



MICHIGAN FY2023 ANNUAL REPORT

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GLOSSARY OF ACRONYMS

ADAS	Advanced Driver Assistance System	MGX	Michigan Grants System
AI	Artificial Intelligence	MI-EMSIS	Michigan Emergency Medical Services Information System
ARC	Advanced RiderCourse	MIRE	Model Inventory of Roadway Elements
ARIDE	Advanced Roadside Impaired Driving Enforcement	MiSAIL	Michigan Statewide Authoritative Imagery and Light Detection and Ranging
BAC	Blood Alcohol Concentration	MJI	Michigan Judicial Institute
BRC	Basic RiderCourse	MSA	Michigan Sheriffs' Association
CIOT	Click It or Ticket	MSF	Motorcycle Safety Foundation
CPS	Child Passenger Safety	MSP	Michigan State Police
CPST	Child Passenger Safety Technician	MTCF	Michigan Traffic Crash Facts
CST	Community Service Trooper	MTU	Michigan Technological University
DECP	Drug Evaluation and Classification Program	NCDC	National Center for DWI Courts
DRE	Drug Recognition Expert	NHTSA	National Highway Traffic Safety Administration
DSOGPO	Drive Sober or Get Pulled Over	OHSP	Office of Highway Safety Planning
DWI	Driving While Intoxicated	OWI	Operating While Intoxicated
EMS	Emergency Medical Services	RFP	Request for Proposal
FARS	Fatality Analysis Reporting System	S4SD	Strive for a Safer Drive
FDE	Federal Data Elements	SDSO	Safe Drivers Smart Options
FDSL	Ford Driving Skills for Life	SFST	Standardized Field Sobriety Test
FY	Fiscal Year	SHSO	State Highway Safety Office
GTSAC	Governor's Traffic Safety Advisory Commission	SIGMA	Statewide Integrated Governmental Management Application
HSP	Highway Safety Plan	SRAP	Safe Routes Ambassador Program
IACP	International Association of Chiefs of Police	TIA	Transportation Improvement Association
IMPACT	Impaired Driving Action Team (MSP Third District)	TSN	Traffic Safety Network
JOL	Judicial Outreach Liaison	TSRP	Traffic Safety Resource Prosecutor
LEL	Law Enforcement Liaison	TSTP	Traffic Safety Training Program
LMB	League of Michigan Bicyclists	UMTRI	University of Michigan Transportation Research Institute
MACP	Michigan Association of Chiefs of Police	VMT	Vehicle Miles Traveled
MADD	Mothers Against Drunk Driving		
MCL	Michigan Compiled Law		
MDHHS	Michigan Department of Health and Human Services		
MDOS	Michigan Department of State		
MDOT	Michigan Department of Transportation		

ASSESSMENT OF MICHIGAN'S PROGRESS

PERFORMANCE TARGETS

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

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

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

	2018	2019	2020	2021	2022
Shared Core Outcome Measures					
C-1 Traffic fatalities	974	985	1,083	1,131	1,123
TARGET	Reduce the number of traffic fatalities from 1,131 in 2021 to 1,105.6 (2019-2023 rolling average) by 2023.		PROGRESS		
			Achieved 1,071 (2019–2023 preliminary average)		
C-2 Serious (A) injuries in traffic crashes	5,586	5,629	5,433	5,979	5,782
TARGET	Reduce suspected serious injuries from 5,979 in 2021 to 5,909.2 (2019-2023 rolling average) by 2023.		PROGRESS		
			Achieved 5,757 (2019–2023 preliminary average)		
C-3 Fatalities per 100 million VMT	0.95	0.97	1.25	1.17	Pending
TARGET	Prevent the 1.17 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.		PROGRESS		
			Pending (The 2022 fatalities/VMT rate is not yet available.)		
Core Outcome Measures					
C-4 Unrestrained passenger vehicle occupant fatalities, all seat positions	180	202	222	237	231
TARGET	Reduce unrestrained passenger vehicle occupant fatalities from 237 fatalities in 2021 to 201 fatalities by 2023.		PROGRESS		
			Not Achieved The OHSP will implement programming to reduce unrestrained passenger vehicle occupant fatalities in all seat positions by conducting specialized seat belt enforcement and public education in counties with the highest fatalities.		
C-5 Fatalities in crashes involving a driver or motorcycle operator with a BAC .08+	198	177	171	191	173
TARGET	Prevent fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration (BAC) of .08 grams per deciliter or higher from 191 fatalities in 2021 from increasing to no more than 223 fatalities by 2023.		PROGRESS		
			Achieved		
C-6 Speed-related fatalities	191	185	200	237	223
TARGET	Reduce speed-involved fatalities from 237 fatalities in 2021 to 202 fatalities by 2023.		PROGRESS		
			Not Achieved The OHSP will implement programming to reduce speed-related fatalities by conducting specialized speed enforcement and public education in counties with the highest fatalities.		

	2018	2019	2020	2021	2022
C-7 Motorcyclist fatalities	134	122	152	166	173
TARGET	Reduce motorcyclist fatalities from 166 fatalities in 2021 to 149 fatalities by 2023.				
PROGRESS	Not Achieved The OHSP will implement programming to reduce motorcyclist fatalities by conducting public education and training in counties with the highest fatalities.				
C-8 Unhelmeted motorcyclist fatalities	51	54	65	72	91
TARGET	Reduce unhelmeted motorcyclist fatalities from 72 fatalities in 2021 to 54 fatalities by 2023.				
PROGRESS	Not Achieved The OHSP will implement programming to reduce unhelmeted motorcyclist fatalities by conducting public education in counties with the highest fatalities.				
C-9 Drivers age 20 or younger in fatal crashes	103	127	128	163	131
TARGET	Reduce drivers age 20 and younger involved in fatal crashes from 163 fatal crashes in 2021 to 132 fatal crashes by 2023.				
PROGRESS	Achieved				
C-10 Pedestrian fatalities	145	149	175	183	173
TARGET	Reduce pedestrian fatalities from 183 fatalities in 2021 to 158 fatalities by 2023.				
PROGRESS	Not Achieved The OHSP will implement programming to reduce pedestrian fatalities by conducting specialized pedestrian safety enforcement and public education in counties with the highest fatalities.				
C-11 Bicyclist fatalities	21	21	38	29	36
TARGET	Reduce bicyclist fatalities from 29 fatalities in 2021 to 27 fatalities by 2023.				
PROGRESS	Not Achieved The OHSP will implement programming to reduce bicyclist fatalities by conducting specialized bicyclist safety enforcement and public education in counties with the highest fatalities.				
Core Behavior Measure					
B-1 Safety belt use (daytime, observed)	93.4%	94.4%	94.4%	92.6%	92.0%
TARGET	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.				
PROGRESS	Not Achieved The OHSP will implement programming to reduce unrestrained passenger vehicle occupant fatalities in all seat positions by conducting specialized seat belt enforcement and public education in counties with the highest fatalities.				
Michigan Performance Measures					
O-1 Crashes involving alcohol- or drug-impaired motorcyclist	206	239	238	261	232
TARGET	Reduce crashes involving alcohol- or drug-impaired motorcyclists from 261 crashes in 2021 to 222 crashes by 2023.				
PROGRESS	Not Achieved The OHSP will implement programming to reduce alcohol- or drug-impaired motorcyclist crashes by conducting public education in counties with the highest crashes.				

	2018	2019	2020	2021	2022
O-2 Fatalities to alcohol- or drug-impaired motorcyclist	44	42	48	53	54
TARGET	Reduce alcohol- or drug-impaired motorcyclist fatalities from 53 fatalities in 2021 to 47 fatalities by 2023.		PROGRESS		
			Not Achieved The OHSP will implement programming to reduce alcohol- or drug-impaired motorcyclist fatalities by conducting public education in counties with the highest fatalities.		
O-3 Fatalities in crashes involving a drug-impaired driver or motorcycle operator	226	214	257	264	236
TARGET	Prevent fatalities in crashes involving a drug-impaired driver or motorcycle operator from increasing from 264 fatalities in 2021 to 301 fatalities by 2023.		PROGRESS		
			Achieved		
O-4 Crashes involving a motorcycle and another motor vehicle	1,424	1,460	1,524	1,716	1,643
TARGET	Reduce crashes involving a motorcycle and another motor vehicle from 1,716 crashes in 2021 to 1,396 crashes by 2023.		PROGRESS		
			Not Achieved The OHSP will implement programming to reduce motorcyclist and other motor vehicle crashes by conducting public education in counties with the highest crashes.		
O-5 Drivers age 65 and over in fatal crashes	236	221	222	228	265
TARGET	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.		PROGRESS		
			Not Achieved The OHSP will implement programming to reduce drivers age 65 and over fatalities by conducting public education in counties with the highest fatalities.		
O-6 Distracted drivers involved in fatal crashes	67	67	50	59	53
TARGET	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.		PROGRESS		
			Achieved		

ADJUSTMENTS TO FY2024–2026 TRIENNIAL HIGHWAY SAFETY PLAN

The OHSP does not require adjustments to the fiscal year (FY) 2024–2026 Triennial Highway Safety Plan at this time.

If a direct amendment is required, the OHSP will follow all regulations in section 23 CFR Part 1300.12.

FY2023 PROJECTS AND ACTIVITIES FUNDED

The projects in the following sections pertain to one or more of the targets listed in the Performance Targets section. Note: The OHSP participates in several significant traffic safety initiatives

that are not federally funded, such as the Governor's Traffic Safety Advisory Commission (GTSAC); Traffic Safety Networks (TSNs); Operation Safe Stop; and Great Lakes, High Stakes.

COMMUNITY PROGRAMS

IN-HOUSE PUBLIC INFORMATION AND EDUCATION

CP-23-03

Section 402

Amount Awarded: \$60,000.00

Amount Expended: \$25,397.33

BACKGROUND

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

GOAL

Support statewide outreach on traffic safety measures by making materials available for the public and stakeholders through September 30, 2023.

ACTIVITIES AND ACCOMPLISHMENTS

The OHSP updated traffic safety materials, as needed. A notable update was the redesigned Cannabis & Driving brochure, which now covers both medical and recreational use of cannabis.

The OHSP's partnership with the Michigan State Police (MSP) Translator & Interpreter Program helped improve the quality of translated materials. For example, the Spanish version of the Cannabis & Driving brochure was retranslated because a member with the MSP Translator & Interpreter Program revealed the original version switched between formal and informal language.

In addition, the OHSP continued to develop new materials, such as a flyer that explained Michigan's new Hands-Free Law in easy-to-understand language. The flyer was distributed to every law enforcement agency in the state for educational purposes and continues to be used by state departments.

The OHSP also created all printed materials for its Traffic Safety Summit.

MATERIALS STORAGE AND DISTRIBUTION

CP-23-04

Section 402

Amount Awarded: \$150,000.00

Amount Expended: \$84,283.80

BACKGROUND

The MSP Distribution Center houses a variety of traffic safety-related public information materials and mobilization items for law enforcement. The public can 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 Standardized Field Sobriety Test (SFST), Advanced Roadside Impaired Driving Enforcement (ARIDE), and Drug Recognition Expert (DRE) training materials for law enforcement.

GOAL

Distribute 225,000 traffic safety catalog items and two mobilization mailings by September 30, 2023.

ACTIVITIES AND ACCOMPLISHMENTS

Safety partners and organizations requested 352,938 items from the catalog and 79,439 noncatalog pieces. The noncatalog items included DRE training materials for law enforcement. Crash test dummy costumes were borrowed nine times and Click It the Cricket costumes were borrowed eight times. Eight special mailings of 131,710 items were shipped to 4,994 locations, which included mailings for the "Click It or Ticket" (CIOT), "Drive Sober or Get Pulled Over" (DSOGPO), and speed enforcement campaigns. During the distracted-driving mailing, a total of 58,644 banners, letters, fact sheets, brochures, and posters were mailed to 1,053 high schools and 619 law enforcement agencies throughout Michigan. Another special mailing to statewide law enforcement agencies contained a total of 30,900 Hands-Free Law flyers.

MICHIGAN GRANTS SYSTEM

CP-23-06

Section 402

Amount Awarded: \$102,680.00

Amount Expended: \$56,435.00

BACKGROUND

The OHSP is working through a cooperative contract between the Michigan Department of Technology, Management and Budget and Agate Software to build, support, and maintain an online grant system for traffic safety grants. The OHSP migrated from the MAGIC+ online grants system to the Michigan Grants System (MGX) in FY2023. Grants CP-23-02 PM was billed \$31,130 previously for this grant.

GOAL

Support statewide traffic safety grants by making proposals, applications, reports, and amendments available to the public by September 30, 2023.

ACTIVITIES AND ACCOMPLISHMENTS

Agate Software hosting, maintenance, support, and service enhancements of the MGX occurred throughout FY2023 and will continue into FY2024. FY2023 grant applications were supported throughout the year and will continue to be supported, as needed. In addition, FY2024 project proposals and grant applications were submitted and reviewed and

will continue to be supported, as needed. Document Design training was completed by the OHSP staff in August 2023. Equipment tracking and Statewide Integrated Governmental Management Application (SIGMA) interface options were explored. Work on equipment tracking will begin in FY2024, and SIGMA interface will not be pursued.

