

Fiscal Year 2018 Evidence-Based Traffic Safety Enforcement Program



June 2017

BACKGROUND

The number of fatalities increased for the second year in a row by 10 percent, from 963 in 2015 to 1,064 in 2016. While the exact reason for the increase in fatalities has not been determined, the improving economy and lower gas prices may be encouraging motorists to drive more often, which increases exposure.

Alcohol-involved fatalities were down by ten percent from 303 in 2015 to 271 in 2016.

Seat belt use increased slightly from 93 percent in 2015 to 94.5 percent in 2016. The fatality rate of deceased occupants of motor vehicles equipped with seat belts remained statistically the same at 52.3 percent.

Every 1 percent increase in seat belt use results in 10 lives saved and 100 serious injuries are prevented.

According to UMTRI, 3,073 lives have been saved due to primary seat belt enforcement since the law began in 2000. Seat belt enforcement efforts must remain visible and sustained to create general deterrence and ultimately change driver behavior.

The NHTSA developed a detailed model for conducting high-visibility enforcement campaigns, combining evaluation, earned media, paid media, and enforcement. OHSP adopted this model 14 years ago as the basis for its enforcement campaign strategy and incorporates all aspects of the model into statewide mobilizations and crackdowns.

GOALS

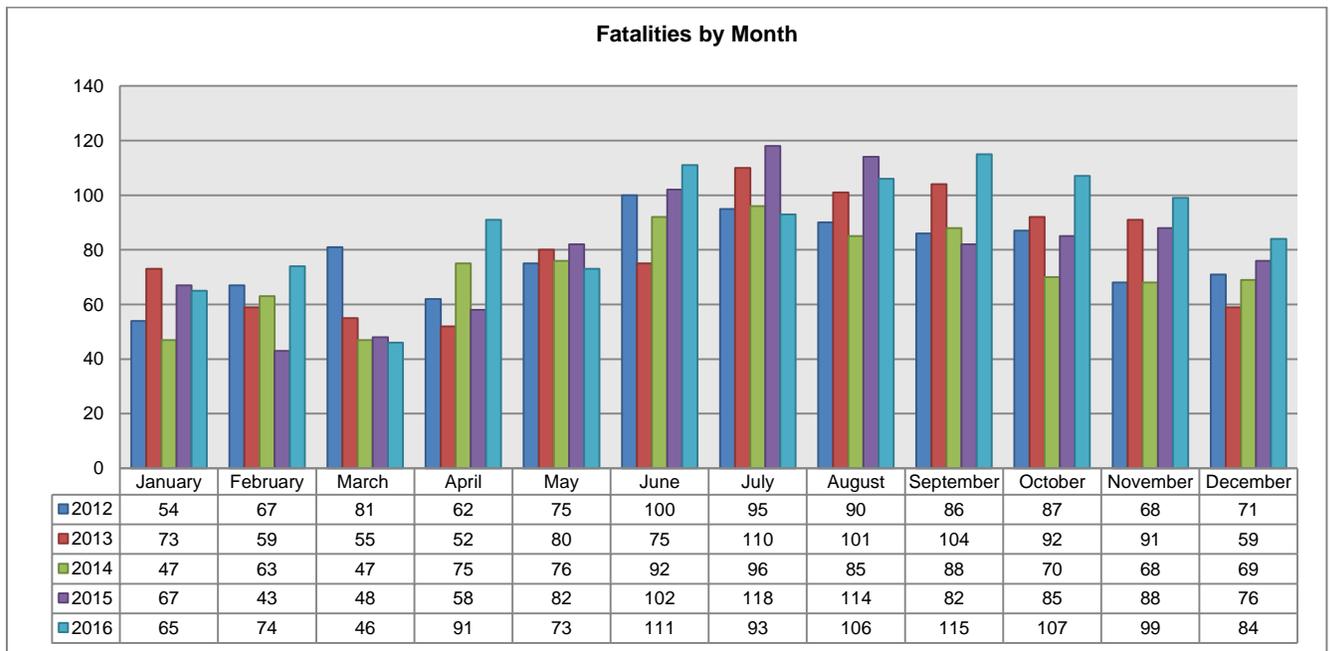
- Prevent fatalities from increasing from 963 in 2015 to 1,003 by December 31, 2018.
- Prevent serious injuries from increasing from 4,865 in 2015 to 5,136 by December 31, 2018.
- Prevent the vehicle mileage fatality rate from increasing from 0.98 in 2015 to 1.02 by December 31, 2018.
- Increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles to 98 percent through December 31, 2018.
- Decrease fatalities and incapacitating injuries for alcohol-involved crashes by 14 percent from 1,199 in 2015 to 991 by December 31, 2018.
- Prevent fatalities and incapacitating injuries for drug-impaired crashes from increasing from 473 in 2015 to 508 by December 31, 2018.

