



Compiled and submitted by Charlotte Kilvington (KilvingtonC@michigan.gov) on behalf of Interim Director Alicia Sledge and the Michigan Office of Highway Safety Planning staff on July 1, 2022.

(CP) Community Programs

¹CORE PERFORMANCE MEASURES

- C-1 Reduce the number of traffic fatalities from 1,131 in 2021 to **1,105.6** (2019-2023 rolling average) by 2023.
- C-2 Reduce suspected serious injuries from 5,979 in 2021 to **5,909.2** (2019-2023 rolling average) by 2023.
- C-3 Prevent the 1.01 fatalities/100 million vehicle miles traveled (VMT) rate in 2021 from reaching no more than **1.136** fatalities/100 million VMT (2019-2023 rolling average) by 2023.
- C-4 Reduce unrestrained passenger vehicle occupant fatalities from 237 fatalities in 2021 to **201** fatalities by 2023.
- C-5 Prevent fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from 191 fatalities in 2021 from increasing to no more than **223** fatalities by 2023.
- C-6 Reduce speed involved fatalities from 237 fatalities in 2021 to **202** fatalities by 2023.
- C-7 Reduce motorcyclist fatalities from 166 fatalities in 2021 to **149** fatalities by 2023.
- C-8 Reduce unhelmeted motorcyclist fatalities from 72 fatalities in 2021 to **54** fatalities by 2023.
- C-9 Reduce drivers age 20 and younger involved in fatal crashes from 163 fatal crashes in 2021 to **132** fatal crashes by 2023.
- C-10 Reduce pedestrian fatalities from 183 fatalities in 2021 to **158** fatalities by 2023.
- C-11 Reduce bicyclist fatalities from 29 fatalities in 2021 to **27** fatalities by 2023.
- B-1 Increase the observed seat belt use for passenger vehicles, front-seat outboard occupants by 1 Percentage point from 92.6 percent in 2021 to **93.9** percent by 2023.

MICHIGAN CORE PERFORMANCE MEASURES

- O-1 Reduce crashes involving alcohol- or drug-impaired motorcyclists from 261 crashes in 2021 to **222** crashes by 2023.
- O-2 Reduce alcohol- or drug-impaired motorcyclist fatalities from 53 fatalities in 2021 to **47** fatalities by 2023.
- O-3 Prevent fatalities in crashes involving a drug-impaired driver or motorcycle operator from increasing from 264 fatalities in 2021 to **301** fatalities by 2023.
- O-4 Reduce crashes involving a motorcycle and another motor vehicle by from 1,716 crashes in 2021 to **1,396** crashes by 2023.
- O-5 Prevent fatal crashes with drivers age 65 and older from increasing from 228 fatal crashes in 2021 to no than **259** fatal crashes by 2023.
- O-6 Prevent number of distracted drivers involved in fatal crashes from increasing from 59 fatal crashes in 2021 to no more than **76** fatal crashes by 2023.

¹Not every planned activity in the program area has all of the performance measures listed above. This list is cumulative based on the planned activities.

(CP) Community Programs

<i>CP</i>		<i>COMMUNITY PROGRAMS</i>	
GTS CODES	PLANNED ACTIVITY NUMBERS	FUNDING SOURCES	DOLLAR AMOUNT
PA-2023-Planning and Administration	CP-23-01	Section 402 Program Management	\$219,000
CP-2023-Community Traffic Safety Project	CP-23-01, CP-23-03, CP-23-04, CP-23-05	Section 402 FAST Act Community Traffic Safety Project	\$484,000
CP-2023-Community Traffic Safety Project	CP-23-03	Section 402 BIL Community Traffic Safety Project	\$206,000
FDL*CP-405d Low Community Traffic Safety	CP-23-03	Section 405(d) FAST Act Impaired Driving Low Community Safety Project (flex)	\$85,000
SHARE TO LOCALS			\$690,000
PROGRAM AREA TOTAL			\$994,000

Traffic safety messages are most successful when accompanied by public information.

(CP) Community Programs

In-House PI&E

PLANNED ACTIVITY NUMBER	CP-23-03 PI&E		
GTS CODE(S)	CP-2023-Community Traffic Safety Project		
PROJECT CATEGORY	Education, Communication, and Outreach		
BENEFIT TO LOCALS (402 only)	Yes		
INTENDED GRANTEE/SUBRECIPIENTS	OHSP PI&E		
AMOUNT, YEAR(S), FUNDING SOURCE	\$60,000	2021	402 FAST ACT Community Traffic Safety Project
INDIRECT COST RATE	N/A		
GRANT START-UP	October 1		
GOAL(S)	Support statewide outreach on traffic safety measures by making materials available for the public and stakeholders through September 30, 2023.		

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.



Distracted Driving

[Learn More About the Dangers of Distracted Driving](#) >



Bicyclist Safety

[Learn More About Bicyclist Rights and Responsibilities](#) >



Pedestrian Safety

[Learn More](#) >



Motorcyclist Safety

[Learn More](#) >



Senior Drivers

[Safe Drivers Smart Options](#) >



Teen Driver Safety

[Learn More about Teen Driver Safety](#) >

(CP) Community Programs

Materials Storage and Distribution

PLANNED ACTIVITY NUMBER	CP-23-04		
GTS CODE(S)	CP-2023-Community Traffic Safety Project		
PROJECT CATEGORY	Education, Communication, and Outreach		
BENEFIT TO LOCALS (402 only)	Yes		
INTENDED GRANTEE/SUBRECIPIENTS	MSP GCSD		
AMOUNT, YEAR(S), FUNDING SOURCE	\$150,000	2021	402 FAST ACT Community Traffic Safety Project
INDIRECT COST RATE	9.1 percent		
GRANT START-UP	October 1		
GOAL(S)	Distribute 225,000 traffic safety catalog items and two mobilization mailings by September 30, 2023.		

The 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 information about traffic safety 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 the SFST, ARIDE, and DRE training materials for law enforcement.

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



(CP) Community Programs

Michigan Traffic Safety Summit Virtual Speaker Series

PLANNED ACTIVITY NUMBER	CP-23-01 Special Projects		
GTS CODE(S)	CP-2023-Community Traffic Safety Project		
PROJECT CATEGORY	Education, Communication, and Outreach		
BENEFIT TO LOCALS (402 only)	Yes		
INTENDED GRANTEE/SUBRECIPIENTS	OHSP Special Projects		
AMOUNT, YEAR(S), FUNDING SOURCE	\$150,000	2021	402 FAST ACT Community Traffic Safety Project
INDIRECT COST RATE	N/A		
GRANT START-UP	October 1		
GOAL(S)	Conduct up to six virtual Michigan Traffic Summit Virtual Speaker Series modules by September 30, 2023.		

The Michigan Traffic Safety Summit Virtual Speaker Series will bring together traffic safety stakeholders to learn about trends in crash data, traffic safety issues and research, and best practices from the state and around the country.

Funding will support contractual costs.



(CP) Community Programs

Societal Costs of Traffic Crashes and Crimes in Michigan: 2023 Update

PLANNED ACTIVITY NUMBER	CP-23-05		
GTS CODE(S)	CP-2023-Community Traffic Safety Project		
PROJECT CATEGORY	Research, Data, and Evaluation		
BENEFIT TO LOCALS (402 only)	Yes		
INTENDED GRANTEE/SUBRECIPIENTS	University of Michigan Transportation Research Institute (UMTRI) (RFP) (8-15-2022)		
AMOUNT, YEAR(S), FUNDING SOURCE	\$124,000	2021	Section 402 FAST Act Community Traffic Safety Project
INDIRECT COST RATE	56%		
GRANT START-UP	October 1		
GOAL(S)	<p>Research and evaluate the costs of traffic crash and crime data and societal impacts in Michigan by September 30, 2023.</p> <p>Provide a final report to the OHSP by September 30, 2023.</p>		

Traffic crashes and crimes impose significant economic and social burdens on Michigan through injuries, loss of life, and property damages. Comparable and up-to-date cost data on traffic crashes and crimes can help policymakers and law enforcement leaders make informed decisions and prioritize resource expenditures relative to reducing these burdens. The purpose of the study is to update the 2017 earlier work in order to provide a timely basis for comparing the societal costs of traffic crashes and crimes in Michigan.

Funding will support personnel, contractual, and indirect costs.

(CP) Community Programs

Strategic Counsel

PLANNED ACTIVITY NUMBER	CP-23-03 PI&E		
GTS CODE(S)	FDL*CP-405d Low Community Traffic Safety		
PROJECT CATEGORY	Education, Communication, and Outreach		
BENEFIT TO LOCALS (402 only)	N/A		
INTENDED GRANTEE/SUBRECIPIENTS	OHSP PI&E		
AMOUNT, YEAR(S), FUNDING SOURCE	\$85,000	2021	405(d) FAST Act Impaired Driving Low Community Safety Project (flex)
INDIRECT COST RATE	N/A		
GRANT START-UP	October 1		
GOAL(S)	Provide communications expertise related to new situations, opportunities, and challenges for up to four projects through September 30, 2023.		

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.



(CP) Community Programs

Winter Safe-Driving Awareness Campaign

PLANNED ACTIVITY NUMBER	CP-23-03 PI&E		
GTS CODE(S)	CP-2023-Community Traffic Safety Project		
PROJECT CATEGORY	Education, Communication, and Outreach		
BENEFIT TO LOCALS (402 only)	Yes		
INTENDED GRANTEE/SUBRECIPIENTS	OHSP PI&E		
AMOUNT, YEAR(S), FUNDING SOURCE	\$206,000	2021	402 BIL Community Traffic Safety Project
INDIRECT COST RATE	N/A		
GRANT START-UP	October 1		
GOAL(S)	<p>Create the statewide Michigan Winter Safe-Driving Awareness Campaign by September 30, 2023.</p> <p>Conduct a statewide Winter Safe-Driving Awareness Campaign by September 30, 2023.</p>		

The [Drive Slow on Ice and Snow](#) winter safe-driving awareness campaign will create new social media messages to appeal to all motorists to promote a statewide Michigan Winter Safe-Driving Awareness Week campaign. Existing media assets 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.



Community Programs Program Management

PLANNED ACTIVITY NUMBER	CP-23-02 PM		
GTS CODE	PA-2023-Planning and Administration		
PROJECT CATEGORY	Program Management		
INTENDED GRANTEE/SUBRECIPIENTS	OHSP		
AMOUNT, YEAR(S), FUNDING SOURCE	\$219,000	2021	402 Program Management
INDIRECT COST RATE	9.1 percent		
GRANT START-UP	October 1		

Funding will support the shared costs of the Program Management team required to implement and manage the OHSP programs.

²(DE) Driver Education

CORE PERFORMANCE MEASURES

- C-1 Reduce the number of traffic fatalities from 1,131 in 2021 to **1,105.6** (2019-2023 rolling average) by 2023.
- C-2 Reduce suspected serious injuries from 5,979 in 2021 to **5,909.2** (2019-2023 rolling average) by 2023.
- C-3 Prevent the 1.01 fatalities/100 million vehicle miles traveled (VMT) rate in 2021 from reaching no more than **1.136** fatalities/100 million VMT (2019-2023 rolling average) by 2023.
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- C-6 Reduce speed involved fatalities from 237 fatalities in 2021 to **202** fatalities by 2023.
- C-8 Reduce unhelmeted motorcyclist fatalities from 72 fatalities in 2021 to **54** fatalities by 2023.
- C-9 Reduce drivers age 20 and younger involved in fatal crashes from 163 fatal crashes in 2021 to **132** fatal crashes by 2023.
- B-1 Increase the observed seat belt use for passenger vehicles, front-seat outboard occupants by 1 Percentage point from 92.6 percent in 2021 to **93.9** percent by 2023.

MICHIGAN CORE PERFORMANCE MEASURES

- O-4 Reduce crashes involving a motorcycle and another motor vehicle by from 1,716 crashes in 2021 to **1,396** crashes by 2023.
- O-5 Prevent fatal crashes with drivers age 65 and older from increasing from 228 fatal crashes in 2021 to no more than **259** fatal crashes by 2023.
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²Not every planned activity in the program area has all of the performance measures listed above. This list is cumulative based on the planned activities.

(DE) Driver Education

GTS CODES	PLANNED ACTIVITY NUMBERS	FUNDING SOURCES	DOLLAR AMOUNT
PA-2023- Planning and Administration	CP-23-02	Section 402 Program Management	\$308,000
PM-2023-Paid Advertising	CP-23-03	Section 402 FAST Act Paid Advertising	\$300,000
DE-2023-Driver Education	DE-23-11	Section 402 FAST Act Driver Education	\$386,000
M1*DE-05b Driver Education	CP-23-03	Section 405(b) Supp BIL Occupant Protection High Driver Education (flex)	\$46,000
FDL*DE-405d Low Driver Education	CP-23-03	Section 405(d) FAST Act Impaired Driving Low Driver Education (flex)	\$125,000
DE-2023-Driver Education	DE-23-01, D23- 04, DE-23-09, CP-23-3	Section 402 BIL Driver Education	\$230,000
FDL*YA-405d Low Youth Alcohol	CP-23-01	Section 405(d) FAST Act Impaired Driving Low Youth Alcohol	\$20,000
SHARE TO LOCALS			\$916,000
PROGRAM AREA TOTAL			\$1,415,000

Inexperience, risk-taking behavior, immaturity, and greater risk exposure are all factors that increase crash risk for young drivers. According to the [Center for Disease Control and Prevention](#), traffic crashes are the second-leading cause of death among people aged 15-20.

As people age into older adulthood, they begin to experience declines in their functional abilities. One of the main concerns with aging is that declines in abilities needed for safe driving can lead to higher likelihood of motor vehicle crashes and related injuries.

(DE) Driver Education

Distracted Driving High School Action Kits

PLANNED ACTIVITY NUMBER	CP-23-03 PI&E		
GTS CODE(S)	M1*DE-05b Driver Education		
PROJECT CATEGORY	Education, Communication, and Outreach		
BENEFIT TO LOCALS (402 only)	N/A		
INTENDED GRANTEE/SUBRECIPIENTS	OHSP PI&E		
AMOUNT, YEAR(S), FUNDING SOURCE	\$46,000	2022	405(b) Supp BIL Occupant Protection High Driver Education (flex)
INDIRECT COST RATE	N/A		
GRANT START-UP	October 1		
GOAL(S)	Conduct an awareness campaign, including development and distribution of distracted driving banners to high schools in the top ten high fatality and suspected serious injury counties, by May 15, 2023.		

The ³FY2023 social media campaign will be expanded to include outreach to high schools with distracted driving banners, posters, brochures, social media messaging, fact sheets, and media releases. The OHSP will fund production and distribution of one distracted driving banner to each high school in support of Distracted Driving Awareness month in April.

Funding will support supplies/operating costs.



³Logo displayed is the NHTSA logo and not necessarily the MI campaign.

(DE) Driver Education

Distracted Driving Public Education and Social Media Campaign

PLANNED ACTIVITY NUMBER	CP-23-03 PI&E		
PROJECT CATEGORY	Education, Communication, and Outreach		
GTS CODE(S)	PM-2023-Paid Advertising		
BENEFIT TO LOCALS (402 only)	Yes		
INTENDED GRANTEE/SUBRECIPIENTS	OHSP PI&E		
AMOUNT, YEAR(S), FUNDING SOURCE	\$300,000	2021	402 FAST Act Paid Advertising
INDIRECT COST RATE	N/A		
GRANT START-UP	October 1		
GOAL(S)	Support statewide outreach by creating and distributing paid social media ads about the dangers of distracted driving by May 15, 2023.		

Public information messages will be created to alert the public about the dangers associated with distracted driving to positively influence driver behavior. The target audience will be expanded to include a broader age group, specifically targeted to people aged 16-54. Different tactics and creative will be targeted to people aged 16-25 and then different tactics/creative for the older segment of that population aged 26-54. New creative development will be needed, including a video, and more coverage for a broader audience. The [EyesDrive](#) assets can still be used for the teen audience. Paid media of the [Sam Howell](#) video will occur for the first time in FY2022 and continue into FY2023.

Funding will support contractual costs.



(DE) Driver Education

Ford Driving Skills for Life Impaired Driving Station

PLANNED ACTIVITY NUMBER	CP-23-01 Special Projects		
GTS CODE(S)	FDL*YA-405d Low Youth Alcohol		
PROJECT CATEGORY	Support, Training, and Enforcement		
BENEFIT TO LOCALS (402 only)	N/A		
INTENDED GRANTEE/SUBRECIPIENTS	OHSP Special Projects		
AMOUNT, YEAR(S), FUNDING SOURCE	\$20,000	2021	405(d) FAST Act Impaired Driving Low Youth Alcohol
INDIRECT COST RATE	9.1 percent		
GRANT START-UP	October 1		
GOAL(S)	Provide impaired driving education for 640 teens/students and 475 adults/parents to educate them on the dangers of impaired driving by September 30, 2023.		

