

# MICHIGAN 2024-2026

TRIENNIAL HIGHWAY SAFETY PLAN

JUNE 30, 2023

*REVISED SEPTEMBER 14, 2023*



**Table of Contents**

Mission ..... 5

Our Vision is ..... 5

Executive Summary ..... 5

The Bi-Partisan Infrastructure Law Highway Safety Planning Process and Problem Identification  
..... 5

    Highway Safety Planning Process..... 5

    Problem Identification..... 6

    State Overall Highway Safety Problems ..... 7

    Sociodemographic Data ..... 8

Public Participation and Engagement..... 8

    Triennial HSP Engagement Planning ..... 8

    Identification..... 9

    Triennial HSP Engagement Outcomes ..... 11

    Ongoing Engagement Planning..... 21

    Performance Measures and Plan Chart..... 24

Highway Safety Countermeasures Programs..... 28

    Program Areas ..... 28

Roadway Safety (formerly Community Programs)..... 28

    Problem Identified ..... 28

    Countermeasures..... 29

    Data Linkage ..... 29

    Annual Project Selection ..... 29

    Considerations ..... 29

    Performance Measures ..... 30

    Funding Sources ..... 30

    Funding Amounts ..... 30

Driver Education ..... 31

    Problem Identified ..... 31

    Countermeasures..... 31

    Data Linkage ..... 32

    Annual Project Selection ..... 32

    Considerations ..... 32

    Performance Measures ..... 33

    Funding Sources ..... 33

    Funding Amounts ..... 33

Emergency Medical Services and Preventing Roadside Deaths ..... 34

Problem Identified .....	34
Countermeasures.....	34
Data Linkage .....	34
Annual Project Selection .....	34
Considerations .....	35
Performance Measures .....	35
Funding Sources .....	36
Funding Amounts .....	36
Impaired Driving.....	37
Problem Identified .....	37
Countermeasures.....	37
Data Linkage .....	37
Annual Project Selection .....	38
Considerations .....	38
Performance Measures .....	38
Funding Sources .....	38
Funding Amounts .....	39
Motorcyclist Safety.....	40
Problem Identified .....	40
Countermeasures.....	40
Data Linkage .....	41
Annual Project Selection .....	41
Considerations .....	41
Performance Measures .....	42
Funding Sources .....	42
Funding Amounts .....	42
Occupant Protection .....	43
Problem Identified .....	43
Countermeasures.....	43
Data Linkage .....	44
Considerations .....	44
Performance Measure .....	44
Funding Sources .....	45
Funding Amounts .....	45
Paid Media .....	46
Problem Identified .....	46

Countermeasures.....	46
Data Linkage.....	46
Annual Project Selection.....	47
Considerations.....	47
Performance Measures.....	47
Funding Sources.....	48
Funding Amounts.....	48
Pedestrian and Bicycle Safety.....	49
Problem Identified.....	49
Data Linkage.....	50
Annual Project Selection.....	50
Considerations.....	50
Performance Measure.....	51
Funding Sources.....	51
Funding Amounts.....	51
Planning and Administration.....	52
Funding Sources.....	52
Funding Amounts.....	52
Police Traffic Services.....	53
Problem Identified.....	53
Countermeasures.....	53
Data Linkage.....	53
Annual Project Selection.....	54
Considerations.....	54
Performance Measures.....	54
Funding Sources.....	55
Funding Amounts.....	55
Traffic Records.....	56
Problem Identified.....	56
Countermeasures.....	56
Data Linkage.....	56
Annual Project Selection.....	56
Considerations.....	57
Performance Measures.....	57
Funding Sources.....	57
Funding Amounts.....	58

Performance Report.....59  
Performance Report Narrative.....60

## **Mission**

The Mission of the Michigan Office of Highway Safety Planning (OHSP) is to save lives and reduce injuries on Michigan roads through leadership, innovation, facilitation, and program support in partnership with other public and private organizations.

## **Our Vision is**

To be a catalyst for the development and implementation of innovative ideas, while encouraging the adaptation of successful strategies.

To have a fully integrated problem-solving process that is fundamental to all decision making.

To be a leader in cultivating and supporting traffic safety initiatives at the state and local level.

To have a work environment that fosters enthusiasm, creativity, integrity, and commitment.

## **Executive Summary**

Our transportation system plays a vital role in economic growth, moving people to jobs, products to markets, and connects citizens and visitors to a variety of destinations. As a society, we should not accept casualties as a foregone consequence of using the highway system.

Michigan residents, state, and local government officials must work collectively toward achieving zero fatalities and incapacitating injuries on our roadways. Our belief is that any death is one too many and we must work toward preventing as many injuries and saving as many lives as possible using the resources available.

The Michigan OHSP coordinates a statewide behavioral highway safety program using federal funds administered through the National Highway Traffic Safety Administration (NHTSA).

Funds are primarily used to change road users' behaviors by:

- Enforcing traffic laws.
- Increasing drivers' perception of the risk of being ticketed for non-compliance.
- Increasing public awareness of the dangers of high-risk behavior.
- Informing system users of the best way to avoid or reduce the severity of a crash.

Through data analysis and targeted use of resources, the OHSP provides leadership, innovation, and program support in partnership with state, county, tribal, and community traffic safety leaders, professionals, members, and organizations.

## **The Bi-Partisan Infrastructure Law Highway Safety Planning Process and Problem Identification**

### **Highway Safety Planning Process**

The highway safety planning process is circular and continuous. At any time during the year, the OHSP is working on previous, current, and upcoming fiscal year plans.

The Strategic Highway Safety Plan (SHSP) serves as the principal planning document. This Triennial Highway Safety Plan (3HSP) is developed from the SHSP to:

- Maximize integration and use of data analysis resources.
- Represent driver behavior issues and strategies.
- Use any statewide safety committees to obtain input from state and local traffic safety partners.

The OHSP ensures that the goals and objectives contained in the SHSP are considered in the development of the 3HSP and fully incorporated whenever possible. The OHSP reviews the SHSP and 3HSP to identify any gaps in addressing driver behavior issues and eliminate any redundancy for the maximum use of resources.

Each step of the planning process is identified below:

1. Problem Identification
2. Goal Determination and Analysis
3. Countermeasure Strategies
4. Performance Measures
5. Traffic Safety Partner Input
6. Budget Development
7. Project Selection

The data sources used by the OHSP include:

- Live traffic crash data (including fatality and injury) from the Michigan Criminal Justice Information Center (CJIC)
- Final statewide traffic crash data (including fatality and injury) from 2022
- NHTSA Fatality Analysis Reporting System (FARS) Data
- Enforcement data from 2022
- Judicial data from 2022
- Census data from 2021

Data analysis continues year-round, with intensified efforts early in the 3HSP and project development plan process. The timeliness, accuracy, completeness, uniformity, integration, and accessibility of the traffic crash data allow current information to be incorporated into program development and implementation. Examples include which days of the year have the most alcohol- or drug-involved crashes, how driver age affects fatal crashes, which areas of a given county have the most nighttime crashes, or the demographics involved in fatal and suspected serious injury motorcycle crashes.

### **Problem Identification**

The process of identifying traffic safety problems is integral to the planning process. Information used in identifying problems includes:

- Michigan state crash, conviction, vehicle, roadway, traffic, and survey data
- OHSP program effectiveness studies
- Demographic and other census data
- National surveys
- Other relevant data

These data sets are used, as appropriate, in trend, factor, and other analyses of each program area. The identification process is located under the justification section of each program plan. In the individual program areas, further program needs, and justification is identified.

The OHSP, working with various traffic safety partners, has access to a variety of tools during problem identification. Authorized agencies can access the crash database directly through a variety of interfaces, including websites and query tools. For the general public, the University of Michigan Transportation Research Institute (UMTRI) hosts the OHSP-sponsored Michigan Traffic Crash Facts (MTCF) website. This website includes more than 100 tables addressing

the most common crash data needs, including an archive dating back to 1992. The website also includes fact sheets for state and county data and a query tool that allows users to build their own data queries, mapping tools, charts, tables, and geographic information system capability. In addition, the MTCF users have access to the traffic crash reporting forms, minus personal identifiers, submitted to the Michigan State Police CJIC Crash Section by law enforcement officials.

The OHSP problem identification process is based on trend data reported from the previous five years. Data analysis is conducted for the OHSP by an independent outside source to ensure that no bias is attached to the results. For fiscal year (FY) 2024-2026 planning, the OHSP's problem identification was conducted by research biostatisticians from the UMTRI with a specific concentration on underserved and at-risk populations.

For public participation and engagement, the OHSP took each affected community's unique feedback into consideration and took a nuanced approach to incorporate them. Please reference the Public Participation and Engagement section for details description of incorporation to the 3HSP.

Michigan's highway safety planning process includes the components of 23 C.F.R. 1300.11(b). In addition, feedback from the NHTSA management reviews, including traffic records strategic plans and other reviews of program areas, are incorporated into the planning process. Priority is given to the NHTSA Administrator's Motor Vehicle and Highway Safety Priorities, as well as overlapping the Federal Highway Administration and the Federal Motor Carrier Safety Administration safety priorities and goals. The latest version of NHTSA's [Countermeasures That Work, Tenth Edition 2020](#) is used as part of project development.

The OHSP utilizes the NHTSA Assessment final reports for countermeasure strategies specific to Michigan. Below are the most recently completed assessments:

- Impaired Driving
- Motorcyclist Safety
- Pedestrian and Bicyclist Safety
- Emergency Medical Services (EMS) NHTSA Program Assessment
- Occupant Protection NHTSA Program Assessment
- Teen Driver NHTSA Program Assessment
- Traffic Records NHTSA Program Assessment

### **State Overall Highway Safety Problems**

The 3HSP is coordinated with state and national strategic plans and related operational plans and guidelines, and especially with the Michigan Strategic Highway Safety Plan. The items of highest priority in the Strategic Highway Safety Plan are listed below:

- Improve Safety Culture, Safety Data, and Safety Technology
- Reduce Driver Distraction/Improve Driver Alertness
- Reduce Alcohol and Drug-Impaired Driving
- Reduce the Incidence and Severity of Motorcycle Crashes
- Improve Driver Performance (Teens, Older, Competent)
- Improve Non-Motorist Safety
- Increase Occupant Protection
- Curb Aggressive Driving/Reduce Speed-Related Crashes

Failure to be ranked in the high priority highway safety issue areas for the 2023-2026 SHSP does not mean the topic is unimportant, nor does it mean the OHSP will discontinue planned or



on-going initiatives that have demonstrated results. Initiatives such as making commercial motor vehicle travel safer, enhancing EMS to increase survivability, reducing vehicle-train crashes, improving incident management, improving work zone safety, safe travel in bad weather, and reducing deer/other animal crashes will still be pursued. Discussion of the [Michigan 2023-2026 Strategic Highway Safety Plan](#) has occurred and is posted on the [OHSP website](#). Priorities will be set as part of that process, and it is expected they will be like the priorities in our current plan.

### **Sociodemographic Data**

The OHSP works closely with the UMTRI to analyze state data. Where crashes and injuries are occurring, the OHSP is reviewing sociodemographic data to determine who, what, where, why, and when this problem is affecting. Sociodemographic data was utilized to identify the public participation and engagement efforts that were conducted. This includes drivers aged 20 and younger, commercial motor vehicle drivers, older drivers, City of Detroit citizens, Upper Peninsula (U.P.) citizens, Northern Lower Michigan citizens, and bicyclists.

The UMTRI interfaces with census data that includes sociodemographic information. One example is to examine the spoken languages in affected communities.

## **Public Participation and Engagement**

### **Triennial HSP Engagement Planning**

#### Goals

In FY 2023, the OHSP focused on having two-way conversations with existing partners and the public to actively solicit feedback on the traffic safety issues seen in communities across Michigan.

Goals of outreach and engagement are to:

1. Raise awareness of traffic safety in the community.
2. Educate the public and other organizations about the 3HSP and programs in the community.
3. Provide opportunities for input from the community at the various steps to ensure the active voice of the community.
4. Provide opportunities to influence decision-making of the 3HSP and programs.

The rationale for each of these goals includes the following principles:

- **Awareness** – Stakeholders must be aware of the planning process before they can participate.
- **Education** – Stakeholders must be educated and knowledgeable about the 3HSP and programs before they can participate effectively.
- **Input** – Stakeholders knowledge and perspectives help the planning team verify or expand on available information.
- **Decision-making** – Stakeholders and the community are encouraged to engage in the decision-making process.
- **Open and public process** – The public has a right to participate, to offer ideas and concerns within their communities.

Michigan-specific ongoing goals are listed below:

- The OHSP will act and use information from public engagement to inform the contents of the 3HSP.
- Incentivize current grantees to assist the OHSP with connecting with local groups or residents of underserved communities. The OHSP will include this topic at all FY 2024 grant orientation meetings.
- Add a new section to OHSP Grant Management Requirements that applicable grantees connect the OHSP with their community, gather feedback, and provide as part of a grantee quarterly progress report.
- Encourage grantees to act on feedback received in their community and develop/conduct local education based on information received.
- Conduct public engagement meetings each federal fiscal year covering different regions of the state. The exact number of events will depend on the results of the data analysis.
- Identify underserved communities by looking at data differently. Public engagement will be implemented through direct conversations with the public. This will foster an exchange of information where the OHSP brings in diverse data sets and the community shares their experiences and ideas.
- The OHSP plans to conduct public engagement meetings throughout each federal fiscal year covering different regions of the state.

## Identification

As the OHSP prepares for a three-year public participation and engagement plan, we will start the development to include, but not limited, to the following categories from Michigan's FY 2023-FY 2026 SHSP:

- High-risk behaviors (Distracted Driving, Impaired Driving, and Occupant Protection)
- At-risk road users (Commercial Motor Vehicle Safety, Drivers Aged 20 and Younger, Motorcycle Safety, Pedestrian and Bicycle Safety, and Senior Mobility Safety)
- Engineering infrastructure (Traffic Safety Engineering)
- System administration (Traffic Incident Management and Traffic Records)

The OHSP reviewed datasets per analyses by the UMTRI through counts, rates, vehicle-miles traveled (VMT) rates, ages, road conditions, environmental factors, driver license status, impacts from the pandemic, time of day, day of week, and regions across the state including particular emphasis on underserved communities and communities overrepresented in the data. This provided a significant change from previous methodologies that emphasized crash data counts only.

