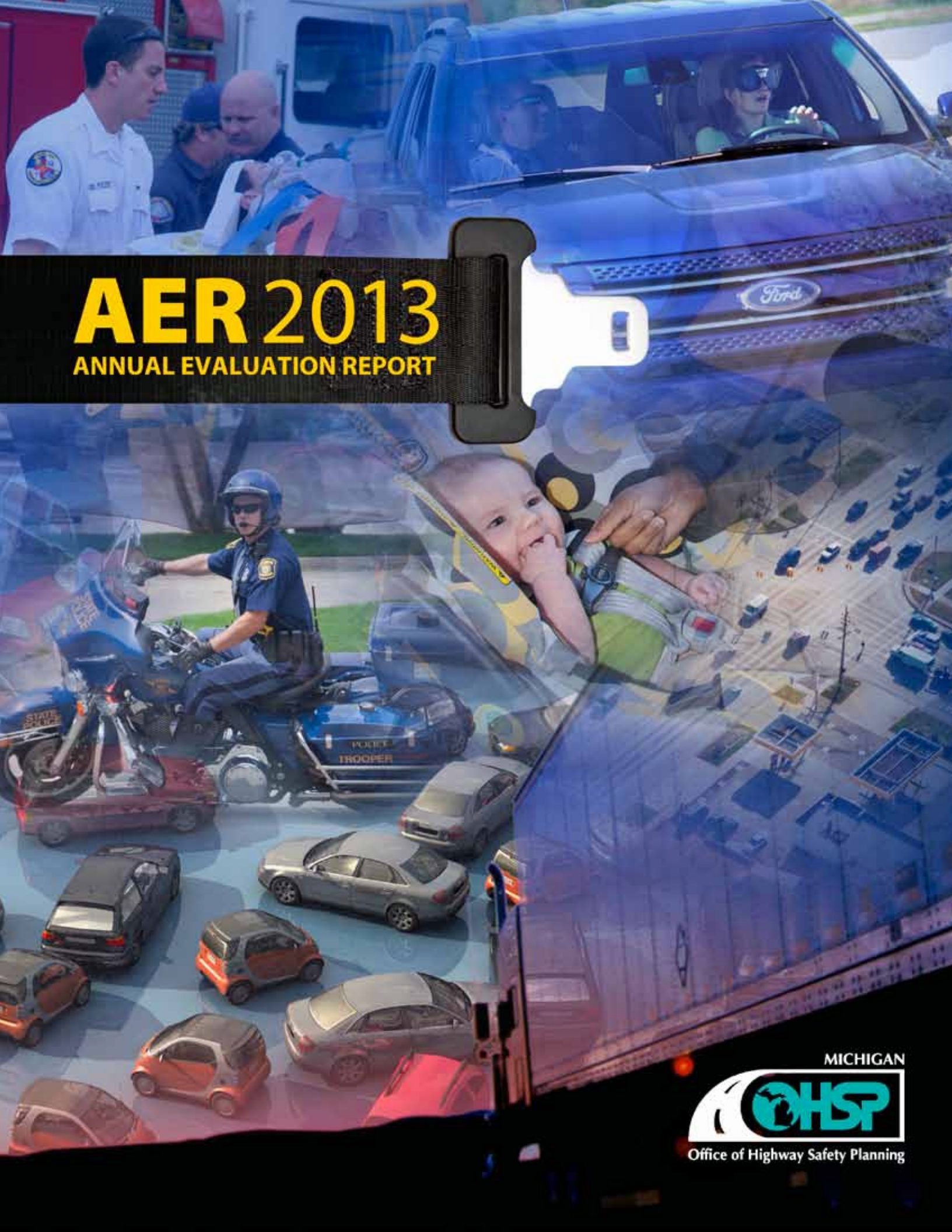
AER 2013

ANNUAL EVALUATION REPORT



MICHIGAN

OHSP

Office of Highway Safety Planning

2013 Annual Evaluation Report

MICHIGAN OFFICE OF HIGHWAY SAFETY PLANNING

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2013 ANNUAL EVALUATION REPORT

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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.

Office of Highway Safety Planning 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

On behalf of the members of the Michigan Office of Highway Safety Planning (OHSP), I am pleased to present the Annual Evaluation Report for FY2013. The report provides the status of efforts to drive down injuries and traffic fatalities in Michigan to zero, as well as the results of projects coordinated by our office with funding from the National Highway Traffic Safety Administration.

OHSP awarded more than $12 million in funding support to state and local government agencies, nonprofits, and others to implement projects in support of improving safe travel on Michigan roadways. The results included:

- Over 50,000 hours of additional police patrols, resulting in the removal of more than 1,500 impaired drivers from our roadways
- Distribution of more than 5,300 car seats along with training for parents and caregivers
- Promotion and sponsorship of basic and advanced motorcycle training programs
- Increased training for police, prosecutors, probation officers, judges, and first responders
- Public information and education campaigns to promote seat belt use, sober driving, and new traffic laws
- Partnerships to promote safe driving among our most at-risk population: teen drivers
- Enhancements of traffic crash records systems to provide improved data analysis
- Support for 15 sobriety courts and funding for more than 750 participants
- Studies, research, and development of best practices and performance standards to make better use of limited funding and resources

These accomplishments are the result of a total team effort by traffic safety professionals, partners, and stakeholders from across the state and around the nation. We are fortunate to have outstanding relationships between agencies across disciplines, at all levels, creating an atmosphere of cooperation and collaboration. Because of this, Michigan continues to be seen as a leader in traffic safety.

We are proud of the work accomplished this past year, and we look forward to building upon this success, forging new relationships and continued progress toward our ultimate goal of zero fatalities on Michigan roadways.

Michael L. Prince
Director
Office of Highway Safety Planning

Fiscal Year 2013 Highlights

- OHSP's child car seat distribution program provided 5,395 seats in the state's 83 counties.
- Standardized Field Sobriety Testing practitioner and refresher training was provided to 1,398 officers, and 316 officers completed Advanced Roadside Impaired Driving Enforcement training.
- The state hosted its third Drug Recognition Expert (DRE) school, training 16 officers as DREs. Michigan now has 50 DREs.
- Michigan implemented a Judicial Outreach Liaison program to provide judges with legal and evidentiary issue information that will assist them in adjudicating impaired driving and other motor vehicle-related cases.
- Changes to the state's Graduated Driver Licensing law were promoted through the public information campaign *Kelsey's Law: Put Your Phone in Park*. The campaign featured billboards, flyers, and a media event.
- A traffic safety resource DVD designed to help educate teens and young adults about the dangers of distracted driving and underage drinking was developed and distributed to law enforcement, driver's education instructors, and others.
- Educational sessions for rural emergency medical responders were sponsored in the Upper Peninsula on treatment of motorcycle crash victims, effective management of major crash incidents on rural roadways, and the care and handling of children involved in crashes.
- Postcards promoting motorcycle endorsement were mailed to nearly 49,000 owners of motorcycles registered with the state that did not have a motorcycle endorsement on their license. More than 7,000 people who were on the unendorsed list prior to the mailing were on the endorsed list in September 2013.
- The Michigan Motorcycle Safety Program provided OHSP-sponsored Advanced Rider Course training to 231 riders and Returning Rider Basic Rider Course training to 246 students.
- 21 law enforcement agencies attended Data-Driven Approaches to Crime and Traffic Safety (DDACTS) implementation workshops, and 72 percent of the agencies implemented DDACTS in their communities.
- A public information campaign was created and targeted enforcement was planned for a Ticketing Aggressive Cars and Trucks (TACT) program. TACT will occur in FY2014 in west Michigan.
- Local, county, and state law enforcement agencies in 26 counties received grant funding to conduct 50,008 hours of overtime drunk driving and seat belt enforcement. This resulted in:
  - 15,772 Seat belt and child restraint citations
  - 1,592 OWI/High-BAC arrests
  - 69,239 Vehicles stopped
  - 499 Drug arrests
  - 604 Other alcohol arrests
  - 4,367 Uninsured motorist violations
  - 2,758 Suspended license violations
  - 4,175 Speeding citations
  - 2,167 Other misdemeanor arrests
  - 421 Other felony arrests

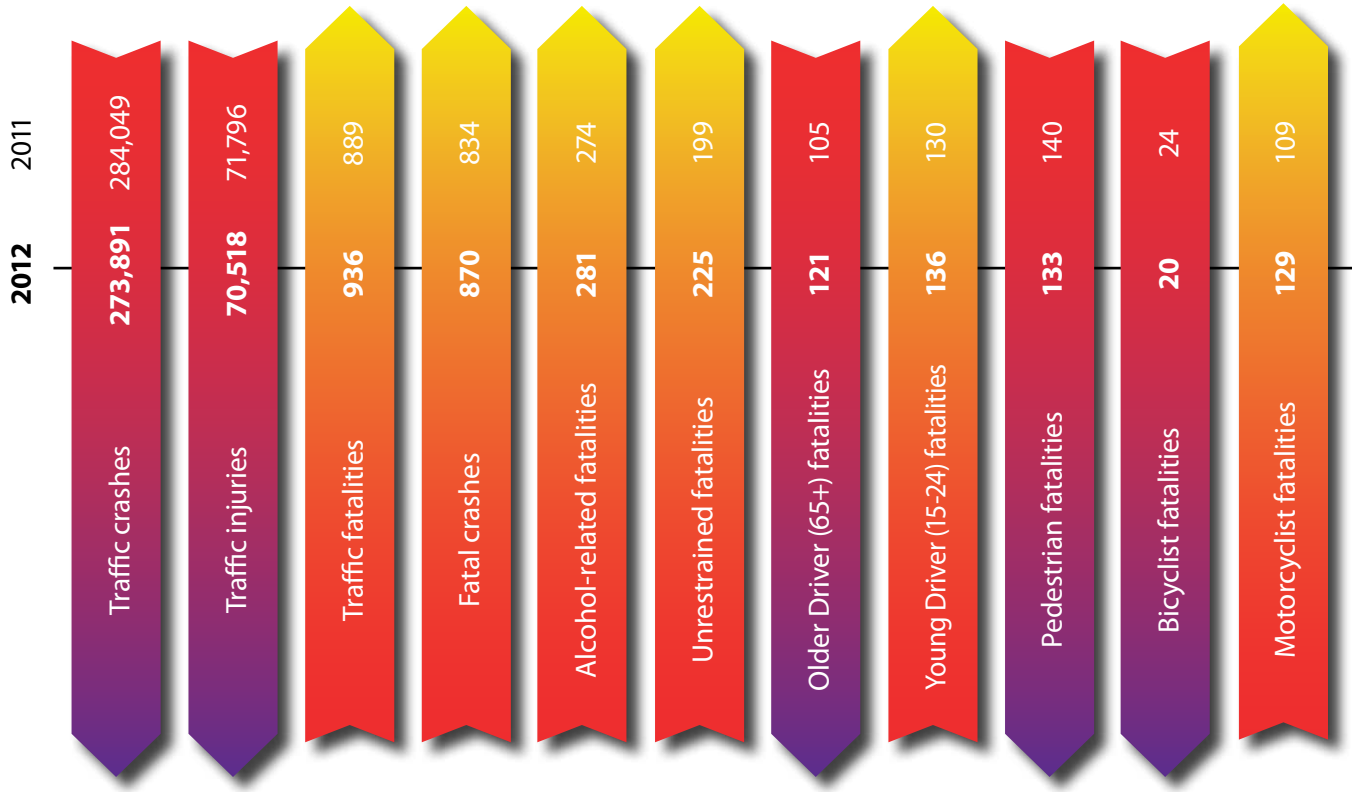
Vehicle Crash Statistics

MICHIGAN CORE PERFORMANCE MEASURES (FROM NATIONAL FATALITY ANALYSIS REPORTING SYSTEM DATABASE AS OF 2012)

	2008	2009	2010	2011	2012
Traffic fatalities	980	872	942	889	938
***Serious ("A") injuries in traffic crashes**	6,725	6,511	5,980	5,706	5,676
Unrestrained passenger vehicle occupant fatalities, all seating positions	241	199	207	193	224
Drivers age 20 or younger in fatal crashes	166	151	152	152	136
Fatalities in crashes involving a driver or motorcycle operator with a BAC of .08+	284	243	236	256	259
Speed-related fatalities	232	205	231	238	250
Motorcyclist fatalities	128	109	137	118	138
Unhelmeted motorcyclist fatalities	14	11	10	10	64
Pedestrian fatalities	114	118	128	138	129
Seat belt use (daytime, observed)	97.2%	97.9%	95.2%	94.5%	93.6%
Fatalities per 100 million vehicle miles traveled	.96	.90	.97	.94	***
****Speeding citations**	12,711	10,341	5,296	4,246	4,451
****Seat belt citations**	23,924	21,510	11,880	12,662	17,701
****Impaired driving arrests**	2,685	2,381	1,638	1,379	1,926

* Fatality Analysis Reporting System data is displayed unless noted by * which indicates data is from the state database
** Citations shown resulted from grant-funded activities
*** 2012 not available

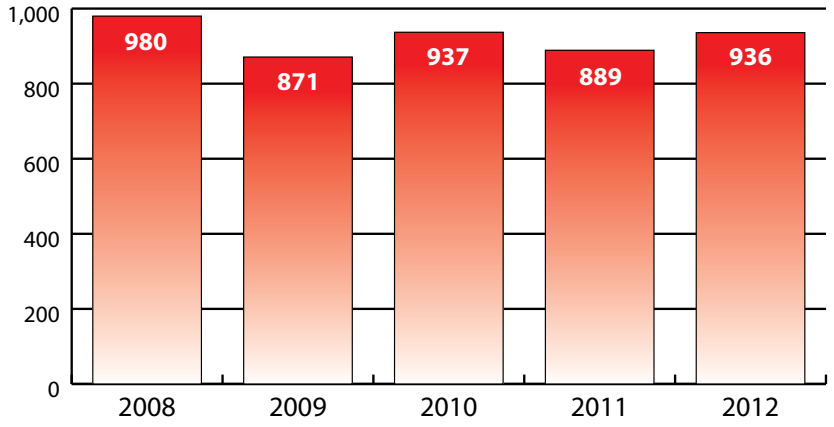
MICHIGAN CRASH CHANGES 2011-2012 (FROM MICHIGAN TRAFFIC CRASH FACTS)



Data on the following charts comes from Michigan Traffic Crash Facts unless otherwise noted.

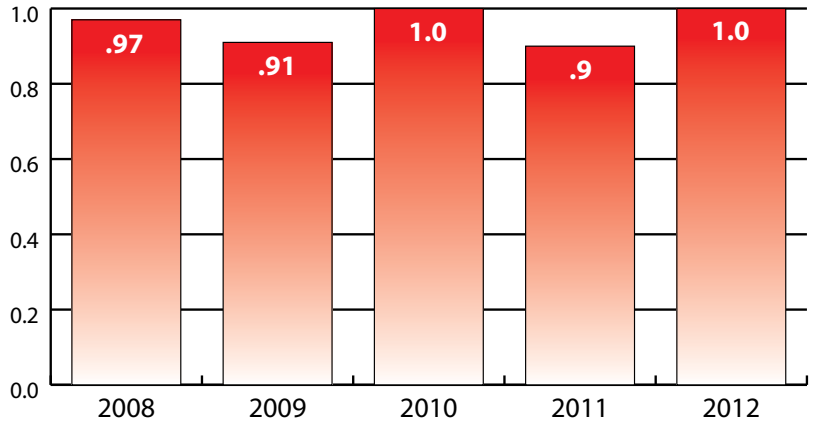
TRAFFIC FATALITIES

GOAL: *reduce fatalities to 860 by 2012.* Fatalities have decreased by 4.5 percent over the past five years.



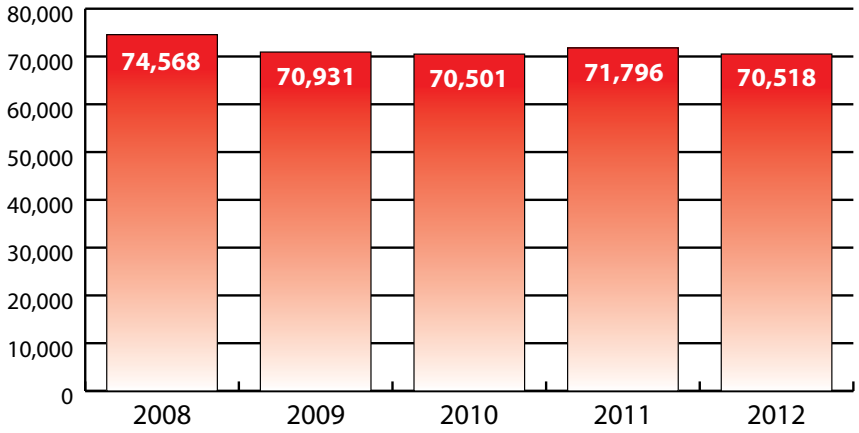
DEATHS PER 100 MILLION VEHICLE MILES TRAVELED (VMT)

GOAL: *reduce the VMT death rate (per 100 million miles) to 0.82 by 2012.* During the past five years, deaths per 100 million VMT have increased by 3 percent.



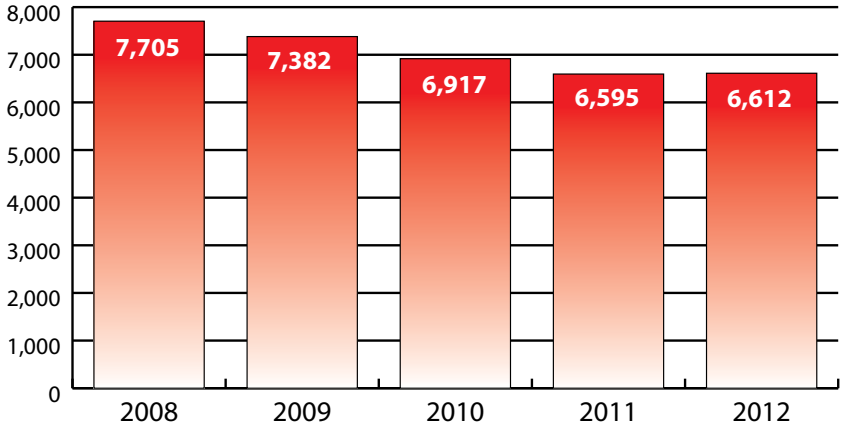
TRAFFIC INJURIES

GOAL: *reduce the number of injuries of all severities to 63,718 by 2012.* Traffic injuries decreased by 5.4 percent over the past five years.



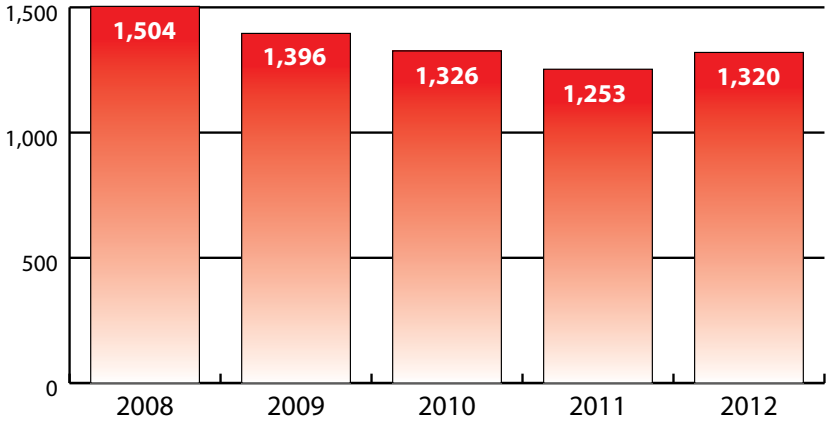
FATAL AND INCAPACITATING INJURIES

GOAL: *reduce fatalities and incapacitating injuries to 6,784 by 2012.* Fatalities and incapacitating injuries fell 14.2 percent over the past five years.



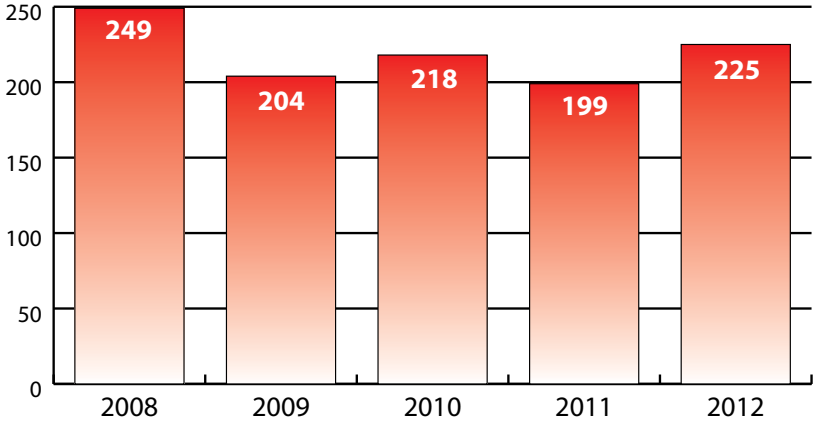
IMPAIRED DRIVING

GOAL: *reduce fatalities and incapacitating injuries involving alcohol to 1,320 by 2012.* Fatalities and incapacitating injuries involving alcohol decreased by 12.2 percent during the past five years.



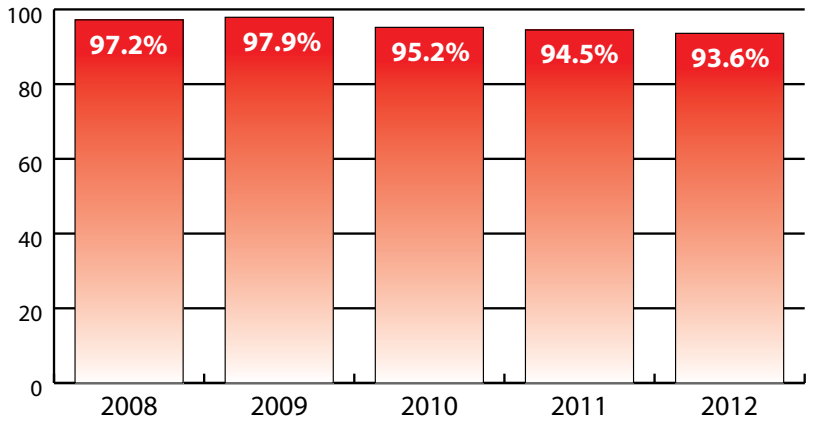
UNRESTRAINED FATALITIES

GOAL: *reduce fatalities to unrestrained vehicle occupants to 191 by 2012.* During the past five years, unrestrained fatalities fell 9.6 percent.



