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# **FY2022 ANNUAL REPORT**

Michigan Office of Highway Safety Planning

# CONTENTS

<b>GUIDING VALUES AND PRINCIPLES</b>	<b>6</b>	<b>EDUCATION, COMMUNICATION, AND OUTREACH</b>	<b>29</b>
<b>MISSION STATEMENT</b>	<b>6</b>	Michigan State Police Third District Impaired Driving Action Team Public Information and Education Campaign	29
<b>EXECUTIVE SUMMARY</b>	<b>7</b>	Drugged-Driving Public Education Campaign	29
<b>GLOSSARY OF ACRONYMS</b>	<b>8</b>	Traffic Safety Training Program	30
<b>PERFORMANCE MEASURES</b>	<b>9</b>	Mothers Against Drunk Driving Michigan Law Enforcement and Prosecutor Awards Program	30
<b>MICHIGAN CORE PERFORMANCE MEASURES</b>	<b>10</b>	<b>MSP IMPACT PAID ADVERTISING</b>	<b>32</b>
<b>OTHER MICHIGAN PERFORMANCE MEASURES</b>	<b>12</b>	Creative	32
<b>COMMUNITY PROGRAMS</b>	<b>15</b>	Campaign Performance	32
<b>EDUCATION, COMMUNICATION, AND OUTREACH</b>	<b>15</b>	<b>DRUGGED-DRIVING PAID ADVERTISING</b>	<b>33</b>
In-House Public Information and Education	15	Creative	33
Materials Storage and Distribution	15	Campaign Performance	33
Winter Safe-Driving Awareness Week Campaign	16	<b>MOTORCYCLE SAFETY</b>	<b>34</b>
Winter Safe-Driving Awareness Symposium	16	<b>SUPPORT AND TRAINING</b>	<b>35</b>
Strategic Counsel	16	Motorcycle Rider Training	35
Michigan Traffic Safety Summit	17	Motorcycle RiderCoach Professional Development	35
<b>WINTER SAFE-DRIVING PAID ADVERTISING</b>	<b>17</b>	Motorcycle Range Aides	35
Creative	17	<b>RESEARCH, DATA, AND EVALUATION</b>	<b>36</b>
Campaign Performance	17	Motorcycle Safety Telephone Surveys	36
<b>DRIVER EDUCATION</b>	<b>19</b>	<b>EDUCATION, COMMUNICATION, AND OUTREACH</b>	<b>36</b>
<b>SUPPORT AND TRAINING</b>	<b>19</b>	Impaired Motorcyclist Prevention Campaign	36
Ride and Drive Impaired-Driving Station	19	RiderCoach Recruitment	36
<b>EDUCATION, COMMUNICATION, AND OUTREACH</b>	<b>19</b>	Shadow Rider Project	37
Teen Passenger Safety Campaign	19	<b>SHADOW RIDER PAID ADVERTISING</b>	<b>37</b>
Older Driver Evaluation and Referral Process	20	Campaign Performance	37
Strive for a Safer Drive	21	<b>MOTORCYCLE IMPAIRED PAID ADVERTISING</b>	<b>38</b>
Distracted-Driving Public Education Social Media Campaign	21	Creative	38
Teen Interactive School Programs	22	Campaign Performance	38
<b>DISTRACTED-DRIVING PAID ADVERTISING</b>	<b>23</b>	Survey Results	38
Creative	23	<b>RIDERCATCH PAID ADVERTISING</b>	<b>39</b>
Campaign Performance	23	Creative	39
<b>TEEN PASSENGER PAID ADVERTISING</b>	<b>23</b>	Campaign Performance	39
Campaign Performance	23	<b>OCCUPANT PROTECTION</b>	<b>41</b>
<b>EMERGENCY MEDICAL SERVICES</b>	<b>25</b>	<b>SUPPORT AND TRAINING</b>	<b>41</b>
<b>SUPPORT AND TRAINING</b>	<b>25</b>	Community Car Seat Distribution	41
Upper Peninsula Rural Bystander Care Program	25	Child Passenger Safety Training and Recertification	41
<b>IMPAIRED DRIVING</b>	<b>26</b>	<b>RESEARCH, DATA, AND EVALUATION</b>	<b>42</b>
<b>SUPPORT AND TRAINING</b>	<b>26</b>	Seat Belt and Handheld Device Use Direct Observation Survey	42
Drug Recognition Expert Training	26	Child Restraint Use/Misuse Direct Observation Survey	42
Drug Recognition Expert Callout Program	27	<b>EDUCATION, COMMUNICATION, AND OUTREACH</b>	<b>43</b>
Drug Recognition Expert National Training Conference	27	<i>Buckle Up in Your Truck</i> Public Education	43
Impaired-Driving Detection Training	27	Booster Seat Public Education	43
Sobriety Court Support	28	Rear Seat Belt Use Public Education	44
Judicial Training and Outreach	28	<b>BUCKLE UP IN YOUR TRUCK PAID ADVERTISING</b>	<b>45</b>
Judicial Outreach Liaison	29	Creative	45
		Campaign Performance	45

<b>REAR SEAT PAID ADVERTISING</b> .....	45
Creative.....	45
Campaign Performance .....	45
<b>BOOSTER SEAT PAID ADVERTISING</b> .....	46
Creative.....	46
Campaign Performance .....	46
<b>NON-MOTORIZED SAFETY</b> .....	<b>48</b>
<b>SUPPORT, TRAINING, AND ENFORCEMENT</b> .....	49
Elective Overtime Enforcement .....	49
Pedestrian and Bicycle Safety Law Enforcement Training...	49
Law Enforcement Training on Pedestrian Decoy Operation .....	50
<b>RESEARCH, DATA, AND EVALUATION</b> .....	50
Pedestrian and Bicycle Safety Telephone Surveys.....	50
Pedestrian Bicyclist Crash Data Elements Narrative and Integration.....	50
<b>EDUCATION, COMMUNICATION, AND OUTREACH</b> .....	51
Statewide Pedestrian Education Campaign .....	51
Statewide Bicyclist Education Campaign .....	52
Detroit Safe Routes Ambassador Program .....	52
Regional Hands-On Courses for Public Education of Pedestrian and Bicycle Laws.....	53
<b>PEDESTRIAN SAFETY PAID ADVERTISING</b> .....	54
Creative.....	54
Campaign Performance .....	54
Survey Results .....	55
<b>BICYCLIST SAFETY PAID ADVERTISING</b> .....	56
Creative.....	56
Campaign Performance .....	56
Survey Results .....	57
<b>POLICE TRAFFIC SERVICES</b> .....	<b>58</b>
<b>SUPPORT, TRAINING, AND ENFORCEMENT</b> .....	59
Overtime Impaired-Driving, Seat Belt, and Speed Enforcement .....	59
Law Enforcement Outreach Liaison.....	60
Upper Peninsula Regional Law Enforcement Training .....	60
Law Enforcement Engagement.....	60
<b>RESEARCH, DATA, AND EVALUATION</b> .....	61
Telephone Surveys .....	61
<b>EDUCATION, COMMUNICATION, AND OUTREACH</b> .....	61
Seat Belt and Child Passenger Safety Law Enforcement Reference Card .....	61
<i>Drive Sober or Get Pulled Over</i> Mobilization Paid Advertising .....	62
<i>Click It or Ticket</i> Mobilization Paid Advertising .....	62
Speed Enforcement Mobilization Paid Advertising.....	62
Mobilization Communication Outreach Banners.....	63
<b>CLICK IT OR TICKET PAID ADVERTISING</b> .....	64
Creative.....	64

Campaign Performance .....	64
Survey Results .....	65
<b>IMPAIRED-DRIVING PAID ADVERTISING</b> .....	66
Creative.....	66
Campaign Performance .....	66
Facebook/Instagram .....	67
Survey Results .....	67
<b>SPEED ENFORCEMENT PAID ADVERTISING</b> .....	68
Creative.....	68
Campaign Performance .....	68
Survey Results .....	68
<b>TRAFFIC RECORDS</b> .....	<b>71</b>
<b>SUPPORT AND TRAINING</b> .....	71
Traffic Crash Reporting Form (UD-10) Training Support .....	71
<b>RESEARCH, DATA, AND EVALUATION</b> .....	72
Deriving Missing Model Inventory of Roadway Elements Surface Type From Imagery—Phase 1 .....	72
State-to-State Staffing—Phase 2.....	72
Michigan Crash Analysis Application—Phase 3.....	72
Improving Quality of Crash Severity and Injury Assessment Within Michigan Emergency Medical Services Information System—Phase 1 .....	73
<b>EDUCATION, COMMUNICATION, AND OUTREACH</b> .....	73
Data-Driven Crash Assessment for Rural Michigan .....	73
Michigan Traffic Crash Facts Technical Support .....	74
Michigan Traffic Crash Facts Query Tool Enhancements.....	74
Michigan Traffic Crash Facts Demographic Analysis of Michigan Traffic Crashes .....	74
Sample Bar Graph From the MTCF .....	75
<b>ADMINISTRATIVE ISSUES</b> .....	<b>76</b>
<b>GOVERNOR’S TRAFFIC SAFETY ADVISORY COMMISSION</b> .....	76
<b>LEGISLATIVE UPDATE</b> .....	76
<b>TRAFFIC SAFETY NETWORKS</b> .....	76
<b>PLANNING AND ADMINISTRATION</b> .....	<b>77</b>
<b>PROGRAM MANAGEMENT</b> .....	<b>78</b>
<b>FY2023 FOCUS</b> .....	<b>80</b>
<b>HIGHWAY SAFETY ISSUES</b> .....	80
<b>HIGHWAY SAFETY PERFORMANCE MEASURES</b> .....	80
<b>DEVELOPING AND SELECTING EVIDENCE-BASED STRATEGIES AND PROJECTS</b> .....	80
<b>OTHER PROJECTS, INITIATIVES, AND CHALLENGES FOR THE OHSP</b> .....	81
<b>THE OHSP STAFF</b> .....	<b>82</b>

## 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 that 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.

## MISSION STATEMENT

To save lives and reduce injuries on Michigan roads through leadership, innovation, facilitation, and program support in partnership with other public and private organizations.

# EXECUTIVE SUMMARY

On behalf of everyone at the Michigan Office of Highway Safety Planning (OHSP), I am pleased to present the Annual Report for Fiscal Year (FY) 2022.

The Annual Report is the OHSP's official communication to the National Highway Traffic Safety Administration (NHTSA) and Michigan's citizens on how federal traffic safety funding was used to improve traffic safety in the state. The projects and programs detailed in this report are part of an ongoing process toward achieving our ultimate goal of zero fatalities on Michigan roadways.

The lingering effects of the global COVID-19 pandemic interfered with the OHSP reaching some of our goals for FY2022. Yet, in other areas, the goals not only were achieved but surpassed expectations.

The following are a few notable accomplishments from this year:

- A total of 418 participants took part in 15 grant-funded Driving While Intoxicated (DWI) or Hybrid Drug/DWI programs, surpassing the goal by more than 200 percent.
- The Detroit Safe Routes Ambassador Program surpassed its goal by 900 percent by educating more than 6,400 Detroit residents on pedestrian and bicycle safety education.
- A total of 3,255 car seats were provided to low-income families statewide.
- The Rear Seat Belt Use Public Education campaign surpassed both its goals. The number of rear-seat unrestrained fatalities and suspected serious injuries was reduced 20 percent more than its goal, and the percentage of unrestrained adult rear-seat occupants was reduced 30 percent more than its goal.
- The TV advertisement *Something Stops You* won Gold in the 2022 Summit International Creative Awards.

These successes and others are highlighted throughout the Annual Report. This year, we are also presenting the results of paid advertising and surveys through easy-to-read charts and graphs. Scores of images will also reveal several new creative initiatives for FY2022.

All the achievements in the Annual Report were dependent on the passion, commitment, and involvement of thousands of Michigan and national traffic safety practitioners and partners. Their contributions on commissions, action teams, committees, networks, and projects helped strengthen Michigan's traffic safety culture. We are proud of the work accomplished with our traffic safety partners, and we look forward to continued progress in the future.

Katie Bower



Director  
Office of Highway Safety Planning

# GLOSSARY OF ACRONYMS

ARC .....	Advanced RiderCourse	MDOS.....	Michigan Department of State
ARIDE .....	Advanced Roadside Impaired Driving Enforcement	MDOT.....	Michigan Department of Transportation
BAC .....	blood alcohol concentration	MHSAA .....	Michigan High School Athletic Association
BRC .....	Basic RiderCoach	Mi-CAT.....	Michigan Crash Analysis Tool
CIOT .....	<i>Click It or Ticket</i>	MI-EMSIS...	Michigan Emergency Medical Services Information System
CPS.....	Child Passenger Safety	MIRE .....	Model Inventory of Roadway Elements
CPST .....	Child Passenger Safety Technician	MI-REP .....	Michigan Rider Education Program
CRD .....	child restraint device	MJI.....	Michigan Judicial Institute
DRE .....	Drug Recognition Expert	MSA .....	Michigan Sheriffs' Association
DSOGPO ....	<i>Drive Sober or Get Pulled Over</i>	MSF.....	Motorcycle Safety Foundation
DWI .....	Driving While Intoxicated	MSP.....	Michigan State Police
EMS.....	Emergency Medical Services	MTCF .....	Michigan Traffic Crash Facts
FARS .....	Fatality Analysis Reporting System	N/A.....	not applicable
FDE.....	Federal Data Elements	NHTSA .....	National Highway Traffic Safety Administration
FY .....	Fiscal Year	OHSP.....	Office of Highway Safety Planning
g/dl .....	grams per deciliter	OWI.....	Operating While Intoxicated
GTS.....	Grants Tracking System	PI&E .....	Public Information and Education
GTSAC.....	Governor's Traffic Safety Advisory Commission	S4SD .....	Strive for a Safer Drive
HSP .....	Highway Safety Plan	SFST .....	Standardized Field Sobriety Test
IMPACT .....	Impaired Driving Action Team (MSP Third District)	SHSO .....	State Highway Safety Office
JOL.....	Judicial Outreach Liaison	SHSP .....	Strategic Highway Safety Plan
LATCH .....	Lower Anchors and Tethers for Children	SRAP .....	Safe Routes Ambassador Program
LMB.....	League of Michigan Bicyclists	TRCC .....	Traffic Records Coordinating Committee
MACP .....	Michigan Association of Chiefs of Police	TSN.....	Traffic Safety Network
MADD .....	Mothers Against Drunk Driving	TSRP .....	Traffic Safety Resource Prosecutor
MATCP .....	Michigan Association of Treatment Court Professionals	TSTP.....	Traffic Safety Training Program
MDHHS.....	Michigan Department of Health & Human Services	UMTRI .....	University of Michigan Transportation Research Institute
		VMT.....	Vehicle Miles Traveled



# PERFORMANCE MEASURES

In past Annual Reports, the use of the latest available Fatality Analysis Reporting System (FARS) data to report progress was the only option. However, given the value of using more recent data and to provide states with maximum flexibility, the NHTSA clarified that, within the Annual Report, states have the option to use more current state-level data if available, instead of FARS data. Michigan has opted to evaluate target achievements using the most recent state data, except where noted.

Note: There could be discrepancies from previous Annual Reports. State data is from the Michigan Traffic Crash Facts (MTCF) managed by the University of Michigan Transportation Research Institute (UMTRI) through a grant from the OHSP. States must use FARS data to evaluate C-1 and C-3 and state data for C-2. For C-4 through C-11, states may use state or FARS data.

Resource: 23 CFR Part 1300.35 Annual Report, U.S. Department of Transportation NHTSA Final Rule.

	MICHIGAN CORE PERFORMANCE MEASURES	2016	2017	2018	2019	2020	2021
C-1	Traffic Fatalities (FARS)	1,065	1,031	977	985	1,084	Pending <sup>1</sup>
C-2	Suspected Serious ("A") Injuries (State)	5,634	6,084	5,586	5,629	5,433	5,979
C-3	Fatalities Per 100 Million Vehicle Miles Traveled (VMT)(FARS)	1.07	1.01	0.95	0.97	1.25	Pending <sup>1</sup>
C-4	Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions (State)	202	187	180	202	222	237
C-5	Fatalities in Crashes Involving a Driver or Motorcycle Operator With a Blood Alcohol Concentration (BAC) .08+ (State)	156	201	198	177	171	191
C-6	Speed-Related Fatalities (State)	215	175	191	185	200	237
C-7	Motorcyclist Fatalities (State)	141	137	134	122	152	166
C-8	Unhelmeted Motorcyclist Fatalities (State)	70	59	51	54	65	72
C-9	Drivers Aged 20 or Younger in Fatal Crashes (State)	141	121	103	127	128	163
C-10	Pedestrian Fatalities (State)	165	158	145	149	175	183
C-11	Bicyclist Fatalities (State)	38	21	21	21	38	29
B-1	Safety Belt Use (Daytime, Observed)(Survey)	94.5%	94.1%	93.4%	94.4%	94.4% <sup>2</sup>	92.6%
	OTHER MICHIGAN PERFORMANCE MEASURES	2016	2017	2018	2019	2020	2021
O-1	Crashes Involving Alcohol- or Drug-Impaired Motorcyclist (State)	233	236	206	239	238	261
O-2	Fatalities to Alcohol- or Drug-Impaired Motorcyclist (State)	48	45	44	42	48	53
O-3	Fatalities in Crashes Involving a Drug-Impaired Driver or Motorcycle Operator (State)	216	227	226	214	257	264
O-4	Crashes Involving a Motorcycle and Another Motor Vehicle (State)	1,710	1,524	1,424	1,460	1,524	1,716
O-5	Drivers Aged 65 and Older in Fatal Crashes (State)	223	230	236	221	221	228
O-6 <sup>3</sup>	Distracted Drivers Involved in Fatal Crashes (State)	42	63	67	67	50	59

1. Not available for FY2022 planning process.

2. Due to the COVID-19 pandemic, Michigan selected to use a NHTSA waiver that allowed using the official 2019 seat belt use rate as the official 2020 rate.

3. New state performance measure for 2022.

## MICHIGAN CORE PERFORMANCE MEASURES

Wording is based on the Governors Highway Safety Association and the NHTSA recommendations starting in FY2022. Each of the projects listed in the following sections of this Annual Report pertain to one or more of these Performance Measures.

### C-1 NUMBER OF FATALITIES IN TRAFFIC CRASHES

Target: Reduce fatalities from 1,083 in 2020 to 1,065.2 by September 30, 2022.

**GOAL ACHIEVED  
WITH 803 FATALITIES.**

### C-2 NUMBER OF SUSPECTED SERIOUS INJURIES IN TRAFFIC CRASHES

Target: Prevent suspected serious traffic injuries from increasing from 5,433 in 2020 to 5,733.2 by September 30, 2022.

**GOAL ACHIEVED  
WITH 4,358 SUSPECTED  
SERIOUS INJURIES.**

### C-3 FATALITIES/VMT

Target: Prevent fatalities/100 million VMT from increasing from .96 in 2019 to 1.098 by September 30, 2022.

**GOAL PENDING  
(THE 2020 FATALITIES/VMT  
IS NOT YET AVAILABLE).**

### C-4 UNRESTRAINED PASSENGER VEHICLE OCCUPANT FATALITIES, ALL SEAT POSITIONS

Target: Reduce unrestrained passenger vehicle occupant fatalities, all seat positions, from 199 (2016-2020 average) to 196 (2018-2022 average) by September 30, 2022.

The OHSP will implement programming to reduce unrestrained passenger vehicle occupant fatalities in all seat positions by conducting specialized seat belt enforcement and public education in counties with the highest fatalities.

**GOAL NOT ACHIEVED  
WITH 210 (2018-2022  
AVERAGE).**

### C-5 NUMBER OF FATALITIES IN CRASHES INVOLVING A DRIVER OR MOTORCYCLE OPERATOR WITH A BAC OF .08 G/DL OR HIGHER

Target: Prevent alcohol-impaired driving fatalities from increasing from 181 (2016-2020 average) to 198 (2018-2022 average) by September 30, 2022.

**GOAL ACHIEVED  
WITH 170 (2018-2022  
AVERAGE).**

### C-6 NUMBER OF SPEEDING-RELATED FATALITIES

Target: Reduce speeding-related fatalities from 193 (2016-2020 average) to 192 (2018-2022 average) by September 30, 2022.

The OHSP will implement programming to reduce the number of speeding-related fatalities by conducting specialized speed enforcement and public education in the counties with the highest fatalities.

**GOAL NOT ACHIEVED  
WITH 244 (2018-2022  
AVERAGE).**

### C-7 NUMBER OF MOTORCYCLIST FATALITIES

Target: Prevent motorcyclist fatalities from increasing from 137 (2016-2020 average) to 141 (2018-2022 average) by September 30, 2022.

The OHSP will implement programming to reduce motorcyclist fatalities by conducting specialized public education in counties with the highest fatalities.

**GOAL NOT ACHIEVED  
WITH 143 (2018-2022  
AVERAGE).**

**C-8 NUMBER OF UNHELMETED MOTORCYCLIST FATALITIES**

Target: Reduce unhelmeted motorcyclist fatalities from 60 (2016-2020 average) to 59 (2018-2022 average) by September 30, 2022.

The OHSP will implement programming to reduce the number of unhelmeted motorcyclist fatalities by conducting specialized public education in the counties with the highest fatalities.

**GOAL NOT ACHIEVED  
WITH 65 (2018-2022  
AVERAGE).**

**C-9 NUMBER OF DRIVERS AGES 20 AND YOUNGER INVOLVED IN FATAL CRASHES**

Target: Reduce drivers ages 20 and younger involved in fatal crashes from 124 (2016-2020 average) to 119 (2018-2022 average) by September 30, 2022.

The OHSP will implement programming to reduce the number of drivers aged 20 and younger fatalities by conducting specialized public education in the counties with the highest fatalities.

**GOAL NOT ACHIEVED  
WITH 121 (2018-2022  
AVERAGE).**

**C-10 NUMBER OF PEDESTRIAN FATALITIES**

Target: Prevent pedestrian fatalities from increasing from 158 (2016-2020 average) to 161 (2018-2022 average) by September 30, 2022.

**GOAL ACHIEVED  
WITH 152 (2018-2022  
AVERAGE).**

**C-11 NUMBER OF BICYCLIST FATALITIES**

Target: Reduce bicyclist fatalities from 28 (2016-2020 average) to 27 (2018-2022 average) by September 30, 2022.

**GOAL ACHIEVED  
WITH 27 (2018-2022  
AVERAGE).**

**B-1 STATEWIDE SEAT BELT USE RATE**

Target: Increase the statewide seat belt use rate from 94.4 percent in 2020 to 98 percent by September 30, 2022.

The OHSP will implement programming to increase the seat belt usage rate by conducting specialized seat belt enforcement and public education in counties where the seat belt use rate is below 90 percent.

**GOAL NOT ACHIEVED  
WITH 92.9 PERCENT USE  
RATE.**

## OTHER MICHIGAN PERFORMANCE MEASURES

Wording is based on the Governors Highway Safety Association and the NHTSA recommendations starting in FY2022. Each of the projects listed in the following sections of this Annual Report pertain to one or more of these Performance Measures.

### O-1 NUMBER OF CRASHES INVOLVING ALCOHOL- OR DRUG-IMPAIRED MOTORCYCLIST

Target: Reduce number of crashes involving alcohol- or drug-impaired motorcyclist from 230 (2016-2020 average) to 229 (2018-2022 average) by September 30, 2022.

**GOAL ACHIEVED  
WITH 224 (2018-2022  
AVERAGE).**

### O-2 NUMBER OF FATALITIES INVOLVING ALCOHOL- OR DRUG-IMPAIRED MOTORCYCLIST

Target: Prevent the number of fatalities involving alcohol- or drug-impaired motorcyclist from increasing from 45 (2016-2020 average) to 48 (2018-2022 average) by September 30, 2022.

**GOAL ACHIEVED  
WITH 44 (2018-2022  
AVERAGE).**

### O-3 NUMBER OF FATAL CRASHES INVOLVING DRUG-IMPAIRED DRIVER OR MOTORCYCLE OPERATOR

Target: Prevent the number of fatal crashes involving a drug-impaired driver or motorcycle operator from increasing from 228 (2016-2020 average) to 260 (2018-2022 average) by September 30, 2022.

**GOAL ACHIEVED  
WITH 198 (2018-2022  
AVERAGE).**

### O-4 NUMBER OF CRASHES INVOLVING A MOTORCYCLE AND ANOTHER MOTOR VEHICLE

Target: Reduce the number of crashes involving a motorcycle and another motor vehicle from 1,528 (2016-2020 average) to 1,488 (2018-2022 average) by September 30, 2022.

The OHSP will implement programming to reduce the number of crashes involving a motorcycle and another motor vehicle by conducting public education in the counties with the highest number of crashes. This includes supporting the Michigan Department of State (MDOS) partners with their *Motorcyclists Are Hard to See: Look Twice Save a Life* campaign.

**GOAL NOT ACHIEVED  
WITH 1,507 (2018-2022  
AVERAGE).**

### O-5 NUMBER OF SENIOR DRIVERS AGES 65 AND OLDER IN FATAL CRASHES

Target: Prevent the number of crashes involving senior drivers ages 65 and older from increasing from 226 (2016-2020 average) to 234 (2018-2022 average) by September 30, 2022.

