AER2012

ANNUAL EVALUATION REPORT

MICHIGAN
OHSP
Office of Highway Safety Planning

2012 Annual Evaluation Report

MICHIGAN OFFICE OF HIGHWAY SAFETY PLANNING

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Guiding Values and Principles

We strive for integrity, commitment, and excellence in our daily work, and fairness and mutual respect in our relationships with our partners.

We embrace a team-focused working environment and are committed to promoting professional growth and development.

We value our role as leaders in fostering cooperation, collaboration, and innovation with other public and private organizations at the local, state, and national levels.

We understand that a sound process of problem solving, including problem identification, strategy development, and evaluation, will result in effective outcomes.

We believe it is essential to actively seek the input of local community representatives to achieve long-term safety improvements.

We are committed to providing resources in an objective manner.

OHSP Mission

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

Director's Message

The Michigan Office of Highway Safety Planning (OHSP) is pleased to present its FY2012 Annual Evaluation Report. This report details federally funded traffic safety projects that occurred across the state and the progress made toward achieving Michigan's traffic safety goals.

A brief synopsis of the significant accomplishments made throughout the year is provided in FY2012 Highlights. This report also includes in-depth descriptions of project activities for each program area as well as whether or not the project met its goals.

These projects have played a crucial role in the significant traffic safety improvements Michigan has experienced during the past five years, including reductions of:

- 18 percent in traffic fatalities
- 10.9 percent in traffic injuries
- 26.8 percent in alcohol-involved fatal and incapacitating injuries
- 29.9 percent in fatalities and incapacitating injuries involving motorcycles
- 18.1 percent in fatalities and incapacitating injuries to children ages 0-8 years

These reductions were accomplished because of the support of many groups, businesses, and individuals committed to reducing traffic deaths and injuries. It is this dedicated support system that allows Michigan to have such a successful traffic safety program.

Michigan continues to be seen as a leader in traffic safety. We are proud of the work accomplished through our traffic safety partners and look forward to continued progress in 2013.

Michael L. Prince
Director
Office of Highway Safety Planning

Fiscal Year 2012 Highlights

- OHSP's child car seat distribution program provided more than 3,100 seats for fitting stations and car seat events.
- The Michigan Motorcycle Safety Program provided OHSP-sponsored Advanced Rider Course training to 412 riders in cornering, braking, swerving, perception, hazard awareness, traction management, and crash avoidance.
- The Michigan Traffic Crash Facts Web site was honored for the fourth time as the Best Traffic Records Web Page in the nation by the Association of Transportation Safety Information Professionals.
- Nearly 70 percent of Michigan's law enforcement agencies are submitting crash reports electronically, accounting for approximately 86 percent of the state's crash reports.
- Standardized Field Sobriety Testing practitioner and refresher training was provided to 2,879 officers and 266 officers and prosecutors completed Advanced Roadside Impaired Driving Enforcement training.
- The state hosted its second Drug Recognition Expert (DRE) school, training 14 officers as DREs. Michigan now has 34 DREs.
- Approximately 23,000 students at 16 high schools received peer-to-peer safe driving messages through the *Strive For A Safer Drive* program. Over a three-month period, schools conducted a variety of activities including school assemblies, safety competitions, awareness videos, spirit days, and pre and post evaluations.
- The Governor's Traffic Safety Advisory Commission updated Michigan's Strategic Highway Safety Plan (SHSP) with assistance from Wayne State University. The SHSP is the state's plan to address traffic safety issues in order to reduce traffic deaths and serious injuries.
- OHSP hosted Traffic Enforcement Training Conferences in Lansing and Marquette for nearly 250 law enforcement officers. Topics covered included conducting complete traffic stops, officer safety, and legal issues.
- OHSP distributed "talking" urinal cakes to 200 bars and restaurants to help publicize the July drunk driving crackdown. The urinal cakes cost $10,000 and were in lieu of paid advertising. OHSP received more than $1 million in media coverage about the campaign.
- Local, county, and state law enforcement agencies in 26 counties received grant funding to conduct overtime traffic enforcement. This resulted in:
  - 16,862 Hours of seat belt enforcement
  - 38,601 Hours of impaired driving enforcement
  - 17,701 Seat belt and child restraint citations
  - 1,926 OWI arrests
  - 1.80 Average stops per hour
  - 69,524 Vehicles stopped
  - 495 Drug arrests
  - 984 Other alcohol arrests
  - 3,790 Uninsured motorist violations
  - 2,502 Suspended license violations
  - 4,451 Speeding citations
  - 1,025 Other misdemeanor arrests
  - 193 Other felony arrests
- OHSP funded DUI court participation for nearly 800 offenders in 16 courts. DUI court participants are offenders who would otherwise not be receiving treatment for their alcohol and/or drug addiction, and a significant percentage would continue to re-offend once their traditional jail sentence was complete. Recent studies have shown that once they graduate from their court treatment program, offenders have a very high chance of becoming productive members of society at a cost significantly less than incarceration.
- The 17th annual Michigan Traffic Safety Summit drew nearly 500 exhibitors, attendees, and speakers. The annual GTSAC traffic safety awards luncheon was held during the Summit and featured Lieutenant Governor Brian Calley as the guest speaker.

Vehicle Crash Statistics

VEHICLE CRASH STATISTICS

	MICHIGAN						UNITED STATES					
	2007	2008	2009	2010	2011	2007-11 % CHANGE	2007	2008	2009	2010	2011	2007-11 % CHANGE
CRASHES	324,174	316,057	290,978	282,075	284,049	-12.4%	6,024,000	5,811,000	5,505,000	5,419,000	5,338,000	-11.4%
INJURIES	80,576	74,568	70,931	70,501	71,796	-10.9%	2,491,000	2,346,000	2,217,000	2,239,000	2,217,000	-11%
FATALITIES	1,084	980	871	937	889	-18%	41,259	37,423	33,883	32,999	32,367	-21.6%
VMT* (MI=BILLIONS US=TRILLIONS)	104	104.6	100.9	95.9	97.6	-6.2%	3.03	2.97	2.98	2.97	2.93	-3.3%
FATALITY RATE (PER 100M VMT)	1.04	0.94	0.86	1.00	0.90	-13.5%	1.36	1.26	1.14	1.11	1.10	-19.1%
ALCOHOL-RELATED FATALITIES	345	317	299	283	274	-20.6%	15,534	13,826	10,759	10,136	9,878	-36.4%
ALCOHOL AS A % OF TOTAL FATALITIES	31.8%	32.3%	34.3%	30.2%	30.8%	-3.1%	37.6%	36.9%	31.8%	31.1%	31%	-17.6%
LARGE TRUCK-INVOLVED FATALITIES	136	106	76	95	73	-46.3%	4,822	4,245	3,380	3,686	3,757	-22.1%
PEDESTRIAN FATALITIES	134	114	121	131	140	4.4%	4,699	4,414	4,109	4,302	4,432	-5.7%
MOTORCYCLIST FATALITIES	120	125	103	125	109	-9.2%	5,174	5,312	4,469	4,518	4,612	-10.9%

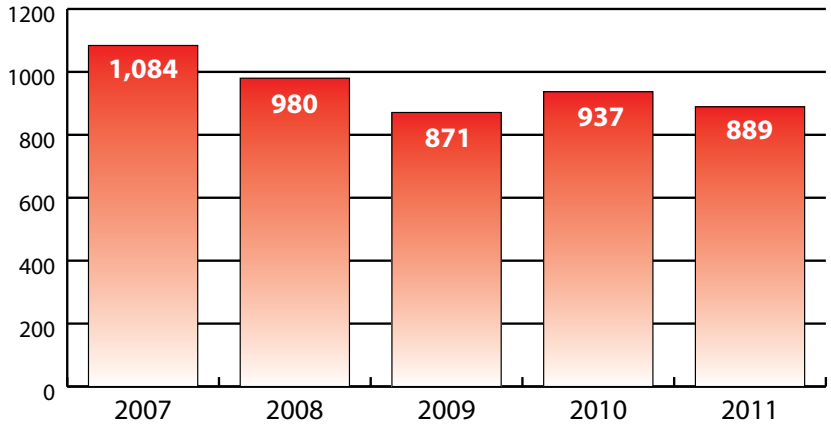
*VMT – Vehicle Miles Traveled Source: Michigan Traffic Crash Facts Source: Fatality Analysis Reporting System (FARS)

MICHIGAN CRASH CHANGES 2010-2011

Source: Michigan Traffic Crash Facts

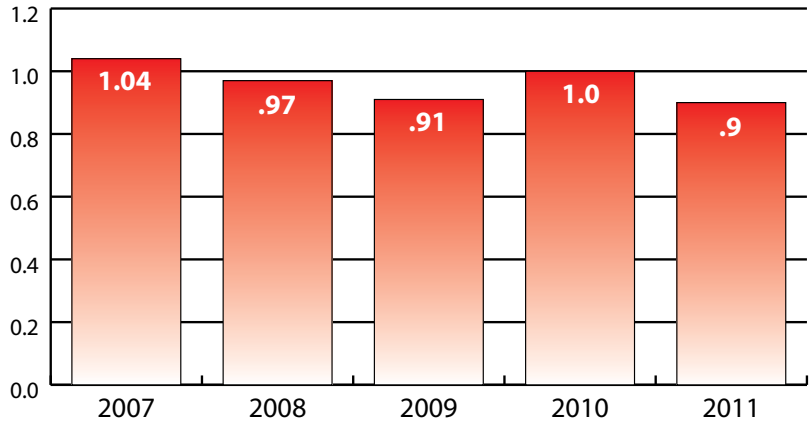
TRAFFIC FATALITIES

GOAL: *reduce fatalities to 896 by 2011.* Fatalities have decreased by 18 percent over the past five years.



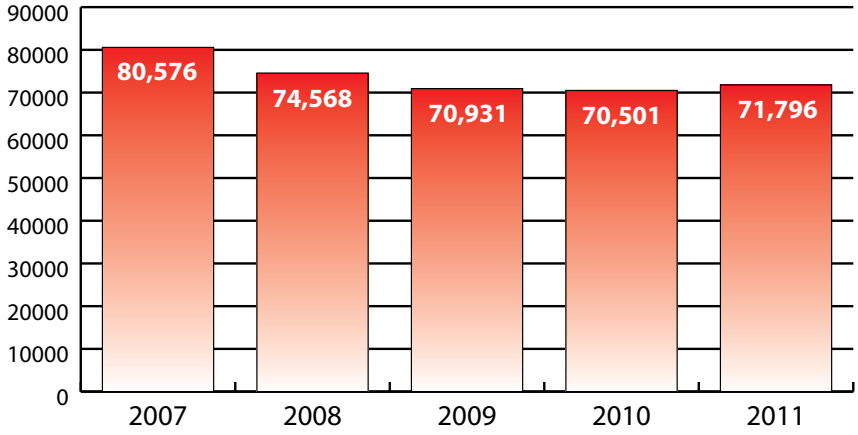
DEATHS PER 100 MILLION VEHICLE MILES TRAVELED (VMT)

GOAL: *reduce the VMT death rate to 0.86 by 2011.* During the past five years, deaths per 100 million VMT have decreased by 13.5 percent.



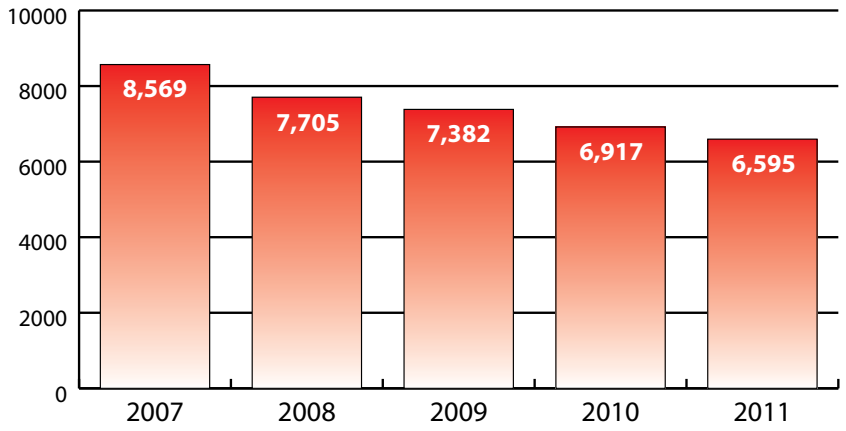
TRAFFIC INJURIES

GOAL: *reduce the number of injuries to 66,382 by 2011.* Traffic injuries decreased by 10.9 percent over the past five years.



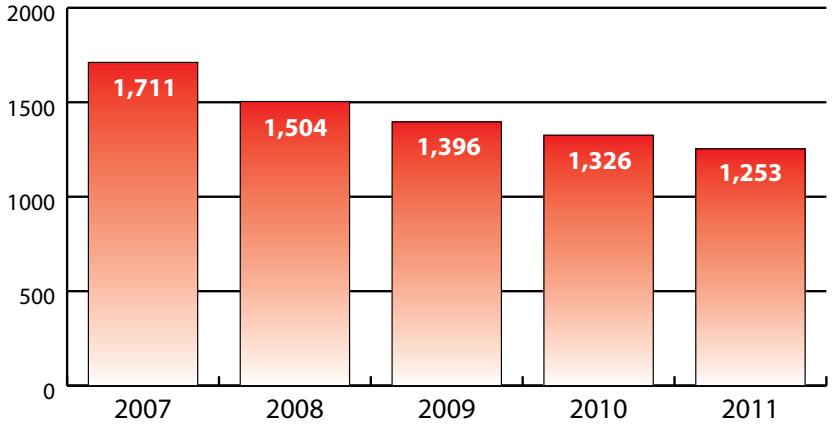
FATAL AND INCAPACITATING INJURIES

GOAL: *reduce the number of deaths and incapacitating injuries to 7,068 by 2011.* Fatalities and incapacitating injuries fell 23 percent over the past five years.



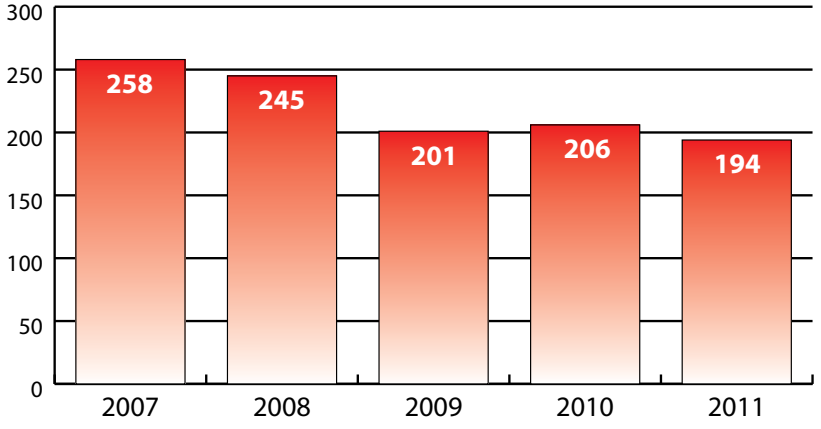
IMPAIRED DRIVING

GOAL: *reduce the number of fatalities and incapacitating injuries involving alcohol to 1,451 by 2011.* Fatalities and incapacitating injuries involving alcohol decreased by 26.8 percent during the past five years.



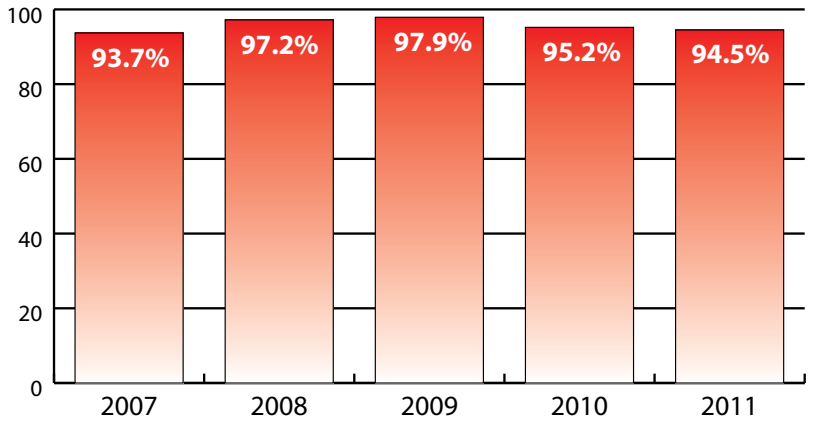
UNRESTRAINED FATALITIES

GOAL: *reduce the number of unrestrained vehicle occupant fatalities to 199 by 2011.* During the past five years, unrestrained fatalities fell 24.8 percent.



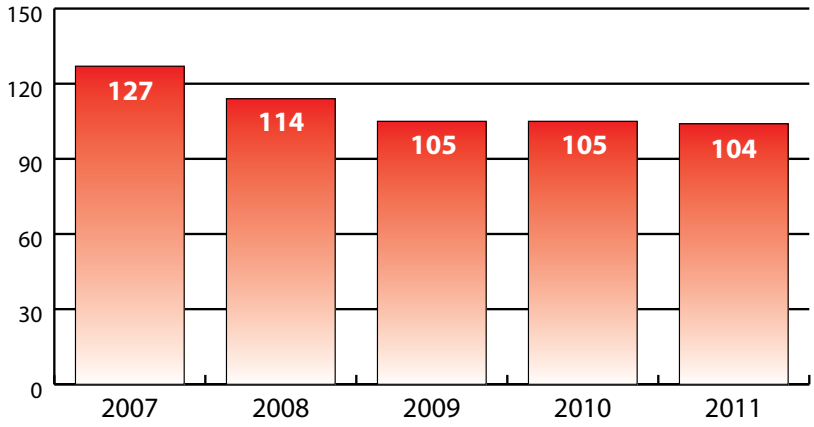
SEAT BELT USE

GOAL: *increase seat belt use to 97 percent by 2011.* Seat belt use increased by nearly 1 percent over the past five years.



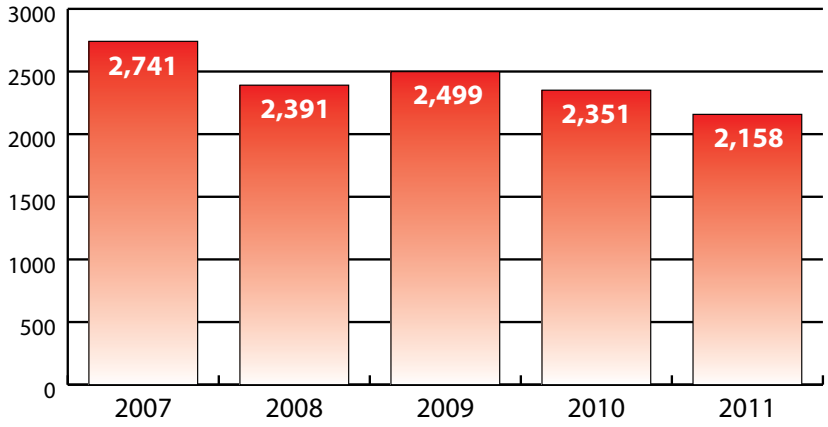
CHILD PASSENGER SAFETY

GOAL: *reduce fatalities and incapacitating injuries to vehicle occupants ages 0-8 to 98 by 2011.* Child fatalities and serious injuries fell 18.1 percent during the past five years.



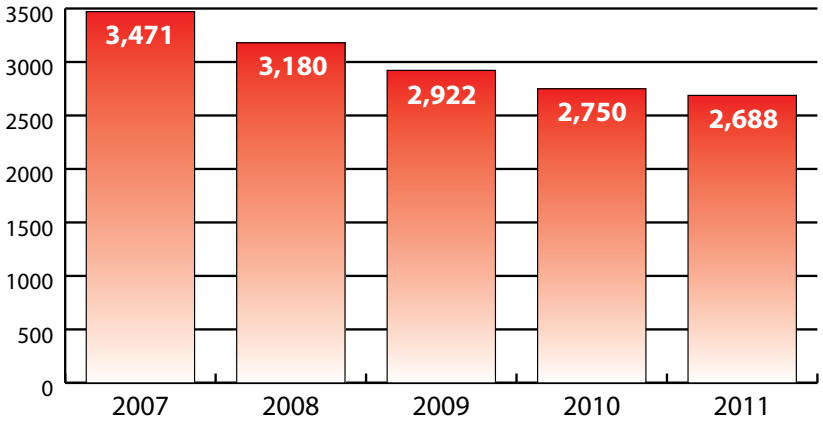
INTERSECTION CRASHES

GOAL: *reduce fatalities and incapacitating injuries within 150 feet of intersections to 2,369 by 2011.* Fatalities and incapacitating injuries at intersections decreased 21.3 percent over the past five years.



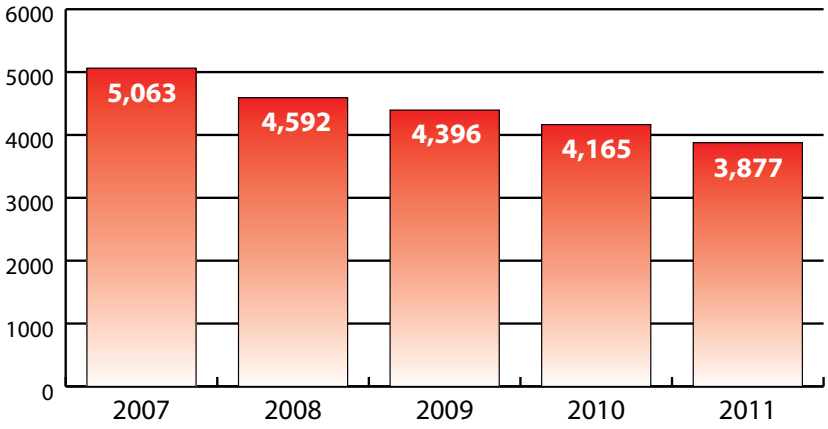
LANE DEPARTURE

GOAL: *reduce fatalities and incapacitating injuries involving lane departure to 2,724 by 2011.* Lane departure-involved fatalities and incapacitating injuries decreased 22.6 percent over the past five years.



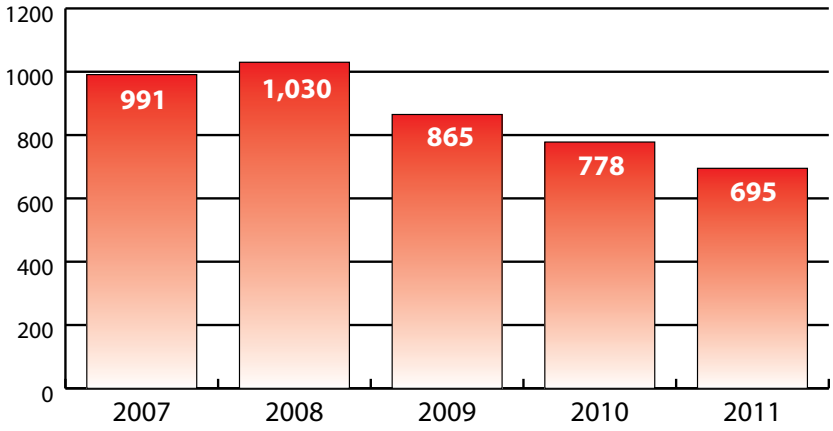
LOCAL ROADS

GOAL: *reduce fatalities and incapacitating injuries on city, county, and local roads to 4,199 by 2011.* Fatalities and incapacitating injuries on local roads fell 23.4 percent over the past five years.



