

AER 2015

Michigan Highway Safety Plan





2015 Annual Evaluation Report

MICHIGAN OFFICE OF HIGHWAY SAFETY PLANNING

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Guiding Values and Principles

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

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

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

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

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

We are committed to providing resources in an objective manner.

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

The Michigan Office of Highway Safety Planning (OHSP) is pleased to present its Fiscal Year 2015 Annual Evaluation Report detailing federally funded traffic safety projects and the progress made toward achieving our ultimate goal of zero fatalities. This report also includes in-depth descriptions of project activities for each program area as well as whether the project achieved its FY2015 goals.

It was a busy and productive year. Some of the notable activities and achievements include:

- Launching the *Summer of Safety* campaign, which included social media and grass roots efforts, to promote traffic safety and seat belt use.
- Distributing 5,500 high-visibility vests to increase motorcyclist safety.
- Providing 6,575 car seats to families through certified Child Passenger Safety (CPS) technicians.
- Purchasing nine driving simulators for teen drivers and placing them with traffic safety partners to ensure availability throughout the state.
- Receiving a national award for the Michigan Traffic Crash Facts (MTCF) website.
- Producing an instructional video to help clarify when children should transition through car seat changes.
- Conducting 33,984 hours of overtime impaired driving enforcement and 21,447 hours of overtime seat belt enforcement resulting in the removal of more than 1,500 impaired drivers from Michigan roadways and the issuance of nearly 15,000 citations for violations of Michigan's seat belt/child seat law.
- Having one of Michigan's Traffic Safety Resource Prosecutors (TSRP) receive a public service award from the National Highway Traffic Safety Administration (NHTSA).

These and other accomplishments depend on the commitment of our partners and stakeholders in traffic safety from across our great state and around the nation. We remain fortunate to have outstanding relationships between agencies at all levels, creating an atmosphere of dedication and cooperation.

Michigan remains a leader in traffic safety. We are proud of the work accomplished through our traffic safety partners and look forward to continued progress in 2016.

Michael L. Prince
 Director
 Office of Highway Safety Planning



Ultra-Dance

Vehicle Crash Statistics

MICHIGAN CORE PERFORMANCE MEASURES (From National Fatality Analysis Reporting System (FARS) Database as of December 2015)

	2010	2011	2012	2013	2014
Traffic fatalities	942	889	940	947	901
*Serious ("A") injuries in traffic crashes	5,980	5,706	5,676	5,283	4,909
Unrestrained passenger vehicle occupant fatalities, all seating positions	207	193	224	183	196
Drivers age 20 or younger in fatal crashes	152	152	136	131	119
Fatalities in crashes involving a driver or motorcycle operator with a BAC of .08+	236	256	261	255	215
Speed-related fatalities	231	238	251	255	235
Motorcyclist fatalities	137	118	138	138	112
Unhelmeted motorcyclist fatalities	10	10	64	67	52
Pedestrian fatalities	128	138	130	148	148
Seat belt use (daytime, observed)	95.2%	94.5%	93.6%	93.0%	93.3%
Fatalities per 100 million vehicle miles traveled	.97	.94	.99	1.03	PENDING
Bicyclist fatalities	29	24	19	27	22
**Speeding citations	5,296	4,246	4,451	4,175	5,061
**Seat belt citations	11,880	12,662	17,701	15,772	16,496
**Impaired driving arrests	1,638	1,379	1,926	2,196	1,196

* FARS data is displayed unless noted by * that indicates data is from the state database. The FARS is a separate dataset from Michigan's traffic crash reporting and processing system. Differences in data collection policies may result in slight differences between the two systems.
 ** Citations shown resulted from grant-funded activities.

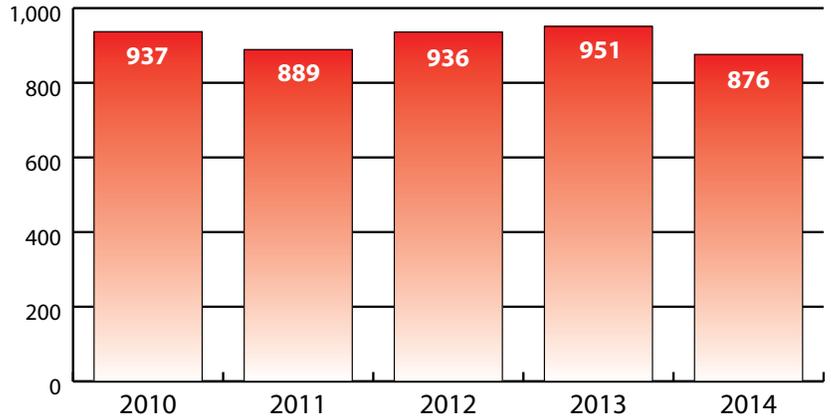
MICHIGAN CRASH CHANGES 2013-2014 (FROM MICHIGAN TRAFFIC CRASH FACTS)



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

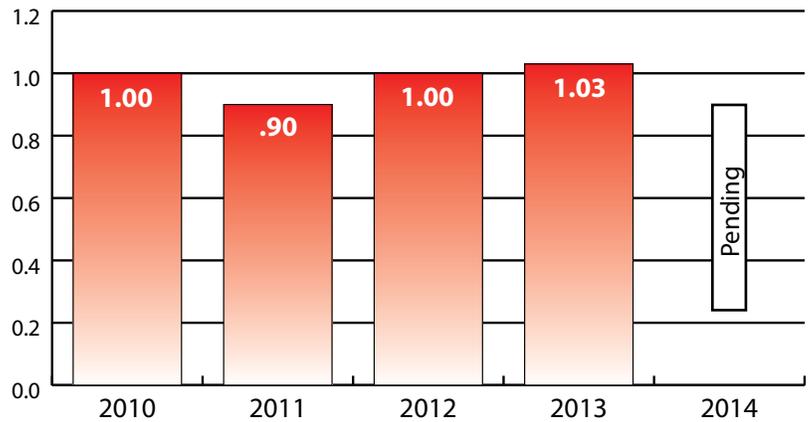
TRAFFIC FATALITIES

GOAL: reduce fatalities to 806 by 2014. Fatalities **decreased** by 6.5 percent over the past five years.



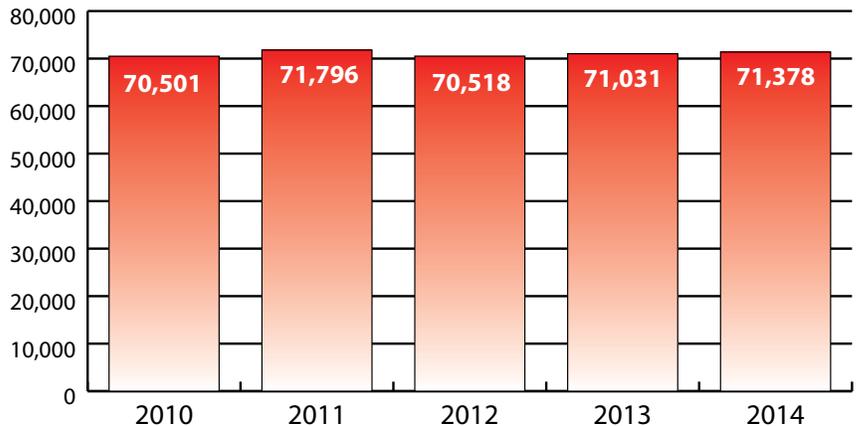
DEATHS PER 100 MILLION VEHICLE MILES TRAVELED (VMT)

GOAL: reduce the VMT death rate (per 100 million miles) to 0.89 by 2014.



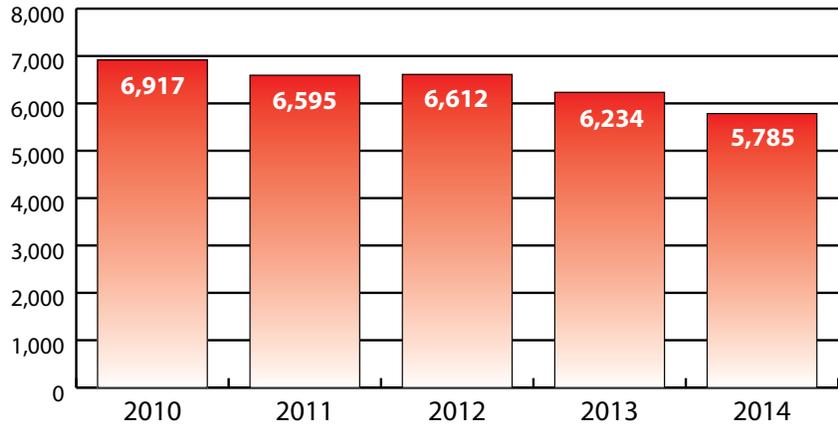
TRAFFIC INJURIES

GOAL: reduce the number of injuries of all severities to 70,321 by 2014. Traffic injuries **increased** by 1.2 percent over the past five years.



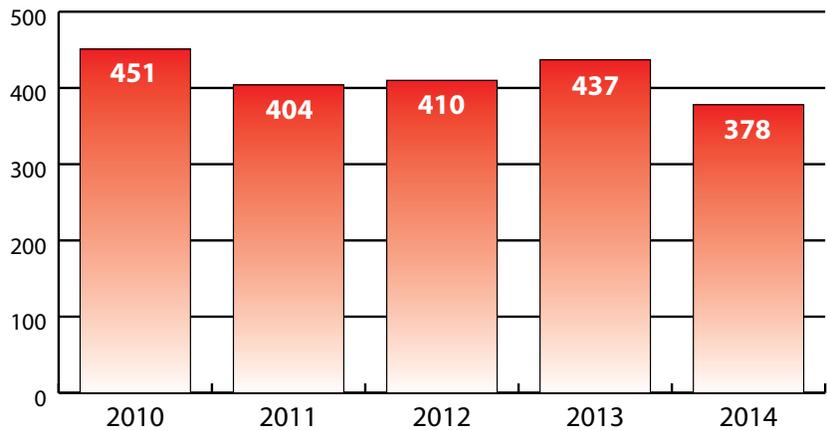
FATAL AND INCAPACITATING INJURIES

GOAL: reduce the number of deaths and incapacitating injuries to 5,968 by 2014. Fatalities and incapacitating injuries **decreased** by 16.4 percent over the past five years.



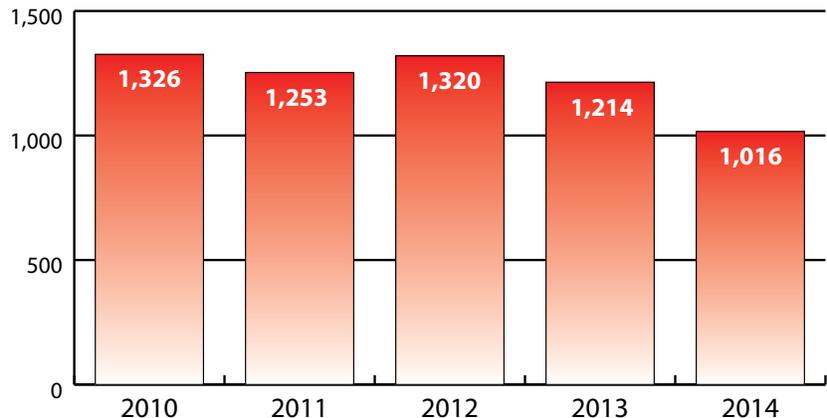
DRUGGED DRIVING

GOAL: reduce the number of fatalities and incapacitating injuries involving drugs to 433 by 2014. During the past five years, fatalities and incapacitating injuries involving drugs **decreased** by 16.2 percent.



IMPAIRED DRIVING

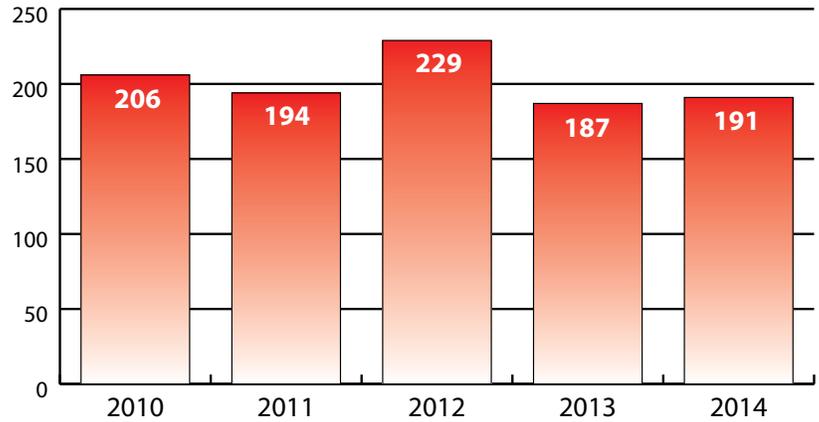
GOAL: reduce the number of fatalities and incapacitating injuries involving alcohol to 1,191 by 2014. Fatalities and incapacitating injuries involving alcohol **decreased** by 23.4 percent during the past five years.



UNRESTRAINED FATALITIES*

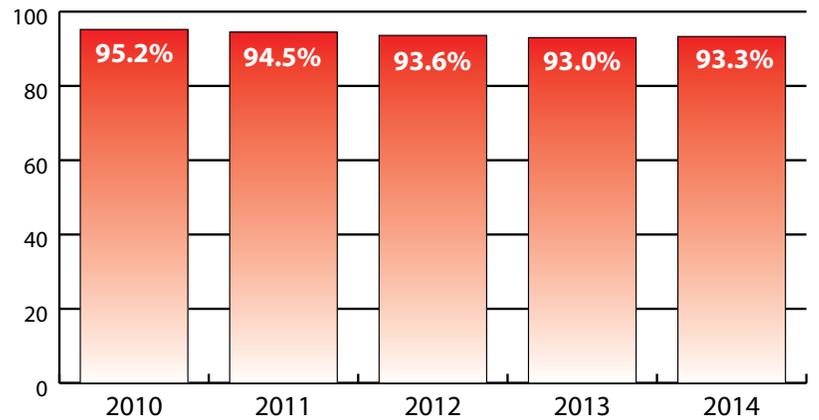
GOAL: reduce the number of fatalities to unrestrained vehicle occupants to 185 by 2014. During the past five years, unrestrained fatalities **decreased** by 7.3 percent.

**This excludes pedestrians and bicyclists.*



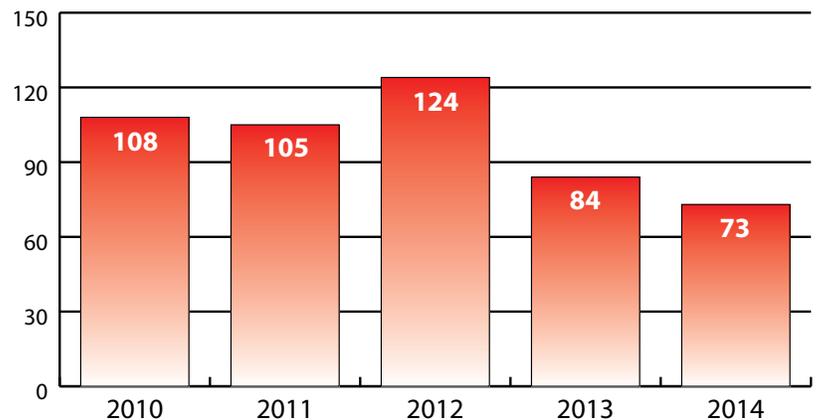
SEAT BELT USE

GOAL: increase seat belt use to 98 percent by 2014. Seat belt use **decreased** by 2 percent over the past five years.



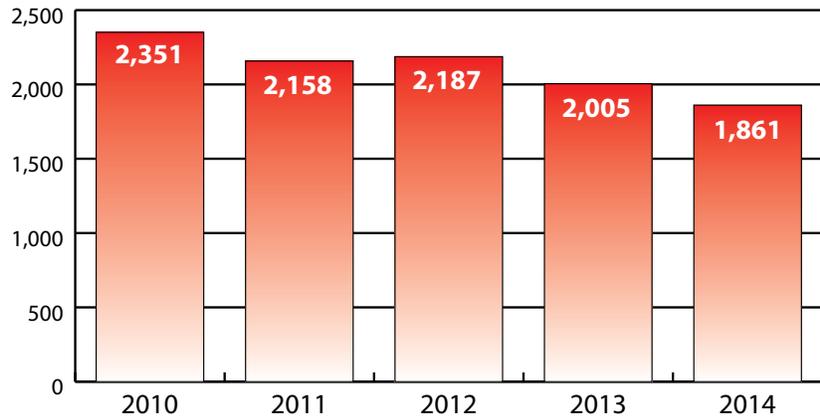
CHILD PASSENGER SAFETY

GOAL: reduce fatalities and incapacitating injuries to vehicle occupants (ages 0-8) to 83 by 2014. Child fatalities and incapacitating injuries **decreased** by 32.4 percent during the past five years.



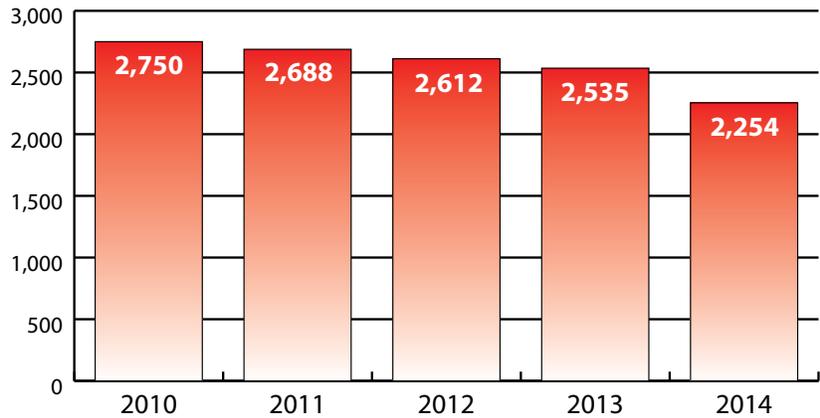
INTERSECTION CRASHES

GOAL: reduce fatalities and incapacitating injuries within 150 feet of intersections to 1,894 by 2014. Fatalities and incapacitating injuries involving intersections **decreased** by 20.8 percent over the past five years.



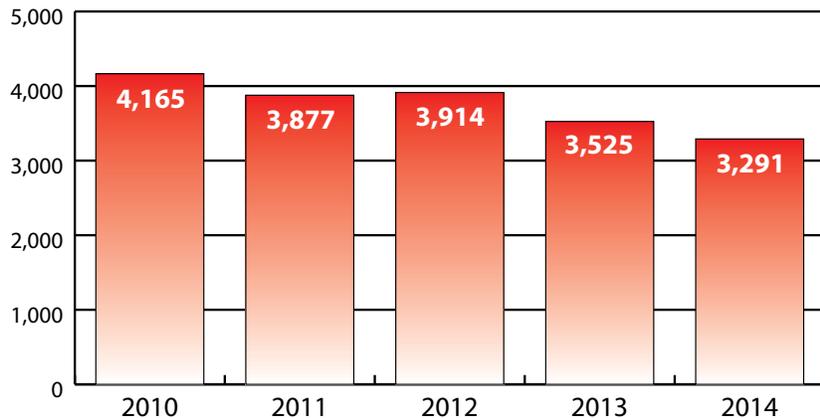
LANE DEPARTURE

GOAL: reduce fatalities and incapacitating injuries involving lane departure to 2,428 by 2014. Lane departure-involved fatalities and incapacitating injuries **decreased** by 18 percent over the past five years.



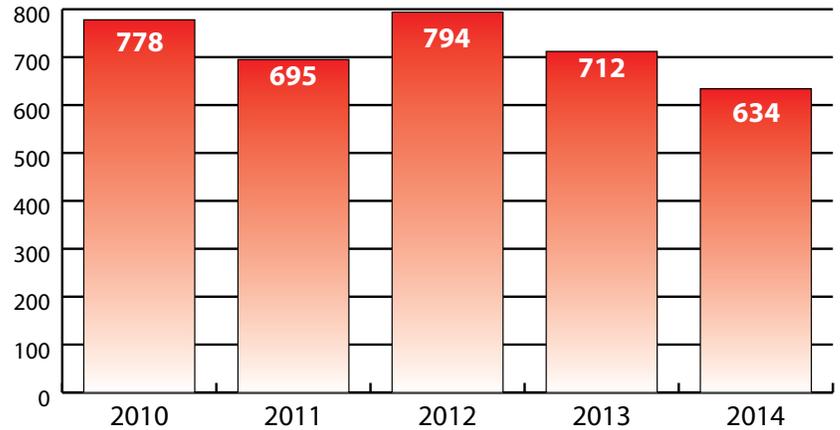
LOCAL ROADS

GOAL: reduce fatalities and incapacitating injuries on city, county, and local roads to 3,378 by 2014. Local road-involved fatalities and incapacitating injuries **decreased** by 21 percent over the past five years.



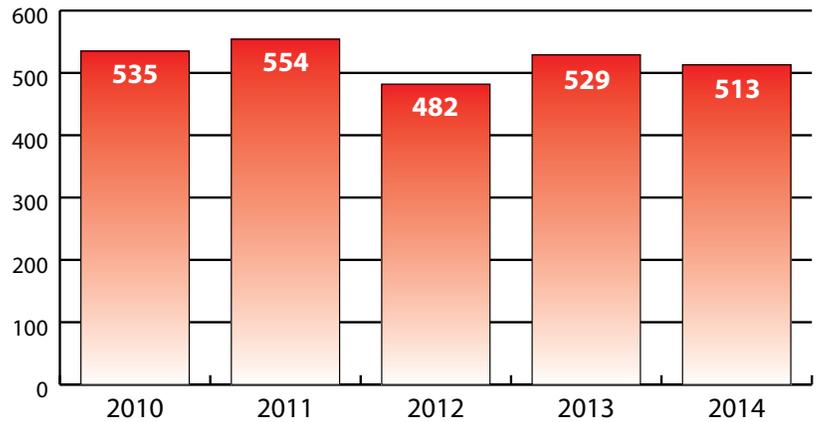
MOTORCYCLES

GOAL: reduce fatalities and incapacitating injuries involving motorcycles to 682 by 2014. Motorcycle fatalities and incapacitating injuries **decreased** by 18.5 percent during the past five years.



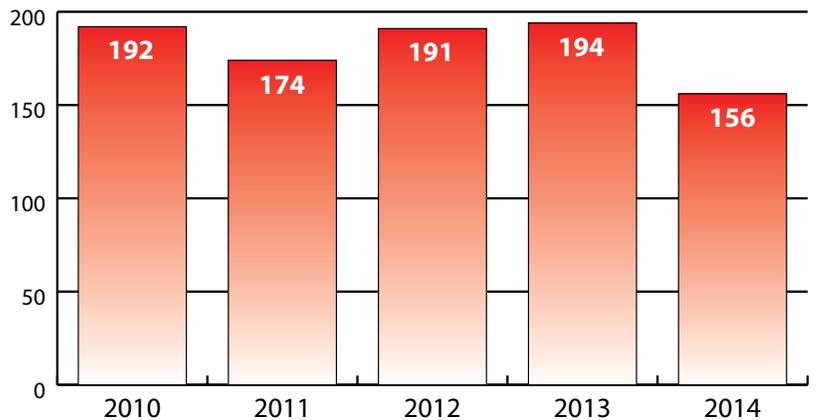
PEDESTRIANS

GOAL: reduce fatalities and incapacitating injuries to pedestrians to 501 by 2014. Pedestrian fatalities and serious injuries have **decreased** by 4.1 percent over the past five years.



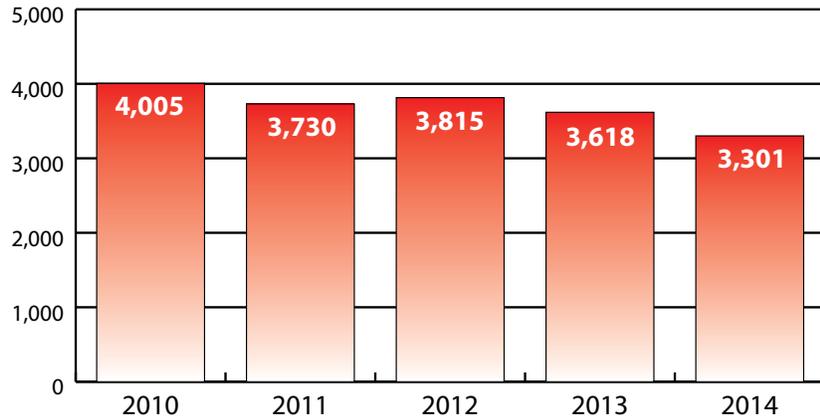
BICYCLISTS

GOAL: reduce fatalities and incapacitating injuries involving bicyclists to 178 by 2014. Fatalities and incapacitating injuries involving bicyclists **decreased** by 18.8 percent during the last five years.



MEN

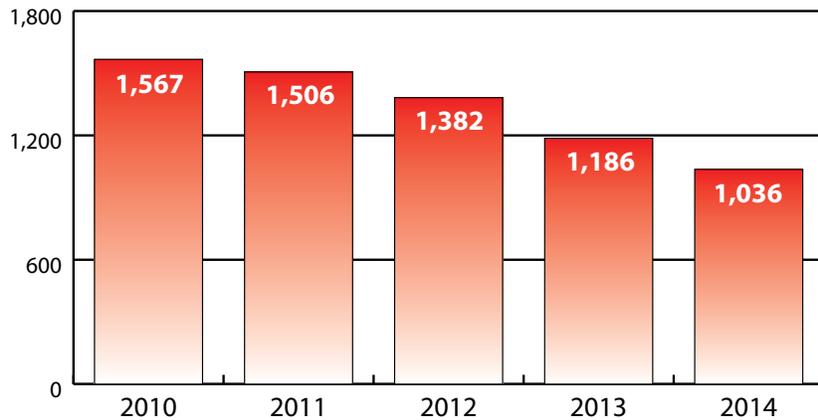
GOAL: reduce fatalities and incapacitating injuries to males to 3,464 by 2014. During the past five years, fatalities and incapacitating injuries to males have **decreased** by 17.6 percent.



YOUNG DRIVERS 15-20*

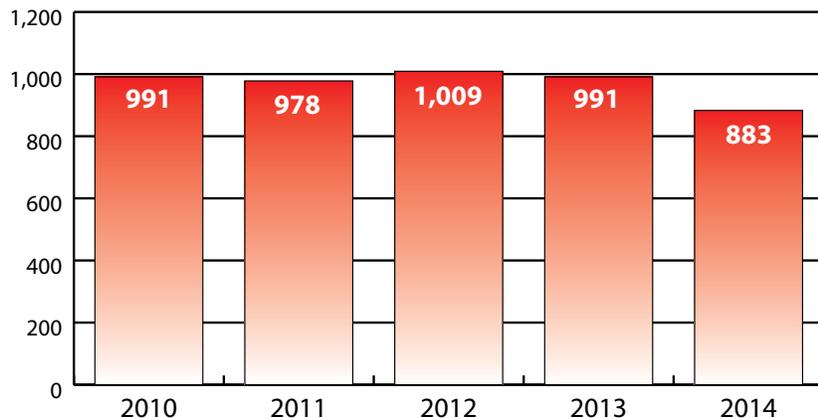
GOAL: reduce fatalities and incapacitating injuries involving drivers ages 15-20 to 1,121 by 2014. Fatalities and incapacitating injuries for drivers ages 15-20 **decreased** by 33.9 percent during the past five years.

*The young driver goal was changed from ages 16-20 to ages 15-20 in the 2014 Highway Safety Plan.



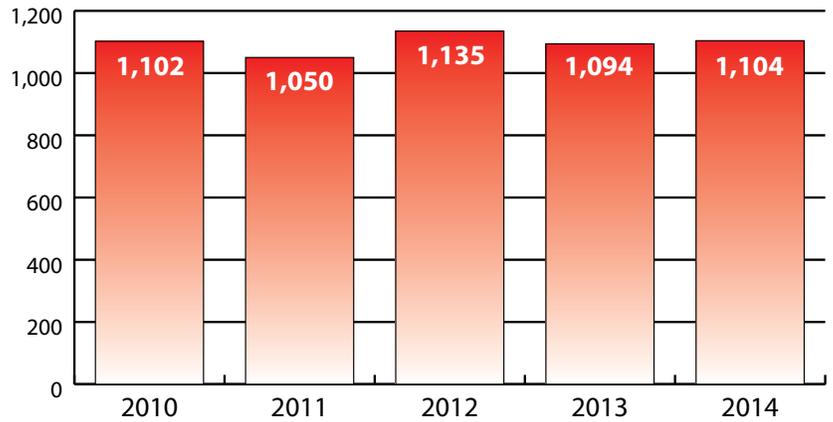
YOUNG DRIVERS 21-24

GOAL: reduce fatalities and incapacitating injuries involving drivers ages 21-24 to 981 by 2014. Fatalities and incapacitating injuries for drivers ages 21-24 **decreased** by 10.9 percent during the past five years.



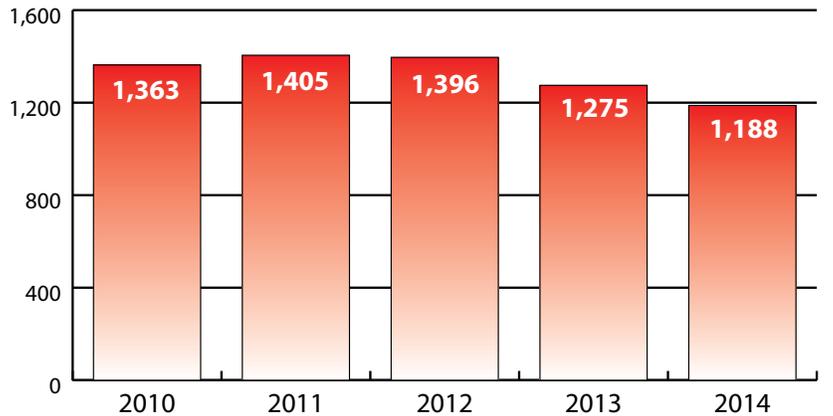
OLDER DRIVERS (AGES 65+)

GOAL: reduce fatalities and incapacitating injuries involving older drivers to 1,072 by 2014. Fatalities and incapacitating injuries involving older drivers have **remained steady** during the last five years.