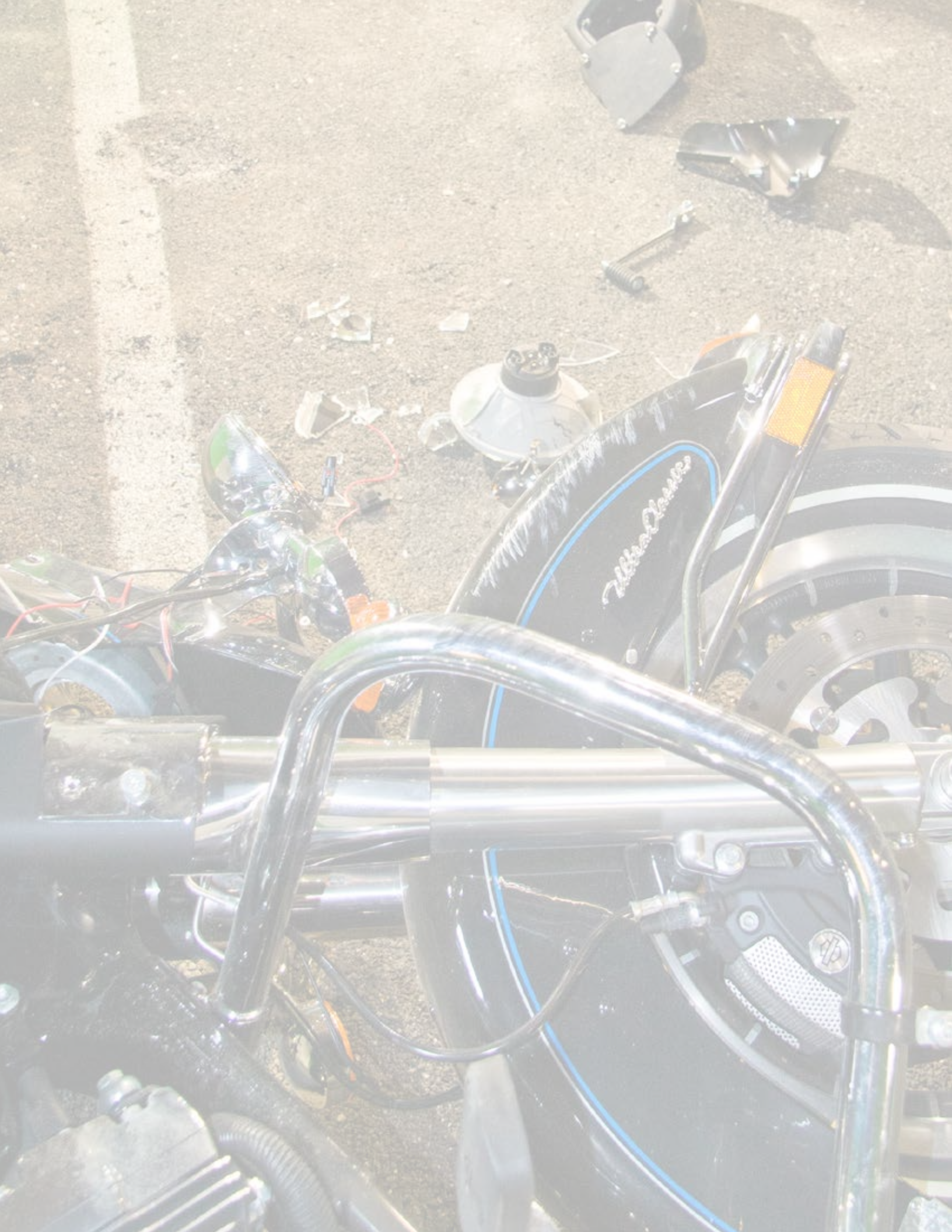
**GOAL ACHIEVED  
WITH 219 (2018-2022  
AVERAGE).**

### O-6 NUMBER OF DISTRACTED DRIVERS INVOLVED IN FATAL CRASHES

Target: Prevent the number of distracted drivers involved in fatal crashes from increasing from 58 (2016-2020 average) to 69 (2018-2022 average) by September 30, 2022.

**GOAL ACHIEVED  
WITH 55 (2018-2022  
AVERAGE).**













# COMMUNITY PROGRAMS

The OHSP engages partners at the state and local levels to supplement community engagement, messaging, and traffic safety enforcement efforts. Statewide campaigns build brand and message awareness. The OHSP public information campaigns and activities are designed to promote traffic safety, including seat belt use and sober driving. As a result, additional public information needs arise throughout the year to support communication efforts, campaigns, and media activities. This can include services such as acquisition of supplemental public information materials, replacement of outdated items, response to questions, or communication through newsletters and other distribution systems. The projects listed in this section pertain to one or more of the targets listed in the Performance Measures section.

## EDUCATION, COMMUNICATION, AND OUTREACH

### IN-HOUSE PUBLIC INFORMATION AND EDUCATION

*Section 402 Community Traffic Safety Project*

CP-22-03-n PI&E; Awarded: \$75,000; Expended: \$36,219.03

#### BACKGROUND

The OHSP will promote seat belt use, sober driving, child passenger safety, motorcyclist safety, bicyclist and pedestrian safety, and all other traffic safety concerns through public information outreach. This includes developing brochures, flyers, posters, and other materials to promote traffic safety campaigns and conferences. Funding will support supplies/operating costs.

#### PROJECT GOAL AND RESULT

- Support statewide outreach on traffic safety measures by making materials available for the public and stakeholders by September 30, 2022. **Goal achieved**

The Communications Section created a brochure on rural road safety. Law Enforcement Action Kits, including banners, were distributed to raise awareness of several OHSP initiatives, such

as seat belt use compliance, obeying speed limit laws, and not driving while impaired.

### MATERIALS STORAGE AND DISTRIBUTION

*Section 402 Community Traffic Safety Project*

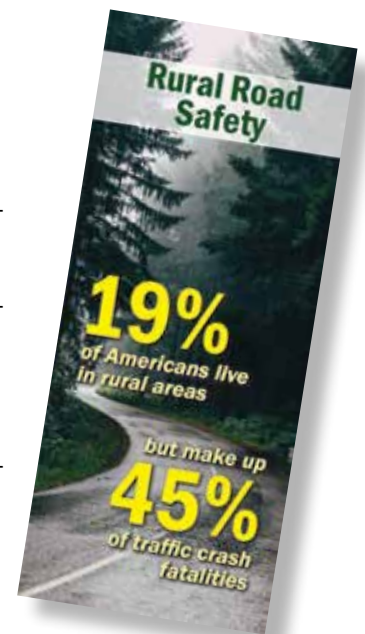
CP-22-04; Awarded: \$165,000; Expended: \$119,695

#### BACKGROUND

The Michigan State Police (MSP) Distribution Center houses a variety of traffic safety-related public information materials and mobilization items for law enforcement. The public will be able to order traffic safety materials through this storage facility. The OHSP provides costumes for loan to assist schools, law enforcement agencies, and other organizations promoting safe-driving habits. The distribution center also ships Standardized Field Sobriety Test (SFST), Advanced Roadside Impaired Driving Enforcement (ARIDE), and Drug Recognition Expert (DRE) training materials for law enforcement. Funding will support personnel, contractual, travel, supplies/operating, and indirect costs.

#### PROJECT GOAL AND RESULT

- Distribute at least 225,000 traffic safety catalog items and two mobilization mailings by September 30, 2022. **Goal achieved**



Eight special mailings of 68,976 items were shipped to 2,443 locations, including law enforcement agencies, child passenger safety partners, government agencies, and businesses. This included mailings for the *Click It or Ticket (CIOT)*, *Drive Sober or Get Pulled Over (DSOGPO)*, and speed enforcement campaigns. One of the special mailings to statewide law enforcement agencies also contained 43,100 Seat Belt Law Information flyers from the catalog. Safety partners and the public requested 212,045 items from the catalog and 12,377 non-catalog pieces. Crash test dummy costumes were borrowed ten times and Click It the Cricket costumes were borrowed seven times. Twenty-nine percent of the traffic safety materials shipped during FY2022 were distributed to medical facilities. Schools and day cares received 22 percent of the materials, and law enforcement received 21 percent.

## WINTER SAFE-DRIVING AWARENESS WEEK CAMPAIGN

Section 402 Community Traffic Safety Project

CP-22-03-o PI&E; Awarded: \$100,000; Expended: \$98,659

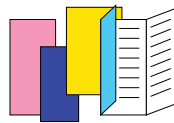
### BACKGROUND

The *Drive Slow on Ice and Snow* winter safe-driving awareness campaign will utilize new social media messages to promote a statewide Michigan winter safe-driving awareness initiative in November 2021. Existing messages and resources will be refreshed/reprinted for distribution and inclusion in publications and paid and earned media efforts. Funding will support contractual and supplies/operating costs.

### PROJECT GOALS AND RESULTS

- Create a statewide Michigan winter safe-driving awareness initiative by December 30, 2021. **Goal achieved**
- Conduct a statewide winter safe-driving awareness campaign by April 30, 2022. **Goal achieved**

The winter safe-driving campaign was conducted statewide in November 2021 via social media and outdoor advertising, including billboards and gas pump toppers, with 25,736,999 impressions. A total of 680 banners and posters were sent to traffic safety partners across Michigan.



*Of the 200,000-plus requested traffic safety materials, 29% were shipped to medical facilities, 22% to schools and day cares, and 21% to law enforcement agencies.*

*The Drive Slow on Ice and Snow winter safe-driving awareness campaign garnered more than 25 million impressions.*



## WINTER SAFE-DRIVING AWARENESS SYMPOSIUM

Section 402 Community Traffic Safety Project

CP-22-01-b Special Projects; Awarded: \$2,000; Expended: \$0

### BACKGROUND

A one-day Upper Peninsula Winter Safe-Driving Awareness Symposium will be conducted for traffic safety partners, schools, media outlets, chambers of commerce, tourism offices, and others to focus on how to begin changing traffic safety culture in the region around winter driving. Discussion items may include information about unified and consistent safety messaging focusing on reducing speed, National Weather Service partnerships, employer policies, educating the media, high-visibility winter speed enforcement, winter road maintenance, snowmobile roadway safety considerations, teen driver education, and winter-driving simulators for training. Funding will support supplies/operating and travel costs.

### PROJECT GOAL AND RESULT

- Create public awareness of the need to adjust speed and driver behavior by April 30, 2022. **Goal achieved**

A winter safe-driving symposium was conducted **virtually** due to COVID-19 restrictions. A total of 90 people participated in the day-long program with speakers from the Michigan Department of Transportation (MDOT), the National Weather Service, and the MSP. The topics offered during the symposium included Winter Maintenance from an Operator's Perspective by the MDOT and Crash Investigation and Reporting During the Winter Months by the MSP.

## STRATEGIC COUNSEL

Section 405(b) Occupant Protection High Community Traffic Safety Project (flex)

CP-22-03-m PI&E; Awarded: \$100,000; Expended: \$97,773.37

### BACKGROUND

The OHSP relies on strategic counsel for communications projects of a small nature as well as those that arise outside the annual planning process. For communications campaigns, the OHSP provides a retainer fee to utilize the services of a professional marketing and advertising firm to conduct research, develop creative concepts, finish campaign assets, and plan and place



paid advertising. Funding will support contractual costs.

### PROJECT GOAL AND RESULT

- Provide communications expertise related to new situations, opportunities, and challenges for four projects by September 30, 2022. **Goal achieved**

Throughout the year, the OHSP's contracted advertising agency provided recommendations for future project strategies, advised the OHSP on new social media trends and tools, and copy-edited the Annual Report.

## MICHIGAN TRAFFIC SAFETY SUMMIT

Section 402 Community Traffic Safety Project

CP-22-01-bb; Awarded: \$100,000;  
Expended: \$0

### BACKGROUND

The annual Michigan Traffic Safety Summit brings together traffic safety stakeholders who learn

about trends in crash data and traffic safety issues, national-level research, and best practices from the state and around the country. Funding will support supplies/operating and contractual costs.

### PROJECT GOAL AND RESULT

- Conduct the annual Michigan Traffic Safety Summit for 500 attendees with traffic safety information regarding education, enforcement, engineering, and EMS by September 30, 2022. **Goal not achieved**

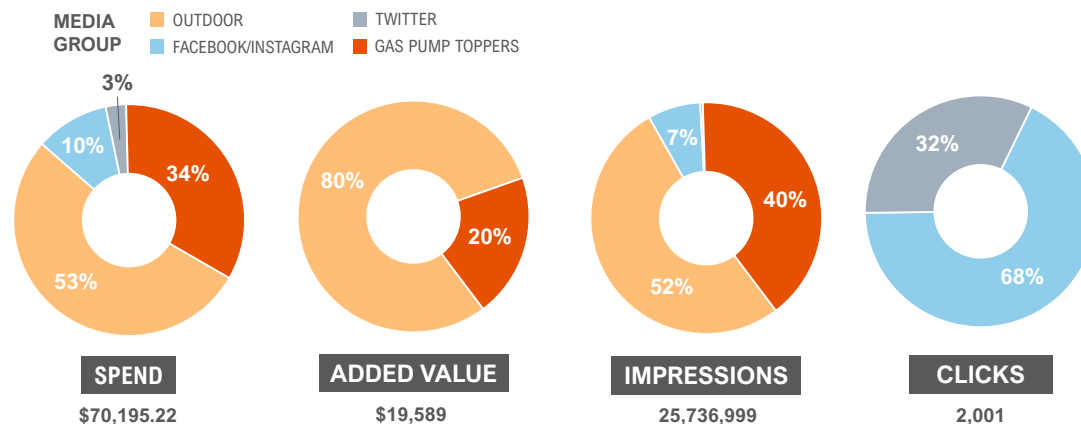
Due to the COVID-19 pandemic restrictions and logistical limitations, the OHSP decided not to conduct the annual Michigan Traffic Safety Summit.

## WINTER SAFE-DRIVING PAID ADVERTISING

### CREATIVE



### CAMPAIGN PERFORMANCE







# DRIVER EDUCATION

Driver education involves improving driver behavior directly by teaching better driving skills, improving safety awareness, and motivating individuals to drive safely. Young drivers are learning basic skills for the very first time. Older drivers are often at greater risk due to loss of muscle mass and bone strength, which increases the chances of injury or death in a crash. The projects listed in this section pertain to one or more of the targets listed in the Performance Measures section.

## SUPPORT AND TRAINING

### RIDE AND DRIVE IMPAIRED-DRIVING STATION

*Section 405(d) Impaired Driving Low Youth Alcohol*

CP-22-01-n Special Projects;  
Awarded: \$19,000; Expended: \$11,263.75

#### BACKGROUND

Eight law enforcement officers will work with teen drivers and their parents to educate them on the dangers of impaired driving during Ford's Ride and Drive three-day event in May 2022. Funding will support personnel, supplies/operating, and indirect costs.

#### PROJECT GOAL AND RESULT

- Provide impaired-driving education for 640 teens/students and 475 adults/parents to educate them on the dangers of impaired driving by September 30, 2022. **Goal not achieved**

The impaired-driving station at the Ford Driving Skills for Life hands-on event was held for 283 teens and 227 parents/chaperones. The Impaired Driving Action Team (IMPACT) from the MSP Third District provided hands-on education utilizing impaired-driving goggles and virtual reality devices. Education was also provided on the dangers and consequences of impaired driving, impaired-driving laws, and the SFST process.

Teens used their smartphones to complete pre- and post-surveys. Survey results indicated a 28.6 percent increase in knowledge about teen

impaired driving. Based on pre-test results, more than half of the students thought recreational marijuana was legal at the age of 18. Post-test results showed most students learned the legal age for recreational marijuana is 21.



## EDUCATION, COMMUNICATION, AND OUTREACH

### TEEN PASSENGER SAFETY CAMPAIGN

*Section 405(d) Impaired Driving Low Driver Education (flex)*

CP-22-03 PI&E; Awarded: \$125,000;  
Expended: \$124,880.00

#### BACKGROUND

A media campaign aimed at parents will focus on the dangers of passengers and teen drivers.



A variety of messages will be used, including, social media, social media influencers, advertising at high school events, and web banners. The campaign will be targeted to the counties with the highest number of teen traffic fatalities and suspected serious injuries with passengers, including Genesee, Ingham, Jackson, Kalamazoo, Kent, Macomb, Oakland, Ottawa, Washtenaw, and Wayne. Funding will support contractual costs.

#### PROJECT GOAL AND RESULT

- Develop and distribute 18 social media messages resulting in 2 million impressions by September 30, 2022. **Goal achieved**

The OHSP contracted with Brogan & Partners to create a social media campaign to educate parents on the dangers of teens driving with passengers in the vehicle. The campaign ran from April 15 to August 31, 2022, coinciding with the 100 Deadliest Days in the summer months, where an increase in teen traffic fatalities is seen. The target audience included parents of teens aged 15-19 throughout Michigan. A variety of media was used, including mobile, Pandora, YouTube, Facebook, Instagram, and Snapchat. The campaign saw more than 9.9 million social media impressions, including more than 1 million views



for OHSP's *Go It Alone to Make It Home* video.

The Michigan High School Athletic Association (MHSAA) was incorporated into this campaign during the spring sports tournaments, including track, lacrosse, softball, baseball, and soccer. Public Service Announcements were read live at events, and the OHSP staffed an on-site booth at a final event on June 16-18, 2022, at Michigan State University. The total attendance during all events was 195,558. A full-page advertisement in the championship souvenir program was utilized, as well as social media content on the MHSAA channels. A digital banner advertisement was placed on the MHSAA website with more than

31,000 impressions, and a 30-second video spot ran on the MHSAA Network with nearly 19,000 video live views.

#### OLDER DRIVER EVALUATION AND REFERRAL PROCESS

*Section 405(d) Impaired Driving Low Driver Education (flex)*

CP-22-03-t PI&E; Awarded: \$83,000; Expended: \$63,981

#### BACKGROUND

This project is to develop and create communications outreach assets, video(s), and web content directed at medical professionals, explaining the challenges facing older drivers, risks, and availability of the MDOS's driver assessment referral and reexamination processes, which effectively evaluate older drivers' skills and abilities to meet the state's standards. Funding will support contractual costs.

#### PROJECT GOAL AND RESULT

- Develop assets and an outreach plan for medical professionals to educate and inform them about the driver assessment request for evaluation and reexamination processes by September 30, 2022. **Goal achieved**

The OHSP contracted with Brogan & Partners and collaborated with the MDOS to develop the assets. A review of the current information and website copy was completed. Stakeholders were recruited to assist with the project, including medical clinicians and driver reexamination analysts. Individual interviews were conducted with the stakeholders, and a marketing strategy was developed. Three videos were created regarding the reexamination process on the following topics: discussing competence, requesting evaluation, and the physician's statement. The videos and new website copy were placed on the MDOS website. A link to the videos will also be placed on the Safe Drivers Smart Options website.

The outreach plan includes notifying Senior Mobility & Safety partners through the Governor's Traffic Safety Advisory Commission (GTSAC) action teams and LISTSERV, the Safe Drivers Smart Options website, the OHSP *Safety Network Newsletter* and other newsletters, Traffic Safety Network (TSN) meetings, and more.

*The Teen Passenger Safety Social Media Campaign saw more than 9.9 million social media impressions, including more than 1 million views for OHSP's Go It Alone to Make It Home video.*



## STRIVE FOR A SAFER DRIVE

### Section 402 Driver Education

DE-22-01; Awarded: \$85,000;  
Expended: \$73,624

#### BACKGROUND

Michigan high schools will have the opportunity to receive \$1,000 to develop a teen, peer-to-peer traffic safety campaign. Schools submit a video or PowerPoint outlining campaign activities. The top five schools receive cash prizes. Participating schools are eligible to send teens to the Ford Ride and Drive event. Resources will be concentrated in the counties where 70 percent of all teen fatalities and suspected serious injuries occur. Funding will support personnel, supplies/operating, and indirect costs.

#### PROJECT GOALS AND RESULTS

- Establish Strive for a Safer Drive (S4SD) in 65 schools by September 30, 2022. **Goal not achieved**
- Coordinate one hands-on driving event for 200 students from participating schools by September 30, 2022. **Goal achieved**
- Increase the average seat belt usage, based on pre- and post-observational surveys, among all participating schools by 2 percent by September 30, 2022. **Goal not achieved**

S4SD recruitment efforts resulted in 38 Michigan high schools participating in the program. The top ten school campaigns were then presented to a judging panel consisting of staff from Ford Motor Company and the OHSP. The top schools were selected based on creativity, execution, and compliance with S4SD participation requirements. The top five schools received cash prizes ranging from \$500 to \$1,500. The winning schools are listed below.

1st place:	Anchor Bay High School
2nd place:	Plymouth High School
3rd place:	Coldwater High School
4th place:	Lake Shore High School
5th place:	West Shore ESD CTE Criminal Justice Program

A Ford Ride and Drive event was held in May 2022 for 283 teens and 227 parents/chaperones. See the previous Ride and Drive Impaired-Driving Station project for more details.

Nearly 40,000 teens were exposed to teen safe-driving messages. A total of 2,833 students completed a pre-test, and 1,338 students completed the identical post-test. Survey results are as follows:

Seat Belt Observational Surveys:	Pre- and post-surveys indicated an 80 percent seat belt usage rate before and after campaigning.
Speeding:	3 percent increase in knowledge.
Impaired Driving:	28 percent increase in knowledge.
Winter Driving:	3 percent increase in knowledge.
Distracted Driving:	1 percent decrease in knowledge.
Bicycle Safety:	33 percent increase in knowledge.
Seat Belt:	10 percent increase in knowledge.

## DISTRACTED-DRIVING PUBLIC EDUCATION SOCIAL MEDIA CAMPAIGN

### Section 402 Driver Education

CP-22-03-u PI&E; Awarded: \$70,000;  
Expended: \$68,542

#### BACKGROUND

Public information messages will be created to alert the public, especially young adults, about the dangers associated with distracted driving to positively influence driver behavior. Funding will support contractual costs.

#### PROJECT GOAL AND RESULT

- Support statewide outreach by finalizing and distributing paid ads, including social media ads, about the dangers of distracted driving to young drivers by September 30, 2022. **Goal achieved**

The OHSP contracted with Brogan & Partners to create a social media campaign to educate young drivers about the dangers of distracted driving. The campaign ran from March 21 to May 15, 2022, to coincide with National Distracted Driving Awareness Month. The target audience was 16- to 19-year-old teens throughout Michigan, with an emphasis on counties with the highest number of teen traffic fatalities and injuries. A variety of media platforms were used, including



The Distracted-Driving Public Education Social Media Campaign had more than 4 million impressions, including 1 million-plus views for OHSP's Sam Howell video.



mobile, YouTube-Vevo, TikTok, Instagram Stories/Reels, and Snapchat. The campaign saw a total of 4,398,055 impressions, including 1,338,405 views for OHSP's Sam Howell video. EyesDrive creative images were also used.

## TEEN INTERACTIVE SCHOOL PROGRAMS

### Section 402 Driver Education

DE-22-04; Awarded: \$156,000;  
Expended: \$220,205.00

### BACKGROUND

The Transportation Improvement Association will utilize a Request for Proposal to contract with up to three teen interactive safe-driving vendors to deliver teen interactive programs to high schools with the largest number of fatalities and suspected serious injuries involving a teen driver. Funding will support contractual and indirect costs.

### PROJECT GOAL AND RESULT

- Conduct teen traffic safety interactive programming in high fatality and suspected serious injury counties for 15,000 teens in 44 high schools by September 30, 2022. **Goal not achieved**

The Transportation Improvement Association secured contracts with Save A Life Tour, ThinkFast, and Arrive Alive Tour to deliver interactive teen traffic safety programs in 41 high schools for 8,558 students.

Save A Life Tour is a comprehensive high-impact safe-driving awareness program that informs, educates, and demonstrates the potentially deadly consequences resulting from poor choices made by drivers. A virtual presentation option was offered once again to accommodate schools following the COVID-19 pandemic. Presentations were completed in person and virtually at 14 high schools, reaching 3,419 students. Pre- and post-tests indicated a 21 percent decrease in students who indicated they would text and drive, as well as a 28 percent increase in students who would speak up to their friends who are texting while driving.

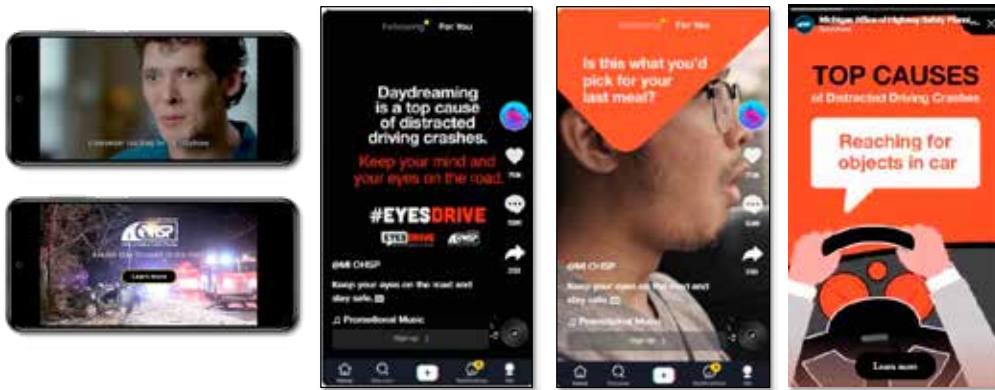
ThinkFast is an interactive trivia-style game show experience. The school-based program was delivered to 3,521 teens in 12 high schools. Pre- and post-surveys were conducted, and students showed an overall 24 percent increase in traffic safety knowledge.

