

## PROPOSAL TO UPDATE THE 2008 STRATEGIC HIGHWAY SAFETY PLAN

### PURPOSE

The Office of Highway Safety Planning (OHSP) is seeking proposals for universities and not-for-profit agencies to assist with updating Michigan's Strategic Highway Safety Plan (SHSP). Securing an outside facilitator will ensure a comprehensive plan is developed that will have broad support by all stakeholders. A copy of the 2008 SHSP is located on the web at [http://www.michigan.gov/documents/MI\\_CHSP\\_110103\\_7.pdf](http://www.michigan.gov/documents/MI_CHSP_110103_7.pdf).

### BACKGROUND

Michigan's first SHSP was created in late 2004 under the direction of the Governor's Traffic Safety Advisory Commission (GTSAC). It was revised in 2008 using 2007 crash data. The GTSAC was formed by the Governor's Executive Order 2002-6 in 2002 to serve as the state's major forum for identifying key traffic safety challenges and developing and implementing action plans to address identified issues. The creation of the GTSAC merged the Michigan State Safety Commission created in 1940 and the Michigan Transportation Safety Management System created in 1995. Membership on the GTSAC consists of the Governor (or designee), the Directors (or designees) of the Departments of Community Health, Education, State, State Police, and Transportation, Office of Services to the Aging, the Office of Highway Safety Planning, and three local representatives from the county, city, and township level.

When the SHSP was originally developed, traffic safety advocates from the federal, state, and local level came together to discuss the current state of traffic safety in Michigan. Included in the process was a review of the traffic crash data resulting in the establishment of statewide goals and the identification of traffic safety emphasis areas that needed to be addressed in order to meet the goals. During the 2008 update, statewide traffic safety advocates gathered once again beginning with a review of the traffic crash data and the existing emphasis areas. Based on the data review, meeting participants unanimously agreed to replace the work zone emphasis area with the emergency medical services emphasis area. The current emphasis areas are as follows:

Alcohol/Drug Impaired Driving	Commercial Vehicle Safety
Drivers Age 24 and Younger	Driver Behavior and Awareness
Emergency Medical Services	Intersection Safety
Lane Departure	Motorcycle Safety
Occupant Protection	Pedestrian and Bicycle Safety
Senior Mobility and Safety	Traffic Records and Information Systems

In addition to the change in emphasis areas, new SHSP goals were selected. The goals are:

- Reduce traffic fatalities from 1,084 in 2007 to 850 in 2012.
- Reduce serious injuries from 7,485 in 2007 to 5,900 in 2012.

Since the original SHSP was created in 2004, significant accomplishments have been made in Michigan in the area of highway traffic safety. From 2005-2010 fatalities are down 17 percent and serious injuries are down nearly 27 percent. Michigan's safety belt use rate is 95.2 percent, which is among the highest in the nation.

Despite the success over the last six years, deaths and serious injuries caused by traffic crashes continue to be a major public health concern not only in Michigan but across the nation. In Michigan during 2010, there were 937 people killed in 868 fatal crashes for an average of 1.1 deaths per fatal crash. Of the 9,883,640 persons living in Michigan in 2010, one out of every 10,548 was killed in a traffic crash, and one out of every 140 persons was injured. For each person killed, 75 persons were injured. Furthermore, traffic crashes continue to be the leading cause of death for children and young adults. The economic loss due to traffic crashes in Michigan is estimated at over \$9.1 billion. The impact within the local

community relative to medical costs, lost wages, insurance costs, taxes, police, fire and emergency services, legal and court costs, as well as property damage are also significant.

Each year brings new challenges for traffic safety. In addition to the familiar issues such as safety belt use, drunk driving, speeding, and lane departure, new issues continue to emerge such as the aging of the driving population, an increasing number of inexperienced motorcyclists on more powerful machines, and increased attention on distracted driving including cell phone use and texting while driving. Traffic safety advocates continue to seek improvements, to address the areas having a demonstrated need, and to monitor emerging issues to prevent them from becoming tomorrow's traffic safety problems. With limited resources at all levels, a successful highway safety program depends on building and maintaining flexible and effective partnerships and integrating the work of all disciplines and agencies involved in highway safety. This is accomplished through a comprehensive highway safety planning process. The disciplines involved in highway safety include the planning, design, construction, operation, and maintenance of the roadway infrastructure (engineering); injury prevention and control (emergency medical services), health education; and road user behavior modification (education and enforcement).

