

PATHWAYS

2003 ANNUAL EVALUATION REPORT

MICHIGAN OFFICE OF HIGHWAY SAFETY PLANNING



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INTRODUCTION

Welcome to the 2003 Annual Evaluation Report for the Office of Highway Safety Planning (OHSP). This year has been very successful for traffic safety in Michigan. As will be seen from reading through this report, this success is due to the efforts of traffic safety partners and advocates working together throughout the year to improve the safety of Michigan's roads. To highlight the accomplishments that Michigan has experienced, the annual report begins with a new section entitled FY2003 Accomplishments. This allows the reader to see at a glance all that has been accomplished for traffic safety in this state. Additional detail can be found within the report itself.

This new section is followed by the traditional overview of Michigan's fatal and serious injury crash trends. Detail on each OHSP goal is provided including a statement of each goal, a

look at the status of the goal over the past few years and a brief explanation of the activity impacting the goal. This section demonstrates the impact of the traffic safety programs selected and supported by OHSP.

The final section of the report provides additional detail on grant activities undertaken during the year to achieve OHSP's mission and goals. This section includes a comprehensive overview of the safety belt and alcohol enforcement mobilizations as well as detailed evaluation information regarding the paid advertising campaigns implemented in support of these mobilizations.

OHSP thanks its many partners for their support, dedication and willingness to work with us in protecting Michigan citizens from the impact of traffic crashes.

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.

FY2003 ACCOMPLISHMENTS

- There were 1,279 traffic fatalities in 2002, the lowest number since 1945.
- 2002 was the first year on record with fewer than 500 alcohol-related traffic fatalities.
- Michigan's fatality rate per 100 million miles of travel dropped 5.4 percent from 1.38 to 1.30.
- Michigan's safety belt use rate was 84.8 percent, the highest rate ever recorded.
- FY2003 had the safest driving holidays of any year since the Office of Highway Safety Planning has existed. There were 60 traffic fatalities during holiday periods, down from a 30-year average of 110.
- A total of 464 law enforcement agencies participated in at least one of the four national mobilizations supported by OHSP. These agencies reported 318,186 hours of traffic patrol, made 217,610 traffic stops, issued 48,229 safety belt citations and made 4,654 drunk driving arrests. In addition, 3,001 felony arrests were made.
- 26,670 traffic patrol hours were funded during the weekly Drive Michigan Safety Task Force (DMSTF) *You Drink & Drive. You Lose.* enforcement activities resulting in 19,410 traffic stops and 1,058 OUIL/OUID arrests.
- Five hundred child safety seats were purchased and distributed through Michigan's SAFE KIDS chapters and coalitions as well as Michigan Child Passenger Safety instructors.
- Bicycle helmets were distributed to 3,344 children and 597 adults.
- Fifty-nine district and circuit court judges were trained on vehicle immobilization, repeat offender legislation, and related traffic topics.
- Thirty-eight judges and magistrates were trained on the scientific aspects of instruments for checking vehicle speed.
- The Michigan Coalition to Reduce Underage Drinking (MCRUD) awarded 32 grants to local coalitions or grass roots organizations to conduct underage drinking prevention activities.
- Thirty-five Michigan teens participated in Teen Leadership Training at Michigan State University to learn about media advocacy, environmental change, and policy issues regarding underage drinking. The teens will use this training in an effort to impact change in their local communities.
- MADD's 38-minute multi-media school assembly program, *IRL...In Real Life*, was presented to more than 14,000 students in 28 Michigan high schools.
- OHSP youth alcohol enforcement programs took place in 13 counties around the state with the following results:
 - 149 Party Patrol Hours were worked resulting in 263 enforcement contacts, 132 MIP citations, and 41 underage parties were dispersed.
 - During Operation LOOKOUT, 301 enforcement contacts were made, generating 12 MIP citations and 12 misdemeanor arrests.
 - The SPOTLIGHT program resulted in 223 MIP arrests, 45 open intoxicants and 42 adults furnishing alcohol to minor citations.
- OHSP provided training materials to nearly 1,800 students to support the Standardized Field Sobriety Testing (SFST) training programs.
- Thirty-three law enforcement officers took the train-the-trainer course for "Conducting Complete Traffic Stops" and will begin conducting training in FY2004.
- Traffic safety forums were held in all 12 Metropolitan Planning Organizations to begin the process of determining how best to incorporate safety in the planning process.

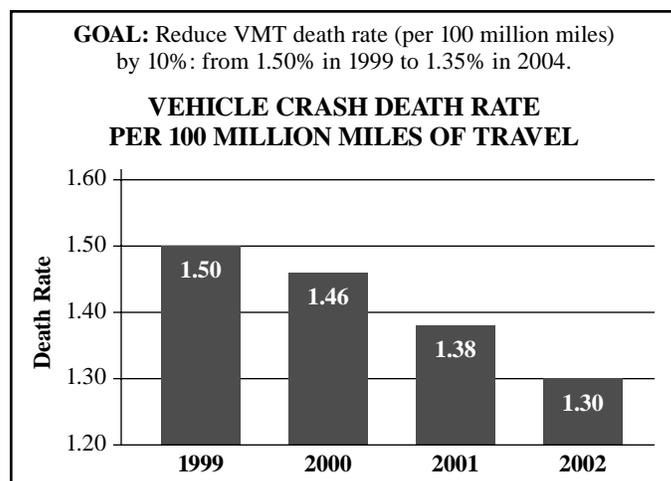
VEHICLE CRASH STATISTICS

COMPARING MICHIGAN'S TRAFFIC FATALITY FACTS TO THE NATION'S EXPERIENCE 2001-2002 ■ ■ ■

	MICHIGAN			UNITED STATES		
	2001	2002	% Change	2001	2002	% Change
Fatalities	1,328	1,279	-3.7%	42,116	42,850	1.7%
VMT (Billions)	96.5	98.2	1.8%	277.8	283.0	1.9%
Fatality Rate (100m VMT)	1.38	1.30	-5.4%	1.51	1.51	0.0%
<i>VMT = Vehicle Miles Traveled</i>						
Occupants Killed	315	281	-10.8%	33,205	34,055	2.6%
*Non-Occupants Killed	185	190	2.7%	5,730	5,519	-3.7%
<i>*Non-Occupants = Bicyclists and Pedestrians</i>						
Alcohol-Related Fatalities	504	463	-8.1%	17,448	17,970	3.0%
Alcohol-Related (% of Total)	38.0%	35.8%	-5.8%	41.4%	41.9%	1.2%
Alcohol Fatal Rate (100m VMT)	0.52	0.47	-9.7%	0.63	0.64	1.6%
Fatalities from Crashes						
Involving Large Trucks	129	151	17.1%	5,082	4,902	-3.5%
Pedestrian Fatalities	159	180	13.2%	4,882	4,776	-2.2%
Motorcycle Under Age 45	79	58	-26.6%	1,925	1,836	-4.6%
Motorcycle Age 45 and Older	15	24	60.0%	1,254	1,440	14.8%
Total Motorcycle Fatalities	94	82	-12.8%	3,181	3,276	3.0%

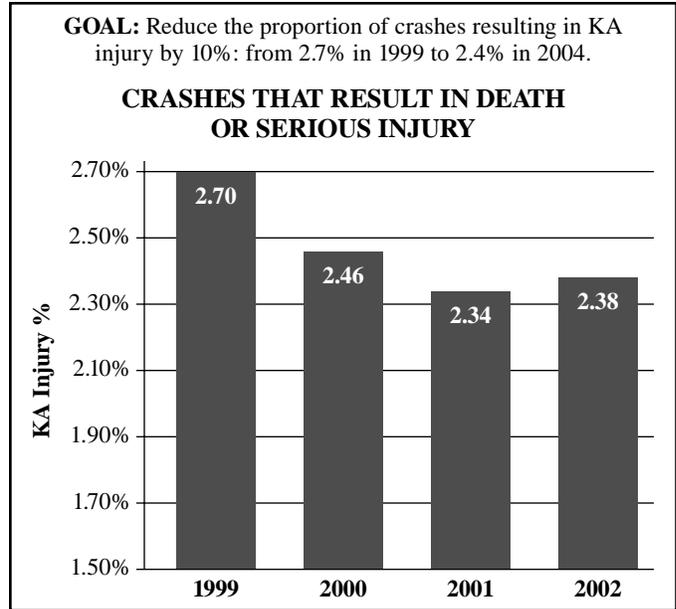
VEHICLE CRASH DEATH RATE

The death rate per 100 million miles of travel decreased to 1.30 percent in 2002, exceeding the target set for 2004. This rate is also well below the national average of 1.51 per million miles of travel. During 2005 planning, the current goal will be reviewed and/or adjusted to reflect a new target(s).



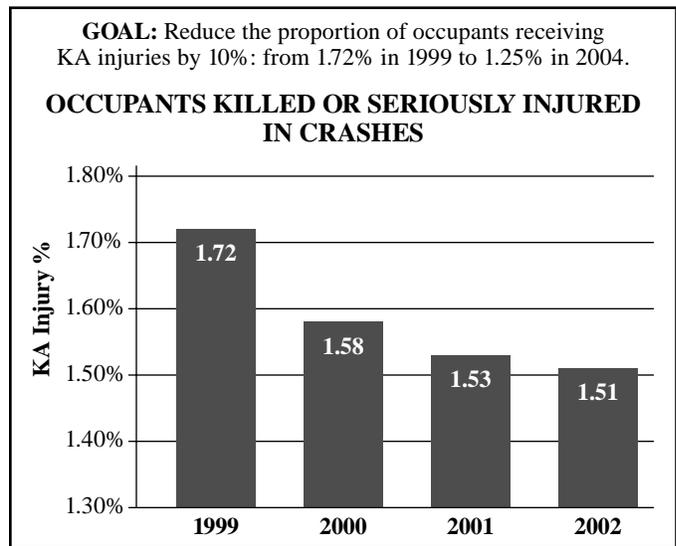
CRASHES THAT RESULT IN DEATH OR SERIOUS INJURY (KA)

In 1999, 2.7 percent of all crashes resulted in death or serious injury. By 2001 that percent decreased to 2.34 percent which surpassed the goal of 2.4 percent. In 2002, this percent increased slightly to 2.38 percent, due to an overall decrease in 2002 crashes and fatalities, *but* an increase (492) in overall injuries in 2002 crashes. Although the percent showed a small increase, it is still below the goal and continues to be below the national average. During 2005 planning, the goal will be reviewed and/or adjusted to reflect a new target(s).



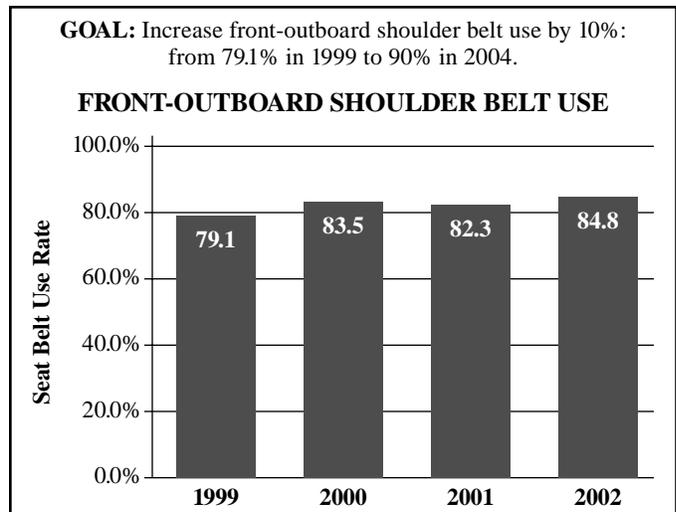
OCCUPANTS KILLED OR SERIOUSLY INJURED

The proportion of occupants who experience a fatal or serious injury reflects the impact OHSP programs have on improving safety. In 1999 the proportion was 1.72 per 100 crash-involved persons. By 2002 this rate had dropped to 1.51 percent, but was still short of the 2004 goal of 1.25 percent.



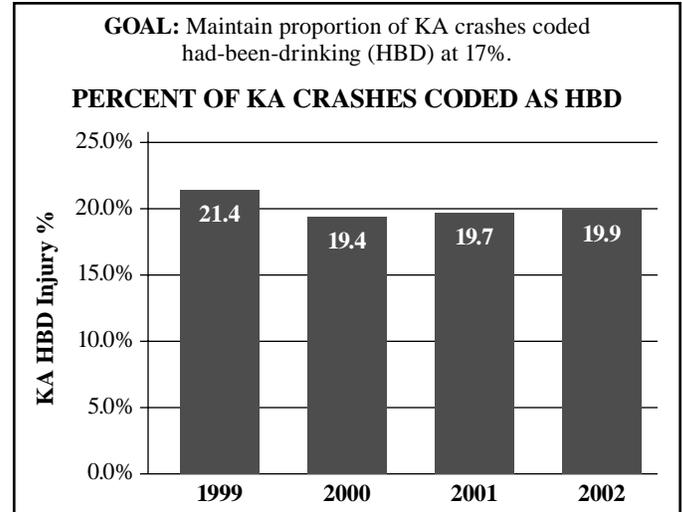
FRONT-OUTBOARD SHOULDER BELT USE

The single most effective way to reduce the probability of being killed or seriously injured in a traffic crash is to wear a safety belt. A central focus of OHSP activity has been and remains the promotion of safety belt use. Activity in 2003 focused on the national *Click It or Ticket* campaign, with special emphasis on two highly publicized mobilizations during the Memorial Day and Thanksgiving holiday periods. The mobilizations involved 424 law enforcement agencies spending 168,135 patrol hours increasing attention on safety belt enforcement, participating in saturation patrols, and setting up safety belt enforcement zones. The mobilizations resulted in 38,832 safety belt and child restraint citations, 1,699 OUIL arrests, 1,571 felony arrests, and 70,702 other citations and arrests. In addition, the annual Labor Day survey revealed an 84.8 percent safety belt use rate, the highest rate ever recorded.



KA CRASHES CODED AS HBD

Despite increased enforcement activities, educational programs, and public information campaigns, impaired driving crashes and the fatalities and serious injuries that occur as a result continue to be one of the most compelling challenges facing OHSP. In FY03, much of the activity focused on the mobilization activity conducted during the July 4th and Christmas/New Year's holiday periods. The purpose of this program was to reduce the number of alcohol-impaired driving crashes and to increase the perceived risk of being detected and arrested for this type of behavior. The mobilizations involved 391 law enforcement agencies working 149,385 patrol hours focusing attention on drunk driving enforcement and participating in saturation patrols. The mobilizations resulted in 2,955 OUIL arrests, 1,427 felony arrests, and 77,527 other citations and arrests. There were 19 fatalities over the three mobilization holidays, 63 percent below average; of these, only two were alcohol-related, with no traffic fatalities over the Christmas holiday and no alcohol-related traffic fatalities over the New Year's holiday.



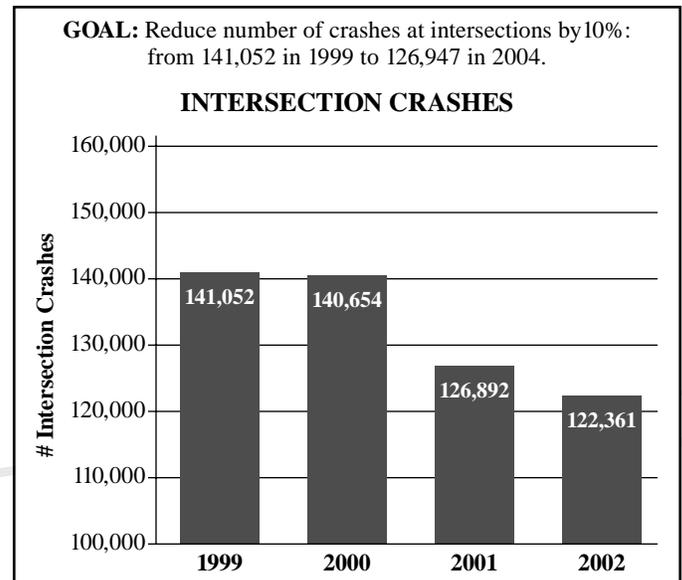
INTERSECTION CRASHES

Since 1999, there has been a 13 percent decrease in crashes occurring at intersections and the 2004 goal has been exceeded for the past two years. OHSP has been involved in numerous activities in this area including a Road Improvement Demonstration Project and development of an Intersection Safety Action Plan.

The Road Improvement Demonstration Project identified intersections with higher than normal crash rates and implemented low cost improvements (i.e., signal re-timing, sign upgrades and larger signal heads) at these intersections.

By using the American Association of State Highway and Transportation Officials National Agenda for Intersection Safety Guide, Michigan has created an Intersection Safety Action Plan. This plan will provide a list of intersection issues along with suggested improvements.

During 2005 planning, the goal will be reviewed and/or adjusted to reflect a new target(s).

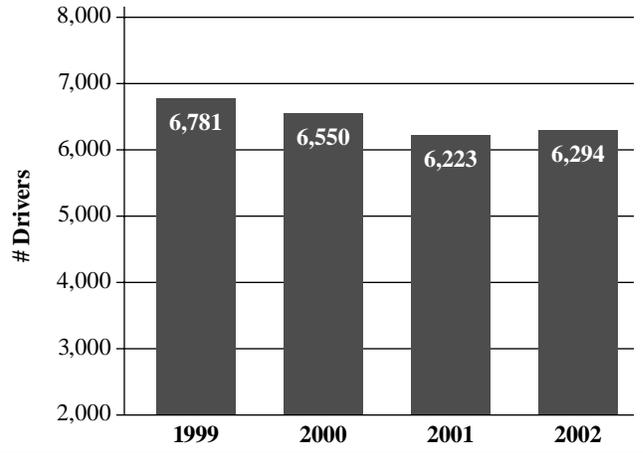


DRIVERS INVOLVED IN “HAZARDOUS ACTIONS” KA CRASHES

Unsafe driving behaviors include speeding, failure to yield, violating a traffic control, passing improperly, and failing to leave a clear distance between vehicles. OHSP continues to implement and support a variety of programs aimed to reduce the occurrence of these types of behaviors and ultimately reduce the number of KA crashes as a result. Increased law enforcement visibility, teen educational programs, and increased media advertising have contributed to the 7-percent decrease in these crashes since 1999. The slight increase in these crashes from 2001 to 2002 is a result of the increase in overall injury crashes and injuries from 2001 to 2002. Based on the positive four-year trend and the activities geared towards this issue, it is anticipated these numbers will continue to decrease toward the stated goal.

GOAL: Reduce the number of drivers in KA crashes where unsafe driving behavior is cited as the hazardous action by 10%: from 6,781 in 1999 to 6,103 in 2004.

NUMBER OF DRIVERS INVOLVED IN KA CRASHES WITH “MOST HAZARDOUS ACTION” CODED AS UNSAFE DRIVING BEHAVIOR



MALE DRIVERS AGE 16–20 KA CRASH RATE

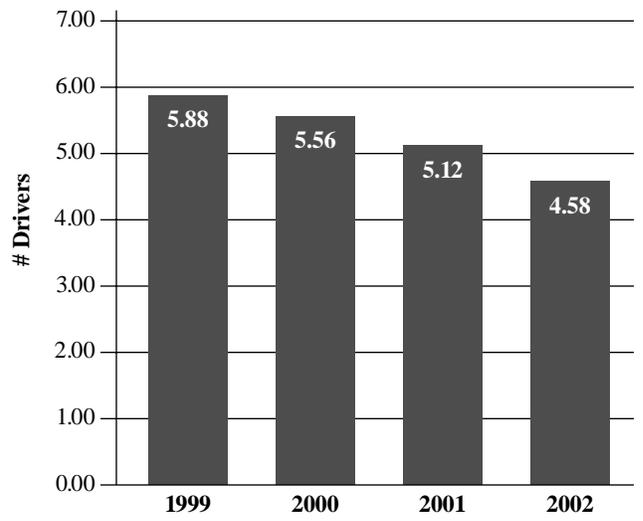
Drivers in this group have a higher crash rate per licensed driver than in any other group. Among the most difficult challenges is creating a program that reaches this demographic (age, ethnicity, education...etc.) in terms of both the intended message(s) and anticipated behavior change. The May safety belt mobilization advertising campaign sought to reach young men with the key message of *Buckle Up or Pay Up*. Alcohol impaired driving crashes in this group are also higher than in any other age/gender group.

The Drive Michigan Safely Task Force, consisting of over 90 state, county, and local law enforcement agencies in 24 counties, conducted both safety belt and alcohol saturation patrols covering almost 80 percent of Michigan's population.

Continued efforts by OHSP and their partners will further contribute to the downward trend of the last four years with a real possibility of meeting and/or exceeding the FY04 goal in 2003.