The Arrive Alive Tour delivered presentations in 15 high schools to 1,618 students using a vehicle and virtual reality programming. On-site videos and high-impact instructors delivered traffic safety knowledge to students. Survey results concluded that 92.6 percent of students will not engage in impaired or distracted driving or will think twice before engaging in those behaviors and will warn others of the dangers of impaired and distracted driving. Facebook, Twitter, Instagram, and local media coverage reached an additional 5,510 people.



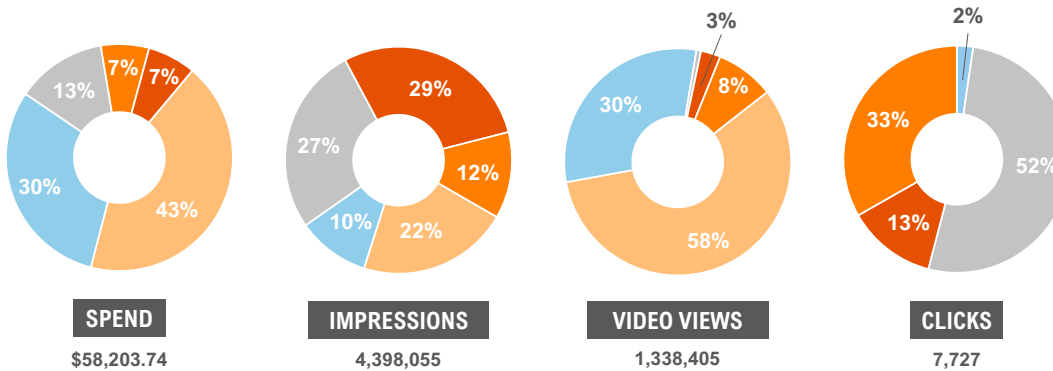
## DISTRACTED-DRIVING PAID ADVERTISING

### CREATIVE



### CAMPAIGN PERFORMANCE

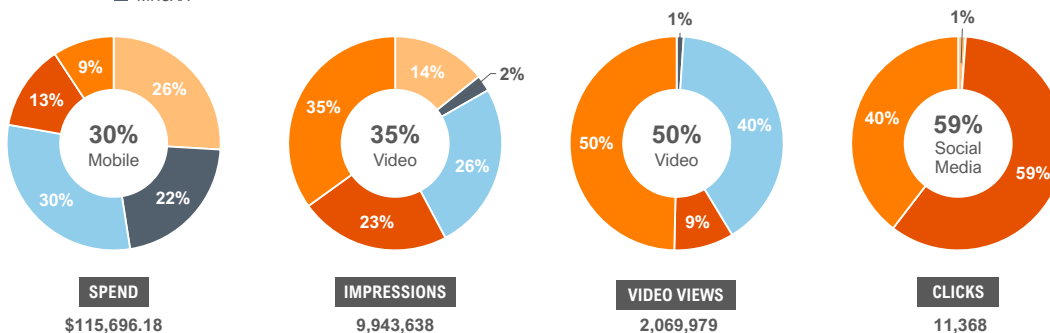
MEDIA GROUP: MOBILE, TIKTOK, SNAPCHAT, YOUTUBE - VEVO, INSTAGRAM



## TEEN PASSENGER PAID ADVERTISING

### CAMPAIGN PERFORMANCE

MEDIA GROUP: AUDIO STREAMING, MOBILE, VIDEO, MHSAA, SOCIAL MEDIA











# EMERGENCY MEDICAL SERVICES

The EMS program area should ensure that persons incurring traffic injuries (or other trauma) receive prompt emergency medical care under the range of emergency conditions encountered. Each of the component parts of a system should be equally committed to its role in the system and ultimately to the care of the patient. The project listed in this section pertains to one or more of the targets listed in the Performance Measures section.

## SUPPORT AND TRAINING

### UPPER PENINSULA RURAL BYSTANDER CARE PROGRAM

*Section 402 Emergency Medical Services*

CP-22-01-j Special Projects;  
Awarded: \$20,000; Expended: \$0

*Section 402 Emergency Medical Services*

CP-22-03-w PI&E; Awarded: \$2,000;  
Expended: \$1,946

### BACKGROUND

A national rural bystander care training curriculum will be used to teach people to render potentially lifesaving care at the scene of a motor vehicle crash until an ambulance arrives. The \$2,000 funded under the CP-22-03-w Public Information and Education (PI&E) is for the production and printing of the PI&E materials costs. The \$20,000 under the CP-22-01-j Special Projects grant is for supplies/operating and contractual costs.

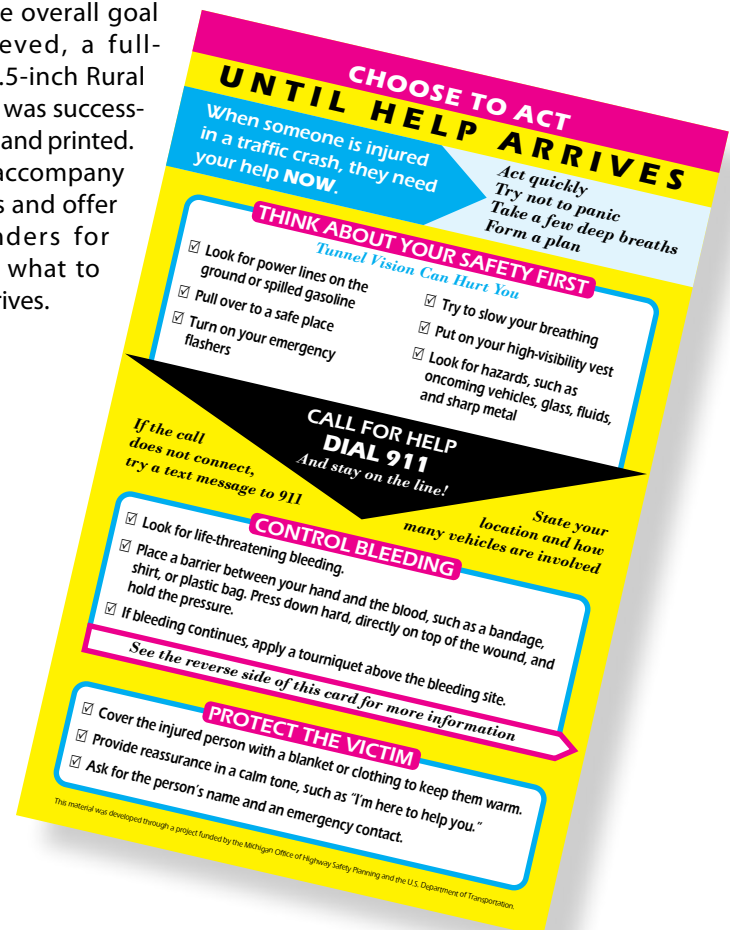
### PROJECT GOAL AND RESULT

- Conduct the rural bystander care training program for 150 people in the Upper Peninsula by September 30, 2022. **Goal not achieved**

Nine volunteer instructors from across the Upper Peninsula were trained in the Until Help Arrives

curriculum. The U.P. Health Systems provided a volunteer instructor/coordinator with activities to begin in FY2023. With ongoing supply-chain issues preventing the delivery of needed items for the first aid kits, this program will be continued in FY2023.

Although the overall goal was not achieved, a full-color, 5.5- by 8.5-inch Rural Bystander Card was successfully developed and printed. The cards will accompany the first aid kits and offer helpful reminders for bystanders on what to do until help arrives.





# IMPAIRED DRIVING

Impaired-driving crashes have remained at a steady percentage of fatal crashes since the mid-1990s. The OHSP seeks to decrease the number of impaired drivers on the road, in part, by increasing the risk of arrest and conviction. The projects listed in this section pertain to one or more of the targets listed in the Performance Measures section.

## SUPPORT AND TRAINING

### DRUG RECOGNITION EXPERT TRAINING

*Section 405(d) Impaired Driving Low Drug and Alcohol Training*

CP-22-01-d Special Projects;  
Awarded: \$476,000; Expended: \$243,032.88

#### BACKGROUND

The DRE State Coordinator will conduct two DRE Schools, two continuing education classes to provide expert witness courtroom training for the 2022 DRE School graduates, and eight hours of DRE-related training to all other Michigan DREs. The DRE State Coordinator will ensure DREs with certifications that expire in 2022 meet all requirements for recertification and will forward that information to the International Association of Chiefs of Police, DRE Section, for credentialing.

Funding will support personnel, supplies/operating, equipment, contractual, and indirect costs.

#### PROJECT GOALS AND RESULTS

- Increase the number of DRE enforcement evaluations from 787 to 870 by September 30, 2022. **Goal not achieved**
- Increase the number of active certified DREs from 147 to 187 by September 30, 2022. **Goal not achieved**

A total of 326 enforcement evaluations were conducted in 2022. The lower number of evaluations was caused by a reduced emphasis on traffic enforcement due to the COVID-19 pandemic. There are indications that agencies are beginning to increase traffic enforcement efforts, but progress has been slow. Law enforcement agencies' COVID-19 policies continue to hamper traffic enforcement and reduce patrol activities, including impaired-driving enforcement.

Also due to the COVID-19 pandemic, the OHSP was unable to increase the number of DREs in

the state and replace DREs who left the program through retirement, failure to meet recertification requirements, or employment changes. FY2022 began with 87 active and certified DREs. This is a 30 percent decrease from 125 DREs in FY2021 and a 52 percent overall decrease from the 181 DREs pre-pandemic. The first post-COVID-19 DRE School was conducted in January 2022. Fourteen certified DREs graduated, bringing the total to 103 certified and active DREs. Phases I and II of a second DRE School was conducted in September with 17 potential DRE candidates.

The OHSP conducted its first yearly, eight-hour, in-person, DRE Expert Witness continuing education training since the pandemic for the graduates of the first FY2022 DRE School, which took place in January.

## DRUG RECOGNITION EXPERT CALLOUT PROGRAM

*Section 405(d) Impaired Driving Low HVE*

CP-22-01-e Special Projects;  
Awarded: \$55,000; Expended: \$35,781.54

### BACKGROUND

This project will provide overtime reimbursement to law enforcement agencies to allow their certified DREs to respond while off duty to a request for a DRE. Funding will support personnel and indirect costs.

### PROJECT GOAL AND RESULT

- Increase the number of certified DREs responding to requests for a DRE from 146 to 175 by September 30, 2022. **Goal not achieved**

A total of 49 DREs responded to requests for a DRE. This decrease in the number of DRE callout responses may be attributed to the decrease in the number of DREs and/or the overall decrease in traffic enforcement efforts by many police agencies.

## DRUG RECOGNITION EXPERT NATIONAL TRAINING CONFERENCE

*Section 405(d) Impaired Driving Low Drug and Alcohol Training*

CP-22-01-f Special Projects;  
Awarded: \$24,000; Expended: \$7,496.94

### BACKGROUND

DRE instructors are the only persons qualified in the state to teach DRE and ARIDE training. Attending the DRE national conference allows the

DRE instructors to remain up to date with current trends and obtain information relating to impairment; drugged driving; and changes and updates to DRE, ARIDE, and SFST training and curriculums. The DRE instructors will bring this information back to the state and provide updates to their students during subsequent training. Funding will support supplies/operating costs.

### PROJECT GOAL AND RESULT

- Reimburse registration and travel costs for ten DRE instructors to attend the 2022 DRE national training conference on a rotating basis by September 30, 2022.

#### Goal not achieved

The name of the DRE Drugs, Alcohol, and Impaired Driving Conference was changed to the Impaired Driving and Traffic Safety Conference in 2022. Nine DRE instructors were able to attend the national conference. Two additional instructors had to cancel due to COVID-19 mandate requirements. All nine of the DRE instructors who attended the Impaired Driving and Traffic Safety Conference participated in the September DRE School, providing opportunities to share the knowledge they gained with students and other instructors.

## IMPAIRED-DRIVING DETECTION TRAINING

*Section 402 Alcohol*

AL-22-01; Awarded: \$484,000;  
Expended: \$468,157

### BACKGROUND

This project will support 40 basic SFST Practitioner classes, 70 SFST Refresher classes, 1 SFST Instructor School, 3 SFST Instructor Refresher classes as needed, 36 ARIDE classes, and 20 ARIDE Refresher classes for law enforcement officers statewide. Funding will support personnel, supplies/operating, equipment, contractual, and indirect costs.

### PROJECT GOALS AND RESULTS

- Conduct 114 SFST training courses for 1,400 officers by September 30, 2022.
- Conduct 56 ARIDE training courses for 1,440 officers by September 30, 2022.

#### Goal not achieved

A total of 97 SFST classes have been conducted with 1,404 students trained. This decrease in SFST classes can be attributed to the fact that SFST

Practitioner training is mandated in all police academy training, thus decreasing the demand for SFST Practitioner training in the field. SFST Refresher training is mainly conducted in the field, which may explain why there is a decrease in SFST classes but an increase in students trained. A total of 40 ARIDE trainings have been conducted with 552 students trained. Two ARIDE Refresher classes were canceled due to low enrollment, which may be attributed to agencies being understaffed and unable to send officers to ARIDE training.

## SOBRIETY COURT SUPPORT

*Section 405(d) Impaired Driving Low Court Support*

AL-22-05; Awarded: \$1,000,000;  
Expended: \$698,738.00

### BACKGROUND

This project will support programs in the planning stages of program development, the implementation of a new DWI or Hybrid Drug/DWI court, or the expansion of a DWI or Hybrid Drug/DWI court with a target population of impaired drivers. The DWI and Hybrid Drug/DWI courts are designed to promote public safety, contribute to a reduction in substance abuse, reduce recidivism among nonviolent adult substance-abusing offenders, reduce reliance on incarceration within existing correctional systems and local jails, and establish monitoring and evaluation measures that demonstrate the effectiveness of the program. Funding will support personnel, contractual, supplies/operating, and indirect costs.

### PROJECT GOALS AND RESULTS

- Support operational DWI or Hybrid Drug/DWI programs in accepting 200 participants by September 30, 2022. **Goal achieved**
- Support jurisdictions in the planning and development stages of DWI or Hybrid Drug/DWI programs by September 30, 2022. **Goal achieved**
- Support existing jurisdiction DWI and Hybrid Drug/DWI court programs to expand the DWI population within the operational programs by September 30, 2022. **Goal achieved**
- Maintain a 3 percent recidivism rate for DWI or Hybrid Drug/DWI court participants by September 30, 2022. **Goal achieved**

There were 15 funded DWI or Hybrid Drug/DWI programs, accepting 418 participants. One

funded program is in the planning stage. Support of expanding existing jurisdictional DWI and Hybrid Drug/DWI court programs showed an increase from 343 to 346 new participants compared to the previous fiscal year. For all active participants in an OHSP-funded court, zero participants reoffended. Due to the COVID-19 pandemic, courts continued to operate in a virtual or hybrid capacity.

## JUDICIAL GRANTS FUNDING

*Section 405(d) Impaired Driving Low Drug and Alcohol Training*

AL-22-04; Awarded: \$60,000;  
Expended: \$42,376

## JUDICIAL TRAINING AND OUTREACH

### BACKGROUND

This project will provide speakers for the Michigan Association of Treatment Court Professionals (MATCP), judicial staff, district court probation officers, juvenile probation officers, magistrate associations' annual conferences, and new court personnel training workshops. Topics may include drugged driving, ignition interlock, medical and recreational marijuana, and other impaired-driving traffic safety issues. An attorney will provide research support and judicial bench book updates. Funding will support contractual and supplies/operating costs.

### PROJECT GOAL AND RESULT

- Provide training opportunities for 500 district court judges, magistrates, drug treatment court staff, and probation officers in relevant traffic safety-related information by September 30, 2022. **Goal achieved**

The Michigan Judicial Institute (MJII) held webinars for new and experienced district court probation officers that included presentations on due process, components of assessments for court-involved persons, and motivational interviewing. There were 45 new and 265 experienced district court probation officers in attendance.

The MJII partially funded a Magistrate Specialty seminar in July with topics that included Traffic Safety and Legal Update; Statutory, Court Rule, and Case Law Update; and Magistrate Integrity, Demeanor; and the Americans With Disabilities Act, which focused on conduct during informal hearings. Each session had 60 attendees. In addition, the MJII co-sponsored a DRE speaker



for the Michigan Association of District Court Magistrates Annual Conference that had 60 attendees.

The *New Magistrates Manual* was updated to include impaired-driving legislative changes and updating citation forms for use by the 262 magistrates across the state.

## JUDICIAL OUTREACH LIAISON

### BACKGROUND

The Judicial Outreach Liaison (JOL) will provide training and educational materials to the judicial community on impaired-driving issues, such as ignition interlocks and medical/recreational marijuana. Funding will support contractual costs.

### PROJECT GOAL AND RESULT

- Provide training for 500 district court judges, magistrates, and judicial personnel in relevant impaired-driving traffic safety-related information by September 30, 2022. **Goal achieved**

The JOL provided trainings and/or presentations for more than 1,000 attendees at:

- The Regional JOL meeting of the American Bar Association/NHTSA
- The Magistrates Specialty Conference on the topic of Communication and the American Disabilities Act for 60 magistrates
- The new Probation Officers Training on the topic of Due Process for 45 attendees
- The National Judicial College on the topic of The Science of Marijuana: What Judges Should Know
- The Drug Treatment Court 101 on the topic of Team Building
- The plenary session at the MATCP annual conference on the topic of Michigan Law on American Disabilities Act and Medication-Assisted Treatment for approximately 800 attendees
- The State Court Administrative Office/ MATCP Fundamentals Training on the topics of 1) Team Building and Confidentiality and 2) Due Process and Targeting the Population for 79 participants

418 participants took part in 15 funded DWI or Hybrid Drug/DWI programs, surpassing the goal by more than 200%.



## EDUCATION, COMMUNICATION, AND OUTREACH

### MICHIGAN STATE POLICE THIRD DISTRICT IMPAIRED DRIVING ACTION TEAM PUBLIC INFORMATION AND EDUCATION CAMPAIGN

*Section 405(d) Impaired Driving Low Paid/Earned Media*

CP-22-03-d PI&E; Awarded: \$100,000; Expended: \$99,825

### BACKGROUND

The public information campaign will support awareness of the established MSP IMPACT effort. The IMPACT will conduct impaired-driving enforcement to reduce impaired-driving injuries and fatalities and make drivers aware of this special law enforcement program. Funding will support contractual costs.

### PROJECT GOAL AND RESULT

- Increase awareness for the MSP Third District IMPACT messaging among young men by 5 percent by September 30, 2022. **Goal not achieved**

The campaign took place from November to April and included radio; outdoor placement; posters in bars, dispensaries, and convenience stores; and social media outlets, such as Facebook/Instagram, Snapchat, and Twitter. Total impressions of those activities were 15,420,176, which is a 38 percent decrease from the previous year's 24,845,738. Paid media placement of posters was the only increase of impressions from 4,637,400 to 5,490,940.

### DRUGGED-DRIVING PUBLIC EDUCATION CAMPAIGN

*Section 405(d) Impaired Driving Low Paid/Earned Media*

CP-22-03-u PI&E; Awarded: \$500,000; Expended: \$498,773.52

### BACKGROUND

The OHSP will work with a communications development team for distribution of the *Not Here* drugged-driving video and radio campaigns that were completed in FY2020. Funding will support contractual costs.

**PROJECT GOAL AND RESULT**

- Conduct a drug-impaired driving awareness campaign by September 30, 2022. **Goal achieved**

A statewide media plan was developed that targeted men aged 18 and older, with an emphasis on men aged 18-34. The campaign ran from April 19 to September 5 and included radio; Connected TV; YouTube; audio streaming; outdoor placement; and social media, such as Facebook, Instagram, Snapchat, and Twitter. The campaign garnered 21,031,667 impressions. A 58 percent decrease from the 50,484,547 impressions of the previous year.

### PROSECUTING ATTORNEYS ASSOCIATION OF MICHIGAN GRANTS FUNDING

*Section 405(d) Impaired Driving Low Alcohol (flex)*

AL-22-03; Awarded: \$552,000;  
Expended: \$446,296

### TRAFFIC SAFETY TRAINING PROGRAM

**BACKGROUND**

The project will provide 40 different topic-specific trainings/presentations for approximately 6,000 law enforcement officers, prosecutors, and traffic safety partners. Signature training programs include Cops in Court, Advanced OUIL (operating under the influence of intoxicating liquor), Lethal Weapon, and DRE Mock Trial, as well as webinars on ignition interlocks, sobriety courts, and medical marihuana, which may be duplicated throughout the year. Funding will support personnel, supplies/operating, contractual, and indirect costs.

**PROJECT GOAL AND RESULT**

- Provide 40 different topic-specific trainings/presentations for approximately 6,000 law enforcement officers, prosecutors, and traffic safety partners by September 30, 2022. **Goal not achieved**

Due to the COVID-19 pandemic, face-to-face trainings were minimal. The Traffic Safety Training Program (TSTP) continued utilizing a virtual platform and provided in-person sessions when possible. Presentations, trainings, and webinar opportunities on impaired-driving topics, such as Cops in Court, Lethal Weapon, and Marihuana and Driving, were offered to law enforcement

officers, prosecutors, and traffic safety partners. The TSTP provided traffic safety information at 129 trainings for more than 4,400 prosecutors, law enforcement officers, and/or traffic safety partners in attendance.

Outside of their Michigan training and presentation schedule, the Traffic Safety Resource Prosecutors (TSRPs) also co-chaired quarterly meetings of the Capitol Area TSN and wrote articles for several statewide newsletters. One of the TSRPs traveled to Idaho to participate in the TSRP Expert Witness Project. Plus, the TSRPs attended and presented at the National TSRP Conference on HIPAA (Health Insurance Portability and Accountability Act) and how it affects Operating While Intoxicated (OWI) investigations.

### MOTHERS AGAINST DRUNK DRIVING MICHIGAN LAW ENFORCEMENT AND PROSECUTOR AWARDS PROGRAM

**BACKGROUND**

This project will support the Mothers Against Drunk Driving (MADD) awards event to recognize law enforcement and prosecutors for their dedication to the arrest, conviction, sentencing, and treatment of impaired drivers. Awards will be given in one prosecutor and four law enforcement categories. Funding will support supplies/operating and contractual costs.

**PROJECT GOAL AND RESULT**

- Recognize law enforcement officers/agencies and county prosecutors for their efforts in supporting MADD's mission by September 30, 2022. **Goal achieved**

The in-person MADD awards event took place in June. The award winners are listed on the next page.