Overtime Traffic Enforcement

The NHTSA requires states to provide for a statewide, high-visibility special traffic enforcement program (STEP) for occupant protection, distracted driving, and impaired/drunken driving that emphasizes publicity during not less than three campaigns.

High-visibility enforcement increases compliance with traffic laws. On an annual basis, the OHSP reviews traffic crash data and identifies locations to fund overtime enforcement focusing on compliance with traffic laws.

A five-year review of fatalities by month was conducted.



Although the crash trend data is reviewed on an annual basis, the high-crash counties tend to be the same each year. Law enforcement agencies in locations that experienced a high number of unrestrained and Had-Been-Drinking (HBD)/drug-involved fatal and serious injuries will be recruited to accept overtime traffic enforcement grant funding.

The number of grants awarded takes into consideration the level of overtime enforcement funding approved. The OHSP awards cooperative traffic enforcement grants. A lead agency is identified in the selected county to coordinate the enforcement efforts of other local law enforcement agencies within the county.

In addition to the county-cooperative grants, the Michigan State Police (MSP) conducts overtime enforcement through grants with each of seven districts, which provides funding to 30 posts statewide.

The grant budgets for each project are determined by past liquidation of funds, the number of agencies included in the grant, crash ranking, population, and staffing

levels. Depending on the project's grant budget award, the lead agency may invite other local law enforcement agencies to participate. The number of agencies in the county-cooperative grants has ranged from one to 14.



MANDATORY MOBILIZATIONS

Mandatory enforcement periods were identified by NHTSA and statewide peak crash times, including:

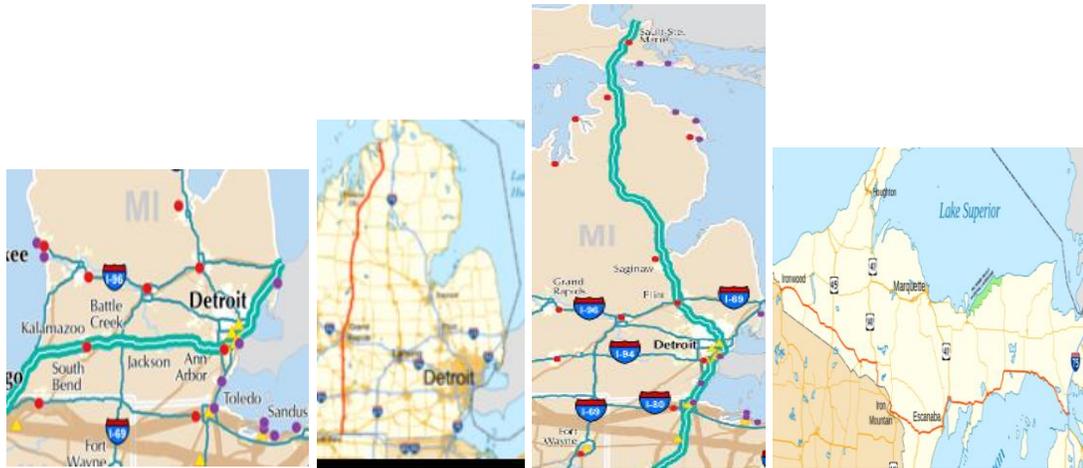
- November 22 through December 10, 2017 – Impaired driving
- April 9 through April 22, 2018 – Distracted driving
- May 21 through June 3, 2018 – Seat belt
- August 17 through September 3, 2018 – Impaired driving

Nationally, November 24 through December 12, 2017, is the pre-holiday season for impaired driving. The perception in Michigan is that the Wednesday before Thanksgiving is a big drinking day with potential for tragedy to occur. An impaired driving crackdown beginning at this time will generate general deterrence and encourage people to get a sober ride home. In addition, many officers will be back on duty after time off for the start of firearms deer hunting season.

April is National Distracted Driving Awareness Month. Dedicated distracted driving enforcement will take place from April 9 through April 22, 2018. The OHSP will coordinate earned media.