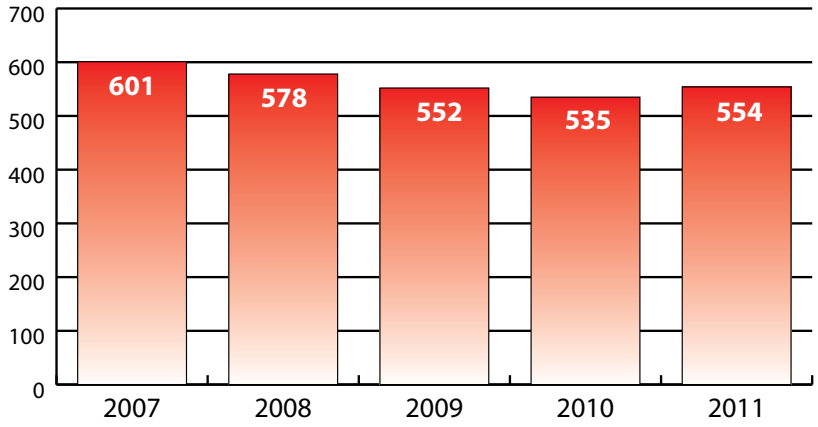
MOTORCYCLES

GOAL: *reduce fatalities and incapacitating injuries involving motorcycles to 954 by 2011.* Motorcycle-involved fatalities and incapacitating injuries dropped 29.9 percent during the past five years.



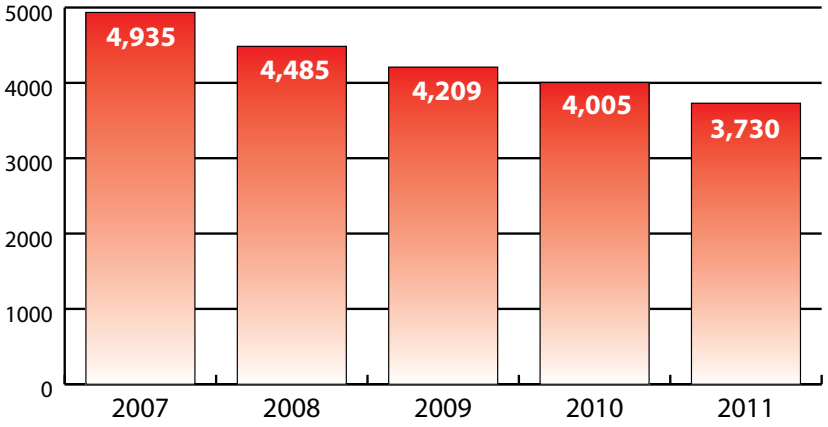
PEDESTRIANS

GOAL: *reduce fatalities and incapacitating injuries to pedestrians to 512 by 2011.* Pedestrian fatalities and incapacitating injuries have decreased 7.8 percent over the past five years.



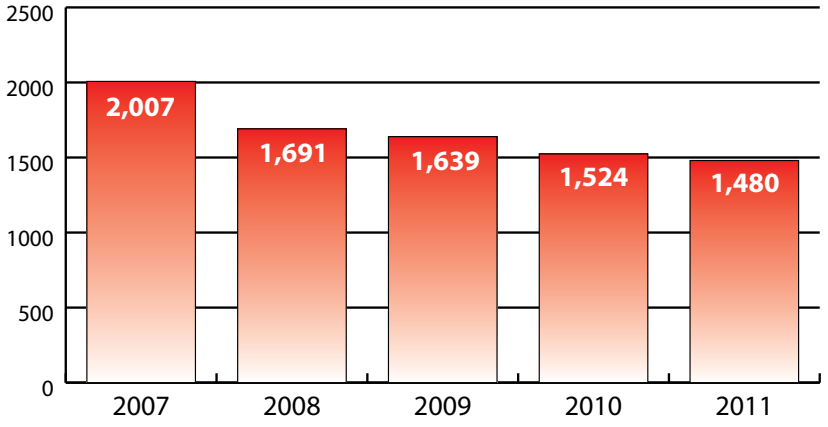
MALES

GOAL: *reduce fatalities and incapacitating injuries to males to 4,101 by 2011.* During the past five years, fatalities and incapacitating injuries to male drivers have dropped 24.4 percent.



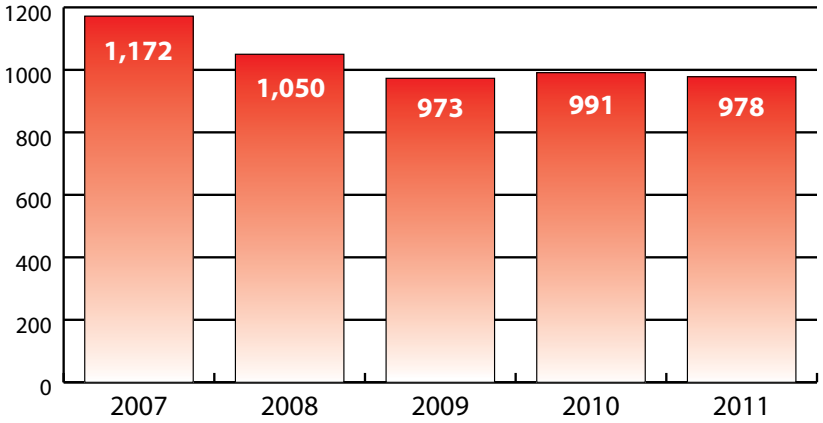
YOUNG DRIVERS 16-20

GOAL: *reduce fatalities and incapacitating injuries involving drivers ages 16-20 to 1,558 by 2011.* Fatalities and incapacitating injuries decreased by 26.3 percent during the past five years.



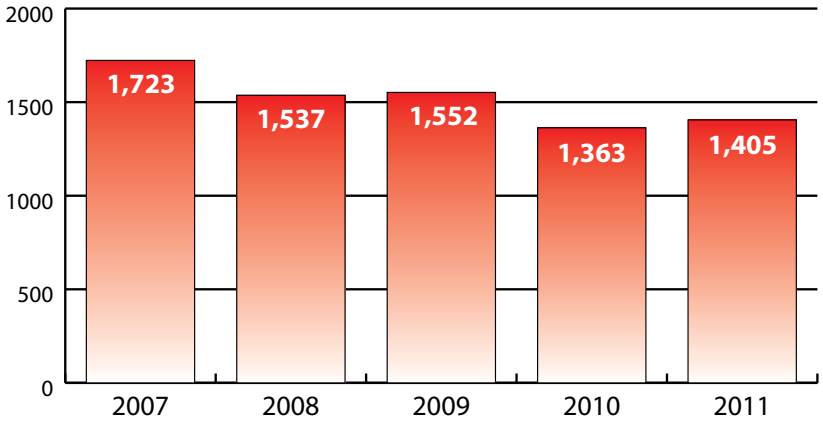
YOUNG DRIVERS 21-24

GOALS: *reduce fatalities and incapacitating injuries involving drivers ages 21-24 to 1,023 by 2011.* Fatalities and incapacitating injuries for drivers ages 21-24 decreased by 16.6 percent over the last five years.



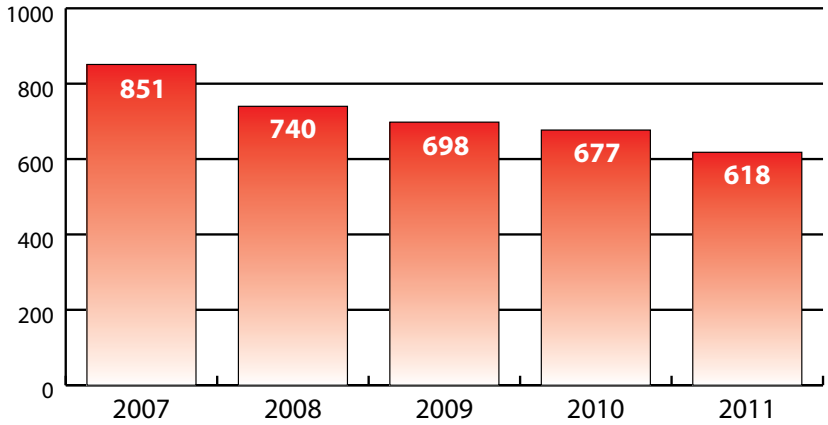
RUSH HOUR

GOAL: *reduce fatalities and incapacitating injuries 3-6 p.m. to 1,425 by 2011.* Fatalities and incapacitating injuries during rush hour decreased over the past five years by 18.5 percent.



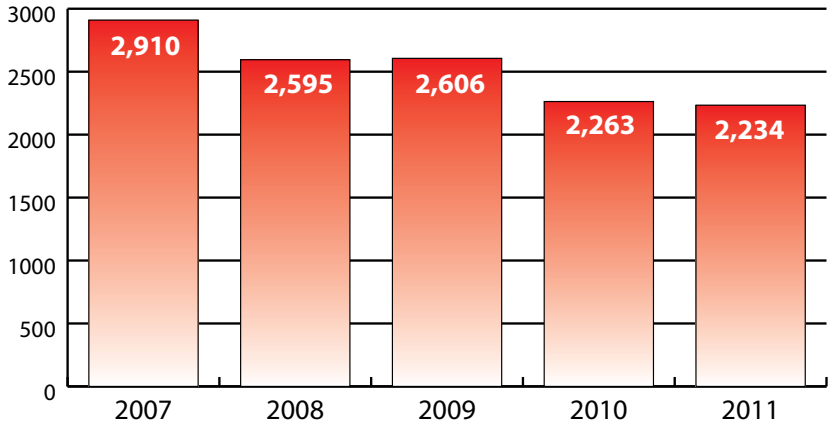
NIGHTTIME DRIVING

GOAL: *reduce fatalities and incapacitating injuries 12-3 a.m. to 681 by 2011.* Fatalities and incapacitating injuries between midnight and 3 a.m. decreased 27.4 percent during the past five years.



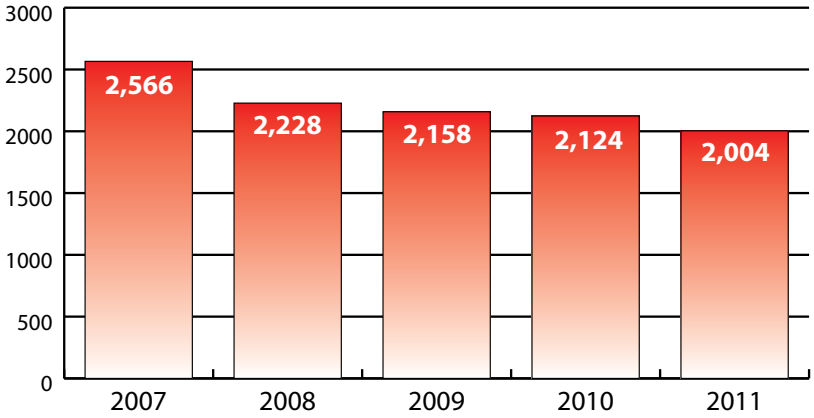
WEEKEND DRIVING

GOAL: *reduce fatalities and incapacitating injuries between noon Friday and noon Sunday to 2,435 by 2011.* Weekend fatalities and incapacitating injuries dropped 23.2 percent during the past five years.



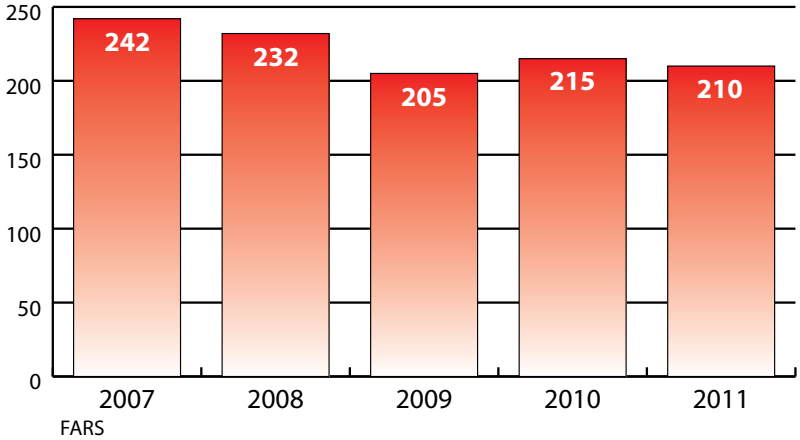
SUMMER TRAVEL

GOAL: *reduce fatalities and incapacitating injuries from July to September to 2,062 by 2011.* Fatalities and incapacitating injuries during the summer decreased 21.9 percent during the past five years.



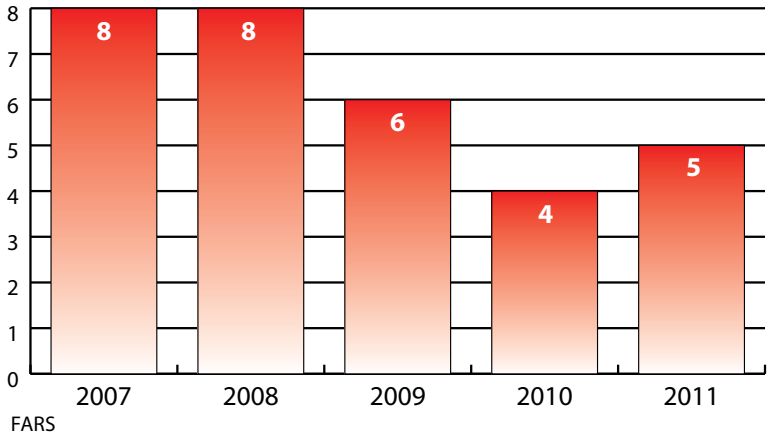
*SPEED-RELATED FATALITIES

GOAL: *reduce speed-related fatalities to 189 by 2011.* Speed-related fatalities have decreased by 1.7 percent since 2007.



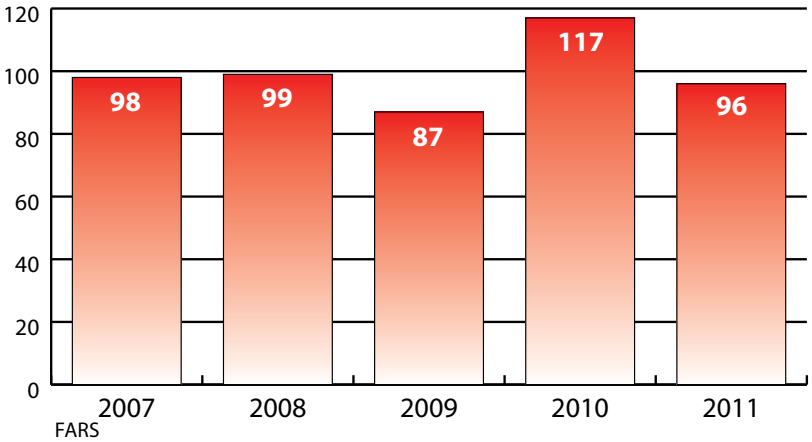
*UNHELMETED MOTORCYCLIST FATALITIES

GOAL: *maintain unhelmeted motorcyclist fatalities at 11 or less by 2011.* Unhelmeted motorcyclist fatalities have decreased by 37.5 percent since 2007.



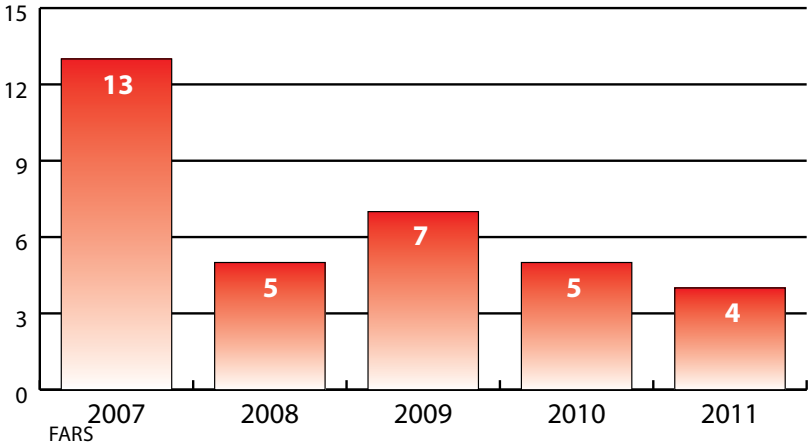
*HELMETED MOTORCYCLIST FATALITIES (FOR INFORMATIONAL PURPOSES ONLY)

Helmeted motorcyclist fatalities have decreased by 1 percent since 2007.



*UNKNOWN HELMET USE MOTORCYCLIST FATALITIES (FOR INFORMATIONAL PURPOSES ONLY)

Unknown helmet use motorcyclist fatalities have decreased 54 percent since 2007.



These numbers reflect a continual count of crashes (up to date), not year-end numbers, in order to reflect the most accurate data.

Occupant Protection

Occupant protection in a vehicle includes seat belts and car and booster seats which are designed to keep vehicle occupants safe in the event of a crash, thus preventing fatalities and injuries and reducing injury severity.

PROGRAM GOALS

- *Reduce fatalities to unrestrained vehicle occupants to 191 in 2012*
- *Increase observed daytime seat belt use of front seat occupants to 97 percent in 2012*
- *Decrease fatalities and incapacitating injuries to vehicle occupants ages 0-8 to 94 in 2012*

CHILD PASSENGER SAFETY

LOWER PENINSULA CHILD PASSENGER SAFETY PROGRAM

Sections 405, 2011

UPPER PENINSULA CHILD PASSENGER SAFETY PROGRAM

Section 2011

BACKGROUND

OHSP coordinates activities for the Lower Peninsula, while the Marquette County Health Department coordinates grant-funded activities for the Upper Peninsula (U.P.). Regional instructors train child passenger safety (CPS) technicians, who then provide education on the proper use of child safety seats to parents and other caregivers.

Certified CPS instructors and technicians inspect child seats and provide caregivers with education and instruction for installing car seats at more than 200 locations in 80 counties. Car seat inspections take about 30 minutes per vehicle. These inspection stations, along with dozens of community safety events each year, have resulted in the distribution of thousands of car seats, primarily to low-income families.

Crash data shows that between 2007 and 2011, there has been an 18.1 percent reduction in fatal and incapacitating injuries for children ages 0-8.

PROJECT GOALS

- Purchase and distribute 1,800 car seats—***Goal achieved***
- Train 20 CPS technicians—***Goal achieved***
- Conduct one CPS technician class—***Goal achieved***
- Ensure CPS services in each of Michigan's 83 counties—***Goal achieved***
- Provide car seats and CPS services in the U.P.—***Goal achieved***

RESULTS: LOWER PENINSULA

The car seat distribution program provided more than 3,100 seats, surpassing its goal of distributing 1,800 car seats. Car seat technicians ordered seats as needed for fitting stations or car seat events. Because car seats were shipped from the distributor to the technician, the process has saved time and money by eliminating the need to travel to obtain seats or store large numbers of seats.

The seat distribution model was at the discretion of the technician and their organization. Some organizations required parents to attend a parenting class and provided a voucher for a free car seat upon completion. Other groups distributed seats to any family in need during seat checks. Technicians are not permitted to accept money in exchange for OHSP-funded car seats.

More than 50 car seat checkup events and hundreds of fitting station appointments were conducted using seats provided by OHSP. These events included back to school fairs, Head Start, and migrant school programs. During CPS Week in September 2012, 30 car seat events were conducted and 207 car seats provided by OHSP were distributed.

In addition to distributing car seats to technicians for children in need, OHSP funded three, National Standardized CPS Technician Certification courses following the NHTSA curriculum. Thirty-two new technicians were trained in classes conducted in Branch, Gratiot, and Sanilac counties.

OHSP also provided funding for Safe Kids-certified continuing education courses and technician renewal classes in Ingham and Washtenaw counties following the NHTSA curriculum, training 167 CPS technicians.

Those attending the CPS Technician Certification courses and the continuing education courses included people from police agencies, fire and ambulance services, hospitals, schools, community groups, and non-profit organizations.

Currently, Michigan has 900 certified CPS technicians and 49 instructors in 79 of Michigan's 83 counties. Those counties without a dedicated technician or instructor are serviced by certified Michigan State Police personnel.

UPPER PENINSULA:
Parents and guardians who attended a car seat safety session were issued a voucher for a free car seat through the Kids Always Ride Safely (KARS) program. As a result, 409 car seats were distributed primarily in Marquette County, but also throughout the U.P.

Originally started in Marquette and Alger counties, plans are to expand KARS to Luce, Mackinac, and Schoolcraft counties.

The U.P. coordinator provided assistance to CPS technicians by answering questions and providing technical expertise about car seat installation and safety to the tribal community as well as technicians in Alger, Baraga, Chippewa, Dickinson, Gogebic, Houghton, Iron, Keweenaw, Luce, Mackinac, Marquette, Menominee, Negaunee, Ontonagon, and Schoolcraft counties.

EDUCATION AND COMMUNICATION

SEAT BELT CONVINCER

Section 405

BACKGROUND
A variety of programs seek to increase seat belt use, including high visibility traffic enforcement mobilizations, education, and outreach activities. Education efforts can involve one of four seat belt convincers located in Allegan, Marquette, Ingham, and Wayne counties. A seat belt convincer is a device that allows riders to experience force, up to five times their body weight, similar to that of a 5-7 m.p.h. crash.

Convincers are used approximately twice a month, May through November, at county fairs, school functions, and safety events. The convincer in Marquette County must be replaced because of age and poor condition.

PROJECT GOAL
» Purchase a seat belt convincer for use during training and educational events in the U.P.—***Goal not achieved***

RESULTS
Due to time constraints and the vendor selection process, the purchase of a seat belt convincer to replace the one in the U.P. was postponed until FY2013.

EVALUATION

DIRECT OBSERVATION SURVEYS: SEAT BELT USE

Section 405

BACKGROUND
Seat belt use is one of the few objectives for which progress can be measured immediately and directly. The annual observation survey has tracked seat belt use in Michigan since 1983. The surveys are important for determining belt use rates statewide, regionally, and between various demographics. These rates assist OHSP in developing seat belt enforcement plans and identifying the focus of the media campaign to support the enforcement. Michigan's 2012 seat belt use study did not use the new regulations as outlined in the Federal Register on April 4, 2011, but instead the state received permission from the National Highway Traffic Safety Administration to use the old regulations with the agreement that the new standards would be in place for the Michigan 2013 study.

PROJECT GOAL
» Determine Michigan's seat belt use rate by using a direct observation survey—***Goal achieved***

RESULTS
Wayne State University Transportation Research Group (WSU-TRG) conducted an observation survey of more than 61,000 drivers and passengers and determined Michigan has an overall seat belt use rate of 93.6 percent, a decrease from the previous year's rate of 94.5 percent. Wayne County had the lowest seat belt use rate at 92.5 percent.

Several factors may be contributing to this drop in seat belt use including: decreases in enforcement for all traffic violations; fewer on-road officers, deputies, and troopers;

law enforcement agencies changing to modified shifts; greater focus on violent crime; and the decline in the number of counties being offered overtime grant funding.