Michigan State Police Community Service Troopers will work with teen drivers and their parents to educate them on the dangers of impaired driving during [Ford's Driving Skills for Life \(PCR\)](#) hands-on three-day event in May 2023.

Funding will support overtime personnel, travel, supplies/operating, and indirect costs.



(DE) Driver Education

Mandatory Orientation for Teen Driver Training Providers

PLANNED ACTIVITY NUMBER	DE-23-11		
GTS CODE(S)	DE-2023 Driver Education		
PROJECT CATEGORY	Education, Communication, and Outreach		
BENEFIT TO LOCALS (402 only)	Yes		
INTENDED GRANTEE/SUBRECIPIENTS	Michigan Department of State (MDOS)		
AMOUNT, YEAR(S), FUNDING SOURCE	\$60,000	2021	402 FAST Act Driver Education
INDIRECT COST RATE	13.6 percent		
GRANT START-UP	October 1		
GOAL(S)	Develop a provider orientation program and make the program available to driver education providers by September 30, 2023. Train the MDOS staff to deliver the program by September 30, 2023.		

The MDOS will create and deliver a mandatory orientation program for the 290 teen driver training providers. Pursuant to Michigan Compiled Law (MCL) 256.629(12), *"the secretary of state may develop and prescribe an orientation and education program that a person must complete before the secretary of state issues that person an original driver education provider certificate."* However, such a program has never been mandated. Elements of the program will include reinforcing what is to be taught, the providers' role in driver safety, promotion of the requirement to conduct a parent orientation meeting and parental involvement in the graduated driver licensing process, promotion of traffic safety resources, and classroom technique.

Funding will support contractual and indirect costs.

DRIVER EDUCATION PROVIDER MANUAL



"DOING IT RIGHT"

Michigan Department of State
Driver Programs Division
Driver Education Section

(DE) Driver Education

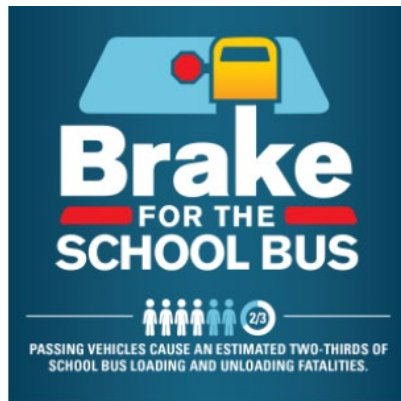
Operation Safe Stop

PLANNED ACTIVITY NUMBER	CP-23-03 PI&E	
GTS CODE(S)	N/A	
PROJECT CATEGORY	Support, Training, and Enforcement	
BENEFIT TO LOCALS (402 only)	N/A	
INTENDED GRANTEE/SUBRECIPIENTS	OHSP PI&E	
AMOUNT, YEAR(S), FUNDING SOURCE	\$0	This project is not funded but supported under the general In-House PI&E CP-23-03 in CP.
INDIRECT COST RATE	N/A	
GRANT START-UP	October 1	
GOAL(S)	Support school bus safety enforcement of illegally passing school buses to decrease stop-arm violations while children are loading and unloading from a school bus during School Bus Safety Week by developing a LEAK that will go to agencies that participate by September 22, 2023.	

The OHSP will coordinate voluntary school bus enforcement of stop-arm violations utilizing Operation Safe Stop (OSS) with law enforcement agencies in October. The OHSP will send out correspondence requesting participation and creating assets for a LEAK to go to agencies that participate. ⁴These assets will also be posted on the OHSP website. The LEAK will include a sample news release, a fact sheet, sample social media messages, and possibly a short cell phone video script that Public Information Officers can record and post on their social media pages. For consideration will be a school bus ride along in cooperation with law enforcement and TV stations.

The OHSP school bus web page (www.Michigan.gov/schoolbussafety) will be updated if necessary. The OHSP will send out a media release announcing the enforcement. Partnering with Dean Transportation, a letter from the Michigan Association of Pupil Transportation and the OHSP will be drafted to be sent to all schools asking for their cooperation and participation in OSS during School Bus Safety Week, October 17-21, 2022. A partnering opportunity arose with the Pedestrian Safety Programs to help with school bus safety promotion on social media.

This is a non-funded project.



(DE) Driver Education

Safe Drivers Smart Options ([SDSO](#)) and Advanced Driver Assistance System ([ADAS](#)) Technology Phase 1

PLANNED ACTIVITY NUMBER	DE-23-09		
GTS CODE(S)	DE-2023 Driver Education		
PROJECT CATEGORY	Education, Communication, and Outreach		
BENEFIT TO LOCALS (402 only)	Yes		
INTENDED GRANTEE/SUBRECIPIENTS	TBD		
AMOUNT, YEAR(S), FUNDING SOURCE	\$237,000	2022	402 FAST Act Driver Education
INDIRECT COST RATE	TBD percent		
GRANT START-UP	October 1		
GOAL(S)	<p>Gather and organize information about older drivers and ADAS technologies into a framework that can be added to the SDSO website by September 30, 2023.</p> <p>Assess awareness of the SDSO Strategy in Michigan through surveys of the three target user groups for the SDSO Strategy: Michigan older adults, Michigan informal caregivers who care for an older adult, and professionals who work with older adults on mobility-related issues by September 30, 2023.</p>		

This project will research the [ADAS](#) technology resources for older drivers and develop content for the [SDSO](#) website. Additionally, awareness levels will be assessed through surveys of the target groups. This is a multiyear project with expected completion in FY2024.

Funding will support personnel, contractual, indirect, and travel costs.



(DE) Driver Education

Strive for a Safer Drive (S4SD)

PLANNED ACTIVITY NUMBER	DE-23-01		
GTS CODE(S)	DE-2023 Driver Education		
PROJECT CATEGORY	Education, Communication, and Outreach		
BENEFIT TO LOCALS (402 only)	Yes		
INTENDED GRANTEE/SUBRECIPIENTS	Transportation Improvement Association (TIA)		
AMOUNT, YEAR(S), FUNDING SOURCE	\$89,000	2022	402 FAST Act Driver Education
INDIRECT COST RATE	20 percent		
GRANT START-UP	October 1		
GOAL(S)	<p>Establish S4SD in 50 schools by September 30, 2023.</p> <p>Coordinate one hands-on driving event for 200 students from participating schools by September 30, 2023.</p> <p>Increase the average seat belt usage rate, based on pre- and post-observational surveys, among all participating schools by 2 percent by September 30, 2023.</p>		

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 a hands-on driving event. Resources will be concentrated in the counties where 70 percent of all teen fatalities and suspected serious injuries occur. Extra promotion will occur in these counties and will include presentations, email correspondence, outreach at community events, and cold calling. The OHSP provides communications support for [S4SD](#), which will be expanded to include outreach to high schools during Teen Driver Safety Awareness Week and paid promotion of the program.

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



(DE) Driver Education

Teen Driver Safety Communications Program

PLANNED ACTIVITY NUMBER	CP-23-03 PI&E		
GTS CODE(S)	DE-2023 Driver Education		
PROJECT CATEGORY	Education, Communication, and Outreach		
BENEFIT TO LOCALS (402 only)	Yes		
INTENDED GRANTEE/SUBRECIPIENTS	OHSP PI&E		
AMOUNT, YEAR(S), FUNDING SOURCE	\$53,000	2022	402 BIL Driver Education
INDIRECT COST RATE	N/A		
GRANT START-UP	October 1		
GOAL(S)	<p>Support statewide outreach by creating and distributing paid social media ads about the Teen Driver Safety Week by September 30, 2023.</p> <p>Conduct, separately, two teen focus groups and two parent focus groups by March 1, 2023.</p> <p>Create a S4SD promotional video by July 1, 2023.</p>		

Public information messages will be created to alert teen parents about teen driver traffic safety. Messaging will occur during the month of October to coincide with Teen Driver Safety Awareness Week. A call to action will be to the teen safe-driving website/Parent Tool Kit. A new video will be created to promote the [S4SD](#) program. Focus groups will be conducted with teens and parents to help with messaging in FY2023 and beyond.

Funding will support contractual costs.



(DE) Driver Education

Teen Interactive Programs

PLANNED ACTIVITY NUMBER	DE-23-04		
GTS CODE(S)	DE-2023 Driver Education		
PROJECT CATEGORY	Education, Communication, and Outreach		
BENEFIT TO LOCALS (402 only)	Yes		
INTENDED GRANTEE/SUBRECIPIENTS	TIA		
AMOUNT, YEAR(S), FUNDING SOURCE	\$177,000	2022	402 BIL Driver Education
INDIRECT COST RATE	20 percent		
GRANT START-UP	October 1		
GOAL(S)	Conduct teen traffic safety interactive programming in high fatality and suspected serious injury counties for 15,000 teens in 51 high schools by September 30, 2023.		

This project is a comprehensive high-impact safe-driving awareness program that utilizes several methods to inform, educate, and demonstrate the potentially deadly consequences resulting from poor choices and decisions made by the drivers of motor vehicles. Programming may include hands-on driving simulators and assemblies, including game show-type interaction. The simulator allows participants to experience the real-life dangers without the real-life consequences. The TIA utilized an RFP process in FY2022 to develop three-year contracts with three teen interactive safe-driving program vendors to deliver programs to high schools with the largest number of fatalities and suspected serious injuries involving a teen driver and that do not have any other OHSP-funded teen programs available.

Funding will support contractual and indirect costs.



(DE) Driver Education

Teen Passenger Safety Campaign

PLANNED ACTIVITY NUMBER	CP-23-03 PI&E		
GTS CODE(S)	FDL*DE Low Driver Education		
PROJECT CATEGORY	Education, Communication, and Outreach		
BENEFIT TO LOCALS (402 only)	N/A		
INTENDED GRANTEE/SUBRECIPIENTS	OHSP PI&E		
AMOUNT, YEAR(S), FUNDING SOURCE	\$125,000	2021	405(d) FAST Act Impaired Driving Low Driver Education (flex)
INDIRECT COST RATE	N/A		
GRANT START-UP	October 1		
GOAL(S)	Develop and distribute social media and other media messages to garner 9 million impressions by September 30, 2023.		

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 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 Wayne, Kent, Oakland, Macomb, Genesee, Ingham, Kalamazoo, Ottawa, Washtenaw, and Muskegon.

Funding will support contractual costs.



Driver Education Program Management

PLANNED ACTIVITY NUMBER	CP-23-02 PM		
GTS CODE	PA-2023-Planning and Administration		
PROJECT CATEGORY	Program Management		
INTENDED GRANTEE/SUBRECIPIENTS	OHSP		
AMOUNT, YEAR(S), FUNDING SOURCE	\$308,000	2021	402 Program Management
INDIRECT COST RATE	9.1 percent		
GRANT START-UP	October 1		

Funding will support the shared costs of the Program Management team required to implement and manage the OHSP programs.

(EM) Emergency Medical Services

⁵CORE PERFORMANCE MEASURES

- C-1 Reduce the number of traffic fatalities from 1,131 in 2021 to **1,105.6** (2019-2023 rolling average) by 2023.
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- C-6 Reduce speed involved fatalities from 237 fatalities in 2021 to **202** fatalities by 2023.
- C-7 Reduce motorcyclist fatalities from 166 fatalities in 2021 to **149** fatalities by 2023.
- C-8 Reduce unhelmeted motorcyclist fatalities from 72 fatalities in 2021 to **54** fatalities by 2023.
- C-9 Reduce drivers age 20 and younger involved in fatal crashes from 163 fatal crashes in 2021 to **132** fatal crashes by 2023.
- C-10 Reduce pedestrian fatalities from 183 fatalities in 2021 to **158** fatalities by 2023.
- C-11 Reduce bicyclist fatalities from 29 fatalities in 2021 to **27** fatalities by 2023.
- B-1 Increase the observed seat belt use for passenger vehicles, front-seat outboard occupants by 1 Percentage point from 92.6 percent in 2021 to **93.9** percent by 2023.

MICHIGAN CORE PERFORMANCE MEASURES

- O-1 Reduce crashes involving alcohol- or drug-impaired motorcyclists from 261 crashes in 2021 to **222** crashes by 2023.
- O-2 Reduce alcohol- or drug-impaired motorcyclist fatalities from 53 fatalities in 2021 to **47** fatalities by 2023.
- O-3 Prevent fatalities in crashes involving a drug-impaired driver or motorcycle operator from increasing from 264 fatalities in 2021 to **301** fatalities by 2023.
- O-4 Reduce crashes involving a motorcycle and another motor vehicle by from 1,716 crashes in 2021 to **1,396** crashes by 2023.
- O-5 Prevent fatal crashes with drivers age 65 and older from increasing from 228 fatal crashes in 2021 to no than **259** fatal crashes by 2023.
- O-6 Prevent number of distracted drivers involved in fatal crashes from increasing from 59 fatal crashes in 2021 to no more than **76** fatal crashes by 2023.



⁵Not every planned activity in the program area has all of the performance measures listed above. This list is cumulative based on the planned activities.

(EM) Emergency Medical Services

<i>EM</i>		<i>EMERGENCY MEDICAL SERVICES</i>	
GTS CODES	PLANNING ACTIVITY NUMBERS	FUNDING SOURCES	DOLLAR AMOUNT
PA-2023-Planning and Administration	CP-23-02	Section 402 Program Management	\$146,000
EM-2023-Emergency Medical Services	CP-23-01	Section 402 BIL Emergency Medical Services	\$24,000
SHARE TO LOCALS			\$24,000
PROGRAM AREA TOTAL			\$170,000

The Upper Peninsula is a largely rural, wilderness area of 16,500 square miles. Many communities lack adequate personnel and financial assets for optimal safety resources, such as broadband access to contact 911, law enforcement, training, first responders, and definitive medical care.



(EM) Emergency Medical Services

U.P. Rural Bystander Care Program

PLANNED ACTIVITY NUMBER	CP-23-01 Special Projects		
GTS CODE(S)	EM-2023-Emergency Medical Services		
PROJECT CATEGORY	Education, Communication, and Outreach		
BENEFIT TO LOCALS (402 only)	Yes		
INTENDED GRANTEE/SUBRECIPIENTS	OHSP Special Projects		
AMOUNT, YEAR(S), FUNDING SOURCE	\$24,000	2022	402 BIL Emergency Medical Services
INDIRECT COST RATE	N/A		
GRANT START-UP	October 1		
GOAL(S)	Conduct a rural bystander care training program for 150 citizens in the Upper Peninsula by September 30, 2023.		

A national rural bystander care training curriculum will be used to teach citizens to render potentially lifesaving care at the scene of a motor vehicle crash until an ambulance arrives.

Funding will support supplies/operating and contractual costs.

Emergency Medical Services Program Management

PLANNED ACTIVITY NUMBER	CP-23-02 PM		
GTS CODE	PA-2023-Planning and Administration		
PROJECT CATEGORY	Program Management		
INTENDED GRANTEE/SUBRECIPIENTS	OHSP		
AMOUNT, YEAR(S), FUNDING SOURCE	\$146,000	2021	402 Program Management
INDIRECT COST RATE	9.1 percent		
GRANT START-UP	October 1		

Funding will support the shared costs of the Program Management team required to implement and manage the OHSP programs.



(ID) Impaired Driving

⁶CORE PERFORMANCE MEASURES

- C-1 Reduce the number of traffic fatalities from 1,131 in 2021 to **1,105.6** (2019-2023 rolling average) by 2023.
- C-2 Reduce suspected serious injuries from 5,979 in 2021 to **5,909.2** (2019-2023 rolling average) by 2023.
- C-3 Prevent the 1.01 fatalities/100 million vehicle miles traveled (VMT) rate in 2021 from reaching no more than **1.136** fatalities/VMT (2019-2023 rolling average) by 2023.
- C-5 Prevent fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from 191 fatalities in 2021 from increasing to no more than **223** fatalities by 2023.

MICHIGAN CORE PERFORMANCE MEASURES

- O-1 Reduce crashes involving alcohol- or drug-impaired motorcyclists from 261 crashes in 2021 to **222** crashes by 2023.
- O-2 Reduce alcohol- or drug-impaired motorcyclist fatalities from 53 fatalities in 2021 to **47** fatalities by 2023.
- O-3 Prevent fatalities in crashes involving a drug-impaired driver or motorcycle operator from increasing from 264 fatalities in 2021 to **301** fatalities by 2023.