With this information, the specific communities the OHSP identified at the outset of the process to seek input from were drivers, aged 20 and younger, commercial motor vehicle drivers, older drivers, City of Detroit citizens, U.P. citizens, Northern Lower Michigan citizens, and bicyclists.

**Drivers aged 20 and younger** were identified based on the analysis of rates of traffic crash data, age demographics, rates of driver license data, and proportions.

- From 2017-2021, 5.4 percent of all crashes involved a driver aged 15-17 (almost double the proportion of licensed drivers of this age group of 2.9 percent) and 11.6 percent of crashes involved a driver aged 18-20 (almost triple the proportion of licensed drivers of this age group of 4.0 percent).

**Commercial Motor Vehicle (CMV) drivers** were identified based on the analysis of rates of traffic crash data, vehicle type demographics, and environmental conditions.

- From 2017-2021, a total of 78 percent of all CMV crashes occurred under daylight conditions, compared with only 61.2 percent of crashes that did not involve a CMV.

**Older drivers** were identified based on the analysis of rates of traffic crash data, vulnerability factors/outside of the vehicle, age demographics, societal factors, day of week, road conditions, and environmental factors.

- 23 percent of pedestrians killed in Michigan in 2021 were ages 65 and older.
- Senior driver crashes had been gradually increasing from 2017 to 2019. In 2020, probably impacted by the pandemic, there was a sharp decrease in senior driver crashes (-28.1 percent from 2019) followed by an increase in 2021 (+23.9 percent from 2020).
- Senior drivers are involved in more crashes during weekdays (9 a.m. to 6 p.m.), in daylight conditions, and in clear weather, which are consistent with their travel patterns.

**City of Detroit citizens** were identified based on the analysis of traffic crash data counts, location data, and mode of transportation.

- From 2017-2021, Detroit had the most bicyclist and pedestrian fatalities of any city with 191. The second largest number of bicyclist and pedestrian fatalities in a city during the five-year period was Grand Rapids with 32.

**U.P. citizens** were identified based on the analysis of rates of traffic crash data, vehicle miles traveled, and regional location.

- The 2021 fatality rate in the U.P. of 1.27 deaths per 100 million miles of travel is an increase from the 2020 fatality rate of 1.16 and is higher than the 10-year average of 1.05 (2012-2021).

**Northern Lower Michigan citizens** were identified based on the analysis of rates of traffic crash data, regional location, impairment specific to drugs, crash types, and population density.

- 2017-2021 fatalities in drug-involved crashes as a percentage of the total fatalities were 20 percent or higher in 8 of the 11 counties that make up the Northern Lower Traffic Safety Network, with 50 percent of fatalities being drug-involved in Montmorency County.
- Crash types of single vehicles were much more common in rural crashes (74.4 percent) than urban crashes (17.5 percent).

**Bicyclists in Kalamazoo** were identified based on the analysis of traffic crash data counts, location, and vulnerability factors/outside of the vehicle.

- There were 157 bicycle-involved crashes in Kalamazoo between 2017-2021, the fourth highest ranking city of bicycle-involved crashes in Michigan.

## Triennial HSP Engagement Outcomes

### Steps Taken

The data included in the above section influenced the communities the OHSP engaged by determining which existing community meeting groups to seek out. The OHSP pursued opportunities for engagement both by location and by topic area including particular emphasis on underserved communities and communities overrepresented in the data. It was important to the OHSP to join in on these conversations to meet people where they are instead of creating separate meetings that dictate government directives.

### Engagement Activities

Engagement opportunities conducted in FY 2023 were:

1. Drivers aged 20 and younger action team virtual meeting on May 4, 2023
  - This opportunity allowed for pertinent information to be discussed directly with individuals who work to create programs to keep young drivers safe.
2. MTSC hybrid meeting on May 10, 2023
  - This opportunity not only allowed for direct discussion with individuals that work in the commercial motor vehicle industry, but also with executive leadership that address CMV issues across Michigan.
3. Senior Mobility Action Team virtual meeting on May 11, 2023
  - This opportunity allowed for pertinent information to be discussed directly with individuals who work to create programs to keep senior drivers safe. There were also direct discussions with senior drivers.
4. Older Michiganians Day at the Capitol in-person event on May 17, 2023
  - This opportunity was designed to reach older drivers and pedestrians directly at an existing venue where they showed up for their community. There were no previous connections or relationships – simply walking up to individuals to initiate conversations was the strategy.
5. Detroit East Village Safety Fair in-person event on May 17, 2023
  - This opportunity was designed to reach pedestrians, bicyclists, and drivers directly at an existing venue where they showed up for their community. There were no previous connections or relationships – simply walking up to individuals to initiate conversations was the strategy.
6. U.P. Traffic Safety Network in-person meeting on May 22, 2023
  - This opportunity allowed for pertinent information to be discussed with not only U.P. residents, but also with executive leadership that address traffic safety issues across the U.P.
7. Northern Lower and Traverse Bay Area Michigan Traffic Safety Network in-person meeting on June 5, 2023
  - This opportunity allowed for direct discussion with individuals representing regional communities across the northern lower peninsula. People that live, work, and commute in these communities were part of the discussion.
8. Kalamazoo Bicycle Program Steering Committee virtual meeting on June 21, 2023
  - a. This opportunity allowed for pertinent information to be discussed directly with individuals who create programs to keep bicyclists safe in the Kalamazoo area and people who are bike riders.

Based on the communities engaged, the OHSP also had communications with law enforcement and metropolitan planning associations. These groups can assist us with ongoing conversations to help support outcomes of the meetings. They are individuals representing regional communities across the state. Law enforcement officers were identified based on the

analysis of OHSP grant status reports, employment data, and traffic safety countermeasures. There has been a significant decrease in law enforcement staffing in Michigan. In 2022, there were 18,345 officers which is a decrease from 22,488 officers in 2001. This has resulted in a decrease in traffic safety enforcement. Michigan law does not currently allow automated enforcement. There are varying opinions on pending legislation on automated enforcement in construction zones.

### Accessibility Measures

The OHSP connected with these community groups in the format presented by the specific groups. The OHSP did not select the format of each group meeting, this was a decision made by the affected communities during initial contact. The meetings included completely virtual connections with and without video/transcriptions. There were a few meetings that were completely in-person by a regional community such as the Upper Peninsula Traffic Safety Network meeting held in Escanaba, Michigan, which is about a 6-hour drive from the OHSP office. The OHSP staff encouraged a variety of forms of communication including sharing verbally during discussions, filling out paper surveys, and providing contact information for individual follow-up via phone or email. The OHSP staff also attended a public event which reduced accessibility barriers by having even more direct conversations with citizens of varying ability levels. The OHSP continues to make staff available in a multitude of ways including phone calls, emails, virtual access, in-person, traveling, and more.

### Results

Overall, the OHSP was satisfied with the amount of engagement completed in FY 2023. It was a significant challenge with many lessons learned but connecting with communities in this unique way reignited our determination to improve traffic safety for Michigan citizens.

### Attendees and Participants

Among the groups that the OHSP engaged in FY 2023, there was a diverse range of individuals. Sometimes it was a direct connection with members of the affected community, and sometimes it was a group of people advocating for them. The OHSP staff engaged these groups through verbal discussions, paper surveys, in-person connection, virtual connection, and email follow-up. Below is a listing of each group engaged by the OHSP in FY 2023 and a description of participants.

1. Drivers Aged 20 and younger action team virtual meeting on May 4, 2023
  - Members of the public, private companies, and state agencies
2. MTSC hybrid meeting on May 10, 2023
  - CMV public and private entities
3. Senior Mobility action team virtual meeting on May 11, 2023
  - Members of the public, private companies, and state agencies
4. Older Michiganians Day at the Capitol in-person event on May 17, 2023
  - Members of the public – those that shared their local communities resided in East Lansing, Detroit, Adrian, Holt, and Oakland County
5. Detroit East Village Safety Fair in-person event on May 17, 2023
  - Members of the public – those that shared their local communities resided in Wayne and Oakland Counties
6. U.P. Traffic Safety Network in-person meeting on May 22, 2023
  - Members of the public, private companies, school district representatives, and state agencies – those that shared their local communities resided in Marquette (county and city), Baraga, Newberry, Ontonagon, Houghton, Escanaba, Dickinson County, Alger County, Delta County, and Keweenaw Counties.

7. Northern Lower and Traverse Bay Area Michigan Traffic Safety Network in-person meeting on June 5, 2023
  - Members of the public, private companies, and state agencies
8. Kalamazoo Bicycle Program Steering Committee virtual meeting on June 21, 2023
  - Bicyclists, bicycle safety advocates, and municipal leaders

### Summary of Issues Covered

With each engagement activity the OHSP was a part of in FY 2023, the staff began by providing background on the “why” behind this discussion. The OHSP introduced themselves, shared the data, and asked the following talking points brought to each group that was engaged:

- What is the biggest traffic safety issue seen on the roadways?
- What is important to you?
- What will work in your community?
- What resources are needed?
- Who else in your community can speak to these issues?

The feedback from each group engaged is listed below:

- **Drivers Aged 20 and younger action team virtual meeting on May 4, 2023**
  - What is the biggest traffic safety issue seen on the roadways?
    - Speeding
    - Distracted Driving
    - Communication between drivers
    - Signaling
    - Breaking
    - Aware of surrounding and what other vehicles are going to do
    - Cell phone
    - Tailgating
    - Park in the passing lane
    - Aggressive Driving Behavior
  - What is important to you?
    - Courtesy and behaviors contributing to drivers on our road
    - Enforcement education is a part
    - Safe system preventing or reducing the kinematics of a crash
    - Not specific to younger drivers but as they get more experienced can reduce those numbers
    - Family members
    - Arriving safely to my destination
  - What will work in your community?
    - Better driver education and Graduated Driver’s Licensing (GDL)
    - More enforcement
    - Better driver improvement classes for offenders
    - Urban vs. Rural
  - What resources are needed?
    - Utilize Safe System Approach
    - Prioritize education and practicing of driving

- More than a test and read a book, pass a test, receive a license, and get on the road and share the road
    - GDL regardless of age, teach in the school, financial struggle for those less fortunate
    - Examine local issues (Urban vs. Rural)
    - Practicing with the parents and or legal guardian more
    - People do not have to take driver education once they reach a certain age and can take a road test. Financial issue with being able to have the ability, concerns with not going down the road with safety since the program has been removed from the schools and private companies to administer.
    - The Supervised Driving Guide stresses the importance of level one license restrictions, the move over law and commercial vehicles. Adults/guardians must pull their own weight for teen driver safety.
  - Who else in your community can speak to these issues?
    - American Association of Retired Persons really emphasizes and content about sharing the road with other vehicles, CMVs, bicycles, and motorcycles.
- **MTSC hybrid meeting on May 10, 2023**
  - What is the biggest traffic safety issue seen on the roadways?
    - Distracted driving
    - Impaired driving
  - What is important to you?
    - Road conditions
    - Traffic safety needs to be a priority
    - Highlight the number of children killed
    - Need to educate new drivers prior to licensing
    - Outreach for senior drivers
  - What will work in your community?
    - Focused messaging - geofencing to target audiences
    - Enforcement, education, and legislation
  - What resources are needed?
    - No responses
  - Who else in your community can speak to these issues?
    - Driver education instructors and their statewide organization
- **Senior Mobility Action Team virtual meeting on May 11, 2023**
  - What is the biggest traffic safety issue seen on the roadways?
    - Distracted Driving
    - Excessive Speed
    - Left hand turns where to position the vehicle
    - Green arrow
    - Move properly on round about
    - Construction and behaviors

- Aggressive Driving
- What is important to you?
  - Getting home safely to loved ones
  - Setting a good example for children
  - Education on appropriate car seat and proper buckling
  - Teaching children safe car habits and kids being buckled in car seats
- What will work in your community?
  - Next Door App
  - Social Media Apps
  - Bulletins at Senior Centers
  - Subdivision Annual Meetings
  - Facebook Subdivision Page
- What resources are needed?
  - Financial resources
- Who else in your community can speak to these issues?
  - Going to Senior Citizen and engage/questions residents
  - Daycares
  - New Driver groups and asking questions
- **Older Michiganians Day at the Capitol in-person event on May 17, 2023**
  - What is the biggest traffic safety issue seen on the roadways?
    - Distracted Driving
    - Bicycle Paths
    - Respect for Pedestrians
    - Speed
    - Patience
    - Selfishness
    - No Regard for human life
    - Scooters are hard to see
    - Aging Drivers
    - Lack of paying attention
    - Orange Construction Barrels
  - What is important to you?
    - Consistency of bus route times running
    - Capitol Street now a two-way when used to be one-way
    - Driving etiquette
    - Oakland County advocating for speed bumps on roads
    - Safety of others
    - Being able to use transportation and not be tied down due to being in a wheelchair
  - What will work in your community?
    - Spec-Tran
    - Uber
    - Capital Area Transportation Authority
    - Assist with the disabled population



- What resources are needed?
  - Availability of updated bus schedules
  - Timing of traffic lights to be longer to allow for more time for pedestrians and drivers
  - Flags on scooters and electric wheelchairs
  - Education on bike lanes
  - Delivering content with the message of ramifications and how they would affect them personally
  - Transportation available for those wheelchair-bound
- Who else in your community can speak to these issues?
  - Riverview Terrace elderly community
- **Detroit East Village Safety Fair in-person event on May 17, 2023**
  - What is the biggest traffic safety issue seen on the roadways?
    - Accidents where construction merges traffic
    - Potholes
    - People not paying attention to speed limits
    - Drivers on their phones
    - Constant construction – causes confusion
    - Reckless Driving – individual drivers distracted
    - Speeding
    - Need more stop signs in communities
    - People are not fearful of police, will break laws right in front of cops.
  - What is important to you?
    - Needs proper signage
    - We need more visible enforcement
    - Potholes need fixed, roads are so bad
    - Speeding, everyone goes too fast in town
    - Drivers need to slow down
    - More cops might stop people looking at phones while driving
    - Having visible signs to know speeds and construction
    - The safety of my family in the car
    - Let police be police, there are too many community policies and procedures that interfere with police duties.
  - What will work in your community?
    - Roads need to be drivable, fix all the potholes in town
    - Speed traps
    - More cops in the neighborhoods
    - Fixing the roads
    - We need a lot more speed bumps installed and more stop signs – the blinking ones
    - Speed bumps or those rumble strips they use on the highway.
  - What resources are needed?
    - We need a reporting app on our phones. One that is simple to use, and you can report issues, like potholes or people not stopping. We can snap a picture and send it