OHSP will review the data to determine if any modifications to the current enforcement and public information methodology are needed to compensate for the variables listed above.

Statewide Seat Belt Use Rate (Weighted)					
Observational Wave	Total Observations			Percent of Seat Belt Use	Std. Error
	Driver	Passenger	Total		
Annual	50,242	10,994	61,186	93.64%	0.27%

STRENGTHENING CHILD PASSENGER SAFETY PROGRAM CAPACITY IN MINORITY COMMUNITIES

Section 2011

BACKGROUND

Restraint use by children in minority communities is significantly lower than the national average. As a result, African American and Hispanic children have a heightened risk of serious injury or death in a crash. State and local organizations need to increase public awareness about the importance of child restraint use in these communities. In addition, minority communities need to increase the availability of bi-lingual certified CPS technicians.

According to a study published in the American Journal of Preventative Medicine, African American and Hispanic infants are 10 times more likely to be completely unrestrained when riding in a vehicle than white children and older children are 20 times more likely to be improperly seated in a vehicle.

Based on the latest U.S. Census surveys, Kent, Oakland, and Wayne counties have the highest populations of African American and Hispanic children ages 0-7.

PROJECT GOALS

- Provide funding for programs to train Spanish-speaking CPS technicians—***Goal not achieved***
- Provide education and additional resources for minority populations in Detroit and West Michigan—***Goal not achieved***

RESULTS

Proposals to provide CPS services to African American and Hispanic populations were sought in November. DeVos Children's Hospital in Grand Rapids and Children's Hospital of Michigan in Detroit were selected based on proximity to populations to be served and experience in providing similar services.

However, after further analysis of their internal grant administrative policies, Helen DeVos Children's Hospital in West Michigan declined the grant.

Due to employee turnover and lack of staff, Children's Hospital of Michigan was unable to begin work on this project in Detroit. The program is scheduled to begin at the start of FY2013.

DIRECT OBSERVATION SURVEYS: CMV SEAT BELT USE

Section FMCSA and Michigan Truck Safety Fund

BACKGROUND

A direct observation study of commercial motor vehicle (CMV) seat belt use in Michigan was conducted in 2006, and a 73.9 percent use rate was determined. The United States Department of Transportation (USDOT) and the Federal Motor Carrier Safety Administration (FMCSA) conducted a nationwide CMV driver seat belt study in 2010 that determined a national use rate of 78 percent.

OHSP has been partnering with the Michigan State Police Commercial Motor Vehicle Enforcement Division, USDOT/FMCSA Michigan Division office, and the Michigan Truck Safety Commission to develop the new Truck Strategic Plan for 2012-2015. The primary objective of that plan is to determine the current use rate among Michigan truck drivers so that performance measures for future components can be developed.

PROJECT GOAL

- Determine Michigan's seat belt use rate among CMV drivers by using a direct observation survey—***Goal achieved***

RESULTS

WSU-TRG conducted an observation survey of more than 3,000 CMV drivers and passengers and determined Michigan has an overall CMV belt use rate of 84.9 percent. CMV seat belt use has increased by 11 percent in the past six years.

CMV Statewide Seat Belt Use Rate (Weighted)		
Survey	**Seat Belt Use Rate***	**Standard Error**
Michigan Statewide CMV Seat Belt Survey	84.9 ± 2.02%	1.03%

GRAND RAPIDS TRIATHLON
Huntington
USA TRIATHLON
mfss
Metro Health
Priority Health
Velocity
CQL

Alcohol

Impaired driving crashes are disproportionately more severe than other crashes, constituting 30-40 percent of fatal crashes each year. Despite decades of efforts, impaired driving remains a devastating traffic safety and public health problem. One of the highest priorities of OHSP is to reduce impaired driving by attacking the issue through prevention, enforcement, adjudication, and treatment.

PROGRAM GOAL

>> Reduce fatalities and incapacitating injuries involving alcohol to 1,393 in 2012

IMPAIRED DRIVING DETECTION TRAINING

Section 410

BACKGROUND

When trained in current alcohol and drug detection techniques, law enforcement officers are more efficient in making arrests that result in the successful prosecution of impaired drivers. Yet, not all Michigan police officers are trained in the National Highway Traffic Safety Administration (NHTSA)-International Association of Chiefs of Police (IACP) Standardized Field Sobriety Testing (SFST), Advanced Roadside Impaired Driving Enforcement (ARIDE), and Drug Recognition Expert (DRE) training. To address this, OHSP provides training opportunities to enhance law enforcement's ability to detect and arrest impaired drivers.

Trained SFST officers are the core of all impaired driving training programs. This program works in conjunction with drunk driving overtime enforcement grants to comply with the mandate that officers working grant-funded impaired overtime enforcement are SFST certified. OHSP requires officers to receive SFST refresher training every four years, so both practitioner and refresher courses are offered. Classes and materials are provided at no cost.

The SFST/ARIDE training program is coordinated by the Michigan State Police (MSP) Training Division through a grant with OHSP.

The ARIDE program bridges the gap between the SFST and DRE programs. ARIDE is a 16-hour course that provides officers with general knowledge related to drug impairment and the importance of securing the most appropriate biological sample to identify substances likely causing impairment.

A DRE has completed the three-week Drug Evaluation and Classification Program training requirements for certification. DREs are skilled in detecting and identifying persons under the influence of drugs and in identifying the category or categories of drugs causing the impairment.

DREs conduct a detailed, 12-step diagnostic examination of a person arrested or suspected of drug-impaired driving or similar offenses. Based on the results of the drug evaluation, the DRE forms an expert opinion regarding the person's impairment by drugs and what category or categories of drugs are affecting this person. DREs are considered expert witnesses in court because of their advanced level of training.

PROJECT GOALS

>>Train 650 officers in SFST—***Goal achieved***
>>Train 200 officers in ARIDE—***Goal achieved***
>>Conduct one DRE school—***Goal achieved***

RESULTS

SFST practitioner and refresher training was provided to 2,879 officers, while 266 officers and prosecutors completed ARIDE training. This is a 39 percent increase from FY2011 when 1,988 students received SFST training and 274 officers were ARIDE trained.

A DRE school included 14 law enforcement officers who completed the training to become certified DREs. In addition, five prosecutors completed the school. Prosecutors are encouraged to attend DRE training to help them better understand how a DRE conducts an investigation and prepares a report. This will assist in prosecution of cases involving DREs. This was the second DRE school offered in the state and Michigan now has 34 DRE officers and nine DRE trained prosecutors.

MICHIGAN STATE POLICE TOXICOLOGY LAB BACKLOG REDUCTION

Section 410

BACKGROUND

The MSP Forensic Science Division's Toxicology Laboratory continues to face an ever-increasing caseload due in large part to the passage of the state's .08 blood alcohol content (BAC) law in 2003 which included criminalizing driving with a Schedule One drug in the driver's system. Although drunk driving arrests have decreased in the past several

years, more officers are requesting blood analysis because of increased drugged driving. The Forensic Science Division reports marijuana is the number one drug found in samples tested for impaired driving. Blood alcohol analysis took up to three weeks under the state's .10 BAC standard for drunk driving. After passage of the .08 law, the analysis time doubled. Analysis for Schedule One drugs took four to six weeks under the .10 BAC law and increased to over 10 weeks after passage of the .08 BAC law. In the past decade, requests have increased almost 100 percent despite staffing levels remaining constant. OHSP has provided $3.6 million dollars in the past seven years for equipment, personnel, and overtime to help alleviate case backlogs.

PROJECT GOALS

» Maintain a turnaround time for drug toxicology analysis of 90 days or less—***Goal not achieved***

» Maintain a turnaround time for blood alcohol analysis of 21 days or less—***Goal achieved***

RESULTS

Alcohol and drug analysis training is a lengthy process. Three of the five grant-funded scientists are fully trained in both alcohol and drug analysis and are completing caseloads independently. Two other scientists are fully trained in alcohol analysis and completing cases independently while finishing training for drug analysis. One grant-funded evidence technician is handling evidence reception for the Toxicology Unit.

These scientists and lab technician analyzed more than 20,000 cases. They also provided testimony for 138 DUI court trials. Without these positions, law enforcement and prosecutor requests for analysis would be processed at a slower rate or would have to be analyzed by private labs that would cost local agencies thousands of dollars. MSP provides blood alcohol and drug testing for Michigan law enforcement agencies at no charge.

At the end of the year, drug toxicology analysis had an average turnaround of 153 days, an increase from 2011 when it was 96 days. Blood alcohol analysis turnaround was 14 days, the same as it was in 2011. Contributing to the increase in drug analysis turnaround time was the overwhelming number of synthetic marijuana cases submitted for testing.

ADJUDICATION

INTERACTIVE VIDEO TESTIMONY

Section 410

BACKGROUND

Expert testimony by toxicologists can impact the outcome of drunk driving trials as the presence and/or testimony of a toxicologist at preliminary examination, pre-trial, or evidential hearing may result in a plea bargain. Due to the small number of toxicologists analyzing evidence gathered statewide, conflicts occur when cases are scheduled in multiple courts for the same date.

MSP estimates that each toxicologist receives an average of 500 subpoenas per year, but may only testify 20 to 40 times. Even though multiple subpoenas may be received for the same date, examiners can generally only testify at one trial for that day.

The use of interactive video technology allows toxicologists to testify from their office, thereby eliminating travel. It also allows toxicologists to testify in multiple proceedings on the same day. By increasing the number of courts using video testimony, the number of cases adjourned because of the lack of expert testimony should decrease. In addition, toxicologists will spend fewer hours away from lab duties, reducing turnaround time for drug toxicology and blood analysis. Since 2006, nearly $300,000 in video testimony equipment has been installed in 18 courts in Bay, Charlevoix, Delta, Dickinson, Emmet, Kent, Manistee, Marquette, Menominee, and Tuscola counties, allowing for savings in lost productivity and travel costs.

PROJECT GOAL

» Increase the number of video testimonies conducted by MSP toxicology expert witnesses by installing equipment in six new courts—***Goal achieved***

RESULTS

Courts selected to receive video conferencing equipment were chosen based on the number of testimony requests sent to MSP toxicology scientists and distance from the Lansing lab. These courts include: 18th District Court in Westland (Wayne County), 41-A District Court in Shelby Township (Macomb County), 57th District Court in Allegan (Allegan County), 81st District Court in Harrisville (Alcona County), 89th District Court in Cheboygan (Cheboygan County) and Rogers City (Presque Isle County).

Nearly 25 video testimonies were scheduled, eliminating almost 10,000 miles of travel. This prevented nearly 50 days of analyst downtime and saved the state nearly $25,000. This is an increase over last year when 20 video testimonies were conducted, saving the state nearly $20,000.

TRAFFIC SAFETY RESOURCE PROSECUTOR

Section 410

BACKGROUND

Prosecutors and law enforcement officers must stay current on new traffic safety-related legislation and case law as well as state and national priority issues. Since 2000, OHSP has supported the Traffic Safety Resource Prosecutor (TSRP) program within the Prosecuting Attorney's Association of Michigan (PAAM). The TSRP provides a single resource for traffic safety-related training and information for county prosecutors and serves as a technical resource for law

enforcement. OHSP was one of the first states to have a TSRP and helped pioneer the concept for other states.

PROJECT GOALS

To provide:

- A TSRP for the traffic safety community—***Goal achieved***
- Ten professional education opportunities for law enforcement and prosecutors—***Goal achieved***
- Quality, up-to-date legal reference materials and technical assistance to the traffic safety community—***Goal achieved***
- A liaison between prosecutors, OHSP, the Secretary of State, Michigan courts, and law enforcement agencies on traffic safety issues—***Goal achieved***

RESULTS

The TSRP held 38 workshops for prosecuting attorneys and law enforcement officers. In addition, more than 50 presentations were given to nearly 1,000 attendees on individual topics to smaller groups, such as the Michigan Association of District Court Drug Professionals (MADCP), Michigan Association of District Court Magistrates and Probation Officers Associations, Michigan Prevention Association, and various law enforcement agencies and regional traffic safety committees. Evaluations conducted following the workshops have consistently received excellent ratings and provided feedback that is used to shape future workshops.

The TSRP continued to serve as an expert resource to prosecutors and law enforcement for new and emerging laws and issues, including high BAC, medical marijuana, synthetic marijuana and drugs, vehicle forfeitures, case law, and underage drinking.

Considered an expert on the Michigan Medical Marihuana Act and the act's ever-changing case law, the TSRP serves on PAAM's Medical Marijuana Policy Advisory Committee and the DRE Steering Committee which trains officers to detect drugged drivers. The TSRP also provided informational testimony at House Judiciary Committee meetings on medical marijuana and synthetic drugs.

ADJUDICATION TRAINING

Section 410

BACKGROUND

Traffic cases, particularly impaired driving cases, frequently involve issues that are technologically and legally complex. The judges who handle these cases and the court personnel who supervise the offenders need to stay current with laws, technology, screening techniques, and sentencing guidelines. In support of this effort, OHSP has funded training for the magistrates and probation officers for more than 10 years through the Michigan Judicial Institute (MJI). MJI is the only resource in the state for this type of training.

PROJECT GOAL

- Train more than 1,000 district court judges, magistrates, drug treatment court staff, and probation officers—***Goal achieved***

RESULTS

MJI held traffic safety/impaired driving workshops as part of the Experienced & New District Court Probation Officer seminar and the MADCP Annual Conference. Sessions at the MADCP conference included rural sobriety courts, alcohol monitoring methods, veteran treatment courts, and stopping hardcore offenders.

MJI also coordinated refresher training for experienced driving under the influence (DUI) courts through the

National Center for DWI Courts. Personnel from five courts attended. A medical marijuana session for the Michigan Association of District Court Probation Officers Conference was also presented.

Traffic safety sessions were also conducted at the Michigan Association of District Court Magistrates Annual Conference, Michigan District Judges Association Conference, and Michigan Judicial Conference.

The most well-received training was on traffic crashes being an unintended consequence of war for soldiers and veterans.

SOBRIETY COURT ENHANCEMENT

Section 410

BACKGROUND

In the past 20 years, one of the most dramatic developments in the movement to reduce substance abuse has been the implementation of specialty courts. This includes DUI and drug courts that address the underlying behavior of the offense that brought an offender to the criminal justice system. The purpose of DUI courts is to guide alcohol-addicted offenders into a treatment program that reduces their substance use dependence and improves their quality of life. In the typical DUI court program, participants are closely supervised by a judge and supported by a team of agency representatives that operate outside of their traditional adversarial roles. Addiction treatment providers, prosecuting attorneys, public defenders, law enforcement officers, and parole and probation officers work together to provide needed services to drug court participants.

DUI court participants are offenders who would otherwise not receive treatment for their alcohol and/or drug addiction. A significant percentage would continue to re-offend once their traditional jail sentence was complete. These offenders are saving the state funding and jail space by staying employed, paying taxes, or completing their GED. Recent studies have shown that once they graduate from their court treatment program, offenders have a very high chance of becoming productive members of society at a cost significantly less than incarceration.

According to a Michigan Senate Fiscal Agency report, the average annual cost of incarceration per prisoner is $30,417. The report also concluded that the most effective way to reduce incarceration costs significantly is to have fewer prisoners. Because DUI courts address the behavior (drinking) before the offense (driving, violence, etc.), offenders who successfully complete the DUI court program are less likely to re-offend. The recidivism rate for participants is 29 percent as compared to 48.5 percent for non-participants.

The first drug court in Michigan was established in 1992 in Kalamazoo County. Since then, Michigan has implemented 25 DUI courts, 39 adult drug courts, 14 juvenile drug courts, and nine family dependency courts (also called "problem solving courts").

PROJECT GOALS

- Add up to three new drug court programs accepting DUI offenders—***Goal achieved***
- Expand the number of DUI offenders accepted by at least two courts—***Goal achieved***
- Assist in the implementation of two programs that received planning grants in FY2011—***Goal achieved***

RESULTS

OHSP is funding DUI court participation for nearly 800 offenders in 16 courts. This is an increase from last year when 402 offenders were served by seven grant-funded courts.

The seven new courts being funded include: 7th Circuit (Genesee County), 8th Circuit (Ionia County), 2A District Court (Lenawee County), 41B District Court (Macomb County-Clinton Township), 61st District Court (Kent County-Grand Rapids), 70th District Court (Saginaw County), and 91st District Court (Chippewa County).

Courts receiving funding for the second or third year include: 4th District Court (Cass County), 10th District Court (Calhoun County), 15th District Court (Washtenaw County-Ann Arbor), 23rd District Court (Wayne-Taylor), 55th District Court (Ingham County–Mason), 60th District Court (Muskegon County), 65B District Court (Gratiot County), 77th District Court (Osceola and Mecosta counties), and 96th District Court (Marquette County).

REDUCING UNDERAGE DRINKING

SAFE COMMUNITIES: ENFORCEMENT OF UNDERAGE DRINKING LAWS

Section 410, OJJDP

BACKGROUND

Underage drinking is associated with a host of problems, ranging from academic issues to alcohol poisoning to suicide. Research and experience confirm that strong enforcement helps to reduce underage drinking by limiting access to alcohol, reducing the opportunities for youth to drink, and curbing impaired driving.

The Department of Justice, Office of Juvenile Justice & Delinquency Prevention's Enforcing Underage Drinking Laws (EUDL) program has provided funding for overtime enforcement of underage drinking laws since 1998. Agencies in five counties participated in a multi-tiered approach to enforcement–seeking out parties where underage drinkers are, targeting adults who furnish alcohol to minors, working special events where minors may drink alcohol, and watching for retailers who sell alcohol to minors.

PROJECT GOAL

- Identify the rate of non-compliant licensees within the selected counties and cities of participating agencies by conducting compliance checks—***Goal achieved***

RESULTS

Law enforcement agencies in Chippewa, Houghton, Marquette, Ottawa, and Wayne counties worked 3,000 hours of overtime enforcement and dispersed 102 parties.

Citations issued:

- 502 Minor-In-Possession of Alcohol (MIPs)
- 99 Adults furnishing alcohol
- 715 Compliance checks conducted with 148 violations (80 percent compliance)

Although there were fewer agencies involved because of funding cuts at the federal level and fewer hours dedicated to underage drinking enforcement, enforcement was conducted more efficiently by gathering information through the use of social media Web sites for intelligence on parties to better target enforcement efforts.

The agencies that received funding tailored their enforcement efforts to address underage drinking issues specific to their jurisdictions. For example, Chippewa, Houghton, Marquette, and Ottawa counties focused on underage drinking at local universities and colleges; Downriver Detroit focused on high school events and private parties; while the Detroit Police Department used its funding to focus on large-scale rave parties.

Agencies also conducted compliance checks to encourage establishments to act responsibly in refusing sales to underage buyers. This year's 80 percent compliance rate is slightly lower than last year's rate of 81 percent. Research shows that effective and regular compliance checks help decrease alcohol sales to minors; reduce underage drinking; reduce traffic crashes, violence, and other health problems associated with alcohol; and builds healthier and safer communities.

INNOVATIVE TRAINING FOR LAW ENFORCEMENT

Section 410, OJJDP

BACKGROUND

As technology changes, so do the methods of finding and breaking up underage drinking events, from underground raves to field parties where word-of-mouth spreads by text messages and online social media invitations. In an effort to prevent and disperse these events, law enforcement officers have begun using social media sites to gather information.

PROJECT GOAL

- Train 100 officers on using social media technology to detect underage drinking parties and activities—***Goal achieved***

RESULTS

Six classes were held with more than 150 officers from 75 agencies trained on using social media Web sites as an underage drinking investigative tool.

In some cases, agencies used this training to prevent underage drinking parties from occurring. Ottawa County officers have frequently learned of upcoming parties and worked with school officials and parents to stop them from happening.

Other criminal activities have been prevented as a result of officers monitoring Web sites. In Detroit, a homicide suspect was located, while in Downriver Detroit, a party store was identified as a source of alcohol for minors.

Although not part of the original plan to train officers to use social media to prevent and enforce underage drinking, OHSP made several training slots available to district court probation officers. Several probation officers attended the training and found it beneficial in monitoring their impaired driving probationers' activities.

The EUDL Block Grant for states was eliminated this past fiscal year on the federal level. Since 1998, Michigan has received more than $4.5 million dollars to prevent and enforce underage drinking laws. Nearly 300 law enforcement agencies received funds to conduct compliance checks and provide enforcement in creative ways to eliminate underage drinking. Although grant funds to enforce underage drinking laws will no longer be available, officers have an increased awareness of the dangers and consequences of the problem to assist them with future enforcement.

Prevention programs that were funded over the past 14 years by OHSP through the EUDL program include:

- Courageous Persuaders, a program in which high school students create commercials that address underage drinking. Middle school students judge the commercials to determine winners, who win scholarship funds from private entities.
- The Life of an Athlete Program, which not only emphasizes research about the impact of drugs and alcohol on student-athletes and all young people, but also reinforces codes of conduct for athletes and other student leaders. Nearly 1,000 coaches, athletic directors, and other school personnel were trained to implement a five-step prevention and intervention process to assist students with potential substance abuse issues without cutting them off from athletic teams.
- The Michigan Model for Coordinated School Health Curriculum, a comprehensive and sequential K-12 health education curriculum that aims to give school-aged children (ages 5-19) the knowledge and skills needed to practice and maintain healthy behaviors and lifestyles. It provides age-appropriate lessons addressing the most serious health challenges facing school-aged children, including alcohol and drugs. Funds were used to support updated curriculum modules.

SAFETY
BELT
ENFORCEMENT
ZONE
LIVINGSTON
SHERIFF
SHER
LIVINGSTON

Police Traffic Services

Police Traffic Services promotes enforcement of traffic laws to reduce traffic crashes and resulting fatalities and injuries. Projects are focused on four major categories:

1. *Resource Management: Providing law enforcement agencies with equipment to implement traffic safety programs and overtime grant funds to increase traffic enforcement*
2. *Training: Providing training opportunities for law enforcement officers and legal professionals to increase their knowledge and skills*
3. *Recognition: Providing encouragement to agencies that make traffic safety a priority*
4. *Communications: Promoting public awareness and education regarding traffic enforcement*

Projects must ensure strong state participation in national law enforcement mobilizations as well as sustained enforcement of laws addressing impaired driving, occupant protection, and other dangerous driving behavior.

PROGRAM GOALS

- *Reduce fatalities and incapacitating injuries to unrestrained vehicle occupants to 191 in 2012*
- *Reduce fatalities and incapacitating injuries involving alcohol to 1,393 in 2012*

TRAFFIC ENFORCEMENT

OVERTIME TRAFFIC ENFORCEMENT

Sections 402, 405, 410

BACKGROUND

OHSP has funded overtime traffic enforcement projects, combined with public information and education, since 1972 as the primary method to encourage motorists to buckle up, drive sober, and obey speed limits. The high-visibility enforcement strategy has contributed to a decline in alcohol-involved traffic deaths as well as making Michigan a leader in seat belt use. In 2009, Michigan had a record-high 97.9 percent seat belt use rate, the highest rate ever achieved by any state.

Despite these gains, nearly half the vehicle occupants who die in traffic crashes in Michigan are unbuckled and about 40 percent of traffic deaths involve alcohol and/or drugs. Increasing belt use and reducing alcohol impaired driving remain the two most significant means to reduce traffic deaths.