⁶Not every planned activity in the program area has all of the performance measures listed above. This list is cumulative based on the planned activities.

(ID) Impaired Driving

<i>ID</i>		<i>IMPAIRED DRIVING</i>	
GTS CODES	PLANNED ACTIVITY NUMBERS	FUNDING SOURCES	DOLLAR AMOUNT
PA-2023- Planning and Administration	CP-23-02	Section 402 Program Management	\$492,000
FDLHVE-405d Low HVE	ID-23-01	405(d) FAST Act Impaired Driving Low HVE	\$60,000
M6X-405d Impaired Driving Low	ID-23-03	Section 405(d) FAST Act Impaired Driving Low	\$4,364,000
FDL*AL-405d Low Alcohol	ID-23-03	Section 405(d) FAST Act Impaired Driving Low Alcohol (flex)	\$630,000
FDLCS-405d Low Court Support	ID-23-04	405(d) FAST Act Impaired Driving Low Court Support	\$900,000
FDLCS-405d Low Court Support	ID-23-04	Section 405(d) BIL Impaired Driving Low Court Support	\$13,000
FDLPEM-405d Low Paid/Earned Media	CP-23-03	405(d) FAST Act Impaired Driving Low Paid/Earned Media	\$600,000
FDLATR-405d Low Drug and Alcohol Training	ID-23-01, ID-23-04	405(d) FAST Act Impaired Driving Low Drug and Alcohol Training	\$1,375,000
FDL*AL-405d Low Alcohol	ID-23-04	Section 405(d) FAST Act Impaired Driving Low Alcohol	\$4,000
SHARE TO LOCALS			\$0
PROGRAM AREA TOTAL			\$8,438,000

Of the total alcohol- and/or drug-involved fatal and suspected serious injury crashes that occurred between 2016 and 2020, 55 percent were alcohol-involved, and 1 percent were drug-involved.

(ID) Impaired Driving

Drug Evaluation and Classification Program (DECP)

PLANNED ACTIVITY NUMBER	ID-23-01		
GTS CODE(S)	FDLDATR-405d Low Drug and Alcohol Training		
BENEFIT TO LOCALS (402 only)	N/A		
INTENDED GRANTEE/SUBRECIPIENTS	TBD (Michigan State Police Enforcement Career Development Section)		
AMOUNT, YEAR(S), FUNDING SOURCE	\$1,016,000	2020	405(d) FAST Act Impaired Driving Low Drug and Alcohol Training
AMOUNT, YEAR(S), FUNDING SOURCE	\$275,000	2021	405(d) FAST Act Impaired Driving Low Drug and Alcohol Training
INDIRECT COST RATE	9.1 percent		
GRANT START-UP	October 1		
GOAL(S)	<p>Increase the number of DRE enforcement evaluations from 490 in 2021 to 540 by September 30, 2023.</p> <p>Increase the number of DREs by 30 from 119 to 149 by September 30, 2023.</p> <p>Conduct 100 SFST training courses for 1,200 officers by September 30, 2023.</p> <p>Conduct 56 ARIDE training courses for 1,400 officers by September 30, 2023.</p>		

The Michigan State Police Enforcement Career Development Section DECP Coordinator will oversee the entire DRE/ARIDE/SFST trainings. The DECP Coordinator is responsible for the DRE training and the DRE continuing education training and will monitor and ensure the DRE certification and program policy and procedures are met. The DECP Coordinator will be the liaison between the OHSP and the IACP. The DECP Coordinator will instruct classes when and where necessary.

The ARIDE/SFST Program Coordinator will work under the direction of the DECP Coordinator and is responsible for the SFST Practitioner and Refresher training, the SFST Instructor and Refresher training, and the ARIDE and ARIDE Refresher training. The ARIDE/SFST Program Coordinator will instruct classes when and where necessary.

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

(ID) Impaired Driving

DRE Callout Program

PLANNED ACTIVITY NUMBER	ID-23-01		
GTS CODE(S)	FDLHVE-405d Low HVE		
BENEFIT TO LOCALS (402 only)	N/A		
INTENDED GRANTEE/SUBRECIPIENTS	TBD (Michigan State Police Enforcement Career Development Section)		
AMOUNT, YEAR(S), FUNDING SOURCE	\$60,000	2021	405(d) FAST Act Impaired Driving Low HVE
INDIRECT COST RATE	9.1 percent		
GRANT START-UP	October 1		
GOAL(S)	Increase the number of certified DREs responding to requests for a DRE from 91 in 2021 to 120 by September 30, 2023.		

The project will provide overtime reimbursement to law enforcement agencies to allow the certified DREs to respond while off duty to a request for a DRE.

Funding will support personnel, contractual, and indirect costs.



(ID) Impaired Driving

DRE National Conference

PLANNED ACTIVITY NUMBER	ID-23-01		
GTS CODE(S)	FDLDATR-405d Low Drug and Alcohol Training		
BENEFIT TO LOCALS (402 only)	N/A		
INTENDED GRANTEE/SUBRECIPIENTS	TBD (Michigan State Police Enforcement Career Development Section)		
AMOUNT, YEAR(S), FUNDING SOURCE	\$24,000	2021	405(d) FAST Act Impaired Driving Low Drug and Alcohol Training
INDIRECT COST RATE	N/A		
GRANT START-UP	October 1		
GOAL(S)	The DREs will receive instruction and updated information learned at the conference and share that information with students while instructing DRE, ARIDE, and SFST trainings by September 30, 2023.		

The DRE instructors are the only persons qualified in the state to teach DRE- and ARIDE-related trainings. Attending the Impaired Driving and Traffic Safety Conference and/or the Borkenstein Alcohol or Drug Schools allows DREs to remain up to date with current trends and information relating to impairment, drugged driving, and changes/updates to the DRE/ARIDE and SFST trainings and curriculums. The DRE instructors will use information learned to provide to Michigan students in future DRE/ARIDE and SFST training courses. Active and certified DREs may be offered the opportunity to attend in the event DRE instructors are unable to attend.

Funding will support supplies/operating and travel costs.



(ID) Impaired Driving

Drugged Driving PI&E Campaign

PLANNED ACTIVITY NUMBER	CP-23-03 PI&E		
GTS CODE(S)	FDLPEM-405d Low Paid/Earned Media		
BENEFIT TO LOCALS (402 only)	N/A		
INTENDED GRANTEE/SUBRECIPIENTS	OHSP PI&E		
AMOUNT, YEAR(S), FUNDING SOURCE	\$500,000	2021	405(d) FAST Act Impaired Driving Low Paid/Earned Media
INDIRECT COST RATE	N/A		
GRANT START-UP	October 1		
GOAL(S)	Conduct a drug-impaired driving awareness campaign by September 30, 2023.		

The OHSP will work with a communications development team for distribution of the [Not Legal Here](#) video and radio campaigns that were completed in FY2020.

Funding will support contractual costs.



(ID) Impaired Driving

Judicial Training and Outreach

PLANNED ACTIVITY NUMBER	ID-23-04		
GTS CODE(S)	FDLDATR-405d Low Drug and Alcohol Training		
BENEFIT TO LOCALS (402 only)	N/A		
INTENDED GRANTEE/SUBRECIPIENTS	Michigan Judicial Institute (MJl)		
AMOUNT, YEAR(S), FUNDING SOURCE	\$20,000	2021	405(d) FAST Act Impaired Driving Low Drug and Alcohol Training
INDIRECT COST RATE	N/A		
GRANT START-UP	October 1		
GOAL(S)	Provide training opportunities for 500 district court judges, magistrates, drug treatment courts staff, and probation officers on relevant traffic safety-related information by September 30, 2023.		

This project will provide speakers for the Michigan Association of Treatment Court Professionals, judicial and district court probation officers, juvenile probation officers, magistrate's associations' annual conferences, and new court personnel training workshops. Topics may include drugged driving, ignition interlock, medical and recreational marihuana, 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.



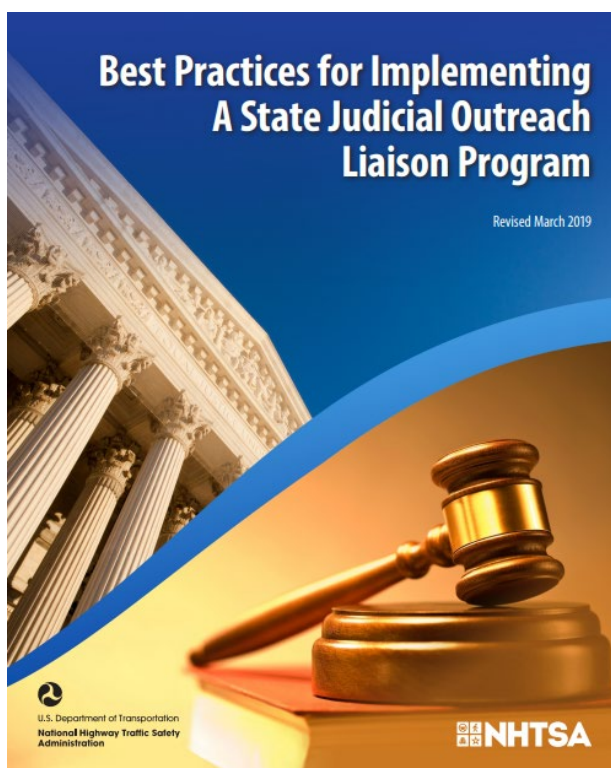
(ID) Impaired Driving

Judicial Outreach Liaison

PLANNED ACTIVITY NUMBER	ID-23-05		
GTS CODE(S)	FDLDATR-405d Low Drug and Alcohol Training		
BENEFIT TO LOCALS (402 only)	N/A		
INTENDED GRANTEE/SUBRECIPIENTS	SCAO		
AMOUNT, YEAR(S), FUNDING SOURCE	\$40,000	2021	405(d) FAST Act Impaired Driving Low Drug and Alcohol Training
INDIRECT COST RATE	N/A		
GRANT START-UP	October 1		
GOAL(S)	Provide training and/or technical assistance for 500 district court judges, magistrates, and judicial personnel in relevant impaired driving traffic safety-related information by September 30, 2023.		

The JOL will provide training and educational materials to the judicial community on impaired driving issues such as ignition interlocks and medical/recreational marihuana.

Funding will support contractual costs.



(ID) Impaired Driving

Impaired Driving Program Assessment Recommendation Implementation

PLANNED ACTIVITY NUMBER	ID-23-06		
GTS CODE(S)	M6X-405d Impaired Driving Low		
BENEFIT TO LOCALS (402 only)	N/A		
INTENDED GRANTEE/SUBRECIPIENTS	TBD		
AMOUNT, YEAR(S), FUNDING SOURCE	\$4,000,000	2022	405(d) BIL Impaired Driving Low
AMOUNT, YEAR(S), FUNDING SOURCE	\$364,000	2022	405(d) Supp BIL Impaired Driving Low
INDIRECT COST RATE	N/A		
GRANT START-UP	October 1		
GOAL(S)	Identify and implement data-driven program area strategies by September 30, 2023.		

The OHSP will work with the Impaired Driving Action Team and other traffic safety partners to implement strategies to reduce impaired driving fatalities, injuries, and crashes through law enforcement training, law enforcement mobilizations, and public education.

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



STATE OF MICHIGAN

Impaired Driving Program Assessment

May 6 – 10, 2019

(ID) Impaired Driving

MSP Third District IMPACT PI&E Campaign

PLANNED ACTIVITY NUMBER	CP-23-03 PI&E		
GTS CODE(S)	FDLPEM-405d Low Paid/Earned Media		
BENEFIT TO LOCALS (402 only)	N/A		
INTENDED GRANTEE/SUBRECIPIENTS	OHSP PI&E		
AMOUNT, YEAR(S), FUNDING SOURCE	\$100,000	2021	405(d) FAST Act Impaired Driving Low Paid/Earned Media
INDIRECT COST RATE	N/A		
GRANT START-UP	October 1		
GOAL(S)	Increase MSP Third District IMPACT awareness on social media by 5 percent by September 30, 2023.		

The public information and education campaign will support awareness of the established MSP Third District IMPACT. 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.



(ID) Impaired Driving

MADD Law Enforcement and Prosecutor Awards Program

PLANNED ACTIVITY NUMBER	ID-23-03		
GTS CODE(S)	FDL*AL-405d Low Alcohol		
BENEFIT TO LOCALS (402 only)	N/A		
INTENDED GRANTEE/SUBRECIPIENTS	Prosecuting Attorneys Association of Michigan (PAAM)		
AMOUNT, YEAR(S), FUNDING SOURCE	\$4,000	2021	405(d) FAST Act Impaired Driving Low Alcohol
INDIRECT COST RATE	N/A		
GRANT START-UP	October 1		
GOAL(S)	Recognize law enforcement officers/agencies and county prosecutors for their efforts in supporting MADD's mission by September 30, 2023.		

This project will support the MADD awards luncheon 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 five law enforcement categories.

Funding will support supplies/operating and contractual costs.



(ID) Impaired Driving

Sobriety Court Support

PLANNED ACTIVITY NUMBER	ID-23-05		
GTS CODE(S)	FDLCS-405d Low Court Support		
BENEFIT TO LOCALS (402 only)	N/A		
INTENDED GRANTEE/SUBRECIPIENTS	SCAO		
AMOUNT, YEAR(S), FUNDING SOURCE	\$900,000	2021	405(d) FAST Act Impaired Driving Low Court Support
INDIRECT COST RATE	11.2 percent		
GRANT START-UP	October 1		
GOAL(S)	<p>Support operational DWI or Hybrid Drug/DWI programs in accepting 300 DWI participants by September 30, 2023.</p> <p>Support existing jurisdiction DWI and Hybrid Drug/DWI court programs to expand the DWI population within the operational programs by September 30, 2023.</p> <p>Support jurisdictions in the planning and development stages of DWI or Hybrid Drug/DWI programs by September 30, 2023.</p> <p>Maintain a 3 percent recidivism rate for DWI participants by September 30, 2023.</p>		

This project will support programs in the planning stages of program development for 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 will demonstrate the effectiveness of the program.

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



(ID) Impaired Driving

Traffic Safety Training Program

PLANNED ACTIVITY NUMBER	ID-23-03		
GTS CODE(S)	FDL*AL-405d Low Alcohol		
BENEFIT TO LOCALS (402 only)	N/A		
INTENDED GRANTEE/SUBRECIPIENTS	PAAM		
AMOUNT, YEAR(S), FUNDING SOURCE	\$630,000	2021	405(d) Impaired Driving Low Alcohol (flex)
INDIRECT COST RATE	12 percent		
GRANT START-UP	October 1		
GOAL(S)	Provide 40 different topic-specific, professional educational opportunities (trainings/presentations) for approximately 6,000 law enforcement officers, prosecutors, and traffic safety partners by September 30, 2023.		

The project will provide 40 different topic-specific trainings/presentations that will impact approximately 6,000 law enforcement officers, prosecutors, and traffic safety partners. Signature training programs include Cops in Court, Advanced OUIL, 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, equipment, contractual, and indirect costs.



(ID) Impaired Driving

Treatment Court Professionals Training Support

PLANNED ACTIVITY NUMBER	ID-23-08		
GTS CODE(S)	FDLCS-405d Low Court Support		
BENEFIT TO LOCALS (402 only)	N/A		
INTENDED GRANTEE/SUBRECIPIENTS	Michigan Association of Treatment Court Professionals (MATCP)		
AMOUNT, YEAR(S), FUNDING SOURCE	\$13,000	2022	402(d) BIL Impaired Driving Low Court Support
INDIRECT COST RATE	N/A		
GRANT START-UP	October 1		
GOAL(S)	Provide one to two additional workshops specific to impaired driving traffic safety by September 30, 2023.		

The OHSP will partner with the Michigan Association of District Court Professionals to provide partial funding support for the MATCP 23rd Annual Conference for approximately 900 treatment court professionals. Effective training and education of those treatment court professionals working in a DWI/Sobriety/Drug Court is necessary to positively influence their success rates. This funding will support up to two speakers' sessions specific to Impaired Driving Traffic Safety.

Funding will support contractual costs.



Impaired Driving Program Management

PLANNED ACTIVITY NUMBER	CP-23-02 PM		
GTS CODE	PA-2023-Planning and Administration		
INTENDED GRANTEE/SUBRECIPIENTS	OHSP		
AMOUNT, YEAR(S), FUNDING SOURCE	\$492,000	2021	402 Program Management
INDIRECT COST RATE	9.1 percent		
GRANT START-UP	October 1		

Funding will support the shared costs of the Program Management team required to implement and manage the OHSP programs.