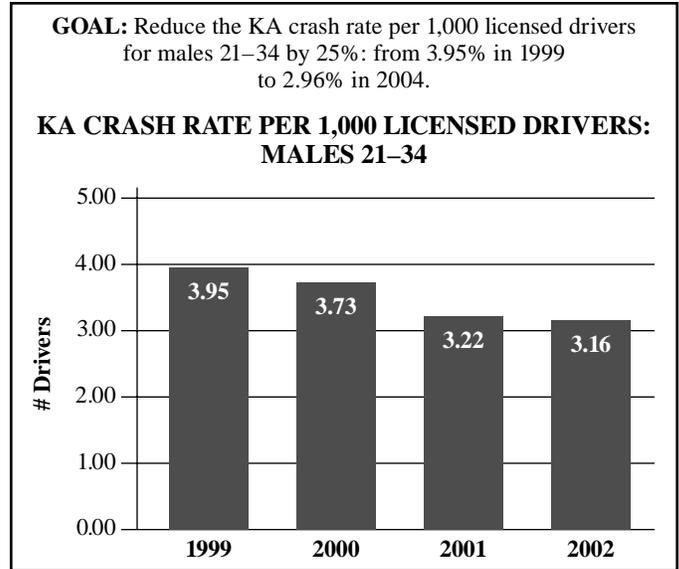
GOAL: Reduce the KA crash rate per 1,000 licensed drivers for males 16–20 by 25%: from 5.88% in 1999 to 4.41% in 2004.

KA CRASH RATE PER 1,000 LICENSED DRIVERS: MALES 16–20



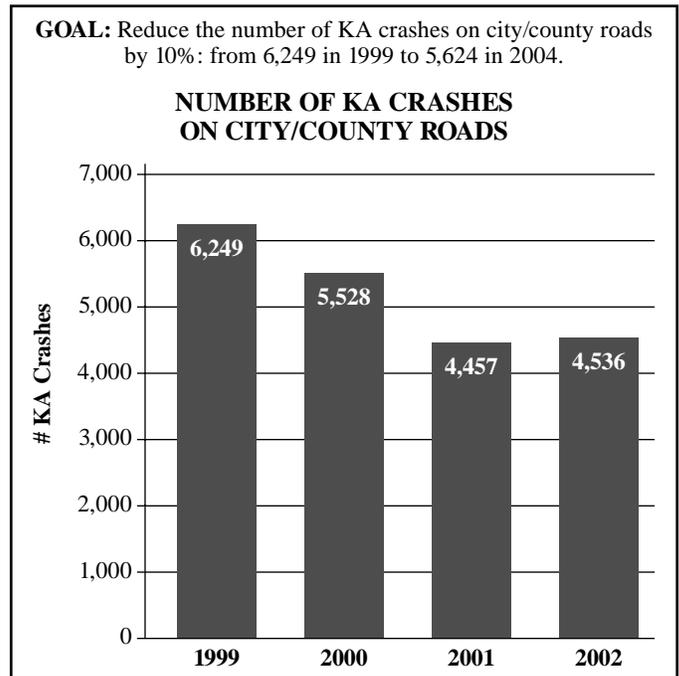
MALE DRIVERS AGE 21–34 KA CRASH RATE

Second only to 16–20-year-old males, this group has the highest crash rate per 1,000 licensed drivers. Moreover, crashes involving drivers from this group represent the largest total number of KA crashes of all age and gender subgroups. Each of the specific enforcement programs conducted and described earlier impact this target group. Based on the four-year trend, the program and activities that OHSP and its partners are engaging in are having the desired results.



KA CRASHES ON CITY/COUNTY ROADS

Achieving this goal in year 2000 and maintaining a positive downward trend is a result of targeting enforcement, education, and engineering activities on city and county roads where a majority of the crashes and associated injuries occur. During 2005 planning, the goal will be reviewed and/or adjusted to reflect a new target(s).



MEMORIAL DAY THROUGH LABOR DAY KA INJURY RATE — DRIVERS AND OCCUPANTS

The Memorial Day to Labor Day period is a time of high travel, good weather, and three national holidays. As recreational travel increases, the probability and severity of crashes show an upward trend. Good weather is related to higher travel speeds which are in turn related to more significant injuries when a crash occurs.

In FY03, statewide mobilizations were conducted during the Memorial Day and July 4th holidays, targeting safety belt usage and impaired driving offenses respectively. By concentrating efforts during these times, OHSP maximized law enforcement resources and launched an intense media campaign intended to reach the greatest amount of the population and target groups.

The increase in percentages from 2001 to 2002 can be attributed to the 2002 July 4th holiday period which saw 30 fatalities, the highest such number since 1982 and an increase from 2001 fatalities (10). Both Memorial Day and Labor Day 2002 saw decreases in the overall fatalities from 2001.

Memorial Day 2003 recorded six fatalities, the lowest such number recorded and the first time in 20 years there were fewer than 10 fatalities during this time frame (in 1982 there were nine fatalities). There were 12 fatalities over the **2003 July 4th** holiday period in comparison to 30 fatalities over the same time period in 2002. There were 11 fatalities during the **2003 Labor Day** holiday period in comparison to 13 fatalities over the same time period in 2002 (provisional figures).

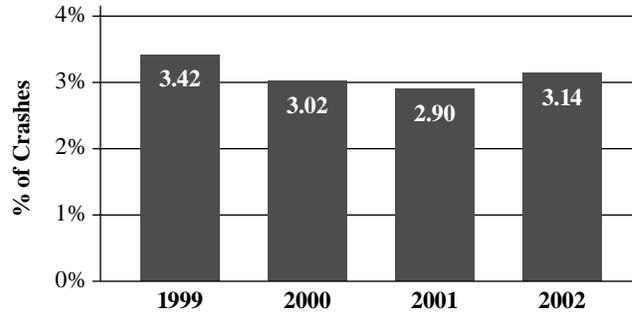
CRASH-INVOLVED OCCUPANTS AGE 0-15 THAT EXPERIENCE KA INJURIES

The achievement of this goal rests primarily on appropriate safety belt and child restraint use. In Michigan, a statewide Child Passenger Safety plan has been developed and five priority issues identified.

With the Michigan primary safety belt law in effect since 2000, seat belt usage has been over 80 percent for the past three years and the number of fatalities in crashes in which the person was not belted dropped to 40 percent in 2002 which is the lowest rate recorded.

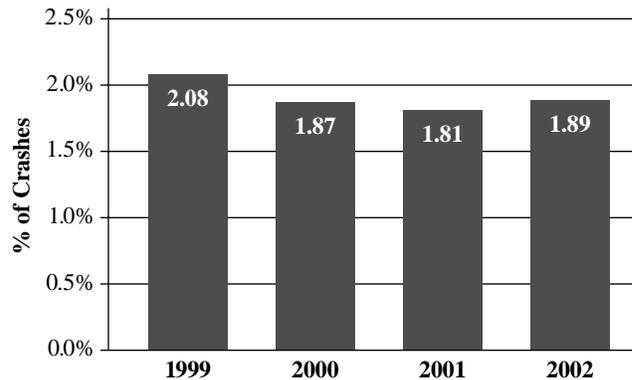
GOAL: Reduce the percentage of crashes resulting in KA injury (Memorial Day-Labor Day) by 10%: from 3.42% in 1999 to 3.08% in 2004.

PERCENT OF CRASHES RESULTING IN KA INJURIES: MEMORIAL DAY-LABOR DAY



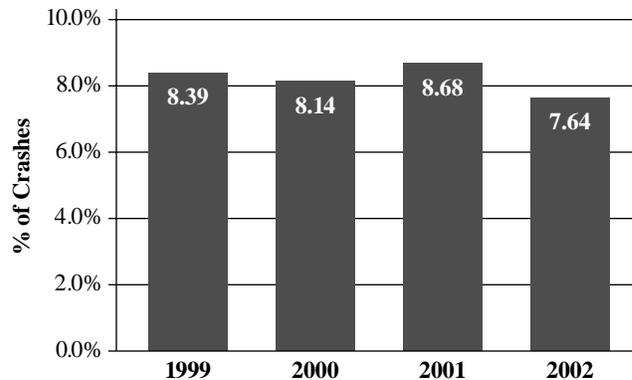
GOAL: Reduce the percentage of occupants receiving KA injury (Memorial Day-Labor Day) by 10%: from 2.08% in 1999 to 1.87% in 2004.

PERCENT OF CRASH-INVOLVED OCCUPANTS RECEIVING KA INJURIES: MEMORIAL DAY-LABOR DAY



GOAL: Reduce the percentage of occupants age 0-15 receiving KA injury by 10%: from 8.39% in 1999 to 7.55% in 2004.

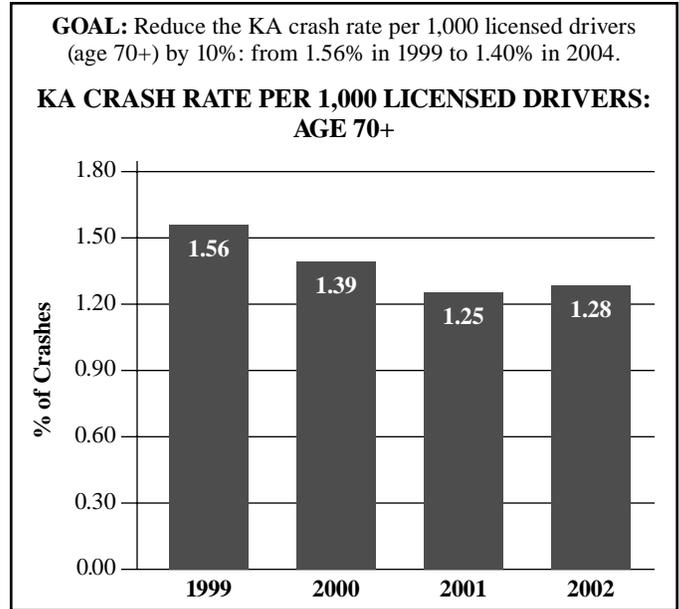
PERCENT OF CRASH-INVOLVED OCCUPANTS AGE 0-15 RECEIVING KA INJURIES



LICENSED DRIVERS AGE 70+ KA CRASH RATE

Although this segment of the population makes up only a small fraction of crashes that occur in Michigan each year, this group's population numbers are expected to more than double in the next 20 years. With this increase there will be additional challenges in providing safe roadways, clear and concise safety messages, and an increased focus on driver education and training programs.

Based on the trend from 1999–2002 it is obvious there exists a foundation that is addressing many of the issues facing the age 70+ drivers. During 2005 planning, the goal will need to be reviewed and/or adjusted to reflect a new target(s).



OCCUPANT PROTECTION

ENFORCEMENT ■ ■ ■

Section 402 and 157 incentive funding

See Mobilization section (page 38) for the Drive Michigan Safely Task Force enforcement statistical write-up and results for the FY2003 *Click It or Ticket* enforcement.

EVALUATION ■ ■ ■

Section 402 and 157 innovative funding

GOAL

To enable OHSP to monitor the effectiveness of the safety belt programs conducted throughout the year.

SUMMARY

OHSP contracted with the University of Michigan Transportation Research Institute (UMTRI) to conduct an annual safety belt direct observation survey over the Labor Day 2003 holiday. During this survey, UMTRI conducted a pilot program using a personal digital assistant (PDA) system, which was used to collect the survey data to determine the accuracy, promptness, and reliability of collecting data using this method.

RESULTS

Following the Labor Day 2003 survey, the state experienced another increase in safety belt usage to 84.8 percent. This is now the highest rate ever achieved in Michigan.

As part of the Labor Day survey, UMTRI conducted a pilot study to determine the effectiveness of using electronic PDA equipment to collect and transmit the survey data. They showed that the PDA method is similar to the paper form on efficiency and reliability. The main benefit is that the data is already in an electronic format, removing the time-consuming process of data entry. In addition, organizing and tracking data collection was more efficient and effective with the PDA. The PDA was far superior for data collection in inclement weather, although in very cold conditions battery life may be an issue. The PDA user, who was experienced in the paper form method, judged the PDA method to be less physically demanding and more fun.

On the other hand, e-mailing data seemed to put an undue drain on battery life, so the ability to charge the PDA from the research vehicle's utility jack is a necessity. There is also a need to have procedures in place to reduce the magnitude of data loss in the unlikely event of a PDA electronic failure.

Based upon these positive results, OHSP and UMTRI plan to use PDAs in all future occupant protection field data collection efforts.

MULTI-CULTURAL SAFETY MESSAGES ■ ■ ■

Section 402 and 157 innovative funding

GOAL

Provide culturally appropriate educational traffic safety messages within the three largest diverse communities in Southeast Michigan: African-American, Arab-American and Hispanic/Latino.

SUMMARY

When Michigan adopted a primary safety belt law in 2000, the Wayne County Safety Belt Coalition was formed to assist with education efforts in the state's most populous county. The Coalition remains actively involved in continued efforts to educate this area's minority and non-English speaking groups about the importance of safety belt use. Technical support and consultation to the Wayne County Safety Belt Coalition was provided to identify culturally appropriate traffic safety messages and groups within African-American, Arab-American, and Hispanic/Latino communities that will take responsibility for getting the message delivered within their respective community.

RESULTS

At the end of fiscal year 2002, a series of focus groups took place to test message themes among the three main groups. The theme "Because you never know who you'll run into" tested best among African Americans, Arab Americans and Spanish speaking residents. A report regarding the focus groups and the recommendation was presented to the Coalition for its approval and support in fiscal year 2003. The Coalition concurred with the focus group findings and is supporting the message developed for these audiences.

A new logo was designed for use among the three groups. New materials will be developed to assist with educational efforts in the coming fiscal year.

In addition, the City of Detroit applied for and was awarded a grant through the Mayor's Challenge to Buckle Up America. The Detroit Neighborhood City Halls are being used to distribute information regarding child safety seats as well as adult safety belt use as part of this project. A direct observation survey will be used to evaluate the success of this project.

CLICK IT OR TICKET MEMORIAL DAY 2003 MOBILIZATION ■ ■ ■

Section 405 and 157 innovative funding

See the Mobilization section (page 38) for the Drive Michigan Safely Task Force enforcement statistical write-up and results for the FY2003 *Click It or Ticket* enforcement.

PUBLIC SERVICE ANNOUNCEMENTS ■ ■ ■

Section 405 funding

GOAL

Encourage the use of booster seats by airing public service announcements (PSAs).

SUMMARY

The Michigan Department of Community Health (MDCH) developed three media messages in fiscal year 2002 based on the results of NHTSA's Booster Seat Report. The report promotes the correct use of child safety seats at different stages in a child's development. This report focuses on the third stage—booster seats. These messages were focus group tested with parents of children who do not use booster seats to determine which messages and modes of delivery will reach this target audience. The messages were appropriately tailored with the message of, "when children outgrow forward-facing child safety seats, they need to be restrained in belt-positioning booster seats. This usually occurs when children are about four years old and weigh approximately 40 pounds. To ensure children's safety, they should remain in booster seats until they are at least eight years old, unless they are at least 4'9" tall."

RESULTS

Two radio PSAs developed in fiscal year 2002 continued to air. From January to March 2003, the MDCH Clearinghouse received 583 phone calls as a result of the campaign and mailed more than 14,000 brochures. There are 168 radio stations airing the booster seat PSAs through the Michigan Association of Broadcasting and the PSAs were aired approximately 26,000 times in FY03.

In FY04, MDCH will conduct an observation survey through UMTRI on child safety seats where booster seat use will be measured.

CHILD PASSENGER SAFETY PROGRAM SUPPORT ■ ■ ■

2003(b) funding

GOAL

To support child passenger safety technician training for health-care providers, car seat inspections and car seats for distribution, educational materials for parents and technicians, and updates for certified technicians.

SUMMARY

Two child passenger safety technician classes were held and 59 people were certified in the correct installation of child safety seats. The new technicians included representatives from agencies that serve under-privileged and minority populations including law enforcement agencies, fire departments, Head Start agencies, health departments, and a local hospital.

Child passenger safety materials are disseminated through the Michigan Resource Center and are available via catalog, toll-free telephone number and website. The MDCH project manager also collaborated with Michigan State University Extension to develop a child passenger safety page on their two-year calendar that is distributed to MSU Extension offices statewide. The calendars were developed in English and Spanish and were distributed to current fitting station grantees.

RESULTS

Five hundred child safety seats were purchased and distributed starting in January 2003 to Michigan SAFE KIDS chapters and coalitions as well as all Michigan CPS instructors. Fifty-nine students were certified during a NHTSA standardized child passenger safety course.

EQUIPMENT INCENTIVES ■ ■ ■

Section 405 and 157 funding

See the Mobilization section (page 38) for the Drive Michigan Safety Task Force enforcement statistical write-up and results for the FY2003 *Click It or Ticket* enforcement.

ALCOHOL/IMPAIRED DRIVING PREVENTION

ENFORCEMENT AND PUBLICITY ■ ■ ■

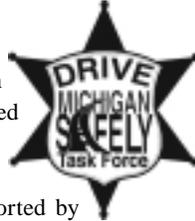
Sections 402, 403 and 410 funding

GOAL

Reduce the number of drunk driving crashes, deaths, and injuries in Michigan through paid advertising and publicized, weekly high-visibility enforcement to increase the perceived risk of being detected and arrested for drunk driving.

SUMMARY

Throughout the year, the Drive Michigan Safely Task Force (DMSTF) agencies conducted weekly alcohol saturation patrols in one or more locations as part of a federal demonstration project. These weekly patrols were supported by intensive publicity efforts, promoting the patrol itself as well as the results to local media.



The task force consisted of more than 90 state, county, and local law enforcement agencies covering nearly 80 percent of the population. The weekly alcohol enforcement program is part of the criteria for the National Highway Traffic Safety Administration (NHTSA) 403 State Demonstration Grant program.

OHSP worked with a public relations firm to coordinate publicity for the weekly enforcement. This firm developed individual media releases that were instrumental in publicizing the weekly enforcement efforts to law enforcement agencies.

OHSP also supported the December 2002 and July 2003 national *You Drink & Drive. You Lose.* mobilizations with a paid media component. Approximately \$500,000 was used to purchase airtime to run new radio and television ads in support of the mobilizations.

RESULTS

The weekly DMSTF *You Drink & Drive. You Lose.* enforcement activities resulted in:

- 19,410 traffic stops
- 1,058 OUIL/OUID arrests
- 26,670 traffic patrol hours funded

Throughout the year, more than 200 news releases went to media regarding local, weekly alcohol saturation patrols. The personalized releases helped garner better coverage of enforcement efforts. These releases generated more than 76 newspaper stories regarding these enforcement events.

The public relations firm also assisted OHSP with implementing a news conference to announce the development of a new TV commercial as well as substantial paid advertising behind the effort for the December 2002, *You Drink & Drive. You Lose.* mobilization. During the July mobilization, the firm developed an innovative hook involving truckers who are out on the roads at night. These “Night Owls” pledged to report potential drunk drivers and assist law enforcement during the two-week crackdown. Media stories highlighted the “Night Owls” concept.

3D MONTH PUBLIC INFORMATION AND EDUCATION ■ ■ ■

Section 402 funding

GOAL

Increase the awareness of the risk of drunk driving during National Drunk and Drugged Driving (3D) Month by continuing the “For Friends & Family” public information campaign.

SUMMARY

The Office of Highway Safety Planning worked with the Michigan Beer & Wine Wholesalers Association to develop different “point of purchase” materials for stores that sell beer or wine with relevant messages for the December event. This included beverage napkins and change mats that were distributed by wholesalers to their customers. Billboards, radio, television, and print advertisements that ran from December 1, 2002, to January 1, 2003, across Michigan also supported the campaign.

RESULTS

Two thousand three hundred and eighty-three messages were aired on the radio from November 2002, through January 2003. Sixty thousand napkins and 1,000 change mats were produced, and due to their popularity will be used again from November 2003 through January 2004.

MICHIGAN’S .08 BAC LAW ■ ■ ■

Section 402 funding

GOAL

Publicize the state’s new .08 blood alcohol content (BAC) law through a public information campaign.

SUMMARY

In July of 2003, the Michigan Legislature enacted a change to the state’s drunk driving laws, making .08 BAC the new standard for drunk driving. Prior to the change, Michigan had a .10 BAC law for drunk driving and .08 BAC for impaired driving. Following this change, a large group was convened to develop and implement a public information campaign to alert motorists to the change that would take place September 30, 2003.



This involved the development of a new campaign theme and logo, radio and television public service announcements (PSAs), and print materials. A series of news events around the state were conducted to announce the change at the end of September.