To continue this positive progress, an emphasis on reducing impaired driving and increasing seat belt use through strict, high-visibility enforcement remains the most promising approach.

Michigan's traffic enforcement strategy was developed based on a review of six years of crash data, focusing on fatal and serious injuries that identified either unrestrained vehicle occupants and/or alcohol involvement. The data analysis identified counties eligible for grant-funded enforcement as well as times when these crashes, injuries, and deaths were highest.

Five mandatory enforcement periods were identified:

- December 16, 2011–January 2, 2012 (impaired driving)
- March 13–April 2, 2012 (impaired driving)
- May 21–June 3, 2012 (seat belt)
- July 1–July 8, 2012 (impaired driving)
- August 16–September 3, 2012 (seat belt and impaired driving)

Agencies were also permitted to schedule additional weekend impaired driving patrols from June through September.

PROJECT GOALS

- Conduct 11,000 hours of seat belt enforcement—***Goal achieved***
- Conduct 35,400 hours of impaired driving enforcement—***Goal achieved***
- Average two stops per hour of patrol—***Goal not achieved***

RESULTS

Nearly 160 state, local, and county law enforcement agencies conducted 55,463 hours of overtime traffic enforcement. Agencies were required to conduct a minimum of three safety belt enforcement zones each week of the Memorial Day mobilization and one safety belt enforcement zone each week of the Labor Day mobilization. Agencies were also required to conduct at least one drunk driving patrol each weekend of the mandatory impaired driving enforcement crackdowns. The grant also called for officers to stop two cars an hour during impaired driving enforcement patrols.

ENFORCEMENT ACTIVITIES RESULTED IN:	
16,862	Hours of seat belt enforcement
38,601	Hours of impaired driving enforcement
17,701	Seat belt and child restraint citations
1,926	OWI arrests
1.80	Average stops per hour
69,524	Vehicles stopped
495	Drug arrests
984	Other alcohol arrests
3,790	Uninsured motorist violations
2,502	Suspended license violations
4,451	Speeding citations
1,025	Other misdemeanor arrests
193	Other felony arrests

Potential challenges face the traffic enforcement program. While seat belt use remains high, it has dropped from a high of 97.9 percent to 93.6 percent in 2012. Statewide drunk driving arrests have decreased steadily. Ten years ago more than 57,000 people were arrested for drunk driving; in 2011 that number dropped to 37,540.

OHSP has conducted preliminary reviews and has identified variables which are believed to be affecting these declines, including:

- Traffic enforcement statewide is down for all types of violations (dropping at a rate of 10 percent per year).
- The number of on-road officers, deputies, and troopers is down dramatically because of budgetary constraints and as a result, the amount of discretionary patrol time is down.
- Many agencies have adopted modified schedules to address shift coverage issues (i.e. 12-hour shifts).
- There is a greater focus on crime at the expense of traffic enforcement.
- Some agencies are experiencing well-publicized budget and labor issues due to budget cuts, salary reductions, and increases to employee contributions to cover health care and retirement.
- The number of grant-funded counties is down to 26 from a high of 50 counties in 2007-2008, at which time OHSP was liquidating federal funds and investing more funding into seat belt enforcement.

OHSP will review these and other variables during the FY2014 planning cycle to determine to what degree they are affecting seat belt use, fatal and serious injuries to unrestrained occupants, and alcohol-involved fatal and serious injuries, and how to compensate for them.

SUCCESS STORY

BATmobile used in Monroe County

OHSP continues to support four traffic enforcement vans that were purchased in 2001. The vans, also known as BATmobiles (blood alcohol testing), are used to process impaired drivers and promote enforcement education in local communities.

The annual seat belt mobilization coincides with the start of Michigan's summer travel season. When conducting seat belt enforcement, the Monroe County Sheriff's Office strategically used the BATmobile near CleanWater Beach, a private beach open to the public. Unlike state parks and beaches, it allows alcohol consumption.

This visible deterrent to drunk driving prompted the beach owner to post a warning sign near the exit. The result: just one person was arrested for drunk driving.

SUCCESS STORY

Eight counties conduct HVE

Agencies in Kalamazoo, Kent, Muskegon, Oakland, Ottawa, Saginaw, Washtenaw, and Wayne counties conducted high visibility impaired driving enforcement (HVE) patrols. During pre-determined dates and times, officers conducted late-night traffic patrols on a selected corridor. Portable, lighted message signs, typically used during road construction, alerted motorists of the special enforcement effort. Officers wore reflective traffic vests to help with their visibility.

Seven police departments in metro-Detroit reported the electronic message boards drew a lot of attention from law enforcement and the motoring public. Officers who worked the corridors stated they observed fewer violations and made fewer arrests than if they were mobile. Another department reported they received some negative attention because the bar owners along the corridor felt they were being targeted. OHSP will take this input into consideration for the FY2014 planning cycle.

OVERALL, 1,259 HOURS OF HVE WERE REPORTED, INCLUDING:	
2,858	Vehicles stopped
160	OWI/High BAC arrests
50	Seat belt and child passenger restraint citations
372	Uninsured or suspended license violations
20	Drug arrests
934	Other traffic violations
34	Fugitive arrests
9	Other felony arrests
82	Other misdemeanor arrests

ENFORCEMENT SUPPORT

LAW ENFORCEMENT CONFERENCE

Section 402

BACKGROUND

Training ensures law enforcement officers understand current issues to successfully address traffic safety priorities. The information can increase the knowledge and skills of officers who use traffic enforcement to reduce traffic deaths, injuries, and crime.

OHSP previously sponsored a traffic safety training conference for law enforcement in 2005. Five hundred officers attended and feedback from attendees was positive.

Traffic laws have changed since 2005 and there is no other source that provides free training to road patrol officers.

PROJECT GOAL

» Provide training about current traffic safety issues such as using complete traffic stops, social media, and new technology for up to 500 law enforcement officers—***Goal achieved***

RESULTS

Traffic Enforcement Training Conferences in Lansing and Marquette in September drew nearly 250 law enforcement officers. The three-day events covered a variety of topics including conducting complete traffic stops, officer safety, and legal issues. At the Marquette conference, attendees had opportunities for hands-on training in removing a motorcycle helmet from a crash victim and searching vehicles for hidden compartments containing weapons and drugs. This type of training was rated as the most useful by officers and will be incorporated into future conference agendas.

Overall, attendees indicated the training was beneficial to their traffic enforcement efforts.

MICHIGAN ASSOCIATION OF CHIEFS OF POLICE AWARDS

Section 402

BACKGROUND

Recognition of accomplishments for traffic safety encourages law enforcement agencies to continue to make traffic safety a priority. Recognition also bolsters the quantity and quality of enforcement efforts, effective traffic safety policies, training, and public information and education efforts in the community.

The Michigan Association of Chiefs of Police (MACP) annually hosts a traffic safety awards program as part of its Mid-Winter Training Conference. The Award for Excellence in Traffic Safety is a cooperative effort between the MACP, OHSP, and AAA Michigan. OHSP has provided grants for

traffic safety efforts to winning law enforcement agencies since 2002.

This project is the only recognition program OHSP funds for law enforcement and provides agencies an opportunity to qualify for traffic safety equipment to continue or enhance their local traffic safety projects. While the cost of the program is minimal, the benefits derived from it are significant and take the form of increased traffic enforcement, public education projects, and training for officers.

PROJECT GOAL

» Recognize outstanding traffic safety efforts conducted by law enforcement agencies—***Goal achieved***

RESULTS

Eighteen applications were submitted and reviewed by a panel of four judges. The winning agencies included three local police agencies and two county sheriff's offices.

This number of applications received was a decrease from 2011 when 42 applications were received and 12 agencies were honored. The applications included programs addressing aggressive driving, distracted driving, drunk driving, underage drinking, commercial vehicle enforcement, and speed. OHSP will monitor application submissions in 2013 to determine if the decrease in 2012 was an anomaly.

Grant funding was used to purchase equipment including: software updates for crash reconstruction instruments (i.e. total station), reflective raincoats, a speed alert message sign, two speed display signs, a light bar, radar, digital cameras, hand-held flares and stop signs, and an instant shelter to protect crash reconstruction equipment on scene for prolonged periods during inclement weather.

One agency, the Michigan State University Police Department, used its grant funds to schedule 162 hours of overtime patrols throughout the summer which resulted in:

256	Vehicles stopped
2	Seat belt and child passenger restraint citations
6	Suspended license violations
5	Uninsured driver violations
3	OWI arrests
3	High BAC arrests
2	Drug arrests
6	Fugitive arrests

TRAFFIC SAFETY CHAMPION PROGRAM

Section 402

BACKGROUND

OHSP requires grant-funded law enforcement agencies to participate in specified enforcement periods. However, there are hundreds of law enforcement agencies that are not grantees. A small number of those agencies participate in stepped-up enforcement because they support traffic safety, but do not report activity to OHSP. To encourage more law enforcement agencies to promote and enforce the seat belt law during the Memorial Day mobilization, a Traffic Safety Champion program will be implemented. This program will provide traffic enforcement equipment to law enforcement agencies that conduct enforcement and community outreach activities and then provide information about these activities to OHSP.

PROJECT GOAL

» Acquire enforcement activity from 300 law enforcement agencies that do not receive grant funding for overtime seat belt enforcement—***Goal not achieved***

RESULT

This project was postponed until FY2013.

SIGNAGE

Section 402

BACKGROUND

Conducting HVE is challenging as enforcement generally takes place during evening hours when fewer people are on the road and visibility is limited. HVE seeks to increase the perceived likelihood that a drunk driver will be detected, stopped, and arrested for driving under the influence. Based upon the success of safety belt enforcement zones, as well as studies of HVE conducted in other states, the use of highly reflective "drunk driving enforcement area" signs can help improve the perception that police are looking for impaired/drunk drivers.

PROJECT GOAL

» Provide at least 20 reflective drunk driving enforcement area signs for law enforcement agencies to utilize during HVE patrols—***Goal not achieved***

RESULTS

Law enforcement agencies conducting HVE were surveyed and no signs were requested. However, additional seat belt enforcement zone signs were needed by several specialized teams with the Michigan State Police (MSP) that were new to the traffic enforcement project. Ten signs were purchased for these new grantees.

OCCUPANT KINEMATICS TRAINING

Section 405

BACKGROUND

During a 2011 case in Southeast Michigan where a driver was suspected of OWI Causing Serious Injury, investigators had to prove in court that the passenger's ejection from the vehicle was caused by the speed of the vehicle and not simply because the occupant was unbelted.

Occupant kinematics involves the study of occupant motion inside a vehicle during a crash. Technical training on occupant kinematics provides officers with the knowledge to determine who was driving, the seating position of the occupants, the effect of safety equipment usage or non-usage, forces applied to human body structures, low speed impact severity, and injury fraud analysis.

PROJECT GOAL

» Train up to 30 police officers in occupant kinematics—***Goal achieved***

RESULTS

The Wyandotte Police Department hosted the week-long Occupant Kinematics for the Traffic Crash Reconstructionist training in September. This was the first time this training was offered in Michigan and 22 law enforcement officers attended. Course evaluations indicated officers felt the training was excellent.

EDUCATION AND COMMUNICATION

MOBILIZATION PAID ADVERTISING

Sections 402-PM, 405-PM, 410-PM

BACKGROUND

Stepped-up enforcement has the greatest impact when combined with a strong publicity and awareness component to ensure motorists are aware of these efforts. Using paid advertising allows OHSP to target messages to key groups effectively and efficiently. This strategy has allowed OHSP to increase its message awareness and help drive positive behavior changes.

PROJECT GOALS

» Continue at least 88 percent awareness for the *Click It or Ticket* campaign message among young men—***Goal achieved***

» Build awareness for the new *Drive Sober or Get Pulled Over* campaign message among young men of at least 40 percent—***Goal achieved***

RESULTS

Following the May seat belt mobilization, that included both paid advertising and earned media efforts, a phone survey found that 88 percent of the general population and 94 percent of young men recalled hearing or seeing the *Click It or Ticket* campaign in the last 30 days. Surveys after the Labor Day drunk driving crackdown indicated 54 percent of young men had been exposed to the *Drive Sober or Get Pulled Over* message and 46.3 percent of the general population was aware of the campaign. More information about this task can be found in the Paid Advertising section on page 40.

MOBILIZATION MESSAGE DEVELOPMENT AND MEDIA PLANNING

Section 402

BACKGROUND

Well researched, audience-specific advertising campaigns have helped Michigan steadily increase seat belt use and reduce the number of alcohol-involved traffic deaths. Ad campaigns are brief but intense, designed to convince motorists that stepped up enforcement means a greater likelihood of a seat belt ticket or drunk driving arrest.

The advertising creative campaign for drunk driving crackdowns was developed in 2009 and used for three years. Periodically new creative concepts are needed to update the messaging used during the August drunk driving crackdown.

PROJECT GOAL

» Develop a new enforcement message strategy and supporting advertising elements, including TV and radio public service announcements—***Goal achieved***

RESULTS

The creative process began with two focus groups of young men, ages 18-34, to gain knowledge and insight into their drinking and driving behaviors. Information gleaned from the focus groups, along with research conducted nationally, led to the development of concepts that move from highlighting drunk driving penalties to convincing this group that they are likely to be arrested.

Focus group participants shared the belief they had developed strategies that allowed them to drive drunk yet evade detection by law enforcement officers. While the groups were aware of drunk driving penalties, they had convinced themselves that employing tactics like taking side streets, keeping both hands on the wheel, concentrating, and rolling down the window allowed them to drive drunk without being spotted by police.

The result was an advertising campaign, using TV, radio, billboards, and Internet ads highlighting these excuses using phrases directly from the focus groups. The TV ad starts off with a young man saying "I'm a professional drunk driver."

The campaign debuted with the Labor Day crackdown and was featured in the metro Detroit, Grand Rapids, and Flint media markets.

EVALUATION

TELEPHONE SURVEYS

Section 402

BACKGROUND

Ongoing evaluation supports the effectiveness of enforcement mobilizations. Surveys of driver attitudes and beliefs can illuminate areas for improvement, identify program enhancements and new programs, and determine a program's effectiveness.

PROJECT GOAL

» Determine public perception of the enforcement efforts and its advertising messages—***Goal achieved***

RESULTS

Seven telephone surveys were conducted. Four surveys evaluated the pre and post advertising effects of May's *Click It or Ticket* mobilization and August's *Drive Sober or Get Pulled Over* crackdown. Two additional surveys evaluated the impact of the *Ride Safe to Ride Again* motorcycle safety campaign. One survey measured attitudes about distracted driving.

According to the 600 respondents of the distracted driving phone survey:

» 56 percent make and accept cell phone calls while driving
» 8.2 percent send texts and e-mails while driving
» 17 percent look at incoming texts and e-mails while driving
» 80 percent feel drivers talking on cell phones are more likely to be involved in a crash
» 96 percent feel drivers texting or e-mailing are more likely to be involved in a crash
» 42 percent believe a texting driver is as dangerous as a drunk driver
» 33 percent believe drivers talking on cell phones were as dangerous as drunk drivers

Survey results for seat belt, drunk driving, and motorcycle safety advertising are included in the Motorcycle Safety and Paid Advertising sections.

TRAFFIC ENFORCEMENT OVERTIME GRANT PERFORMANCE STANDARDS

Section 402

BACKGROUND

Law enforcement agencies that receive grant funding from OHSP for overtime traffic enforcement are determined by countywide crash data and available funding.

OHSP traffic enforcement grants are cooperative in nature. Each county has a lead agency and other local law enforcement agencies are invited to participate in the grant. The number of agencies in a county-cooperative grant ranges from one to 13. MSP also participates, but to streamline the process a separate grant award is allocated to the department.

A review of how other states evaluate grant-funded traffic enforcement activity determined there is little consistency in performance standards or how performance is measured state to state. NHTSA does not provide a specific standard to measure performance.

Prior to FY2012, OHSP required a productivity standard of three stops per project hour for grant-funded traffic enforcement. Because of decreasing staffing levels, many granted-funded agencies were having difficulty meeting that requirement so the standard was lowered to two traffic stops per project hour in FY2012.

Determining reasonable performance standards for Michigan's federally funded overtime traffic enforcement grants will require researching data and interviewing law enforcement officials. Consultation and outreach will include law enforcement from the state, county, and local

levels. Outreach to federal partners and other state highway safety offices may also be appropriate.

PROJECT GOALS

Identify a process to objectively determine:

- Appropriate productivity standards for mobile patrols and static (zone) enforcement methodologies—***Goal not achieved***
- Productivity levels of law enforcement agencies receiving federal grant funds to conduct traffic enforcement—***Goal not achieved***
- Rankings of agency performance that can be utilized to determine which agencies provide the best return on investment when making annual determinations on grant funding awards for traffic enforcement efforts—***Goal not achieved***

RESULTS

Western Michigan University (WMU) was selected to conduct the research. The WMU team reviewed available research and collected grant-funded enforcement activity for the past three years. Web-based surveys were available to all law enforcement. Results were used to further investigate other performance standard measures, needs, and challenges of achieving performance measures.

A determination was made that complete current year enforcement activity would enhance the amount of data to analyze. In addition, interviews with law enforcement were not scheduled until September and into the new fiscal year. As such, the project will continue into FY2013 to incorporate FY2012 enforcement activity, complete interviews with grant-funded law enforcement partners, and complete the final report including performance measure recommendations and rankings.

TICKETING AGGRESSIVE CARS AND TRUCKS

TACT READINESS GRANT

Section FMCSA

BACKGROUND

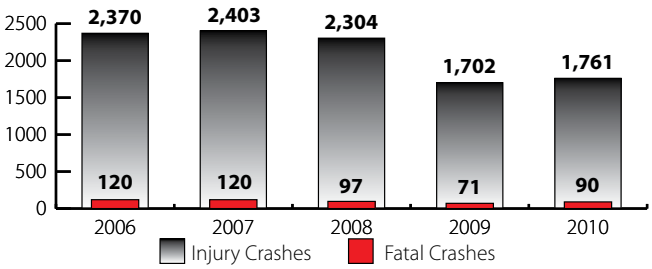
Ticketing Aggressive Cars and Trucks (TACT) is a program that uses a combination of high visibility messaging coupled with targeted enforcement activities in selected high-risk traffic areas. The goal is to reduce fatalities and injuries caused by unsafe driving behaviors between cars and trucks such as tailgating and speeding.

Michigan was awarded a TACT readiness grant to conduct data analysis and planning to apply for a TACT implementation grant. The University of Michigan Transportation Research Institute (UMTRI) was selected to assist with data analysis and evaluation.

From 2006 to 2009, Michigan experienced a reduction in commercial truck-related fatal crashes and injuries. In 2010, both truck-related fatal crashes and injuries increased by 27 percent and 3 percent respectively. There were 90 fatal truck-related crashes as compared to 71 in 2009, and there were 1,761 injuries compared to 1,702 injuries in 2009. The increase represents 19 more lives lost and 59 more injured people. According to a recent UMTRI study, it is estimated this increase has cost more than $82 million ($68.6 million for the fatalities and $13.5 million for the injuries).

From 2006 to 2010, there have been 498 deaths and 10,540 injuries related to commercial vehicles.

Michigan Commercial Vehicle Fatal Crash and Injury Trends 2006-2010



Source: UMTRI

Most crashes involving commercial vehicles are related to hazardous behaviors on the part of passenger vehicle drivers. During 2010, when fatal crashes occurred, passenger vehicle drivers were noted as driving too fast around commercial vehicles, failing to yield, and driving left of the centerline. When passenger vehicles were not at fault in fatal crashes, commercial vehicle drivers were noted as driving negligently or carelessly around passenger vehicles or disregarding traffic signals.

PROJECT GOAL

- Apply for a TACT implementation grant to decrease fatalities and incapacitating injuries of commercial vehicle-involved crashes—***Goal achieved***

RESULTS

An in-depth analysis and evaluation of commercial truck-involved crashes from 2006 to 2010 was conducted in conjunction with research into TACT programs in other states and media markets surrounding implementation sites by UMTRI. Two high-crash corridors were identified for project implementation, U.S. 131 and I-196 in Kent County, and two control sites, I-75 in Wayne County and I-94 in Washtenaw County, were selected. An application was submitted to FMCSA for a TACT implementation grant that included enforcement, communications, and post program evaluation plans. OHSP will be notified of the application's status in FY2013.

Pedestrian and Bicyclist Safety

OHSP collaborates with the Governor's Traffic Safety Advisory Commission (GTSAC) Ped/Bike Action Team to implement, support, and enhance programs addressing pedestrian and bicyclist injuries and fatalities. Pedestrians and bicyclists represent an average of 150 traffic deaths per year in Michigan. They have almost no protection in the event of a crash, while sharing the roadway with multi-ton vehicles.

PROGRAM GOAL

» Reduce fatalities and incapacitating injuries to pedestrians to 491 in 2012

EDUCATION AND COMMUNICATION

NON-MOTORIZED SAFETY SUPPORT

Unfunded

BACKGROUND

Pedestrians and bicyclists accounted for 18 percent of the state's traffic fatalities in 2011. Statewide, 140 pedestrians and 24 bicyclists died in 2011. Comprehensive strategies must be developed to implement programs using countermeasures that are proven to reduce pedestrian and bicycle crashes. To that end, communication and partnerships with private organizations, state agencies, and other traffic safety groups must occur if any progress is to be made. OHSP is actively engaged with a variety of action teams and agencies to support and encourage the implementation of countermeasures that work.

PROJECT GOALS

- » Work with traffic safety partners to support programs that help reduce pedestrian and bicyclist deaths and injuries—***Goal achieved***
- » Educate the public and law enforcement on strategies that can reduce crashes and save lives—***Goal achieved***
- » Attend and continue to be active partners on the GTSAC Ped/Bike Action Team—***Goal achieved***

RESULTS

OHSP continues to be active on the GTSAC Ped/Bike Action Team and to work with various organizations and state agencies, sharing data to address pedestrian and bicycle crashes and fatalities. Free bike and pedestrian safety flyers are distributed by OHSP to help promote best practices. More than 24,000 *Be a Safe Cyclist* brochures and nearly 17,000 *Walk Wisely* flyers were distributed in FY2012.

Additional resources toward pedestrian and bike safety have been allocated by OHSP through continuous education and training of a newly hired staff member. This knowledge and expertise will allow for better support to the Action Team. At the 2012 Michigan Traffic Safety Summit, OHSP hosted the workshop Sharing the Road: Optimizing Non-Motorized Safety and Vehicle Mobility.