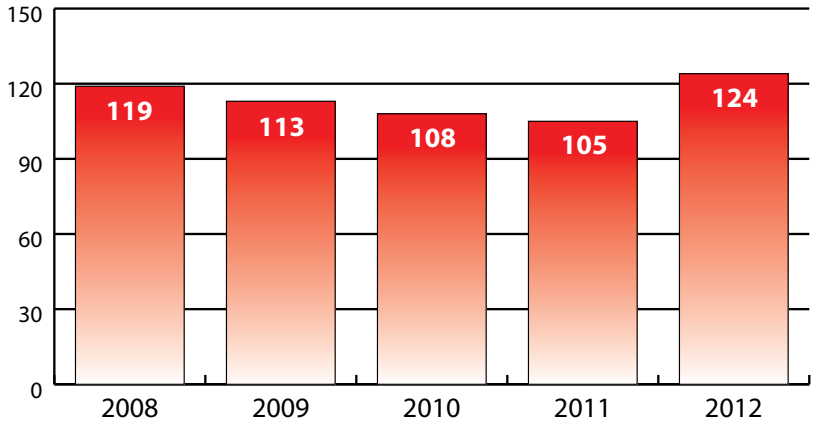
SEAT BELT USE

GOAL: *increase seat belt use to 98 percent by 2012.* Seat belt use decreased by 3.7 percent over the past five years.



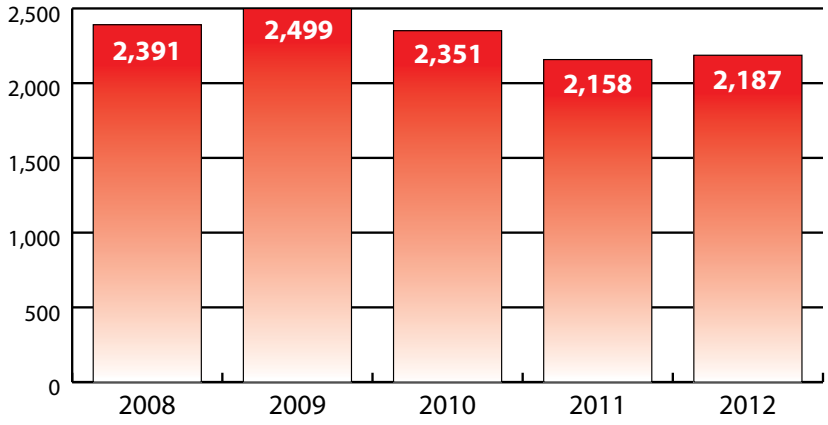
CHILD PASSENGER SAFETY

GOAL: *reduce fatalities and incapacitating injuries to vehicle occupants (aged 0-8) to 94 by 2012.* Child fatalities and incapacitating injuries increased 4.2 percent during the past five years.



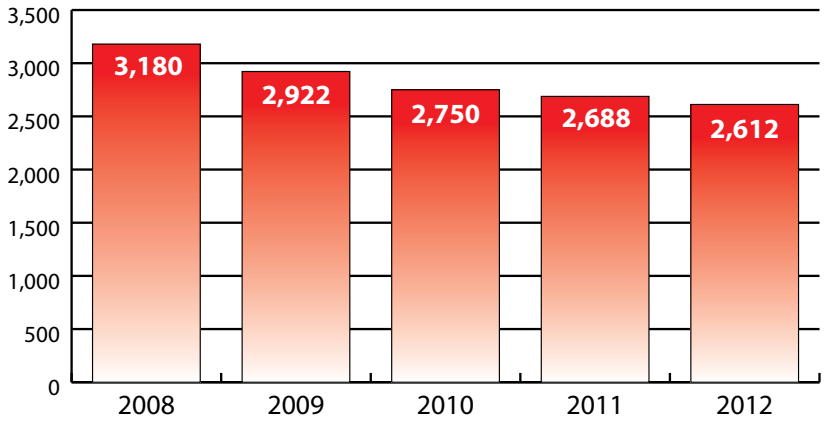
INTERSECTION CRASHES

GOAL: *reduce fatalities and incapacitating injuries within 150 feet of intersections to 2,183 by 2012.* Fatalities and incapacitating injuries involving intersections decreased 8.5 percent over the past five years.



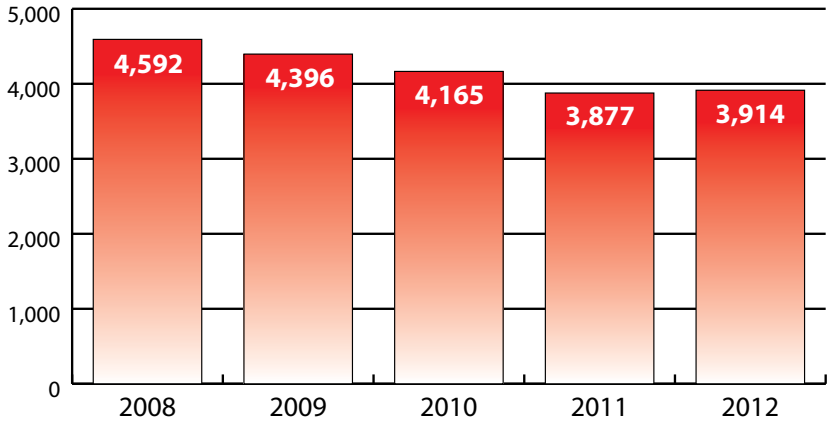
LANE DEPARTURE

GOAL: *reduce fatalities and incapacitating injuries involving lane departure to 2,614 by 2012.* Lane departure-involved fatalities and incapacitating injuries decreased 17.9 percent over the past five years.



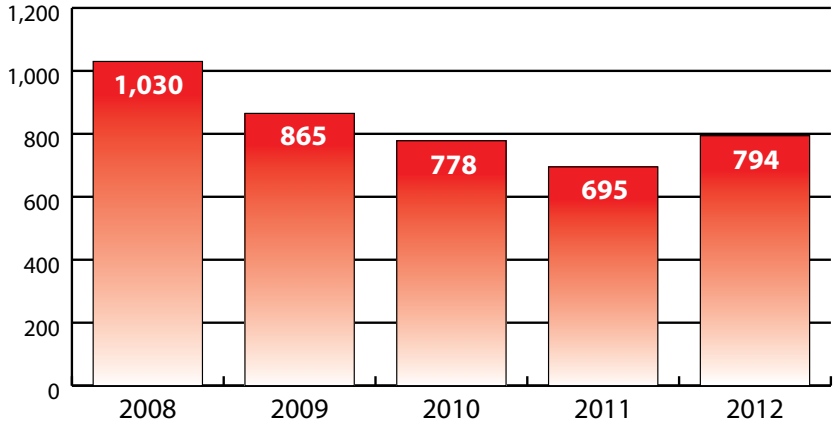
LOCAL ROADS

GOAL: *reduce fatalities and incapacitating injuries on city, county, and local roads to 4,030 by 2012.* Local road-involved fatalities and incapacitating injuries fell 14.8 percent over the past five years.



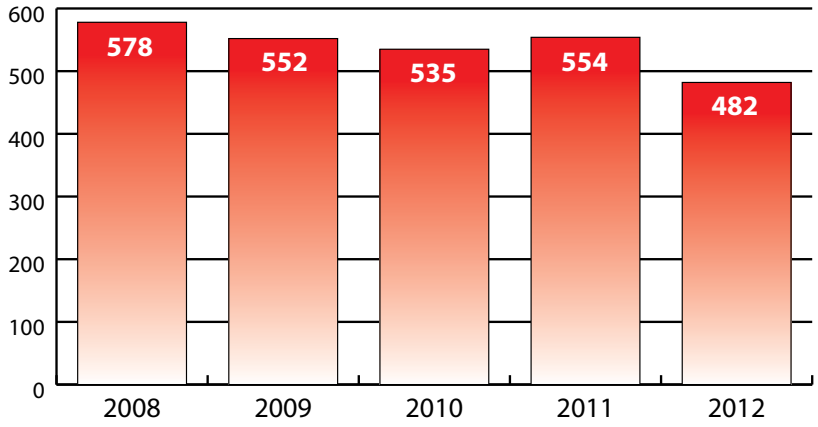
MOTORCYCLES

GOAL: *reduce fatalities and incapacitating injuries involving motorcycles to 954 by 2012.* Motorcycle-involved fatalities and incapacitating injuries dropped 22.9 percent during the past five years.



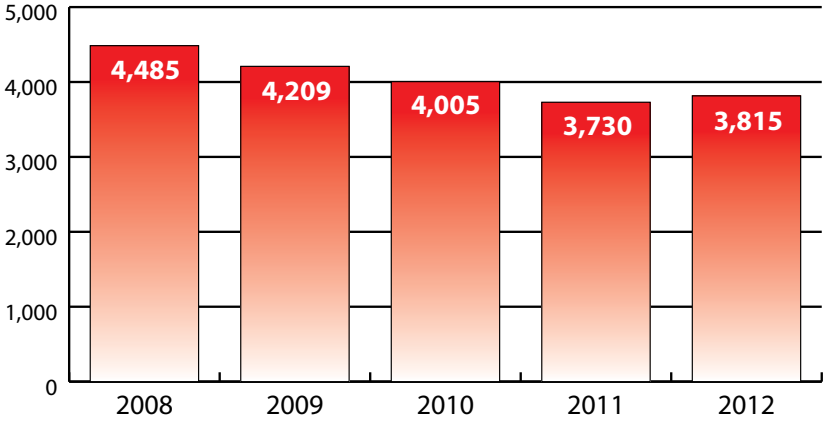
PEDESTRIANS

GOAL: *reduce fatalities and incapacitating injuries to pedestrians to 491 by 2012.* Pedestrian fatalities and serious injuries have decreased 16.6 percent over the past five years.



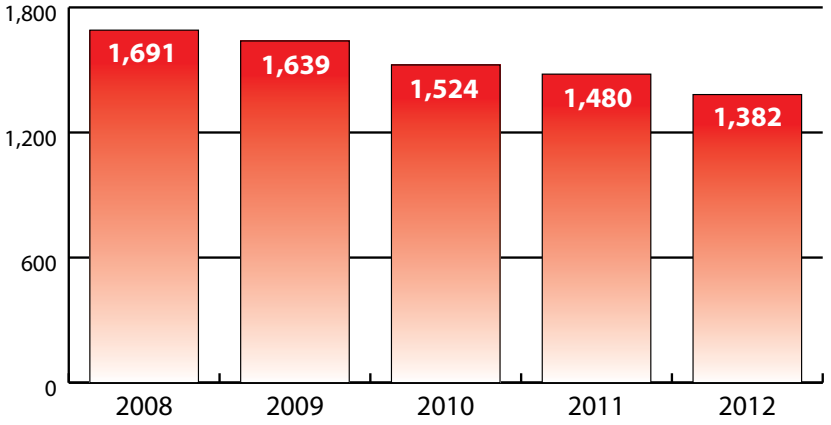
MALE DRIVERS

GOAL: *reduce fatalities and incapacitating injuries to males to 3,936 by 2012.* During the past five years, fatalities and incapacitating injuries to male drivers have dropped 14.9 percent.



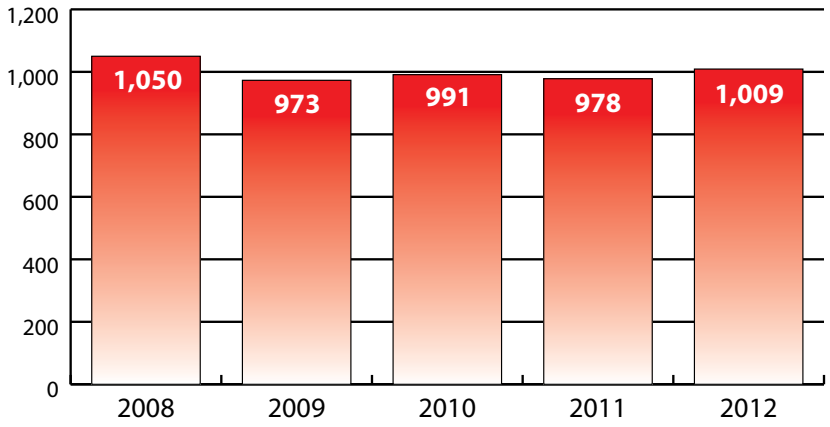
YOUNG DRIVERS 15-20

GOAL: *reduce fatalities and incapacitating injuries involving drivers aged 15-20 to 1,495 by 2012.* Fatalities and incapacitating injuries for drivers aged 15-20 decreased by 18.3 percent during the past five years.



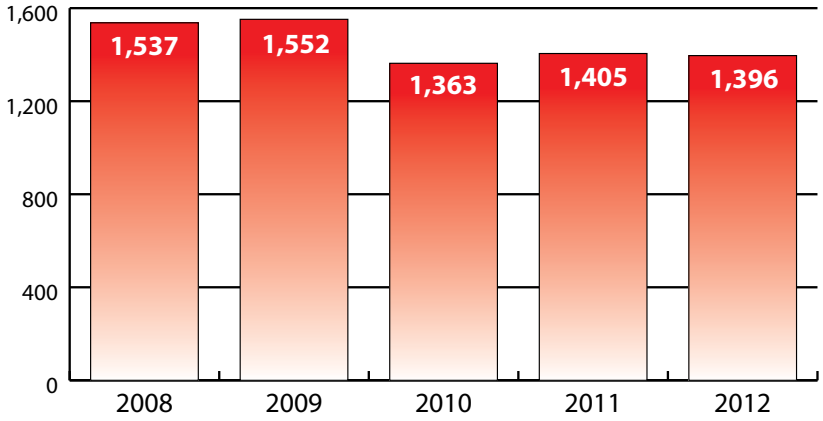
YOUNG DRIVERS 21-24

GOAL: *reduce fatalities and incapacitating injuries involving drivers aged 21-24 to 982 by 2012.* Fatalities and incapacitating injuries for drivers aged 21-24 decreased over the past five years by 3.9 percent.



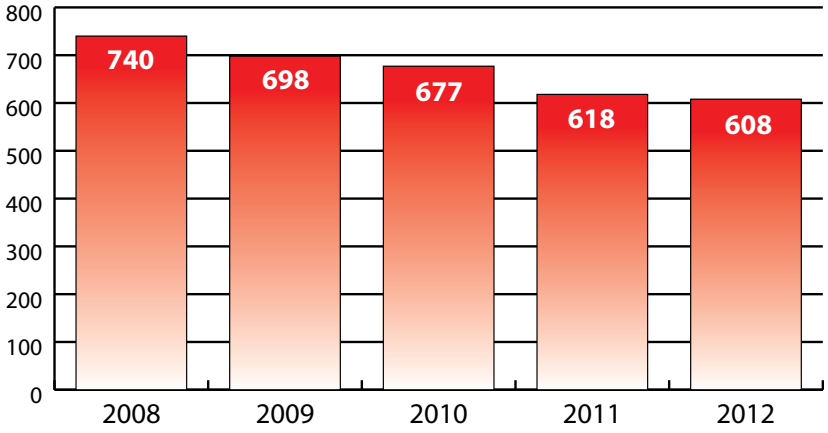
RUSH HOUR

GOAL: *reduce fatalities and incapacitating injuries between 3 and 6 p.m.* to 1,368 by 2012. Fatalities and incapacitating injuries during rush hour decreased over the past five years by 9.2 percent.



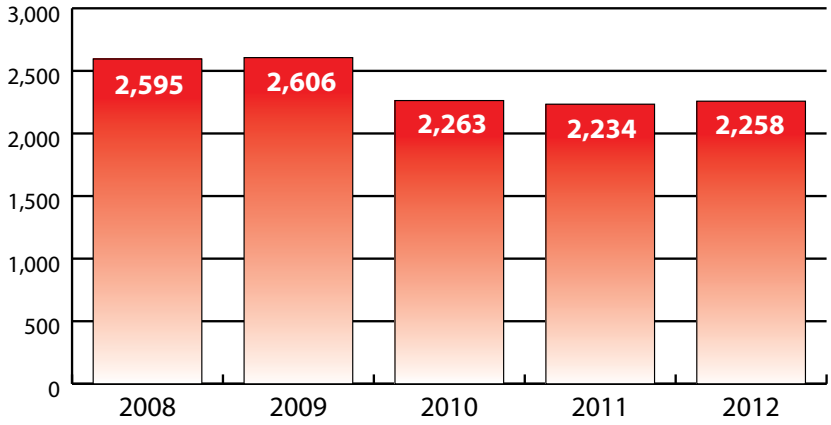
NIGHTTIME DRIVING

GOAL: *reduce fatalities and incapacitating injuries between midnight and 3 a.m.* to 654 by 2012. Fatalities and incapacitating injuries between midnight and 3 a.m. decreased 17.8 percent during the past five years.



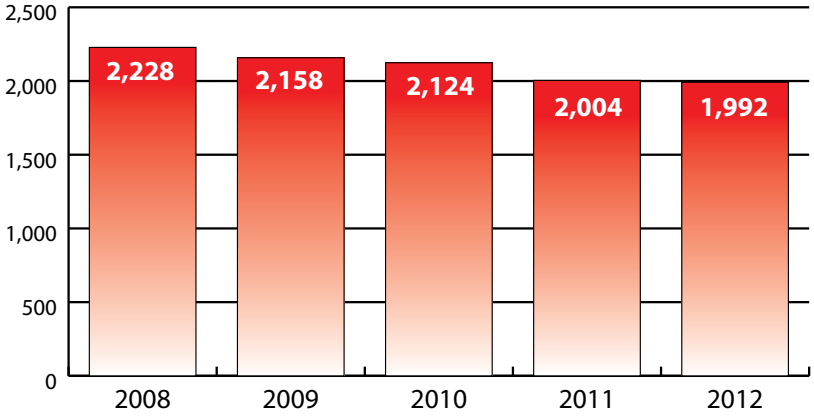
WEEKEND DRIVING

GOAL: *reduce fatalities and incapacitating injuries between noon Friday and noon Sunday to 2,338 by 2012.* Weekend fatalities and incapacitating injuries dropped 13 percent during the past five years.



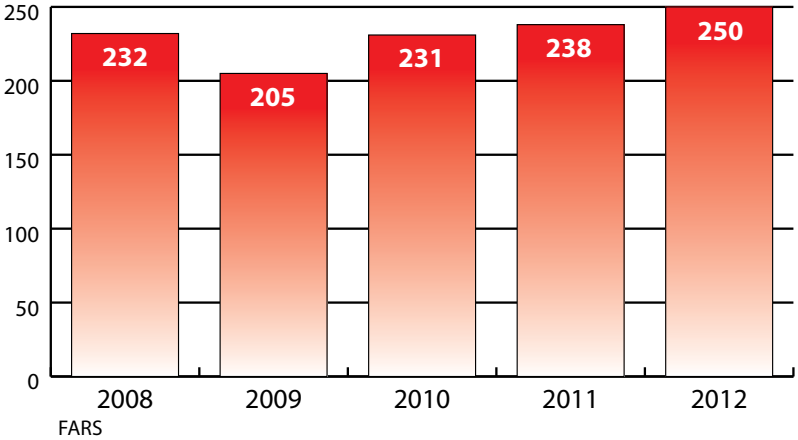
SUMMER TRAVEL

GOAL: *reduce fatalities and incapacitating injuries from July to September to 1,979 by 2012.* Fatalities and incapacitating injuries during the summer decreased 10.6 percent during the past five years.



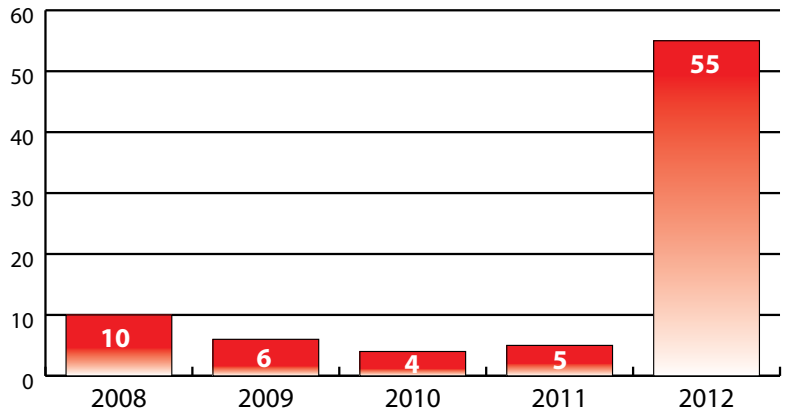
*SPEED-RELATED FATALITIES (NATIONAL FARS DATA)

GOAL: *reduce speed-related fatalities to 189 by 2012.* Speed-related fatalities have increased by 7.8 percent during the past five years.



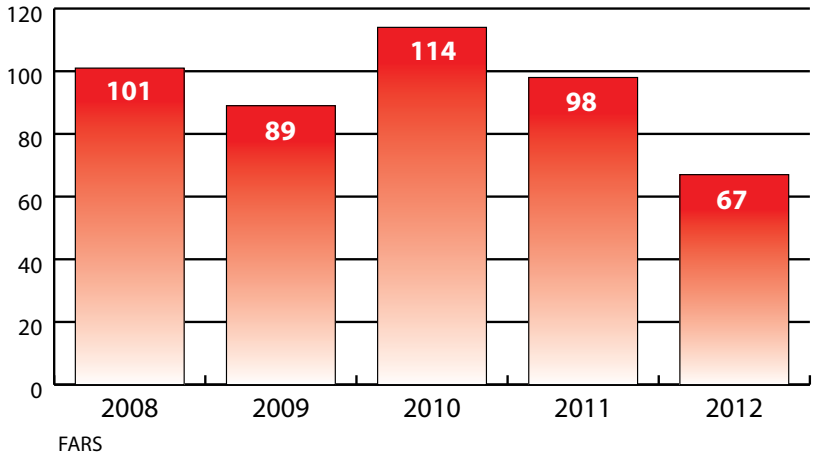
*UNHELMETED MOTORCYCLIST FATALITIES (STATE FARS DATA)

GOAL: *maintain unhelmeted motorcyclist fatalities at 14 by 2012.* Unhelmeted motorcyclist fatalities have increased 450 percent during the past five years.