MICHIGAN TRAFFIC SAFETY SUMMIT

CP-23-01

Section 402

Amount Awarded: \$149,769.00

Amount Expended: \$125,134.71

Section 405h Nonmotorized

Amount Awarded: \$231.00

Amount Expended: \$230.21

BACKGROUND

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

GOAL

Conduct one Traffic Safety Summit with at least 400 attendees by September 30, 2023.

ACTIVITIES AND ACCOMPLISHMENTS

The Michigan Traffic Safety Summit was held June 13-14 in Grand Rapids, Michigan. Approximately 275 traffic safety professionals were in attendance. More than 28 breakout sessions were conducted on topics centered around the Safe System Approach with a focus on data, impaired driving, distracted driving, Emergency Medical Services (EMS), motorcyclists, CMVs (commercial motor vehicles), social media, vulnerable roadway users, engineering, buses, enforcement, teen drivers, aging drivers, emerging technology, grants, and speed.

SOCIETAL COSTS OF TRAFFIC CRASHES AND CRIMES IN MICHIGAN: 2023 UPDATE

CP-23-05

Section 402

Amount Awarded: \$123,510.00

Amount Expended: \$123,118.00

BACKGROUND

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 earlier work from 2017 to provide a timely basis for comparing the societal costs of traffic crashes and crimes in Michigan.

GOAL

Research and evaluate the costs of traffic crash and crime data and societal impacts in Michigan, and provide a final report to the OHSP by September 30, 2023.

ACTIVITIES AND ACCOMPLISHMENTS

This research, evaluation, and final report represents the seventh in the series of Societal Costs of Traffic Crashes and Crime in Michigan. Michigan-specific monetary and nonmonetary quality of life costs for victims of index crimes—which include murder, rape, robbery, aggravated assault, burglary, larceny, and motor vehicle theft—and traffic crashes were estimated by experts in the field of economics of traffic crashes and crimes. Monetary costs include costs of medical care, mental health, work loss, public services, adjudication and sanctioning, congestion and environmental factors, and property damage and loss. Quality of life costs are based on the NHTSA current value of statistical life and adjusted for consistency between crimes and crashes. The unit costs for crimes and crashes were computed in a comparable manner. These unit costs were applied to 2021 Michigan traffic crash and index crime incidence data to estimate dollar losses from crashes and crimes to the state and for each county within the state. Costs were also estimated for the following crash types: alcohol-involved crashes; drug-involved crashes; crash-involved unrestrained occupants of passenger vehicles, young driver (<21 years) crashes; older driver (65 years and older) crashes; crashes involving medium/large trucks (defined as a gross vehicle weight exceeding 10,000 pounds); motorcycle-involved crashes; bicycle-involved crashes; and pedestrian-involved crashes. Findings indicate that in 2021, index crimes in Michigan resulted in \$2.8 billion in monetary costs and \$9.7 billion in quality of life costs, resulting in \$12.5 billion in total costs. Costs for traffic crashes were estimated to be \$6.6 billion in monetary costs and \$23.7 billion in quality of life costs, resulting in \$30.4 billion in total costs. Consistent with previous studies, the costs for traffic crashes more than doubles the costs for index crimes in Michigan. The final report was submitted to the OHSP on September 29, 2023.

STRATEGIC COUNSEL

CP-23-03

Section 405(d) FLEX

Amount Awarded: \$85,000.00

Amount Expended: \$70,763.75

BACKGROUND

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

GOAL

Provide communications expertise related to new situations, opportunities, and challenges for up to four projects through September 30, 2023.

ACTIVITIES AND ACCOMPLISHMENTS

Throughout the year, the OHSP's contracted advertising agency, Brogan & Partners, provided recommendations for future project strategies, advised the OHSP on new social media trends and tools, and copyedited the annual report. For example, Brogan & Partners advised the OHSP on the changes at Twitter once the platform was purchased by a new owner.

Additionally, Strategic Counsel was used after Michigan's Hands-Free Law passed. Brogan & Partners worked on an educational campaign while the OHSP awaited funds to conduct full promotional efforts. This was a perfect example of relying on Strategic Counsel for communications projects that arise outside the annual planning process.

WINTER SAFE-DRIVING AWARENESS CAMPAIGN

CP-23-03

Section 402

Amount Awarded: \$206,000.00

Amount Expended: \$186,104.92

BACKGROUND

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.

GOAL

Create and conduct a statewide Michigan Winter Safe-Driving Awareness Campaign by September 30, 2023.

ACTIVITIES AND ACCOMPLISHMENTS

The OHSP conducted a statewide public education campaign from September 2022 to March 2023, with an emphasis on the Upper Peninsula, northern Michigan, Van Buren County, and areas that recorded the most crashes on snowy and icy roads. A variety of tactics were used during the campaign, including outdoor billboards, gas pump toppers, Gas Station TV, radio ads, and social media. The OHSP supplemented the paid campaign with earned social media efforts and distributed 700 "Drive Slow on Ice and Snow" banners to traffic safety partners to display in their local communities. The materials used were a mix of new and refreshed creatives.

DRIVER EDUCATION

DISTRACTED-DRIVING HIGH SCHOOL ACTION KITS

CP-23-03

Section 405(b) FLEX

Amount Awarded: \$46,000.00

Amount Expended: \$43,165.31

BACKGROUND

The FY2023 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.

GOAL

Develop and distribute distracted-driving banners to high schools in the top ten high fatality and suspected serious injury counties by September 30, 2023.

ACTIVITIES AND ACCOMPLISHMENTS

The OHSP encouraged more than 1,000 high schools in counties with high distracted-driving fatalities and suspected serious injuries to help spread the message of April's Distracted Driving Awareness Month and alert their students about the dangers of distracted driving. The OHSP created a Distracted Driving High School Action Kit, which contained a banner to use indoors or outdoors, two indoor posters, 50 brochures to pass out to students, a fact sheet, sample social posts and images, and a news release template. Kits were mailed to high schools, along with a letter explaining how to use the items within the kit.

DISTRACTED-DRIVING PUBLIC EDUCATION AND SOCIAL MEDIA CAMPAIGN

CP-23-03

Section 402

Amount Awarded: \$775,000.00

Amount Expended: \$773,876.00

BACKGROUND

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 people aged 16-54. Different tactics and creatives will be used to target people aged 16-25 and people aged 26-54. New creative development will be needed, including a video, and more coverage for a broader audience. The EyesDrive assets can be used for the teen audience. Paid media of the "Sam Howell" video occurred for the first time in FY2022 and will continue into FY2023.

GOAL

Support statewide outreach by creating and distributing paid media about the dangers of distracted driving and to promote Michigan's new distracted-driving law by September 30, 2023.

ACTIVITIES AND ACCOMPLISHMENTS

The OHSP developed a statewide public education campaign focused on drivers aged 16-54. The goal of the campaign was to increase awareness about the dangers of distracted driving. The campaign ran from late March through August. To reach a younger audience, outreach tactics concentrated on social media and mobile device platforms using animated and static messaging as well as audio and video streaming services, including Connected TV and Vevo.

In June, the OHSP also created and executed an accelerated statewide outreach campaign to educate Michigan drivers about the state's new hands-free distracted-driving law. Working with Brogan & Partners, two videos were developed. The first video, "Kiefer," reminded drivers that a new hands-free law was taking effect on June 30, 2023. The second video, "Hands-Free," ran after the new law took effect and focused on educating drivers on what they could and could not do while driving. A variety of outreach tactics were used,

including outdoor billboards; radio ads; gas pump toppers; Gas Station TV; and video and audio streaming such as Connected TV, YouTube, Spotify, and Pandora. Numerous social media platforms were utilized, along with the reach of radio and TV stations under the Michigan Association of Broadcasters system.

FORD DRIVING SKILLS FOR LIFE IMPAIRED-DRIVING STATION

CP-23-01

Section 405(d) FLEX

Amount Awarded: \$60,000.00

Amount Expended: \$29,295.13

BACKGROUND

MSP Community Service Troopers (CSTs) will work with teen drivers and their parents to educate them on the dangers of impaired driving during the Ford Driving Skills for Life (FDSL) hands-on, two-day event in May 2023.

GOAL

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.

ACTIVITIES AND ACCOMPLISHMENTS

Impaired-driving education was provided to 475 teens and 398 parents/chaperones participating in the event. MSP CSTs distributed a pre- and post-test on impairment to gauge the teens' understanding of drug and alcohol use as it relates to driving. Test results indicated teens improved their level of understanding about BAC and gained a greater appreciation for Michigan's zero tolerance laws.

MANDATORY ORIENTATION FOR TEEN DRIVER TRAINING PROVIDERS

CP-23-01

Section 402

Amount Awarded: \$60,000.00

Amount Expended: \$59,895.00

BACKGROUND

The OHSP 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: (1) reinforcing what is to be taught, (2) explaining the providers' role in driver safety, (3) describing the requirement of conducting a parent orientation meeting, (4) explaining the importance of parental involvement in the graduated driver licensing process, (5) promoting traffic safety resources, and (6) defining classroom technique.

GOAL

Develop a driver's education training provider orientation program curriculum by September 30, 2023.

ACTIVITIES AND ACCOMPLISHMENTS

The OHSP and the Michigan Department of State (MDOS) contracted with the UMTRI to develop a mandatory orientation for teen driver training providers to use as a parent-involvement component in their driver education courses. The UMTRI conducted a Train-the-Trainer session with the MDOS staff, who will utilize the orientation curriculum to train driver education providers statewide.

SAFE DRIVERS SMART OPTIONS AND ADVANCED DRIVER ASSISTANCE SYSTEM TECHNOLOGY—PHASE 1

DE-23-09

Section 402

Amount Awarded: \$235,343.00

Amount Expended: \$235,291.00

BACKGROUND

This project will research the advanced driver assistance system (ADAS) technology resources for older drivers and develop content for the Safe Drivers Smart Options (SDSO) website. Additionally, awareness levels will be assessed by surveying target groups. This is a multiyear project, with expected completion in FY2024.

GOALS

- Gather and organize information about older drivers and ADAS technologies, and organize this information into a framework that can be added to the SDSO website by September 30, 2023.
- 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.

ACTIVITIES AND ACCOMPLISHMENTS

The detailed review of literature, programs, and resources on ADAS technologies and older drivers was completed. An Institutional Review Board application was submitted and approved. A request for proposal (RFP) was developed to procure a survey company, which resulted in a company being hired. Respondent samples were drawn and submitted to the survey company, which conducted older adult and informal caregiver surveys. The survey was programmed online. The grantee worked with the Senior Mobility Action Team to provide a way to get the survey link out to stakeholders. A final report on the survey results was completed and a framework with content for the SDSO website was developed, which can be found at www.michigan.gov/agingdriver.

STRIVE FOR A SAFER DRIVE

DE-23-01

Section 402

Amount Awarded: \$91,535.00

Amount Expended: \$89,560.00

BACKGROUND

Michigan high schools will have the opportunity to receive \$1,000 to develop teen, peer-to-peer traffic safety campaigns. Schools submit videos or PowerPoints 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 Strive for a Safer Drive (S4SD), which will be expanded to include outreach to high schools during Teen Driver Safety Awareness Week and paid promotion of the program.

GOALS

- Establish S4SD in 50 schools by September 30, 2023.
- Coordinate one hands-on driving event for 200 students from participating schools by September 30, 2023.
- 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.

ACTIVITIES AND ACCOMPLISHMENTS

A total of 35 schools participated in the S4SD program, with 29 of the participating schools having submitted final presentations and completed the mandatory seat belt observation survey. The program manager critiqued the submissions, selecting the top ten schools. The top ten schools were presented to an unbiased judging panel consisting of staff from Ford Motor Company and the OHSP. The top five schools are listed below.

1st place: West Shore ESD (Educational Service District) CTE (Career and Technical Education) Criminal Justice Program

2nd place: Wilson Talent Center

3rd place: Anchor Bay High School

4th place: Coldwater High School

5th place: Memphis Junior/Senior High School

Two FDSL events were held in Michigan during FY2023, with a total of 475 teens and 398 parents/chaperones participating. The S4SD program director spoke before the event, presented during the event, and interacted with participants.

The pre-survey indicated seat belt usage was at 78 percent prior to educating students on the importance of buckling up. After participating schools educated students on seat belt requirements, the post-survey found seat belt usage increased to 86 percent.

TEEN DRIVER SAFETY COMMUNICATIONS PROGRAM

CP-23-03

Section 402

Amount Awarded: \$53,000.00

Amount Expended: \$44,860.66

BACKGROUND

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 Week. 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.

GOALS

- Support statewide outreach by creating and distributing paid social media ads about the Teen Driver Safety Week by September 30, 2023.
- Conduct, separately, two teen focus groups and two parent focus groups by March 1, 2023.
- Create a S4SD promotional video by July 1, 2023.

ACTIVITIES AND ACCOMPLISHMENTS

Paid social media messaging ran during Teen Driver Safety Week from October 16-22, 2022. A promotional video for S4SD was completed. The video urges schools to participate in the program and highlights how students benefit long-term from S4SD.