MTCF Data Query Tool

MTCF Data Query Tool

MTCF Data Query Tool

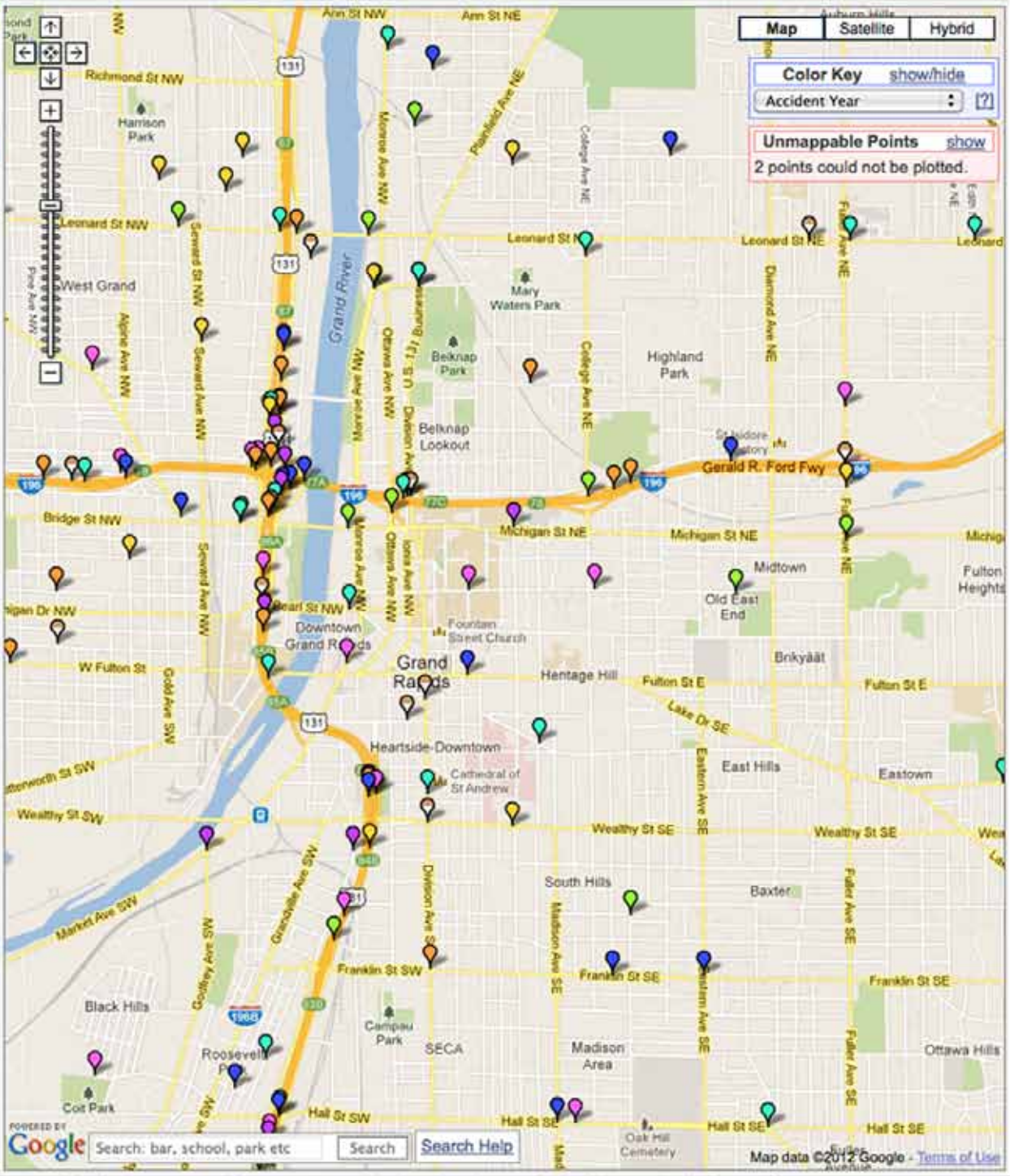
Map View of Your Query Results

MTCF Home | Help | Contact Us | Print | OHSP

Current Query: **Crashes** for the years **2011 and 2010 and 2009 and 2008 and 2007 and 2006 and 2005 and 2004** in **Grand Rapids (Kent County)** filtered by **Crash: Motorcycle (Motorcycle involved)** and **Total Motor Vehicles (1 unit)** Clear Query

211 Crashes

- Query Builder
- View Map
- View Table
- View List
- View Chart
- Crash Reports
- Save Query



PLEASE NOTE: The user is responsible for the accuracy of any report or opinion based on the use of this data query tool. • Recent Changes

Traffic Records

It is essential for stakeholders to submit data on all traffic crash events to analyze problem areas and construct solutions to reduce crashes and prevent fatalities and injuries. This data must be complete, timely, and accurate for efficient traffic safety planning in all program areas.

PROGRAM GOAL

» Reduce fatalities and incapacitating injuries to 6,784 in 2012

ENFORCEMENT SUPPORT

ELECTRONIC CRASH CAPTURE AND DATA SUBMISSION PHASE 5

Section 408

BACKGROUND

Since 2007, a process has been established for all interested law enforcement agencies to submit proposals for funding Electronic Crash Capture and Data Submission (ECCS) systems to collect and transmit crash information electronically. Proposals were scored based on the quality, completeness, and depth of how each agency was going to accomplish an ECCS system. Electronic processing of crash reports provides cost savings, improved data quality, timeliness, consistency, and completeness. During the past five years, 54 agencies (out of 117 proposals received) were awarded grant funding.

PROJECT GOAL

» Increase the percentage of crash reports electronically submitted from 73 percent to 85 percent—***Goal achieved***

SUCCESS STORY

The Detroit Police Department, the state's largest law enforcement agency with more than 2,900 officers and 350 patrol vehicles, was able to complete agency-wide implementation of e-crash within six months. This will result in approximately 17,000 electronic crash reports submitted annually–the largest number of crash reports submitted by any Michigan law enforcement agency. This total represents nearly 6 percent of the state's crash reports.

RESULTS

Ten new electronic crash grants were awarded in FY2012 and two FY2011 grants were continued to allow completion of e-crash system implementation. The law enforcement agencies used grant funding for the e-crash software purchases, installation, training, and maintenance costs. Nearly 70 percent of Michigan's law enforcement agencies are now submitting electronic crash reports resulting in approximately 86 percent of all crash reports being electronically submitted.

TRAFFIC RECORDS DATA LINKAGE

Section 408

BACKGROUND

During the past 11 years, great strides have been made in creating a variety of traffic records databases and systems to enhance overall traffic safety. These include: crash, judicial, EMS, roadway, driver, and vehicle records.

Currently, there is no means to link these systems and records. For example, it is not possible to look at all alcohol-related crashes in relation to a motorist's driving or judicial history. This information would be beneficial in researching and understanding issues such as repeat DUI offenders and would potentially allow for the development of more effective programs to address these issues.

PROJECT GOAL

» Begin development of a plan that details the steps necessary to implement data linkage between various state departments' traffic crash databases—***Goal achieved***

RESULTS

The Traffic Records Coordinating Committee (TRCC), a Governor's Traffic Safety Advisory Commission action team, has developed a Data Linkage Project Workgroup with representatives from:

» Michigan Department of Community Health
» Michigan Department of State
» Michigan Department of Technology, Management, and Budget
» Michigan Department of Transportation
» Michigan Office of Highway Safety Planning
» Michigan State Police (MSP) Criminal Justice Information Center Crash Section

The workgroup contracted with an information technology consultant to serve as the project coordinator. The consultant reviewed and analyzed the traffic crash record databases used by each agency to begin development of a roadmap document detailing the steps to data integration

implementation. The plan will also determine obstacles that need to be addressed and the expected outcomes.

The plan is anticipated to be completed by March 2013, followed by TRCC discussions on how to proceed with implementation and funding options.

DATA-DRIVEN APPROACHES TO CRIME AND TRAFFIC SAFETY

Section 403

BACKGROUND

Data-Driven Approaches to Crime and Traffic Safety (DDACTS) is a law enforcement model that integrates location-based crime and traffic crash data to deploy resources effectively and efficiently. DDACTS uses geo-mapping to identify high crime and crash areas and times. It emphasizes high-visibility traffic enforcement at these locations to reduce crime, crashes, and traffic violations.

PROJECT GOAL

» Increase DDACTS-based enforcement patrols in Michigan by providing DDACTS implementation workshops for up to 20 law enforcement agencies—***Goal achieved***

RESULTS

OHSP has embarked on two DDACTS projects: a teen seat belt project in Macomb County and a project to introduce DDACTS to law enforcement agencies statewide.

OHSP was awarded the only grant in the nation to conduct a pilot DDACTS teen belt initiative. The project took place in Macomb County and included enforcement in DDACTS-based hot spot locations, a communications component to publicize the DDACTS efforts, and evaluation of pre-program data. Pre-program data was also obtained in Ottawa County, which was used as a control county for this project. Direct observation and awareness surveys of teens at high schools in Macomb and Ottawa counties were conducted and an implementation workshop was conducted for six agencies. Seat belt posters and a public service announcement were also provided to the 50 high schools in Macomb County. The enforcement effort began in February 2012, with a media event conducted to publicize the program and will continue through January 2013. Post program evaluation will be conducted in February 2013.

OHSP also promoted DDACTS to law enforcement agencies across the state. A flyer was developed and disseminated to agencies to generate interest in DDACTS and presentations were made at the Michigan Crime Conference, the Michigan Association of Chiefs of Police Conference, and at the Michigan Traffic Safety Summit. OHSP conducted a second DDACTS Implementation Workshop in June for six agencies for a total of 12 agencies trained in DDACTS. A third workshop is planned for FY2013.

EDUCATION AND COMMUNICATION

MICHIGAN TRAFFIC CRASH FACTS

Section 402

BACKGROUND

Michigan's traffic crash data is used to identify and analyze problems, implement countermeasures, and evaluate impact. The Michigan Traffic Crash Facts (MTCF) Web site is updated annually and provides comprehensive traffic crash data and reports. Since its inception in 2004, many enhancements have been made, including the addition of a data query tool, mapping, table creation, additional geographic views, and UD-10 report retrieval. The Web site was selected as the Best Traffic Records Web Page in 2005, 2007, and 2010.

PROJECT GOAL

» Produce the 2011 traffic crash data on the MTCF Web site including reports and data query capabilities—***Goal achieved***

RESULTS

The University of Michigan Transportation Research Institute (UMTRI) provided analysis of the 2011 crash data. Data was provided in the form of fact sheets, a data query tool, and county profile fact sheets. UMTRI updated the data query tool to allow users to select prebuilt queries. A timeline charting capability was also added with select variables. An online user survey about the Web site was offered and user concerns and suggestions were addressed.

UMTRI staff made presentations on the MTCF Web site at the Michigan Traffic Safety Summit and to the MSP Executive Council. Technical assistance in the form of crash data analysis for various in-depth data requests was also provided.

The MTCF Web site had 43,140 hits during FY2012 with an average of nearly 3,595 hits each month. This is a 16 percent increase from FY2011's 37,348 hits and average of 3,112 hits per month. UMTRI redesigned the Web site's home page to provide a new look and feel while helping users more easily locate data. The site was honored for the fourth time as the Best Traffic Records Web Page by the Association of Transportation Safety Information Professionals during the 2012 Traffic Records Forum.

VINCE

Community Traffic Safety

OHSP programs engage partners both statewide and within communities. Local coalitions advance safety at the community level with a precision that statewide efforts cannot match, while the larger campaigns provide tools that localities can employ to address their problems. This combination of top-level expertise with local experience is part of what makes traffic safety so effective in Michigan.

PROGRAM GOALS

» Reduce fatalities to 860 in 2012

» Reduce injuries to 63,718 in 2012

SAFE COMMUNITY COALITIONS

SAFE COMMUNITIES: DETROIT COMPREHENSIVE TRAFFIC SAFETY PROJECT

Section 402

BACKGROUND

Wayne County contains nearly 20 percent of the state's population as well as the state's largest city, Detroit. In addition, Detroit is the most densely populated area in Michigan with the greatest proportion of low income population. As a result of its size and population, Detroit experiences the largest number of Michigan's traffic crash fatalities and injuries.

In 2011, there were 19,873 crashes, including 4,809 injury crashes and 74 fatal crashes in Detroit. This is a decrease from 2010, which recorded 20,203 crashes, 4,911 injury crashes, and 81 fatal crashes.

For the past six years, the Detroit Police Department (DPD), through a partnership involving OHSP, the City of Detroit, Detroit Safe Community Coalitions, the faith-based community, schools, and multi-cultural groups, has been providing educational programs with the goal of reducing traffic crashes, injuries, and fatalities. Officers from DPD's Community Services Division are in a unique position to deliver culturally appropriate programs to Detroit's Hispanic, African American, and Arab American communities. Combine the visibility of the OHSP-funded traffic and underage drinking enforcement patrols with the education provided by DPD officers, and Detroiters are getting the message that it is not acceptable to drive drunk, provide alcohol to minors, or drive without a seat belt.

PROJECT GOALS

» Provide data-driven, culturally-relevant traffic safety and substance abuse prevention programs to the Detroit community by conducting 50 presentations—***Goal achieved***

» Provide technical assistance to two community groups engaged in traffic safety initiatives—***Goal achieved***

RESULTS

DPD has been successful in developing creative partnerships to reduce traffic crashes and promote traffic safety. Officers conducted more than 70 traffic safety presentations to 1,500 people. These events were customized for multicultural audiences and stressed the importance of wearing seat belts, driving sober, using child safety seats, pedestrian safety, and underage drinking prevention.

Officers demonstrated impaired driving effects via the Global Electric Motor (GEM) car at the 2012 North American International Auto Show, AutoRama, Race for the Cure Cancer Walk, and the Cinco de Mayo Parade. Attendance at these events is nearly one million.

Eight child passenger safety events were hosted by DPD and more than 250 car seats were distributed. Nearly every attendee at these events indicated this was their first time receiving car seat education.

Officers also partnered with State Farm Insurance, Children's Hospital of Michigan, Sinai-Grace Hospital, and Detroit Receiving Hospital to host a teen traffic safety conference in May. Nearly 500 students from 10 high schools learned about the importance of seat belt use, ensuring they were riding with a sober driver, and underage drinking trends and issues.

EMPLOYER OUTREACH

EMPLOYER OUTREACH

Section 402

BACKGROUND

Traffic crashes remain a leading cause of on-the-job death and injury. Workplace-based traffic safety programs address a major safety concern for employers. OHSP has tailored employer information to focus on new Michigan traffic

laws, such as the driver texting ban and ignition interlocks. Employers are periodically invited to take part in Webinars when significant changes are made to traffic laws or to highlight areas that are sometimes complex.

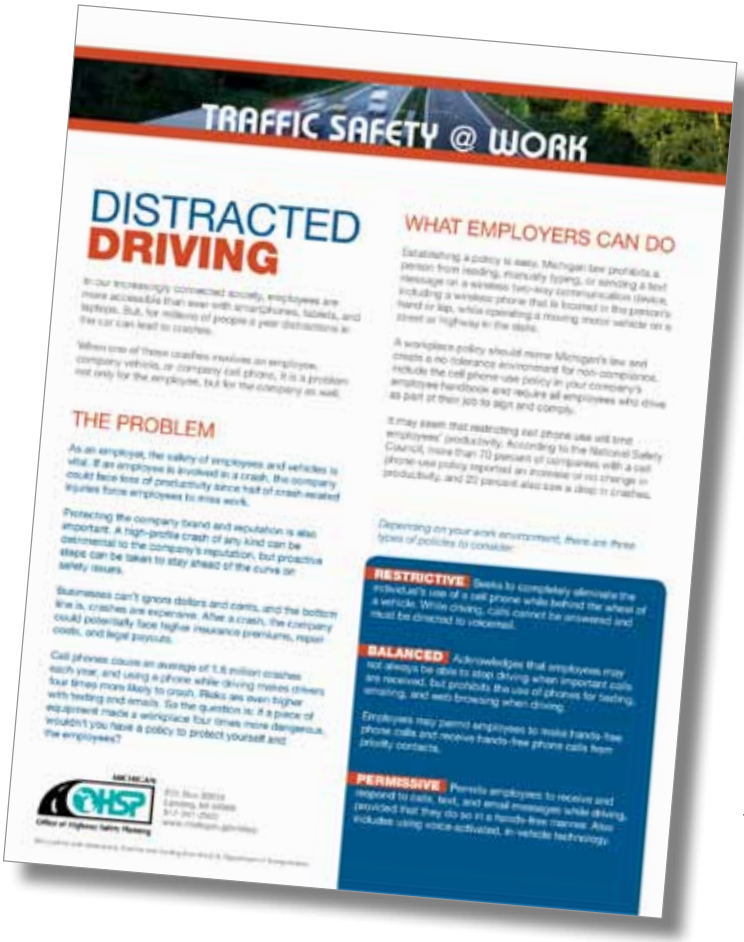
PROJECT GOALS

- Develop employer-specific traffic safety materials—***Goal achieved***
- Conduct two employer-focused traffic safety Webinars—***Goal achieved***

RESULTS

Three employer-specific fact sheets about seat belts, impaired driving, and distracted driving were created and added to the OHSP free traffic safety materials catalog.

A Webinar about Michigan's ignition interlock law was conducted with more than 25 people logging on for the event. The Traffic Safety Resource Prosecutor from the Prosecuting Attorneys Association of Michigan presented the one-hour session. A second Webinar titled *Traffic Safety in the Workplace: CDL Laws and Regulations* included 27 participants who took part in that online training.


TRAFFIC SAFETY @ WORK

DISTRACTED DRIVING

THE PROBLEM

WHAT EMPLOYERS CAN DO

RESTRICTIVE

BALANCED

PERMISSIVE

EDUCATION AND COMMUNICATION

IN-HOUSE PUBLIC INFORMATION AND EDUCATION

Section 402

BACKGROUND

To promote seat belt use, sober driving, and other traffic safety issues, the OHSP Communications Section carries out many activities, including an online statewide traffic safety newsletter. The section also oversees the development of brochures, flyers, posters, and other printed materials to promote traffic safety campaigns and conferences, and hosts media events to promote traffic safety initiatives.

PROJECT GOALS

- Create and distribute bimonthly, statewide, traffic safety newsletter—***Goal achieved***
- Issue 12 traffic safety-related news releases—***Goal achieved***
- Host seven news conferences promoting traffic safety initiatives—***Goal achieved***

RESULTS

The following projects were completed:

- OHSP's annual report, as well as the state-funded Michigan Truck Safety Commission, and Secondary Road Patrol and Accident Prevention Program reports
- A brochure promoting motorcycle endorsement
- 60 traffic safety-related news releases about distracted driving, seat belt and drunk driving enforcement, teen driver safety, bus safety, and child passenger safety
- Postcards, registration materials, and programs for the Michigan Traffic Safety Summit and two law enforcement training conferences
- Six editions of OHSP's newsletter the Safety Network News
- 19 media events promoting seat belt and drunk driving enforcement, a Data-Driven Approaches to Traffic Safety pilot project in Macomb County, and the *Strive For A Safer Drive* program
- A 12-month calendar for law enforcement grantees that includes enforcement and report due dates

MATERIALS STORAGE AND DISTRIBUTION

Section 402

BACKGROUND

For more than 20 years, OHSP has provided free traffic safety print and video materials. More than 25 publications are offered on drunk driving, seat belts, pedestrian and bicyclist safety, and car seats. Nearly one million print pieces are shipped each year, the most popular being car

seat information. Most information is available in English, Arabic, and Spanish. OHSP also provides Click It the Cricket costumes for loan to assist schools, law enforcements agencies, and other organizations in promoting seat belt use to children.

PROJECT GOAL

» Provide free traffic safety materials to law enforcement, schools, medical organizations, and the general public—***Goal achieved***

RESULTS

OHSP proactively distributes traffic safety materials statewide. When new flyers, brochures, or other traffic safety-related items are published, a targeted mailing is conducted to pertinent audiences.

Thirteen special mailings of nearly 400,000 items were shipped to more than 4,300 locations and included:

» Three mailings of seat belt and drunk driving mobilization kits to 600 law enforcement agencies
» Posters and DVDs promoting teen seat belt use to 50 high schools in Macomb County
» QR code coasters to more than 500 Michigan Licensed Beverage Association (MLBA) bar and restaurant members to promote a March drunk driving crackdown
» FY2012 grant calendars to more than 160 law enforcement agencies
» Graduated Driver Licensing brochures to nearly 800 high schools
» Graduated Driver Licensing law cards to 600 law enforcement
» Talking urinal communicators to 13 media outlets and 200 MLBA bar and restaurant members to promote a July drunk driving crackdown

Overall, more than 830,000 items were shipped to more than 5,000 sites throughout the year. Although items were shipped to 1,000 fewer locations compared to FY2011 when items were sent to nearly 6,000 locations, the number of items shipped increased by almost 65,000. The most popular items ordered were child passenger safety, bike safety, drunk driving, seat belt, and underage drinking publications. Ninety percent of the orders were received by fax or e-mail and 60 percent of the orders were placed by law enforcement and medical practitioners.

Click It the Cricket costumes were used 15 times by schools, law enforcement agencies, and other community organizations.

COMMUNICATIONS STRATEGIC COUNSEL

Section 402

BACKGROUND

While planning takes into account the vast majority of communications activities for a fiscal year, unanticipated issues and needs arise. Strategic counsel provides the ability to review and respond to these situations in a timely manner.

PROJECT GOAL

» Provide strategic counsel, when needed, for unanticipated communications issues and projects that arise—***Goal achieved***

RESULTS

New this year was a statewide drunk driving crackdown in March covering St. Patrick's Day, high school and college spring breaks, and college basketball tournaments. No funding was allocated for paid advertising, leaving earned media messaging as the sole means to provide awareness for the enforcement effort. To boost media interest in

enforcement, a drink coaster was developed that featured a quick read (QR) code and was distributed to hundreds of bars and restaurants. Using a smart phone app to scan the code, users were provided with a phone list of local cab companies.

In addition, the Michigan State Police (MSP) announced plans to celebrate the agency's 95th anniversary with a special event at the MSP Training Academy. A traffic safety-themed display was developed to promote safe driving.

TRAFFIC SAFETY COMMITTEES

Unfunded

BACKGROUND

Since the 1970s, AAA Michigan and OHSP have jointly sponsored local Traffic Safety Committees (TSC). The purpose of the TSC is to promote education and involvement in problem identification and traffic safety solutions among public and private agencies, concerned with the safety of citizens living in and visiting Michigan. TSCs meet at least four times per year to share information, learn about traffic safety issues, or address problems in their communities.

PROJECT GOAL

» Continue to support TSCs across the state in conjunction with AAA Michigan by providing oversight, subject matter expertise, speaker information, and materials—***Goal achieved***

RESULTS

A guide was developed to assist TSC leaders in organizing committees and executing meetings. The guide was a collaborative effort with AAA Michigan and staff at OHSP. It was distributed to committee chairs and vice-chairs at the annual meeting in March.

Ten TSCs were active, including previously inactive committees covering Southwest and Northern Michigan. Meetings averaged 22 attendees.

Four committees hosted meetings with expanded agendas which included underage drinking trends and enforcement, traffic crash data, and legislative updates.