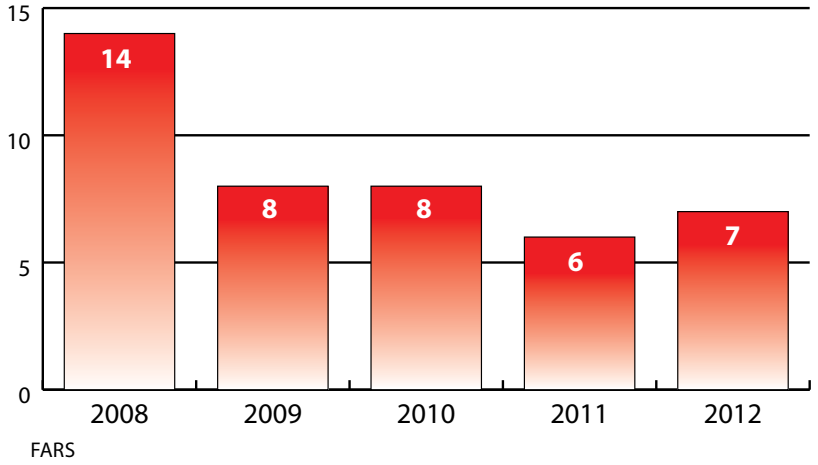
*HELMETED MOTORCYCLIST FATALITIES (FOR INFORMATIONAL PURPOSES ONLY)

Helmeted motorcyclist fatalities have decreased by 33.7 percent during the past five years.



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

Unknown helmet use in motorcyclist fatalities has decreased 50 percent during the past five years.



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

ADVERTENCIA
ADVERTENCIA
ADVERTENCIA

Occupant Protection

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

PROGRAM GOALS

- *Reduce fatalities to unrestrained vehicle occupants to 183 in 2013*
- *Increase observed daytime seat belt use of front seat occupants to 98 percent in 2013*
- *Reduce fatalities and incapacitating injuries to vehicle occupants aged 0-8 to 93 in 2013*

CHILD PASSENGER SAFETY

STATEWIDE CHILD PASSENGER SAFETY PROGRAM

Section 2011

BACKGROUND

Because of the state's vast land mass, child passenger safety (CPS) responsibilities are coordinated separately for the lower and upper peninsulas. The Michigan Office of Highway Safety Planning (OHSP) managed activities in the Lower Peninsula, while the Marquette County Health Department coordinated the Kids Always Ride Safely (KARS) program for the Upper Peninsula (U.P.).

The majority of these activities center on training and recertification for CPS instructors and technicians as well as supporting car seat inspection events. To support these activities, OHSP makes car seats available for children in need so that income need not limit a family's access to a safe and age/size appropriate car or booster seat.

Grant-funded CPS technician training and recertification opportunities are offered throughout the year. This technician network routinely works at car seat inspection stations and community events to ensure parents and caregivers receive one-on-one education on the proper use of their child's car seat.

National Safe Kids requires CPS technicians to pass a 32-hour training course. After certification, technicians must be evaluated on the installation of five types of car seats and earn six continuing education units (CEU) every two years.

PROJECT GOALS

- Purchase and distribute 2,500 car seats to children in need—***Goal achieved***
- Train 100 CPS technicians—***Goal achieved***
- Ensure CPS services in Michigan's 83 counties—***Goal achieved***
- Provide car seats and CPS services in the U.P.—***Goal achieved***

RESULTS

LOWER PENINSULA

New partnerships are expanding the reach of CPS efforts in key areas, including the state's military families and children being served by the Michigan Department of Human Services (DHS). Working with Operation Homefront, more than 70 car seats were provided to military families expecting babies.

OHSP is working with DHS to develop an agency-specific curriculum for training DHS field staff on the basics of car seat installation and transporting children safely. The curriculum development will continue into FY2014.

CPS GRANT-FUNDED CAR SEAT DISTRIBUTION

The process of certified technicians and instructors ordering seats in advance for planned events, direct shipment, and follow-up car seat check documentation continues to provide increased flexibility and efficiency over previous years.

- 5,395 seats were distributed in more than 275 locations in the state's 83 counties

CPS WEEK

Technicians checked more than 320 car seats during 21 events across the state. Many of the events distributed car seats provided by OHSP to children with expired, damaged, or otherwise unfit car seats.

In addition, OHSP developed a flyer covering Michigan's car seat laws as well as information about best practices, tips for buying a car seat, and how to spot common car seat misuse. More than 100,000 copies were distributed to CPS instructors and technicians, Safe Kids coalitions, and Michigan State Police community service troopers.

CPS GRANT-FUNDED TRAINING

- 71 new technicians were trained in 4 national Standardized CPS Technician Certification courses
- 132 technicians were recertified during 3 CEU courses
- 12 technicians attended a day-long renewal class

- 2 instructor meetings covered strengthening the technician network, reaching out to families in need, and improving instructor education
- 14 instructors completed a new instructor development course that included presentation skills and becoming a more effective teacher for adult audiences

Four instructors were awarded scholarships; two attended the national Lifesavers Conference and two attended the Kidz in Motion national CPS conference. They had the opportunity to learn from national-level CPS presenters and will share that information with Michigan technicians and instructors during a future CEU class.

UPPER PENINSULA

A grant-funded CPS staff person recruited and trained CPS technicians in the U.P., answered questions, and provided technical expertise regarding car seat installation.

Now in its third year, the KARS program has expanded to five new counties, for a total of seven counties. Plans are to introduce the program in the Keweenaw Bay Indian community within Baraga and Gogebic counties. Long-term plans are to expand KARS to the remaining U.P. counties.

Through the KARS program, parents and guardians who attend a car seat safety session are able to purchase seats at a discounted rate. Participating Women, Infants, and Children clients receive seats at a greater discount. More than 15 agencies served as KARS fitting stations and distributed 649 car seats to parents and caregivers.

STRENGTHENING CHILD PASSENGER SAFETY PROGRAM CAPACITY IN MINORITY COMMUNITIES

Section 2011

BACKGROUND

Because restraint use by minority children is significantly lower than the national average, state and local organizations worked to increase awareness in the African American and Hispanic communities about the importance of child restraint use. In Michigan, a large population of these communities are located in metro Detroit and west Michigan. Efforts to increase the availability of certified CPS technicians within these communities were ongoing with funding to support training, education, and car seat distribution.

PROJECT GOALS

- Conduct a CPS class for individuals working with minority families—***Goal achieved***
- Train 5 bilingual CPS technicians—***Goal not achieved***
- Provide car seats and training to minority families in Wayne and Kent counties—***Goal achieved***

RESULTS

A CPS class was conducted with 12 students who work with organizations that service minority populations. Two of the students were bilingual and fluent in Spanish and two were bilingual and fluent in Arabic, another minority population in need of services in the metro Detroit area.

After the class, a car seat check event was conducted in Detroit. Sixty-three car seats were checked and 55 new seats were provided where the bilingual technicians were available to assist non-English speaking families.

In addition to training new CPS technicians, three parent education classes were conducted by Children's Hospital of Michigan in Wayne County through a grant from OHSP. These classes provided training about car seat use to more than 270 parents and caregivers.

Safe Kids Greater Grand Rapids conducted a car seat check event with InterCare Community Health Network, an organization serving migrant workers and their families. Seats distributed during this event were provided by the OHSP Community Car Seat Distribution Program free of charge.

EVALUATION

DIRECT OBSERVATION SURVEYS: SEAT BELT USE

Section 402

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 mobilization.

PROJECT GOAL

- Determine Michigan's seat belt use rate through a direct observation survey—***Goal achieved***

RESULTS

Wayne State University Transportation Research Group (WSU-TRG) conducted a direct observation survey of more than 31,000 drivers and passengers and determined Michigan has an overall seat belt use rate of 93 percent, a slight decrease from the 2012 use rate of 93.6 percent.

According to the survey:

- Sport utility vehicle occupants had the highest belt use at 94.3 percent and pickup truck occupants had the lowest rate at 90 percent

- Female occupants buckled up 94.8 percent of the time compared to 92.1 percent for men
- Seat belt use was highest for those aged 60 and older at 95.7 percent and lowest for those 0-15 at 91.2 percent

DIRECT OBSERVATION SURVEYS: CHILD PASSENGER SAFETY RESTRAINT USE AND MISUSE

Section 2011

BACKGROUND

Child restraint use is measured biennially, as recommended by the most recent Michigan Child Passenger Safety Assessment. This year's survey combines observation of the use rate and inspections of proper child seat installations. It also determines the severity of misuse and the subsequent risk level for children. This data assists OHSP in the development of public awareness messages targeted to common or critical misuses.

PROJECT GOAL

- Determine Michigan's booster seat use rate and child restraint misuse rate through a direct observation survey—***Goal achieved***

RESULTS

WSU-TRG conducted a direct observation survey of more than 31,000 child passengers and reported statewide child restraint use rates of 93.6 percent for children aged 0-3, down from 95 percent in 2011, and 42.4 percent for children aged 4-7, down from 43.9 percent two years ago. Observations were conducted at daycare centers, fast food restaurants, shopping centers, and recreational areas throughout Michigan.

According to the survey:

- Children were more likely to be appropriately restrained when the driver was female and she was also wearing her seat belt
- Child restraint use was lowest when the drivers were aged 60 and older

In addition, car seat misuse rates were determined through on-site inspections conducted at daycares and inspection events. These inspections revealed that only 25.1 percent of the car seats were being used correctly.

According to the survey:

- The most common misuse for rear-facing car seats was the seat not being reclined at the proper angle
- The most common booster seat misuse was the shoulder belt not being properly positioned over the shoulder and chest of the child
- Approximately 20-25 percent of children had been prematurely transitioned into the next type of restraint

DIRECT OBSERVATION SURVEYS: MOTORCYCLE HELMET USE

Section 402

See the Motorcycle Safety section for more information about this project.

Impaired Driving Prevention

Each year, approximately 11,000 alcohol-impaired drivers are involved in a fatality, injury, or property damage crash. Impaired driving crashes are disproportionately more severe than other crashes and have remained a steady percentage of fatal crashes since the 1990s, both in Michigan and across the country.

PROGRAM GOALS

- *Reduce fatalities and incapacitating injuries to 5,691 in 2013*
- *Reduce fatalities and incapacitating injuries involving alcohol to 1,041 in 2013*
- *Reduce fatalities and incapacitating injuries involving drugs to 400 in 2013*

ENFORCEMENT SUPPORT

IMPAIRED DRIVING DETECTION TRAINING

Section 410

BACKGROUND

According to researchers, officers trained to conduct Standardized Field Sobriety Tests (SFST) correctly identified drunk drivers over 90 percent of the time using the results of SFST. The SFST is a battery of three tests performed during a traffic stop to determine if a driver is over the legal blood alcohol concentration (BAC) limit. The tests are:

- Horizontal gaze nystagmus
- Walk-and-turn
- One-leg stand tests

Developed in the 1970s, these tests are scientifically validated and are admissible as evidence in court.

Not all Michigan officers are trained in the National Highway Traffic Safety Administration (NHTSA)-International Association of Chiefs of Police (IACP) SFST procedures or Advanced Roadside Impaired Driving Enforcement (ARIDE). OHSP provides free training opportunities to enhance law enforcement's ability to detect and arrest impaired drivers.

The ARIDE program bridges the gap between the SFST and Drug Recognition Expert (DRE) programs. ARIDE is a 16-hour course that provides officers with general knowledge related to drug impairment.

Over the past five years, 3,245 officers have completed SFST training and 4,575 officers have been through SFST refresher training. An additional 82 officers have been trained as SFST instructors. More than 1,000 law enforcement officers and prosecutors have completed ARIDE training.

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

PROJECT GOALS

- Train 650 officers in SFST—***Goal achieved***
- Train 200 officers in ARIDE—***Goal achieved***

RESULTS

- 631 officers attended SFST training
- 767 officers attended SFST refresher training
- 316 officers attended ARIDE training

This is a decrease from FY2012 when 2,879 students attended SFST practitioner and refresher training. However, ARIDE training increased by 15.3 percent compared to FY2012 when 274 officers were trained.

DRUG RECOGNITION EXPERT TRAINING

Section 410

BACKGROUND

A DRE is a police officer trained to recognize impairment in drivers under the influence of drugs other than, or in addition to, alcohol. The IACP coordinates the program with support from NHTSA. DREs must successfully complete a three-week DRE school to meet the certification requirements.

The DRE protocol is a standardized and systematic method of examining a Driving Under the Influence of Drugs suspect to determine the following:

- Whether or not the suspect is impaired
- Whether the impairment relates to drugs or a medical condition
- What category or combination of categories of drugs are the likely cause of the impairment

The process is systematic because it is based on a set of observable signs and symptoms that are known to be reliable indicators of drug impairment. DREs can be qualified as expert witnesses in court due to their advanced training.

PROJECT GOAL

- Conduct a DRE school for 15 officers—***Goal achieved***

RESULTS

A DRE instructor school was held for six instructors to prepare for a DRE school. The DRE school resulted in 16 additional DREs, bringing the state total to 50. Three prosecutors also attended the DRE school, increasing that number to 12 statewide. DREs conducted more than 300 evaluations on suspected drug-impaired drivers in FY2013.

The DREs attended two continuing education sessions. Michigan's Traffic Safety Resource Prosecutor (TSRP), DRE instructors, and DRE prosecutors also attended the trainings.

One session included expert witness testimony training. DREs learned how to qualify as an expert and participated in a mock trial to learn what an expert witness may experience on the stand. DRE-trained prosecutors served as defense and prosecution attorneys, and Michigan's Judicial Outreach Liaison presided over the trial. At the conclusion, DREs received a critique of their testimony.

MICHIGAN STATE POLICE TOXICOLOGY LAB BACKLOG REDUCTION

Section 410

BACKGROUND

The MSP Forensic Science Division's (FSD) Toxicology Laboratory provides blood alcohol and drug testing for Michigan law enforcement agencies at no charge. The toxicology lab's caseload increased substantially when the state's .08 BAC law was enacted in 2003. This included criminalizing driving with a Schedule One drug in the driver's system.

Although drunk driving arrests have decreased during the past several years, more officers are requesting blood analysis because of increased incidences of drugged driving. Blood alcohol analysis took up to three weeks under the state's .10 BAC drunk driving law. 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 almost doubled despite FSD's staffing levels remaining constant. OHSP has provided $3.7 million in funding support over the past eight years for equipment, personnel, and overtime to help alleviate case backlogs.

PROJECT GOALS

- Decrease the turnaround time for drug toxicology analysis to 60 days—***Goal not achieved***
- Maintain a turnaround time for blood alcohol analysis of 13 days or less—***Goal achieved***

RESULTS

The average turnaround time for drug toxicology was 202 days, an increase from 153 days in FY2012. The turnaround time for blood alcohol analysis was 10 days, a decrease from 14 days in FY2012.

A major contributor to the increase in turnaround time for drug toxicology is the large number of synthetic cannabinoid cases submitted for testing.

To help reduce the backlog, funding was provided for one full-time toxicologist and overtime to allow scientists to work an additional 500 hours. The Toxicology Unit analyzed more than 16,000 cases and provided testimony for 104 impaired driving 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, an additional cost for local agencies.

MOTHERS AGAINST DRUNK DRIVING AWARDS PROGRAM

Section 410

BACKGROUND

Working with OHSP, Mothers Against Drunk Driving (MADD) has provided resources for victim impact panels, reinvigorated the SALUTE law enforcement program that encourages police agencies to prioritize impaired driving arrests, and provided impaired driving recognition awards for prosecutors and law enforcement officers.

PROJECT GOALS

- Develop public information and education materials to reinvigorate the SALUTE law enforcement program—***Goal not achieved***
- Award scholarships to the Michigan Traffic Safety Summit for law enforcement officers—***Goal achieved***
- Present law enforcement and prosecutor awards—***Goal achieved***

RESULTS

Correspondence reminding law enforcement command staff about the SALUTE program was distributed in December 2012. This resulted in a 10 percent increase in requests for SALUTE recognition materials. Due to leadership changes at the state MADD office, plans to provide additional resources to victim impact panels and the development of new public information and education materials were postponed.

Seven officers who received MADD Life Saver awards attended the 2013 Michigan Traffic Safety Summit.

The annual MADD Prosecutor Life Saver Award is presented to Michigan prosecutors whose work exemplifies the ideals of MADD. Van Buren County Prosecutor Michael Bedford was honored this year for prosecuting a complex drunk driving case that resulted in a second degree murder conviction of an offender who killed three people. See the Grantee Spotlight on page 19 for more information.

Sixteen officers and four police agencies were honored with Life Saver Law Enforcement Recognition Awards for their commitment to impaired driving enforcement. A new award was introduced this year in honor of Ferndale Police Ofcr. John Cleveland and his daughter Olivia. Cleveland, who has been recognized by MADD in previous years for his dedication to eliminating drunk driving, personally experienced a tragedy when he and his family were involved in a crash with an impaired driver. His wife and two of his children suffered serious injuries. His 3-year-old daughter, Olivia, was killed.

The Olivia Cleveland Gratitude Award salutes those who demonstrate outstanding commitment to eliminating impaired driving. The family presented the award to Dep. Patrick Bagos and Dep. John Palazzolo, both of the Macomb County Sheriff's Office, who had been instrumental during the family's time of grief and healing.

ADJUDICATION

TRAFFIC SAFETY RESOURCE PROSECUTOR

Section 410

BACKGROUND

Since 2000, OHSP has supported the TSRP program within the Prosecuting Attorney's Association of Michigan (PAAM) to ensure prosecutors and law enforcement officers have up-to-date information on traffic laws and case law. The TSRP provides traffic safety training and information for county prosecutors and serves as a technical resource for law enforcement on topics including high-BAC, medical marijuana, synthetic marijuana and drugs, vehicle forfeitures, case law, and underage drinking. The TSRP also serves on the DRE Steering Committee, which oversees officer training to detect drugged drivers. OHSP was one of the

first states with a TSRP and helped pioneer the program for other states.

PROJECT GOALS

- Provide a TSRP for the traffic safety community—***Goal achieved***
- Conduct 10 education opportunities for law enforcement and prosecutors—***Goal achieved***
- Offer quality, up-to-date legal reference materials and technical assistance to the traffic safety community—***Goal achieved***
- Serve as a liaison between prosecutors, OHSP, the Secretary of State, Michigan courts, and law enforcement agencies on traffic safety issues—***Goal achieved***

RESULTS

The TSRP provided 35 educational presentations for 987 law enforcement officers and prosecutors. These presentations included:

- ARIDE—11 presentations, 390 students
- Legal Update—6 presentations, 215 students
- Visual Trial School—3 presentations, 104 students
- Cops in Courts—3 presentations, 87 students
- Basic Training—1 presentation, 44 students
- Traffic Safety Training Roundtables—6 presentations, 43 students
- Crash to Courtroom—1 presentation, 43 students
- Advanced OWI—1 presentation, 22 students
- Prosecuting the Drugged Driver—1 presentation, 15 students
- New Data Master—1 presentation, 13 students
- Cross Examination—1 presentation, 11 students

In addition, the TSRP made 51 presentations for an additional 2,694 law enforcement officers and prosecutors that covered a variety of topics, including:

- OUID per se law
- Senate Bill 353 (new definition of intoxicating substances)
- Implied consent statutes
- Search warrants
- Medical marijuana
- Emerging drug trends
- Underage drinking

Considered an expert on the Michigan Medical Marihuana Act (MMMA) and the act's changing case law, the TSRP serves on PAAM's Medical Marijuana Policy Advisory Committee. The TSRP also provided assistance to the Michigan Attorney General's Office on People vs. Koon, a landmark case that allows medical marijuana patients to drive with marijuana internally in their system, as long as they are not under the influence of marijuana. This distinction provides qualifying MMMA patients with protection and places the responsibility to prove a driver is under the influence on the arresting officer. The TSRP crafted articles and presentations for law enforcement on the need to conduct complete SFSTs to prove impairment.

GRANTEE SPOTLIGHT

The TSRP provides technical assistance to prosecutors on complex fatal traffic crash cases. This included a Van Buren County case involving a man who struck an on-coming vehicle while attempting to pass another vehicle. The head-on crash killed a woman and two young children. The defendant admitted to drinking alcohol before getting behind the wheel and was driving on a suspended license.

The defense raised the issues that the victim had heroin in her system and that the children were not wearing seat belts.

The TRSP assisted the Van Buren County prosecutor with refuting a defense expert's testimony that the driver was partly to blame and provided case law and resources on the seat belt argument. As a result, the drunk driver pled guilty to second degree murder.

JUDICIAL OUTREACH LIAISON

Section 410

BACKGROUND

Judges, particularly those who work in limited jurisdiction courts like district courts, which cover the majority of traffic offenses, are often overlooked in education and communication opportunities. Judges benefit from the ability to gain and share the knowledge needed to resolve the legal and evidentiary issues that challenge them daily in adjudicating impaired driving and other motor vehicle-related cases.

A Judicial Outreach Liaison (JOL) works to unite the outreach efforts of NHTSA and the American Bar Association Judicial Division to educate judges and encourage support of traffic safety activities. The JOL works to improve community outreach, provide quality education, and promote confidence and trust in the judiciary. Based on the success of the state's TSRP program, Michigan has implemented a JOL program, which is coordinated through the Michigan Judicial Institute (MJI), a training division of the State Court Administrative Office (SCAO) of the Michigan Supreme Court.

PROJECT GOAL

- Provide training and technical assistance to new, evolving, and established DUI courts and trial courts interested in developing a DUI court—***Goal achieved***

RESULTS

Michigan's JOL is working with SCAO to break down geographical barriers facing some DUI court participants. In many cases, drunk driving offenders don't live in the jurisdiction where they were arrested. Without driving privileges, these people cannot participate in a DUI court and receive treatment. The JOL is working with four regions to develop best practices for courts to transfer offenders to the DUI court closest to their home.

Michigan is one of the first states to implement regional DUI courts. Two regions successfully completed the planning phase and are taking offenders. Two regions are still in the planning stages with implementation expected in FY2014.