Focus groups were not conducted. Safety measures are in place to protect teens online, which created obstacles in conducting the focus groups with that objective. The cost of the focus groups was also prohibitive. Those funds were needed to complete the video. As a result, it was decided to forgo the focus groups in favor of completing the video.

TEEN INTERACTIVE PROGRAM

DE-23-04

Section 402

Amount Awarded: \$200,580.00

Amount Expended: \$200,580.00

BACKGROUND

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 Transportation Improvement Association (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 do not have any other OHSP-funded teen programs available.

GOAL

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.

ACTIVITIES AND ACCOMPLISHMENTS

The TIA conducted three different programs as part of this grant: Arrive Alive, Save A Life Tour, and ThinkFast Interactive. The programs reached 10,091 high school students during 40 presentations at 55 high schools. Feedback from the schools continued to be positive. Survey results indicated a 95 percent effectiveness rating for impaired driving and a 95.3 percent effectiveness rating for distracted driving. Pre- to post-program survey results indicated the ThinkFast Interactive program saw student scores increase 26.10 total points and showed an almost 63 percent improvement. The greatest areas of improvement were in attentional blindness, teen cell phone use while driving, and what to do if a vehicle skids on ice.

TEEN PASSENGER SAFETY CAMPAIGN

CP-23-03

Section 405(d) FLEX

Amount Awarded: \$125,000.00

Amount Expended: \$122,718.28

BACKGROUND

A media campaign aimed at parents will focus on the dangers of passengers and teen drivers. A variety of messages will be used, including social media influencers, advertising at high school events, and web banners. The campaign will be targeted to the counties with the highest number of teen traffic fatalities and suspected serious injuries with passengers, including Genesee, Ingham, Kalamazoo, Kent, Macomb, Muskegon, Oakland, Ottawa, Washtenaw, and Wayne.

GOAL

Develop and distribute social media and other media messages to garner 9 million impressions by September 30, 2023.

ACTIVITIES AND ACCOMPLISHMENTS

The Teen Passenger Safety Campaign's objective was to educate parents on the dangers of teen driving, specifically the dangers of teens driving with passengers in the vehicle. The target audience was parents of teens aged 15-19. The campaign ran statewide from May to August 2023, with an emphasis on the counties with the highest number of traffic crash fatalities and serious injuries. The media platforms used included Connected TV, social media, and YouTube. The campaign garnered 7.5 million impressions, 3.5 million video views, and 9,000 clicks.

EMERGENCY MEDICAL SERVICES

UPPER PENINSULA RURAL BYSTANDER CARE PROGRAM

CP-23-01

Section 402

Amount Awarded: \$24,000.00

Amount Expended: \$11,492.47

BACKGROUND

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.

GOAL

Conduct a rural bystander care training program for 150 citizens in the Upper Peninsula by September 30, 2023.

ACTIVITIES AND ACCOMPLISHMENTS

A national rural bystander care training curriculum was developed, and a Train-the-Trainer course was conducted. Materials for bystander toolkits were obtained for implementation of the training curriculum.

IMPAIRED DRIVING

DRUG EVALUATION CLASSIFICATION, CALLOUT, AND CONFERENCE GRANTS FUNDING

ID-23-01

Section 405(d)

Amount Awarded: \$1,375,000.00

Amount Expended: \$797,710.45

DRUG EVALUATION AND CLASSIFICATION PROGRAM

BACKGROUND

The MSP Enforcement Career Development Section Drug Evaluation and Classification Program (DECP) coordinator will oversee DRE, ARIDE, and SFST trainings. The DECP coordinator is responsible for DRE training and DRE continuing education training. The coordinator will monitor and ensure the DRE certification and program policy and procedures are met. The DECP coordinator will serve as the liaison between the OHSP and the International Association of Chiefs of Police (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. The ARIDE/SFST program coordinator is responsible for SFST Practitioner and Refresher training, SFST Instructor and Refresher training, and ARIDE and ARIDE Refresher training. The ARIDE/SFST program coordinator will instruct classes when and where necessary.

The analyst position will provide administrative support as well as analyze, develop, maintain, and/or administer budgets,

materials, training records, and databases for the DECP and ARIDE/SFST coordinators.

GOALS

- Increase the number of DRE enforcement evaluations from 490 in 2021 to 540 by September 30, 2023.
- Increase the number of DREs by 30 from 119 to 149 by September 30, 2023.
- Conduct 100 SFST training courses for 1,200 officers by September 30, 2023.
- Conduct 56 ARIDE training courses for 1,400 officers by September 30, 2023.

ACTIVITIES AND ACCOMPLISHMENTS

There were 450 DRE enforcement evaluations completed.

The thirteenth DRE School resulted in an additional 18 DREs, bringing the total to 128. There were DREs who did not recertify in FY2023.

A total of 100 SFST classes were held and 1,826 students were trained.

A total of 26 ARIDE training courses were held for 478 students. This goal was not achieved partially due to the NHTSA releasing an online ARIDE refresher course and the delay in filling a position within the DECP, which caused a limited number of ARIDE classes to be scheduled. The program is continuing to feel the post-pandemic impact of lower attendance due to various department restrictions.

DRUG RECOGNITION EXPERT CALLOUT PROGRAM

BACKGROUND

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

GOAL

Increase the number of certified DREs responding to requests for a DRE from 91 in 2021 to 120 by September 30, 2023.

ACTIVITIES AND ACCOMPLISHMENTS

Callout overtime reimbursement for DRE evaluations resulted in 26 callouts. This goal was not achieved partially due to some departments electing not to participate and some departments choosing to pay the overtime out of their budget. In addition, some departments do not allow their DREs to be called out for activity not specific to their department. Training for local and county agencies will be offered to assist with educating agencies on the availability and proper usage of funds. In addition, a separate program funded by the NHTSA to provide a statewide callout system is underway, which will hopefully increase the use of DREs.

DRUG RECOGNITION EXPERT NATIONAL CONFERENCE

BACKGROUND

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 bring this information back to the state and provide updates to their students during subsequent trainings. Active and certified DREs may be offered the opportunity to attend in the event DRE instructors are unable to attend.

GOAL

DREs will receive instruction and updated information at the conference and share that information with students while instructing DRE, ARIDE, and SFST trainings by September 30, 2023.

ACTIVITIES AND ACCOMPLISHMENTS

The IACP Impaired Driving and Traffic Safety Conference was held in California during the month of August. Eight DRE instructors attended the conference, along with the OHSP Impaired Driving Program Coordinator. The conference invited traffic safety professionals from around the world to share knowledge about effective and proven approaches for improving road safety, the latest science on alcohol- and drug-impaired driving enforcement, how technology can be leveraged to make communities safer, and how agencies can

use traffic safety education to engage and build trust with their communities. Speakers that presented at the IACP Impaired Driving and Traffic Safety Conference were submitted as session options for the Michigan Traffic Safety Summit taking place in FY2024.

DRUGGED-DRIVING PUBLIC INFORMATION AND EDUCATION CAMPAIGN

CP-23-03

Section 405(d)

Amount Awarded: \$500,000.00

Amount Expended: \$495,564.11

BACKGROUND

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.

GOAL

Conduct a drug-impaired driving awareness campaign by September 30, 2023.

ACTIVITIES AND ACCOMPLISHMENTS

The OHSP worked with Brogan & Partners to conduct a statewide campaign that targeted men aged 18 and over, with an emphasis on men aged 18-34. African-American and Hispanic audiences were also targeted with the same gender and age demographics. The promotion, which utilized the "Not Legal Here" messaging, ran from March to August. The campaign garnered more than 38 million impressions and ran on several platforms, including Connected TV, audio streaming, dispensary signage, Gas Station TV, and social media. This also included the use of messaging on bags used in dispensaries.

JUDICIAL TRAINING AND OUTREACH

ID-23-04

Section 405(d)

Amount Awarded: \$20,000.00

Amount Expended: \$3,785.75

BACKGROUND

This project will provide speakers for the Michigan Judicial Institute (MJI), judicial and district court probation officers, juvenile probation officers, magistrate associations' annual conferences, and new court personnel training workshops. Topics may include drugged driving, ignition interlock, medical and recreational marijuana, and other impaired-driving traffic safety issues. An attorney will provide research support and judicial bench book updates.

GOAL

Provide training opportunities for 500 district court judges, magistrates, drug treatment court staff, and probation officers on relevant traffic safety-related information by September 30, 2023.

ACTIVITIES AND ACCOMPLISHMENTS

The MJI held two sessions for new and experienced district court probation officers. There were 55 new probation officers in attendance during the first session on case management of operating under the influence offenders. More than 190 new and experienced probation officers attended the second session, which was a webinar on Moral Recognition Therapy.

A District Court Magistrate Specialty Seminar was held in July with sessions that included statutory, court rule, and caselaw updates, along with probable cause. A total of 85 magistrates attended.

In addition, the "New Magistrate Traffic Adjudication Manual" was updated.

JUDICIAL OUTREACH LIAISON

ID-23-04

Section 405(d)

Amount Awarded: \$40,000.00

Amount Expended: \$0.00

BACKGROUND

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

GOAL

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.

ACTIVITIES AND ACCOMPLISHMENTS

The JOL position was not filled in FY2023 due to administrative constraints at the State Court Administrative Office.

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

CP-23-03

Section 405(d)

Amount Awarded: \$100,000.00

Amount Expended: \$99,986.97

BACKGROUND

The public information and education campaign will support awareness of the established MSP Third District Impaired Driving Action Team (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.

GOAL

Increase awareness for the MSP Third District IMPACT on social media by 5 percent by September 30, 2023.

ACTIVITIES AND ACCOMPLISHMENTS

The OHSP conducted a targeted public education and enforcement campaign from November 22, 2022, to March 23, 2023, directed at male drivers aged 21-34 in Bay, Genesee, and Saginaw Counties. Outreach and education included radio ads, outdoor billboards, and social media messaging. Posters were also created and placed in restrooms within bars, near the entrances of liquor stores, and in cannabis dispensaries throughout the three-county area. The campaign garnered 12 million impressions.

MOTHERS AGAINST DRUNK DRIVING LAW ENFORCEMENT AND PROSECUTOR AWARDS PROGRAM

ID-23-03

Section 405(d)

Amount Awarded: \$4,000.00

Amount Expended: \$4,000.00

BACKGROUND

This project will support the Mothers Against Drunk Driving (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.

GOAL

Recognize law enforcement officers/agencies and county prosecutors for their efforts in supporting MADD's mission by September 30, 2023.

ACTIVITIES AND ACCOMPLISHMENTS

The MADD awards luncheon took place in Lansing on June 23, 2023. The award winners are listed below.

OUTSTANDING OFFICER

Officer **Kaylyn Stephens**, Grand Rapids Police Department
Officer **Micah Heath**, Marquette City Police Department
Officer **Shane Waskevich**, Mt. Pleasant Police Department
Officer **Derek Smith**, Thomas Township Police Department

OUTSTANDING ROOKIE

Deputy **Hayden Talbot**, Grand Traverse County Sheriff's Office
Officer **Conner Bryant**, Ishpeming Police Department
Officer **Nicholas Paige**, Sterling Heights Police Department

OUTSTANDING DEPUTY

Deputy **Mitchell Hoffman**, Grand Traverse County Sheriff's Office
Deputy **Mackenzie Hall**, Kalkaska County Sheriff's Office
Deputy **Bilal Bazzi**, Monroe County Sheriff's Office

OUTSTANDING TROOPER

Trooper **Joshua Barnett**, MSP Calumet Post
Trooper **Ellis Rogers**, MSP Grand Rapids Post
Trooper **Blake Bitner**, MSP Third District

RECOGNITION OF EXCELLENCE

Public Safety Officer **Emily Birkenshaw**, Fraser Department of Public Safety

Sergeant **Kevin A. Lee**, MSP Niles Post

Corporal **Brian Webb**, Washtenaw County Sheriff's Office

Officer **Shamir Garcia**, Westland Police Department

OUTSTANDING LAW ENFORCEMENT AGENCY

Grand Rapids Police Department

MSP Eighth District Hometown Security Team

DEPUTY LEWIS TYLER LONGEVITY AWARD

Deputy **Rick Hoeksema**, Ingham County Sheriff's Office

DAVID M. SCHIEBER MADD LIFESAVER AWARD

Kelly Collins, Oakland County Prosecutor's Office

SOBRIETY COURT SUPPORT

ID-23-05

Section 405(d)

Amount Awarded: \$694,712.00

Amount Expended: \$554,517.19

BACKGROUND

This project will support programs in the planning stages of program development for the implementation of a new Driving While Intoxicated (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.

GOALS

- Support operational DWI or Hybrid Drug/DWI programs in accepting 300 DWI participants by September 30, 2023.
- Support existing jurisdiction DWI and Hybrid Drug/DWI court programs to expand the DWI population within the operational programs by September 30, 2023.
- Support jurisdictions in the planning and development stages of DWI or Hybrid Drug/DWI programs by September 30, 2023.
- Maintain a 3 percent recidivism rate for DWI participants by September 30, 2023.