(MC) Motorcycle Safety

⁷CORE PERFORMANCE MEASURES

- C-1 Reduce the number of traffic fatalities from 1,131 in 2021 to **1,105.6** (2019-2023 rolling average) by 2023.
- C-2 Reduce suspected serious injuries from 5,979 in 2021 to **5,909.2** (2019-2023 rolling average) by 2023.
- C-3 Prevent the 1.01 fatalities/100 million vehicle miles traveled (VMT) rate in 2021 from reaching no more than **1.136** fatalities/100 million VMT (2019-2023 rolling average) by 2023.
- C-5 Prevent fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from 191 fatalities in 2021 from increasing to no more than **223** fatalities by 2023.
- C-7 Reduce motorcyclist fatalities from 166 fatalities in 2021 to **149** fatalities by 2023.
- C-8 Reduce unhelmeted motorcyclist fatalities from 72 fatalities in 2021 to **54** fatalities by 2023.

MICHIGAN CORE PERFORMANCE MEASURES

- O-1 Reduce crashes involving alcohol- or drug-impaired motorcyclists from 261 crashes in 2021 to **222** crashes by 2023.
- O-2 Reduce alcohol- or drug-impaired motorcyclist fatalities from 53 fatalities in 2021 to **47** fatalities by 2023.
- O-3 Prevent fatalities in crashes involving a drug-impaired driver or motorcycle operator from increasing from 264 fatalities in 2021 to **301** fatalities by 2023.
- O-4 Reduce crashes involving a motorcycle and another motor vehicle by from 1,716 crashes in 2021 to **1,396** crashes by 2023.

⁷Not every planned activity in the program area has all of the performance measures listed above. This list is cumulative based on the planned activities.

<i>MC</i>		<i>MOTORCYCLE SAFETY</i>	
GTS CODES	PLANNED ACTIVITY NUMBERS	FUNDING SOURCES	DOLLAR AMOUNT
PA-2023-Planning and Administration	CP-23-02	Section 402 Program Management	\$227,000
MC-2023- Motorcycle Safety	CP-23-01, CP-23-03	Section 402 FAST Act Motorcycle Safety	\$84,000
FDL*MC-405d Low Motorcycle Safety	MC-23-09	Section 405(d) FAST Act Impaired Driving Low Motorcycle Safety (flex)	\$800,000
FDLPEM-405d Low Paid/Earned Media	CP-23-03	Section 405(d) FAST Act Impaired Driving Low Paid/Earned Media	\$520,000
M11X-405f Safety Motorcycle Programs	MC-23-02	Section 405(f) Supp BIL Motorcycle Safety	\$11,000
M11X-405f Safety Motorcycle Programs	MC-23-01	Section 405(f) FAST Act Motorcycle Safety Programs	\$301,000
M11X-405f Safety Motorcycle Programs	MC-23-02	Section 405(f) BIL Motorcycle Safety Programs	\$24,000
SHARE TO LOCALS			\$84,000
PROGRAM AREA TOTAL			\$1,967,000

Motorcyclists have been 14 percent of traffic fatalities for the past five years.

(MC) Motorcycle Safety

Impaired Motorcyclist Prevention Campaign

PLANNED ACTIVITY NUMBER	CP-23-03 PI&E		
GTS CODE(S)	FDLPEM-405d Low Paid/Earned Media		
PROJECT CATEGORY	Education, Communication, and Outreach		
BENEFIT TO LOCALS (402 only)	N/A		
INTENDED GRANTEE/SUBRECIPIENTS	OHSP PI&E		
AMOUNT, YEAR(S), FUNDING SOURCE	\$520,000	2021	405(d) FAST Act Impaired Driving Low Paid/Earned Media
INDIRECT COST RATE	N/A		
GRANT START-UP	October 1		
GOAL(S)	Disseminate an impaired motorcyclist prevention campaign addressing both alcohol and drugs by September 30, 2023.		

This project will promote a campaign message that informs riders that motorcyclists are far overrepresented in impaired 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 initially began in FY2017 with a focus on alcohol involvement and will continue to broaden the message about drug impairment through paid advertising with educational materials that will be printed and distributed to partners and stakeholders.

Funding will support supplies/operating and contractual costs.

This project is vital to the FY2023 HSP Appendix D Application for 405(f) Motorcyclist Safety Funding. Without approval of this project in the FY2023 HSP for an “Impaired Driving Program,” Michigan may not qualify for 405(f) funds in FY2023 [23 CFR 1300.25(d) & 23 CFR 1300.25(h)].



(MC) Motorcycle Safety

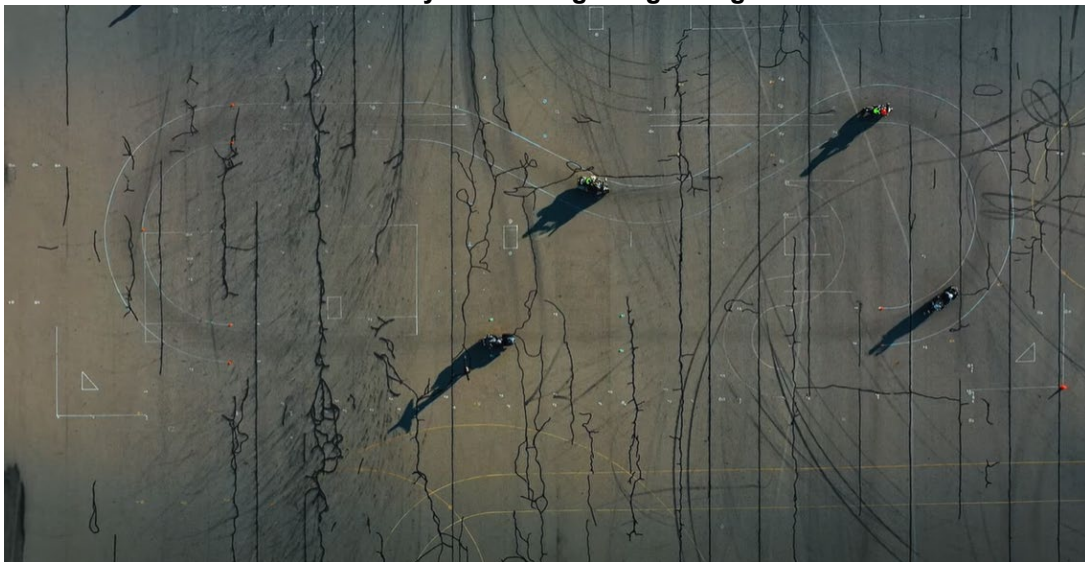
Indoor-Outdoor Motorcyclist Training Facility

PLANNED ACTIVITY NUMBER	MC-23-02		
GTS CODE(S)	FDL*MC Impaired Driving Low Motorcycle Safety		
PROJECT CATEGORY	Support, Training, and Enforcement		
BENEFIT TO LOCALS (402 only)	N/A		
INTENDED GRANTEE/SUBRECIPIENTS	TBD		
AMOUNT, YEAR(S), FUNDING SOURCE	\$800,000	2021	405(d) FAST Act Impaired Driving Low Motorcycle Safety (flex)
INDIRECT COST RATE	TBD		
GRANT START-UP	October 1		
GOAL(S)	Secure at least one indoor or partially outdoor motorcyclist training facility for year-round training by September 30, 2023.		

The OHSP will partner with the MDOS to put out an RFP for an indoor or partially outdoor motorcyclist training range facility.

Funding will support contractual costs.

Motorcycle Training Range Image



(MC) Motorcycle Safety

Michigan RiderCoach Conference

PLANNED ACTIVITY NUMBER	CP-23-01 Special Projects		
GTS CODE(S)	MC-2023-Motorcycle Safety		
PROJECT CATEGORY	Support, Training, and Enforcement		
BENEFIT TO LOCALS (402 only)	Yes		
INTENDED GRANTEE/SUBRECIPIENTS	OHSP Special Projects		
AMOUNT, YEAR(S), FUNDING SOURCE	\$20,000	2021	402 FAST Act Motorcycle Safety
INDIRECT COST RATE	N/A		
GRANT START-UP	October 1		
GOAL(S)	Conduct a Michigan RiderCoach Conference with at least 60 RiderCoaches by September 30, 2023.		

The OHSP will work with the MDOS and other partners to provide current information on motorcycle safety information by coordinating a one-day statewide conference that will offer a comprehensive variety of motorcycle safety presentations for professional development.

Funding will support supplies/operating and contractual costs.



(MC) Motorcycle Safety

MC Assessment Recommendation Implementation

PLANNED ACTIVITY NUMBER	MC-23-03		
GTS CODE(S)	M11X-405f Motorcycle Safety Programs		
PROJECT CATEGORY	Research, Data, and Evaluation		
BENEFIT TO LOCALS (402 only)	N/A		
INTENDED GRANTEE/SUBRECIPIENTS	TBD		
AMOUNT, YEAR(S), FUNDING SOURCE	\$11,000	2022	405(f) Supp BIL Motorcycle Safety Programs
AMOUNT, YEAR(S), FUNDING SOURCE	\$24,000	2022	405(f) BIL Motorcycle Safety Programs
INDIRECT COST RATE	N/A		
GRANT START-UP	October 1		
GOAL(S)	Identify and implement data-driven motorcyclist safety program strategies by September 30, 2023.		

The OHSP will work with the MC Action Team and other traffic safety partners to identify and implement strategies to reduce motorcyclist crashes, injuries, and fatalities. Projects may be developed for motorcyclist safety training and motorcyclist awareness programs.

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



(MC) Motorcycle Safety

MC Range Aides

PLANNED ACTIVITY NUMBER	MC-23-01		
GTS CODE(S)	M11X-405f Motorcycle Safety Programs		
PROJECT CATEGORY	Support, Training, and Enforcement		
BENEFIT TO LOCALS (402 only)	N/A		
INTENDED GRANTEE/SUBRECIPIENTS	MDOS		
AMOUNT, YEAR(S), FUNDING SOURCE	\$16,000	2021	405(f) FAST Act Motorcycle Program
INDIRECT COST RATE	N/A		
GRANT START-UP	October 1		
GOAL(S)	Conduct a range aide internship program by hiring and mentoring five individuals to facilitate their transition to training to become a RiderCoach by September 30, 2023.		

The MDOS will work with Motorcycle Safety Foundation-certified organizations and RiderCoaches to hire five individuals through public sponsor agencies in a motorcycle range aide internship program.

Funding will support contractual costs.



(MC) Motorcycle Safety

MC Rider Training

PLANNED ACTIVITY NUMBER	MC-23-01		
GTS CODE(S)	M11X-405f Motorcycle Safety Programs		
PROJECT CATEGORY	Support, Training, and Enforcement		
BENEFIT TO LOCALS (402 only)	N/A		
INTENDED GRANTEE/SUBRECIPIENTS	MDOS		
AMOUNT, YEAR(S), FUNDING SOURCE	\$25,000	2019	405(f) FAST Act Motorcycle Program
INDIRECT COST RATE	N/A		
GRANT START-UP	October 1		
GOAL(S)	Train 150 experienced motorcyclists in an Advanced RiderCourse (ARC) in five of the top ten counties where motorcyclist-involved fatalities are highest by September 30, 2023.		

The MDOS will work with Motorcycle Safety Foundation-certified organizations and RiderCoaches to conduct the ARC classes.

Funding will support contractual costs.



(MC) Motorcycle Safety

MC RiderCoach Professional Development

PLANNED ACTIVITY NUMBER	MC-23-01		
GTS CODE(S)	M11X-405f Motorcycle Safety Programs		
PROJECT CATEGORY	Support, Training, and Enforcement		
BENEFIT TO LOCALS (402 only)	N/A		
INTENDED GRANTEE/SUBRECIPIENTS	MDOS		
AMOUNT, YEAR(S), FUNDING SOURCE	\$19,000	2019	405(f) FAST Act Motorcycle Program
AMOUNT, YEAR(S), FUNDING SOURCE	\$45,000	2021	405(f) FAST Act Motorcycle Program
INDIRECT COST RATE	N/A		
GRANT START-UP	October 1		
GOAL(S)	Train 30 new and existing coaches to help prevent the number of certified RiderCoaches in Michigan from dropping below 170 RiderCoaches working for public sponsors by September 30, 2023.		

Providing professional development trainings for certified Michigan RiderCoaches through Basic RiderCoach Preparation (BRC-RCP) courses and Advanced RiderCoach Preparation (ARC-RCP) courses allows for training new RiderCoaches entering the profession and existing RiderCoaches to remain current in the required curriculum and best practices for motorcycle rider education. The MDOS will work with Motorcycle Safety Foundation-certified organizations and RiderCoaches to conduct six RiderCoach Preparation (RCP) sessions through public sponsor agencies.

Funding will support contractual costs.

(MC) Motorcycle Safety

Motorcyclist All-Gear Education

PLANNED ACTIVITY NUMBER	CP-23-03 PI&E		
GTS CODE(S)	MC-2023-Motorcycle Safety		
PROJECT CATEGORY	Education, Communication, and Outreach		
BENEFIT TO LOCALS (402 only)	Yes		
INTENDED GRANTEE/SUBRECIPIENTS	OHSP PI&E		
AMOUNT, YEAR(S), FUNDING SOURCE	\$39,000	2021	402 FAST Act Motorcycle Safety
INDIRECT COST RATE	N/A		
GRANT START-UP	October 1		
GOAL(S)	Develop and disseminate a motorcyclist all-gear education campaign encouraging the use of all safety gear by September 30, 2023.		

The OHSP will develop and promote a ⁸campaign message that informs motorcycle riders of the benefits of and encourages the use of all protective gear. New partners and stakeholders will be engaged in the implementation of the campaign.

Funding will support contractual costs.

PROTECTIVE GEAR

The Motorcycle Safety Foundation recommends riders dress for safety by wearing:

- *A DOT compliant helmet and eye protection. A full-face helmet gives the most protection.*
- *Brightly colored, highly visible clothing and a light-colored helmet.*
- *Leather or other durable, protective clothing.*
- *Long sleeves, pants, over-the-ankle boots, and gloves.*

Helmets are 37 percent effective in preventing fatal injuries to riders and 41 percent for passengers (National Highway Traffic Safety Administration).



⁸This is from the NHTSA and not necessarily the MI campaign.

(MC) Motorcycle Safety

RiderCoach Recruitment

PLANNED ACTIVITY NUMBER	CP-23-03 PI&E		
GTS CODE(S)	M11X-405f Motorcycle Safety Programs		
PROJECT CATEGORY	Education, Communication, and Outreach		
BENEFIT TO LOCALS (402 only)	N/A		
INTENDED GRANTEE/SUBRECIPIENTS	OHSP PI&E		
AMOUNT, YEAR(S), FUNDING SOURCE	\$47,000	2019	405(f) FAST Act Motorcycle Program
AMOUNT, YEAR(S), FUNDING SOURCE	\$149,000	2022	405(f) FAST Act Motorcycle Program
INDIRECT COST RATE	N/A		
GRANT START-UP	October 1		
GOAL(S)	Conduct a public education campaign to help prevent the number of certified RiderCoaches working for public sponsors in Michigan from dropping below 170 RiderCoaches by September 30, 2023.		

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.



(MC) Motorcycle Safety

Shadow Rider Project

PLANNED ACTIVITY NUMBER	CP-23-03 PI&E		
GTS CODE(S)	MC-2023-Motorcycle Safety		
PROJECT CATEGORY	Education, Communication, and Outreach		
BENEFIT TO LOCALS (402 only)	Yes		
INTENDED GRANTEE/SUBRECIPIENTS	OHSP PI&E		
AMOUNT, YEAR(S), FUNDING SOURCE	\$25,000	2021	402 FAST Act Motorcycle Safety
INDIRECT COST RATE	N/A		
GRANT START-UP	October 1		
GOAL(S)	Reduce the number of unendorsed riders to 25,000 by September 30, 2023.		

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 creative are made through social media wording, images, and concepts.

Funding will support supplies/operating and contractual costs.



Motorcycle Safety Program Management

PLANNED ACTIVITY NUMBER	CP-23-02 PM		
GTS CODE	PA-2023-Planning and Administration		
PROJECT CATEGORY	Program Management		
INTENDED GRANTEE/SUBRECIPIENTS	OHSP		
AMOUNT, YEAR(S), FUNDING SOURCE	\$227,000	2021	402 Program Management
INDIRECT COST RATE	9.1 percent		
GRANT START-UP	October 1		

Funding will support the shared costs of the Program Management team required to implement and manage the OHSP programs.