RESULTS

Working with the Coalition, the campaign was launched at the end of September. “The new definition of drunk driving: .08. Lower Limit. Tougher Law.” radio and television PSAs were sent statewide. There were 3,472 unpaid radio placements for the

spot, at an estimated ad value of \$83,400. Comcast Cable reported 19,000 airings of the broadcast spot, for a combined total of 20,402 unpaid broadcast placements, at an estimated ad value of \$126,010. Billboards were donated by the Outdoor Advertising Association and brochures were distributed by Coalition members and traffic safety partners.

On September 30, four news conferences took place around the state to launch the campaign. The main event in Lansing featured the Secretary of State, State Police Director, the legislative sponsor, and MADD Michigan state chair.

IMPLEMENTATION OF PRIORITY STRATEGIES ■ ■ ■

Section 402 funding

GOAL

Implement the priority strategies identified at the Michigan Alcohol Forum 2002.

SUMMARY

Following the Michigan Alcohol Forum, committees met to prioritize action strategies and develop action plans. In fiscal year 2003, work began to implement the strategies identified. The priority areas are youth, treatment, and server issues.

RESULTS

Youth issues identified at the forum are being coordinated by the Michigan Coalition to Reduce Underage Drinking (MCRUD). At the Alcohol Forum, the concept of a statewide "code of conduct" for all schools in Michigan was identified as being an effective deterrent for underage drinking. MCRUD contacted several statewide high school and middle school associations to gauge their interest in implementing a statewide "code of conduct" for student athletes. Often, schools put a code of conduct in place but enforcement is not always consistent. A survey was mailed to all high schools in September; from these results, a model code will be developed with help from interested parties.

Another youth issue being addressed is a juvenile holdover project. MCRUD sent a survey to Michigan law enforcement agencies in September to identify model practices and policies regarding juvenile holdover programs related to a minor in possession of alcohol. When the actions of a youth bring him or her to the attention of law enforcement, it is incumbent upon those agencies to exercise appropriate control over the youth until return to a parent or guardian is accomplished. A model program is community-based and provides short-term, temporary holding for juveniles who do not require incarceration.

The treatment committee has been working with the Michigan Association of Substance Abuse Coordinating Agencies



(MASACA). MASACA hired a consultant, who developed a training curriculum for regional teams to improve the collaboration and communication between treatment and court systems. Training sessions were held in Flint and Holland in August and September. The training sessions were well attended, and received high marks on evaluations filled out after the completion of the training. The sessions will be continued into FY04, utilizing a follow-up "technical assistance" approach.

Regarding server issues, the Michigan Beer & Wine Wholesalers Association (MBWWA) served as the facilitator to develop and distribute a tool kit for special event organizers. The kit was to provide information on Michigan's alcohol laws as well as tips to ensure a safe and legal event. MBWWA distributed a survey to nearly 60 event organizers across the state to determine what information should be included in the server tool kit. It was determined, based on the results of the returned surveys, that a server tool kit would not help special events organizers as they already receive similar kits and no new information could be offered to them. OHSP will be working with MBWWA to create a grant to address the issue of impaired ORV drivers and snowmobilers.

LAW ENFORCEMENT LIAISON ■ ■ ■

Section 403 funding

GOAL

To promote, coordinate and implement the 403 weekly alcohol enforcement program.

SUMMARY

The law enforcement liaison (LEL) worked with other OHSP law enforcement liaisons to ensure prompt reporting of weekly enforcement statistics for use in publicity efforts. The LEL continued to compile data on enforcement statistics through quarterly reports. The information compiled will be beneficial to the NHTSA evaluator assigned to Michigan's 403 program.

RESULTS

The LEL achieved program goals by organizing 52 weeks of continuous coverage for the 403 weekly alcohol grant. Every single week of 2003 was covered by a police agency in Michigan conducting alcohol enforcement. This continues the previous trend in 2002 of continual and consistent weekly alcohol enforcement around the state.

REPEAT OFFENDER ISSUES ■ ■ ■

Section 410 funding

GOAL

To support the evaluation of a previously funded pilot program to reduce the recidivism rate of drunk driving offenders.

SUMMARY

The Repeat Offender Implementation Team, comprised of the following state agencies: Michigan Department of Corrections, Michigan State Police, Michigan Department of State, and the Michigan Department of Community Health, reviewed an evaluation of Michigan's repeat offender legislation. The team determined the legislation is working as intended. The only issue identified was the limited use of sanctions imposed on repeat offenders.

RESULTS

Work continues to address the sanctioning issues. With the success of the legislation apparent, the team will not meet until the fall of FY2003.

REPEAT OFFENDER EVALUATION ■ ■ ■

No funds were expended for this project.

GOAL

To evaluate the effectiveness of Michigan's repeat offender legislation.

SUMMARY

In February 2003, the results of the repeat offender legislation evaluation were released, indicating the legislation was functioning as intended. The results showed:

- The crash rate for drivers with two or more alcohol-related convictions decreased 39 percent, resulting in a 40 percent decrease in injuries.
- The number of drivers with two or more alcohol-related convictions dropped 5 percent.
- The number of drivers with three or more alcohol-related convictions dropped 18 percent.

RESULTS

The analysis showed that sanctions were under-utilized, and were not having the intended effect of reducing recidivism among those who drive despite having a suspended license. The repeat offender implementation team will meet in the fall of 2003 to work on identifying and solving the recidivism issue with the repeat offender legislation.

TRAINING ■ ■ ■

Section 410 funding

GOAL

Conduct training programs to educate communities, medical personnel, the judicial community, prosecutors, and law enforcement on impaired driving issues.

SUMMARY

The Michigan Judicial Institute (MJJ) updated the Magistrate Manual. A half-day interactive video conference with 61 people was held on repeat offender legislation and targeted the needs of district court probation officers who were not familiar with, or required updated information on enforcement of statutes regarding repeat OUIL offenders. A speed measurement seminar was held to promote a just determination of a trial/hearing that involves evidence acquired with the aid of traffic-enforcement technologies and to enhance the public trust and confidence in the judicial system.

The Prosecuting Attorney's Association of Michigan (PAAM) held multiple training sessions during the 12-month period. "Protecting Lives, Saving Futures" and "Cops in Court" were well received. The "Red Light Alert," "Yellow Light Legal Update," and the "Green Light News" continue to be published by PAAM. Three prosecutors have agreed to be youth alcohol prosecutor liaisons and work with fourteen other prosecutor offices. Work is proceeding with the OUIL paperwork reduction committee. The committee met several times and is working toward developing a more uniform standard along with an electronic version being targeted for future development.

RESULTS

The MJJ reported training forty-one district and circuit court judges on vehicle immobilization, repeat offender legislation, and related traffic topics. MJJ also trained eighteen judges and magistrates in person along with twenty via webcast on the scientific aspects of instruments for checking vehicle speeds. Evaluations of these workshops and trainings consistently reported high marks by the attendees, a credit to MJJ staff.

The PAAM program continues to be tapped nationally for its talent and leadership in the work of educating law enforcement and prosecuting drunk drivers. The PAAM model has been recognized nationally and is considered the template to use for other states wishing to implement a similar program.

STATEWIDE COALITION SUPPORT (MICHIGAN COALITION TO REDUCE UNDERAGE DRINKING) ■ ■ ■

*Section 402 and Office of Juvenile Justice and
Delinquency Prevention (OJJDP) funding*

GOAL

Unite communities concerned with underage drinking and coordinate regional networks with youth participation through the Michigan Coalition to Reduce Underage Drinking (MCRUD).

SUMMARY

The MCRUD coordinator supports regional coalition activities by attending meetings, sending out materials, and providing

technical assistance. The MCRUD coordinator has also assisted the MCRUD Steering Committee by providing grants to grass roots organizations with Michigan Department of Community Health–Office of Drug Control Policy funding.

RESULTS

MCRUD awarded 32 grants to local coalitions or grass roots organizations in FY03 to conduct underage drinking prevention activities. The focus of many of these grants was environmental change, which emphasizes limitations on access to alcohol, expressions of community norms against underage use, impaired driving prevention, and school-based prevention strategies.

Training for the Teen Leadership Team took place in July 2003. During this training, more than 35 teens from around the state spent a week at Michigan State University to learn about media advocacy, environmental change, and policy issues regarding underage drinking. The teens are using these tools to impact change in their local communities.

YOUTH ALCOHOL LIAISONS: PROSECUTORS AND JUDGES ■ ■ ■

Section 410 funding

GOAL

To educate judges and prosecutors about Michigan's youth alcohol enforcement programs.

SUMMARY

The SPOTLIGHT program is an alcohol education and enforcement initiative designed to deter minors from attempting to purchase alcohol, stop adults from purchasing alcohol for minors, and promote community awareness of the laws associated with alcohol. The LOOKOUT program has law enforcement officers work with event organizers to deter underage drinking at festivals, concerts, shows, or other community events. Party Patrol programs address underage drinking parties and safe dispersal methods law enforcement must use in dealing with large gatherings.

Through the Michigan Prosecuting Attorneys Association, three prosecutors will train other prosecutors in their region on Michigan's youth alcohol enforcement programs.

RESULTS

All county prosecutors with law enforcement agencies in their jurisdictions receiving youth alcohol law enforcement grants were contacted by the liaisons. Law enforcement agencies have given informal feedback to OHSP's youth alcohol liaison reporting that they have had better cooperation in working these grants now that the prosecutors are on board.

MADD MULTI-MEDIA PROGRAM ■ ■ ■

Section 410 funding

GOAL

Conduct multi-media programs in high schools throughout Michigan to educate teens on the dangers of alcohol use.

SUMMARY

IRL...In Real Life is MADD's 38-minute multi-media school assembly program for Grades 7–12. Using their preferred media, IRL incorporates major motion picture clips, music video soundtracks, and stories of real young people to communicate with students via three large screens. The program seeks to:

- Encourage youth activism,
- Show the consequences of underage drinking,
- Demonstrate that teens have control,
- Define friendship,
- Promote good decision making.

RESULTS

More than 14,000 students in 28 Michigan high schools received the IRL message. Post surveys were conducted to gauge the reaction of the students. Highlights are as follows:

- 94 percent of the students said they had some knowledge of the consequences of underage drinking.
- 90 percent said they learned a great deal about the hazards of underage drinking from IRL.
- After viewing the IRL school assembly program, over 50 percent of the students stated they were less likely to start drinking.
- 75 percent said they had a better outlook on how damaging alcohol can be to their brain.

ENFORCEMENT ■ ■ ■

*Office of Juvenile Justice and Delinquency Prevention
(OJJDP) funding*

GOAL

To reduce underage drinking through the LOOKOUT, SPOTLIGHT and Party Patrol enforcement programs.

SUMMARY

Several counties participate in the youth alcohol enforcement programs, including: Allegan, Alpena, Bay, Dickinson, Grand Traverse, Isabella, Kent, Mackinac, Marquette, Mecosta, Oakland, Ottawa, St. Clair and Wayne. A lead agency oversees grant

administration while other law enforcement agencies, including local Michigan State Police posts, participate in the enforcement efforts. Agencies selected programs based on their community needs.

RESULTS

FY03 Statistics from Party Patrol operation:

# of Party Patrol Hours Worked	149
# of Enforcement Contacts Made	263
# of Parties Dispersed	41
# of MIP Citations Written	132
# of Adults Furnishing Alcohol Arrests	11
# of Traffic Stops Leaving Party	11
# of Open Intoxicant Arrests	14
# of Verbal Warnings Issued	9
# of Felony Arrests	2
# of Misdemeanor Arrests	34
# of Search Warrants Issued	1
# of Persons Processed	363
Obstructing/Resisting	3
Petitions	1 (16-year-old minor)
Disorderly/Refuse PBT	3
OUIL	2
Blood Search Warrant	1

FY03 Statistics from Operation LOOKOUT:

# of Enforcement Contacts Made	301
# of False Identification Citations Written	0
# of MIP Citations Written	12
# of Adults Furnishing Alcohol Arrests	0
# of Traffic Stops Leaving Parking Lots	0
# of Open Intoxicant Citations Written	6
# of OUIL Arrests	0
# of Verbal Warnings Issued	5
# of Felony Arrests	0
# of Misdemeanor Arrests	12
# of Persons Lodged	7

FY03 Statistics from SPOTLIGHT:

MIP Arrests	223
Open Intoxicants	45
Adults Furnishing Alcohol	42
False ID to Police	5
Liquor Law Violation	4
False ID Purchase Arrests	12
OUIL Arrests	45
Traffic Stops Leaving Establishments	92

No Drivers License	8
Verbal Warnings	78
Warrant Arrests	24
Controlled Substance Arrests	4
MIP Tobacco Arrests	12
Child Restraint Law Violations	1
No Seat Belt Used	1
Assault and Battery	3

ALCOHOL OFFENDER VIOLATION CARD ■ ■ ■

Office of Juvenile Justice and Delinquency Prevention (OJJDP) funding

GOAL

To develop a youth alcohol offense card for law enforcement officers to use during youth alcohol enforcement operations.

SUMMARY

The card was developed with assistance from the OHSP youth alcohol liaison, OHSP youth alcohol program trainers, PAAM traffic safety training attorney, and the Michigan State Police Traffic Services Section motor vehicle code expert. Information on the card includes: minor in possession laws, zero tolerance, tobacco, and other related laws.

RESULTS

Law enforcement agencies who are using this card have given positive feedback to the law enforcement liaison and trainers, indicating this is a handy resource to have while on patrol.

PUBLIC SERVICE ANNOUNCEMENTS ■ ■ ■

Office of Juvenile Justice and Delinquency Prevention (OJJDP) funding

GOAL

To raise awareness of the importance of having a designated driver.

SUMMARY

Television public service announcements with a sober driving message featuring the Air Force Thunderbirds were modified for Michigan and copies were made for television stations. The state MADD chapter is distributing the PSAs through their local chapters and a statewide mailing.

RESULTS

The PSAs have been viewed on several Michigan television stations. Michigan MADD has received several phone calls (which was advertised at the end of the PSA) for assistance as a result of the PSAs being aired.

COURAGEOUS PERSUADERS PROGRAM ■ ■ ■

Office of Juvenile Justice and Delinquency Prevention (OJJDP) funding

GOAL

Create a TV commercial developed by high school students targeted at middle school students regarding the dangers of alcohol use.

SUMMARY

Courageous Persuaders is a partnership between Judge Michael A. Martone of Oakland County and a Detroit-based advertising agency. The program incorporates fun, competition for scholarship money, Courage Trophies, and an invitation to a Hollywood-style awards banquet. Plus, the grand prize-winning commercial is broadcast on television.

The Courageous Persuaders program has grown dramatically and evolved significantly from its rather humble beginnings in a single school district to a statewide program with thousands of participants. This year, more than 200 entries were received and judged by middle school students.

After conducting participant surveys in 2001 and 2002, the agency concluded: "In some ways the students are tougher judges than those in the advertising field. They expect the ads to be professional and they don't particularly feel the need to say much about the ads, unless something is particularly compelling." The students indicated that a message, no matter how compelling or important, falls flat in the absence of a compelling context or form.

In 2003, the agency modified their methodology and designed a survey format that was crisper, cleaner, and more focused.

The format of the survey was very simple. First, 332 middle-school respondents were asked to rate how important they felt were the dangers of underage drinking. Then after viewing the competitive ads, the students were asked to rank the five ads

they felt were the most persuasive. For the ads each student ranked as the top two, they were also asked what they liked about the ad and why it worked for them to get a more qualitative sense of why they enjoyed the spots and felt they were effective. To close, the students were asked to re-evaluate how important they felt the dangers of underage drinking were in light of the ads they viewed.

RESULTS

Unsurprisingly, most of the students initially took the issue of underage drinking and its dangers quite seriously—over 70 percent rated it very important. However, what was most encouraging and what probably stands as the greatest single piece of evidence of the impact of the Courageous Persuaders program, after viewing the ads, 21 percent more students (91 percent) rated the issue at hand very important.

YOUTH ALCOHOL LIAISON AND TRAINING OFFICERS ■ ■ ■

Office of Juvenile Justice and Delinquency Prevention (OJJDP) funding

GOAL

To support a law enforcement liaison and two trainers.

SUMMARY

The law enforcement liaison program increases communication and facilitates a stronger partnership with law enforcement agencies to promote traffic safety programs.

The youth alcohol liaison works with youth alcohol enforcement grantees to assist in the administration of the youth alcohol enforcement programs (SPOTLIGHT, LOOKOUT and Party Patrol). The youth alcohol training officers conduct training for law enforcement agencies, alcohol retailers, and other organizations on proper identification, serving techniques, and other issues related to alcohol management.

RESULTS

All fifteen agencies have completed reporting requirements. All of the agencies participating in these grants have been trained.

Two new youth alcohol trainers were hired in February and have shadowed the youth alcohol liaison. These trainers became certified trainers in July and will be training FY04 grantees.

POLICE TRAFFIC SERVICES

LEADERSHIP GRANT SUPPORT ■ ■ ■

Section 402 funding

GOAL

Support maintaining and strengthening the leadership component of enforcement grants.

SUMMARY

To assist with efforts to increase safety belt use, OHSP sought and received a renewed commitment from law enforcement leadership. This involved the Michigan State Police (MSP), Michigan Sheriffs' Association (MSA), and the Michigan Association of Chiefs of Police (MACP) who encouraged law enforcement leaders to increase their commitment to safety belt enforcement. Ranking officials from each of these organizations met with local law enforcement leaders in five key areas of the state to obtain their commitment to the safety belt enforcement effort prior to Labor Day 2002. This helped belt use rebound from 80 percent following Memorial Day to nearly 83 percent following a Labor Day weekend belt push.

Based on this success, the leadership team continued its outreach efforts and met with select Drive Michigan Safety Task Force members in conjunction with the November and May national mobilizations. In addition to meetings, the MSA and MACP included a newsletter article about the importance of safety belt enforcement during the mobilizations and encouraged their respective membership to make safety belt enforcement a priority. The MSP director encouraged zero tolerance enforcement with no verbal warnings issued on safety belt and child restraint violations.

The leadership team also gave its support to pilot test safety belt enforcement zones during the May mobilization as a means to make enforcement more visible to the public.

RESULTS

The law enforcement leadership team met in September as a follow-up to meetings that had been held over the last eighteen months. The consensus was that the meetings were well received and worth the time spent to present information about the importance of the mobilizations. It was recommended that the road show meetings be recreated to focus on educating first-line supervisors and road patrol/traffic commanders. One recommendation by the Sheriffs' Association was to offer road patrols new tools or best practices on how traffic enforcement results in reducing crime. It is key to continue a unified approach with representation from state police, county, and local law enforcement.

OHSP will facilitate getting members for the new road show team and work with the leadership team and the law enforcement liaisons to determine the method, locations, and team membership for future meetings.

TRAINING ■ ■ ■

Section 402 funding

GOAL

Support law enforcement training on traffic safety initiatives.

SUMMARY

Training is a critical component to maximize traffic safety grant effectiveness. The effectiveness has been demonstrated in the state-funded training program for county deputies.

Funding was set aside for a person or agency to promote and coordinate law enforcement traffic safety courses. OHSP has developed a work statement. The training coordinator will make a substantial commitment to launching a traffic safety training program in 2004 by working with law enforcement associations and the Michigan Commission on Law Enforcement Standards to develop a plan and implement a program.

The U.S. Department of Justice Community Oriented Police Services Office and the National Highway Traffic Safety Administration 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.

RESULTS

A "Conducting Complete Traffic Stops" (CCTS) train-the-trainer course was held for thirty-three officers; feedback was overwhelmingly positive. A Michigan version of the class was developed in September 2003. CCTS training will be conducted in FY04.

The annual Secondary Road Patrol training conference was held in conjunction with the traffic safety summit. Its focus is strictly on topics of interest to law enforcement officers. Funds allowed twenty-six local/state officers to attend.

In addition, OHSP provided training materials to nearly 1,800 students to support the Standardized Field Sobriety Testing training programs.

MICHIGAN STATE POLICE ENFORCEMENT ■ ■ ■

Section 402 funding

GOAL

Support traffic enforcement efforts of the Michigan State Police.

SUMMARY

OHSP supports a position within the Michigan State Police (MSP) to administer grant-funded activity. The grant coordinator serves as the MSP liaison, assists OHSP with planning and coordinating enforcement projects, and provides feedback. The

position tracks grant activities, including strategic planning and administering grant overtime hours to affected districts, financial, and progress reports as well as special projects. The grant coordinator also holds a grant orientation meeting with each district, attends post commander meetings, and is available by telephone and e-mail to keep the field apprised of all grant-related activities/requirements.

Providing assistance to OHSP for all public information events, including identifying speakers and locations; working with the other law enforcement liaisons in the police traffic services section and providing necessary feedback from the field on strategy development and implementation is also part of the grant coordinator's position. This person also attended the NHTSA four-day Standardized Child Passenger Safety Training Program and acts as a resource in that area for the public and law enforcement personnel.