ACTIVITIES AND ACCOMPLISHMENTS

In FY2023, 243 participants were admitted into the eight operational programs.

The support of existing jurisdiction DWI and Hybrid Drug/DWI court programs saw an increase of 37 participants into the two programs.

There were no jurisdictions interested in utilizing a planning grant this year.

Preliminary data shows that of the 490 active participants in the OHSP-funded courts, there were two rearrests, which is less than 1 percent recidivism.

TRAFFIC SAFETY TRAINING PROGRAM

ID-23-03

Section 405(d) FLEX

Amount Awarded: \$630,000.00

Amount Expended: \$565,358.00

BACKGROUND

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 (operating under the influence of intoxicating liquor), Lethal Weapon, and DRE Mock Trial, as well as webinars on ignition interlocks, sobriety courts, and medical marijuana, which may be duplicated throughout the year.

GOAL

Provide 40 different topic-specific trainings/presentations for approximately 6,000 law enforcement officers, prosecutors, and traffic safety partners by September 30, 2023.

ACTIVITIES AND ACCOMPLISHMENTS

The Traffic Safety Training Program (TSTP) continued to utilize a virtual platform and provided in-person sessions when possible. Presentations, trainings, and webinar opportunities on impaired-driving topics, such as Cops in Court, Lethal Weapon, and Marijuana and Driving, were offered to law enforcement officers, prosecutors, and traffic safety partners. The TSTP provided traffic safety information at 55 trainings for more than 2,700 prosecutors, law enforcement officers, and/or traffic safety partners in attendance.

Outside of their Michigan training and presentation schedule, the Traffic Safety Resource Prosecutors (TSRPs) also co-chaired quarterly meetings of the Capitol Area TSN and wrote articles for several statewide newsletters. One TSRP presented at the National Impaired Driving Conference, and both TSRPs presented on legal updates at the Michigan Traffic Safety Summit.

TREATMENT COURT PROFESSIONALS TRAINING SUPPORT

ID-23-08

Section 405(d)

Amount Awarded: \$13,000.00

Amount Expended: \$3,014.25

BACKGROUND

The OHSP will partner with the Michigan Association of District Court Professionals to provide partial funding support for the

Michigan Association of Treatment Court Professionals twenty-third 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.

GOAL

Provide one to two additional workshops specific to impaired-driving traffic safety by September 30, 2023.

ACTIVITIES AND ACCOMPLISHMENTS

The 2023 annual conference was held February 28 to March 1, 2023, in Grand Rapids, Michigan. A total of 840 people were in attendance. Two presentations focused on impaired driving: Impaired Driving: The NHTSA Perspective and Michigan and Federal Perspectives on Impaired Driving Traffic Safety.

SOBRIETY COURT TRAINING SUPPORT

CP-23-01

Section 405(d)

Amount Awarded: \$80,000.00

Amount Expended: \$50,073.48

BACKGROUND

Per a co-operative agreement between the NHTSA and the National Center for DWI Courts (NCDC) to provide training for Sobriety Courts via State Highway Safety Offices (SHSOs), it is proposed, through an in-house grant, the SHSO will provide education and training opportunities for up to ten current and past OHSP-funded Sobriety Court programs to attend one of two 2-day NCDC Operational Tune-Up Trainings to support the teams in following national standards of operation.

GOAL

Provide one to two additional workshops specific to impaired-driving traffic safety by September 30, 2023.

ACTIVITIES AND ACCOMPLISHMENTS

The OHSP hosted one NCDC two-day Operational Tune-Up Training in Mount Pleasant, Michigan. There were 23 attendees from three Sobriety Court Teams from Cheboygan, Isabella, and Macomb Counties. The trainings were developed to accommodate up to five teams of eight to ten members. Sobriety Court Teams submitted applications to the OHSP for review. The application identified the team composition and provided a commitment letter from the presiding judge. Upon acceptance, the applications were then provided to the NHTSA and NCDC staff for review and acceptance.

MOTORCYCLIST SAFETY

IMPAIRED MOTORCYCLIST PREVENTION CAMPAIGN

CP-23-03

405(d) Impaired Driving Low Paid/Earned

Amount Awarded: \$520,000.00

Amount Expended: \$495,964.60

BACKGROUND

This project will promote a campaign message that informs riders that motorcyclists are far overrepresented in impaired-driving crashes as compared to any other road user in Michigan. The message focuses 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 continues to broaden the message about drug impairment through paid advertising with educational materials that will be printed and distributed to partners and stakeholders.

GOAL

Disseminate an impaired motorcyclist prevention campaign addressing both alcohol and drugs by September 30, 2023.

ACTIVITIES AND ACCOMPLISHMENTS

The OHSP developed a statewide media campaign to decrease the number of alcohol- and drug-involved fatal motorcyclist crashes. The promotion ran statewide from May to August, with an emphasis on Genesee, Kalamazoo, Kent, Oakland, and Wayne Counties and targeted men aged 50-70. Tactics used included bar signage, cooler signage, social media, Gas Station TV, and billboards. The campaign garnered more than 71 million impressions. A survey of the public revealed that 20.5 percent of respondents in the pre-campaign survey and 32 percent of respondents post-campaign responded "yes" when asked if they had seen or heard messages encouraging motorcycle riders not to ride if they have consumed alcohol or drugs.

INDOOR-OUTDOOR MOTORCYCLIST TRAINING FACILITY

MC-23-02

Section 405(d) FLEX

Amount Awarded: \$800,000.00

Amount Expended: \$0.00

BACKGROUND

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

GOAL

Secure at least one indoor or partially outdoor motorcyclist training facility for year-round training by September 30, 2023.

ACTIVITIES AND ACCOMPLISHMENTS

This project was not implemented because the OHSP did not receive any bids for this project when the RFP was disseminated.

MICHIGAN RIDERCOACH CONFERENCE

CP-23-01

Section 402

Amount Awarded: \$20,000.00

Amount Expended: \$7,006.57

BACKGROUND

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

GOAL

Conduct a Michigan RiderCoach Conference with at least 60 RiderCoaches by September 30, 2023.

ACTIVITIES AND ACCOMPLISHMENTS

The Michigan RiderCoach Conference was held at the Ralph A. MacMullan Conference Center in Roscommon, Michigan, in April 2023, with 56 RiderCoaches in attendance. Topics included the history of the Motorcycle Safety Foundation (MSF) program in Michigan, coaching practices and methods, advances to the MSF, coach-to-coach conflicts, updates on range goals and MSF standards, and best practices for student counseling.

The post-conference survey results indicated that all the attendees felt the relevance of the topics were excellent or above average. Suggestions included changing the time of year for the conference and requesting a location that allows a testing track area.

MOTORCYCLE GRANTS FUNDING

MC-23-01

Section 405(f)

Amount Awarded: \$105,000.00

Amount Expended: \$102,717.74

MOTORCYCLE RANGE AIDES

BACKGROUND

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

GOAL

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.

ACTIVITIES AND ACCOMPLISHMENTS

Northern Michigan University utilized two range aide paid internships this year, and Schoolcraft College utilized one.

MOTORCYCLE RIDER TRAINING

BACKGROUND

The MDOS will work with MSF-certified organizations and RiderCoaches to conduct the Advanced RiderCourse (ARC) classes.

GOAL

Train 150 experienced motorcyclists in an ARC in five of the top ten counties where motorcyclist-involved fatalities are highest by September 30, 2023.

ACTIVITIES AND ACCOMPLISHMENTS

Schoolcraft College completed a total of six ARCs this fiscal year and trained 164 students. Grand Rapids Community College completed a total of three ARCs and trained 59 students. Washtenaw Community College completed a total of six ARCs and trained 40 students.

MOTORCYCLE RIDERCOACH PROFESSIONAL DEVELOPMENT

BACKGROUND

Providing professional development trainings for certified Michigan RiderCoaches, through Basic RiderCourse (BRC) Preparation courses and ARC Preparation 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 MSF-certified organizations and RiderCoaches to

conduct six RiderCoach Preparation sessions through public sponsor agencies.

GOAL

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.

ACTIVITIES AND ACCOMPLISHMENTS

Schoolcraft College completed a total of two BRC Preparation courses this fiscal year, with 15 candidates passing. Grand Rapids Community College completed two BRC Preparation courses, with 12 candidates passing. Grand Rapids Community College did not conduct any ARC Preparation courses. Grand Rapids Community College certified one new RiderCoach Trainer. No other training classes were offered by the MSF during the year. As of the end of FY2023, there were 233 RiderCoaches.

MOTORCYCLIST ALL-GEAR EDUCATION

CP-23-03

Section 402

Amount Awarded: \$39,000.00

Amount Expended: \$38,998.47

BACKGROUND

The OHSP will develop and promote a campaign 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.

GOAL

Develop and disseminate a motorcyclist all-gear education campaign encouraging the use of all safety gear by September 30, 2023.

ACTIVITIES AND ACCOMPLISHMENTS

Working with Brogan & Partners, the OHSP developed a statewide education and outreach campaign to inform motorcycle riders about the benefits of using protective gear to help reduce the risk of death and injury in the event of a crash. A variety of social media platforms were used to reach and educate motorcycle riders aged 18 and over, including Facebook, Instagram, and Reddit. Brogan & Partners created graphics and information highlighting the benefits of individual pieces of motorcycle safety gear, such as helmets, gloves, and pants. The campaign ran from May to August 2023. A downloadable fact sheet was also created and made available on the OHSP website.

RIDERCOACH RECRUITMENT

CP-23-03

Section 405(f)

Amount Awarded: \$196,000.00

Amount Expended: \$195,704.90

BACKGROUND

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

GOAL

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.

ACTIVITIES AND ACCOMPLISHMENTS

As of the end of FY2023, there were 233 RiderCoaches.

The OHSP and Brogan & Partners worked with partnering agencies and organizations to develop and execute a communications plan to promote and encourage RiderCoach recruitment. A statewide outreach and education campaign was conducted from February to May 2023 to encourage experienced motorcycle riders to sign up for a training course to become a RiderCoach, with an emphasis placed on Detroit and Grand Rapids. Designated Market Area outreach included radio ads and a three-tiered social media component: digital animation and static messaging posted on all OHSP platforms; video messaging posted on Facebook and Instagram Stories, featuring current RiderCoach instructors talking about the program and its benefits; and a Facebook Live educational event held on March 2, 2023.

The campaign also included a search feature to reach as many registered motorcycle riders as possible to encourage them to become a RiderCoach.

SHADOW RIDER PROJECT

CP-23-03

Section 402

Amount Awarded: \$26,000.00

Amount Expended: \$12,894.67

BACKGROUND

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

GOAL

Reduce the number of unendorsed riders to 31,000 by September 30, 2023.

ACTIVITIES AND ACCOMPLISHMENTS

The OHSP further reduced the number of unendorsed riders to 26,665.

The Shadow Rider project consisted of two separate activities. The messages encouraged riders to get trained and endorsed and included contact information for the training site locator web page.

A paid social media campaign took place statewide from February to May on Facebook and Instagram. The media

plan focused on men who were aged 45-60 and unendorsed motorcycle owners. A secondary target audience was new, soon-to-be riders who may not know training was available or that endorsement was required. The campaign garnered almost 2.5 million impressions.

A Shadow Rider postcard was designed internally at the OHSP and mailed to approximately 31,400 unendorsed Michigan residents in mid-February. The card incorporated a new look and feel, which was designed to attract recipients' attention. In addition, the card reminded riders that their motorcycles can be towed if they are caught riding unendorsed.

OCCUPANT PROTECTION

BOOSTER SEAT PUBLIC EDUCATION

CP-23-03

Section 405(b)

Amount Awarded: \$204,981.00

Amount Expended: \$201,833.73

Section 402

Amount Awarded: \$95,019.00

Amount Expended: \$95,018.91

BACKGROUND

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 properly, which generally occurs at 4 feet 9 inches.

GOALS

- 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.
- 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.

ACTIVITIES AND ACCOMPLISHMENTS

The OHSP utilized a previously developed campaign to decrease the number of fatalities and serious injuries that occur among children aged 4-7 in crashes. The primary target was mothers of children aged 4-10, with a secondary target being caregivers, grandparents, extended family, and friends. The campaign ran from June to September 2023 and during Child Passenger Awareness Week, which took place September 17-23, 2023. The campaign ran on several platforms, including

YouTube, Pandora, Gas Station TV, and social media, and garnered almost 30 million impressions.

There were 18 fatalities and suspected serious injuries to unrestrained children aged seven and younger in FY2023. The statewide booster seat usage rate among four- to seven-year-old children was not determined because the OHSP decided not to conduct the Birth to High School Restraint Device Use and Misuse Direct Observation Survey in FY2023. However, the bid was awarded to the UMTRI to conduct the survey for FY2025.

"BUCKLE UP IN YOUR TRUCK" PUBLIC EDUCATION

CP-23-03

Section 405(b)

Amount Awarded: \$300,000.00

Amount Expended: \$299,998.77

BACKGROUND

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

GOALS

- 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.
- 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.