To garner more visible and increased public perception of enforcement, enforcement on the Fridays before the major holidays, May 25, 2018, and August 31, 2018, will be required. Grantees will be encouraged to schedule enforcement patrols on highly traveled corridors, where applicable.

At least 175 state, county, and local law enforcement agencies across Michigan will conduct federally funded overtime traffic enforcement to reduce traffic deaths and injuries during these mandatory enforcement periods.



Grant-funded law enforcement agencies statewide will be required to average a minimum of 1 equivalent stop per billed hour of patrol.

Approximately \$2.65 million will be expended on mandatory mobilization enforcement.

ELECTIVE ENFORCEMENT

Sustained traffic enforcement will be encouraged throughout the year after the mobilization period requirements are fulfilled and if funding is available.

Approximately \$1.75 million will be expended on elective enforcement.

Earned Media and Outreach

Enforcement periods will be supported by a comprehensive earned media strategy. This will include:

- Start of enforcement news releases and news events
- Mid-mobilization news releases
- Results news releases

In addition to earned media activities, materials will be sent to all law enforcement agencies for the November and August impaired driving crackdowns, the May seat belt mobilization, and the April distracted driving enforcement period. Typically agencies receive banners to display at prominent locations and posters to distribute in their community to increase seat belt use and remind motorists about the dangers of distracted driving and drinking and driving.

The OHSP has developed additional traffic safety assets that law enforcement agencies and other traffic safety partners can utilize throughout the year to extend awareness and increase seat belt use during stepped-up and sustained enforcement efforts.

A social norming message for seat belt use will be identified.

New messaging that incorporates a drugged driving component for impaired driving will be added to increase awareness about the dangers of drugged driving.

Educational messages, possibly a roll call video, will be created for law enforcement about the benefits of traffic safety initiatives as well.

Paid Advertising

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

Young men remain the focus of messaging efforts for both seat belt and impaired driving enforcement. Advertising mediums will include radio, television, and cable as well as websites.

A new enforcement ad for Click it or Ticket will be created.

Non-grant Funded Enforcement

All law enforcement agencies in the state will be encouraged to take part in and support the statewide traffic enforcement periods, even if they do not receive grant funds. Through a special mailing, OHSP will provide background and support materials for the mandatory enforcement periods to all 600 law enforcement agencies in the state.

Evaluation and Monitoring

A comprehensive and ongoing monitoring and evaluation program can locate areas for improvement and more accurately pinpoint weaknesses or areas of particular success. A number of evaluation and monitoring tools will be utilized.

Enforcement plans will be continuously updated based on crash data and the manpower levels at each law enforcement agency. In order to deploy resources in the most effective manner, a continuous process of adjusting the plans will allow for special events in local areas, such as festivals, and construction projects. The evaluation of data after each enforcement period will allow adjustments regarding the deployment of resources.

The OHSP will evaluate each agency's ability to meet established performance measures.

A seat belt direct observation survey will take place after the Memorial Day enforcement period. Phone surveys will take place before and after the May and August enforcement efforts and will include an oversample of young men. The surveys will measure drivers' knowledge, beliefs, and experiences concerning law enforcement activities and media efforts.

The first seat belt observation survey in all 83 counties will be completed during the summer of 2017. These surveys will provide a statistically valid seat belt use rate for each county and will help to direct enforcement and public information efforts.

Refer to the PTS plan, Task #4, for more information on evaluating the effectiveness of the overtime enforcement grants.

REGIONAL LAW ENFORCEMENT TRAINING

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.



Law enforcement resources in Michigan continue to decline. Record high staffing of 22,488 officers in 2000 has decreased to 18,478 as of April 2017.

Traffic safety laws are constantly changing and technology is becoming more sophisticated. Additionally, an anti-enforcement climate in the United States makes it important for law enforcement traffic officers to stay current with techniques that enhance their effectiveness as well as protect their safety.

At the NHTSA Law Enforcement Roundtable Meeting in Lansing on December 8, 2016, law enforcement administrators stated the biggest hurdle to sending officers to training is the lack of available personnel to backfill positions while others are away. This is particularly true in the Upper Peninsula and Northern Lower Michigan, as sending an officer to Lansing requires two days of travel in addition to the training time.

Training programs and workshops will be planned regionally throughout Michigan, with intended audiences of law enforcement officers, administrators, and allied partners.