- More cops
  - More signals for walkers to use at the lights
  - Better distracted driver laws
  - We need more surveillance locally
  - Uniformity in all the different police departments around Detroit
- Who else in your community can speak to these issues?
  - No responses
- **U.P. TSN in-person meeting on May 22, 2023**
  - What is the biggest traffic safety issue seen on the roadways?
    - Distracted driving
    - Expectations exceed abilities as tourism continues to be fostered
    - Data collaboration via complete and accurate reporting mechanisms
    - Lack of high-speed public transportation for all ages and socioeconomics
    - Speed differentials and the lack of driving skills
    - Lack of personal accountability
    - Speeds in changing areas of the city
    - How vehicles, pedestrians, bikes interact
    - Access to Lake Superior by crossing trunkline roads
    - Aggressive driving
    - Lack of road patrol officers
    - Increased speed
    - Congestion in Escanaba
    - Impaired driving
    - Intersections
    - Speeds in passing lanes
    - Lack of passing opportunities
    - Off Road Vehicle/snowmobile crossing and parallel trails
    - Winter driving, mostly not locals
    - Cannabis awareness/driving impact
    - Drivers running school bus red lights/illegal passing
    - Driving too fast for conditions
    - Phone use
  - What is important to you?
    - Lane departure is the highest type of crash in the U.P.
    - More respect for law enforcement
    - Speeds lowered
    - Establish safe parking area/eliminate unsafe area
    - More access for bicyclists
    - Everyone put down their phone
    - Eliminate distracted driving
    - Roundabouts
    - Safety of workers (snowplow, road construction)
    - Operation Safe Stop – need dedicated funding
  - What will work in your community?
    - Inform the public on promotional campaigns, move their preparedness needle

- Bring the partners together routinely with region specific action plans
  - Thank European transit in rural areas
  - Legislation, like no handheld devices
  - Lower speeds, more signage in various styles
  - New laws or policies such as distracted driving
  - Change in driver behavior
  - More traffic law enforcement
  - Directed enforcement
  - Roundabouts
  - Education
  - Funding
  - Billboards with pictures/stories about local impacted victims/consequences
  - Require bright LED stop lights on all new school buses
  - Better partnerships between school districts and law enforcement
  - Staff
- What resources are needed?
    - Socioeconomic factor, poor people don't invest in snow tires
    - Collaboration of partners – willingness
    - Time and talent with robust data systems that have integration
    - Culture change
    - Funding, legislation, enforcement
    - Money
    - Help from agencies in local area
    - Communication from folks on the ground
    - Increased education
    - Grants
    - Full staff for officers
    - Regional staff, such as Jamie at OHSP
  - Who else in your community can speak to these issues?
    - Emergency services (dispatch, EMS, hospitals, rescue)
    - Regional trauma centers
    - Media
    - Community leaders
    - Groups in the M553 area affected by issues
    - Residents
    - Local law enforcement
    - Judicial side
    - School districts
- **Northern Lower and Traverse Bay Area Michigan TSN in-person meeting**
    - What is the biggest traffic safety issue seen on the roadways?
      - Distracted driving
      - Cell phone use
      - Driver behavior - poor decisions
      - Driver passed a fire truck because of probably being late for work
      - All types of distractions including passengers in the car
      - Road signs

- Eating/drinking
  - Decision making skills are missing while driving/moving a vehicle down the roadway
  - Touch screens (info systems) built into the vehicles
  - People weaving in and out of traffic
  - We need to educate our drivers
- What is important to you?
  - No responses
- What will work in your community?
  - Driver education taught in schools with more attention placed on how to drive by teachers
  - Provide grants for driver education
  - Change the law that they will have to take a course even after age 18
- What resources are needed?
  - More law enforcement to address traffic safety
  - Help for elderly drivers – help them to learn how to properly adjust their seats – there used to be a program like this and if it was funded, they could bring this back – Car-fit.org
  - Training on how to pull a new truck and trailer off the lot for drivers who have no idea how to pull that type of vehicle
  - Training to elderly on taking prescription drugs – elderly prescription hop to get the best deal, and so they don't have pharmacist to oversee the mix of drugs
  - Elderly drivers should have to get a road test again after a certain age
- Who else in your community can speak to these issues?
  - Connect with school boards to get driver's ed back in schools
  - Invite Driver Education providers to TSNs
  - Constant education on how to driver better - driver refresher to reduce risk
  - Connect with Secretary of State to provide a pamphlet on remembering the rules of driving
- **Kalamazoo Bicycle Program Steering Committee virtual meeting**
  - What is the biggest traffic safety issue seen on the roadways?
    - Cell phones – distracted drivers
    - Distracted drivers
    - Speeding
    - People running red lights
    - Autonomous vehicles being confused
    - Too narrow of shoulders
  - What is important to you?
    - No responses
  - What will work in your community?
    - More bike lanes
    - Proper Bicycle training

- Equality for road users
- Bike traffic awareness
- Better training for drivers on bike/pedestrian safety
- Public safety awareness
- Enforcement and penalties
- What resources are needed?
  - Better funding
  - More safety campaigns
  - More leadership
  - Bike subsidy for lower income homes
  - More focus on lower income areas
  - Teaching youth programs
  - Education
  - Bike accessibility of low socioeconomic status, encouraging to bike to school
  - Data on what bike crash countermeasures work best
- Who else in your community can speak to these issues?
  - Trauma injury prevention groups
  - Bike Friendly Kalamazoo website bike clubs
  - Universities and colleges, for bicyclist and pedestrians. Many pedestrian injuries we see in Kalamazoo are people walking to and from parties, bars, etc.

Overall, the main issue in traffic safety discussed was the amount of distracted driving. This was a commonality in all discussions in FY 2023.

The issue of increasing speeds was also a significant concern. In Michigan, several highways saw an increase in speed limits across the state. Topics on the effects of speed will be reviewed by the OHSP and follow-up will be provided.

Another common topic discussed was GDL. Michigan is seeing trends of fewer underage people getting their driver license. Many citizens wait until age 18 to avoid having to take driver education classes.

#### Incorporation to 3HSP

The OHSP took each affected community's unique feedback into consideration and took a nuanced approach to incorporate them.

A compilation of all discussion topics was provided to the OHSP program staff so that they will be incorporated into all program planning. Highlighted programs that are impacted by the feedback include:

- Distracted driving
  - Allow current FY 2023 grantees to add distracted driving enforcement into their grant activities for the remainder of the year.
- Speed
  - Include public information and education as part of the OHSP Communications Plan.
- GDL
  - Strengthen partnership with the Michigan Department of State and the Michigan Driver and Traffic Safety Education Association

- Enforcement
  - Allow current FY 2023 grantees to add distracted driving enforcement into their grant activities for the remainder of the year
  - Open the grant funding process up to provide funding to underserved communities yet overrepresented in the data, specifically in northern Michigan communities not funded previously due to low traffic safety fatality counts.

The OHSP will encourage innovative project proposal and grant project submission to implement the communities' comments and views on local traffic safety issues.

The OHSP leadership team will continuously review comments and views as they become available. The OHSP will incorporate addressing public participation and engagement comments and ideas in the proposal scoring chart.

## Ongoing Engagement Planning

### Goals

Goals of continued outreach and engagement are to:

1. Raise awareness of traffic safety in the community.
2. Educate the public and other organizations about the HSP and programs in the community.
3. Provide opportunities for input from the community at the various steps to ensure the active voice of the community.
4. Provide opportunities to influence decision-making of the HSP and programs.

The rationale for each of these goals includes the following principles:

- **Awareness** – Stakeholders must be aware of the planning process before they can participate.
- **Education** – Stakeholders must be educated and knowledgeable about the HSP and programs before they can participate effectively.
- **Input** – Stakeholders knowledge and perspectives help the planning team verify or expand on available information.
- **Decision-making** – Stakeholders and the community are encouraged to engage in the decision-making process.
- **Open and public process** – The public has a right to participate, to offer ideas and concerns within their communities.

Michigan-specific ongoing goals are listed below:

- The OHSP will act and use information from public engagement to inform the contents of the 3HSP.
- Incentivize current grantees to assist the OHSP with connecting with local groups or residents of underserved communities. The OHSP will include this topic at future grant orientation meetings.
- Add a new section to OHSP Grant Management Requirements that applicable grantees connect the OHSP with their community, gather feedback, and provide as part of a grantee quarterly progress report.
- Encourage grantees to act on feedback received in their community and develop/conduct local education based on information received.
- Conduct public engagement meetings each federal fiscal year covering different regions

- of the state. The exact number of events will depend on the results of the data analysis.
- Identify underserved communities by looking at data differently. Public engagement will be implemented through direct conversations with the public. This will foster an exchange of information where the OHSP brings in diverse data sets and the community shares their experiences and ideas.
  - The OHSP plans to conduct public engagement meetings throughout each federal fiscal year covering different regions of the state.

### Identification

Previously identified communities will be the affected communities moving forward, as well. Drivers aged 20 and younger, CMV drivers, older drivers, City of Detroit citizens, U.P. citizens, Northern Lower Michigan citizens, and bicyclists will continue to be our focus communities for engagement over the next three years.

**Drivers aged 20 and younger** were identified based on the analysis of rates of traffic crash data, age demographics, rates of driver license data, and proportions.

- From 2017-2021, 5.4 percent of all crashes involved a driver aged 15-17 (almost double the proportion of licensed drivers of this age group of 2.9 percent) and 11.6 percent of crashes involved a driver aged 18-20 (almost triple the proportion of licensed drivers of this age group of 4.0 percent).

**CMV drivers** were identified based on the analysis of rates of traffic crash data, vehicle type demographics, and environmental conditions.

- From 2017-2021, a total of 78 percent of all CMV crashes occurred under daylight conditions, compared with only 61.2 percent of crashes that did not involve a CMV.

**Older drivers** were identified based on the analysis of rates of traffic crash data, vulnerability factors/outside of the vehicle, age demographics, societal factors, day of week, road conditions, and environmental factors.

- 23 percent of pedestrians killed in Michigan in 2021 were aged 65 and older.
- Senior driver crashes had been gradually increasing from 2017 to 2019. In 2020, probably impacted by the pandemic, there was a sharp decrease in senior driver crashes (-28.1 percent from 2019) followed by an increase in 2021 (+23.9 percent from 2020).
- Senior drivers are involved in more crashes during weekdays (9 a.m. to 6 p.m.), in daylight conditions, and in clear weather, which are consistent with their travel patterns.

**City of Detroit citizens** were identified based on the analysis of traffic crash data counts, location data, and mode of transportation.

- From 2017-2021, Detroit had the most bicyclist and pedestrian fatalities of any city with 191. The second largest number of bicyclist and pedestrian fatalities in a city during the five-year period was Grand Rapids with 32.

**U.P. citizens** were identified based on the analysis of rates of traffic crash data, vehicle miles traveled, and regional location.

- The 2021 fatality rate in the U.P. of 1.27 deaths per 100 million miles of travel is an increase from the 2020 fatality rate of 1.16 and is higher than the 10-year average of 1.05 (2012-2021).

**Northern Lower Michigan citizens** were identified based on the analysis of rates of traffic crash data, regional location, impairment specific to drugs, crash types, and population density.

- 2017-2021 fatalities in drug-involved crashes as a percentage of the total fatalities were 20 percent or higher in 8 of the 11 counties that make up the Northern Lower TSN, with 50 percent of fatalities being drug-involved in Montmorency County.
- Crash types of single vehicles were much more common in rural crashes (74.4 percent) than urban crashes (17.5 percent).

**Bicyclists in Kalamazoo** were identified based on the analysis of traffic crash data counts, location, and vulnerability factors/outside of the vehicle.

- There were 157 bicycle-involved crashes in Kalamazoo between 2017-2021, the fourth highest ranking city of bicycle-involved crashes in Michigan.

Additionally, the OHSP will identify underserved communities by looking at data differently. Instead of looking at just fatality and serious injury counts, the OHSP will look at factors including but not limited to VMT rates, fatality rates, and crash rates. Additionally, the OHSP is reviewing characteristics of crashes such as ethnicity, overlaying data with census data, etc.

In FY 2024, the OHSP will continue to evaluate crash behavior and assessed risk from the state level to the lowest municipal level. The OHSP will incorporate and overlay other relative data to identify underserved and over-represented communities in Michigan based on the completion of the NHTSA Technical Assistance National Roadway Safety Strategy.

The OHSP realizes that we have further steps to take to identify meaningful outcomes. The OHSP is leveraging existing relationships to help identify local contacts for engaging underserved communities based on the data deep dive results. These events will not simply be meeting attendance, but rather a focused recognition and discussion of traffic safety issues in the community. The OHSP will utilize the following groups and opportunities to reach the identified communities. This is not an extensive list; more opportunities will be included.

- Metropolitan planning organizations
- Tribal communities
- Public forums
- Private entities
- TSN regions
- Governor's Traffic Safety Advisory Commission action teams

Public engagement will be implemented through direct conversations with the public. This will foster an exchange of information where the OHSP will strive to bring in diverse data sets and the community to shares their experiences and ideas.

### Steps

The OHSP will continue to develop, implement, and evaluate outreach efforts throughout FY 2024-FY 2026. Michigan is participating in the NHTSA Technical Assistance Project. The OHSP will rely heavily on this project to look at data differently, and identify the affected and potentially affected communities, including particular emphasis on underserved communities and communities overrepresented in the data.

Once data is analyzed and target areas identified, the OHSP will engage in those communities and/or affected populations. The OHSP will expand its community outreach to obtain more meaningful public participation and engagement. The OHSP will implement accessibility measures such as in-person opportunities, virtual opportunities, hybrid opportunities, meeting



times and day-of-week varieties, languages, hearing-impaired, visually impaired, and physical disability access.

Public engagement meetings will continue throughout the term of the 3HSP and cover different regions of the state. The exact number of events will depend on the results of the data analysis.

The OHSP will incentivize current grantees to assist the OHSP with connecting with local groups or residents of underserved communities. The OHSP will include this topic at future grant orientation meetings.

The OHSP will ensure a new section is added to the OHSP Grant Management Requirements, that applicable grantees connect the OHSP with their community, gather feedback, and provide as part of a grantee quarterly progress report.

