

COMMUNITY PROGRAMS FY2018

The Michigan OHSP engages partners at the state and local levels to supplement engagement, messaging, and safety enforcement efforts. Coalitions advance safety at the community level with a precision that statewide efforts cannot match. Larger statewide campaigns build brand and message awareness. This combination of top-level state and federal expertise with local experience is critical to the ongoing effectiveness of traffic safety programs.

The OHSP is involved in a variety of public information campaigns and activities designed to promote traffic safety, seat belt use, and sober driving. As a result, a variety of public information needs arise throughout the year to support communication efforts, campaigns, and media activities. This can include a variety of services such as acquisition of additional public information materials, development of new materials to fill voids, replacement of outdated items, response to questions, or communications through newsletters and other distribution systems.

Goals:

Prevent fatalities from increasing from 963 in 2015 to 1,003.2 by December 31, 2018.

Prevent serious injuries from increasing from 4,865 in 2015 to 5,136.4 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 from 92.8 percent in 2015 to 98 percent by December 31, 2018.

Task 1: Education and Communication	\$362,000
<i>Revision 11/07/2017</i>	\$335,000
Section 402 FAST Act funds	\$335,000
Section 405(d) FAST Act Low Paid/Earned Media Funds Changed 01/30/2018 <i>Revision 11/07/2017</i>	\$ 27,000

In-House Public Information and Education

Project Number	CP-18-03		
Benefit to Locals	No		
Grantee	OHSP-PI&E		
Grant Amount, Funding Source	\$85,000		402 FAST Act
Match	No		
Indirect	n/a		
Grant Amount, Funding Source	\$ 6,000	11/07/17	405(d) FAST Act Low Paid/Earned Media 01/30/2018
Match	No		
Indirect	n/a		
Grant Start-up	October 1		

COMMUNITY PROGRAMS FY2018

SHSP Strategy	Conduct effective communications and outreach activities. Support public information and education campaigns.
Project Objective	<p>Track news media coverage for each statewide traffic enforcement mobilization by September 30, 2018.</p> <p>Edit, design, and publish the Annual Evaluation Report (AER) according to all federally mandated deadlines.</p> <p>Reprint and redesign materials as needed for distribution through the OHSP warehouse by September 30, 2018.</p>

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

Funding supports the creation and production of materials such as banners, posters, and other items for the annual safety belt mobilization and impaired driving crackdown.

Funding will also support tracking news media coverage for NHTSA-required enforcement mobilizations and crackdowns, including *Click It or Ticket* and *Drive Sober or Get Pulled Over*.

Evidence of Effectiveness: CTW 2015, Chapter 1: Section 5.2; Chapter 2, Sections 2.1, 3.1.

Materials Storage and Distribution

Project Number	CP-18-04		
Benefit to Locals	No		
Grantee	Michigan State Police-Materials Distribution Center		
Grant Amount, Funding Source	\$165,000	402 FAST Act	
Match	No		
Indirect	5.4 percent		
Grant Amount, Funding Source	\$ 21,000	11/07/17	405(d) FAST Act Low Paid/Earned Media 01/30/2018
Match	No		
Indirect	5.4 percent		
Grant Start-up	October 1		
SHSP Strategy	Conduct effective communications and outreach activities. Support public information and education campaigns.		

COMMUNITY PROGRAMS FY2018

Project Objective	Provide free traffic safety materials to law enforcement, schools, medical organizations, and the general public through September 30, 2018.
--------------------------	--

The OHSP will support a statewide materials storage and shipment facility. This facility houses a variety of traffic safety-related public information materials and publications. The public will be able to order information about traffic safety through this storage facility.

Providing information about Michigan traffic laws, including the impact of changes in safety laws, has proven to be an effective way to get this information out to the public.

Funding will support the storage and distribution of materials to the public, law enforcement agencies, and other traffic safety organizations.

Evidence of Effectiveness: CTW 2015, Chapter 1: Section 5.2; Chapter 2, Sections 2.1, 3.1.

Communications Account Management and Strategic Counsel

Project Number	CP-18-03	
Benefit to Locals	No	
Grantee	OHSP-PI&E	
Grant Amount, Funding Source	\$85,000	402 FAST Act
Match	No	
Indirect	n/a	
Grant Start-up	October 1	
SHSP Strategy	Conduct effective communications and outreach activities. Support public information and education campaigns.	
Project Objective	<p>Proofread the AER by January 31, 2018.</p> <p>Provide strategic counsel, when needed, for unanticipated communications issues and projects that arise through September 30, 2018.</p>	

For several years, the OHSP has used strategic communications for a variety of projects.

Funding will allow the OHSP to access this service quickly and efficiently on an as-needed basis.

Evidence of Effectiveness: CTW 2015, Chapter 1: Section 5.2; Chapter 2, Sections 2.1, 3.1.

COMMUNITY PROGRAMS FY2018

Task 2: Program Management	\$95,000
Section FAST Act 402 funds	\$95,000

Program Management

Project Number	CP-18-02	
Benefit to Locals	No	
Grantee	OHSP-Program Management Section	
Grant Amount, Funding Source	\$95,000	402 FAST Act
Match	No	
Indirect	5.4 percent	
Grant Start-up	October 1	

Funding will support the shared costs of the Program Management team required to implement and manage the OHSP programs. The detailed budget for the Fiscal Year 2018 grant follows:

Program Management – Budget

- Salaries \$1,144,872
- Fringes \$852,613
- E-Grants \$50,000
- Supplies \$28,000
- Vehicle Operations \$21,000
- Team Travel \$31,000
- Staff Training \$25,000
- Membership Dues \$2,000
- Indirect Costs \$107,864
- Traffic Safety Network Meeting Costs \$4,000
- Postage \$2,000
- Office Equipment Leasing \$4,000
- Non-OHSP Travel \$3,000
- Office Equipment \$4,000
- Orientation Meeting Costs \$2,000
- Support of Traffic Safety Summit \$120,000
- Audit Costs \$40,000

Evidence of Effectiveness: not applicable.