24,998.00	14,457.00	Final	11/22 - 9/30/06
		PT-06-16	Meridian Twp PD			75,224.00	59,240.00	Final	10/1 - 9/30/06
		PT-06-12	Monroe CSO			45,000.00	44,189.00	Final	10/1 - 9/30/06
		PT-06-49	Delta CSO			12,496.00	12,452.00	Final	12/21 - 9/30/06
		PT-06-19	MSP			212,260.00	212,260.00	Final	10/1 - 9/30/06
		PT-06-22	Livingston CSO			49,913.00	36,735.00	Final	10/7 - 9/30/06
			Total 163 PT Funds	1,000,000.00	999,372.00	999,372.00	916,236.00		
			TOTAL PAP 06-03	8,331,000.00	4,122,434.40	8,238,432.00	7,722,430.00		
PS	06-04								
402	TK #1		Bicycle Helmets	65,000.00					
		PS-06-01	MDCH			65,000.00	64,478.00	Final	4/4 - 9/30/06
402	TK #2		Pedestrian Safety	0.00					
402	TK #3		Grant Development & Community Outreach	20,000.00					
		CP-06-01	OHSP			19,990.00	19,821.00	Final	10/1 - 9/30/06
			TOTAL PAP 06-04	85,000.00	84,600.00	84,990.00	84,299.00		
TR	06-05								
402	TK #1		Michigan Traffic Crash Facts	205,000.00					
		TR-06-01	UMTRI			190,000.00	190,000.00	Final	10/1 - 9/30/06
402	TK #5		Grant Development & Community Outreach	53,000.00					
		CP-06-01	OHSP			52,973.00	52,524.00	Final	10/1 - 9/30/06
			Total 402 TR Funds	258,000.00	257,500.00	242,973.00	242,524.00		
157 Inc	TK #2		Traffic Crash Data Systems	1,500,000.00					
		TR-03-04	MSP			1,500,000.00	0.00	Final	10/28 - 9/30/06
			Total 157 Incentive TR Funds	1,500,000.00	1,500,000.00	1,500,000.00	0.00		
163	TK #3		Crash Reporting Training	405,000.00					
163	TK #4		Driver Record Processing	850,000.00					
		TR-06-02	Dept of State			799,897.00	211,834.00	Final	5/3 - 9/30/06
			Total 163 TR Funds	1,255,000.00	799,897.00	799,897.00	211,834.00		
			TOTAL PAP 06-05	3,013,000.00	1,757,500.00	2,542,870.00	242,524.00		
CP	06-06								
402	TK #1		Public Information & Education	783,000.00					
		CP-06-05	MSP			184,370.00	156,432.00	Final	10/1 - 9/30/06
		CP-06-02	OHSP			170,000.00	141,908.00	Final	10/1 - 9/30/06
402	TK #2		Partner Activities	100,000.00					
		CP-06-02	OHSP			100,000.00	57,978.00	Final	10/1 - 9/30/06
402	TK #3		Corporate Outreach	25,000.00					
		CP-06-02	OHSP			15,000.00	3,266.00	Final	10/1 - 9/30/06
402	TK #4		Safe Communities	199,000.00					
		CP-06-06	West Shore Safe Comm			4,810.00	4,714.00	Final	4/13 - 9/30/06

PROG. AREA/ FUND	PAP/TASK	Grant Number	Description & Grantee	FY2006 HSP Planned Amount	FY2006 Funding Available	Approved Grant Award	Total Fed. Doll. Rpt	Period of Last Cost Stmt	Project Period
		CP-06-04	MRC for H&S			109,482.00	101,795.00	Final	10/1 - 9/30/06
		CP-06-07	TSA of Macomb			19,969.00	19,822.00	Final	4/21 - 9/30/06
		PT-06-18	MPHI			14,963.00	2,870.00	Final	10/1 - 9/30/06
		CP-06-01	OHSP			0.00	0.00	Final	10/1 - 9/30/06
		CP-05-05	UMTRI			8,832.00	8,831.00	Final	11/17 - 9/30/06
402	TK #5		Exhibiting	15,000.00					
		CP-06-02	OHSP			15,000.00	3,759.00	Final	10/1 - 9/30/06
402	TK #6		Crime/Crash Cost Book Update	86,000.00					
		CP-06-03	UMTRI			85,468.00	85,468.00	Final	10/5 - 9/30/06
402	TK #7		Grant Development & Community Outreach	363,000.00					
		CP-06-01	OHSP			362,814.00	359,742.00	Final	10/1 - 9/30/06
			Total 402 CP Funds	1,571,000.00	1,570,580.47	1,090,708.00	946,585.00		
410	TK#1		Public Information & Education	30,000.00					
		CP-06-02	OHSP			30,000.00	18,438.00	Final	10/1 - 9/30/06
			Total 410 CP Funds	30,000.00	30,000.00	30,000.00	18,438.00		
			TOTAL PAP 06-06	1,601,000.00	1,600,580.47	1,120,708.00	965,023.00		
RS	06-07								
402	TK #1		Intersection Enforcement	165,000.00					
		RS-06-06	Monroe CSO			44,999.00	43,588.00	Final	10/1 - 9/30/06
		RS-06-01	Wyoming PD			49,982.00	29,097.00	Final	10/1 - 9/30/06
		RS-06-07	Grand Traverse CSO			24,971.00	22,244.00	Final	10/18 - 9/30/06
		RS-06-04	Muskegon CSO			19,296.00	7,897.00	Final	10/1 - 9/30/06
		RS-06-02	Saginaw CSO			8,958.00	8,871.00	Final	10/1 - 9/30/06
			Subtotal TK#1	165,000.00		148,206.00	111,697.00		
402	TK #2		Road Design Safety and Ed	180,000.00					
		RS-06-03	MTU			29,995.00	12,436.00	Final	10/1 - 9/30/06
		RS-06-05	WSU			149,957.00	149,957.00	Final	10/1 - 9/30/06
402	TK #3		Grant Development & Community Outreach	103,000.00					
		CP-06-01	OHSP			102,947.00	102,075.00	Final	10/1 - 9/30/06
			TOTAL PAP 05-07	448,000.00	445,000.00	431,105.00	376,165.00		
DE	06-08								
402	TK #1		Winter Driving Community Program	20,000.00					
		CP-06-02	OHSP			20,000.00	0.00	Final	10/1 - 9/30/06
402	TK #2		Elderly Mobility	0.00					
402	TK #3		Young Drivers	0.00					
402	TK #4		Grant Development & Community Outreach	7,000.00					
		CP-06-01	OHSP			6,996.00	6,937.00	Final	10/1 - 9/30/06
			TOTAL PAP 06-08	27,000.00	27,000.00	26,996.00	6,937.00		
MC	06-09								
402	TK #1		PI&E	30,000.00					
		CP-06-02	OHSP			30,000.00	19,145.00	Final	10/1 - 9/30/06
402	TK #2		Evaluation	30,000.00					