Grantees will be encouraged to act on feedback received in their community and develop/conduct local education based on information received. The OHSP plans to conduct public engagement meetings throughout each federal FY covering different regions of the state. Public engagement will be implemented through direct conversations with the public. This will foster an exchange of information where the OHSP brings in diverse data sets and the community shares their experiences and ideas.

### Incorporation to 3HSP

The OHSP will utilize experiences from FY 2023 initial public participation and engagement to inform the three-year plan. Three areas the OHSP will focus on are: improving programs for distracted driving, speed, and GDL. The OHSP will utilize the Safe System Approach and the Data Deep Dive component of the NHTSA Technical Assistance project to inform which areas need the majority of the OHSP's attention. As the OHSP learns about additional information regarding the results from the public participation and engagement meetings, we will amend the 3HSP appropriately. This will be a continuous process throughout the lifetime of the 3HSP.

## **Performance Measures and Plan Chart**

The OHSP utilizes two different methodologies to determine performance measures.

Methodology 1 for Measures C-1, C-2, and C-3(a) – Align with Highway Safety Improvement Plan (HSIP).

The three key performance measures for use in states' SHSPs are: number of fatalities (C-1), number of suspected serious injuries (C-2), and fatality rate (C-3a) reported by one significant digit for the fatalities and suspected serious injuries and three for the rates. This means that the OHSP and the Michigan Department of Transportation work in partnership to ensure targets as reported in the 3HSP and the HSIP are aligned.

The methodology used includes the following predictors of fatality count: last year's fatality count, VMT, Gross Domestic Product per capita, unemployment aged 16-24, gasoline pump price, beer consumption per capita, wine consumption per capita, belt use rate, Driving Under the Influence law rating, helmet law rating, median income, capital expenditures per mile, total spending on safety projects per mile, and proportion of vehicle fleet with model year greater than 1991. A quadratic relationship is used to predict A injuries from K injuries.

### Methodology 2 for Remaining Measures

The methodology used includes regression models in combination with moving averages to calculate predicted counts. The models are generated by the University of Michigan Transportation Research Institute. In the cases where this methodology did not align with

23 CFR 1300.11(b)(3) that notes targets must indicate improved performance, the OHSP anticipates there will be a reduction by one.

For the first three core performance measures, an additional reduction by 10 percent is displayed on this table due to the newly pass Michigan Hands Free Distracted Driving Law.

\*The methodology showed a predicted count that was higher than the 2022 actual count.

\*\*The OHSP did not align with all three targets for the FY 2024 HSIP due to the requirements of 23 CFR 1300.11(b)(3) that notes targets must indicate improved performance. This is allowable per the final rule amending the uniform procedures implementing the State Highway Safety Grant Program to waive, for FY 2024, the requirement that targets for the common performance measures be identical to targets in the State Highway Safety Improvement Plan.

PERFORMANCE PLAN CHART		DATA	2018	2019	2020	2021	2022	5-YR AVG	2024	2025	2026
<b>C-1/HSIP Aligned</b>	Traffic Fatalities	State	974	985	1,083	1,131	1,123	1,059	1,109.2	1,108	1,107
Reduce the number of traffic fatalities from 1,123 in 2022 to 1,109 by 2024, 1,108 by 2025, and 1,107 by 2026.											
<b>C-2**</b>	Serious Injuries in Traffic Crashes	State	5,586	5,629	5,433	5,979	5,782	5,682	5,781	5,780	5,779
Reduce suspected serious injuries from 5,782 in 2022 to 5,781 by 2024 5,780 by 2025, and 5,779 by 2026.											
<b>C-3(a)/HSIP Aligned</b>	Fatalities/100M VMT	FARS and State	0.95	0.97	1.25	1.17	Pending	Pending	1.152	1.151	1.150
Reduce the fatalities/100 million vehicle miles traveled rate in 2021 from 1.25 K/VMT to 1.152 K/VMT by 2024, 1.151 by 2025, and 1.150 by 2026.											
<b>C-3(b)</b>	Rural Fatalities/100M VMT	FARS and State	1.31	1.28	1.56	1.33	Pending	Pending	1.12	1.11	1.10
Reduce the rural fatalities/100 million vehicle miles traveled rate in 2021 from 1.25 K/VMT to 1.12 K/VMT by 2024, 1.11 by 2025, and 1.10 2026.											
<b>C-3(c)</b>	Urban Fatalities/100M VMT	FARS and State	0.80	0.82	1.11	1.08	Pending	Pending	1.03	1.02	1.01
Reduce the urban fatalities/100 million vehicle miles traveled rate in 2021 from 1.25 K/VMT to 1.03 K/VMT by 2024, 1.02 by 2025, and 1.01 by 2026.											
<b>C-4*</b>	Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	State	180	202	222	237	231	214	230	229	228
Reduce unrestrained passenger vehicle occupant fatalities from 231 fatalities in 2022 to 230 fatalities by 2024, 229 by 2025, and 228 by 2026.											
<b>C-5*</b>	Alcohol Impaired Driving Fatalities	State	198	177	171	191	173	182	172	171	170
Reduce fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher from 173 fatalities in 2022 to 172 fatalities by 2024, 171 by 2025, and 170 by 2026.											
<b>C-6</b>	Speeding Related Fatalities	State	191	185	200	237	223	207	205	204	203
Reduce speed involved fatalities from 223 fatalities in 2022 to 205 fatalities by 2024, 204 by 2025, and 203 by 2026.											
<b>C-7</b>	Motorcycle Fatalities	State	134	122	152	166	173	149	144	143	142
Reduce motorcyclist fatalities from 173 fatalities in 2022 to 159 fatalities by 2024, 158 by 2025, and 157 by 2026.											
<b>C-8</b>	Unhelmeted Motorcycle Fatalities	State	51	54	65	72	91	67	65	64	63
Reduce unhelmeted motorcyclist fatalities from 91 fatalities in 2022 to 65 fatalities by 2024, 64 by 2025, and 63 by 2026.											
<b>C-9</b>	Drivers 20 and younger involved in Fatal Crashes	State	103	127	128	163	131	130	130	129	128
Reduce drivers aged 20 and younger involved in fatal crashes from 131 fatal crashes in 2022 to 130 fatal crashes by 2024, 129 by 2025, and 128 by 2026.											

<b>C-10</b>	Pedestrian Fatalities	State	145	149	175	183	173	165	159	158	157
<b>Reduce pedestrian fatalities from 173 fatalities in 2022 to 159 fatalities by 2024, 158 by 2025, and 157 by 2026.</b>											
<b>C-11</b>	Bicycle Fatalities	State	21	21	38	29	36	29	23	22	21
<b>Reduce bicyclist fatalities from 36 fatalities in 2022 to 23 fatalities by 2024, 22 by 2025, and 21 by 2026.</b>											
<b>B-1</b>	Observed Seatbelt Usage*	State Annual Observed Count	93.4%	94.4%	94.4%	92.6%	92.0%	93.4%	94.1%	94.2%	94.3%
<b>Increase the observed seat belt use for passenger vehicles, front-seat outboard occupants by 1 percentage point from 92.0% percent in 2022 to 93.0% percent by 2024, 94.0% in 2025, and 94.0% in 2026.</b>											
<b>PERFORMANCE PLAN CHART</b>		<b>DATA</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>5-YR AVG</b>	<b>2024</b>	<b>2025</b>	<b>2026</b>
<b>M-1*</b>	Alcohol- or drug-impaired motorcyclist crashes	State	206	239	238	261	232	235	231	230	229
<b>Reduce crashes involving alcohol- or drug-impaired motorcyclists from 232 crashes in 2022 to 231 crashes by 2024, 230 by 2025, and 229 by 2026.</b>											
<b>M-2</b>	Alcohol- or drug-impaired motorcyclist fatalities	State	44	42	48	53	54	48	45	44	43
<b>Reduce number of alcohol- or drug-impaired motorcyclist fatalities from 54 fatalities in 2022 to 45 fatalities by 2024, 44 by 2025, and 43 by 2026.</b>											
<b>M-3*</b>	Drug-impaired driver or motorcycle operator fatalities	State	226	214	257	264	236	239	235	234	233
<b>Reduce fatalities in crashes involving a drug-impaired driver or motorcycle operator from 236 fatalities in 2022 to 235 fatalities by 2024, 234 by 2025, and 233 by 2026.</b>											
<b>M-4</b>	Motorcyclist and another motor vehicle crashes	State	1,424	1,460	1,524	1,716	1,643	1,553	1,477	1,476	1,475
<b>Reduce crashes involving a motorcycle and another motor vehicle by from 1,643 crashes in 2022 to 1,477 crashes by 2024, 1,476 by 2025, and 1,475 by 2026.</b>											
<b>M-5</b>	Older Drivers aged 65 and older fatal crashes	State	236	221	222	228	265	234	248	247	246
<b>Reduce number of older drivers aged 65 and older involved in fatal crashes from 265 fatal crashes in 2022 to 248 fatal crashes by 2024, 247 by 2025, 246 by 2026.</b>											
<b>M-6*</b>	Distracted Drivers in fatal crashes	State	67	67	50	59	53	59	52	51	50
<b>Reduce number of distracted drivers involved in fatal crashes from 53 fatal crashes in 2022 to 52 fatal crashes by 2024, 51 by 2025, and 50 by 2026.</b>											
<b>PERFORMANCE PLAN CHART</b>		<b>DATA</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>5-YR AVG</b>	<b>2024</b>	<b>2025</b>	<b>2026</b>
<b>A-1</b>	Number of seat belt citations issued during grant-funded	State Citations	9,469	3,897	2,414	10,408	6,390	N/A			

	enforcement activities							
<b>A-2</b>	Number of impaired-driving arrests made during grant-funded enforcement activities	State Citations	1,917	761	613	685	465	N/A
<b>A-3</b>	Number of speeding citations issued during grant-funded enforcement activities	State Citations	17,859	7,594	4,983	10,141	27,161	N/A

## Highway Safety Countermeasures Programs

### Program Areas

Michigan has the following program areas that comprise the 3HSP for FY 2024-FY 2026: Community Programs, Driver Education, EMS, Impaired Driving, Motorcyclist Safety, Occupant Protection, Pedestrian and Bicycle Safety, Planning and Administration, Police Traffic Services, Paid Media, and Traffic Records. The program areas use either [Countermeasures That Work \(CTW\), Tenth Edition, 2020](#), the NHTSA-Facilitated Program Assessment, or a NHTSA Uniform Guideline.

Each program area has specific countermeasure strategies implemented to decrease traffic crashes, fatalities, and injuries. This is a high-level description of each of the program areas with its selected countermeasures.

### Roadway Safety (Formerly Community Programs)

The OHSP engages partners at the state and local levels to supplement engagement, messaging, and traffic safety enforcement efforts. Statewide campaigns build brand and message awareness. The OHSP public information activities are designed to promote traffic safety, seat belt use, and sober driving. As a result, public information needs a rise throughout the year to support communication efforts, campaigns, and media activities. This can include services such as acquisition of additional public information materials, replacement of outdated items, response to questions, or communications through newsletters and other distribution systems. The OHSP is considering utilizing public education materials to satisfy the unattended passengers program requirement to carry out a program to educate the public regarding the risks of leaving a child or unattended passenger in a vehicle after the vehicle motor is deactivated by the operator.

### Problem Identified

The State of Michigan has seen increases in statewide crashes, fatalities, and suspected serious injuries. Issues include lack of awareness or disregarding the dangers of driver behaviors such as impaired driving, not wearing seat belts, distracted driving, speeding, etc.

## **Countermeasures**

[CTW, Chapter 2 Seat Belts and Child Restraints, Section 3. Communication and Outreach\\*\\*\\*\\*: Page 2-25.](#)

[Impaired Driving Program Assessment NHTSA-Facilitated, 2019, Section C Program Management, Page 18.](#)

**Justification:** The OHSP will identify educational and training materials to deliver to law enforcement partners that communicate the importance of traffic safety enforcement.

[Impaired Driving Program Area Assessment NHTSA-Facilitated, 2019, Section 4 Communications Program, Page 72:](#)

**Justification:** The OHSP will establish media outreach efforts for all OHSP-funded education, enforcement, and training grants.

## **Data Linkage**

Traffic safety messages are most successful when accompanied by public information and education and enforcement in the Roadway Safety area. Communication and outreach strategies are critical parts of many deterrence and prevention strategies. The strategies and countermeasures selected will assist with all the performance measure targets by ensuring that law enforcement, schools, civic organizations, etc., have access to traffic safety materials. (See *Paid Media*)

## **Annual Project Selection**

Annual projects in every program area may include the following:

- Support, Training, and Enforcement
- Research, Data, and Evaluation
- Education, Communication, and Outreach
- Program Coordination

## **Considerations**

The OHSP utilized a new method for the solicitation of proposals in FY 2024 to reduce barriers to federal grant funding for behavioral traffic safety projects and to be more equitable by working with local communities that may not have been funded in the past. Instead of the OHSP initiating discussions for grant projects to specific entities, the OHSP provided applicant guidelines and data as a starting point and encouraged the public to submit new and innovative proposals. As part of the proposals, the applicants detailed how public engagement, traffic safety data, affected communities, and impacted locations supported their need for their project. This was done through providing narrative of a project summary, identifying a countermeasure strategy, providing narrative of a problem statement referencing data, listing goals and activities, and providing information on project evaluation. The determination of which projects will be selected has been based on how well the applicants justified their traffic safety need through each of these considerations.

## **NHTSA Uniform Planning Guidelines For Speed Management #19**

The program is in accordance with 23 U.S.C. 402(a)(2) under the following sections: Communication strategies, accompanied by enforcement, can modify driver behavior. Communication Programs should be developed to ensure motorist acceptance and to enhance

compliance with the introduction of revised speed limits and strict enforcement operations. Communication programs and materials should be cultural relevant and multilingual, as appropriate. If the public is not aware of, or does not understand, the potential consequences of speeding to themselves and others, they are unlikely to adjust speeds for traffic and weather conditions, or to comply with posted speed limits. Develop and evaluate culturally relevant public awareness campaigns to educate drivers on the importance of obeying speed limits and the potential consequences of speeding. Identify and collaboratively support efforts of highway safety partners, traffic safety stakeholders and the health and medical communities to include speed management as a priority safety, economic, and public health issue. Promote responsible driver behavior and speed compliance in advertising.