Michigan's JOL also:

- Attended a NHTSA regional conference on ignition interlocks to provide insight on the barriers Michigan faces in utilizing more ignition interlocks
- Attended the State Drug Treatment Court Advisory committee meetings as well as regional and national JOL conferences to gain insight on other states' JOL activities
- Presented on regional sobriety courts and the advantages of having a sobriety court at the state and national Association of Drug Court Professionals conferences, state Magistrate Specialty Seminar, and the Oakland County Judges Association
- Evaluated sobriety court grant applications submitted to SCAO and provided feedback and technical assistance to courts
- Participated in a continuing education training for DREs by acting as the judge during a mock trial

ADJUDICATION TRAINING

Section 410

BACKGROUND

Traffic cases, particularly impaired driving cases, frequently involve complex issues. Judges and court personnel who supervise offenders must know current laws, technology, screening techniques, and sentencing guidelines. To support this, OHSP has funded training for magistrates and probation officers for more than 15 years through MJI, the sole resource for this training.

PROJECT GOAL

- Provide training for more than 1,000 judges, magistrates, drug treatment court staff, and probation officers—***Goal achieved***

RESULTS

MJI trained more than 1,000 judges, magistrates, drug treatment court staff, and probation officers at several trainings. Staff from two courts also attended the National Center for DWI Courts training program, which trains courts how to develop and implement sobriety courts.

Several sessions at the Michigan Association of Drug Court Professionals annual conference were devoted to impaired driving and sobriety court topics, including technology detection devices for probationers, addiction theories, recent legislative changes, and the latest evaluation on DUI court outcomes.

Best practices for DUI courts and sessions on alcohol addiction, drugged driving, and medical marijuana were presented at the Experienced District Court Probation Officer training, Magistrate Specialty Seminar, Advanced Judges Seminar, and Michigan District Judges Association conference.

At the Michigan Association of District Court Probation Officers annual conference, a training on Assessing and Supervising the Drug & Alcohol Addicted Offender was provided to more than 200 attendees. Probation officers were also trained on calibrating portable breath test (PBT) instruments as they give an average of 2,000 tests per month. During this training it was discovered that the majority of the PBTs were outdated. As a result, 100 PBTs were purchased for probation officers.

In addition, a condensed version of ARIDE was presented at the Michigan Association of District Court Magistrates Conference. This presentation received the highest scores on the evaluations, with many participants asking for a more thorough version at next year's conference.

A district court judge also attended the National Judicial College's Impaired Driving Case Essentials training. The class provides an overview of sentencing practices and evidence-based options for these traffic offenses. The judge will present this information during future MJI courses.

SOBRIETY COURT ENHANCEMENT

Section 410

BACKGROUND

DUI courts 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 that consists of treatment providers, prosecuting attorneys, public defenders, law enforcement officers, and parole and probation officers.

DUI court participants would otherwise not receive treatment for their alcohol and/or drug addiction, and many 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 after completing a court treatment program, offenders have a very high chance of becoming productive members of society at a cost significantly less than incarceration.

Michigan has 25 DUI courts, 39 adult drug courts, 14 juvenile drug courts, and nine family dependency courts covering 40 counties.

PROJECT GOAL

- Support 15 sobriety courts across the state—***Goal achieved***

RESULTS

OHSP funded DUI court participation for 769 people in 15 sobriety courts. Funding was also provided for probation officers, overtime, drug testing, and transportation.

The courts with first-year funding were:

- 44th Circuit Court (Livingston County)
- 48th Circuit Court (Allegan County)
- 56th Circuit Court (Eaton County)
- 36th District Court (Wayne County–Detroit)
- 56B District Court (Barry County)

Courts receiving second- or third-year year funding were:

- 4th District Court (Cass County)
- 8th Circuit Court (Ionia County)
- 2A District Court (Lenawee County)
- 41B District Court (Macomb County-Clinton Township)
- 61st District Court (Kent County-Grand Rapids)
- 15th District Court (Washtenaw County-Ann Arbor)
- 23rd District Court (Wayne-Taylor)
- 65B District Court (Gratiot County)
- 70th District Court (Saginaw County)
- 77th District Court (Osceola and Mecosta counties)

EVALUATION

ALCOHOL ASSESSMENT

Section 410

BACKGROUND

Evaluating traffic safety programs is a required and critical component to determine if programs are effective. Michigan has made progress in recent years reducing impaired driving fatalities and injuries. However, an updated review of the program is necessary to assist in determining future direction.

OHSP will partner with NHTSA to select leaders from across the country to serve on an alcohol assessment panel. OHSP will provide leadership and coordination in working with the assessment panel, the assessment facility, scheduling presentations, and developing materials. Following the assessment, OHSP will work with the impaired driving network to develop a strategic plan based on the recommendations.

PROJECT GOAL

- Conduct an impaired driving assessment—***Goal not achieved***

RESULTS

Because of changes in the new federal transportation bill, several states with high fatality rates were mandated to conduct alcohol assessments in FY2013. As a result, Michigan's alcohol assessment was postponed until FY2014.

REDUCING UNDERAGE DRINKING

INNOVATIVE TRAINING FOR LAW ENFORCEMENT

Office of Juvenile Justice and Delinquency Prevention

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. To prevent and disperse these events, law enforcement officers have begun using social media sites to gather information.

PROJECT GOAL

- Train 25 officers on using social media to detect underage drinking parties and activities—***Goal achieved***

RESULTS

Twenty-five officers were trained to use social media Web sites as an underage drinking investigative tool. Officers learned how to capture information from social media Web sites, how to contact Web site companies about preserving Web site posts as evidence, and about search engines and law enforcement databases. Officers also learned to capture information from computers.

Police Traffic Services

Police Traffic Services promotes enforcement of traffic laws to reduce traffic crashes, 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 to unrestrained vehicle occupants to 183 in 2013*
- *Reduce fatalities and incapacitating injuries involving alcohol to 1,041 in 2013*
- *Reduce fatalities and incapacitating injuries involving drugs to 400 in 2013*

TRAFFIC ENFORCEMENT

OVERTIME TRAFFIC ENFORCEMENT

Sections 402, 410

BACKGROUND

Since 1972, OHSP has funded overtime traffic enforcement projects, combined with public information and education, as the primary method to encourage motorists to buckle up and drive sober. The high-visibility enforcement strategy has contributed to a consistent decline in alcohol-involved traffic deaths as well as making Michigan a national leader in seat belt use.

Despite these gains, half of the vehicle occupants who die in traffic crashes in Michigan continue to be unbuckled and about one third of traffic deaths involve alcohol and/or drugs. Increasing seat belt use and reducing 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 five-year review 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.

The overtime enforcement plan included the following enforcement periods:

MANDATORY ENFORCEMENT

- March 13–April 8, 2013 (impaired driving)
- May 20–June 2, 2013 (seat belt)
- July 1–7, 2013 (impaired driving)
- August 16–September 3, 2013 (impaired driving and seat belt)

OPTIONAL ENFORCEMENT

- October 25–November 1, 2012 (impaired driving)
- November 21–25, 2012 (impaired driving)
- December 27, 2012–January 1, 2013 (impaired driving)
- February 1–3, 2013 (impaired driving)

In addition to these enforcement periods, if funding allowed, seat belt and impaired driving enforcement could be scheduled from June through September.

PROJECT GOALS

- Conduct 46,400 of hours of seat belt and impaired driving enforcement—***Goal achieved***
- Average two stops per hour of patrol—***Goal achieved***

RESULTS

More than 150 state, local, and county law enforcement agencies in 26 counties conducted 50,008 hours of overtime drunk driving and seat belt enforcement. Enforcement activities were funded with 402 funds.

Enforcement activities resulted in:

- 15,772 Seat belt and child restraint citations
- 1,592 OWI/High-BAC arrests
- 2.11 Average stops per patrol hour
- 69,239 Vehicles stopped
- 499 Drug arrests
- 604 Other alcohol arrests
- 4,367 Uninsured motorist violations
- 2,758 Suspended license violations
- 4,175 Speeding citations
- 2,167 Other misdemeanor arrests
- 421 Other felony arrests

In addition, 27 agencies in six 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.

GRANTEE SPOTLIGHT

The Holland Police Department purchased two electronic message boards to use during high-visibility impaired driving enforcement. The agency used the message boards during non-grant times to promote seat belt use by placing the signs around the city with the message "Seat belts save lives."

Agencies conducted 1,908 hours of HVE. Enforcement activities resulted in:

- 115 Seat belt and child passenger restraint violations
- 96 OWI/High-BAC arrests
- 2,614 Vehicles stopped

- 18 Drug arrests
- 310 Uninsured or suspended license violations
- 53 Other misdemeanor arrests
- 35 Other felony arrests
- 41 Fugitive arrests
- 794 Other traffic violations

ENFORCEMENT SUPPORT

MICHIGAN ASSOCIATION OF CHIEFS OF POLICE AWARDS

Section 402

BACKGROUND

The Michigan Association of Chiefs of Police (MACP) annually hosts a traffic safety awards program. 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 provides agencies an opportunity to qualify for funding to purchase traffic safety equipment or conduct overtime enforcement to continue or enhance their local traffic safety projects.

PROJECT GOAL

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

GRANTEE SPOTLIGHT

The South Oakland County Crash Investigation Team used its MACP grant funding award to conduct two traffic enforcement details that focused on aggressive driving. This team investigates serious and fatal crashes in Auburn Hills, Bloomfield Township, and Troy. A media event on the first day of enforcement provided police chiefs from each agency the opportunity to address the dangers of aggressive driving. Officers also used social media to promote the enforcement detail. The effort resulted in 96 tickets for speeding, tailgating, and texting while driving.

RESULTS

The MACP received 34 applications for the 2012 Awards for Excellence in Traffic Safety, nearly double the number submitted in 2011. Programs addressed a variety of traffic safety issues, including: older drivers, seat belt use, underage drinking, vehicle congestion around schools, impaired driving, commercial vehicles, and distracted driving.

The winning agencies included four local police agencies and two Michigan State Police (MSP) posts. The agencies purchased a laser, four radars, two lidars, crash reconstruction equipment, four preliminary breath test instruments, and a speed trailer, as well as scheduled overtime traffic enforcement.

Agencies conducted 225.5 hours of overtime enforcement resulting in:

- 5 Seat belt and child restraint citations
- 8 OWI arrests
- 468 Vehicles stopped
- 1 Drug arrest
- 1 Other alcohol arrest
- 2 Uninsured motorist violations
- 8 Suspended license violations
- 93 Speeding citations
- 4 Other misdemeanor arrests

TRAFFIC SAFETY CHAMPION PROGRAM

Section 402

BACKGROUND

OHSP requires grant-funded law enforcement agencies to participate in specific enforcement periods. However, hundreds of law enforcement agencies 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 enforcement period, 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 canceled due to limited funding.

EDUCATION AND COMMUNICATION

MOBILIZATION PAID ADVERTISING

Sections 410-PM, 405-PM

BACKGROUND

Stepped-up enforcement has the greatest impact when combined with a strong publicity and awareness component to ensure widespread awareness among motorists. Through paid advertising, OHSP is able to target messages

to key groups effectively and efficiently. This strategy has helped increase message awareness and drive positive behavior changes.

PROJECT GOALS

- Maintain at least 90 percent awareness for the *Click It or Ticket* campaign message among young men—***Goal not achieved***
- Achieve at least 50 percent awareness for the new *Drive Sober or Get Pulled Over* campaign message among young men—***Goal achieved***

RESULTS

Following the May *Click It or Ticket* seat belt mobilization, which included paid advertising and earned media, a phone survey found that 85.5 percent of the general population and 89.3 percent of young men recalled hearing or seeing the *Click It or Ticket* campaign in the last 30 days. This is a decrease from 88 percent of the general population and 94 percent of young men in FY2012. However, the survey had a margin of error of plus or minus 8 percent. In addition, many of the respondents recalled hearing about "Buckle-phobia," which was the imaginary condition highlighted in this year's seat belt ad.

Phone surveys after the August drunk driving crackdown indicated that 58.3 percent of the general population and 68 percent of young men recalled hearing or seeing the *Drive Sober or Get Pulled Over* campaign in the last 30 days. This is an increase from FY2012 when 46.3 percent of the general population and 54 percent of young men were exposed to the campaign.

MOBILIZATION MESSAGE DEVELOPMENT

Section 402

BACKGROUND

Well-researched, audience-specific mobilization advertising campaigns have helped Michigan 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.

In FY2012, the state's "Signs" ad campaign for *Click It or Ticket* enforcement aired in May, the third time this creative execution was used to enhance awareness. To boost the impact of paid advertising, new creative messaging was developed to ensure the campaign would continue to be well-recognized.

PROJECT GOAL

- Develop a new enforcement message strategy and supporting advertising elements for *Click It or Ticket*—***Goal achieved***

RESULTS

A new campaign dubbed "Buckle-phobia" was launched, parodying the proliferation of pharmaceutical ads. The imaginary Buckle-phobia was meant to draw attention to the very real two-week seat belt mobilization, highlighted by safety belt enforcement zones.

The ad discussed the "symptoms" of Buckle-phobia, including a sense of invincibility, and the cure: buckling up. The ad was featured on TV, cable, and radio outlets as well as billboards and Internet sites.

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 determine effectiveness. In addition, federal guidelines require evaluation of major paid media efforts.

PROJECT GOAL

- Determine public perception of the enforcement efforts and awareness of advertising messages—***Goal achieved***

RESULTS

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.

The pre- and post-surveys for seat belt and drunk driving campaigns included a 400-person sample of Michigan drivers and a 150-person oversample of drivers under age 30. Because messaging for these two campaigns is targeted at men aged 18-34 for seat belts and men aged 21-34 for drunk driving, the sample determines if the target group is hearing and seeing the message.

Men aged 35-64 are the focus of the *Ride Safe to Ride Again* campaign, and 400-person samples of male riders between those ages were conducted before and after the campaign.

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

PERFORMANCE STANDARDS RECOMMENDATION STUDY

Section 402

BACKGROUND

The selection of agencies to receive grant funding for supplemental traffic enforcement is determined by countywide crash data and available funding.

Each county grant has a lead agency identified, and other local law enforcement agencies are invited to participate in the grant. MSP also participates through a separate grant.

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

Prior to FY2012, OHSP required a productivity standard of three stops per project hour during grant-funded traffic enforcement. Further analysis and feedback revealed the need to adjust the level to two stops per hour in 2012.

In FY2012, Western Michigan University (WMU) was selected to lead a project to determine appropriate performance standards for grant-funded patrols. The team reviewed research and collected grant-funded enforcement activity for the previous five years. Web-based surveys of law enforcement were also conducted. Results were used to further analyze other performance standard measures, needs, and challenges to meeting performance measures.

PROJECT GOALS

- Identify a process to objectively determine:
  - Appropriate productivity standards for mobile patrols and zone enforcement methodologies—***Goal achieved***
  - Productivity levels of law enforcement agencies receiving federal grant funds to conduct traffic enforcement—***Goal achieved***
  - Rankings of agency performance to determine which agencies provide the best return on investment when determining grant funding awards for traffic enforcement—***Goal achieved***

RESULTS

WMU analyzed reports for grant-funded traffic enforcement from the past five years. Agency enforcement data, law enforcement focus groups, Web surveys, and information such as vehicle registrations, vehicle miles traveled, population, and agency size were incorporated to provide a comparison of different agencies, regardless of their location or size.

WMU then used several statistical methods to provide OHSP with the new performance metric for grant-funded enforcement: equivalent stops per total billed hours. This metric credits the average arrest an additional four times the amount of a traffic stop. The number of arrests includes the reported number of suspended licenses, reckless driving, operating while intoxicated, high-BAC, drugs, fugitives, weapons, recovered stolen vehicles, other felony arrests, and other misdemeanor arrests. This value is based on the ability of 85 percent of the agencies that reported enforcement activity to achieve the standard.

WMU recommended OHSP implement an initial base metric of 1.09 equivalent stops per billed hour for seat belt enforcement.

Impaired driving performance values recommended by WMU will vary by agency location, with Upper Peninsula agencies being required to conduct .72 equivalent stops per billed hour and Lower Peninsula agencies required to conduct 1.29 equivalent stops per billed hour.

Although not required to meet the performance standard in FY2013, agencies were provided with information about their productivity levels and how they ranked against other grant-funded agencies following each mandatory enforcement period.

OHSP will implement performance standards during the FY2014 traffic enforcement grant program.

TICKETING AGGRESSIVE CARS AND TRUCKS

TACT IMPLEMENTATION GRANT

Federal Motor Carrier Safety Administration (FMCSA), State Truck Safety Fund

BACKGROUND

Ticketing Aggressive Cars and Trucks (TACT) combines high-visibility messaging coupled with targeted enforcement in selected high-risk traffic areas. The goal is to reduce fatalities and injuries resulting from unsafe driving behaviors by cars and trucks, such as tailgating and speeding.

Most crashes involving commercial vehicles are related to hazardous behaviors on the part of passenger vehicle drivers. During 2008-2012, when truck-involved 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

- Develop a TACT implementation plan that includes enforcement, communications, and pre-program assessment and evaluation—***Goal achieved***

RESULTS

Michigan was awarded a TACT implementation grant to conduct specialized enforcement in the area of the state identified as having a high number of commercial motor vehicle-involved crashes.

The University of Michigan Transportation Institute was selected to assist with data analysis and evaluation. Enforcement sites in west Michigan will be compared to control sites in Jackson, Wayne, and Washtenaw counties, which have similar crash variables.

The enforcement plan includes participation from local law enforcement agencies, county sheriff offices, and MSP. Enforcement will take place in three two-week waves in FY2014 on I-196 and U.S. 131 in Kent and Ottawa counties.

TACT MESSAGE DEVELOPMENT AND PAID ADVERTISING

FMCSA, State Truck Safety Fund

BACKGROUND

Successful TACT programs combine outreach, education, and evaluation with targeted enforcement activities. Outreach and education efforts should be made up of easy-to-remember messages about safe driving around trucks, as well as alert the public to enforcement activities in their area.

Based on crash data analysis, the target audience for these messages is men, aged 16-25, in passenger vehicles. This group represents the majority of drivers who committed a hazardous action in a crash involving a truck.

PROJECT GOAL

- Create messages designed to increase knowledge among the driving population about the dangers and consequences of unsafe driving behaviors around large trucks—***Goal achieved***

RESULTS

OHSP developed a public information campaign titled *Leave More Space for Trucks*.

The campaign includes a 60-second radio commercial and billboards that will be placed in Kent and Ottawa counties, as well as earned media activities. The messages encourage drivers to leave more space for trucks by allowing one car length for every 10 miles of speed and not tailgating.

OHSP will implement the campaign during the October, November, and December enforcement periods in FY2014.

Pedestrian and Bicyclist Safety

Pedestrians and bicyclists were involved in more than 4,250 crashes in Michigan in 2012, which resulted in more than 690 fatalities and incapacitating injuries. These vulnerable roadway users have almost no protection in the event of a crash, while sharing the roadway with multi-ton vehicles. OHSP collaborates with the Governor's Traffic Safety Advisory Commission (GTSAC) Pedestrian and Bicycle Safety Action Team to implement, support, and enhance programs addressing pedestrian and bicyclist injuries and fatalities.

PROGRAM GOAL

- *Reduce fatalities and incapacitating injuries to pedestrians to 508 in 2013*

EDUCATION AND COMMUNICATION

PEDESTRIAN AND BICYCLIST PARTNERSHIPS

Unfunded

BACKGROUND

Pedestrians and bicyclists accounted for nearly 17 percent of the state's traffic fatalities in 2012, with 133 pedestrians and 20 bicyclists dying in traffic crashes. 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 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

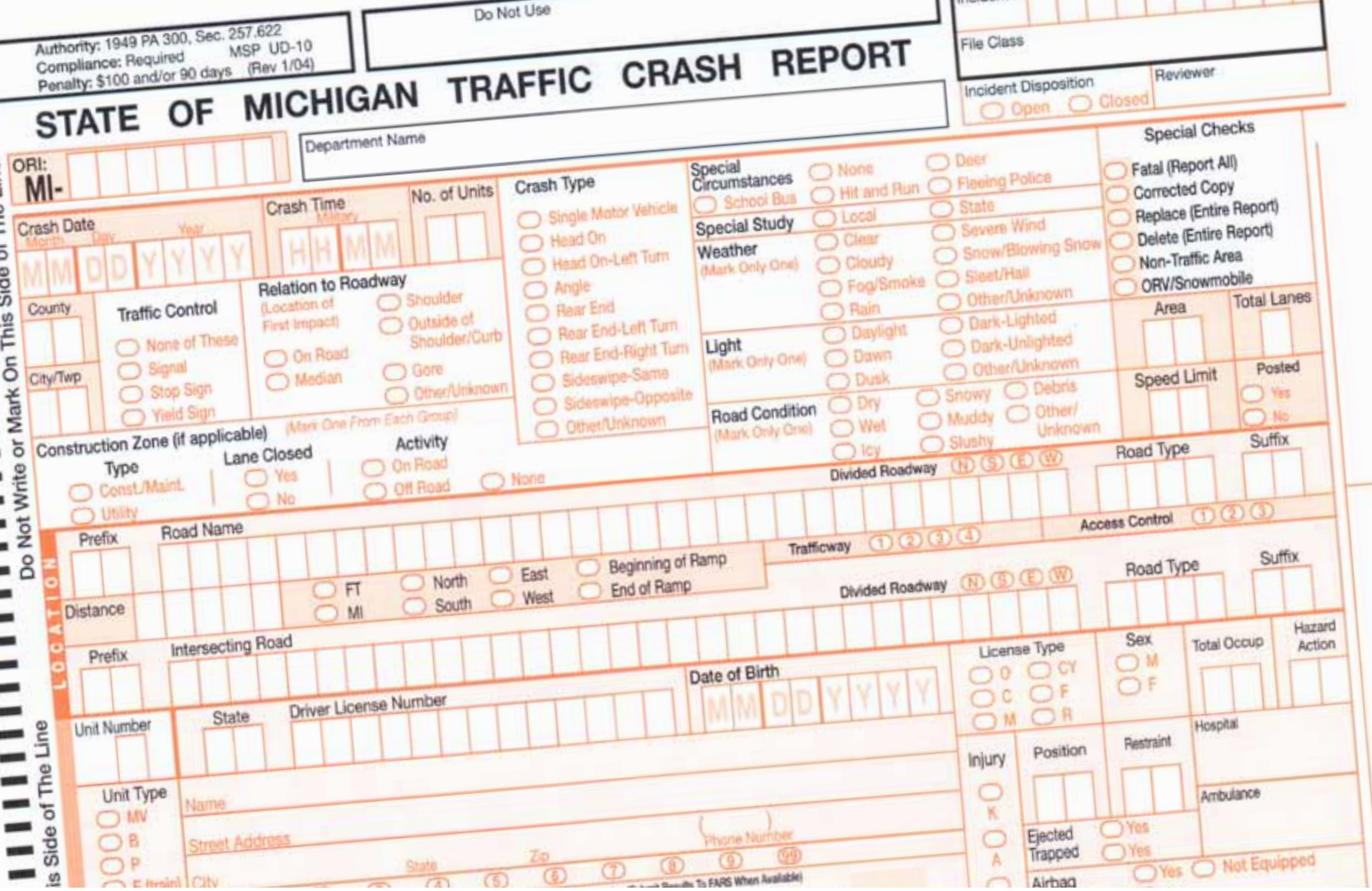
- Work with traffic safety partners to support initiatives that help reduce pedestrian and bicyclist deaths and injuries—***Goal achieved***
- Educate the public and law enforcement on strategies that can reduce pedestrian and bicyclist deaths and injuries—***Goal not achieved***
- Attend and continue to be an active partner on the GTSAC Pedestrian and Bicycle Safety Action Team—***Goal achieved***

RESULTS

OHSP continued to be an active partner on the GTSAC Pedestrian and Bicycle Safety Action Team and contributed to the creation of a Pedestrian and Bicycle Safety Action Plan.