PROG. AREA/ FUND	PAP/TASK	Grant Number	Description & Grantee	FY2006 HSP Planned Amount	FY2006 Funding Available	Approved Grant Award	Total Fed. Doll. Rpt	Period of Last Cost Stmt	Project Period
		OP-06-02	WSU			26,919.00	26,919.00	Final	10/5 - 9/30/06
402	TK #3		Grant Development & Community Outreach	19,000.00					
		CP-06-01	OHSP			18,990.00	18,829.00	Final	10/1 - 9/30/06
			TOTAL PAP 06-09	79,000.00	78,000.00	75,909.00	64,893.00		
PA	06-10								
402	TK #1		Planning and Administration	691,000.00					
		PA-06-01	OHSP			519,328.00	495,337.00	Final	10/1 - 9/30/06
			TOTAL PAP 06-10	691,000.00	642,328.00	519,328.00	495,337.00		
			Total 157 Incentive	2,512,000.00	3,051,385.40	2,512,479.00	1,011,926.00		
			Total 157 Innovative	63,000.00	24,344.36	24,344.36	24,344.36		
			Total 405	905,000.00	2,931,042.30	745,886.64	596,091.64		
			Total 2003b (OP)	204,000.00	203,348.04	204,000.00	203,348.00		
			Total 402	7,888,000.00	7,828,785.35	7,140,908.00	6,571,122.00		
			Total 406		2,009,837.00				
			Total 408		1,253,242.00				
			Total 2010		167,290.00				
			Total 410	2,989,000.00	5,825,846.45	2,865,466.00	2,310,832.54		
			TOTAL NHTSA GTS Funds	14,561,000.00	23,295,120.90	13,493,084.00	10,717,664.54		
			Total 163**	2,655,000.00	3,076,967.00	2,121,852.00	1,429,717.00		
			FMCSA	63,000.00	62,959.00	62,959.00	57,546.00		
			TOTAL ALL FUNDING SOURCES	17,279,000.00	26,435,046.90	15,677,895.00	12,204,927.54		
			Program Income:						
		AL-06-02	Used to pay for expenses of conductin seminars				\$35,189.00		

**Not tracked within NHTSA Grant Tracking Sytem

Acronyms

DEFINITIONS FOR ACRONYMS USED IN THE 2006 ANNUAL EVALUATION REPORT

BAC	Blood Alcohol Concentration
CPS	Child Passenger Safety
DMSTF	Drive Michigan Safety Task Force
DUI	Driving Under the Influence
GTSAC	Governor's Traffic Safety Advisory Commission
KA	Based on injury severity scale for traffic crash-related injuries. K-level injuries refer to injuries that result in death within 90 days of the incident. A-level injuries refer to incapacitating injuries.
LEL	Law Enforcement Liaison
MADD	Mothers Against Drunk Driving
MCRUD	Michigan Coalition to Reduce Underage Drinking
MDCH	Michigan Department of Community Health
MIP	Minor in Possession
MPO	Metropolitan Planning Organization
MSP	Michigan State Police
MTSC	Michigan Truck Safety Commission
NHTSA	National Highway Traffic Safety Administration
OHSP	Office of Highway Safety Planning
PAAM	Prosecuting Attorneys Association of Michigan
PBT	Preliminary Breath Test
PSA	Public Service Announcement
UMTRI	University of Michigan Transportation Research Institute
VMT	Vehicle Miles Traveled





Michigan Department of State Police / Office of Highway Safety Planning
4000 Collins Road, P. O. Box 30633
Lansing, Michigan 48909-8133

www.michigan.gov/ohsp

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