To manage this complex system, and to achieve the level of integration necessary to meet the highest levels of safety, two key components are required. The first is an organizational structure allowing for the integration of agencies involved in highway safety. In Michigan, this structure is in place through the GTSAC. The second is a formal management process to assist with the coordination and facilitation of the activities within these agencies in a manner that will efficiently achieve the mission, vision, and goals. Planning, implementing, and evaluating the SHSP process takes place within the GTSAC structure.

Each SHSP emphasis area is addressed through an action team made up of volunteers from traffic safety advocates around the state. Each action team has developed an action plan which includes background information, issues, and both near-term and long-term strategies and goals. Each action team provides an update on the implementation of their action plan to the GTSAC twice per year.

At the April 25, 2011, GTSAC meeting, the commissioners determined that it was time to update the current SHSP. As part of this update, the commissioners requested that each action team provide an update for each goal and strategy listed in each action plan. Each action plan update has been compiled into a close-out report which will not only put closure to the current plan but will provide a starting point for preparing the updated plan.

## **SCOPE OF WORK AND DELIVERABLES**

Updating Michigan's SHSP will require that a diverse collection of traffic safety stakeholders meet and agree on the overall goal of saving lives and reducing serious injuries and the list of emphasis areas that will have the most impact on reducing Michigan's fatalities and serious injuries. A list of high priority projects, policies and strategies will then be identified for each emphasis area.

Consultation and outreach for the Michigan SHSP update will include a broad range of traffic safety stakeholders from the federal, state, and local level. Assistance will be provided to the grantee with the identification of this group of stakeholders.

The Michigan SHSP update will also include an implementation plan.

## **REQUIRED DELIVERABLES**

Task #1: The grantee shall develop and present the project plan and schedule for updating the SHSP to the Commission at the December 9, 2011 GTSAC meeting. The grantee shall attend bi-monthly GTSAC meetings to provide updates on the progress of the new plan up to the time the new plan is completed. When the new plan is completed, it shall be provided to OHSP for review two weeks prior to the GTSAC meeting where it will be presented. At that time, the grantee will attend the GTSAC meeting to present the new plan to the commission. The grantee shall provide monthly progress reports to OHSP.

Task #2: The grantee shall prepare an in-depth summary report of Michigan's traffic crash data using multiple sources of data including but not limited to: traffic crash data, high risk road segments, citation data, court data and other identified resources. The grantee shall analyze and model the data using high-quality tables, graphs, and charts to formulate conclusions.

The grantee shall review the emphasis areas identified in the 2008 SHSP as well as the Action Team Close-Out Report and evaluate the effectiveness and progress of the associated strategies.

Task #3: The grantee shall conduct a minimum of three (3) SHSP planning meetings around the state which shall include a broad range of traffic safety stakeholders. These meetings shall be planned in consultation with OHSP.

Task #4: The grantee shall identify Emphasis Areas based on the result of the traffic safety data analysis identified in the summary report from Task #2 and results of the statewide SHSP planning meetings in Task #3.

Task #5: The grantee shall draft the Michigan SHSP Update and distribute electronically to the GTSAC for final review, revisions and adoption. The update shall include the following sections:

- Cover
- Table of Contents
- SHSP Vision Statement, Mission, and Goal
- Timeline or Schedule
- Executive Summary/Introduction
- Overview of SHSP Update Process
- Identification of Partners participating in the process
- Summary of Crash Data Findings
- Emphasis Areas including background, data for each area, and strategies
- Implementation Plan
- Evaluation Plan

## **ADDITIONAL SPECIFICATIONS**

Only universities and not-for-profit agencies are eligible for this project.

The university or not-for-profit agency selected for this project must demonstrate prior experience working with government agencies in developing transportation related plans.

Proposals must include a minimum of two (2) examples demonstrating similar projects completed by the applicant.

The applicant must provide resumes of all persons on the project team.

All proposals must include a detail budget.

The organization awarded the grant must agree to abide by the OHSP "Grant Management Requirements," as posted on the OHSP website. Following the selection of a successful proposal, the applicant will be required to complete a formal grant application and review process through Michigan's web-based grant application to finalize grant details. All OHSP grants are administered on a reimbursement basis. All grant-related costs incurred are first paid by the grantee, the grantee bills OHSP, and then OHSP reimburses the grantee. Quarterly progress and financial reports are required, even for quarters with no activity or expenditures.

**PROPOSALS ARE DUE TO OHSP NO LATER THAN FRIDAY, SEPTEMBER 23, 2011.**