

# **FY2011 Traffic Enforcement Plan**



**August 2010**

## BACKGROUND

Ongoing enforcement programs to reduce fatal crashes and increase safety belt use have proven successful in Michigan. In 2009, Michigan recorded 871 traffic fatalities, the lowest since 1924. Michigan led the nation in safety belt use for two consecutive years (97.2 in 2008 and 97.9 in 2009).

To continue positive progress, an emphasis on impaired driving and safety belt use remains the most promising means to reduce traffic deaths and injuries.

The key to success for drunk driving and safety belt programs is high visibility enforcement. Educational messages, when coupled with periodic, high visibility enforcement, bring about meaningful and lasting behavior change. The primary offenders continue to be men ages 16 to 24, which research shows are less likely to wear seat belts and more likely to drive impaired.

The National Highway Traffic Safety Administration has developed a detailed model for conducting high visibility enforcement campaigns, combining evaluation, earned media, paid media, and enforcement. OHSP adopted this model as the basis for its enforcement campaign strategy and incorporates all aspects of the model into statewide safety belt and impaired driving mobilizations.

## GOALS

- Reduce the number of fatalities to unrestrained vehicle occupants statewide from 239 in 2008 to 207 by December 31, 2011.
- Reduce alcohol involvement in serious and fatal crashes statewide from 1,504 in 2008 to 1,386 by December 31, 2011.
- Reduce the proportion of underage drivers in fatal and serious injury crashes statewide who had been drinking from 8% in 2009 to 7% by December 31, 2011.

## SAFETY BELT AND IMPAIRED DRIVING ENFORCEMENT

NHTSA requires states to participate in a safety belt enforcement mobilization over two weeks surrounding the Memorial Day holiday and an impaired driving crackdown over three weekends surrounding Labor Day.

### Overtime Patrols

The most recent 5-year crash data demonstrates a significant increase in unrestrained fatal and serious injuries around June 1 and September 1, which supports the need to fund stepped-up enforcement during these times.

In 2009, 58% of vehicle occupants killed between the hours of 10pm and 5am in Michigan were unrestrained (where belt use was possible and known). This is a 5% decrease from 2008. In addition, 65% of people with positive BAC killed at night were unrestrained.

Crash data also demonstrates there is a marked increase in alcohol/drug impaired drivers involved in fatal and serious injury crashes on Halloween, New Year's Eve and the 4<sup>th</sup> of July.

Based on this data, OHSP will provide overtime funding for the following enforcement periods:

- Halloween - October 25 - 31, 2010
- Christmas/New Year's - December 16, 2010 - January 2, 2011
- Memorial Day - May 23 – June 5, 2011
- Fourth of July - July 1 – July 10, 2011
- Labor Day - August 19 - September 5, 2011

Counties that will receive grant funding for overtime traffic enforcement are determined by crash data and available funding levels. A review of 2005 - 2009 ranking of the number of fatal and serious injuries in Had-Been-Drinking crashes was used to identify where grant-funded overtime has the best potential to impact traffic crashes.

More than 200 state, county and local law enforcement agencies in 35 counties across the state will work together to enforce traffic safety laws, reaching up to 87.3% of the state's population. Thirty counties in the Central/Lower Peninsula, two counties in Northern Lower Michigan and three counties in the Upper Peninsula with highest ranking were identified (see map).

The grant budgets were determined on prior liquidation rates and the number of agencies participating.



During the **Click It or Ticket** enforcement period, grant-funded safety belt enforcement zones will take place in high-traffic, high-crash areas. Portable signs will mark the entry into an enforcement zone where a law enforcement officer will serve as a spotter to identify unbelted drivers, conveying that information to several marked patrol vehicles that stop drivers and issue citations. This enforcement strategy has dramatically increased the public's awareness of increased enforcement activity. It is estimated \$750,000 will be expended for overtime enforcement of the safety belt law during the mobilization.

Grantees will be required to conduct nighttime traffic enforcement during the two-week May mobilization. Nighttime traffic enforcement must be mobile (roving) patrols. At least one nighttime patrol will be required each weekend of the two week mobilization period.