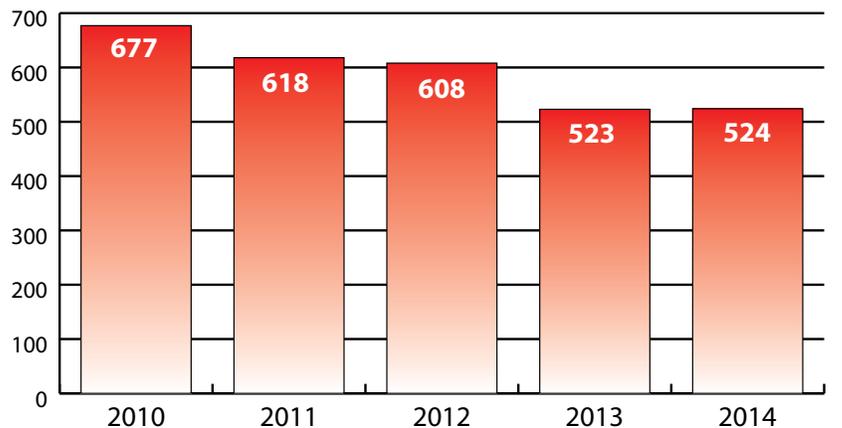
RUSH HOUR

GOAL: reduce fatalities and incapacitating injuries between 3 and 6 p.m. to 1,242 by 2014. Fatalities and incapacitating injuries during rush hour **decreased** by 12.8 percent over the past five years.



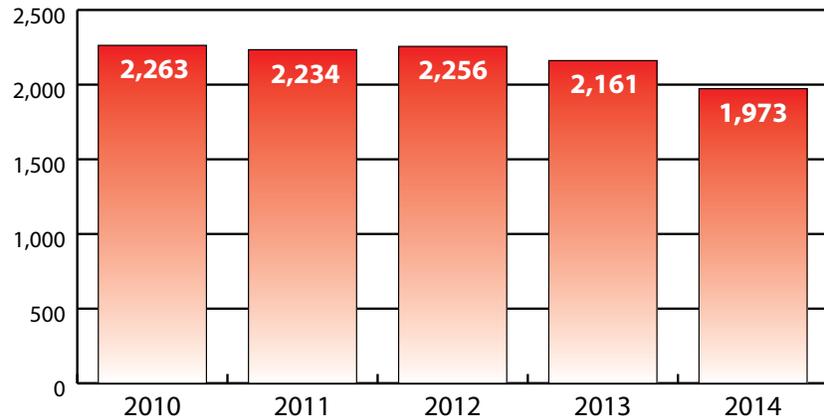
NIGHTTIME DRIVING

GOAL: reduce fatalities and incapacitating injuries between midnight and 3 a.m. to 499 by 2014. Fatalities and incapacitating injuries between midnight and 3 a.m. **decreased** by 22.6 percent during the past five years.



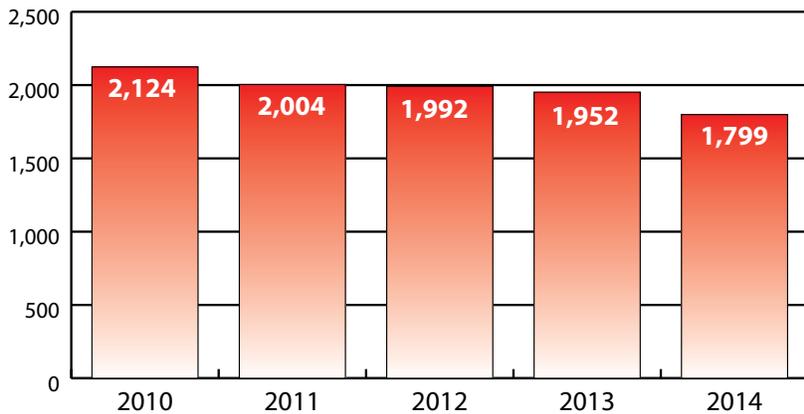
WEEKEND DRIVING

GOAL: reduce fatalities and incapacitating injuries between noon Friday and noon Sunday to 2,036 by 2014. Weekend fatalities and incapacitating injuries **decreased** by 12.8 percent during the past five years.



SUMMER TRAVEL

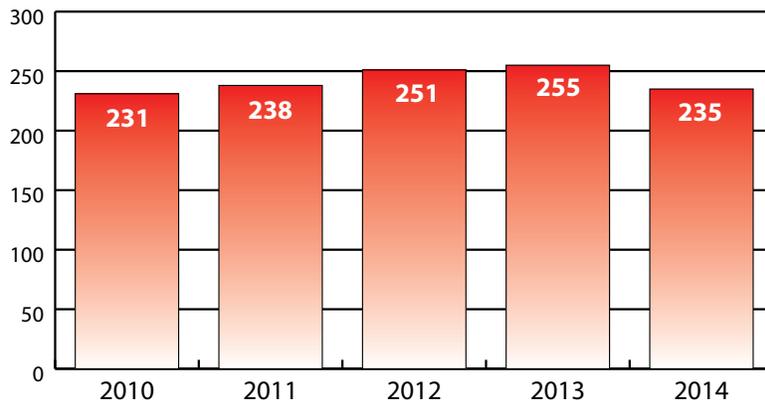
GOAL: reduce fatalities and incapacitating injuries from July to September to 1,883 by 2014. Fatalities and incapacitating injuries during the summer **decreased** by 15.3 percent during the past five years.



***SPEED-RELATED FATALITIES (NATIONAL FARS DATA)**

GOAL: reduce speed-related fatalities to 243 by 2014. Speed-related fatalities have **increased** by 1.7 percent since 2010.

**FARS is a separate dataset from Michigan's traffic crash reporting and processing system. Differences in data collection policies may result in slight differences between the two systems.*

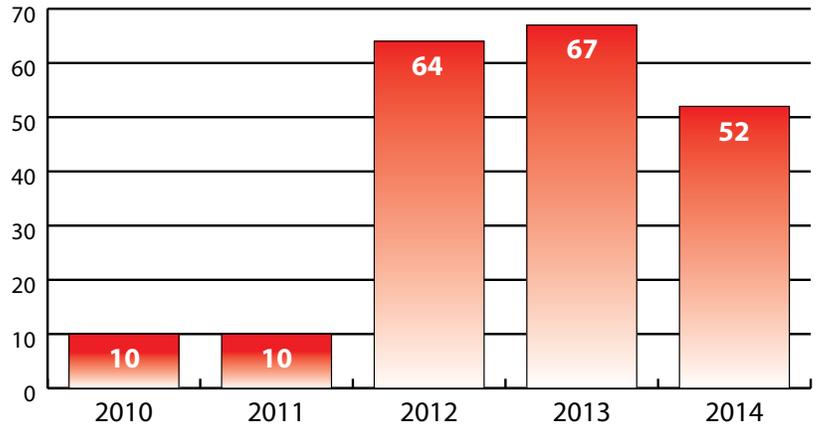


Data current as of 12/8/2015

***UNHELMETED MOTORCYCLIST FATALITIES (NATIONAL FARS DATA)**

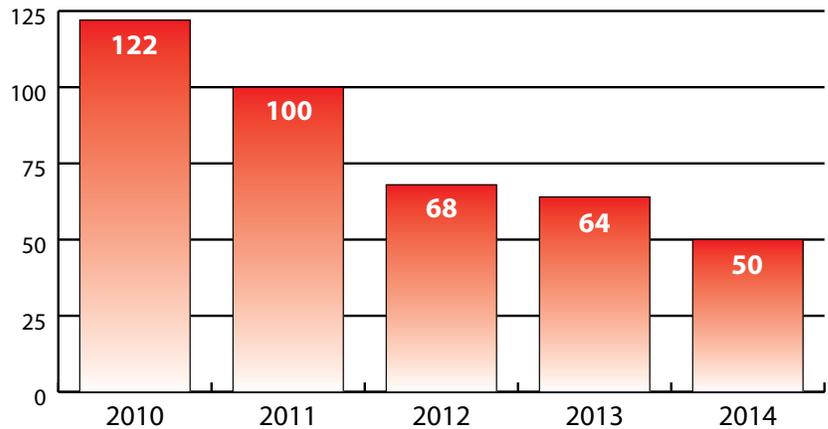
GOAL: maintain unhelmeted motorcyclist fatalities at 60 by 2014. Unhelmeted motorcyclist fatalities have **increased** 420 percent since 2010. (Michigan’s helmet law was modified in 2012 to allow riders over age 21 to ride without a helmet if certain conditions were observed.)

Data current as of 12/8/2015



***HELMETED MOTORCYCLIST FATALITIES (FOR INFORMATION ONLY)**

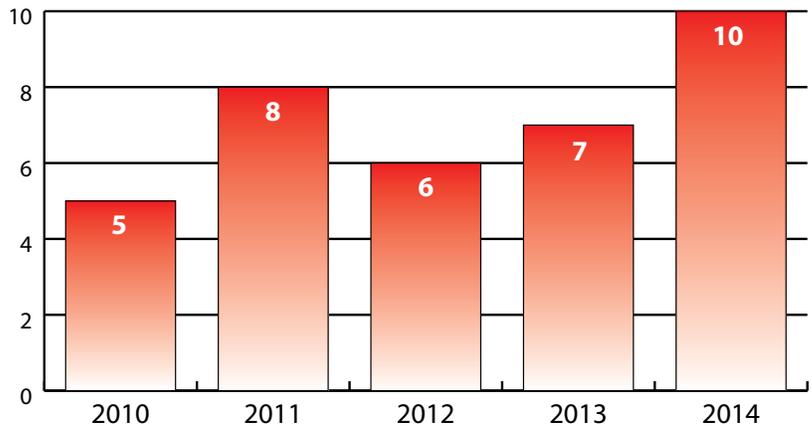
Helmeted motorcyclist fatalities have **decreased** by 59 percent since 2010.



***UNKNOWN HELMET USE MOTORCYCLIST FATALITIES (FOR INFORMATION ONLY)**

Unknown helmet use motorcyclist fatalities have **increased** by 100 percent since 2010.

**FARS is a separate dataset from Michigan’s traffic crash reporting and processing system. Differences in data collection policies may result in slight differences between the two systems.*







Occupant Protection

Occupant protection in a vehicle includes seat belts, child restraints, and air bags. These are technologies that keep a vehicle occupant safe in the event of a crash, reducing the likelihood of fatalities and injuries and reducing the severity of the injuries.

PROGRAM GOALS

- Increase observed seat belt use of front seat occupants in passenger vehicles from 93.6 percent in 2012 to 98 percent by December 31, 2016.
- Decrease fatalities by 20 percent from 936 in 2012 to 750 by December 31, 2016.
- Decrease fatalities and incapacitating injuries by 18 percent from 6,612 in 2012 to 5,448 by December 31, 2016.
- Decrease the vehicle mileage fatality rate by 14 percent from 1.00 in 2012 to .86 by December 31, 2016.
- Decrease fatalities and incapacitating injuries for children ages 0-8 by 35 percent from 124 in 2012 to 81 by December 31, 2016.

CHILD PASSENGER SAFETY

STATEWIDE CHILD PASSENGER SAFETY PROGRAM

Section 2011, 405, 405(b)

BACKGROUND

The CPS program takes a regional approach. A full-time grant-funded position coordinates efforts in the Upper Peninsula (U.P.), while statewide planning, program coordination, and grant management are handled by the OHSP.

In addition to training and recertifying CPS technicians, distributing car seats, and coordinating public information efforts, new partnerships and programs are developed to reach populations with specific needs throughout the state.

Michigan's network of CPS technicians and instructors are vital to the success of the CPS program as they are face-to-face with parents and caregivers conducting car seat checks, distributing seats to families in need, and providing education.

PROJECT GOALS

- Educate and provide child restraint safety devices to 5,000 low-income families by September 30, 2015. **Goal achieved**
- Fund four CPS technician courses by September 30, 2015. **Goal achieved**
- Fund five continuing education courses for CPS technicians by September 30, 2015. **Goal achieved**

- Retain 63.2 percent of current CPS technicians by September 30, 2015. **Goal not achieved**
- Maintain at least one trained CPS technician available for services in all 83 counties by September 30, 2015. **Goal achieved**
- Expand the CPS program in the U.P. to incorporate up to 13 counties by September 30, 2015. **Goal not achieved**
- Add at least one additional U.P. instructor by September 30, 2015. **Goal achieved**

RESULTS

The CPS program continued to provide car seats to families through technicians in 50 Lower Peninsula and ten U.P. counties. The program distributed 5,749 car seats in the Lower Peninsula and 826 in the U.P. With each car seat distributed, a caregiver is trained to properly use the seat and harness the child, making that child safer.

To support the CPS program, new technicians were trained and continuing education was offered through grant-funded courses.

Five CPS technician courses were funded by the OHSP in Ann Arbor, Detroit, Flint, Marquette, and Traverse City training 76 new technicians. Twenty-four people with expired technician status were recertified in two renewal courses in Traverse City and Grand Rapids. This one-day class gives recently expired technicians the opportunity to regain current status instead of taking the full certification class again.

Progress has been made to meet the Governor's metric of one CPS technician in each of Michigan's 83 counties. Technicians were added in Lake and Kalkaska counties,

leaving five counties without dedicated technicians living or working there. Technicians with the Michigan State Police (MSP) and the Kids Always Ride Safely (KARS) program provide services in all counties upon request.

Five continuing education courses were conducted, including a 16-hour special needs certification course with 12 students who work in injury prevention offices, hospitals, and physical and occupational therapy. These students were targeted for the course to increase the number of special needs technicians working with children in hospitals and rehabilitation facilities. During a continuing education session in East Lansing, 99 technicians satisfied their certification requirement of six credits with lectures and hands-on activities. Another class in the U.P. trained 16 students and two continuing education and seat check hybrid classes were conducted in Mount Pleasant training 36 students as well as providing them with their required seat check sign offs. This hybrid model was a new format for classes this year, and student feedback was overwhelmingly positive. This model helps students who lack regular access to an instructor who can do seat check sign offs by giving them a half day with a team of instructors offering assistance.

Over the past year, OHSP has worked to increase communication with technicians about car seat checks and certification expirations. This has led to an increase in recertification, up from 56.5 percent in 2014 to 61 percent for 2015. While still short of the 63.2 percent goal, this rate continues to improve and is now above the national average of 58.4 percent.

Additional partnerships were continued with Operation Homefront providing car seats and technician support for two events. Operation Homefront is a nonprofit organization that provides emergency assistance to U.S. military troops, the families they leave behind, and wounded service members when they return home.

OHSP partnered with the Michigan High School Athletic Association to distribute more than 750 *Click It or Ticket* football-themed banners to display at high school football games.

OHSP continued to lead statewide coordination efforts for CPS Week. In addition, a new one-minute video was created to address the public's confusion about Michigan's car seat law. Based on feedback from focus groups, this video attempted to clarify when children should transition through the car seat stages. This video was posted on the OHSP Facebook and YouTube pages.

UPPER PENINSULA

CPS outreach and services in the U.P. are provided by a team of OHSP-funded CPS instructors living and working in the area.

Within every county where the KARS program has been established, the community experiences the benefit of an affordable, easy-to-access car seat program. This has

resulted in approximately three times more seats being distributed compared with the previous free seat program.

Ten counties now have the KARS program with Delta County scheduled to start in October 2015.

U.P. staff provided technical expertise and support to 69 CPS technicians in all 15 U.P. counties and provided car seat education to more than 20 agencies and offices in the region. A national standardized CPS technician course trained 15 new CPS technicians who were recruited to participate in the region's successful KARS program. These technicians offer KARS program education sessions in participating counties.

After relying mainly on county health departments to administer portions of the KARS program, efforts were made this year to reach out to other community partners, including fire departments and the YMCA.

A new brochure and event flyer template were developed for the KARS program.

A CPS continuing education course was conducted in Marquette, assisting 16 technicians with their recertification process. In addition, a fourth U.P. technician completed the process to become a CPS instructor. This addition will bolster the U.P. training team, the KARS program outreach ability, and provide long-term continuation of the program.



STRENGTHENING CHILD PASSENGER SAFETY PROGRAM CAPACITY IN MINORITY COMMUNITIES

Section 405(b)

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, Arabic and Hispanic communities about the importance of child restraints. In Michigan, those populations are mainly located in metro Detroit and west Michigan. Efforts to increase the availability of CPS technicians within these communities were ongoing with funding provided to support training, education, and car seat distribution.

PROJECT GOALS

- Train at least one Spanish-speaking and one Arabic-speaking CPS technician by September 30, 2015. **Goal achieved**
- Develop and provide Spanish- and Arabic-language materials and resources for families with children

younger than eight years old by September 30, 2015.

Goal achieved

- Train at least one CPS technician to work within other minority groups such as African-American communities by September 30, 2015. **Goal achieved**

RESULTS

Three grants were awarded to child services providers in Macomb, Washtenaw, and Wayne counties.

A CPS technician course in Detroit was part of a minority outreach grant, and bilingual students and those who work with minority-focused organizations were encouraged to enroll. Fifteen students passed the course, including two whose primary language was Arabic and three who speak primarily Spanish. In addition, the Wayne County grantee partnered with Latin Americans for Social and Economic Development to train caregivers and provide car seats to families, conduct a seat check in the Hispanic community, and present to 16 schools, parent groups, and agencies about CPS, targeting those with high minority populations. More than 1,950 people were trained as part of this program.

In addition, minority outreach funding was used in Ypsilanti to purchase infant seats for teen mothers who do not generally have their own vehicles and depend on public transportation or other people for rides. Infant seats provide easier and safer transport for these teens and their child. In cooperation with Corner Health Clinic, Safe Kids Huron Valley provides seats and training to teen parents who visit the center for a variety of health and human services.

In Macomb County, minority outreach efforts included producing print advertising to remind parents to include booster seats in back-to-school shopping. Those ads were in local newspapers in areas with high minority populations. Infant-only car seats were purchased for a program aimed at providing services to low-income families who may not have their own cars and depend on public transportation, for which these seats are more conducive. Efforts in the county provided car seat education to more than 1,200 families during car seat events, school open houses, kindergarten round-up, and other family events.

Also new this year, OHSP provided nearly 300 car seats to three Maternal Infant Health Programs in the Detroit area and two other community organizations. OHSP was named as a "Partner in Progress" by the Wayne Metro Community Action Agency for contributing car seats to families in need.

MICHIGAN DEPARTMENT OF HEALTH AND HUMAN SERVICES TRAINING

Section 405(b)

BACKGROUND

Nearly 1,500 Michigan Department of Health and Human Services (MDHHS) employees are assigned cases involving 85,000 children in the Child Protective Services system

each year. However, there is no training for these employees regarding proper car seat use and safe transport in vehicles.



The educational need was identified. A CPS instructor workgroup, led by the OHSP, has been working to develop a MDHHS-specific curriculum to train those employees who transport children in MDHHS care. In the first year of the program, the curriculum was drafted and edited and meetings were conducted with MDHHS to determine the project scope and need.

PROJECT GOAL

- Conduct the approved pilot CPS training program in up to five counties for MDHHS employees by September 30, 2015. **Goal in progress**

RESULTS

In the second year of this project, the curriculum content was completed, reviewed, and approved. The elements of this curriculum "tool kit" were designed and printed. Concurrent to finalizing the curriculum, MDHHS and OHSP developed the structure and agreement to support the training. Preparations were made to hire a project coordinator in FY2016.

TRAFFIC SAFETY APP FOR CHILDREN

Section 405(b)

BACKGROUND

For more than ten years, OHSP has provided information about buckling up and bike and pedestrian safety to children through coloring books, stickers, posters, flyers, and costumed characters. Although those avenues are still viable, most children are using their parents' iPads, laptops, or other electronic devices to watch videos and play games from the time they are able to talk. There are numerous learning apps that teach children to read, do math, and even make good nutritional choices.

An interactive traffic safety app that teaches children through games about using booster seats and buckling up, wearing bike helmets, and crossing the street safely would allow OHSP to present this important information in a modern and fun way.

PROJECT GOAL

- Create one traffic safety application that teaches children ages 4-8 about booster seats, seat belts, bicycle helmets, and how to safely cross the street by September 30, 2015. **Goal not achieved**

RESULTS

Due to competing projects and priorities, this project was put on hold for FY2015.

EVALUATION

DIRECT OBSERVATION SURVEYS: SEAT BELT USE

Section 405(b)

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 GOALS

- Determine Michigan’s seat belt use rate by September 30, 2015. **Goal achieved**
- Determine hand-held device use rate. **Goal achieved**

RESULTS

OBSERVATIONAL WAVE	SEAT BELT USE RATE	STANDARD ERROR
Annual Observational Survey	92.8%	0.4%

USE BY CATEGORY	USE RATE	STANDARD ERROR
Overall Cell Phone Use	7.6%	0.3%

The Wayne State University Transportation Research Group (WSU-TRG) conducted observational surveys to determine seat belt use by drivers and front seat passengers at 200 intersection/interchange sites throughout the state during May and September.

In addition to belt use, observers recorded vehicle type, gender, age, and race for each observed occupant, and electronic device (handheld or hands-free) use for each observed driver.

The results show the weighted seat belt usage rate in Michigan is 92.8 percent. This represents a slight decrease from the 93.3 percent use rate in 2014.

Young males, pick-up truck drivers, and drivers in rural areas had lower belt use. This is consistent with previous studies.

The weighted statewide rate of electronic device use by drivers is 7.6 percent, which is a slight decrease from the rate observed in 2014.

CHILD PASSENGER SAFETY RESTRAINT USE AND MISUSE SURVEY

Section 405(b)

BACKGROUND

Child restraint use is measured biennially, as recommended by the Michigan Child Passenger Safety Assessment. This survey combines observation of the use rate with inspections of proper child seat installation for children under age 8.

PROJECT GOAL

- Determine the child restraint use and misuse rate by September 30, 2015. **Goal achieved**

RESULTS

A direct observation survey, conducted between May and July, showed statewide child restraint use rates of 95.7 percent among 0- to 3-year-olds and 49.7 percent among 4- to 7-year-olds.

Both of these use rates are higher than the 2013 survey findings of 93.6 and 42.4 percent, respectively.

Children were more likely to be properly restrained when riding with a driver who was wearing a seat belt.

While use rates increased, car seat misuse remains high at 74 percent. Misuse was determined during inspections at daycare centers, festivals or other events, health care centers, car seat inspection stations, and shopping centers.

The most common misuses were:

- Improper positioning of the harness retainer clip, observed in 57 percent of rear-facing and 47 percent of forward-facing seats.
- Premature transition from rear- to forward-facing seats with nearly 47 percent of 1-year-old children seated in a forward-facing seat and 18 percent of 3-year-old children prematurely seated in a booster seat.
- Slack in the harness, greater than one inch, was also common for both rear- and forward-facing seats.

CHILD PASSENGER SAFETY TECHNICIAN COVERAGE AND IMPACT ANALYSIS

Section 405(b)

BACKGROUND

Michigan has more than 950 CPS technicians in 78 of its 83 counties. While some counties have many technicians and some have few, it is unknown how many technicians are needed to properly serve the children under age 8 in each county. Further analysis is needed to determine what would be an acceptable ratio of technicians to children and how the activity of technicians and distribution of car seats can impact crash statistics and observed car seat use and misuse in each county.

PROJECT GOAL

- Determine an effective ratio of CPS technicians to children under age 8 per county and gauge the impact CPS technicians, car seat checks, and car seat distribution have on crash statistics and car seat use and misuse by September 30, 2015. **Goal not achieved**

RESULTS

A request for proposal (RFP) was issued and three applications were received for this project. The University of Michigan Children's Health Education and Research Center was selected and work has begun to collect the data necessary for analysis in the first year of this project.

The research team has compiled the census, crash, and seat belt use data sets that will allow for the statistical and geographic identification of areas in the state with the greatest anticipated need for CPS resources.

The survey of active CPS technicians throughout Michigan was developed and prepared for distribution in FY2016.

This two-year project will continue into FY2016.

vehicle to another, lacking space in the vehicle for booster seats, and trouble convincing children to sit in the seat.

Parents also indicated driving children in car pools or with other caregivers reduced the likelihood of using a booster seat.

BOOSTER SEAT FOCUS GROUPS AND CAMPAIGN

Section 405(b)

BACKGROUND

A 2013 WSU-TRG study reported child restraint usage rates in Michigan of 93.6 percent among children ages 0-3. The rate drops to 42.4 percent among children ages 4-7, despite the state's CPS law requiring children to ride in car or booster seats until they are 8 years old or 4'9" tall.

To better understand why fewer than 50 percent of children ages 4-7 use boosters, focus groups will be conducted with parents of children from that age range who do not regularly use booster seats. Information from the focus groups will accompany data gathered during phone surveys in FY2014 to help direct education and outreach efforts to parents and school-aged children about the importance of using booster seats.

PROJECT GOAL

- Conduct at least one focus group among parents with children ages 4-7 who do not regularly use booster seats. **Goal achieved**

RESULTS

Four focus groups were conducted during January in west Michigan and metro Detroit. The information gathered has been used to develop the CPS video for social media as well as guide the CPS program. Focus group participants were parents with children ages 4-7. While parents indicate seats are important, 40 percent reported not always using a booster seat. The reasons included: difficulty getting a car seat to fit the vehicle properly, moving the child from one



Impaired Driving Prevention

In 2010-2014, there were 44,403 alcohol-impaired crashes, 5,132 drug-impaired crashes, and 4,666 crashes that involved both alcohol and drug use. In the last five years, there were 54,201 impaired driving crashes. Each year, there are 10,840 crashes where fatalities, injuries, or property damage could have been avoided if there was no impairment. Impaired driving crashes have remained a steady percentage of fatal crashes since the 1990s, both in Michigan and nationwide.

PROGRAM GOALS:

- *Decrease fatalities and incapacitating injuries for alcohol-involved crashes by 15 percent from 1,320 in 2012 to 1,117 by December 31, 2016.*
- *Decrease fatalities and incapacitating injuries for drug-impaired crashes by 1 percent from 410 in 2012 to 408 by December 31, 2016.*

ENFORCEMENT SUPPORT

IMPAIRED DRIVING DETECTION TRAINING

Section 405(d)

BACKGROUND

Research shows that officers trained to conduct Standardized Field Sobriety Tests (SFST) correctly identified drunk drivers more than 90 percent of the time. The three tests are 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.

These tests are scientifically validated and are admissible as evidence in court.

Most Michigan officers are trained in the NHTSA-International Association of Chiefs of Police (IACP) SFST procedures. But not all are trained for the Advanced Roadside Impaired Driving Enforcement (ARIDE). OHSP provides free training to enhance law enforcement's ability to detect and arrest impaired drivers and continually promotes the training of all road patrol personnel through the ARIDE program training.

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

Over the past five years, 3,277 officers have completed SFST training and 4,409 officers have been through SFST refresher training. An additional 25 officers have been

trained as SFST instructors. More than 1,200 law enforcement officers and prosecutors have completed ARIDE training.

The SFST/ARIDE training program is coordinated by the MSP Training Division through a grant.

PROJECT GOALS

- Increase the number of law enforcement officials receiving SFST/ARIDE training by 10 percent by September 30, 2015. **Goal achieved**
- Increase the quantity and quality of impaired driving arrests by supporting and funding SFST/ARIDE training by conducting at least 40 classes by September 30, 2015. **Goal achieved**

RESULTS

FY2015 was a banner year for training with 2,167 law enforcement officers and prosecutors attending the SFST Basic, Refresher, Instructor, Instructor Update, and/or ARIDE training. This represents a 55 percent increase over the 1,390 officers trained in the previous year. ARIDE trainings increased from 12 to 17 in FY2015.

The demand for impaired driver detection training continues to grow. Evaluations from the ARIDE training overwhelmingly rate the training from very good to excellent.

In response to inquiries regarding an ARIDE refresher training, a DRE instructor developed an eight-hour combined SFST/ARIDE training. This is available to officers that have completed the SFST and ARIDE training. Preliminary evaluations indicate the combined training is well received. The DRE Steering Committee will consider adding this combined training to the Michigan Drug Evaluation and Classification Program in 2016.

DRUG RECOGNITION EXPERT TRAINING

Section 405(d)

BACKGROUND

A DRE is a police officer trained to recognize impairment of drivers under the influence of drugs and/or drug/alcohol combinations. IACP coordinates the program with support from NHTSA. Police officers must successfully complete a rigorous, three-week DRE training program to meet strict certification requirements.

DRE protocol is a standardized and systematic method of examining a Driving Under the Influence of Drugs (DUID) 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 reliable indicators of drug impairment. Because the process is systematic and scientifically valid, DREs can qualify as expert witnesses in court due to their advanced training.

An increase in drug-impaired driving crashes and recent changes in marijuana laws have sparked a renewed interest in drug impairment data. One way to collect this data is through the National DRE Tracking System. DREs are required to enter DRE-related arrest information into this database. The database does not collect information that might be significant to individual states,

such as what drugs are on the rise in the state or what new drugs are being seen by DREs.

Several states have implemented data collection systems of DRE information that will provide the national database with its required data while collecting additional information specific to that state. This is accomplished by issuing tablets to DREs with an integrated statewide database.

PROJECT GOALS

- Increase the number of certified DRE instructors from ten instructors in 2014 to 11 instructors by September 30, 2015. **Goal achieved**
- Increase the number of officers receiving DRE training by 10 percent from 71 in 2014 to 79 by September 30, 2015. **Goal achieved**
- Increase the quantity and quality of impaired driving arrests by supporting and funding the DRE program for law enforcement by conducting at least one training by September 30, 2015. **Goal achieved**



HIGHLIGHT

Ofcr. Wes Evans, who has been with the Grand Blanc Township Police Department since 2004, also enjoys his work as a DRE. He is passionate about his job and determined to make a difference.



Positive feedback can come at the most unexpected times.

A woman who Evans arrested in 2008 approached him several years afterward to express her gratitude. At the time of the arrest, she had been abusing cocaine with alcohol. After pleading guilty, she was placed in a court-ordered treatment program.

That was a turning point. Since then, the woman has remained clean and sober, gotten married, and secured a full-time job. She apologized to Evans for her earlier actions and said the arrest changed the trajectory of her life.

"Her life was in a downward spiral," said Evans. "You never know the impact an arrest may have."

Like other DREs, Evans is trained to identify the category or categories of drugs causing impairment. A 12-step evaluation process consisting of physical, mental, and medical components helps them make this determination. A blood or urine sample is also submitted to a laboratory for analysis and corroboration of the DRE's opinion.

"We are trained to recognize signs and symptoms and then articulate that information so a layperson can understand," Evans said. "Being a DRE adds tools to the officer's toolbox."

- Research and begin development of a more comprehensive DRE data collection system by September 30, 2015. **Goal not achieved**

RESULTS

In FY2015, 16 officers were trained and certified as DREs. In addition, six prosecutors attended the two weeks of DRE classroom training. There are now 83 certified DREs in Michigan. A total of 23 prosecutors have attended the two-week Phase I and II of DRE training.

An additional five DREs were trained as instructors, bringing the total to 15. This is significant as ARIDE training can only be conducted by DRE instructors. In order to keep up with the demand for ARIDE training, having additional instructors helps to alleviate some of the burden on any one department or DRE instructor. ARIDE training serves as a vetting process to determine which DRE instructors are best suited for teaching and/or instructional roles.

Two continuing education training classes were conducted. The first class was for all DREs, with 57 attending the training. This included four DRE-trained prosecutors and both TSRPs. The main presenter focused on opiates and their effect on human behavior.

The second DRE continuing education training was for the most recent DRE school graduates to help transition from police officer testimony to expert witness testimony. A mock court convenes, giving each DRE a turn in the witness chair. The DRE is questioned about various aspects of the DRE program by DRE-trained prosecutors acting as both defense and prosecution. This training drew 30 participants.