STRATEGIC HIGHWAY SAFETY PLAN UPDATE

Section 402

BACKGROUND

Michigan's first Strategic Highway Safety Plan (SHSP) was developed in late 2004 and updated in 2008 under the direction of the Governor's Traffic Safety Advisory Commission (GTSAC). In both instances, traffic safety advocates from the federal, state, and local level met to provide input into the plan. During these meetings, the current state of traffic safety was assessed which included an analysis of traffic crash data and a review of the traffic safety emphasis areas that should be addressed to reduce traffic deaths and serious injuries. It is important for the SHSP to be updated on a regular basis to ensure the most current traffic safety issues are addressed on a timely basis. The current emphasis areas are:

Alcohol/drug impaired driving	Commercial vehicle safety
Drivers age 24 and younger	Driver behavior and awareness
Emergency medical services	Intersection safety
Lane departure	Motorcycle safety
Occupant protection	Pedestrian and bicycle safety
Senior mobility and safety	Traffic records and information systems

PROJECT GOAL

» Update the Strategic Highway Safety Plan—***Goal achieved***

RESULTS

Wayne State University (WSU) was selected to oversee the SHSP update beginning with a comprehensive review of traffic crash data as well as high-risk road segments to determine traffic safety issues of concern. To ensure traffic safety stakeholders had ample opportunity to provide input into the SHSP update, WSU distributed a survey at the Michigan Traffic Safety Summit as well as electronically to stakeholders across the state. Nearly 200 survey responses were received. In addition, five focus groups were conducted across the state which allowed an additional 80 stakeholders the opportunity to provide input on traffic safety goals, barriers to achieving goals, and suggestions to further engage the traffic safety community in improving roadway safety. WSU submitted a draft of the updated SHSP in September which will be finalized in early FY2013.

Paid Advertising

BACKGROUND

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. Unlike advertising, earned media often carries more weight and credibility in the minds of consumers because it is delivered through the recognized filter of a credible third-party organization or person. However, it is challenging to reach crucial groups solely through a news-only strategy.

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

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

Young men remain the focus of messaging efforts for both seat belt and drunk driving enforcement. Men ages 35-64 are the focus of motorcycle safety messaging. Advertising mediums included radio, television, and cable programs as well as billboards, Internet sites popular with the young males, and movie theaters.

RESULTS

MAY 2012 *CLICK IT OR TICKET*

Police in my community are writing more seat belt tickets now than they were a few months ago.

(Strongly agree/somewhat agree)

	2010		2011		2012	
	PRE SURVEY	POST SURVEY	PRE SURVEY	POST SURVEY	PRE SURVEY	POST SURVEY
General population	33%	40.5%	30.6%	43.3%	24.8%	37.3%
Young men	38.7%	47.4%	31.4%	45.3%	30%	46.7%

In the past 30 days, have you seen or heard of any special effort by police to ticket drivers in your community for seat belt violations?

(Strongly agree/somewhat agree)

	2010		2011		2012	
	PRE SURVEY	POST SURVEY	PRE SURVEY	POST SURVEY	PRE SURVEY	POST SURVEY
General population	12.3%	30.5%	11.8%	37.5%	9.3%	34.3%
Young men	12%	36.7%	12%	36%	18%	42.7%

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

(More than usual)

	2010		2011		2012	
	PRE SURVEY	POST SURVEY	PRE SURVEY	POST SURVEY	PRE SURVEY	POST SURVEY
General population	10.1%	19.6%	6.4%	39.8%	12.9%	40%
Young men	11%	29.6%	9.6%	28%	13.7%	41.1%

Do you recall hearing or seeing the following slogans in the past 30 days?

(Click It or Ticket)

	2010		2011		2012	
	PRE SURVEY	POST SURVEY	PRE SURVEY	POST SURVEY	PRE SURVEY	POST SURVEY
General population	81.3%	87.5%	70.8%	85%	74%	88%
Young men	84.7%	88%	71.3%	88.7%	82.7%	94%

AUGUST 2012 *DRIVE SOBER OR GET PULLED OVER*

Police in my community are arresting more people for drunk driving now than they were a few months ago.

(Strongly agree/somewhat agree)

	2010		2011		2012	
	PRE SURVEY	POST SURVEY	PRE SURVEY	POST SURVEY	PRE SURVEY	POST SURVEY
General population	36.1%	41.8%	34%	41%	40.3%	38.8%
Young men	41.3%	53.4%	45%	50%	48.7%	48.7%

Have you heard of any special enforcement in the past 30 days related to police efforts to arrest drunk drivers?

(Strongly agree/somewhat agree)

	2010		2011		2012	
	PRE SURVEY	POST SURVEY	PRE SURVEY	POST SURVEY	PRE SURVEY	POST SURVEY
General population	23.3%	34%	31.8%	36.8%	27.3%	32.3%
Young men	13.8%	42.7%	31.3%	36.7%	30.0%	40.7%

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

(More than usual)

	2010		2011		2012	
	PRE SURVEY	POST SURVEY	PRE SURVEY	POST SURVEY	PRE SURVEY	POST SURVEY
General population	10.5%	27.1%	17.3%	31.2%	15.9%	32.9%
Young men	13.8%	27.5%	18%	39.5%	20.3%	38.1%

Do you recall hearing or seeing the following slogans in the past 30 days?

(Drive Sober or Get Pulled Over)

	2010		2011		2012	
	PRE SURVEY	POST SURVEY	PRE SURVEY	POST SURVEY	PRE SURVEY	POST SURVEY
General population	28.5%	45%	15%	23.8%	14.3%	46.3%
Young men	52%	56%	12%	38.7%	22%	54%

APRIL 2012 *RIDE SAFE TO RIDE AGAIN* MOTORCYCLE CAMPAIGN

In the past 30 days, have you seen or heard any message encouraging safe motorcycling?

(Strongly agree/somewhat agree)

	2010		2011		2012	
	PRE SURVEY	POST SURVEY	PRE SURVEY	POST SURVEY	PRE SURVEY	POST SURVEY
Motorcycle riders	29.8%	51%	33.3%	44.8%	31.5%	46.3%

Do you recall hearing or seeing the following slogans in the past 30 days?

(Ride Safe to Ride Again)

	2010		2011		2012	
	PRE SURVEY	POST SURVEY	PRE SURVEY	POST SURVEY	PRE SURVEY	POST SURVEY
Ride Safe/Ride Again	28.3%	33.5%	29.3%	35.5%	28%	47.8%

MICHIGAN OFFICE OF HIGHWAY PLANNING
FY 2012 RECAP

Click It Or Ticket
Spot Broadcast TV Target: Men 18-34 Flight Dates: 5/14-5/27/12

Market	Reach	Frequency	Total GRPs	Total Spots (Paid :30)	Added Value :30 Spots	Added Value :05 and :10 Sponsorships	Total $$
Detroit	81.00%	3.8x	304.3	241	8	16	$180,140
Flint/Saginaw/Bay City	72.50%	3.8x	273.9	145	8	25	$25,500
Grand Rapids/Kazoo/Bat. Cr.	65.40%	3.6x	237.3	218	7	40	$46,661
Traverse City/Petosky	48.60%	2.7x	130	65		10	$9,185
Marquette	38.00%	2.4x	89.5	46		4	$4,046
Lansing	53.30%	2.6x	139	61	6	4	$11,135
Totals:				**776**	**29**	**99**	**$276,667**
						Assessed Value Added:	**$22,133**

Click It Or Ticket
Spot Cable TV Target: Men 18-34 Flight Dates: 5/14-5/27/12

Market	Reach	Frequency	Total GRPs	Total Spots (Paid :30)	Added Value :30 Spots	Added Value :05 and :10 Sponsorships	Total $$
Detroit	46.00%	2.9x	133.0	986		50	$82,368
Flint/Saginaw/Bay City	41.20%	2.4x	94.0	522		50	$10,349
Grand Rapids/Kazoo/Bat. Cr.	36.10%	2.9x	100	633		20	$20,371
Totals:				**2,141**	**0**	**120**	**$113,088**
						Assessed Value Added:	**$9,047**

Click It Or Ticket
Fox Sports Network Detroit Target: Men 18-34 Flight Dates: 5/14-5/27/12

Market	Reach	Frequency	Total GRPs	Total Spots (Paid :30)	Added Value :30 Spots	Added Value :05 and :10 Sponsorships	Total $$
State Wide Coverage	78.00%	4x	236.0	44	10		$60,223
Totals:				**44**	**10**	**0**	**$60,223**
						Assessed Value Added:	**$2,000**

Click It Or Ticket
Spot Radio Target: Men 18-34 Flight Dates: 5/14-5/27/12

Market	Reach	Frequency	Total GRPs	Total Spots (Paid :30)	Added Value :60 Spots	Added Value :05 and :10 Sponsorships	Total $$
Detroit	75.00%	5x	376.0	589		105	$66,999
Flint	60.00%	6.5x	389	284		25	$9,376
Saginaw/Bay City	53.30%	6.0x	321	177		20	$6,646
Lansing	68.30%	4.8x	333	342		42	$9,780
Grand Rapids	62.70%	6.2x	388	250		94	$11,135
Marquette	0.00%	0	0	156		8	$3,453
Traverse City	57.20%	5.8x	334	253		30	$4,858
Kalamazoo	42.40%	5.1x	214	151		12	$8,109
Totals:				**2,202**	**0**	**336**	**$120,356**
						Assessed Value Added:	**$9,628**

Click It Or Ticket
Internet Target: Men 18-34 Geo-Targeted to State of Michigan Flight Dates: 5/14-6/3/12

Sites	Impressions	CPM					Total $$
ESPN.com	1,500,000	$13.14					$21,000
SI.com	3,000,000	$8.54					$30,000
MetaCritic	84,000	$8.75					$735
MLB/TIGERS.com	3,700,000	$9.37					$37,000
GameSpot	2,000,000	$11.61					$23,887
MapQuest	1,500,000	$8.00					$21,000
You Tube/Google Video Net	3,000,000	$15.00					$60,000
Totals:	**14,784,000**	**$11.72**					**$193,622**
						Assessed Value Added:	**$597**

Note: MLB.com provided an additional 50,000 no charge statewide geo-targeted impressions

Click It Or Ticket
Cinema Advertising Target: Men 18-34 Flight Dates: 5/14-5/27/12

Market	Number of Theatres	# of Screens	Impressions				Total $$
Detroit	14	239	759,182				$40,410
Flint	3	34	86,709				$5,168
Grand Rapids	9	74	186,659				$11,248
Lansing/Jackson	2	16	48,255				$2,432
Totals:	**28**	**363**	**1,080,805**				**$59,258**

Click It Or Ticket
Outdoor Advertising Target: Men 18-34 Flight Dates: 5/14-6/10/12

Market	Number of Bulletins		Total GRPs (30 days)	Impressions (30 days)	Added Value Bulletins		Total $$
Detroit	46		1,549		10		$85,000
Flint	9		786		1		$18,000
Traverse City	7		396				$17,500
Lansing	12		1,254		2		$22,500
Marquette	9		259				$4,500
Grand Rapids	24		1,041		2		$44,000
Totals:							**$191,500**
						Assessed Value Added:	**$62,500**

Total Click It Or Ticket Media Spend:	**$1,014,714**
Total Assessed Added Value:	**$105,905**

MICHIGAN OFFICE OF HIGHWAY PLANNING
FY 2012 RECAP

Drunk Driving
Spot Broadcast TV Target: Men 21-34 Flight Dates: 8/13-9/3/12

Market	Reach	Frequency	Total GRPs	Total Spots (Paid :30)	Added Value :30 Spots	Added Value :05 and :10 Sponsorships	Total $$
Detroit	54.10%	2.5x	136.7	136	25		$78,459
Flint/Saginaw/Bay City	55.60%	2.7x	144.5	74	3		$10,825
Grand Rapids/Kazoo/Bat. Cr.	58.20%	2.5x	143	69	80		$23,282
Totals:				**279**	**108**		**$112,566**
						Assessed Value Added:	**$13,740**

Drunk Driving
Spot Cable TV Target: Men 21-34 Flight Dates: 8/13-9/3/12

Market	Reach	Frequency	Total GRPs	Total Spots (Paid :30)	Added Value :30 Spots	Added Value :05 and :10 Sponsorships	Total $$
Detroit	33.00%	2.9x	87.2	463	210		$41,846
Flint/Saginaw/Bay City	32.30%	2.3x	71.7	339	33		$6,480
Grand Rapids/Kazoo/Bat. Cr.	23.7x%	2.7x	62.3	386		50	$12,948
Totals:				**1,188**	**243**	**50**	**$61,275**
						Assessed Value Added:	**$21,300**

Drunk Driving
Fox Sports Network Detroit Target: Men 21-34 Flight Dates: 8/13-9/3/12

Market	Reach	Frequency	Total GRPs	Total Spots (Paid :30)	Added Value :30 Spots	Added Value :05 and :10 Sponsorships	Total $$
State Wide Coverage	78.00%	4x	315.6	294	10		$83,385
Totals:				**294**	**10**		**$83,385**
						Assessed Value Added:	**$8,000**

Drunk Driving
Spot Radio Target: Men 21-34 Flight Dates: 8/13-9/3/12

Market	Reach	Frequency	Total GRPs	Total Spots (Paid :60)	Added Value :60 Spots	Added Value :05 and :10 Sponsorships	Total $$
Detroit	82.00%	8.5x	699.0	1121		236	$93,398
Flint	61.20%	7.7x	470.7	351	9	30	$8,160
Grand Rapids	74.00%	8.2x	609.6	532	25	88	$18,194
Kalamazoo	41.20%	6.1x	253.6	163		9	$6,575
Saginaw	50.00%	6.6	333	189		12	$5,381
Totals:				**2,356**	**34**	**375**	**$131,708**
						Assessed Value Added:	**$13,170**

Drunk Driving
Internet Target: Men 21-34 Geo-Targeted to State of Michigan Flight Dates: 8/13-9/3/12

Sites	Impressions	CPM					Total $$
ESPN.com	1,077,273	$13.00					$14,000
MLB/TIGERS.com	1,000,000	$10.00					$10,000
SI.com	1,000,000	$10.00					$10,000
You Tube/Google Video Net	2,000,000	$20.00					$40,000
MapQuest	2,625,000	$8.00					$21,000
Pandora	3,000,000	$3.33					$10,000
I Heart Radio	737,500	$9.49					$7,000
Gamespot.com	3,515,000	$11.39					$40,031
Metacritic	100,000	$8.75					$875
Twitch TV	200,000	$8.75					$1,750
Comic Vine	50,000	$8.75					$438
Totals:	**15,304,773**	**$10.13**					**$155,094**

Drunk Driving
Outdoor Advertising Target: Men 21-34 Flight Dates: 8/13-9/3/12

Market	Number of Bulletins		Total GRPs (30 days)	Impressions (30 days)	Added Value Bulletins		Total $$
Detroit	33		1,343		7		$63,000
Grand Rapids	16		892		3		$27,000
Flint	12		753		1		$22,500
Detroit-Mobile Bulletin	4				0		$18,600
Flint-Mobile Bulletin	2				0		$10,000
Grand Rapids-Mobile Bulletin	2				0		$10,000
Totals:							**$151,100**
						Assessed Value Added:	**$45,500**

Total Drunk Driving Media Spend:	**$695,127**
Total Assessed Added Value:	**$101,710**

MICHIGAN OFFICE OF HIGHWAY PLANNING
FY 2012 RECAP

MOTORCYCLE SAFETY
Spot Broadcast TV Target: Men 35-64 Flight Dates: 4/9/12-4/22/12

Market	Reach	Frequency	Total GRPs	Total Spots (Paid :30)	Added Value :30 Spots	Added Value :05 and :10 Sponsorships	Total $$
Detroit	67.00%	2.5x	167.6	38	2	26	$86,615
Grand Rapids/Kazoo/Bat. Cr.	63.70%	2.4x	152.7	46	3	10	$20,740
Totals:				**84**	**5**	**36**	**$107,355**
						Assessed Value Added:	**$16,103**

Note: Added value :30s were not calculated into the R&F

MOTORCYCLE SAFETY
Spot Cable TV Target: Men 35-64 Flight Dates: 4/9/12-4/22/12

Market	Reach	Frequency	Total GRPs	Total Spots (Paid :30)	Added Value :30 Spots	Added Value :05 and :10 Sponsorships	Total $$
Detroit	14.30%	4x	56.2	215		20	$28,565
Grand Rapids/Kazoo/Bat. Cr.	36.40%	2.5	49.8	269		20	$6,964
Totals:				**484**	**0**	**40**	**$35,529**
						Assessed Value Added:	**$5,330**

MOTORCYCLE SAFETY
Spot Radio Target: Men 35-64 Flight Dates: 4/9/12-4/22/12

Market	Reach	Frequency	Total GRPs	Total Spots (Paid :30)	Added Value :60 Spots	Added Value :05 and :10 Sponsorships	Total $$
Detroit	59.50%	4.7x	270.6	342	0	120	$34,961
Grand Rapids/Kazoo/Bat. Cr.	48.00%	6.3x	301.8	184	0	70	$10,642
Totals:				**526**	**0**	**190**	**$45,603**
						Assessed Value Added:	**$6,840**

MOTORCYCLE SAFETY
Internet Target: Men 35-64 Geo-Targeted to State of Michigan Flight Dates: 4/9/12-4/22/12

Sites	Impressions	CPM					Total $$
ESPN.com	750,000	$13.14					$10,500
Turner SI.com/NASCAR.com	950,000	$13.68					$7,000
MLB/Tigers.com	700,000	$1,000.00					$9,500
Totals:	**2,400,000**	**$11.94**					**$27,000**
						Assessed Value Added:	**$597**

Note: MLB.com provided an additional 50,000 no charge statewide geo-targeted impressions

MOTORCYCLE SAFETY
Outdoor Target: Men 35-64 Flight Dates: 4/9/12-5/6/12

Market	Number of Bulletins		Total GRPs (30 days)	Impressions (30 days)	Added Value Bulletins		Total $$
Detroit	20		2,042		4		$40,420
Grand Rapids	10		570		0		$19,325
Totals:							**$59,745**
						Assessed Value Added:	**$18,000**

Motorcycle Safety Total Media Spend:	**$275,232**
Total Assessed Added Value:	**$46,870**

Enforcement Zones in Eff

Driver Education

Driver education involves improving driver behavior by teaching better skills, improving safety awareness, and motivating individuals to drive safely. Younger drivers are learning the needed skills for the very first time. In addition, Michigan's long winter season can present challenges all for drivers, particularly in northern areas.

PROGRAM GOALS

>> Reduce fatalities and incapacitating injuries to 6,784 in 2012

>> Reduce fatalities and incapacitating injuries to drivers age 16-20 to 1,495 in 2012

EDUCATION AND COMMUNICATION

FORD-AAA-OHSP PARTNERSHIP

Section 402

BACKGROUND

According to the University of Michigan Transportation Research Institute, approximately one out of every eight 16- to 17-year-old drivers is involved in a property damage, injury, or fatal crash each year. In 2011, there were 65 traffic fatalities involving drivers ages 14-18 in Michigan.

Following the success of a school-based teen traffic safety program aimed at reducing teen traffic crashes and fatalities in Illinois, a similar program was developed in Michigan to help address the issue of teen traffic injuries and fatalities.

At the end of FY2011, AAA Michigan, Ford Driving Skills for Life, and OHSP created *Strive For A Safer Drive* (S4SD). S4SD provides funding and resources to help teens talk to

teens about safe driving with the goal of reducing traffic crashes, injuries, and fatalities among the most inexperienced drivers.

PROJECT GOALS

- Solicit up to 35 applications from high schools in the top 10 counties for teen traffic fatalities and incapacitating injuries—***Goal achieved***
- Conduct hands-on driving events for the winning schools—***Goal achieved***

RESULTS

Michigan State University (MSU) Health and Risk Communication Center took the lead recruiting high schools to take part in the inaugural program. A team of grant-funded college students established contacts within the schools and successfully engaged 16 schools in eight counties to take part.

Each school received $2,000 to conduct a peer-to-peer campaign on the traffic safety topic of their choice. Fifteen out of the 16 schools chose distracted driving. Over a three-month period schools conducted a variety of activities including school assemblies, safety competitions, awareness videos, spirit days, and pre and post evaluations. Campaigns reached approximately 23,000 students. After completion of campaigns, schools submitted a final report which was judged by the S4SD partners to determine the winning schools.

Nearly 400 teens had the opportunity to get behind the wheel of a car with a professional driver providing advanced instruction during two days of hands-on driving events at the Ford Proving Grounds in Romeo.

Work is underway to expand S4SD to public and private schools in 15 counties during the 2013 school-year. New marketing materials were distributed to high schools in those 15 counties to help increase involvement. The MSU team is also visiting schools to increase interest.

UPPER PENINSULA WINTER DRIVING

Section 402

BACKGROUND

Michigan's Upper Peninsula (U.P.) experiences the longest and harshest winter driving conditions in the state. The 2007-2011 five-year average for fatalities in inclement weather and hazardous road conditions was 27 percent for the state while in the U.P. it averaged 41 percent.

The majority of winter driving crashes can be attributed to drivers going too fast for the roadway conditions. When driving too fast for road conditions, drivers can lose control and begin to leave the roadway.

To help address this issue, a traffic safety campaign will be developed for the U.P., encouraging drivers to slow down on snowy and icy roads to reduce weather-related crashes, injuries, and traffic deaths.

PROJECT GOAL

- Create television and radio public service announcements (PSA) reminding motorists to *Drive Slow on Ice and Snow*—***Goal achieved***

RESULTS

A *Drive Slow on Ice and Snow* campaign was developed, highlighting myths and facts about winter driving. The concept received strong support from the U.P. traffic safety community, which helped identify key myths and facts to incorporate.

Two 15-second television PSAs reminding motorists to *Drive Slow on Ice and Snow* and a 30-second radio PSA about three common winter driving myths were completed. In addition, a flyer about common winter driving myths was developed. The PSAs will be aired and flyers will be distributed at the beginning of the 2012 winter driving season in the U.P.

Motorcycle Safety

Motorcycle crashes and fatalities are not increasing as quickly as motorcycle registrations, but motorcycle-involved crashes are usually more severe due to the lack of protection. Approximately 90 percent of motorcycle crashes involve injuries or fatalities and the 2007-2011 five-year average for fatalities and incapacitating injuries involving a motorcycle is 852 riders.

PROGRAM GOAL

» Reduce fatalities and incapacitating injuries involving motorcycles to 954 in 2012

TRAINING AND EDUCATION

MOTORCYCLE SAFETY PUBLIC INFORMATION CAMPAIGN

Sections 402-PM, 2010

BACKGROUND

In the last decade, motorcycle fatalities have increased largely because of a surge in motorcycle ownership. Many riders are Baby Boomers who are newly entering or re-entering as motorcycle riders. In Michigan, more than 10 percent of traffic fatalities annually involve motorcycles. The average age of motorcyclists killed is 43 and more than 90 percent of riders killed are male. Nearly half of fatal crashes are single-vehicle crashes and many are caused by the rider failing to negotiate a curve and leaving the road due to speed, improper braking, and over-riding their skill level.

MICHIGAN MOTORCYCLIST CRASHES AND FATALITIES

Year	Crashes	Fatalities
2007	3,723	120
2008	3,969	125
2009	3,338	103
2010	3,285	125
2011	3,104	109
Total	17,419	582

Efforts to encourage passenger vehicle drivers to watch for motorcycle riders are well established. To complement these messages, OHSP introduced the *Ride Safe to Ride Again* campaign in FY2010 to inform motorcyclists that "unless you have a fairy godmother, the best person to look out for you, is you." This campaign included a television ad, billboards, and a Web site with more in-depth information on three key safety tips: handling curves, using the front brake, and turning your head and eyes when turning.

