Police Traffic Services – FY 2016

The Office of Highway Safety Planning (OHSP) implements activities in support of national and state highway safety goals to reduce motor vehicle related fatalities and injuries. The activities include participation in national law enforcement mobilizations as well as sustained enforcement of statutes addressing impaired driving and occupant protection.

Goals:

Increase observed seat belt use of front seat outboard occupants in passenger vehicles from 93.3 percent in 2014 to 98 percent by December 31, 2017.

Decrease fatalities and incapacitating injuries by 11.5 percent from 5,785 in 2014 to 5,116 by December 31, 2017.

Decrease the vehicle mileage fatality rate by 11 percent from .93 in 2014 to .83 by December 31, 2017.

Decrease fatalities and incapacitating injuries for alcohol-involved crashes by 3 percent from 1,016 in 2014 to 989 by December 31, 2017.

Decrease fatalities and incapacitating injuries for drug-impaired crashes by 3 percent from 378 in 2014 to 366 by December 31, 2017.

Task 1: Traffic Enforcement		***$6,654,000***
	Revision 08/10/2016	***~~$6,629,000~~***
	Revision 06/02/2016	***~~$6,654,000~~***
	Revision 04/14/2016	***~~$6,350,000~~***
	Revision 04/08/2016	***~~$6,352,000~~***
	Revision 03/29/2016	***~~$6,621,000~~***
	Revision 03/17/2016	***~~$6,171,000~~***
	Revision 02/19/2016	***~~$5,671,000~~***
	Revision 02/04/2016	***~~$5,530,000~~***
	Revision 12/02/2015	***~~$5,525,000~~***
Section 405(b) funds		$1,327,000
	Revision 03/29/2016	~~$1,596,000~~
	Revision 03/07/2016	~~$1,800,000~~
Section 405(d) funds		$2,162,000
	Revision 04/14/2016	~~$1,858,000~~
	Revision 03/07/2016	~~$2,000,000~~
	Revision 02/19/2016	~~$1,500,000~~
Section 402 funds		$3,165,000
	Revision 08/10/2016	~~$3,140,000~~
	Revision 06/02/2016	~~$3,165,000~~
	Revision 04/08/2016	~~$3,167,000~~
	Revision 03/17/2016	~~$2,717,000~~
	Revision 03/07/2016	~~$2,371,000~~
	Revision 02/04/2016	~~$2,230,000~~
	Revision 12/02/2015	~~$2,225,000~~

Overtime Traffic Enforcement

Project Number	PT-16-02+	
Benefit to Locals	Yes	
Grantee	State, county and local law enforcement	
Grant Amount, Funding Source	$1,327,000 ~~$1,596,000~~ 03/29/16 ~~$1,800,000~~ 03/07/16	405(b)
Grant Amount, Funding Source	$2,162,000 ~~$1,858,000~~ 04/14/16 ~~$2,000,000~~ 03/07/16 ~~$1,500,000~~ 02/19/16	405(d)
Grant Amount, Funding Source	$2,940,000 ~~$2,942,000~~ 04/08/16 ~~$2,492,000~~ 03/17/16 ~~$2,146,000~~ 03/07/16 ~~$2,005,000~~ 02/04/16 ~~$2,000,000~~ 12/02/15	402
Grant Start-up	October 1	
SHSP Strategy	High visibility enforcement. Explore innovative countermeasures for impaired driving.	
Project Objective	Conduct at l/east one media event for the December mobilization by December 31, 2015. Conduct up to 44,000 hours of safety belt enforcement by September 30, 2016. Conduct up to 55,000 hours of impaired driving enforcement by September 30, 2016. Average .72 equivalent stops per billed hour of OWI patrol in the Upper Peninsula by September 30, 2016. Average 1.29 equivalent stops per billed hour of OWI patrol in the Lower Peninsula by September 30, 2016. Average 1.09 equivalent stops per billed hour of safety belt patrol by September 30, 2016.	