ACTIVITIES AND ACCOMPLISHMENTS

The OHSP developed a paid media campaign with the objective of increasing seat belt use for male pickup truck drivers. The

primary audience was males aged 18-34, with a focus on men who drive pickup trucks. The campaign ran statewide with an emphasis on low seat belt-use counties. The campaign ran from December 2022 to April 2023 and used a variety of platforms to convey the messages, including radio, audio streaming, Gas Station TV, and social media. The campaign used previously produced creatives, including video, and garnered more than 20 million impressions.

In FY2023, the seat belt use rate for male pickup truck drivers was 86.9 percent, and the seat belt use rate for male pickup truck drivers aged 16-29 was 82.4 percent.

CHILD PASSENGER SAFETY TRAINING AND RECERTIFICATION

CP-23-01

Section 405(b)

Amount Awarded: \$200,000.00

Amount Expended: \$102,843.88

BACKGROUND

The Child Passenger Safety (CPS) trainings will focus on targeting those who work with diverse populations and frontline service providers who work with families in need. The OHSP will continue to support CPS Technician (CPST) certification, continuing education unit workshops, and renewal trainings with a focus on the 14 counties with the largest unrestrained fatal and suspected serious injury crashes of children aged ten and younger: Calhoun, Cass, Genesee, Ingham, Ionia, Isabella, Kalamazoo, Macomb, Muskegon, Oakland, Ottawa, St. Clair, Washtenaw, and Wayne. Travel scholarships may also be provided for CPST candidates working in low-technician (three or less) counties.

GOALS

- Train 36 new technicians in three certification courses by September 30, 2023.
- Recertify 100 current technicians in two continuing education workshops by September 30, 2023.
- Recertify ten technicians in renewal courses by September 30, 2023.
- Maintain a state recertification rate that is higher than or equal to the national recertification rate of technicians by September 30, 2023.

ACTIVITIES AND ACCOMPLISHMENTS

The OHSP worked with CPS instructors in Michigan to fund ten certification courses throughout FY2023. During the classes, 149 new technicians were certified. A total of 165 technicians received at least six credits for recertification through five continuing education unit courses funded by the OHSP, including one Safe Travel for All Children class. Two renewal courses were held in FY2023, recertifying 16 technicians. By the end of the fiscal year, Michigan's recertification rate was just over 60 percent, which is nearly 12 percent higher than the national average.

COMMUNITY CAR SEAT DISTRIBUTION

CP-23-01

Section 405(d) FLEX

Amount Awarded: \$219,412.00

Amount Expended: \$219,411.16

Section 405(b) FLEX

Amount Awarded: \$108,916.00

Amount Expended: \$108,915.07

Section 402

Amount Awarded: \$40,347.00

Amount Expended: \$40,346.73

BACKGROUND

Car seat distribution will be focused on the top 15 counties with unrestrained fatal and suspected serious injury crashes of children aged seven and under. Additional counties will be added or considered based on need, resources, or specific programming (e.g., diverse populations and 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.

GOAL

Reduce the number of unrestrained fatalities and suspected serious injuries of children aged seven and younger from 28 in 2020 to 16 by September 30, 2023.

ACTIVITIES AND ACCOMPLISHMENTS

There were 18 unrestrained fatalities and suspected serious injuries for children aged seven and younger by the end of the fiscal year. A total of 5,303 car seats were ordered by CPSTs to provide to low-income families statewide who met the qualifying screening requirements. The car seats were distributed during car seat check appointments, regularly scheduled fitting station hours, and community car seat events.

REAR SEAT BELT USE PUBLIC EDUCATION

CP-23-03

Section 405(b)

Amount Awarded: \$150,000.00

Amount Expended: \$149,998.47

BACKGROUND

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.

GOALS

- 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.

ACTIVITIES AND ACCOMPLISHMENTS

The OHSP developed a paid media campaign with the objective of reducing the number of rear-seat unrestrained fatalities and suspected serious injuries. The campaign ran from June to August 2023. The target audience was occupants aged 16 and over with an emphasis on teen boys. The campaign garnered almost 12 million impressions from several platforms, such as YouTube, Twitch, Instagram, and Reddit.

There were 122 rear-seat unrestrained fatalities and suspected serious injuries in FY2023. The percentage of unrestrained adult rear-seat occupants for FY2023 was 6.3 percent.

SEAT BELT AND HANDHELD DEVICE USE DIRECT OBSERVATION SURVEY

OP-23-03

Section 405(b)

Amount Awarded: \$120,000.00

Amount Expended: \$119,984.02

BACKGROUND

Michigan has tracked seat belt use since 1983. The survey results assist the OHSP with developing seat belt enforcement plans and identifying the focus of media campaigns to support mobilizations. The 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 with additional data to determine where additional enforcement and public education efforts are needed.

GOALS

- Determine the seat belt use rate by conducting the annual direct observation survey by September 30, 2023.
- Determine the handheld device use rate by conducting a direct observation survey by September 30, 2023.

ACTIVITIES AND ACCOMPLISHMENTS

The seat belt use rate was determined to be 92.4 percent by the results of the Annual Direct Observation Survey in the state of Michigan for 2023. This represents a similar but marginally lower use rate than the 92.9 percent observed during the 2022 Annual Direct Observation Survey. Safety belt use by drivers and front seat passengers was observed at a total of 200 intersection/interchange sites within 35 counties throughout Michigan during early June 2023. In addition to safety belt use, data was collected for vehicle type and use, as well as the gender, age, and race for each observed front seat occupant and mobile device use for each observed driver.

The handheld device use rate by drivers in 2023 was determined to be 8.3 percent, which represents an increase from the 6.1 percent mobile device use rate observed during the 2022 Annual Direct Observation Survey.

It should also be noted that the 200 observation sites were resampled for the 2023-2027 safety belt surveys based on methodology approved by the NHTSA for the state of Michigan (developed in 2013), using updated FARS and VMT data. Michigan State University also completed the 2023 Michigan Statewide (83-County) Safety Belt and Driver Mobile Device Use Survey. Observations were recorded at 152 unique sites across all 83 counties in Michigan in May, June, and July of 2023.

PEDESTRIAN AND BICYCLIST SAFETY

CAMPAIGN SURVEYS

CP-23-03

Section 405(d) FLEX

Amount Awarded: \$44,000.00

Amount Expended: \$43,200.00

BACKGROUND

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.

GOAL

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.

ACTIVITIES AND ACCOMPLISHMENTS

One set of surveys was conducted regarding pedestrian safety. The pre-survey was conducted from April 14-16, 2023, and the post-survey was conducted from August 25-27, 2023. The sample size for each survey was 400 Michigan men aged 25-64 in the counties of Berrien, Genesee, Ingham, Kalamazoo, Kent, Macomb, Oakland, Ottawa, Washtenaw, and Wayne.

Survey results indicated those who recalled hearing or seeing “Everybody’s Road, Everybody’s Rules” in the 30 days after the campaign increased by 3.5 percentage points, from 8.8 percent in the pre-survey to 12.3 percent in the post-survey.

One set of surveys was conducted regarding bicyclist safety. The pre-survey was conducted from March 6-7, 2023, and the post-survey was conducted from August 22-24, 2023. The sample size for each survey was 400 drivers in the counties of Ingham, Kalamazoo, Kent, Macomb, Muskegon, Oakland, Ottawa, St. Clair, Washtenaw, and Wayne. Survey results indicated 16.8 percent of respondents in the pre-campaign and 34.2 percent of respondents post-campaign responded that the number of messages they had seen or heard in the past 30 days was “more than usual.”

DETROIT SAFE ROUTES AMBASSADOR PROGRAM

PB-23-02

Section 405(h) Nonmotorized

Amount Awarded: \$197,831.00

Amount Expended: \$161,647.11

BACKGROUND

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

GOAL

Train 500 Detroit citizens on traffic laws designed to protect pedestrians and bicyclists by September 30, 2023.

ACTIVITIES AND ACCOMPLISHMENTS

The city of Detroit provided bicyclist and pedestrian education to more than 1,882 residents. In addition, the SRAP delivered pedestrian and bicyclist law education to 120 classrooms, ensuring students were equipped with essential knowledge about safe practices while walking and cycling. Pedestrian and bicyclist law education was also provided to more than 65 first responders.

The SRAP made remarkable progress in advancing pedestrian and bicyclist safety through multiple educational initiatives. The SRAP conducted engaging sessions at more than 31 meetings and events organized by various city council, neighborhood, and community-based organizations. As part of the initiative, the SRAP distributed Bike Safety Kits, which included safety vests, bike lights, and wrist/bike reflectors. Additionally, the SRAP offered driving school education classes with MoGo, a bike sharing program, and provided education to impart essential skills for safely sharing the road with cyclists.

These sessions covered topics such as high-risk scenarios, effective space management, and the importance of driver alertness.

The SRAP provided bicyclist and pedestrian law education to more than 50 local businesses, which included bike shops, coffee shops, and retail food stores. Also, the SRAP, in collaboration with “Wheel to Drive,” successfully conducted 16 driving school classes.

The SRAP recently joined forces with the National Church Residence to assess the walkability and bikeability of their facility. The audit focused on how residents can safely navigate streets, intersections, and traffic signals.

Additionally, the program gained access to the MTCF to help identify communities and schools affected by high injury rates. The SRAP plans to collaborate with partners within the city of Detroit to develop strategies for reducing those high rates. In addition, the SRAP created a tri-fold flyer on Detroit-specific safety rules, regulations, and tips.

ELECTIVE OVERTIME ENFORCEMENT

PB-23-07, PB-23-08, PB-23-09, PB-23-10, PB-23-11, and PB-23-12

Section 405(h) Nonmotorized

Amount Awarded: \$170,425.00

Amount Expended: \$46,964.21

BACKGROUND

The OHSP will fund overtime enforcement mobilizations and campaigns to enforce state/local pedestrian and bicycle safety traffic laws. Enforcement grants will be made available to 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, cycling, and driving behaviors.

GOAL

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.

ACTIVITIES AND ACCOMPLISHMENTS

During FY2023, eight enforcement agencies conducted more than 720 overtime enforcement hours and made 1,017 traffic stops that resulted in either verbal warnings or citations. The stops were made on multiple infractions, including improperly crossing the street, running traffic lights, failure to signal, and cars cutting off foot traffic. The pedestrian and bicyclist fatalities count was 208 in 2022, and preliminary data shows the count for 2023 at 192, which is a 7.6 percent decrease.

All agencies distributed materials promoting pedestrian crosswalks, bicycle safety, and rules and regulations within Michigan. Police agencies also posted on social media and utilized local publicity in newspapers and news coverage.

Grant Number	Agency	Awarded	Expended
PB-23-07	Macomb County Sheriff's Office	\$35,000.00	\$18,192.22
PB-23-08	City of Detroit	\$50,000.00	\$2,138.70
PB-23-09	Berrien County Sheriff's Office, Chikaming Township Police Department, and St. Joseph Department of Public Safety	\$24,960.00	\$3,665.78
PB-23-10	Oakland County Sheriff's Office	\$16,516.00	\$12,647.00
PB-23-11	Lansing Police Department	\$18,949.00	\$7,102.90
PB-23-12	Kalamazoo Department of Public Safety	\$25,000.00	\$3,217.61

	Pedestrian October 29 to November 4, 2022	Bicyclist August 7-13, 2023	Elective	Total
Participating law enforcement agencies	8	3	7	8*
Adult driver warnings	111	16	174	301
Adult driver citations	133	136	478	747
Youth driver warnings	0	0	0	0
Youth driver citations	0	0	0	0
Adult bicyclist warnings	6	3	30	39
Adult bicyclist citations	2	0	8	10
Youth bicyclist warnings	0	1	9	10
Youth bicyclist citations	0	0	0	0
Adult pedestrian warnings	110	25	148	283
Adult pedestrian citations	0	1	8	9
Youth pedestrian warnings	0	7	10	17
Youth pedestrian citations	0	0	0	0
Overtime enforcement hours	212	83	469	764

*Only eight agencies received funding to participate in the elective pedestrian/bicyclist overtime enforcements.

GRAND RAPIDS MIDTOWN PEDESTRIAN AND BICYCLE SAFETY

PB-23-03

Section 405(h) Nonmotorized

Amount Awarded: \$35,452.00

Amount Expended: \$0.00

BACKGROUND

The Grand Rapids Midtown Neighborhood Association will educate residents on bicyclist and pedestrian safety laws relating to sharing the roadway safely. Educational materials will be developed and distributed virtually and in-person at

community events. A comprehensive final evaluation report will be completed with information from pre- and post-surveys.

GOAL

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.

ACTIVITIES AND ACCOMPLISHMENTS

This project was not implemented due to the agency being short-staffed and could not take on the grant.

PEDESTRIAN AND BICYCLIST ADJUDICATION EDUCATION PROJECT

PB-23-04

Section 405(d) FLEX

Amount Awarded: \$94,508.00

Amount Expended: \$36,393.02

BACKGROUND

The OHSP will disseminate an RFP for a multiyear project. The project goal for the 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. The second, third, and fourth years of the project will be used to provide in-depth training and educational resources with current adjudication partners based on the data results. The fifth year of the project will be an in-depth analysis of training and data.