(OP) Occupant Protection

⁹CORE PERFORMANCE MEASURES

- C-1 Reduce the number of traffic fatalities from 1,131 in 2021 to **1,105.6** (2019-2023 rolling average) by 2023.
- C-2 Reduce suspected serious injuries from 5,979 in 2021 to **5,909.2** (2019-2023 rolling average) by 2023.
- C-3 Prevent the 1.01 fatalities/100 million vehicle miles traveled (VMT) rate in 2021 from reaching no more than **1.136** fatalities/VMT (2019-2023 rolling average) by 2023.
- C-4 Reduce unrestrained passenger vehicle occupant fatalities from 237 fatalities in 2021 to **201** fatalities by 2023.
- B-1 Increase the observed seat belt use for passenger vehicles, front-seat outboard occupants by 1 percentage point from 92.6 percent in 2021 to **93.9** percent by 2023.



⁹Not every planned activity in the program area has all of the performance measures listed above. This list is cumulative based on the planned activities.

(OP) Occupant Protection

<i>OP</i>		<i>OCCUPANT PROTECTION</i>	
GTS CODES	PLANNED ACTIVITY NUMBERS	FUNDING SOURCES	DOLLAR AMOUNT
PA-2023-Planning and Administration	CP-23-02	Section 402 Program Management	\$291,000
M1PE-405b High Public Education	CP-23-03	Section 405(b) FAST Act Occupant Protection High Public Education	\$600,000
M1PE-405b High Public Education	OP-23-03	Section 405(b) FAST Act Occupant Protection High	\$120,000
M1PE-405b High Public Education	CP-23-03	Section 405(b) Supp BIL Occupant Protection High Public Education	\$150,000
M1CSS-405b High CSS Purchase/Distribution	CP-23-01	Section 405(b) BIL Occupant Protection High CSS Purchase/Distribution (flex)	\$100,000
FDL*CR Impaired Driving Low Child Restraint	CP-23-01	Section 405(d) BIL Impaired Driving Low Child Restraints (flex)	\$200,000
M1TR-405b High Training	CP-23-01	Section 405(b) FAST Act Occupant Protection High Public Education	\$75,000
SHARE TO LOCALS			\$0
PROGRAM AREA TOTAL			\$1,536,000

Increasing the use of seat belts by motor vehicle occupants is one of the most effective and economical means of reducing traffic injuries and fatalities. Substantial efforts have been made to increase the use of seat belts and child restraint devices over the past three decades.

(OP) Occupant Protection

Booster Seat Public Education

PLANNED ACTIVITY NUMBER	CP-23-03 PI&E		
GTS CODE(S)	M1PE-405b High Public Education		
PROJECT CATEGORY	Education, Communication, and Outreach		
BENEFIT TO LOCALS (402 only)	N/A		
INTENDED GRANTEE/SUBRECIPIENTS	OHSP PI&E		
AMOUNT, YEAR(S), FUNDING SOURCE	\$300,000	2021	405(b) FAST Act Occupant Protection High Public Education
INDIRECT COST RATE	N/A		
GRANT START-UP	October 1		
GOAL(S)	<p>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, 2023.</p> <p>Increase the statewide booster seat usage rate among four-to seven-year-old children from 54.5 percent to 57 percent by September 30, 2023.</p>		

The OHSP will utilize a previously developed social media campaign using marketing trends that target caregivers of children of booster 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' 9".

Funding will support contractual costs.



(OP) Occupant Protection

Buckle Up in Your Truck Public Education

PLANNED ACTIVITY NUMBER	CP-23-03 PI&E		
GTS CODE(S)	M1PE-405b High Public Education		
PROJECT CATEGORY	Education, Communication, and Outreach		
BENEFIT TO LOCALS (402 only)	N/A		
INTENDED GRANTEE/SUBRECIPIENTS	OHSP PI&E		
AMOUNT, YEAR(S), FUNDING SOURCE	\$300,000	2021	405(b) FAST Act Occupant Protection High Public Education
INDIRECT COST RATE	N/A		
GRANT START-UP	October 1		
GOAL(S)	<p>Increase the seat belt use rate for male pickup truck drivers from 86.7 percent in 2021 to 87.4 percent by September 30, 2023.</p> <p>Increase the seat belt use rate for male pickup truck drivers aged 16-29 from 81.6 percent in 2021 to 82.3 percent by September 30, 2023.</p>		

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.



(OP) Occupant Protection

Child Passenger Safety (D) Training and Recertification

PLANNED ACTIVITY NUMBER	CP-23-01 Special Projects		
GTS CODE(S)	M1TR-405b High Training		
PROJECT CATEGORY	Support, Training, and Enforcement		
BENEFIT TO LOCALS (402 only)	N/A		
INTENDED GRANTEE/SUBRECIPIENTS	OHSP Special Projects		
AMOUNT, YEAR(S), FUNDING SOURCE	\$75,000	2021	405(b) FAST Act Occupant Protection High Training
INDIRECT COST RATE	N/A		
GRANT START-UP	October 1		
GOAL(S)	<p>Train 36 new technicians in three certification courses by September 30, 2023.</p> <p>Recertify 100 current technicians in two continuing education (CEU) workshops by September 30, 2023.</p> <p>Recertify ten technicians in renewal courses by September 30, 2023.</p> <p>Maintain a state recertification rate that is higher than or equal to the national recertification rate of technicians by September 30, 2023.</p>		

The CPS trainings will focus on targeting those who work with diverse populations and front-line service providers who work with families in need. The OHSP will continue to support CPS technician certification, CEU workshops, and Renewal trainings with a focus on the 14 counties with the largest KA crashes of children aged ten and younger. The counties are Wayne, Isabella, Genesee, Kalamazoo, Oakland, Washtenaw, Ingham, Ionia, Macomb, Muskegon, Ottawa, Cass, Calhoun, and St. Clair. Travel scholarships may also be provided for CPS technician candidates working in low-technician (three or less) counties.

Funding will support contractual and supplies/operating costs.

Planned Classes

TARGET REGIONS: METRO DETROIT, WEST MICHIGAN, CENTRAL MICHIGAN, UPPER PENINSULA, LOW TECHNICIAN (3 OR LESS) COUNTIES			
Class type	Target Counties	Planned Location	Planned Date
Certification	Roscommon & Alger	Roscommon County	10/1/2022
Certification	Kalamazoo	Comstock, MI	3/1/2023
Certification	Muskegon	Muskegon, MI	5/1/2023
Certification	Marquette	Marquette, MI	6/1/2023
Certification	Cass	Cassopolis, MI	6/1/2023
Certification	Jackson	Jackson, MI	8/1/2023
Certification	Washtenaw	Washtenaw County	8/1/2023
CEU (2 classes)	Statewide	Ingham County	3/1/2023

(OP) Occupant Protection

Community Car Seat Distribution

PLANNED ACTIVITY NUMBER	CP-23-01 Special Projects		
GTS CODE(S)	FDL*CR 405d Impaired Driving Low Child Restraint		
GTS CODE(S)	M1CSS-405b High CSS Purchase/Distribution		
PROJECT CATEGORY	Education, Communication, and Outreach		
BENEFIT TO LOCALS (402 only)	N/A		
INTENDED GRANTEE/SUBRECIPIENTS	OHSP Special Projects		
AMOUNT, YEAR(S), FUNDING SOURCE	\$200,000	2022	405(d) BIL Impaired Driving Low Child Restraints (flex)
AMOUNT, YEAR(S), FUNDING SOURCE	\$100,000	2022	405(b) BIL Occupant Protection High CSS Purchase/Distribution (flex)
INDIRECT COST RATE	N/A		
GRANT START-UP	October 1		
GOAL(S)	Reduce the number of unrestrained fatalities and suspected serious injuries for children aged seven and younger from 28 in 2020 to 16 by September 30, 2023.		

Car seat distribution will be focused on the top 15 counties with unrestrained fatal and suspected serious injury crashes for children aged seven and under. Additional counties will 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 contractual costs.



(OP) Occupant Protection

Occupant Protection Program Assessment Recommendation Implementation

PLANNED ACTIVITY NUMBER	OP-23-04		
GTS CODE(S)	M1X 405b OP High		
PROJECT CATEGORY	Research, Data, and Evaluation		
BENEFIT TO LOCALS (402 only)	N/A		
INTENDED GRANTEE/SUBRECIPIENTS	TBD		
AMOUNT, YEAR(S), FUNDING SOURCE	\$0	Pends 2023	405(b) High Occupant Protection
INDIRECT COST RATE	N/A		
GRANT START-UP	October 1		
GOAL(S)	Identify and implement occupant protection program strategies by September 30, 2023.		

The OHSP will work with the Occupant Protection Action Team (OPAT) and other traffic safety partners to implement strategies to reduce unrestrained fatalities, injuries, and crashes.

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



MICHIGAN

Occupant Protection Program Assessment

December 3 – 7, 2018

(OP) Occupant Protection

Rear Seat Belt Use Public Education

PLANNED ACTIVITY NUMBER	CP-23-03 PI&E		
GTS CODE(S)	M1PE-405b High Public Education		
PROJECT CATEGORY	Education, Communication, and Outreach		
BENEFIT TO LOCALS (402 only)	N/A		
INTENDED GRANTEE/SUBRECIPIENTS	OHSP PI&E		
AMOUNT, YEAR(S), FUNDING SOURCE	\$150,000	2022	405(b) Supp BIL Occupant Protection High Public Education
INDIRECT COST RATE	N/A		
GRANT START-UP	October 1		
GOAL(S)	Reduce the number of rear-seat unrestrained fatalities and suspected serious injuries from 121 in 2020 to 76 by September 30, 2023. Reduce the percentage of unrestrained adult rear-seat occupants from 9.8 percent to 6 percent by September 30, 2023.		

The OHSP will continue utilizing the previously created 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 older.

Funding will support contractual costs.



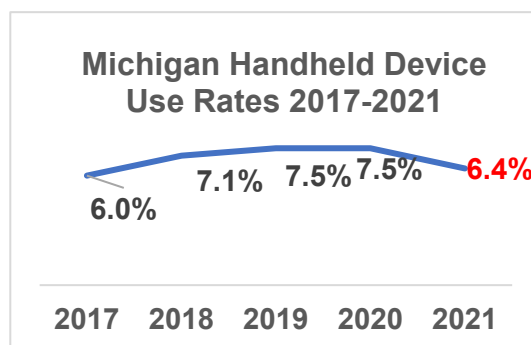
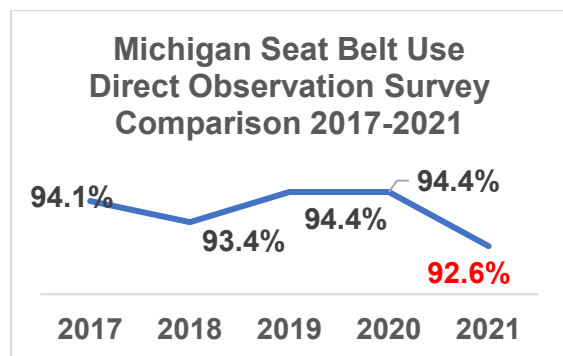
(OP) Occupant Protection

Seat Belt and Handheld Device Use Direct Observation Survey

PLANNED ACTIVITY NUMBER	OP-23-03		
GTS CODE(S)	M1X 405b OP High		
PROJECT CATEGORY	Research, Data, and Evaluation		
BENEFIT TO LOCALS (402 only)	N/A		
INTENDED GRANTEE/SUBRECIPIENTS	Michigan State University		
AMOUNT, YEAR(S), FUNDING SOURCE	\$120,000	2022	405(b) FAST Act Occupant Protection High
INDIRECT COST RATE	26 percent		
GRANT START-UP	October 1		
GOAL(S)	<p>Determine the seat belt rate by conducting the annual direct observation survey by September 30, 2023.</p> <p>Determine the handheld device use rate by conducting a direct observation survey by September 30, 2023.</p>		

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 direct observation survey for the annual requirement will be conducted after Memorial Day in the counties and locations approved by the NHTSA methodology. The remaining counties will be observed for seat belt and handheld device use in the summer to provide the OHSP additional data to determine where additional enforcement and public education efforts are needed.

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



Occupant Protection Program Management

PLANNED ACTIVITY NUMBER	CP-23-02 PM		
GTS CODE	PA-2023-Planning and Administration		
PROJECT CATEGORY	Program Management		
INTENDED GRANTEE/SUBRECIPIENTS	OHSP		
AMOUNT, YEAR(S), FUNDING SOURCE	\$291,000	2021	402 Program Management
INDIRECT COST RATE	9.1 percent		
GRANT START-UP	October 1		

Funding will support the shared costs of the Program Management team required to implement and manage the OHSP programs.

(PB) Pedestrian/Bicycle Safety

¹⁰CORE PERFORMANCE MEASURES

- C-1 Reduce the number of traffic fatalities from 1,131 in 2021 to **1,105.6** (2019-2023 rolling average) by 2023.
- C-2 Reduce suspected serious injuries from 5,979 in 2021 to **5,909.2** (2019-2023 rolling average) by 2023.
- C-10 Reduce pedestrian fatalities from 183 fatalities in 2021 to **158** fatalities by 2023.
- C-11 Reduce bicyclist fatalities from 29 fatalities in 2021 to **27** fatalities by 2023.

<i>B</i>		<i>PEDESTRIAN AND BICYCLE SAFETY</i>	
GTS CODES	PLANNED ACTIVITY NUMBERS	FUNDING SOURCES	DOLLAR AMOUNT
PA-2023-Planning and Administration	CP-23-02	Section 402 Program Management	\$317,000
PS-2023-Pedestrian/Bicycle Safety	PB-23-02	Section 402 FAST Act Pedestrian/Bicycle Safety	\$33,000
FDL*PS-405d Low Pedestrian/Bicycle Safety	CP-23-03	Section 405(d) BIL Impaired Driving Low Pedestrian/Bicycle Safety (flex)	\$44,000
FHX-405h Nonmotorized Safety	PB-23-03	Section 405(f) BIL Pedestrian/Bicycle Safety	\$1,224,000
FHX-405h Nonmotorized Safety	PB-23-02, PB-23-07+, PB-23-01, CP-23-03, PB-23-06 PB-23-08	Section 405(f) FAST Act Pedestrian/Bicycle Safety	\$1,239,000
FHX-405h Nonmotorized Safety	PB-23-03	Section 405(f) Supp BIL Pedestrian/Bicycle Safety	\$54,000
FHX-405h Nonmotorized Safety	PB-23-07	Section 405(d) FAST Act Impaired Driving Low Pedestrian/Bicycle Safety (flex)	\$100,000
SHARE TO LOCALS			\$33,000
PROGRAM AREA TOTAL			\$3,011,000

¹⁰Not every planned activity in the program area has all of the performance measures listed above. This list is cumulative based on the planned activities.

(PB) Pedestrian/Bicycle Safety

Campaign Surveys

PLANNED ACTIVITY NUMBER	CP-23-03 PI&E		
GTS CODE(S)	FDL*PS Low Pedestrian/Bicycle Safety		
CATEGORY	Research, Data, and Evaluation		
BENEFIT TO LOCALS (402 only)	N/A		
INTENDED GRANTEE/SUBRECIPIENTS	OHSP PI&E		
AMOUNT, YEAR(S), FUNDING SOURCE	\$44,000	2022	405(d) BIL Impaired Driving Low Pedestrian/Bicycle Safety (flex)
MATCH	N/A		
INDIRECT COST RATE	N/A		
GRANT START-UP	October 1		
GOAL(S)	Determine public perception of enforcement efforts and advertising messages for traffic safety campaigns by conducting two sets of pre- and post-campaign surveys (telephone and web-based formats) by September 30, 2023.		

Campaign 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.



(PB) Pedestrian/Bicycle Safety

Detroit Safe Routes Ambassador Program

PLANNED ACTIVITY NUMBER	PB-23-02		
GTS CODE(S)	FHX-405h Non-Motorized Safety		
PROJECT CATEGORY	Education, Communication, and Outreach		
BENEFIT TO LOCALS (402 only)	N/A		
INTENDED GRANTEE/SUBRECIPIENTS	City of Detroit		
AMOUNT, YEAR(S), FUNDING SOURCE	\$114,000	2019	405(h) FAST Act Non-motorized Safety
AMOUNT, YEAR(S), FUNDING SOURCE	\$86,000	2020	405(h) FAST Act Non-motorized Safety
MATCH	20 percent		
INDIRECT COST RATE	N/A		
GRANT START-UP	October 1		
GOAL(S)	Train 500 Detroit citizens on traffic laws designed to protect pedestrians and bicyclists by September 30, 2023.		