High-visibility enforcement increases compliance with traffic laws. The credible threat of a citation or arrest reduces traffic violations, crashes, fatalities, and injuries. OHSP will fund cooperative overtime enforcement in all 83 counties focusing on year-round impaired driving and seat belt compliance particularly during statewide mobilizations and crackdowns. Enforcement will focus on peak crash times. Agencies with 402 grant funding will be eligible to schedule overtime for distracted driving enforcement in April.

Funding will support the costs related to overtime enforcement efforts.

Police Traffic Services – FY 2016

Please see the attached *Evidence-Based Traffic Safety Enforcement Program* for further enforcement details.

Seat Belt Enforcement Zone Signs

Project Number	CP-16-01	
Benefit to Locals	Yes	
Grantee	OHSP Special Projects	
Grant Amount, Funding Source	$25,000 ~~$0~~ 08/10/16 ~~$25,000~~ 06/02/16	402
Grant Start-up	October 1	
SHSP Strategy	High visibility enforcement.	
Project Objective	Purchase and distribute signs by September 30, 2016.	

"Seat belt enforcement zone" signs will be purchased and distributed to law enforcement agencies.

Funding will support the purchase and distribution of signs.

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

Project Number	PT-16-02+	
Benefit to Locals	Yes	
Grantee	Michigan State Police Districts	
Grant Amount, Funding Source	$200,000	402
Grant Start-up	October 1	
SHSP Strategy	High visibility enforcement. Explore innovative countermeasures for impaired driving.	
Project Objective	To reduce the number of fatalities and serious injuries by ten percent over the Operation C.A.R.E. Thanksgiving holiday campaign period from 70 in 2014 to 63 by December 31, 2016.	

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

Thanksgiving is the deadliest holiday for fatal traffic crashes after Labor Day. In 2014, three people lost their lives in fatal traffic crashes on Michigan roadways during the Thanksgiving holiday period while 67 were seriously injured.

Earned media will be created, including district news events and public information materials. Funding for public information and education materials is included in the Community Program grant. The high visibility traffic enforcement over the Thanksgiving holiday period will focus on speeding, aggressive driving, seat belts, texting while driving, and impaired driving.

Funding will support overtime costs associated with the mobilization.

Task 2: Education and Communication ***Revision 03/17/2016*** ***Revision 02/19/2016***	***$3,462,000*** ***~~$3,510,000~~*** ***~~$3,110,000~~*** ***~~$2,610,000~~***
Section 402 funds	$160,000
Section 405(b) funds	$50,000
Section 405(b) funds-Paid Media	$900,000
Section 405(d) funds-Paid Media Revision 02/19/2016	$1,500,000 ~~$1,000,000~~
Section 402 funds-Paid Media Revision 08/10/2016 Revision 03/17/2016	$852,000 ~~$900,000~~ ~~$500,000~~

Mobilization Paid Advertising

Project Number	CP-16-03	
Benefit to Locals	Yes	
Grantee	OHSP-PI&E	
Grant Amount, Funding Source	$900,000	405(b) Paid Media
Grant Amount, Funding Source	$1,000,000	405(d) Paid Media
Grant Amount, Funding Source	$500,000	402-Paid Media
Project Number	TBD	
Benefit to Locals	Yes	
Grantee	TBD	
Grant Amount, Funding Source	$500,000 02/19/16	405(d)-Paid Media
Grant Amount, Funding Source	$352,000 08/10/16 ~~$400,000~~ 03/17/16	402-Paid Media
Grant Start-up	October 1	
SHSP Strategy	Support public information and education campaigns. Explore innovative countermeasures for seat belts and impaired driving.	
Project Objective	Conduct three media campaigns geared at special traffic enforcement mobilizations by September 30, 2016. Provide earned media support for Christmas and New Year's enforcement by September 30, 2016. Build awareness for the *Drive Sober or Get Pulled Over* campaign message among young men to at least 75 percent by September 30, 2016. Continue high awareness for the *Click It or Ticket* campaign among young men so that at least 85 percent recall the campaign by September 30, 2016.	