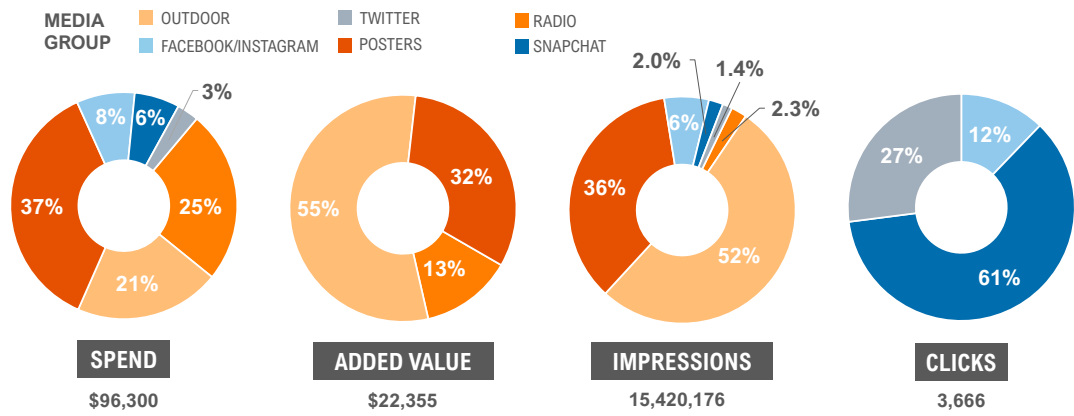
OUTSTANDING AGENCY	
<b>Grand Blanc Township Police Department</b>	
<b>Monroe County Sheriff's Office</b>	
<b>MSP Flint Post</b>	
OUTSTANDING DEPUTY	
Deputy <b>Ryan Gerke</b>	Kent County Sheriff's Office
Deputy <b>Nathan Withington</b>	Berrien County Sheriff's Office
Deputy <b>Jeremy Yono</b>	Washtenaw County Sheriff's Office
Deputy <b>Mitchell Hoffman</b>	Grand Traverse County Sheriff's Office
Deputy <b>Bilal Bazzi</b>	Monroe County Sheriff's Office
OUTSTANDING OFFICER	
Officer <b>Brandon DeVita</b>	Holly Police Department
Officer <b>David Richmond</b>	Fowlerville Police Department
Officer <b>Tim Sjostrom</b>	Farmington Police Department
Officer <b>Shane Waskevich</b>	Mount Pleasant Police Department
Officer <b>Jacob Minch</b>	Garden City Police Department
OUTSTANDING ROOKIE	
Deputy <b>Thomas Randell</b>	Baraga County Sheriff's Office
Trooper <b>Maxwell Miniatt</b>	MSP Paw Paw Post
Officer <b>Joshua Jackson</b>	Auburn Hills Police Department
OUTSTANDING TROOPER	
Trooper <b>Matthew Okaiye</b>	MSP Metro North Post
Trooper <b>Peter DeKryger</b>	MSP Calumet Post
Trooper <b>Travis Fountain</b>	MSP Flint Post
Trooper <b>Tyler Varney</b>	MSP Iron Mountain Post
Trooper <b>Roger Lee-Scott</b>	MSP Metro North Post
RECOGNITION OF EXCELLENCE	
Trooper <b>Kevin A. Lee</b>	MSP Niles Post
Officer <b>Michael Frazee</b>	Boyne City Police Department
Deputy <b>Brian Webb</b>	Washtenaw County Sheriff's Office
MSP Third District IMPACT	
DAVID M. SCHIEBER AWARD	
<b>John Dewane</b>	Office of the Ingham County Prosecutor
LEWIS TYLER LONGEVITY AWARD	
None awarded this year	

# MSP IMPACT PAID ADVERTISING

## CREATIVE



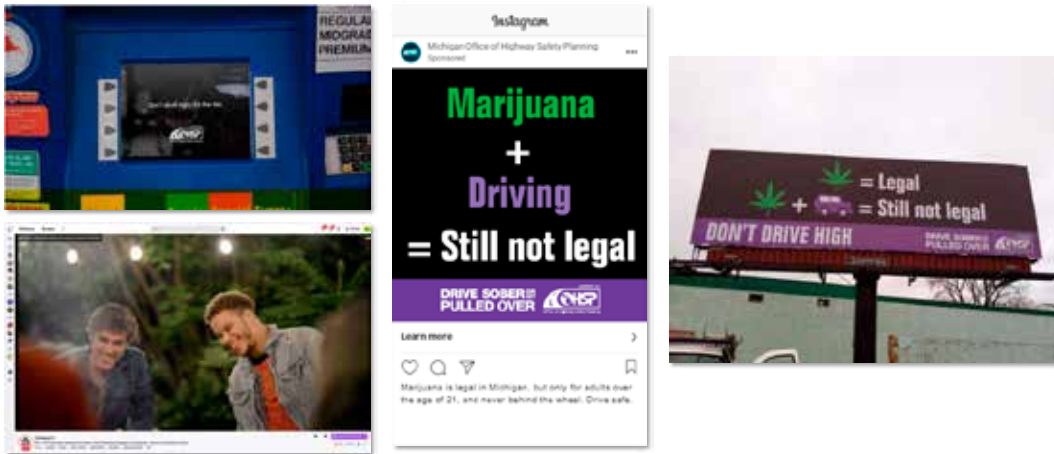
## CAMPAIGN PERFORMANCE



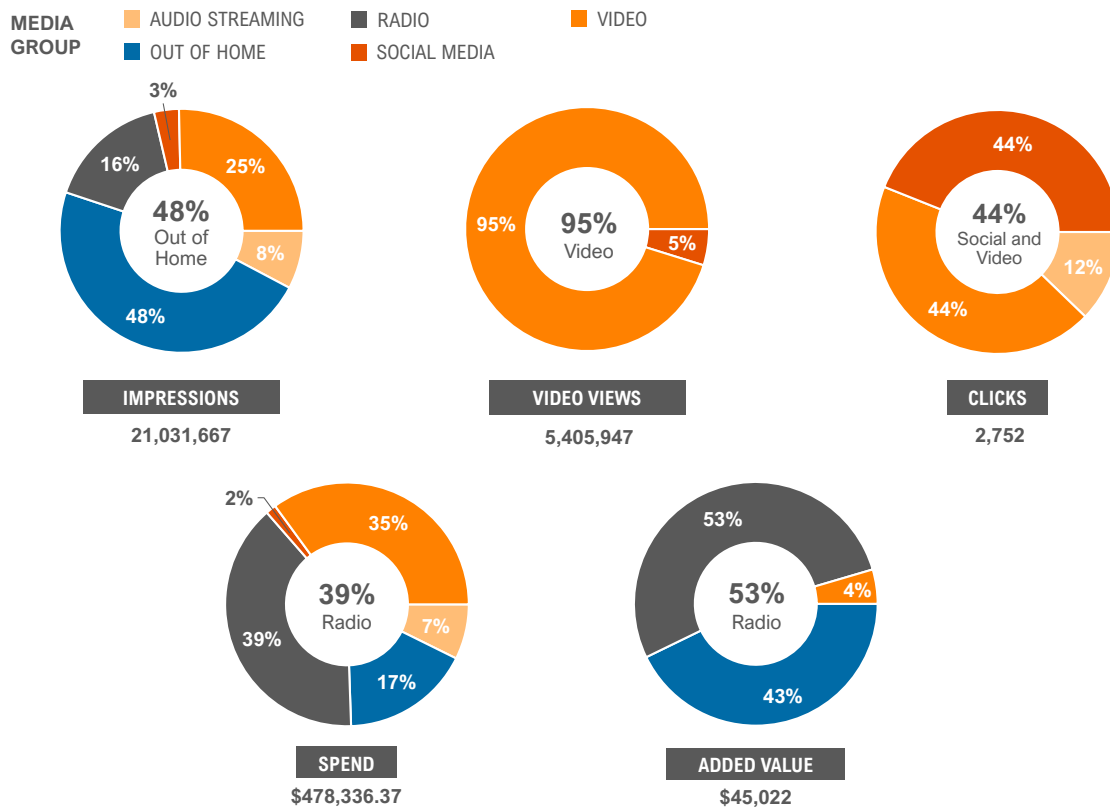


# DRUGGED-DRIVING PAID ADVERTISING

## CREATIVE



## CAMPAIGN PERFORMANCE





## MOTORCYCLE SAFETY

The Motorcyclist Safety Program includes motorcycle rider education and training, motorcycle operator licensing, impaired motorcyclist prevention, motorcycle rider conspicuity, motorcyclist personal protective equipment, and motorist awareness of motorcyclists. Through data-driven approaches and collaboration with the motorcyclist safety network, the OHSP is working to reduce fatalities and injuries of motorcyclists. The projects listed in this section pertain to one or more of the targets listed in the Performance Measures section.

# SUPPORT AND TRAINING

## MOTORCYCLE GRANTS FUNDING

*Section 405(f) Safety Motorcyclist Training*

MC-22-01; Awarded: \$105,000;  
Expended: \$61,971

## MOTORCYCLE RIDER TRAINING

### BACKGROUND

The MDOS will work with Motorcycle Safety Foundation (MSF)-certified organizations and RiderCoaches to conduct Advanced RiderCourse (ARC) classes. Funding will support contractual costs.

### PROJECT GOAL AND RESULT

- Train 150 experienced motorcyclists in an ARC in the top ten counties where motorcyclist-involved fatalities are highest by September 30, 2022. **Goal achieved**

The OHSP and the MDOS's Michigan Rider Education Program (MI-REP) supported the ARC training classes that are part of the national MSF's curriculum. ARCs are significant to learn new skills and expand upon existing skills to be a safer motorcyclist. There were 186 students trained in ten ARC classes offered. Schoolcraft College utilizes a double ARC range that allows twice the number of students, higher speeds, and different maneuvering exercises.

Five Basic RiderCoach (BRC) courses were held for 31 new RiderCoaches. One ARC RiderCoach Preparation instructor-training course was held with eight existing RiderCoaches successfully completing the class and obtaining the necessary certification to teach the ARC training program.

## MOTORCYCLE RIDERCOACH PROFESSIONAL DEVELOPMENT

### BACKGROUND

Providing professional development trainings for certified Michigan RiderCoaches, through BRC Preparation courses and ARC Preparation courses, allows for training new RiderCoaches entering the profession and existing coaches to stay current in the required curriculum and best practices for motorcycle rider education. The MDOS will work with MSF-certified organizations and RiderCoaches to conduct six RiderCoach

Preparation sessions through public sponsor agencies. Funding will support contractual costs.

### PROJECT GOAL AND RESULT

- Train 72 new and existing coaches to help prevent the number of certified RiderCoaches in Michigan from dropping below 250 coaches by September 30, 2022. **Goal not achieved**

The MI-REP trained 31 new RiderCoaches certified in the MSF BRC program offered through five novice RiderCoach Preparation courses. The MI-REP also trained six existing RiderCoaches in one ARC Preparation course.

## MOTORCYCLE RANGE AIDES

### BACKGROUND

The MDOS will work with MSF-certified organizations and RiderCoaches to hire ten individuals through public sponsor agencies in a range aide internship program. Funding will support contractual costs.

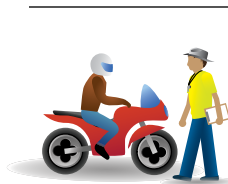
### PROJECT GOAL AND RESULT

- Conduct a range aide internship program by hiring and mentoring ten individuals to facilitate their transition to become RiderCoaches by September 30, 2022.

**Goal not achieved**

Training sponsors were unsuccessful in hiring range aides due to non-interest and their organization's employment requirements. In FY2023, the OHSP and the MDOS will work to expand to other public training sites that can hire range aides.

Feedback from the training organizations indicated that the mentorship of the range aides to become RiderCoaches is priceless. This program is needed to not only help increase the number of Michigan RiderCoaches but also develop strong quality coaches who will train in the program long-term.



*186 students  
were trained  
in 10  
Advanced  
RiderCourse  
classes.*





## RESEARCH, DATA, AND EVALUATION

### MOTORCYCLE SAFETY TELEPHONE SURVEYS

*Section 405(d) Impaired Driving Low Motorcycle Safety*

CP-22-03-y PI&E; Awarded: \$22,000;  
Expended: \$21,600

#### BACKGROUND

Telephone surveys will be conducted to give the OHSP feedback on how drivers perceive and react to traffic safety programs. The surveys will allow the OHSP to adjust programming, if necessary, and develop plans based on current-year data. Funding will support contractual costs.

#### PROJECT GOAL AND RESULT

- Determine public perception of advertising messages for traffic safety campaigns by conducting one set of pre- and post-telephone surveys by September 30, 2022. **Goal achieved**

The telephone survey results show that the recall of campaign messages that encourage motorcycle riders not to ride if they have consumed alcohol or drugs increased by 8.5 percentage points from the pre-survey to the post-survey. The recall of the *Ride Sober* slogan increased by 12 percentage points from the pre-survey to the post-survey. For additional details, please see the graphics at the end of this section.

## EDUCATION, COMMUNICATION, AND OUTREACH

### IMPAIRED MOTORCYCLIST PREVENTION CAMPAIGN

*Section 405(d) Impaired Driving Low Paid/Earned Media*

CP-22-03-r PI&E; Awarded: \$300,000;  
Expended: \$299,830.08

#### BACKGROUND

This project will promote a campaign message that informs riders that motorcyclists are far overrepresented in impaired-driving crashes as compared to any other road user in Michigan. The message is focused on the top counties with the most alcohol-involved and drug-involved

single-vehicle motorcyclist fatalities. The campaign began in FY2017 with a focus on alcohol involvement and will continue to broaden the message to include drug impairment through paid advertising with educational materials that will be printed and distributed to partners and stakeholders. Funding will support supplies/operating costs and contractual costs.

#### PROJECT GOAL AND RESULT

- Develop and disseminate an impaired motorcyclist prevention campaign addressing both alcohol and drugs by September 30, 2022. **Goal achieved**

The campaign involved the creation, production, and advertising of an updated impaired motorcyclist prevention campaign to include drug-involved fatalities and suspected serious injuries. The *Ask Jim* campaign, which included a new video, ran statewide from July to September, with a focus on the counties where the most impaired motorcyclist crashes occur: Genesee, Kent, Macomb, Oakland, and Wayne. Paid advertising was conducted through cable, Fox Sports Detroit, billboards, and Facebook/Instagram, with a total of nearly 37 million impressions.

### RIDERCOACH RECRUITMENT

*Section 405(f) Motorcycle Safety Programs*

CP-22-03-s PI&E; Awarded: \$30,000;  
Expended: \$29,968.68

#### BACKGROUND

Skilled RiderCoaches are needed to train motorcyclists through rider education courses. The OHSP will work with partnering agencies and organizations to execute a communications plan for promoting RiderCoach recruitment. Funding will support contractual costs.

#### PROJECT GOAL AND RESULT

- Conduct a public education campaign to help prevent the number of certified RiderCoaches in Michigan from dropping below 250 coaches by September 30, 2022. **Goal not achieved**

Although Michigan successfully conducted a public education campaign, by the end of FY2022, Michigan had 232 RiderCoaches, just 18 short of the goal.

The OHSP worked with its contracted marketing firm, Brogan & Partners, to develop new visuals to promote becoming a RiderCoach,

which included filming the *Become a RiderCoach* video and creating a Facebook Live event. Paid media was conducted January through June on Facebook with more than 3.2 million impressions. The OHSP worked with several experienced RiderCoaches to film the video and host the Facebook Live event. Training sponsors utilize the video on their websites to help promote RiderCoach recruitment.

## SHADOW RIDER PROJECT

*Section 402 Motorcycle Safety*

CP-22-03-q PI&E; Awarded: \$25,000;  
Expended: \$13,890.97

### BACKGROUND

The OHSP will continue to coordinate an initiative to contact unendorsed operators of a registered motorcycle through a postcard mailing and paid advertising on social media to promote training course availability. Each year, adjustments to the creatives are made through wording, images, and concepts. Funding will support supplies/operating costs and contractual costs.

### PROJECT GOAL AND RESULT

- Reduce the number of unendorsed riders to 25,000 by September 30, 2022. **Goal not achieved**

The number of unendorsed riders did not significantly change in the past year, remaining at approximately 26,000.

The Shadow Rider project continued with paid social media promotion on Facebook, Instagram, Snapchat, and Twitter. The media plan focused on men aged 45-60 and generated more than 1 million impressions.

A Shadow Rider postcard was designed internally at the OHSP and mailed to approximately 26,000 unendorsed Michigan residents. The message encouraged riders to get trained and endorsed and included the URL to the training site locator web page. It also emphasized the need to protect the reasons why motorcyclists ride—freedom, adventure, excitement, and enjoyment—which the OHSP learned from focus group feedback. In addition, the card reminded riders their motorcycles can be towed if they are caught riding unendorsed.

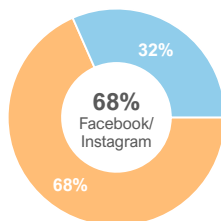
*An updated impaired motorcyclist prevention campaign garnered nearly 37 million impressions.*



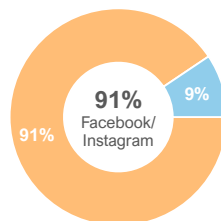
## SHADOW RIDER PAID ADVERTISING

### CAMPAIGN PERFORMANCE

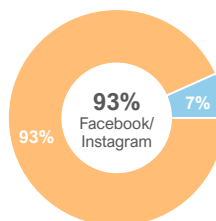
**MEDIA GROUP** ■ FACEBOOK/INSTAGRAM ■ SNAPCHAT



**SPEND**  
\$9,495.18



**IMPRESSIONS**  
1,158,084



**CLICKS**  
9,803

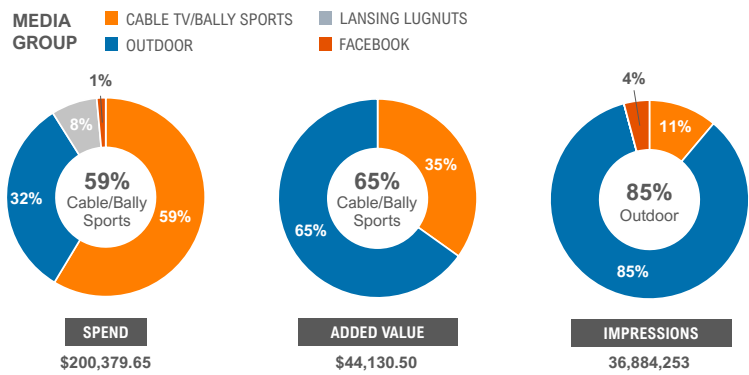


# MOTORCYCLE IMPAIRED PAID ADVERTISING

## CREATIVE

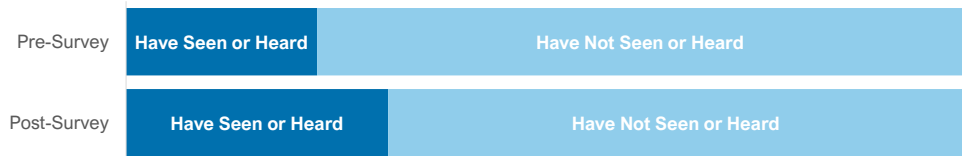


## CAMPAIGN PERFORMANCE



## SURVEY RESULTS

- Recall of campaign messages increased by 8.5 percentage points.
- Recall of "Ride Sober" slogan increased by 12 percentage points.



- Pre-survey, 1/5 of respondents (22.8%) had seen or heard messages that encourage motorcycle riders not to ride if they have consumed alcohol or drugs.
- Post-survey, 1/3 of respondents (31.3%) had seen or heard the messages. This is an increase of 8.5 percentage points between the pre- and post-surveys.
- Those who had seen or heard the "Ride Sober" slogan increased by 12 percentage points.

# RIDERCOACH PAID ADVERTISING

## CREATIVE

### Facebook/Instagram

Spend: \$11,226.84  
 Impressions: 3,257,084  
 Clicks: 7,081  
 Click-Thru-Rate: 0.22%  
 Video Views: 78,778

### Twitter

Spend: \$329.15  
 Impressions: 13,529  
 Clicks: 101  
 Click-Thru-Rate: 0.24%

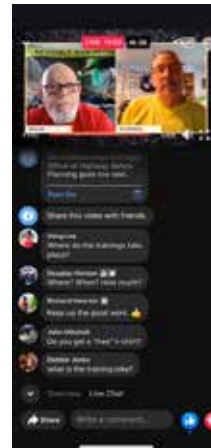
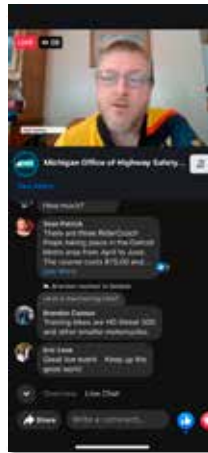


### Live Broadcast Summary

1-minute Views: 52  
 Average minutes viewed: 4:31  
 Engagements: 62

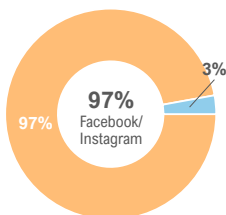
### All Viewer Activity (Reshare)

1-minute Views: 704  
 Engagements: 143

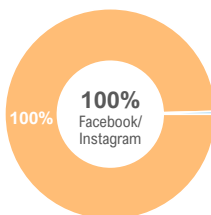


## CAMPAIGN PERFORMANCE

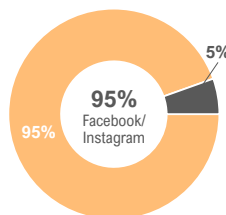
MEDIA GROUP  
 FACEBOOK/INSTAGRAM  
 TWITTER  
 FACEBOOK BE.LIVE VIDEO



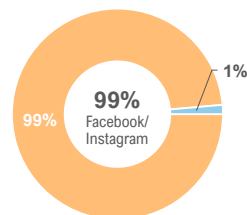
**SPEND**  
 \$11,556



**IMPRESSIONS**  
 3,270,613\*



**VIDEO VIEWS**  
 469,463



**CLICKS**  
 7,182

\*Twitter delivered less than 1% of overall impressions (13,529)









# OCCUPANT PROTECTION

Occupant protection in a vehicle includes seat belts, child restraints, and airbags. These are all factors that keep a vehicle occupant safe in the event of a crash, thus preventing fatalities and injuries and reducing injury severity. Every occupant should utilize the proper restraints and safety devices. The projects listed in this section pertain to one or more of the targets listed in the Performance Measures section.

## SUPPORT AND TRAINING

### COMMUNITY CAR SEAT DISTRIBUTION

#### *Section 402 Child Restraints*

CP-22-01-a Special Projects;  
Awarded: \$253,000; Expended: \$127,326

#### BACKGROUND

Car seat distribution will be focused on the 15 top counties with unrestrained fatal and suspected serious injury crashes for children ten and under. Additional counties may be added or considered based on need, resources, or specific programming (e.g., diverse populations, rural). By offering free car seats to eligible low-income families or caregivers, the OHSP is reaching high-risk populations and providing this service to families and caregivers statewide. Funding will support supplies/operating costs.

#### PROJECT GOAL AND RESULT

- Reduce the number of unrestrained fatalities and suspected serious injuries for children aged ten and younger from 39 to 31 by September 30, 2022. **Goal not achieved**

There were 36 unrestrained fatalities and suspected serious injuries for children aged ten and younger by the end of the fiscal year. Although this is a decrease, it was not enough to meet the goal.

A total of 3,255 car seats were provided to low-income families statewide who met the

qualifying screening requirements. The car seats were distributed during car seat check appointments, regularly scheduled fitting station hours, and community car seat events.

### CHILD PASSENGER SAFETY TRAINING AND RECERTIFICATION

#### *Section 405(b) Occupant Protection High Training*

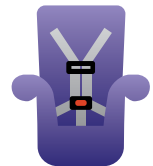
CP-22-01-c Special Projects;  
Awarded: \$100,000; Expended: \$76,331.56

#### BACKGROUND

The Child Passenger Safety (CPS) trainings will focus on targeting those who work with diverse populations and frontline service providers who work with families in need. The OHSP will continue to support CPS Technician (CPST) certification, continuing education units, and renewal trainings with a focus on the 11 counties with the largest unrestrained fatal and suspected serious injury crashes of children aged ten and younger. The counties are Bay, Genesee, Ingham, Kalamazoo, Kent, Muskegon, Oakland, Ottawa, St. Clair, Washtenaw, and Wayne. Travel scholarships may also be provided for CPST candidates working in low-technician (three or less) counties. Funding will support contractual and supplies/operating costs.

#### PROJECT GOALS AND RESULTS

- Train 100 new technicians in six certification courses by September 30, 2022. **Goal achieved**
- Recertify 100 current technicians in two continuing education workshops by September 30, 2022. **Goal not achieved**



*A total of 3,255 car seats were provided to low-income families statewide.*

- Recertify ten technicians in renewal courses by September 30, 2022. **Goal not achieved**
- Maintain a state recertification rate that is higher than or equal to the national recertification rate of technicians by September 30, 2022. **Goal achieved**

A total of 166 new CPSTs were trained in eight CPST certification courses. Unfortunately, due to restrictions still in place for the COVID-19 pandemic, no continuing education workshops were held this fiscal year. The OHSP did not receive any proposals from CPS instructors requesting to hold recertification courses. However, the OHSP maintained a state recertification rate of 63.6 percent, which was higher than the national recertification rate of 52.0 percent. This rate represents the recertification of 70 out of 110 CPSTs who were up for recertification during FY2022.

## RESEARCH, DATA, AND EVALUATION

### SEAT BELT AND HANDHELD DEVICE USE DIRECT OBSERVATION SURVEY

Section 405(b) Occupant Protection High

OP-22-03; Awarded: \$119,000;  
Expended: \$76,251.00

#### BACKGROUND

Michigan has tracked seat belt use since 1983. The survey results assist the OHSP with developing seat belt enforcement plans and identifying the focus of media campaigns to support mobilizations. The observation survey for the annual requirement will be conducted after Memorial Day in the counties and locations approved by the NHTSA methodology. Funding will support personnel, supplies/operating, contractual, and indirect costs.

#### PROJECT GOALS AND RESULTS

- Determine the seat belt use rate by conducting the NHTSA annual direct observation survey by September 30, 2022. **Goal achieved**
- Determine the handheld device use rate by conducting a direct observation survey by September 30, 2022. **Goal achieved**

The seat belt use rate is 92.9 percent, a slight increase from the 2021 rate of 92.6 percent. The handheld device use rate is 6.1 percent, a slight decrease from the 2021 rate of 6.4 percent as

*A total of 166 new Child Passenger Safety Technicians were trained in eight certification courses.*



reported by Michigan State University. The final report included a survey of the 48 remaining counties, which were not included in the original survey, that is reported to the NHTSA as required by the final rule in 23 CFR 1340.

### CHILD RESTRAINT USE/MISUSE DIRECT OBSERVATION SURVEY

Section 405(b) Occupant Protection High

OP-22-02; Awarded: \$115,000;  
Expended: \$157,339.00

#### BACKGROUND

The Michigan Child Passenger Safety Assessment team recommends that child restraint use should be measured biennially. This survey combines observation of the use rate with inspections of proper child seat installation to determine usage rates and types of car seat misuse. Updated data will assist the OHSP to determine what age groups, strategies, and if any, new misuse scenarios need to be addressed for the new sets of parents and caregivers. Funding will support personnel, supplies/operating, contractual, and indirect costs.

#### PROJECT GOALS AND RESULTS

- Determine the child restraint device (CRD) use and misuse rates among children aged three and younger by September 30, 2022. **Goal achieved**
- Determine the CRD use and misuse rates among children aged four to seven years old by September 30, 2022. **Goal achieved**
- Determine the total CRD use and misuse rates among children aged seven and younger by September 30, 2022. **Goal achieved**

The CRD use rate for children aged three and younger is 98.1 percent, a small decrease of 0.1 percent from the last survey conducted in 2018. The CRD use rate for children aged four to seven years old is 60.5 percent, a 6 percent increase from the 2018 rate of 54.5 percent. The overall misuse rate of 78.7 percent was a 0.8 percent decrease from 79.5 percent in 2018.

The statewide inspections found that 21.3 percent of the CRDs were correctly utilized, which is a slight improvement from the 20.5 percent observed in 2018. Forward-facing CRDs misuse also improved slightly from 87.4 in 2018 to 86.5 in 2022. Unfortunately, booster seats mis-

use increased 2.1 percent to 61.1 percent in 2022 from 59.0 percent in 2018.