### **Performance Measures**

- C-1 Reduce the number of traffic fatalities
- C-2 Reduce suspected serious injuries
- C-3 Reduce the fatalities/100 million VMT rate
- C-4 Reduce unrestrained passenger vehicle occupant fatalities
- C-5 Reduce fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher
- C-6 Reduce speed involved fatalities
- C-7 Reduce motorcyclist fatalities
- C-8 Reduce unhelmeted motorcyclist fatalities
- C-9 Reduce drivers aged 20 and younger involved in fatal crashes
- C-10 Reduce pedestrian fatalities
- C-11 Reduce bicyclist fatalities
- B-1 Increase the observed seat belt use for passenger vehicles, front-seat outboard occupants
- M-1 Reduce crashes involving alcohol- or drug-impaired motorcyclists
- M-2 Reduce alcohol- or drug-impaired motorcyclist fatalities
- M-3 Reduce fatalities in crashes involving a drug-impaired driver or motorcycle operator
- M-4 Reduce crashes involving a motorcycle and another motor vehicle
- M-5 Reduce fatal crashes with drivers aged 65 and older
- M-6 Reduce number of distracted drivers involved in fatal crashes

### **Funding Sources**

402 BIL and 402 Supp BIL

### **Funding Amounts**

The OHSP will commit approximately \$9,492,920 for FY 2024-2026.

## Driver Education

Driver education involves improving driver behavior directly by teaching better driving skills, improving safety awareness, and motivating individuals to drive safely. Young drivers are learning basic skills for the very first time. Inexperience, risk-taking behavior, immaturity, and greater risk exposure are all factors that increase crash risk for young drivers. Older drivers are often at greater risk due to loss of muscle mass and bone strength, which increase the chances of injury or death in a crash. As people age into older adulthood, they begin to experience declines in their functional abilities, the need for safe driving can lead to higher likelihood of motor vehicle crashes and related injuries. According to the [Center for Disease Control and Prevention](#), motor vehicle crashes are a public health concern both in the United States and abroad. In the United States, motor vehicle crashes are a leading cause of death and kill over 100 people every day. However, whether one is a driver, passenger, bicyclist, or pedestrian, one can take steps to stay safe on the road.

## Problem Identified

Increases in crashes, fatalities, and suspected serious injuries of teens aged 20 and younger, and older drivers, aged 65 and older.

## Countermeasures

[CTW, Chapter 6 Young Drivers, Section 1.1 Graduated Driver Licensing \(GDL\)\\*\\*\\*\\*, Pages 6-10.](#)

**(Innovative):** [UMTRI-2016-18, Safe Drivers Smart Options Keys To Lifelong Mobility: Final Report Pages 18-19.](#)

**Justification:** The OHSP wants to improve the [SDSO](#) website by adding links to the Association for Driver Rehabilitation Specialists Fact Sheets, logos next to organizations on the 'about' page; a suggestion box for users to provide comments; information about vehicle technologies for older drivers; add basic driving tips; information about new laws; and, information about support groups. The older adult and informal caregiver surveys should be conducted again, in another year or two to gauge awareness of the SDSO strategy across Michigan, once implementation efforts are more fully in place.

**(Innovative):** [Peer-To-Peer Teen Traffic Safety Program Guide \(Report No. DOT HS 812 631\), Page 2.](#)

**Justification:** The OHSP believes a peer-to-peer teen traffic safety program is defined as one in which teens: identify a traffic safety problem specifically affecting them and other teens in their schools and communities; formulate and implement plans that educates their peers about the problem and how to address it; and, evaluate how they delivered the interventions and addressed the problem. The goal then is to harness the power of youth to promote the adoption of safe behaviors by both the teens delivering the intervention and the teens receiving it. Teens who regularly participate in positive social projects designed to help their peers and others are less likely to engage in risky behaviors. But another aspect of youth involvement in leading peer-to-peer efforts is that they develop critical social skills such as friendship making, caring, assertiveness, and resistance; form positive values, especially looking out for the well-being of others; and, begin to understand their 'meaning and purpose in life.'



## **Data Linkage**

The strategies and countermeasures selected will assist with the performance measure targets for the Driver Education program area by ensuring that opportunities for information and skills training are available for the public. Media campaigns are focusing on these behaviors and circumstances such as riding in a car without a seat belt, impaired driving, website information, and using peer support to encourage better driving skills. (See *Paid Media*)

## **Annual Project Selection**

Annual projects in every program area may include the following:

- Support, Training, and Enforcement
- Research, Data, and Evaluation
- Education, Communication, and Outreach
- Program Coordination

## **Considerations**

The OHSP utilized a new method for the solicitation of proposals in FY 2024 to reduce barriers to federal grant funding for behavioral traffic safety projects and to be more equitable by working with local communities that may not have been funded in the past. Instead of the OHSP initiating discussions for grant projects to specific entities, the OHSP provided applicant guidelines and data as a starting point and encouraged the public to submit new and innovative proposals. As part of the proposals, the applicants detailed how public engagement, traffic safety data, affected communities, and impacted locations supported their need for their project. This was done through providing narrative of a project summary, identifying a countermeasure strategy, providing narrative of a problem statement referencing data, listing goals and activities, and providing information on project evaluation. The determination of which projects will be selected has been based on how well the applicants justified their traffic safety need through each of these considerations.

## **NHTSA Uniform Planning Guidelines For Driver Education #4**

The program is in accordance with 23 U.S.C. 402(a)(2) under the following sections: each state, in cooperation with its political subdivisions, should have a driver education and training program. This program should provide a driver education program available to all youths of licensing age which is taught by instructors certified by the state as qualified for these purposes, provides each student with practice driving and instruction in at least the following basic and advanced driving techniques including techniques for handling emergencies, rules of the road, and other state laws and local motor vehicle laws and ordinances critical vehicle systems and sub-systems requiring preventive maintenance the vehicle. It should also teach the highway and community features that aid the driver in avoiding crashes that protect their passengers in crashes that maximize the salvage of the injured, signs, signals, and highway markings and highway design features which require understanding for safe operation of motor vehicles, differences in characteristics of urban and rural driving including safe use of modern expressways, pedestrian safety, encourages students participating in the program to enroll in first aid training and that there is a state research and development program including adequate research, development and procurement of practice driving facilities, simulators, and other similar teaching aids for both school and other driver training use.

**Performance Measures**

- C-1 Reduce the number of traffic fatalities
- C-2 Reduce suspected serious injuries
- C-3 Reduce the fatalities/100 million VMT rate
- C-4 Reduce unrestrained passenger vehicle occupant fatalities
- C-5 Reduce fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher
- M-5 Reduce fatal crashes with drivers aged 65 and older
- M-6 Reduce number of distracted drivers involved in fatal crashes

**Funding Sources**

402 BIL and 402 Supp BIL

**Funding Amounts**

The OHSP will commit approximately \$648,758 for FY 2024-2026.

## Emergency Medical Services and Preventing Roadside Deaths

The Emergency Medical Services and Preventing Roadside Deaths program area should ensure that persons incurring traffic injuries receive prompt emergency medical care under the range of emergency conditions encountered. Each of the component parts of a system should be equally committed to its role in the system and ultimately to the care of the patient. Many communities lack adequate personnel and financial assets for optimal safety resources, such as broadband access to contact 911, law enforcement, training, first responders, and definitive medical care.

### Problem Identified

Increases in crashes, fatalities, and suspected serious injuries, old extrication equipment, and lack of or rural setting of the emergency medical services available.

### Countermeasures

**(Innovative):** *2017, Emergency Medical Services Response Times in Rural, Suburban, and Urban Areas, October, JAMA, Pages: 983-984.*

**Justification:** The OHSP believes that research shows that bystanders trained in first aid can and will effectively assist the ill and injured in their time of need. The data suggest that there is an interval for bystander intervention between 911 system engagement and the EMS arrival. Recognizing that “you are the help until help arrives” may be lifesaving.

### [Emergency Medical Services Program Assessment NHTSA-Facilitated, 2017](#)

**Justification:** The OHSP believes that experiences in similar geographic and demographic situations, such as rural areas, coupled with the knowledge in providing emergency medical services in urban populations, is essential.

### [Strategic Highway Safety Plan 2023-2026, Page 38.](#)

**Justification:** Traffic Incident Management (TIM) in Michigan is part of a planned and coordinated multi-disciplinary process that detects, responds, and clears traffic crashes with speed and efficiency. While quick clearance of crashes is a major benefit in maintaining adequate traffic operations, it also helps prevent secondary crashes which often are more severe. Similarly, expedient crash clearing minimizes the danger posed to on-scene responders and the general public. The TIM in Michigan is guided by the National Unified Goal which is a shared set of objectives for stakeholders involved in traffic safety. These objectives include responder safety, safe and quick clearance, and prompt, reliable, interoperable communication.

### Data Linkage

The strategies and countermeasures selected will assist with the performance measure targets in the EMS program area by ensuring that citizens receive adequate first aid training to decrease the probability a more serious outcome of crashes. It will also renew the OHSP relationship with EMS and provide grants to EMS agencies which is part of the EMS Assessment, 2017, Resource Management, Recommendations, Page 13.

### Annual Project Selection

Annual projects in every program area may include the following:

- Support, Training, and Enforcement
- Research, Data, and Evaluation

- Education, Communication, and Outreach
- Program Coordination

## Considerations

The OHSP utilized a new method for the solicitation of proposals in FY 2024 to reduce barriers to federal grant funding for behavioral traffic safety projects and to be more equitable by working with local communities that may not have been funded in the past. Instead of the OHSP initiating discussions for grant projects to specific entities, the OHSP provided applicant guidelines and data as a starting point and encouraged the public to submit new and innovative proposals. As part of the proposals, the applicants detailed how public engagement, traffic safety data, affected communities, and impacted locations supported their need for their project. This was done through providing narrative of a project summary, identifying a countermeasure strategy, providing narrative of a problem statement referencing data, listing goals and activities, and providing information on project evaluation. The determination of which projects will be selected has been based on how well the applicants justified their traffic safety need through each of these considerations.

## [NHTSA Uniform Planning Guidelines For Emergency Medical Services #11](#)

The program is in accordance with 23 U.S.C. 402(a)(2) under the following sections: Each state should implement a comprehensive evaluation program to effectively assess and improve a statewide EMS system. The EMS system managers should evaluate the effectiveness of services provided to victims of medical or trauma-related emergencies; define the impact of patient care on the system; evaluate resource utilization, scope of service, patient outcome, and effectiveness of operational policies, procedures, and protocols; develop a data-gathering mechanism that provides for the linkage of data from different data sources through the use of common data elements; and, evaluate both process and impact measures on injury prevention, and public information and education programs.

## Performance Measures

- C-1 Reduce the number of traffic fatalities
- C-2 Reduce suspected serious injuries
- C-3 Reduce the fatalities/100 million VMT rate
- C-4 Reduce unrestrained passenger vehicle occupant fatalities
- C-5 Reduce fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher
- C-6 Reduce speed involved fatalities
- C-7 Reduce motorcyclist fatalities
- C-8 Reduce unhelmeted motorcyclist fatalities
- C-9 Reduce drivers aged 20 and younger involved in fatal crashes
- C-10 Reduce pedestrian fatalities
- C-11 Reduce bicyclist fatalities
- B-1 Increase the observed seat belt use for passenger vehicles, front-seat outboard occupants
- M-1 Reduce crashes involving alcohol- or drug-impaired motorcyclists
- M-2 Reduce alcohol- or drug-impaired motorcyclist fatalities
- M-3 Reduce fatalities in crashes involving a drug-impaired driver or motorcycle operator
- M-4 Reduce crashes involving a motorcycle and another motor vehicle
- M-5 Reduce fatal crashes with drivers aged 65 and older
- M-6 Reduce number of distracted drivers involved in fatal crashes

**Funding Sources**

402 BIL and 402 Supp BIL

405(h) BIL Preventing Roadside Deaths

**Funding Amounts**

The OHSP will commit approximately \$2,500,000 for FY 2024-2026.

## Impaired Driving

Impaired-driving crashes have remained at a steady percentage of fatal crashes since the mid-1990s. The OHSP seeks to decrease the number of impaired drivers on the road, in part, by increasing the risk of arrest and conviction.

### Problem Identified

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

### Countermeasures

[CTW, Chapter 1 Alcohol- and Drug-Impaired Driving, Section 7.1 Drug-Impaired Driving, Enforcement of Drug-Impaired Driving<sup>\\*\\*\\*</sup>, Pages 80-81.](#)

[CTW, Chapter 1 Alcohol- and Drug-Impaired Driving, Section 3.1 Deterrence: Prosecution and Adjudication, DWI Courts<sup>\\*\\*\\*\\*</sup>, Pages 37-40.](#)

[CTW, Chapter 1 Alcohol- and Drug-Impaired Driving, Section 2.2 Deterrence: Enforcement, High-Visibility Saturation Patrols<sup>\\*\\*\\*\\*</sup>, Pages 29-30.](#)

[CTW, Chapter 1 Alcohol- and Drug-Impaired Driving, Section 4.1 Deterrence: DWI Offender Treatment, Monitoring, and Control, Alcohol Problem Assessment and Treatment<sup>\\*\\*\\*\\*</sup>, Pages 45-46.](#)

[CTW, Chapter 1 Alcohol- and Drug-Impaired Driving, Section 4.4 Deterrence: DWI Offender Treatment, Monitoring, and Control, DWI Offender Monitoring<sup>\\*\\*\\*\\*</sup>, Pages 53-54.](#)

[CTW, Chapter 1 Alcohol- and Drug-Impaired Driving, Section 6.5 Underage Drinking and Drinking and Driving, Youth Programs<sup>\\*\\*</sup>, Page 76.](#)

**Justification:** This countermeasure involves youth drinking and drug programs that have adopted a peer-to-peer approach.

### [Impaired Driving Program Assessment NHTSA-Facilitated, 2019](#)

**Justification:** The OHSP believes Michigan should maintain current levels of educational opportunities for prosecutors, plan an opportunity for the prosecutors around the state to identify future impaired driving trends and needs, and engage prosecutors and municipal attorneys in a strategic planning session on the new world of legal marijuana and emerging drugs.