The following year the campaign was enhanced with a radio ad and new billboards.

PROJECT GOAL

» Continue at least 44 percent awareness of safe riding skills among motorcyclists in the metro Detroit and Grand Rapids areas—***Goal achieved***

RESULTS

Paid radio, cable, and television ads promoting the *Ride Safe to Ride Again* campaign were run in April in the metro Detroit and Grand Rapids media markets, along with 28 billboards. Internet advertising was placed on the ESPN, NASCAR, and Major League Baseball Web sites. The media urged riders to visit RideSafetoRideAgain.com for more information.

The Web site was updated to include information about training sites and recorded 4,844 visits in April, an increase from 3,603 visits in FY2011.

Following the ad campaign telephone surveys indicated more than 46 percent of riders had seen safe riding messages, an increase from 31.5 percent before the campaign began. Recall of the *Ride Safe to Ride Again* campaign increased from 28 to 47.8 percent.

Questions were included in this year's survey about handling curves, using the front brake, and turning your head and eyes when turning. When asked about the importance of looking to the end of the turn, 92.5 percent felt this was very important compared to 87.8 percent prior to the campaign.

New ads urging the use of high visibility riding gear were developed for the FY2013 riding season. A new radio ad and video footage for a new television ad were recorded in the fall so that the campaign would be ready for airing in April 2013.

ADVANCED RIDER TRAINING

Sections 2010, 402

BACKGROUND

Although motorcycles were only involved in 1.1 percent of traffic crashes in Michigan in 2011, 13 percent of traffic fatalities involved a motorcycle. Additionally, fatalities as a percentage of motorcycle crashes have increased

significantly since 2004, and the general trend represents a collective increase over the last eight years for which data is available. Studies of Michigan's motorcycle-involved traffic fatalities indicate that unendorsed riders are over-represented in these crashes.

A recent University of Michigan Transportation Research Institute study of motorcycle crashes revealed that nearly one-half of the riders lacked the required cycle endorsement. This indicates a reduction in motorcycle crashes, injuries, and fatalities could be realized with added emphasis on properly training and licensing riders.

To address rider safety issues, state agencies have invested considerable time and effort toward improving rider safety through a motorcycle safety training program. Formal motorcycle education, training, and licensing are viewed as critical components necessary to operate a motorcycle safely. The Michigan Motorcycle Safety Program, administered by the Michigan Department of State (MDOS), offers both basic and advanced rider courses through public and private sponsors. These programs train approximately 14,000 motorcyclists annually at more than 50 training sites.

The Advanced Rider Course (ARC) is adapted from the race track and applied to street riding. It introduces the riding concepts of risk awareness, risk offset, and risk acceptance and allows riders to improve their skills in cornering, braking, swerving, perception, hazard awareness, traction management, and crash avoidance.

PROJECT GOALS

- Increase capacity of the Michigan Motorcycle Safety Program by holding 43 ARCs in the Detroit and Grand Rapids areas and training up to 275 students—***Goal achieved***
- Maintain safe equipment and enhance the Michigan Motorcycle Safety Program by providing up to 90 new training motorcycles for public sponsors—***Goal achieved***
- Provide at least two ARC certification courses as well as professional development sessions for RiderCoaches focusing on Motorcycle Safety Foundation range applications to insure a level of quality, adherence to standardized techniques in teaching, coaching, and final evaluation of students—***Goal achieved***

RESULTS

Ninety training cycles were purchased and distributed to 30 public training sites across the state. The oldest and most damaged cycles were replaced with the new equipment.

The Schoolcraft College ARC program in metro Detroit trained 264 students during 26 classes, while Grand Rapids Community College offered 14 ARC courses, training 148 students, for a total of 412 students trained. This is an increase from FY2011 when 351 riders were trained through the advanced curriculum.

Eighteen new ARC RiderCoaches and eight new basic RiderCoaches were trained. There are now 170 RiderCoaches in the state, 40 of which are certified as ARC coaches.

INTERAGENCY COORDINATION

Unfunded

BACKGROUND

MDOS administers the Michigan Motorcycle Safety program which is responsible for all approved training and third party endorsement testing programs. By sharing information and resources with MDOS, OHSP's motorcycle safety program is better able to reach a large segment of the riding population and also provide information and guidance to the rider training program.

PROJECT GOAL

- To continue to partner, communicate, and coordinate motorcycle safety programs with MDOS—***Goal achieved***

RESULTS

OHSP and MDOS participated in the Muskegon Bike Time event in July which attracted 90,000 visitors and featured 35,000 motorcycles. Staff made contact with more than 3,000 riders about the importance of getting trained and endorsed and wearing high visibility clothing to increase rider conspicuity. Approximately 500 attendees submitted entry forms for a drawing hosted by OHSP for a high visibility motorcycle jacket and gift certificates to a local Harley Davidson dealership. During the event, OHSP and MDOS handed out 3,000 *Ride Safe to Ride Again* bandanas and 1,000 high visibility patches. A Michigan State Police motorcycle trooper also provided technical riding demonstrations for spectators.

MDOS staff helped secure riders and provided technical assistance for a new television ad that was recorded in the fall. The ad will air in FY2013 and promote the use of high visibility clothing and other safety gear.

Emergency Medical Services

Traffic safety continues after the crash. Providing medical care within the first hour is critical to preventing fatalities and reducing injury severity. Detection of crashes, timely response, and complete care are key priorities for keeping crash victims alive. OHSP continues efforts to assist local and state emergency medical services (EMS) agencies in responding to motor vehicle crashes and participating in injury prevention projects. These efforts include working with the State EMS office in determining feasibility of integrating crash and EMS data.

PROGRAM GOAL

» Reduce fatalities and incapacitating injuries to 6,784 in 2012

EMS SUPPORT

EMERGENCY MEDICAL SERVICE SUPPORT

Unfunded

BACKGROUND

The Michigan Department of Community Health (MDCH) EMS Section works to improve pre-hospital treatment and hospital care. A key element to improve care is linking crash data and outpatient treatment information. This allows first responders to input call data into a central database. This data can then be analyzed for trends, patterns, and high volumes of similar issues to assist with improving pre-hospital and hospital care for crash victims.

A Web-based database to capture data from EMS agencies was implemented in 2009. All 829 EMS agencies are registered to use the database, with 566 (68 percent) of the agencies submitting data into the system. This is an increase from 72 percent registered and 57 percent reporting in 2010.

PROJECT GOAL

» Partner with the EMS community to begin sharing post crash, pre hospital data for motor vehicle crashes—***Goal achieved***

RESULTS

The Traffic Records Coordinating Committee began efforts to partner with MDCH's EMS Section to participate in a traffic records data linkage project. MDCH has pre-hospital and injury surveillance data for motor vehicle crashes which would be critical for use in motor vehicle crash medical treatment analysis. Efforts to strengthen this partnership will continue into FY2013.

Administrative Issues

GOVERNOR'S TRAFFIC SAFETY ADVISORY COMMISSION

GTSAC
GOVERNOR'S TRAFFIC SAFETY ADVISORY COMMISSION

At the beginning of 2012, the Governor's Traffic Safety Advisory Commission (GTSAC) changed its meeting schedule from bimonthly to quarterly. Average attendance at each meeting was 35 attendees. Regular presentations included a commissioner update on their respective department's traffic safety-related activities and a report on traffic safety legislation.

In addition, a variety of topics were presented including Remembering Ally: A Distracted Driving Awareness Campaign; winter road maintenance; bath salts, K2 Spice, and other illegal drugs; the Federal Highway Administration view of cable guardrails; Michigan wrong-way freeway crashes; FY2011 traffic crash data; *Share the Road* public service announcement; a demonstration on the Michigan Department of State teen driver Web site; and frequent updates on Strategic Highway Safety Plan development.

This year, the GTSAC updated Michigan's Strategic Highway Safety Plan with assistance from Wayne State University. More information about this project can be found in the Community Traffic Safety section on page 39.

MICHIGAN TRAFFIC SAFETY SUMMIT

The 17th annual Michigan Traffic Safety Summit drew nearly 500 exhibitors, attendees, and speakers. General sessions included information on a connected vehicle technology pilot project in Ann Arbor, the future of traffic injury control, ignition interlocks and DWI courts, distracted driving, and advancements in crash victim medical care.

Participants also learned about dementia and driving, crash scene management for motorcycles, sleep and its affect on traffic safety, and helping older drivers stay behind the wheel longer.

The annual GTSAC traffic safety awards luncheon was held during the Summit and featured Lieutenant Governor Brian Calley as the guest speaker. Six organizations and programs were honored for outstanding contributions to traffic safety at the event.

LEGISLATIVE UPDATE

MOTORCYCLE HELMET LAW

On April 12, 2012, Michigan became the 31st state to give motorcyclists the option of not wearing a helmet. Public Act 98 of 2012 revised the mandatory motorcycle helmet requirement for certain motorcycle operators and passengers.

Under the revised law, a motorcycle operator is not required to wear a helmet if all of the following conditions apply:

- The operator is at least 21 years of age.
- The operator has had his or her motorcycle endorsement for at least two years or has successfully passed a motorcycle safety course.
- The operator has in effect insurance for first-party medical benefits payable if he or she is involved in a motorcycle crash for at least $20,000 for the operator or $20,000 per person if the operator is carrying an additional passenger and the passenger does not have at least $20,000 of insurance.

In addition, a motorcycle passenger is not required to wear a helmet if the passenger is 21 years old and has at least $20,000 of insurance for the first party medical benefits payable if he or she is involved in a motorcycle crash or the operator of the motorcycle has in effect insurance that covers the operator and the passenger for at least $20,000 per person.

Motorcycle operators and passengers who violate Public Act 98 of 2012 can be issued a civil infraction.

OHSP will monitor crash data to determine the impact of this law change with detailed analysis conducted by the University of Michigan Transportation Research Institute.

CMV HAND-HELD CELL PHONE BAN

The Federal Motor Carrier Safety Administration enacted new rules to prohibit the use of all hand-held mobile devices when driving any commercial motor vehicle. Only hands-free features on a device in close proximity to the driver are allowed.

The new rules were adopted into Michigan state law in January 2012 as part of the Motor Carrier Safety Act, Public Act 181 of 1963. A commercial vehicle driver found to be in violation of these rules is subject to a civil infraction resulting in a fine of up to $250. Interstate commercial vehicle drivers found to be in violation of these rules may be subject to federal civil penalties of up to $2,750 for each offense and disqualification from operating a commercial motor vehicle for multiple offenses.

OHSP worked with the Michigan Truck Safety Commission and the Michigan State Police (MSP) Commercial Vehicle Enforcement Division to develop an educational campaign to increase awareness and understanding of the new federal restrictions. Fifteen roadside banners were sent to MSP weigh station and 150 campaign posters were distributed to MSP weigh stations and state truck stops. In addition, more than 7,500 flyers providing specifics about the new rules were given to law enforcement officers and trucking industry stakeholders.

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Enforcement Mobilizations

BACKGROUND

National mobilizations are the cornerstone of traffic enforcement efforts. This includes the May *Click It or Ticket* mobilization and August *Drive Sober or Get Pulled Over* crackdown. In addition, the state conducts drunk driving crackdowns in March, July, and December.

The Strategic Traffic Enforcement Program (STEP) model is used to focus enforcement efforts for maximum effect. This not only directs enforcement to key times and places, but also creates a greater perceived level of enforcement than sustained patrols. Drivers are more likely to notice the heightened enforcement and interpret it as the norm.

Traffic enforcement mobilizations implement STEP through periodic, intensive enforcement on specific traffic safety problems. During mobilization periods, all grant-funded law enforcement agencies conduct extra patrols. Earned and paid media efforts bring attention to the increased enforcement; state and national evaluations consistently show the necessity of media support to make enforcement visible and behavior-changing.

RESULTS

Law enforcement in 26 counties received funding for overtime traffic enforcement to conduct seat belt and drunk driving enforcement during specified enforcement periods. This is a reduction from FY2011 when agencies in 35 counties received grant funding for overtime enforcement.

***DRUNK DRIVING. OVER THE LIMIT. UNDER ARREST.* CRACKDOWN SUMMARY**	
December 16, 2011-January 2, 2012	
Law enforcement participation	164
Seat belt citations	68
Child restraint citations	22
Drunk driving arrests	311
Media events	2
News stories	87
Paid advertising	$0
Overtime enforcement hours	6,527
Enforcement funding	$312,850

***DRUNK DRIVING. OVER THE LIMIT. UNDER ARREST.* CRACKDOWN SUMMARY**	
March 13-April 2, 2012	
Law enforcement participation	164
Seat belt citations	126
Child restraint citations	22
Drunk driving arrests	405
Media events	3
News stories	50
Paid advertising	$0
Overtime enforcement hours	7,099
Enforcement funding	$354,950

***CLICK IT OR TICKET* MOBILIZATION SUMMARY**	
May 21-June 3, 2012	
Law enforcement participation	157
Seat belt citations	8,125
Child restraint citations	213
Drunk driving arrests	127
Media events	5
News stories	355
Paid advertising	$1,105,000
Overtime enforcement hours	11,506
Enforcement funding	$575,300

***DRUNK DRIVING. OVER THE LIMIT. UNDER ARREST.* CRACKDOWN SUMMARY**	
July 1-8, 2012	
Law enforcement participation	157
Seat belt citations	106
Child restraint citations	9
Drunk driving arrests	126
Media events	4
News stories	1,676
Paid advertising	$0
Overtime enforcement hours	3,076
Enforcement funding	$153,800

***DRIVE SOBER OR GET PULLED OVER* CRACKDOWN SUMMARY**	
August 16-September 3, 2012	
Law enforcement participation	157
Seat belt citations	4,587
Child restraint citations	36
Drunk driving arrests	344
Media events	3
News stories	84
Paid advertising	$750,000
Overtime enforcement hours	11,571
Enforcement funding	$578,500

	ENFORCEMENT TOTALS						
	Traffic stops	Seat belt citations	Child restraint citations	Drunk driving arrests	Other felony arrests	Other misdemeanors	Other citations and arrests
December	7,462	68	22	311	27	916	2,555
March	8,083	126	22	405	47	1,045	2,624
Memorial Day	15,794	8,125	213	127	39	2,200	3,478
4th of July	3,747	106	9	126	18	543	1,063
Labor Day	14,714	4,587	36	344	84	1,668	3,356
Totals	49,800	13,012	302	1,313	215	6,372	13,076

SUCCESS STORY
OHSP worked with the Michigan Licensed Beverage Association (MLBA) to distribute "talking" urinal cakes to 200 MLBA bars and restaurants in Bay, Delta, Ottawa, and Wayne counties to help publicize the July drunk driving crackdown. The urinal cakes cost $10,000 and were in lieu of a paid advertising buy of $250,000, which is the amount OHSP spent to promote a similar campaign in 2011. OHSP received more than $1 million in statewide, national, and even international media coverage about the enforcement effort and "talking" urinal cakes.

FY2013 FOCUS

Michigan roads continue to be among the safest in the nation, but with the vision of providing a fatality-free roadway system at the forefront, more work needs to be done to make that vision a reality. OHSP has a long record of successful partnerships with committed traffic safety professionals across the state and the nation. This culture of cooperation and teamwork will further efforts to drive down traffic deaths and injuries.

High-visibility traffic enforcement remains a key strategy in FY2013 and impaired driving remains the greatest documented behavioral issue in Michigan traffic deaths, constituting approximately one-third of fatal crashes each year. This is a primary focus of FY2013 OHSP enforcement and will be supported by public messaging strategies aimed at changing driving behavior. Support for the effective and efficient prosecution, adjudication, and treatment of impaired drivers is also essential to realize continued progress in this challenging problem area.

Increasing restraint use to 98 percent through enforcement and public information and education programs will once again be the focus of OHSP occupant protection programming. Proper installation methods of child passenger safety restraint devices will continue to be promoted through public education, training, and car seat distribution programs.

Young drivers remain a key target group for traffic safety programming efforts. *Strive For A Safer Drive* will be continued to bring the traffic safety focus to our youngest and most inexperienced drivers. This program will influence safe driving behaviors and habits at the beginning of a teen's driving career. Developing peer interaction and communication about traffic safety issues is a critical component for predicting future actions among Michigan's young driver population.

Michigan has one of the best traffic crash records systems in the nation. Funding will continue to be provided to support updating and maintenance of the Michigan Traffic Crash Facts Web site and online data query tool, as well as updating the statewide police crash report.

Focus will also continue on developing new enforcement strategies for the most efficient use of taxpayer dollars. Data-Driven Approaches to Crime and Traffic Safety utilizes crime and crash data to determine optimal patrol coverage. Targeting Aggressive Cars and Trucks will focus on decreasing the number of serious crashes among passenger cars and commercial vehicles. Increasing the number of beginner and advanced motorcycle safety classes in Michigan will offer motorcyclists opportunities for license certification and advanced skill development, decreasing the probability of fatalities and incapacitating injuries on our roadways. A new motorcycle campaign will be introduced in the spring focusing on specific safe riding skills and the use of high-visibility gear.

Michigan is the eighth largest state for the number of drivers 65 or older. In 2011, 16 percent of injury crashes involved a driver 65 or older and 20 percent of fatal crashes involved a driver 65 or older. As Michigan's older adult population increases, senior driving is becoming an emerging issue. OHSP will work with its partners to develop and implement programs that will be most effective at addressing the potential increase of injuries and fatalities among this age group.

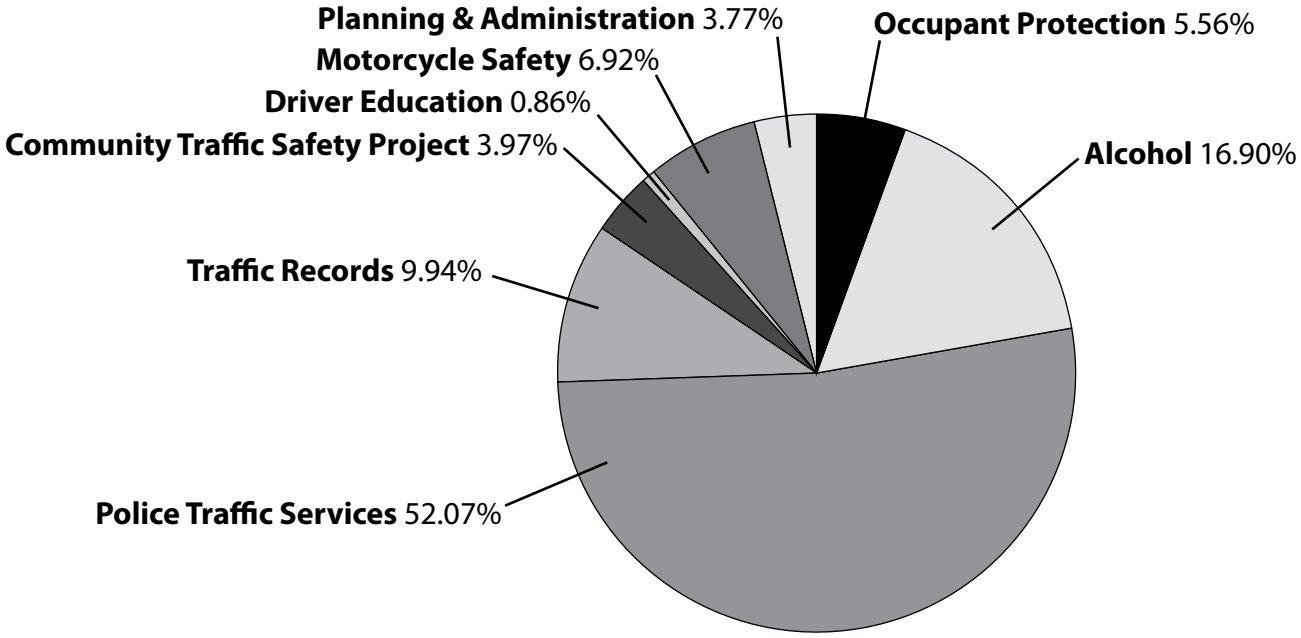
OHSP strives to be on the forefront of cutting edge traffic safety programs in the nation. This effort will continue in FY2013 through the search for new technology and innovative programs, and by continuing to strengthen traffic safety partner relationships at the local, county, state, and federal levels.

OHSP Status Report

FISCAL YEAR 2012

Updated as of: 12/17/2012

	402	403	405	408	410	2010	2011	402 PM	405 PM	410 PM	FMCSA	Total	Percent
Occupant Protection	220,464		86,137				327,366				63,537	697,504	5.56%
Alcohol	372,340				1,749,245							2,121,585	16.90%
Police Traffic Services	2,799,785		105,695		1,739,278			470,760	611,829	744,607	63,137	6,535,091	52.07%
Pedestrian/ Bicycle Safety	0											0	0%
Traffic Records	390,753	53,223		803,345								1,247,321	9.94%
Community Traffic Safety Project	498,089											498,089	3.97%
Driver Education	108,291											108,291	0.86%
Motorcycle Safety	474,887					171,671		222,023				868,581	6.92%
Emergency Medical Services	0											0	0%
Planning & Administration	473,652											473,652	3.77%
Grand Total	**5,338,261**	**53,223**	**191,832**	**803,345**	**3,488,523**	**171,671**	**327,366**	**692,783**	**611,829**	**744,607**	**126,674**	**12,550,114**	**%**



Prog Area	Fund	Task Description	Grantee ID	Plannd	Oblig	Apprvd Grnt	Total Pmts
OP	**402**	**TK #4 Program Management**	Planned Amount	270,000.00			0.00
			CP-12-01 OHSP		262,079.00	262,079.00	220,464.00
		Unallocated to Grants	Oblig Bal 402 funds		11,034.00		0.00
	402 Total			**270,000.00**	**273,113.00**	**262,079.00**	**220,464.00**
	405	**TK #1 Child Passenger Safety**	Planned Amount	104,000.00			0.00
			CP-12-03 OHSP		104,000.00	104,000.00	0.00
		TK #2 Education and Communication	Planned Amount	6,000.00			0.00
			CP-12-03 OHSP		6,000.00	6,000.00	0.00
		TK #3 Evaluation	Planned Amount	127,000.00			0.00
			OP-12-03 Michigan Tech U		94,789.00	94,789.00	51,137.00
			OP-12-02 Wayne SU		35,000.00	35,000.00	35,000.00
		Unallocated to Grants	Oblig Bal 405 funds		1,147,928.04		0.00
	405 Total			**237,000.00**	**1,387,717.04**	**239,789.00**	**86,137.00**
	2011	**TK #1 Child Passenger Safety**	Planned Amount	1,055,000.00			0.00
			CP-12-03 OHSP		885,000.00	885,000.00	201,858.00
			OP-12-01 Marquette Cty Health Dept *		155,000.00	155,000.00	125,508.00
		TK #3 Evaluation	Planned Amount	100,000.00			0.00
		Unallocated to Grants	Oblig Bal 2011 funds		482,298.33		0.00
		TK #3 WITHDRAWN	OP-12-04 Helen DeVos Child Hosp		0.00		0.00
	2011 Total			**1,155,000.00**	**1,522,298.33**	**1,040,000.00**	**327,366.00**
	FMCSA	**TK #3 Evaluation**	Planned Amount	65,600.00			0.00
			OP-12-02 Wayne SU		63,537.00	63,537.00	63,537.00
		Unallocated to Grants	Oblig Bal FMCSA funds		15,205.00		0.00
	FMCSA Total			**65,600.00**	**78,742.00**	**63,537.00**	**63,537.00**
	TSF	**TK #3 Evaluation**	Planned Amount	16,400.00			0.00
	TSF Total			**16,400.00**			**0.00**
OP Total				**1,744,000.00**	**3,261,870.37**	**1,605,405.00**	**697,504.00**
AL	**402**	**TK #1 Enforcement Support**	Planned Amount	567,000.00			0.00
		TK #4 Program Management	Planned Amount	456,000.00			0.00
			CP-12-01 OHSP		442,622.00	442,622.00	372,340.00
		Unallocated to Grants	Oblig Bal 402 funds		608,264.00		0.00
	402 Total			**1,023,000.00**	**1,050,886.00**	**442,622.00**	**372,340.00**
	410	**TK #1 Enforcement Support**	Planned Amount	635,000.00	0.00		0.00
			AL-12-01 MSP-Tox Lab		565,808.00	565,808.00	501,646.00
			AL-12-04 MSP-SFST		445,000.00	445,000.00	259,229.00
			CP-12-02 OHSP		35,000.00	35,000.00	34,445.00
			CP-12-03 OHSP		75,000.00	75,000.00	69,314.00
		TK #2 Adjudication	Planned Amount	1,020,000.00			0.00
			AL-12-02 SCAO		600,000.00	600,000.00	507,254.00
			AL-12-03 PAAM		293,198.00	293,198.00	274,325.00
			CP-12-03 OHSP		20,000.00	20,000.00	19,517.00
			AL-12-05 MJI		29,997.00	29,997.00	8,149.00
			AL-12-06 SCAO		70,706.00	70,706.00	70,706.00
		Unallocated to Grants	Oblig Bal 410 funds		3,093,304.17		0.00
		TK #3 Reducing Underage Drinking	Planned Amount	5,000.00			0.00
			CP-12-03 OHSP		5,000.00	5,000.00	4,660.00
	410 Total			**1,660,000.00**	**5,233,013.17**	**2,139,709.00**	**1,749,245.00**
AL Total				**2,683,000.00**	**6,283,899.17**	**2,582,331.00**	**2,121,585.00**

* Program Income—Marquette County Health Department (OP-12-01) generated program income of $4,036.00 in FY2012. This was reported as an offset to their remaining expenditures, resulting in a lower amount requested from federal funds.