GOAL

Obtain and analyze the adjudication data from pedestrian and bicyclist citations from the OHSP enforcement grants (FY2018 – FY2022) from local courts and the State Court Administrative Office, and present analysis to magistrates by September 30, 2023.

ACTIVITIES AND ACCOMPLISHMENTS

The League of Michigan Bicyclists (LMB) research assistant role was filled on January 16, 2023. The LMB reviewed all of the OHSP Enforcement Reports and retrieved citation data to include targeted areas of enforcement, some citations numbers, and agency-specific data such as the hours worked under the grant and the number of shifts under the grant. The LMB gathered specific citation information from grant agencies for citations given during grant-funded enforcements through Freedom of Information Act requests. For the citations that were identified, the LMB gathered adjudication information from district courts using the MiCourt web portal. However, the LMB struggled to make progress in the fourth quarter because the research assistant resigned and the position was reposted.

PEDESTRIAN AND BICYCLIST SAFETY LAW ENFORCEMENT TRAINING

PB-23-01

Section 405(h) Nonmotorized

Amount Awarded: \$49,000.00

Amount Expended: \$16,693.22

BACKGROUND

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.

GOAL

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.

ACTIVITIES AND ACCOMPLISHMENTS

The LMB offered training courses in bicyclist and pedestrian safety for multiple law enforcement agencies. The courses were held at Washtenaw Community College Police Academy, Ferris State University Police Academy, Delta College Police Academy, and West Shore Community College. A total of 89 police recruits/officers and 29 city planners, civil engineers, and traffic safety professionals were trained. In addition, the LMB, along with the OHSP, met with the Japanese National Police Agency to share Michigan laws as they pertain to bicycle and pedestrian safety.

The Bicycle Friendly Driver course has been developed as a self-paced online course, allowing for a wider point of access to the cycling and motoring public. The course is in its final phase of editing and will be finalized during FY2024. Once approved, the course will be advertised through email and social media as well as word of mouth.

The LMB was tasked with producing a tip card for motorists. This card was produced and included a QR code, which linked to the LMB website.

PEDESTRIAN SAFETY IN MARQUETTE COUNTY

PB-23-05

Section 405(h) Nonmotorized

Amount Awarded: \$0.00

Amount Expended: \$0.00

BACKGROUND

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.

GOAL

Educate 500 Marquette County citizens on traffic laws designed to protect pedestrians by September 30, 2023.

ACTIVITIES AND ACCOMPLISHMENTS

This project was not implemented because the one bid received and reviewed by the OHSP for the RFP did not qualify.

The OHSP determined a potential rehaul of the RFP would be required and the project would be put on hold for FY2023.

REGIONAL COURSES FOR PUBLIC EDUCATION OF PEDESTRIAN AND BICYCLIST LAWS

PB-23-01

Section 405(h) Nonmotorized

Amount Awarded: \$29,000.00

Amount Expended: \$27,866.87

Section 402

Amount Awarded: \$37,000.00

Amount Expended: \$36,011.90

BACKGROUND

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.

GOAL

Educate 300 Michigan citizens on traffic laws designed to protect pedestrians and bicyclists by September 30, 2023.

ACTIVITIES AND ACCOMPLISHMENTS

The LMB educated more than 2,035 citizens on pedestrian and bicyclist traffic laws at various community events and area businesses around the state.

The LMB staff developed a toolkit that included a rack and a rechargeable light set for distribution through local bicycle co-ops, law enforcement, and shelters to “invisible cyclists,” which refers to those who depend solely on a bicycle as their main source of transportation due to social and economic situations. In the inaugural year, the LMB distributed 964 lights to 22 entities.

STATEWIDE BICYCLIST EDUCATION CAMPAIGN

CP-23-03

Section 405(h) Nonmotorized

Amount Awarded: \$300,000.00

Amount Expended: \$297,593.43

BACKGROUND

A statewide public education campaign will educate drivers and bicyclists regarding Michigan Vehicle Code sections that pertain to bicyclists and motorists.

GOAL

Increase the awareness of the public on laws applicable to bicyclist safety through at least one statewide campaign by September 30, 2023.

ACTIVITIES AND ACCOMPLISHMENTS

A statewide educational campaign ran from April to August 2023, with an emphasis on the counties with the most pedestrian fatalities and serious injuries: Ingham, Kalamazoo, Kent, Macomb, Muskegon, Oakland, Ottawa, St. Clair, Washtenaw, and Wayne. The objectives of the campaign were to reduce the number of bicyclists involved in fatal and serious injury crashes and to educate drivers and bicyclists about the laws applicable to bicyclist safety. The campaign garnered more than 34 million impressions and ran on several platforms, including TV, YouTube, bus and bus shelter signage, Gas Station TV, and social media.

STATEWIDE PEDESTRIAN EDUCATION CAMPAIGN

CP-23-03

Section 405(h) Nonmotorized

Amount Awarded: \$400,000.00

Amount Expended: \$387,735.82

BACKGROUND

A statewide public education campaign will educate drivers and pedestrians regarding Michigan Vehicle Code sections that pertain to pedestrian and motorist laws.

GOAL

Increase awareness of the public on laws applicable to pedestrian safety through at least one statewide campaign by September 30, 2023.

ACTIVITIES AND ACCOMPLISHMENTS

The OHSP worked with Brogan & Partners to develop a statewide public education campaign focused on men aged 15-64 who are motorists and pedestrians, with emphasis placed on counties with the most pedestrian fatalities and serious injuries: Berrien, Genesee, Ingham, Kalamazoo, Kent, Macomb, Oakland, Ottawa, Washtenaw, and Wayne. The objectives of the campaign were to reduce the number of pedestrians involved in fatal and serious injury crashes and to educate drivers and pedestrians about the laws applicable to pedestrian safety. A variety of platforms were used with the campaign, which ran from May to August 2023, including radio, YouTube, billboards, Gas Station TV, and social media. The project garnered more than 67 million impressions.

PLANNING AND ADMINISTRATION

PLANNING AND ADMINISTRATION

PA-23-01

Section 402

Amount Awarded: \$671,164.00

Amount Expended: \$442,841.93

BACKGROUND

The positions listed below are partially supported with Planning and Administration funds.

- Division Director
- Executive Administrative Assistant, which is for the Division Director
- Planning and Administration Section Manager
- Financial Management Section Manager
- Federal Financial Coordinator
- Analysis and Evaluation Coordinator
- Accounting Technician
- Administrative Assistant

- Grants Analyst, which was amended October 1, 2022, and for the Program Management Section

GOAL

Funding is provided to support various positions within the SHSO. These personnel are charged with administering funding for statewide traffic safety programming.

ACTIVITIES AND ACCOMPLISHMENTS

The OHSP continued administration of the FY2023 Highway Safety Plan (HSP) through program coordination and oversight. This included regular meetings of the OHSP's leadership team, HSP planning and administration staff, and other staff with the OHSP. After-action reviews identified areas for process improvements. The OHSP continues conducting operations based in a hybrid remote work and in-office environment, as well as utilizing Microsoft Teams for meetings. The online grants system continues to document grant activity.

POLICE TRAFFIC SERVICES

CAMPAIGN SURVEYS

CP-23-03

Section 405(d) FLEX

Amount Awarded: \$180,000.00

Amount Expended: \$162,400.00

BACKGROUND

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.

GOAL

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.

ACTIVITIES AND ACCOMPLISHMENTS

All six sets of surveys were completed. A web-based format was not utilized for these surveys.

Two sets of surveys were conducted for CIOT enforcement. The pre-survey was conducted April 10-12, 2023, and the post-survey was conducted June 13-15, 2023. The sample size for each phone survey was 400 male Michigan drivers under the age of 30. Key takeaways included an increase in those who heard the campaign's slogans. When asked if they recall hearing or seeing the following slogans in the past 30 days, those who answered "Click it or Ticket" increased by 3.5 percentage points, which went from 63 percent in the pre-survey to 66.5 percent in the post-survey.

Two sets of surveys were conducted for the DSOGPO enforcement. The pre-survey was conducted from June 15-18, 2022, and the post-survey was conducted from September 5-6, 2023. The sample size for each phone survey was 400 male Michigan drivers under the age of 30. Key takeaways included an increase in those who said the message made them think twice about impaired driving. Thirty-five percent of respondents in the pre-campaign and 41 percent of respondents post-campaign responded that it "made you think twice" about impaired driving.

Two sets of surveys were conducted for the drugged-driving campaign. The pre-survey was conducted from March 28-31, 2023, and the post-survey was conducted from August 28-31, 2023. The sample size for each phone survey was 400 male Michigan drivers under the age of 35. Key takeaways included an increase in respondents who believe that driving a vehicle after using marijuana creates a major risk. Pre-campaign, 42.5 percent of respondents said that they believe driving a vehicle after using marijuana creates a “major risk.” Post-campaign, 45.8 percent of respondents said the same.

“CLICK IT OR TICKET” MOBILIZATION PAID ADVERTISING

CP-23-03

Section 402

Amount Awarded: \$1,650,000.00

Amount Expended: \$1,649,084.24

BACKGROUND

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

GOAL

Conduct a media campaign on traffic enforcement mobilizations focusing on seat belt use during the CIOT enforcement periods by September 30, 2023.

ACTIVITIES AND ACCOMPLISHMENTS

A statewide public education campaign was held from April to June 2023. The goal of the campaign was to increase awareness of the CIOT seat belt enforcement period, which was conducted from May 15 to June 4, and highlight the dangers of not wearing a seat belt. The campaign focused on drivers, especially men aged 18-34, including multicultural audiences. While CIOT was a statewide initiative, there was an emphasis on the Detroit, Grand Rapids, Flint, and Saginaw/Bay City areas. Outreach tactics garnered more than 81 million impressions and included radio ads, in both mainstream and minority outlets; streaming services, such as Hulu, Twitch, and audio; sport-related media that included ESPN and Connected TV; Gas Station TV; gas station signage; outdoor billboards; posters; and messaging across various social media platforms.

“DRIVE SOBER OR GET PULLED OVER” MOBILIZATION PAID ADVERTISING

CP-23-03

Section 405(d) FLEX

Amount Awarded: \$1,650,000.00

Amount Expended: \$1,600,111.80

BACKGROUND

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

GOAL

Conduct three DSOGPO impaired-driving enforcement media campaigns by September 30, 2023.

ACTIVITIES AND ACCOMPLISHMENTS

Working with Brogan & Partners, the OHSP developed a statewide public education campaign for DSOGPO, which was focused on male drivers aged 21-34. The goal of the campaign was to raise awareness about the dangers of driving impaired, as well as inform the public about three impaired-driving enforcement periods being conducted from December 16, 2022, to January 1, 2023; July 1-31, 2023; and August 10 to September 4, 2023. While DSOGPO was a statewide initiative, there was an emphasis on the Detroit, Grand Rapids, Flint, and Saginaw/Bay City areas.

Outreach tactics included radio ads, in both mainstream and minority outlets; streaming services, such as Hulu, Twitch, Vevo, and Connected TV; sport-related media, including ESPN and Detroit Lions pre-game; gas station signage; cooler and event signage; posters and outdoor billboards; and messaging across various social media platforms. Outreach was part of a three-pronged campaign that also included the Great Lakes, High Stakes enforcement component, and garnered more than 148 million impressions.

LAW ENFORCEMENT ENGAGEMENT

CP-23-01

Section 402

Amount Awarded: \$4,000.00

Amount Expended: \$0.00

BACKGROUND

A law enforcement forum will be reconvened to continue discussions on challenges and resolutions to increase traffic safety enforcement. Engaging with law enforcement officials will allow the OHSP staff to provide tools to increase effective traffic safety enforcement. The OHSP staff will exhibit at the Michigan Sheriffs' Association (MSA) Fall Professional Development and Trade Show and the Michigan Association of Chiefs of Police (MACP) Mid-Winter Professional Development Conference. The OHSP exhibit will distribute traffic safety materials and provide an MTCF website demonstration. The OHSP staff will also work with the MACP and MSA to submit traffic safety agenda items for their annual conferences.

GOAL

Increase the number of law enforcement partner email contacts from 75 to 80 by September 30, 2023.

ACTIVITIES AND ACCOMPLISHMENTS

The OHSP increased the number of law enforcement partner email contacts to 100. This total includes law enforcement grantee agencies and non-funded law enforcement partner agencies.

It was planned for the national Law Enforcement Liaison (LEL) to facilitate a discussion with Michigan law enforcement partners during the FY2023 Law Enforcement Forum. Unfortunately, the NHTSA ceased funding for the national LEL, which resulted in the forum not being conducted.

Although the OHSP staff did not exhibit at the MSA Fall Professional Development and Trade Show and the MACP Mid-Winter Professional Development Conference, the OHSP served as presenters during the traffic safety session at the MACP conference. The OHSP presented on its new FY2024 Project Solicitation process and answered questions from the law enforcement attendees who had an interest in submitting traffic safety enforcement proposals.

LAW ENFORCEMENT LIAISON

CP-23-01

Section 402

Amount Awarded: \$0.00

Amount Expended: \$0.00

BACKGROUND

An LEL will engage law enforcement officials by training on understanding and using the MTCF 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 an MTCF website demonstration.