During the **Over the Limit. Under Arrest.** enforcement periods, overtime impaired driving enforcement will occur during late-night hours as officers work "saturation patrols."

Saturation patrols are concentrated enforcement patrols in selected high-crash areas where drivers observed committing a moving violation are stopped and screened for possible alcohol violations. It is estimated \$2.8 million will be spent on overtime enforcement of the impaired driving laws during the enforcement periods.



Grant-funded agencies will be allowed to conduct additional saturation patrols during weekends from June 9 through September 24, the time in Michigan when most serious and fatal injury crashes occur.

Funding will also support the continued use of BATmobiles in four counties. The vehicles will be used for assisting with impaired driving enforcement processing, local community events or other traffic enforcement programs.

#### Earned Media

Traffic enforcement relies on publicity to aid in their success. Earned media efforts are an important part of publicizing enforcement periods.

The enforcement periods will be supported by a five-week earned media strategy. A series of media releases and advisories will announce the upcoming enforcement, the start of paid advertising (when applicable), the launch of enforcement through media events, a mid-mobilization announcement, and finally the enforcement results.

#### Paid Advertising

Paid advertising allows the state to create messages and target them where they stand to have the greatest influence for behavior change. With paid advertising, OHSP is able to continue to reach groups they have had past success with changing behaviors.

New ads will be developed with specific enforcement-themed messages directed toward young men and then placed on programs and stations, including the internet, most likely to reach this group during the summer mobilizations. A strong emphasis will be placed on reach and frequency during concentrated two-week periods. Ads for the summer enforcement periods will play a week before enforcement and into the first week of enforcement.

#### Non-grant Funded Enforcement

All law enforcement agencies in the state are encouraged to take part in and support the statewide traffic enforcement periods, even if they do not receive grant funds. Through a special mailing, OHSP will provide background and support materials for the enforcement periods.

## Evaluation

A comprehensive and ongoing evaluation program can locate areas for improvement and more accurately pinpoint weaknesses or areas of particular success.

The two primary evaluation tools will be observational surveys of safety belt use and phone surveys to gauge awareness of messages and change in behaviors. Safety belt direct observation surveys will take place before and after the Memorial Day enforcement period, as well as during the Labor Day period. Phone surveys will measure drivers' knowledge, beliefs, and experiences concerning law enforcement activities and media efforts. The surveys will take place before and after each summer enforcement period and will include an over sample of young men.

## **OPERATION C.A.R.E.**



During the Thanksgiving holiday weekend, Michigan State Police (MSP) troopers will join other state police and highway patrol agencies from across the continent in an effort to make roadways safer by participating in the annual Operation C.A.R.E. (Combined Accident Reduction Effort) traffic safety initiative. MSP will use overtime funding for stepped-up traffic enforcement. The enforcement will be supported by a variety of earned media efforts, including donated billboards and television spots; as well as banners that will be displayed at Welcome Centers and a holiday e-card.

## **CHILD PASSENGER SAFETY**

Child passenger safety will be promoted by the enforcement grantees by conducting activities throughout the year, with special emphasis on Child Passenger Safety Week, September 18–24, 2011.

The Safe Communities grantees will work with a certified technician to develop a car seat distribution plan. Activities can include:

- Coordinating a special event to attract local media attention.
- Purchasing a supply of child safety seats to support local child passenger safety activities.
- Using NHTSA artwork to print banners to support local child passenger safety activities.
- Partnering with child passenger safety instructors/technicians to provide educational opportunities for local agencies and families.
- Ensuring a certified child passenger safety technician will be available at all child safety seat checks.
- Using funding to pay registration and travel expenses for law enforcement officers to attend the 32-hour child passenger safety technician certification training.

## **HIGH VISIBILITY IMPAIRED DRIVING ENFORCEMENT (HVE)**

High visibility impaired driving enforcement (HVE) is a strategy Michigan adopted as a pilot project in 2008. High Visibility Enforcement (HVE) takes place on roadways with a high number of alcohol-involved crashes. During pre-determined dates and times, officers conduct late-night traffic patrols on a dedicated corridor. Reflective signs are posted on side streets within the dedicated corridor. In addition, officers wear reflective traffic vests to aid visibility and recognition of the program. Information cards are given to motorists stopped for non-alcohol-related traffic offenses that explain the program seeks to reduce drunk driving through high-visibility enforcement.