The most common seat-related misuse was loose seat installation, which was observed in 56.8 percent of rear- and forward-facing seats, just less than 1 percent more compared to the 2018 inspections. Another common misuse was the improper positioning of the harness retainer clip, which was typically too low on the child.

It was also determined that 41 percent of one-year-old children were prematurely seated in a forward-facing CRD, which represented a substantial increase from the 22 percent observed in 2018. Similarly, 17 percent of two-year-old children and 14 percent of three-year-old children were prematurely seated in a booster seat. This is an increase from the 9 percent noted in the 2018 study for both ages.

Lower Anchors and Tethers for Children (LATCH) greatly simplify attachment of the CRD to the vehicle. The 2022 observations showed only 42.5 percent of CRDs were secured with LATCH, a 0.4 percent decrease from 2018.

## EDUCATION, COMMUNICATION, AND OUTREACH

### BUCKLE UP IN YOUR TRUCK PUBLIC EDUCATION

*Section 405(b) Occupant Protection High Public Education*

CP-02-03-a PI&E; Awarded: \$300,000; Expended: \$299,168

#### BACKGROUND

The OHSP will continue utilizing the previously developed social media campaign to target young male pickup truck drivers aged 16-29. The public information campaign will communicate the importance of buckling up when driving a truck. Funding will support contractual costs.

#### PROJECT GOALS AND RESULTS

- Increase the seat belt use rate for male pickup truck drivers from 89.3 percent to 90 percent by September 30, 2022. **Goal not achieved**
- Increase the seat belt use rate for male pickup truck drivers aged 16-29 from 84.2 percent to 84.9 percent by September 30, 2022. **Goal achieved**

The 2022 Seat Belt Survey report showed a decrease in the seat belt use rate for male pickup drivers from 89.3 percent in 2019 to 88.1 percent in 2022. However, there was an increase in the seat belt use rate for pickup truck drivers aged 16-29 from 84.2 percent in 2019 to 86.1 percent in 2022.

The statewide campaign efforts ran from December through mid-April and included an increased focus in several counties where the seat belt use rate was lower than the statewide use rate. The target audience was men, aged 18-34, who drove pickup trucks. The campaign garnered more than 20 million impressions from several social media platforms, such as Facebook, Instagram, Snapchat, Twitter, and audio streaming. A new video was also produced this year, titled *Work Harder*, which encourages pickup truck drivers to use all aspects of their trucks, including their seat belt, to help it “work harder” for them.

### BOOSTER SEAT PUBLIC EDUCATION

*Section 405(b) Occupant Protection High Public Education*

CP-22-03-b PI&E; Awarded: \$150,000; Expended: \$149,554.55

#### BACKGROUND

The OHSP will utilize a previously developed social media campaign using marketing trends that target caregivers of children of booster seat age and the children themselves to communicate the importance of using a booster seat until the adult seat belt fits, which generally occurs at 4 feet 9 inches. Funding will support contractual costs.

#### PROJECT GOALS AND RESULTS

- Reduce the number of fatalities and suspected serious injuries to unrestrained children, aged seven and younger, from 28 in 2020 to 17 by September 30, 2022. **Goal not achieved**
- Increase the statewide booster seat usage rate among four- to seven-year-old children from 54.5 percent to 57 percent by September 30, 2022. **Goal achieved**

There were 20 fatalities and suspected serious injuries for unrestrained children aged seven and younger by September 30, 2022. The statewide booster seat usage rate among four- to seven-year-old children increased to 60.5 percent in 2022.

The statewide booster seat campaign efforts ran from June through early September. The campaign garnered more than 12.4 million impressions from several social media components, such as Snapchat, YouTube, Pandora Facebook, and Instagram. The social media video posts appeared to drive the most impressions.

## REAR SEAT BELT USE PUBLIC EDUCATION

Section 405(b) Occupant Protection High Public Education

CP-22-03-c PI&E; Awarded: \$150,000; Expended: \$149,970.20

### BACKGROUND

The OHSP will develop and/or utilize a rear seat belt use social media campaign to communicate the importance of buckling up when riding in the rear seat of a vehicle, with a focus toward vehicle occupants aged 16 and over. Funding will support contractual costs.



*The Booster Seat Public Education campaign garnered more than 12 million impressions on social media.*

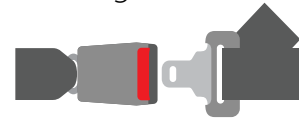
### PROJECT GOALS AND RESULTS

- Reduce the number of rear-seat unrestrained fatalities and suspected serious injuries from 121 to 112 by September 30, 2022. **Goal achieved**
- Reduce the percentage of unrestrained adult rear-seat occupants from 10 percent to 9 percent by September 30, 2022. **Goal achieved**

There were 85 rear-seat unrestrained fatalities and suspected serious injuries and a total of 6.3 percent of unrestrained adult rear-seat occupants.

The statewide campaign efforts ran from June through August. The target audience was occupants aged 16-50 with a focus on those aged 16-25. The campaign garnered more than 5.8 million impressions from several social media components, such as YouTube, Facebook, Instagram, Snapchat, Twitter, Twitch, and TikTok.

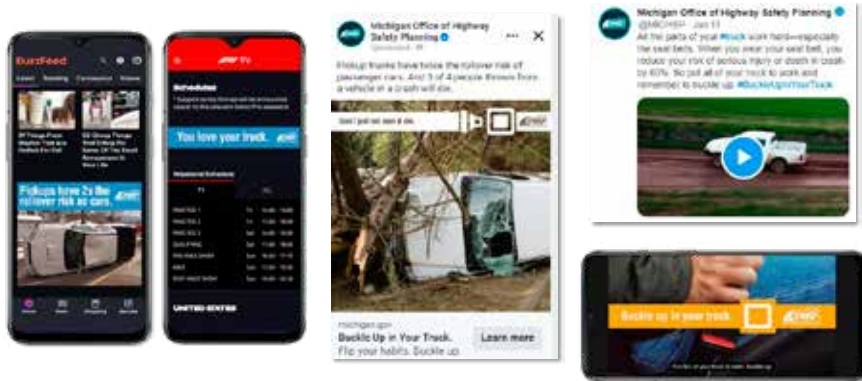
*The Rear Seat Belt Use Public Education campaign surpassed both its goals. The number of rear-seat unrestrained fatalities and suspected serious injuries was reduced 20% more than its goal, and the percentage of unrestrained adult rear-seat occupants was reduced 30% more than its goal.*



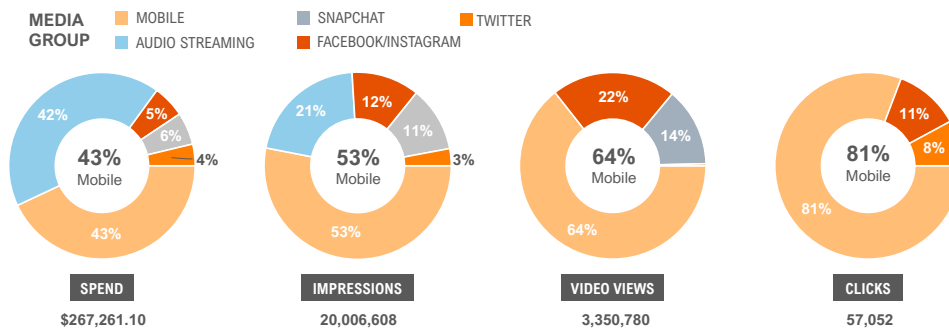


## BUCKLE UP IN YOUR TRUCK PAID ADVERTISING

## CREATIVE

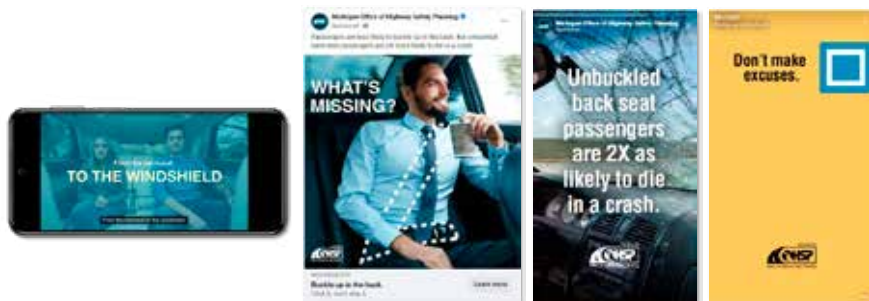


## CAMPAIGN PERFORMANCE

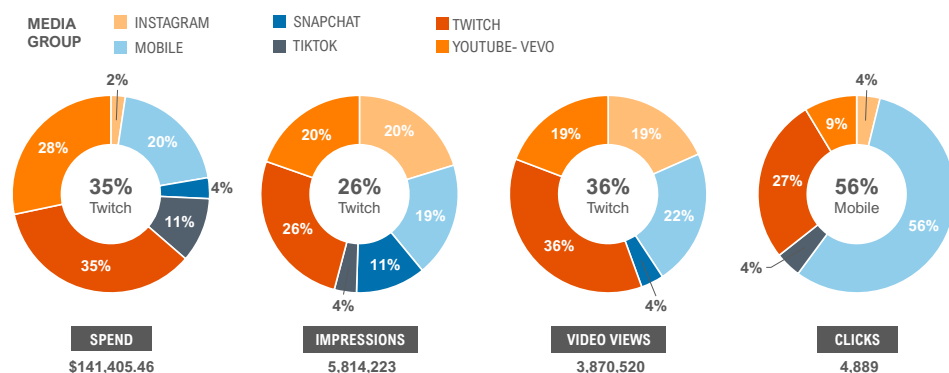


## REAR SEAT PAID ADVERTISING

## CREATIVE



## CAMPAIGN PERFORMANCE

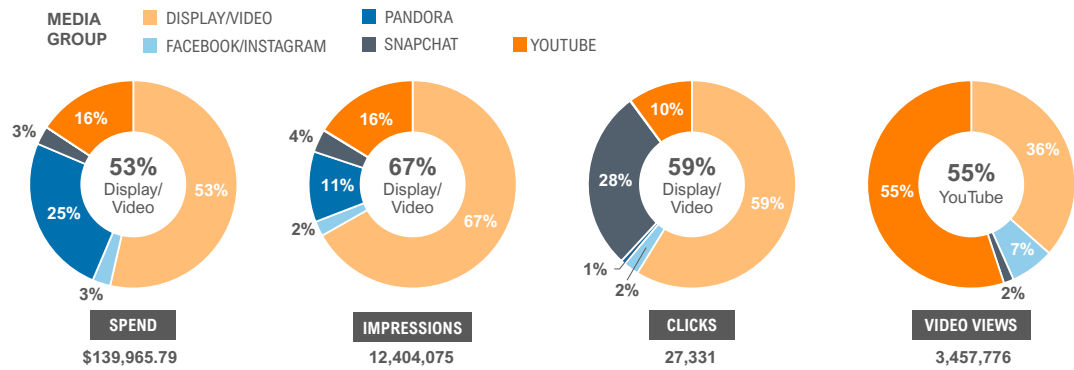


# BOOSTER SEAT PAID ADVERTISING

## CREATIVE



## CAMPAIGN PERFORMANCE









PB

## NON-MOTORIZED SAFETY

The non-motorized population focuses on the safety of pedestrians and bicyclists, who are the most vulnerable roadway users in Michigan. The OHSP is involved in public education and awareness programs designed to inform motorists, pedestrians, and bicyclists of state traffic laws applicable to pedestrian and bicyclist safety, including obeying traffic signals, signs, and markings; giving a minimum of three feet when passing bicyclists on the roadway; using sidewalks when available; and walking facing traffic as far to the left as possible. The OHSP is engaging law enforcement officials in training and enforcement mobilizations and campaigns on laws applicable to pedestrian and bicyclist safety. The projects listed in this section pertain to one or more of the targets listed in the Performance Measures section.



# SUPPORT, TRAINING, AND ENFORCEMENT

## ELECTIVE OVERTIME ENFORCEMENT

*Section 405(h) Non-Motorized Safety*

PS-22-04+; Awarded: \$172,623;  
Expended: \$32,181.00

### BACKGROUND

The OHSP will fund overtime enforcement mobilizations and campaigns to enforce state/local pedestrian and bicycle safety traffic laws. Enforcement grants will be made available to eight cities based on the highest fatality and suspected serious injury locations. Law enforcement officers will also educate community members about illegal/dangerous walking, cycling, and driving behaviors. Funding will support personnel and indirect costs.

### PROJECT GOAL AND RESULT

- Reduce pedestrian and bicyclist fatalities and suspected serious injuries by educating and enforcing traffic safety laws designed to keep pedestrians and bicyclists safe by September 30, 2022.

#### Goal not achieved

The statewide total number of pedestrian and bicyclist fatalities and suspected serious injuries increased by 9 percent from 683 in FY2021 to 746 in FY2022.

Law enforcement agencies participated in the pedestrian and bicyclist overtime enforcement efforts in five cities with the highest number of pedestrian and bicyclist fatalities and suspected serious injuries: Ann Arbor, Detroit, Kalamazoo, Lansing, and Warren. The seven participating agencies were the Ann Arbor Police Department, Washtenaw County Sheriff's Office, Detroit Police Department, Wayne County Sheriff's Office, Kalamazoo Department of Public Safety, Lansing Police Department, and Macomb County Sheriff's Office.

The *Pedestrian Safety Enforcement Week* campaign took place from October 24-30, 2021. Law enforcement agencies used the week to focus on changing driver and pedestrian behaviors to keep pedestrians safe. Officers conducted enforcement at busy intersections near places such as schools and businesses. The *Pedestrian Safety Enforcement Week* resulted in the following:

- More than 183 enforcement hours
- 103 vehicle warnings

- 353 vehicle citations
- 5 bicycle warnings
- 28 pedestrian warnings
- 2 pedestrian citations

The *Bicyclist Safety Enforcement Week* campaign in the previously listed cities took place from August 7-13, 2022. Law enforcement agencies used the week to focus on the laws applicable to all aspects of bicycle safety. The *Bicyclist Safety Enforcement Week* resulted in the following:

- More than 51 enforcement hours
- 85 vehicle warnings
- 41 vehicle citations
- 3 bicycle warnings
- 1 pedestrian warning

Additional elective overtime enforcement on laws applicable to pedestrian and bicyclist safety was conducted throughout the fiscal year. There was a total of 577 warnings and 826 citations issued to motorists, bicyclists, and pedestrians during both the mandatory and elective enforcement periods throughout the year.

Law enforcement agencies participated in community-based public education in conjunction with the required mobilizations and throughout the year by providing pedestrian and bicyclist safety information during traffic stops and in areas with heavy bicycle traffic. Agencies also provided safety information via posts on their social media accounts.

Additional public education on pedestrian and bicyclist safety laws was accomplished through news releases announcing the two mandatory enforcement weeks.

## PEDESTRIAN AND BICYCLE SAFETY LAW ENFORCEMENT TRAINING

*Section 405(h) Non-Motorized Safety*

PS-22-01; Awarded: \$49,000;  
Expended: \$25,589.00

### BACKGROUND

The League of Michigan Bicyclists (LMB) will promote bicyclist and pedestrian safety through regional law enforcement trainings, including conferences and other event presentations, on traffic laws designed to protect pedestrians and bicyclists. Funding will support personnel, contractual, supplies/operating, and indirect costs.

**PROJECT GOAL AND RESULT**

- Train 100 law enforcement officers from ten agencies, focusing on the cities with the most pedestrian and bicyclist fatalities and suspected serious injuries, by September 30, 2022. **Goal not achieved**

The LMB conducted six training sessions for 71 law enforcement officers from more than a dozen law enforcement agencies.

**LAW ENFORCEMENT TRAINING ON PEDESTRIAN DECOY OPERATION**

*Section 405(h) Non-Motorized Safety*

CP-22-03-u PI&E; Awarded: \$38,000; Expended: \$37,964

*Section 405(h) Non-Motorized Safety*

CP-22-01 Special Projects; Awarded: \$6,000; Expended: \$3,862

**BACKGROUND**

In partnership with Western Michigan University, a training video for law enforcement on the Pedestrian Decoy Operation will be developed and produced. This will serve as a training resource for law enforcement agencies conducting pedestrian safety enforcement mobilizations regarding Michigan Vehicle Code sections that pertain to pedestrian and motorist laws. Funding will support contractual costs.

**PROJECT GOAL AND RESULT**

- Train ten law enforcement officers on the Pedestrian Decoy Operation strategy for enforcing laws applicable to pedestrian safety by September 30, 2022. **Goal not achieved**

Although a Pedestrian Decoy Operation law enforcement training did not take place in FY2022, the OHSP worked with the marketing firm Brogan & Partners to develop a Pedestrian Decoy Operation training video. The video discusses the causes of pedestrian-related traffic crashes and outlines the steps to conduct effective high-visibility enforcement for pedestrian safety right-of-way laws. The video has been posted to the OHSP YouTube page for use beginning in FY2023 to train law enforcement officers participating in pedestrian safety enforcement efforts.

**RESEARCH, DATA, AND EVALUATION****PEDESTRIAN AND BICYCLE SAFETY TELEPHONE SURVEYS**

*Section 405(d) Impaired Driving Low Pedestrian/Bicycle Safety (flex)*

CP-22-03-x PI&E; Awarded: \$44,000; Expended: \$43,200

**BACKGROUND**

Telephone surveys will be conducted to give the OHSP feedback on how drivers perceive and react to traffic safety programs. The surveys will allow the OHSP to adjust programming, if necessary, and develop plans based on current-year data. Funding will support contractual costs.

**PROJECT GOAL AND RESULT**

- Determine public perception of advertising messages for traffic safety campaigns by conducting two sets of pre- and post-telephone surveys by September 30, 2022. **Goal achieved**

The post-telephone survey results showed that 83.8 percent of the respondents were very or somewhat confident about their knowledge of Michigan pedestrian laws. This is a 4 percent increase from the 79.8 percent rate in FY2021.

In addition, the post-telephone survey results showed that 68 percent of the respondents were very or somewhat confident about their knowledge of Michigan laws regarding bicyclists. This is a 5.5 percent decrease from the 73.5 percent rate in FY2021.

For additional details, please see the graphics at the end of this section.

**PEDESTRIAN BICYCLIST CRASH DATA ELEMENTS NARRATIVE AND INTEGRATION**

*Section 405(d) Impaired Driving Low Pedestrian/Bicycle Safety (flex)*

PS-22-10; Awarded: \$106,000; Expended: \$72,967

**BACKGROUND**

This project will analyze the crash narratives and diagrams for 3,000-plus bicyclist and pedestrian crashes in 2019 and compare the information with the traffic crash dataset. The project will impute four new variables related to pedestrian/bicyclist and roadway features of the crash locations that



will improve the uniformity and completeness of pedestrian/bicyclist traffic crash data as compared to motor vehicle crashes. Funding will support personnel and indirect costs.

#### PROJECT GOAL AND RESULT

- Assess the data quality imputed from the UD-10 crash report form, impute new variables, and measure their significance as it relates to bicyclist and pedestrian crashes by September 30, 2022. **Goal achieved**

The project team:

1. Developed a set of variables to look for in the crash narratives that can be important in bicyclist and pedestrian crash contexts,
2. Read through pedestrian crash narratives in the UD-10 crash report forms for all 2019 pedestrian crashes and marked variable presence for each crash,
3. Scouted for and collected transit stop datasets, and
4. Created buffers around crash locations to identify nearby bus stops and bike facilities.

Coding of the crash narratives for 2019 bicyclist/pedestrian crashes was completed to determine the value and coding of selected variables based only on the text of the narratives. The project team reviewed UD-10 crash diagrams to evaluate whether bicycle lanes were shown in cases where the available MDOT and OpenStreetMap data indicated that a bicycle lane was available.

Preliminary results indicated that bicycle lanes are frequently omitted and, when they are present, do not use consistent markings and images. The project team also researched different data sources for crosswalk, sidewalk, and bike lanes. They identified transit stop locations for multiple cities within Michigan from the transit agency feeds for those cities. UMTRI also created corresponding location results for crash years 2020 and 2021.

The overall recommendations of the data review include:

- Consider ways to improve the quality of traffic crash data elements for changing trends (e.g., e-scooters).
- Manually built crash diagrams appear to be more useful than map diagrams.
- Ensure that narratives are consistent with the crash data (and vice versa) and they are detailed enough to include key factors that might have contributed to the crash.

- Standardize some of the language and contents of narratives.

## EDUCATION, COMMUNICATION, AND OUTREACH

### STATEWIDE PEDESTRIAN EDUCATION CAMPAIGN

*Section 405(h) Non-Motorized Safety*

CP-22-03-k PI&E; Awarded: \$370,000; Expended: \$362,726.19

#### BACKGROUND

A statewide public education campaign will educate drivers and pedestrians regarding Michigan Vehicle Code sections that pertain to pedestrian and motorist laws. Funding will support contractual and supplies/operating costs.

#### PROJECT GOAL AND RESULT

- Increase awareness of the public on laws applicable to pedestrian safety through one statewide campaign by September 30, 2022. **Goal achieved**

The OHSP continued the *Walk Safe Everybody's Road, Everybody's Rules* paid media campaign, which began running in March on Facebook, Instagram, and Twitter. This initial effort focused on public education specific to Daylight Saving Time messaging.

Most of the campaign ran May through September via radio, mobile, audio streaming, YouTube, outdoor, transit, Gas Station TV, MoGo/bus shelters, Facebook, Instagram, Snapchat, and Twitter, with more than 66 million impressions.

*The Statewide Pedestrian Education Campaign had more than 66 million impressions and, new this year, included school bus safety messages during the beginning of the school year.*





One accomplishment to highlight is the expansion of the *Walk Safe Everybody's Road, Everybody's Rules* campaign to include pedestrians in school bus safety social media posts at the beginning of the school year.

## STATEWIDE BICYCLIST EDUCATION CAMPAIGN

*Section 405(h) Non-Motorized Safety*

CP-22-03-I PI&E; Awarded: \$300,000;  
Expended: \$291,960.00

### BACKGROUND

A statewide public education campaign will educate drivers and bicyclists regarding Michigan Vehicle Code sections that pertain to bicyclists and motorists. Funding will support supplies/operating and contractual costs.

### PROJECT GOAL AND RESULT

- Increase the awareness of the public on laws applicable to bicyclist safety through one statewide campaign by September 30, 2022. **Goal achieved**

The OHSP continued the *Everybody's Road, Everybody's Rules* campaign through the *Lie or Law* bicyclist safety statewide messaging from May through September. The campaign focused on informing motorists and bicyclists about state bicyclist traffic safety laws via MAB TV, YouTube, mobile, audio streaming, transit, Gas Station TV, MoGo/bus shelters, Facebook, Instagram, Snapchat, and Twitter, generating more than 36 million impressions.

One accomplishment to highlight is the April through June social media posts that promoted specific bicycle safety events, such as Bike Safety Week/Month, Bike to School/Work Day, Bike Ride of Silence Day, and World Bike Day.

## DETROIT SAFE ROUTES AMBASSADOR PROGRAM

*Section 405(h) Non-Motorized Safety*

PS-22-02; Awarded: \$218,000;  
Expended: \$85,778

### BACKGROUND

The city of Detroit will promote public education of pedestrian and bicyclist safety laws through the Safe Routes Ambassador Program (SRAP) based off the project's successful implementation in Chicago. A variety of audiences will be targeted, including elementary, middle, and high school students; driver education students;

senior citizens; parents; and teachers. A general curriculum developed for the Detroit Public Schools students will be available for statewide use. Funding will support personnel and supplies/operating costs.

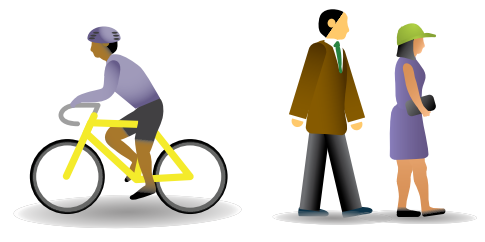
### PROJECT GOAL AND RESULT

- Educate 700 people on pedestrian and bicyclist safety laws by September 30, 2022. **Goal achieved**

The SRAP provided pedestrian and bicycle safety education to more than 6,400 Detroit residents, including more than 36 Detroit first responders and neighborhood police officers. Examples include:

- Presented a middle and high school pedestrian and bicycle safety curriculum to more than 100 classrooms in ten Detroit area schools.
- Provided pedestrian and bicycle safety law education to 66 neighborhood and community-based organizations, including a Detroit Bike Summit celebration event with the Detroit Office of Mobility Innovation team.
- Engaged 100 individuals and established relationships with bike clubs to utilize their social media bike pages to engage in bicyclist and pedestrian media messaging.
- Partnered with the Southeast Michigan Council of Governments, which provided funding for 100 bike and wrist lights for the community.
- Provided pedestrian and bicyclist safety-themed materials, such as booklets, cards, brochures, and posters, and facilitated

*The Detroit Safe Routes Ambassador Program surpassed its goal by 900% by educating more than 6,400 Detroit residents on pedestrian and bicycle safety education.*





participatory activities at 68 community events.

- Conducted pedestrian and bicycle safety law education to 12 local businesses, which included a partnership with a retailer that specializes in outdoor recreation apparel and gear, to disseminate bicyclist and pedestrian educational messages through social media and websites.