Two grant workshops for district traffic services sergeants and crash reconstructionists are held each year. These meetings provide an opportunity to discuss mobilization efforts and explain the importance of consistent traffic enforcement activity.

In addition, OHSP provides funding for state police districts to identify and address local problems.

RESULTS

Due to the efforts of this position, Michigan State Police played a key role in encouraging troopers to adopt a zero tolerance for safety belt violations by issuing a "no warning" policy during mobilizations. MSP maintained a low 6-percent rate of verbal warnings for the November mobilization.

For FY03, MSP was active in two waves of *You Drink & Drive. You Lose.* activities as well as monthly saturation patrols in conjunction with the lead agencies and completed 3,600 hours of enforcement overtime.

This resulted in:

- 220 OUIL/OUID arrests,
- 131 other alcohol arrests,
- 270 speeding citations,
- 173 misdemeanor arrests, and
- 28 felony arrests.

The department also received funding for a statewide block grant. Seven districts received funding for enforcement based on local problem identification. Each district/post submitted a strategic plan that identified and addressed a problem with specific strategies. The overtime enforcement occurred primarily when traffic was heavier (i.e., summer weekends) and targeted special events (i.e., local festivals resulting in drinking and driving, etc.). MSP utilized a total of 2,588 overtime hours.

This resulted in:

- 11 OUIL/OUID arrests,
- 39 other alcohol arrests,
- 1,578 speeding citations,
- 694 restraint citations,
- 101 misdemeanor arrests, and
- 9 felony arrests.

MSP received funding for three safety belt projects. For the *Click It or Ticket* project, 3,531 hours of overtime enforcement were conducted, with 5,129 restraint citations issued for a rate of 72 percent restraint citations issued.

The project also resulted in:

- 15 OUIL/OUID arrests,
- 19 other alcohol arrests,
- 15 felony arrests, and
- 475 speeding citations.

Safety belt enforcement was conducted during the Thanksgiving holiday weekend on the major corridors throughout the state, with a strict safety belt focus and a zero tolerance approach. For this Corridor Safety Belt Project, 2,570 hours of overtime enforcement were conducted resulting in 2,336 restraint citations, a rate of 56 percent for restraint citations issued.

This project also resulted in:

- 16 OUIL/OUID arrests,
- 15 other alcohol citations,
- 973 speeding citations,
- 123 misdemeanor arrests, and
- 10 felony arrests.

For the May Safety Belt Enforcement Zone Project, 1,126 hours of overtime were conducted resulting in 1,671 restraint citations, a rate of 71 percent for restraint citations issued.

This also resulted in:

- 229 speeding citations,
- 4 other alcohol citations, and
- 2 felony arrests.

A new Challenge/Mobilization program debuted this year. All sixty-four MSP posts participated in the four mobilizations. After each mobilization, four posts were randomly selected to win \$5,000 grants to be used for either overtime or equipment. After the mobilizations were completed, three posts were randomly selected (from all participating law enforcement agencies within each region) as \$10,000 regional prize winners. At the Law



The Allen Park Police Department received a \$10,000 Law Enforcement Challenge grant.



The top prize at the 2003 Law Enforcement Challenge luncheon was a \$25,000 grant—enough to purchase a patrol car.

Enforcement Challenge Awards Luncheon, the West Branch Post was selected as the grand prize winner of an additional \$25,000.

MSP was also responsible for the statewide SFST Training Program. One Instructor Training course was held, training twenty-three individuals; twenty-seven Practitioner Training courses were offered, training 482 people and an SFST Practitioner Training completion course resulted in approximately 175 MSP personnel trained.

This program is helping officers throughout the state to get the necessary SFST training in order to qualify to work enforcement overtime on the alcohol grants, as well as giving them additional training to conduct alcohol enforcement throughout the course of their normal shifts.

LAW ENFORCEMENT LIAISONS ■ ■ ■

Sections 405, 157 incentive, 157 innovative, and 403 funding

GOAL

Increase communication and facilitate a stronger partnership with law enforcement agencies around the state to promote traf-

fic safety programs through a network of Law Enforcement Liaisons (LEL)s.

SUMMARY

Michigan has been steadily increasing its team of LELs as it continues to improve upon communication and outreach activities with the more than 600 law enforcement agencies in the state. OHSP now supports six liaisons with regional coverage, a liaison with the State Police, and a liaison/trainer. An LEL was added this year to cover the state's southern counties. OHSP staff located in the Marquette office assumed the LEL duties in northern Michigan and the Upper Peninsula.

The LELs work with the Drive Michigan Safely Task Force grantees in their respective areas to schedule and implement the four national mobilizations. They provide information on the materials available to assist law enforcement agencies in promoting their traffic enforcement. In addition, the LELs actively encourage all agencies to participate in the mobilizations through the state's law enforcement challenge program. (Details on the Challenge can be found on page 39.)

The weekly alcohol saturation patrol coordinator, along with other LELs, promoted Michigan's *Click It or Ticket* safety belt enforcement campaign as well as the *You Drink & Drive. You Lose.* alcohol enforcement campaign. This arrangement allows the LEL team to market both campaigns throughout the state. Specific information about the weekly alcohol enforcement efforts can be found in the Impaired Driving section.

In January, the LELs attended a Regional Occupant Protection meeting in Chicago. The meeting outlined the importance of the upcoming safety belt enforcement mobilization during Memorial Day.

RESULTS

At the start of the fiscal year, LELs were asked to increase the number of agencies participating and reporting in the national enforcement mobilizations. This meant each liaison had to contact approximately 120 law enforcement agencies in their region before the first mobilization, which was only seven weeks away. The goal was to register 67 percent of the agencies and ensure 50 percent mobilization participation of the signed agencies. The results appear on page 22.

The team rose to the challenge by signing up 481 law enforcement agencies. This was the highest level of participation in an enforcement mobilization in Michigan history. Participation did drop between mobilizations, but not as much as expected.

AWARDS ■ ■ ■

Section 405 funding

The Michigan Association of Chiefs of Police (MACP) Traffic Safety Awards recognize law enforcement agencies for outstanding commitment to traffic safety in the previous year.

Region	Percent of Agencies Registered in Nov./Dec.	Percent of Agencies Reporting November	Percent of Agencies Reporting December	Percent of Agencies Registered in May/June	Percent of Agencies Reporting May	Percent of Agencies Reporting July
Central	82%	46%	63%	90%	41%	46%
Northeast	75%	55%	56%	82%	47%	30%
Northern	58%	42%	29%	88%	61%	57%
Southeast	74%	51%	39%	80%	34%	32%
Southern	39%	34%	27%	55%	37%	27%
Western	99%	76%	65%	100%	45%	42%

OHSP supported the MACP Traffic Safety Awards program by providing \$4,000 grants to seven law enforcement agencies to purchase traffic safety equipment.

The agencies awarded were:

- Pinckney Police Department
- Norton Shores Police Department
- Allegan County Sheriff’s Department
- Canton Township Department of Public Safety
- Sturgis Police Department

- Farmington Hills Police Department
- Michigan State Police—Adrian Post

Highlights of the awards: The Norton Shores Police Department purchased a fully equipped Total Station by using city funds in addition to the federal grant award. A Total Station is similar to what surveyors use to document land except the equipment assists the agency with reconstructing a crash.

The Pinckney Police Department purchased a radar speed trailer. It has been deployed on the streets of the Village of Pinckney in excess of 50 hours a week since its purchase and has proven to be very successful in reducing the speed of vehicles traveling the streets.

PEDESTRIAN/BICYCLE SAFETY

BICYCLE SAFETY EVENTS ■ ■ ■

Section 402 funding

GOAL

To distribute bicycle safety helmets to under-served populations (both adult and children) through local health departments and SAFE KIDS coalitions.

SUMMARY

The Michigan Department of Community Health (MDCH) coordinates the bicycle helmet distribution program. Working with existing partners, SAFE KIDS coalitions and local health departments, MDCH advertised the opportunity to distribute bicy-

cle helmets to under-served populations. Communities participating in bicycle events were required to match the number of donated helmets and provide materials to ensure proper helmet fit. MDCH uses census information and injury data to identify counties in Michigan where bicycle helmets are underused. Those county health departments and SAFE KIDS chapters are given preference when applying for funding for this program.

RESULTS

Thirty-three events were held through local health departments or SAFE KIDS coalitions where 3,344 helmets were distributed to children and 597 helmets were given to adults. Bicycle safety and helmet fitting materials were distributed with each helmet.

TRAFFIC RECORDS

TRAFFIC CRASH FACTS ■ ■ ■

Section 402 funding

GOAL

Provide traffic safety partners with accurate and timely traffic crash data.

SUMMARY

Based on feedback from traffic safety partners, an enhanced web version of the Traffic Crash Facts was produced along with a CD version and executive overview version.

RESULTS

Along with the enhanced web access and functionality, 600 Traffic Crash Fact Books and 250 Traffic Crash Fact CDs were produced and distributed. Positive feedback has been received on the enhanced web access and there has been an increase in the use of the web to garner information over the previous years.

CRASH DATA ANALYSIS TOOL (CIRCUIT RIDER — MPO) ■ ■ ■

Section 402 funding

GOAL

Determine traffic crash profiles for areas within the boundaries of the Metropolitan Planning Organizations (MPOs), including an analysis of traffic crashes and injuries at a city/township level.

SUMMARY

Safe and efficient highway transportation systems are a key element in the economic prosperity of a region, especially in urban areas. The majority of transportation planning activities in urban areas are coordinated by MPOs, which consist of local transportation agencies including cities, county road commissions, public transit agencies, as well as the Michigan Department of Transportation (MDOT). One of the most important roles of an MPO is to identify and prioritize the traffic operational and safety needs, and to invest available resources in projects and programs which maximize societal benefits.

Traffic safety forums provided an opportunity for each MPO to organize a community meeting to discuss traffic safety issues as well as discuss and plan possible improvements. Traffic crash data analysis was performed based on input from each MPO and their respective forum agendas. The result of the analysis identified areas that experience high crashes and injuries, and have the greatest need for further engineering, enforcement or educational programs.

RESULTS

All twelve MPOs conducted safety forums during which their regional traffic crash profile was provided to assist with inte-

grating safety in the MPO planning process. Representatives from law enforcement agencies, city planners, transportation officials, education, and the general public attended these forums. Participants were also given the opportunity to provide their community with feedback on how to improve future forums and to rank various transportation safety priorities.

TRAFFIC CRASH REWRITE PROJECT ■ ■ ■

Section 157 incentive and 411 funding

GOAL

Improve the accuracy and timeliness of crash data to assist with traffic safety improvements.

SUMMARY

The Crash Process Redesign (CPR) project is a cross-agency IT initiative with the Michigan Departments of State, Transportation, Information Technology, and the State Police, all working in collaboration with a consultant team. This team is working to improve the accuracy and timeliness of crash data collection and to enable government agencies to make timely decisions to improve traffic safety.

Due to the size, complexity and importance of the CPR project and to help ensure success, a phased approach was used.

The initial project started with detailed scoping, estimating, business and technical documents, timelines, and budgets. The main priority of Phase 1 was to eliminate processing on the mainframe and modernize the application in a client/server environment. Phase 1 began in November 2002 and was scheduled to be finalized in December 2003.

Phase 2 is scheduled to begin in October 2003 and will focus on how data is processed and includes: consolidating data keying functions, improving the accuracy and completeness of data, improving sharing between governmental agencies, and accepting formatted electronic UD-10 files. The completion date of Phase 2 is scheduled for May of 2004.

While Phase 3 has not yet started, it will focus on improving the accuracy of crash location along with: enhancing web data access, training to improve data quality, integrating CPR and Fatal Analysis Reporting System, SafetyNet, and other intra-agency systems. This phase is scheduled to start March 2004 and be completed by October 2004.

RESULTS

The project has successfully completed the planning and requirements phase on time and under budget and is in the testing and initial implementation phase. Phase 1 is scheduled to be completed and in production by the end of December 2003.



PARTICIPATION IN LEAMS ■ ■ ■

Section 157 incentive funding

GOAL

Create a fully automated case and records management system for the Michigan State Police and local law enforcement agencies.

SUMMARY

Accurate and timely traffic crash data is vital to OHSP and the creation of Michigan's Highway Safety Plan. OHSP serves as an advisory member of the Michigan State Police's Law Enforcement Agency Management System (LEAMS) project.



The LEAMS project includes six modules: incident, intelligence, crash, citation, enhancements, and interfaces. Development of the crash module began in December 2002 with a joint application development session to define how the crash module would function, look, and be developed. The group has finalized the business and technical rules for the crash module. In addition, the LEAMS group and the CPR group have met and provided a cross-relationship and information environment needed for both projects to succeed.

RESULTS

Business and technical rules have been finalized and approved and the project is in the design and initial testing phase. A pilot

period for the CRASH module is scheduled for January 2004 with production scheduled to commence in March 2004.

SUPPORT FOR NEW DOCUMENT SCANNER ■ ■ ■

Section 411 funding

GOAL

Upgrade the scanner used for traffic crash report forms to improve data reliability, decrease the scan error rate, and decrease the down time caused by breakdown issues.

SUMMARY

The Michigan State Police, Criminal Justice Information Center (CJIC), uses a document scanner to input key data from the crash form (UD-10) completed by the attending officer. This data is processed by the mainframe and data is made available to other agencies as needed/required.

RESULTS

The new scanner has processed all 2002 data with an error rate of less than 1 percent and to date has provided 100 percent production up time. This increase in reliability and functionality resulted in CJIC being able to process and finalize 2002 crash records three weeks sooner than they had ever done before.

COMMUNITY TRAFFIC SAFETY

ASSISTANCE FOR SAFE COMMUNITIES AND RESOURCE CONSULTANTS, COMMUNITY INJURY PREVENTION OFFICERS ■ ■ ■

Section 402 funding

GOAL

To maintain the existing Safe Community Program and projects through a network of support personnel who provide training, technical assistance, grant opportunities, support, and training to seven EMS Community Injury Prevention Officers (CIPOs) for conducting injury prevention programs.

SUMMARY

A full-time Safe Community (SC) coordinator provides technical assistance and support to coalitions throughout the state. Re-

source consultants assist local groups with conducting the Assessing Community Traffic Safety (ACTS) and to develop injury prevention action plans. The coordinator arranges training for resource consultants and SC coalitions, disseminates information on traffic safety, and provides networking opportunities for local coalitions. During the year, resource consultants attended quarterly training sessions that covered integrating employer-based traffic safety programs into Safe Communities, coalition building, media relationships, and using the ACTS. In addition, limited opportunities were available for coalitions to seek funding that met specific guidelines.

Some emergency medical service providers have been trained as CIPOs. These people are in local EMS agencies or Medical Control Authorities. The CIPOs coordinate public education and injury prevention activities by participating with local Safe Community Coalitions and Safe Community Resource Consultants to identify assets and problems and develop programs to improve safety.

RESULTS

Trainings were held with the Safe Community Coalitions and CIPOs. The training topics included: energizing coalitions; sustainability; grant writing; using the ACTS website; building local Network of Employers for Traffic Safety (NETS) initiatives; organizing press events; and promoting the annual NETS Drive Safely Work Week campaign.

Resource consultants made seventy-four site visits to Safe Communities during the fiscal year. Resource consultants also made two NETS presentations for employers at a human resource association meeting and a breakfast for chief executive officers. Two coalitions (Macomb and St. Clair counties) conducted sessions at two mini-conferences on traffic safety programs and projects. As a result of working with the Detroit coalitions, opportunities for promoting traffic safety are now taking place with the Detroit Mayor's Office and ten Neighborhood Town Halls.

In addition, six grants were awarded totaling nearly \$39,000. These projects involve a safe senior drivers project, sponsorship of a child passenger safety technician class, a bicycle safety—helmet campaign and safety belt campaign, meeting safety needs across the ages project, development of a video regarding the dangers of drinking and driving, and *Click It or Ticket* projects.

CIPOs were active in Lapeer, Allegan, Saginaw and Isabella counties. Six "Camp 911" and one "Camp Star of Life" were held for 139 children. These camps teach children CPR and first aid as well as fire, bike, and safety belt safety. Presentations and materials were provided at many community events and fairs in Allegan and Macomb counties and the multi-county area served by Mobile Medical Response.

The University of Michigan Transportation Research Institute (UMTRI) also evaluated the ACTS instrument and findings were presented to OHSP in September 2003.

RESULTS

The survey of Safe Communities coalitions revealed that 91 percent of the coalitions meet monthly or bi-monthly. All but one coalition has a coordinator. All have varied representation. Over half of the coalitions are working actively with local law enforcement on the safety belt and drunk driving mobilizations. And, fourteen coalitions are working on injury prevention programs based on the ACTS or other local data.

The results of the twenty-two coalitions: One was ranked A (highest ranking), four were ranked B, and seventeen were ranked C.

UMTRI conducted a functional evaluation of the ACTS tool. The tool is based on the concept that a community can assess its own traffic safety problems and resources and discover recommended programs using the software tool and an active community coalition. There were a number of suggestions outlined in the report to improve the functionality of the ACTS tool. The report concluded that the concept of ACTS could be extremely useful for communities interested in improving traffic safety and it recommended further support for the tool. Many of the recommendations outlined in the UMTRI report will be implemented in the FY05 fiscal year.

In other activities, the ACTS software was enhanced to revise the injury data. Monthly ACTS usage reports are generated to monitor how the website is being used. The website was upgraded. Changes include new links, Safe Communities updates, crash data definition, and the addition of a sustainability tool kit.

Further, two Safe Communities mini-conferences were held in the summer. More than 30 partners attended the training provided on utilizing the ACTS.

ACCESSING COMMUNITY TRAFFIC SAFETY (ACTS) ■ ■ ■

Section 402 funding

GOAL

To provide continued support to maintain the Accessing Community Traffic Safety tool (ACTS), evaluate the Safe Communities program and the ACTS, and reassess the existing Safe Communities.

SUMMARY

ACTS was developed in 1995 to assist communities with defining problems and identifying solutions. The ACTS tool allows communities to identify their resources (assets) and to address traffic safety problems (deficits). Efforts are ongoing to update the ACTS by incorporating current traffic crash information, perform website maintenance, and update Safe Communities information.

To evaluate the Safe Communities program, a questionnaire was mailed to Safe Communities coalition members in December 2002. Using a rating system, coalitions were ranked A, B, or C based on their responses. Of the 45 questionnaires mailed, 22 coalitions returned completed forms.

REGIONAL SUPPORT ■ ■ ■

Section 402 funding

GOAL

Provide support and assistance to Safe Communities efforts in the Upper Peninsula (U.P.) and Detroit and conduct a regional conference.

SUMMARY

A part-time consultant was hired to strengthen existing Safe Communities groups across the Upper Peninsula and to assist Human Services Coordinating Bodies (HSCB) in developing Safe Communities as an extension of their services. While Safe Communities activities were implemented, this program does not appear to have local level region-wide support, as several initiatives failed to receive an adequate response to justify their continuation.

For instance, a regional conference was planned to bring coalition members from across the region together to network, share information, learn about media relations, coalition building, and sustainability, but was canceled.

RESULTS

Safe Communities coalitions in the U.P. continue to exist as part of several HSCB. Safe Communities coalitions in the U.P. have received resource materials to assist them in future needs assessments, training and project evaluation. Agencies have been made aware of funding opportunities for future projects.

Coalitions had the opportunity to apply for \$500 traffic safety mini-grants. Two coalitions applied for funds, which supported a Bicycle Safety Day in Luce County and child safety seat checks in Iron and Dickinson counties.

Four Detroit-based Safe Communities coalitions have been actively promoting traffic safety issues, including safety belts and child safety seats.

- Friends of Parkside Coalition conducted a safety belt use observation survey in early 2003 and a post observation survey coinciding with the state's belt mobilization was scheduled for November 2003. The coalition also continued its bicycle education and helmet program and conducted a workshop to train students on the legislative process and education on traffic safety.
- Gratiot Woods Coalition participated in an annual Safety Fair during the summer at which over 400 neighborhood parents and children received information on safety belts and proper child safety seat installation.
- The Learning for Life Coalition conducted traffic safety presentations to twenty-three public and private middle and high schools.
- Trauma Related Injury Prevention Coalition (TRIP) continues its focus in Southwest Detroit to educate the Hispanic community on child passenger safety.

In addition, a Traffic Safety Safe Communities Conference, hosted by Traffic Safety Association of Michigan (TSAM) and Southeast Michigan Council of Governments (SEMCOG) was held to better unify the partners in Southeast Michigan interested in traffic safety. Approximately twenty-five participants attended representing Detroit and Macomb Safe Communities, engineers, municipal planning organizations, clergy, schools, Children's Hospital, Emergency Medical Services (EMS), and other community leaders. The conference provided a forum in which traffic safety partners in three counties, Wayne, Oakland, and Macomb, could network with one another and learn about common resources that could be shared by members of this group.