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

Funding will cover paid advertising costs during the specified mobilization.

Mobilization Message Development

Project Number	CP-16-03	
Benefit to Locals	No	
Grantee	OHSP-PI&E	
Grant Amount, Funding Source	$50,000	405(b)
Grant Amount, Funding Source	$160,000	402
Grant Start-up	October 1	
SHSP Strategy	Support public information and education campaigns. Explore innovative countermeasures for seat belts and impaired driving.	
Project Objective	Develop four earned media plans to support December, March, May, and August enforcement to maximize local media interest by September 31, 2016.	

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

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

Task 3: Law Enforcement Training ***Revision 12/22/2015***	***$70,000*** ***~~$50,000~~***
402 funds Revision 12/22/2015	$70,000 ~~$50,000~~

Regional Law Enforcement Training

Project Number	CP-16-01	
Benefit to Locals	Yes	
Grantee	OHSP-Special Projects	
Grant Amount, Funding Source	$50,000	402
Project Number	PT-16-14	Rev 12/22/2015
Benefit to Locals	Yes	
Grantee	Traffic Improvement Association of Michigan	
Grant Amount, Funding Source	$20,000 Rev 12/22/2015	402
Grant Start-up	October 1	
SHSP Strategy	Provide enhanced training for all sectors of the criminal justice community. Conduct effective communication and outreach activities. Explore innovative countermeasures for impaired driving.	
Project Objective	Conduct up to three law enforcement training conferences by September 30, 2016. Conduct at least one training for crash reconstructionist by September 30, 2016.	

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

With traffic safety laws changing and technology becoming more sophisticated, it is important for law enforcement officers to stay current with techniques that enhance their effectiveness as well as protect their safety. Based on a survey in Fiscal Year 2015, law enforcement officers identified the training they need.

Funding will support the costs of the law enforcement training conferences.

Task 4: Evaluation ***Revision 02/12/2016***	***$235,000*** ***~~$205,000~~***
Section 402 funds Revision 02/12/2016	$235,000 ~~$205,000~~

Telephone Surveys

Project Number	CP-16-03	
Benefit to Locals	No	
Grantee	OHSP-PI&E	
Grant Amount, Funding Source	$130,000 ~~$100,000~~	402
Grant Start-up	October 1	
SHSP Strategy	Support public information and education campaigns.	
Project Objective	Determine public perception of safety belt and impaired driving enforcement efforts and advertising messages for campaigns by conducting at least six telephone surveys by September 30, 2016.	

Telephone surveys give OHSP immediate feedback on how drivers perceive and react to programs. Surveys allow OHSP to make adjustments midstream and develop plans based on current-year data. Surveys are used to identify the effectiveness of other public awareness programs for high visibility enforcement. Surveys are only to gauge the paid ads for enforcement of alcohol and belts.

Funding will support the costs of the surveys.

Grant Performance and Data Analysis Support

Project Number	PT-16-01	
Benefit to Locals	Yes	
Grantee	Western Michigan University	
Grant Amount, Funding Source	$105,000	402
Grant Start-up	October 1	
SHSP Strategy	Increase coordination, effective communication, and cooperation among various public and private organizations. Improve timeliness and accuracy of data collections, analysis processes, accessibility, and distribution and systems.	
Project Objective	Recommend locations, strategies, and periods for funding in Fiscal Year 2017 based on the county crash data analysis by March 30, 2016. Evaluate the effectiveness of the current performance measures and make	

	recommendations for Fiscal Year 2017 no later than July 30, 2016. Collect and analyze enforcement reports quarterly for performance by September 30, 2016. Review 2011-2015 crash files and provide an in-depth county analysis for performance and crashes by September 30, 2016.

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

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

Task 5: Program Management	***$1,424,000***
Section 402 funds	$1,424,000

Program Management

Project Number	CP-16-02	
Benefit to Locals	No	
Grantee	OHSP-Program Management Section	
Grant Amount, Funding Source	$1,424,000	402
Grant Start-up	October 1	

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