Law enforcement officers conducted more than 350 enforcement evaluations on drivers suspected of drug impairment in 2015.

When restrictions were relaxed on the Buy America Act in August, this allowed for the purchase of tablets for an enhanced statewide data collection system. Because this action came late in the fiscal year, there was insufficient time remaining to conduct the research needed to implement this project. The project will be moved to FY2016.

MOTHERS AGAINST DRUNK DRIVING LAW ENFORCEMENT AND PROSECUTOR RECOGNITION

Section 405(d)

BACKGROUND

Since 2004, OHSP and Mothers Against Drunk Driving (MADD) have provided resources for victim impact panels and provided more than 150 impaired driving recognition awards for prosecutors and law enforcement officers/agencies.

PROJECT GOAL

- Increase the number of law enforcement officers nominated for outstanding performance in impaired driving arrests by 10 percent from 350 in 2013 to 385 by September 30, 2015. **Goal not achieved**

RESULTS

Through the Lifesavers Law Enforcement Recognition Awards program, MADD honored law enforcement officers for their commitment to impaired driving enforcement. In 2015, nearly 100 nominations were submitted. While this was far short of the goal, MADD is exploring ways

to enhance publicizing the program in 2016 to generate greater participation.

In a ceremony attended by several hundred officers, command staff, officials, and MADD staff, 37 law enforcement officers were recognized for their dedication to making roads safer by removing impaired drivers from the roadways. The ceremony included the presentation of the Olivia Cleveland Gratitude Award, given to those who demonstrate outstanding commitment to eliminating impaired driving.

The Cleveland family recognized the Oakland County Sheriff's Office Alcohol Enforcement Unit and Tpr. Matthew Unterbrink of the MSP Metro Post. Since its creation in 1980, members of the Oakland County unit have made 14,478 impaired driving arrests. Unterbrink was recognized for actions taken during a traffic crash where both vehicles became engulfed in flames. He assisted and coordinated efforts to remove a driver from a vehicle, ultimately saving his life.



The 2015 MADD Michigan Lifesavers Award recipients include:

OUTSTANDING TROOPER

- Tpr. **Christopher Carns**, MSP Paw Paw Post
- Tpr. **John Janicki**, MSP St. Ignace Post
- Tpr. **Ryan Kirkpatrick**, MSP Metro Post
- Tpr. **Jim Tompkins**, MSP Lakeview Post
- Tpr. **Eric Whitcomb**, MSP Metro Post

OUTSTANDING DEPUTY

- Dep. **Eric Calhoun**, Van Buren County Sheriff's Office
- Dep. **Nathan Kaminski**, Charlevoix County Sheriff's Office
- Dep. **Mark Osos**, Macomb County Sheriff's Office
- Dep. **Andrew Wiswasser**, Clinton County Sheriff's Office

OUTSTANDING OFFICER

- Ofcr. **Gary Abair**, Detroit Police Department
- Ofcr. **Timothy Anderson**, Ypsilanti Police Department
- Ofcr. **Matt Bowyer**, Zeeland Police Department
- Ofcr. **Dustin Brown**, Lowell Police Department

- Ofcr. **Damon Bryant**, Southfield Police Department
- Ofcr. **Dave DeKorte**, East Lansing Police Department
- Ofcr. **Frank Gregory**, Detroit Police Department
- Ofcr. **Zachary Gregory**, Greenville Police Department
- Cpl. **Jason Otter**, Romulus Police Department
- Ofcr. **Mindy Weingart**, Troy Police Department

OUTSTANDING ROOKIE

- Ofcr. **Mark Aldrich**, Belleville Police Department
- Tpr. **Casey Allison**, MSP Metro Post
- Ofcr. **Jason Bergtold**, Novi Police Department
- Ofcr. **James Briggs**, Adrian Township Police Department
- Ofcr. **Sean Brown**, Oxford Police Department
- Ofcr. **Bradley Clair**, Dearborn Police Department
- Ofcr. **Sonila Kalanxhi**, Southfield Police Department
- Ofcr. **Sean Leathers**, Imlay City Police Department
- Tpr. **David Skeans**, MSP Metro Post
- Ofcr. **Robert Smith**, Troy Police Department

OUTSTANDING LAW ENFORCEMENT AGENCY

- Clinton County Sheriff's Office

RECOGNITION OF EXCELLENCE

- Ofcr. **Tom Danielson**, Beverly Hills Police Department
- Dep. **Brian Matthews**, Van Buren County Sheriff's Office
- Tpr. **Greg Primeau**, MSP Iron Mountain Post
- Ofcr. **Kenneth Rochon**, Southfield Police Department
- Ofcr. **Jason Tonti**, Detroit Police Department

MADD CAREER ACHIEVEMENT (DEPUTY LEW TYLER) AWARD

- Dep. **Rick Cigile**, (Retired) Oakland County Sheriff's Office

At a separate ceremony during the Prosecuting Attorneys Association of Michigan (PAAM) annual conference, Eaton County Assistant Prosecutor Chris Anderson received the OHSP/MADD Prosecutor of the Year Award. Anderson prevailed in a pre-trial motion to qualify a sheriff's deputy as an expert witness in the area of drug recognition evaluation. This is the first time that such a motion had been granted in Michigan.

VICTIM IMPACT PANEL VIDEO

Section 405(d)

BACKGROUND

MADD Michigan coordinates nearly 30 victim impact panels across the state, staffed by volunteers. Their success

relies upon the availability and willingness of victims to speak about a horrific event in their lives. A video, featuring vignettes of current Michigan-based drunk driving stories as told by the victims, could be a useful alternative for victim impact panels when speakers are unavailable or last-minute cancellations occur.

PROJECT GOAL

- Develop and distribute one video highlighting Michigan impaired driving fatalities done through the eyes of the victims to show at victim impact panels by September 30, 2015. **Goal not achieved**

RESULTS

MADD Michigan was unable to dedicate staff or resources to this project and it was not completed.

MICHIGAN TRAFFIC STOP CELLULAR PHONE APP

Section 405(d)

BACKGROUND

Police officers need up-to-date, detailed information at a traffic stop. While legal updates are helpful, police officers sometimes face complex issues out in the field and typically do not have the specific reference information they need.

A free mobile phone app for both Android and Apple devices could provide all the pertinent information about impaired driving for those incidents.

PROJECT GOAL

- To develop and distribute one mobile phone app to assist law enforcement officers with questions and issues that arise during traffic stops related to impaired driving by September 30, 2015. **Goal not achieved**

RESULTS

PAAM developed the platform for the application and expects to launch it in FY2016. A committee of traffic safety and motor vehicle code experts convened several times throughout the year to identify content for the app. Priority content will include new laws, ignition interlock rules, and impaired driving laws. A frequently-asked-questions section is also under consideration.

IGNITION INTERLOCK VIOLATION MANAGEMENT SYSTEM

Section 405(d)

BACKGROUND

Recent years have shown an influx of ignition interlock violations. Before 2010, the Michigan Department of State (MDOS) processed between 500 and 600 violations. FY2014 showed a dramatic increase to 18,777 violations with 3,363 resulting in some type of licensing action. Contributing factors to this dramatic increase are changes in drunk driv-

ing laws, administrative rules, and the creation of sobriety courts.

MDOS has one employee who manually processes ignition interlock violations. Each violation review is a 22-step procedure that relies on ignition interlock vendors reporting violations in a timely manner.

An automated data management system benefits the State of Michigan by streamlining the 22-step procedure to eight steps. The new system also allows for immediate action on violations, as the new software will streamline communication between the ignition interlock device and the state's data management system.

PROJECT GOAL

- Develop and begin implementation of an automated violation management system by September 30, 2015. **Goal in progress**

RESULTS

After a late start, the MDOS contracted a technical specialist and two .NET programmers to create an infrastructure and develop the ignition interlock automated data management system. This team, in collaboration with the Michigan Department of Technology, Management and Budget (DTMB), utilized the standard look and feel of Michigan web applications that will significantly improve compatibility of new and existing software. Staff changes have resulted in delays in implementing the ignition interlock offender system. The project is planned for live operation in FY2016, the final year of this project's two-year funding.

ADJUDICATION

TRAFFIC SAFETY RESOURCE PROSECUTOR

Section 405(d)

BACKGROUND

Since 2000, the OHSP has supported the TSRP program within PAAM to ensure that prosecutors and law enforcement officers have up-to-date information on traffic 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 that include 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 the training of officers to detect drugged drivers. Michigan was one of the first states with a TSRP and helped pioneer the concept for other states.

PROJECT GOALS

- Provide ten professional education opportunities for law enforcement and prosecutors by September 30, 2015. **Goal achieved**

- Provide quality, up-to-date legal reference materials and technical assistance to the traffic safety community by September 30, 2015. **Goal achieved**
- Add one additional TSRP position, while maintaining the current TSRP and administrative assistant, by September 30, 2015. **Goal achieved**

RESULTS

TSRPs provided training at nearly 65 events with more than 4,500 attendees. Topics included: Operating While Intoxicated (OWI) laws, drugged driving, traffic laws, OWI search warrants, consent searches, underage drinking, surviving cross examination, DREs as expert witnesses, and basic courtroom skills.

Because of increased demand for training and technical assistance, a second TSRP position was created. A former Wayne County assistant prosecutor was selected and started in October 2014. Through previous work with the Detroit Police Department (DPD), the TSRP identified a need for DPD to have basic impaired and drugged driving detection training. Nearly 1,110 DPD officers were trained on traffic law, legal updates, the importance of SFST, and drugged driving detection.



The TSRPs helped prosecutors prepare for upcoming trials by providing valuable resources and discussing effective trial strategies. They also assisted other agencies, such as law enforcement, magistrates, and probation officers on traffic safety legal issues.

The TSRPs also published multiple traffic safety-related items. This information is shared through newsletters, emails, and guest columns. These materials give law enforcement and prosecutors easy access to timely information.

TSRP Kenneth Stecker received a NHTSA Public Service Award for his outstanding service in protecting communities and enhancing traffic safety by providing expert legal advice and training resources to Michigan's criminal justice community.

JUDICIAL OUTREACH LIAISON

Section 405(d)

BACKGROUND

Judges in limited jurisdiction courts, like district courts that cover the majority of traffic offenses, are often overlooked in education and communication opportunities. Judges benefit from sharing the knowledge about the legal and evidentiary issues that challenge them when adjudicating impaired driving and other motor vehicle-related cases.

A judicial outreach liaison (JOL) works to unite the outreach efforts of the American Bar Association Judicial Division and NHTSA to educate judges and encourage support of traffic safety activities. The JOL strives 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 implemented a JOL program in 2013. It 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

- Maintain the current JOL through September 30, 2015.

Goal achieved

RESULTS

The JOL developed training specifically for regional sobriety courts, including Kent and Wayne counties, northern Michigan, and the Thumb region. The training included the ten guiding principles of sobriety courts, population targeting, confidentiality, and the administrative barriers facing a multi-court sobriety program. The JOL has also provided extensive technical assistance to the regional sobriety courts across the state, making Michigan the first to have regional courts. According to the SCAO, Michigan also has the most sobriety courts. The goal is to provide access to everyone who is eligible.



The JOL presented at the National Association of Drug Court Professionals conference on the sobriety court program and served on a committee to solve issues arising

from the use of ignition interlocks by sobriety court participants. The JOL also assisted the SCAO with the competitive grant application review process, which provides insight into sobriety courts that may need technical assistance in the upcoming year. At the Michigan Association of Chiefs of Police (MACP) conference, the JOL and the TSRPs presented on civil liability for police officers in pursuits. The JOL also participated in the trainings for new and advanced judges and spoke at the 2015 Michigan Traffic Safety Summit. The JOL served as judge and jury for the annual DRE mock trial training to better train DREs on how to provide professional testimony. Finally, the JOL attended the state's veterans/mental health court seminar and did subsequent research on providing guidance to sobriety court teams who interact with this population.

ADJUDICATION TRAINING

Section 405(d)

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 type of training.

PROJECT GOAL

- Train up to 1,000 district court judges, magistrates, drug treatment court staff, and probation officers by September 30, 2015. **Goal achieved**

RESULTS

Approximately 100 probation officers received two days of traffic safety training during a seminar in December on ignition interlocks, drugged driving, medical marijuana, and underage drinking and drug trends. Several sessions at this year's Michigan Association of Treatment Court Professionals conference were devoted to traffic safety, including drugged driving, common challenges of Driving Under the Influence (DUI) courts, advantages of regional sobriety courts, and ignition interlocks. During MJI's new judge orientation, traffic laws and sentences were reviewed. The advanced judge's seminar included a roundtable of problem-solving courts, including the advantages of having sobriety courts. New magistrates learned about the proper elements of a search warrant for impaired and drugged drivers. The Michigan Association of District Court Probation Officers annual conference training included a session on how substance abuse and developmental and cognitive issues can serve as warning signs for potential involvement in traffic fatalities. The Michigan Association of District Court Magistrates annual conference training had vehicle technology (black boxes), search warrants, and drugged driving on

their agenda. Combined, the associated trainings educated nearly 2,000 court personnel on traffic safety issues and laws.

SOBRIETY COURT ENHANCEMENT

Section 405(d)

BACKGROUND

Sobriety courts guide alcohol-addicted offenders into a treatment program that reduces their substance use dependence and improves their quality of life. In the typical sobriety court program, participants are under the close supervision of a judge and have the support of a team operating outside of their traditional adversarial roles. Addiction treatment providers, prosecuting attorneys, public defenders, law enforcement officers, and parole and probation officers come together to provide services.

Without the opportunity to take part in sobriety court, participants may not receive treatment for their alcohol and/or drug addiction. Some could offend again after completing a traditional jail sentence.

PROJECT GOALS

- Add up to five new drug court programs accepting impaired driving offenders by September 30, 2015. **Goal achieved**
- Expand the number of impaired driving offenders accepted by at least three existing drug courts by September 30, 2015. **Goal achieved**
- Send up to three courts to the National Center for DUI Courts training workshop by September 30, 2015. **Goal not achieved**
- Assist with the implementation of up to three new sobriety courts added in 2014 by September 30, 2015. **Goal achieved**
- Continue with the ignition interlock pilot project evaluation by September 30, 2015. **Goal achieved**

RESULTS

In 2004, Michigan had 12 problem-solving courts that identified themselves as DUI courts. The OHSP grant-funded 19 sobriety courts in FY2015. Of these, 16 were operational with a combined number of 948 participants.

Three programs used FY2015 as a planning stage to become operational in FY2016:

- Chippewa County Circuit (C50) plans to accept its first participant early in the first quarter of FY2016.
- Macomb County District (D42 Romeo) plans to accept its first participant within the first quarter of FY2016. To assist in planning, the Macomb County Sobriety Court team attended the National Association of Drug Court Professionals conference in Washington, D.C.

- Washtenaw County District (D14B Ypsilanti) accepted its first participant during the third quarter of FY2015 and increased participants during the fourth quarter.

Six new programs became operational in FY2015:

- Ingham County (D54B) and Bay County (D74) District courts had 67 participants.
- Four Regional Driving While Intoxicated (RDWI) programs: Gratiot County RDWI (D65B), Crawford County RDWI (D87C), Wayne County RDWI (D23), and Kent County RDWI (D62B) had a combined 164 participants with 21 percent using an interlock device.

Five programs sustained funding:

- Saginaw County Circuit (C10), Livingston County Circuit (C44), Eaton County Circuit (C56), Wayne County District (D36 Detroit), and Barry County District (D56B) courts continued to provide services to residents with a combined 342 participants with 4 percent using an interlock device.

Five programs stepped down from OHSP funding:

- Lenawee County District (D02), Ionia County District (D08), Macomb County District (D41B Clinton Township), Kent County District (D61 Grand Rapids), and Allegan County Circuit (C48) courts provided services to residents with a combined 375 participants with 25 percent using an interlock device.

Seventy-five percent of new participants entered a sobriety court program with a misdemeanor charge, with 91 percent having a prior conviction.

Sixty-five percent of participants identify alcohol as the primary substance abused. Marijuana follows at 18 percent, and heroin or opiates at 12 percent. Five percent identify the primary substance abused as crack/cocaine, methamphetamine, or multiple drugs.

REDUCING UNDERAGE DRINKING

ENFORCEMENT OF UNDERAGE DRINKING LAWS

Section 405(d)

BACKGROUND

Underage drinking is associated with a host of problems such as school dropout rates and expulsions, crime, alcohol poisoning, and suicide.

The Substance Abuse and Mental Health Services Administration reports that young people who begin drinking before age 15 are six times more likely to develop alcohol dependence than those who begin at age 21. Since 21 is the peak age for drinking and driving, reducing underage drinking will prevent the habits that lead to drinking and driving among teens and young adults.

Drivers under age 21 cannot legally drink, but their age group ranks second for alcohol-involved crashes. Enforcement can reduce underage drinking by limiting availability and intervening in its use, before impaired driving patrols deal with it after the fact. Officers work with retailers to prevent sales to minors, and compliance checks confirm that retailers are following the law. Party Patrol details address underage drinking in private residences and open areas, and controlled dispersal training prevents further problems that can arise from breaking up the parties.

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

PROJECT GOAL

- Conduct overtime enforcement in up to 15 counties by September 30, 2015. **Goal achieved**

RESULTS

Twelve enforcement grants were awarded in 11 counties. Six hundred compliance checks were conducted, with 106 retailers selling to minor decoys; nine locations lacked a valid liquor license. More than 100 parties were dispersed, with 74 adults being cited for furnishing alcohol to minors. Four hundred minor-in-possession citations were issued with officers noting that more minors are not only impaired by alcohol, but drugs, as well.

UNDERAGE DRINKING ENFORCEMENT TRAINING

Office of Juvenile Justice and Delinquency Prevention, Section 405(d)

BACKGROUND

As technology changes, so do the methods of finding and breaking up underage drinking events, from underground raves to field parties where information 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 GOALS

- Conduct at least one “Using Social Media as an Investigative Tool” training by September 30, 2015. **Goal not achieved**
- Conduct underage drinking enforcement training as needed by September 30, 2015. **Goal achieved**
- Establish at least two enforcement training positions for social media training on a contract basis by September 30, 2015. **Goal not achieved**

HIGHLIGHTS

A group of out-of-state students came to Muskegon to spend spring break at a cottage on Lake Michigan. They had a party, which was promptly dispersed by the Muskegon County Sheriff’s Office. Parents were notified and the week-long vacation was cut short.

During welcome week at the University of Michigan, officers conducted foot patrols and issued more than 100 citations. Intoxicated youth wandering the streets were easy targets for savvy criminals who came to the area to commit crimes against people and property. Data was used to pinpoint the most egregious areas, and resources were targeted in those locations. Calls for service dealing with alcohol consumption and ancillary calls are tripled during this period. The university president has said that alcohol abuse, and its far reaching effects, is the biggest problem on campus.

RESULTS

This was the last year of OHSP’s involvement and funding from the U.S. Department of Justice’s Enforcing Underage Drinking Laws (EUDL) program. This program has typically paid for social media training in the past; however, all of the EUDL funds were spent on another dynamic training on current alcohol and drug use/concealment trends.

During four trainings held across the state, more than 600 attendees learned about alcohol and drug clothing, alcoholic energy drinks, alcopops, alcohol and drug concealment methods and containers, drug paraphernalia, drug-related music and groups, new technology, youth party tendencies, party games, non-traditional alcoholic beverages, social networking sites, synthetic drugs, over-the-counter drugs, inhalants, concentrates, e-cigarettes, and popular party drugs. These sessions also covered common stash compartments that can be used to hide drugs and weapons inside everyday clothing containers and other items, along with the relationship between alcohol, drug, and violence tendencies. The training proved helpful to an officer in a situation where a high school student was in possession of an unknown substance. The training helped identify paraphernalia that the student had and provided reasonable cause to believe the substance was marijuana wax.

Two underage drinking enforcement trainings were held for DPD on controlled dispersal, compliance checks, and teen alcohol/drug trends. This training included nearly 100 DPD officers, as well as officers from other grant-funded underage drinking enforcement.

Training positions were not established but will be completed in FY2016.

EVALUATION

DRUGGED DRIVING EVALUATION

Section 405(d)

BACKGROUND

The MSP Toxicology Unit reports that each blood kit examined has an average of three drugs, both illicit and legal. There is very little in-depth data available on drugged driving.

A large-scale data analysis would help tailor law enforcement training and media messages toward a specific problem.

PROJECT GOAL

- Conduct an in-depth analysis and evaluation on drugged driving fatal and injury crashes by September 30, 2015. **Goal not achieved**

RESULTS

Planning for this project will resume in FY2016.

REPEAT IMPAIRED OFFENDER AND .08 BAC LAW EVALUATION

Section 405(d)

BACKGROUND

Michigan is the only state to have a sunset provision for the .08 BAC law. If the BAC law returns to .10, Michigan will lose federal road construction funds. The last time an evaluation of repeat offender laws was conducted was in 2002. There has never been a study for .08 specifically for Michigan.

PROJECT GOAL

- Conduct an in-depth analysis and evaluation on Michigan's .08 BAC law and sunset provisions. **Goal not achieved**

RESULTS

This project has been put on hold and will resume in FY2017.

SAFETY
BELT
ENFORCEMENT
ZONE



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

- *Increase observed seat belt use of front seat occupants in passenger vehicles from 93.6 percent in 2012 to 98 percent by December 31, 2016.*
- *Decrease fatalities by 20 percent from 936 in 2012 to 750 by December 31, 2016.*
- *Decrease fatalities and incapacitating injuries by 27 percent from 6,612 in 2012 to 4,825 by December 31, 2016.*
- *Decrease the vehicle mileage fatality rate by 14 percent from 1.00 in 2012 to .86 by December 31, 2016.*
- *Decrease fatalities and incapacitating injuries involving alcohol by 37 percent from 1,320 in 2012 to 836 by December 31, 2016.*
- *Decrease fatalities and incapacitating injuries involving drugs by 1 percent from 410 in 2012 to 408 by December 31, 2016.*

TRAFFIC ENFORCEMENT

OVERTIME TRAFFIC ENFORCEMENT

Sections 402, 405(b), 405(d), 410

BACKGROUND

Since 1972, OHSP has funded overtime traffic enforcement projects, combined with public information and education as the primary method for encouraging 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 maintaining a seat belt use rate of more than 90 percent for ten years.

Despite these gains, half of the Michigan vehicle occupants who die in traffic crashes 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 ways to reduce traffic fatalities and injuries.

A 2008-2012 review of fatal and serious injuries involving alcohol and unrestrained occupants identified 26 high-crash counties where grant-funded enforcement has the best potential to impact traffic crashes, fatalities, and injuries.

Mandatory enforcement periods included:

- October 27-November 9, 2014; impaired driving and seat belt.
- March 17-April 6, 2015; impaired driving.

- May 18–May 31, 2015; seat belt.
- July 1–12, 2015; impaired driving and seat belt.
- August 21–September 7, 2015; impaired driving and seat belt.

In addition, seat belt and impaired driving enforcement was allowed June 1 through September 26. The summer months have a significant number of fatal and serious crash injuries. The overtime enforcement plan expanded to law enforcement agencies in an additional 24 counties during these months to conduct seat belt and impaired driving enforcement.

Mandatory enforcement periods included, as applicable:

- May 18-31, 2015; seat belt.
- July 1-12, 2015; impaired driving and seat belt.
- August 21-September 7, 2015; impaired driving and seat belt.

PROJECT GOALS

- Conduct up to 38,000 of hours of impaired driving enforcement by September 30, 2015. **Goal not achieved**
- Conduct up to 22,000 hours of seat belt enforcement by September 30, 2015. **Goal not achieved**
- Average .72 equivalent stops per billed hour of OWI patrol in the U.P. by September 30, 2015. **Goal achieved**
- Average 1.29 equivalent stops per billed hour of OWI patrol in the Lower Peninsula by September 30, 2015. **Goal achieved**
- Average 1.09 equivalent stops per billed hour of seat belt patrol by September 30, 2015. **Goal achieved**

RESULTS

More than 150 state, municipal, and county law enforcement agencies across the state conducted 33,984 hours of overtime impaired driving enforcement and 21,447 hours of overtime of seat belt enforcement.

Enforcement activities resulted in:

- 86,223 vehicles stopped
- 18,843 seat belt and child restraint citations
- 2,109 OWI/High BAC arrests
- 874 drug arrests
- 640 other alcohol arrests
- 4,487 uninsured motorist violations
- 3,963 suspended license violations
- 8,317 speeding citations
- 2,900 other misdemeanor arrests
- 745 other felony arrests

Agencies averaged 1.81 equivalent stops per billed hour of impaired driving patrol.

A total of 162 law enforcement agencies conducted seat belt enforcement, with 141 departments meeting or exceed-

ing the minimum performance measure of 1.09 equivalent stops per hour. The average for the year was 1.6 equivalent stops per billed hour of seat belt patrol.

One hundred seventy law enforcement agencies conducted impaired driving enforcement, with 157 departments meeting or exceeding the minimum respective performance measure. In the U.P., the average for the year was 1.57 equivalent stops per billed hour of impaired driving patrol. In the Lower Peninsula, the average for the year was 1.82 equivalent stops per billed hour of impaired driving patrol.

Many law enforcement agencies that conducted grant-funded overtime patrols reported challenges in filling shifts due to decreased staffing. Retirements, sick leave, military deployments, and equalization of overtime are also reported as other challenges law enforcement agencies faced in working their overtime grants. Meeting the number of calls required satisfying contractual obligations, and the many opportunities to work overtime also impacted the ability to fill all shifts planned. OHSP staff will continue to explore ways to engage law enforcement commitment to traffic safety.

The OHSP also funded non-mobilization enforcement. Here are totals from those efforts:

OPTIONAL DRIVE SOBER OR GET PULLED OVER

Participating law enforcement agencies	95
Seat belt citations	484
Child restraint citations	26
Drunk driving arrests	497
Media events	0
News stories	0
Paid advertising	\$0
Overtime enforcement hours	8,941
Enforcement funding	\$447,050

OPTIONAL CLICK IT OR TICKET

Participating law enforcement agencies	49
Seat belt citations	2,646
Child restraint citations	45
Drunk driving arrests	10
Media events	0
News stories	0
Paid advertising	\$0
Overtime enforcement hours	4,166
Enforcement funding	\$208,300

HIGHLIGHT

The Leelanau County Sheriff's Office received overwhelming support from the public when it conducted additional patrol activities funded by OHSP grant overtime. The public is very appreciative of additional efforts to combat OWI offenses. The sheriff's office has seen the devastating results of traffic crashes involving alcohol or drugs and the impact it has on the families involved and the community. That's why it continues to inform the public about grant-funded activities by using social media and the news outlets. Their efforts have generated positive feedback.

The grant funding has allowed the sheriff's office to be proactive in enforcement efforts resulting in a highly visible presence of marked patrol vehicles conducting traffic stops for both seat belt violations and OWI enforcement. This has an overall effect of making the roadways of Leelanau County safer.

SEAT BELT ENFORCEMENT ZONE SIGNS FOR OVERTIME

Section 405(b)

BACKGROUND

Conducting high visibility enforcement is a proven strategy to change behavior. Based upon the summer expansion for overtime grants, additional reflective seat belt enforcement area signs will be purchased to enhance motorist awareness that police are looking for unbuckled drivers.

PROJECT GOAL

- Purchase and distribute seat belt enforcement zone signs by September 30, 2015. **Goal achieved**

RESULTS

During the year, 131 signs and 143 stands were ordered and delivered to 35 police departments.

OPERATION C.A.R.E.

Section 402

BACKGROUND

Operation C.A.R.E. (Combined Accident Reduction Efforts) began in 1977 through the efforts of the MSP and Indiana State Police. *Operation C.A.R.E.* was designed to reduce traffic crashes and injuries through public information, education, and strict consistent interstate enforcement.

State police agencies throughout the United States participate in



Operation C.A.R.E. during Memorial Day, Fourth of July, Labor Day, Thanksgiving, and Christmas.

This program will highlight a major traffic safety initiative to reduce fatalities and serious injury crashes over the *Operation C.A.R.E.* enforcement for the Thanksgiving holiday period. All MSP posts will participate. The high-visibility traffic enforcement will focus on speeding, aggressive driving, seat belts, texting and driving, and impaired driving.

PROJECT GOAL

- To reduce the number of fatalities and serious injuries by 10 percent over the next three-year *Operation C.A.R.E.* for Thanksgiving holiday campaign period from 6,234 in 2013 to 5,611 by December 31, 2016. **Goal in process**

RESULTS

The MSP conducted 1,498 hours of overtime during the five-day *Operation C.A.R.E.* enforcement period surrounding the Thanksgiving holiday, November 26-30, 2014.

Enforcement activities resulted in:

- 3,264 vehicles stopped
- 203 seat belt and child restraint citations
- 22 OWI/high BAC arrests
- 15 drug arrests
- 119 uninsured motorist violations
- 144 suspended license violations
- 716 speeding citations
- 29 other misdemeanor arrests
- 236 other felony arrests

Six fatalities were reported in 2014, a 50 percent decrease from 12 in 2013.

DISTRACTED DRIVING ENFORCEMENT PILOT PROJECT

Section 402

BACKGROUND

In 2014, NHTSA announced that it would be conducting a national distracted driving campaign April 10-15, 2014. An enforcement action kit was created to help rally officers and alert the public to prepare for maximum high-visibility texting ban enforcement. NHTSA-funded paid advertising ran April 7-15, 2014.

This effort was part of the national *U Drive. U Text. U Pay* high-visibility enforcement campaign that combines periods of intense anti-texting enforcement coupled with advertising and media outreach to inform people about the enforcement and urge compliance.

PROJECT GOAL

- Conduct at least one enforcement project no later than September 30, 2015. **Goal achieved**

RESULTS

Distracted driving enforcement projects took place at several locations in April. The Bloomfield Township Police Department, Grand Rapids Police Department, Kent County Sheriff's Office, Kentwood Police Department, and Oakland County Sheriff's Office conducted 237 hours of distracted driving enforcement from April 9-14. The enforcement resulted in 246 vehicle stops, 14 seat belt citations, 21 speeding citations, 77 texting citations, three careless driving violations, 17 Driving While License Suspended violations, and 11 uninsured motorist citations.

Lessons were learned from the pilot. Training is needed for the law enforcement officer about the specifics of the law, including prohibitions on looking at Facebook, watching video, or checking email. Agencies in Oakland County also believe distracted driving enforcement would be best handled using a spotter.

TRAFFIC SAFETY SPECIALIST PROGRAM

Section 402

BACKGROUND

With the economic impact reducing the number of law enforcement officers at all levels and positions, Michigan has experienced a dramatic decrease during the last decade in support for traffic safety and enforcement among the law enforcement community. Fewer police officers result in less discretionary patrol at a time when calls for service are increasing. As a result, the impact of general deterrence generated by traffic enforcement, a major contributor to driver behavior change, decreases.