Based on planning and research with members of the Action Team, OHSP is coordinating the development of a Law Enforcement Action Kit (LEAK) to send to agencies in FY2014. OHSP is collaborating with the League of Michigan Bicyclists (LMB) and other safety partners to develop the LEAK, which will provide law enforcement agencies with current laws that apply to pedestrians and bicyclists. Providing law enforcement with this information will assist officers in educating citizens about safety and best practices that help prevent injuries and fatalities.

OHSP also sponsored sessions at the 2013 Michigan Traffic Safety Summit on pedestrian and bicyclist safety. The Michigan State Police and LMB presented on law enforcement's role in bike safety, and a project manager for the Chicago Department of Transportation presented on the city's bike safety plan.



Traffic Records

It is essential for law enforcement to submit timely and accurate data on all traffic crashes to analyze problem areas and construct solutions to reduce crashes and prevent fatalities and injuries.

PROGRAM GOAL

- *Reduce fatalities and incapacitating injuries to 5,691 in 2013*

ENFORCEMENT SUPPORT

TRAFFIC CRASH REPORTING SYSTEM MODERNIZATION AND MICHIGAN TRAFFIC CRASH REPORT REVISION

Section 408

BACKGROUND

The Traffic Crash Reporting System (TCRS) is being upgraded to a more modern technology. This upgrade will allow the TCRS to continue efficient processing of traffic crash reports submitted by law enforcement agencies statewide.

The Traffic Crash Report (UD-10) is significantly out of date in conforming to the national Model Minimum Uniform Crash Criteria (MMUCC) standards. By complying with MMUCC standards, Michigan will be able to provide uniform and comparable crash data within the state, between other states, regionally, and nationally.

PROJECT GOALS

- Continue development of a technologically upgraded traffic crash reporting system—***Goal achieved***
- Continue UD-10 crash report revisions to increase conformity to national MMUCC standards—***Goal achieved***

RESULTS

OHSP funded the Department of Technology, Management, and Budget (DTMB) to implement the TCRS modernization.

A kickoff meeting in November 2012 included electronic vendors for the Michigan traffic crash form. Work began on the Electronic Vendor Certification Guide to include updates from the revised UD-10 form. Contractors were hired to begin the functional and system design stages for the modernized TCRS.

The Michigan State Police (MSP) Criminal Justice Information Center's Traffic Crash Reporting Section spearheaded the UD-10 revision. A kickoff meeting was held with the UD-10 Revision Team in November 2012. The team reviewed and developed a draft copy of the UD-10 form including revisions utilizing the identified MMUCC elements covering crash, location, unit, passenger, witness, and owner fields of the form. The suggested data element revisions were approved by MSP, the Michigan Sheriffs' Association, and the Michigan Association of Chiefs of Police. The revised UD-10 form brings the number of MMUCC compliant data elements being collected to 82 percent, up from 69 percent, and the number of data attributes collected to 67 percent, up from 54 percent.

TRAFFIC RECORDS DATA LINKAGE

Section 408

BACKGROUND

Over the past 12 years, Michigan has made great strides 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 not a 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 drunk driving offenders and would potentially allow for the development of more effective programs to address these issues.

PROJECT GOAL

- Create a technical roadmap document detailing the steps, challenges, and resources necessary to link the state's traffic records databases—***Goal achieved***

RESULTS

A Data Linkage Workgroup worked with a contractor to develop a roadmap document. The workgroup and contractor reviewed the elements of the databases to determine possible sources for linkage. Several discussions were held to determine the different uses for the data linkage and potential privacy, funding, and accessibility issues that may occur throughout the linkage efforts. A roadmap document was developed and presented to the Traffic Records Coordinating Committee in April. The Data Linkage Workgroup developed a list of short-, mid-, and long-term data linkage projects. Plans for FY2014 are to work with a DTMB information technology contractor to facilitate implementation of the data linkage projects.

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 geomapping 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. A NHTSA DDACTS pilot project showed the effectiveness of DDACTS in Baltimore, Maryland; Nashville, Tennessee; and Lafourche Parish, Louisiana.

DDACTS provides law enforcement the ability to address crime, crashes, and traffic violations in a more efficient manner with existing staff resources. Michigan hosted two DDACTS implementation workshops in FY2012 for a dozen law enforcement agencies.

In FY2012, OHSP was awarded the only grant in the nation to conduct a pilot DDACTS teen seat belt initiative in Macomb County. The project included a 12-month enforcement period conducted in DDACTS-based hot spot locations, a communications component to publicize the DDACTS efforts, and evaluation of pre- and post-program data. Pre- and post-program data was also obtained in Ottawa County, which was used as a control county for this project. Enforcement began in February 2012 and continued through January 2013. The post-program evaluation was conducted in February 2013.

PROJECT GOALS

- Complete enforcement and evaluation for the Macomb County NHTSA DDACTS Teen Initiative—***Goal achieved***.
- Conduct a DDACTS implementation workshop for interested Michigan law enforcement agencies—***Goal achieved***

RESULTS

OHSP worked with enforcement and evaluation partners to complete the Macomb County DDACTS Teen Belt Initiative. Three law enforcement agencies completed the final four months of DDACTS hot spot enforcement in the beginning of FY2013. The University of Michigan Transportation Research Institute (UMTRI) conducted the post-program evaluation of crime and crash data and teen awareness of seat belt use. The program evaluation indicated the DDACTS initiative had no measureable effect on teen crashes and crimes as implemented in Macomb County due to an

already high belt use rate among teens. However, several lessons were learned from this initiative, including:

- Implementing this program in a secondary belt law state may yield more measurable results
- Ensuring law enforcement commitment for sufficient enforcement levels
- Using school resource officers to assist with teen surveys at the schools
- Allowing adequate time for pre-program planning
- Ensuring appropriate crash and crime data elements are available for program evaluation

DDACTS was promoted to law enforcement agencies by conducting three implementation workshops that included seven MSP posts, 13 local police departments, and one sheriff's office. One of these workshops was conducted for the Detroit Police Department to assist them with incorporating DDACTS into the patrol operations of their six districts, comprised of 12 precincts. Demand for the workshop has resulted in a waiting list of interested agencies. Plans are to conduct another workshop during the first quarter of FY2014.

In March 2013, OHSP conducted a follow-up survey of agencies that attended a DDACTS workshop. The results of the survey showed:

- The workshop proved to be beneficial to most of the agencies
- 72 percent of the agencies implemented a DDACTS action plan
- The DDACTS workshop, operational guidelines, and assistance from OHSP were the most used resources when implementing DDACTS
- Access to timely crash and crime data is a challenge

EDUCATION AND COMMUNICATION

MICHIGAN TRAFFIC CRASH FACTS AND ANALYSIS

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 by UMTRI to provide comprehensive traffic crash data and reports. Since its launch 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 has been honored as the Best Traffic Records Web Page at the 2005, 2007, 2010, and 2012 Traffic Records Forums.

PROJECT GOAL

- To provide 2012 Michigan traffic crash data in a usable Web-based format and provide technical assistance for in-depth crash data analysis—***Goal achieved***

RESULTS

UMTRI provided analysis of the 2012 crash data and this information was provided in the form of fact sheets, a data query tool, and county profiles. New fact sheets for cell phone use and seat belt use were developed this year. Profiles were also provided for MSP districts and posts, as well as Michigan's Prosperity Regions. The Regional Prosperity Initiative is a Governor-recommended grant program to encourage local private, public, and nonprofit partners to create vibrant regional economies.

In addition, new filters were added to the data query tool for MSP districts and posts, as well as Traffic Safety Committees. The MTCF Web site had 19,778 visitors during FY2013, resulting in thousands of queries about using the data query tool.

UMTRI staff made presentations on the MTCF Web site at the 2012 Traffic Records Forum and the 2013 Michigan Traffic Safety Summit.

Through an agreement with UMTRI, two statisticians are embedded in OHSP's Lansing office to allow for personal interaction with OHSP program staff. These statisticians provided in-depth crash data analysis for more than 70 data requests.

Community Traffic Safety

OHSP programs engage partners both statewide and within local 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 technical expertise and support with local experience is part of what makes traffic safety programs so effective in Michigan.

PROGRAM GOALS

- *Reduce fatalities to 792 in 2013*
- *Reduce injuries to 65,470 in 2013*

EDUCATION AND COMMUNICATION

IN-HOUSE PUBLIC INFORMATION AND EDUCATION

Section 402

BACKGROUND

To promote seat belt use, sober driving, child passenger safety (CPS), motorcycle safety, and other traffic safety issues, the OHSP Communications Section carries out public information and earned media activities. This includes publishing a statewide online traffic safety newsletter, developing brochures, flyers, posters, and other promotional materials to promote traffic safety campaigns and conferences, and hosting media events.

PROJECT GOALS

- Create and distribute bimonthly newsletter—***Goal achieved***
- Issue 12 traffic safety-related news releases—***Goal achieved***
- Host 7 news conferences promoting traffic safety initiatives—***Goal achieved***
- Edit, design, and publish OHSP's Annual Evaluation Report—***Goal achieved***

RESULTS

The following was completed:

- OHSP's Annual Evaluation Report, as well as annual reports for the state-funded Michigan Truck Safety Commission and Secondary Road Patrol and Accident Prevention Program
- 76 traffic safety-related news releases about motorcycle safety, seat belt and drunk driving enforcement, *Kelsey's Law*, teen driving safety, and school bus safety
- 6 editions of OHSP's newsletter, *Safety Network*
- 12 media events promoting *Click It or Ticket*, *Drive Sober or Get Pulled Over*, and *Kelsey's Law*

In addition, the OHSP Communications Section supervised the production of an additional 20 publications supporting the Michigan Traffic Safety Summit, Strive For A Safer Drive teen program, Operation SABRE enforcement and public information project, motorcycle safety program, bike safety program, and media events.

Media monitoring was also conducted during all enforcement efforts to determine news coverage of seat belt and drunk driving enforcement. Results are provided in the Enforcement Mobilizations section.

MATERIALS STORAGE AND DISTRIBUTION

Section 402

BACKGROUND

For more than 30 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 1 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 costumes for loan to assist schools, law enforcements agencies, and other organizations in promoting seat belt use.

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.

Eighteen special mailings of nearly 295,000 items were shipped to more than 5,400 locations and included:

- 3 mailings of seat belt and drunk driving mobilization kits to more than 650 law enforcement agencies
- Brochures and posters promoting a new teen driver cell phone law to 1,900 driver's education instructors, high schools, and other traffic safety partners
- DVDs containing presentations on distracted driving and underage drinking to 215 educators, law enforcement agencies, and other groups making presentations to teens
- A new car seat flyer to 100 CPS instructors, Safe Kids coalitions, and Michigan State Police (MSP) community service troopers to help promote Child Passenger Safety Week
- Flyers providing tips on seat belt use for pregnant women to 460 CPS technicians and doctor's offices

Overall, 704,650 items were shipped to more than 6,000 sites throughout the year. This is a decrease from last year when more than 830,000 items were shipped. However, the number of locations shipped to increased by 1,000 from 5,000 locations in FY2012. The most popular items ordered were car seat, bike safety, drunk driving, texting, and school bus safety publications.

In addition, OHSP added Vince and Larry crash test dummy costumes to its offerings this summer. These costumes were available for loan to schools, law enforcement agencies, and other community groups promoting traffic safety. Borrowers also receive 250 trading cards featuring the crash test dummies and a safety message about seat belt use to hand out during their events. The costumes were borrowed six times. OHSP also offers Click It the Cricket costumes, which were borrowed 19 times.

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

Additional support and resources were needed for several campaigns, including the state's new cell phone ban for novice drivers, media monitoring for traffic enforcement efforts, and the winter driving effort in the Upper Peninsula.

This funding was also used to complete the remaining creative work for a new campaign to promote greater awareness of and compliance for the state's "Move Over Law." The law is meant to protect emergency workers responding to incidents. *Save a life. Give a lane. It's the Move Over law* is the message to motorists. The campaign featured MSP Tpr. Drew Spencer, who was struck while conducting a traffic stop. Trooper Spencer was seriously injured but was able to fully recover and return to active duty.

UPPER PENINSULA WINTER DRIVING

Section 402-PM

BACKGROUND

Winter driving in the Upper Peninsula (U.P.) can be hazardous. The 2008-2012 five-year average for incapacitating injuries and fatalities during inclement weather and hazardous road conditions was 22 percent for the state, while in the U.P. this same five-year average was 26 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 leave the roadway.

To help address this issue, a traffic safety campaign, *Drive Slow On Ice and Snow*, was developed in FY2012. This campaign encourages drivers to slow down in snowy and icy road conditions to reduce weather-related traffic crashes, injuries, and deaths. It included television and radio ads and flyers with myths and facts about winter driving.

PROJECT GOAL

- Promote safe winter driving behaviors in the U.P. through the *Drive Slow On Ice and Snow* campaign in the weeks preceding and following the first snowfall of the season—***Goal achieved***

RESULTS

Two 15-second television spots and a 30-second radio spot were aired in the U.P. media market in late October-December. In addition, 250,000 flyers educating drivers about common winter driving myths were distributed at fast food restaurants, schools, and banks throughout the region with the assistance of Eighth District MSP community service troopers.

A media event kicked off the campaign in November in Marquette, where three media outlets attended. Personnel from the Marquette County Road Commission, Marquette General Health Systems Emergency Medical Services, and Whistlers Wrecker Service also attended the event and provided interviews to local media outlets.

In addition, MSP featured campaign information on the state Web site and social media sites.

NEW LEGISLATION PUBLICITY

Section 402

BACKGROUND

At the end of the 2012 legislative session, the Michigan Legislature approved changes to the state's graduated

driver licensing (GDL) law prohibiting Level 1 and Level 2 license holders from using a cell phone while driving. Known as *Kelsey's Law*, the restriction was named in honor of Kelsey Raffaele, 17, of Sault Ste. Marie, who was killed in a cell phone-related crash in 2010. While Michigan has a driver texting ban, this was the first state law prohibiting a teen driver from talking on the phone while driving. The new restriction took effect March 28, 2013.

PROJECT GOAL

- Promote awareness of the change to the GDL law and educate parents and teens about the new restriction—***Goal achieved***

RESULTS

A public information campaign, *Kelsey's Law: Put Your Phone in Park,* was featured at a March press conference. Kelsey's mother, the driving force behind the law, and Secretary of State Ruth Johnson were featured speakers. Ten media outlets attended, and the campaign received nearly 300 media hits in the first week.

MSP also featured the campaign in two posts on the department's Facebook page. The first post received more than 51,000 likes and shares. The second post received more than 124,000 likes and shares.

In addition, the Michigan Outdoor Advertising Association donated 20 billboards for the campaign, including one in Sault Ste. Marie.

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. The timing allows motorists a warning period before enforcement 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 aged 35-64 are the focus of motorcycle safety messaging. Advertising mediums included radio, television, and cable programs as well as billboards, Internet sites, and movie theaters.

RESULTS

MAY 2013 *CLICK IT OR TICKET*

Survey results indicate continued high awareness for the *Click It or Ticket* campaign and brand, both statewide and among the audience for the campaign, young men. While the responses regarding awareness of special efforts to ticket drivers for seat belt violations has remained consistent, the general population and young men are less convinced than in past years that police are actually writing more tickets for seat belt violations.

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

(Strongly agree/somewhat agree)

	2011		2012		2013	
	PRE SURVEY	POST SURVEY	PRE SURVEY	POST SURVEY	PRE SURVEY	POST SURVEY
General population	30.6%	43.3%	24.8%	37.3%	25.8%	30.5%
Young men	31.4%	45.3%	30%	46.7%	26%	38.7%

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)

	2011		2012		2013	
	PRE SURVEY	POST SURVEY	PRE SURVEY	POST SURVEY	PRE SURVEY	POST SURVEY
General population	11.8%	37.5%	9.3%	34.3%	10.8%	32.3%
Young men	12%	36%	18%	42.7%	6.7%	39.3%

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)

	2011		2012		2013	
	PRE SURVEY	POST SURVEY	PRE SURVEY	POST SURVEY	PRE SURVEY	POST SURVEY
General population	6.4%	39.8%	12.9%	40%	12.7 %	33%
Young men	9.6%	28%	13.7%	41.1%	6.7%	36.8%

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

(Click It or Ticket)

	2011		2012		2013	
	PRE SURVEY	POST SURVEY	PRE SURVEY	POST SURVEY	PRE SURVEY	POST SURVEY
General population	70.8%	85%	74%	88%	72%	85.5%
Young men	71.3%	88.7%	82.7%	94%	74.7%	89.3%

AUGUST 2013 *DRIVE SOBER OR GET PULLED OVER*

Through the combined efforts of national advertising and a new ad campaign in Michigan in 2012, there is already high awareness for *Drive Sober or Get Pulled Over* within a relatively short time, even higher than the well-established previous campaign, *Over the Limit. Under Arrest*. The state's "Excuses" ad campaign has helped to make young men aware of special drunk driving efforts and helped convince them that local police are arresting more people for drunk driving.

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

(Strongly agree/somewhat agree)

	2011		2012		2013	
	PRE SURVEY	POST SURVEY	PRE SURVEY	POST SURVEY	PRE SURVEY	POST SURVEY
General population	34%	41%	40.3%	38.8%	34.3%	35%
Young men	45%	50%	48.7%	48.7%	42.7%	46.7%

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

(Strongly agree/somewhat agree)

	2011		2012		2013	
	PRE SURVEY	POST SURVEY	PRE SURVEY	POST SURVEY	PRE SURVEY	POST SURVEY
General population	31.8%	36.8%	27.3%	32.3%	18.5%	32.8%
Young men	31.3%	36.7%	30.0%	40.7%	25.3%	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)

	2011		2012		2013	
	PRE SURVEY	POST SURVEY	PRE SURVEY	POST SURVEY	PRE SURVEY	POST SURVEY
General population	17.3%	31.2%	15.9%	32.9%	14.9%	35.4%
Young men	18%	39.5%	20.3%	38.1%	7.8%	39.1%

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

(Drive Sober or Get Pulled Over)

	2011		2012		2013	
	PRE SURVEY	POST SURVEY	PRE SURVEY	POST SURVEY	PRE SURVEY	POST SURVEY
General population	15%	23.8%	14.3%	46.3%	31%	58.3%
Young men	12%	38.7%	22%	54%	44%	68%

RIDE SAFE TO RIDE AGAIN MOTORCYCLE CAMPAIGN

Motorcycle riders are more aware of motorcycle safety messages and the *Ride Safe to Ride Again* campaign. This campaign has now gained 50 percent awareness among riders, up nearly 15 percent in just two years.

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

(Strongly agree/somewhat agree)

	2011		2012		2013	
	PRE SURVEY	POST SURVEY	PRE SURVEY	POST SURVEY	PRE SURVEY	POST SURVEY
Motorcycle riders	33.3%	44.8%	31.5%	46.3%	33%	50%

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

(Ride Safe to Ride Again)

	2011		2012		2013	
	PRE SURVEY	POST SURVEY	PRE SURVEY	POST SURVEY	PRE SURVEY	POST SURVEY
Motorcycle riders	29.3%	35.5%	28%	47.8%	31%	50.3%

MAY 2013 *CLICK IT OR TICKET* RECAP

2013 Seat Belt Enforcement
Spot Broadcast TV Target: Men 18-34 Flight Dates: 5/13-5/26

Market	Reach	Frequency	Total GRPs	Total Spots (Paid :30)	Added Value :30 Spots	Added Value :05, :10 Sponsorships & Banner Ads	Total $$ (Net)
Detroit	75.1%	4.2x	314.4	283	7	35	$186,002
Flint/Saginaw/Bay City	90.2%	3.6x	322.7	239	23	12	$31,187
Grand Rapids/Kazoo/Bat. Cr.	59.0%	4.3x	255.9	171	10	40	$53,673
Totals:				**693**	**40**	**87**	**$270,862**
						Assessed Value Added:	**$24,575**

Note: 3 of the 7 bonus spots were Prime Time spots in Detroit;
2 of the 10 bonus spots were Prime Time in Grand Rapids.

2013 Seat Belt Enforcement
Spot Cable TV Target: Men 18-34 Flight Dates: 5/13-5/26

Market	Reach	Frequency	Total GRPs	Total Spots (Paid :30)	Added Value :30 Spots	Added Value :05 and :10 Sponsorships	Total $$ (Net)
Detroit	38.9%	4.2x	163.7	519	0	50	$88,273
Flint/Saginaw/Bay City	32.3%	3.4x	109.8	385	0	50	$12,440
Grand Rapids/Kazoo/Bat. Cr.	31.8%	4.5x	143.8	459	0	30	$31,497
Totals:				**1363**	**0**	**130**	**$132,210**
						Assessed Value Added:	**$10,500**

Note: Added value :30 commercials were not included in the R&Fs.