This strategy for impaired driving enforcement is working to reduce alcohol involvement in crashes. A review of the rankings of the number of fatal and serious injuries in crashes that involved alcohol in two of the counties that conducted HVE in 2009 demonstrates remarkable results. Kalamazoo County was ranked 6<sup>th</sup> when the 2004-2008 data was reviewed. Kalamazoo County fell to 9<sup>th</sup> when the 2005-2009 data was reviewed. Ottawa County was ranked 13<sup>th</sup> and fell to 15<sup>th</sup> when the 2005-2009 data was reviewed. These positive results support continuation of the program in 2011.

Seven counties will participate in HVE enforcement. They include Genesee, Kalamazoo, Kent, Muskegon, Ottawa, Saginaw and Washtenaw.

## LAW ENFORCEMENT TRAINING

Training enables law enforcement officers to be aware of and understand current issues in order 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 deaths and injuries.

OHSP plans to execute two training conferences in May 2011 in both the lower and upper peninsulas. The agendas for the conferences are under development.

In addition to the training conferences, the following training courses will be offered to assist officers with detecting drunk/drugged drivers:

- Michigan is in the process of becoming a Drug Evaluation and Classification program state. Drug Recognition Expert (DRE) training is scheduled for April 2011.
- Officers working grant-funded impaired driving overtime enforcement are required to have completed the NHTSA-approved Standardized Field Sobriety Testing (SFST) training. SFST training classes will be scheduled throughout the year. In addition, a refresher course for SFST training has been established. It is recommended that officers who were certified prior to 2008 attend a 4-hour refresher no later than September 30, 2012. It is recommended those officers trained in 2008 and after attend a 4-hour refresher four years thereafter.
- Due to the rise of drug-involvement in crashes, Advanced Roadside Impaired Driving Enforcement (ARIDE) training will be offered. ARIDE classes are designed to address the gap between SFST and the Drug Recognition and Evaluation (DRE) program.

## UNDERAGE DRINKING ENFORCEMENT

Research and experience confirm strong enforcement helps to reduce underage drinking by limiting access to alcohol, reducing the opportunities for youth to drink, and curbing impaired driving. Consistent, vigorous enforcement reinforces the message that adults and youth must be responsible for their actions and that violating the law is unacceptable. Conducting compliance checks is an effective tool to measure and decrease minors' access to alcohol.

Underage drinking is associated with a host of problems, ranging from academic issues (dropouts and expulsions) to crime (as victim or perpetrator) to alcohol poisoning, drunk driving and suicide. More than 40% of underage drinkers (defined as those who are ages 12–20 who drank in the past 30 days) were provided free alcohol by adults 21 or older (SAMHSA). While constant enforcement of the underage drinking laws is recognized nationally as an effective tool in the prevention of underage drinking, officers should also investigate how and from who minors are obtaining alcoholic beverages.

In 2009, Michigan drivers age 20 or younger were 25% more likely to be involved in a HBD crash than older drivers (MTCF 2009) and "zero tolerance" arrests per licensed driver age 20 or younger were 85% lower than drunk driving arrests for older drivers.

Nearly 170 state, county and local law enforcement agencies in 30 counties across the state will work together to enforce underage drinking laws.

## MACP AWARD FOR EXCELLENCE IN TRAFFIC SAFETY

The Award for Excellence in Traffic Safety program is a cooperative effort with the Michigan Association of Chiefs of Police (MACP), OHSP, and AAA. The awards program recognizes outstanding traffic safety efforts conducted by local police departments, county sheriff's offices, and state police posts.

Up to \$75,000 in grants will be awarded for the purchase of equipment or scheduling of overtime for traffic enforcement. AAA Michigan will present each finalist agency with a personalized plaque. Awards will be presented at the MACP mid-winter training conference on February 10, 2011.