Also, during National Bicycle Safety Month, the SRAP hosted a Bike to Work Week event from May 16 to May 20 and educated more than 40 city of Detroit employees.

## REGIONAL HANDS-ON COURSES FOR PUBLIC EDUCATION OF PEDESTRIAN AND BICYCLE LAWS

### *Section 405(h) Non-Motorized Safety*

PS-22-01; Awarded: \$33,000;  
Expended: \$4,590

### *Section 402 Pedestrian/Bicycle Safety*

PS-22-01; Awarded: \$17,000;  
Expended: \$1,100

### BACKGROUND

The LMB will promote bicyclist and pedestrian safety, with a focus on active lighting and rider conspicuity, through regional pedestrian and bicycle laws public education by implementing a series of segmented courses and materials. The LMB will also work with national organizations, such as the League of American Bicyclists, to complete this project. Funding will support personnel, contractual, supplies/operating, and indirect costs.

### PROJECT GOAL AND RESULT

- Educate 300 people on traffic laws designed to protect pedestrians and bicyclists by September 30, 2022. **Goal not achieved**

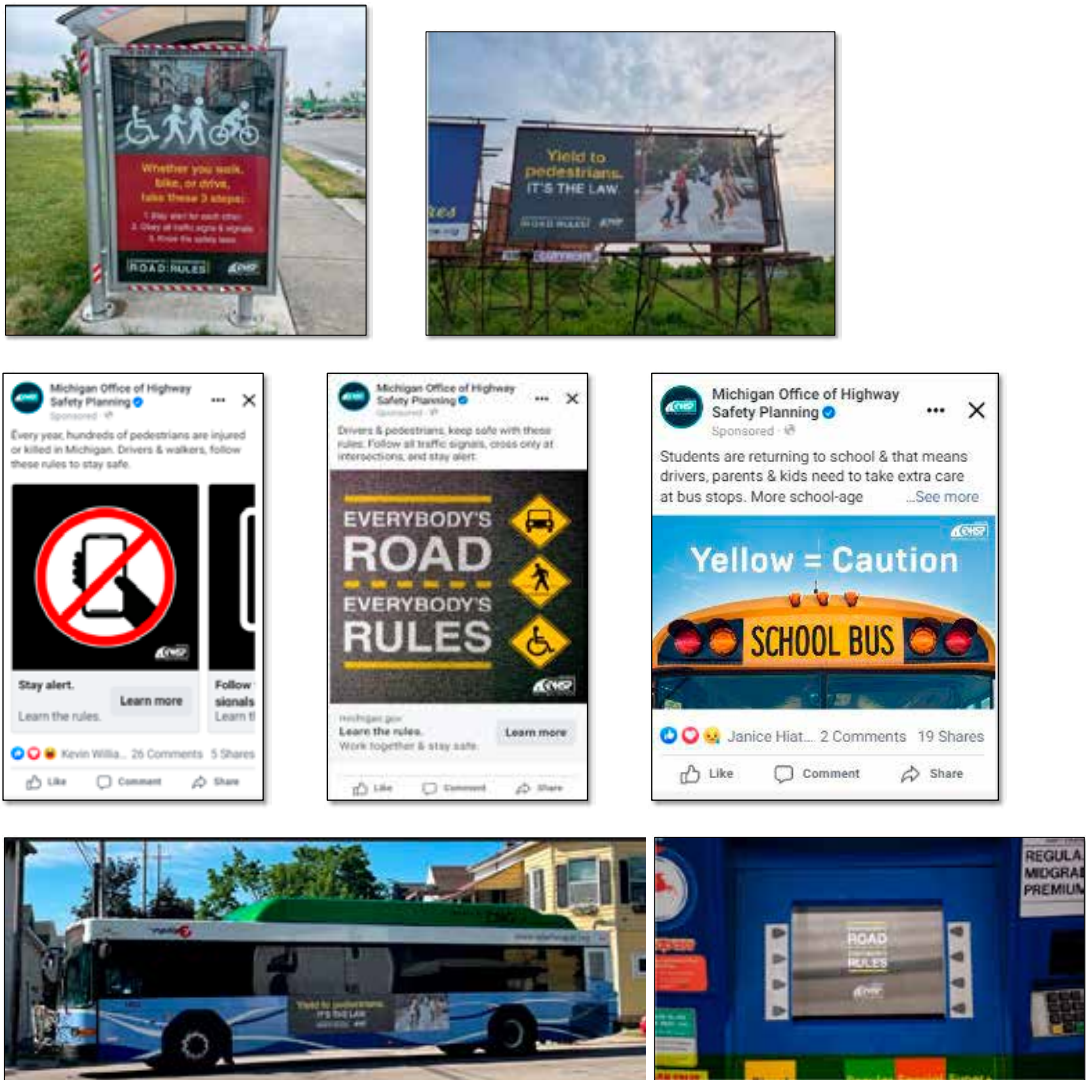
The LMB developed a Bicycle Friendly Driver online curriculum to educate the public on traffic laws designed to protect bicyclists and pedestrians. Twenty driver education instructors completed the curriculum in FY2022. LMB is working with Official Driving School on potentially presenting the course at its driving school locations throughout Michigan. A new publication specific to the curriculum will also be distributed to interested partner agencies and at local cycling events in FY2023.

A total of 24 people took the bicyclist safety quiz at [www.bikequiz.org](http://www.bikequiz.org). Four Safe Cycling classes were held, with 17 participants, which focused on citizen education of pedestrian and bicyclist safety laws. In addition, the LMB translated the *What Every Michigan Bicyclist Must Know* booklet into Spanish and Arabic. A total of 20,000 copies were printed for distribution to community members in FY2023.

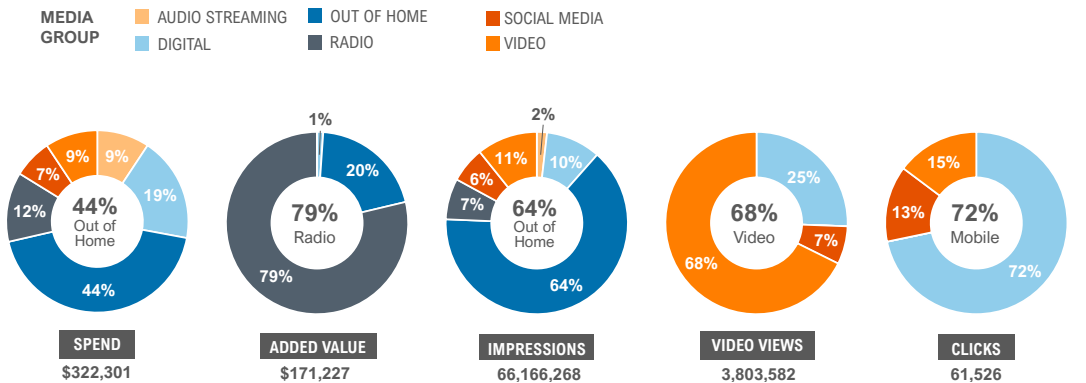


# PEDESTRIAN SAFETY PAID ADVERTISING

## CREATIVE

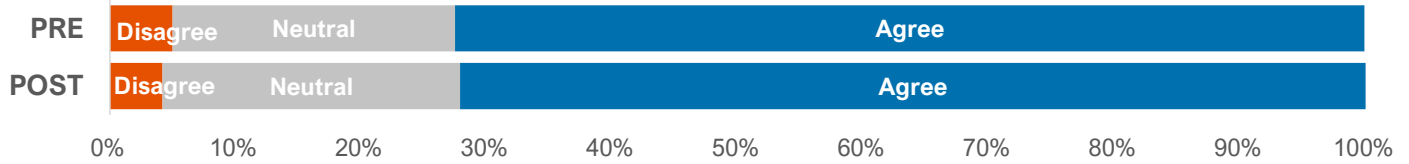


## CAMPAIGN PERFORMANCE

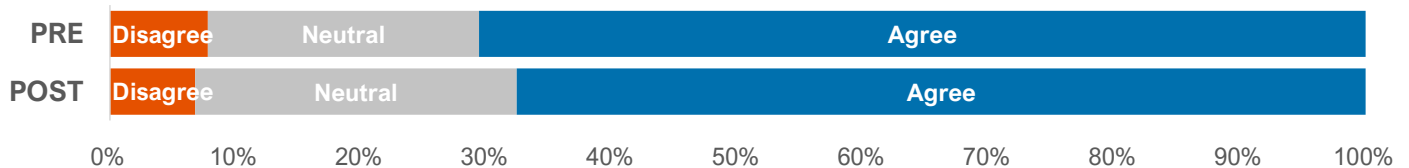


## SURVEY RESULTS

*As a pedestrian, I am familiar with state laws related to pedestrians crossing intersections.*



*As a motorist, I am familiar with state laws related to pedestrians and runners at intersections.*



### ADDITIONAL SURVEY RESULTS

Pre-survey, 7 percent of respondents have seen or heard of any messages talking about pedestrian safety on the roads compared to 13 percent in the post-survey. This is a 6-percentage-point increase between the pre- and post-surveys.

Of the respondents who have seen or heard of any messages talking about pedestrian safety on the roads

(28 in pre-survey and 51 in post-survey), most saw the messages on television or a sign on the road.

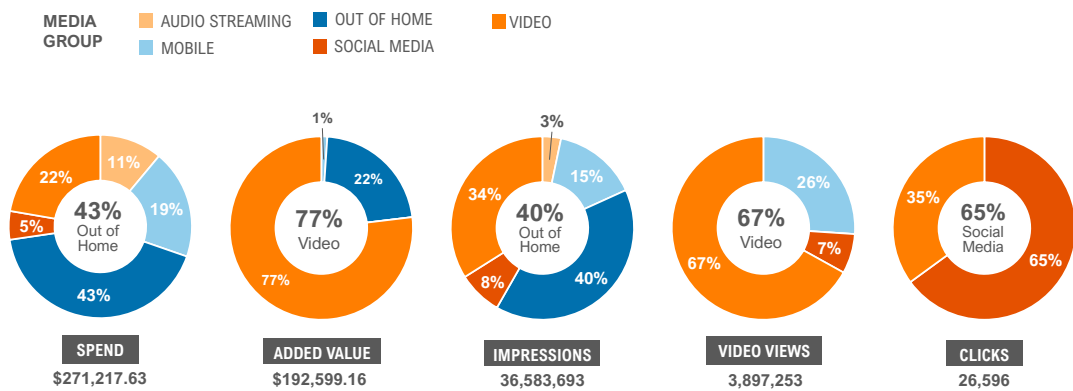
In the pre-survey, 9 percent of respondents recall hearing or seeing the slogan *Everybody's Road, Everybody's Rules* compared to 10 percent in the post-survey.

# BICYCLIST SAFETY PAID ADVERTISING

## CREATIVE



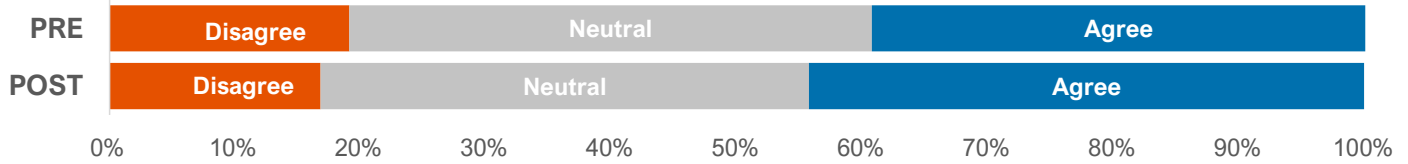
## CAMPAIGN PERFORMANCE



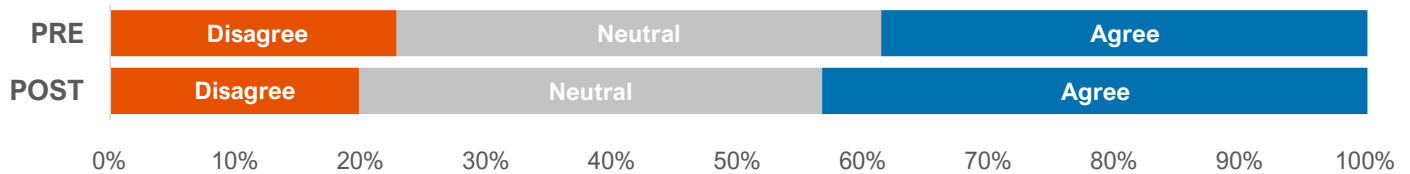


## SURVEY RESULTS

*As a bicyclist, I am familiar with state laws related to bicyclists on the road.*



*As a motorist, I am familiar with state laws related to bicyclists on the road.*



### ADDITIONAL SURVEY RESULTS

Pre-survey, 6 percent of respondents have seen or heard of any messages talking about bicycle safety on the roads compared to 12 percent in the post-survey. This is a 6-percentage-point increase between the pre- and post-surveys.

Of the respondents who have seen or heard any messages talking about bicycle safety on the roads (22 in pre-survey and 48 in post-survey), most saw or heard the messages on television or radio.

In the pre-survey, 10 percent of respondents recall hearing or seeing the slogan *Everybody's Road, Everybody's Rules* compared to 11 percent in the post-survey.



## POLICE TRAFFIC SERVICES

The OHSP implements activities in support of national and state highway safety goals to reduce motor vehicle-related fatalities and injuries. The activities include participation in national law enforcement mobilizations as well as sustained enforcement of statutes addressing impaired driving and occupant protection. The projects listed in this section pertain to one or more of the targets listed in the Performance Measures section.

## SUPPORT, TRAINING, AND ENFORCEMENT

### OVERTIME IMPAIRED-DRIVING, SEAT BELT, AND SPEED ENFORCEMENT

#### Section 402 Police Traffic Services

PT-22-04+; Awarded: \$3,869,550;  
Expended: \$2,804,639.64

#### BACKGROUND

The OHSP will fund five enforcement periods—two impaired-driving enforcement efforts, one seat belt enforcement effort, one speed enforcement effort, and one combined impaired-driving/seat belt/speed enforcement effort—to focus on compliance with traffic safety laws during state-wide mobilizations and crackdowns. Funding will support personnel and indirect costs.

#### PROJECT GOALS AND RESULTS

- Prevent an increase in the number of traffic fatalities from 985 in 2019 to 1,065 by September 30, 2022. **Goal achieved**

- Prevent an increase in suspected serious injuries from 5,629 in 2019 to 5,733 by September 30, 2022. **Goal achieved**

As of September 30, 2022, there were 803 fatalities and 4,358 suspected serious injuries. Several traffic enforcement efforts took place throughout the year:

- Speed enforcement
  - December 1–February 28
  - July 1–31
- DSOGPO impaired-driving enforcement
  - December 17–January 1
  - July 1–31
  - August 12–September 5
- CIOT seat belt enforcement
  - May 16–June 5

The traffic enforcement results are summarized in the table below.

	DECEMBER-FEBRUARY SPEED	DECEMBER DSOGPO	MAY CIOT	JULY SPEED/ DSOGPO/CIOT	AUGUST-SEPTEMBER DSOGPO	TOTALS
Participating law enforcement agencies	101	80	90	97	86	
Traffic stops	23,418	4,118	11,321	19,854	5,941	64,652
Seat belt citations	292	36	3,870	2,007	185	6,390
Child restraint citations	33	3	79	41	23	179
Drunk-driving arrests	15	127	7	113	135	397
Operating under the influence of drugs arrests	2	13	5	21	27	68
Speeding citations	14,432	913	2,120	7,721	1,975	27,161
Other moving citations	1,701	376	892	1,147	569	4,685
Other felony arrests	81	94	75	191	106	547
Other misdemeanor arrests	821	319	626	958	515	3,239
News stories	25	N/A	31	N/A	13	69
Paid advertising	\$1,286,846	\$103,842	\$1,638,190	\$1,546,157		\$4,575,035
Overtime enforcement hours	12,842	3,177	6,443	11,390	5,941	39,793
Enforcement funding (estimated)	\$834,730	\$206,505	\$418,795	\$740,350	\$386,165	\$2,586,545

## LAW ENFORCEMENT OUTREACH LIAISON

*Section 402 Police Traffic Services*

CP-22-01-i Special Projects; Awarded: \$49,000; Expended: \$0

### BACKGROUND

A Law Enforcement Outreach Liaison will engage law enforcement officials by training on understanding and using the MTCF and traffic crash data tools to increase effective traffic safety enforcement by identifying traffic safety problems and implement solutions to combat those problems. Funding will support supplies/operating and contractual costs.

### PROJECT GOAL AND RESULT

- Demonstrate the use of the MTCF website and traffic crash data tools to personnel at 25 law enforcement agencies by September 30, 2022. **Goal not achieved**

A Request for Proposal was announced. No candidates responded. As a result, this position was not filled. The OHSP will re-evaluate the position in FY2023.

*Two different training programs were provided to 122 law enforcement officers in eight sessions in the Upper Peninsula.*



## UPPER PENINSULA REGIONAL LAW ENFORCEMENT TRAINING

*Section 402 Community Traffic Safety Project*

CP-21-01-k Special Projects; Awarded: \$4,000; Expended: \$0

### BACKGROUND

Training to enhance knowledge of traffic safety topics, such as Complete Traffic Stops and Below 100, will be offered to law enforcement officers throughout the Upper Peninsula. Providing classes locally will ensure that more law enforcement personnel can attend, with the ultimate goal of reducing fatalities and suspected serious injuries in the region. Funding will support contractual and supplies/operating costs.

### PROJECT GOAL AND RESULT

- Provide four specialized traffic safety training programs to 100 Upper Peninsula

law enforcement officers by September 30, 2022. **Goal achieved**

Complete Traffic Stops and Roadside Interviewing Techniques training programs were provided to 122 law enforcement officers in eight sessions across the Upper Peninsula. The training sessions were sponsored by the MSP Hometown Safety Team, with no federal funding needed.

## LAW ENFORCEMENT ENGAGEMENT

*Section 402 Police Traffic Services*

CP-22-01-h Special Projects; Awarded: \$4,000; Expended: \$0

### BACKGROUND

A Law Enforcement Forum will be reconvened to continue discussions on challenges and resolutions to increase traffic safety enforcement. Engaging with law enforcement officials will allow the OHSP staff to provide tools to increase effective traffic safety enforcement. The OHSP staff will exhibit at the Michigan Sheriffs' Association (MSA) Fall Professional Development Conference & Trade Show and the Michigan Association of Chiefs of Police (MACP) Winter Professional Development Conference. The OHSP exhibit will distribute traffic safety materials and provide an MTCF website demonstration. The OHSP staff will also work with the MACP Traffic Safety Committee and the MSA 416 Committee, for the Secondary Road Patrol Program, to submit traffic safety agenda items for their annual conferences. Funding will support supplies/operating costs.

### PROJECT GOAL AND RESULT

- Increase the number of law enforcement partner email contacts from 63 to at least 75 by September 30, 2022. **Goal achieved**

The continued outreach by the Police Traffic Services Program Coordinator resulted in the number of law enforcement partner email contacts increasing to 81. Due to the COVID-19 pandemic, the OHSP did not exhibit at the MSA Fall Professional Development Conference & Trade Show or the MACP Winter Professional Development Conference. In addition, the pandemic prevented the OHSP from reconvening the Law Enforcement Forum. Efforts will be made to resume these activities in FY2023.



## RESEARCH, DATA, AND EVALUATION

### TELEPHONE SURVEYS

*Section 405(d) Impaired Driving Low Police Traffic Services (flex)*

CP-22-03-e PI&E; Awarded: \$104,000;  
Expended: \$96,400

#### BACKGROUND

Telephone surveys will be conducted to give the OHSP feedback on how drivers perceive and react to traffic safety programs. The surveys will allow the OHSP to adjust programming, if necessary, and develop plans based on current-year data. Funding will support contractual costs.

#### PROJECT GOAL AND RESULT

- Determine public perception of enforcement efforts and advertising messaging for traffic safety campaigns by conducting up to four sets of pre- and post-telephone surveys by September 30, 2022. **Goal achieved**

Three sets of pre- and post-telephone surveys and two sets of pre- and post-campaign web-based surveys were conducted during FY2022. The surveys were taken before and after the campaigns on impaired driving, seat belt enforcement, and speed enforcement. For more details, see the graphics at the end of this section.

Two sets of seat belt enforcement surveys were conducted targeting men aged 18-30: one set of pre- and post-campaign telephone surveys and one set of pre- and post-campaign web-based surveys. The pre-campaign surveys took place in April, and the post-campaign in June and July. The surveys indicated that those who have seen/heard messages encouraging seat belt use are significantly more likely to buckle up.

Two sets of speed enforcement surveys were conducted targeting men aged 18-30: one set of pre- and post-campaign telephone surveys and one set of pre- and post-campaign web-based surveys. The pre-campaign surveys took place in November and December 2021, and the post-campaign in August and September 2022. The surveys indicated that, post-campaign, fewer respondents said they drive faster than the posted speed limit.

One set of impaired-driving pre- and post-campaign telephone surveys was conducted targeting men under the age of 40. The pre-campaign survey took place in June, and the

post-campaign in September. The surveys indicated that most respondents have seen or heard messages that encourage people not to drive impaired from alcohol or legal or illegal drugs.

## EDUCATION, COMMUNICATION, AND OUTREACH

### SEAT BELT AND CHILD PASSENGER SAFETY LAW ENFORCEMENT REFERENCE CARD

*Section 402 Occupant Protection*

CP-22-03-g PI&E; Awarded: \$3,000;  
Expended: \$2,404

#### BACKGROUND

The 2018 Occupant Protection Assessment recommended that the OHSP provide regular child passenger safety training or updates to assist in the identification of violations and enforcement of child restraint laws. The OHSP wants to include information about the seat belt law and resources as well. Reference cards will be designed, printed, and distributed in-house, as well as a PDF version for use on the OHSP and law enforcement agencies' websites. Funding will support supplies/operating costs.

#### PROJECT GOAL AND RESULT

- Reduce the number of fatalities and suspected serious injuries to unrestrained children, aged seven and younger, from 28 in 2020 to 17 by September 30, 2022.

#### **Goal not achieved**

In FY2022, there were 18 fatalities and suspected serious injuries to unrestrained children, aged seven and younger.

A seat belt and child passenger safety law enforcement reference card was developed and added to the materials catalog. A total of 43,100 cards were shipped to law enforcement agencies across the state. Additional cards are in inventory and available to law enforcement upon request. The reference card is also posted on OHSP's website.

## DRIVE SOBER OR GET PULLED OVER MOBILIZATION PAID ADVERTISING

### Section 402 Paid Advertising

CP-22-03-f PI&E; Awarded: \$1,000,000;  
Expended: \$999,131

### Section 405(d) Impaired Driving Low Paid Advertising

CP-22-03-f PI&E; Awarded: \$650,000;  
Expended: \$643,676.88

### BACKGROUND

The OHSP will fund paid media to promote cooperative overtime enforcement during *DSOGPO* mobilizations at locations determined by a data-driven strategy. Funding will support contractual costs.

### PROJECT GOAL AND RESULT

- Conduct up to three *DSOGPO* impaired-driving enforcement media campaigns by September 30, 2022. **Goal achieved**

The OHSP conducted a paid media campaign during the December *DSOGPO* traffic enforcement mobilization with an advertising budget of \$100,000. The target audience was men aged 21-34. The message was distributed through YouTube, Spotify, Facebook/Instagram, Snapchat, and Twitter. The campaign generated more than 8.4 million impressions.

New creative for the campaign was developed and focus group tested, including a video titled *Impaired and You Know It*.

The OHSP conducted paid media during the summer *DSOGPO* campaigns in July and August with an advertising budget of \$1.375 million. The message was distributed through radio, sports media, Connected TV, streaming services, outdoor signage, gas station signs, social media, and bar posters and table tents. The campaigns generated more than 77.8 million impressions.

*The Drive Sober or Get Pulled Over enforcement paid advertising campaigns garnered more than 86 million impressions.*



## CLICK IT OR TICKET MOBILIZATION PAID ADVERTISING

### Section 402 Paid Advertising

CP-22-03-h PI&E; Awarded: \$1,000,000;  
Expended: \$998,402

### Section 405(b) Occupant Protection High Paid Advertising

CP-22-03-h PI&E; Awarded: \$650,000;  
Expended: \$649,368

### BACKGROUND

During overtime enforcement periods, paid advertising will be used to publicize the seat belt enforcement efforts to the public, especially young males who drive pickup trucks. Funding will support contractual costs.

### PROJECT GOAL AND RESULT

- Conduct a media campaign on traffic enforcement mobilizations focusing on seat belt use during the *CIOT* enforcement periods by September 30, 2022. **Goal achieved**

The OHSP conducted a paid media campaign during the May *CIOT* traffic enforcement mobilization with an advertising budget of \$1.62 million. The target audience was men aged 21-34. The message was distributed through several avenues, including minority radio, Connected TV, audio streaming, outdoor, and social media. The campaign generated 68.2 million impressions.

Focus groups were conducted, and new creative materials were produced, including two new videos titled *Perfect World* and *Something Stops You*, which won Gold in the 2022 Summit International Creative Awards.

## SPEED ENFORCEMENT MOBILIZATION PAID ADVERTISING

### Section 402 Paid Advertising

CP-22-03-i PI&E; Awarded: \$400,000;  
Expended: \$393,332

### Section 405(d) Impaired Driving Low Paid Advertising (flex)

CP-22-03-i PI&E; Awarded: \$900,000;  
Expended: \$893,514

### BACKGROUND

During overtime enforcement periods, paid advertising on television, radio, social media, and other platforms will be used to publicize

the enforcement efforts to the public and raise awareness about the dangers of speed. Funding will support contractual costs.