2013 Seat Belt Enforcement
Fox Sports Network Detroit Detroit Tigers Baseball Target: Men 18-34 Flight Dates: 5/13-5/26

Market	Reach	Frequency	Total GRPs	Total Spots (Paid :30)	Added Value :30 Spots	Added Value :05 and :10 Sponsorships	Total $$ (Net)
Statewide Coverage	54.7%	5.1x	278.9	230	10	0	$62,178
Totals:				**230**	**10**	**0**	**$62,178**
						Assessed Value Added:	**$2,000**

2013 Seat Belt Enforcement
Spot Radio Target: Men 18-34 Flight Dates: 5/13-5/26

Market	Reach	Frequency	Total GRPs	Total Spots (Paid :30)	Added Value :60 Spots	Added Value :05 and :10 Sponsorships	Total $$ (Net)
Detroit	71.8%	6.1x	438.1	517	10	225	$74,871
Flint	55.7%	6.5x	362.2	259	6	28	$7,480
* Saginaw/Bay City	NA	NA	NA	186	8	4	$7,072
Grand Rapids	60.1%	5.7x	342.9	268	0	90	$10,612
Kalamazoo	37.9%	4.6x	174.5	153	20	0	$7,939
Totals:				**1383**	**44**	**347**	**$107,974**
						Assessed Value Added:	**$18,100**

* Saginaw/Bay City is a non-rated market - Arbitron data not available for this former Radio Metro.

2013 Seat Belt Enforcement
Internet Target: Men 18-34 Targeted to State of Michigan Flight Dates: 5/13-5/26

Sites	Impressions (Paid)	CPM				Added Value Impressions	Total $$
ESPN.com	1,500,000	$12.00					$21,000
MLB.com/Tigers.com	2,000,000	$9.45					$28,000
You Tube/Google Video Net	3,000,000	$20.00					$60,000
HULU	500,000	$30.00					$15,000
Pandora	1,700,000	$11.76				3,400,000	$20,000
IHeart	994,800	$11.83					$11,765
WXYT.com	662,500	$10.57					$7,000
Totals:	10,357,300	$15.72					$162,765
						Assessed Value Added:	**$39,984**

Costing reflects "Premium" internet placement negotiated directly with publishers
Pandora provided 3,400,000 no charge added value impressions - 500 x 500 and 300 x 250 banners.

2013 Seat Belt Enforcement
Video Game Advertising Target: Men 18-34 Targeted to State of Michigan Flight Dates: 5/13-5/26

Vendor	Impressions	CPM					Total $$
EA Sports	1,938,909	$20.42					$39,600
Totals:	**1,938,909**	**$20.42**					**$39,600**

2013 Seat Belt Enforcement
Billboards/Static Bulletins Target: Men 18-34 Flight Dates: 4/29-5/26

Market	Number of Boards					Added Value Boards	Total $$
Detroit	20					26	$90,000
Flint/Saginaw/Bay City	5					7	$22,500
Grand Rapids/Kazoo/Bat. Cr.	10					12	$44,000
Totals:	**35**					**45**	**$156,500**
						Assessed Value Added	**$201,300**

Note: Added Value boards included production of one vinyl per board.

Total Seat Belt Enforcement Media Spend:	**$932,089**

Total Assessed Value Added:	**$296,459**

31.8% Added Value Relative to Media Spend

AUGUST 2013 *DRIVE SOBER OR GET PULLED OVER* RECAP

August 2013 Drunk Driving
Spot Broadcast TV Target: Men 21-34 Flight Dates: 8/12-9/1

Market	Reach	Frequency	Total GRPs	Total Spots (Paid :30)	Added Value :30 Spots	Added Value :05, :10 Sponsorships & Banner Ads	Total $$ (Net)
Detroit	63.4%	3.1x	200	218	2	46	$116,408
Flint/Saginaw/Bay City	65.9%	3.2x	208.5	105	30	3	$16,584
Grand Rapids/Kazoo/Bat. Cr.	56.6%	3.3x	189	131	33	16	$33,422
Totals:				**454**	**65**	**65**	**$166,414**
						Assessed Value Added:	**$31,000**

Note: Added value :30 commercials were not included in the R&Fs.
Added Values includes a 300x250 banner ad on WXYZ.com with a guaranteed 1,000,000 impressions.

August 2013 Drunk Driving
Spot Cable TV Target: Men 21-34 Flight Dates: 8/12-9/1

Market	Reach	Frequency	Total GRPs	Total Spots (Paid :30)	Added Value :30 Spots	Added Value :05 and :10 Sponsorships	Total $$ (Net)
Detroit	28.3%	3.8x	107.5	458	1,595	45	$48,876
Flint/Saginaw/Bay City	30.6%	2.1x	64.5	174	27	30	$6,702
Grand Rapids/Kazoo/Bat. Cr.	33.2%	2.3x	75.3	233	0	30	$17,147
Totals:				**865**	**1622**	**105**	**$72,725**
						Assessed Value Added:	**$51,875**

Note: Added value :30 commercials were not included in the R&Fs.

August 2013 Drunk Driving
Fox Sports Network Detroit Detroit Tigers Baseball Target: Men 21-34 Flight Dates: 8/12-9/1

Market	Reach	Frequency	Total GRPs	Total Spots (Paid :30)	Added Value :30 Spots	Added Value Pre & Post Game Twitter	Total $$ (Net)
Statewide Coverage	53.6%	7.4x	400	291	150	17	$86,785
Totals:				**291**	**150**	**17**	**$86,785**
						Assessed Value Added:	**$6,000**

August 2013 Drunk Driving
Spot Radio Target: Men 21-34 Flight Dates: 8/12-9/1

Market	Reach	Frequency	Total GRPs	Total Spots (Paid :30)	Added Value :60 Spots	Added Value :05 and :10 Sponsorships	Total $$ (Net)
Detroit	85.6%	8.7x	746.6	879	0	202	$92,678
Flint	55.7%	6.5x	362	291	9	24	$7,293
* Saginaw/Bay City	NA	NA	NA	225	6	24	$6,278
Grand Rapids	65.5%	9.7x	637.1	610	30	87	$18,462
Kalamazoo	41.3%	5.5x	227.7	228	0	12	$8,989
Totals:				**2233**	**45**	**349**	**$133,700**
						Assessed Value Added:	**$20,955**

Note: Most of the Added Value sponsorships were negotiated to run in "drive times" 7-8 a.m. and 5-6 p.m. Monday through Friday;
Added value no charge :60s were not included in the R&F.
* Saginaw/Bay City is a non-rated market - Arbitron data not available for this former Radio Metro.

August 2013 Drunk Driving
Internet Target: Men 21-34 Targeted to State of Michigan Flight Dates: 8/12-9/1

Sites	Impressions	CPM					Total $$
ESPN.com	1,033,333	$14.00					$14,000
MLB.com/Tigers.com	921,250	$10.00					$10,000
You Tube/Google Video Net	2,000,000	$20.00					$40,000
Pandora	1,666,667	$10.00					$10,000
Iheart	994,799	$10.00					$10,000
Totals:	**6,616,049**	**$12.70**					**$84,000**

Costing reflects "Premium" Internet placement negotiated directly with publishers

August 2013 Drunk Driving
Video Game Advertising Target: Men 21-34 Targeted to State of Michigan Flight Dates: 8/12-9/1

Vendor	Impressions	CPM					Total $$
EA Sports	2,249,939	$17.60					$39,600
Totals:	**2,249,939**	**$17.60**					**$39,600**

August 2013 Drunk Driving
Billboards/Static Bulletins Target: Men 21-34 Flight Dates:

Market	Number of Boards					Added Value Boards	Total $$
Detroit	14					18	$60,375
Flint/Saginaw/Bay City	5					7	$20,313
Grand Rapids/Kazoo/Bat. Cr.	6					7	$24,497
Totals:	**25**					**32**	**$105,185**
						Assessed Value Added	**$31,500**

Note: Added Value boards included production of one vinyl per board

August 2013 Drunk Driving
Mobile Billboards Target: Men 21-34 Flight Dates: 8/15, 8/16 & 8/17

Market	Number of Mobile Bds.						Total $$
Detroit	1						$2,400
Flint/Saginaw/Bay City	1						$2,400
Grand Rapids/Kazoo/Bat. Cr.	1						$2,400
Totals:							**$7,200**

Total Drunk Driving Media Spend:	**$695,609**
Total Assessed Value Added:	**$141,330**

26.1% Added Value Relative to Media Spend

RIDE SAFE TO RIDE AGAIN MOTORCYCLE CAMPAIGN RECAP

2013 Motorcycle Awareness
Spot Broadcast TV Target: Men 35-64 Flight Dates: 4/8-4/21

Market	Reach	Frequency	Total GRPs	Total Spots (Paid :30)	Added Value :30 Spots	Added Value :05, :10 Sponsorships & Banner Ads	Total $$ (Net)
Detroit	78.9%	2.6x	209	58	2	26	$120,828
Grand Rapids/Kazoo/Bat. Cr.	78.7%	2.8x	221.9	81	3	10	$32,245
Totals:				**139**	**5**	**36**	**$153,072**
						Assessed Value Added:	**$15,550**

Note: All added values :30 spots were in Prime Time

2013 Motorcycle Awareness
Spot Cable TV Target: Men 35-64 Flight Dates: 4/8-4/21

Market	Reach	Frequency	Total GRPs	Total Spots (Paid :30)	Added Value :30 Spots	Added Value :05 and :10 Sponsorships	Total $$ (Net)
Detroit	22.1%	3.2x	70.8	242	0	20	$32,610
Grand Rapids/Kazoo/Bat. Cr.	20.4%	2.2x	45.6	99	0	50	$6,872
Totals:				**341**	**0**	**70**	**$39,483**
						Assessed Value Added:	**$8,000**

Note: Added value :30 commercials were not included in the R&Fs.

2013 Motorcycle Awareness
Spot Radio Target: Men 35-64 Flight Dates: 4/8-4/21

Market	Reach	Frequency	Total GRPs	Total Spots (Paid :30)	Added Value :60 Spots	Added Value :05 and :10 Sponsorships	Total $$ (Net)
Detroit	62.7%	4.3x	269.2	275	0	108	$41,081
Grand Rapids	44.4%	6.3x	278.5	192	12	66	$9,014
Totals:				**467**	**12**	**174**	**$50,095**
						Assessed Value Added:	**$8,800**

2013 Motorcycle Awareness
Internet Target: Men 35-64 Geo-Targeted to State of Michigan Flight Dates: 4/8-4/21

Sites	Impressions	CPM					Total $$
ESPN.com	700,000	$9.85					$10,500
MLB.com/Tigers.com	900,000	$10.63					$10,800
FoxSports.com	700,000	$12.00					$8,400
Totals:	**2,300,000**	**$10.67**					**$29,700**

Costing reflects "Premium" Internet placement negotiated directly with publishers.

Total Motorcycle Safety Media Spend:	**$272,350**

Total Assessed Value Added:	**$32,350**

11.9% Added Value Relative to Media Spend

Driver Education

Driver education involves improving driver behavior by teaching better skills, improving safety awareness, and motivating people to drive safely. Younger drivers are learning the needed skills for the first time. Senior drivers face slower reaction times and other age-related challenges, which lead to a greater likelihood of crashes, injuries, and medical complications.

PROGRAM GOALS

- *Reduce fatalities and incapacitating injuries to 5,691 in 2013*
- *Reduce fatalities and incapacitating injuries involving drivers aged 16-20 to 1,244 in 2013*
- *Reduce fatalities and incapacitating injuries involving drivers aged 21-24 to 853 in 2013*

EDUCATION AND COMMUNICATION

STRIVE FOR A SAFER DRIVE

Section 402

BACKGROUND

According to the University of Michigan Transportation Research Institute (UMTRI), approximately one out of every 10 drivers aged 16-17 is involved in a crash each year. In 2012, there were 46 traffic fatalities involving drivers aged 15-18 in Michigan.

Following the success of a school-based traffic safety program in Illinois, a similar program was developed in Michigan in 2011.

For the second year, OHSP partnered with AAA Michigan (AAA) and Ford Driving Skills for Life (DSFL) to offer the Strive For A Safer Drive (S4SD) program. S4SD provides funding and resources to help high school teens create peer-to-peer safe driving campaigns with the goal of reducing traffic crashes, injuries, and fatalities among the most inexperienced drivers.

PROJECT GOALS

- Solicit up to 50 applications from high schools in the top 15 counties for teen traffic fatalities and incapacitating injuries—***Goal achieved***
- Conduct a hands-on driving event for the winning schools—***Goal achieved***

RESULTS

For the second year, the Michigan State University Health and Risk Communication Center took the lead in recruiting high schools to take part in the S4SD program. A team of grant-funded college students contacted 325 schools and successfully engaged 34 schools in 12 counties to participate. This was more than double the number of schools that participated in FY2012 when 16 schools in eight counties took part in the program.

Each school received $2,000 from AAA for students to create traffic safety-related campaigns. These campaigns took place over a three-month period and included the use of driving simulators, demonstrations of seat belt convincers, traffic safety contests, pre- and post-evaluations, safe driving pledges, first responder demonstrations, logo contests, skits and presentations on traffic safety for elementary school students, and school and community-wide assemblies.

Following the campaigns, schools submitted a final report that was judged by S4SD partners. The top schools were selected based on creativity, execution, and compliance with the S4SD participation requirements.

The program concluded with two days of hands-on driving events at the Ford Dearborn Development Center. Nearly 400 teens from 22 schools had the opportunity to get behind the wheel of a car with a professional driver providing advanced instruction.

DISTRACTED DRIVING PRESENTATION

Section 402

BACKGROUND

In 2012, the Traffic Improvement Association (TIA) worked with the Michigan Department of Transportation to develop the Remembering Ally: Distracted Driving Awareness Campaign in memory of Michigan teen 16-year-old Ally Zimmerman, who was killed by a distracted driver. The campaign includes a poster, TV public service announcement, and a video depicting a dramatization of a distracted driving crash.

To complement this campaign, OHSP and TIA developed a distracted driving presentation for law enforcement, driver's education instructors, and others who make presentations on distracted driving to young drivers.

PROJECT GOAL

- Work with TIA to develop a high school-focused distracted driving presentation—***Goal achieved***

RESULTS

OHSP and TIA created a traffic safety resource DVD to help educate teens and young adults about the dangers of distracted driving and underage drinking.

The DVD includes three PowerPoint presentations that contain videos about the consequences of underage drinking and distracted driving, speaker notes, and the Remembering Ally dramatization of a distracted driving crash.

One thousand copies of the DVD were distributed. Copies were disseminated at the Michigan Traffic Safety Summit, provided to Michigan State Police (MSP) community service troopers, and offered to traffic safety partners through OHSP's newsletter. The Michigan Department of Community Health requested copies of the DVD to use during presentations on underage drinking and the Tri-Town Fire Department in Mio presented the DVD during a board meeting, which resulted in orders for additional copies for members of the audience to use during other community meetings.

TIA issued a news release about the availability of the DVD, which also generated orders from the general public.

SENIOR DRIVER PROGRAMS

Section 402

BACKGROUND

Michigan is the eighth largest state for the number of drivers 65 or older (1.1 million licensed drivers). For each mile traveled, fatal crash rates increase noticeably starting at age 70 and are highest among drivers age 85 and older. Senior drivers have slower reaction times and a multitude of other age-related challenges as they continue to drive into their twilight years. In 2012, drivers age 65 and older were involved in 979 crashes, compared to 929 in 2011. These numbers are consistent with national statistics, as the number of people turning 65 each year is expected to grow.

PROJECT GOALS

- Work with traffic safety partners to support initiatives that help reduce senior mobility deaths and injuries—***Goal achieved***
- Attend and continue to be an active partner on the Governor's Traffic Safety Advisory Commission (GTSAC) Senior Mobility Action Team—***Goal achieved***

RESULTS

OHSP added a new staff person whose responsibilities include senior driver traffic safety programs. Although funding was originally allocated for this program area, programming involvement did not require expenditures this

year. Staff activities included participation on the GTSAC Senior Mobility Action Team, education about senior driver safety, and developing relationships with traffic safety professionals in the private and public sector with expertise in this area.

As a member of the GTSAC Senior Mobility Action Team, OHSP has been involved in the following projects:

- Planning for the North American Conference on Elderly Mobility: A Decade of Progress in May 2014 in Detroit. This conference will feature best practices and highlight progress over the last 10 years
- Updating the GTSAC Senior Mobility Action Plan
- Developing an educational component about planning for driving retirement
- Researching options for updating the Michigan Seniors Web site to include traffic safety information

OHSP is partnering with the Michigan Department of Transportation, Michigan Department of State, AAA, and the Area Agency on Aging 1-B to create a traffic safety guidebook. The guidebook is modeled after Florida's Guide for Aging Drivers and will provide information to seniors, caregivers, and the medical community to help seniors continue to drive as long as safely possible. The guidebook also provides information to help prepare seniors for the day when they may need to retire from driving.

A new online older driver law enforcement course is being developed by NHTSA. This course will provide background information on aging issues and why law enforcement should be aware of these issues in relation to their duties. A workshop introducing this topic was presented at the Michigan Traffic Safety Summit. OHSP plans to promote the program to law enforcement once it is released.

Additionally, OHSP worked with MSP to create a Keeping Seniors Safe PowerPoint presentation to educate seniors, caregivers, and the community about senior driver traffic safety. The PowerPoint was presented at the Michigan Traffic Safety Summit and shared with MSP community service troopers to facilitate continuing efforts to educate the public in their communities.

SHOEI

Motorcycle Safety

Motorcyclist fatalities have steadily grown over the past decade, largely a result of the increased number of motorcycle riders on the road. Although automobile occupant injuries and fatalities have declined over the past four years in Michigan, motorcyclist fatalities still constitute nearly 15 percent of the state's traffic fatalities. More than 3 percent of motorcycle crashes result in a motorcyclist fatality and over 17 percent result in an incapacitating injury.

PROGRAM GOAL

- *Reduce fatalities and incapacitating injuries of motorcyclists to 601 in 2013*

TRAINING AND EDUCATION

MOTORCYCLE PUBLIC INFORMATION CAMPAIGNS

Sections 402, 405f, 2010

BACKGROUND

In FY2012, OHSP conducted focus groups of motorcyclists to determine the feasibility of convincing riders to wear high-visibility riding gear. When asked what they wore while riding, a majority of them responded they wore black leather. They also indicated their motorcycle was black or another dark color. When asked if they wore high-visibility gear, many indicated they only wore brightly colored rain suits in inclement weather. However, when shown samples of leather jackets and pants that incorporated reflective material and bright colors, several of the riders indicated they would wear that type of gear because it was "cool."

To help promote rider visibility, a new television ad promoting the use of high-visibility riding gear was developed at the end of FY2012 for use in FY2013.

Another way to improve rider safety is through training and endorsement. In 2012, there were more than 250,000 registered motorcycles in Michigan, with nearly 49,000 of those motorcycles belonging to an individual who did not have a motorcycle endorsement on their driver's license. Although the unendorsed population of motorcyclists made up 20 percent of all registered motorcycles, it accounted for more than 50 percent of motorcyclist fatalities in 2012.

PROJECT GOALS

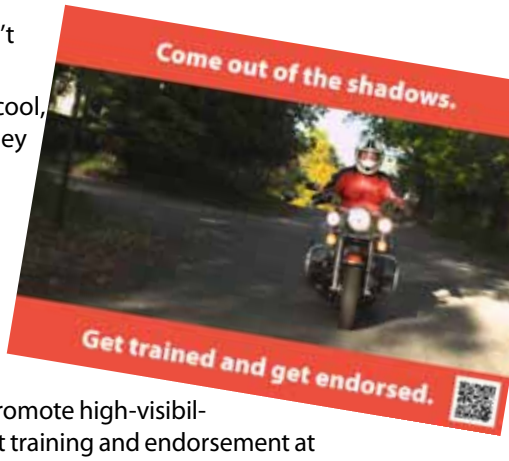
- Maintain at least 48 percent awareness of the *Ride Safe to Ride Again* campaign among motorcyclists in the metro Detroit and Grand Rapids areas—***Goal achieved***
- Promote the use of high-visibility riding gear to motorcyclists—***Goal achieved***
- Promote motorcycle endorsement and training to unendorsed motorcyclists—***Goal achieved***

RESULTS

Paid radio, cable, television, and Internet ads promoting the *Ride Safe to Ride Again* campaign and the use of high-visibility riding gear were run in April in the metro Detroit and Grand Rapids media markets. The Web site was updated and a direct link was created to the Michigan Department of State (MDOS) motorcycle training program locator. The site recorded 3,351 visits in April, a decrease from 4,844 visits in FY2012. This may be attributed to the fact that only the radio ads urged riders to visit the Web site, unlike in FY2012 when the TV ad also urged riders to visit the site. The Web site information will be added to the television ads in FY2014.

Following the ad campaign, telephone surveys asked motorcyclists about training and high-visibility riding gear. According to the results:

- 61.5 percent said they did not wear high-visibility riding gear.
- 35.8 percent said they didn't need it
- 38.6 percent said it wasn't cool, what riders wore, or that they wore their leathers
- Several respondents indicated high-visibility gear was ugly, looked stupid, didn't match their leathers, or that they didn't wear bright colors



OHSP worked with MDOS to promote high-visibility riding gear and motorcyclist training and endorsement at the Progressive® International Motorcycle Show in February and Muskegon Bike Time in July. Staff made contact with nearly 5,000 motorcyclists and 865 attendees submitted entry forms for drawings for high-visibility riding gear. During the events, 421 surveys about rider risk and behavior were collected and 5,000 bandanas and 5,400 kickstand pucks with the *Ride Safe to Ride Again* logo were handed out.

At the Muskegon event, Michigan State Police troopers provided technical riding demonstrations and the Secretary

of State Mobile Office was on-site to provide opportunities for license renewals, motorcycle endorsements, instant titles, and voter registration.

Of the 421 people surveyed at the two events, nearly 75 percent of female motorcycle owners had taken a motorcycle training course, while 58 percent of male owners had received training. Analysis of the results also found a correlation between rider training and the use of high-visibility gear with riders who had received training being more likely to wear high-visibility gear.

To address unendorsed motorcyclists, OHSP collaborated with MDOS and several public and private motorcycle safety partners to mail postcards in March to nearly 49,000 owners of a motorcycle registered with the state that did not have a motorcycle endorsement on their license. The postcard informed recipients that half of all riders killed in 2012 were unendorsed and provided information about how to find low-cost training and become endorsed.