LEARNING LABORATORIES ■ ■ ■

Section 402 funding

GOAL

Utilize two Safe Communities coalitions to create a model program that can serve as the benchmark for new or existing coalitions.

SUMMARY

In 2002, OHSP selected two Safe Communities to participate in a model learning laboratory project. The criteria for the project selection was established based on a high risk for traffic fatalities and serious injuries, a well developed and active coalition with community support, and some presence of employers in the area. The Alliance for Safe Communities in Allegan County and the Safe Communities Coalition of the St. Clair County Community Services Coordinating Body were selected.

These model programs functioned as learning laboratories where members of other Safe Communities coalitions could come to develop their knowledge and skills about implementing successful programs. It was intended that the learning laboratories would become integrated into the social and economic fabric of the community, and sustained through local support.

RESULTS

This year, OHSP provided funding for a part-time coordinator and injury prevention program for each learning laboratory. These projects were also offered technical assistance and training to assist with their efforts.

The learning laboratories are at different stages of success. Progress in accomplishing the goals has been achieved. Action and communication plans have been developed. The ACTS was conducted again to re-examine the asset and deficit scores. The results will also lay the groundwork for future injury prevention programs. A grant writing training was conducted to assist the coalitions in applying for future funding. Surrounding Safe Communities coalitions were invited to attend the learning laboratory meetings and events. The learning laboratories will be equipped with the tools necessary to sustain program activities and recruiting and retaining coalition members.

Part of the success of these projects was due to a part-time paid coordinator. Both labs are conducting at least three injury prevention programs and are writing grant proposals to other funding sources to sustain their coalitions and activities.

In Allegan County coalition membership has increased. Activities included training sessions, developing a website and brochure, conducting safety belt observation studies, making NETS presentations, and attending Allegan County fairs as exhibitors.

In St. Clair County, working teams have been established and include a Safe Communities workgroup and the NETS subcommittee, enforcement, engineering, and public relations and education. St. Clair activities include developing a NETS brochure and recruiting NETS membership, promoting traffic enforcement

mobilizations, identifying high crash locations, and holding child safety seat inspections.

Further, through the enforcement committee, a video was developed and produced entitled, "It Will Never Happen to Me—the Tragedy of Teenage Drinking." In September 2003, a Community Opening Night Premier was held at a local college and a local employer sponsored the event. Over 200 community members were present for the unveiling of the video, which will be distributed to area schools and libraries.

CORPORATE OUTREACH— STRATEGIC PLAN, TRAINING ■ ■ ■

Section 402 funding

GOAL

Implement strategies identified through the Corporate Outreach strategic plan, including promoting the annual NETS Drive Safely Work Week campaign, enhancing the NETS website, and training employers on the importance of safe driving.

SUMMARY

The Michigan NETS program was established in 1994 at OHSP and is a partnership of Michigan's corporate and governmental leaders. NETS provides information to employers regarding workplace traffic safety programs.

A NETS strategic plan was developed in 2001 and continues to be implemented, including enhancing the Michigan NETS website and promoting an annual *Drive Safely Work Week* (DSWW) campaign. A NETS Advisory Council has also existed since 1997 and members meet on a quarterly basis to provide guidance and feedback.

NETS sponsors an annual campaign to help employers raise awareness and confront traffic safety issues to reduce traffic-related crashes and their associated costs. The sixth annual campaign took place in October 2002 and focused on drowsy, distracted, alcohol impaired, and aggressive driving. Promotional kits were made available to the state's business partners that included information, activities, and messaging to draw attention to the risky behaviors that contribute to traffic crashes and to identify strategies to avoid or better manage them.

RESULTS

Nearly 500 Michigan employers took part in the national campaign. The Traffic Safety Association of Macomb County sponsored a press conference to kick off the campaign. Guests included twenty-three businesses as well as representation from every Macomb County law enforcement agency. As a result of the media event, a "how to manual" for press conferences was developed and will be shared with other Safe Communities coalitions for their use in staging similar press/media events.

The Michigan NETS website now includes regular updates in the "What's New" section. The site also promotes mobilizations and includes sample workplace safety belt policies.

The NETS Advisory Council took on a new challenge to create an activity for members to advance Michigan NETS proactively. Much time and effort was spent organizing a NETS Traffic Safety Symposium that took place in October 2003. The Symposium was designed to share information, recruit new NETS members, and revitalize existing members.

ELDERLY MOBILITY CONFERENCE ■ ■ ■

Section 402 funding

GOAL

Support efforts directed at preserving mobility and enhancing safe travel for older adults through a conference that identifies best practices and successful models that enhance safe and continued mobility for older adults.

SUMMARY

After considerable research, a county-based traffic safety partner met with the Elderly Mobility Workgroup to discuss options for furthering knowledge of elderly mobility issues. A decision was made to hold a conference focusing on best practices from around the world. The Governor's Traffic Safety Advisory Commission supports sponsorship of the conference as does American Association for Retired Persons, AAA Foundation for Traffic Safety, AAA Michigan, American Association of State Highway and Transportation Officials, Federal Highway Administration, Federal Transit Administration, Ford Motor Company Foundation, National Highway Traffic Safety Administration, the Southeast Michigan Council of Governments, the Traffic Improvement Association of Oakland County, and the Traffic Safety Association of Michigan.

RESULTS

The conference is scheduled to take place September 12–15, 2004, in Detroit. A planning committee is in place and subcommittees have been formed from the membership of the Elderly Mobility Workgroup, a task team of the Governor's Traffic Safety Advisory Commission.

REGIONAL SUPPORT ■ ■ ■

Section 410 funding

GOAL

Provide a liaison between the Michigan Coalition to Reduce Underage Drinking (MCRUD) and youth and youth leaders in the Upper Peninsula (U.P.).

SUMMARY

The MCRUD liaison traveled to Lansing to attend quarterly meetings and to serve as a voice representing the U.P. in discussions regarding planning. The liaison was also involved in statewide training and workgroups.

RESULTS

As a result of the liaison's efforts, communication between Upper Peninsula traffic safety professionals and youth has improved, multiple statewide connections have been made, issues unique to the U.P.'s geographic area and demographics have been heard at the state level, and teen leaders from the region have been trained in issues involving alcohol and youth.

PUBLIC INFORMATION MATERIALS DEVELOPMENT, DISTRIBUTION AND STORAGE ■ ■ ■

Section 402 funding

GOAL

Publicize traffic safety programs and information through various communication channels and make these materials available to the public through a central storage and distribution facility.

SUMMARY

OHSP is involved in a variety of public information campaigns and activities to promote traffic safety issues to maintain and build on awareness of new and ongoing campaigns. This involves the development of and statewide distribution of materials such as newsletters, flyers, posters, and public service announcements. As part of efforts to more effectively reach all Michigan residents, OHSP has begun building an inventory of materials in Spanish and Arabic. The Michigan Resource Center serves as OHSP's storage and distribution site for all traffic safety materials and maintains current catalogues for print materials and videos as well as the ability to view materials and order online.

Many OHSP publications are now issued as e-newsletters or e-mail updates, eliminating the need for design, printing, and mailing—and providing more timely information. Both the Safety Network Newsletter and the NETSTalk Newsletter are distributed electronically. In other cases, traditional newsletters still go out to niche groups in the Upper Peninsula and to law enforcement officers.

While OHSP maintains publications with basic information regarding safety belts, child safety seats, and drunk driving, many new materials are now customized to support specific mobilizations. Mobilization materials are now translated into both Arabic and Spanish. OHSP seeks to engage as many partners as possible to support the mobilizations through mailings to law enforcement, Safe Communities, NETS members, and other traffic safety partners. The Michigan Resource Center plays an integral role by re-

sponding to a large influx of requests in a short time period, assuring materials are delivered to coincide with mobilizations.

RESULTS

In FY03, 2,279 orders containing 1,722,163 pieces of OHSP materials were shipped. In addition, 160 OHSP videos were loaned out. This year, OHSP will not conduct a special statewide telephone survey to measure campaign awareness. This is being done on a regular basis, both before and after each mobilization. A separate survey would not provide additional information and instead would duplicate efforts.

COMMUNICATION PLAN DEVELOPMENT ■ ■ ■

Section 402 funding

GOAL

Develop and implement a communication plan to both evaluate past communication programs and more effectively plan and conduct future communication activities.

SUMMARY

OHSP is looking to more effectively plan, implement, and measure the effectiveness of its public information activities and programs. Working through a communications professional, OHSP evaluated its existing public information programs and developed a communications planning tool to be used as new programs are developed. The planning tool will identify target audiences, methods for distribution as well as evaluation techniques before the project begins.

Dr. William Donohue, a communications professor at Michigan State University, met with program coordinators to gather information regarding ongoing public information campaigns. This information was used to issue a final evaluation report regarding the effectiveness of the campaigns.

In addition, Dr. Donohue has developed a communications planning tool that will be used for new FY04 communication projects.

RESULTS

Eight public information efforts were evaluated and recommendations presented. Among the findings:

- Develop a more narrow audience for distracted driver education efforts,
- Find a stronger anti-drunk driving message for young men rather than "For Friends and Family,"
- Reevaluate the graduated driver licensing materials to eliminate excessive detail and accommodate those with lower level reading skills,
- Use an alternative means to get employers interested in and involved with drunk driving issues rather than a direct campaign (repeat offender),

- Incorporate better incentive awards targeted to a specific group for “I Made the Connection” program,
- Update materials and approaches for teens and parents regarding zero tolerance laws for alcohol and driving,
- Plan for regular upgrading of the *Click It or Ticket* campaign since people tire of the same messages,

- Look into further defining the target audience for *You Drink & Drive. You Lose.* and intensifying efforts to gain greater media at the local level.

Among the general observations, campaigns focusing on the same audience should be coordinated with consistent messages; for many programs, goals were not clearly stated; and messages get stale quickly so OHSP must plan for regular updates to its communication vehicles and campaigns.

2002–2003 PAID ADVERTISING

Section 157 innovative, 402, 403, 405, 410 funding

SUMMARY

For more than a year, the Office of Highway Safety Planning has been using the enforcement model established by the National Highway Traffic Safety Administration. This model calls for the use of paid advertising during two weeks of every enforcement effort. Advertising starts a week prior to enforcement and continues 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 four mobilizations for safety belt and drunk driving enforcement. Nearly \$1 million was devoted to advertising in November and December 2002 and May and July 2003. OHSP’s advertising agency worked diligently with advertisers to generate no-charge value added for the paid advertising, which amounted to nearly \$180,000 worth of additional promotions. Together, OHSP had nearly \$1.2 million in paid and donated spots and time for its traffic safety campaigns.

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 through a news strategy.

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.

The most recent traffic safety campaign that involved the use of unpaid public service announcements was a part-time belt user campaign. During the 2003 fiscal year, those radio spots were aired on 39 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.

Paid advertising guarantees messages will be played on stations and programs that appeal to the target group. Advertising programming was selected based on its ability to reach young men.

Young men remain the focus of messaging efforts for both safety belts and drunk driving enforcement. Advertising vehicles included radio, television, and cable programs. When adequate funding was available, advertising was placed on a statewide

ADVERTISING SUMMARY

Wave	Emphasis	Medium	# Spots	Reach	Budget
November 2002 Value added	safety belts	radio, cable	3,934 430	66.6%	\$91,800 \$54,125
December 2002 Value added	drunk driving	radio, TV, cable	2,285 622		\$224,413.58 \$47,759
May 2003 Value added	safety belts	radio, TV, cable	3,101 532		\$434,349 \$35,100
July 2003 Value added	drunk driving	radio, TV	2,278 488		\$215,505.55 \$51,050
Total paid			11,598		\$966,068.13
Total value added			2,072		\$188,034
Totals			13,670		\$1,154,102.13

basis. In both the November and December 2002 enforcement periods, there were very limited advertising funds available, which limited the reach to mainly the metro Detroit area.

ADVERTISING EVALUATION, ASSESSMENT AND OUTCOMES ■ ■ ■

Before and after each mobilization, OHSP sponsored telephone surveys, with an oversample of young men in the target group. The surveys assist with measuring awareness of the enforcement efforts and how effective the advertising buy was at reaching the target group.

NOVEMBER 2002—*CLICK IT OR TICKET*

During the November 2002 enforcement effort, the number of people aware of a “special effort by police to ticket drivers for seat belt violations in their community” went from 20 percent before the campaign to 38 percent after. For young men, the pre survey showed 25 percent awareness and post campaign survey showed 36 percent awareness. When asked where they heard about the effort, 33 percent of the general population and 33 percent of young men responded TV. Another 22 percent of young men said radio. Of those who saw the message on TV, 51 percent of young men said they saw an advertisement compared to 43 percent of the general population. Of the young men, 44 percent said they saw it in a news story compared to 52 percent of the general population.

When asked if in the past 30 days they had seen or heard any messages that encourage people to wear their seat belts, 81 percent of the general population said yes and 85 percent of young men said yes following the mobilization. When asked about the message, 39 percent of young men said *Click It or Ticket* compared to 18 percent of the general population.

DECEMBER 2002— *YOU DRINK & DRIVE. YOU LOSE.*

Following the December 2002 drunk driving crackdown, 30 percent of young men agreed with the statement: Police in my community are arresting more people for drunk driving than they were a few months ago. Among the general population, 27 percent agreed with this statement.

When asked if they had seen or heard of any special effort by police to arrest drivers in their community for drunk driving, 38 percent of young men and the general population said yes. Of those who said yes, 48 percent of young men said they saw or heard about the effort on TV and 28 percent said radio. The respondents were also queried whether the number of messages seen/heard in the past 30 days was more than usual, 40 percent of the young men said yes. Among all groups, there was difficulty recalling a specific campaign slogan for the effort without being prompted. After being given a list of slogans, 79 percent of



young men said they had heard *You Drink & Drive. You Lose.* within the last 30 days.

MAY 2003—*CLICK IT OR TICKET*

The advertising budget for the May enforcement mobilization was significantly larger than that for November 2002. Also, OHSP piloted safety belt enforcement zones for this mobilization, which helped increase awareness and visibility of this effort. Phone surveys showed that 67 percent of young men were aware of special efforts by police to ticket drivers for safety belt violations during the last 30 days. Among the young men, 48 percent said they saw the message on TV and 2 percent said radio. Of those who said radio or TV, 62 percent said it was an advertisement. When asked if in the past 30 days they had seen/heard messages to encourage people to wear their safety belts, 92 percent of young men and 92 percent of the general population said yes. Among young men, 55 percent said they saw this on TV and 29 percent on radio. Of those who said TV or radio, 77 percent said it was a commercial or advertisement. When asked if the frequency of messages had recently increased, 74 percent of young men said yes compared to 60 percent of the general population.



When asked about the message that they heard, 42 percent of young men said *Click It or Ticket*, compared to 32 percent of the general population. After being given a list of slogans, 94 percent of young men said they had heard *Click It or Ticket* and 89 percent of the general population knew the campaign as well. Among young men, 73 percent said they had heard *Buckle Up or Pay Up*; 52 percent of the general population had heard the slogan.

JULY 2003—*YOU DRINK & DRIVE. YOU LOSE.*

In the pre and post phone surveys conducted for the July drunk driving crackdown, the campaign was associated with an increase in awareness of both stepped up enforcement and the media message: *You Drink & Drive. You Lose.* The gain in awareness was greater for the target population of young men than for other drivers, indicating that the campaign effectively targeted this population.

In fact, in the post survey, 43 percent of young men heard of recent special efforts by police to arrest drunk drivers, compared to 36 percent of the general population. Of those who heard these messages, most young men reported seeing or hearing these messages on TV or radio. Messages encouraging people not to drink and drive were widely acknowledged. In the post survey, 93 percent of young men said they had heard such messages compared to 87 percent of the general population.

When given a list of campaign slogans to gauge recall, *Click It or Ticket* had the highest recognition at 91 percent of young men. Another 84 percent of young men said they had heard *You Drink & Drive. You Lose.* within the last 30 days.

MICHIGAN OFFICE OF HIGHWAY SAFETY PLANNING—2003 MEDIA RECAP ■ ■ ■

November 2002 Radio / *Click It or Ticket*—Two Weeks (11/18–12/1)

Market	Reach	Frequency	Total GRPs	Spot Total	Total
Detroit	66.6%	6.3	419.3	348	\$45,640.75
Michigan Radio Network	—	—	—	3,480	\$16,320.00
Total				3,828	\$61,960.75
Value Added				390 + Banners	\$46,125.00
Total Paid, Value Added				4,218 + Banners	\$108,085.75

November 2002 Cable / *Click It or Ticket*—Two Weeks (11/18–12/1)

Market	Reach	Frequency	Total GRPs	Spot Total	Total
Detroit	66.6%	6.3	419.3	106	\$29,839.25
Total				106	\$29,839.25
Value Added				40	\$8,000.00
Total Paid, Value Added				146	\$37,839.25

December 2002 TV / *You Drink & Drive. You Lose.*—Two Weeks (12/13–12/26)

Market	Reach	Frequency	Total GRPs	Spot Total	Total
Alpena	—	—	—	12	\$1,653.25
Detroit	76.5%	3.0	229.6	52	\$58,480.00
Flint	71.9%	3.0	215.6	64	\$14,577.50
Grand Rapids	81.1%	2.9	235.2	78	\$32,937.50
Lansing	77.2%	2.9	224.0	59	\$12,669.25
Marquette	79.2%	3.1	245.5	53	\$5,333.73
Traverse City	72.0%	2.9	208.8	70	\$7,565.00
Total				388	\$133,216.23
Value Added				86	\$17,200.00
Total Paid, Value Added				474	\$150,416.23

December 2002 Radio / *You Drink & Drive. You Lose.*—Two Weeks (12/13–12/26)

Market	Reach	Frequency	Total GRPs	Spot Total	Total
Battle Creek	51.7%	7.2	371.9	125	\$1,870.00
Detroit	45.2%	5.5	248.6	163	\$21,934.25
Flint	62.2%	4.6	286.0	157	\$3,060.00
Grand Rapids	51.1%	4.1	209.6	120	\$4,942.75
Kalamazoo	43.9%	4.5	197.5	227	\$2,142.00
Lansing	45.1%	4.5	203.0	88	\$3,213.00
NW Michigan	45.7%	5.1	232.9	134	\$2,548.30
Saginaw	45.3%	5.1	231.1	102	\$3,132.25
Total				1,116	\$42,842.55
Value Added				382	\$17,859.00
Total Paid, Value Added				1,498	\$60,701.55

MICHIGAN OFFICE OF HIGHWAY SAFETY PLANNING—2003 MEDIA RECAP CONTINUED

December 2002 Cable / <i>You Drink & Drive. You Lose</i> —Two Weeks (12/13–12/26)					
Market	Reach	Frequency	Total GRPs	Spot Total	Total
Alpena	—	—	—	80	\$1,020.00
Detroit	—	—	—	53	\$22,950.85
Flint	—	—	—	18	\$7,395.00
Grand Rapids	—	—	—	56	\$8,585.00
Lansing	—	—	—	185	\$3,816.50
Marquette	—	—	—	212	\$2,039.15
Traverse City	—	—	—	71	\$2,548.30
Total				675	\$48,354.80
Value Added				154	\$12,700.00
Total Paid, Value Added				829	\$61,054.80

May 2003 TV / <i>Click It or Ticket</i> —Two Weeks (5/12–5/25)					
Market	Reach	Frequency	Total GRPs	Spot Total	Total
Alpena	—	—	—	29	\$3,043.00
Detroit	98.5%	5.3	531.9	131	\$135,592.00
Flint	97.6%	5.2	507.6	197	\$38,203.00
Grand Rapids	97.7%	5.6	507.9	254	\$81,579.00
Lansing	95.4%	5.5	524.9	149	\$25,207.00
Marquette	84.7%	6.0	508.0	174	\$14,144.00
Traverse City	84.8%	6.0	509.0	143	\$22,062.00
Total				1,077	\$319,830.00
Value Added				46	\$8,600.00
Total Paid, Value Added				1,123	\$328,430.00

May 2003 Radio / <i>Click It or Ticket</i> —Two Weeks (5/12–5/25)					
Market	Reach	Frequency	Total GRPs	Spot Total	Total
Battle Creek	55.3%	6.9	380.8	198	\$2,244.00
Detroit	55.1%	5.7	314.2	192	\$32,887.00
Flint	51.6%	5.9	304.4	225	\$2,168.00
Grand Rapids	47.2%	7.4	349.2	162	\$4,845.00
Kalamazoo	71.8%	6.8	488.4	192	\$7,149.00
Lansing	57.1%	6.9	394.2	170	\$5,610.00
NW Michigan	57.2%	6.6	377.6	108	\$4,335.00
Saginaw	59.5%	7.4	440.4	100	\$3,823.00
Michigan U.P. Spot Sales	—	—	—	264	\$3,896.00
Total				1,611	\$66,957.00
Value Added				410	\$20,100.00
Total Paid, Value Added				2,021	\$87,057.00

MICHIGAN OFFICE OF HIGHWAY SAFETY PLANNING—2003 MEDIA RECAP CONTINUED

May 2003 Cable / Click It or Ticket—Two Weeks (5/12-5/25)					
Market	Reach	Frequency	Total GRPs	Spot Total	Total
Alpena	—	—	—	50	\$1,020.00
Detroit	—	—	—	75	\$22,184.00
Flint	—	—	—	61	\$7,395.00
Grand Rapids	—	—	—	60	\$8,568.00
Lansing	—	—	—	67	\$3,825.00
Marquette	—	—	—	59	\$2,026.00
Traverse City	—	—	—	41	\$2,544.00
Total				413	\$47,562.00
Value Added				76	\$6,400.00
Total Paid, Value Added				489	\$53,962.00

June-July 2003 TV / You Drink & Drive. You Lose—Two Weeks (6/23-7/6)					
Market	Reach	Frequency	Total GRPs	Spot Total	Total
Alpena	—	—	—	22	\$2,133.50
Detroit	81.7%	3.3	269.7	64	\$62,351.75
Flint	81.6%	3.5	285.6	133	\$16,842.75
Grand Rapids	87.1%	3.0	261.4	80	\$34,900.15
Lansing	84.5%	3.3	279.0	103	\$14,968.50
Marquette	78.2%	3.2	250.2	73	\$6,685.25
Traverse City	76.5%	3.4	260.2	89	\$9,456.25
Total				564	\$147,338.15
Value Added				78	\$10,550.00
Total Paid, Value Added				642	\$157,888.15

June-July 2003 Radio / You Drink & Drive. You Lose—Two Weeks (6/23-7/6)					
Market	Reach	Frequency	Total GRPs	Spot Total	Total
Battle Creek	52.0%	7.4	385.0	156	\$1,964.00
Detroit	57.5%	6.0	345.0	334	\$33,099.00
Flint	46.2%	6.9	318.6	150	\$4,845.00
Grand Rapids	59.6%	5.6	333.6	174	\$7,140.00
Kalamazoo	26.3%	5.8	152.8	188	\$3,451.00
Lansing	55.1%	5.6	308.8	162	\$5,610.00
NW Michigan	50.4%	9.1	342.6	108	\$3,827.00
Saginaw	45.6%	6.8	415.2	90	\$4,335.00
Michigan U.P. Spot Sales	—	—	—	352	\$3,896.40
Total				1,714	\$68,167.40
Value Added				410	\$40,500.00
Total Paid, Value Added				2,124	\$108,667.40

ROADWAY SAFETY

TRAINING ■ ■ ■

Section 402 funding

GOAL

Provide local communities with traffic safety engineering training.