A law enforcement liaison/traffic safety training specialist will be contracted with OHSP to help garner support and increase training for traffic safety and enforcement within the law enforcement community.

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

PROJECT GOALS

- Establish a traffic safety specialist training program to increase training and support for law enforcement. **Goal not achieved**
- Enhance communications and promote a stronger relationship between OHSP and local law enforcement agencies by September 30, 2015. **Goal not achieved**

RESULTS

The project proposal for the traffic safety specialist grant was distributed to OHSP RFP list in March. Based on feedback, an extension of the due date was granted in May. OHSP

received one proposal in the six weeks allowed for submission. Due to an impending change at the federal level for approved indirect rates that would significantly affect the budget of the project proposal, this project was put on hold.

EDUCATION AND COMMUNICATION**MOBILIZATION PAID ADVERTISING**

Sections 402-PM, 405(b)-PM, 405(d)-PM

BACKGROUND

Stepped-up enforcement has the greatest impact when combined with strong publicity to promote 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

- Conduct at least one media campaign geared at special traffic enforcement mobilizations by September 30, 2015. **Goal achieved**
- Build awareness for the *Drive Sober or Get Pulled Over* campaign message among young men to at least 50 percent by September 30, 2015. **Goal achieved**
- Build awareness for the *Click It or Ticket* campaign among young men to at least 85 percent by September 30, 2015. **Goal achieved**

RESULTS

Statewide traffic enforcement mobilizations in October, March, May, July, and August included paid advertising components to ensure widespread awareness. More detailed information regarding the advertising campaigns can be found on page 49.

MOBILIZATION MESSAGE DEVELOPMENT

Section 405(b), 405(d)

BACKGROUND

Well-researched, audience-specific advertising campaigns helped Michigan increase seat belt use and reduce alcohol-involved traffic deaths. These ad campaigns are designed to convince motorists that stepped up enforcement means a greater likelihood of a seat belt ticket or drunk driving arrest for violators. Publicity and earned media activities are mixed with the ad campaigns to enhance awareness of the effort.

In FY2014, a new campaign was introduced for the *Click It or Ticket* mobilization that focused on the enforcement effort while using humor and a sports theme to appeal to young men in the target group. With the continued decline in the seat belt use rate and the results of the pre- and post-

advertising surveys showing little increase in awareness, a new campaign strategy was explored.

PROJECT GOAL

- Develop and host three news events to maximize local media interest by seeking a new media hook by December 31, 2016. **Goal achieved**

RESULTS

For the March *Drive Sober or Get Pulled Over* enforcement campaign, the OHSP worked with the Michigan Licensed Beverage Association (MLBA) to distribute basketball-themed drink coasters with a designated driver-related message. News events at three MLBA locations encouraged patrons to pass the keys to a designated driver when rooting for their favorite teams during the National Collegiate Athletic Association's basketball tournaments.

Following the March effort, 75 percent of young men said they had seen the *Drive Sober or Get Pulled Over* campaign within the last 30 days.

To increase the statewide seat belt use rate, new research was initiated with young men, the group least likely to buckle up. This started with focus groups and was followed up by additional web-based surveys to gain greater insight and determine the most effective messages. The research found that this group is simply not thinking about buckling up. To help remind these drivers to buckle up, a new ad with a distinctive seat belt jingle was developed that features the familiar seat belt reminder chime as well as sounds of belts buckling. It concludes with a reminder about seat belt enforcement zones and the *Click It or Ticket* campaign.

The ad was one component in the plan to increase seat belt use. The OHSP highlighted the 15th anniversary of the state's primary seat belt law and the 2,659 lives saved because of substantially higher belt use over that time. To mark the occasion, the OHSP also "buckled up" notable Michigan landmarks, including the Grand Haven lighthouse on Lake Michigan, the Spartan statue at Michigan State University (MSU), the Renaissance Center in Detroit, and the Marquette Welcome Center. Kickoff media events for the *Click It or Ticket* mobilization were held at or near these locations.

In a post-mobilization telephone survey following the May mobilization, 90 percent of young men reported hearing the *Click It or Ticket* campaign.

For the Fourth of July drunk driving crackdown the OHSP introduced a summer blockbuster from Traffic Safety Productions: *Who's Your D.D.?* To capitalize on the popularity of superhero movies, the fictitious film featured ordinary people activating their own superpower and answering the call to be a designated driver. A life-sized movie poster was the highlight of three media events held in movie theater lobbies.



The campaign was a hit on the OHSP Facebook page with nearly 9,000 people seeing the messages and movie poster.

As attention turned to packing for college, the August *Drive Sober or Get Pulled Over* enforcement campaign included mobile billboards with a traffic safety checklist encouraging everyone to plan for a safe, sober ride home after a party. The mobile billboards were featured during news events at Grand Valley State University, MSU, and Oakland University, which included representatives from area law enforcement agencies and university officials. In addition to spreading the word about the stepped up enforcement, the events also contained information about the dangers associated with underage drinking.

REGIONAL LAW ENFORCEMENT TRAINING

Section 402

BACKGROUND

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

With traffic safety laws changing and technology becoming more sophisticated, it is important for law enforcement traffic officers to stay current with techniques that enhance their effectiveness and safety. There is no other source that provides this type of free training to the approximately 650 road patrol officers in the U.P.

PROJECT GOALS

- Conduct one U.P. law enforcement training conference by September 30, 2015. **Goal achieved**

- Provide traffic safety training during the MACP Mid-Winter Professional Development Training Conference for up to 300 police officers no later than September 30, 2015. **Goal achieved**

RESULTS

MACP hosted a first-ever traffic safety workshop as a kick-off to their annual Mid-Winter Professional Development Training Conference. Nationally recognized speaker Gordon Graham, a risk management expert, was among the presenters who addressed nearly 200 police officers and administrators. Topics included:

- Identifying and addressing the causes of traffic tragedies.
- Discussing drugged driving and how numerous legal and illegal drugs are contributing to Michigan traffic crashes.
- Understanding civil liability and police vehicle operation and how an officer’s response can reduce liability damages to the department and the officer.

The U.P. Road Officer Conference was held at Northern Michigan University in Marquette in June. A one-day overview of current alcohol and drug trends was attended by 194 law enforcement officers, court personnel, teachers, guidance counselors, and substance abuse treatment providers from across the region. A second day was held for 66 road officers and featured a traffic law update, enforcement considerations for current drug trends, and a presentation on social media and teens.

Within a week of the conference, a law enforcement officer working an overtime enforcement grant shift stopped a vehicle for a seat belt violation. During a consent search of the vehicle, a loaded shotgun was located in the front seat. Inside a cooler on the front seat were three small bags of marijuana and a plastic container with suspected bubble wax. The gun and marijuana were confiscated and charges sought. The veteran trooper said the training helped him identify drug paraphernalia that would have been missed otherwise.

OCCUPANT KINEMATICS FOR THE TRAFFIC CRASH RECONSTRUCTIONIST TRAINING

Section 405(c)

BACKGROUND

Completeness of traffic records is a critical component of model traffic records systems. Education on the accurate reporting of traffic crash evidence helps to improve the crash data submitted by law enforcement agencies, which in turn results in better problem identification for traffic safety program planning.

This training teaches traffic crash reconstructionists how to recognize and interpret traffic crash evidence as it relates to occupant seating positions and injury and restraint use



HIGHLIGHT

Grant project directors oversee the enforcement activities of more than 150 law enforcement agencies across a vast geographical region. Keeping grantees informed about the administrative responsibilities of managing federal funding can be a difficult task, especially with key personnel changes.

Grantee Boot Camp was designed as a comprehensive training program for overtime enforcement grant project directors. The OHSP Police Traffic Services team traveled to five locations across Michigan to provide the tools needed to effectively use and manage federal grant funds. A military theme was chosen to make the training sessions interesting and enjoyable for participants.

Grantee Boot Camp was presented in two parts.

- In the “Everything Grants” segment, grant project directors were provided a Grantee Boot Camp binder that contained the pertinent information to efficiently plan, manage, monitor, and report on their projects. Additionally, each attendee received a flash drive that contained the contents of the binder in an easily searchable format, as well as electronic copies of reporting forms, planning documents, and instructional guides. The information was reviewed in an open discussion format, with an opportunity for team members to clarify and further explain various details.
- Project directors were guided through MAGIC+, the online grant application system, and encouraged to complete the FY2016 grant applications during the meetings.

Feedback was positive. One sergeant wished the training would have happened earlier in the year because it allowed him to network with other project directors who manage overtime for multiple police agencies. The sergeant learned a new way to keep track of the hours/dollars used by the local police agencies and was grateful for instruction given at the camp.

data. This national training program may not be available for presentation to Michigan law enforcement agencies without funding support.

The trainings conducted in 2015 and other recent trainings will establish a baseline for the number of traffic crash reconstructionists trained in a fiscal year. Once the baseline is established, a percentage of growth may be determined for training in future years.

PROJECT GOAL

- Conduct up to two trainings by September 30, 2015.
Goal achieved

RESULTS

There was an Occupant Kinematics Class for the Traffic Crash Reconstructionist in August. This five-day class trained 25 officers from across the state. Funding was provided for instructors, course materials, and meals. Class reviews were excellent, and participants requested other programs be brought to the area. The City of Farmington Hills thanked OHSP for the class and said an officer used skills learned in the class the next morning at the scene of a rollover crash where an occupant had been ejected from the vehicle. The training helped the officer determine how the occupant was ejected and through which portal. The investigation involved using the vehicle's crash data recorder and the victim's medical records to build a case against the driver.

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 their effectiveness. In addition, federal guidelines require evaluation of media efforts.

PROJECT GOAL

- Determine public perception of seat belt and impaired driving enforcement efforts and advertising messages for campaigns by conducting at least one telephone survey. **Goal achieved**

RESULTS

Detailed survey results can be found beginning on page 49.

GRANT PERFORMANCE AND DATA ANALYSIS SUPPORT

Section 402

BACKGROUND

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

PROJECT GOALS

- Collect enforcement reports on a quarterly basis and analyze performance through September 30, 2015.
Goal achieved
- Review 2010-2014 crash files and provide an in-depth county analysis, for performance and crashes by September 30, 2015. **Goal achieved**
- Recommend locations, strategies, and periods for funding in FY2016 based on the county analysis by March 30, 2015. **Goal not achieved**

RESULTS

Enforcement activity was provided to the Western Michigan University (WMU) research team after the conclusion of each enforcement period; ranking results were provided to OHSP shortly thereafter. More than 150 agencies participated in the enforcement. New data reporting was put in place this year. As a result, arrests are being captured more accurately. As expected, fewer agencies are meeting the minimum performance measures.

The 2014 crash data was provided to the research team in April. The data was incorporated into an analysis to assist OHSP with funding decisions for FY2016. The research team in cooperation with OHSP decided to focus on fatal and serious injuries. The research team analyzed 2009-2013 data to identify fatal and serious injury crashes involving unrestrained occupants and impaired driving crashes and recommended locations and time periods for conducting enforcement. The research team also provided OHSP with hot spot maps for each county.

Pedestrian and Bicyclist Safety

Pedestrian- and/or bicyclist-involved crashes represented more than 20,000 crashes from 2010-2014. Seventeen percent of the crashes involved fatalities and serious injuries. These vulnerable roadway users have almost no protection in the event of a crash, while sharing the road with multi-ton vehicles.

PROGRAM GOALS

- Decrease fatalities and incapacitating injuries involving pedestrians by 1 percent from 482 in 2012 to 481 by December 31, 2016.
- Decrease fatalities and incapacitating injuries involving bicyclists by 12 percent from 191 in 2012 to 168 by December 31, 2016.

EDUCATION AND COMMUNICATION

MICHIGAN COMPREHENSIVE PEDESTRIAN AND BICYCLE TRAFFIC CRASH EVALUATION

Section 402

BACKGROUND

Pedestrian- and bicycle-involved crashes account for more than 4,000 crashes annually resulting in more than 600 fatal or severe injuries. Some communities have had excellent results after initiating programs to change behaviors associated with pedestrian and bicycle crashes. A statewide evaluation of pedestrian- and bicycle-involved crashes is needed to determine causes, best practices, and successful countermeasures already in place. Using knowledge derived from this evaluation, Michigan can initiate programs to help decrease fatalities and injuries.

PROJECT GOAL

- Conduct a statewide comprehensive pedestrian and bicycle crash evaluation. **Goal not achieved**

RESULTS

OHSP coordinated a grant-funded project with WMU to produce a comprehensive evaluation of pedestrian and bicycle crashes in Michigan. Securing the services of an outside researcher ensured an independent evaluation. The project has been extended into FY2016 to gather and analyze a sufficient amount of crash data. When complete, the study will recommend countermeasures to further prevent and reduce crashes involving pedestrians and bicyclists. The results will be shared with the Governor's Traffic Safety Advisory Commission (GTSAC) Pedestrian and Bicycle Safety Action Team and other safety partners, stakeholders, and advocates.





PEDESTRIAN AND BICYCLE AWARENESS: LAW ENFORCEMENT ACTION KIT

Section 402

BACKGROUND

Comprehensive strategies must be developed to implement programs using countermeasures that are proven to reduce pedestrian and bicycle crashes. To that end, communication and partnerships with private organizations, state agencies, and other traffic safety groups must occur if any progress is to be made. The is actively engaged with a variety of partners, action teams, and agencies to support and encourage the implementation of countermeasures that work.

PROJECT GOALS

- Provide law enforcement agencies with the current laws, rules, and regulations that apply to pedestrians and bicyclists by providing them with a law enforcement action kit (L.E.A.K.). **Goal achieved**
- Work with traffic safety partners to support programs that reduce pedestrian and bicyclist fatalities and incapacitating injuries. **Goal achieved**

RESULTS

OHSP is an active partner on the GTSAC Pedestrian and Bicycle Action Team. In addition, the 2015 Michigan Traffic Safety Summit included sessions on pedestrian and bicycle safety.

OHSP collaborated with the League of Michigan Bicyclists, MSP, and other safety partners to develop the L.E.A.K. As the project progressed, those involved decided to focus on bicycle safety issues. The material in the kit provided a quick reference card of Michigan laws that apply to bicyclists. OHSP also provided law enforcement agencies with a NHTSA roll call video. The kit was sent to nearly 600 law enforcement agencies to help educate law enforcement

on the urgency of addressing bicyclist and motorist safety behavior. The roll call video was also made available to law enforcement agencies via an online state training resource called MI-TRAIN. There were nearly 1,300 views by the MSP and nearly 30 by county and local law enforcement.

The mailing in FY2015 completed a project goal from FY2014.

Traffic Records

It is important for stakeholders to submit data on all traffic crashes. This information is essential when analyzing problems and constructing solutions to reduce crashes and prevent fatalities and injuries. This data must be complete, timely, and accurate for efficient traffic safety planning in all program areas.

PROGRAM GOALS

- Decrease fatalities by 20 percent from 936 in 2012 to 750 by December 31, 2016.
- Decrease fatalities and incapacitating injuries by 18 percent from 6,612 in 2012 to 5,448 by December 31, 2016.
- Decrease the vehicle mileage fatality rate by 14 percent from 1.00 in 2012 to .86 by December 31, 2016.

ENFORCEMENT SUPPORT

TRAFFIC CRASH REPORTING SYSTEM MODERNIZATION AND MICHIGAN TRAFFIC CRASH REPORT REVISION

Section 405(c), 408

BACKGROUND

The Traffic Crash Reporting System (TCRS) is being upgraded to continue efficiently processing traffic crash reports submitted by law enforcement agencies statewide.

The Traffic Crash Report (UD-10) needs updating to conform 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, and nationally.

PROJECT GOAL

- Enhance the accessibility, timeliness, and use of traffic crash reports and other planning data and information through improvements to the traffic crash records system by September 30, 2015. **Goal not achieved**

RESULTS

OHSP continued funding support of this multi-year project with DTMB. The MSP Criminal Justice Information Center (CJIC) met with crash reporting software vendors to prepare them for the modernized TCRS. DTMB developed the individual system modules and conducted early user and vendor testing throughout the year, with testing completion anticipated in December 2015. The modernized TCRS system and the newly revised UD-10 crash report are scheduled for implementation by January 1, 2016. A new UD-10 guide and

manual was also created to provide instruction and further guidelines for completing the UD-10 crash report.

TRAFFIC RECORDS DATA LINKAGE

Section 405(c)

BACKGROUND

For more than a decade, Michigan has made great strides in creating traffic records databases and systems to enhance traffic safety. These include: crash, judicial, emergency medical services, roadway, driver, and vehicle records.

These systems and their records are not linked together for efficient data analysis. For example, it is not possible to examine all alcohol-related crashes in relation to a motorist's driving record or judicial history. This information would be helpful in developing more effective programs to address repeat drunk driving offenders and other traffic safety concerns.

PROJECT GOAL

- Plan and implement an identified short-term data linkage project with the project manager by September 30, 2015. **Goal not achieved**

RESULTS

The Traffic Records Coordinating Committee's (TRCC) Data Linkage Workgroup continued working with the DTMB project manager to gain support from GTSAC as well as working with leadership and information technology representatives from various participating agencies. The workgroup began moving toward an initial project to expand the limited data linkage between the MSP crash records database and the Michigan Department of Transportation's (MDOT) roadway records database. Unfortunately, the project did not fall into MDOT's top priority category of information technology projects; therefore, little if any progress may occur in FY2016.

The workgroup, along with DTMB, will determine necessary next steps to make strides in traffic records data linkages.

TRAFFIC CRASH REPORTING FORM TRAINING SUPPORT AND PAPER PROCESSING

Section 405(c)

BACKGROUND

This project continues the FY2014 crash training project that provided training to law enforcement recruit schools, motor carrier in-service schools, officers and supervisors training, as well as to civilian employees of law enforcement agencies and transportation employees.

The trainer uses various mediums to instruct law enforcement agencies on the current UD-10 crash form and the upcoming revisions.

The CJIC TCRS is working to improve crash reporting through training and enhancements to the paper crash report process.

PROJECT GOAL

- Improve accuracy of crash data by educating a minimum of ten law enforcement agencies and traffic safety partners throughout Michigan on proper completion of traffic crash reports by September 30, 2015. **Goal achieved**

RESULTS

The UD-10 crash trainer conducted 60 trainings for more than 1,230 attendees. The trainings have been conducted for traffic safety committees, police academies, officer and civilian update trainings, district court judges, and an insurance company. They were also included in presentations at the MACP conference, the 2015 Michigan Traffic Safety Summit, and the annual CJIC conference.

Training materials have been provided at the sessions, including revised UD-10 sample forms, help guides, UD-10 revision flyer, and flash drives preloaded with the revised materials. A banner was also developed for use at training sessions and conferences. The trainer worked with the internal CJIC staff to revise the UD-10 crash report manual. Two 10-minute online training modules were developed in 2015 for posting via MI-TRAIN, Michigan's online training system.

The trainer also worked with the Michigan Railroad Association to rewrite the traffic crash reporting section of their Railroad Manual for Law Enforcement.

CJIC staff met with Hyland, a paper processing vendor, to discuss the steps to move to a revised paper processing solution. Based on the vendor's recommendation, a scanner was purchased to assist with the new and improved paper processing system. CJIC will also provide funding support for a second vendor recommendation to secure a virtual server to house the crash database software applications. CJIC received the new paper processing software and network licenses and began working with the vendor on system

test cases. This process is anticipated to be completed during the first half of FY2016.

TRAFFIC CRASH MAPPING SYSTEM LOCATING INTERFACE

Section 405(c)

BACKGROUND

Work is underway to improve the traffic crash mapping/locating system. Currently, the TCRS attempts to locate crashes based on the officer's description. If the system cannot locate a crash, the crash unit technicians must locate the crash manually. These methods leave room for inaccurate data and human error. To address this issue, a geographic mapping system is being developed, which creates a user interface for the vendors to integrate with their e-crash software programs. Under this system, an officer can point and click on a crash location, and the exact geographic data is uploaded to the TCRS, ensuring accurate location data.

PROJECT GOAL

- Improve accuracy of crash location data by simplifying the mapping/locating interface in the crash reporting system by September 30, 2015. **Goal not achieved**

RESULTS

CJIC staff worked with the Center for Shared Solutions staff that developed a web service to gather and return specific location information. CJIC staff began user testing to ensure the accuracy of the location information and uniformity with what is being provided in the current traffic crash mapping system. CJIC worked with the Iyetek/LexisNexis vendor to develop the interface between the crash report and the mapping capability. The final crash mapping capability is expected to be completed and pilot tested in FY2016.

FATALITY ANALYSIS REPORTING SYSTEM DEATH CERTIFICATE DATA

Section 405(c)

BACKGROUND

The CJIC TCRS is responsible for all fatal crash reporting to the NHTSA FARS. NHTSA requires that detailed information be collected on each death, some of which is derived from the death certificate stored by MDHHS.

The FARS analysts receive an electronic file from MDHHS containing all death certificate data. They must search through thousands of records to find the deceased party. There is no way to export the required data so it can be attached to the case file. Therefore, the analysts create a database and a report to facilitate acquiring this information. This method is extremely time consuming. The most significant issue remains the inability to obtain the death certificate file from MDHHS in a timely manner.

In 2013, CJIC discovered that MDHHS shares the death certificate data (in real time) with SCAO, housed within the Judicial Data Warehouse (JDW). A request was sent to the JDW director to see if it was possible to share this data with the FARS. The director approved, and there were discussions with their vendor, Optum, that developed a search tool for the FARS analysts. Unfortunately, this search tool cannot be used because the data the warehouse receives from the department lacks death certificate data elements required by the FARS.

CJIC explored working with SCAO to get the additional data elements from the death certificate added to the JDW. This would allow MSP to report the required FARS elements in an accurate and timely manner. Six fields are required for entry into the FARS database (death certificate number, death date, death time, race, ethnicity, and whether the death was work related); however, only two of the required FARS fields are available in the warehouse. The addition of the other four data elements would provide the analysts with all of the fields required by the FARS.

PROJECT GOAL

- Provide the CJIC FARS analysts with real-time access to the complete death certificate data to improve accuracy, timeliness, and complete data reporting to NHTSA. **Goal achieved**

RESULTS

DTMB staff made programming changes to the MDHHS database in order to link the death certificate data directly to the FARS database. CJIC analysts are now able to retrieve the required FARS data elements more efficiently.

EDUCATION AND COMMUNICATION

MICHIGAN TRAFFIC CRASH FACTS

Section 402, 405(c)

BACKGROUND

Michigan's traffic crash data is used to identify and analyze problems, implement countermeasures, and evaluate impact. The MTCF website is updated annually by the University of Michigan Transportation Research Institute (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, crash mapping, table creation, additional geographic views, and UD-10 report retrieval. The website has been repeatedly honored as the Best Traffic Records Web Page by the Association of Transportation Safety Information Professionals.

PROJECT GOAL

- Produce the 2014 traffic crash data on the MTCF website, including reports, profiles, and new data query capabilities by September 30, 2015. **Goal achieved**

RESULTS

UMTRI continued to provide 2014 crash data analysis in the form of fact sheets, geographic profiles, and the data query tool. UMTRI also began additional website enhancements, including development of a mobile-friendly access to the website, a road segment filter, and updated graphics to various MTCF publications.

At the October 2014 Traffic Records Forum, the MTCF website won the best webpage award for the fifth time. UMTRI staff also presented a workshop about the web site during the forum.

UMTRI conducted an online survey to gain user feedback on improving website features. The survey results showed:

- Nearly 70 percent of users were satisfied with the website.
- More than 60 percent of users were from government agencies.
- Nearly 88 percent of users accessed the data query tool feature.
- More than 70 percent of users would like to access the website via a mobile device.

UMTRI continued to provide two part-time on-site statisticians at OHSP to provide in-depth crash data analysis for nearly 90 requests, as well as crash data presentations at various traffic safety committees and GTSAC action team meetings.

The MTCF website had 158,929 page views and 321,423 queries on the data query tool.

EVALUATION

TRAFFIC RECORDS ASSESSMENT

Section 405(c)

BACKGROUND

Accurate, timely, and accessible crash data is a critical component in helping to make roadways safer for all residents and modes of transportation. A current traffic records assessment provides an opportunity to better understand how traffic records are integral to other safety organizations. This understanding allows for opportunities to partner with these traffic safety organizations and ultimately increases the chances of saving lives and reducing injuries on roadways. It also promotes program improvement by examining recommendations from a large network of traffic safety stakeholders.

PROJECT GOAL

- Obtain recommendations to improve Michigan's traffic records program by completing a traffic records assessment by September 30, 2015. **Goal achieved**

RESULTS

Michigan participated in NHTSA's new online questionnaire format for the Traffic Records Program Assessment from October 2014 through January 2015. The NHTSA convened a team of 14 online assessors, with OHSP coordinating participation by 17 state partners. The assessment consisted of three rounds of questions and answers with supporting documentation on traffic records data components, processes, performance measures, strategic planning, and program oversight.

The assessment team produced a comprehensive report of strengths, challenges, and recommendations and presented it to the TRCC and other interested partners. The report helped the committee develop a five-year strategic plan addressing the report recommendations and guiding the future direction of traffic records improvements.

The assessment recommendations included improving:

- Procedures/process flows, interfaces, and data quality control for the crash data system.
- Guidelines and data quality control for the vehicle data system.
- Description, contents, interfaces, and data quality control of the driver data system.
- Guidelines and data quality control for the roadway data system.
- Description, contents, data dictionary, and data quality control of the citation and adjudication system.
- Description, contents, interfaces, and data quality control of the injury surveillance system.
- Capacity of the traffic records systems to integrate data.



Community Traffic Safety

OHSP programs engage statewide and community partners. Local coalitions advance safety at the community level with a precision that statewide efforts cannot match, while 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 so effective in Michigan.

PROGRAM GOALS

- Decrease fatalities by 20 percent from 936 in 2012 to 750 by December 31, 2016.
- Decrease fatalities and incapacitating injuries by 18 percent from 6,612 in 2012 to 5,448 by December 31, 2016.
- Decrease the vehicle mileage fatality rate by 14 percent from 1.00 in 2012 to .86 by December 31, 2016.
- Increase observed seat belt use of front seat occupants in passenger vehicles from 93.6 percent in 2012 to 98 percent by December 31, 2016.

EDUCATION AND COMMUNICATION

IN-HOUSE PUBLIC INFORMATION AND EDUCATION

Sections 402, 405(d)

BACKGROUND

To promote seat belt use, sober driving, CPS, motorcycle safety, and other traffic safety issues, the OHSP Communications Section carries out public information and earned media activities. This includes publishing a traffic safety newsletter, developing brochures, flyers, posters, and other materials as well as supporting conferences.

PROJECT GOALS

- Publish six e-newsletters. **Goal achieved**
- Issue 12 traffic safety news releases. **Goal achieved**
- Conduct seven traffic safety news events. **Goal achieved**
- Edit, design, and publish OHSP's Annual Evaluation Report. **Goal achieved**

RESULTS

Over the year, OHSP completed:

- The OHSP FY2014 Annual Evaluation Report.
- 18 statewide traffic safety news releases.
- Seven issues of OHSP's newsletter, Safety Network.

- 16 media events promoting *Click It or Ticket* and *Drive Sober or Get Pulled Over* campaigns.

In addition, earned media efforts to support traffic enforcement mobilizations were tracked through a media monitoring service. Results are provided in the Enforcement Mobilization section on page 79.

MATERIALS STORAGE AND DISTRIBUTION

Section 402

BACKGROUND

For more than 20 years, OHSP has provided free traffic safety materials to traffic safety partners, advocates, and stakeholders. 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 items are available in English, Arabic, and Spanish. OHSP maintains a traffic safety materials catalog and updates it regularly to provide the most current traffic safety information to the public. OHSP also loans costumes to help groups and law enforcement agencies promote seat belt use.

PROJECT GOAL

- Provide free traffic safety materials to law enforcement, schools, medical organizations, and the general public by September 30, 2015. **Goal achieved**

RESULTS

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

Twenty-five special mailings of 487,739 items were shipped to 7,023 locations.

Safety partners and the public requested 573,593 items, an increase from 541,679 during the previous year. The most popular items ordered were materials related to CPS, drunk driving, and texting. In addition, crash test dummy costumes were borrowed 25 times and Click It the Cricket costumes were borrowed 26 times.

COMMUNICATIONS STRATEGIC COUNSEL

Section 402

BACKGROUND

While there is extensive planning for the majority of communications activities during a fiscal year, unanticipated opportunities and needs arise. Strategic counsel from OHSP's creative services agency provides the ability to review and respond in a timely manner.

PROJECT GOAL

- Provide expertise related to new situations, opportunities, and challenges. **Goal achieved**

RESULTS

OHSP's creative services agency assisted with the October seat belt mobilization, acquiring artwork assets for news media events, providing photography services for a spring mailing to unendorsed motorcycle owners, duplicating law enforcement roll call DVDs, and completing the Annual Evaluation Report.

In addition, OHSP conducted additional *Click it or Ticket* message testing to follow up on focus groups to guide the development of new creative messaging.

NEW LEGISLATION PUBLICITY

Section 402

BACKGROUND

OHSP is responsible for educating the public and key stakeholders about significant changes in laws relating to traffic safety using a variety of activities, including earned media, public information campaigns, and printed materials.

PROJECT GOAL

- Update the public about new traffic safety laws as needed. **Not applicable**

RESULTS

In October 2014, Governor Rick Snyder signed a measure known as the Nathan Bower Act. The new law requires driver education providers to require classroom instruction "concerning the laws pertaining to bicycles and motorcycles" and to "emphasize awareness of their operation on streets, roads, and highways of this state." This change did not require a public information campaign.

UPPER PENINSULA WINTER DRIVING

Section 402-PM

BACKGROUND

Severe road conditions and limited visibility during the long winter season can make driving in the U.P. extremely hazardous at times. Motorists need to be reminded about safe winter driving behaviors in the weeks preceding and following the first snowfall of the season. The majority of winter driving crashes can be attributed to drivers going too fast for roadway conditions.

PROJECT GOAL

- Purchase two 15-second television media spots and one 30-second radio spot in the U.P. media market to address winter driving hazards. **Goal achieved**

RESULTS

Drive Slow on Ice and Snow television and radio spots aired in November 2014 and continued through the first months of 2015. This was the third season that featured safe winter driving messages in the U.P. As part of the effort, pre- and post-telephone surveys were conducted to determine message awareness.

Motorists were asked:

"In the past 30 days, have you seen or heard any messages that encourage safe winter time driving, such as a public service announcement on TV, message on the radio, signs on the road, news stories or something else?"

In the pre-survey, 21 percent indicated yes. In the post-survey, that number rose to 62 percent. For those who answered yes, 73 percent said they heard the message on television (broadcast/cable). Further, 68 percent indicated they had heard the message *Drive Slow on Ice and Snow* in the past 30 days.

Additionally, 125 banners with a safe winter driving reminder were distributed to regional law enforcement and emergency medical services agencies, road commission garages, MDOT service centers and rest areas, and township and local municipal offices.