### Data Linkage

The strategies and countermeasures selected will assist with the performance measure targets for the Impaired Driving program area by ensuring that opportunities for information and skills training are available for the public. Media campaigns are focusing on these behaviors and circumstances such as riding in car without a seat belt, impaired driving, website information, and using peer support to encourage better driving skills. (See *Paid Media*)

## **Annual Project Selection**

Annual projects in every program area may include the following:

- Support, Training, and Enforcement
- Research, Data, and Evaluation
- Education, Communication, and Outreach
- Program Coordination

## **Considerations**

The OHSP utilized a new method for the solicitation of proposals in FY 2024 to reduce barriers to federal grant funding for behavioral traffic safety projects and to be more equitable by working with local communities that may not have been funded in the past. Instead of the OHSP initiating discussions for grant projects to specific entities, the OHSP provided applicant guidelines and data as a starting point and encouraged the public to submit new and innovative proposals. As part of the proposals, the applicants detailed how public engagement, traffic safety data, affected communities, and impacted locations supported their need for their project. This was done through providing narrative of a project summary, identifying a countermeasure strategy, providing narrative of a problem statement referencing data, listing goals and activities, and providing information on project evaluation. The determination of which projects will be selected has been based on how well the applicants justified their traffic safety need through each of these considerations.

## **NHTSA Uniform Planning Guidelines For Impaired Driving #8**

Program is in accordance with 23 U.S.C. 402(a)(2) under the following sections: each State, in cooperation with its political subdivisions and tribal governments and other parties as appropriate, should develop and implement a comprehensive highway safety program, reflective of State demographics, to achieve a significant reduction in traffic crashes, fatalities, and injuries on public roads. The highway safety program should include an impaired driving component that addresses highway safety activities related to impaired driving. Throughout this guideline, the term impaired driving means operating a motor vehicle while affected by alcohol and/or other drugs, including prescription drugs, over-the-counter medicines, or illicit substances. This guideline describes the components that a state impaired driving program should include and the criteria that the program components should meet.

## **Performance Measures**

- C-1 Reduce the number of traffic fatalities
- C-2 Reduce suspected serious injuries
- C-3 Reduce the fatalities/100 million VMT rate
- C-5 Reduce fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher
- M-1 Reduce crashes involving alcohol- or drug-impaired motorcyclists
- M-2 Reduce alcohol- or drug-impaired motorcyclist fatalities
- M-3 Reduce fatalities in crashes involving a drug-impaired driver or motorcycle operator

## **Funding Sources**

405(d) FAST Act, 405(d) BIL, and 405(d) Supp BIL

**Funding Amounts**

The OHSP will commit approximately \$4,875,419 for FY 2024-2026.



## Motorcyclist Safety

The Motorcyclist Safety Program includes motorcycle rider education and training, motorcycle operator licensing, motorcycle rider conspicuity education, and motorist awareness of motorcyclists. Motorcyclists have been 14 percent of traffic fatalities for the past five years. With Michigan's [Amended Motorcycle Helmet Law](#) in 2016, the number of fatalities and suspected serious injuries continues to rise each year. Motorcyclists are vulnerable roadway users because they lack the protection of a motor vehicle frame in a crash. Although these users represent a small percentage of all crashes, they are overrepresented in fatalities. This includes regular sized motorcycles with two wheels and may often include motorcycles with three wheels. The proportion of motorcycle drivers who were impaired by alcohol is 3.8 times the proportion of non-motorcycle drivers who were impaired, and the motorcyclist drug impairment rate is 2.8 times higher than non-motorcycle drivers. Through data-driven approaches and collaboration with the Motorcyclist Safety Action Team, the OHSP is working to reduce fatalities and injuries of motorcyclists and their passengers.

### Problem Identified

Increases in motorcycle crashes, fatalities, and suspected serious injuries.

### Countermeasures

[CTW, Chapter 3, Appendix 5 Motorcycle Safety, Section 3.2 Motorcycle Rider Training \\*\\*, Pages 5-20, A5-11, and A5-12.](#)

**Justification:** There is only one Motorcycle Safety Countermeasure with three or more stars. The NHTSA Region 5 office indicated that countermeasure 3.2 is the best fit for this project and that countermeasure linkage is certainly important for the Annual Grant Application (AGA), but options are often limited. The NHTSA Region 5 also indicated the evidence provided to approve the project in the AGA.

[Motorcycle Program Assessment NHTSA-Facilitated, 2016, Section VI Motorcycle Rider Education and Training, Pages 7 and 35:](#)

**Justification:** The OHSP believes they should use grant funds to address the motorcyclist rider training program's areas of greatest need.

[NHTSA Uniform Planning Guidelines For Motorcycle Safety #3, Section XI, Program Evaluation and Data:](#)

**Justification:** The OHSP believes they should encourage, support, and offer training localities in process, impact, and outcome evaluation of local programs, since most fatality decreases have been at managed at the local level.

[Motorcycle Program Assessment NHTSA-Facilitated, 2016, Section 1 Program Management, Pages 6 and 13:](#)

**Justification:** The OHSP believes they should create a five-year, data-driven strategic plan, supported by one-year action plans, to guide the development of a comprehensive motorcycle safety program. Plans should include input from stakeholders in all program areas identified in [NHTSA Program Guideline #3, Motorcycle Safety.](#)

[Motorcycle Program Assessment NHTSA-Facilitated, 2016, Motorcycle Rider Education and Training, Pages 7 and 34:](#)

**Justification:** There is only one Motorcycle Safety countermeasure with three or more stars. The project has successfully shown to reduce the number of unendorsed riders over seven years. The NHTSA Region 5 office indicated that the past evidence has been successful.

### **Data Linkage**

The strategies and countermeasures selected will assist with the performance measure targets in the Motorcycle Safety program area by ensuring that adequate motorcyclist and passenger messaging for safety is available along with basic and advanced motorcyclist rider training opportunities. (See *Paid Media*)

### **Annual Project Selection**

Annual projects in every program area may include the following:

- Support, Training, and Enforcement
- Research, Data, and Evaluation
- Education, Communication, and Outreach
- Program Coordination

### **Considerations**

The OHSP utilized a new method for the solicitation of proposals in FY 2024 to reduce barriers to federal grant funding for behavioral traffic safety projects and to be more equitable by working with local communities that may not have been funded in the past. Instead of the OHSP initiating discussions for grant projects to specific entities, the OHSP provided applicant guidelines and data as a starting point and encouraged the public to submit new and innovative proposals. As part of the proposals, the applicants detailed how public engagement, traffic safety data, affected communities, and impacted locations supported their need for their project. This was done through providing narrative of a project summary, identifying a countermeasure strategy, providing narrative of a problem statement referencing data, listing goals and activities, and providing information on project evaluation. The determination of which projects will be selected has been based on how well the applicants justified their traffic safety need through each of these considerations.

### **[NHTSA Uniform Planning Guidelines For Motorcycle Safety #3:](#)**

The program is in accordance with 23 U.S.C. 402(a)(2) under the following sections: Each State, in cooperation with its political subdivisions and tribal governments and other parties as appropriate, should develop and implement a comprehensive highway safety program, reflective of State demographics, to achieve a significant reduction in traffic crashes, fatalities, and injuries on public roads. The highway safety program should include a comprehensive motorcycle safety program that aims to reduce motorcycle crashes and related deaths and injuries. Each comprehensive State motorcycle safety program should address the use of helmets (meeting Federal Motor Vehicle Safety Standard 218) and other protective gear, proper licensing, impaired riding, rider training, conspicuity, and motorist awareness. This guideline describes the components that a state motorcycle safety program should include and the criteria that the program components should meet.

## **Performance Measures**

- C-1 Reduce the number of traffic fatalities
- C-2 Reduce suspected serious injuries
- C-3 Reduce the fatalities/100 million VMT rate
- C-5 Reduce fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher
- C-7 Reduce motorcyclist fatalities
- C-8 Reduce unhelmeted motorcyclist fatalities
- M-1 Reduce crashes involving alcohol- or drug-impaired motorcyclists
- M-2 Reduce alcohol- or drug-impaired motorcyclist fatalities
- M-3 Reduce fatalities in crashes involving a drug-impaired driver or motorcycle operator
- M-4 Reduce crashes involving a motorcycle and another motor vehicle

## **Funding Sources**

402 BIL and 402 Supp BIL

405(f) BIL and 405(f) Supp BIL

## **Funding Amounts**

The OHSP will commit approximately \$591,000 for FY 2024-2026.

## Occupant Protection

Occupant protection in a vehicle includes seat belts, child restraints, and air bags. These are all factors that keep a vehicle occupant safe in the event of crash, thus preventing fatalities and injuries and reducing injury severity. Every occupant should utilize the proper restraints and safety devices. Continuing education courses in Occupant Protection will assist to safeguard the cost of investment in offering certification trainings and assist to maintain a higher than national average recertification rate percentage. Making recertification efforts a priority in the child passenger safety (CPS) training plan helps maintain the number of technicians offering car seat education services throughout Michigan's 83 counties. Proper installation is key to reducing the risk of injury and fatality to children riding in vehicles. The best way for parents to learn how to use their car seats properly is to consult with a CPS technician. Car seat inspection stations are a proven countermeasure to ensure proper installation. The OHSP is considering developing a new occupant protection program to satisfy the unattended passengers program requirement to carry out a program to educate the public regarding the risks of leaving a child or unattended passenger in a vehicle after the vehicle motor is deactivated by the operator.

### Problem Identified

Unrestrained seat belt drivers and occupants, with a special emphasis in all ages of pick-up truck drivers, rear seat unrestrained occupants, and aged 5-8 child restraint misuse occupant crashes, are increasing.

### Countermeasures

[\*CTW, Chapter 2 Seat Belts and Child Restraints, Section 2.1 Communication and Outreach \\*\\*\\*\\*: Short-Term, High-Visibility Seat Belt Law Enforcement \(HVE\), Pages 2-18-19 or 144-145.\*](#)

[\*CTW, Chapter 2 Seat Belts and Child Restraints, Section 7.1 Inspection Stations\\*\\*\\*, Pages 2-41.\*](#)

**Justification:** The OHSP believes that child inspection stations or fitting stations are a standard countermeasure for evaluating if parents use or misuse their car seats.

[\*Occupant Protection Program Assessment NHTSA-Facilitated, 2018, Section 5 Occupant Protection for Children, 5c Recommendations, Page 26:\*](#)

**Justification:** The OHSP desires to assure that adequate and accurate training is provided to the professionals who deliver and enforce the occupant protection programs for parents and caregivers.

[\*Occupant Protection Program Assessment NHTSA Facilitated, 2018, Key Recommendations:\*](#)

**Justification:** The OHSP will focus federal highway safety grant funding to award grants in high-risk locations and to purposefully solicit grant applications from jurisdictions that do not traditionally apply for funding.

[\*NHTSA Required Annual Seat Belt Direct Observation Survey \(Federal § 23 Part Code of Federal Regulations \(CFR\) 1340\)\*](#)

**Justification:** This is for the required annual seat belt direct observation survey.

## Data Linkage

The strategies and countermeasures selected will assist with the performance measure targets by ensuring that the Occupant Protection program area offers car seats to low-income families, recertifying the CPS technicians, providing enough CPS technicians in the state, and conducting the annual seat belt direct observation survey to see how enforcement efforts are working. Public messaging assists with getting the word out for non-compliant individuals (See *Paid Media*).

## Annual Project Selection

Annual projects in every program area may include the following:

- Support, Training, and Enforcement
- Research, Data, and Evaluation
- Education, Communication, and Outreach
- Program Coordination

## Considerations

The OHSP utilized a new method for the solicitation of proposals in FY 2024 to reduce barriers to federal grant funding for behavioral traffic safety projects and to be more equitable by working with local communities that may not have been funded in the past. Instead of the OHSP initiating discussions for grant projects to specific entities, the OHSP provided applicant guidelines and data as a starting point and encouraged the public to submit new and innovative proposals. As part of the proposals, the applicants detailed how public engagement, traffic safety data, affected communities, and impacted locations supported their need for their project. This was done through providing narrative of a project summary, identifying a countermeasure strategy, providing narrative of a problem statement referencing data, listing goals and activities, and providing information on project evaluation. The determination of which projects will be selected has been based on how well the applicants justified their traffic safety need through each of these considerations.

## [NHTSA Uniform Planning Guidelines For Occupant Protection #20](#)

The program is in accordance with 23 U.S.C. 402(a)(2) under the following sections: Provide leadership, training and technical assistance to other state agencies and local occupant protection programs and projects; establish and convene an occupant protection advisory task force or coalition to organize and generate broad-based support for programs, the coalition should include agencies and organizations that are representative of the state's demographic composition and critical to the implementation of occupant protection initiatives; integrate occupant protection programs into community/corridor traffic safety and other injury prevention programs; and evaluate the effectiveness of the state's occupant protection program.

## Performance Measure

- C-1 Reduce the number of traffic fatalities
- C-2 Reduce suspected serious injuries
- C-3 Reduce the fatalities/100 million VMT rate
- C-4 Reduce unrestrained passenger vehicle occupant fatalities
- B-1 Increase the observed seat belt use for passenger vehicles, front-seat outboard occupants

**Funding Sources**

405(b) BIL and 405(b) Supp BIL

**Funding Amounts**

The OHSP will commit approximately \$2,400,000 for FY 2024-2026.

## **Paid Media**

Traffic safety messages are most successful when accompanied by public information and enforcement according to the NHTSA. Paid and earned media have a place within the traffic safety community. Paid advertising guarantees messages will be played on stations and programs that appeal to the target audience most likely to drive impaired, speed, or not wear a seat belt. Young men remain the focus of messaging efforts for distracted driving, impaired driving, speed, and seat belt enforcement. Advertising mediums will include radio, television, cable, streaming, and social media outlets. Advertising programming will be selected based on its efficiency and effectiveness. The OHSP is considering developing a new occupant protection program to satisfy the unattended passengers program requirement to carry out a program to educate the public regarding the risks of leaving a child or unattended passenger in a vehicle after the vehicle motor is deactivated by the operator.

## **Problem Identified**

Lack of understanding of traffic safety issues such not wearing a seat belt, impaired driving, distracted driving, speeding, etc.

## **Countermeasures**

[\*\*CTW, Chapter 2 Seat Belts and Child Restraints, Section 2.1 Communication and Outreach \\*\\*\\*\\*\\*: Short-Term, High-Visibility Seat Belt Law Enforcement \(HVE\), Pages 2-18-19 or 144-145.\*\*](#)

[\*\*Nonmotorized Program Assessment NHTSA-Facilitated, 2018, Section VI Communication Plan, Pages 9 and 35:\*\*](#)

**Justification:** The OHSP was specifically tasked to develop and implement a statewide, branded pedestrian and bicyclist safety campaign that allows for customization to accommodate local needs.