SUMMARY

Crash data was examined to determine which geographic areas (by county) would show a possible need for traffic safety engineering training. As a result, Newaygo, Mecosta, Ogemaw, and Van Buren counties were selected for targeted training. A letter of interest was sent to these counties asking for participation in this activity.

RESULTS

A class on School Safety Planning and Introduction to Sight Distance was held in August in Berrien County. There were sixteen participants and the class reported being pleased with the information presented and for the opportunity to learn more about these traffic safety subjects.

ENGINEERING COUNTERMEASURE ASSISTANCE ■ ■ ■

Section 402 funding

GOAL

Provide an Intersection Safety Action Plan for Michigan based on the American Association of State Highway and Transportation Officials Strategic Highway Safety Plan.

SUMMARY

An Intersection Safety Action Plan (ISAP) outline has been developed and approved. The outline was reviewed by an independent contractor to develop a proposal on how to create a fully functional plan based on the National Cooperative Highway Research Program (NCHRP), including priority areas, implementation suggestions, and a cost/benefit analysis for each proposed solution.

With the assistance of the Michigan Department of Transportation, Federal Highway Association, and OHSP, a draft ISAP was created and is under review.

RESULTS

When reviews are complete and approval given, the Intersection Safety Action Team will reconvene and determine the most efficient and effective method to start implementing various solutions in FY04.

COMMUNITY PLANNERS GUIDEBOOK DEVELOPMENT ■ ■ ■

Section 402 funding

GOAL

Increase the level of knowledge about the basic causes of crashes and reinforce the link between highway-design decisions and safety.

SUMMARY

Currently, there is not a single, comprehensive, high-level resource dedicated to traffic crash information. This includes areas like crash characteristics, identification of hazardous locations, calculating crash rates, and understanding crash data. Much of this information is in varied locations. In addition, many traffic safety partners do not have the experience or background to fully understand the complexity and depth of the issue.

The Traffic Safety Engineering Action Committee (TSEAC) has developed a plan to create a resource handbook. Using another state's resource handbook as a starting point, the TSEAC has developed Michigan-specific information based on the various areas including law enforcement, engineering, and education. The draft copy of the book was completed in September 2003 and will be distributed in FY2004.

RESULTS

A Michigan Traffic Safety Fundamental Handbook will be produced and distributed to the traffic safety community within Michigan in the next fiscal year.

TRAFFIC CRASH DATA ANALYSIS ■ ■ ■

Section 402 funding

GOAL

Provide specific traffic crash and injury analysis data in comparison with the rest of the state to assist with developing optimal strategies for alleviating traffic crash and injury problems and meeting future statewide goals.

SUMMARY

Based on the Highway Safety Plan Planning Matrix, twenty-four areas of analysis were identified including targeting alcohol, driver behavior, occupant restraints and roadway safety. A further analysis cross-checked those four areas with male drivers, peak travel season, city/county roads, elderly drivers, and occupants 0-15. In addition, a safety performance factor was developed to address both frequency and rates of traffic crash data.

RESULTS

All planning matrix areas received both traffic crash data tables and GIS mapping files for 2001, and in some cases, aggregate

1998–2001 traffic crash analysis. In addition, there were both county and city/township breakouts for various areas. This information was used to assist with the identification of new is-

ssues or to target specific locations in which a current issue was prevalent. The information also provided for basic trend analysis of each program area.

DRIVER ISSUES

YOUNG DRIVERS EDUCATION ■ ■ ■

Section 402 funding

GOAL

Train driver education instructors in the proper use of the parent orientation kit as well as assist with revising the Segment 1 Curriculum with the Department of Education. Develop driver education class in the Upper Peninsula (U.P.) with a focus on winter driving.

SUMMARY

Due to staff shortages within the Department of Education, no training regarding the parent orientation kits was conducted, nor was the Segment 1 Curriculum revised.

The Keewenaw Research Center in the U.P. developed a winter driving decision course and a written winter driving curriculum for high school driver education classes and the public. A literature search was conducted and is a comprehensive guide to information related to operating a motor vehicle in adverse environmental conditions.

RESULTS

A winter driving student manual and instructor manual have been created that will provide instruction in emergency techniques for braking and steering. In addition, a thorough literature review produced a manual of winter driving tips and techniques covering subjects such as winter travel survival kits, vehicle maintenance for optimal safety, and other slippery roadway driving maneuvers.

The student and instructor manuals will be available as part of a winter driving program offered in FY2005.

ELDERLY MOBILITY ISSUES ■ ■ ■

Section 402 funding

GOAL

Provide updated crash data and a best practices manual that begins with the information developed and identified by the Elderly Mobility Task Force.

SUMMARY

In the United States, the proportion of people who are 65 years of age or older has grown from less than 10 percent in 1950 to the current rate of about 13 percent. By 2050, the percentage of the population over 65 is projected to reach nearly 21 percent. While there are numerous benefits to an aging population, this demographic trend raises concerns in the area of traffic safety. Michigan will be similarly affected by this demographic trend and the resulting traffic safety and social problems an aging population will bring. In order to proactively address this problem, the Michigan Office of Highway Safety Planning (OHSP) recognizes that there are several recent programs designed to improve and/or maintain older driver traffic safety. This project was designed to positively impact older driver traffic safety in Michigan by reviewing and analyzing the myriad of older-driver programs that have been utilized both in the U.S. and abroad, determine their effectiveness and appropriateness for implementation in Michigan, and develop a “best practices” manual to help OHSP select programs to meet specific older-driver traffic safety goals. In addition, traffic crash data analysis on vehicle occupants aged 65 or older was also performed to assist in identifying older-driver traffic safety problems.

RESULTS

The review and analysis of elderly mobility programs has been completed and published in a guide entitled “Promising Approaches for Enhancing Elderly Mobility.” The guide is an easy-to-use publication comprised of five sections: Screening and Assessment, Education and Training, Vehicle Adaptations and Advanced Technology, Roadway Design, and Alternative Transportation. Each section includes the following:

- An introductory section on why the area is important for enhancing elderly mobility.
- A discussion of how efforts in the area can best enhance elderly mobility.
- Descriptions of current practices and programs that appear especially promising for enhancing elderly mobility.
- Brief summaries of these highlighted practices and programs, as well as other practices and programs that show promise for enhancing elderly mobility.

The crash data analyses have been completed and are contained in the UMTRI report entitled “Crash Trends in Older Drivers in Michigan: 1998–2002.” Major findings include:

- The number of crashes involving older drivers (65 and older) decreased by 6 percent; however, the proportion of crashes involving older drivers remained relatively constant at about 11 percent through the time period.
- Fatal and serious injury crashes decreased by 23 percent.
- Crashes where an older driver had been drinking decreased by 23 percent.
- The number of older pedestrians killed or injured in crashes decreased by 29 percent.
- Safety belt use among crash-involved older drivers is well over 90 percent.

Both documents, “Promising Approaches for Enhancing Elderly Mobility” and “Crash Trends in Older Drivers in Michigan: 1998–2002,” are tools that will guide future efforts directed at maintaining mobility for the increasing elderly population.

MOTORCYCLE SAFETY

TECHNICAL ASSISTANCE ■ ■ ■

Section 402 funding

GOAL

Identify specific crash and injury issues from motorcycle crashes to assist with developing safety messages.

SUMMARY

The University of Michigan Transportation Research Institute (UMTRI) has built a dataset of motorcycle crashes in Michigan from 1998–2002. UMTRI is analyzing the characteristics of motorcyclists involved as well as characteristics of the drivers of the other vehicles involved in these crashes. A literature search is also being conducted of other motorcycle education programs in the United States.

RESULTS

Over the six-year period that crashes were analyzed, the number of motorcyclists increased by 45 percent, licensed motorcyclists increased by 8 percent and motorcycle crashes increased by 20 percent. The largest increases in licensed motorcyclists were

DISTRACTED DRIVING PROGRAM SUPPORT ■ ■ ■

Section 402 funding

GOAL

Expand the fatigued/distracted driving college program and conduct research into aggressive driving for future programming.

SUMMARY

Due to the large amount of stockpiled distracted driver materials remaining for future use, no funds were expended in FY03 on distracted driving program support.

RESULTS

During FY2003, the following materials were shipped out through the Michigan Resource Center:

- 5,500 Drive Alert & Awake placemats,
- 1,200 Drive Alert & Awake magnets,
- 1,100 Drive Alert & Awake keytags,
- 221 Drive Alert & Awake dry erase boards,
- 366 various Drive Alert & Awake posters.

among those age 45–64. The highest crash rate was among motorcyclists below age 19 and the lowest was among those over 64. About 56 percent of crash-involved motorcyclists were not legally licensed to operate a motorcycle. Because the high proportion of unlicensed motorcyclists is identified as a problem, UMTRI recommended it be addressed through public information and special enforcement programs.

TRAINING ■ ■ ■

Section 402 funding

GOAL

Provide training on a new curriculum developed by the Motorcycle Safety Foundation to instructors.

SUMMARY AND RESULTS

In FY02 and FY03, nearly 100 percent of motorcycle instructors in Michigan were provided with the new curriculum that was developed by the Motorcycle Safety Foundation.

ADMINISTRATIVE ISSUES

IMPLEMENTING THE E-GRANTS PROGRAM ■ ■ ■

Section 402 funding

The E-Grants program, in development since the summer of 2002, is a shared computer program with other state agencies that administer law enforcement grants. Law enforcement agencies are able to enter information one time to the system and that data is then shared among agencies. The system also allows state departments to see what agencies are receiving state and federal dollars.

OHSP has been working with the Department of Information Technology (DIT) to bring the project to fruition. OHSP, DIT, and the contractual software company have studied the grants process system at the OHSP and have developed an e-grant application.

The online application system went “live” in May 2003 and by the end of October, more than 100 OHSP grantees had submitted their grant applications using the online system. Training was provided to both the OHSP staff and the grantees. Beginning with the first quarter reports, grantees will be able to file their progress and financial reports using the online system. Early reports from the grantees indicate that the system is user friendly. OHSP staff report that reviewing the grants for approval was streamlined and quicker than the paper process. Process and system upgrades are planned for the coming year.

GOVERNOR’S TRAFFIC SAFETY ADVISORY COMMISSION ■ ■ ■

Beginning in October of 2002, the Governor’s Traffic Safety Advisory Commission (GTSAC) voted to begin meeting every other month, on the third Friday of the month. Three issues continue to be addressed by the GTSAC. They are (1) traffic crash redesign; (2) elderly mobility; (3) intersection safety. At the December 2002 meeting, the commissioners approved the formation of a Research and Evaluation task team. This team has met several times and determined that their role was not to conduct research but to coordinate the data obtained as a result of research and ensure that the GTSAC goals and projects were evaluated as appropriate. As a result, the name of this team was changed to the Planning and Evaluation Task Team. This group is in the process of finalizing a matrix based upon Michigan’s available highway safety data and the goals identified in the AASHTO Strategic Highway Safety Plan. This matrix will then be used to provide an update on the current traffic safety priorities adopted by the GTSAC and recommend any change to those priorities if appropriate.

INTEGRATING SAFETY INTO TRANSPORTATION PLANNING ■ ■ ■

An annual planning meeting was held on November 6, 2002, in Lansing. This forum focused on providing information to those who are involved in developing transportation safety plans. Presentations were made on Michigan’s latest crash data trends and safety belt use as well as demographic information trends. In addition, there were updates on the work being completed on the three GTSAC priority areas: traffic crash records system, elderly mobility, and intersection safety.

OHSP continues to partner with MDOT planning and the MPOs on the Safety Conscious Planning Project. During FY2003, the MPOs were required by MDOT to develop a traffic safety profile for their region and hold a traffic safety forum. Through a grant with Wayne State University, assistance was provided to the MPOs to develop their safety profile and all MPOs held their regional traffic safety forums.

LEGISLATIVE UPDATE ■ ■ ■

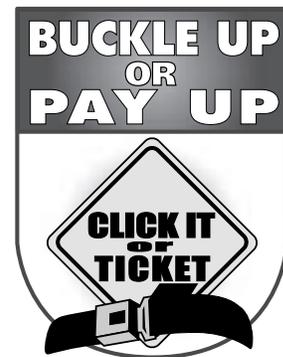
Michigan’s Governor signed .08 legislation into law on July 15, 2003. Michigan was the 44th state to do so. The law took effect on September 30, 2003. Penalties for a first-time offender convicted of *Operating Under the Influence of Liquor or Operating While Impaired* include: up to 93 days in jail; up to a \$500 fine; up to 360 hours of community service; up to 6 points on a license; up to 180 days restricted license; and a 30-day hard suspension; and the possibility of having ignition interlock placed on a vehicle or having the vehicle immobilized for 180 days.

In addition to the change in the drunk driving standard, the new law also contains a zero tolerance for drivers with certain illegal drugs in their system. These “schedule 1” drugs are those with no medicinal use, such as marijuana, GHB, cocaine, and cocaine-derivative drugs. With this change, prosecutors will not have to prove the driver was impaired, just that they were driving with those drugs in their system. The same penalties for drunk driving will apply to those convicted under the zero tolerance drug provisions.

Implied consent penalties have also been increased. Anyone that refuses a breath test the first time is given a one-year driver’s license suspension. The penalty had previously been a six-month suspension. For a second refusal in seven years, it is a two-year suspension.

Sentencing guidelines for use by judges have also changed. When an intoxicated driver kills a person, that driver will more likely go to prison rather than jail.

SAFETY BELT AND DRUNK DRIVING MOBILIZATIONS— ENFORCEMENT, EARNED MEDIA, ADVERTISING AND EVALUATION ■ ■ ■



Advertising—Section 157 (incentive and innovative), 402, 403, 405, 410 funding; Enforcement—Section 157 (incentive), 402, 410 funding; Evaluation—Section 157 (innovative), 402, 405 funding

GOAL

To save lives and reduce the number and severity of injuries on Michigan roadways by increasing safety belt use and reducing alcohol-impaired driving. The intermediate goals are to increase enforcement, to increase public awareness of enforcement, and to increase the perceived threat of receiving a ticket for driving unrestrained or of being arrested for driving after drinking. Secondary intermediate goals are to increase traffic enforcement and public awareness thereof in general, thereby leading to safer driving and fewer or less injurious crashes.

SUMMARY

The national mobilization program brings law enforcement agencies nationwide together on a single enforcement focus. Each mobilization period combines highly visible enforcement with support from an earned and paid media campaign. This concentrated focus on a single issue seeks to impact the public consciousness in a way that a low level of sustained enforcement cannot. The Office of Highway Safety Planning coordinates Michigan’s participation in the national effort.

The two foci for mobilizations were safety belts and alcohol-impaired driving. *Click It or Ticket* mobilizations, targeting safety belt use, ran from November 25 to December 8, 2002, and from May 19 to June 1, 2003. *You Drink & Drive. You Lose.* mobilizations, targeting alcohol-impaired driving, ran from December 20, 2002 to January 5, 2003, and from June 27 to July 13, 2003.

ENFORCEMENT ■ ■ ■

Drive Michigan Safely Task Force (DMSTF) agencies received grant funding to perform overtime traffic patrols during the mobilizations. Funding was made available to DMSTF counties that include more than 70 percent of Michigan’s population and fatal crashes.

Saturation Patrol Hours	
November	8,430
December	3,185
May	4,834
July	2,490
Total	18,939

Grantees worked in saturation patrols and stopped vehicles for any violation of the Michigan Uniform Vehicle Code. Michigan State Police posts provided grant-funded corridor enforcement on highly traveled highways and freeways in November and December. In May, eight counties piloted Safety Belt Enforcement Zones, concentrating officers to maximize visibility and impact. Thirty agencies completed more than 500 hours of enforcement in 130 enforcement zones in May.

While Task Force agencies are located in key areas of the state, OHSP sought large-scale participation from law enforcement agencies around the state through the Law Enforcement Challenge incentive program. After each mobilization, twelve random participating agencies received a \$5,000 grant for traffic safety equipment or enforcement. Agencies participating in all four mobilizations were eligible for one of six regional \$10,000 grants, and one of the regional winners instead received a \$35,000 grand prize. Five hundred and fifty-six law enforcement agencies signed up to participate in the Challenge, with 464 of them reporting in at least one mobilization and 198 reporting in all four. These are by far the highest participation numbers OHSP has seen in any law enforcement event.

EARNED MEDIA ■ ■ ■

Earned and paid media accompanied the increased enforcement, making the public more aware of law enforcement efforts. OHSP held two news conferences in November, in the State Capitol and the Upper Peninsula, stressing the national angle of the large number of military deaths in traffic crashes; and three news conferences in December, in Lansing, metro Detroit, and Marquette, focusing on the new fleet of BATmobiles to assist with the drunk driving crackdown.

Earned Media Stories			
	Print	TV	Radio
November	266	49	
December	100	38	
May	271	80	322
July	134	54	194
Total	771	77	

OHSP recognized that *Click It or Ticket* was not sending a strong enforcement message to motorists. To combat this lack of message clarity, a series of focus groups was conducted in the winter with young men to determine possible new campaign tags with a more enforcement-related tone. As a result, a new *Buckle Up or Pay Up* campaign was tagged with the existing *Click It or Ticket* name. A new logo, and new broadcast and radio ads were developed to feature the new and hard-hitting message. To announce the new campaign and pilot enforcement zones, six news conferences were held in May, in Lansing, Detroit, Bay City, Wyoming, Traverse City, and Manistique; and six news conferences for July, in Lansing, Oak Park, Grand Rapids, Bridgeport, Traverse City, and Negaunee, kicking off the increased enforcement. In July, OHSP partnered with several trucking companies who agreed to have their drivers operate as “Night Owls” who would watch for and report suspected drunk drivers. OHSP issued news releases before, during, and after enforcement, as well as a video news release in November and December. Media response was exceptional, with far more earned media stories than usual.