The City of Detroit will promote public education of pedestrian and bicycle safety laws through the Safe Routes Ambassador Program based off the project's successful implementation in Chicago. A variety of audiences will be targeted, including elementary students, teenage driver education students, senior citizens, parents, and teachers. A general curriculum for elementary students will continue to be developed specifically for the Detroit Public Schools but which can be utilized statewide.

Funding will support personnel and supplies/operating costs.



(PB) Pedestrian/Bicycle Safety

Elective Overtime Enforcement

PLANNED ACTIVITY NUMBER	PB-23-07+		
GTS CODE(S)	FHX-405h Non-Motorized Safety		
PROJECT CATEGORY	Support, Training, and Enforcement		
BENEFIT TO LOCALS (402 only)	N/A		
INTENDED GRANTEE/SUBRECIPIENTS	State, county, and local law enforcement		
AMOUNT, YEAR(S), FUNDING SOURCE	\$273,000	2020	405(h) FAST Act Non-motorized Safety
AMOUNT, YEAR(S), FUNDING SOURCE	\$27,000	2021	405(h) FAST Act Non-motorized Safety
MATCH	N/A		
GRANT START-UP	20 percent		
INDIRECT COST RATE	October 1		
GOAL(S)	Reduce pedestrian and bicyclist fatalities and suspected serious injury counts by 1 percent by educating and enforcing traffic safety laws designed to keep pedestrians and bicyclists safe by September 30, 2023.		

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 agencies located in 20 counties based on high fatality and suspected serious injury counts. Law enforcement officers will also educate community members about illegal/dangerous walking, bicycling, and driving behaviors.

Funding will support personnel and indirect costs.



(PB) Pedestrian/Bicycle Safety

Grand Rapids Midtown Pedestrian and Bicycle Safety

PLANNED ACTIVITY NUMBER	PB-23-03		
GTS CODE(S)	FHX-405h Non-Motorized Safety		
PROJECT CATEGORY	Education, Communication, and Outreach		
BENEFIT TO LOCALS (402 only)	N/A		
INTENDED GRANTEE/SUBRECIPIENTS	Midtown Neighborhood Association		
AMOUNT, YEAR(S), FUNDING SOURCE	\$36,000	2020	405(h) FAST Act Non-motorized Safety
MATCH	20 percent		
INDIRECT COST RATE	10 percent		
GRANT START-UP	October 1		
GOAL(S)	<p>Educate 500 Grand Rapids Midtown residents on bicycle and pedestrian laws relating to sharing the roadway safely by September 30, 2023.</p> <p>Increase awareness of pedestrian and bicyclist safety by 10 percent based upon pre- and post-survey metrics by September 30, 2023.</p>		

The Grand Rapids Midtown Neighborhood Association will educate residents on bicyclist and pedestrian safety laws relating to sharing the roadway safely. Education materials will be developed and distributed virtually and in-person at community events. A comprehensive final evaluation report will be completed with information from a pre-survey and post-survey.

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



(PB) Pedestrian/Bicycle Safety

Pedestrian and Bicycle Program Assessment Recommendation Implementation

PLANNED ACTIVITY NUMBER	PB-23-06		
GTS CODE(S)	FHX-405h Non-Motorized Safety		
PROJECT CATEGORY	Research, Data, and Evaluation		
BENEFIT TO LOCALS (402 only)	N/A		
INTENDED GRANTEE/SUBRECIPIENTS	TBD		
AMOUNT, YEAR(S), FUNDING SOURCE	\$281,000	2022	405(h) FAST Act Non-motorized Safety
AMOUNT, YEAR(S), FUNDING SOURCE	\$824,000	2022	405(h) BIL Non-motorized Safety
AMOUNT, YEAR(S), FUNDING SOURCE	\$54,000	2022	405(h) Supp BIL Non-motorized Safety
MATCH	N/A until assigned to a grant.		
INDIRECT COST RATE	N/A		
GRANT START-UP	October 1		
GOAL(S)	Identify and implement data-driven pedestrian and bicyclist safety program strategies by September 30, 2023.		

The OHSP will work with the Pedestrian and Bicycle Safety Action Team and other traffic safety partners to identify and implement strategies to reduce pedestrian and bicyclist fatalities, injuries, and crashes through law enforcement training, law enforcement mobilizations, and public education on pedestrian and bicycle safety laws.

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



(PB) Pedestrian/Bicycle Safety

Pedestrian and Bicyclist Adjudication Education Project

PLANNED ACTIVITY NUMBER	PB-23-04		
GTS CODE(S)	FDL*PS Low Pedestrian/Bicycle Safety		
PROJECT CATEGORY	Research, Data, and Evaluation		
BENEFIT TO LOCALS (402 only)	N/A		
INTENDED GRANTEE/SUBRECIPIENTS	TBD		
AMOUNT, YEAR(S), FUNDING SOURCE	\$100,000	2021	405(d) FAST Act Impaired Driving Low Pedestrian/Bicycle Safety (flex)
MATCH	N/A		
INDIRECT COST RATE	TBD		
GRANT START-UP	October 1		
GOAL(S)	Obtain and analyze the adjudication data from pedestrian and bicyclist citations from the OHSP enforcement grants (FY2018-FY2022) from local courts and the SCAO, and present analysis to magistrates by September 30, 2023.		

The OHSP will disseminate an RFP for a multiyear project. The project goal for this first year is to obtain and analyze pedestrian and bicyclist adjudication data and provide the results to local law officials, such as magistrates and prosecutors, as well as the public. Years 2-4 of the project will be used to provide in-depth training and educational resources with current adjudication partners based on the data results. Year 5 of the project will be an in-depth analysis of training and data.

Funding will support contractual costs.



(PB) Pedestrian/Bicycle Safety

Pedestrian and Bicyclist Safety Law Enforcement Training

PLANNED ACTIVITY NUMBER	PB-23-01		
GTS CODE(S)	FHX-405h Non-Motorized Safety		
PROJECT CATEGORY	Education, Communication, and Outreach		
BENEFIT TO LOCALS (402 only)	N/A		
INTENDED GRANTEE/SUBRECIPIENTS	League of Michigan Bicylists (LMB)		
AMOUNT, YEAR(S), FUNDING SOURCE	\$49,000	2020	405(h) FAST Act Non-motorized Safety
MATCH	20 percent		
INDIRECT COST RATE	10 percent		
GRANT START-UP	October 1		
GOAL(S)	Train 100 law enforcement officers from ten agencies/communities, focusing on the counties with the highest pedestrian and bicyclist fatalities and suspected serious injuries, by September 30, 2023.		

The 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.



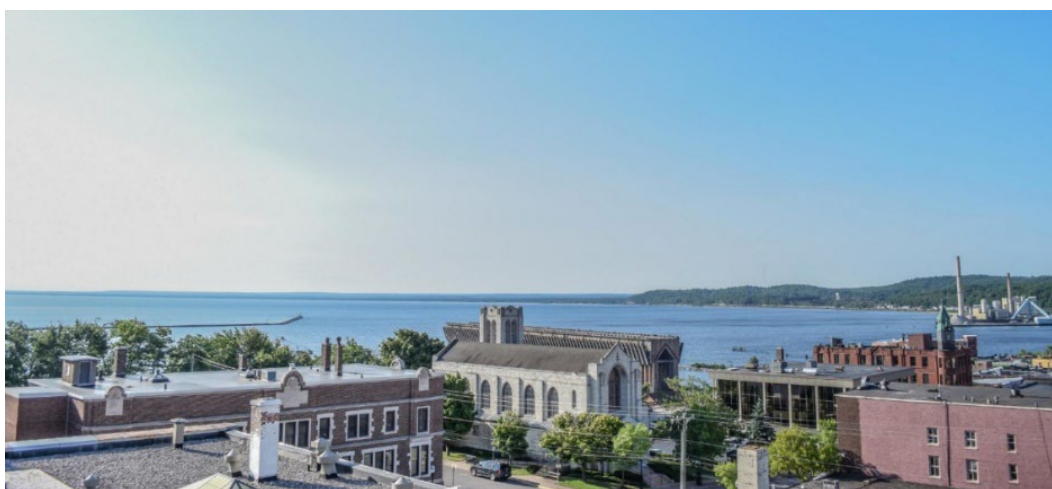
(PB) Pedestrian/Bicycle Safety

Pedestrian Safety in Marquette County

PLANNED ACTIVITY NUMBER	PB-23-05		
GTS CODE(S)	FHX-405h Non-Motorized Safety		
PROJECT CATEGORY	Education, Communication, and Outreach		
BENEFIT TO LOCALS (402 only)	N/A		
INTENDED GRANTEE/SUBRECIPIENTS	TBD		
AMOUNT, YEAR(S), FUNDING SOURCE	\$40,000	2020	405(h) FAST Act Non-motorized Safety
MATCH	20 percent		
INDIRECT COST RATE	TBD		
GRANT START-UP	October 1		
GOAL(S)	Educate 500 Marquette County citizens on traffic laws designed to protect pedestrians by September 30, 2023.		

The OHSP will disseminate an RFP for a three-year comprehensive pedestrian safety project in Marquette County. The contractor will educate pedestrians and motorists on laws designed to keep pedestrians safe through community events, law enforcement officer training, and public education materials with specific risk and protective factors. The contractor will work in partnership with several other agencies in the community, including representatives from school districts, road commissions, universities/colleges, small businesses, law enforcement, EMS, advocacy groups, recreational organizations, and injury prevention agencies, to conduct a comprehensive program.

Funding will support contractual costs.



(PB) Pedestrian/Bicycle Safety

Regional Courses for Public Education of Pedestrian and Bicyclist Laws

PLANNED ACTIVITY NUMBER	PB-23-01		
GTS CODE(S)	FHX-405h Non-Motorized Safety		
GTS CODE(S)	PS-2023 Pedestrian/Bicycle Safety		
PROJECT CATEGORY	Education, Communication, and Outreach		
BENEFIT TO LOCALS (402 only)	Yes (\$33,000)		
INTENDED GRANTEE/SUBRECIPIENTS	LMB		
AMOUNT, YEAR(S), FUNDING SOURCE	\$33,000	2020	405(h) FAST Act Non-motorized Safety
AMOUNT, YEAR(S), FUNDING SOURCE	\$33,000	2021	402 FAST Act Pedestrian/Bicycle Safety
MATCH	20 percent (only on 405(h) funds)		
INDIRECT COST RATE	10 percent		
GRANT START-UP	October 1		
GOAL(S)	Educate 300 Michigan citizens on traffic laws designed to protect pedestrians and bicyclists by September 30, 2023.		

The LMB will promote bicyclist and pedestrian safety for the general public, with a focus on active lighting and rider conspicuity, through regional pedestrian and bicycle laws public education and 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.



(PB) Pedestrian/Bicycle Safety

Statewide Bicyclist Education Campaign

PLANNED ACTIVITY NUMBER	CP-23-03 PI&E		
GTS CODE(S)	FHX-405h Non-Motorized Safety		
PROJECT CATEGORY	Education, Communication, and Outreach		
BENEFIT TO LOCALS (402 only)	N/A		
INTENDED GRANTEE/SUBRECIPIENTS	OHSP PI&E		
AMOUNT, YEAR(S), FUNDING SOURCE	\$300,000	2021	405(h) FAST Act Non-motorized Safety
MATCH	20 percent		
INDIRECT COST RATE	N/A		
GRANT START-UP	October 1		
GOAL(S)	Increase the awareness of the public on laws applicable to bicyclist safety through at least one statewide campaign by September 30, 2023.		

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.



(PB) Pedestrian/Bicycle Safety

Statewide Pedestrian Education Campaign

PLANNED ACTIVITY NUMBER	CP-23-03 PI&E		
GTS CODE(S)	FHX-405h Non-Motorized Safety		
PROJECT CATEGORY	Education, Communication, and Outreach		
BENEFIT TO LOCALS (402 only)	N/A		
INTENDED GRANTEE/SUBRECIPIENTS	OHSP PI&E		
AMOUNT, YEAR(S), FUNDING SOURCE	\$400,000	2022	405(h) BIL Non-motorized Safety
MATCH	20 percent		
INDIRECT COST RATE	N/A		
GRANT START-UP	October 1		
GOAL(S)	Increase awareness of the public on laws applicable to pedestrian safety through at least one statewide campaign by September 30, 2023.		

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.



Pedestrian/Bicycle Safety Program Management

PLANNED ACTIVITY NUMBER	CP-23-02 PM		
GTS CODE	PA-2023-Planning and Administration		
PROJECT CATEGORY	Program Management		
INTENDED GRANTEE/SUBRECIPIENTS	OHSP		
AMOUNT, YEAR(S), FUNDING SOURCE	\$317,000	2022	402 Program Management
INDIRECT COST RATE	9.1 percent		
GRANT START-UP	October 1		

Funding will support the shared costs of the Program Management team required to implement and manage the OHSP program.

(PA) Planning and Administration

FUNDING SOURCES TOTAL	\$1,254,000
SUBTOTAL BENEFIT TO LOCALS FUNDS	\$0
Section 402 FAST Act Program Management funds	\$627,000
State funds	\$627,000

Planning and Administration

PLANNED ACTIVITY NUMBER	PA-23-01		
GTS CODE(S)	PA-2023-Planning and Administration		
BENEFIT TO LOCALS (402 only)	No		
INTENDED GRANTEE/SUBRECIPIENTS	OHSP		
AMOUNT, YEAR(S), FUNDING SOURCE	\$627,000	2021	402 FAST Act Program Management
AMOUNT, YEAR(S), FUNDING SOURCE	\$627,000	2023	State general
INDIRECT COST RATE	9.1%		
GRANT START-UP	October 1		

The following positions are supported with Planning and Administration funds (including percentage of salary supported):

- Division Director (95%)
- Executive Administrative Assistant (for Division Director) (95%)
- Planning and Administration Section Manager (92%)
- Financial Management Section Manager (95%)
- Federal Financial Coordinator (96%)
- Planning Analysis and Evaluation Coordinator (54%)
- Accounting Technician (98%)
- Administrative Assistant (20%)
- Grants Coordinator (for Program Management Section) (4%)

(PT) Police Traffic Services

¹¹CORE PERFORMANCE MEASURES

- C-1 Reduce the number of traffic fatalities from 1,131 in 2021 to **1,105.6** (2019-2023 rolling average) by 2023.
- C-2 Reduce suspected serious injuries from 5,979 in 2021 to **5,909.2** (2019-2023 rolling average) by 2023.
- C-3 Prevent the 1.01 fatalities/100 million vehicle miles traveled (VMT) rate in 2021 from reaching no more than **1.136** fatalities/VMT (2019-2023 rolling average) by 2023.
- C-4 Reduce unrestrained passenger vehicle occupant fatalities from 237 fatalities in 2021 to **201** fatalities by 2023.
- C-5 Prevent fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from 191 fatalities in 2021 from increasing to no more than **223** fatalities by 2023.
- C-6 Reduce speed involved fatalities from 237 fatalities in 2021 to **202** fatalities by 2023.
- B-1 Increase the observed seat belt use for passenger vehicles, front-seat outboard occupants by 1 percentage point from 92.6 percent in 2021 to **93.9** percent by 2023.

MICHIGAN CORE PERFORMANCE MEASURES

- O-1 Reduce crashes involving alcohol- or drug-impaired motorcyclists from 261 crashes in 2021 to **222** crashes by 2023.
- O-2 Reduce alcohol- or drug-impaired motorcyclist fatalities from 53 fatalities in 2021 to **47** fatalities by 2023.
- O-3 Prevent fatalities in crashes involving a drug-impaired driver or motorcycle operator from increasing from 264 fatalities in 2021 to **301** fatalities by 2023.
- O-6 Prevent number of distracted drivers involved in fatal crashes from increasing from 59 fatal crashes in 2021 to no more than **76** fatal crashes by 2023.



¹¹Not every planned activity in the program area has all of the performance measures listed above. This list is cumulative based on the planned activities.