MDOS data showed that more than 7,000 people who were on the unendorsed list prior to the mailing were on the endorsed list in September 2013. This data will be further analyzed in FY2014 to help determine if additional mailings are necessary.

RETURNING AND ADVANCED RIDER TRAINING

Section 2010

BACKGROUND

Although motorcycles were only involved in 1.3 percent of Michigan's traffic crashes in 2012, nearly 15 percent of all traffic fatalities involved a motorcycle. Studies of Michigan's motorcycle-involved traffic fatalities indicate that unendorsed riders are overrepresented in these crashes and accounted for more than 50 percent of fatalities in 2012.

To address rider safety issues, state agencies have invested considerable time and effort toward improving rider safety through a motorcycle safety training program. Formal motorcyclist training and licensing are critical components necessary to operate a motorcycle safely. The Michigan Motorcycle Training Program, administered by MDOS, offers basic, returning rider, and advanced rider courses through public and private sponsors. These programs train more than 12,000 motorcyclists annually at nearly 50 training sites.

The Returning Rider Basic Rider Course (RRBRC) is designed for riders who possess the basic skills to ride a motorcycle but who have not been riding for some time. The course offers practice for motorcyclists who want to brush up on their skills or who want to obtain the motorcycle endorsement on their driver's license.

The Advanced Rider Course (ARC) is a one-day course for experienced and endorsed riders that complements a rider's basic skills and helps with personal risk assessment. It includes a fast-paced classroom segment with interactive activities to improve perception and hazard awareness. The exercises enhance both basic skills and crash avoidance skills, while improving braking, swerving, and cornering.

PROJECT GOALS

- Increase the availability of the RRBRC and the ARC by 5 percent—***Goal not achieved***
- Provide up to four professional development sessions for RiderCoaches to insure quality and consistency of the Motorcycle Safety Foundation (MSF) curriculum being taught—***Goal achieved***
- Provide samples of high-visibility riding gear to public-sponsored training site classrooms in order to promote rider visibility—***Goal achieved***

RESULTS

The ARC program saw a decrease in attendance with 231 students taking the course compared to 412 in FY2012.

- Metro Detroit sites trained 211 students during 18 classes
- West Michigan sites trained 18 students during 2 classes
- A northern Michigan site trained 2 students during 1 class

In metro Detroit, students experienced difficulties with a new online registration process for all college classes, including motorcycle safety courses. This may have impacted enrollment. In west Michigan, ARC courses were not offered until later in the riding season, which led to lower than expected enrollment.

In addition:

- The federally funded RRBRC was offered at 3 training sites and saw a 68 percent increase over FY2012, with 246 students trained
- 50 RiderCoaches participated in professional development sessions about the RRBRC curriculum and ARC coach preparation, leading to 5 RiderCoaches being certified to teach the ARC
- 34 public-sponsored training sites purchased high-visibility riding gear, including gloves, vests, and jackets, to use as samples in the classroom to promote rider visibility

LONG-TERM PLANNING AND PARTNERSHIP WITH MICHIGAN DEPARTMENT OF STATE

Unfunded

BACKGROUND

MDOS administers the Michigan Motorcycle Training 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

- Continue to partner, communicate, and coordinate motorcycle safety initiatives with MDOS—***Goal achieved***

RESULTS

In addition to partnering on a mailing to unendorsed riders and two large-scale motorcycle safety events, OHSP and MDOS participated in an Army Safety Stand Down Day at the U.S. Army Garrison-Detroit Arsenal in June. OHSP and MDOS also participated in an Army National Guard Safety Day at the Grand Ledge Air National Guard base in September.

During these two events, nearly 1,000 civilians and enlisted personnel received information about motorcycle safety, training, and endorsement.

The motorcycle safety program coordinators for OHSP and MDOS also became certified MSF RiderCoaches. This required four weekends of training both on the motorcycle range and in the classroom. This training will help them better understand and convey the importance of motorcyclist safety training to riders.

DIRECT OBSERVATION SURVEYS: MOTORCYCLE HELMET USE

Section 402

BACKGROUND

Changes to Michigan's motorcycle helmet law modified the requirements for helmet use in April 2012. Riders 21 years and older who have more than two years of experience riding a motorcycle and have attended a motorcycle safety course have the option of whether or not to use a helmet. Riders must also carry at least $20,000 in first-party medical benefits. Riders under the age of 21 are still required to use government-approved helmets.

Prior to this change, helmet use was 97.8 percent, according to a 2006 motorcycle crash trend study conducted by the University of Michigan Transportation Research Institute.

PROJECT GOAL

- Determine Michigan's helmet use rate through a direct observation survey—***Goal achieved***

RESULTS

Wayne State University Transportation Research Group conducted a direct observation survey of more than 2,500 motorcycle riders and passengers at 167 locations during the summer. In addition to helmet use, information was collected on motorcycle type, gender, age, and race of each observed rider, and whether or not the motorcyclist was wearing high-visibility riding gear. Separate helmet use rate estimates were provided for normal travel as determined through data collected at randomly selected locations, as well as for large riding events and rallies.

The helmet-use rate at randomly selected roadside locations was 73 percent, while the rate at motorcycle events and rallies was 58.8 percent. The usage rate for high-visibility gear was 5.6 percent.

It should be noted that Michigan's helmet-use rate remains 13 percentage points higher than the 60 percent helmet-use rate observed in a nationwide survey in 2012.

Emergency Medical Services

Emergency medical care provided in the first 60 minutes after a crash is a critical factor in whether victims survive. Adequately trained emergency medical service (EMS) providers are essential in preventing fatalities and reducing injury severity. Detection of crashes, timely response, and complete trauma care are key priorities for keeping crash victims alive.

PROGRAM GOAL

- *Reduce fatalities and incapacitating injuries to 5,691 in 2013*

EMS SUPPORT

EMERGENCY MEDICAL SERVICES SUPPORT

Section 402

BACKGROUND

EMS providers are volunteers who work in their communities, fitting in EMS training and responses around other obligations. Continuing education is required for license renewal and EMS providers are responsible for obtaining and paying for their training. In addition, rural responders are often behind their counterparts in knowing about new automotive technologies that can be dangerous during crash extrication.

PROJECT GOALS

- Train at least 10 rural EMS responders to safely respond to motor vehicle crashes—***Goal achieved***
- Train at least 10 rural EMS responders to recognize the signs of internal injuries and trauma caused by motor vehicle crashes and how to treat them—***Goal achieved***
- Establish a Governor's Traffic Safety Advisory Council EMS Action Team that includes rural EMS responder representation from northern Michigan—***Goal not achieved***

RESULTS

OHSP partnered with the Michigan EMS Expo, an annual tradeshow and educational conference, to offer traffic safety training during the conference in Detroit. Two sessions were sponsored by OHSP: motorcycle crash and hands-on helmet removal training, and a presentation on responding to motor vehicle trauma involving geriatric patients. Sixty-nine responders attended these sessions.

To provide training unique to the needs of rural responders, OHSP worked with the U.P. EMS Corporation in Marquette in September to sponsor sessions for more than 190 responders.

Sessions sponsored by OHSP included:

- Assessment, management, and treatment of motorcycle crash victims
- Techniques for the effective management of major crash incidents on rural roadways
- Care and handling of children involved in crashes

In addition, 50 responders attended a day-long pre-conference session on recognizing and deactivating hybrid batteries and secondary airbags, which can be hazardous to EMS workers during a rescue.

With time constraints and limited EMS personnel, a statewide EMS action team was not established. Future efforts will focus on ways to incorporate EMS personnel and issues into existing action teams.

Administrative Issues

GOVERNOR'S TRAFFIC SAFETY ADVISORY COMMISSION

The Governor's Traffic Safety Advisory Commission (GTSAC) met quarterly with an average attendance of 30 people. Meetings included a report on traffic safety legislation and commissioner updates on traffic safety-related activities taking place within their department. In addition, meeting attendees heard a variety of presentations on topics including current traffic safety research, an overview of 2012 crash data, a recap on FY2013 OHSP traffic safety programming efforts, and the impact of the medical marijuana law on traffic safety.

In December, the commission approved the final draft of the Strategic Highway Safety Plan (SHSP). Governor Snyder approved the SHSP in February. Action teams finalized action plans for their SHSP emphasis areas by the September deadline. Beginning next fiscal year, each quarterly GTSAC meeting will include an update on action plan goals and activities.

MICHIGAN TRAFFIC SAFETY SUMMIT

Nearly 500 people attended the 18th Annual Michigan Traffic Safety Summit. General sessions included information on ethics, rethinking strategies on marijuana use, curbing teen driver crashes, engaging the EMS system, and the stories of two young lives cut short by distracted driving.

Workshops covered driving on drugs, bike safety initiatives, enhancing intersection safety, safe senior driving, and the science behind crash test dummies.

Participants had the chance to receive information from 21 exhibitors, have their photo taken with crash test dummies Vince and Larry during a networking reception, and attend the GTSAC awards luncheon.

LEGISLATIVE UPDATE

Several laws affecting traffic safety were enacted or modified during FY2013.

INTOXICATING SUBSTANCE LAW

Public Act 543 of 2012 makes it a crime to operate a motor vehicle while under the influence of, or while visibly impaired by, the ingestion of an intoxicating substance including prescription drugs. The law bridges the gap between impairment by controlled drugs and other intoxicating substances, allowing prosecution for any impairment that substantially lessens a driver's ability to operate a motor vehicle in a normal manner.

KELSEY'S LAW

Public Act 592 of 2012 made changes to the state's graduated driver licensing law, prohibiting Level 1 and Level 2 license holders from using a cell phone while driving. Known as *Kelsey's Law*, the restriction was named in honor of Kelsey Raffaele, 17, of Sault Ste. Marie, who was killed in a cell phone-related crash in 2010. A public information and education campaign that promoted the new law to teens and their parents is outlined in the Community Traffic Safety section.

MAINTENANCE OF .08 BAC LAW

Public Acts 23 and 24 of 2013 maintain the drunk driving standard of .08 percent blood alcohol concentration (BAC) and the sentencing guidelines for those convicted of exceeding the state's BAC limits until October 1, 2018. Due to a sunset clause in the original law, the drunk driving standard was set to return to a .10 BAC limit in October.

The public acts also maintain a .04 BAC standard for drivers of commercial vehicles and a "zero tolerance" standard of .02 BAC for those under the age of 21. These laws keep Michigan in compliance with federal drunk driving standards and eligible for federal transportation funding.

CHILD PASSENGER SAFETY LAW

Prior to Public Act 35 of 2013, drivers penalized for operating a vehicle with a child passenger who was not properly secured in a car seat could have the fine automatically revoked if the driver later showed proof of having a car seat. Under Public Act 35, the imposition of a penalty is now left to a judge's discretion.

TRAFFIC SAFETY COMMITTEES

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 agencies, public and private, 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, and address problems in their communities.

The TSCs are a valuable instrument for OHSP to exchange information with local communities, learn about local traffic safety issues and concerns, provide guidance, and stay connected with local partners across the state. These commitees also allow OHSP to grow future traffic safety leaders by rotating chair and vice chair responsibilities within the TSCs.

Committees hosted 26 meetings, averaging 20 attendees, that covered the following topics: medical marijuana, pedestrian safety, traffic safety law changes, updates on Data-Driven Approaches to Crime and Traffic Safety, information on motorcycle crashes and enforcement, and legislative updates. Additionally, two OHSP staff members assumed leadership roles for the Lakeshore and Chippewa Valley TSCs.

Four legislative meetings provided the opportunity for dialogue between local citizens and legislators on traffic safety issues, pending legislation, and other issues of concern. OHSP also sponsored TSC chairs and vice chairs to attend the Michigan Traffic Safety Summit to keep them informed on current traffic safety technologies, methodologies, and best practices in Michigan and nationally, and to network with other TSC leadership and traffic safety professionals from around the state.

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 model 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.

STEP includes periodic, intensive enforcement on traffic safety problems such as drunk driving or unbuckled motorists. During mobilizations, grant-funded law enforcement agencies conduct extra patrols. Earned and paid media efforts bring attention to the increased enforcement.

RESULTS

Law enforcement in 26 counties received funding for overtime traffic enforcement to conduct seat belt and drunk driving enforcement during specific enforcement periods. The number of counties funded is the same as in FY2012, but there were fewer agencies participating in grant-funded enforcement this year.

Additional optional enforcement periods took place throughout the year, and agencies could conduct seat belt and impaired driving enforcement from June through September, as the summer months see a significant increase in crashes, fatalities, and injuries. See the Police Traffic Services section for more information.

***DRIVE SOBER OR GET PULLED OVER* SUMMARY March 13-April 8, 2013**	
Participating law enforcement agencies	156
Seat belt citations	115
Child restraint citations	26
Drunk driving arrests	510
Media events	1
News stories	135
Paid advertising	$0
Overtime enforcement hours	10,617
Enforcement funding	$530,850

***CLICK IT OR TICKET* SUMMARY May 20-June 2, 2013**	
Participating law enforcement agencies	156
Seat belt citations	9,003
Child restraint citations	126
Drunk driving arrests	15
Media events	4
News stories	209
Paid advertising	$1,000,000
Overtime enforcement hours	8,726
Enforcement funding	$436,300

***DRIVE SOBER OR GET PULLED OVER* SUMMARY July 1-7, 2013**	
Participating law enforcement agencies	156
Seat belt citations	116
Child restraint citations	4
Drunk driving arrests	115
Media events	0
News stories	179
Paid advertising	$0
Overtime enforcement hours	3,054
Enforcement funding	$152,700

***DRIVE SOBER OR GET PULLED OVER* SUMMARY August 16-September 2, 2013**	
Participating law enforcement agencies	155
Seat belt citations	4,122
Child restraint citations	66
Drunk driving arrests	270
Media events	4
News stories	367
Paid advertising	$750,000
Overtime enforcement hours	10,425
Enforcement funding	$521,250

OPTIONAL *DRIVE SOBER OR GET PULLED OVER* SUMMARY JUNE-SEPTEMBER	
Participating law enforcement agencies	129
Seat belt citations	305
Child restraint citations	32
Drunk driving arrests	679
Media events	0
News stories	0
Paid advertising	$0
Overtime enforcement hours	14,053
Enforcement funding	$702,650

OPTIONAL *CLICK IT OR TICKET* SUMMARY JUNE-SEPTEMBER	
Participating law enforcement agencies	37
Seat belt citations	2,261
Child restraint citations	39
Drunk driving arrests	13
Media events	0
News stories	0
Paid advertising	$0
Overtime enforcement hours	2,437
Enforcement funding	$121,850

GRANTEE SPOTLIGHT

An officer from the Grandville Police Department came up with a unique way to blend into the environment and educate passing motorists. The officer dressed in casual clothes holding a handwritten sign that said, *"Click It or Ticket."*

	ENFORCEMENT TOTALS						
	Traffic stops	Seat belt citations	Child restraint citations	Drunk driving arrests	Other felony arrests	Other misdemeanors	Other citations and arrests
March	14,345	115	26	510	68	2,021	4,205
Memorial Day	8,725	9,003	126	15	9	1,677	2,653
4th of July	4,171	116	12	115	18	629	1,275
Labor Day	15,837	4,122	66	270	3	1,379	3,314
Totals	43,078	13,356	230	910	98	5,706	11,447

FY2014 FOCUS

Michigan roads continue to be among the safest in the nation, but with the vision of providing a fatality-free roadway system always at the forefront, much more work is needed to make the vision a reality. OHSP begins FY2014 with an overall 4 percent decrease in traffic crashes across the state. Teen fatalities decreased 14 percent while motorcyclist fatalities and alcohol- and drug-involved fatalities reflected increases. Cell phone-involved crashes and pedestrian- and bicycle-involved crashes also decreased from last year. After unprecedented lows in fatalities and injuries in 2008 and 2009, the goal is to maintain positive progress and momentum and reduce fatalities and serious injuries even further. 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 enable us to further capitalize on efforts to drive down traffic deaths and injuries on Michigan roadways.

KEY FOCUS AREAS

High-visibility traffic enforcement remains a key strategy in FY2014 and impaired driving remains the greatest documented behavioral issue in Michigan traffic deaths, constituting approximately one-third of fatal crashes each year. Effective public messaging strategies aimed at changing driving behavior is a primary focus of enforcement in the coming year. Support for the effective and efficient prosecution, adjudication, and treatment of impaired drivers is also essential to realize continued progress in this challenging area.

Increasing restraint use to 98 percent through enforcement and public information and education programs is once again the focus of the OHSP occupant protection program. The promotion of the proper installation of car seats through public education, training, and car seat distribution programs is also a primary focus.

Young drivers remain a key target group for traffic safety programming. Strive For A Safer Drive continues to bring the traffic safety focus to our youngest and most inexperienced drivers. This program influences 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 drivers.

Michigan has one of the best traffic crash records systems in the nation. Funding continues to provide support for updating and maintaining the Michigan Traffic Crash Facts Web site and online data query tool, as well as updating the statewide traffic crash report.

Focus also continues 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 focuses 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 offers motorcyclists opportunities for license certification and advanced skill development, decreasing the probability of fatalities and incapacitating injuries on our roadways. A motorcycle campaign continues in the spring focusing on specific safe riding skills, obtaining motorcycle endorsements, and the use of high-visibility gear.

Michigan is the eighth largest state for the number of drivers 65 or older. In 2012, 9 percent of all injury crashes involved a driver age 65 or older and 15 percent of all fatal crashes involved a driver age 65 or older. As Michigan's older adult population increases, senior driving is becoming an emerging issue. OHSP works with its partners to develop and implement programs that are most effective at addressing the potential increase of injuries and fatalities among this age group.

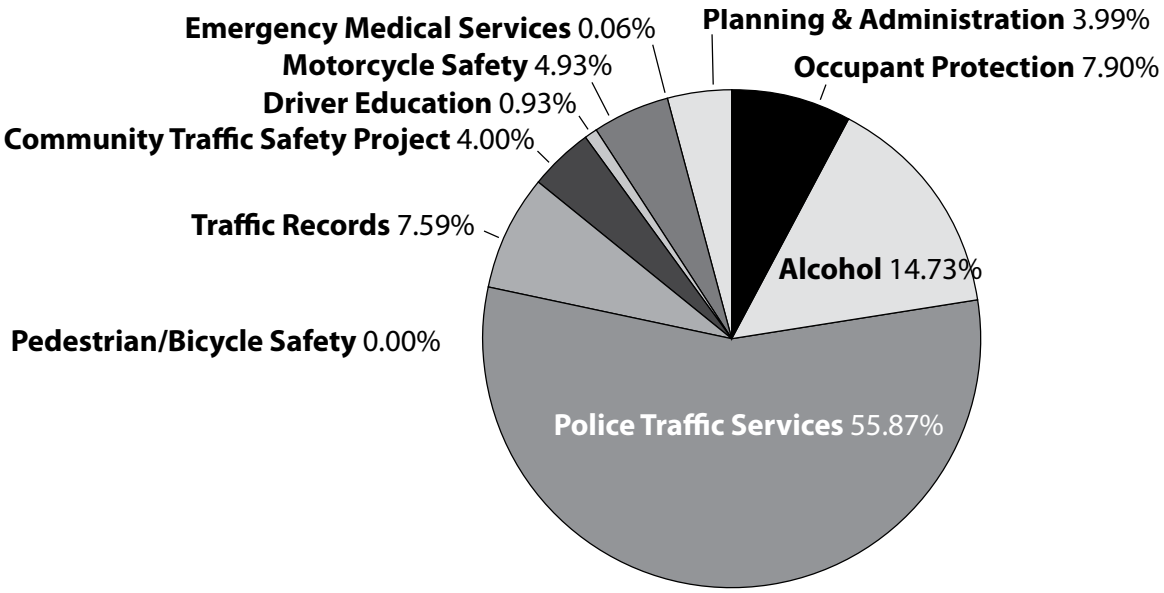
OHSP strives to be on the forefront of innovative traffic safety programs in the nation. This effort continues in FY2014 through the search for new technology and innovative programs, and by continuing to strengthen traffic safety partner relationships at the local, county, state, and federal levels.