OUTREACH AND PARTNERSHIP SUPPORT

Section 405(b)

BACKGROUND

Michigan has long been in the forefront of occupant protection, leading the nation in seat belt use in 2008 and 2009. Since then, belt use has dropped slightly, but the state still achieves a consistent use rate above 90 percent. While Michigan has a strong enforcement presence and paid media component for the *Click It or Ticket* mobilization, it also needs a sustained, non-enforcement effort targeting adults who do not wear seat belts regularly or at all.

Funding will be used to develop projects and programs to support outreach efforts aimed at increasing seat belt use among adults who do not consistently use seat belts.

PROJECT GOAL

- Develop new and innovative projects and programs to increase seat belt use. **Goal achieved**

RESULTS

In an effort to support sustained summer-long enforcement in the state, the *Summer of Safety* campaign, which included social media and grass roots efforts, was launched to promote traffic safety, raise seat belt use, and create sustained messaging.

Social media efforts were tagged with #misummerofsafety which had a reach of nearly 290,000 users on Twitter. “Hype” videos were created for traffic safety topics including bicycle and pedestrian safety.



In addition, nearly 300,000 materials, including banners, posters, flyers, stickers, tip sheets, place-mats, and more were distributed to more than 600 law enforcement agencies and other partners in all 83 Michigan counties.

New partnerships were established, including

those with the Michigan Department of Natural Resources to co-brand materials with summer safety (sunscreen, water safety, and hiking safety) and traffic safety messages and the Michigan Office of Homeland Security who embraced the #misummerofsafety message to promote emergency preparedness and weather safety.

During a “Day of Conversation” on August 12, the #misummerofsafety hashtag had an estimated Facebook reach (views) of 187,815 and 155,400 on Twitter for 343,215 unique views in a single day.

At a cost of less than \$40,000, it is estimated this message reached more than ten million residents and visitors during the 100-day campaign.

GOVERNOR’S TRAFFIC SAFETY ADVISORY COMMISSION 75TH ANNIVERSARY

Section 402

BACKGROUND

GTSAC provides leadership in identifying state and local traffic safety issues and promoting recommended strategies to address them. Historically, the commission has led or supported efforts that establish Michigan as a leader in traffic safety. This project will help recognize the commission’s activities and accomplishments.

PROJECT GOAL

- Complete an update to the original Michigan History magazine article that includes the next 25 years of traf-

fic safety activities and accomplishments. **Goal not achieved**

RESULTS

A writer whose expertise is history projects has been identified for this project. Specializing in histories of business, nonprofit organizations, and governmental agencies, the writer is researching information to update the traffic safety history timeline for the commission’s upcoming 75th anniversary. This project was not completed by the end of the fiscal year.

OPERATION C.A.R.E. MESSAGE DEVELOPMENT

Section 402

BACKGROUND

Successful traffic safety initiatives rely upon publicity to educate and increase awareness of the effort. To support the *Operation C.A.R.E.* enforcement during the 2014 Thanksgiving holiday period, OHSP worked with the MSP to coordinate printing and distribution of materials for the *Give Thanks. Drive Safely.* campaign to multiple locations, including MSP work sites, MDOT rest areas, and MDOS branch offices.

PROJECT GOALS

- Provide information about the *Operation C.A.R.E.* effort and enforcement. **Goal achieved**
- Develop and deploy public information materials to support the effort. **Goal achieved**

RESULTS

The materials developed included roadside banners, place-mats, flyers, web graphics, and social media posts. Recipients were instructed to use these materials during the enforcement period, November 26-30, 2014. To kick off the effort, press conferences were held in the Flint/Saginaw and metro Detroit media markets.

To prepare for the November 2015 enforcement period, OHSP developed new, football-themed materials for the *Give Thanks. Drive Safely.* campaign including a poster, drink coaster, and web graphics. The drink coaster will be distributed to MLBA members for the popular holiday football games.

Tigers



Little Caesars
HOT-N-READY
PIZZA

Comerica
PARK

MotorCity
FIELD HOTEL

NATIONAL
CANDY BAR
FAST. FRESH. FRIENDLY.

Trust the
Team
that treats
yours



SAFETY
BELT
ENFORCEMENT
ZONE

Comerica Bank

BELLE
TIRE

Confidence
comes with
every card.

xfinity

MGM GRAND
DETROIT

Raise your expectations
of what a bank can be.

pepsi

345'

DMC HEART

lite

23
POSTER

Paid Advertising

BACKGROUND

Earned media is the means to ensure widespread awareness of special traffic enforcement efforts. News stories are credible with the public and are an effective way to reach 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 seen on stations, programs, and websites that appeal to the target group. Advertising programming is selected based on its efficiency and effectiveness.

Young men, approximately 18-34, remain the focus of messaging efforts for both seat belt and drunk driving enforcement. Men ages 35-64 are the focus of motorcycle safety messaging. Advertising mediums included radio, television, and cable programs as well as billboards, websites popular with the young males, and movie theaters.

RESULTS

OCTOBER 2014 SEAT BELT *CLICK IT OR TICKET*

Metro Detroit media placement only; metro Detroit phone survey.

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

(strongly agree/somewhat agree)

	2014	
	PRE-SURVEY	POST-SURVEY
General population	28.6%	32.3%
Young men	38.7%	40%

Assume for a moment that you do not use your seat belt AT ALL while driving over the next six months. What are the chances you will receive a ticket for NOT wearing your seat belt?

(very likely, somewhat likely)

	2014	
	PRE-SURVEY	POST-SURVEY
General population	59.4%	59.2%
Young men	54.4%	58.5%

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)

	2014	
	PRE-SURVEY	POST-SURVEY
General population	20%	21.8%
Young men	17.3%	18.7%

A safety belt enforcement zone is a stretch of roadway marked by signs in which several police cars work as a team to ticket unbelted drivers. In the past 30 days, have you seen a safety belt enforcement zone?

(Yes)

	2014	
	PRE-SURVEY	POST-SURVEY
General population	20%	21%
Young men	25.3%	26.7%

In the past 30 days, have you seen or heard any messages that encourage people to wear their seat belts, such as a public service announcement on TV, message on the radio, signs on the road, news stories or something else?

(Yes)

	2014	
	PRE-SURVEY	POST-SURVEY
General population	58.8%	66.8%
Young men	70.7%	69.3%

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)

	2014	
	PRE-SURVEY	POST-SURVEY
General population	11.1%	15%
Young men	20.8%	19.2%

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

(Click It or Ticket)

	2014	
	PRE-SURVEY	POST-SURVEY
General population	83%	82.3%
Young men	92.7%	91.3%

MARCH 2015 DRUNK DRIVING DRIVE SOBER OR GET PULLED OVER.

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

(strongly agree/somewhat agree)

	2014		2015	
	PRE-SURVEY	POST-SURVEY	PRE-SURVEY	POST-SURVEY
General population	33.3%	29.8%	33.6%	33%
Young men	36.6%	52.7%	40.6%	40%

In the past 30 days, have you seen or heard of any special effort by police to arrest drivers in your community for drunk driving?

(yes)

	2014		2015	
	PRE-SURVEY	POST-SURVEY	PRE-SURVEY	POST-SURVEY
General population	16.3%	15%	13.8%	22.5%
Young men	20.7%	27.3%	8%	20.7%

In the past 30 days, have you seen or heard any messages that encourage people not to drink and drive, such as a public service announcement on TV, message on the radio, signs on the road, news stories or something else?

(yes)

	2014		2015	
	PRE-SURVEY	POST-SURVEY	PRE-SURVEY	POST-SURVEY
General population	70%	71.5%	68.5%	73.5%
Young men	72%	82.7%	74.5%	72%

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)

	2014		2015	
	PRE-SURVEY	POST-SURVEY	PRE-SURVEY	POST-SURVEY
General population	10%	16.4%	11.7%	29.6%
Young men	13.9%	18.5%	12.5%	31.5%

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

(Drive Sober or Get Pulled Over)

	2014		2015	
	PRE-SURVEY	POST-SURVEY	PRE-SURVEY	POST-SURVEY
General population	41.8%	50.3%	52.3%	63.5%
Young men	48.7%	77.3%	71.3%	75.3%

APRIL 2015 RIDE SAFE TO RIDE AGAIN MOTORCYCLE CAMPAIGN

The *Ride Safe to Ride Again* campaign has more than 40 percent awareness among riders, down 9 percent from 2013 when the campaign included radio and broadcast ads.

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

(strongly agree/somewhat agree)

	2013		2014		2015	
	PRE-SURVEY	POST-SURVEY	PRE-SURVEY	POST-SURVEY	PRE-SURVEY	POST-SURVEY
Motorcycle riders	33%	50%	23.5%	39.3%	14.5%	40.3%

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

(Ride Safe to Ride Again)

	2013		2014		2015	
	PRE-SURVEY	POST-SURVEY	PRE-SURVEY	POST-SURVEY	PRE-SURVEY	POST-SURVEY
Motorcycle riders	31%	50.3%	28.8%	43.5%	33%	41%

Can a motorcyclist have their motorcycle towed by police if they do not have a motorcycle endorsement?

(yes)

	2015	
	PRE-SURVEY	POST-SURVEY
Motorcycle riders	56.8%	63.5%

MAY 2015 SEAT BELT 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. The responses regarding awareness of special efforts to ticket drivers for seat belt violations were down among the general population from 2014. The percentages of the general population and young men that felt local police were writing more seat belt tickets following the mobilization decreased from 2014.

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

(strongly agree/somewhat agree)

	2013		2014		2015	
	PRE-SURVEY	POST-SURVEY	PRE-SURVEY	POST-SURVEY	PRE-SURVEY	POST-SURVEY
General population	25.8%	30.5%	26.5%	40.5%	23.5%	27.8%
Young men	26%	38.7%	36.7%	42%	36%	37.3%

Assume for a moment that you do not use your seat belt AT ALL while driving over the next six months. What are the chances you will receive a ticket for NOT wearing your seat belt?

(very likely, somewhat likely)

	2013		2014		2015	
	PRE-SURVEY	POST-SURVEY	PRE-SURVEY	POST-SURVEY	PRE-SURVEY	POST-SURVEY
General population	62.8%	61.7%	63.4%	65%	58.3%	58.3%
Young men	63.2%	57.7%	59%	60.3%	60%	57.7%

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)

	2013		2014		2015	
	PRE-SURVEY	POST-SURVEY	PRE-SURVEY	POST-SURVEY	PRE-SURVEY	POST-SURVEY
General population	10.8%	32.3%	11.3%	42.5%	11.0%	30.8%
Young men	16.7%	39.3%	14%	39.3%	8.0%	28.7%

A safety belt enforcement zone is a stretch of roadway marked by signs in which several police cars work as a team to ticket unbelted drivers. In the past 30 days, have you seen a safety belt enforcement zone?

(yes)

	2013		2014		2015	
	PRE-SURVEY	POST-SURVEY	PRE-SURVEY	POST-SURVEY	PRE-SURVEY	POST-SURVEY
General population	10.3%	24.5%	13.5%	26.6%	12.3%	26.5%
Young men	14.7%	34%	16.7%	22.7%	17.3%	32.7%

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)

	2013		2014		2015	
	PRE-SURVEY	POST-SURVEY	PRE-SURVEY	POST-SURVEY	PRE-SURVEY	POST-SURVEY
General population	12.7 %	33%	8.3%	38.7%	7.3%	25.6%
Young men	6.7%	36.8%	7.6%	34.4%	9.1%	25.4%

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

(Click It or Ticket)

	2013		2014		2015	
	PRE-SURVEY	POST-SURVEY	PRE-SURVEY	POST-SURVEY	PRE-SURVEY	POST-SURVEY
General population	72%	85.5%	78.5%	86%	76%	85%
Young men	74.7%	89.3%	84%	90.7%	83.3%	90%

JULY 2015 DRUNK DRIVING DRIVE SOBER OR GET PULLED OVER

Despite a strong statewide advertising push for the July drunk driving crackdown, fewer people felt police were arresting more people for drunk driving than in 2011 and 2014. In addition, fewer people had heard of special efforts by police to arrest drunk drivers than in 2011 and 2014.

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

(strongly agree/somewhat agree)

	2011		2014		2015	
	PRE-SURVEY	POST-SURVEY	PRE-SURVEY	POST-SURVEY	PRE-SURVEY	POST-SURVEY
General population	32.8%	37.1%	36.3%	38.3%	33.8%	37.8%
Young men	36.7%	47.3%	37.3%	41.3%	36.6%	44.7%

In the past 30 days, have you seen or heard of any special effort by police to arrest drivers in your community for drunk driving?

(yes)

	2011		2014		2015	
	PRE-SURVEY	POST-SURVEY	PRE-SURVEY	POST-SURVEY	PRE-SURVEY	POST-SURVEY
General population	15.8%	30%	20.3%	27.8%	18.8%	27.5%
Young men	17.3%	45.3%	26.7%	40%	28.2%	40.1%

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		2014		2015	
	PRE-SURVEY	POST-SURVEY	PRE-SURVEY	POST-SURVEY	PRE-SURVEY	POST-SURVEY
General population	25.9%	27.1%	19.9%	24.8%	15.5%	23.2%
Young men	17.2%	24.4%	19.4%	28.6%	17.1%	24.3%

AUGUST 2015 DRUNK DRIVING DRIVE SOBER OR GET PULLED OVER

For two consecutive years, more than 80 percent of young men have heard the *Drive Sober or Get Pulled Over* campaign slogan. However, only about 30 percent of young men had heard about special efforts to arrest drunk drivers following the drunk driving crackdown, down from 42.7 percent in 2013.

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

(strongly agree/somewhat agree)

	2013		2014		2015	
	PRE-SURVEY	POST-SURVEY	PRE-SURVEY	POST-SURVEY	PRE-SURVEY	POST-SURVEY
General population	34.3%	35%	36.8%	39.5%	35.5%	38.3%
Young men	42.7%	46.7%	42%	37.3%	38.7%	50.7%

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

(yes)

	2013		2014		2015	
	PRE-SURVEY	POST-SURVEY	PRE-SURVEY	POST-SURVEY	PRE-SURVEY	POST-SURVEY
General population	18.5%	32.8%	26.3%	31.3%	16.5%	32%
Young men	25.3%	42.7%	34%	31.3%	16.7%	32.7%

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)

	2013		2014		2015	
	PRE-SURVEY	POST-SURVEY	PRE-SURVEY	POST-SURVEY	PRE-SURVEY	POST-SURVEY
General population	14.9%	35.4%	21.5%	34.6%	15.5%	32.7%
Young men	7.8%	39.1%	20.7%	46.9%	12.5%	38.1%

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

(*Drive Sober or Get Pulled Over*)

	2013		2014		2015	
	PRE-SURVEY	POST-SURVEY	PRE-SURVEY	POST-SURVEY	PRE-SURVEY	POST-SURVEY
General population	31%	58.3%	55.5%	63.5%	52.8%	63.3%
Young men	44%	68%	68.7%	82%	63.3%	84%

OCTOBER 2014 SEAT BELT ENFORCEMENT SUMMARY**OCTOBER 2014 SEAT BELT**

Broadcast TV Target: Men 18-34 Flight Dates: October 20-November 2

MARKET	REACH	FREQUENCY	TOTAL GRPS	TOTAL SPOTS (PAID :30)	ADDED VALUE :30 SPOTS	ADDED VALUE :05 AND :10 SPONSORSHIPS	TOTAL \$\$ (NET)
Detroit	80.9%	2.6	210.9	91	0	0	\$170,357.00
Totals:			210.9	91	0	0	\$170,357.00
<i>TV did not run added value during this flight due to political window.</i>						Assessed Value Added:	\$0.00

OCTOBER 2014 SEAT BELT

Spot Cable TV Target: Men 18-34 Flight Dates: October 20-November 2

MARKET	REACH	FREQUENCY	TOTAL GRPS	TOTAL SPOTS (PAID :30)	ADDED VALUE :30 SPOTS	ADDED VALUE :05 AND :10 SPONSORSHIPS	TOTAL \$\$ (NET)
Detroit	53.3%	2.2	113.7	478	0	0	\$65,958.00
Totals:			113.7	478	0	0	\$65,958.00
<i>Cable did not run added value during this flight due to political window.</i>						Assessed Value Added:	\$0.00

OCTOBER 2014 SEAT BELT

Spot Radio Target: Men 18-34 Flight Dates: October 20-November 2

MARKET	REACH	FREQUENCY	TOTAL GRPS	TOTAL SPOTS (PAID :30)	ADDED VALUE :30 SPOTS	ADDED VALUE :05 AND :10 SPONSORSHIPS	TOTAL \$\$ (NET)
Detroit	67.8%	4.4	300.2	460	65	56	\$52,164.00
Totals:			300.2	460	65	56	\$52,164.00
						Assessed Value Added:	\$3,970.00

OCTOBER 2014 SEAT BELT

Internet Target: Men 18-34 Geo-Targeted Detroit DMA Flight Dates: October 20-November 2

SITES	IMPRESSIONS	CPM				ADDED VALUE IMPRESSIONS	TOTAL \$\$ (NET)
ESPN.com	3,971,033	\$8.81				0	\$35,000.00
Hulu	432,696	\$34.67				0	\$15,000.00
iHeartRadio	1,371,538	\$8.75				0	\$12,000.00
Pandora	1,275,598	\$11.76				0	\$15,000.00
YouTube	3,688,828	\$18.98				0	\$70,000.00
Totals:	10,739,693	\$13.69				0	\$147,000.00
						Assessed Value Added:	\$0.00

OCTOBER 2014 SEAT BELT

Cinema: Target: Men 18-34 Flight Dates: October 20-November 2, 2014

MARKET	NUMBER OF SCREENS	IMPRESSIONS PAID				ADDED VALUE IMPRESSIONS	TOTAL \$\$
Detroit	240	152,217				0	\$21,058.00
Totals:	240	152,217				0	\$21,058.00
Assessed Value Added							\$0.00

Total Seat Belt Media Spend: \$456,537.00

Total Assessed Value Added: \$3,970.00

1% added value relative to media spend

2014/2015 WINTER DRIVING SAFETY SUMMARY

2014/2015 WINTER DRIVING

Broadcast TV Target: Adults 35-64 Flight Dates: November 10, 2014-January 18, 2015

MARKET	REACH	FREQUENCY	TOTAL GRPS	TOTAL SPOTS (PAID :30)	ADDED VALUE :30 SPOTS	ADDED VALUE :05 AND :10 SPONSORSHIPS	TOTAL \$\$ (NET)
Marquette	76.6%	7.2	1,077.6	198	238	26	\$24,803.00
Totals:			1,077.6	198	238	26	\$24,803.00
Assessed Value Added:							\$3,055.00

2014/2015 WINTER DRIVING

Cable TV Target: Adults 35-64 Flight Dates: November 10, 2014-January 18, 2015

MARKET	REACH	FREQUENCY	TOTAL GRPS	TOTAL SPOTS (PAID :30)	ADDED VALUE :30 SPOTS	ADDED VALUE :05 AND :10 SPONSORSHIPS	TOTAL \$\$ (NET)
Marquette	20.3%	1.9	82.9	166	146	150	\$4,565.00
Totals:			82.9	166	146	150	\$4,565.00
Assessed Value Added:							\$3,000.00

2014/2015 WINTER DRIVING

Radio Target: Adults 35-64 Flight Dates: November 10, 2014-January 18, 2015

MARKET	REACH	FREQUENCY	TOTAL GRPS	TOTAL SPOTS (PAID :60)	ADDED VALUE :60 SPOTS	ADDED VALUE :05 AND :10 SPONSORSHIPS	TOTAL \$\$ (NET)
Marquette	0.0%	0	0.0	1,262	230	0	\$19,446.00
Totals:				1,262	230	0	\$19,446.00
Assessed Value Added:							\$2,652.00

Market is non-rated.

Total Winter Driving Media Spend: \$48,814.00

Total Assessed Value Added: \$8,707.00

18% added value relative to media spend

MARCH 2015 DRUNK DRIVING ENFORCEMENT SUMMARY**MARCH 2015 DRUNK DRIVING**

Broadcast TV Target: Men 21-34 Flight Dates: March 16-30

MARKET	REACH	FREQUENCY	TOTAL GRPS	TOTAL SPOTS (PAID :30)	ADDED VALUE :30 SPOTS	ADDED VALUE :05 AND :10 SPONSORSHIPS	TOTAL \$\$ (NET)
Detroit	72.7%	2.6	192.1	127	17	0	\$138,550.00
Flint/Saginaw/ Bay City	61.3%	3.1	187.5	60	14	0	\$19,053.00
Grand Rapids/ Kalamazoo/ Battle Creek	63.7%	3.1	195	73	12	0	\$36,932.00
Lansing	79.1%	2.5	195	34	34	0	\$20,005.00
Totals:			769.6	294	77	0	\$214,540.00
Assessed Value Added:							\$33,504.00

MARCH 2015 DRUNK DRIVING

Cable TV Target: Men 21-34 Flight Dates: March 16-30

MARKET	REACH	FREQUENCY	TOTAL GRPS	TOTAL SPOTS (PAID :30)	ADDED VALUE :30 SPOTS	ADDED VALUE :05 AND :10 SPONSORSHIPS	TOTAL \$\$ (NET)
Detroit	54.3%	2.5	128.7	535	530	86	\$68,445.00
Flint/Saginaw/ Bay City	38.6%	2.6	101.5	277	90	93	\$9,826.00
Grand Rapids/ Kalamazoo/ Battle Creek	39.6%	2.9	97.6	234	0	96	\$18,067.00
Lansing	37.6%	2.6	98.3	270	13	96	\$10,034.00
Totals:			426.1	1,316	633	371	\$106,372.00
Assessed Value Added:							\$10,665.00

MARCH 2015 DRUNK DRIVING

Radio Target: Men 21-34 Flight Dates: March 16-30

MARKET	REACH	FREQUENCY	TOTAL GRPS	TOTAL SPOTS (PAID :60)	ADDED VALUE :60 SPOTS	ADDED VALUE :05 AND :10 SPONSORSHIPS	TOTAL \$\$ (NET)
Detroit	57.2%	3.2	182.4	350	213	247	\$34,081.00
Flint	52.9%	3.9	211.8	166	44	0	\$5,155.00
Grand Rapids	47.7%	4.5	213.2	254	32	42	\$7,646.00
Kalamazoo	39.8%	5.7	226.8	162	12	12	\$7,943.00
Lansing	38.7%	3.7	148.2	153	33	0	\$4,858.00
Totals:			982.4	1,085	334	301	\$59,683.00
Assessed Value Added:							\$11,491.00

MARCH 2015 DRUNK DRIVING

Fox Sports Network Detroit: Detroit Tigers Baseball, Detroit Pistons, Detroit Red Wings
 Target: Men 21-34 Flight Dates: March 16-30

MARKET	REACH	FREQUENCY	TOTAL GRPS	TOTAL SPOTS (PAID :30)	ADDED VALUE :30 SPOTS	ADDED VALUE :05 AND :10 SPONSORSHIPS	TOTAL \$\$ (NET)
Statewide coverage	36.2%	6.1	210.2	210	30	23	\$73,100.00
Totals:			210.2	210	30	23	\$73,100.00
						Assessed Value Added:	\$5,000.00

MARCH 2015 DRUNK DRIVING

Internet Target: Men 21-34 Geo-Targeted Detroit DMA Flight Dates: March 16-30

SITES	IMPRESSIONS	CPM				ADDED VALUE IMPRESSIONS	TOTAL \$\$ (NET)
iHeartRadio	994,932	\$11.98				0	\$11,924.00
Pandora	1,894,616	\$6.00				894,616	\$11,367.00
Spotify	1,167,026	\$10.28				167,026	\$12,000.00
YouTube	1,024,999	\$147.73				15,512	\$151,423.00
Totals:	5,081,573	\$36.74				1,077,154	\$186,714.00
						Assessed Value Added:	\$39,578.00

MARCH 2015 DRUNK DRIVING

Cinema Target: Men 21-34 Flight Dates: March 16-30

MARKET	NUMBER OF SCREENS	IMPRESSIONS PAID				ADDED VALUE IMPRESSIONS	TOTAL \$\$ (NET)
NCM Media Networks	460	697,614				291,328	\$50,620.00
Totals:	460	697,614				291,328	\$50,620.00
						Assessed Value Added	\$36,117.00

Total Drunk Driving Media Spend: \$691,029.00

Total Assessed Value Added: \$136,355.00

13% added value relative to media spend

MARCH 2015 MOTORCYCLE SAFETY SUMMARY

2015 MOTORCYCLE SAFETY

Billboards/Static Bulletins Flight Dates: April 6-May 3

MARKET	NUMBER OF BOARDS					ADDED VALUE BOARDS	TOTAL \$\$ (NET)
Detroit	31					0	\$70,890.00
Grand Rapids/ Kalamazoo/ Battle Creek	12					1	\$29,650.00
Totals:	43					1	\$100,540.00
Assessed Value Added							\$10,000.00

Total Motorcycle Safety Media Spend: \$100,540.00

Total Assessed Value Added: \$10,000.00

10% added value relative to media spend

MAY 2015 SEAT BELT ENFORCEMENT SUMMARY

MAY 2015 SEAT BELT

Broadcast TV Target: Men 18-34 Flight Dates: May 11-24

MARKET	REACH	FREQUENCY	TOTAL GRPS	TOTAL SPOTS (PAID :30)	ADDED VALUE ADDED VALUE	ADDED VALUE :05 AND :10 SPONSORSHIPS & BANNER ADS	TOTAL \$\$ (NET)
Detroit	48.4%	2.0	97.0	54	15	43	\$86,105.00
Flint/Saginaw/Bay City	36.9%	2.2	80.9	46	0	13	\$11,330.50
Grand Rapids/ Kalamazoo/ Battle Creek	42.8%	2.2	94.0	48	27	17	\$22,482.50
Lansing/East Lansing	40.8%	2.2	90.0	47	3	15	\$12,622.50
Totals:			361.9	195	45	88	\$132,540.50
Assessed Value Added:							\$27,980.00

MAY 2015 SEAT BELT

Cable TV Target: Men 18-34 Flight Dates: May 11-24

MARKET	REACH	FREQUENCY	TOTAL GRPS	TOTAL SPOTS (PAID :30)	ADDED VALUE :30 SPOTS	ADDED VALUE :05 AND :10 SPONSORSHIPS	TOTAL \$\$ (NET)
Detroit	50.5%	2.3	113.4	560	31	198	\$85,130.90
Flint/Saginaw/Bay City	28.3%	2.1	53.6	174	0	60	\$7,582.00
Grand Rapids/ Kalamazoo/Battle Creek	28.5%	2.1	56.4	166	0	96	\$13,638.25
Lansing/East Lansing	27.9%	2.0	54.2	171	4	96	\$6,778.75
Totals:			277.6	1,071	35	450	\$113,129.90
Assessed Value Added:							\$12,881.00

MAY 2015 SEAT BELT

Fox Sports Network Detroit: Detroit Tigers Baseball Target: Men 18-34 Flight Dates: May 11-24

MARKET	REACH	FREQUENCY	TOTAL GRPS	TOTAL SPOTS (PAID :30)	ADDED VALUE :30 SPOTS	ADDED VALUE :05 AND :10 SPONSORSHIPS	TOTAL \$\$ (NET)
Statewide coverage	36.0%	7.0	246.9	57	17	18	\$86,147.50
Totals:			246.9	57	17	18	\$86,147.50
Assessed Value Added:							\$10,000.00

MAY 2015 SEAT BELT

Radio Target: Men 18-34 Flight Dates: May 11-24

MARKET	REACH	FREQUENCY	TOTAL GRPS	TOTAL SPOTS (PAID :60)	ADDED VALUE :60 SPOTS	ADDED VALUE :05, :10 AND :15 SPONSORSHIPS	TOTAL \$\$ (NET)
Detroit	71.6%	4.1	295.8	472	35	99	\$55,938.50
Flint	60.8%	5.5	332.2	280	31	0	\$7,463.00
Grand Rapids	55.2%	5.9	324.3	363	20	8	\$12,141.40
Kalamazoo	38.8%	5.5	213.6	176	11	0	\$7,752.00
Lansing/East Lansing	50.7%	5.2	271.5	328	21	8	\$9,813.25
Totals:			1,437.4	1,619	118	115	\$93,108.15
Assessed Value Added:							\$8,935.00

MAY 2015 SEAT BELT

Radio Radiate News/Weather/Traffic Sponsorship Target: Men 18-34 Flight Dates: May 11-24

MARKET				TOTAL SPOTS (PAID :15)	ADDED VALUE :15 SPOTS	ADDED VALUE :05 AND :10 SPONSORSHIPS	TOTAL \$\$ (NET)
Ann Arbor				70	4	0	\$2,082.50
Battle Creek				20	0	0	\$510.00
Detroit				100	6	0	\$6,375.00
Grand Rapids				140	6	0	\$3,570.00
Kalamazoo				20	0	0	\$510.00
Lansing/East Lansing				50	1	0	\$1,487.50
Muskegon				100	8	0	\$2,125.00
Saginaw				140	8	0	\$3,570.00
Totals:				640	33	0	\$20,230.00
Assessed Value Added:							\$1,285.00

MAY 2015 SEAT BELT

Radio CBS News/Weather/Traffic Sponsorship Target: Men 18-34 Flight Dates: May 11-24

MARKET				TOTAL SPOTS (PAID :60)	ADDED VALUE :60 SPOTS	ADDED VALUE :05 AND :10 SPONSORSHIPS	TOTAL \$\$ (NET)
Statewide coverage				1,050	700	0	\$12,000.30
Totals:				1,050	700	0	\$12,000.30
Assessed Value Added:							\$1,285.00

MAY 2015 SEAT BELT

Internet Target: Men 18-34 Geo-Targeted to State of Michigan Flight Dates: May 11-24

SITES	IMPRESSIONS (PAID)	CPM				ADDED VALUE IMPRESSIONS	TOTAL \$\$ (NET)
EA Sports	1,343,367	\$12.65				275	\$17,000.00
HULU	1,251,526	\$32.76				0	\$41,000.00
iHeartRadio	1,078,800	\$11.08				0	\$11,949.26
Mlive	2,416,791	\$12.10				0	\$29,241.98
MLB/Tigers.com	1,631,428	\$10.42				221,991	\$17,000.00
Pandora	2,430,000	\$4.94				40,388	\$12,000.00
Spotify	1,339,080	\$8.96				0	\$11,999.98
YouTube	3,828,950	\$47.49				0	\$181,822.28
Totals:	15,319,942	\$21.02				262,654	\$322,013.50
Assessed Value Added:							\$5,520.79

MAY 2015 SEAT BELT

Cinema Target: Men 18-34 Flight Dates: May 11-24

MARKET	NUMBER OF SCREENS	IMPRESSIONS PAID				ADDED VALUE IMPRESSIONS	TOTAL \$\$ (NET)
NCM Media Networks	515	293,303				0	\$37,959.00
Screen Vision	368	861,200				0	\$19,173.00
Totals:	883	1,154,503				0	\$57,132.00
Assessed Value Added							\$0.00