#### PROJECT GOAL AND RESULT

- Conduct one media campaign on speed enforcement mobilization by September 30, 2022. **Goal achieved**

The OHSP conducted paid media during the speed traffic enforcement mobilization with an advertising budget of \$1.13 million. The target audience was men aged 21-34. Focus groups were conducted, and new creative concepts were produced, including a video titled *Did You Know?* The message was distributed through several avenues, including minority radio, Connected TV, audio streaming, outdoor, and social media. The campaign generated 70.6 million impressions.

#### MOBILIZATION COMMUNICATION OUTREACH BANNERS

Section 402 Police Traffic Services

CP-22-03-j PI&E; Awarded: \$45,000;  
Expended: \$29,950.67

#### BACKGROUND

The OHSP will fund production and distribution of one seat belt banner, one speeding banner, and one impaired-driving banner to each law enforcement agency in support of the respective overtime enforcement periods. Funding will support supplies/operating costs.

#### PROJECT GOAL AND RESULT

- Conduct an awareness campaign, including development and distribution of three banners to each (approximately 600) of Michigan's law enforcement agencies, regarding traffic enforcement mobilizations that focus on seat belt use, impaired driving, and speeding by August 10, 2022. **Goal achieved**

Banners were distributed to nearly 600 law enforcement agencies across Michigan for each of the enforcement mobilization efforts: May 2022 CIOT enforcement, July 2022 speed enforcement, and August/September 2022 DSOGPO.

*The TV spot Something Stops You won Gold in the 2022 Summit International Creative Awards.*



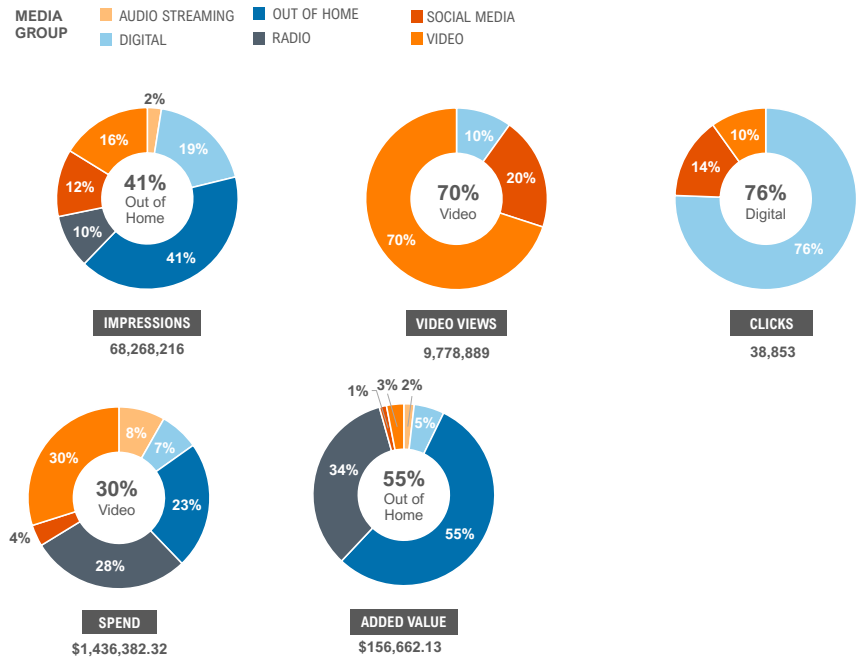


# CLICK IT OR TICKET PAID ADVERTISING

## CREATIVE

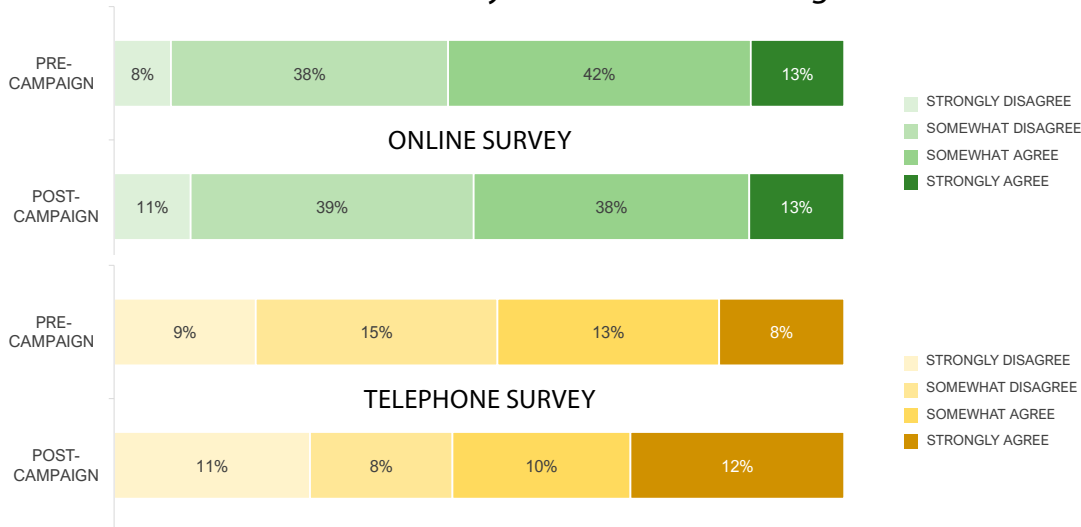


## CAMPAIGN PERFORMANCE

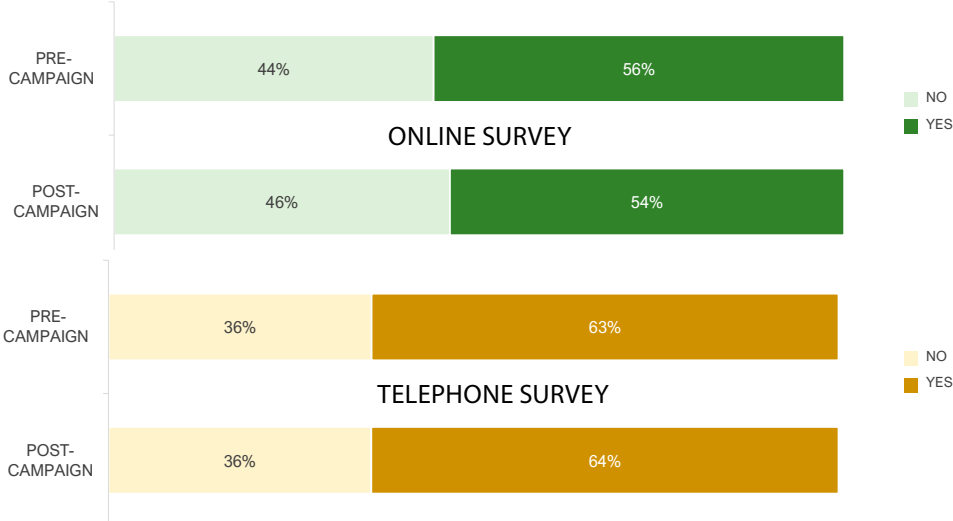


## SURVEY RESULTS

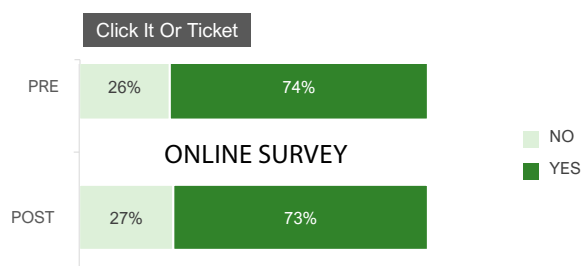
*Police in my community are writing more seat belt tickets now than they were a few months ago.*



*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, a message on the radio, signs on the road, news stories, or something else?*

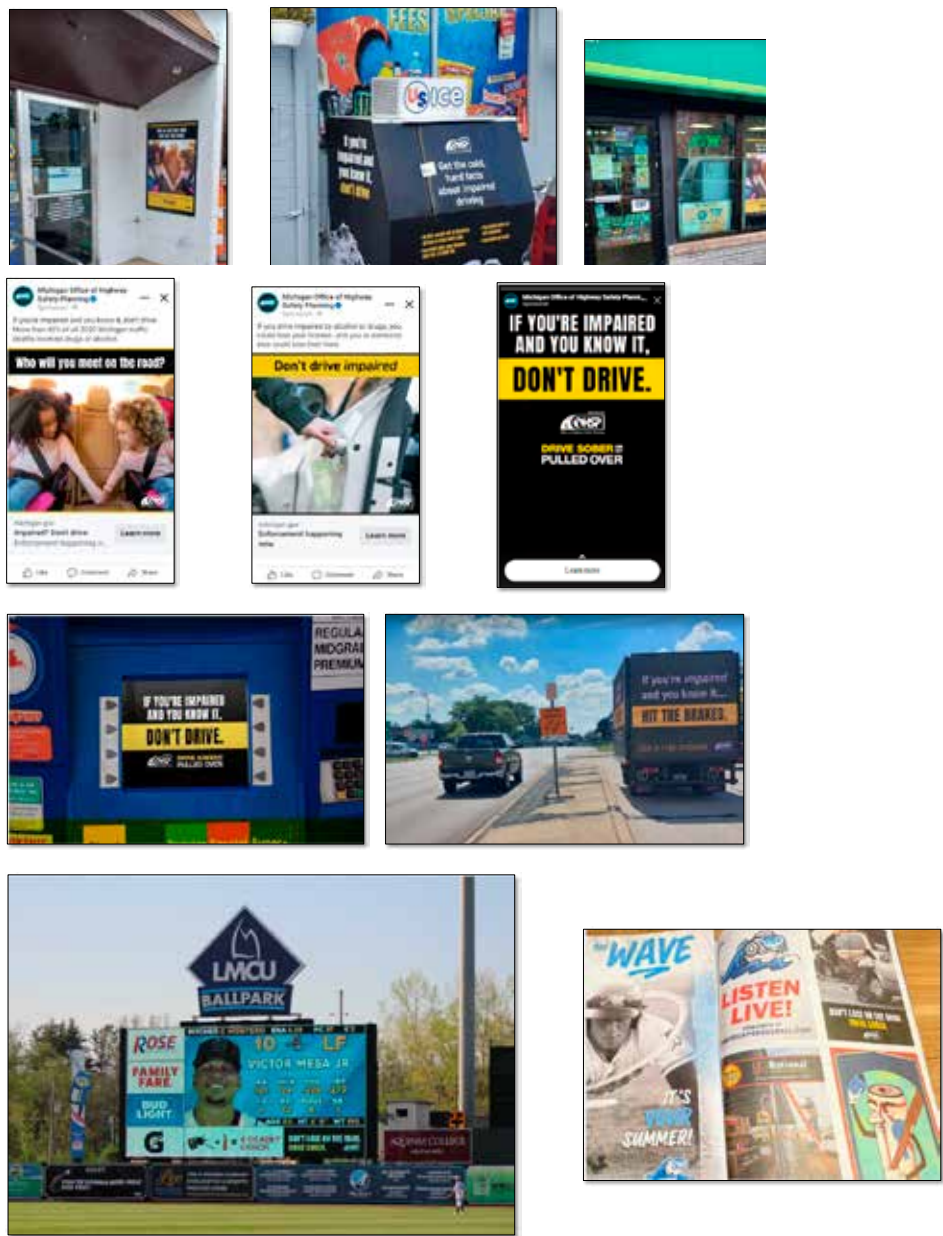


*Do you recall hearing or seeing the following slogan in the past 30 days?*

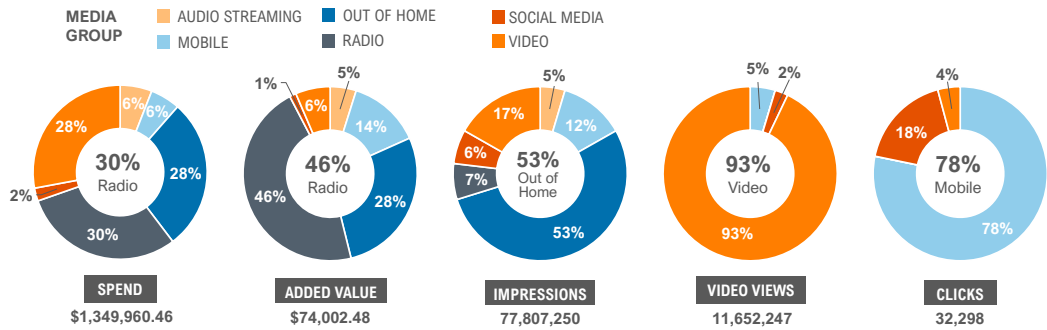


# IMPAIRED-DRIVING PAID ADVERTISING

## CREATIVE



## CAMPAIGN PERFORMANCE





## FACEBOOK/INSTAGRAM

### TIMING

- December 13 – December 22, 2021
- December 24, 2021 – January 1, 2022

### DOLLARS INVESTED

- \$6,000

### IMPRESSIONS DELIVERED

- 965,751

### CLICKS

- 3,461

### INSIGHTS

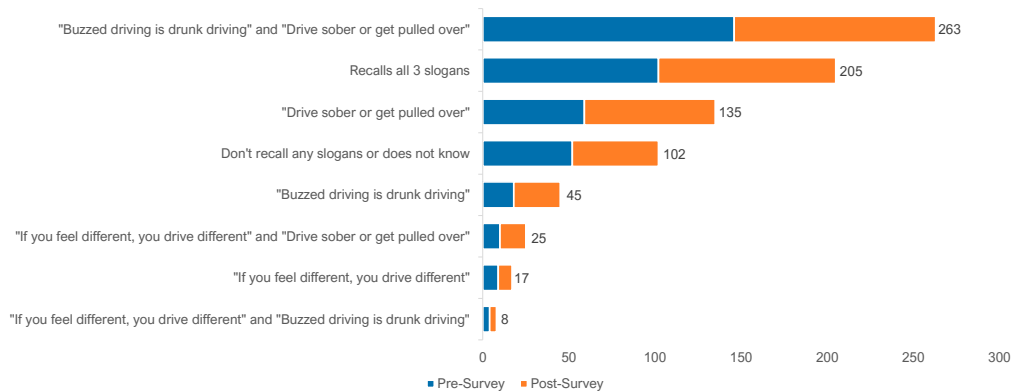
- Best performing creative in red



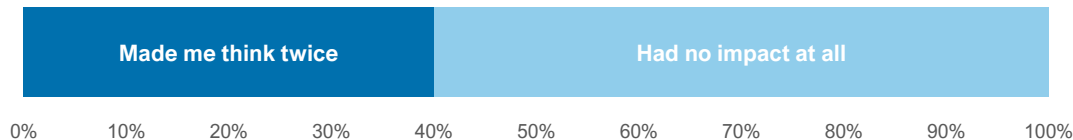
## SURVEY RESULTS

- Respondents recall *Drive Sober or Get Pulled Over* more than the other slogans.
- Respondents recall "If you feel different, you drive different" the least.

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

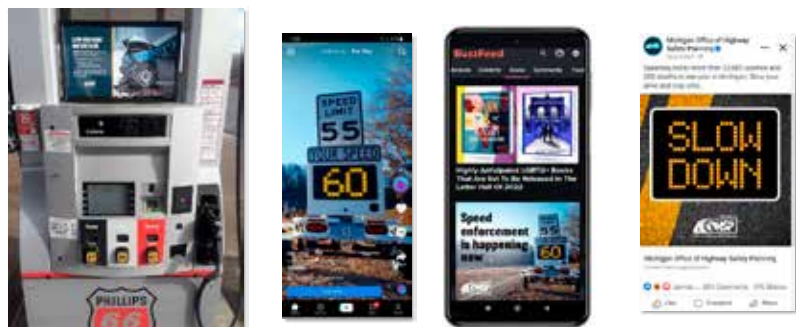


Of the respondents who have seen or heard any messages that encourage people not to drive impaired, 40 percent say it makes them think twice about impaired driving.

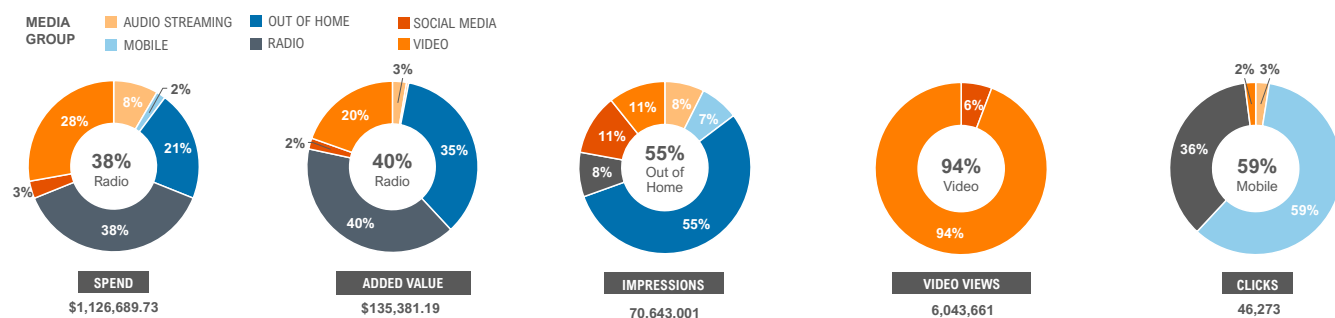


## SPEED ENFORCEMENT PAID ADVERTISING

### CREATIVE



### CAMPAIGN PERFORMANCE



### SURVEY RESULTS

#### WHERE & WHY THEY SPEED

**Post-campaign, fewer respondents said they drive faster than the posted speed limit on two-lane roads if the speed limit is 40 mph.** Post-campaign, 54% of respondents said they typically drive faster than the posted speed limit on two-lane roads compared to 73% pre-campaign—a 19-percentage-point difference.

#### AWARENESS & BEHAVIOR

**Post-campaign, fewer respondents said they “rarely see police on the road.”** Post-campaign, 28% agree/strongly agree that they rarely see police on the road compared to 33% pre-campaign—a 5-percentage-point decrease.

#### WHEN THEY SPEED

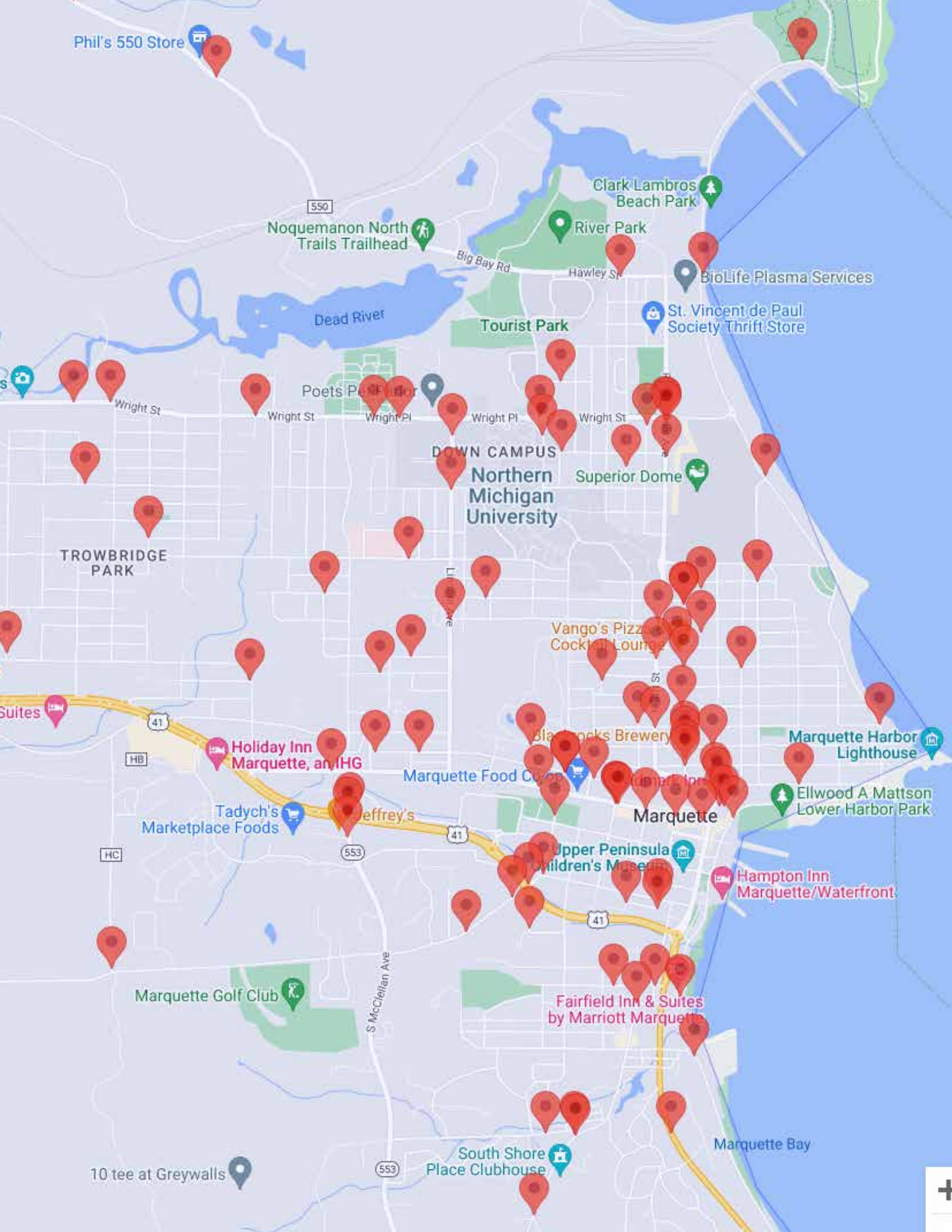
**Most respondents agree/strongly agree they don’t speed when they have passengers.** Pre-campaign, 56% of respondents said they agree/strongly agree that they don’t speed when they have passengers. 58% said the same post-campaign.

#### ATTITUDES & AWARENESS

**Less than half of respondents recall special efforts to encourage drivers to drive the posted speed limit.** Post-campaign, 43% said they saw/heard special efforts by police compared to 40% pre-campaign.











# TRAFFIC RECORDS

It is essential for stakeholders to submit data on all traffic crashes. This information is important 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. The projects listed in this section pertain to one or more of the targets listed in the Performance Measures section.

## SUPPORT AND TRAINING

### TRAFFIC CRASH REPORTING FORM (UD-10) TRAINING SUPPORT

*Section 405(c) Traffic Records Data Program*

TR-22-01; Awarded: \$13,000;  
Expended: \$10,487.86

#### BACKGROUND

This project will provide materials to support law enforcement officer training on accurately completing the UD-10 Traffic Crash Report to improve the quality of the traffic crash data. Addressing any concerns will continue to be a highlight of the training efforts, in addition to training officers and police recruits on identifying and reporting automated vehicle information. Funding supports supplies/operating costs.

#### PROJECT GOALS AND RESULTS

- Increase statewide crash report timeliness from 11.51 days to 11 days, increase the percentage of crash records with no errors (accuracy) in critical data elements from 96 percent to 97 percent, and increase the percentage of crash records with no missing critical data elements (completeness) from 92 percent to 94 percent by September 30, 2022. **Goal not achieved**
- Provide 25 training classes for 1,200 officers, police recruits, and traffic safety professionals to assist with the proper completion of the UD-10 Traffic Crash

Report by September 30, 2022. **Goal achieved**

- Attend the Traffic Records Forum in Denver, Colorado, and present the Michigan Crash Analysis Tool (Mi-CAT) data tool to a national traffic records audience by September 30, 2022. **Goal achieved**

Statewide crash report timeliness decreased to 10.55 days in FY2022 from 11.51 in FY2021. Statewide crash records with no errors (accuracy) in critical data elements remained at 98 percent in FY2022 compared to 96 percent in FY2021. Statewide crash records with no missing critical data elements (completeness) increased to 98 percent compared to 92 percent in FY2021.

The UD-10 crash report trainer conducted 86 trainings for 1,532 attendees from 143 agencies. The trainings were conducted for recruit school academies, law enforcement agencies, regional police academies, traffic safety and vehicle engineers, and an insurance company. Presentations were also made to pedestrian and bicyclist safety education trainings, the Michigan Truck Safety Commission, the Law Enforcement Regional Training Consortium, and MSP Explorers. Training materials were provided to 387 additional police officers.

The UD-10 report trainer also accomplished other significant activities, such as presenting and demonstrating the Mi-CAT data tool at the annual Traffic Records Forum in Denver, Colorado, to more than 65 traffic safety professionals from around the country. In this standing-room-only breakout session, the UD-10 report trainer was able to specifically demonstrate how the MSP

Jackson Post utilized the tool to visualize, monitor, and analyze the traffic crashes for two large construction zone projects along I-94 over a five-year period. There was an abundance of questions, feedback, and discussions about the program during the conference.

## RESEARCH, DATA, AND EVALUATION

### DERIVING MISSING MODEL INVENTORY OF ROADWAY ELEMENTS SURFACE TYPE FROM IMAGERY—PHASE 1

Section 405(c) Traffic Records Data Program

TR-22-09; Awarded: \$100,000;  
Expended: \$62,370

#### BACKGROUND

This project would strive to complete the surface type requirement for the MIRE Federal Data Elements (FDE) in the MDOT's roadway database. The project has two phases: The first phase will analyze and refine existing surface type detection methods, and the second phase will produce the refined processes and complete surface type assignments for all missing MIRE FDE surface type data (approximately 50 percent) on public roadways in the State of Michigan. This project will improve two traffic records data attributes. Accuracy is being addressed by the analysis phase. Timeliness is being addressed by executing this project and its method. Funding will support contractual costs.