Lansing Police Chief Mark Alley speaks at May 2003 Buckle Up or Pay Up—Click It or Ticket press conference.

PAID MEDIA ■ ■ ■

Limited funds were available to support paid advertising throughout the mobilizations. The May mobilization had the greatest expenditure. OHSP's primary media target was men ages 18–34, the group least likely to buckle up and most likely to drink and drive. Media was focused on metro Detroit, the population center, with statewide exposure as funding allowed.

For the November advertising effort, existing broadcast and radio spots were used that were developed for the May 2002 mobilization. A new “Happy Holidays” TV spot was developed for the *You Drink & Drive. You Lose.* mobilizations in December and July. These spots focused on the financial aspects of a drunk driving arrest and were the first time OHSP used paid funds for TV or cable advertising. Existing radio ads were used. For the May safety belt mobilization, new radio and TV ads were fashioned around the new *Buckle Up or Pay Up* campaign.

EVALUATION ■ ■ ■

Each mobilization also included an evaluation, to gauge the effectiveness of program activities. A polling firm conducted phone surveys of driver attitudes and beliefs for every mobilization, which also measured the effectiveness of the media campaign. The University of Michigan Traffic Research Institute also performed direct observations of safety belt use for the *Click It or Ticket* mobilizations.

COORDINATOR POSITION

New for FY2003, OHSP created a Mobilization Coordinator position to organize efforts surrounding the mobilizations, to collect and disseminate information and statistics regarding the mobilizations, and to develop the mobilization evaluation. This position was filled in December 2002.

Having a single staff member coordinate mobilization efforts provided a single point of contact for mobilization information. Mobilization team members were able to focus on their specialties, networks, and tasks, contacting the Coordinator as a clearinghouse



Law enforcement was teamed up with truck drivers—or Night Owls—who assisted with the July 2003 mobilization by calling in suspected drunk drivers.

for information. The Coordinator also tracked the progress of mobilization tasks, ensuring that all necessary steps were completed. This was especially valuable due to retirements and staff changes during FY2003.

Holiday	Average Deaths	FY2003 Deaths	Lives Saved
Thanksgiving 2002	20	20	0
Christmas 2002	10	0	10
New Year 2003	20	4	16
Memorial Day 2003	18	8	10
Independence Day 2003	21	15	6
Totals	89	47	42

RESULTS ■ ■ ■

FY2003 had the safest driving holidays of any year since OHSP has existed. During the five holidays covered by the mobilizations, there were 47 traffic fatalities, down from a 30-year average of 89.

This contributed to Michigan having 1,279 traffic fatalities in 2002, the fewest since 1945.

Michigan reached its highest safety belt use rate ever in 2003, rising from 80.5 percent after the Thanksgiving mobilization to 83.9 percent after the Memorial Day mobilization, continuing to rise to 84.8 percent at Labor Day 2003.

During the three holidays covered by *You Drink & Drive. You Lose.* mobilizations, there were only two alcohol-related traffic fatalities.

The 464 agencies in the Law Enforcement Challenge reported 318,186 hours of traffic patrol. Adding in the grant-funded enforcement reports, the mobilizations demonstrated a tremendous amount of enforcement effort and results.

Challenge participation got many partners enthusiastic about traffic enforcement. Challenge winners were able to purchase equipment needed for traffic enforcement, including:

- 21 radar speed detectors,
- 7 lidar speed detectors,

- 13 preliminary breath testers,
- 65 items for officer safety at traffic stops and crash sites, and
- 9 items for crash investigation and reconstruction.

The St. Clair County Sheriff's Office, which used the funds for accident investigation and reconstruction equipment, commented: "The procurement of these needed items has brought traffic crash investigation to the forefront in the eyes of the decision-makers. There is serious talk of the purchase of a Total Station Forensic Mapping Instrument in no small part because of the recent addition of the equipment obtained through OHSP. On behalf of the Sheriff's Office, I want to thank OHSP for this assistance." The Challenge regional prize winners were the Allen Park Police Department, City of DeWitt Police Department, Manistee Police Department, Michigan State Police Alpena Post, and the Michigan State Police Coldwater Post. The Michigan State Police West Branch Post won the grand prize.

Observational surveys of safety belt use showed significant improvement in May 2003 but none in November 2002. Phone surveys before and after each mobilization indicated that drivers perceived more enforcement and believed that police were more likely to stop unrestrained or drunk drivers, but they did not believe that they were more likely to be stopped by police themselves than in previous years. The percentage of drivers that believed that enforcement was likely or certain remained well below the percentage that always buckles up or never drinks and



Calhoun County Sheriff Al Byam speaks during the December 2002 *You Drink & Drive. You Lose.* media event.

Mobilization Enforcement								
	Reporting Agencies	Traffic Stops	Safety Belt Citations	Drunk Driving Arrests	Speeding	Felony Arrests	Misdemeanors	Other Arrests and Citations
November	363	53,659	19,299	707	9,587	880	3,619	19,420
December	334	48,907	3,703	1,598	12,307	810	3,868	18,319
May	323	66,254	21,614	992	13,942	694	4,159	20,276
July	284	48,790	3,613	1,357	14,641	617	4,105	16,971
Totals	464*	217,610	48,229	4,654	50,477	3,001	74,751	74,986

*The total reporting agencies represents the 464 law enforcement agencies that participated in at least one of the four mobilizations.

drives. This makes it somewhat less likely that the threat of enforcement is causing improved behavior or decreased fatalities.

Phone surveys also indicate that the media campaign was successful in spreading the message, with large and significant improvements in all media variables, particularly in May. November 2002 was the only exception to this, with no significant improvements in any important variables, implying that \$92,000 is not sufficient to impact the public consciousness in Michigan. Although the other mobilizations did succeed in conveying the mobilization message, the aforementioned results indicate that many drivers did not believe the message as it applied to their own driving habits.



Safety belt enforcement zones debuted during the May 2003 mobilization.

FY2004 FOCUS

Throughout the FY2004 planning process, OHSP continued to focus its efforts on those areas where the most serious traffic safety problems occur.

During the problem identification phase, OHSP's planning matrix was reviewed against the 2002 crash data along with trend reports to ensure that planning efforts and resources accurately identified how and why crashes occur, who is involved, as well as, when and where these crashes happen. Projects were selected based upon their potential to impact the identified traffic safety primary issue and problem area.

Organization of the performance plan continues to be centered around four program areas which equate to the four primary issue areas identified on the planning matrix. All of the OHSP program coordinators work together as a team, along with their partners, to address the primary issues through strategy development and project implementation. This enables resources to be distributed where they are needed most, in the areas where the greatest traffic safety problems exist.

OCCUPANT PROTECTION ■ ■ ■

Increasing the observed statewide safety belt usage rate to 90 percent by the end of 2004 is the goal that has been set for this program area. Increasing the perceived threat of arrest for failure to wear a safety belt will be accomplished through overtime enforcement conducted during statewide mobilizations. Public information and education campaigns, including earned and paid media, will be implemented to publicize the enforcement activity and to address specific high-risk target groups. Effectiveness of the public information and education campaigns and enforcement activities will be thoroughly evaluated through telephone and direct observation surveys.

ALCOHOL IMPAIRED DRIVING PREVENTION ■ ■ ■

The OHSP goal in this area is to reduce the proportion of crashes that result in death or serious injury defined as had-been-drinking (HBD) crashes to 17 percent by 2004. Increasing the perceived threat of arrest for drunk driving is one of the primary strategies for impacting this issue. This will be accomplished through two high-visibility saturation enforcement efforts. Enforcement activity will be combined with a strong public awareness and education media campaign. Initiatives

designed to reduce the incidence of underage drinking and driving will be developed and implemented at the local level and will encourage youth involvement in arriving at solutions to address the problem.

ROADWAY SAFETY ■ ■ ■

The goal of this primary issue is to reduce the number of crashes at intersections by 10 percent. In 2002 the Governor's Traffic Safety Advisory Commission (GTSAC) selected intersection safety as a priority issue. OHSP continues to facilitate the development of a Michigan Agenda to Address Intersection Safety. In addition, OHSP will provide funding to local communities, specifically metropolitan planning organizations to assist with identifying potential traffic safety issues.

DRIVER ISSUES AND EDUCATION ■ ■ ■

The goal for this primary issue is to reduce the number of KA crashes where unsafe driving behavior is cited as the hazardous action in the crash by 10 percent. Support will be provided for continuing education programs directed at high school and college age youth to address alcohol, fatigue and aggressive driving. As our nation ages there becomes more of a need to focus on the elderly driver. An international conference on elderly mobility is being planned for the fall of 2004 to address this issue.

PLANNING AND ADMINISTRATION ■ ■ ■

The overall OHSP program goal is to provide the most efficient and effective administration, management and evaluation of the Michigan Office of Highway Safety Planning. Administrative support will continue to be provided for the Governor's Traffic Safety Advisory Commission. Existing Safe Communities coalitions will be maintained and community-level traffic safety programs will be supported. The business community will continue to be used as an avenue to promote traffic safety in the workplace and for support of OHSP mobilization efforts. Finally, improvements in technology and continual monitoring of internal processes and evaluation strategies will be implemented to ensure that the primary issue and program area goals and ultimately the statewide impact goals are achieved as effectively and efficiently as possible.

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PROG AREA	PAP/TASK	Description, Project Number and Grantee	FY2003 HSP Planned Amt.	FY2003 Obligated	Approved Grant Award	Total Fed. Doll. Rpt.	Period of Last Cost Stmt.	Approved Grant Bal.	Project Period
	03-01								
OP	TK #1	Enforcement	650,000.00						
		OP-03-04 MCTSI—MSP			200,000.00	197,900.46	Final	2,099.54	10/1/02–9/30/03
		OP-03-05 Ottawa			11,984.00	10,624.12	Final	1,359.88	10/1/02–9/30/03
		OP-03-10 Traffic Improvement Association			61,875.00	60,716.91	Final	1,158.09	10/1/02–9/30/03
		OP-03-01 Jackson Traffic Safety Program/Region 2			8,292.00	8,391.27	Final	(99.27)	10/1/02–9/30/03
		OP-03-16 Macomb			40,074.00	29,170.03	Final	10,903.97	10/1/02–9/30/03
		OP-03-02 Berrien			8,588.00	3,894.52	Final	4,693.48	10/1/02–9/30/03
		OP-03-15 Marysville			8,474.00	7,248.21	Final	1,225.79	10/1/02–9/30/03
		OP-03-03 Monroe			7,959.00	6,875.00	Final	1,084.00	10/1/02–9/30/03
		OP-03-11 DRMATF			103,300.00	104,672.64	Final	(1,372.64)	10/1/02–9/30/03
		OP-03-13 Muskegon			7,938.00	3,141.76	Final	4,796.24	10/1/02–9/30/03
		OP-03-20 Detroit			62,967.00	58,578.52	Final	4,388.48	10/1/02–9/30/03
		OP-03-18 Washtenaw			16,479.00	12,527.33	Final	3,951.67	10/1/02–9/30/03
		OP-03-08 Lansing			12,458.00	12,236.67	Final	221.33	10/1/02–9/30/03
		OP-03-09 Saginaw			5,439.00	5,802.79	Final	(363.79)	10/1/02–9/30/03
		OP-03-17 Kalamazoo			12,386.00	8,881.13	Final	3,504.87	10/1/02–9/30/03
		OP-03-21 Burton			21,943.00	14,642.18	Final	7,300.82	10/1/02–9/30/03
		OP-03-12 Calhoun			7,241.00	5,060.31	Final	2,180.69	10/1/02–9/30/03
		OP-03-06 Livingston			8,172.00	5,886.28	Final	2,285.72	10/1/02–9/30/03
		OP-03-07 Bay			5,678.00	5,678.00	Final	0.00	10/1/02–9/30/03
		OP-03-14 Wyoming PD			29,150.00	23,718.48	Final	5,431.52	10/1/02–9/30/03
		Subtotal TK #1	650,000.00	650,000.00	640,397.00	585,646.61		54,750.39	
OP-PM	TK #2	Public Information and Education	100,000.00						
		CP-03-03 OHSP		100,000.00	100,000.00	99,304.25	Final	695.75	10/1/02–9/30/03
OP	TK #3	MSP Enforcement	135,000.00						
		OP-03-04 MCTSI—MSP		135,000.00	135,000.00	135,000.00	Final	0.00	10/1/02–9/30/03
OP	TK #4	Evaluation	80,000.00						
		OP-02-01 UMTRI		80,000.00	103,899.22	85,014.48	Final	18,884.74	10/1/02–9/30/03
OP	TK #5	Multi-Cultural Safety Messages	125,000.00						
		CP-03-03 OHSP		80,000.00	80,000.00	10,500.00	Final	69,500.00	10/1/02–9/30/03
		CP-01-08 TSAM		45,000.00	45,000.00		Final	45,000.00	10/1/02–9/30/03
OP	TK #6	Grant Development & Community Outreach Team	273,000.00						
		CP-03-02 OHSP		273,000.00	272,972.00	238,168.31	Final	34,803.69	10/1/02–9/30/03
		Subtotal 402 OP	1,363,000.00	1,363,000.00	1,377,268.22	1,153,633.65		223,634.57	
157INN	TK #7	Public Information and Education	1,386,000.00						
		CP-03-03 OHSP		1,036,226.49	500,000.00	474,581.69	Final	25,418.31	10/1/02–9/30/03
157INN	TK #8	Click It or Ticket Memorial Day 2003 Mobilization	125,000.00						
		CP-03-03 OHSP		294,000.00	25,000.00	23,870.00	Final	1,130.00	10/1/02–9/30/03
		CP-01-08 TSAM			25,000.00				
157INN	TK #9	Paid Media Observation Evaluation	301,000.00	301,000.00					
		OP-03-27 UMTRI		220,333.00	220,333.00	116,845.69	Final		4/4/03–9/30/03
157INN	TK #10	Paid Media Telephone Survey	0.00						
		CP-03-03 OHSP			110,000.00		Final	110,000.00	10/1/02–9/30/03
157INN	TK #11	Evaluation	72,000.00						
		OP-02-28 UMTRI		41,279.00	41,279.00	36,897.00	Final	4,382.00	
		CP-01-08 TSAM			30,000.00				
157INN	TK #12	MSP Enforcement	0.00						
		OP-03-04 MCTSI—MSP			135,000.00			135,000.00	
157 INN-2	TK #21	Campaign Material Development	43,000.00	43,000.00					
		CP-01-08 TSAM			43,000.00		Final		
157 INN	TK #22	Law Enforcement Liaisons—Year 4	150,000.00	150,000.00					

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PROG AREA	PAP/TASK	Description, Project Number and Grantee	FY2003 HSP Planned Amt.	FY2003 Obligated	Approved Grant Award	Total Fed. Doll. Rpt.	Period of Last Cost Stmt.	Approved Grant Bal.	Project Period
157 INN	TK #23	Administrative Support Personnel—Year 4	20,000.00	20,000.00					
		CP-01-08 TSAM			20,000.00	1,917.88	Final		
		Subtotal 157 OP Innovative Funds	2,097,000.00	2,105,838.49	1,149,612.00	654,112.26		495,499.74	
405	TK #13	Public Information and Education	78,000.00						
		CP-03-03 OHSP		182,337.58	78,000.00	2,949.25	Final	75,050.75	10/1/02–9/30/03
405	TK#14	Part-time Belt User	250,000.00						
		CP-03-03 OHSP		250,000.00	250,000.00	193,183.65	Final	56,816.35	10/1/02–9/30/03
405	TK #15	Click It or Ticket Memorial Day 2003 Mobilization	227,000.00						
		CP-03-03 OHSP		152,000.00	152,000.00	84,354.77	Final	67,645.23	10/1/02–9/30/03
		CP-03-02 OHSP		75,000.00	75,000.00	0.00	Final	75,000.00	10/1/02–9/30/03
		OP-03-22 Allegan Cty. SO (Equipment)		5,000.00	5,000.00	5,000.00	Final		3/27/03–9/30/03
		OP-03-23 Benzie Cty. SO (Equipment)		5,000.00	5,000.00	5,000.00	Final	0.00	3/28/03–9/30/03
		OP-03-24 Crawford Cty. SO (Equipment)		5,000.00	5,000.00	5,000.00	Final		3/28/03–9/30/03
		OP-03-25 Kentwood PD (Equipment)		5,000.00	5,000.00	5,000.00	Final		3/28/03–9/30/03
		OP-03-26 U of M DPS (Equipment)		4,978.00	4,978.00	4,619.95	Final		4/2/03–9/30/03
		OP-03-28 St. Clair Cty. SO (Equipment)		5,000.00	5,000.00	4,836.59	Final		4/8/03–9/30/03
		OP-03-29 Clinton Cty. SO (Equipment)		5,000.00	5,000.00	5,000.00	Final		4/17/03–9/30/03
		OP-03-30 Cass Cty. SO (Equipment)		5,000.00	5,000.00	5,000.00	Final		4/24/03–9/30/03
		OP-03-38 Rochester PD (Equipment)		5,000.00	5,000.00	5,000.00	Final		7/16/03–9/30/03
		OP-03-34 Canton PD (Equipment)			4,000.00	4,000.00	Final		6/18/03–9/30/03
		OP-03-35 Sturgis PD (Equipment)			3,991.00	3,932.61	Final		6/23/03–9/30/03
		OP-03-33 Allegan Cty. SO (Equipment)			3,988.00	3,988.00	Final		6/12/03–9/30/03
		OP-03-36 Pinckney PD (Equipment)			3,890.00	3,890.00	Final		7/7/03–9/30/03
		OP-03-40 Norton Shores PD (Equipment)			4,000.00	4,000.00	Final		8/15/03–9/30/03
		OP-03-51 Farmington Hills PD (Equipment)			4,000.00	4,000.00	Final		9/16/03–9/30/03
405	TK #16	Paid Media Telephone Survey	30,000.00						
		CP-03-03 OHSP		30,000.00	30,000.00	30,000.00	Final	0.00	10/1/02–9/30/03
405	TK #20	Public Service Announcements	53,000.00						
		OP-02-13 MDCH		53,000.00	53,000.00	51,500.00	Final	1,500.00	10/1/02–9/30/03
		Subtotal 405 OP Funds	638,000.00	787,315.58	706,847.00	430,254.82		274,512.33	
2003(b)	TK#17	Child Passenger Safety Program Support	370,000.00						
		OP-02-09 MDCH		410,207.39	177,620.00	147,493.35	Final	30,126.65	10/1/02–9/30/03
		Subtotal 2003b Funds	370,000.00	410,207.39	177,620.00	147,493.35		30,126.65	
157 INC	TK#18	Equipment Incentives	200,000.00	200,000.00					
		CP-03-03 OHSP Public Information Projects			20,000.00	13,437.47	Final		
		OP-03-37 Ann Arbor Police Department			5,000.00	5,000.00	Final		7/16/03–9/30/03
		OP-03-39 Benzie Cty. SO (Equipment)			4,916.00	4,916.00	Final		8/14/03–9/30/03
		OP-03-43 Hazel Park PD (Equipment)			5,000.00	5,000.00	Final		8/20/03–9/30/03
		OP-03-42 Lapeer Cty. SO (Equipment)			4,980.00	4,980.00	Final		8/19/03–9/30/03
		OP-03-41 Oceana Cty. SO (Equipment)			5,000.00	5,000.00	Final		8/19/03–9/30/03
		OP-03-44 Delta Cty. SO (Enforcement)			4,978.00	4,790.94	Final		8/20/03–9/30/03
		OP-03-45 Ironwood PSD (Enforcement)			4,988.00	4,826.00	Final		8/21/03–9/30/03
		OP-03-47 Ionia PD (Equipment)			5,000.00	5,000.00	Final		8/27/03–9/30/03
		OP-03-46 Blackman Twp. DPS (Equipment)			5,000.00	5,000.00	Final		8/27/03–9/30/03
		OP-03-48 Wayne Cty. SO (Equipment)			5,000.00	5,000.00	Final		9/2/03–9/30/03
		OP-03-49 Dickinson Cty. SO (Equipment)			4,990.00	4,990.00	Final		9/8/03–9/30/03
		OP-03-50 Spring Lake/Ferrysburg PD (Equipment)			4,595.00	4,595.00	Final		9/8/03–9/30/03
		OP-03-52 White Lake Twp. PD (Equipment)			5,000.00	5,000.00	Final		9/16/03–9/30/03
		OP-03-53 Olivet PD (Equipment)			5,000.00	5,000.00	Final		9/24/03–9/30/03
		OP-03-54 Southfield PD (Equipment)			4,938.00	4,938.00	Final		9/24/03–9/30/03
		OP-03-22 Allegan Cty. SO (Equipment)			4,996.00	4,563.47	Final		3/27/03–9/30/03