MAY 2015 SEAT BELT

Gas Station TV Target: Men 18-34 Flight Dates: May 11-24

MARKET	IMPRESSIONS (PAID)	CPM				ADDED VALUE IMPRESSIONS	TOTAL \$\$ (NET)
Statewide coverage	848,857	\$20.02				440,127	\$16,997.00
Totals:	848,857	\$20.02				440,127	\$16,997.00
Assessed Value Added							\$8,812.84

MAY 2015 SEAT BELT

Detroit Tigers Target: Men 21-34 Flight Dates: May 11-24

MARKET	PROPOSED GAMES	ADDED VALUE GAMES				ASSESSED ADDED VALUE	TOTAL \$\$ (NET)
Detroit Tigers package	10	14				\$28,000	\$75,000.00
Totals:	10	14				\$28,000	\$75,000.00
Assessed Value Added							\$28,000.00

Total Seat Belt Enforcement Media Spend: \$928,299.00

Total Assessed Value Added: \$104,700.00

11.2% Added Value Relative to Media Spend

JULY 2015 DRUNK DRIVING ENFORCEMENT SUMMARY

JULY 2015 DRUNK DRIVING

Broadcast TV Target: Men 21-34 Flight Dates: June 29-July 12

MARKET	REACH	FREQUENCY	TOTAL GRPS	TOTAL SPOTS (PAID :30)	ADDED VALUE :30 SPOTS	ADDED VALUE :05 , :10 SPONSORSHIPS & BANNER ADS	TOTAL \$\$ (NET)
Detroit	31.1%	2.9	91.4	68	97	34	\$79,942.50
Flint/Saginaw/Bay City	34.8%	2.6	90.6	47	9	0	\$10,744.00
Grand Rapids/Kalamazoo/Battle Creek	32.1%	2.7	88.1	59	20	0	\$21,165.00
Lansing	34.9%	2.6	91.5	53	31	0	\$10,030.01
Totals:			361.6	227	157	34	\$121,881.51
Assessed Value Added:							\$24,695.00

JULY 2015 DRUNK DRIVING

Cable TV Target: Men 21-34 Flight Dates: June 29-July 12

MARKET	REACH	FREQUENCY	TOTAL GRPS	TOTAL SPOTS (PAID :30)	ADDED VALUE :30 SPOTS	ADDED VALUE :05 AND :10 SPONSORSHIPS	TOTAL \$\$ (NET)
Detroit	54.6%	2.5	128.8	1,041	184	96	\$79,628.00
Flint/Saginaw/Bay City	29.6%	2.0	60.4	216	194	75	\$6,817.00
Grand Rapids/Kalamazoo/Battle Creek	35.5%	2.8	58.4	248	0	96	\$12,643.75
Lansing	23.5%	2.1	54.4	226	0	200	\$6,923.25
Totals:			302	1,731	378	467	\$106,012.00
Assessed Value Added:							\$21,390.00

JULY 2015 DRUNK DRIVING

Fox Sports Network Detroit: Detroit Tigers Baseball Target: Men 21-34 Flight Dates: June 29-July 12

MARKET	REACH	FREQUENCY	TOTAL GRPS	TOTAL SPOTS (PAID :30)	ADDED VALUE :30 SPOTS	ADDED VALUE :06 PRE & POST GAME	TOTAL \$\$ (NET)
Statewide coverage	36.2%	5.3	196.6	57	109	36	\$86,147.50
Totals:			196.6	57	109	36	\$86,147.50
Assessed Value Added:							\$10,000.00

JULY 2015 DRUNK DRIVING

Radio Target: Men 21-34 Flight Dates: June 29-July 12

MARKET	REACH	FREQUENCY	TOTAL GRPS	TOTAL SPOTS (PAID :60)	ADDED VALUE :60 SPOTS	ADDED VALUE :05 AND :10 SPONSORSHIPS	TOTAL \$\$ (NET)
Detroit	73.7%	4.3	314.6	576	29	47	\$56,469.75
Flint	61.6%	5.3	329.2	286	71	0	\$7,658.50
Grand Rapids	53.0%	5.6	294.3	373	20	22	\$5,015.00
Lansing	59.5%	5.1	270	327	21	8	\$9,787.75
Totals:			1,208.1	1,562	141	77	\$78,931.00
Assessed Value Added:							\$6,841.00

JULY 2015 DRUNK DRIVING

Internet Target: Men 21-34 Geo-Targeted to State of Michigan Flight Dates: June 29-July 12

SITES	IMPRESSIONS	CPM				ADDED VALUE IMPRESSIONS	TOTAL \$\$ (NET)
EA Sports	1,016,795	\$17.96				1,112	\$18,262.00
Hulu	960,620	\$36.43				0	\$34,999.97
iHeartRadio	713,800	\$11.16				75,000	\$7,967.64
MLB.com/Tigers.com/MLV.TV	1,305,926	\$16.11				249,543	\$21,037.00
TubeMogul	4,193,546	\$31.00				1,936,086	\$130,000.00
YouTube	1,547,740	\$24.45				124,843	\$37,835.97
Totals:	9,738,427	\$25.68				2,386,584	\$250,102.58
Assessed Value Added							\$61,292.32

JULY 2015 DRUNK DRIVING

Cinema Target: Men 21-34 Flight Dates: June 29-July 12

MARKET	NUMBER OF SCREENS	IMPRESSIONS				ADDED VALUE IMPRESSIONS	TOTAL \$\$ (NET)
NCM Media Networks	460	392,709				0	\$33,830.00
Totals:	460	392,709				0	\$33,830.00
Assessed Value Added							\$0.00

JULY 2015 DRUNK DRIVING

Detroit Tigers Target: Men 21-34 Flight Dates: June 29-July 12

MARKET	PROPOSED GAMES	ADDED VALUE GAMES					TOTAL \$\$
Detroit Tigers package	6	7					\$15,000.00
Totals:	6	7					\$15,000.00
Assessed Value Added							\$17,500.00

Total Drunk Driving Media Spend: \$691,904.59

Total Assessed Value Added: \$141,718.37

20.4% Added Value Relative to Media Spend

AUGUST 2015 DRUNK DRIVING ENFORCEMENT SUMMARY

AUGUST 2015 DRUNK DRIVING

Broadcast TV Target: Men 21-34 Flight Dates: August 17-September 6

MARKET	REACH	FREQUENCY	TOTAL GRPS	TOTAL SPOTS (PAID :30)	ADDED VALUE :30 SPOTS	ADDED VALUE :05 , :10 SPONSORSHIPS & BANNER ADS	TOTAL \$\$ (NET)
Detroit	56.3%	2.4	132.8	66	19	35	\$120,253.75
Flint/Saginaw/Bay City	49.5%	2.9	141.5	78	3	0	\$17,943.50
Grand Rapids/Kalamazoo/Battle Creek	54.4%	2.7	145	87	48	0	\$32,130.00
Lansing	47.7%	2.8	134	52	12	0	\$14,662.50
Totals:			553.3	283	82	35	\$184,989.75
Assessed Value Added:							\$29,248.00

AUGUST 2015 DRUNK DRIVING

Broadcast Cable Target: Men 21-34 Flight Dates: August 17-September 6

MARKET	REACH	FREQUENCY	TOTAL GRPS	TOTAL SPOTS (PAID :30)	ADDED VALUE :30 SPOTS	ADDED VALUE :05 , :10 SPONSORSHIPS & BANNER ADS	TOTAL \$\$ (NET)
Detroit	61.3%	3.2	175.2	1,399	869	245	\$120,428.85
Flint/Saginaw/Bay City	33.3%	2.5	81.4	288	817	98	\$9,413.75
Grand Rapids/Kalamazoo/Battle Creek	41.4%	3.5	83.5	400	0	200	\$18,980.50
Lansing	29.5%	2.5	82.2	412	0	135	\$9,915.25
Totals:			422.3	2,499	1,686	678	\$158,738.35
Assessed Value Added:							\$22,098.00

AUGUST 2015 DRUNK DRIVING

Fox Sports Network Detroit Detroit Tigers Baseball Target: Men 21/34 Flight Dates: August 17-September 6

MARKET	REACH	FREQUENCY	TOTAL GRPS	TOTAL SPOTS (PAID :30)	ADDED VALUE :30 SPOTS	ADDED VALUE :06 PRE & POST GAME	TOTAL \$\$ (NET)
Statewide Coverage	36.2%	6.9	278	80	165	54	\$121,890.00
Totals:			278	80	165	54	\$121,890.00
Assessed Value Added:							\$13,845.00

AUGUST 2015 DRUNK DRIVING

Radio Target: Men 21-34 Flight Dates: August 17-September 6

MARKET	REACH	FREQUENCY	TOTAL GRPS	TOTAL SPOTS (PAID :30)	ADDED VALUE :60 SPOTS	ADDED VALUE :05 AND :10 SPONSORSHIPS	TOTAL \$\$ (NET)
Detroit	80.2%	5.9	469.1	755	42	171	\$84,419.45
Flint	65.2%	7.4	489.4	411	102	0	\$10,982.00
Grand Rapids	56.7%	7.8	440.2	558	30	34	\$18,441.60
Lansing	54.6%	7.3	413.4	493	24	12	\$15,040.75
Totals:			1,812.1	2,217	198	217	\$128,883.80
Assessed Value Added:							\$9,930.00

AUGUST 2015 DRUNK DRIVING

Internet Target: Men 21-34 Geo-Targeted to State of Michigan Flight Dates: August 17-September 6

SITES	IMPRESSIONS	CPM				ADDED VALUE IMPRESSIONS	TOTAL \$\$ (NET)
EA Sports	2,190,506	\$12.54				399,594	\$27,471.00
Hulu	1,436,322	\$37.60				0	\$53,999.99
iHeart Radio	1,078,800	\$11.12				22,702	\$12,000.00
MLB.com/Tigers.com	2,662,203	\$10.42				51,912	\$27,741.02
MyFoxDetroit.com	775,000	\$12.90				16,731	\$10,000.00
Pandora	2,000,000	\$6.00				40,332	\$12,000.00
Spotify	1,471,264	\$8.16				0	\$11,998.69
YouTube	5,224,516	\$30.05				1,841,707	\$157,000.00
Totals:	16,838,611	\$18.54				2,372,978	\$312,210.70
Assessed Value Added:							\$43,998.23

AUGUST 2015 DRUNK DRIVING

Cinema Target: Men 21-34 Flight Dates: August 17-September 6

MARKET	NUMBER OF SCREENS	IMPRESSIONS				ADDED VALUE IMPRESSIONS	TOTAL \$\$ (NET)
Screen Vision	106	77,848				0	\$9,549.00
Totals:	106	77,848				0	\$9,549.00
Assessed Value Added							\$0.00

AUGUST 2015 DRUNK DRIVING

Detroit Tigers Target: Men 21-34 Flight Dates: August 17-September 6

MARKET	PROPOSED GAMES	ADDED VALUE GAMES					TOTAL \$\$ (NET)
Detroit Tigers package	10	18					\$20,000.00
Totals:	10	18					\$20,000.00
Assessed Value Added							\$36,000.00

Total Drunk Driving Media Spend:	\$936,261.60
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Total Assessed Value Added:	\$155,119.23
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16.5% Added Value Relative to Media Spend



Driver Education

Driver education involves improving driver behavior by teaching better skills, improving safety awareness, and motivating individuals to drive safely. Younger drivers are learning the needed skills for the first time. Inexperience, risk-taking behavior, and immaturity are factors that increase the risk of crashes for young drivers. Senior drivers are at greater risk due to increased susceptibility to injuries and medical complications in crashes.

PROGRAM GOALS

- Decrease fatalities and incapacitating injuries involving drivers ages 15-20 by 35 percent from 1,382 in 2012 to 895 by December 31, 2016.
- Decrease fatalities and incapacitating injuries involving drivers age 65 and older by 8 percent from 1,135 in 2012 to 1,045 by December 31, 2016.

EDUCATION AND COMMUNICATION

STRIVE FOR A SAFER DRIVE

Section 402

BACKGROUND



According to UMTRI, approximately one of every ten drivers ages 16-17 is involved each year in a traffic crash that results in a fatality,

injury, or property damage. The success of a school-based teen traffic safety program in Illinois, where teen fatalities have dropped by 54 percent since the program began, prompted Michigan to develop a similar program in 2011.

OHSP partnered with AAA Michigan and Ford Driving Skills for Life to offer *Strive For a Safer Drive* (S4SD). The program provides funding and resources to help high school students create peer-to-peer safe driving campaigns to reduce traffic crashes, injuries, and fatalities among inexperienced drivers.

PROJECT GOALS

- Solicit up to 50 applications from high schools in high-risk teen crash counties for participation in the S4SD program. **Goal achieved**
- Conduct one hands-on driving event for S4SD schools. **Goal achieved**

RESULTS

S4SD was managed by a grant-funded traffic safety specialist. In the fall of 2014, the specialist contacted more than 1,000 schools in 25 counties. Thirty-five high schools

submitted an application and campaign proposal. Each school was accepted and received up to \$2,000 to develop and implement a student-led traffic safety awareness campaign. Participants focused on topics such as distracted driving, underage and impaired driving, seat belts, winter driving, or speeding.

Students had to involve the school and surrounding community and incorporate Ford Driving Skills for Life and AAA's Keys2Drive into their campaign. School teams were required to submit a video or PowerPoint outlining three activities. Sponsoring partners judged the submissions and selected the top three schools in three geographic divisions with an equal number of schools. Nearly 37,000 students were exposed to the school campaigns.

More than 200 students from 16 schools attended a hands-on driving event in May at the Ford Proving Grounds in Dearborn. Professional drivers instructed students in hazard recognition, vehicle handling, speed and space management, and the dangers of distracted and impaired driving.

Students were able to drive new Ford vehicles and experience firsthand defensive driving skills in a safe environment. This advanced driver education taught students critical skills such as how to scan for trouble, recover from skids in front- and rear-wheel drive vehicles, and avoid a head-on crash or being rear-ended. They also learned emergency brake techniques, tips about approaching and turning left at intersections, and how acceleration, deceleration, braking, and turns affect vehicle balance. The program also offered hands-on exercises that demonstrated the dangers of distracted and impaired driving. Pre- and post-tests were conducted and indicate a 32 percent increase in knowledge gained.

DRIVING SIMULATORS

Section 402

BACKGROUND

High schools throughout the state use simulators to promote driver safety. These excellent educational tools are popular with teens and young adults.

The program allows students to experience firsthand the dangers and consequences of distracted and impaired driving through interactions with law enforcement officers, judges, emergency room personnel, and doctors. The program consists of simulation drives, first-person consequence videos, interactive quizzes, and advice from experts in the Reality Check video series.

The program also tracks driving violations in real time by displaying them on the screen as they occur. This includes speeding, swerving, running stop signs or signal lights, making wrong turns, or driving in the bike or center lanes.

The desktop simulators can be used at school assemblies, classrooms, and safety fairs, or by individuals in a private setting.

Three driving simulators were purchased in 2014 to support S4SD and other traffic safety events. The simulators proved to be very popular, and not all requests could be accommodated. Purchasing additional simulators will enhance the S4SD program and provide an opportunity to educate a larger audience throughout the state about the dangers of distracted and impaired driving.

PROJECT GOALS

- Purchase nine driving simulators for training to accommodate additional S4SD participants. **Goal achieved**
- Provide opportunities for all students in the S4SD program to use the driving simulators as a training tool. **Goal achieved**

RESULTS

Nine simulators were purchased and placed with traffic safety partners to ensure availability throughout the state. To address safe handling of the equipment and to track usage, driving simulator work site location agreements, loan agreements, and utilization log forms were developed.

Simulators were placed in the seven MSP districts and have been assigned to community service troopers. Five additional simulators were strategically placed with other traffic safety partners throughout the state. A simulator coordinator was identified at each site. The coordinator trained traffic safety personnel who requested to use the simulators at community events. This approach allowed for a statewide reach.

OHSP has shared information about the simulators on its website and in its newsletter, Safety Network. Simulators were used in almost every S4SD school this year. Community service troopers say the hands-on approach is effective. Teens using an interactive simulator experience the effect

of driving decisions, and this enhances the learning process. Simulators are often used in school settings within health education classes and in conjunction with safe driving presentations by law enforcement, and injury prevention, and trauma personnel. Additionally, simulators are being used at employee safety fairs, lunch and learns, and county fairs. Approximately 14,000 people were exposed to the driving simulators during 68 events in 2015.

TEEN DEFENSIVE DRIVING SCHOOL

Section 402

BACKGROUND

Traffic crashes are the leading cause of death for teens. The MSP Precision Driving Unit conducts ten one-day teenage defensive driving classes each year. There are 18 students in each class. Although 180 students are trained each year, there is a waiting list of more than 300 students.

Positive evaluations from both the participating teens and parents demonstrate the value of the course. When students who have participated in the class are later involved in a traffic crash, their parents say the defensive driving course contributed to their teens' survival.

Providing funds to pay for instructor overtime and increase course dates would help train more teens, save lives, and reduce the waiting list.

PROJECT GOAL

- Conduct up to eight teen defensive driving classes by September 30, 2015. **Goal achieved**

RESULTS

In addition to the regularly scheduled Teenage Defensive Driving Course, the MSP Precision Driving Unit scheduled eight additional courses and trained 91 students. The additional courses greatly reduced the waiting list. Students received one hour of lecture and seven hours of in-car or behind-the-wheel training using patrol vehicles at the MSP Training Academy. These instructor overtime grant-funded courses were limited to a maximum of 12 students and four instructors. Defensive driving, skid control, serpentine control, controlled braking, evasive maneuvering, confined area maneuvering, off-road recovery, and distracted driving were among the topics taught. Parents were encouraged to participate or observe at any time. Pre- and post-tests were administered to each student. Post-tests indicated an average increase in knowledge of 25 percent.

MICHIGAN'S GUIDE FOR AGING DRIVERS AND THEIR FAMILIES

Section 402

BACKGROUND

According to UMTRI, older adults will represent about 20 percent of the Michigan population by 2030. Residents age 80 and older will account for slightly more than 5 percent

of the population—up from 3 percent in 2000. Additionally, NHTSA's five-year plan for traffic safety and older people indicates the current life expectancy in the United States is nearing an average of 80 years. With advances in medical science, older Americans are staying mobile and active longer. Those who will reach 65 in the coming decade are projected to drive more miles and continue driving later in life than previous generations. This increasingly active and mobile older population gives rise to the need to enhance their safety, and the safety of all road users, while addressing their mobility needs and quality of life.

In response to this aging demographic of drivers, OHSP, MDOT, MDOS, and AAA Michigan partnered with other organizations to develop Michigan's Guide for Aging Drivers and Their Families.

PROJECT GOAL

- Publish and distribute the Michigan Guide for Aging Drivers and Their Families. **Goal achieved**

RESULTS

The first printing of the Michigan Guide for Aging Drivers and their Families was distributed in 2014. The guidebook was extremely popular, and the supply of 17,000 copies was quickly depleted. Funding supported a second printing and provided outreach and education to aging drivers and their families, medical professionals, and law enforcement officers.

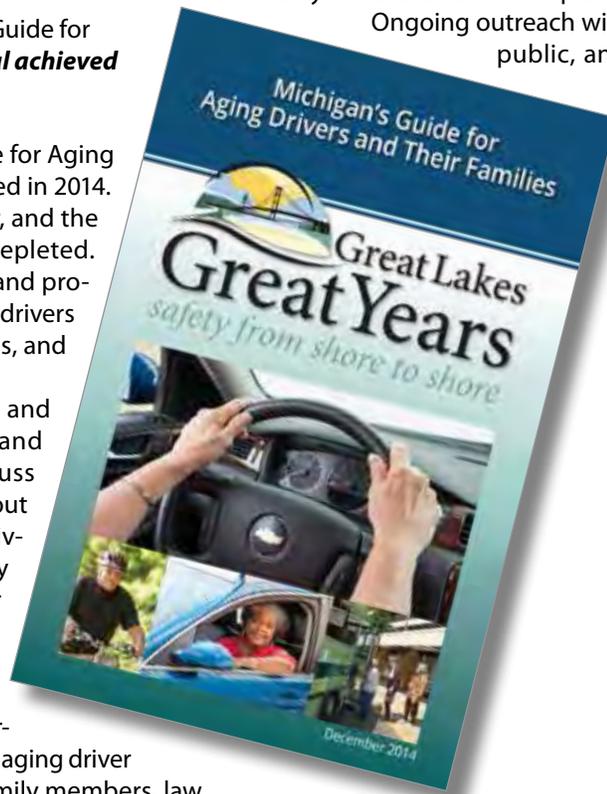
Representatives from OHSP, MDOT, and MDOS developed an outreach plan and met with medical personnel to discuss the best way to educate physicians about aging drivers and how to help older drivers continue driving for as long as safely possible. The Michigan.gov/agingdriver website was developed by MDOS to provide easy ordering of the guidebook for the public, law enforcement, and medical community. Plans are underway to expand this website to include all aging driver resources available to aging drivers, family members, law enforcement, and medical professionals.

Guidebooks are available at MDOS branch offices, AAA offices, and senior centers. The American Association of Retired Professionals (AARP) safety classes are also distributing the guidebooks. The guides have been widely promoted to groups including:

- Geriatric education centers
- Physicians
- Injury prevention coordinators
- Medical associations
- Occupational therapists
- Driver rehabilitation centers
- Law enforcement agencies

The guidebooks were promoted in OHSP's newsletter, Safety Network. Material was also shared with the state and county medical societies for placement on their websites.

Ongoing outreach with law enforcement, the public, and the medical community will continue. In 2015, approximately 35,000 guidebooks were distributed.





5.11 

 RIDE
SAFE
TO
RIDE
AGAIN 

Motorcycle Safety

Motorcyclist fatalities have steadily grown over the past decade, largely because of the increased number of motorcycle riders. Motorcyclist fatalities constitute 13 percent of the state's traffic crash fatalities. Nearly half of those fatalities occur in metro Detroit and west Michigan.

PROGRAM GOAL

- Decrease fatalities and incapacitating injuries involving motorcycles by 21 percent from 794 in 2012 to 624 by December 31, 2016.

TRAINING AND EDUCATION

MOTORCYCLE PUBLIC INFORMATION CAMPAIGN—HIGH VISIBILITY AND ENDORSEMENT

Sections 402, 402-PM

BACKGROUND

OHSP uses the umbrella *Ride Safe to Ride Again* campaign to encourage cyclists to seek training, obtain their motorcycle endorsement, and wear high-visibility gear. This includes exhibiting at popular motorcycle events.

PROJECT GOAL

- Educate motorcyclists through public information and education campaigns on crash prevention by exhibiting at up to two major motorcycle events by September 30, 2015. **Goal achieved**

RESULTS

In the spring, OHSP launched a *Get Endorsed or Get Towed* message on 32 billboards in metro Detroit and 15 in Grand Rapids. Based on feedback from focus groups, riders feared having their bikes towed even more than being issued a citation for riding unendorsed. To complement this message, two postcard mailings were sent to all 40,877 unendorsed motorcyclists who own a registered motorcycle in Michigan. It encouraged them to seek training and get their motorcycle endorsements or risk having their bikes towed.

OHSP collaborated with MDOS at motorcycle events across Michigan to promote high-visibility riding gear and motorcyclist training and endorsement. At Muskegon Bike Time, Baldwin's Blessing of the Bikes, and Flint's Bikes on the Bricks, staff made contact with several thousand motorcyclists. More than 700 attendees submitted entries for the drawings of a high-visibility riding vest, and nearly 550 completed surveys about rider risk and behavior. OHSP distributed more than 3,000 high-visibility bandanas with the *Ride Safe to Ride Again* logo. At the Muskegon event, an MSP Motor Unit trooper brought a department motorcy-

cle, provided slow-moving safe riding demonstrations, and answered questions about motorcycle safety.

RETURNING RIDER TRAINING AND ADVANCED RIDER TRAINING

Section 405(f)

BACKGROUND

Although motorcycles were only involved in 1 percent of 2014 Michigan traffic crashes, nearly 13 percent of traffic fatalities involved a motorcycle. Nearly half of riders involved in crashes during 2014 lacked a motorcycle endorsement on their operator's license.

Formal motorcyclist training and licensing are critical components for operating a motorcycle safely. The Michigan Motorcyclist Training Program administered by MDOS offers several levels of rider courses through public and private sponsors. These programs train nearly 12,000 motorcyclists a year. A study of Michigan's motorcycle-involved traffic crashes indicated that eight of every ten riders killed in 2014 had not taken a certified motorcyclist training course in the last ten years.

The Returning Rider Basic Rider Course (RRBRC) is a one-day course 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 refresh their skills or utilize the class to obtain the motorcycle endorsement.

The Advanced Rider Course (ARC) is a one-day course for experienced and endorsed riders that complements a motorcyclist's basic skillset and helps with developing improved personal risk assessment while on the road. It includes a classroom segment to improve perception, risk, and hazard awareness. The exercises enhance both basic skills and crash avoidance skills, while braking, swerving, and cornering is emphasized.

PROJECT GOALS

- Increase the number of motorcyclists trained in basic skills and advanced skills by 3 percent from 9,364

in 2013 to 9,645 by September 30, 2015. **Goal not achieved**

- Provide up to four professional development sessions for current Motorcycle Rider Coaches by September 30, 2015. **Goal achieved**
- Provide at least one sample of high-visibility riding gear to the public-sponsored training site classrooms in order to promote rider visibility by September 30, 2015. **Goal achieved**

RESULTS

A total of 9,468 students were trained statewide in one of the three courses offered. This includes the Basic Rider Course (BRC), RRBRC, and ARC, an increase of just over 1 percent.

- Ninety coaches participated in the Transitional Rider Coach Preparation sessions. This recertifies them to coach the new Motorcycle Safety Foundation BRC curriculum.
- The federally funded RRBRC was offered at three sites, which trained 42 students.
- A total of 188 ARC students were trained in 19 classes at four locations:
 - Metro Detroit sites trained 143 students in 11 classes.
 - The Washtenaw Community College site trained 32 students in six classes.
 - The Iosco Regional Educational Service Agency site trained seven students in one class.
 - The Northern Michigan University site trained six students in one class.

OPERATION SHADOW RIDER

Section 402

BACKGROUND

During the peak riding season, there are more than 250,000 registered motorcycles in Michigan. In 2014, nearly 41,000 motorcycles belonged to individuals lacking a motorcycle endorsement. Although the unendorsed population of motorcyclists makes up almost 16 percent of all registered motorcycles, it accounted for nearly half of motorcyclist crashes and fatalities in 2014.

PROJECT GOAL

- Complete two mailings providing information about endorsement and training to unendorsed motorcyclists by September 30, 2015. **Goal achieved**

RESULTS

OHSP collaborated with MDOS and other public and private motorcycle safety partners to address the unendorsed riders with two postcard mailings. The first postcard encouraged 40,877 unendorsed riders to seek out training and get their endorsements or risk having their motorcycle towed in



the event of a traffic stop. The second postcard repeated the *Get Endorsed or Get Towed* message and went to the same group.

Visits to the MDOS training site locator website in 2015 increased by nearly 200 percent from last year. The demand for the basic training courses across the state quickly filled up the scheduled courses.

MDOS data showed a 4 percent decrease in Michigan’s unendorsed motorcyclists at the end of the 2014 riding season compared with the end of 2013.

There was an additional incentive for unendorsed riders in 2015: those who took and passed a public/state-sponsored training course received a high-visibility motorcycle vest.

MOTORCYCLE LAW ENFORCEMENT ACTION KITS

Section 402

BACKGROUND

Some law enforcement officers fail to cite a motorcyclist for not having an endorsement on their driver’s license when a stop is made for another violation. In 2014, nearly half of all riders involved in crashes lacked a motorcycle endorsement on their operator’s license. OWI is a factor in motorcyclist crashes at a higher rate than any other crash category.

In Michigan, nearly half of all motorcycle crashes are single vehicle and the result of rider error.

Further enforcement is needed in areas such as unendorsed operators, impaired riding, and excessive speeding. All of these are key contributing factors in the majority of motorcycle crashes.

PROJECT GOAL

- Provide law enforcement agencies with the current laws, rules, and regulations that apply to motorcyclists by distributing L.E.A.K.s to a minimum of 20 agencies. **Goal achieved**

RESULTS

OHSP collaborated with Oakland County Sheriff’s Office, Grand Blanc Township Police Department, and MSP to develop a seven-minute roll call video to address the number of unendorsed riders involved in crashes, incidents of impaired riding, and excessive speed. A Michigan Motor

Vehicle Code reference card was developed to highlight laws that apply specifically to motorcycles. Kits were mailed to nearly 600 law enforcement agencies to help educate law enforcement on the urgency of addressing these behaviors by motorcyclists. The roll call video was also made available to law enforcement agencies via an online state training resource called MI-TRAIN. There were more than 1,300 views by MSP and nearly 30 by county and local law enforcement.

MOTORCYCLE HIGH VISIBILITY GEAR PILOT

Sections 402, 405(f)

BACKGROUND

OHSP has been promoting high-visibility riding gear through the *Ride Safe to Ride Again* umbrella campaign since 2012. At motorcycle shows and events around the state, high-visibility vests were raffled off to encourage riders to wear high-visibility riding gear. A 2013 observation study revealed that fewer than 5 percent of Michigan motorcyclists wore any kind of high-visibility clothing. Studies have shown that a rider who wears high-visibility clothing has nearly a 40 percent lower risk of being involved in a multi-vehicle crash than riders not wearing such gear.

A pilot program was developed to increase the use and acceptance of high-visibility gear.