#### PROJECT GOALS AND RESULTS

- Project setup, data access, research, and project meetings will be completed by September 30, 2022. **Goal achieved**
- AI (Artificial Intelligences) Model Tuning will be completed by September 30, 2022. **Goal achieved**

The goals of this project are progressing as planned. The research is expected to be successful in collecting surface type, a MIRE FDE data item for the entire state. Once the MIRE data collection process is complete and the dashboard Internet tool is completed, this project will benefit every community in Michigan by allowing them to view all collected MIRE data in one online-accessible location. This will enable planners to make more informed safety and infrastructure project planning decisions.

*The UD-10 crash report trainer conducted 86 trainings for 1,532 attendees from 143 agencies.*



*Staff corrected 87 percent of driver data errors.*



### STATE-TO-STATE STAFFING—PHASE 2

Section 405(c) Traffic Records Data Program

TR-22-03; Awarded: \$667,000;  
Expended: \$128,575

#### BACKGROUND

The MDOS will clean up the driver records database by removing 75 percent of data errors in this multiyear project. This is a national project to ensure there is only one driving record and driver history for every driver in the country. This project will enable more accurate and complete driver records to enhance the ability of law enforcement and courts in identifying and completing their records more accurately. It promotes traffic safety by ensuring unsafe drivers are taken off the road faster and ensuring consistent enforcement for driving offenses. This also helps deter identity fraud by preventing an individual from keeping multiple licenses and creating multiple records in other states to avoid driving penalties. Funding will support personnel and indirect costs.

#### PROJECT GOAL AND RESULT

- Correct at least 75 percent of the driver database errors by September 30, 2022. **Goal achieved**

The limited-term staff were able to correct 87 percent of the driver data errors. This driver data cleansing effort assisted in maintaining the integrity of driver records by identifying and eliminating duplicate entries in the database. It helped ensure that proper driver sanctions were taken on records that were found to have multiple individuals associated with them. The project also helped preserve the national goal of each driver having only one record, thus promoting traffic safety by making certain that only properly credentialed individuals are on the road.

### MICHIGAN CRASH ANALYSIS APPLICATION—PHASE 3

Section 405(c) Traffic Records Data Program

TR-22-06; Awarded: \$133,000;  
Expended: \$132,300

#### BACKGROUND

The Crash Analysis application is a multiyear project that provides the ability to quickly analyze crash statistics and generate shareable reports, charts, and graphs. It has been implemented and was deployed to the MSP in January 2021. The addition of the Network Screening application

will allow law enforcement the ability to deploy enforcement based on the highest-ranked road segments. The user can filter the rankings by hundreds of options, such as alcohol, distracted driving, restraint, county, and district. This will be especially beneficial for law enforcement when grant funding has been received to support targeted enforcement efforts. Funding will support contractual costs.

#### PROJECT GOAL AND RESULT

- Provide a crash data tool that identifies high-crash road segments to assist local law enforcement agencies with enforcement efforts by September 30, 2022. **Goal achieved**

The Mi-CAT application was selected as the recipient of the 2021 Outstanding Traffic Safety Achievement Award by the GTSAC. The MSP Traffic Crash Reporting Unit was asked to present the Mi-CAT application at the 2022 Association of Transportation Safety Information Professionals Traffic Records Forum in Denver, Colorado, and the application was also nominated for a Best Practice Award at that conference as well. To date, the Mi-CAT application has 911 unique users, 446 individual saved Crash Queries, and 39 custom-built Dashboards.

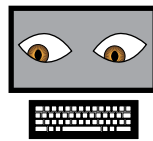
#### IMPROVING QUALITY OF CRASH SEVERITY AND INJURY ASSESSMENT WITHIN MICHIGAN EMERGENCY MEDICAL SERVICES INFORMATION SYSTEM—PHASE 1

*Section 405(c) Traffic Records Data Program*

TR-22-08; Awarded: \$141,000;  
Expended: \$44,878

#### BACKGROUND

There are challenges in how data from the EMS is entered, accessed, and processed within the Michigan Emergency Medical Services Information System (MI-EMSIS), creating questions in the accuracy and validity of conclusions that are drawn from that data. In 2018, the Michigan Department of Health & Human Services (MDHHS) began using the Biospatial data platform, which links the EMS electronic patient care record data with other health- and injury-related data sources. A full-time data analyst will utilize the MI-EMSIS as well as Biospatial to identify gaps in documentation related specifically to motor vehicle crashes. The data analyst will categorize the gaps into actionable items to resolve or mitigate the gaps. This is a multiyear



*The award-winning Mi-CAT application has 911 unique users, 446 individual saved Crash Queries, and 39 custom-built Dashboards.*

project. Funding will support personnel and indirect costs.

#### PROJECT GOALS AND RESULTS

- The MDHHS will identify the percentage of the crash data elements that are missing or not consistently being reported, sorted by EMS agency, documentation software vendor, medical control authority, and medical control authority region, by September 30, 2022. **Goal not achieved**
- The MDHHS will distribute crash documentation improvement plans for EMS agencies, documentation software vendors, medical control authorities, and medical control authority regions by September 30, 2022. **Goal not achieved**

The Michigan Traffic Crash Data Quality Specialist was hired and began work in February 2022. Work for the first goal was done in part but not completed due to the specialist being on leave during the fiscal year. The second goal was not completed due to the first goal being in progress. This project will continue in FY2023.

## EDUCATION, COMMUNICATION, AND OUTREACH

#### MICHIGAN TRAFFIC CRASH FACTS GRANTS FUNDING

*Section 402 Traffic Records*

TR-22-05; Awarded: \$677,000;  
Expended: \$676,623

#### DATA-DRIVEN CRASH ASSESSMENT FOR RURAL MICHIGAN

#### BACKGROUND

Crash characteristics, such as speeding, alcohol impairment, and seat belt use, tend to differ for rural and urban areas. By defining crashes as rural or urban and providing a clear crash picture of the data, this project aims to determine the percentage of crashes that can be labeled as either rural or urban and to produce outputs indicating defining characteristics on rural Michigan roadways. This will also assist in rural traffic safety planning by developing countermeasures that were previously unavailable with the current crash dataset. Funding will support personnel and indirect costs.

**PROJECT GOAL AND RESULT**

- Conduct a rural traffic crash assessment by September 30, 2022. **Goal achieved**

New rural crash data publications and crash data analysis reports have been developed. Rural and urban crash density maps that show the proportion of rural and urban crashes, fatalities, and suspected serious injuries have been created.

**MICHIGAN TRAFFIC CRASH FACTS TECHNICAL SUPPORT****BACKGROUND**

This project will continue to provide public accessibility for the crash data derived from Michigan's Traffic Crash Reporting System. The 2021 MTCF will be produced and posted at [www.michigan-trafficcrashfacts.org](http://www.michigan-trafficcrashfacts.org). An annual survey will gauge the effectiveness of the website. The OHSP will work with the UMTRI staff to provide technical assistance on requests for crash data analysis and presentations. Funding will support personnel, supplies/operating, and indirect costs.

**PROJECT GOALS AND RESULTS**

- Complete the 2021 MTCF publications/web content and [www.michigantrafficcrashfacts.org](http://www.michigantrafficcrashfacts.org) website maintenance by September 30, 2022. **Goal not achieved**
- Provide technical assistance to the OHSP as directed by September 30, 2022. **Goal achieved**

The UMTRI provided the 2021 MTCF fact books, fact sheets, profiles, web content, web analysis tools, and Strategic Highway Safety Plan (SHSP) Action Team information. Due to the delay with the 2021 VMT exposure data from the Federal Highway Administration, three of the publications were completed after September 30, 2022.

The UMTRI continued to provide one part-time statistician to supply in-depth crash data analysis for 92 requests, as well as crash data presentations at traffic safety partner meetings, including regional TSN meetings and the SHSP Action Team meetings.

The MTCF website had 113,523 page views; 88,023 queries on the data query tool; and 13,934 new users.

*The Michigan Traffic Crash Facts website had 113,523 page views; 88,023 queries on the data query tool; and 13,934 new users.*

**MICHIGAN TRAFFIC CRASH FACTS QUERY TOOL ENHANCEMENTS****BACKGROUND**

This project will develop additional enhancements to the MTCF Data Query Tool, such as Multiple Simultaneous Queries, Map Time Series, and 5-Year/10-Year Trend Tables. Funding will support personnel, supplies/operating, and indirect costs.

**PROJECT GOALS AND RESULTS**

- Develop support for the Multiple Simultaneous Queries to provide "And/Or" querying capability by September 30, 2022. **Goal achieved**
- Develop the Map Time Series by September 30, 2022. **Goal achieved**
- Develop the 5-Year/10-Year Trend Tables by September 30, 2022. **Goal achieved**

The UMTRI completed the query tool enhancements that support "And/Or" querying and Map Time Series and finished the development of the 5-Year/10-Year Trend Tables.

**MICHIGAN TRAFFIC CRASH FACTS DEMOGRAPHIC ANALYSIS OF MICHIGAN TRAFFIC CRASHES****BACKGROUND**

This project will add variables to the MTCF that will allow users to generate tables and graphs of demographic characteristics of crash locations and provide an in-depth report describing and summarizing these relationships. Funding will support personnel and indirect costs.

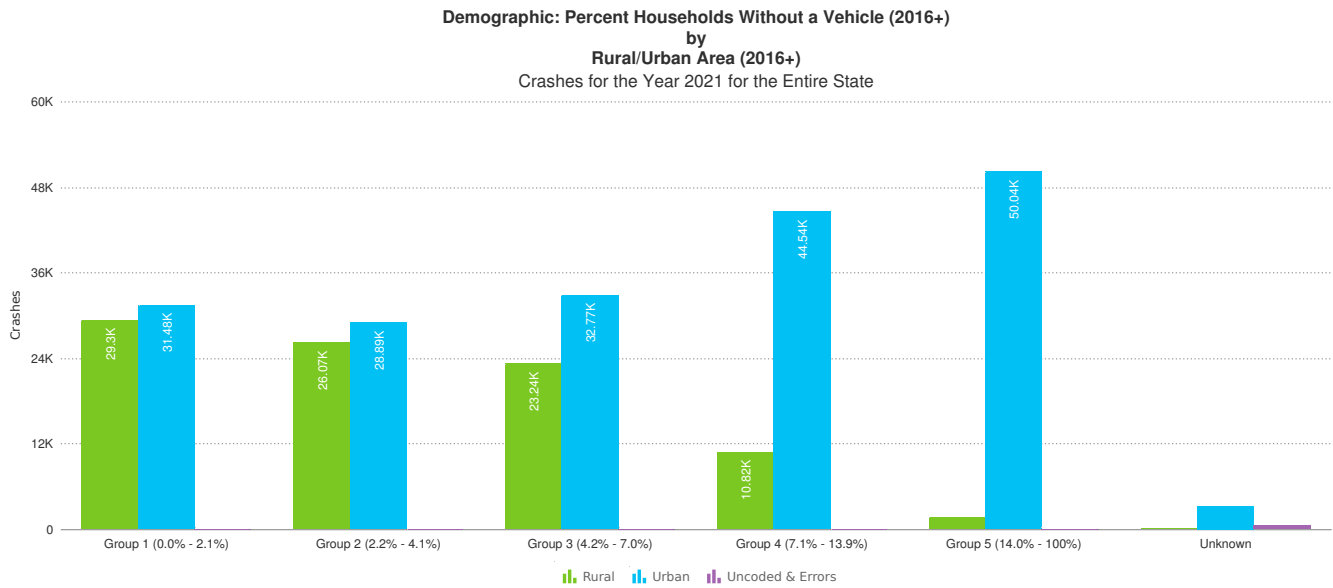
**PROJECT GOAL AND RESULT**

- Develop an analysis report and new variables for demographic crash data by September 30, 2022. **Goal achieved**

The UMTRI presented the Demographic Analysis results to the OHSP; added new demographic variables, including age, race, language, Internet access, education, employment, household income, disability, and drive/commute to work to the MTCF query tool; and published a new analysis report, Demographic Analysis of Michigan Traffic Crashes 2016-2019.



## SAMPLE BAR GRAPH FROM THE MTCF





## ADMINISTRATIVE ISSUES

### GOVERNOR'S TRAFFIC SAFETY ADVISORY COMMISSION

The GTSAC's updated Michigan SHSP was approved by the Governor and is now a finalized plan for 2023-2026. The Commission met in March 2022, May 2022, June 2022, and September 2022. The meetings gave commissioners the opportunity to provide updates on traffic safety-related activities taking place within their agencies or areas of responsibility. Updates were also provided on activities undertaken by the SHSP Action Teams.

During the past year, commissioners made presentations for five Outstanding Traffic Safety Achievement Awards, a Student Award, and three Richard H. Austin Long-Term Service Awards during the GTSAC Traffic Safety Awards program in May 2022.

### LEGISLATIVE UPDATE

While several bills were introduced to address traffic safety issues, no bills were enacted by September 30, 2022.

### TRAFFIC SAFETY NETWORKS

AAA Michigan and the OHSP have jointly sponsored local TSNs by providing technical assistance, subject matter expertise, speaker information, and materials. TSNs promote education, involvement in problem identification, and traffic safety solutions among public and private agencies concerned with the safety of Michigan motorists. TSNs meet periodically throughout

the year to share information, learn about traffic safety issues, and address problems in their communities.

The OHSP sponsors chairs and vice chairs of the TSNs to attend the Michigan Traffic Safety Summit, which allows them to stay informed on current traffic safety technologies, methodologies, and best practices in Michigan and nationally. The Summit also allows the opportunity to network with other TSN leadership and traffic safety professionals from around the state. Due to the COVID-19 pandemic, the Michigan Traffic Safety Summit was canceled for FY2022.

The TSNs are an important resource for the OHSP to exchange information with local communities, learn about local and regional traffic safety issues and concerns, provide guidance, and stay connected with partners throughout the state. Those efforts allow the TSNs to cultivate future traffic safety leaders by periodically rotating chair/vice chair responsibilities.

Agendas for the groups are varied, depending on issues of interest and relevance to each area. Many TSNs have annual updates on construction and winter weather plans that include reports from county road commissions and the MDOT. Traffic crash data is also a frequent meeting topic.

TSN meetings were suspended in 2020, when many workers moved to home-based office operations at the start of the pandemic. As people began settling into remote work, most groups resumed meetings through virtual platforms, which allowed more people to participate. Due to its success in increasing meeting participation, virtual formats will likely continue for the foreseeable future. There are 11 active TSNs and 5 inactive.



# PLANNING AND ADMINISTRATION

The Planning and Administration Section is responsible for developing budgets, creating the annual Highway Safety Plan (HSP), and providing procedural support for statewide traffic safety programming. Section activities include planning, traffic records, data analysis, project evaluation, and SHSP coordination. The project listed in this section pertains to one or more of the targets listed in the Performance Measures section.

## PLANNING AND ADMINISTRATION

*Section 402 FAST Act*

PA-22-01; Awarded: \$582,937;  
Expended: \$280,810.08

### BACKGROUND

The goals for the FY2022 HSP are listed in the Performance Measures section. Achieving those goals will require a foundation based on crash data analysis to identify the most pressing traffic safety issues, collaboration with traffic safety partners, and problem-based targeted programming.

### PROJECT GOAL AND RESULT

- Funding is provided to support various positions within the State Highway Safety Office (SHSO). These personnel are charged with administering funding for statewide traffic safety programming.

#### Goal achieved

The OHSP continued administration of the FY2022 HSP through program coordination and oversight. This included regular meetings of the OHSP's leadership team, HSP planning and administration staff, and other OHSP staff. After-action reviews identified areas for process improvements. The OHSP continues conducting operations based in a hybrid remote work and in-office environment, as well as utilizing Microsoft Teams for meetings. The web-based grants system continues to document grant activity while working remotely.



# PROGRAM MANAGEMENT

Program Management is responsible for developing and implementing grants and projects with state and local agencies, providing technical support to grantees, monitoring grant projects, reviewing financial expenditures, and ensuring that program activities are in support of the HSP and the requirements of the current transportation bill. The project listed in this section pertains to one or more of the targets listed in the Performance Measures section.

The program areas are community programs, driver education, EMS, impaired driving, motorcyclists, occupant protection, pedestrians and bicyclists, police traffic services, traffic records, and planning and administration.

**PROGRAM GOALS**

- Funding is provided to support various positions within the SHSO. These personnel are charged with administering funding for statewide traffic safety programming.
- Funding is provided to support office-wide administrative activities, such as staff travel, staff training and professional development, office supplies, equipment purchases, the electronic grants management system, and the Michigan Traffic Safety Summit.

**PROGRAM MANAGEMENT**

*Section 402 FAST Act Program Management*

CP-22-02; Awarded: \$2,738,602;  
Expended: \$2,575,897.00

**BACKGROUND**

The goals for the FY2022 HSP are:

- Reduce fatalities from 1,083 in 2020 to 1,065.2 fatalities in 2022.
- Prevent suspected serious injuries from increasing from 5,433 in 2020 to 5,733.2 in 2022.
- Prevent fatalities/100 million VMT from increasing from .96 fatalities/VMT in 2019 to 1.098 fatalities/VMT in 2022.

The annual HSP identifies Michigan’s most significant traffic safety issues, as well as countermeasures designed to reduce traffic deaths and injuries. Ongoing projects include sobriety courts, traffic safety resource prosecutors, and periodic traffic safety mobilizations. Program Management begins by analyzing crash data and planning strategies that will save lives and prevent injuries. Once the HSP is approved, projects move forward through the grants process, managed by OHSP program coordinators. Once performance goals are determined and grants are awarded, implementation, monitoring, and evaluation of the grant projects continues throughout the year. Results determine if goals were met.

**PROJECT GOALS AND RESULTS**

- Support the goals and activities identified in the HSP. **Goal achieved**
- Reduce crashes and fatalities in various areas as listed in the HSP. **Goal not achieved**

The OHSP continued office administrative support of the FY2022 HSP and grant projects managed by the OHSP staff. Funds supported more than 20 staff salaries and fringe benefits; staff travel; professional development; maintenance of the OHSP’s online grants management system; and operational overhead, including expenses for vehicles, supplies and materials, equipment, and purchases/leases. Please see the Performance Measures section for full details.





23

## FY2023 FOCUS

The OHSP uses state traffic crash data to identify highway safety problems when developing priorities, plans, and programs for a new fiscal year.

### HIGHWAY SAFETY ISSUES

Key traffic safety issues identified:

- The number of fatalities decreased from 1,131 in 2021 to 1,114 in 2022.
- Seat belt use decreased almost 2 percent from 94.4 percent in 2019 to 92.6 percent in 2021. Every 1 percent increase in seat belt use results in ten lives saved and 100 serious injuries prevented.

The goals for FY2023 HSP are to:

- Reduce fatalities to 1,105.6 (2019-2023 rolling average).
- Reduce suspected serious traffic injuries to 5,909.2 (2019-2023 rolling average).
- Prevent fatalities/100 million VMT from increasing to 1.136 (2019-2023 rolling average).

### HIGHWAY SAFETY PERFORMANCE MEASURES

The national core performance measures reflect Michigan's primary traffic safety areas:

- Occupant restraint use
- Impaired driving
- Young drivers
- Vulnerable roadway users: bicyclists, motorcyclists, and pedestrians

### DEVELOPING AND SELECTING EVIDENCE-BASED STRATEGIES AND PROJECTS

The OHSP staff works with partners and stakeholders to identify programs to reduce traffic fatalities and injuries. Input and ideas come from grantees; SHSP Action Teams; TSNs; law enforcement at the municipal, county, and state

levels; state agencies; driver training and education partners; CPS partners; hospital and other health-affiliated personnel; motorcycle training instructors; judicial networks; court personnel; probation officers; and a host of other partners involved in traffic safety efforts.

Impaired driving remains one of the primary areas of focus for traffic safety programming in FY2023. The 2021 crash data indicated alcohol and/or drug involvement in crash fatalities represented 44.7 percent of all traffic fatalities.

Support will continue for:

- Overtime enforcement of impaired-driving laws throughout the year in high-crash counties and communities.
- Public information and education to promote high-visibility impaired-driving enforcement mobilizations.
- Programs that support effective prosecution, adjudication, and treatment of impaired drivers.
- Law enforcement training for OWI detection with an emphasis on drug-impairment detection training, including ARIDE and DRE training.
- Public education support for the MSP Third District IMPACT.
- Efforts to promote seat belt use remain a high priority, with a use rate goal of 98 percent. Seat belt enforcement will be the primary focus of the OHSP-sponsored mobilization from May to June. A statewide seat belt and handheld device use observation survey will also be conducted. In addition, the proper use of car seats and booster seats will be promoted through public education, training, and car seat distribution programs. Targeted communication efforts will aim to increase seat belt use among pickup truck drivers and rear-seat passengers.
- The S4SD program is offered to high schools across the state, involving

students in the development of peer-to-peer teen traffic safety campaigns. Interactive school programs for young drivers will also be provided. New communications will make parents aware of the increased risk that passengers present to teen drivers. Older driver messaging efforts, including *Older Driver Safety Awareness Week* that usually takes place in December, will focus on family, friends, the medical community, and older drivers regarding the driver reassessment and reexamination process.

- Campaigns focusing on laws for pedestrian and bicyclist safety will continue. Stepped-up enforcement for pedestrian/motorist and bicyclist/motorist traffic violations will take place in areas identified by crash data.
- Efforts to encourage unendorsed motorcyclists to obtain training and proper endorsement will continue through the Shadow Rider campaign beginning in February. Funds will support motorcyclist training programs and professional development for RiderCoaches, as well as efforts to recruit people to become trained RiderCoaches.

## OTHER PROJECTS, INITIATIVES, AND CHALLENGES FOR THE OHSP

Major staff changes took place in FY2022 that will have an impact in FY2023.

- New OHSP Director, Katie Bower, was hired in August 2022 from the MDOS. She was the former Criminal Justice Information Center Assistant Director with the MSP, and she also worked at the Michigan Commission on Law Enforcement Standards.
- The Communications Section hired a new Communications Representative to coordinate the development and execution of traffic safety outreach strategies with a special focus on diverse audiences, unique urban and rural traffic safety challenges, and other emerging issues in highway traffic safety in Michigan.
- Several other position vacancies developed in the Financial Section and the Planning and Administration Section due to staff moving on to promotions and other opportunities.
- Work continues to improve the accessibility and accuracy of traffic crash data.
- The major speed enforcement and public information campaign continued to address the role of speed in crash fatalities and injuries. The reports in 2022 of speeds in excess of 100 mph are too numerous to mention.
- The OHSP is investing a record amount of federal funding—more than \$8.3 million—in public information and education, paid advertising, social media, and outreach in FY2023 to raise public awareness of traffic safety efforts and to secure voluntary compliance.
- The creation of a Law Enforcement Liaison position continues to be explored to determine the responsibilities that would be most impactful in efforts to increase law enforcement engagement in traffic safety.
- The OHSP subcommittees continue to implement recommendations previously provided at a Traffic Safety Task Force meeting. The task force consisted of statewide key traffic safety partners in crash data analysis, research, traffic law enforcement, and other disciplines. The purpose of the task force was to examine the increase in traffic fatalities and injuries in Michigan; determine the relationship to driver behavior issues with a focus on speed, impairment, and reductions in seat belt use; and formulate and implement a plan of action to address those problems.
- New strategies will be explored in project solicitation to secure more informed input from statewide traffic safety partners to address the results of the August 2021 NHTSA Management Review, revitalize the state's DRE cadre following the pandemic, work with Michigan's police and sheriffs to focus on a dramatic downturn in traffic enforcement in Michigan, and pursue new initiatives with the EMS community through the establishment of a Rural Bystander Care Training Program.

# THE OHSP STAFF (AS OF SEPTEMBER 30, 2022)

Katie Bower	Division Director and Governor's Representative
Vacant	Executive Administrative Assistant to the Division Director
Vacant	Administrative Assistant
<b>PLANNING AND ADMINISTRATION SECTION</b>	
Emily Shinevar	Planning and Administration Section Manager
Charlotte Kilvington	Analysis and Evaluation Coordinator
Chelsea Thelen	Traffic Records Program Coordinator
Vacant	Grant System Analyst
<b>PROGRAM MANAGEMENT SECTION</b>	
Alicia Sledge	Program Management Section Manager
Jamie Dolan	Upper Peninsula Regional Coordinator
Pat Eliason	Police Traffic Services Program Coordinator
Linda Fech	Teen and Older Driver, Distracted Driving, and School Bus Safety Program Coordinator
Michael Harris	Drug Evaluation and Classification Program Coordinator
Kara Rueckert	Occupant Protection Program Coordinator
Christy Sanborn	Impaired Driving Program Coordinator
Vacant	Vulnerable Road User Program Coordinator
<b>FINANCIAL MANAGEMENT SECTION</b>	
Zada Schriener	Financial Management Section Manager
Julie Roth	Secondary Road Patrol Program Coordinator
Vacant	Federal Programs Accountant
Vacant	Accounting Technician
Vacant	Grant Monitoring and Financial Compliance Auditor
<b>COMMUNICATIONS SECTION</b>	
Kendall Wingrove	Communications Section Manager
Jon Benallack	Graphic Designer
Sandra Enness	Communications Representative
Nancy Feldbush	Senior Editor
Dennis Raymo	Communications Representative







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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.