(PT) Police Traffic Services

<i>PT</i>		<i>POLICE TRAFFIC SERVICES</i>	
GTS CODES	PLANNED ACTIVITY NUMBERS	FUNDING SOURCES	DOLLAR AMOUNT
PA-2023-Planning and Administration	CP-23-02	Section 402 Program Management	\$448,000
M1*PT-405b High Police Traffic Services	PT-23-20	405(d) BIL Impaired Driving Low Police Traffic Services (flex)	\$225,000
PT-2023-Police Traffic Services	CP-23-01	Section 402 BIL Police Traffic Services	\$5,288,000
FDLPEM-405d Low Paid/Earned Media	CP-23-03	Section 405(d) FAST Act Impaired Driving Low Paid/Earned Media (flex)	\$70,000
FDLPEM-405d Low Paid/Earned Media	CP-23-03	Section 405(d) FAST Act Impaired Driving Low Paid/Earned Media	\$1,650,000
PM-2023-Paid Advertising	CP-23-03	Section 402 BIL Paid Advertising	\$2,650,000
FDL*PT-405d Low Police Traffic Services	CP-23-03	Section 405(d) FAST Act Impaired Driving Low Police Traffic Services (flex)	\$180,000
SHARE TO LOCALS			\$6,449,000
PROGRAM AREA TOTAL			\$10,511,000



(PT) Police Traffic Services

Michigan traffic crash data from 2016-2020 identified the high number of people seriously injured or killed where the crash was coded as alcohol-involved and/or drug-involved, or the occupants were in passenger vehicles and the crash was coded as no belts used or child restraint not used/used improperly, or the crashes included at least one driver was speeding, or the crashes that are coded as driver distraction.

Campaign Surveys

PLANNED ACTIVITY NUMBER	CP-23-03 PI&E		
GTS CODE(S)	FDL*PT-405d Low Police Traffic Services		
PROJECT CATEGORY	Education, Communication, and Outreach		
BENEFIT TO LOCALS (402 only)	N/A		
INTENDED GRANTEE/SUBRECIPIENTS	OHSP PI&E		
AMOUNT, YEAR(S), FUNDING SOURCE	\$180,000	2021	405(d) FAST Act Impaired Driving Low Police Traffic Services (flex)
INDIRECT COST RATE	N/A		
GRANT START-UP	October 1		
GOAL(S)	Determine public perception of enforcement efforts and advertising messages for traffic safety campaigns by conducting six sets of pre- and post-campaign surveys (telephone and web-based formats) by September 30, 2023.		

Campaign 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.



(PT) Police Traffic Services

Click It or Ticket (CIOT) Mobilization Paid Advertising

PLANNED ACTIVITY NUMBER	CP-23-03 PI&E		
GTS CODE(S)	PM-2023-Paid Advertising		
PROJECT CATEGORY	Education, Communication, and Outreach		
BENEFIT TO LOCALS (402 only)	Yes		
INTENDED GRANTEE/SUBRECIPIENTS	OHSP PI&E		
AMOUNT, YEAR(S), FUNDING SOURCE	\$1,650,000	2022	402 BIL Paid Advertising
INDIRECT COST RATE	N/A		
GRANT START-UP	October 1		
GOAL(S)	Conduct a media campaign on traffic enforcement mobilizations focusing on seat belt use during the <i>CIOT</i> enforcement periods by September 30, 2023.		

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.



(PT) Police Traffic Services

DSOGPO Mobilization Paid Advertising

PLANNED ACTIVITY NUMBER	CP-23-03 PI&E		
GTS CODE(S)	FDLPEM-405d Low Paid/Earned Media		
PROJECT CATEGORY	Education, Communication, and Outreach		
BENEFIT TO LOCALS (402 only)	N/A		
INTENDED GRANTEE/SUBRECIPIENTS	OHSP PI&E		
AMOUNT, YEAR(S), FUNDING SOURCE	\$1,650,000	2021	405(d) FAST Act Impaired Driving Low Paid/Earned Media
INDIRECT COST RATE	N/A		
GRANT START-UP	October 1		
GOAL(S)	Conduct three <i>DSOGPO</i> impaired driving enforcement media campaigns by September 30, 2023.		

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

Funding will support contractual costs.



(PT) Police Traffic Services

Law Enforcement Engagement

PLANNED ACTIVITY NUMBER	CP-23-01 Special Projects		
GTS CODE(S)	PT-2023-Police Traffic Services		
PROJECT CATEGORY	Support, Training, and Enforcement		
BENEFIT TO LOCALS (402 only)	Yes		
INTENDED GRANTEE/SUBRECIPIENTS	OHSP Special Projects		
AMOUNT, YEAR(S), FUNDING SOURCE	\$4,000	2022	402 BIL Police Traffic Services
INDIRECT COST RATE	N/A		
GRANT START-UP	October 1		
GOAL(S)	Increase the number of law enforcement partner email contacts from 75 to 80 by September 30, 2023.		

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 MSA Fall Professional Development and Trade Show and the MACP Mid-Winter Professional Development Conference. The OHSP exhibit will distribute traffic safety materials and provide a [Michigan Traffic Crash Facts](#) website demonstration. The OHSP staff will also work with the MACP and MSA to submit traffic safety agenda items for their annual conferences.

Funding will support supplies/operating and contractual costs.

(PT) Police Traffic Services

Law Enforcement Liaison

PLANNED ACTIVITY NUMBER	CP-23-01 Special Projects		
GTS CODE(S)	PT-2023-Police Traffic Services		
PROJECT CATEGORY	Support, Training, and Enforcement		
BENEFIT TO LOCALS (402 only)	Yes		
INTENDED GRANTEE/SUBRECIPIENTS	OHSP Special Projects		
AMOUNT, YEAR(S), FUNDING SOURCE	\$49,000	2022	402 BIL Police Traffic Services
INDIRECT COST RATE	N/A		
GRANT START-UP	October 1		
GOAL(S)	Demonstrate the use of the Michigan Traffic Crash Facts website and traffic crash data tools to 25 law enforcement agencies no later than September 30, 2023.		

A LEL will engage law enforcement officials by training on understanding and using the [Michigan Traffic Crash Facts](#) website and traffic crash data tools to increase effective traffic safety enforcement by identifying traffic safety problems and implement solutions to combat those problems. The position may also provide technical assistance for enforcement and future planning. The LEL will exhibit at the MSA Fall Professional Development and Trade Show and the MACP Mid-Winter Professional Development Conference. The OHSP exhibit will distribute traffic safety materials and provide a [Michigan Traffic Crash Facts](#) website demonstration.

Funding will support contractual costs.

(PT) Police Traffic Services

Mobilization Communication and Outreach Banners

PLANNED ACTIVITY NUMBER	CP-23-03 PI&E		
GTS CODE(S)	FDLPEM-405d Low Paid/Earned Media		
PROJECT CATEGORY	Education, Communication, and Outreach		
BENEFIT TO LOCALS (402 only)	N/A		
INTENDED GRANTEE/SUBRECIPIENTS	OHSP PI&E		
AMOUNT, YEAR(S), FUNDING SOURCE	\$70,000	2021	405(d) FAST Act Impaired Driving Low Paid/Earned Media (flex)
INDIRECT COST RATE	N/A		
GRANT START-UP	October 1		
GOAL(S)	Conduct an awareness campaign, including development and distribution of four banners and information cards, regarding traffic enforcement mobilizations that focus on distracted driving, seat belt use, impaired driving, and speeding by August 10, 2023.		

The OHSP will fund production and distribution of one distracted driving banner, one seat belt banner, one speeding banner, and one impaired driving banner to each Michigan law enforcement agency in support of the respective overtime enforcement periods. In addition, information cards will be developed and distributed to law enforcement agencies.

Funding will support the supplies/operating costs.



(PT) Police Traffic Services

Overtime Distracted Driving, Impaired, Seat Belt, and Speed Enforcement

PLANNED ACTIVITY NUMBER	PT-23-04+		
GTS CODE(S)	PT-2023-Police Traffic Services		
PROJECT CATEGORY	Support, Training, and Enforcement		
BENEFIT TO LOCALS (402 only)	Yes (\$2,567,000)		
INTENDED GRANTEE/SUBRECIPIENTS	State, county, and local law enforcement agencies		
AMOUNT, YEAR(S), FUNDING SOURCE	\$4,056,000	2022	402 BIL Police Traffic Services
INTENDED GRANTEE/SUBRECIPIENTS	TBD		
AMOUNT, YEAR(S), FUNDING SOURCE	\$1,000,000	2022	402 BIL Police Traffic Services
INDIRECT COST RATE	10 percent for Allegan County Sheriff, 9.1 percent for MSP, and 20 percent for TIA		
GRANT START-UP	October 1		
GOAL(S)	Reduce the number of traffic fatalities from 1,131 in 2021 to 1,105.6 and suspected serious injuries from 5.979 in 2021 to 5,909.2 by September 30, 2023.		

The OHSP will fund enforcement efforts to focus on compliance with traffic safety laws during statewide enforcement periods. The mandatory enforcement periods will include:

- December 1, 2022 – February 28, 2023 (speed enforcement)
- December 16, 2022 – January 1, 2023 (impaired driving enforcement)
- May 15 – June 4, 2023 (seat belt enforcement)
- July 1-30, 2023 (impaired driving, seat belt, and speed enforcement)
- August 10 – September 4, 2023 (impaired driving enforcement)

Elective enforcement periods will include:

- November 21-27, 2022 (impaired driving enforcement)
- April 1-30, 2023 (distracted driving enforcement)

Funding will support personnel and indirect costs.

(PT) Police Traffic Services

Speed Enforcement Mobilization Paid Advertising

PLANNED ACTIVITY NUMBER	CP-23-03 PI&E		
GTS CODE(S)	PM-2023-Paid Advertising		
PROJECT CATEGORY	Education, Communication, and Outreach		
BENEFIT TO LOCALS (402 only)	Yes		
INTENDED GRANTEE/SUBRECIPIENTS	OHSP PI&E		
AMOUNT, YEAR(S), FUNDING SOURCE	\$1,000,000	2022	402 BIL Paid Advertising
INDIRECT COST RATE	N/A		
GRANT START-UP	October 1		
GOAL(S)	Conduct a media campaign on speed enforcement mobilizations by September 30, 2023.		

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 speeding while driving.

Funding will support contractual costs.



(PT) Police Traffic Services

Speed Measurement Signs

PLANNED ACTIVITY NUMBER	PT-23-16+		
GTS CODE(S)	PT-2023-Police Traffic Services		
PROJECT CATEGORY	Support, Training, and Enforcement		
BENEFIT TO LOCALS (402 only)	Yes		
INTENDED GRANTEE/SUBRECIPIENTS	Flint Township Police Department, Wyoming Department of Public Safety, Macomb County Sheriff's Office, Wayne County Sheriff's Office, and Transportation Improvement Association		
AMOUNT, YEAR(S), FUNDING SOURCE	\$125,000	2022	402 BIL Police Traffic Services
INDIRECT COST RATE	N/A		
GRANT START-UP	October 1		
GOAL(S)	Reduce the number of traffic fatalities from 1,131 in 2021 to 1,105.6 and suspected serious injuries from 5,979 in 2021 to 5,909.2 by September 30, 2023.		

A pilot for purchasing ¹²speed-monitoring signs will occur by agencies located in the five high fatality and suspected serious injury crash counties to enhance visibility of the speed enforcement efforts (Wayne, Oakland, Macomb, Genesee, and Kent Counties). Each county will purchase up to five speed measurement signs at a cost of less than \$5,000 each.

Funding will support equipment costs.



¹²Not necessarily an example of what the speed measurement signs will look like once purchased.

(PT) Police Traffic Services

Traffic Enforcement Strategies Conference

PLANNED ACTIVITY NUMBER	CP-23-01 Special Projects		
GTS CODE(S)	PT-2023-Police Traffic Services		
PROJECT CATEGORY	Support, Training, and Enforcement		
BENEFIT TO LOCALS (402 only)	Yes		
INTENDED GRANTEE/SUBRECIPIENTS	OHSP Special Projects		
AMOUNT, YEAR(S), FUNDING SOURCE	\$50,000	2022	402 BIL Police Traffic Services
INDIRECT COST RATE	N/A		
GRANT START-UP	October 1		
GOAL(S)	Conduct a law enforcement traffic safety conference for a minimum of 100 traffic officers by September 30, 2023.		

Specialized training for law enforcement officers allows them to effectively address traffic safety issues. A traffic enforcement strategies conference will be held in FY2023. The conference agenda will be based on feedback from law enforcement agencies and may include a variety of topics, such as officer safety (Below 100); drug recognition; using the Michigan traffic crash data resources; Michigan legal update, especially regarding recreational marihuana and driving; and distracted driving enforcement strategies.

Funding will support contractual, travel, and supplies/operating costs.

(PT) Police Traffic Services

U.P. Regional Law Enforcement Training

PLANNED ACTIVITY NUMBER	CP-23-01 Special Projects		
GTS CODE(S)	PT-2023-Police Traffic Services		
PROJECT CATEGORY	Support, Training, and Enforcement		
BENEFIT TO LOCALS (402 only)	Yes		
INTENDED GRANTEE/SUBRECIPIENTS	OHSP Special Projects		
AMOUNT, YEAR(S), FUNDING SOURCE	\$4,000	2022	402 BIL Police Traffic Services
INDIRECT COST RATE	N/A		
GRANT START-UP	October 1		
GOAL(S)	Provide four traffic safety training programs to 100 U.P. law enforcement officers by September 30, 2023.		

Training to enhance knowledge of traffic safety topics, such as Complete Traffic Stops, Below 100, ARIDE Refresher, and others, 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 goal of reducing fatalities and serious injuries in the region.

Funding will support contractual and supplies/operating costs.



(PT) Police Traffic Services

U.P. Traffic Safety Culture Enforcement Study

PLANNED ACTIVITY NUMBER	PT-23-20		
GTS CODE(S)	FDL*PT-405d Low Police Traffic Services		
PROJECT CATEGORY	Research, Data, and Evaluation		
BENEFIT TO LOCALS (402 only)	N/A		
INTENDED GRANTEE/SUBRECIPIENTS	TBD		
AMOUNT, YEAR(S), FUNDING SOURCE	\$225,000	2022	405(d) BIL Impaired Driving Low Police Traffic Services (flex)
INDIRECT COST RATE	TBD		
GRANT START-UP	October 1		
GOAL(S)	Conduct a case study of rural police officers and administrators in Michigan to determine factors influencing support for traffic safety enforcement by September 30, 2023.		

With a focus on expanding traffic safety culture, a research study will be conducted to assess the attitudes, norms, values, and beliefs of Michigan rural law enforcement officers and administrators toward traffic enforcement.

Funding will support contractual costs.

Police Traffic Services Program Management

PLANNED ACTIVITY NUMBER	CP-23-02 PM		
GTS CODE	PA-2023-Planning and Administration		
PROJECT CATEGORY	Program Management		
INTENDED GRANTEE/SUBRECIPIENTS	OHSP		
AMOUNT, YEAR(S), FUNDING SOURCE	\$448,000	2021	402 Program Management
INDIRECT COST RATE	9.1 percent		
GRANT START-UP	October 1		

Funding will support the shared costs of the Program Management team required to implement and manage the OHSP programs.

(TR) Traffic Records

¹³CORE PERFORMANCE MEASURES

- C-1 Reduce the number of traffic fatalities from 1,131 in 2021 to **1,105.6** (2019-2023 rolling average) by 2023.
- C-2 Reduce suspected serious injuries from 5,979 in 2021 to **5,909.2** (2019-2023 rolling average) by 2023.
- C-3 Prevent the 1.01 fatalities/100 million vehicle miles traveled (VMT) rate in 2021 from reaching no more than **1.136** fatalities/100 million VMT (2019-2023 rolling average) by 2023.
- C-4 Reduce unrestrained passenger vehicle occupant fatalities from 237 fatalities in 2021 to **201** fatalities by 2023.
- C-5 Prevent fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from 191 fatalities in 2021 from increasing to no more than **223** fatalities by 2023.
- C-6 Reduce speed involved fatalities from 237 fatalities in 2021 to **202** fatalities by 2023.
- C-7 Reduce motorcyclist fatalities from 166 fatalities in 2021 to **149** fatalities by 2023.
- C-8 Reduce unhelmeted motorcyclist fatalities from 72 fatalities in 2021 to **54** fatalities by 2023.
- C-9 Reduce drivers age 20 and younger involved in fatal crashes from 163 fatal crashes in 2021 to **132** fatal crashes by 2023.
- C-10 Reduce pedestrian fatalities from 183 fatalities in 2021 to **158** fatalities by 2023.
- C-11 Reduce bicyclist fatalities from 29 fatalities in 2021 to **27** fatalities by 2023.
- B-1 Increase the observed seat belt use for passenger vehicles, front-seat outboard occupants by 1 percentage point from 92.6 percent in 2021 to **93.9** percent by 2023.