PROJECT GOAL

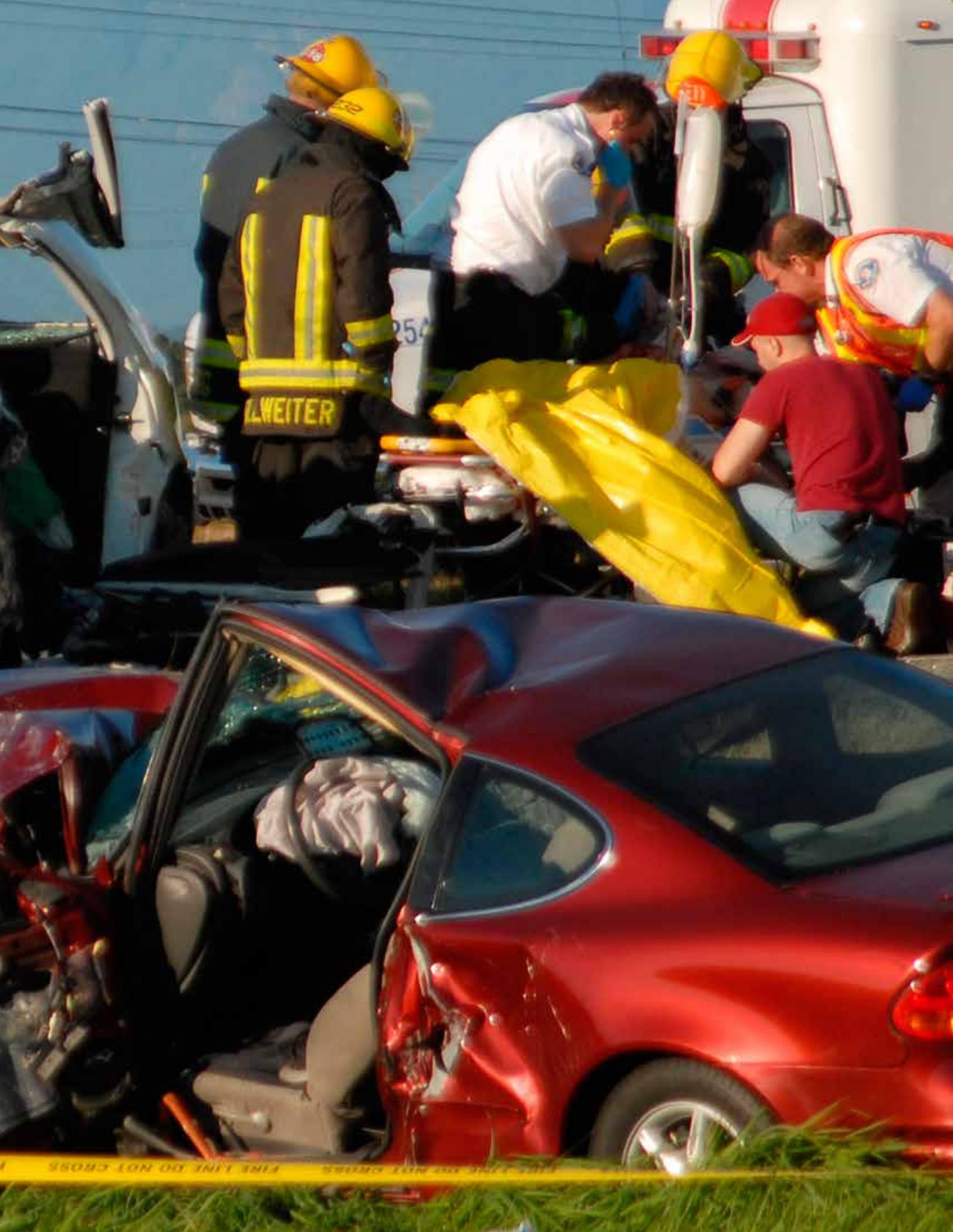
- Purchase and distribute up to 9,000 high-visibility vests to motorcycle riders who pass a basic or advanced training by September 30, 2015. **Goal achieved**

RESULTS

OHSP worked with MDOS Motorcycle Safety Training Program and the 13 public training site coordinators to distribute high-visibility vests to every student upon passing the basic or advanced rider training courses. OHSP collaborated with a clothing company to design and manufacture a quality motorcycle riding vest. Studies revealed that riders were more likely to wear high-visibility gear designed specifically for motorcyclists. More than 20 vests were raffled off at motorcycle shows and events across Michigan in 2015. Nearly all of the recipients made positive comments on the quality and appearance of the vests.



At the beginning of the training season, many students who passed the public/state-sponsored training courses did not receive a vest due to a manufacturer delay delivering vests to the training sites in time. Students were notified to return to their training site to pick up their vest. If necessary, they also could request that a vest be mailed directly to them. Because of this delivery delay, an estimated 3,500 of the early-season students may not have been offered and/or received a high-visibility vest. Once the vests arrived at the training sites, more than 5,500 were distributed to students passing the course. Even with the challenge of delayed delivery, most students who passed a course were either contacted later and offered a vest or accepted the high-visibility gear at the training site when available. The vests were seen being worn by motorcyclists soon after the distribution program began. OHSP plans a follow-up survey of high-visibility gear use by the summer of 2017.



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 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 GOALS

- Decrease fatalities by 20 percent from 936 in 2012 to 750 by December 31, 2016.
- Decrease fatalities and incapacitating injuries by 18 percent from 6,612 in 2012 to 5,448 by December 31, 2016.
- Decrease the vehicle mileage fatality rate by 14 percent from 1.00 in 2012 to .87 by December 31, 2016.

EMS SUPPORT

EMERGENCY MEDICAL SERVICE SUPPORT

Section 402

BACKGROUND

Emergency medical service (EMS) providers are paid professionals and volunteers who work in their communities, fitting in EMS training and responses around other obligations. Continuing education is required for license renewal, with EMS providers being responsible for obtaining and paying for their training. Rural responders are often the last to know about new automotive technologies that can be dangerous during crash extrication.

PROJECT GOALS

- Provide support for training in the U.P. for a traffic incident management course for first responders by September 30, 2015. **Goal achieved**
- Provide conference sponsorship for workshops to enhance EMS response and management of crashes at the U.P. Emergency Medical Services Conference and EMS Exposition by September 30, 2015. **Goal achieved**
- Provide scholarships for first responders to attend the U.P. Emergency Medical Services Conference and EMS Exposition by September 30, 2015. **Goal achieved**
- Provide scholarships for first responders to attend the 2015 Michigan Traffic Safety Summit by September 30, 2015. **Goal achieved**

RESULTS

- More than 20 first responders attended an eight-hour traffic incident management training program at the

U.P. Emergency Medical Services Conference in the fall of 2014.

- 331 emergency responders attended workshops at the 2014 U.P. Emergency Medical Services Conference. The topics included CPS, injury assessment, motor vehicle trauma, spinal mobilization, and an update on drug trends and use in the region.
- 475 emergency responders attended workshops at the 2015 U.P. Emergency Medical Services Conference on rural triage, vehicle crashes, hazardous materials, and illicit drugs. A specialized day-long program on vehicle construction hazards, new technology, and working safely around alternative fuel vehicles was attended by 30 EMS, fire, and law enforcement personnel.
- The Marquette/Alger Medical Control Authority director attended the 2015 Michigan Traffic Safety Summit through a scholarship. Scholarships were made available to other EMS executives in the region, but they were unable to attend due to schedule conflicts.

EVALUATION

EMERGENCY MEDICAL SERVICES ASSESSMENT

Section 402

BACKGROUND

Evaluation of traffic safety programs is a required and critical component to determine the success of efforts. An updated look at this program is necessary to assist in determining future direction, identifying deficiencies, and recognizing achievements. The last state EMS assessment took place in 2007.

PROJECT GOAL

- Conduct an EMS assessment by bringing in a national team of experts to recommend new strategies by September 30, 2015. **Goal not achieved**

RESULTS

The EMS assessment was postponed in FY2015. Initially, OHSP planned to partner with the EMS Office in MDHHS. Because of limited staff and heavy workloads, they could not commit to providing the necessary support to participate in the assessment.

In June, OHSP began discussions with the new MDHHS bureau chief and division director for the EMS Office. They expressed a renewed interest in conducting the EMS assessment as well as expanding the EMS presence in traffic safety networks. Per NHTSA, this will be delayed until FY2017.

EMERGENCY MEDICAL SERVICES CRASH DATA EVALUATION

Section 405(c)

BACKGROUND

The EMS and Trauma Systems Section in MDHHS has collected data from EMS agencies for the past five years. While a large amount of data has been accumulated, it remains unanalyzed. An analysis of the data will assist with problem identification and future countermeasure development. The analysis will highlight any issues which may be identified and will focus on crash location, types of injuries sustained, and first responder safety.

PROJECT GOAL

- Provide a five-year analysis of the EMS crash data collected from the Michigan EMS database by September 30, 2015. **Goal not achieved**

RESULTS

WMU was selected to conduct an evaluation and analysis of the motor vehicle crash data captured in the EMS database. WMU began by conducting a literature review to identify current state-of-the-art practice in data mining and predictive modeling. The literature review also focused on relevant scientific publications related to motor vehicle crash data to document best practices and case studies and identify data contents.

WMU also worked with the EMS database manager at MDHHS to obtain the entity-relationship design of the EMS database, which displays the various data elements captured by EMS agencies when responding to motor vehicle crashes. WMU studied the data contents and identified the subset of data needed for the evaluation. More than 200,000 records were involved. The Human Subjects Institutional Review Board provided certification to obtain access to the actual data. This certification is necessary when universities

conduct research using human subjects or their health-care data. Its purpose is to protect the rights and welfare of human subjects during the research.

The data analysis will evaluate four major groups:

- Response time
- Scene time
- Transport time
- Injuries

Factors used in the response time, scene time, and transport time analysis groups will include:

- Average time by county and city
- Average time for rural versus urban
- Average time by trauma type
- Average time by agency

These analyses will identify trends in timing and injury and recommend improvement strategies when appropriate. Although the literature review and a large portion of the data analysis were conducted in FY2015, the final evaluation report will not be completed until FY2016.

Administrative Issues

GOVERNOR'S TRAFFIC SAFETY ADVISORY COMMISSION

The commission met quarterly with an average of 29 people in attendance. Each meeting gave commissioners an opportunity to provide an update on traffic safety-related activities taking place within their respective agency or area of responsibility. A quarterly update on traffic safety legislation was also provided by MSP legislative staff, along with

an update on activities undertaken by the Strategic Highway Safety Plan action teams as they implement their plans.

During the past year, meeting attendees heard a variety of presentations on topics including the drugged driving law, the Michigan *Summer of Safety* project, the Michigan Traffic Safety Summit, S4SD, and the Toward Zero Deaths

and winter driving campaigns. Staff from the Michigan Center for Truck Safety brought the truck simulator to the June meeting, giving commissioners firsthand experience with this hands-on training.

MICHIGAN TRAFFIC SAFETY SUMMIT

The 20th annual Michigan Traffic Safety Summit convened March 24-26 at the Kellogg Hotel and Conference Center in



East Lansing. The event was the largest on record with more than 610 participants, including law enforcement officers, researchers, and engineers. They attended 29 workshops and five general sessions with 67 speakers from around the country. For the first time, the event also included real-time information sharing and updates on social media.

Some of the highlights included sessions about:

- The impact of technology on our lives and driving habits.
- Issues facing military personnel returning from war.
- Permissive marijuana laws and the increase in drug-involved driving.
- Commercial motor vehicle enforcement for non-motor carrier officers.

- Best practices for roadway design.
- New enforcement strategies for distracted driving, seat belts, and motorcycles.
- Lessons learned from a large-scale, winter weather crash.

In addition, seven awards for outstanding achievement in traffic safety and three awards for long-term service were presented at the GTSAC awards luncheon.

LEGISLATIVE UPDATE

In October 2014, Governor Rick Snyder signed a measure known as the Nathan Bower Act. The law amends the Driver Education Provider and Instructor Act to require classroom instruction “concerning the laws pertaining to bicycles and motorcycles,” and to “emphasize awareness of their operation on the streets, roads, and highways of this state.”

TRAFFIC SAFETY COMMITTEES

Since the 1970s, AAA Michigan and OHSP have sponsored local Traffic Safety Committees (TSCs) to foster improved communications between traffic safety partners at all levels. TSCs promote education and involvement in problem identification and traffic safety solutions among public and private agencies concerned with the safety of everyone living in and visiting Michigan.

TSCs typically meet four times annually. They are a valuable instrument to exchange information with local communities, learn about local traffic safety issues and concerns, provide guidance, and stay connected with partners. OHSP also nurtures future traffic safety leaders by rotating chair and vice chair responsibilities.

Eleven TSCs were active in 2015. Meetings averaged 24 attendees. The committees hosted meetings with expanded agendas which included pedestrian safety, medical marijuana, legislative updates, current traffic safety law changes, motorcycle enforcement, and updates on Data-Driven Approaches to Crime and Traffic Safety.

During legislative breakfasts, there was dialogue between local residents and lawmakers on traffic safety issues, current legislation, and other concerns. Each year, chairs and vice chairs are sponsored to attend the Michigan Traffic Safety Summit. This helps them stay informed on traffic safety technologies and methodologies, learn about best practices in Michigan and nationally, and network with other TSC leaders and traffic safety professionals from around the state.

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Enforcement Mobilizations

BACKGROUND

National traffic enforcement mobilizations are the cornerstone of traffic enforcement efforts in Michigan. This includes the May *Click It or Ticket* mobilization and the August *Drive Sober or Get Pulled Over* crackdown. In addition, the state conducted additional statewide impaired driving crackdowns in March and July and statewide seat belt enforcement in October.

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

CLICK IT OR TICKET OCTOBER 27-NOVEMBER 9, 2014

Participating law enforcement agencies	119
Seat belt citations	1,755
Child restraint citations	62
Drunk driving arrests	308
Media events	3
News stories	164
Paid advertising	\$500,000
Overtime enforcement hours	5,924
Enforcement funding	\$296,200 (estimated)

DRIVE SOBER OR GET PULLED OVER MARCH 17-APRIL 6, 2015

Participating law enforcement agencies	151
Seat belt citations	666
Child restraint citations	31
Drunk driving arrests	538
Media events	3
News stories	278
Paid advertising	\$750,000
Overtime enforcement hours	9,555
Enforcement funding	\$477,750 (estimated)

CLICK IT OR TICKET MAY 18-31, 2015

Participating law enforcement agencies	157
Seat belt citations	6,317
Child restraint citations	102
Drunk driving arrests	27

ENFORCEMENT TOTALS

	TRAFFIC STOPS	SEAT BELT CITATIONS	CHILD RESTRAINT CITATIONS	DRUNK DRIVING ARRESTS	OTHER FELONY ARRESTS	OTHER MISDEMEANORS	OTHER CITATIONS AND ARRESTS
October	8,162	1,755	62	308	93	1,391	2,341
March	13,239	666	31	538	189	2,091	4,924
Memorial Day	13,339	6,317	102	27	70	1,569	2,499
Fourth of July	13,131	3,124	98	288	111	1,940	3,528
Labor Day	15,461	2,673	93	391	196	2,108	4,203
Totals	63,332	14,535	386	1,552	659	9,099	17,495

Media events	4
News stories	354
Paid advertising	\$1,000,000
Overtime enforcement hours	9,307
Enforcement funding	\$465,350 (estimated)

DRIVE SOBER OR GET PULLED OVER JULY 1-12, 2015

Participating law enforcement agencies	153
Seat belt citations	3,124
Child restraint citations	98
Drunk driving arrests	288
Media events	3
News stories	125
Paid advertising	\$750,000
Overtime enforcement hours	8,891
Enforcement funding	\$444,550

DRIVE SOBER OR GET PULLED OVER AUGUST 21-SEPTEMBER 7, 2015

Participating law enforcement agencies	146
Seat belt citations	2,673
Child restraint citations	93
Drunk driving arrests	391
Media events	3
News stories	321
Paid advertising	\$1,000,000
Overtime enforcement hours	10,975
Enforcement funding	\$548,750

FY2016 Focus

OHSP is continuing data-driven strategies and countermeasures in traffic safety programming for FY2016 to reach Michigan's goal to reduce traffic fatalities to 750 and serious injuries to 4,800 by the end of the year.

Based on crash trend data analysis, OHSP will continue to focus on three areas in FY2016, including:

- Decreasing fatal/serious injuries involving alcohol or drugs from 1,214/437 in 2013 to fewer than 999/370 respectively.
- Increasing seat belt use from 93 percent to 98 percent.
- Decreasing fatal/serious injuries involving motorcycles from 712 in 2013 to fewer than 622.

EVIDENCE-BASED TRAFFIC SAFETY ENFORCEMENT PROGRAMS

OHSP will provide grant funding for overtime enforcement in all 83 counties in FY2016. The campaigns will focus on impaired driving and seat belt use. The mandatory grant-funded enforcement periods will include:

- March 16-April 4, 2016; impaired only.
- May 23-June 5, 2016; seat belts only.
- August 18-September 5, 2016; impaired/seat belts.

More than 170 state, county, and municipal law enforcement agencies will conduct the federally funded seat belt and impaired driving enforcement to reduce traffic fatalities and injuries during the mandatory periods.

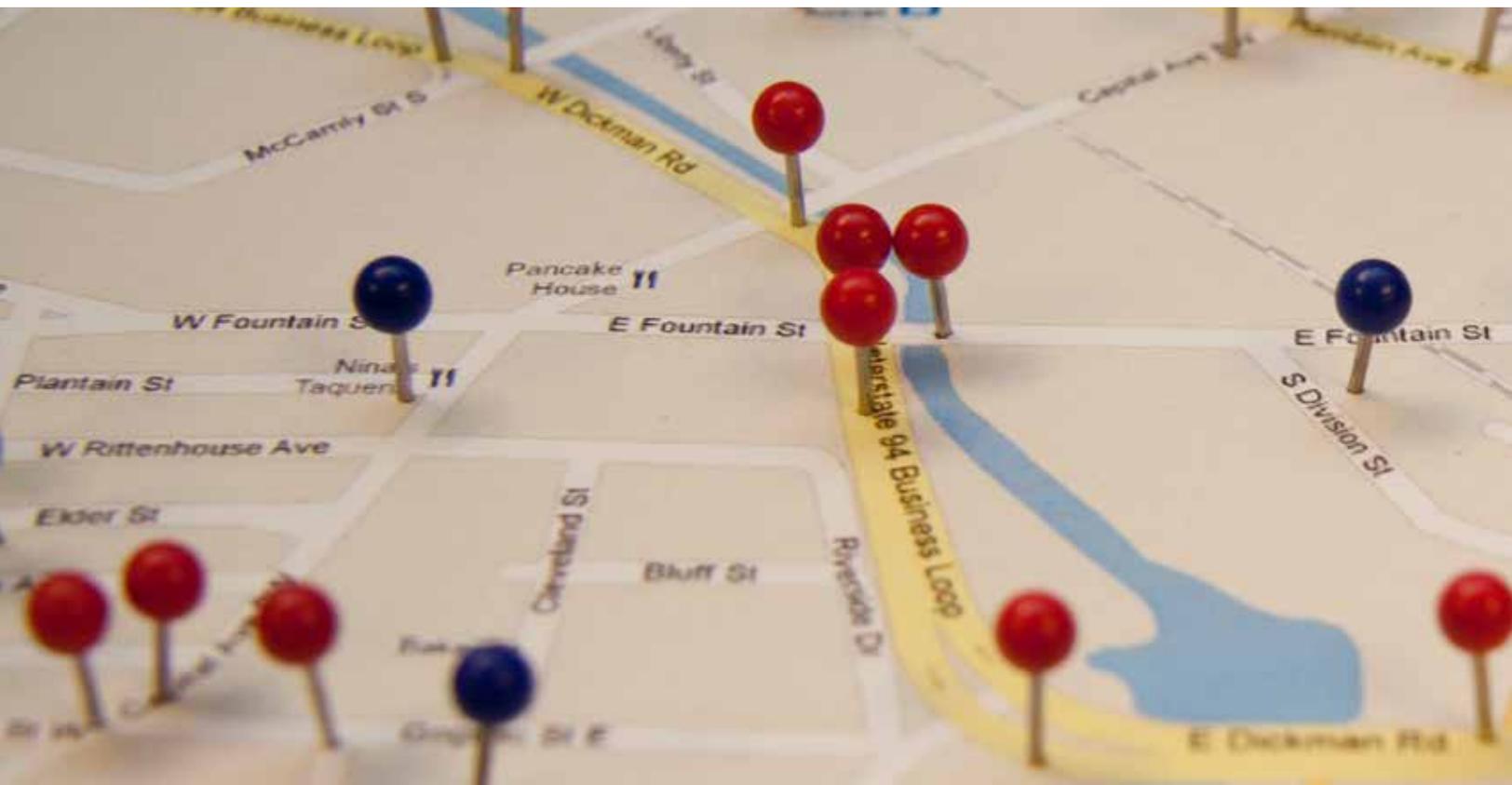
Agencies are also encouraged to participate in sustained enforcement throughout the year if funding is available. Seat belt enforcement zones, modified seat belt enforcement zones that include no spotter, and patrols will focus on getting the public to buckle up. During impaired driving enforcement periods, officers will conduct saturation patrols concentrating enforcement in high-crash areas. Agencies will continually monitor and evaluate locations and patrol times to be where current traffic crash data says the violations are occurring.

Funding will be provided for MSP to launch the *Operation C.A.R.E.* campaign around the Thanksgiving holiday. This overtime enforcement plan will include all 26 state police posts covering the entire state.

IMPAIRED DRIVING

Nearly 1.17 million drivers were arrested in the U.S. in 2013 for driving under the influence of alcohol and/or drugs, according to the Federal Bureau of Investigation. This is an arrest rate of one for every 181 licensed drivers in the U.S. The situation in Michigan is no different than the national trends. Consequently, OHSP is continuing to provide funding to address impaired driving in FY2016:

- Adding two new drug court programs.
- Continuing funding for DRE, ARIDE, and SFST training.
- Continuing support of the TSRP program with PAAM.



- Funding for the JOL Program will continue to improve community outreach, provide quality education, and promote confidence and trust in the judiciary.

Other projects in the impaired driving arena will include funding support for the completion of MDOS's Automated Ignition Interlock Violation Management System and a project to develop an app for officers to use on their cell phones during a traffic stop. Underage drinking enforcement funding will continue to be a focus in FY2016. OHSP will sponsor at least one offering of the "Using Social Media as an Investigative Tool" course this coming year. It also will support NHTSA's *Drive Sober or Get Pulled Over* campaign during the holidays in late December and early January.

MOTORCYCLE SAFETY

In Michigan, nearly 16 percent of registered motorcycles are operated by an unendorsed rider. In crashes, nearly 58 percent of all motorcyclists are unendorsed and nearly 84 percent of motorcyclists killed have had no formal training in the last ten years. Clearly, the unendorsed rider, or "Shadow Rider," is a major contributor to the motorcycle crash, injury, and fatality rates. In FY2016, OHSP will continue to work with MDOS's Motorcycle Safety Program to conduct another promotional mailing to the state's unendorsed riders as well as sponsorship of the BRC, RRBC, and professional development training for rider coaches. OHSP will also continue a major initiative to distribute up to 6,000 high-visibility motorcycle vests to riders who pass MDOS's basic or advanced rider training courses.

OTHER PROJECTS

While initiatives focused on seat belts, impaired driving, and motorcycle safety show the greatest promise for reducing injuries and fatalities, much more is planned, including, but not limited to:

- Completion of the statewide study of pedestrian and bicycle crash causes, best practices, and successful countermeasures.
- The fourth *Drive Slow on Ice and Snow* winter driving campaign.
- S4SD will expand statewide for up to 50 high schools to participate.
- More than \$2 million in funding will support traffic records initiatives to improve our understanding and analysis of traffic crashes in Michigan.
- Completion of the CPS technician coverage and impact analysis.
- The 21st Michigan Traffic Safety Summit at the Kellogg Hotel and Conference Center in East Lansing, March 22-24, 2016.
- The initial Michigan CPS State Conference, May 25-26, 2016, in Mount Pleasant.

We look forward to working with all of our traffic safety partners on these and many other initiatives to reduce traffic crash-related fatalities and injuries in our state.

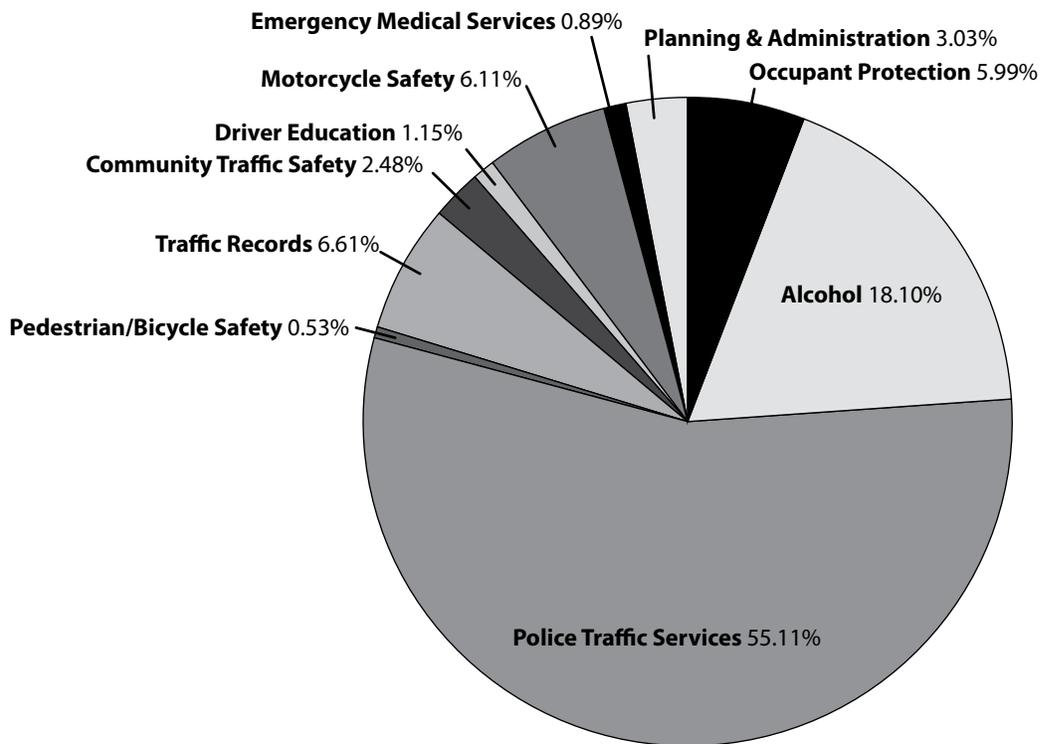


OHSP Status Report

FISCAL YEAR 2015

Updated as of: 12/15/2015

	402	405	410	408	2011	405(b)	405(c)	405(d)	405(f)	402-PM	405(b)-PM	405(d)-PM	TOTAL	PERCENT
Occupant Protection	150,812	12,158	0	0	230,997	677,592	0	0	0	0	0	0	1,071,559	5.99%
Alcohol	582,226	0	0	0	0	0	0	2,653,712	0	0	0	0	3,235,938	18.10%
Police Traffic Services	2,003,758	0	430,971	0	0	1,741,059	19,293	1,696,669	0	991,903	489,274	2,481,728	9,854,655	55.11%
Pedestrian/Bicycle Safety	94,271	0	0	0	0	0	0	0	0	0	0	0	94,271	0.53%
Traffic Records	336,246	0	0	191,495	0	0	655,018	0	0	0	0	0	1,182,759	6.61%
Community Traffic Safety Project	369,637	0	0	0	0	0	0	22,449	0	52,040	0	0	444,126	2.48%
Driver Education	205,699	0	0	0	0	0	0	0	0	0	0	0	205,699	1.15%
Motorcycle Safety	720,428	0	0	0	0	0	0	0	265,625	107,076	0	0	1,093,129	6.11%
Emergency Medical Services	30,505	0	0	0	0	0	128,047	0	0	0	0	0	158,552	0.89%
Planning & Administration	541,121	0	0	0	0	0	0	0	0	0	0	0	541,121	3.03%
Grand Total	5,034,703	12,158	430,971	191,495	230,997	2,418,651	802,358	4,372,830	265,625	1,151,019	489,274	2,481,728	17,881,809	100.00%



Program Area	Fund	Task Description	Grantee ID	Planned	Obligatory	Approved Grant	Total Payments
OP	402	TK #3 Program Management					
			Planned Amount	167,000.00			0.00
			CP-15-02 OHSP		166,224.00	166,224.00	150,812.00
		TK #3 Program Management Total		167,000.00	166,224.00	166,224.00	150,812.00
		Unallocated to Grants					
			Oblig Bal 402 funds		0.00		0.00
		Unallocated to Grants Total			0.00		0.00
	402 Total			167,000.00	166,224.00	166,224.00	150,812.00
	405	TK #1 Child Passenger Safety					
			Planned Amount	13,000.00			
		TK #1 Child Passenger Safety Total		13,000.00			
		TK #1 Education and Communication					
			CP-15-01 OHSP		12,158.00	12,158.00	12,158.00
		TK #1 Education and Communication Total			12,158.00	12,158.00	12,158.00
		Unallocated to Grants					
			Oblig Bal 405 funds		0.04		0.00
		Unallocated to Grants Total			0.04		0.00
	405 Total			13,000.00	12,158.04	12,158.00	12,158.00
	2011	TK #1 Child Passenger Safety					
			Planned Amount	243,000.00			
			OP-15-01 City of St. Ignace		195,171.00	195,171.00	183,206.00
		TK #1 Child Passenger Safety Total		243,000.00	195,171.00	195,171.00	183,206.00
		TK #1 Education and Communication					
			CP-15-01 OHSP		47,791.00	47,791.00	47,791.00
		TK #1 Education and Communication Total			47,791.00	47,791.00	47,791.00
		Unallocated to Grants					
			Oblig Bal 2011 funds		0.33		0.00
		Unallocated to Grants Total			0.33		0.00
	2011 Total			243,000.00	242,962.33	242,962.00	230,997.00
	405(b)						
		TK #1 Child Passenger Safety					
			Planned Amount	597,000.00	0.00		0.00
			OP-15-01 City of St. Ignace		11,271.00	11,271.00	11,271.00
		TK #1 Child Passenger Safety Total		597,000.00	11,271.00	11,271.00	11,271.00
		TK #1 Education and Communication					
			CP-15-01 OHSP		345,000.00	345,000.00	323,097.00
		TK #1 Education and Communication Total			345,000.00	345,000.00	323,097.00
		TK #2 Evaluation					
			Planned Amount	575,000.00			0.00
			CP-15-03 OHSP		140,000.00	140,000.00	25,212.00
			OP-15-03 Wayne State University		149,651.00	149,651.00	149,621.00
			OP-15-05 Wayne State University		118,363.00	118,363.00	118,299.00
			OP-15-06 University of Michigan—Child Health Evaluation and Research		60,164.00	60,164.00	50,092.00
		TK #2 Evaluation Total		575,000.00	468,178.00	468,178.00	343,224.00
	405(b) Total			1,172,000.00	824,449.00	824,449.00	677,592.00
OP Total				1,595,000.00	1,245,793.37	1,245,793.00	1,071,559.00