GOAL

Demonstrate the use of the MTCF website and traffic crash data tools to 25 law enforcement agencies no later than September 30, 2023.

ACTIVITIES AND ACCOMPLISHMENTS

This project was not implemented because the OHSP did not receive any responses of interest to the RFP for the LEL position. The OHSP will review the LEL responsibilities to determine how to incorporate them into the job duties of the two new Police Traffic Services program coordinators.

MOBILIZATION COMMUNICATION AND OUTREACH BANNERS

CP-23-03

Section 405(d) FLEX

Amount Awarded: \$70,000.00

Amount Expended: \$47,481.03

BACKGROUND

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.

GOAL

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.

ACTIVITIES AND ACCOMPLISHMENTS

The OHSP developed and distributed four enforcement banners to more than 600 law enforcement agencies across Michigan for the traffic enforcement mobilizations that focus on distracted driving, seat belt use, impaired driving, and speeding.

In addition, 35,000 "enforcement cards" were designed and printed. More than 14,000 of those cards were distributed to 36 grant project directors in January 2023, and more than 20,000 of the cards were distributed in June 2023 to 617 law enforcement agencies in the same packages as the speed enforcement banners.

POLICE TRAFFIC SERVICES FUNDING

PT-23-04+
Section 402

Amount Awarded: \$3,946,889.00

Amount Expended: \$3,320,471.61

OVERTIME DISTRACTED-DRIVING, IMPAIRED-DRIVING, SEAT BELT, AND SPEED ENFORCEMENT STATEWIDE

BACKGROUND

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

- Speed enforcement from December 1, 2022, to February 28, 2023
- Impaired-driving enforcement from December 16, 2022, to January 1, 2023
- Seat belt enforcement from May 15 to June 4, 2023
- Impaired-driving, seat belt, and speed enforcement from July 1-30, 2023

- Impaired-driving enforcement from August 10 to September 4, 2023

Elective enforcement periods will include:

- Impaired-driving enforcement from November 21-27, 2022
- Distracted-driving enforcement from April 1-30, 2023

GOAL

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.

ACTIVITIES AND ACCOMPLISHMENTS

As of September 30, 2023, there were a total of 799 traffic fatalities and 4,825 suspected serious injuries.

Grant Number	Agency	Awarded	Expended
PT-23-04	Bay County Sheriff's Office	\$43,514.00	\$37,580.00
PT-23-05	Livingston County Sheriff's Office	\$28,481.00	\$20,645.72
PT-23-06	Marquette County Sheriff's Office	\$90,511.00	\$77,066.43
PT-23-07	MSP Second District	\$351,653.00	\$337,764.14
PT-23-08	MSP Fifth District	\$244,143.00	\$231,819.28
PT-23-09	MSP First District	\$208,379.00	\$173,536.89
PT-23-10	MSP Third District	\$269,924.00	\$255,226.63
PT-23-11	Ottawa County Sheriff's Office	\$24,373.00	\$19,406.23
PT-23-12	Allegan County Sheriff's Office	\$34,474.00	\$34,474.00
PT-23-13	Macomb County Sheriff's Office	\$223,361.00	\$191,146.00
PT-23-14	MSP Eighth District	\$92,648.00	\$91,000.13
PT-23-15	MSP Sixth District	\$152,551.00	\$139,683.29
PT-23-16	MSP Seventh District	\$60,635.00	\$47,460.02
PT-23-17	Monroe County Sheriff's Office	\$66,369.00	\$32,650.57
PT-23-18	St. Clair County Sheriff's Office	\$50,871.00	\$50,871.00
PT-23-19	City of Detroit	\$140,888.00	\$27,128.68
PT-23-20	Grand Traverse County Sheriff's Office	\$20,062.00	\$20,062.00
PT-23-21	Berrien County Sheriff's Office	\$18,986.00	\$17,075.24
PT-23-22	Wyoming Department of Public Safety	\$133,274.00	\$80,081.34
PT-23-23	Chippewa County Sheriff's Office	\$48,139.00	\$42,092.00
PT-23-24	Lapeer County Sheriff's Office	\$21,766.00	\$0.00

Grant Number	Agency	Awarded	Expended
PT-23-25	Montcalm County Sheriff's Office	\$11,172.00	\$9,109.91
PT-23-26	St. Joseph County Sheriff's Office	\$31,775.00	\$27,712.81
PT-23-27	TIA (Traffic Improvement Association)	\$426,060.00	\$398,001.00
PT-23-28	Muskegon County Sheriff's Office	\$109,043.00	\$95,561.48
PT-23-29	Jackson Traffic Safety Program	\$50,091.00	\$31,314.05
PT-23-30	Calhoun County Sheriff's Office	\$36,630.00	\$28,213.00
PT-23-31	Brownstown Township Police Department	\$58,221.00	\$43,733.80
PT-23-32	Washtenaw County Sheriff's Office	\$129,238.00	\$70,221.90
PT-23-33	Flint Township Police Department	\$181,285.00	\$181,151.00
PT-23-34	Lansing Police Department	\$107,521.00	\$107,521.00
PT-23-35	Shiawassee County Sheriff's Office	\$31,773.00	\$24,643.74
PT-23-36	Van Buren County Sheriff's Office	\$18,025.00	\$18,025.00
PT-23-37	Eaton County Sheriff's Office	\$31,959.00	\$31,302.74
PT-23-38	Kalamazoo County Sheriff's Office	\$95,912.00	\$95,912.00
PT-23-39	Wayne County Sheriff's Office	\$183,441.00	\$147,944.59

The total traffic enforcement results for both mandatory and elective enforcements are summarized in the table.

	Distracted	Impaired	Seat Belt	Speed
Participating law enforcement agencies	82	110	93	109
Traffic stops	11,512	14,484	11,236	35,690
Seat belt citations	469	578	4,521	606
Child restraint citations	28	41	136	70
Drunk-driving arrests	8	283	14	59
Operating under the influence of drugs arrests	7	47	7	16
Speeding citations	3,087	3,254	1,770	19,118
Texting citations	1,657	335	276	234
Other moving citations	1,235	1,047	921	2,058
Other non-moving citations	2,339	1,926	1,585	4,867
Other felony arrests	70	203	82	230
Other misdemeanor arrests	492	920	655	1,263
Overtime enforcement hours	6,733.8	10,748.8	6,217.8	19,457.9

SPEED MEASUREMENT SIGNS

PT-23-13, PT-23-22, PT-23-27, PT-23-33, and PT-23-39

BACKGROUND

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

GOAL

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.

ACTIVITIES AND ACCOMPLISHMENTS

As of September 30, 2023, there were a total of 799 traffic fatalities and 4,825 suspected serious injuries. Four of the five law enforcement agencies were able to purchase 21 speed measurement signs to use during speed enforcement efforts in their communities.

Grant Number	Agency	Awarded	Expended
PT-23-13	Macomb County Sheriff's Office	\$24,999.00	\$24,990.00
PT-23-22	Wyoming Department of Public Safety	\$19,996.00	\$8,660.00
PT-23-27	TIA (Traffic Improvement Association)	\$24,750.00	\$24,687.00
PT-23-33	Flint Township Police Department	\$24,997.00	\$24,997.00
PT-23-39	Wayne County Sheriff's Office	\$24,999.00	\$0.00

SPEED ENFORCEMENT MOBILIZATION PAID ADVERTISING

CP-23-03

Section 402

Amount Awarded: \$1,000,000.00

Amount Expended: \$998,324.07

BACKGROUND

During overtime enforcement periods, paid advertising on television, radio, social media, and other platforms will be used to publicize the enforcement efforts to the public and raise awareness about the dangers of speeding while driving.

GOAL

Conduct a media campaign on speed enforcement mobilizations by September 30, 2023.

ACTIVITIES AND ACCOMPLISHMENTS

A statewide public education campaign was developed to raise awareness about the dangers of speeding and to inform the public about the three speed enforcement periods being conducted, which took place from December 1-15, 2022; January 2 to February 28, 2023; and July 1-31, 2023. The campaign focused on male drivers aged 16-24, including multicultural audiences, and all drivers aged 16 and over. Emphasis was placed on the following counties: Allegan, Bay, Berrien, Calhoun, Chippewa, Eaton, Genesee, Grand Traverse, Ingham, Jackson, Kalamazoo, Kent, Lapeer, Livingston, Macomb, Marquette, Monroe, Montcalm, Muskegon, Oakland,

Ottawa, Saginaw, Shiawassee, St. Clair, St. Joseph, Van Buren, Washtenaw, Wayne, and Wexford.

Outreach tactics included radio ads, both mainstream and minority outlets; streaming services that included Hulu and Twitch; sports-related media, such as ESPN and Connected TV; gas station signage; outdoor billboards; and messaging across various social media platforms. The campaign garnered more than 97 million impressions.

TRAFFIC ENFORCEMENT STRATEGIES CONFERENCE

CP-23-01

Section 402

Amount Awarded: \$50,000.00

Amount Expended: \$40,913.26

BACKGROUND

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 marijuana and driving; and distracted-driving enforcement strategies.

GOAL

Conduct a law enforcement traffic safety conference for a minimum of 100 traffic officers by September 30, 2023.

ACTIVITIES AND ACCOMPLISHMENTS

A conference was held in April 2023 in Bellaire, Michigan. There were approximately 125 attendees. Conference topics included: Legal Update, Commercial Motor Vehicles: Enforcement Action and Crash Preservation, the Roadside Interview, and Alternative Fuel Vehicles and How Dangerous They Are for First Responders.

UPPER PENINSULA REGIONAL LAW ENFORCEMENT TRAINING

CP-23-01

Section 402

Amount Awarded: \$4,000.00

Amount Expended: \$0.00

BACKGROUND

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

GOAL

Provide four traffic safety training programs to 100 Upper Peninsula law enforcement officers by September 30, 2023.

ACTIVITIES AND ACCOMPLISHMENTS

Training for Upper Peninsula regional law enforcement officers were included as part of other trainings offered to law enforcement officers throughout the state and funded through those projects. Examples include SFST, ARIDE, and DRE trainings; the Traffic Enforcement Strategies Conference; and trainings conducted by the Prosecuting Attorneys Association of Michigan and the LMB.

UPPER PENINSULA TRAFFIC SAFETY CULTURE ENFORCEMENT STUDY

PT-23-40

Section 405(d) FLEX

Amount Awarded: \$0.00

Amount Expended: \$0.00

BACKGROUND

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.

GOAL

Provide four traffic safety training programs to 100 Upper Peninsula law enforcement officers by September 30, 2023.

ACTIVITIES AND ACCOMPLISHMENTS

This project was not implemented. The OHSP determined a potential rehaul of the RFP would be required and the project would be put on hold for FY2023.

PROGRAM MANAGEMENT

PROGRAM MANAGEMENT

CP-23-02

Section 402

Amount Awarded: \$2,837,033.00

Amount Expended: \$2,229,949.76

BACKGROUND

Funding will support the shared costs of the Program Management team required to implement and manage the OHSP programs. Funding is provided to support various positions within the SHSO. These personnel are charged with administering funding for statewide traffic safety programming. Funding is provided to support officewide administrative activities, such as staff travel, staff training and professional development, office supplies, equipment purchases, and the electronic grants management system.

GOALS

- Reduce drivers aged 20 and younger involved in fatal crashes from 163 fatal crashes in 2021 to 97 fatal crashes by 2023.
- Reduce pedestrian fatalities from 183 fatalities in 2021 to 150 fatalities by 2023.
- Reduce bicyclist fatalities from 29 fatalities in 2021 to 20 fatalities by 2023.

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

ACTIVITIES AND ACCOMPLISHMENTS

The status of each project goal can be found in the Assessment of Michigan's Progress section. The OHSP continued office administrative support of the FY2023 HSP and grant projects managed by the OHSP staff. Funds supported more than 20 staff salaries and fringe benefits; staff travel; professional development; maintenance of the OHSP's online grants management system; and operational overhead, including expenses for vehicles, supplies, equipment, and purchases/leases.

TRAFFIC RECORDS

DATA QUALITY ASSESSMENT OF PEDESTRIAN-, BICYCLE-, AND MOTORCYCLE-INVOLVED CRASHES IN MICHIGAN

TR-23-05

Section 402

Amount Awarded: \$16,000.00

Amount Expended: \$15,642.00

BACKGROUND

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-, bicyclist-, 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.

GOALS

Conduct a data quality assessment of pedestrian, bicyclist, and motorcycle crash data and provide recommendations by September 30, 2023.

ACTIVITIES AND ACCOMPLISHMENTS

The UMTRI received EMS data from the State of Michigan in May 2023. Data linkage to external sources and evaluation of missing data was completed. The data quality assessment final report was completed.

DERIVING MISSING MODEL INVENTORY ROADWAY ELEMENTS SURFACE TYPE FROM IMAGERY—PHASE 2

TR-23-09

Section 405(c)

Amount Awarded: \$275,111.00

Amount Expended: \$246,640.00

BACKGROUND

This is Phase 2 of a project that strives to complete the surface type requirement for the Model Inventory of Roadway Elements (MIRE) Federal Data Elements (FDE) in the Michigan Department of Transportation (MDOT) 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.