Prog Area	Fund	Task Description	Grantee ID	Plannd	Oblig	Apprvd Grnt	Total Pmts
PT	**402**	**TK #1 Traffic Enforcement**	Planned Amount	2,359,000.00			0.00
			PT-12-01 Detroit PD		180,000.00	180,000.00	180,000.00
			PT-12-02 MSP-STEP		485,000.00	485,000.00	435,890.00
			PT-12-03 Van Buren CSO		5,950.00	5,950.00	5,039.00
			PT-12-04 Saginaw CSO		40,997.00	40,997.00	38,140.00
			PT-12-05 Bay CSO		8,053.00	8,053.00	6,053.00
			PT-12-06 Jackson CSO		8,938.00	8,938.00	8,387.00
			PT-12-07 Houghton PD		1,987.00	1,987.00	614.00
			PT-12-09 Livingston CSO		11,969.00	11,969.00	6,281.00
			PT-12-10 Wyoming PD		157,000.00	157,000.00	123,980.00
			PT-12-11 Meridian PD		27,000.00	27,000.00	24,919.00
			PT-12-12 Holland PD		42,985.00	42,985.00	15,299.00
			PT-12-13 St Clair CSO		41,000.00	41,000.00	36,672.00
			PT-12-15 Berrien CSO		19,595.00	19,595.00	7,685.00
			PT-12-16 Monroe CSO		39,999.00	39,999.00	39,260.00
			PT-12-17 Macomb CSO		129,932.00	129,932.00	116,839.00
			PT-12-18 Allegan CSO		6,000.00	6,000.00	4,199.00
			PT-12-19 Marquette CSO		5,982.00	5,982.00	4,325.00
			PT-12-20 TIA of Oakland		219,753.00	219,753.00	213,097.00
			PT-12-21 Calhoun CSO		3,932.00	3,932.00	2,267.00
			PT-12-22 Richland PD		41,749.00	41,749.00	29,992.00
			PT-12-23 Wayne CSO		130,000.00	130,000.00	108,256.00
			PT-12-24 Grosse Ile		197,582.00	197,582.00	139,678.00
			PT-12-25 Flint Twp PD		89,976.00	89,976.00	67,535.00
			PT-12-26 Washtenaw CSO		38,361.00	38,361.00	34,248.00
			PT-12-27 Chippewa CSO		3,039.00	3,039.00	2,851.00
			PT-12-28 Delta CSO		4,997.00	4,997.00	4,497.00
			PT-12-29 Muskegon CSO		38,031.00	38,031.00	6,895.00
			PT-12-30 Grand Traverse CSO		3,558.00	3,558.00	2,734.00
		TK #2 Enforcement Support	Planned Amount	232,000.00			0.00
			CP-12-03 OHSP		182,000.00	182,000.00	48,414.00
			PT-12-09 Livingston CSO		2,999.00	2,999.00	2,999.00
			PT-12-11 Meridian PD		6,999.00	6,999.00	6,984.00
			PT-12-32 Norton Shores PD		16,465.00	16,465.00	16,465.00
			PT-12-33 St. Joseph CSO		3,000.00	3,000.00	3,000.00
			PT-12-34 Holly PD		11,000.00	11,000.00	11,000.00
		TK #3 Education and Communication	Planned Amount	90,000.00			0.00
			CP-12-02 OHSP		90,000.00	90,000.00	89,673.00
		TK #4 Evaluation	Planned Amount	185,000.00			0.00
			CP-12-03 OHSP		125,000.00	125,000.00	80,800.00
			PT-12-31 WMU		51,753.00	51,753.00	51,753.00
		TK #5 Program Management	Planned Amount	1,008,000.00			0.00
			CP-12-01 OHSP		978,429.00	978,429.00	823,065.00
		Unallocated to Grants	Oblig Bal 402 funds		145,292.69		0.00
	402 Total			**3,874,000.00**	**3,596,302.69**	**3,451,010.00**	**2,799,785.00**
	405	**TK #1 Traffic Enforcement**	Planned Amount	145,000.00			0.00
			PT-12-02 MSP-STEP		144,998.00	144,998.00	92,195.00
		TK #2 Enforcement Support	Planned Amount	14,000.00			0.00
			PT-12-24 Grosse Ile		13,500.00	13,500.00	13,500.00

Prog Area	Fund	Task Description	Grantee ID	Plannd	Oblig	Apprvd Grnt	Total Pmts
	405 Total			**159,000.00**	**158,498.00**	**158,498.00**	**105,695.00**
	410	**TK #1 Traffic Enforcement**	Planned Amount	2,093,000.00			0.00
			PT-12-01 Detroit PD		100,000.00	100,000.00	95,894.00
			PT-12-02 MSP-STEP		576,002.00	576,002.00	445,133.00
			PT-12-03 Van Buren CSO		13,507.00	13,507.00	10,005.00
			PT-12-04 Saginaw CSO		44,000.00	44,000.00	42,686.00
			PT-12-05 Bay CSO		7,919.00	7,919.00	6,287.00
			PT-12-07 Houghton PD		2,993.00	2,993.00	1,642.00
			PT-12-08 Jackson CSO		26,962.00	26,962.00	26,658.00
			PT-12-09 Livingston CSO		27,956.00	27,956.00	16,335.00
			PT-12-10 Wyoming PD		135,000.00	135,000.00	134,936.00
			PT-12-11 Meridian PD		27,000.00	27,000.00	23,068.00
			PT-12-12 Holland PD		55,990.00	55,990.00	52,802.00
			PT-12-13 St Clair CSO		27,998.00	27,998.00	27,998.00
			PT-12-14 Macomb CSO		129,992.00	129,992.00	110,429.00
			PT-12-15 Berrien CSO		22,575.00	22,575.00	16,102.00
			PT-12-16 Monroe CSO		45,001.00	45,001.00	41,708.00
			PT-12-18 Allegan CSO		22,001.00	22,001.00	18,391.00
			PT-12-19 Marquette CSO		13,470.00	13,470.00	13,470.00
			PT-12-20 TIA of Oakland		144,951.00	144,951.00	141,606.00
			PT-12-21 Calhoun CSO		19,978.00	19,978.00	13,623.00
			PT-12-22 Richland PD		50,370.00	50,370.00	39,161.00
			PT-12-23 Wayne CSO		135,000.00	135,000.00	128,711.00
			PT-12-24 Grosse Ile		122,365.00	122,365.00	105,184.00
			PT-12-25 Flint Twp PD		149,982.00	149,982.00	107,243.00
			PT-12-26 Washtenaw CSO		104,970.00	104,970.00	62,759.00
			PT-12-27 Chippewa CSO		10,914.00	10,914.00	8,468.00
			PT-12-28 Delta CSO		12,488.00	12,488.00	9,366.00
			PT-12-29 Muskegon CSO		51,823.00	51,823.00	35,367.00
			PT-12-30 Grand Traverse CSO		8,371.00	8,371.00	4,246.00
	410 Total			**2,093,000.00**	**2,089,578.00**	**2,089,578.00**	**1,739,278.00**
	402 PM	**TK #3 Education and Communication**	Planned Amount	485,000.00			0.00
			CP-12-02 OHSP		485,000.00	485,000.00	470,760.00
	402 PM Total			**485,000.00**	**485,000.00**	**485,000.00**	**470,760.00**
	405 PM	**TK #3 Education and Communication**	Planned Amount	620,000.00			0.00
			CP-12-02 OHSP		620,000.00	620,000.00	611,829.00
		Unallocated to Grants	Oblig Bal 405 funds		0.00		0.00
	405 PM Total			**620,000.00**	**620,000.00**	**620,000.00**	**611,829.00**
	410 PM	**TK #3 Education and Communication**	Planned Amount	750,000.00			0.00
			CP-12-02 OHSP		750,000.00	750,000.00	744,607.00
		Unallocated to Grants	Oblig Bal 410 funds		0.00		0.00
	410 PM Total			**750,000.00**	**750,000.00**	**750,000.00**	**744,607.00**
	FMCSA	**TK #3 Education and Communication**	CP-12-03 OHSP		3,200.00	3,200.00	3,147.00
		TK #6 TACT	Planned Amount	64,000.00			0.00
			TS-12-03 UMTRI		59,990.00	59,990.00	59,990.00
	FMCSA Total			**64,000.00**	**63,190.00**	**63,190.00**	**63,137.00**
PT Total				8,045,000.00	7,762,568.69	7,617,276.00	6,535,091.00
PS	**402**	**Unallocated to Grants**	Oblig Bal 402 funds		0.00		0.00
	402 Total				**0.00**		**0.00**

Prog Area	Fund	Task Description	Grantee ID	Plannd	Oblig	Apprvd Grnt	Total Pmts
PS Total					**0.00**		**0.00**
TR	**402**	**TK #2 Education and Communication**	Planned Amount	253,000.00			0.00
			TR-12-01 UMTRI		251,942.00	251,942.00	251,942.00
		TK #3 Program Management	Planned Amount	170,000.00			0.00
			CP-12-01 OHSP		165,013.00	165,013.00	138,811.00
		Unallocated to Grants	Oblig Bal 402 funds		17,554.00		0.00
	402 Total			**423,000.00**	**434,509.00**	**416,955.00**	**390,753.00**
	403	**TK #1 Enforcement Support**	Planned Amount	135,000.00			0.00
			CP-12-03 OHSP		13,000.00	13,000.00	6,827.00
			TR-12-13 UMTRI		122,000.00	122,000.00	46,396.00
		Unallocated to Grants	Oblig Bal 403 funds		0.00		0.00
	403 Total			**135,000.00**	**135,000.00**	**135,000.00**	**53,223.00**
	408	**TK #1 Enforcement Support**	Planned Amount	877,000.00			0.00
			CP-12-03 OHSP		34,000.00	34,000.00	27,195.00
			TR-12-02 Delta CSO		36,207.00	36,207.00	36,207.00
			TR-12-03 Marquette CSO		39,772.00	39,772.00	39,772.00
			TR-12-04 Blackman Twp DPS		43,188.00	43,188.00	43,188.00
			TR-12-05 Battle Creek PD		57,817.00	57,817.00	57,817.00
			TR-12-06 Chesterfield Twp PD		37,553.00	37,553.00	37,553.00
			TR-12-07 Ottawa CSO		174,316.00	174,316.00	174,316.00
			TR-12-08 Detroit PD		160,853.00	160,853.00	160,853.00
			TR-12-09 Gratiot CSO		38,173.00	38,173.00	38,173.00
			TR-12-10 Menominee CSO		16,207.00	16,207.00	16,207.00
			TR-12-11 Monroe CSO		76,636.00	76,636.00	76,636.00
			TR-12-12 Mt. Pleasant		74,428.00	74,428.00	74,428.00
			TR-12-14 Missaukee CSO		21,000.00	21,000.00	21,000.00
		Unallocated to Grants	Oblig Bal 408 funds		740,853.78		0.00
	408 Total			**877,000.00**	**1,551,003.78**	**810,150.00**	**803,345.00**
TR Total				**1,435,000.00**	**2,120,512.78**	**1,362,105.00**	**1,247,321.00**
CP	**402**	**TK #1 Safe Communities Coalition**	CP-12-06 Detroit PD		50,000.00	50,000.00	50,000.00
		TK #1 Safe Communities Coalitions	Planned Amount	80,000.00			0.00
		TK #2 Employer Outreach	Planned Amount	60,000.00			0.00
			CP-12-02 OHSP		60,000.00	60,000.00	2,346.00
		TK #3 Education and Communication	Planned Amount	460,000.00			0.00
			CP-12-02 OHSP		260,000.00	260,000.00	145,920.00
			CP-12-04 MSP-Distribution Ctr		193,880.00	193,880.00	134,390.00
		TK #4 SHSP Update	Planned Amount	100,000.00			0.00
			CP-12-05 Wayne SU		60,000.00	60,000.00	59,284.00
		TK #5 Program Management	Planned Amount	130,000.00			0.00
			CP-12-01 OHSP		126,186.00	126,186.00	106,149.00
		Unallocated to Grants	Oblig Bal 402 funds		31,579.00		0.00
	402 Total			**830,000.00**	**781,645.00**	**750,066.00**	**498,089.00**
CP Total				**830,000.00**	**781,645.00**	**750,066.00**	**498,089.00**
DE	**402**	**TK #1 Education and Communication**	Planned Amount	115,000.00			0.00
			CP-12-02 OHSP		55,000.00	55,000.00	35,411.00
			DE-12-01 MSU		59,850.00	59,850.00	52,467.00
		TK #2 Program Assessment	Planned Amount	0.00			0.00
		TK #3 Program Management	Planned Amount	25,000.00			0.00

Prog Area	Fund	Task Description	Grantee ID	Plannd	Oblig	Apprvd Grnt	Total Pmts
			CP-12-01 OHSP		24,267.00	24,267.00	20,413.00
		Unallocated to Grants	Oblig Bal 402 funds		5,857.00		0.00
	402 Total			**140,000.00**	**144,974.00**	**139,117.00**	**108,291.00**
DE Total				**140,000.00**	**144,974.00**	**139,117.00**	**108,291.00**
MC	**402**	**TK #1 Education and Communication**	CP-12-02 OHSP		85,000.00	85,000.00	79,633.00
		TK #1 Training and Education	Planned Amount	430,000.00			0.00
			MC-12-01 Dept of State		344,940.00	344,940.00	325,849.00
		TK #2 Program Management	CP-12-01 OHSP		82,506.00	82,506.00	69,405.00
		TK #3 Program Management	Planned Amount	85,000.00			0.00
		Unallocated to Grants	Oblig Bal 402 funds		21,575.00		0.00
	402 Total			**515,000.00**	**534,021.00**	**512,446.00**	**474,887.00**
	2010	**TK #1 Training and Education**	Planned Amount	175,000.00			0.00
			CP-12-02 OHSP		75,000.00	75,000.00	71,671.00
			MC-12-01 Dept of State		100,000.00	100,000.00	100,000.00
		Unallocated to Grants	Oblig Bal 2010 funds		243,908.05		0.00
	2010 Total			**175,000.00**	**418,908.05**	**175,000.00**	**171,671.00**
	402 PM	**TK #1 Education and Communication**	CP-12-02 OHSP		225,000.00	225,000.00	222,023.00
		TK #1 Training and Education	Planned Amount	225,000.00			0.00
	402 PM Total			**225,000.00**	**225,000.00**	**225,000.00**	**222,023.00**
MC Total				**915,000.00**	**1,177,929.05**	**912,446.00**	**868,581.00**
EM	**402**	**Unallocated to Grants**	Oblig Bal 402 funds		0.00		0.00
	402 Total				**0.00**		**0.00**
EM Total					**0.00**		**0.00**
PA	**402**	**TK #1 Planning and Administration**	Planned Amount	582,000.00			0.00
			PA-12-01 OHSP		539,023.00	539,023.00	473,652.00
		Unallocated to Grants	Oblig Bal 402 funds		136,393.00		0.00
	402 Total			**582,000.00**	**675,416.00**	**539,023.00**	**473,652.00**
PA Total				**582,000.00**	**675,416.00**	**539,023.00**	**473,652.00**
PM	**402 PM**	**Unallocated to Grants**	Oblig Bal 402 funds		0.00		0.00
	402 PM Total				**0.00**		**0.00**
PM Total					**0.00**		**0.00**
Grand Total				**16,374,000.00**	**22,208,815.06**	**15,507,769.00**	**12,550,114.00**
			Total 2011	**1,155,000.00**	**1,522,298.33**	**1,040,000.00**	**327,366.00**
			Total FMCSA	**129,600.00**	**141,932.00**	**126,727.00**	**126,674.00**
			Total NHTSA GTS Funds	**16,374,000.00**	**22,208,815.06**	**15,507,769.00**	**12,550,114.00**

Fund	Planned Amt	Obligated Amt	Approved Grants	Total Paid	Liquidation %	Fund
Total 402 w/o PM	7,657,000.00	7,490,866.69	6,513,318.00	5,338,261.00		
Total 402 PM	710,000.00	710,000.00	710,000.00	692,783.00	73.54%	402 + 402 PM
Total 405 w/o PM	396,000.00	1,546,215.04	398,287.00	191,832.00		
Total 405 PM	620,000.00	620,000.00	620,000.00	611,829.00	37.10%	405 + 405 PM
Total 410 w/o PM	3,753,000.00	7,322,591.17	4,229,287.00	3,488,523.00		
Total 410 PM	750,000.00	750,000.00	750,000.00	744,607.00	52.44%	410 + 410 PM
Total 408	877,000.00	1,551,003.78	810,150.00	803,345.00	51.80%	408
Total 2010	175,000.00	418,908.05	175,000.00	171,671.00		
Total 2011	1,155,000.00	1,522,298.33	1,040,000.00	327,366.00	21.50%	2011
Total 403	135,000.00	135,000.00	135,000.00	53,223.00	39.42%	403
Total FMCSA	129,600.00	141,932.00	126,727.00	126,674.00	89.25%	FMCSA
Total TSF	16,400.00	0.00	0.00			
Total NHTSA GTS Funds	**16,374,000.00**	**22,208,815.06**	**15,507,769.00**	**12,550,114.00**	**56.51%**	**Total GTS Funds**

MICHIGAN

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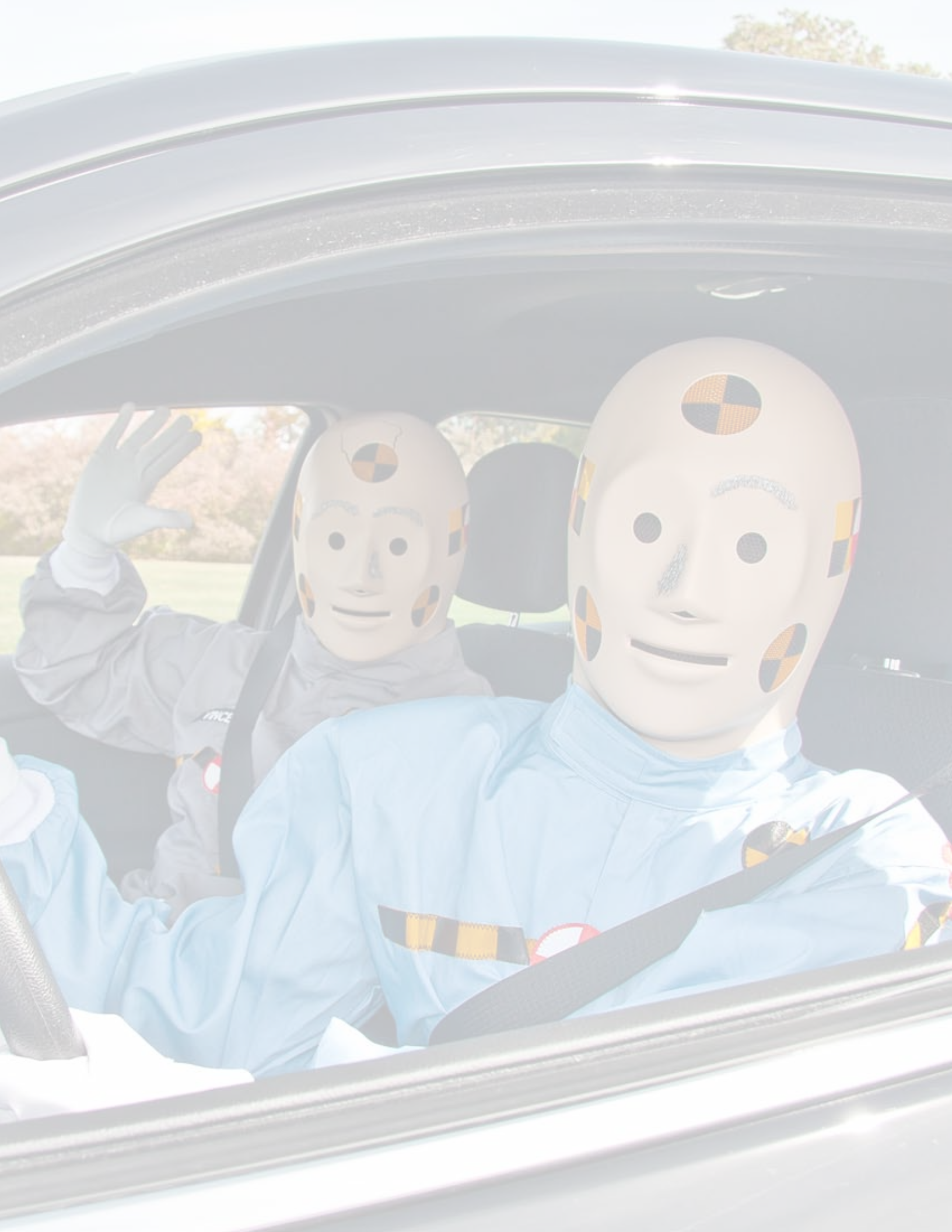

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Office of Highway Safety Planning

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