ANNUAL EVALUATION REPORT 2015

Program Area	Fund	Task Description	Grantee ID	Planned	Obligatory	Approved Grant	Total Payments
AL	402						
		TK #5 Program Management					
			Planned Amount	642,000.00			0.00
			CP-15-02 OHSP		641,724.00	641,724.00	582,226.00
		TK #5 Program Management Total		642,000.00	641,724.00	641,724.00	582,226.00
		Unallocated to Grants					
			Oblig Bal 402 funds		0.00		0.00
		Unallocated to Grants Total			0.00		0.00
	402 Total			642,000.00	641,724.00	641,724.00	582,226.00
	410						
		Unallocated to Grants					
			Oblig Bal 410 funds		(14,014.83)		0.00
		Unallocated to Grants Total			(14,014.83)		0.00
	410 Total				(14,014.83)		0.00
	405(d)						
		TK #1 Education and Communication					
			CP-15-01 OHSP		160,000.00	160,000.00	138,319.00
		TK #1 Education and Communication Total			160,000.00	160,000.00	138,319.00
		TK #1 Enforcement Support					
			Planned Amount	985,000.00			0.00
			AL-15-01 Training Division—MSP		445,000.00	445,000.00	277,613.00
			AL-15-03 PAAM		4,500.00	4,500.00	4,134.00
			CP-15-01 OHSP		5,500.00	5,500.00	1,172.00
			AL-15-02 Michigan Department of State		249,981.00	249,981.00	132,568.00
		TK #1 Enforcement Support Total		985,000.00	704,981.00	704,981.00	415,487.00
		TK #2 Adjudication					
			Planned Amount	2,780,000.00			0.00
			AL-15-03 PAAM		443,700.00	443,700.00	441,905.00
			AL-15-04 MJJ		75,750.00	75,750.00	53,257.00
			AL-15-05 SCAO		2,015,334.00	2,015,334.00	1,471,691.00
		TK #2 Adjudication Total		2,780,000.00	2,534,784.00	2,534,784.00	1,966,853.00
		TK #2 Program Management					
			CP-15-01 OHSP		50,000.00	50,000.00	5,073.00
		TK #2 Program Management Total			50,000.00	50,000.00	5,073.00
		TK #4 Evaluation					
			Planned Amount	350,000.00			0.00
		TK #4 Evaluation Total		350,000.00			0.00
		TK #3 Reducing Underage Drinking					
			Planned Amount	325,000.00			
			AL-15-09 Grosse Ile Police Department		30,000.00	30,000.00	27,115.00
			AL-15-10 St. Clair County Sheriff's Office		10,000.00	10,000.00	8,767.00
			CP-15-01 OHSP		55,000.00	55,000.00	7,763.00
			AL-15-11 Ottawa County Sheriff's Office		29,991.00	29,991.00	12,963.00
			AL-15-12 Muskegon County Sheriff's Office		10,000.00	10,000.00	4,982.00
			AL-15-13 Chippewa County Sheriff's Office		7,500.00	7,500.00	7,412.00

Program Area	Fund	Task Description	Grantee ID	Planned	Obligatory	Approved Grant	Total Payments
			AL-15-14 Washtenaw County Sheriff's Office		14,961.00	14,961.00	14,161.00
			AL-15-15 Mecosta County Sheriff's Office		7,500.00	7,500.00	2,917.00
			AL-15-16 Detroit Police Department		35,000.00	35,000.00	34,809.00
			AL-15-17 Grand Blanc Township Police Department		7,515.00	7,515.00	7,091.00
			AL-15-18 Royal Oak Police Department		9,967.00	9,967.00	0.00
		TK #3 Reducing Underage Drinking Total		325,000.00	217,434.00	217,434.00	127,980.00
		Unallocated to Grants					
			Oblig Bal 405d funds		1,587,910.53		
		Unallocated to Grants Total			1,587,910.53		
	405(d) Total			4,440,000.00	5,255,109.53	3,667,199.00	2,653,712.00
AL Total				5,082,000.00	5,882,818.70	4,308,923.00	3,235,938.00
PT	402						
		TK #1 Traffic Enforcement					
			Planned Amount	1,577,000.00			0.00
			PT-15-01 Traffic Improvement Assoc of MI		19,984.00	19,984.00	18,608.00
			PT-15-10 Muskegon County Sheriff's Office		61,000.00	61,000.00	53,321.00
			PT-15-11 Pinckney Police Department		4,161.00	4,161.00	4,161.00
			PT-15-15 Kalamazoo County Sheriff's Office		46,267.00	46,267.00	24,574.00
			PT-15-17 Sixth District HQ—MSP		39,000.00	39,000.00	38,086.00
			PT-15-18 Second District HQ—MSP		65,000.00	65,000.00	64,949.00
			PT-15-19 Fifth District HQ—MSP		46,000.00	46,000.00	44,810.00
			PT-15-20 Eight District HQ—MSP		34,000.00	34,000.00	33,990.00
			PT-15-27 First District HQ—MSP		65,000.00	65,000.00	52,979.00
			PT-15-28 Seventh District HQ—MSP		32,000.00	32,000.00	31,941.00
			PT-15-29 Third District HQ—MSP		287,235.00	287,235.00	175,543.00
			PT-15-31 Wyoming Department of Public Safety		11,950.00	11,950.00	4,875.00
		TK #1 Traffic Enforcement Total		1,577,000.00	711,597.00	711,597.00	547,837.00
		TK #2 Enforcement Support					
			Planned Amount	200,000.00			0.00
		TK #2 Enforcement Support Total		200,000.00			0.00
		TK #3 Education and Communication					
			Planned Amount	35,000.00			0.00
			CP-15-01 OHSP		20,000.00	20,000.00	15,101.00
			PT-15-37 Michigan Association of Chiefs of Police		13,560.00	13,560.00	12,219.00
		TK #3 Education and Communication Total		35,000.00	33,560.00	33,560.00	27,320.00
		TK #4 Evaluation					
			Planned Amount	255,000.00			0.00
			CP-15-03 OHSP		180,000.00	180,000.00	175,700.00
			PT-15-02 Western Michigan University-Civil & Construction Engineering		72,999.00	72,999.00	69,252.00

ANNUAL EVALUATION REPORT 2015

Program Area	Fund	Task Description	Grantee ID	Planned	Obligatory	Approved Grant	Total Payments
		TK #4 Evaluation Total		255,000.00	252,999.00	252,999.00	244,952.00
		TK #5 Program Management					
			Planned Amount	1,305,000.00			0.00
			CP-15-02 OHSP		1,304,603.00	1,304,603.00	1,183,649.00
		TK #5 Program Management Total		1,305,000.00	1,304,603.00	1,304,603.00	1,183,649.00
		Unallocated to Grants					
			Oblig Bal 402 funds		1,116,087.22		0.00
		Unallocated to Grants Total			1,116,087.22		0.00
	402 Total			3,372,000.00	3,418,846.22	2,302,759.00	2,003,758.00
	410						
		TK #1 Traffic Enforcement					
			Planned Amount	520,000.00			
			PT-15-17 Sixth District HQ—MSP		128,852.00	128,852.00	97,242.00
			PT-15-19 Fifth District HQ—MSP		104,639.00	104,639.00	70,937.00
			PT-15-20 Eighth District HQ—MSP		171,924.00	171,924.00	160,289.00
			PT-15-21 Macomb County Sheriff's Office		20,934.00	20,934.00	20,934.00
			PT-15-27 First District HQ—MSP		106,824.00	106,824.00	81,569.00
		TK #1 Traffic Enforcement Total		520,000.00	533,173.00	533,173.00	430,971.00
	410 Total			520,000.00	533,173.00	533,173.00	430,971.00
	402-PM						
		TK #3 Education and Communication					
			Planned Amount	1,000,000.00			0.00
			CP-15-03 OHSP		1,000,000.00	1,000,000.00	991,903.00
		TK #3 Education and Communication Total		1,000,000.00	1,000,000.00	1,000,000.00	991,903.00
	402-PM Total			1,000,000.00	1,000,000.00	1,000,000.00	991,903.00
	405-PM						
		Unallocated to Grants					
			Oblig Bal 405 funds		0.00		0.00
		Unallocated to Grants Total			0.00		0.00
	405-PM Total				0.00		0.00
	410-PM						
		Unallocated to Grants					
			Oblig Bal 410 funds		0.00		0.00
		Unallocated to Grants Total			0.00		0.00
	410-PM Total				0.00		0.00
	405(b)						
		TK #1 Traffic Enforcement					
			Planned Amount	2,345,000.00			
			PT-15-04 Allegan County Sheriff's Office		21,995.00	21,995.00	20,308.00
			CP-15-01 OHSP		60,000.00	60,000.00	44,183.00
			PT-15-01 Traffic Improvement Assoc of MI		214,865.00	214,865.00	214,766.00
			PT-15-05 Chippewa County Sheriff's Office		7,953.00	7,953.00	7,113.00
			PT-15-06 Ottawa County Sheriff's Office		20,477.00	20,477.00	17,210.00
			PT-15-08 Eaton County Sheriff's Office		8,999.00	8,999.00	8,750.00

Program Area	Fund	Task Description	Grantee ID	Planned	Obligatory	Approved Grant	Total Payments
			PT-15-09 Van Buren County Sheriff's Office		8,764.00	8,764.00	7,937.00
			PT-15-10 Muskegon County Sheriff's Office		8,501.00	8,501.00	8,335.00
			PT-15-12 Washtenaw County Sheriff's Office		43,942.00	43,942.00	26,498.00
			PT-15-13 Calhoun County Sheriff's Office		7,746.00	7,746.00	6,338.00
			PT-15-15 Kalamazoo County Sheriff's Office		30,505.00	30,505.00	17,071.00
			PT-15-16 St. Clair County Sheriff's Office		28,589.00	28,589.00	28,589.00
			PT-15-17 Sixth District HQ—MSP		80,000.00	80,000.00	61,053.00
			PT-15-18 Second District HQ—MSP		115,000.00	115,000.00	82,997.00
			PT-15-19 Fifth District HQ—MSP		109,000.00	109,000.00	81,249.00
			PT-15-20 Eighth District HQ—MSP		172,000.00	172,000.00	129,008.00
			PT-15-21 Macomb County Sheriff's Office		94,122.00	94,122.00	75,274.00
			PT-15-22 Flint Township Police Department		69,999.00	69,999.00	39,379.00
			PT-15-23 Jackson Traffic Safety Program		9,839.00	9,839.00	9,838.00
			PT-15-24 Wayne County Sheriff's Office		115,998.00	115,998.00	99,107.00
			PT-15-25 Detroit Police Department		140,000.00	140,000.00	139,385.00
			PT-15-27 First District HQ—MSP		72,000.00	72,000.00	37,875.00
			PT-15-28 Seventh District HQ—MSP		103,000.00	103,000.00	90,235.00
			PT-15-29 Third District HQ—MSP		190,000.00	190,000.00	108,558.00
			PT-15-30 Marquette County Sheriff's Office		7,988.00	7,988.00	6,861.00
			PT-15-31 Wyoming Department of Public Safety		97,671.00	97,671.00	50,928.00
			PT-15-32 Meridian Township Police Department		25,995.00	25,995.00	25,993.00
			PT-15-34 Saginaw County Sheriff's Office		29,914.00	29,914.00	24,594.00
			PT-15-35 Monroe County Sheriff's Office		37,000.00	37,000.00	25,398.00
			PT-15-36 Escanaba Public Safety		6,423.00	6,423.00	5,482.00
			PT-15-38 Bay County Sheriff's Office		4,991.00	4,991.00	4,934.00
			PT-15-39 Leelanau County Sheriff's Office		3,894.00	3,894.00	3,345.00
			PT-15-40 Cheboygan County Sheriff's Office		3,983.00	3,983.00	3,971.00
			PT-15-42 Kalkaska County Sheriff's Office		3,984.00	3,984.00	3,525.00
			PT-15-43 Isabella County Sheriff's Office		7,983.00	7,983.00	6,285.00
			PT-15-44 Manistee County Sheriff's Office		3,321.00	3,321.00	3,193.00
			PT-15-45 Menominee County Sheriff's Office		3,891.00	3,891.00	3,891.00

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Program Area	Fund	Task Description	Grantee ID	Planned	Obligatory	Approved Grant	Total Payments
			PT-15-46 Alpena County Sheriff's Office		3,981.00	3,981.00	3,450.00
			PT-15-47 Tuscola County Sheriff's Office		5,096.00	5,096.00	4,954.00
			PT-15-48 Sanilac County Sheriff's Office		10,000.00	10,000.00	6,340.00
			PT-15-07 Berrien County Sheriff's Office		19,980.00	19,980.00	8,513.00
			PT-15-14 Grosse Ile Police Department		114,976.00	114,976.00	98,597.00
		TK #1 Traffic Enforcement Total		2,345,000.00	2,124,365.00	2,124,365.00	1,651,310.00
		TK #3 Education and Communication					
			Planned Amount	110,000.00			0.00
			CP-15-03 OHSP		110,000.00	110,000.00	89,749.00
		TK #3 Education and Communication Total		110,000.00	110,000.00	110,000.00	89,749.00
	405(b) Total			2,455,000.00	2,234,365.00	2,234,365.00	1,741,059.00
	405(c)						
		TK #3 Education and Communication					
			Planned Amount	25,000.00			0.00
			PT-15-01 Traffic Improvement Assoc of MI		20,091.00	20,091.00	19,293.00
		TK #3 Education and Communication Total		25,000.00	20,091.00	20,091.00	19,293.00
	405(c) Total			25,000.00	20,091.00	20,091.00	19,293.00
	405(d)						
		TK #1 Traffic Enforcement					
			Planned Amount	2,330,000.00			
			PT-15-04 Allegan County Sheriff's Office		26,996.00	26,996.00	26,996.00
			PT-15-01 Traffic Improvement Assoc of MI		324,996.00	324,996.00	323,810.00
			PT-15-05 Chippewa County Sheriff's Office		10,974.00	10,974.00	9,913.00
			PT-15-06 Ottawa County Sheriff's Office		32,953.00	32,953.00	27,196.00
			PT-15-08 Eaton County Sheriff's Office		13,998.00	13,998.00	11,300.00
			PT-15-09 Van Buren County Sheriff's Office		12,295.00	12,295.00	10,597.00
			PT-15-11 Pinckney Police Department		30,760.00	30,760.00	25,951.00
			PT-15-12 Washtenaw County Sheriff's Office		74,999.00	74,999.00	63,994.00
			PT-15-13 Calhoun County Sheriff's Office		10,263.00	10,263.00	10,263.00
			PT-15-15 Kalamazoo County Sheriff's Office		9,997.00	9,997.00	9,997.00
			PT-15-16 St. Clair County Sheriff's Office		46,501.00	46,501.00	44,198.00
			PT-15-18 Second District HQ—MSP		75,459.00	75,459.00	50,393.00
			PT-15-21 Macomb County Sheriff's Office		120,862.00	120,862.00	103,837.00
			PT-15-22 Flint Township Police Department		191,000.00	191,000.00	99,889.00
			PT-15-23 Jackson Traffic Safety Program		34,642.00	34,642.00	34,642.00
			PT-15-24 Wayne County Sheriff's Office		159,399.00	159,399.00	126,481.00
			PT-15-26 Detroit Police Department		165,000.00	165,000.00	156,313.00

Program Area	Fund	Task Description	Grantee ID	Planned	Obligatory	Approved Grant	Total Payments
			PT-15-28 Seventh District HQ—MSP		92,451.00	92,451.00	70,995.00
			PT-15-30 Marquette County Sheriff's Office		11,972.00	11,972.00	7,506.00
			PT-15-31 Wyoming Department of Public Safety		144,471.00	144,471.00	82,550.00
			PT-15-33 Meridian Township Police Department		37,998.00	37,998.00	33,146.00
			PT-15-34 Saginaw County Sheriff's Office		44,953.00	44,953.00	35,790.00
			PT-15-35 Monroe County Sheriff's Office		55,000.00	55,000.00	44,005.00
			PT-15-36 Escanaba Public Safety		10,402.00	10,402.00	8,061.00
			PT-15-38 Bay County Sheriff's Office		9,984.00	9,984.00	9,963.00
			PT-15-39 Leelanau County Sheriff's Office		5,950.00	5,950.00	5,351.00
			PT-15-40 Cheboygan County Sheriff's Office		5,996.00	5,996.00	5,937.00
			PT-15-41 Clinton County Sheriff's Office		9,999.00	9,999.00	9,934.00
			PT-15-42 Kalkaska County Sheriff's Office		5,977.00	5,977.00	3,836.00
			PT-15-43 Isabella County Sheriff's Office		11,985.00	11,985.00	9,716.00
			PT-15-44 Manistee County Sheriff's Office		3,321.00	3,321.00	848.00
			PT-15-45 Menominee County Sheriff's Office		6,078.00	6,078.00	5,975.00
			PT-15-47 Tuscola County Sheriff's Office		9,908.00	9,908.00	9,908.00
			PT-15-49 Newaygo County Sheriff's Office		14,951.00	14,951.00	14,817.00
			PT-15-07 Berrien County Sheriff's Office		13,003.00	13,003.00	12,140.00
			PT-15-14 Grosse Ile Police Department		163,949.00	163,949.00	135,025.00
			PT-15-46 Alpena County Sheriff's Office		5,950.00	5,950.00	4,753.00
		TK #1 Traffic Enforcement Total		2,330,000.00	2,005,392.00	2,005,392.00	1,646,026.00
		TK #3 Education and Communication					
			Planned Amount	90,000.00			0.00
			CP-15-03 OHSP		90,000.00	90,000.00	50,643.00
		TK #3 Education and Communication Total		90,000.00	90,000.00	90,000.00	50,643.00
	405(d) Total			2,420,000.00	2,095,392.00	2,095,392.00	1,696,669.00
	405(b)-PM						
		TK #3 Education and Communication					
			Planned Amount	500,000.00			0.00
			CP-15-03 OHSP		500,000.00	500,000.00	489,274.00
		TK #3 Education and Communication Total		500,000.00	500,000.00	500,000.00	489,274.00
	405(b)-PM Total			500,000.00	500,000.00	500,000.00	489,274.00
	405(d)-PM						
		TK #3 Education and Communication					
			Planned Amount	2,500,000.00			0.00
			CP-15-03 OHSP		2,500,000.00	2,500,000.00	2,481,728.00
		TK #3 Education and Communication Total		2,500,000.00	2,500,000.00	2,500,000.00	2,481,728.00

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Program Area	Fund	Task Description	Grantee ID	Planned	Obligatory	Approved Grant	Total Payments
		Unallocated to Grants			0.00		
		Unallocated to Grants Total			0.00		
	405(d)-PM Total			2,500,000.00	2,500,000.00	2,500,000.00	2,481,728.00
PT Total				12,792,000.00	12,301,867.22	11,185,780.00	9,854,655.00
PS	402						
		TK #1 Education and Communication					
			Planned Amount	100,000.00			0.00
		TK #1 Education and Communication Total		100,000.00			0.00
		TK #2 Program Management					
			Planned Amount	15,000.00			0.00
			CP-15-02 OHSP		14,104.00	14,104.00	12,797.00
		TK #2 Program Management Total		15,000.00	14,104.00	14,104.00	12,797.00
		Unallocated to Grants					
			Oblig Bal 402 funds		18,140.00		0.00
		Unallocated to Grants Total			18,140.00		0.00
		TK #1 Evaluation					
			PS-15-01 Western Michigan University-Civil & Construction Engineering		81,474.00	81,474.00	81,474.00
		TK #1 Evaluation Total			81,474.00	81,474.00	81,474.00
	402 Total			115,000.00	113,718.00	95,578.00	94,271.00
PS Total				115,000.00	113,718.00	95,578.00	94,271.00
TR	402						
		TK #2 Education and Communication					
			Planned Amount	96,000.00			0.00
			TR-15-01 Regents of the University of Michigan		96,000.00	96,000.00	95,861.00
		TK #2 Education and Communication Total		96,000.00	96,000.00	96,000.00	95,861.00
		TK #4 Program Management					
			Planned Amount	517,000.00			0.00
			CP-15-02 OHSP		264,950.00	264,950.00	240,385.00
		TK #4 Program Management Total		517,000.00	264,950.00	264,950.00	240,385.00
		Unallocated to Grants					
			Oblig Bal 402 funds		59,721.00		0.00
		Unallocated to Grants Total			59,721.00		0.00
	402 Total			613,000.00	420,671.00	360,950.00	336,246.00
	403						
		Unallocated to Grants					
			Oblig Bal 403 funds		0.00		0.00
		Unallocated to Grants Total			0.00		0.00
	403 Total				0.00		0.00
	408						
		TK #1 Enforcement Support					
			Planned Amount	192,000.00			
			CP-15-01 OHSP		192,000.00	192,000.00	191,495.00
		TK #1 Enforcement Support Total		192,000.00	192,000.00	192,000.00	191,495.00
		Unallocated to Grants					

Program Area	Fund	Task Description	Grantee ID	Planned	Obligatory	Approved Grant	Total Payments
			Oblig Bal 408 funds		(504.22)		0.00
		Unallocated to Grants Total			(504.22)		0.00
	408 Total			192,000.00	191,495.78	192,000.00	191,495.00
	405(c)						
		TK #1 Enforcement Support					
			Planned Amount	1,133,000.00			0.00
			CP-15-01 OHSP		783,000.00	783,000.00	235,360.00
			TR-15-02 CJIC—MSP		350,000.00	350,000.00	108,795.00
		TK #1 Enforcement Support Total		1,133,000.00	1,133,000.00	1,133,000.00	344,155.00
		TK #2 Education and Communication					
			Planned Amount	364,000.00			
			TR-15-01 Regents of the University of Michigan		362,061.00	362,061.00	310,863.00
		TK #2 Education and Communication Total		364,000.00	362,061.00	362,061.00	310,863.00
		TK #3 Evaluation					
			Planned Amount	1,539,000.00			
			CP-15-01 OHSP		5,000.00	5,000.00	0.00
		TK #3 Evaluation Total		1,539,000.00	5,000.00	5,000.00	0.00
		Unallocated to Grants					
			Oblig Bal 405c funds		2,550,802.23		
		Unallocated to Grants Total			2,550,802.23		
	405(c) Total			3,036,000.00	4,050,863.23	1,500,061.00	655,018.00
TR Total				3,841,000.00	4,663,030.01	2,053,011.00	1,182,759.00
CP	402						
		TK #1 Education and Communication					
			Planned Amount	463,000.00			0.00
			CP-15-03 OHSP		285,000.00	285,000.00	132,283.00
			CP-15-04 DSD—MSP		171,092.00	171,092.00	158,749.00
		TK #1 Education and Communication Total		463,000.00	456,092.00	456,092.00	291,032.00
		TK #2 Program Management					
			Planned Amount	87,000.00			0.00
			CP-15-02 OHSP		86,638.00	86,638.00	78,605.00
		TK #2 Program Management Total		87,000.00	86,638.00	86,638.00	78,605.00
		Unallocated to Grants					
			Oblig Bal 402 funds		0.00		0.00
		Unallocated to Grants Total			0.00		0.00
	402 Total			550,000.00	542,730.00	542,730.00	369,637.00
	402-PM						
		TK #1 Education and Communication					
			Planned Amount	55,000.00			0.00
			CP-15-03 OHSP		55,000.00	55,000.00	52,040.00
		TK #1 Education and Communication Total		55,000.00	55,000.00	55,000.00	52,040.00
	402-PM Total			55,000.00	55,000.00	55,000.00	52,040.00
	405b						
		TK #1 Education and Communication					
			Planned Amount	50,000.00			0.00
		TK #1 Education and Communication Total		50,000.00			0.00
	405b Total			50,000.00			0.00
	405(d)						

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Program Area	Fund	Task Description	Grantee ID	Planned	Obligatory	Approved Grant	Total Payments
		TK #1 Education and Communication					
			Planned Amount	80,000.00			0.00
			CP-15-03 OHSP		80,000.00	80,000.00	22,449.00
		TK #1 Education and Communication Total		80,000.00	80,000.00	80,000.00	22,449.00
	405(d) Total			80,000.00	80,000.00	80,000.00	22,449.00
CP Total				735,000.00	677,730.00	677,730.00	444,126.00
DE	402						
		TK #1 Education and Communication					
			Planned Amount	252,000.00			0.00
			CP-15-01 OHSP		100,000.00	100,000.00	81,002.00
			CP-15-03 OHSP		40,000.00	40,000.00	28,981.00
			DE-15-01 Prevention Network Inc		79,595.00	79,595.00	40,261.00
			DE-15-02 Training Division—MSP		26,880.00	26,880.00	17,980.00
		TK #1 Education and Communication Total		252,000.00	246,475.00	246,475.00	168,224.00
		TK #2 Program Management					
			Planned Amount	42,000.00			0.00
			CP-15-02 OHSP		41,304.00	41,304.00	37,475.00
		TK #2 Program Management Total		42,000.00	41,304.00	41,304.00	37,475.00
		Unallocated to Grants					
			Oblig Bal 402 funds		0.00		0.00
		Unallocated to Grants Total			0.00		0.00
	402 Total			294,000.00	287,779.00	287,779.00	205,699.00
DE Total				294,000.00	287,779.00	287,779.00	205,699.00
MC	402						
		TK #1 Training and Education					
			Planned Amount	610,000.00			0.00
			CP-15-01 OHSP		510,000.00	510,000.00	502,482.00
			CP-15-03 OHSP		100,000.00	100,000.00	70,789.00
		TK #1 Training and Education Total		610,000.00	610,000.00	610,000.00	573,271.00
		TK #2 Program Management					
			Planned Amount	163,000.00			0.00
			CP-15-02 OHSP		162,194.00	162,194.00	147,157.00
		TK #2 Program Management Total		163,000.00	162,194.00	162,194.00	147,157.00
		Unallocated to Grants					
			Oblig Bal 402 funds		0.00		0.00
		Unallocated to Grants Total			0.00		0.00
	402 Total			773,000.00	772,194.00	772,194.00	720,428.00
	2010						
		Unallocated to Grants					
			Oblig Bal 2010 funds		1.05		0.00
		Unallocated to Grants Total			1.05		0.00
	2010 Total				1.05		0.00
	402-PM						
		TK #1 Training and Education					
			Planned Amount	110,000.00			0.00
			CP-15-03 OHSP		110,000.00	110,000.00	107,076.00
		TK #1 Training and Education Total		110,000.00	110,000.00	110,000.00	107,076.00
	402-PM Total			110,000.00	110,000.00	110,000.00	107,076.00

Program Area	Fund	Task Description	Grantee ID	Planned	Obligatory	Approved Grant	Total Payments
	405(b)						
		Unallocated to Grants					
			Oblig Bal 405b funds		752,141.79		0.00
		Unallocated to Grants Total			752,141.79		0.00
	405(b) Total				752,141.79		0.00
	405(f)						
		TK #1 Training and Education					
			Planned Amount	295,000.00			
			CP-15-01 OHSP		95,000.00	95,000.00	94,170.00
			MC-15-01 Michigan Department of State		199,666.00	199,666.00	171,455.00
		TK #1 Training and Education Total		295,000.00	294,666.00	294,666.00	265,625.00
		Unallocated to Grants					
			Oblig Bal 405f funds		55,275.24		
		Unallocated to Grants Total			55,275.24		
	405(f) Total			295,000.00	349,941.24	294,666.00	265,625.00
	405b-PM						
		Unallocated to Grants					
					414,064.52		
		Unallocated to Grants Total			414,064.52		
	405(b)-PM Total				414,064.52		
MC Total				1,178,000.00	2,398,342.60	1,176,860.00	1,093,129.00
EM	402						
		TK #1 EMS Support					
			Planned Amount	15,000.00			0.00
			CP-15-01 OHSP		15,000.00	15,000.00	12,224.00
		TK #1 EMS Support Total		15,000.00	15,000.00	15,000.00	12,224.00
		TK #2 Evaluation					
			Planned Amount	25,000.00			0.00
			CP-15-01 OHSP		25,000.00	25,000.00	0.00
		TK #2 Evaluation Total		25,000.00	25,000.00	25,000.00	0.00
		TK #3 Program Management					
			Planned Amount	22,000.00			0.00
			CP-15-02 OHSP		20,148.00	20,148.00	18,281.00
		TK #3 Program Management Total		22,000.00	20,148.00	20,148.00	18,281.00
		Unallocated to Grants					
			Oblig Bal 402 funds		0.00		0.00
		Unallocated to Grants Total			0.00		0.00
	402 Total			62,000.00	60,148.00	60,148.00	30,505.00
	405(c)						
		TK #2 Education and Communication					
			EM-15-01 Western Michigan University- College of Engineering and Applied Science		128,210.00	128,210.00	128,047.00
		TK #2 Education and Communication Total			128,210.00	128,210.00	128,047.00
		TK #2 Evaluation					
			Planned Amount	130,000.00			0.00
		TK #2 Evaluation Total		130,000.00			0.00
	405(c) Total			130,000.00	128,210.00	128,210.00	128,047.00

ANNUAL EVALUATION REPORT 2015

Program Area	Fund	Task Description	Grantee ID	Planned	Obligatory	Approved Grant	Total Payments
EM Total				192,000.00	188,358.00	188,358.00	158,552.00
PA	402						
		TK #1 Planning and Administration					
			Planned Amount	668,000.00			0.00
			PA-15-01 OHSP		554,271.00	554,271.00	541,121.00
		TK #1 Planning and Administration Total		668,000.00	554,271.00	554,271.00	541,121.00
		Unallocated to Grants					
			Oblig Bal 402 funds		0.00		0.00
		Unallocated to Grants Total			0.00		0.00
	402 Total			668,000.00	554,271.00	554,271.00	541,121.00
PA Total				668,000.00	554,271.00	554,271.00	541,121.00
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
	FMCSA						
		Unallocated to Grants					
			Oblig Bal FMCSA funds		0.00		0.00
		Unallocated to Grants Total			0.00		0.00
	FMCSA Total				0.00		0.00
PM Total					0.00		0.00
Grand Total				26,492,000.00	28,313,707.90	21,774,083.00	17,881,809.00

Fund	Planned Amount	Obligated Amount	Approved Grants	Total Paid	Liquidation %	Fund
Total 402 w/o PM	7,256,000.00	6,978,305.22	5,784,357.00	5,034,703.00		
Total 402-PM	1,165,000.00	1,165,000.00	1,165,000.00	1,151,019.00	75.96%	402 + 402-PM
Total 405 w/o PM	13,000.00	12,158.04	12,158.00	12,158.00		
Total 405-PM	0.00	0.00	0.00	0.00	100.00%	405 + 405-PM
Total 410	520,000.00	519,158.17	533,173.00	430,971.00	83.01%	
Total 410-PM	0.00	0.00	0.00	0.00	83.01%	410 + 410-PM
Total 408	192,000.00	191,495.78	192,000.00	191,495.00	100.00%	408
Total 2010	0.00	1.05	0.00	0.00	0.00%	2010
Total 2011	243,000.00	242,962.33	242,962.00	230,997.00	95.08%	2011
Total 405b w/o PM	3,677,000.00	3,810,955.79	3,058,814.00	2,418,651.00	63.47%	405(b)
Total 405b-PM	500,000.00	914,064.52	500,000.00	489,274.00	53.53%	405b-PM
Total 405(c)	3,191,000.00	4,199,164.23	1,648,362.00	802,358.00	19.11%	405(c)
Total 405d w/o-PM	6,940,000.00	7,430,501.53	5,842,591.00	4,372,830.00	58.85%	405(d)
Total 405(d)-PM	2,500,000.00	2,500,000.00	2,500,000.00	2,481,728.00	99.27%	405d-PM
Total 405(f)	295,000.00	349,941.24	294,666.00	265,625.00	75.91%	405(f)
Total NHTSA GTS Funds	26,492,000.00	28,313,707.90	21,774,083.00	17,881,809.00	63.16%	Total GTS Funds

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This material was developed through a project funded by the Michigan Office of Highway Safety Planning and the U.S. Department of Transportation.