GOALS

- Unpaved road identification artificial intelligence (AI) model tuning by September 30, 2023.
- Develop AI models to detect asphalt and concrete pavements by September 30, 2023.
- Road detection production and data handling testing by September 30, 2023.

ACTIVITIES AND ACCOMPLISHMENTS

The MDOT worked with the Michigan Technological University (MTU) to complete the process of steps necessary to document how its data models will be used within a production environment. The MTU developed and refined a pavement identification model that uses brightness distribution for pavement detection. This model has delivered identification accuracy ranges anywhere from 90-99 percent.

HIGH-RESOLUTION IMAGERY ACQUISITION FOR ROADWAY CENTERLINE AND ATTRIBUTE CRASH ANALYTICS

TR-23-03

Section 405(c)

Amount Awarded: \$720,000.00

Amount Expended: \$720,000.00

BACKGROUND

This project will provide high resolution aerial imagery of 21 counties in 2023. The roadway centerlines will be digitized correctly the same year the imagery and new line or correction is sent to the MDOT. It will also be flown during a SEMCOG (Southeast Michigan Council of Governments) planned flight in seven counties and a Michigan Statewide Authoritative Imagery and Light Detection and Ranging (MiSAIL) planned

flight in 19 counties. This will result in access to new imagery in MiSAIL and access to new imagery that will cover 47 Michigan counties. The data will be georectified and can be used within geographic information systems for mapping and analytics. The MIRE FDE has some federally required crash safety attributes that can be obtained from this imagery. These crash safety attributes include number of lanes, median type, surface type, and intersection/junction geometry. Access to the Nearmap imagery will be available through a viewing service as well as an offline copy. Local partners in the existing MiSAIL data exchange program will also have access to an offline copy or a subscription at a reduced rate, which will enhance local law enforcement and transportation planning activities.

GOAL

Identify and track public roadway edits in 21 Michigan counties using Nearmap imagery and track changes up to September 30, 2023.

ACTIVITIES AND ACCOMPLISHMENTS

This project acquired Nearmap imagery of the stated 21 Michigan counties, which tracked roadway changes and allowed them to be digitized. At the close of 2023, Nearmap acquired 12,320 square miles, which is the entire 21-county area of imagery collection. Within the number of roadway centerline jobs completed, 96 used Nearmap imagery.

IMPROVING QUALITY OF CRASH SEVERITY AND INJURY ASSESSMENT WITHIN MICHIGAN EMERGENCY MEDICAL SERVICES INFORMATION SYSTEM—PHASE 2

TR-23-08

Section 405(c)

Amount Awarded: \$141,000.00

Amount Expended: \$118,268.46

BACKGROUND

There are challenges in how data from the EMS is entered, accessed, and processed within the Michigan Emergency Medical Services Information System (MI-EMSIS), creating questions in the accuracy and validity of conclusions that are drawn from that data. In 2018, the Michigan Department of Health and Human Services (MDHHS) began using the biospatial data platform, which links the EMS electronic patient care record data with other health- and injury-related data sources. A full-time data analyst will utilize the MI-EMSIS as well as biospatial to identify gaps in documentation related specifically to motor vehicle crashes. The data analyst will categorize the gaps into actionable items to resolve or mitigate the gaps. FY2023 is the second year of this four-year project.

GOALS

- The MDHHS will identify the specific elements that should be utilized exclusively for traffic crash severity (a case definition) by March 31, 2023.

- 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.

ACTIVITIES AND ACCOMPLISHMENTS

As of the end of FY2023, the graphical representation has been completed for the following elements: elnjury.01 (cause of injury), elnjury.02 (mechanism of injury), elnjury.03 (trauma center criteria), elnjury.04 (vehicular, pedestrian, or other injury risk factor), elnjury.05 (main area of the vehicle impacted by the collision), elnjury.06 (location of patient in vehicle), elnjury.07 (use of occupant safety equipment), elnjury.08 (airbag deployment), eSituation.02 (possible injury), and eDispatch.01 (complaint reported by dispatch).

Progress has been made for reporting on these elements in biospatial, which will allow quicker access and routine monitoring, as well as the added ability to sort by agency, vendor, Medical Control Authority, and preparedness region. In biospatial, the EMS Performance Dashboard was utilized with existing performance measures for elnjury.06 and elnjury.07 by building saved searches to report on each software vendor. This process for Medical Control Authority and region will continue to be replicated. In addition, the Advanced Search Dashboard was used to pull reports on eSituation.04, eSituation.09-.13, and elnjury.01 that can be analyzed manually in Microsoft Excel.

MICHIGAN TRAFFIC CRASH FACTS TECHNICAL SUPPORT

TR-23-05

Section 402

Amount Awarded: \$600,000.00

Amount Expended: \$599,449.00

BACKGROUND

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.

GOALS

- Complete the 2022 MTCF publications/web content and www.michigantrafficcrashfacts.org website maintenance by September 30, 2023.
- Provide technical assistance to the OHSP as directed through September 30, 2023.

ACTIVITIES AND ACCOMPLISHMENTS

The UMTRI completed a rolling release upload of MTCF publications to the MTCF website, data acquisition from outside sources, MTCF website analytics, general system programming improvements to website tools, MTCF publications and

web content updates, and FY2023 activity for www.michigantrafficcrashfacts.org website maintenance.

Patrick Bowman gave Data Deep Dive and MTCF presentations at the 2023 Traffic Records Forum. Additional technical assistance included MTCF data question meeting with Sarah Hulett from Michigan Radio, Traffic Records Coordinator interview panel, and Data Deep Dive presentation and SWOC (Strengths, Weaknesses, Opportunities, and Challenges) discussion for the OHSP and the NHTSA staff.

The MTCF also supplied information regarding Michigan crash data and the spillover effect to adjacent roads due to changes in posted speed limits; fleeing/pursuing crashes in Michigan; Grand Rapids, Michigan, crash data from 2018 to 2022; construction zone crashes in Michigan in 2022; and fatal crashes in Jackson County in 2022.

TRAFFIC CRASH REPORTING FORM TRAINING SUPPORT

TR-23-01

Section 405(c)

Amount Awarded: \$15,000.00

Amount Expended: \$11,506.10

BACKGROUND

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

GOALS

- 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.
- 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.

ACTIVITIES AND ACCOMPLISHMENTS:

All Michigan crash data is reported electronically, which has increased timeliness. However, one of the crash vendors delayed their submission by 21 days and that will continue to affect Michigan's timeliness performance measure. Statewide crash report timeliness was 11.81 days for FY2023, so the goal of 11 days was not met. The accuracy and completeness performance measure goals were both surpassed at 98 percent in FY2023.

During the entire 2023 grant year, 92 training classes were conducted, covering 307 agencies and instructing 2,130 officers, police recruits, and traffic safety professionals. Training materials were also supplied to an additional 600 police officers.

A UD-10 reporting class was presented to the MDHHS employees who deal with documenting EMS care for crash victims. E-Crash Instruction Manuals were also printed and distributed.

FY2023 EVIDENCE-BASED ENFORCEMENT PROGRAM ACTIVITIES

The OHSP awards cooperative traffic enforcement grants. A lead agency is identified in the selected county to coordinate the enforcement efforts of other local law enforcement agencies within the county. Partnering and collaborating with other agencies and organizations to combine resources can serve as a “force multiplier” and achieve results that a single agency could not accomplish alone. The number of grants awarded takes into consideration the traffic safety enforcement program and level of overtime enforcement funding approved.

In addition to the cooperative grants, the MSP conducts overtime enforcement in the same high crash locations through grants with each of its seven districts.

The grant budget for each project was determined using a formula with a base number of three four-hour shifts per participating agency during each week of the required enforcement periods at an average cost for overtime salary and fringe benefits based on prior grant expenditures where known. The grant budgets for each project also includes a review of past liquidation of funds, the number of agencies included in the grant, crash ranking, and staffing levels when applicable.

The NHTSA requires states to provide a statewide, high-visibility special traffic enforcement program for occupant protection and impaired driving that emphasizes publicity during three campaigns.

Michigan traffic crash data from 2016-2020 identified the high number of people seriously injured or killed where: (1) the crash was coded as alcohol-involved and/or drug-involved, (2) the occupants were in passenger vehicles and the crash was coded as no belts used or child restraint not used/used improperly, (3) the crashes included at least one driver was speeding, and (4) crashes that are coded as driver distraction.

The OHSP funded enforcement efforts to focus on compliance with traffic safety laws during statewide enforcement periods. The mandatory enforcement periods are detailed in the FY2023 Mobilization Participation section below. Additional elective enforcement periods were conducted as follows:

- Impaired-driving enforcement from November 21-27, 2022
- Distracted-driving enforcement from April 1-30, 2023

FY2023 MOBILIZATION PARTICIPATION

The OHSP funded enforcement efforts to focus on compliance with traffic safety laws during statewide enforcement periods. The mandatory enforcement periods included:

- Speed enforcement from December 1, 2022, to February 28, 2023
- Impaired-driving enforcement from December 16, 2022, to January 1, 2023
- Seat belt enforcement from May 15 to June 4, 2023
- Impaired-driving, seat belt, and speed enforcement from July 1-30, 2023
- Impaired-driving enforcement from August 10 to September 4, 2023

Mandatory Enforcement Statistics

	Speed December 1, 2022, to February 28, 2023	Impaired December 16, 2022, to January 1, 2023	Seat Belt May 15 to June 4, 2023	Impaired, Seat Belt, and Speed July 1-30, 2023	Impaired August 10 to September 4, 2023
Participating law enforcement agencies	108	68	88	83	70
Traffic stops	27,467	3,086	9,904	12,682	5,044
Seat belt citations	199	17	4,158	1,037	205
Child restraint citations	30	7	67	57	10
Drunk-driving arrests	43	77	12	75	100
Operating under the influence of drugs arrests	14	6	3	22	18
Speeding citations	14,894	682	1,566	5,047	1,139
Texting citations	40	6	251	282	225
Other moving citations	1,593	196	785	818	396
Other non-moving citations	3,544	426	1,437	1,718	657
Other felony arrests	178	55	78	86	86
Other misdemeanor arrests	1,021	279	615	448	355
Overtime enforcement hours	15,068.3	2,650.5	5,483.8	7,204.1	3,773.8

Working with Brogan & Partners, the OHSP developed a statewide public education campaign for DSOGPO, which was focused on male drivers aged 21-34. The goal of the campaign was to raise awareness about the dangers of driving impaired, as well as inform the public about three impaired-driving enforcement periods being conducted from December 16, 2022, to January 1, 2023; July 1-31, 2023; and August 10 to September 4, 2023. While DSOGPO was a statewide initiative, there was an emphasis on the Detroit, Grand Rapids, Flint, and Saginaw/Bay City areas. Outreach tactics included radio ads, both mainstream and minority outlets; streaming services, such as Hulu, Twitch, Vevo, and Connected TV; sport-related media, including ESPN and Detroit Lions pre-game; gas station signage; cooler and event signage; posters and outdoor billboards; and messaging across various social media platforms. Outreach was part of a three-pronged campaign that also included the Great Lakes, High Stakes enforcement component, and garnered more than 148 million impressions.

A statewide public education campaign for CIOT was held from April to June 2023. The goal of the campaign was to increase awareness of the CIOT seat belt enforcement period, which was conducted from May 15 to June 4, and highlight the dangers of not wearing a seat belt. The campaign focused on drivers, especially men aged 18-34, including multicultural audiences. While CIOT was a statewide initiative, there was an emphasis on the Detroit, Grand Rapids, Flint, and Saginaw/

Bay City areas. Outreach tactics garnered more than 81 million impressions and included radio ads, both mainstream and minority outlets; streaming services, such as Hulu, Twitch, and audio; sport-related media that included ESPN and Connected TV; Gas Station TV; gas station signage; outdoor billboards; posters; and messaging across various social media platforms.

A statewide public education campaign was developed to raise awareness about the dangers of speeding and to inform the public about the three speed enforcement periods being conducted, which took place from December 1-15, 2022; January 2 to February 28, 2023; and July 1-31, 2023. The campaign focused on male drivers aged 16-24, including multicultural audiences, and all drivers aged 16 and over. Emphasis was placed on the following counties: Allegan, Bay, Berrien, Calhoun, Chippewa, Eaton, Grand Traverse, Genesee, Ingham, Jackson, Kalamazoo, Kent, Lapeer, Livingston, Macomb, Marquette, Monroe, Montcalm, Muskegon, Oakland, Ottawa, Saginaw, Shiawassee, St. Clair, St. Joseph, Van Buren, Washtenaw, Wayne, and Wexford. Outreach tactics included radio ads, both mainstream and minority outlets; streaming services that included Hulu and Twitch; sports-related media, such as ESPN and Connected TV; gas station signage; outdoor billboards; and messaging across various social media platforms. The campaign garnered more than 97 million impressions.

THE OHSP STAFF DURING FY2023

EXECUTIVE SECTION

Katie Bower, Division Director and Governor's Representative
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