[\*\*Impaired Driving Program Area Assessment NHTSA-Facilitated, 2019, Section 4 Communications Program, Page 72:\*\*](#)

**Justification:** The OHSP will establish media outreach efforts for all OHSP-funded education, enforcement, and training grants.

[\*\*Occupant Protection Program Assessment NHTSA-Facilitated, 2018, Section 4 Communications, Recommendations, Page 24:\*\*](#)

**Justification:** The OHSP will supplement in-house social media with additional current state-of-the-art marketing trend posts for segmented audiences within the 16-35-year-old demographics, with a specific focus on promoting rear seat belt use.

## **Data Linkage**

The strategies and countermeasures selected will assist with the performance measure targets in *Paid Media* by ensuring that traffic safety messages are clear and easy to understand, used during the National Mobilization efforts and other enforcement times, target the correct audiences across a variety of mediums, are unique and attention catching, and are cost effective and efficient.

## Annual Project Selection

Annual projects in every program area may include the following:

- Support, Training, and Enforcement
- Research, Data, and Evaluation
- Education, Communication, and Outreach
- Program Coordination

## Considerations

The OHSP utilized a new method for the solicitation of proposals in FY 2024 to reduce barriers to federal grant funding for behavioral traffic safety projects and to be more equitable by working with local communities that may not have been funded in the past. Instead of the OHSP initiating discussions for grant projects to specific entities, the OHSP provided applicant guidelines and data as a starting point and encouraged the public to submit new and innovative proposals. As part of the proposals, the applicants detailed how public engagement, traffic safety data, affected communities, and impacted locations supported their need for their project. This was done through providing narrative of a project summary, identifying a countermeasure strategy, providing narrative of a problem statement referencing data, listing goals and activities, and providing information on project evaluation. The determination of which projects will be selected has been based on how well the applicants justified their traffic safety need through each of these considerations.

## [NHTSA Uniform Planning Guidelines for Speed Management #19](#)

The program is in accordance with 23 U.S.C. 402(a)(2) under the following sections: Communication strategies, accompanied by enforcement, can modify driver behavior. Communication programs should be developed to ensure motorist acceptance and to enhance compliance with the introduction of revised speed limits and strict enforcement operations. Communication programs and materials should be cultural relevant and multilingual as appropriate. If the public is not aware of, or does not understand, the potential consequences of speeding to themselves and others, they are unlikely to adjust speeds for traffic and weather conditions, or to comply with posted speed limits. Develop and evaluate culturally relevant public awareness campaigns to educate drivers on the importance of obeying speed limits and the potential consequences of speeding. Identify and collaboratively support efforts of highway safety partners, traffic safety stakeholders and the health and medical communities to include speed management as a priority safety, economic and public health issue. Promote responsible driver behavior and speed compliance in advertising.

## Performance Measures

- C-1 Reduce the number of traffic fatalities
- C-2 Reduce suspected serious injuries
- C-3 Reduce the fatalities/100 million VMT rate
- C-4 Reduce unrestrained passenger vehicle occupant fatalities
- C-5 Reduce fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher
- C-6 Reduce speed involved fatalities
- C-7 Reduce motorcyclist fatalities
- C-8 Reduce unhelmeted motorcyclist fatalities
- C-9 Reduce drivers aged 20 and younger involved in fatal crashes
- C-10 Reduce pedestrian fatalities



- C-11 Reduce bicyclist fatalities
- B-1 Increase the observed seat belt use for passenger vehicles, front-seat outboard occupants
- M-1 Reduce crashes involving alcohol- or drug-impaired motorcyclists
- M-2 Reduce alcohol- or drug-impaired motorcyclist fatalities
- M-3 Reduce fatalities in crashes involving a drug-impaired driver or motorcycle operator
- M-4 Reduce crashes involving a motorcycle and another motor vehicle
- M-5 Reduce fatal crashes with drivers aged 65 and older
- M-6 Reduce number of distracted drivers involved in fatal crashes

### **Funding Sources**

- 402 BIL and 402 Supp BIL
- 405(b) BIL and 405(b) Supp BIL
- 405(d) BIL and 405(d) Supp BIL
- 405(f) BIL and 405(f) Supp BIL
- 405(h) FAST Act, 405(h) BIL, and 405(h) Supp BIL

### **Funding Amounts**

The OHSP will commit approximately \$18,000,000 for FY 2024-2026.

## **Pedestrian and Bicycle Safety**

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

### **Problem Identified**

Increases in pedestrian and bicycle fatalities and suspected serious injuries crashes.

### **Countermeasures**

**[CTW, Chapter 8 Pedestrian Safety, Section 2.2 Children-Safe Routes To School \\*\\*\\*, Pages 8-13-24.](#)**

**Justification:** The OHSP believes that the goal of Safe Routes to School Programs (SRTS) is to increase the amount of walking and bicycling trips to and from school while simultaneously improving safety for children walking or bicycling to school. The SRTS programs are community-based and intended to be comprehensive. Programs educate children, school personnel, parents, community members, and law enforcement about safe walking and bicycling behavior and safe driving behavior around pedestrians and bicyclists.

**[CTW, Chapter 8 Pedestrian Safety, Section 4.4 All Pedestrians Enforcement Strategies\\*\\*\\*, Pages 8-39-41.](#)**

**Justification:** The OHSP believes that the purpose of enforcement strategies is to increase compliance with pedestrian and driver traffic laws that more likely to enhance the safety of the pedestrians where crashes are most likely happening.

**[CTW, Chapter 9 Bicycle Safety, Section 3.1 All Bicyclists Active Lighting and Rider Conspicuity \\*\\*\\*, Pages 9-27-29.](#)**

**Justification:** The OHSP believes that improving bicyclist conspicuity is intended to make bicyclists more visible to drivers and allow the drivers more chances to see and avoid collisions with bicyclists.

**[Pedestrian and Bicycle Safety Program Assessment NHTSA-Facilitated, 2018, Section VI Communication Program, Page 35:](#)**

**Justification:** The OHSP wants to identify and invite cities and villages with yield/stop for pedestrian in crosswalks and/or safe passing ordinances to apply for 405(h) grant funds.

**[Pedestrian and Bicycle Safety Program Assessment NHTSA-Facilitated, 2018, Section Program Management, Pages 8 and 15:](#)**

**Justification:** The OHSP wants to increase the rate at which 405(h) funds are being expended through the provision of proven countermeasures and the identification of funding sources that grantees can use to meet the 20 percent match requirement.

**[Pedestrian and Bicycle Safety Program Assessment NHTSA-Facilitated, 2018, Section IV Law Enforcement, Pages 8 and 27:](#)**

**Justification:** The OHSP wants to emphasize that funds given for pedestrian education and enforcement as is currently given to bicycle education and enforcement.

**[NHTSA Uniform Planning Guidelines for Pedestrians and Bicycles #14, Section 1 Program Management, Page 1:](#)**

**Justification:** The OHSP believes it should have centralized program planning, implementation, and coordination to promote pedestrian and bicycle safety program issues as part of a comprehensive highway safety program. Evaluation should be used to revise existing programs, develop new programs, and determine progress and success of pedestrian and bicycle safety programs.

**Data Linkage**

The strategies and countermeasures selected will assist with the performance measure targets by ensuring that the Pedestrian and Bicycle Safety program area offers training to citizens and law enforcement, provides enforcement and traffic safety messaging (See *Paid Media*), and provide analyses to better inform practitioners on pedestrian and bicyclist behaviors.

**Annual Project Selection**

Annual projects in every program area may include the following:

- Support, Training, and Enforcement
- Research, Data, and Evaluation
- Education, Communication, and Outreach
- Program Coordination

**Considerations**

The OHSP utilized a new method for the solicitation of proposals in FY 2024 to reduce barriers to federal grant funding for behavioral traffic safety projects and to be more equitable by working with local communities that may not have been funded in the past. Instead of the OHSP initiating discussions for grant projects to specific entities, the OHSP provided applicant guidelines and data as a starting point and encouraged the public to submit new and innovative proposals. As part of the proposals, the applicants detailed how public engagement, traffic safety data, affected communities, and impacted locations supported their need for their project. This was done through providing narrative of a project summary, identifying a countermeasure strategy, providing narrative of a problem statement referencing data, listing goals and activities, and providing information on project evaluation. The determination of which projects will be selected has been based on how well the applicants justified their traffic safety need through each of these considerations.

**[NHTSA Uniform Planning Guidelines for Pedestrians and Bicycles #14](#)**

Program is in accordance with 23 U.S.C. 402(a)(2) under the following sections: Each State should have centralized program planning, implementation, and coordination to promote pedestrian and bicycle safety program issues as part of a comprehensive highway safety program. Evaluation should be used to revise existing programs, develop new programs, and determine progress and success of pedestrian and bicycle safety programs. The State Highway Safety Office should conduct regular problem identification and evaluation activities to determine pedestrian and bicyclist fatality, injury, and crash trends and to provide guidance in development and implementation of countermeasures.

**Performance Measure**

- C-1 Reduce the number of traffic fatalities
- C-2 Reduce suspected serious injuries
- C-10 Reduce pedestrian fatalities
- C-11 Reduce bicyclist fatalities

**Funding Sources**

402 BIL

405(h) FAST Act, 405(h) BIL, and 405(h) Supp BIL

405(g) BIL

**Funding Amounts**

The OHSP will commit approximately \$3,300,000 for FY 2024-2026.

## **Planning and Administration**

Planning and Administration (P&A) costs are direct and indirect costs that are attributable to the management of Michigan's state highway safety office – OHSP. This includes salaries, related personnel benefits, travel expenses, and rental costs. Federal participation in P&A activities shall not exceed 50 percent of the total cost of such activities and shall not exceed 18 percent of the total 402 funds received.

## **Funding Sources**

402 BIL

## **Funding Amounts**

The OHSP will commit approximately \$2,285,010 for FY 2024-2026.

## Police Traffic Services

The OHSP implements activities in support of national and state highway safety goals to reduce motor vehicle-related fatalities and injuries. The activities include participation in national law enforcement mobilizations, as well as sustained enforcement of statutes addressing impaired driving, speed enforcement, distracted driving, and occupant protection.

### Problem Identified

Increased fatalities and suspected serious injuries, and crashes in speeding, distracted driving, unrestrained, and impaired drivers.

### Countermeasures

[CTW, Chapter 1 Alcohol- and Drug-Impaired Driving, Section 2.2 Deterrence Enforcement, High-Visibility Saturation Patrols \\*\\*\\*\\*, Pages 1-29. \(NHTSA HVE TOOLKIT\)](#)

[CTW, Chapter 1 Alcohol- and Drug-Impaired Driving, Section 2.5 Integrated Enforcement\\*\\*\\* Pages 1-35.](#)

**Justification:** The OHSP believes that integrated enforcement is a model that be used to detect impaired drivers when seat belt or speeding enforcement is taking place.

[CTW, Chapter 1 Alcohol- and Drug-Impaired Driving, Section 7.1 Enforcement Of Drug-Impaired Driving \\*\\*, Page 1-80.](#)

**Justification:** The OHSP believes that Advanced Roadside Impaired Driving Enforcement and Drug Recognition Expert (DRE) training for law enforcement are essential to getting impaired drivers off the roads.

[NHTSA Uniform Planning Guidelines For Traffic Enforcement Services #15, Section II Resource Management, Pages 2-3:](#)

**Justification:** The OHSP wants to encourage law enforcement agencies to develop and maintain a comprehensive resource management plan that identifies and deploys resources necessary to effectively support traffic enforcement services. The resource management plan should include a specific component on traffic enforcement services and safety, integrating traffic enforcement services and safety initiatives into a comprehensive agency enforcement program.

[NHTSA Uniform Planning Guidelines For Traffic Enforcement Services #15, Section III Training, Page 3:](#)

**Justification:** The OHSP wants to offer training that is essential to support traffic enforcement services and to prepare law enforcement officers to effectively perform their duties. Training accomplishes a wide variety of necessary goals and can be obtained through a variety of sources. Law enforcement agencies should periodically assess enforcement activities to determine training needs and to ensure training is endorsed by the state's police officers' standards and training agency.

### Data Linkage

The strategies and countermeasures selected will assist with the performance measure targets by ensuring that the Police Traffic Services program area offers more law enforcement training (See *Impaired Driving*), provides traffic safety messaging (See *Paid Media*), engages with new enforcement partners, provides accurate data, and provides the necessary traffic safety equipment.

## **Annual Project Selection**

Annual projects in every program area may include the following:

- Support, Training, and Enforcement
- Research, Data, and Evaluation
- Education, Communication, and Outreach
- Program Coordination

## **Considerations**

The OHSP utilized a new method for the solicitation of proposals in FY 2024 to reduce barriers to federal grant funding for behavioral traffic safety projects and to be more equitable by working with local communities that may not have been funded in the past. Instead of the OHSP initiating discussions for grant projects to specific entities, the OHSP provided applicant guidelines and data as a starting point and encouraged the public to submit new and innovative proposals. As part of the proposals, the applicants detailed how public engagement, traffic safety data, affected communities, and impacted locations supported their need for their project. This was done through providing narrative of a project summary, identifying a countermeasure strategy, providing narrative of a problem statement referencing data, listing goals and activities, and providing information on project evaluation. The determination of which projects will be selected has been based on how well the applicants justified their traffic safety need through each of these considerations.

## **[NHTSA Uniform Planning Guidelines For Traffic Enforcement Services #15](#)**

The program is in accordance with 23 U.S.C. 402(a)(2) under the following sections: SHSO should encourage law enforcement agencies to develop and maintain a comprehensive resource management plan that identifies and deploys resources necessary to effectively support traffic enforcement services. The resource management plan should include a specific component on traffic enforcement services and safety, integrating traffic enforcement services and safety initiatives into a comprehensive agency enforcement program, etc.” and “Training is essential to support traffic enforcement services and to prepare law enforcement officers to effectively perform their duties. Training accomplishes a wide variety of necessary goals and can be obtained through a variety of sources. Law enforcement agencies should periodically assess enforcement activities to determine training needs and to ensure training is endorsed by the state’s police officer’s standards and training agency. Effective training should provide officers the knowledge and skills to act decisively and correctly; increase compliance with agency enforcement goals; assist in meeting priorities; improve compliance with established policies; result in greater productivity and effectiveness; foster cooperation and unity of purpose; help offset liability actions and prevent inappropriate conduct by law enforcement officers; motivate and enhance officer professionalism; and require traffic enforcement knowledge and skills for all recruits. Law enforcement agencies should provide traffic enforcement in-service training to experienced officers; provide specialized in-service training to traffic enforcement officers as appropriate; conduct training to implement specialized traffic enforcement skills, techniques, or programs; train instructors using certified training to increase agency capabilities and to ensure continuity of specialized enforcement skills and techniques.