OHSP Status Report

FISCAL YEAR 2013

Updated as of: 12/18/2013

	402	403	405	408	410	2010	2011	402 PM	405 PM	410 PM	FMCSA	Total	Percent
Occupant Protection	363,607						613,800					977,407	7.90%
Alcohol	337,352				1,484,864							1,822,216	14.73%
Police Traffic Services	4,634,391				479,087				983,710	736,454	79,680	6,913,322	55.87%
Pedestrian/ Bicycle Safety												0	0.00%
Traffic Records	498,736	76,210		364,132								939,078	7.59%
Community Traffic Safety Project	442,552							52,122				494,674	4.00%
Driver Education	114,951											114,951	0.93%
Motorcycle Safety	112,429					205,287		292,210				609,926	4.93%
Emergency Medical Services	7,707											7,707	0.06%
Planning & Administration	494,301											494,301	3.99%
Grand Total	**7,006,026**	**76,210**	**0**	**364,132**	**1,963,951**	**205,287**	**613,800**	**344,332**	**983,710**	**736,454**	**79,680**	**12,373,582**	**100.00%**



Prog Area	Fund	Task Description	Grantee ID	Planned	Oblig	Apprvd Grnt	Total Pmts
OP	**402**	**TK #2 Evaluation**	Planned Amount	180,000.00			0.00
			OP-13-02 WSU		180,000.00	180,000.00	179,918.00
		TK #2 Evaluation Total		180,000.00	180,000.00	180,000.00	179,918.00
		TK #3 Program Management	Planned Amount	208,000.00			0.00
			CP-13-01 OHSP		219,253.00	219,253.00	183,689.00
		TK #3 Program Management Total		208,000.00	219,253.00	219,253.00	183,689.00
		Unallocated to Grants	Oblig Bal 402 funds		(11,253.00)		0.00
		Unallocated to Grants Total			(11,253.00)		0.00
	402 Total			**388,000.00**	**388,000.00**	**399,253.00**	**363,607.00**
	405	**Unallocated to Grants**	Oblig Bal 405 funds		0.00		0.00
		Unallocated to Grants Total			0.00		0.00
	405 Total				**0.00**		**0.00**
	2011	**TK #1 Child Passenger Safety**	Planned Amount	717,000.00			0.00
			CP-13-03 OHSP		518,000.00	518,000.00	316,415.00
			OP-13-03 Marquette Cty Health Dept		183,809.00	183,809.00	183,809.00
		TK #1 Child Passenger Safety Total		717,000.00	701,809.00	701,809.00	500,224.00
		TK #2 Evaluation	Planned Amount	114,000.00			0.00
			OP-13-01 WSU		114,000.00	114,000.00	113,576.00
		TK #2 Evaluation Total		114,000.00	114,000.00	114,000.00	113,576.00
		Unallocated to Grants	Oblig Bal 2011 funds		379,123.33		0.00
		Unallocated to Grants Total			379,123.33		0.00
	2011 Total			**831,000.00**	**1,194,932.33**	**815,809.00**	**613,800.00**
	FMCSA	**Unallocated to Grants**	Oblig Bal FMCSA funds		(10,000.00)		0.00
		Unallocated to Grants Total			(10,000.00)		0.00
	FMCSA Total				**(10,000.00)**		**0.00**
	405b	**TK #1 Child Passenger Safety**	Planned Amount	481,000.00			0.00
			CP-13-03 OHSP		113,000.00	113,000.00	0.00
		TK #1 Child Passenger Safety Total		481,000.00	113,000.00	113,000.00	0.00
	405b Total			**481,000.00**	**113,000.00**	**113,000.00**	**0.00**
OP Total				**1,700,000.00**	**1,685,932.33**	**1,328,062.00**	**977,407.00**
AL	**402**	**TK #5 Program Management**	Planned Amount	382,000.00			0.00
			CP-13-01 OHSP		402,666.00	402,666.00	337,352.00
		TK #5 Program Management Total		382,000.00	402,666.00	402,666.00	337,352.00
		Unallocated to Grants	Oblig Bal 402 funds		424,015.00		0.00
		Unallocated to Grants Total			424,015.00		0.00
	402 Total			**382,000.00**	**826,681.00**	**402,666.00**	**337,352.00**
	410	**TK #1 Enforcement Support**	Planned Amount	695,000.00	0.00		0.00
			AL-13-03 MSP		138,683.00	138,683.00	128,269.00
			AL-13-04 MSP		445,000.00	445,000.00	240,105.00
			CP-13-02 OHSP		20,000.00	20,000.00	0.00
			CP-13-03 OHSP		101,878.00	101,878.00	91,661.00
		TK #1 Enforcement Support Total		695,000.00	705,561.00	705,561.00	460,035.00
		TK #2 Adjudication	Planned Amount	1,140,000.00			0.00
			AL-13-01 SCAO		750,000.00	750,000.00	645,222.00
			AL-13-02 PAAM		301,693.00	301,693.00	289,474.00
			AL-13-05 MJI		79,098.00	79,098.00	79,098.00
			CP-13-03 OHSP		12,000.00	12,000.00	11,035.00
		TK #2 Adjudication Total		1,140,000.00	1,142,791.00	1,142,791.00	1,024,829.00

Prog Area	Fund	Task Description	Grantee ID	Planned	Oblig	Apprvd Grnt	Total Pmts
		TK #4 Evaluation	Planned Amount	25,000.00			0.00
			CP-13-03 OHSP		23,000.00	23,000.00	0.00
		TK #4 Evaluation Total		25,000.00	23,000.00	23,000.00	0.00
		Unallocated to Grants	Oblig Bal 410 funds		673,987.17		0.00
		Unallocated to Grants Total			673,987.17		0.00
	410 Total			**1,860,000.00**	**2,545,339.17**	**1,871,352.00**	**1,484,864.00**
	405d	**TK #2 Adjudication**	Planned Amount	4,560,000.00			
		TK #2 Adjudication Total		4,560,000.00			
		Unallocated to Grants	Oblig Bal 405d funds		4,559,494.59		
		Unallocated to Grants Total			4,559,494.59		
	405d Total			**4,560,000.00**	**4,559,494.59**		
AL Total				**6,802,000.00**	**7,931,514.76**	**2,274,018.00**	**1,822,216.00**
PT	**402**	**TK #1 Enforcement Support**	7349 Richland WITHDRAWN		0.00		
		TK #1 Enforcement Support Total			0.00		
		TK #1 Traffic Enforcement	Planned Amount	3,608,000.00			0.00
			PT-13-01 MSP		456,000.00	456,000.00	452,351.00
			PT-13-02 Detroit		300,000.00	300,000.00	300,000.00
			PT-13-03 Allegan CSO		40,000.00	40,000.00	39,999.00
			PT-13-04 TIA		364,950.00	364,950.00	352,400.00
			PT-13-05 Wyoming PD		265,000.00	265,000.00	256,054.00
			PT-13-06 Jackson TSP		44,891.00	44,891.00	37,024.00
			PT-13-07 Grosse Ile PD		319,978.00	319,978.00	319,492.00
			PT-13-09 Flint Twp PD		239,999.00	239,999.00	178,295.00
			PT-13-10 Macomb CSO		274,995.00	274,995.00	211,245.00
			PT-13-11 Muskegon CSO		81,945.00	81,945.00	80,213.00
			PT-13-12 Berrien CSO		64,908.00	64,908.00	41,399.00
			PT-13-13 Van Buren CSO		24,712.00	24,712.00	17,472.00
			PT-13-14 Saginaw CSO		99,968.00	99,968.00	73,603.00
			PT-13-15 St. Clair CSO		70,000.00	70,000.00	68,548.00
			PT-13-16 Washtenaw CSO		149,812.00	149,812.00	121,550.00
			PT-13-17 Wayne CSO		275,000.00	275,000.00	263,159.00
			PT-13-18 Monroe CSO		100,000.00	100,000.00	88,175.00
			PT-13-19 Holland PD		91,976.00	91,976.00	86,626.00
			PT-13-20 Calhoun CSO		23,504.00	23,504.00	15,025.00
			PT-13-21 Houghton PD		4,974.00	4,974.00	2,159.00
			PT-13-22 Marquette CSO		19,495.00	19,495.00	15,293.00
			PT-13-23 Delta CSO		17,477.00	17,477.00	13,795.00
			PT-13-24 Livingston CSO		34,816.00	34,816.00	16,478.00
			PT-13-25 Kalamazoo CSO		59,997.00	59,997.00	52,889.00
			PT-13-26 Chippewa CSO		13,965.00	13,965.00	11,716.00
			PT-13-27 Ogemaw CSO		14,569.00	14,569.00	7,294.00
			PT-13-28 Grand Traverse CSO		11,997.00	11,997.00	9,100.00
			PT-13-08 Meridian Twp PD		65,000.00	65,000.00	55,565.00
			PT-13-29 Eaton CSO		19,999.00	19,999.00	19,868.00
		TK #1 Traffic Enforcement Total		3,608,000.00	3,549,927.00	3,549,927.00	3,206,787.00
		TK #2 Enforcement Support	Planned Amount	175,000.00			0.00
			CP-13-03 OHSP		93,547.00	93,547.00	3,993.00
			PT-13-01 MSP		16,000.00	16,000.00	16,000.00

Prog Area	Fund	Task Description	Grantee ID	Planned	Oblig	Apprvd Grnt	Total Pmts
			PT-13-30 Novi PD		6,951.00	6,951.00	6,481.00
			PT-13-31 Auburn Hills PD		4,967.00	4,967.00	3,703.00
			PT-13-32 Norton Shores PD		16,981.00	16,981.00	16,670.00
		TK #2 Enforcement Support Total		175,000.00	138,446.00	138,446.00	46,847.00
		TK #3 Education and Communication	Planned Amount	75,000.00			0.00
			CP-13-02 OHSP		75,000.00	75,000.00	67,820.00
		TK #3 Education and Communication Total		75,000.00	75,000.00	75,000.00	67,820.00
		TK #4 Evaluation	Planned Amount	175,000.00			0.00
			PT-12-31 WMU		78,493.00	78,493.00	76,166.00
			CP-13-03 OHSP		100,000.00	100,000.00	68,000.00
		TK #4 Evaluation Total		175,000.00	178,493.00	178,493.00	144,166.00
		TK #6 Program Management	Planned Amount	1,318,000.00			0.00
			CP-13-01 OHSP		1,389,304.00	1,389,304.00	1,163,954.00
		TK #6 Program Management Total		1,318,000.00	1,389,304.00	1,389,304.00	1,163,954.00
		Unallocated to Grants	Oblig Bal 402 funds		14,831.00		0.00
		Unallocated to Grants Total			14,831.00		0.00
		TK #2 Traffic Enforcement	PT-13-08 Meridian Twp PD		4,999.00	4,999.00	4,817.00
		TK #2 Traffic Enforcement Total			4,999.00	4,999.00	4,817.00
	402 Total			**5,351,000.00**	**5,351,000.00**	**5,336,169.00**	**4,634,391.00**
	410	**TK #1 Traffic Enforcement**	Planned Amount	700,000.00			0.00
			PT-13-01 MSP		544,122.00	544,122.00	479,087.00
		TK #1 Traffic Enforcement Total		700,000.00	544,122.00	544,122.00	479,087.00
	410 Total			**700,000.00**	**544,122.00**	**544,122.00**	**479,087.00**
	405 PM	**TK #3 Education and Communication**	Planned Amount	1,000,000.00			0.00
			CP-13-02 OHSP		1,000,000.00	1,000,000.00	983,710.00
		TK #3 Education and Communication Total		1,000,000.00	1,000,000.00	1,000,000.00	983,710.00
		Unallocated to Grants	Oblig Bal 405 funds		362,554.04		0.00
		Unallocated to Grants Total			362,554.04		0.00
	405 PM Total			**1,000,000.00**	**1,362,554.04**	**1,000,000.00**	**983,710.00**
	410 PM	**TK #3 Education and Communication**	Planned Amount	750,000.00			0.00
			CP-13-02 OHSP		750,000.00	750,000.00	736,454.00
		TK #3 Education and Communication Total		750,000.00	750,000.00	750,000.00	736,454.00
		Unallocated to Grants	Oblig Bal 410 funds		0.00		0.00
		Unallocated to Grants Total			0.00		0.00
	410 PM Total			**750,000.00**	**750,000.00**	**750,000.00**	**736,454.00**
	FMCSA	**TK #5 Ticketing Aggressive Cars & Trucks**	**CP-13-02 OHSP**		84,000.00	84,000.00	13,385.00
			CP-13-03 OHSP		10,000.00	10,000.00	1,441.00
			TS-13-05 UMTRI		74,580.00	74,580.00	64,854.00
		TK #5 Ticketing Aggressive Cars & Trucks Total			168,580.00	168,580.00	79,680.00
	FMCSA Total				**168,580.00**	**168,580.00**	**79,680.00**
	405b	**TK #3 Education and Communication**	Planned Amount	1,100,000.00			
		TK #3 Education and Communication Total		1,100,000.00			
	405b Total			**1,100,000.00**			
PT Total				**8,901,000.00**	**8,176,256.04**	**7,798,871.00**	**6,913,322.00**
PS	**402**	**Unallocated to Grants**	Oblig Bal 402 funds		0.00		0.00
		Unallocated to Grants Total			0.00		0.00
	402 Total				**0.00**		**0.00**
PS Total					**0.00**		**0.00**

Prog Area	Fund	Task Description	Grantee ID	Planned	Oblig	Apprvd Grnt	Total Pmts
TR	**402**	**TK #1 Enforcement Support**	Planned Amount	10,000.00			0.00
			CP-13-03 OHSP		11,000.00	11,000.00	10,718.00
		TK #1 Enforcement Support Total		10,000.00	11,000.00	11,000.00	10,718.00
		TK #2 Education and Communication	Planned Amount	303,000.00			0.00
			TR-13-01 UMTRI		302,562.00	302,562.00	302,562.00
		TK #2 Education and Communication Total		303,000.00	302,562.00	302,562.00	302,562.00
		TK #3 Program Management	Planned Amount	210,000.00			0.00
			CP-13-01 OHSP		221,361.00	221,361.00	185,456.00
		TK #3 Program Management Total		210,000.00	221,361.00	221,361.00	185,456.00
		Unallocated to Grants	Oblig Bal 402 funds		(11,923.00)		0.00
		Unallocated to Grants Total			(11,923.00)		0.00
	402 Total			**523,000.00**	**523,000.00**	**534,923.00**	**498,736.00**
	403	**TK #1 Enforcement Support**	Planned Amount	79,000.00			0.00
			CP-13-03 OHSP		3,000.00	3,000.00	730.00
			TR-13-02 UMTRI		75,503.00	75,503.00	75,480.00
		TK #1 Enforcement Support Total		79,000.00	78,503.00	78,503.00	76,210.00
		Unallocated to Grants	Oblig Bal 403 funds		0.00		0.00
		Unallocated to Grants Total			0.00		0.00
	403 Total			**79,000.00**	**78,503.00**	**78,503.00**	**76,210.00**
	408	**TK #1 Enforcement Support**	Planned Amount	712,000.00			0.00
			CP-13-03 OHSP		712,000.00	712,000.00	364,132.00
		TK #1 Enforcement Support Total		712,000.00	712,000.00	712,000.00	364,132.00
		Unallocated to Grants	Oblig Bal 408 funds		35,658.78		0.00
		Unallocated to Grants Total			35,658.78		0.00
	408 Total			**712,000.00**	**747,658.78**	**712,000.00**	**364,132.00**
	405c	**TK #1 Enforcement Support**	Planned Amount	1,602,000.00			
		TK #1 Enforcement Support Total		1,602,000.00			
		Unallocated to Grants	Oblig Bal 405c funds		1,601,495.06		
		Unallocated to Grants Total			1,601,495.06		
	405c Total			**1,602,000.00**	**1,601,495.06**		
TR Total				**2,916,000.00**	**2,950,656.84**	**1,325,426.00**	**939,078.00**
CP	**402**	**TK #1 Education and Communication**	Planned Amount	470,000.00			0.00
			CP-13-02 OHSP		300,000.00	300,000.00	215,167.00
			CP-13-04 MSP		143,100.00	143,100.00	134,657.00
		TK #1 Education and Communication Total		470,000.00	443,100.00	443,100.00	349,824.00
		TK #2 Program Management	Planned Amount	105,000.00			0.00
			CP-13-01 OHSP		110,681.00	110,681.00	92,728.00
		TK #2 Program Management Total		105,000.00	110,681.00	110,681.00	92,728.00
		Unallocated to Grants	Oblig Bal 402 funds		24,593.09		0.00
		Unallocated to Grants Total			24,593.09		0.00
	402 Total			**575,000.00**	**578,374.09**	**553,781.00**	**442,552.00**
	402 PM	**TK #1 Education and Communication**	Planned Amount	53,000.00			0.00
			CP-13-02 OHSP		53,000.00	53,000.00	52,122.00
		TK #1 Education and Communication Total		53,000.00	53,000.00	53,000.00	52,122.00
	402 PM Total			**53,000.00**	**53,000.00**	**53,000.00**	**52,122.00**
CP Total				**628,000.00**	**631,374.09**	**606,781.00**	**494,674.00**
DE	**402**	**TK #1 Education and Communication**	Planned Amount	145,000.00			0.00
			CP-13-02 OHSP		25,000.00	25,000.00	1,498.00
			CP-13-03 OHSP		10,000.00	10,000.00	8,867.00

Prog Area	Fund	Task Description	Grantee ID	Planned	Oblig	Apprvd Grnt	Total Pmts
			DE-13-01 MSU		84,911.00	84,911.00	78,092.00
		TK #1 Education and Communication Total		145,000.00	119,911.00	119,911.00	88,457.00
		TK #2 Program Management	Planned Amount	30,000.00			0.00
			CP-13-01 OHSP		31,623.00	31,623.00	26,494.00
		TK #2 Program Management Total		30,000.00	31,623.00	31,623.00	26,494.00
		Unallocated to Grants	Oblig Bal 402 funds		23,466.00		0.00
		Unallocated to Grants Total			23,466.00		0.00
	402 Total			**175,000.00**	**175,000.00**	**151,534.00**	**114,951.00**
DE Total				**175,000.00**	**175,000.00**	**151,534.00**	**114,951.00**
MC	**402**	**TK #1 Training and Education**	Planned Amount	25,000.00			0.00
			CP-13-02 OHSP		25,000.00	25,000.00	25,000.00
		TK #1 Training and Education Total		25,000.00	25,000.00	25,000.00	25,000.00
		TK #2 Program Management	Planned Amount	99,000.00			0.00
			CP-13-01 OHSP		104,356.00	104,356.00	87,429.00
		TK #2 Program Management Total		99,000.00	104,356.00	104,356.00	87,429.00
		Unallocated to Grants	Oblig Bal 402 funds		(5,356.00)		0.00
		Unallocated to Grants Total			(5,356.00)		0.00
	402 Total			**124,000.00**	**124,000.00**	**129,356.00**	**112,429.00**
	2010	**TK #1 Training and Education**	Planned Amount	248,000.00			0.00
			CP-13-02 OHSP		34,000.00	34,000.00	31,296.00
			MC-13-01 Dept of State		197,631.00	197,631.00	173,991.00
		TK #1 Training and Education Total		248,000.00	231,631.00	231,631.00	205,287.00
		Unallocated to Grants	Oblig Bal 2010 funds		15,606.05		0.00
		Unallocated to Grants Total			15,606.05		0.00
	2010 Total			**248,000.00**	**247,237.05**	**231,631.00**	**205,287.00**
	402 PM	**TK #1 Training and Education**	Planned Amount	300,000.00			
		TK #1 Training and Education Total		300,000.00			
		(blank)	CP-13-02 OHSP		300,000.00	300,000.00	292,210.00
		(blank) Total			300,000.00	300,000.00	292,210.00
	402 PM Total			**300,000.00**	**300,000.00**	**300,000.00**	**292,210.00**
	405b	**TK #1 Training and Education**	Planned Amount	300,000.00			0.00
			CP-13-02 OHSP		300,000.00	300,000.00	0.00
		TK #1 Training and Education Total		300,000.00	300,000.00	300,000.00	0.00
		Unallocated to Grants	Oblig Bal 405b funds		1,465,562.87		0.00
		Unallocated to Grants Total			1,465,562.87		0.00
	405b Total			**300,000.00**	**1,765,562.87**	**300,000.00**	**0.00**
	405f	**TK #1 Training and Education**	Planned Amount	142,000.00			
		TK #1 Training and Education Total		142,000.00			
		Unallocated to Grants	Oblig Bal 405f funds		142,832.81		
		Unallocated to Grants Total			142,832.81		
	405f Total			**142,000.00**	**142,832.81**		
MC Total				**1,114,000.00**	**2,579,632.73**	**960,987.00**	**609,926.00**
EM	**402**	**TK #1 EMS Support**	Planned Amount	19,000.00			0.00
			CP-13-03 OHSP		19,000.00	19,000.00	5,058.00
		TK #1 EMS Support Total		19,000.00	19,000.00	19,000.00	5,058.00
		TK #2 Program Management	Planned Amount	3,000.00			0.00
			CP-13-01 OHSP		3,162.00	3,162.00	2,649.00
		TK #2 Program Management Total		3,000.00	3,162.00	3,162.00	2,649.00
		Unallocated to Grants	Oblig Bal 402 funds		(162.00)		0.00

Prog Area	Fund	Task Description	Grantee ID	Planned	Oblig	Apprvd Grnt	Total Pmts
		Unallocated to Grants Total			(162.00)		0.00
	402 Total			**22,000.00**	**22,000.00**	**22,162.00**	**7,707.00**
EM Total				**22,000.00**	**22,000.00**	**22,162.00**	**7,707.00**
PA	**402**	**TK #1 Planning and Administration**	Planned Amount	728,000.00			0.00
			PA-13-01 OHSP		539,951.00	539,951.00	494,301.00
		TK #1 Planning and Administration Total		728,000.00	539,951.00	539,951.00	494,301.00
		Unallocated to Grants	Oblig Bal 402 funds		20,927.20		0.00
		Unallocated to Grants Total			20,927.20		0.00
	402 Total			**728,000.00**	**560,878.20**	**539,951.00**	**494,301.00**
PA Total				**728,000.00**	**560,878.20**	**539,951.00**	**494,301.00**
PM	**402 PM**	**Unallocated to Grants**	Oblig Bal 402 funds		0.00		0.00
		Unallocated to Grants Total			0.00		0.00
	402 PM Total				**0.00**		**0.00**
PM Total					**0.00**		**0.00**
Grand Total				**22,986,000.00**	**24,713,244.99**	**15,007,792.00**	**12,373,582.00**

Fund	Planned Amt	Obligated Amt	Approved Grants	Total Paid	Liquidation %	Fund
Total 402 w/o PM	8,268,000.00	8,548,933.29	8,069,795.00	7,006,026.00		
Total 402 PM	353,000.00	353,000.00	353,000.00	344,332.00	82.57%	402 + 402 PM
Total 405 w/o PM	0.00	0.00	0.00	0.00		
Total 405 PM	1,000,000.00	1,362,554.04	1,000,000.00	983,710.00	72.20%	405 + 405 PM
Total 410	2,560,000.00	3,089,461.17	2,415,474.00	1,963,951.00		
Total 410 PM	750,000.00	750,000.00	750,000.00	736,454.00	70.33%	410 + 410 PM
Total 408	712,000.00	747,658.78	712,000.00	364,132.00	48.70%	408
Total 2010	248,000.00	247,237.05	231,631.00	205,287.00	83.03%	2010
Total 2011	831,000.00	1,194,932.33	815,809.00	613,800.00	51.37%	2011
Total 403	79,000.00	78,503.00	78,503.00	76,210.00	97.08%	403
Total 405b	1,881,000.00	1,878,562.87	413,000.00	0.00	0.00%	405b
Total 405c	1,602,000.00	1,601,495.06	0.00	0.00	0.00%	405c
Total 405d	4,560,000.00	4,559,494.59	0.00	0.00	0.00%	405d
Total 405f	142,000.00	142,832.81	0.00	0.00	0.00%	405f
Total FMCSA	0.00	158,580.00	168,580.00	79,680.00	50.25%	FMCSA
Total NHTSA GTS Funds	**22,986,000.00**	**24,713,244.99**	**15,007,792.00**	**12,373,582.00**	**50.07%**	**Total GTS Funds**

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Dianne Perukel	Alcohol
Chad Teachout	Motorcycle

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Office of Highway Safety Planning

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Not paid for with state funds.
Paid for with funding from the U.S. Department of Transportation.