MICHIGAN CORE PERFORMANCE MEASURES

- O-1 Reduce crashes involving alcohol- or drug-impaired motorcyclists from 261 crashes in 2021 to **222** crashes by 2023.
- O-2 Reduce alcohol- or drug-impaired motorcyclist fatalities from 53 fatalities in 2021 to **47** fatalities by 2023.
- O-3 Prevent fatalities in crashes involving a drug-impaired driver or motorcycle operator from increasing from 264 fatalities in 2021 to **301** fatalities by 2023.
- O-4 Reduce crashes involving a motorcycle and another motor vehicle by from 1,716 crashes in 2021 to **1,396** crashes by 2023.
- O-5 Prevent fatal crashes with drivers age 65 and older from increasing from 228 fatal crashes in 2021 to no than **259** fatal crashes by 2023.
- O-6 Prevent number of distracted drivers involved in fatal crashes from increasing from 59 fatal crashes in 2021 to no more than **76** fatal crashes by 2023.

¹³Not every planned activity in the program area has all of the performance measures listed above. This list is cumulative based on the planned activities.

(TR) Traffic Records

<i>TR</i>		<i>TRAFFIC RECORDS</i>	
GTS CODES	PLANNED ACTIVITY NUMBERS	FUNDING SOURCES	DOLLAR AMOUNT
PA-2023-Planning and Administration	CP-23-02	Section 402 Program Management	\$307,000
M3DA-405c Data Program	TR-23-01, TR-23-07, TR-23-08, TR-23-09	Section 405(c) FAST Act Traffic Records Data Program	\$3,747,000
M3DA-405c Data Program	TR-23-07	Section 405(c) BIL Traffic Records	\$1,617,000
TR-2023-Traffic Records	TR-23-05, TR-23-02, TR-23-05	Section 402 FAST Act Traffic Records	\$616,000
TR-2023-Traffic Records	TR-23-07	Section 405(c) Supp BIL Traffic Records	\$106,000
SHARE TO LOCALS			\$616,000
PROGRAM AREA TOTAL			\$6,393,000

Accurate, timely, complete, accessible, integration, and uniform data are key to target traffic safety issues.

(TR) Traffic Records

Data Quality Assessment of Pedestrian-, Bicycle-, and Motorcycle-Involved Crashes in Michigan

PLANNED ACTIVITY NUMBER	TR-23-02		
GTS CODE(S)	TR-2023-Traffic Records		
PROJECT CATEGORY	Research, Data, and Evaluation		
BENEFIT TO LOCALS (402 only)	Yes		
INTENDED GRANTEE/SUBRECIPIENTS	UMTRI		
AMOUNT, YEAR(S), FUNDING SOURCE	\$16,000	2021	402 FAST Act Traffic Records
INDIRECT COST RATE	56 percent		
GRANT START-UP	October 1		
GOAL(S)	Conduct a data quality assessment of pedestrian, bicyclist, and motorcycle crash data and provide recommendations by September 30, 2023.		

A 2019 study of crash data quality in four countries, including the United States, showed that some crash attributes, including injury severity, are more often inaccurate but that this issue is not equal for all types of crashes. In particular, the authors note research that has shown that motorcyclist, pedestrian, and bicyclist crashes are often underreported. In this project, the researchers will assess the reporting accuracy of pedestrian-involved, bicyclist-involved, and motorcycle-involved crash data, especially with respect to injury severity, using linkage to EMS data and trauma data. The result of this study will be an evaluation of data completeness as a function of characteristics of the crash, including its location, time of day, and injury severity. The resulting report will describe the analysis and results and provide some suggestions for data quality improvement.

Funding will support personnel and indirect costs.

(TR) Traffic Records

Deriving Missing Model Inventory Roadway Elements (MIRE) Surface Type From Imagery-Phase 2

PLANNED ACTIVITY NUMBER	TR-23-09		
GTS CODE(S)	M3DA-405c Data Program		
PROJECT CATEGORY	Research, Data, and Evaluation		
BENEFIT TO LOCALS (402 only)	N/A		
INTENDED GRANTEE/SUBRECIPIENTS	MDOT		
AMOUNT, YEAR(S), FUNDING SOURCE	\$325,000	2019	405(c) FAST Act Traffic Records Data Program
INDIRECT COST RATE	N/A		
GRANT START-UP	October 1		
GOAL(S)	<p>Unpaved road identification artificial intelligence (AI) model tuning by September 30, 2023.</p> <p>Develop AI models to detect asphalt and concrete pavements by September 30, 2023.</p> <p>Road detection production and data handling testing by September 30, 2023.</p>		

This is Phase 2 of a project that strives 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 of analyzing and refining existing surface type detection methods and the second phase of producing the refined processes and completing surface type assignments for all missing MIRE FDE surface type data (approximately 50 percent) on public roadways in Michigan. This project will improve two traffic records data attributes — accuracy and timeliness. The analysis phase is addressing accuracy. Timeliness is being addressed by executing this project and its method.

Funding will support contractual costs.



(TR) Traffic Records

Improving Quality of Crash Severity and Injury Assessment Within Michigan EMS MI-EMSIS -Phase 3

PLANNED ACTIVITY NUMBER	TR-23-08		
GTS CODE(S)	M3DA-405c Data Program		
PROJECT CATEGORY	Research, Data, and Evaluation		
BENEFIT TO LOCALS (402 only)	N/A		
INTENDED GRANTEE/SUBRECIPIENTS	MDHHS		
AMOUNT, YEAR(S), FUNDING SOURCE	\$141,000	2019	405(c) FAST Act Traffic Records Data Program
INDIRECT COST RATE	17 percent		
GRANT START-UP	October 1		
GOAL(S)	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, 2023.		

There are challenges in how data from the EMS is entered, accessed, and processed within the MI-EMSIS, creating questions in the accuracy and validity of conclusions that are drawn from that data. In 2018, the MDHHS began using the Biospatial data platform, which links the EMS electronic patient care record (ePCR) 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. FY2023 is the third year of this four-year project.

Funding will support contractual costs.



(TR) Traffic Records

MTCF Technical Support

PLANNED ACTIVITY NUMBER	TR-23-05		
GTS CODE(S)	TR-2023-Traffic Records		
PROJECT CATEGORY	Education, Communication, and Outreach		
BENEFIT TO LOCALS (402 only)	Yes		
INTENDED GRANTEE/SUBRECIPIENTS	UMTRI		
AMOUNT, YEAR(S), FUNDING SOURCE	\$600,000	2021	402 FAST Act Traffic Records
INDIRECT COST RATE	56 percent		
GRANT START-UP	October 1		
GOAL(S)	<p>Complete the 2022 Michigan Traffic Crash Facts publications/web content and MichiganTrafficCrashFacts.org website maintenance by September 30, 2023.</p> <p>Provide technical assistance to the OHSP as directed through September 30, 2023.</p>		

This project will continue to provide public accessibility for the crash data derived from Michigan's Traffic Crash Reporting System. The 2022 MTCF will be produced and posted at www.michigantrafficcrashfacts.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.



(TR) Traffic Records

Traffic Crash Reporting Form Training Support

PLANNED ACTIVITY NUMBER	TR-23-01		
GTS CODE(S)	M3DA-405c Data Program		
PROJECT CATEGORY	Support, Training, and Enforcement		
BENEFIT TO LOCALS (402 only)	N/A		
INTENDED GRANTEE/SUBRECIPIENTS	MSP CJIC		
AMOUNT, YEAR(S), FUNDING SOURCE	\$15,000	2019	405(c) FAST Act Traffic Records Data Program
INDIRECT COST RATE	9.1 percent		
GRANT START-UP	October 1		
GOAL(S)	<p>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 95 percent to 97 percent, and increase the percentage of crash records with no missing critical data elements (completeness) from 96 percent to 97 percent by September 30, 2023.</p> <p>Provide 50 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, 2023.</p>		

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 will support the supplies/operating costs.



(TR) Traffic Records

Traffic Records Program Assessment Recommendation Implementation

PLANNED ACTIVITY NUMBER	TR-23-07		
GTS CODE(S)	M3DA-405c Data Program		
PROJECT CATEGORY	Research, Data, and Evaluation		
BENEFIT TO LOCALS (402 only)	N/A		
INTENDED GRANTEE/SUBRECIPIENTS	TBD		
AMOUNT, YEAR(S), FUNDING SOURCE	\$635,000	2019	405(c) FAST Act Traffic Records Data Program
AMOUNT, YEAR(S), FUNDING SOURCE	\$1,314,000	2020	405(c) FAST Act Traffic Records Data Program
AMOUNT, YEAR(S), FUNDING SOURCE	\$1,317,000	2021	405(c) FAST Act Traffic Records Data Program
AMOUNT, YEAR(S), FUNDING SOURCE	\$1,617,000	2022	405(c) BIL Traffic Records Data Program
AMOUNT, YEAR(S), FUNDING SOURCE	\$106,000	2022	405(c) Supp Bill Traffic Records Data Program
INDIRECT COST RATE	N/A		
GRANT START-UP	October 1		
GOAL(S)	Continue to implement the 12 strategies within the Traffic Records Coordinating Committee's (TRCC's) Strategic Plan that was created from the Traffic Records Program Assessment by September 30, 2023.		

The OHSP will work with the Traffic Records network and other traffic safety partner agencies in determining and implementing additional strategies identified to address the Traffic Records Program Assessment Recommendations.

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

State of Michigan

Traffic Records Assessment

April 7, 2020

National Highway Traffic Safety Administration

Technical Assessment Team

Traffic Records Program Management

PLANNED ACTIVITY NUMBER	CP-23-02 PM		
GTS CODE	PA-2023-Planning and Administration		
PROJECT CATEGORY	Program Management		
INTENDED GRANTEE/SUBRECIPIENTS	OHSP		
AMOUNT, YEAR(S), FUNDING SOURCE	\$307,000	2021	402 Program Management
INDIRECT COST RATE	9.1 percent		
GRANT START-UP	October 1		

Funding will support the shared costs of the Program Management team required to implement and manage the OHSP programs.

Michigan Office of Highway Safety Planning FY2023 Communications Calendar

CAMPAIGN/MESSAGE	DATES	GEOGRAPHIC FOCUS	TACTICS	MEDIA BUDGET	STAFF
October 2022					
National Pedestrian Safety Month Pedestrian Safety Week Overtime Enforcement	October 2022 Oct. 29- November 4, 2022	Statewide, with a focus on selected counties and cities	<i>Paid media</i> for the enforcement period. <i>Earned media:</i> news releases plus OHSP Facebook and Twitter	Some paid ads (divide with Daylight Saving Time outreach near Nov. 6) from Pedestrian \$400,000 budget	Nancy
Operation Safe Stop	October 2022	Statewide	<i>Earned media</i>	\$0	Dennis
Teen Driver Safety Week Teen Driver Safety Awareness Program	Oct. 16-22, 2022 October 2022- July 2023	Statewide Statewide	<i>Earned media:</i> OHSP Facebook and Twitter <i>Paid media</i>	 \$53,000 budget	Dennis Dennis
Winter Safe Driving Awareness	October 2022- Winter 2023	Statewide	<i>Paid media</i> plus OHSP Facebook and Twitter Outreach: banners	\$206,000 budget, \$170,000 paid ads, \$23,000 banners	Dennis
November 2022					
Buckle Up in Your Truck	November 2022- April 2023	Statewide	<i>Paid media</i> plus OHSP Facebook and Twitter	\$300,000 budget	Dennis
Third District IMPACT	November 2022– March 2023	Bay, Genesee, and Saginaw counties	<i>Paid Media</i>	\$100,000 budget	Dennis
December 2022					
Speed Enforcement	Dec. 1, 2022 -Feb. 28, 2023	Statewide	<i>Paid media</i> plus OHSP Facebook and Twitter	\$1 million budget (plus banners used in July)	Dennis

Older Driver Awareness Week	Dec. 5-9, 2022	Statewide	OHSP Facebook and Twitter	\$0	Kendall
Drive Sober or Get Pulled Over Enforcement	Dec. 16, 2022 - Jan. 1, 2023	Statewide	<i>Paid media</i> plus OHSP Facebook and Twitter	\$1.6 million total for three impaired enforcements	Dennis
RiderCoach Recruitment (including separate paid media outreach for range aides)	Beginning in December 2022	Statewide	<i>Paid media</i> plus OHSP Facebook and Twitter	\$196,000 budget, (with \$150,000 in radio ads).	Nancy
NHTSA Annual Report	Dec. 27, 2022	Statewide	<i>Content, design, distribution</i>	n/a	Nancy
February 2023					
Shadow Rider Project (Motorcyclist training)	Beginning in February 2023	Statewide	<i>Paid media</i> plus OHSP Facebook and Twitter. <i>Outreach:</i> postcard mailing.	\$25,000 budget \$11,000 paid ads, \$14,000 mailing.	Nancy
March 2023					
Summit Speaker Series	TBD	Statewide	Earned media	\$0	Comm. Section
April 2023					
Distracted Driving Public Education Campaign	April 2023	Statewide	<i>Paid media</i> plus OHSP Facebook and Twitter	\$300,000 budget	Nancy
Distracted Driving High School Action Kits	April 2023	Statewide	Banners	\$46,000 budget	Nancy
Drugged Driving Public Education	April-September 2023	Statewide	<i>Paid media</i> plus OHSP Facebook and Twitter	\$500,000 paid ads	Dennis
2022 Michigan traffic fatalities	April 2023	Statewide	<i>Earned media:</i> news release	\$0	Kendall
Michigan RiderCoach Conference	April 2023	Statewide with focus on in-person venue	<i>Printed materials:</i> signs, programs, etc.	\$6,000 operating	Nancy
Motorcyclist All Gear Education Campaign	April-August 2023	Statewide	<i>Creative/Video Production</i>	\$39,000 contractual	Nancy

			<i>Paid Media plus OHSP Facebook and Twitter</i>		
<i>Bicyclist Safety Education</i>	April - September 2023	Statewide	Paid media plus OHSP Facebook and Twitter (Including Facebook Live event for distracted driving and bicyclist safety)	\$300,000 budget \$289,000 ads, \$8,000 creative, \$3,000 operating	Nancy
May 2023					
<i>Motorcycle Safety Month National Bike Month</i>	May 2023	Statewide	<i>OHSP Facebook/Twitter</i>	\$0	Nancy
<i>Impaired Motorcyclist Campaign</i>	May-June 2023	Statewide	<i>Paid media plus OHSP Facebook & Twitter</i>	\$520,000 budget \$500,000 paid ads \$20,000 operating.	Nancy
<i>Click It or Ticket</i>	May 15- June 4, 2023	Statewide	<i>Paid media plus OHSP Facebook and Twitter Earned media: News releases Outreach: banners,</i>	\$1,650,000 budget, plus banners	Dennis
<i>Pedestrian Safety Education</i>	May- September 2023	Statewide	<i>Paid media plus OHSP Facebook and Twitter (Including separate outdoor for "Stay in Your Car" messaging)</i>	\$400,000 budget, \$370,000 ads, \$19,000 video, \$8,000 creative, \$3,000 operating.	Nancy
<i>Teen Passenger Safety</i>	May- September 2023	Statewide	<i>Paid media plus OHSP Facebook and Twitter</i>	\$125,000 budget	Dennis
<i>Rear Seat Belt Public Education</i>	May-June 2023	Statewide	<i>Paid media plus OHSP Facebook and Twitter</i>	\$150,000 budget	Dennis

June 2023					
Booster Seat	June-September 2023	Statewide	<i>Paid media</i> plus OHSP Facebook and Twitter	\$150,000 budget	Dennis
July 2023					
Fourth of July/Drive Sober or Get Pulled Over Stepped up impaired driving enforcement (plus seat belt and speed)	July 1-30, 2023	Statewide	<i>Paid media</i> plus OHSP Facebook and Twitter <i>Earned media:</i> TBD	\$1.6 million total for three impaired enforcements	Dennis
August 2023					
Bicycle Safety Week Overtime Enforcement	Aug. 7-13, 2023	Statewide, focus on selected cities	<i>Paid media</i>	Paid ads, part of \$300,000 budget	Nancy
Drive Sober or Get Pulled Over	Aug. 18-Sept. 4, 2023	Statewide	<i>Paid media</i> plus OHSP <i>Earned media:</i> news release Facebook and Twitter <i>Outreach:</i> banners	\$1.6 million total for three impaired enforcements plus banners for August	Dennis
September 2023					
Child Passenger Safety Week/ Seat Check Saturday	Sept. 17-23, 2023	Statewide	OHSP Facebook and Twitter	\$0	Dennis