## **Performance Measures**

- C-1 Reduce the number of traffic fatalities
- C-2 Reduce suspected serious injuries
- C-3 Reduce the fatalities/100 million VMT rate I
- C-4 Reduce unrestrained passenger vehicle occupant fatalities

- C-5 Reduce fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher
- C-6 Reduce speed involved fatalities
- C-7 Reduce motorcyclist fatalities
- C-8 Reduce unhelmeted motorcyclist fatalities
- C-9 Reduce drivers aged 20 and younger involved in fatal crashes
- C-10 Reduce pedestrian fatalities
- C-11 Reduce bicyclist fatalities
- B-1 Increase the observed seat belt use for passenger vehicles, front-seat outboard occupants
- M-1 Reduce crashes involving alcohol- or drug-impaired motorcyclists
- M-2 Reduce alcohol- or drug-impaired motorcyclist fatalities
- M-3 Reduce fatalities in crashes involving a drug-impaired driver or motorcycle operator
- M-4 Reduce crashes involving a motorcycle and another motor vehicle
- M-5 Reduce fatal crashes with drivers aged 65 and older
- M-6 Reduce number of distracted drivers involved in fatal crashes

### **Funding Sources**

402 BIL and 402 Supp BIL

### **Funding Amounts**

The OHSP will commit approximately \$15,834,000 for FY 2024-2026.



## Traffic Records

It is essential for stakeholders to submit data on all traffic crashes. This information is important when analyzing problems and constructing solutions to reduce crashes and prevent fatalities and injuries. This data must be complete, timely, and accurate for efficient traffic safety planning in all program areas.

### Problem Identified

Incomplete, not timely, inaccurate, inaccessible, and nonintegrated traffic crash data in Michigan.

### Countermeasures

[\*Traffic Records Program Assessment NHTSA-Facilitated, 2020, Injury Surveillance Recommendations, Page 19:\*](#)

**Justification:** The OHSP wants to improve the data quality control program for the injury surveillance systems to reflect best practices identified with the recent availability of emergency department data.

[\*Traffic Records Program Assessment NHTSA-Facilitated, 2020, Roadway, Pages 16-17:\*](#)

**Justification:** The OHSP wants to improve the applicable guidelines for the roadway data system.

[\*Traffic Records Program Assessment NHTSA-Facilitated, 2020, Crash Summary Recommendations, Page 11:\*](#)

**Justification:** The OHSP wants to improve data accessibility is vital for crash data users. By focusing engineering and law enforcement efforts on locations with the greatest crash risk, traffic fatalities and injuries can be reduced resulting in safer roadways.

[\*Traffic Records Program Assessment NHTSA-Facilitated, 2020, Crash Section, Pages 9-10:\*](#)

**Justification:** The OHSP wants to improve the procedures/process flows for the crash data system.

### Data Linkage

The strategies and countermeasures selected will assist with the performance measure targets by ensuring that the Traffic Records program area will work to make the traffic crash data more timely, more accessible, more complete, more integrated, and more accurate by continuing to invite unrepresented departments to the Traffic Records Coordinating Committee meetings, obtain their data, and make Michigan more Model Minimum Uniform Crash Criteria compliant.

### Annual Project Selection

Annual projects in every program area may include the following:

- Support, Training, and Enforcement
- Research, Data, and Evaluation
- Education, Communication, and Outreach
- Program Coordination

## Considerations

The OHSP utilized a new method for the solicitation of proposals in FY 2024 to reduce barriers to federal grant funding for behavioral traffic safety projects and to be more equitable by working with local communities that may not have been funded in the past. Instead of the OHSP initiating discussions for grant projects to specific entities, the OHSP provided applicant guidelines and data as a starting point and encouraged the public to submit new and innovative proposals. As part of the proposals, the applicants detailed how public engagement, traffic safety data, affected communities, and impacted locations supported their need for their project. This was done through providing narrative of a project summary, identifying a countermeasure strategy, providing narrative of a problem statement referencing data, listing goals and activities, and providing information on project evaluation. The determination of which projects will be selected has been based on how well the applicants justified their traffic safety need through each of these considerations.

## NHTSA Uniform Planning Guidelines For Traffic Records #10

Program is in accordance with 23 U.S.C. 402(a)(2) under the following section: A state's traffic records information should be maintained in a form that is of high quality and readily accessible to users throughout the state. Performance-based measures should be quantifiable and should be established for each attribute of each component (e.g., the amount of elapsed time from initial data collection until entry in the traffic records system, the level of accuracy and completeness the data must meet to pass edit and validation checks during data entry, the level of adoption of various standards and guidelines, etc.).

## Performance Measures

- C-1 Reduce the number of traffic fatalities
- C-2 Reduce suspected serious injuries
- C-3 Reduce the fatalities/100 million VMT rate I
- C-4 Reduce unrestrained passenger vehicle occupant fatalities
- C-5 Reduce fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of .08 g/dl or higher
- C-6 Reduce speed involved fatalities
- C-7 Reduce motorcyclist fatalities
- C-8 Reduce unhelmeted motorcyclist fatalities
- C-9 Reduce drivers aged 20 and younger involved in fatal crashes
- C-10 Reduce pedestrian fatalities
- C-11 Reduce bicyclist fatalities
- B-1 Increase the observed seat belt use for passenger vehicles, front-seat outboard occupants
- M-1 Reduce crashes involving alcohol- or drug-impaired motorcyclists
- M-2 Reduce alcohol- or drug-impaired motorcyclist fatalities
- M-3 Reduce fatalities in crashes involving a drug-impaired driver or motorcycle operator
- M-4 Reduce crashes involving a motorcycle and another motor vehicle
- M-5 Reduce fatal crashes with drivers aged 65 and older
- M-6 Reduce number of distracted drivers involved in fatal crashes

## Funding Sources

402 BIL and 402 Supp BIL

405(c) FAST Act and 405(c) BIL

## **Funding Amounts**

The OHSP will commit approximately \$6,300,000 for FY 2024-2026.

## Performance Report

Performance Measure:	2023 HSP				
	Target Period	Target Year(s)	Target Value FY23 HSP	*Data Source*/ FY 2023 Progress Results	On Track to Meet FY 2023 Target
C-1) Total Traffic Fatalities	5 year	2017-2021	1,105.6	2022 State	Trending up
C-2) Serious Injuries in Traffic Crashes	5 year	2017-2021	5,909.2	2022 State	Trending down
C-3a) Fatalities/VMT	5 year	2017-2021	1.136	2022 State	Not Available
C-3b) Rural Fatalities/VMT	5 year	2017-2021	1.22	2022 State	Not Available
C-3c) Urban Fatalities/VMT	5 year	2017-2021	.99	2022 State	Not Available
C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	Annual	2023	201	2022 State	Trending up
C-5) Alcohol-Impaired Driving Fatalities	Annual	2023	223	2022 State	Trending down
C-6) Speeding-Related Fatalities	Annual	2023	202	2022 State	Trending up
C-7) Motorcyclist Fatalities	Annual	2023	149	2022 State	Trending up
C-8) Unhelmeted Motorcyclist Fatalities	Annual	2023	54	2022 State	Trending up
C-9) Drivers Aged 20 or Younger Involved in Fatal Crashes	Annual	2023	132	2022 State	Trending down
C-10) Pedestrian Fatalities	Annual	2023	158	2022 State	Trending up
C-11) Bicyclist Fatalities	Annual	2023	27	2022 State	Trending up
B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)	Annual	2023	93.9	State Survey	Trending down
M-1 Reduce crashes involving alcohol- or drug-impaired motorcyclists	Annual	2023	222	2022 State	Trending up
M-2 Reduce alcohol- or drug-impaired motorcyclist fatalities	Annual	2023	47	2022 State	Trending up
M-3 Reduce fatalities in crashes involving a drug-impaired driver or motorcycle operator	Annual	2023	301	2022 State	Trending down
M-4 Reduce crashes involving a motorcycle and another motor vehicle	Annual	2023	1,396	2022 State	Trending up
M-5 Reduce fatal crashes with drivers aged 65 and older	Annual	2023	259	2022 State	Trending up
M-6 Reduce number of distracted drivers involved in fatal crashes	Annual	2023	76	2022 State	Trending down
A-1 Number of seat belt citations issued during grant-funded enforcement activities	Annual	2023	N/A	2022 State	N/A

A-2 Number of impaired-driving arrests made during grant-funded enforcement activities	Annual	2023	N/A	2022 State	N/A
A-3 Number of speeding citations issued during grant-funded enforcement activities	Annual	2023	N/A	2022 State	N/A

**Performance Report Narrative**

The OHSP’s FY 2022 Annual Report provides in-depth information for how countermeasure strategies implemented contributed to meeting the state’s highway safety performance targets. The full report can be accessed at the following link: [FY 2022 Annual Report](#)

Additionally, the OHSP is on track to meet safety goals and performance targets from the FY 2023 Michigan Highway Safety Plan. The details by program area are noted below:

Community Programs Countermeasure Strategies

- OP: Seat Belt Law Enforcement - Short-Term, HVE Seat Belt Enforcement
- AL: Enforcement - HVE Saturation Patrols
- AL: Impaired Driving Program Assessment (NHTSA Facilitated)
- Speed: NHTSA Uniform Planning Guidelines for Speed Management #19

The OHSP is utilizing education publications, hosting a statewide Traffic Safety Summit conference, and focusing on learning more about societal costs of traffic crashes and effects of paid media on messaging.

Driver Education Countermeasure Strategies

- Distracted Driving: Communications and Outreach Communications and Outreach on Distracted Driving
- DE: Communications and Outreach - General Communications and Education
- AL: Underage Drinking and Drinking/Driving - Youth Programs
- DE: GDL
- PB: All Pedestrians - Enforcement Strategies
- Other: Research
- Other (Peer-to-Peer Teen Traffic Safety Program Guide)
- DE: Parents-Parent Roles in Teaching and Managing Young Drivers

The OHSP has newly developed a paid media campaign on distracted driving awareness and a mandatory orientation for teen driver training providers in FY 2023. These two new initiatives will make a huge impact on meeting goals and targets.

Emergency Medical Services Countermeasure Strategies

- Other: Research

The OHSP is utilizing a U.P. Rural Bystander Care program to train bystanders in first aid to effectively assist the ill and injured.

Impaired Driving Countermeasure Strategies

- ID: Drug Recognition Expert Training
- ID: Impaired Driving Program Assessment (NHTSA Facilitated)

- ID: Enforcement - HVE Saturation Patrols
- ID: DWI Courts
- ID: Strategic Highway Safety Plan

The OHSP continues to utilize DRE training, Judicial Training/Outreach/Liaison, and Sobriety/Treatment Court support to improve the impaired driving issue in Michigan. One new initiative in FY 2023 is promoting a drugged driving public information and education campaign.

#### Motorcyclist Safety Countermeasure Strategies

- MC: Motorcycle Program Assessment (NHTSA Facilitated)
- MC: NHTSA Uniform Planning Guidelines for Motorcycle Safety #3
- MC: Motorcycle Rider Licensing and Training - Motorcycle Rider Licensing

For the first time in decades, the OHSP facilitated a RiderCoach Conference in FY 2023. Another new initiative this year is public information and education on safety gear for motorcyclists. The OHSP continues to support additional Michigan RiderCoach professional development, Advanced RiderCourse training, and Range Aides to improved motorcyclists' safety. Public education on unendorsed motorcycle riders and impaired riding prevention.

#### Occupant Protection Countermeasure Strategies

- OP: Communications and Outreach - Strategies for Older Children
- OP: Occupant Protection Program Assessment (NHTSA Facilitated)
- OP: Communications and Outreach - Strategies for Child Restraint and Booster Seat Use
- OP: NHTSA Required Annual Seat Belt Direct Observation Survey

The OHSP continues to support booster seat education, seat belt education, child passenger safety training, and car seat distribution. The annual seat belt and handheld device use survey also plays a significant role in meeting our targets and goals in FY 2023.

#### Pedestrian and Bicyclist Safety Countermeasure Strategies

- PB: NHTSA Uniform Planning Guidelines for Pedestrians and Bicycles #14
- PB: Safe Routes to School
- PB: All Pedestrians - Enforcement Strategies
- PB: Nonmotorized Program Assessment (NHTSA Facilitated)
- PB: All Bicyclists - Active Lighting and Rider Conspicuity

The OHSP continues to support enforcement, the Detroit Safe Routes Ambassador program, and the League of Michigan Bicyclists training/education programs to improve safety for pedestrians and bicyclists. One new initiative in FY 2023 that will help reach goals and targets is the pedestrian and bicyclist adjudication education project.

#### Police Traffic Services Countermeasure Strategies

- OP: Communications and Outreach - Supporting Enforcement
- AL: Prevention, Intervention, Communications, and Outreach - Mass Media Campaigns
- PT: NHTSA Uniform Planning Guidelines for Police Traffic Services #15
- AL: Enforcement - HVE Saturation Patrols
- Speed: Communications and Outreach - Public Information Supporting Speed Enforcement
- Speed: Enforcement - HVE Enforcement

The OHSP continues to support overtime enforcement and paid media during the required federal mobilization periods, as well as elective periods throughout the year based on the community initiatives. One unique project in FY 2023 is to support speed measurement signs for law enforcement agencies conducting speed enforcement.

#### Traffic Records Countermeasure Strategy

- TR: Traffic Records Program Assessment (NHTSA Facilitated)

The OHSP is on track to meeting safety goals and performance targets in part due to leveraging a new partnership with the Center for Shared Solutions to obtain high resolution aerial imagery of 21 counties in the state. This project is critical to timeliness and accuracy for Michigan data as the imagery is available within 2-4 weeks of acquisition versus the previous process of 1-5 years.