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PROG AREA	PAP/TASK	Description, Project Number and Grantee	FY2003 HSP Planned Amt.	FY2003 Obligated	Approved Grant Award	Total Fed. Doll. Rpt.	Period of Last Cost Stmt.	Approved Grant Bal.	Project Period
157 INC	TK#19	Law Enforcement Liaisons	217,000.00						
		CP-03-12 MPHI		203,805.00	203,805.00	71,786.18	Final	132,018.82	
157 INC	TK #24	Enforcement	383,000.00	383,000.00					
		OP-03-01 Jackson Traffic Safety Program Region 2			3,009.22	1,840.03	Final	1,169.19	
		OP-03-02 Berrien			2,078.80	2,078.80	Final	0.00	
		OP-03-03 Monroe			3,980.00	3,980.00	Final	0.00	
		OP-03-05 Ottawa			4,789.80	4,789.80	Final	0.00	
		OP-03-06 Livingston			2,494.72	2,494.72	Final	0.00	
		OP-03-09 Saginaw			2,246.98	2,246.98	Final	0.00	
		OP-03-10 Traffic Improvement Association			5,495.04	5,495.04	Final	0.00	
		OP-03-12 Calhoun			1,950.84	1,950.84	Final	0.00	
		OP-03-13 Muskegon			2,903.77	2,903.77	Final	0.00	
		OP-03-15 Marysville			6,656.51	6,656.51	Final	0.00	
		OP-03-16 Macomb			20,699.29	20,699.29	Final	0.00	
		OP-03-18 Washtenaw			3,164.65	3,164.65	Final	0.00	
		OP-03-31 Grand Traverse			7,920.00	7,822.41	Final		
		OP-03-32 Manistique			2,827.00	2,025.68	Final		
		OP-03-04 MCTSI—MSP			85,000.00	78,108.82	Final		
157 INC	TK #25	Public Relations Assistance	50,000.00	50,000.00					
157 INC	TK #26	Public Information and Education	150,000.00	81,183.79					
		CP-03-03 OHSP Public Information Projects		150,000.00	150,000.00	0.00	Final	150,000.00	
		Subtotal 157 OP Incentive Funds	1,000,000.00	1,067,988.79	608,402.62	310,080.40		283,188.01	
		Total PAP 03-01	5,468,000.00	5,734,350.25	4,019,749.84	2,695,574.48		1,306,961.30	
	03-02								
AL	TK #1	Enforcement	600,000.00						
		OP-03-05 Ottawa			18,271.00	14,784.47	Final	3,486.53	10/1/02–9/30/03
		OP-03-10 Traffic Improvement Association			92,900.00	79,016.95	Final	13,883.05	10/1/02–9/30/03
		OP-03-01 Jackson Traffic Safety Program Region 2			12,475.00	11,032.69	Final	1,442.31	10/1/02–9/30/03
		OP-03-16 Macomb			60,035.00	65,483.08	Final	(5,448.08)	10/1/02–9/30/03
		OP-03-02 Berrien			12,781.00	8,188.98	Final	4,592.02	10/1/02–9/30/03
		OP-03-15 Marysville			12,577.00	12,637.03	Final	(60.03)	10/1/02–9/30/03
		OP-03-03 Monroe			12,000.00	10,969.42	Final	1,030.58	10/1/02–9/30/03
		OP-03-11 DRMATF			154,800.00	145,142.43	Final	9,657.57	10/1/02–9/30/03
		OP-03-13 Muskegon			12,307.00	7,220.79	Final	5,086.21	10/1/02–9/30/03
		OP-03-20 Detroit			20,976.00	20,976.00	Final	0.00	10/1/02–9/30/03
		OP-03-18 Washtenaw			24,700.00	19,130.83	Final	5,569.17	10/1/02–9/30/03
		OP-03-08 Lansing			21,390.00	19,272.53	Final	2,117.47	10/1/02–9/30/03
		OP-03-09 Saginaw			17,897.00	15,046.04	Final	2,850.96	10/1/02–9/30/03
		OP-03-17 Kalamazoo			18,599.00	7,678.86	Final	10,920.14	10/1/02–9/30/03
		OP-03-21 Burton			33,023.00	19,627.75	Final	13,395.25	10/1/02–9/30/03
		OP-03-12 Calhoun			10,800.00	7,742.16	Final	3,057.84	10/1/02–9/30/03
		OP-03-06 Livingston			12,380.00	8,701.61	Final	3,678.39	10/1/02–9/30/03
		OP-03-07 Bay			8,376.00	8,513.10	Final	(137.10)	10/1/02–9/30/03
		OP-03-14 Wyoming PD			43,685.00	32,304.11	Final	11,380.89	10/1/02–9/30/03
		Subtotal TK #1	600,000.00	600,000.00	599,972.00	513,468.83		86,503.17	
AL	TK #2	Public Information and Education	30,000.00						
		AL-03-02 MB&WWA		67,500.00	52,286.00	19,157.99	Final	33,128.01	10/1/02–9/30/03
AL	TK #3	Alcohol Enforcement Publicity and BAC Education	341,000.00						
		CP-03-03 OHSP		246,000.00	341,000.00	321,339.09	Final	19,660.91	10/1/02–9/30/03
AL	TK #4	Implementation of Priority Strategies	75,000.00						
		CP-03-13 MDCH		15,000.00	15,000.00	2,118.59	Final	12,881.41	10/1/02–9/30/03
		AL-03-03 MASACA		35,000.00	35,000.00	35,000.00	Final		

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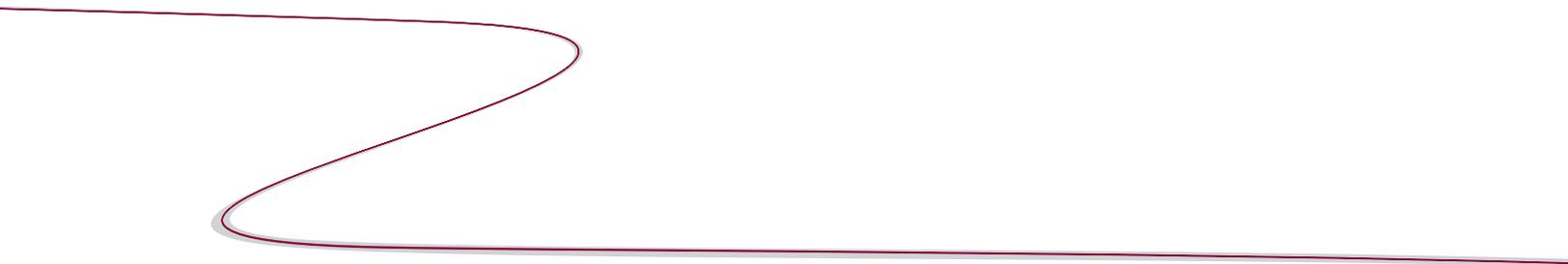
PROG AREA	PAP/TASK	Description, Project Number and Grantee	FY2003 HSP Planned Amt.	FY2003 Obligated	Approved Grant Award	Total Fed. Doll. Rpt.	Period of Last Cost Stmt.	Approved Grant Bal.	Project Period
AL	TK #5	Grant Development & Community Outreach Team	239,000.00						
		CP-03-02 OHSP		366,500.00	238,162.00	208,506.32	Final	29,655.68	10/1/02-9/30/03
		Subtotal 402 AL Funds	1,285,000.00	1,330,000.00	1,281,420.00	1,099,590.82		181,829.18	
403	TK #6	YDDYL Statewide Coordination	224,000.00						
		CP-03-03 OHSP			75,000.00	73,466.84	Final	1,533.16	10/1/02-9/30/03
		CP-03-11 MPHI			148,995.00	148,995.00	Final	0.00	10/1/02-9/30/03
403	TK #7	Law Enforcement Liaison	90,000.00						
		CP-03-12 MPHI			89,775.00	88,548.24	Final	1,226.76	10/1/02-9/30/03
		Subtotal 403 AL Funds	314,000.00	0.00	313,770.00	311,010.08		2,759.92	
		Total PAP 03-02	1,599,000.00	1,330,000.00	1,595,190.00	1,410,600.90		184,589.10	
	03-03								
PT	TK #1	Leadership Grant Support	20,000.00						
PT	TK #2	Training	110,000.00						
		CP-03-02 OHSP		40,000.00	40,000.00	14,071.34	Final	25,928.66	10/1/02-9/30/03
PT	TK #3	Michigan State Police Enforcement	260,000.00						
		OP-03-04 MCTSI—MSP		260,000.00	260,000.00	233,301.19	Final	26,698.81	10/1/02-9/30/03
PT	TK #4	Project S.T.O.R.M.	15,000.00						
PT	TK #5	Grant Development & Community Outreach Team	102,000.00						
		CP-03-02 OHSP		107,000.00	101,426.00	88,985.96	Final	12,440.04	10/1/02-9/30/03
		Subtotal 402 PTS Funds	507,000.00	407,000.00	401,426.00	336,358.49		65,067.51	
405	TK #6	Law Enforcement Liaison	269,000.00						
		CP-03-12 MPHI		270,235.00	270,235.00	190,565.46	Final	79,669.54	10/1/02-9/30/03
		Subtotal 405 PTS Funds	269,000.00	270,235.00	270,235.00	190,565.46		79,669.54	
		Total PAP 03-03	776,000.00	677,235.00	671,661.00	526,923.95		144,737.05	
	03-04								
PS	TK #1	Bicycle Safety Events	35,000.00						
		PS-02-01 MDCH		35,000.00	35,000.00	33,940.84	Final	1,059.16	10/1/02-9/30/03
PS	TK #2	Grant Development & Community Outreach Team	9,000.00						
		CP-03-02 OHSP		9,000.00	8,765.00	7,851.70	Final	913.30	10/1/02-9/30/03
		Total PAP 03-04	44,000.00	44,000.00	43,765.00	41,792.54		1,972.46	
	03-05								
TR	TK #1	Traffic Crash Facts	70,000.00						
		TR-03-01 UMTRI		70,000.00	70,000.00	64,508.25	Final	5,491.75	10/1/02-9/30/03
TR	TK #2	Crash Data Analysis Tool	75,000.00						
		TR-03-02 WSU		74,993.00	74,993.00	74,993.00	Final		
TR	TK #3	Grant Development & Community Outreach Team	37,000.00						
		CP-03-02 OHSP		37,000.00	36,313.00	32,279.22	Final	4,033.78	10/1/02-9/30/03
		Subtotal 402 TR Funds	182,000.00	181,993.00	181,306.00	171,780.47		9,525.53	
411	TK #4	Traffic Crash Rewrite Project	657,000.00						
		TR-03-03 MDOT		629,000.00	629,000.00	526,400.65	Final		
411	TK #6	Support for New Document Scanner	65,000.00						
		TR-02-01 CJIC		65,000.00	63,788.00	55,973.64	Final		
		Subtotal 411	722,000.00	694,000.00	692,788.00	582,374.29		0.00	
157 INC	TK #5	Participation in LEAMS	2,000,000.00						
		TR-03-04 Michigan State Police—CJIC		2,000,000.00	2,000,000.00	0.00	Final		
		Subtotal 157 Incentive TR Funds	2,000,000.00	2,000,000.00	2,000,000.00	0.00		0.00	
		Total PAP 03-05	2,904,000.00	2,875,993.00	2,874,094.00	754,154.76		9,525.53	
	03-06								
CP	TK #1	Asst. for Safe Communities and Resource Consultants	147,000.00						
		CP-03-13 MDCH		147,000.00	147,000.00	105,462.44	Final	41,537.56	10/1/02-9/30/03

OHSP STATUS REPORT

PROG AREA	PAP/TASK	Description, Project Number and Grantee	FY2003 HSP Planned Amt.	FY2003 Obligated	Approved Grant Award	Total Fed. Doll. Rpt.	Period of Last Cost Stmt.	Approved Grant Bal.	Project Period
CP	TK #2	Accessing Comm. Traffic Safety (ACTS)	203,000.00						
		CP-03-06 Traffic Safety Association of Macomb County			25,000.00	24,997.37	Final	2.63	10/1/02-9/30/03
		CP-03-01 UMTRI			49,625.00	49,613.20	Final	11.80	10/1/02-9/30/03
		CP-03-11 MPHI			97,527.00	97,470.45	Final	56.55	10/1/02-9/30/03
		Subtotal TK #2	203,000.00	172,152.00	172,152.00			70.98	
CP	TK #3	MSP Partnership Pilot	10,000.00						
CP	TK #4	Elderly Mobility Conference	25,000.00						
		CP-03-14 Oakland Cty. TIA		19,932.00	19,932.00	15,056.08	Final	4,875.92	10/1/02-9/30/03
CP	TK #5	Regional Support	53,000.00						
		CP-03-15 Copper Cty. MHSI			24,626.00			24,626.00	10/1/02-9/30/03
		OP-03-19 Marquette Cty. SD			5,000.00	1,617.93	Final	3,382.07	10/1/02-9/30/03
		CP-01-08 TSAM			20,000.00	14,679.81	Final	5,320.19	10/1/02-9/30/03
		CP-03-15 Copper Cty. Mental Health Services			24,724.00	19,426.69	Final	5,297.31	
		Subtotal TK #5	53,000.00	74,350.00	74,350.00			38,625.57	
CP	TK #6	Community Injury Prevention Officers	30,000.00						
		CP-03-09 SWM Systems, Inc.		29,836.00	29,836.00	6,924.72	Final	22,911.28	10/1/02-9/30/03
CP	TK #7	Learning Laboratory	90,000.00						
		CP-03-04 Allegan Cty.		45,000.00	45,000.00	16,154.07	Final	28,845.93	10/1/02-9/30/03
		CP-03-05 St. Clair Cty.		44,756.00	44,756.00	41,845.14	Final	2,910.86	10/1/02-9/30/03
CP	TK #8	Strategic Plan/Public Information and Education	17,000.00						
		CP-03-03 OHSP		30,000.00	17,000.00	5,759.70	Final	11,240.30	10/1/02-9/30/03
CP	TK #9	Training	5,000.00						
		CP-01-08 TSAM		21,027.00	21,027.00	6,099.22	Final	14,927.78	10/1/02-9/30/03
CP	TK #10	Public Information Distribution and Storage	355,000.00						
		CP-03-10 MDCH		350,000.00	350,000.00	319,131.82	Final	30,868.18	10/1/02-9/30/03
CP	TK #11	Public Relations Assistance	0.00						
		CP-01-08 TSAM		12,000.00	12,000.00			12,000.00	10/1/02-9/30/03
CP	TK #12	Communication Plan Development	25,000.00						
		CP-03-11 MPHI		26,250.00	26,250.00	26,250.00	Final	0.00	10/1/02-9/30/03
CP	TK #13	General Public Information	140,000.00						
		CP-03-03 OHSP		175,000.00	140,000.00	136,852.12	Final	3,147.88	10/1/02-9/30/03
CP	TK #14	Awareness Surveys	0.00						
		CP-03-03 OHSP		25,000.00	0.00	0.00	Final	0.00	10/1/02-9/30/03
CP	TK #15	Technical Assistance	170,000.00						
		CP-03-08 UMTRI			30,000.00	30,000.00	Final	0.00	10/1/02-9/30/03
		CP-03-07 UMTRI			70,000.00	58,894.18	Final	11,105.82	10/1/02-9/30/03
		CP-03-11 MPHI			38,850.00	38,850.00	Final	0.00	10/1/02-9/30/03
		Subtotal TK #15	170,000.00	138,850.00	138,850.00			11,105.82	
CP	TK #16	Grant Development and Community Outreach Team	294,000.00						
		CP-03-02 OHSP		1,958,078.16	293,508.00	256,488.97	Final	37,019.03	10/1/02-9/30/03
		Total PAP 03-06	1,564,000.00	2,883,879.16	1,531,661.00	1,271,573.91		309,889.46	
	03-07								
RS	TK #1	Training	50,000.00						
		RS-03-02 MSU		50,000.00	50,000.00	47,768.55	Final	2,231.45	10/1/02-9/30/03
RS	TK #2	Engineering Countermeasures Assistance	88,000.00						
		771—WSU—Denied						0.00	
		810—WSU—Denied						0.00	
RS	TK #3	Community Planners Guidebook Development	50,000.00						
		CP-03-11 MPHI		0.00	0.00			0.00	10/1/02-9/30/03
		CP-03-03 OHSP			49,875.00	0.00	Final	49,875.00	10/1/02-9/30/03

OHSP STATUS REPORT

PROG AREA	PAP/TASK	Description, Project Number and Grantee	FY2003 HSP Planned Amt.	FY2003 Obligated	Approved Grant Award	Total Fed. Doll. Rpt.	Period of Last Cost Stmt.	Approved Grant Bal.	Project Period
RS	TK #4	Traffic Crash Data Analysis	82,000.00						
		RS-03-01 WSU		60,000.00	60,000.00	59,692.65	Final	307.35	10/1/02-9/30/03
		772—AAA—Denied						0.00	
RS	TK #5	Grant Development & Community Outreach Team	68,000.00						
		CP-03-02 OHSP		178,125.00	67,617.00	59,323.97	Final	8,293.03	10/1/02-9/30/03
		Total PAP 03-07	338,000.00	288,125.00	227,492.00	166,785.17		60,706.83	
	03-08								
DE	TK #1	Education	60,000.00						
		DE-03-02 MTU/Keweenaw Research Center		60,000.00	10,000.00	10,000.00	Final		
DE	TK #2	Elderly Mobility Issues	50,000.00						
		DE-03-01 UMTRI		50,000.00	50,000.00	49,999.79	Final	0.21	10/1/02-9/30/03
DE	TK #3	Driving Program Support	20,000.00						
		CP-03-03 OHSP		20,000.00	20,000.00	0.00	Final	20,000.00	10/1/02-9/30/03
DE	TK #4	Grant Development & Community Outreach Team	33,000.00						
		CP-03-02 OHSP		33,000.00	32,556.00	28,789.58	Final	3,766.42	10/1/02-9/30/03
		Total PAP 03-08	163,000.00	163,000.00	112,556.00	88,789.37		23,766.63	
	03-09								
MC	TK #1	Technical Assistance	30,000.00						
		MC-03-01 UMTRI		30,000.00	30,000.00	29,986.98	Final	13.02	10/1/02-9/30/03
MC	TK #2	Training	10,000.00	10,000.00					
MC	TK #3	Grant Development and Community Outreach Team	11,000.00						
		CP-03-02 OHSP		11,000.00	10,017.00	9,596.53	Final	420.47	10/1/02-9/30/03
		Total PAP 03-09	51,000.00	51,000.00	40,017.00	39,583.51		433.49	
	03-10								
PA	TK #1	Planning and Administration	512,000.00	512,000.00					
		PA-03-01 OHSP			493,173.00	457,207.33	Final	35,965.67	10/1/02-9/30/03
		Subtotal PA 402 Funds	512,000.00	512,000.00	493,173.00	457,207.33		35,965.67	
157 INC	TK #1	Planning and Administration	100,000.00						
		PA-03-01 OHSP		100,000.00	100,000.00			100,000.00	10/1/02-9/30/03
		Subtotal 157 Incentive PA Funds	100,000.00	100,000.00	100,000.00	0.00		100,000.00	10/1/02-9/30/03
		Total PAP 03-10	612,000.00	612,000.00	593,173.00	457,207.33		135,965.67	
		Total 157OP Incentive	1,000,000.00	1,067,988.79	608,402.62	310,080.40		298,322.22	
		Total 157OP Innovative	2,097,000.00	2,105,838.49	1,149,612.00	654,112.26		495,499.74	
		Total 157PA Incentive	100,000.00	100,000.00	100,000.00	0.00		100,000.00	
		Total 405	907,000.00	1,057,550.58	977,082.00	620,820.28		356,261.72	
		Total 2003bOP	370,000.00	410,207.39	177,620.00	147,493.35		30,126.65	
		Total 403AL	314,000.00	0.00	313,770.00	311,010.08		2,759.92	
		Total 411TR	722,000.00	694,000.00	692,788.00	582,374.29		110,413.71	
		Total 157TR Incentive	2,000,000.00	2,000,000.00	2,000,000.00	0.00		2,000,000.00	
		Total Unrestricted 402	6,009,000.00	7,223,997.16	5,690,084.22	4,827,095.26		862,988.96	
		TOTAL PAPs	13,519,000.00	14,659,582.41	11,709,358.84	7,452,985.92		4,256,372.92	
Program Income:									
J8-03-03 PAAM			Used to pay for expenses of conducting seminars			\$55,119.38			



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